

Brand and Messaging

How we describe WMI and how it should look.

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Brand Guidelines

Use these whenever you make something with the Waukesha Makerspace name on it: flyers, social posts, signs, slides, merchandise.

For apps and websites, the colors, fonts and dark-mode palette come from the `@waukeshamakerspace/design-tokens` package. That package is the source of truth for anything in code; the tables below are for print and design tools like Canva.

Logo

- **What it looks like:** a black gear with a hammer, screwdriver and saw blade. "WAUKESHA" curves across the top and "MAKERSPACE" runs across the center.
- **How to use it:** black on white for print, 3D prints and merchandise. It can be inverted (white on a dark background).
- **Where to find it:** the Logos and Letterhead folder in the WMI shared Google Drive has the logo files, letterhead and banners.

Tagline

Where Makers Come Together

Colors

Role	Name	Hex	Use for
Primary	Burnt Orange	#E8600A	Call-to-action buttons, headlines, highlights
Secondary	Charcoal	#2B2B2B	Body text, dark backgrounds
Accent	Golden Yellow	#F5A623	Accents, icons, secondary highlights
Light	Warm White	#F7F3EE	Backgrounds, light sections

Role	Name	Hex	Use for
Logo	Black	#000000	Logo only
Logo	White	#FFFFFF	Logo background, inverted logo

Dark mode

For screens shown in dark mode:

Role	Hex	Notes
Primary (dark)	#FF7A2E	Burnt Orange brightened for contrast on dark backgrounds
Primary hover (dark)	#FF9050	
Background (dark)	#161616	Page background
Background, raised (dark)	#2A2A2A	Cards and pop-ups (#232323 for subtle bands)
Text (dark)	#F7F3EE	Warm White reused as text

The core brand colors do not change in dark mode, and Golden Yellow reads fine on dark backgrounds as is. The full palette (borders, muted text, status colors) lives in the design-tokens package.

Fonts

Use	Font	Bold	Italic	Size
Title	Oswald	Yes	No	48
Subtitle	Oswald	No	No	32
Heading	Oswald	Yes	No	28
Subheading	Oswald	No	No	22
Section header	Oswald	Yes	No	18
Body	Open Sans	No	No	16
Quote	Open Sans	No	Yes	18
Caption	Open Sans	No	No	12

Rule of thumb: Oswald for headlines, Open Sans for anything people need to read.

Canva brand kit

All of the above is set up as the brand kit in WMI's Canva nonprofit account (admin@waukeshamakers.com). If you need access to make event graphics, ask admin@waukeshamakers.com. See **Promoting an Event**.

Standard Descriptions and Boilerplate

Copy and paste these wherever you need a bio, summary or "about" section. Pick the length that fits the platform. Using the same words everywhere keeps WMI's description consistent; if a detail changes, update this page first and then update the platforms.

Tagline

For logo lockups, business cards, social media bios, email headers and flyers.

Where Makers Come Together

Short description (about 25 words)

For social media bios, directory listings, the Google Business Profile short description and business cards.

“ Waukesha Makerspace is a nonprofit community workshop offering 24/7 access to woodworking, metalworking, 3D printing, laser cutting, electronics, and more. Open to everyone.

Medium description (about 75 words)

For event listings, Nextdoor, Eventbrite, community calendars, email signatures and flyer copy.

Waukesha Makerspace is a 501(c)(3) nonprofit community workshop in Waukesha, WI. Members get 24/7 access to a 2,400 sq ft shop equipped with woodworking tools, welders, 3D printers, laser cutters, CNC router, electronics stations, and more. We offer classes, workshops, and a welcoming community of makers at every skill level. Visit a free monthly open house to tour the space and see what we're all about.

Long description (about 175 words)

For website pages, grant applications, press releases, the Facebook Page "About" section and the media kit.

“ Waukesha Makerspace is a 501(c)(3) nonprofit community workshop dedicated to providing affordable access to tools, technology, and education. Located in Waukesha, WI, our 2,400 square foot shop is equipped with professional-grade tools across woodworking, metalworking and welding, 3D printing, laser cutting and engraving, CNC machining, electronics, textiles, leatherworking, and more.

Founded in 2019, we serve a growing community of [number] active members: hobbyists, artists, entrepreneurs, students, and retirees who come together to learn, create, and collaborate. We offer hands-on classes ranging from Fusion 360 CAD modeling to introductory welding, plus social events like fiber arts nights and board game gatherings.

Membership includes 24/7 shop access, free and discounted classes, and a supportive community of fellow makers. No experience necessary. Beginners are always welcome.

We host free monthly open houses where anyone can tour the space, meet members, and see the equipment in action. Visit waukeshamakers.com for upcoming events.

To be confirmed: the founding year. These descriptions and the old wiki say 2019; the 2026 new member orientation guide says 2012.

Keeping these current

- **Member count:** fill in the current number of active members before you use the long description. Ask the board if you are not sure of it.
- **Square footage:** update it here if the space changes.
- **Never add prices.** Membership rates change; link to <https://waukeshamakers.com> instead.