

BRAND
GUIDELINES

MAKERS OF
MIDTOWN



DON'T ACT BRAND NEW

CEBU'S MAKER DISTRICT
HAS ALWAYS BEEN HERE

04	BRAND MANIFESTO	13
14	LOGO	15
16	LOGO VARIATIONS	19
20	COLOR VARIATIONS	23
24	COLOR PALETTE	25
26	LOGO PLACEMENT	27
28	CLEARSPACE	31
32	MINIMUM SIZE	35
36	TYPOGRAPHY	37
38	LOGO USAGE	39
40	ILLUSTRATIONS	45
46	APPLICATIONS	49

TABLE OF CONTENTS

Embrace the Spirit of Making

At Makers of Midtown, we believe in the power of creativity. Our mission is rooted in a commitment to placemaking, turning spaces into hubs of innovation and artistic expression. We aim to designate our area as a maker district, a beacon for creative minds, and a sanctuary for artistic pursuits.

Empowering the Makers

Our focus is twofold: empowering creative businesses and individuals alike. We aim to foster an environment where creativity thrives, ideas are nurtured, and artistic endeavors are recognized. By promoting creativity, we cultivate communities that inspire, support, and uplift each other.



MAKERS OF MIDTOWN

Supporting Creative Initiatives and Collaboration

We support creative initiatives that drive innovation and collaboration. We provide opportunities and create activities to sustain and energize creative communities. By creating fun and knowledge-based activities, we help creatives and non-creatives thrive.

Makers of Midtown is a collaborative movement. We invite creatives and enthusiasts from the midtown area and beyond to join us. Together, we build a network that fosters unity and shared purpose.





AS MAKERS OF MIDTOWN

SUPPORT AND DEVELOPMENT

We support, engage with, and develop our communities, recognizing the value and unique contributions of each member.

PROMOTION OF CREATIVITY

We promote creativity in all its forms, providing support and knowledge to empower both creatives and non-creatives.

GLOBAL COMPETENCY

We strive for excellence in our crafts, ensuring high-quality work that meets global standards.

COMMITMENT TO COLLABORATION

Collaboration is key. We work with diverse individuals, fostering an inclusive environment where ideas can merge.

Together, as Makers of Midtown, we aim to transform our community, elevate creativity, and position Cebu City as a hub of artistic talent. Join us in this mission to empower, create, and inspire.

