

## Brand Guidelines



**MakersBox**  
FOUNDATION

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# Section

# Brand Overview



MakersBox Foundation believes that STEM Education and Skill based Education can create a society that can solve problems itself and not blame others for the problems. Whether it is about training people, retraining them, skilling them or building capacity, the team at MakersBox Foundation is committed to change the way Education is delivered on the Grassroot level, and ensure that each child has access to world class education, critical thinking and problem solving skills using tools and technology.

Setup as a Section 8 Company in India, MakersBox Foundation, is based out of New Delhi, and works closely with Governments, Funding Agencies, Change Makers, and Educational Institutes to bring about the change.



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# Section

# Mission Statement

आत्मनिर्भर  
शिक्षित  
भारत

Our Mission Statement is “Education for a Self Reliant India” or in Hindi आत्मनिर्भर शिक्षित भारत

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**Harpreet Kaur Sapra** - Founding Member, MakersBox Foundation



# We Have a Commitment



## Education

Education is the gateway to success, most of our students can't read or write, and thus can't access life saving skills



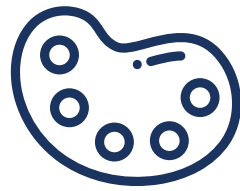
## Skill

In 2030 India will have the highest young population (age group 20-24), and for this youth to be able to be employable - will require skills.



## Capacity

As a country that has always had guru's, teaching as a profession is well respected, the intention is to build capacity of teachers, who can teach for the future.



## Research

Without data we won't know where we are and where we reached, an important aspect to our work is Research and Advocacy for Skill based education in India.

# Section

# Brand Values







## Brand Values

### 01

#### Learning to Learn is more Important than Learning

Our commitment to creating self motivated life long learners is at the heart of what we do. Giving the skills of being able to learn a new skill is important, as the skills that we use today may not be in use in the future. Jobs and Job definitions, Job requirements are changing every year, only those who can learn in all this and adapt are the ones that succeed.

### 02

#### Making Learning Fun

Children must learn how to have fun in the classroom, and how learning can be fun. Our Project based learning and activity based approach ensures that children look forward to the classroom sessions, and to have fun when they are learning, engaging in dialogue with the facilitators, and ensuring what they learn is for use, rather than just to pass an exam.

## 03

## Creating Self Motivated Life Long Learners

The Future is unknown to us, and it is unknown to the students only, every year as technology progresses, we get an insight whether through science fiction or what is happening, on what may lie next - but if we create learners that are self motivated to learn all through their life, we will solve the challenge of being skilled, and out of skill to always being skilled

## 04

## Discovery is a beautiful tool

Every child is inquisitive, but over times loses the energy to ask questions, and starts following the line, but the joy of discovering something from nature, from machines around us or from society helps us find inspiration in doing more things, ensuring students discover as they go along, in a classroom session is an important tool, than to just do show-and-tell. The Mind is beautiful and powerful.

# Section

# Brand Personality





## Brand Personality

### Brand Characteristics

The Brand Icon is based on fundamentals of being able to remember things and to be able to see through the dark. The Owl is known to have the sharpest memory and can also see in the dark. It is also known to be a wise animal.

उल्लू एक ऐसा पक्षी है जिसे दिन कि अपेक्षा रात में अधिक स्पष्ट दिखाई देता है। इसके कान बेहद संवेदनशील होते हैं | बड़ी आंखें बुद्धिमान व्यक्ति की निशानी होती है और इसलिए उल्लू को बुद्धिमान माना जाता है



#### 01

##### Youthful

Our brand has to connect not only with the stake holders but also the children, ones that we are working to impact. The brand mascot / logo was designed keeping this in mind.

#### 02

##### Visionary

The owls ability to see in the dark is a skill that we need to impart. Our children need to have the ability to work towards future skills and not only adapt, but also learn them to be able to lead in the future.



