



Brand Guidelines

Name Usage

Name Usage

Bitcamp is stylized as “bitcamp” in the context of the logo, but should always be written as “Bitcamp” in text.

Bitcamp is monolithic. Avoid writing “Bitcamp hackathon” or amending it otherwise unless absolutely necessary.

Different Bitcamp events are identified by year. When noting Bitcamp’s date, write Bitcamp [year]. Specific dates should be written in this structure: April 3-5, 2020.

✓ **Bitcamp**

✗ **BitCamp**

✗ **Bit-camp**

✗ **bitCamp**

✗ **UMD Bitcamp**

✗ **Bitcamp '20**

✗ **Bitcamp 2020S**

✗ **Bitcamp April Edition**

✗ **The Camp**

✓ **Bitcamp 2020**

✗ **Bit Camp**

✗ **bitcamp**

✗ **BITCAMP**

✗ **HackMaryland**

✗ **Bitcamp 2**

✗ **Spring Bitcamp**

✗ **Bitcamp Early 2020**

✗ **Technica**

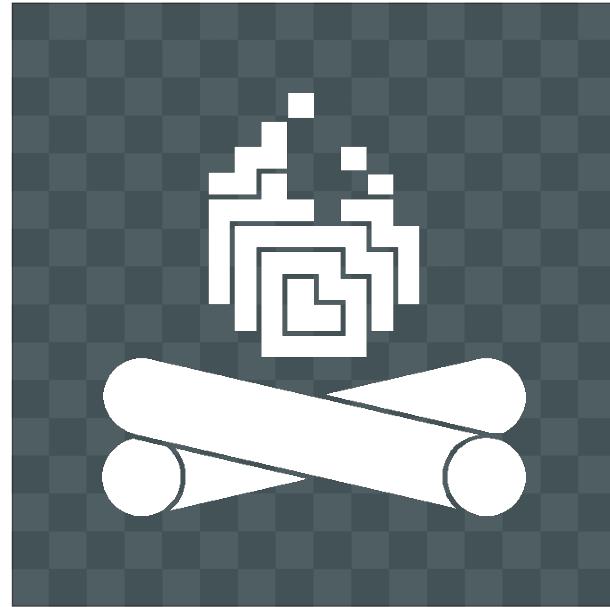
Logos

Icon

The icon is Bitcamp's primary logo. Used for the mobile app icon, website favicon, and other iconographic applications, the icon has two styles — "Standard" (full color) and "Mono" (single color). The mono icon should only appear white (#FFFFFF) or Midnight (#1A2E33), see page 12.



Standard



Mono

Wordmark

The wordmark is the event's name in the Aleo typeface. The wordmark is the only instance in which Bitcamp may be referenced using all lowercase characters. The mono wordmark should only appear white (#FFFFFF), Midnight (#1A2E33), or Bitcamp (#FF6F3F), see page 12.



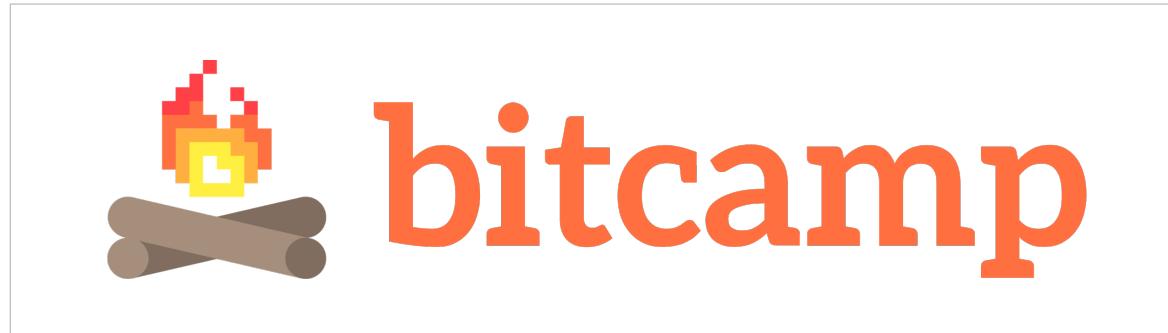
Standard



Mono

Logotype

The logotype is a combination of both the icon and the wordmark. The logotype is best used for navigation and in areas with vertical spacing constraints. The mono logotype should only appear white (#FFFFFF) or Midnight (#1A2E33), see page 12.



Standard



Mono

Lockup

The lockup is a “stacked” combination of the icon and the wordmark surrounded by a dotted trail. The mono wordmark should only appear white (#FFFFFF) or Midnight (#1A2E33), see page 12.