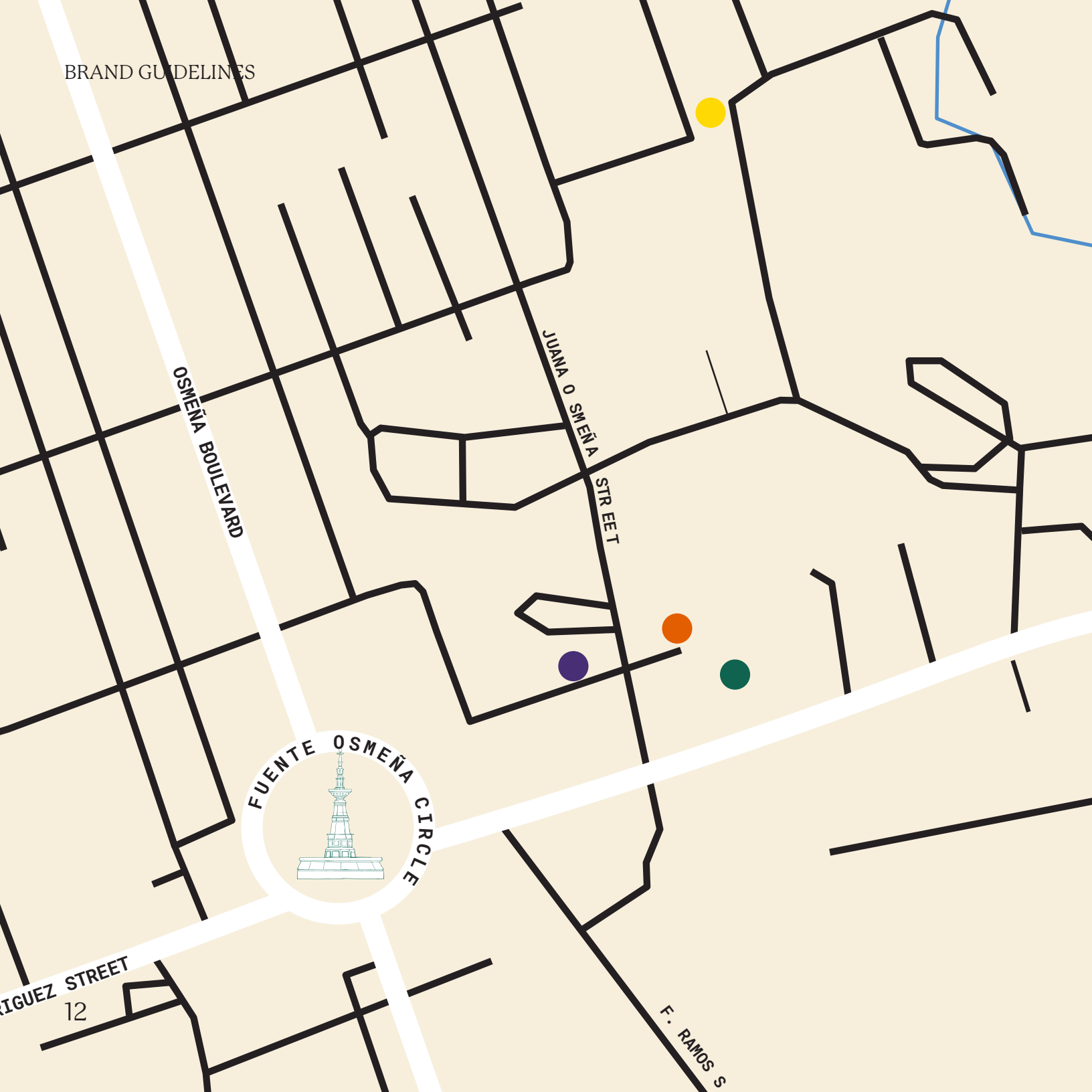
MANIFESTO

At Makers of Midtown, we believe in the power of creativity. Our mission is to transform spaces into hubs of innovation and art, creating a maker district that inspires creativity and artistic expression. We focus on empowering the makers - both individuals and businesses - through environments where creativity thrives, ideas are nurtured and artistic endeavors are recognized.

Through Makers of Midtown, we cultivate communities that inspire, support, and uplift each other through creative initiatives and activities that provide opportunities for everyone to thrive. Makers of Midtown is a collaborative movement. We invite all creatives, artists, designers, crafters, and makers from the midtown area and beyond to join us. Together, let's build a network with a shared purpose of engaging and developing our community by promoting creativity and empowering all members.

As Makers of Midtown, we aim to position Cebu City as a hub of artistic talent. Join us in this mission to empower, create, and inspire.





CEBU MAKING SPACE

Cebu's first co-making space with a makerspace, gallery, and studio with regular creative events like workshops, pop-up markets, live gigs, exhibits, and other art and design-related activities.

FB IG @CEBUMAKINGSPACE
WWW.CEBUMAKINGSPACE.COM
 3F MANGO SQUARE MALL, GEN. MAXILOM AVENUE

DRAFT PUNK CRAFT CAFE

A bar and restaurant serving Asian comfort food and local craft beer with nightly live entertainment featuring bands and DJ's from around the country and several pop-up retail events.

FB IG @DRAFTPUNKCEBU
WWW.DRAFTPUNK.PH
 JUANA OSMEÑA STREET (MANGO SQUARE MALL PARKING LOT)

BINTANA CAFE

Neighborhood cafe serving homey Cebuano dishes and specialty coffee and a venue for local exhibits, art workshops, pop-up markets, and more.

FB IG @BINTANACEBU
 181K ELIZABETH POND STREET

AHKA SARI-SARI SPACE

A cafe and events space for drag shows, pop-ups, art exhibits, mini workshops, live gigs, and more.

FB IG @AHKA.SPACE
 3 DON JULIO LLORENTE STREET

DESIGNED IN THE MIDDLE OF EVERYWHERE

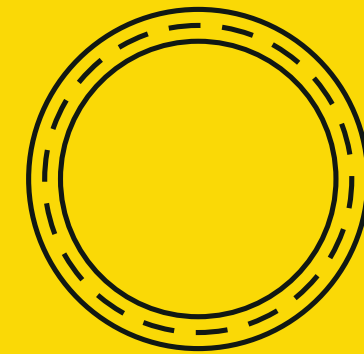
LOGO

Makers of Midtown identifies itself to be born, raised, and thriving in midtown, the heart of Cebu City.

The logo is a visual representation of midtown as it incorporates a circular-outlined logo icon. This pays homage to midtown's sweet center and landmark, the heart of the city, Fuente Circle.

A serif typeface is paired with the icon to convey a classic lean towards creativity, noting midtown's growing history as a creative hub.

