

brand & style guidelines

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intro

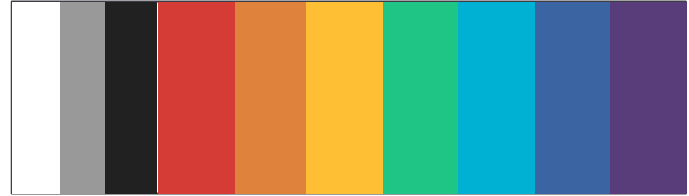
Welcome to the even newer (July 2015) Hack the Hood Brand Guidelines. These Guidelines exist to make us look consistently awesome! Follow these guidelines as you create marketing materials, internal and external communications.

Brand Guidelines

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info@hackthehood.org

visual elements



Aa Aa



logo

logo on white

hack^{the}hood

logo on black

hack^{the}hood

colored logo

white on color



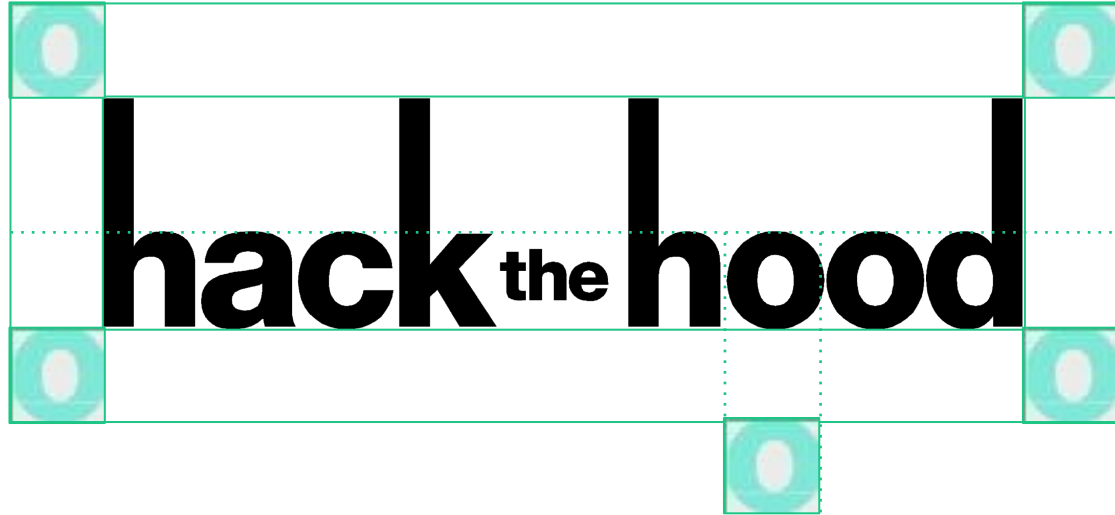
black on color



clear space

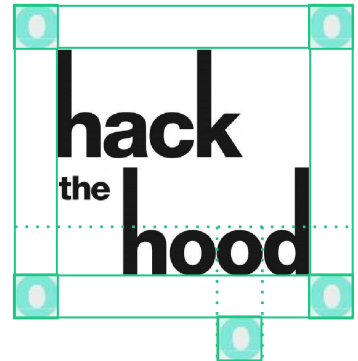
primary logo lockup

This logo is always the first one to go to. Make sure you always give it some space to breathe.



secondary logo lockup

Use this logo only if the space requires it.



incorrect logo usage

don't rotate the logo

hack^{the}hood

don't change the order

don't stretch it!

hack^{the}hood

never stretch the lines

only use HtH colors

don't add any effects

hack^{the}hood

only use HtH colors for background

hack^{the}hood

don't place logo on a busy background



don't add a stroke

color palette

color hierarchy



R: 61 G: 62 B: 69	80%	60%	40%	20%	R: 255 G: 255 B: 255
HEX 3D3e45					HEX ffffff
C: 86 M: 69 Y: 43 K: 55					C: 0 M: 0 Y: 0 K: 0
Black	Gray 1	Gray 2	Gray 3	Gray 4	White

R: 214 G: 60 B: 54	R: 228 G: 130 B: 59	R: 255 G: 191 B: 53	R: 31 G: 197 B: 133	R: 0 G: 177 B: 212	R: 59 G: 100 B: 162	R: 88 G: 61 B: 122
HEX d63c36	HEX e4823b	HEX ffbf35	HEX 1fc585	HEX 00b1d4	HEX 3b64a2	HEX 583d7a
C: 0 M: 72 Y: 75 K: 16	C: 0 M: 43 Y: 74 K: 11	C: 0 M: 25 Y: 79 K: 0	C: 0 M: 70 Y: 65 K: 0	C: 100 M: 17 Y: 0 K: 17	C: 64 M: 38 Y: 0 K: 36	C: 28 M: 50 Y: 0 K: 52
Red	Orange	Yellow	Green	Light Blue	Blue	Purple
+10%K	+10%K	+10%K	+10%K	+10%K	+10%K	+10%K
R: 205 G: 39 B: 36	R: 219 G: 131 B: 68	R: 239 G: 185 B: 69	R: 28 G: 180 B: 122	R: 0 G: 161 B: 192	R: 54 G: 91 B: 148	R: 79 G: 54 B: 109

typography

roboto slab bold

This is a title, 18 pt

roboto light

This is a subtitle, 14 pt

roboto regular

This is body copy. 11 pt

The quick red fox jumped over the lazy red dog. Once upon a time, there was a little girl, she had a little curl, right in the middle of her forehead.

Roboto slab, 18 pt

thin | light | regular | bold | 11 pt

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqr

stuvwxyz

0123456789

Roboto, 18 pt

thin | light | regular | bold | 11 pt

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz

0123456789

graphic elements

stroke

hack^{the}hood

2 pt thickness

email/newsletter divider 2 pt thickness

banners



can be lengthened, flopped, colored as needed—use for CTAs

to be used as the base of photos



**June 23rd -
Don't miss the
Small
Business
Resource Fair**

banner examples

When using banners make sure to put into action the brand guidelines. Only use black or white type on the banners. Always give the text some space to breathe, never place it too close to the edges. Be sure the CTA's are legible.

Let our your build your free
business website.
Sign up today

hack^{the}hood

Start your tech career this summer
Youth applications due on June 8, 2015

photography (warm)

never stretch image



never apply a cool color filter



20% gray background, underlay

color photo

warm filter (whimsical in Canva,
at 80% transparency)



white logo (100% transparency)

photo icons

Hack the hood is composed of an amazing team. Because of the big number of collaborators sometimes we have different photographic styles. But no worries, we created a way to bring all these together.

black & white photo

blue filter (30% transparency)

circle shape



icons

Icons are a powerful tool of communication. Use these to accentuate the core elements of Hack the Hood.

code



connecting people



hack



web/spot



bright young minds



network (to be refined)