## Brand Personality

### Brand Characteristics

Since Independence India has stayed to be a developing nation, the journey of 1.2 Billion people has been full of it's own challenges, but as we step into the next century, India aims to be Self-Reliant (Atmanirbhar / आत्मनिर्भर)

#### 01

##### Self-Reliant

The Key to be Self-Reliant is to be Educated, and Skilled to be able to solve problems, and come up with solutions that are unique to our geography.

*Shikshit / शिक्षित* is our philosophy to solve this challenge.

#### 02

##### Country First

While MakersBox Foundation could have chosen to work across the globe, our Country First Attitude, and our drive to solve our local challenges put *Bharat / भारत* as a part of our vision.

आत्मनिर्भर  
शिक्षित  
भारत

# Section

# Brand Colouring





Brand Colouring

Primary  
Colouring

The Brand uses 6 Primary Colours for it’s Representation, from Tones of Red, Blue, Black and Yellow



Space Grey

HEX #2E4059  
RGB 46 : 65 : 89  
CMYK 87% 72% 43% 32%



Brink Pink

HEX #F27380  
RGB 242 : 115 : 128  
CMYK 0% 69% 35% 0%



Vibrant Yellow

HEX #FFC93B  
RGB 255 : 201 : 59  
CMYK 0% 21% 87% 0%



Bayou Blue

HEX #3E7BB1  
RGB 62 : 123 : 177  
CMYK 79% 47% 9% 0%



Dull Red

HEX #E95555  
RGB 233 : 85 : 85  
CMYK 3% 82% 64% 0%



Open Skies

HEX #69A8DB  
RGB 105 : 168 : 219  
CMYK 57% 22% 0% 0%



Brand Colouring

Color  
Exploring

These variations show using transparency with the Primary 6 Colours associated with the brand.



Space Grey

HEX #2E4059  
RGB 46 : 65 : 89  
CMYK 87% 72% 43% 32%



Brink Pink

HEX #F27380  
RGB 242 : 115 : 128  
CMYK 0% 69% 35% 0%



Vibrant Yellow

HEX #FFC93B  
RGB 255 : 201 : 59  
CMYK 0% 21% 87% 0%



Bayou Blue

HEX #3E7BB1  
RGB 62 : 123 : 177  
CMYK 79% 47% 9% 0%



Fiery Red

HEX #E95555  
RGB 233 : 85 : 85  
CMYK 3% 82% 64% 0%



Open Skies

HEX #69A8DB  
RGB 105 : 168 : 219  
CMYK 57% 22% 0% 0%





Brand Colouring

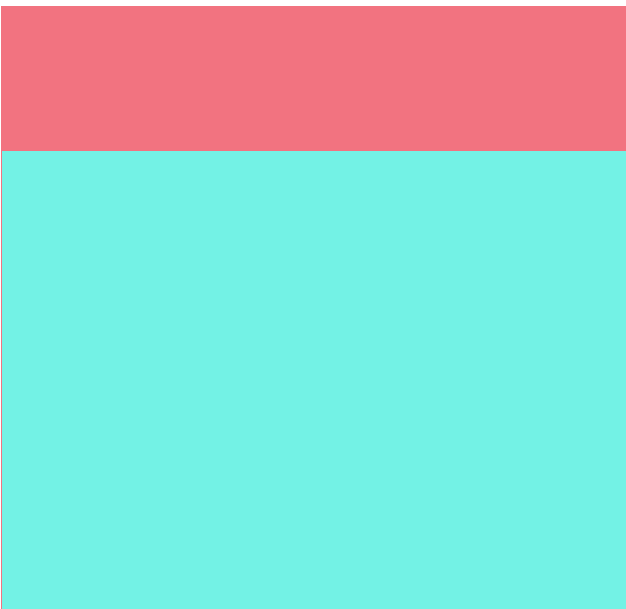
Complementary  
Colors

Two colours that are on opposite sides of the colour wheel. This combination provides a high contrast and high impact colour combination – together, these colours will appear brighter and more prominent.