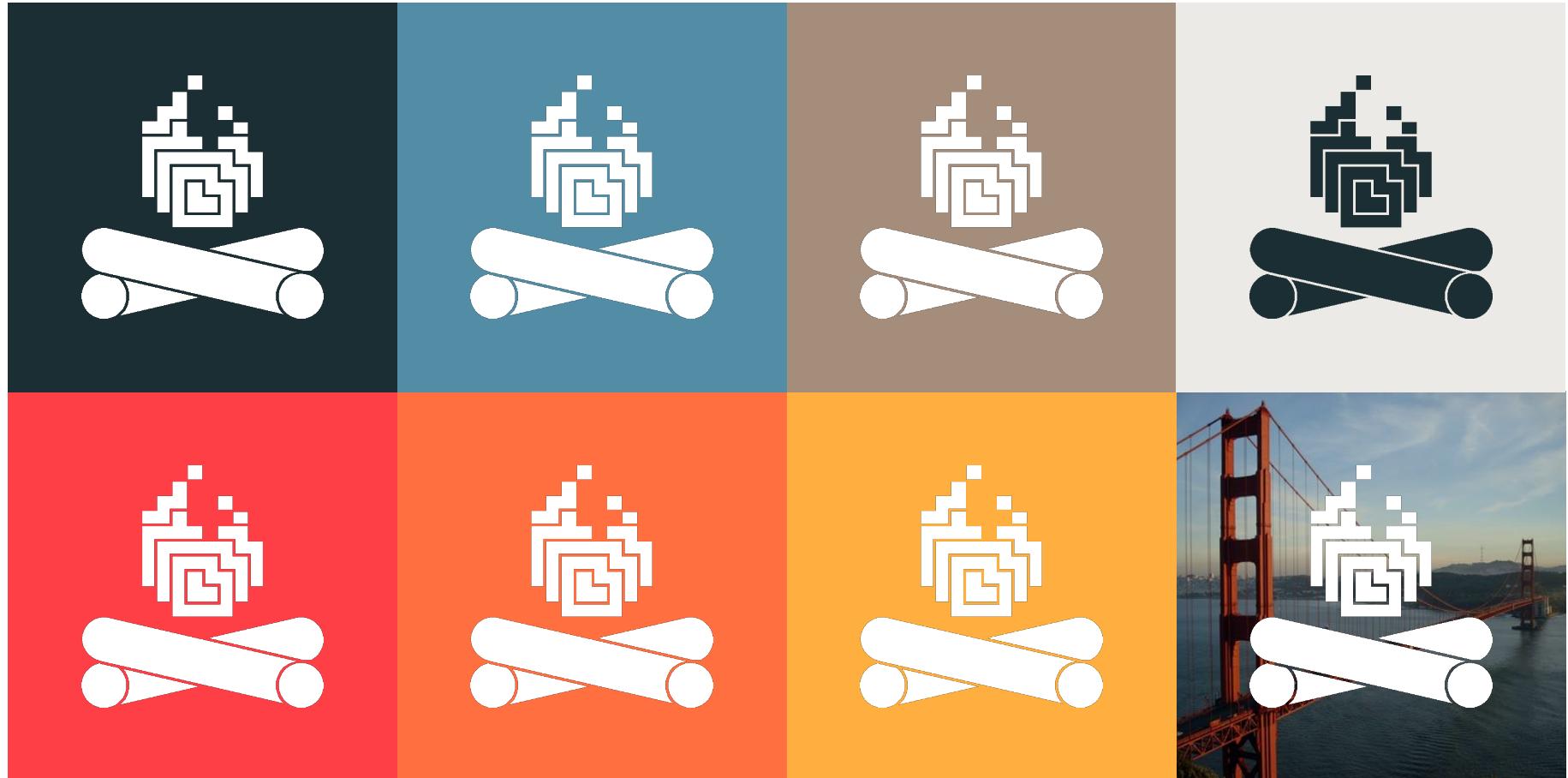
Standard



Mono

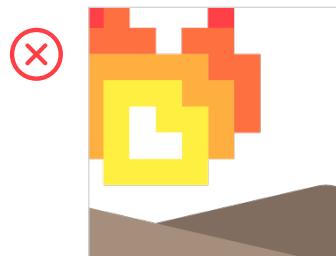
Single-Color Use

The white logo should only be used on dark backgrounds to ensure a pleasant viewing experience. Darken background images to improve contrast. The mono logo should only appear in white (#FFFFFF) or Midnight (#1A2E33), see page 12.



Logo Misuse

For consistency and aesthetic purposes, the logo should not be distorted in any of the following ways. Ensure that there is adequate space between the logo and surrounding elements.