THE HEART OF THE CITY IS A MAKER



MAKERS OF MIDTOWN

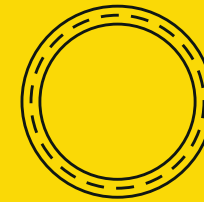
UNESCO CITY OF DESIGN 2019
CEBU CITY 6000

LOGO VARIATIONS

Legible, distinct, and unforgettable. The Makers of Midtown logo is intended to be as versatile. The permitted variants are as follows.

COOKS
BAKERS
ACTORS
TAILORS
WRITERS
DANCERS
BARISTAS
PAINTERS
PRINTERS
CURATORS
MUSCIANS
INVENTORS
GRAFFITISTS
ARCHITECTS
LOCKSMITHS
CARPENTERS
SIGN MAKERS
TOOLMAKERS
SHOEMAKERS
UPHOLSTERERS
TYPEFOUNDERS
WOODCARVERS
TATTOO ARTISTS
PHOTOGRAPHERS
GRAPHIC DESIGNERS

STANDARD LOGO



MAKERS OF MIDTOWN

THIS VARIATION IS TO BE ON APPLICATIONS THAT REQUIRE THE LOGO ICON ON DISPLAY. IT CAN BE USED FOR STICKERS, STAMPS, AND AS A DISPLAY PHOTO AMONG OTHERS.

VERTICAL

MAKERS OF MIDTOWN

THIS VARIATION IS TO BE USED MOST OFTEN ACROSS VARIOUS APPLICATIONS. THE VERTICAL VARIATION CAN BE USED USED WHEREVER APPLICABLE.

HORIZONTAL

MAKERS OF MIDTOWN

THE HORIZONTAL VARIATION IS TO BE USED SIMILARLY TO ITS VERTICAL COUNTERPART. IT CAN BE USED WHEREVER APPLICABLE, ESPECIALLY ON APPLICATIONS THAT REQUIRE A HORIZONTAL ORIENTATION

LOGO VARIATIONS

Legible, distinct, and unforgettable. The Makers of Midtown logo is intended to be as versatile. The permitted variants are as follows.

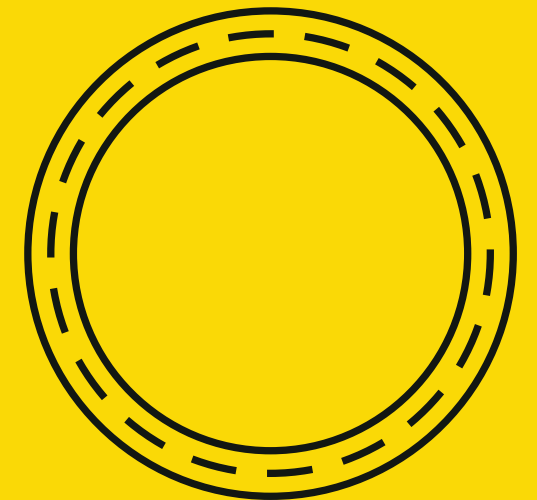
COOKS
BAKERS
ACTORS
TAILORS
WRITERS
DANCERS
BARISTAS
PAINTERS
PRINTERS
CURATORS
MUSCIANS
INVENTORS
GRAFFITISTS
ARCHITECTS
LOCKSMITHS
CARPENTERS
SIGN MAKERS
TOOLMAKERS
SHOEMAKERS
UPHOLSTERERS
TYPEFOUNDERS
WOODCARVERS
TATTOO ARTISTS
PHOTOGRAPHERS
GRAPHIC DESIGNERS

EMBLEM LOGO

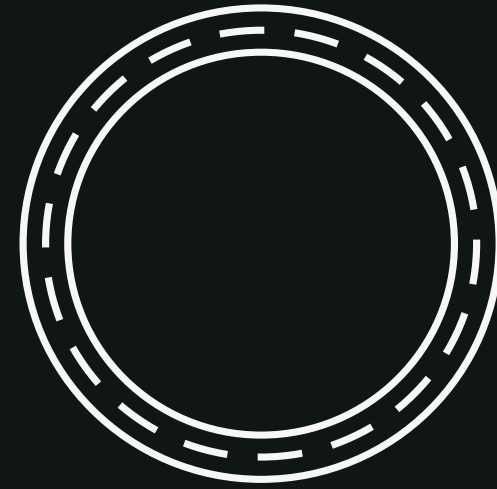


THE EMBLEM VARIATION IS TO BE USED WHEREVER APPLICABLE, BUT PREFERRABLY IN SMALLER APPLICATIONS. IT CAN BE USE FOR PRINTS, AS A FAVICON, IN DISPLAY PHOTOS, STICKERS, STAMPS, AND OTHER APPLICATIONS.

