Hacktoberfest Brand Guidelines 2019

In conjunction with the provided visual assets, these guidelines will help you effectively associate your event with the official Hacktoberfest brand. To help achieve worldwide brand consistency please adopt these guidelines as you promote your event.

Key visual

The key visual contains is a combination of graphic elements which form the unique identity of Hacktoberfest 2019. This graphic may be used in all promotional materials, **except for t-shirts**, as long as presenter logos are included in a place which is simultaneously visible, at no less than the width of the key visual.

Presenter logos

For all events promoted with the Hacktoberfest logo must also include the presenter logos. This cluster of logos should remain intact and appear at the same width as the key visual or official logo.

Logo lockup

The official logo lockup may be placed anywhere that's appropriate on material to promote Hacktoberfest-related events. The presenter brand logos are already baked in for convenience.

CYAN	MAGENTA	YELLOW	BLUE
92EAFF	FF00AA	FFF922	1595FF

Colors

Four main colors are used in official Hacktoberfest 2019 digital assets and collateral. The background deep navy blue is #152347.