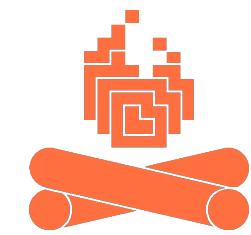
Do not crop the logo



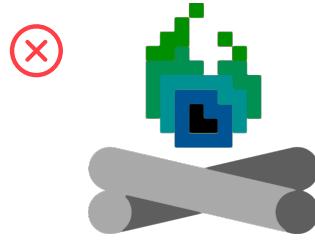
Do not use a low-resolution image



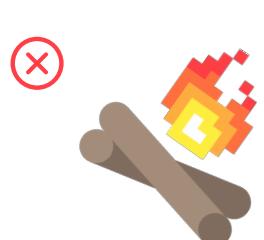
Do not distort the logo



Do not incorrectly color the mono logo



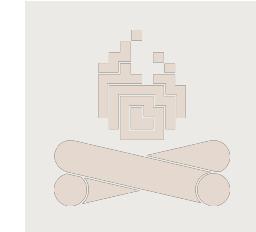
Do not change the logo colors



Do not rotate the logo



Do not alter transparency



Do not use low contrast combinations

Colors

Primary Colors

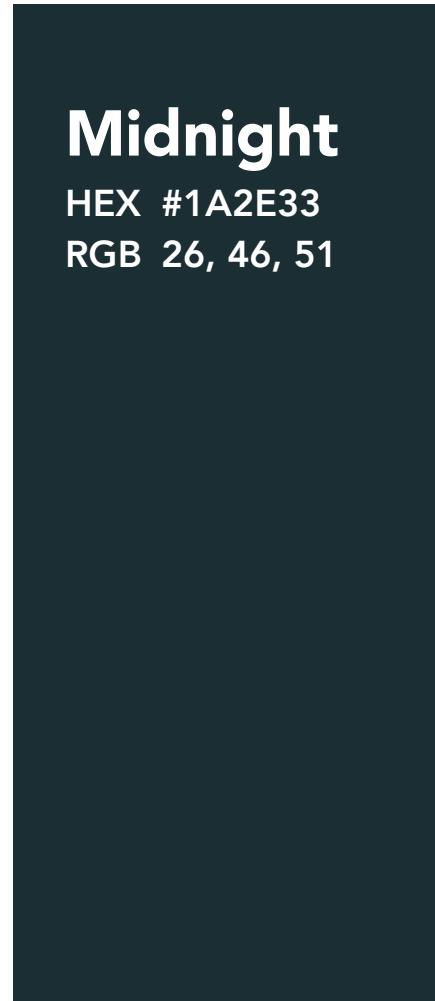
There are twelve primary colors in the Bitcamp color palette. Pure black (#000000) should not be used and always be substituted for Midnight (#1A2E33).



Bitcamp

HEX #FF6F3F

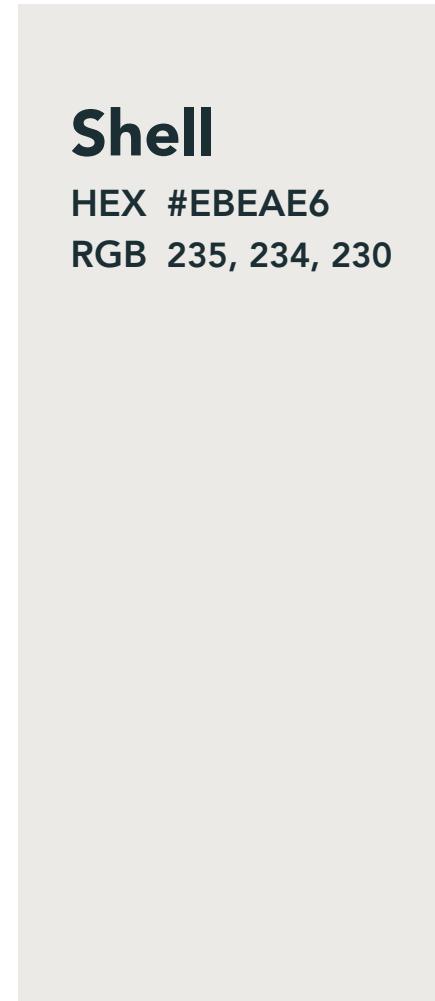
RGB 255, 111, 63



Midnight

HEX #1A2E33

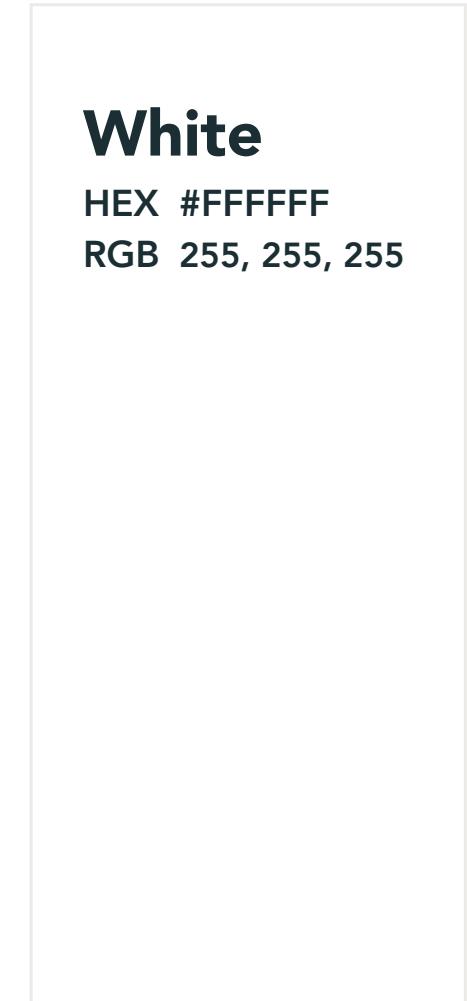
RGB 26, 46, 51



Shell

HEX #EBEAEE

RGB 235, 234, 230



White

HEX #FFFFFF

RGB 255, 255, 255

Secondary Colors

There are nine secondary colors in the Bitcamp color palette. These colors should always be complimentary and may never be the dominant color on any canvas.