ICON LOGO



THE ICON VARIATION IS TO BE USED IN SMALLER APPLICATIONS. IT CAN BE USED AS A FAVICON, IN DISPLAY PHOTOS, STICKERS, STAMPS, AND OTHER APPLICATIONS.



COLOR VARIATIONS

The main logo can use any of the color variations depicted on the right depending on the best suited color for a given application. Ensure visibility and legibility when using the black and white logo.



MAKERS OF MIDTOWN

MAKERS OF MIDTOWN

STANDARD LOGO

HORIZONTAL

VERTICAL



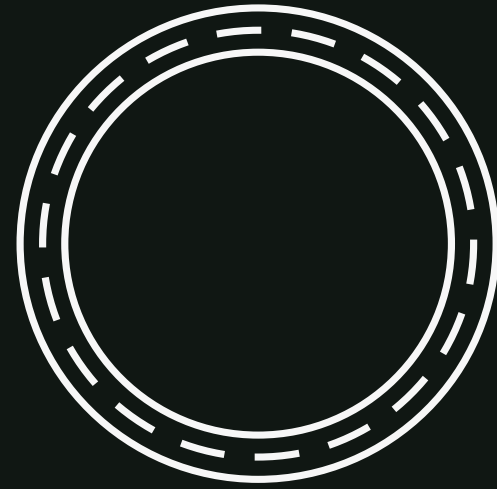
MAKERS OF MIDTOWN

MAKERS OF MIDTOWN



MAKERS OF MIDTOWN

MAKERS OF MIDTOWN

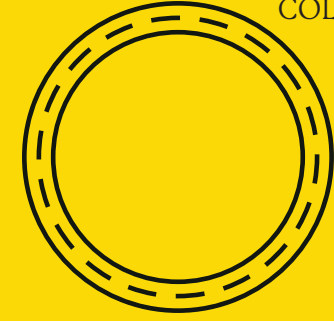


COLOR VARIATIONS

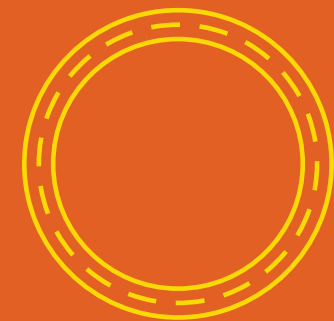
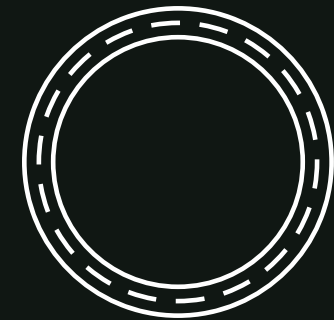
The main logo can use any of the color variations depicted on the right depending on the best suited color for a given application. Ensure visibility and legibility when using the black and white logo.



EMBLEM LOGO



LOGO ICON



COLOR PALETTE

Vibrant and familiar are the colors that paint Makers of Midtown. The colors chosen are made to be intentionally distinct and fresh out of midtown. The following color palette is to be used across applications.

CEBU'S MAKER DISTRICT



ffda00
MIDTOWN YELLOW

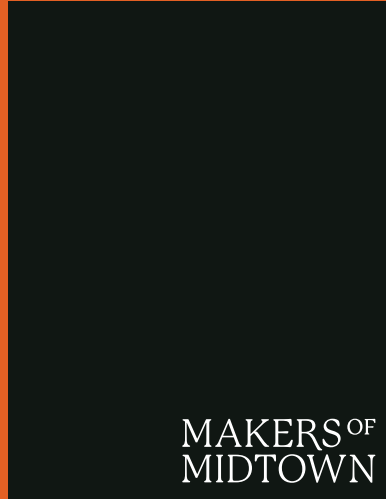
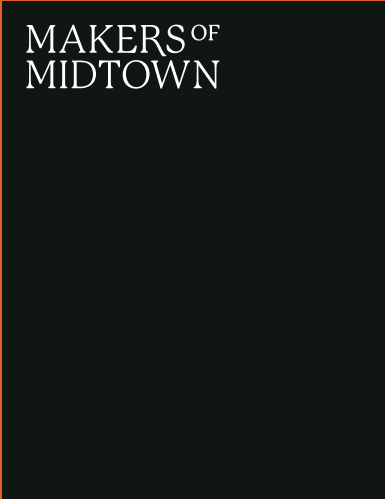
111813
ASPALTO