Space Brown

HEX #59472E  
RGB 89 : 71 : 46  
CMYK 0% 20% 48% 65%



Brink Blue

HEX #73F2E5  
RGB 115 : 242 : 229  
CMYK 52% 0% 5% 5%



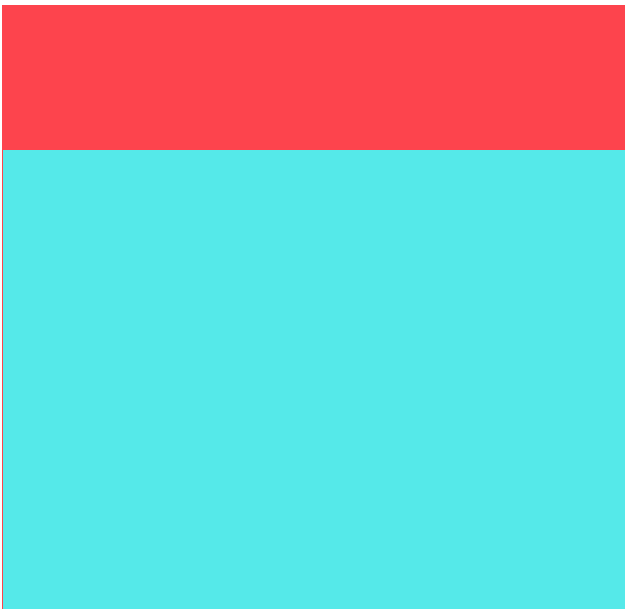
Vibrant Blue

HEX #3B73FF  
RGB 59 : 115 : 255  
CMYK 77% 55% 0% 0%



Bayou Brown

HEX #B1743E  
RGB 177 : 116 : 62  
CMYK 0% 34% 65% 31%



Fiery Blue

HEX #55E9E9  
RGB 85 : 233 : 233  
CMYK 64% 0% 0% 9%



Brown Skies

HEX #DB9C69  
RGB 219 : 156 : 105  
CMYK 0% 29% 52% 14%



Brand Colouring

Monochromatic  
Colors

Monochromatic color schemes are derived from a single base hue and extended using its shades, tones and tints. These can be used for posts / documents using a single color from the 6 brand colours