Soil

HEX #7F6C5F

RGB 127, 108, 95

Bark

HEX #A58D7C

RGB 165, 141, 124

Sand

HEX #E5D8CE

RGB 229, 216, 206

Flame

HEX #FF3F46

RGB 255, 63, 70

Mango

HEX #FFAF3F

RGB 255, 175, 63

Lemon

HEX #FFEF3F

RGB 255, 239, 63

Creamsicle

HEX #FDE8E1

RGB 253, 232, 225

Atlantic

HEX #528CA5

RGB 82, 140, 165

Sky

HEX #CBF2FF

RGB 203, 242, 255

Typography

Main: Aleo

Aleo is best used for title texts. Readability should be carefully considered when choosing font weight. When in doubt, use a heavier weight.

 [Download Aleo on Google Fonts](#)

Aleo Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Font Family

Regular

Italic

Bold

Bold Italic

Specifications

Line Height

1.45

Logotype

Bold, Lowercase

H1

64px, Light, Uppercase

H2

40px, Bold, Title Case

H3

27px, Regular, Sentence Case

Body

18px, Regular

Body: **Avenir**

Avenir is the primary body font and is best used for paragraph-style texts. Readability should be carefully considered when choosing font weight. When in doubt, use a heavier weight.

 [Download Avenir on Cufon Fonts](#)

Avenir Heavy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Font Family

Light	<i>Light Oblique</i>
Book	<i>Book Oblique</i>
Roman	<i>Roman Oblique</i>
Medium	<i>Medium Oblique</i>
Heavy	<i>Heavy Oblique</i>
Black	<i>Black Oblique</i>

Specifications

H3	Body
27px, Bold, Uppercase	12px, Regular, Sentence Case

Body Alternatives

Although Avenir is the default body font, system fonts may be substituted in body texts in order to respect operating system design guidelines. System fonts may only be used in the operating systems they reside in. For instance, San Francisco may be used in iOS, but not on Android, Google Chrome, or MS Edge.

San Fransisco

For iOS, iPadOS, macOS,
watchOS, and tvOS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Google Sans

For Android and Google
Chrome

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Segoe UI

For Windows and
Microsoft Products

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Badge

Badge

The “Built at Bitcamp” badge is used to visually communicate that your hack was developed at Bitcamp. It is strongly encouraged to be used on graphics in Devpost submissions, websites, emails, guides, and other promotions and communications related to your hack.



Preferred

Use the preferred light badge in all marketing communications promoting your hack. The orange border surrounding the badge is part of the badge artwork and should not be modified.



Alternate

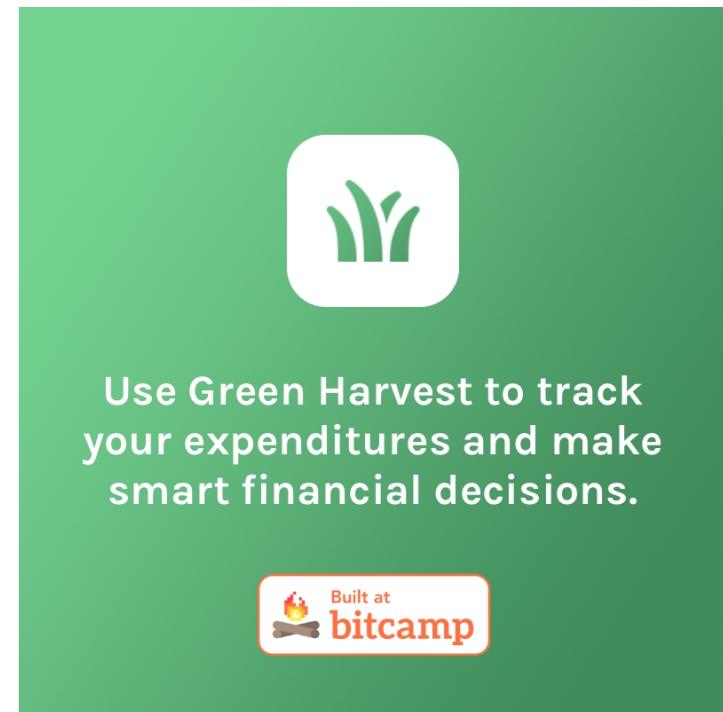
The alternate dark badge is designed to give you greater versatility and can be used when the preferred light badge appears visually heavy or complements the colors in the layout.

Badge: Correct Use

Use one badge per layout or video. Place the badge in a subordinate position to the image or main message so that it isn't the dominant artwork. Don't modify, angle, or animate the badge. Use only the badge artwork provided in these guidelines. Don't use the standalone Bitcamp logo.



Devpost Submission



App Advertisement

Badge: Specifications

The “Built at Bitcamp” badge is used to visually communicate that your hack was developed at Bitcamp. It can be used on websites, emails, guides, and other promotions and communications related to the app.