0e634f
FUENTE

e35f00
KALAYO

ffda00
BULAK





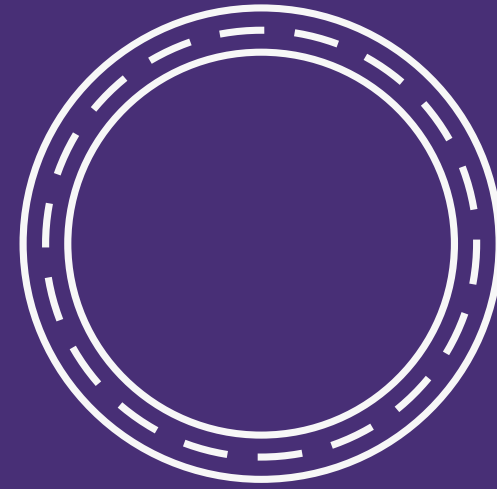
LOGO PLACEMENT

The following placement are preferred but not necessary. Make sure that the logo has enough clearspace. For cluttered and complicated backgrounds or images, make sure that the logo remains legible at all times.

ON IMAGES

IF IT'S UNAVOIDABLE TO PLACE THE MAKERS OF MIDTOWN LOGO ON A PHOTO, USE THE NEGATIVE LOGO AND ENSURE THERE'S ENOUGH CONTRAST. IF IT'S ON TOP OF THE PHOTO, MAKE SURE THE LOGO SITS ON AN UNCLUTTERED PORTION TO MAXIMIZE VISIBILITY AND LEGIBILITY.





CLEARSPACE

To ensure that the logo is clearly visible across applications, and to maximize recognition and visual impact, there should be enough clear space around the logo – free of type, graphics, and elements that might cause clutter. The area directly surrounding the logo must be protected.

The guide on the right are the minimum clearspace for the different logo variations.

STANDARD LOGO



1/7X OF THE LOGO'S HEIGHT. THE CLEARSPACE IS THE WIDTH OF THE LOGO IN MAKERS OF MIDTOWN.

VERTICAL

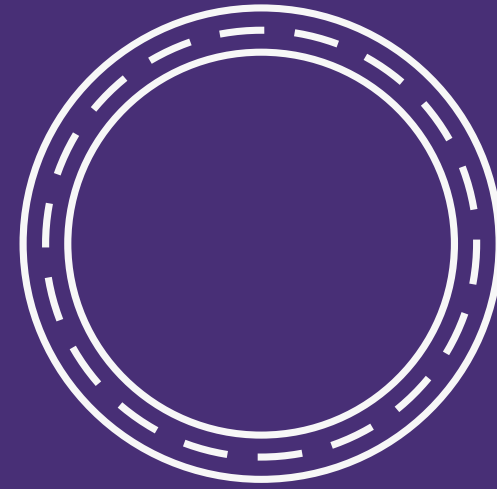


1/5X OF THE LOGO'S HEIGHT. THE CLEARSPACE IS THE WIDTH OF THE LOGO IN MAKERS OF MIDTOWN.

HORIZONTAL



1/3X OF THE LOGO'S HEIGHT. THE CLEARSPACE IS THE WIDTH OF THE LOGO IN MAKERS OF MIDTOWN.

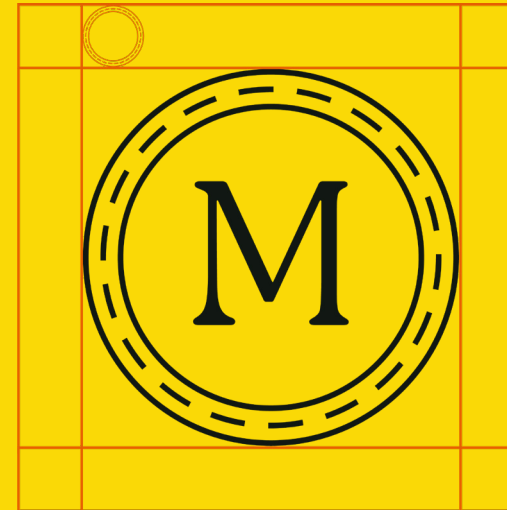


CLEARSPACE

To ensure that the logo is clearly visible across applications, and to maximize recognition and visual impact, there should be enough clear space around the logo – free of type, graphics, and elements that might cause clutter. The area directly surrounding the logo must be protected.