Space Blue

**HEX** #254573  
**RGB** 37 : 69 : 115  
**CMYK** 68% 40% 0% 55%



Brink Powder

**HEX** #D99299  
**RGB** 217 : 146 : 153  
**CMYK** 0% 33% 29% 15%



Mellow Yellow

**HEX** #E6C163  
**RGB** 230 : 193 : 99  
**CMYK** 0% 16% 57% 10%



Deep Blue

**HEX** #537797  
**RGB** 83 : 119 : 151  
**CMYK** 45% 21% 0% 41%



Dull Red

**HEX** #55E9E9  
**RGB** 208 : 117 : 117  
**CMYK** 0% 44% 44% 18%



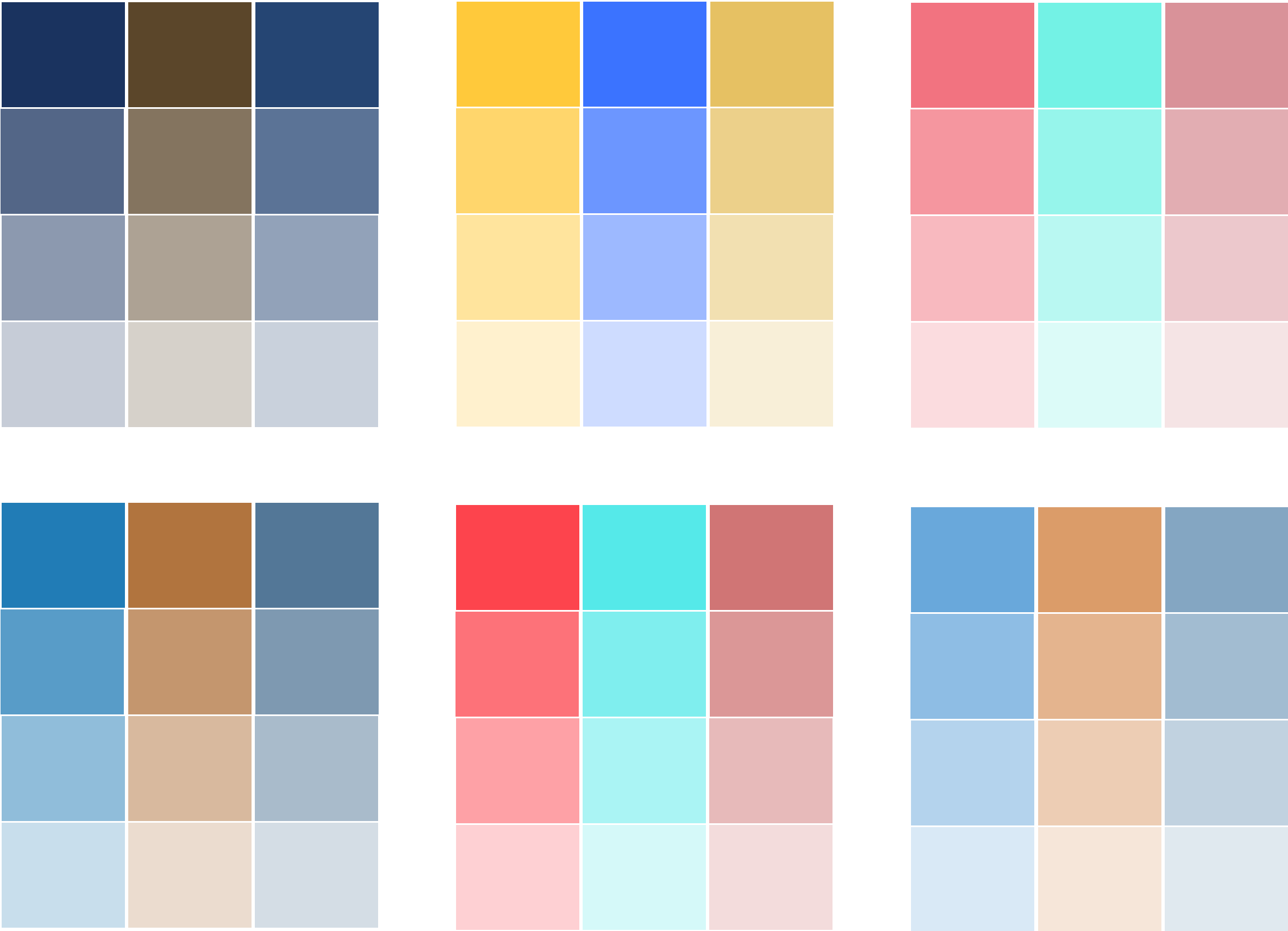
Grey Skies

**HEX** #84A6C2  
**RGB** 132 : 166 : 194  
**CMYK** 32% 14% 0% 24%

Brand Colouring

Color  
Palette

Variations of Colours and Transparency  
using Monochromatic and  
Complimentary Colours to show how  
Color combinations can be used to  
highlight graphics and posts.