Graphic Standards

Minimum clear space is equal to one-quarter the height of the badge. Don’t place photos, typography, or other graphic elements inside the minimum clear space.

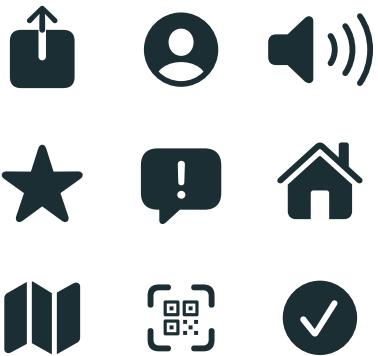
Incorrect Use



Iconography

Iconography

The following open-source icon asset platforms are permitted and encouraged in order to represent tasks and various types of content. There are two varying icon styles depending on the context.



SF Symbols

To be used exclusively in iOS development. Developed by Apple and only compatible with macOS. Especially useful for user interface elements such as tab bar and navigation icons.

[Download SF Symbols ↗](#)

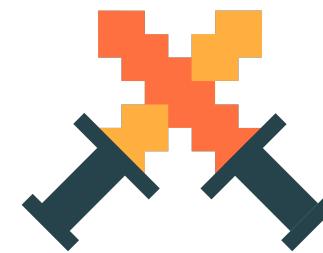


Icons8

To be used in most applications except for specific brand identities (i.e. Colorwar). Icons8 may be useful for more specific cases and company logos. Free to use with attribution.

Style to use: iOS Glyph

[Visit icons8.com ↗](#)

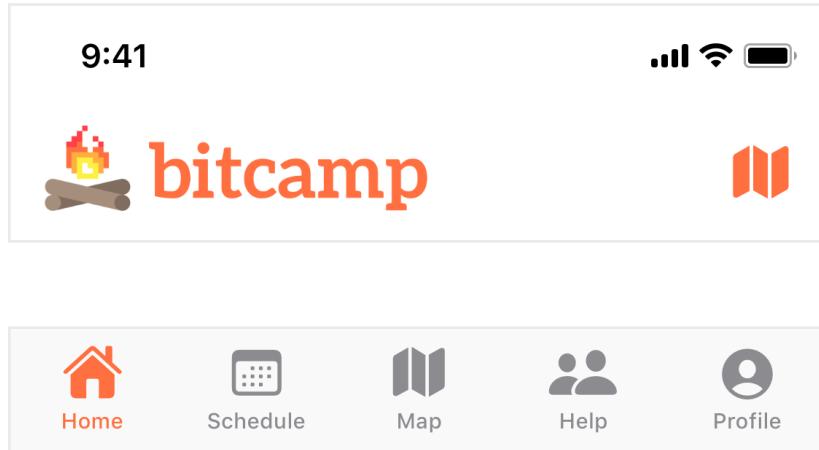


Pixel Art

To be used for specific primary Bitcamp brand properties such as Colorwar, Design Den, Hardware Village, and Minors Tent.

See page XX for more details.

Iconography: Examples



SF Symbols
iOS app navigation and tab bar

Traveling to and from Bitcamp

Buses

We're having four buses providing transport to and from Bitcamp. A \$5 deposit is required for bus riders, and will be refunded upon arrival at Bitcamp. If you are a no-show to your bus, the \$5 will be kept to offset costs of the event. You don't have to attend one of these universities to take a bus from its stop! We will be updating this site with specifics like pick-up times and locations soon, so keep your eyes peeled.

Bitcamp strives to be an inclusive and welcoming community. If you have trouble paying for the deposit, please contact travel@bit.camp.