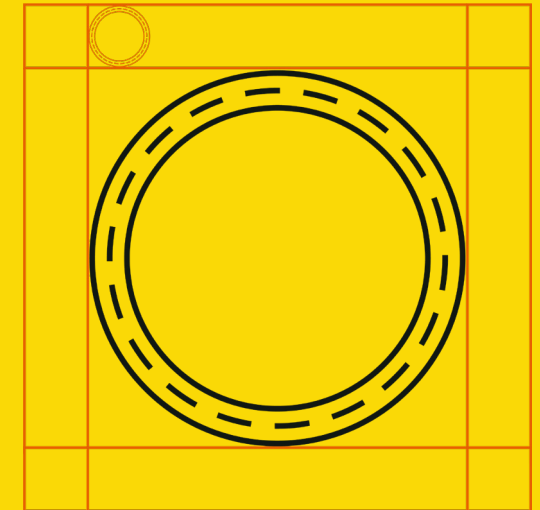
The guide on the right are the minimum clearspace for the different logo variations.

EMBLEM LOGO



1/6X OF THE LOGO'S HEIGHT. THE CLEARSPACE IS THE WIDTH OF THE EMBLEM LOGO IN MAKERS OF MIDTOWN.

ICON LOGO

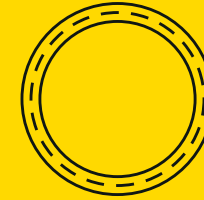


1/6X OF THE LOGO'S HEIGHT. THE CLEARSPACE IS THE WIDTH OF THE LOGO ICON IN MAKERS OF MIDTOWN.

MINIMUM SIZE IT MATTERS!

Especially when it comes to using the logo across various applications. The minimum size is applicable for 72dpi screens. Adjust accordingly for higher resolution screens.

STANDARD LOGO



MAKERS^{OF}
MIDTOWN

DIGITAL: 90PX
PRINT: 1.25IN

VERTICAL

MAKERS^{OF}
MIDTOWN

DIGITAL: 72PX
PRINT: 1IN

HORIZONTAL

MAKERS^{OF} MIDTOWN

DIGITAL: 108PX
PRINT: 1.5IN

MINIMUM SIZE IT MATTERS!

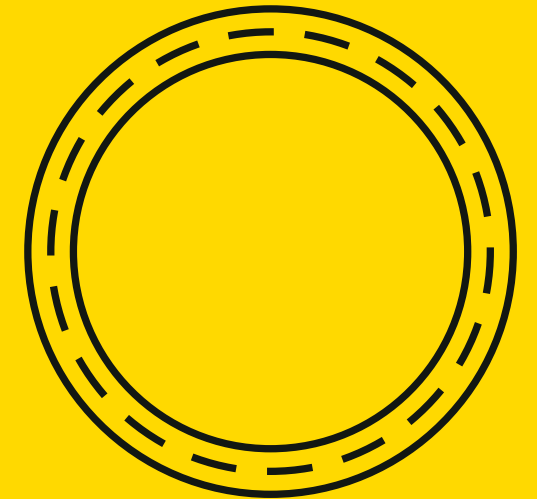
Especially when it comes to using the logo across various applications. The minimum size is applicable for 72dpi screens. Adjust accordingly for higher resolution screens.

