

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**.

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