# Section

# Logo Guidelines



## Logo Definitions

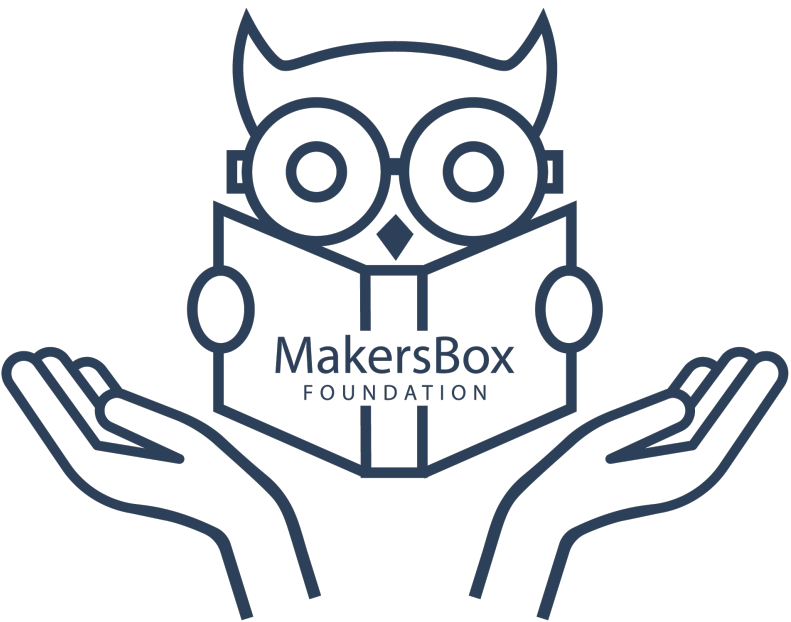
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The Primary logo for MakersBox Foundation is the Owl Reading a Book, The Big Eyes Indicate Inquisitiveness, and the Book Indicates the Foundation's Principles.



Logo  
Variations

Currently the following Variations of the  
Logo / Brand Mascot can be used.



## Logo Guidelines

### Logo Variations

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The Hindi Logo can be used in the format as Single Word Line, or a Combined Word, the Alternatives are given here

आत्मनिर्भर शिक्षित भारत

आत्मनिर्भर  
शिक्षित  
भारत

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# Section

# Font Pairings





**Primary** Typeface

# Myriad Pro

Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly for Adobe Systems. Myriad was intended as a neutral, general-purpose typeface that could fulfil a range of uses and have a form easily expandable by computer-aided design to a large range of weights and widths. Myriad is easily distinguished from other sans-serif fonts due to its "y" descender (tail) and slanting "e" cut.

**Secondary** Typeface

# MYRIAD PRO

A Mix of All Caps with Loose Spacing (Increased Kerning) and a Mixed Face Font is used to signify our use of Font Face. Myriad Pro remains to be the Font of Choice for MakersBox Foundation



## Font Pairings

Primary Typeface : **Myriad Pro**

**Bold 114pt**

AaBb

Light 18pt

It is easy to sit on a couch, get on twitter and blame the System, but what is better is to work on the ground. Setup as a think tank in late 2009, on changing the way Skilling and Education (*Shiksha*) is done in India.

MakersBox

Secondary Typeface : **Myriad Pro**

**Bold 114pt**

A B C D

Light 18pt

IT IS EASY TO SIT ON A COUCH, GET ON TWITTER AND BLAME THE SYSTEM, BUT WHAT IS BETTER IS TO WORK ON THE GROUND. SETUP AS A THINK TANK IN LATE 2009, ON CHANGING THE WAY SKILLING AND EDUCATION (*SHIKSHA*) IS DONE IN INDIA.

FOUNDATION

# Myriad Pro

## MYRIAD PRO

During the 1990s, Adobe developed a release of Myriad in the multiple master format, an ambitious format intended to allow the user to fine-tune weight, width and other characteristics of the design to their preferred form. The concept was not widely-supported by third-party applications, and so most releases of Myriad have been in the form of separate font files. The concept has since been redeveloped as part of the OpenType variable fonts technology.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Zz

1234567890  
!@#\$%^&\*():"<>?

Regular	Light	Semi Bold	Bold	Black	Semi Condensed	Semi Extended
<i>Italic</i>	<i>Light Italic</i>	<i>Semi Bold Italic</i>	<i>Bold Italic</i>	<i>Black Italic</i>	<i>Semi Condensed Italic</i>	<i>Semi Extended Italic</i>



# Image Guidelines



Image Guidelines

Image  
Footers

Footer Options for Images where needed,  
you can also generate footers as per the  
Color Charts provided in this Brand guide.

Education for a Self Reliant India	आत्मनिर्भर शिक्षित भारत
Education for a Self Reliant India	आत्मनिर्भर शिक्षित भारत
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