EMBLEM LOGO



DIGITAL: 72PX
PRINT: 1IN

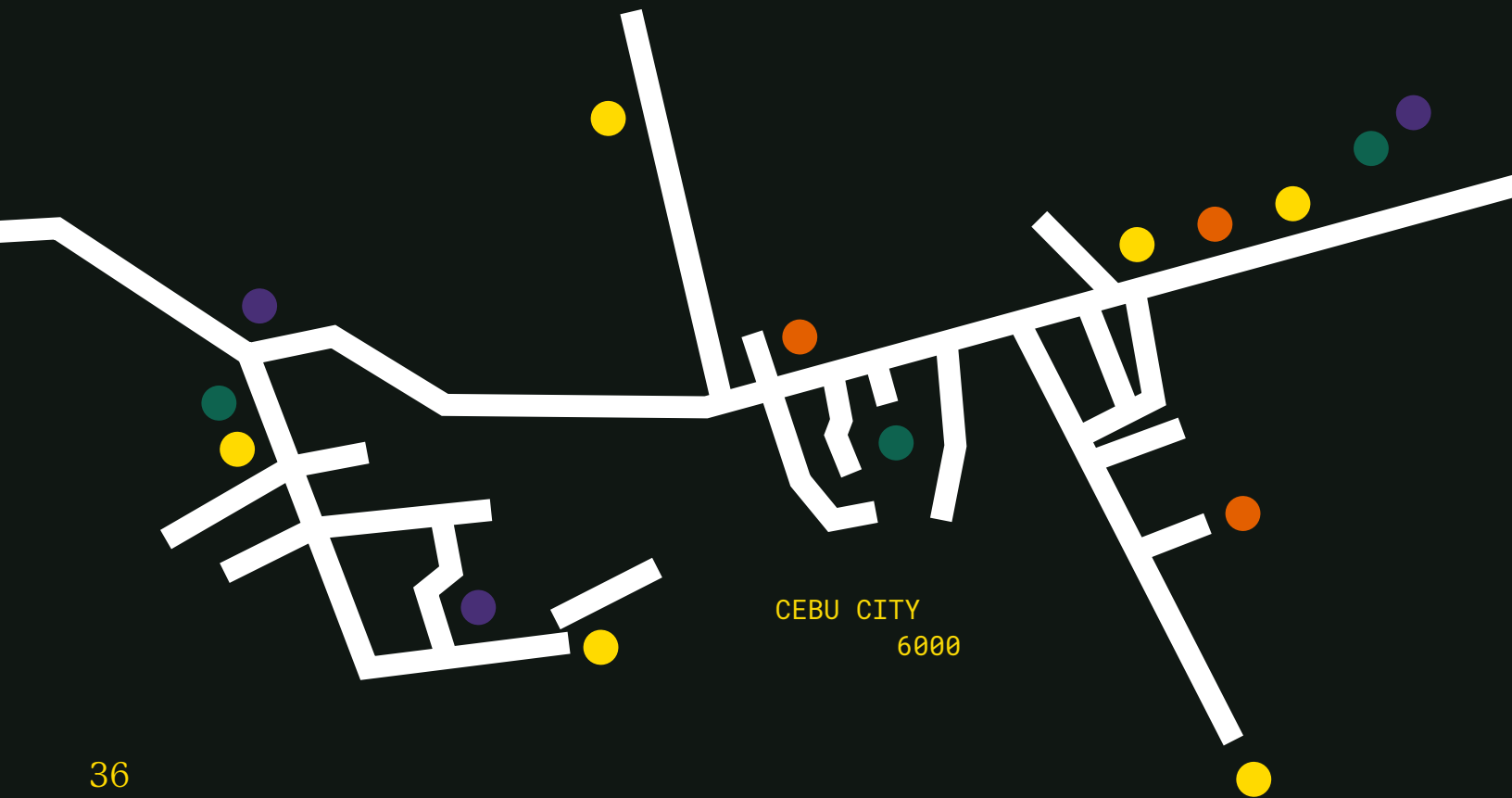
ICON LOGO



DIGITAL: 72PX
PRINT: 1IN

TYPOGRAPHY

To maintain a cohesive and distinct visual identity for Makers of Midtown, specific typefaces are to be used. These must be used consistently and according to purpose. Usage of other fonts must be avoided.



P22 Mackinac Pro Book

Display, Headings, Headlines, Body Copy, Captions, etc.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

WHAT'S
NEUE
IN TOWN
JONES AVE.
FUENTE OSMEÑA
GEN·MAXILOM AVE
BUENAVENTURA RODRIGUEZ ST

ROBOTO MONO REGULAR

ALTERNATIVE DISPLAY, SUBHEADINGS,
BODY COPY, CAPTIONS, ETC.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

A CARPENTER HAMMERS A NAIL IN B.
RODRIGUEZ STREETS THE SOUND HEARD
IS THE HEARBEAT OF CEBU CITY

LOGO USAGE

PROPER USAGE

1. Do use the logo for collaterals and other materials related to the brand.
2. Use the logo variations stated in the guide for different applications.
3. A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined on the Clearspace page.
4. Logo artwork must be uniformly scaled.
5. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