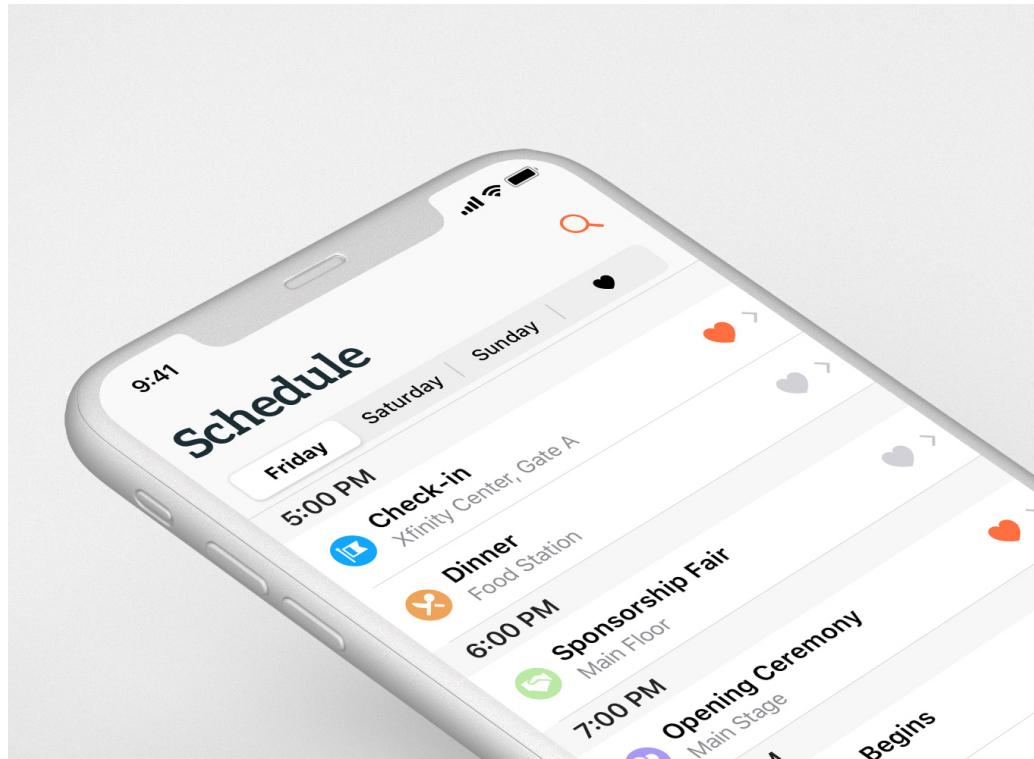
Driving and Public Transportation

The University Of Maryland, College Park, lies right off of the Capital Beltway and is adjacent to Route 1. If you're traveling to Bitcamp from Northern Virginia, hop on I-495 North and keep to the right at the 495/270 interchange. Take exit 25 towards College Park, and turn right onto Route 1. Look for signs taking you to the University of Maryland, College Park.

