Spacemakers Construction

The wordmark is designed with the fonts Helvetica Neue LT Std 85 Heavy, 65 Medium, 63 Medium Extended. This font was designed by Max Miedinger alongside Eduard Hoffmann with heavy emphasis on clarity and simplicity... This ties in nicely with Spacemakers’ core value of taking the complex and making it simple.

The geometric logomark displays in both a 2 dimensional and a 3 dimensional space simultaneously. There are several elements at play that give multiple meanings and contexts to the design. The knock-out “structure” in the middle of the logomark is a stylized combination of the letters “s” and “m”. It is also a construction reference to the 3 dimensional tangible spaces that Spacemakers creates. The hexagon works well to ground the icon and gives it weight. The entire composition visually positions the Spacemakers brand at the forefront of the construction marketplace.
**Minimum Size**

The minimum size of the logo is based on the height of the combined text in the wordmarks and the height of the icons if they are standing alone.

For conventional printing, use the measurement in millimeters.

For digital purposes, such as web or Power Point, use the pixel measurement.

The logo cannot be any smaller than these values, because it would be difficult to read and logo elements will disappear.

Note: Ideally all logos should be displayed larger than the minimum for better legibility and impact.
Clear Space

Clear space is the minimum area around the logo which must be kept free of any other graphics or text. It is there to enable the logo to have enough visual breathing space within a given design.

The clear space for the full logo and secondary logo is equal to the height of the letters in Spacemakers.

The clear space for the icon is equal to the height of the Spacemakers wordmark.

Note: Ideally space should exceed these minimums for greater impact.

Forbidden

It is forbidden to disproportionately scale any version of the logo. It is also forbidden to skew, warp, rotate, add text, or add other design elements to any version of the logo. Do not tweak or change parts of the existing logo for any reason. Do not submit your logo to designers, web developers, or any other group who will use your logo in print or digital media without supplying this document as support.
**Colours**

**Blue**
Pantone 7463 C  
CMYK: 100, 63, 12, 67  
RGB: 0, 43, 73

**Grey**
Pantone Cool Grey 10 C  
CMYK: 40, 30, 20, 66  
RGB: 83, 86, 90

DO NOT use this logo on backgrounds that are:
- High contrast overwhelming patterns
- Images of people that don’t suit the Spacemakers lifestyle
- Fluorescent (juvenille colours)

**Treatments and Backgrounds**

Use this logo whenever possible!  
Only for use on white or very light backgrounds.

Use this version when a delicate logo is desired.  
Only for use on white or very light backgrounds.

If using a 70 - 100% black background please use this white version.

If the logo needs to be applied to an image make sure to use the correct version based on the lightness or darkness of the image.
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These knocked-out versions are to be used only on applications when the full colour versions are not a feasible option (for example embroidery or print on merchandise).

**Colours**

- **Black**
  - CMYK: 0, 0, 0, 100
  - RGB: 0, 0, 0

- **White**
  - CMYK: 0, 0, 0, 0
  - RGB: 255, 255, 255