IMPROPER USAGE

✗ MAKERS
OF MIDTOWN

DO NOT CHANGE THE ALIGNMENT AND SPACE BETWEEN THE LETTERS

✗ MAKERS OF
MIDTOWN

DO NOT CHANGE THE LOGO IN COLORS OUTSIDE THE BRAND COLORS

✗ MAKERS OF
MIDTOWN

DO NOT DISTORT OR ALTER THE ORIENTATION AND SCALE OF THE LOGO

✗ MAKER ⚡
MIDTOWN

DO NOT ADD UNECESSARY ELEMENTS OR SUBTRACT PARTS OF THE LOGO

✗ MAKERS OF
MIDTOWN

DO NOT PUT DIGITAL EFFECTS LIKE DROP SHADOW OR GLOW

✗ MAKERS OF
MIDTOWN

DO NOT PRESENT THE LOGO AGAINST A BUSY BACKGROUND OR WITH LOW CONTRAST

✗ MAKERS OF
MIDTOWN

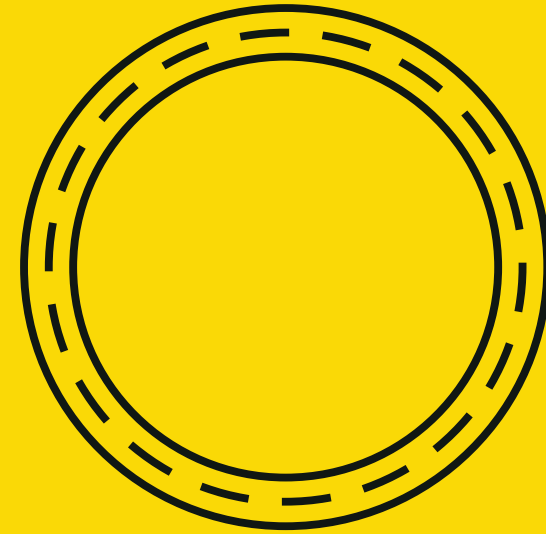
DO NOT ALTER THE FONT OR TYPEFACE OF THE LOGO

✗ MAKERS OF
MIDTOWN

DO NOT ADD 3D TREATMENT TO THE LOGO LIKE BEVEL AND EMBOSS

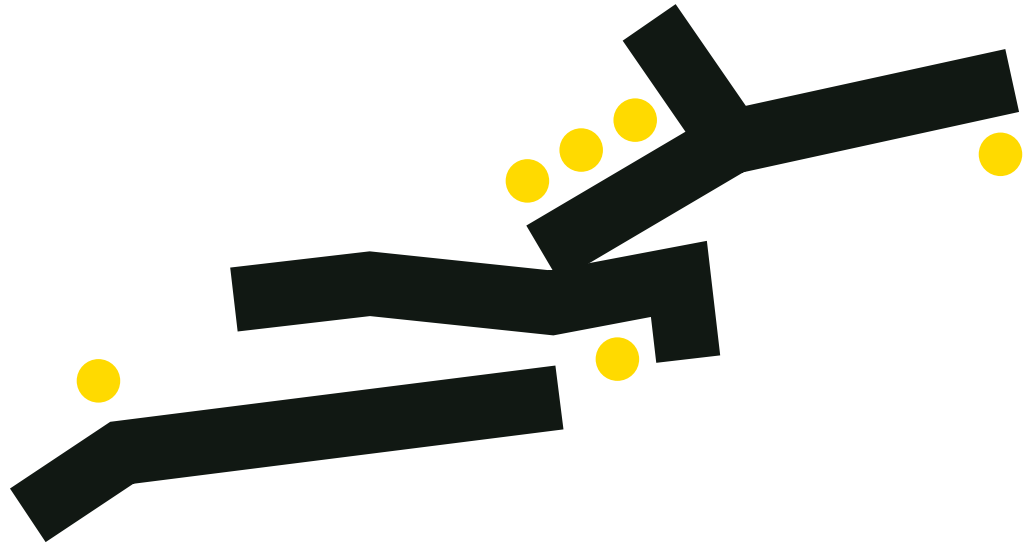
ILLUSTRATIONS

These illustrations are depictions of midtown. Geometric, modern, and vibrant, a style that conveys the evolving nature of makers around midtown. These illustrations can be used for marketing collaterals and more.



THE HEART
OF THE CITY
IS A MAKER







MEET
MOMOY

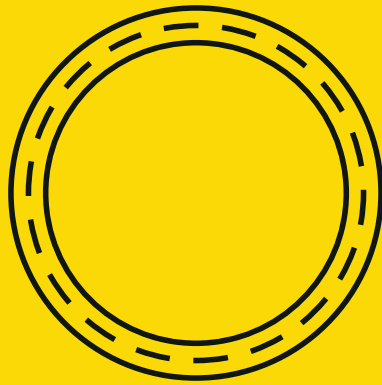
STICKER PACK

Momoy is designed to pay homage to the makers that make up midtown — Momoy is **every maker**. These sticker packs are free to use on various applications for Makers of Midtown.









MAKERS OF
MIDTOWN