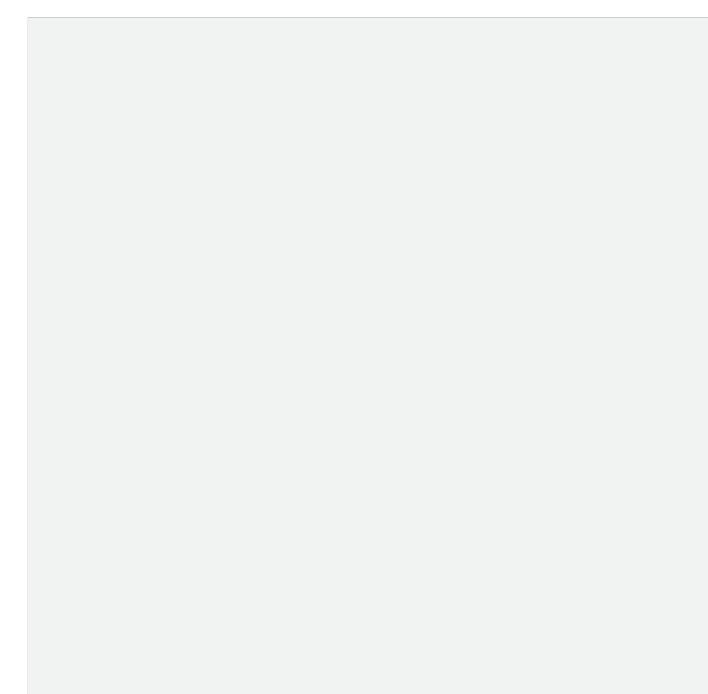


Brand Identity

Hack the Heights 2

Color Pallete



#F1F2F2



#58595B



#414042

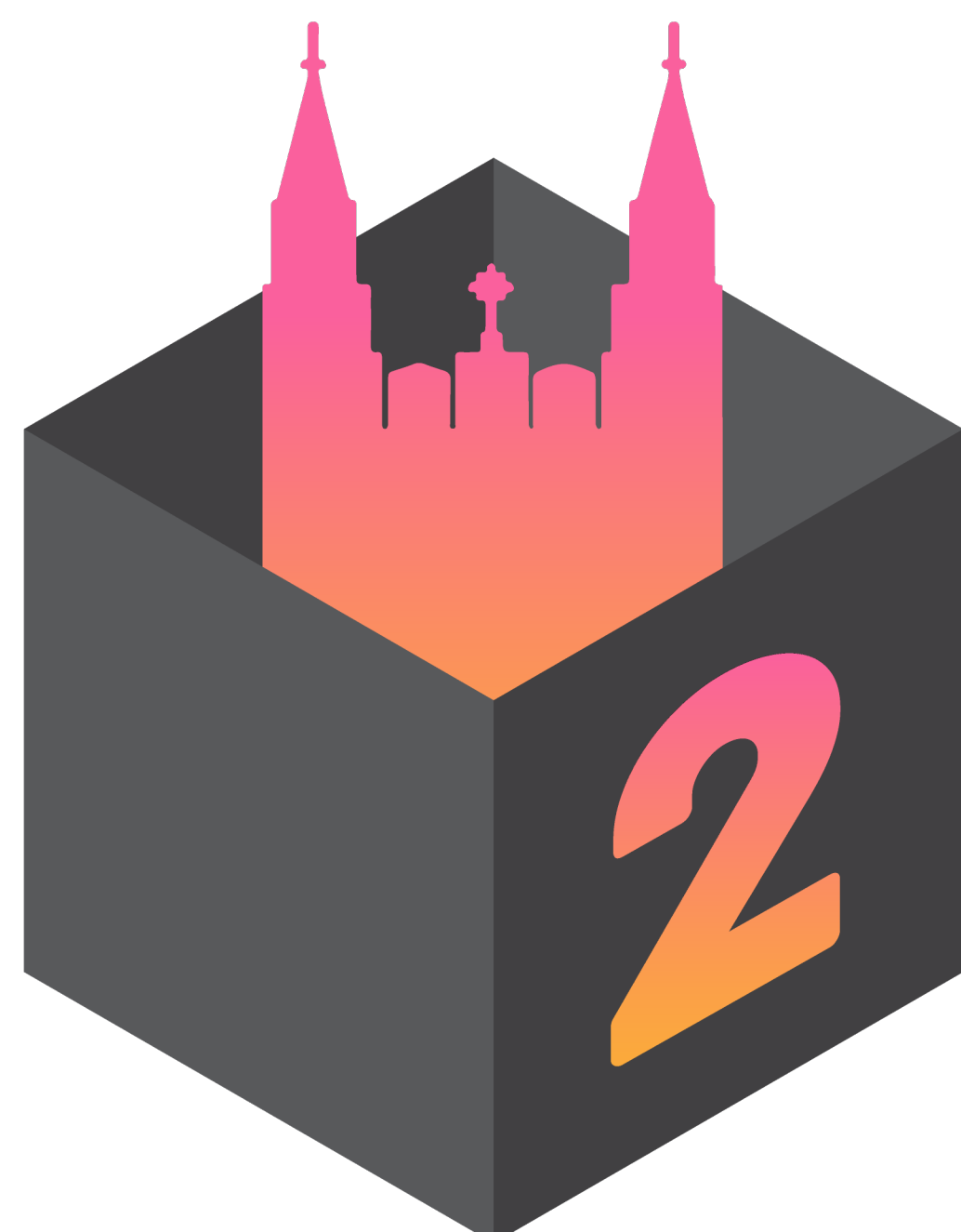


#FA609D
#FBAA3B

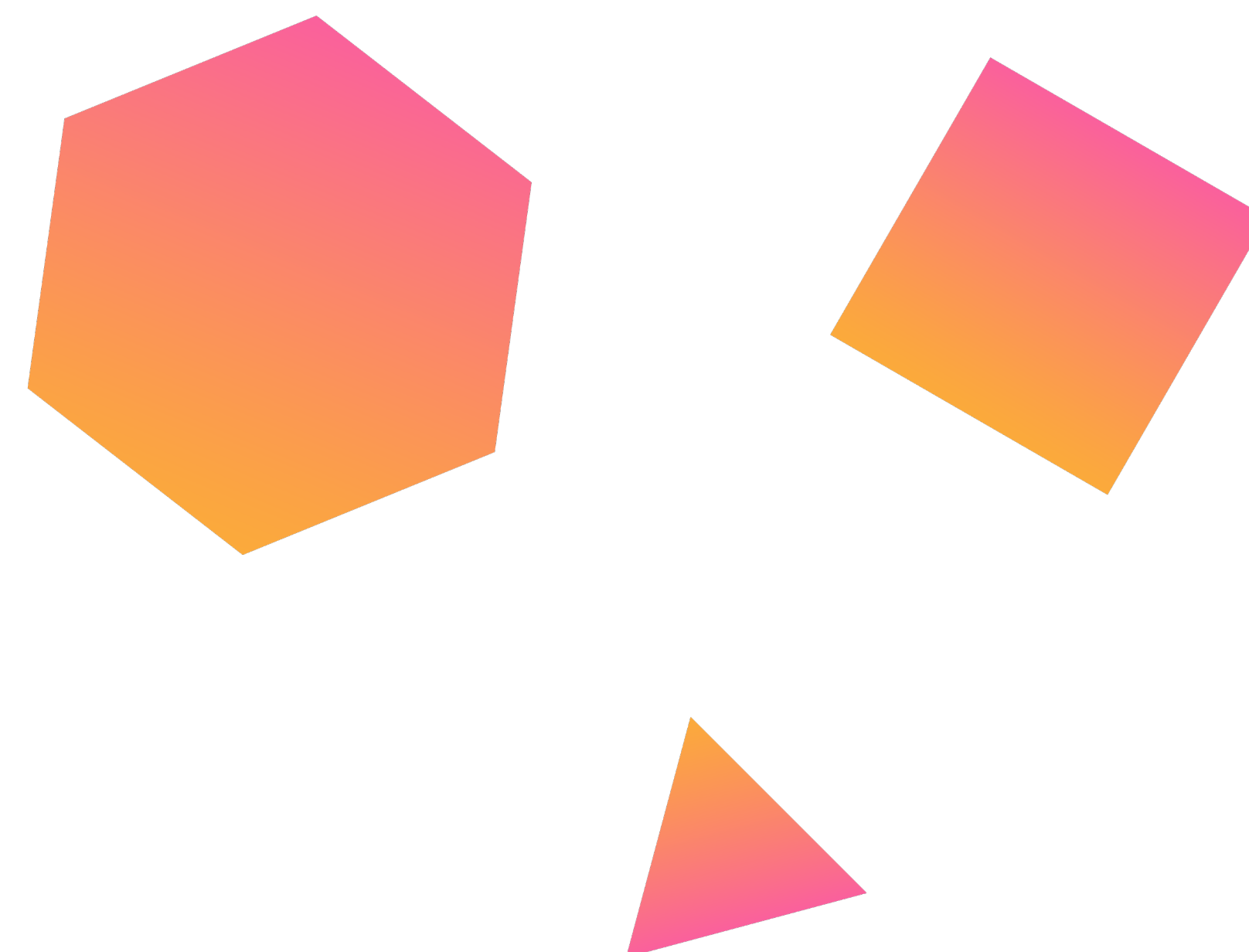
Font

COCOGOOSE

Logo



Design Elements



Philosophy

With Hack The Heights 2, we wanted to capture the essence of Computer Science at Boston College; which is that the way that we approach technology is inherently from a multi-disciplinary perspective.

In order to reflect this our design, we juxtaposed a muted pallete of charcoals and grays with a vibrant gradient. The anecdote being that we are giving life to the stereotypical notion of Computer Science being a gray box of a career for the uninspired. We want to paint STEM for what it is, an inherently creative field where ideas are brought to life.

Our logo reflects two of our main goals for this event: highlighting the thriving CS community here at BC and providing a space for those interested in technology to dip their toe into something new.

Hack The Heights 2:
Unboxing Innovation