

# QUAKECON<sup>®</sup>

## COLOR GUIDE

THIS GUIDE PROVIDES A FRAMEWORK FOR USING THE QUAKECON BRANDING.  
FOR DESIGN APPROVAL, OR ANY OTHER QUESTIONS, PLEASE CONTACT [IDENTITY@QUAKECON.ORG](mailto:IDENTITY@QUAKECON.ORG)

## “QUAKECON ORANGE”

HEX: f26531

CMYK: 0%, 75%, 90%, 0%

RGB: 242, 101, 49

## “DARK CYAN”

HEX: 305364

CMYK: 85%, 60%, 45%, 25%

RGB: 48, 83, 100

## “WHITE”

HEX: FFFFFFFF

CMYK: 0%, 0%, 0%, 0%

RGB: 255, 255, 255

REPLACE “DARK CYAN” WITH  
“BLACK” IF GRAYSCALE

## “BLACK”

HEX: 231f20

CMYK: 0%, 0%, 0%, 100%

RGB: 35, 31, 32

REPLACE “QUAKECON ORANGE” WITH  
“50% BLACK” IF GRAYSCALE

## “50% BLACK”

HEX: 939598

CMYK: 0%, 0%, 0%, 50%

RGB: 147, 149, 152

**QUAKECON®2018**

SAFETY ZONE

**QUAKECON®2018**

AUGUST 9-12 • GAYLORD TEXAN

SAFETY ZONE

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*OTHER COLOR COMBINATIONS REQUIRE DESIGN APPROVAL*



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OTHER COLOR COMBINATIONS REQUIRE DESIGN APPROVAL

The secondary color, “Dark Cyan”, is used on color logo treatments to complement “QuakeCon Orange”, adding contrast and improving readability.

In practical terms, absent a secondary color, earlier treatments of the QuakeCon branding would rely on black or gray to serve as a secondary color. These treatments had the effect of either reducing overall contrast and applicability, or it would introduce unwelcome associations with the autumn holiday of Halloween.

In grayscale usage, “Black” should replace “Dark Cyan” in the same way that “50% Black” replaces “QuakeCon Orange”. “Dark Cyan” should never be applied to the primary logo or the circle & spike logo.

