



makmad.org e.V.

Design Elements of the makmad Logo

Makmad.org e.V. is a May 2013 German non-profit association commencing to operate a crowdfunding website in July 2014 at 'makmad.org', 'makmad.de', and 'makmad.com'. The first association Logo was a simple letter motif in orange color gradient that showed the first letters of 'Makkia' and 'Madania' on a white bar as 'MM'. This Logo was a drafted version Logo for initial communication right after incorporation.

The current makmad.org Logo was created by *ishakdesign - visual communications (ID)*, a German, prestigious and award-winning design agency.

Shape of the makmad.org Logo:

Circular with three embedded circles. The circles are overlapping, which is called 'Venn Diagram' in graphic design and 'Set Diagram' in mathematics to show all possible logical relations between a finite collection of sets. Venn diagrams were conceived around 1880 by John Venn. They are used to design graphic organizers and to teach elementary set theory, as well as to illustrate simple set relationships in probability, logic, statistics, linguistics and computer science.

The circles are arranged in asymmetric fashion and have different sizes, yet are all embedded into a single circle. Since the association is fostering the three monotheistic book religions, it projects the acknowledgement of diversity while always striving for positive change and unity among all three.

The basic circular shape appears as a crescent moon to associate the spiritual inclusiveness of Islam. All three circles are transparently overlapping an inner circle. This enhances the beauty of the makmad.org Logo and shows that this association is ever ready for changes in constantly growing concerns with common responsibility.

Color scheme of the makmad.org Logo:

The color scheme of the Logo is composed of all three unique hues channels. It considers the receptor cones in the human eye being sensitive to Red, Green, and Blue while prior to processing, the brain encodes the information using three channels with Black:White, Red:Green, and Yellow:Blue out of which Black and White, Green, as well as Yellow and Blue were selected. Blue is dominating the Logo as it is the opposite to Red, the color of war. Red was discarded on purpose to take a visible stand for peace and against war.

Accordingly, the basic colors of the makmad.org Logo signify peace (Blue), intellectual creativity (Yellow), and enthusiasm with candid energy encouraging generosity, kindness and sympathy (Green).

Font of the makmad.org Logo:

The typeface used for the makmad.org Logo is a slight modification of Adobe's® Myriad® Pro font family. Myriad has a warmth and readability that result from the humanistic treatment of letter proportions and design detail for most demanding display typography.

Except for the letter 'V' at the very end, which stands for the German abbreviation of 'Association' (Verein), all letters are kept minuscule to underline the international character of the association.