Icons8
Travel website sections, inset an orange circle

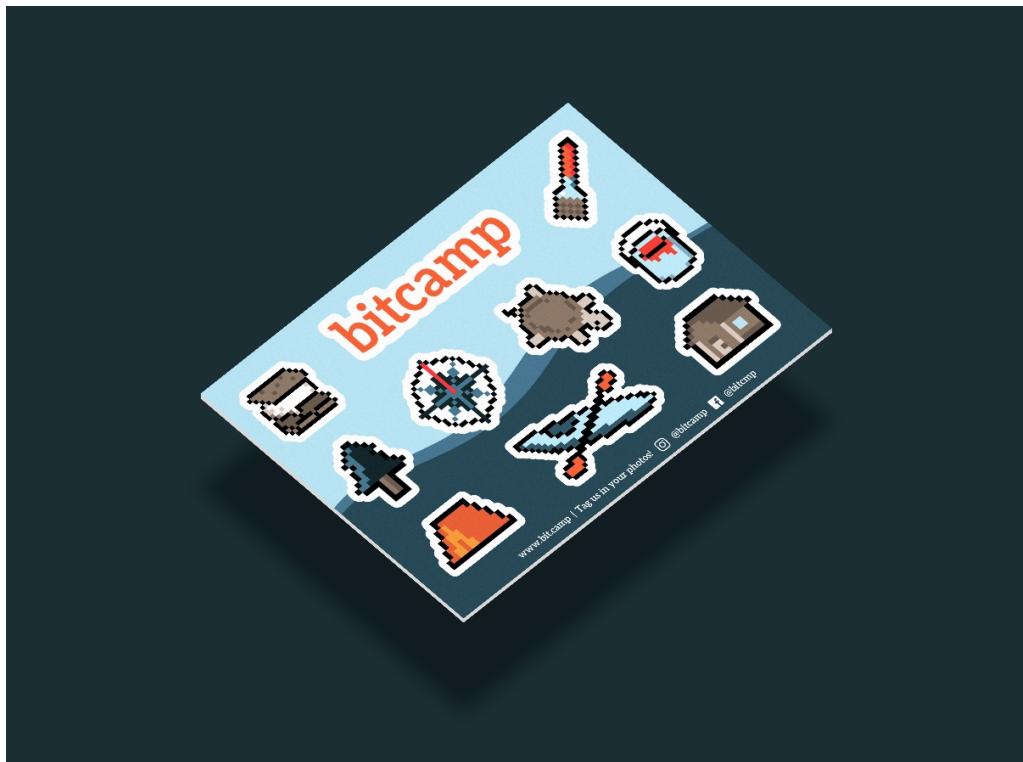
Applications

Applications: User Interface & Experience

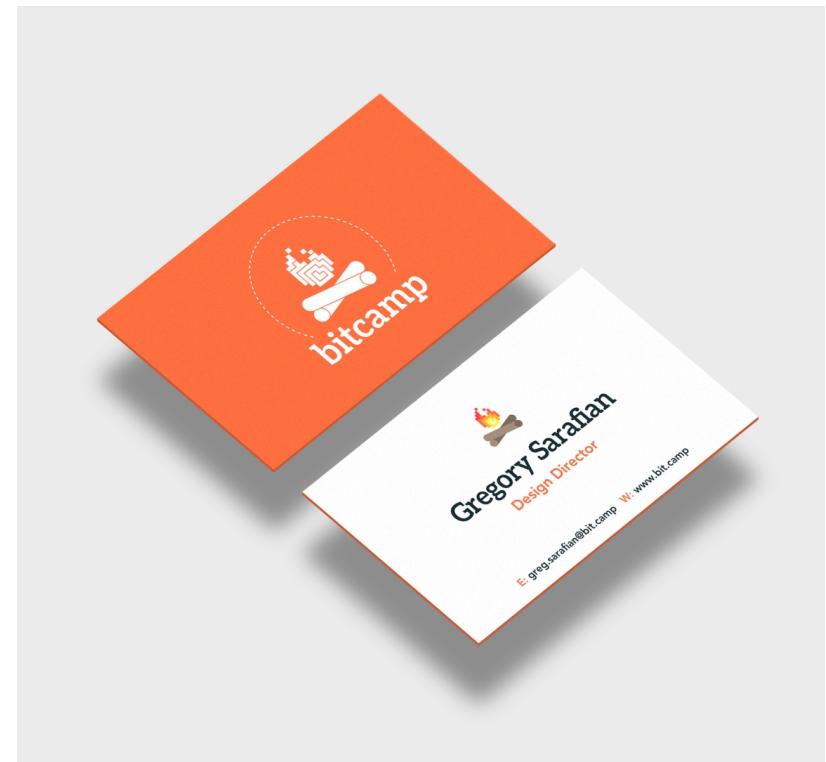


iOS Application
Schedule page

Applications: Merchandise



Sticker Sheet



Business Cards

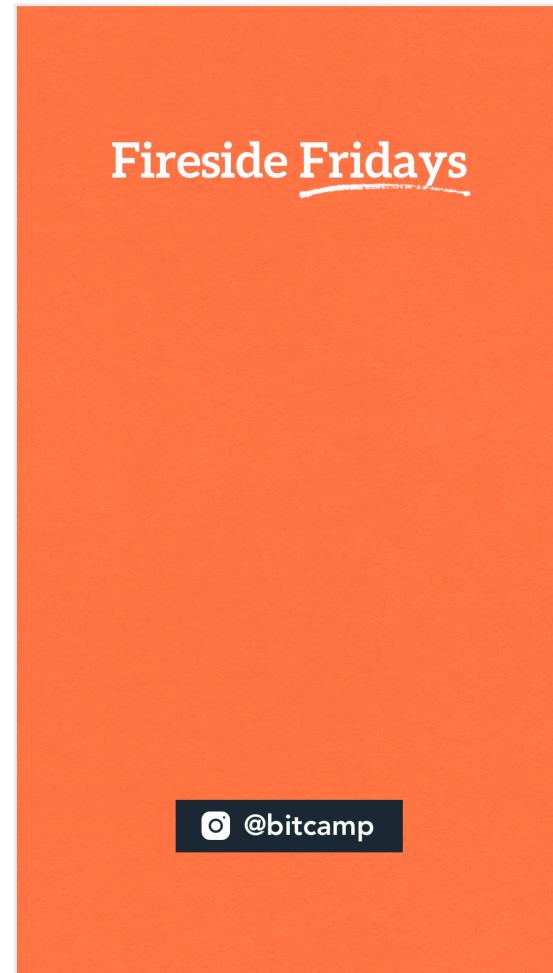
Applications:

Merchandise

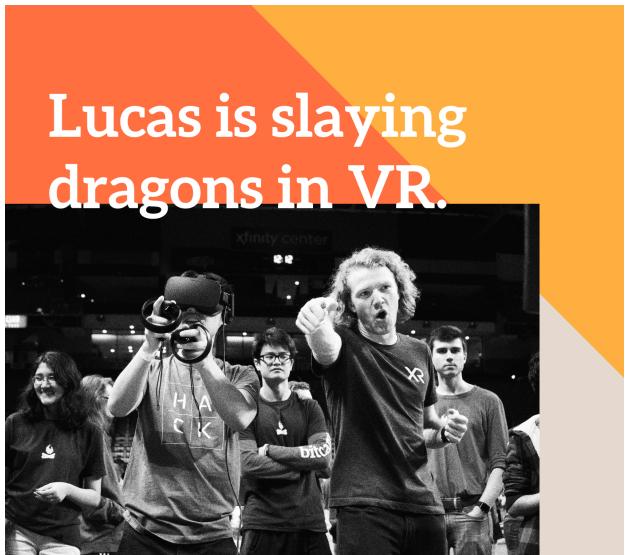


Applications:

Social Media



Applications: Print Advertisements

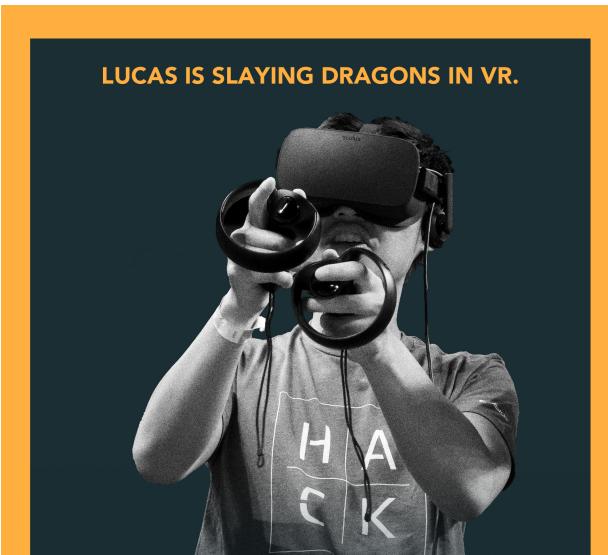


Lucas is slaying dragons in VR.

