

EXHIBIT B

APPROVAL MATERIALS & MARK USAGE GUIDELINES

1. **Approval Materials.** Approval Materials consist of the following, and must be submitted to Maker Media prior to any use or publication, in accordance with the instructions provided in the Identity Guidelines:

Any on-line and tangible promotional, advertising or marketing material related to Licensee Event utilizing the Mark, including without limitation, the Website, press releases, flyers, programs, etc. For the avoidance of doubt, Maker Media's approval of the Website does not extend to blog posts, community comments, etc.

Any promotional items (such as tee-shirts, hats, lanyards, etc.) utilizing the Mark which Licensee may produce and distribute at Licensee Event.

2. **Mark Usage Guidelines**

- a) The Marks may be used solely on and in connection with the development, production, and promotion of Licensee Event under this Agreement.
- b) Licensee shall not use the Marks in association with any third-party or Licensee trademarks in a manner that might create potential confusion as to ownership of the Marks.
- c) The Marks may not be included in any non-Maker Media trade name, business name, domain name (except as expressly permitted in the Agreement), product or service name, logo, trade dress, design, slogan, or other trademark.
- d) The Marks may only be used as provided by Maker Media, as described below and in the Identity Guidelines:
 - a. Except for size, the Marks may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
 - b. The Marks may not be combined with any other object, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols.
 - c. Each Mark must stand alone, except when used in text non-headline uses. Except for such in text non-headline uses, a minimum amount of empty space must surround the Mark separating it from any other object, such as type, photography, borders, edges, and so on.
 - d. Each Mark shall include the appropriate ™ and/or ® symbol(s) in accordance with Maker Media's instructions.
- e) The Marks shall be attributed to Maker Media. The Website, the program guide and any press releases for Licensee Event must include the following: ***"Dortmund Mini Maker Faire is independently organized and operated under license from Maker Media, Inc."***
- f) All usage of the Marks must comply with the Identity Guidelines provided by Maker Media.



**Identity
Guidelines**

JANUARY 2013

WELCOME

Maker Faire is a community-based learning event that inspires everyone to become a maker and connect to people and projects in their local community. At Maker Faire, you'll find arts and crafts, science and engineering, food and music, fire and water—but what makes this event special is that all these interesting projects and smart, creative people come together. It is a show-and-tell format for people of all ages that brings out the kid in all of us.

As organizers, we know that we can't bring Maker Faire to all the communities that want one. So we've begun a great experiment to spread Maker Faire everywhere. We share what we've learned organizing Maker Faire—as well as our Maker Faire trademark—and we help others organize their local version to reflect the spirit and ingenuity of their community.

This document provides a basic overview of the Maker Faire identity system for licensed Mini and “Featured” faires. It covers proper use of our identity and specifications and recommendations for print, onscreen, and on-site applications.

In order to maintain and preserve the Maker Faire brand identity, we request that our Mini and Featured faire partners respect and follow the guidelines as expressed herein.

Posters, brochures, secondary graphic elements, and other designed elements are to be reviewed by the Maker Faire staff. Please see “Approval Process” section for more information.

If you have any questions about this guide, please contact:

Sabrina Merlo
 minimakerfaire@makermedia.com

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**YES**» **Brisbane Mini Maker Faire**» **MAKE**

to refer to the uber-brand, and sometimes the magazine

» **Make magazine**

when in a sentence, referring to the magazine

» **makezine.com**

in a sentence, referring to blog

**NO**» **Mini Maker Faire Brisbane**» **Mini-Maker Faire**

Mini Maker Faire is not hyphenated.

» **Mini Makers Faire**

“Maker” is not pluralized.

» **Mini Maker Fair**

“Maker Faire” is spelled with an “e” at the end; it is not to be spelled “fair” anywhere in descriptive text.

» **Mini maker faire**

Mini Maker Faire is always capitalized.

» **Make**» **Make Magazine**» **MAKE Magazine**» **Make: Magazine**» **Makezine.com**

Consistent handling of text is a key ingredient of a professional presentation; we ask that Mini Maker Faires comply with the copy editing style guide used by the Maker Faire flagship events.

Maker Faire, after all, comes from the team behind MAKE magazine—and the editors care a great deal about this sort of thing!

Terms» **Maker Faire**

The organization behind the flagship events, and the Mini Maker Faire program

» **Maker Faire Bay Area**

Original Maker Faire in San Mateo, CA

» **World Maker Faire New York**

Maker Faire’s other flagship event, at the New York Hall of Science in Queens, NY



YES

For General Use

For Social Media
(Facebook, Twitter, G+)

NO



As part of the Mini Maker Faire license agreement, **Maker Faire will provide your group with a unique Maker Faire logo set.**

The logo is a great boon for your event—it allows you to leverage all of the brand awareness MAKE and Maker Faire have developed, and provides your event and your group with instant credibility. Your logo is valuable—treat it with respect!

Please note that you may not use the Maker Faire logo in any way.



NO



Except for size, **the logo is not to be altered in any manner**, including:

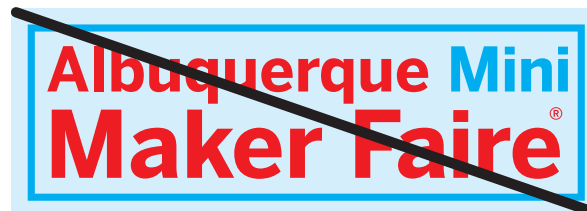
- » Colors
- » Distorted proportions
- » Rotation
- » **May not be combined with any other object**, including, but not limited to, other logos, words, graphics, photos, slogans, numbers, design features, or symbols
- » Animated, morphed, or otherwise distorted in perspective or dimensional appearance
- » May not be translated into other languages



YES



NO



The logo must stand alone, except when used in text non-headline uses. Except for such non-headline uses, a minimum amount of empty space must surround the logo separating it from any other object, such as type, photography, borders, edges, etc. The required area of empty space around the logo must be X, where X equals the distance between the text characters and the blue outline.

The logo may be placed on a light blue background color but background color should not enter inside the logo. Please see Color, page 7, for specifications.



YES

Albuquerque Mini
Maker Faire®

Albuquerque Mini
Maker Faire®



NO

Albuquerque Mini
Maker Faire®

When used in black & white only, there are two options:

» 100% black

» Red areas of the logo convert to 100% black; blue areas of the logo convert to 50% black.

Do not convert the entire logo to tints of gray without any 100% areas of black.