What worlds will you conquer?

bitcamp

April 3-5, 2019
<https://bit.camp>



LUCAS IS SLAYING DRAGONS IN VR.

What worlds will you conquer?

bitcamp

APRIL 3-5, 2019

© <https://bit.camp>



bitcamp

APRIL 3-5, 2019

www.bit.camp ☀

Visual Style & Voice

Visual Style

- Keep things minimal.
- Establish hierarchy. Readers should always know which element on a page is most important.
- Keep illustrations flat.
- Pixel style should be used sparingly to maximize its impact. Don't force pixel style if it's not working. Any pixel graphic should not need more than a 32x32 pixel grid.
- Avoid ornamentation and chrome. We hardly use shadows or borders. No gradients.
- Stick to Bitcamp colors. If a new color is needed, maintain similar saturation and brightness to other colors in the palette.
- Keep one or two animations per page. All effects should be clean and simple. We don't want to distract our users.
- Color should be used for emphasis. Don't throw in too many or they begin to lose meaning. Focus on powerful, purposeful, aesthetic combinations.
- Be cognizant of contrast. Make sure color combinations are light-on-dark or dark-on-light. Don't combine colors without sufficient contrast such as orange on brown, or blue on orange.
- Ensure that all elements have sufficient spacing.
- Be classic and timeless.

Voice

Bitcamp takes the persona of a friendly camp counselor. We keep things simple. We're honest, direct, upfront, and down-to-earth. We inspire people with encouragement and big visions without setting unrealistic expectations. We avoid abstract concepts without explanation, and don't fall victim to cheesy marketing. We smooth over issues with a casual, conversational wording. We are uplifting, cheerful, and eager to help.

Traits

- Encouraging but not disingenuous.
- Friendly but not desperate.
- Silly but not inappropriate.
- Inspiring but not arrogant.

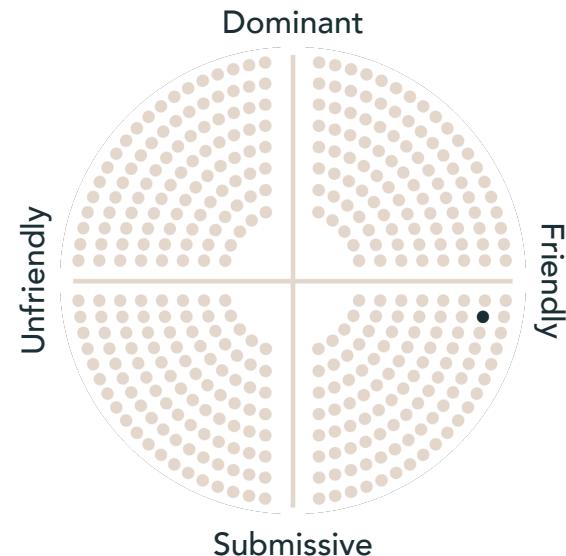
Examples

- | | |
|--|---|
| <ul style="list-style-type: none">✓ A new hackathon experience.✗ The future of hackathons.✗ The most epic hackathon ever.
<ul style="list-style-type: none">✓ Play nice.✗ Don't be a jerk.
<ul style="list-style-type: none">✓ Take what you love, fuse it with tech, build something the world has never seen.✗ Do you love tech? Do you have friends? Are you an all-star? Come to Bitcamp and change the world!
<ul style="list-style-type: none">✓ Hit up @bitcmp on Twitter and join the #PlusTech conversation.✗ Follow us so we can communicate important updates to you and engage in the community. http://twitter.com/bitcmp | <ul style="list-style-type: none">✓ See you by the bonfire!✗ Please come to our bonfire so we can learn together! Please!
<ul style="list-style-type: none">✓ Awesome✗ Amazing |
|--|---|

Tips

- Keep wording parallel. [Wikipedia ↗](#)
- “Bitcamp” and “Bit-” are not to be used as prefixes in ANY communication internal or external (i.e. Bitcampography).
- When referring to our event, say Bitcamp, not Bitcamp hackathon.
- Do not use profanity.
- Try to make your text personal. For example, signing an email with your name is more personal than with “Bitcamp Team.” If engineers are speaking at an event, use their names and state specifically who is speaking.
- Skip words you don’t need. Keep it short and relevant.
- Don’t boast.
- Avoid overuse of exclamation points.

Tone



Lexical Blacklist

☒ Innovation	☒ Swag	☒ Epic
☒ Brah	☒ Broseph	☒ Killer
☒ Future	☒ Ever	☒ Never

Revision 2 — Updated May 2020

Contact hello@bit.camp and visit <https://bit.camp> for more information.

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