

Brand Guidelines



Our Mission

Hacktoberfest’s mission is inspire more people to get involved in open source and work together to improve the software powering our world today.

Our Purpose

Hacktoberfest is a month-long celebration dedicated to the improvement and growth of open source technology. Throughout the month of October, we extend a warm invitation to all open-source software enthusiasts, whether beginners or seasoned developers, to join us in contributing to open-source projects. This annual event plays a crucial role in fostering the growth of open source projects, enabling developers to become valuable contributors or maintainers, and bringing together vibrant developer communities both online and offline, globally.

Logos

1. Horizontal Logo(Primary):

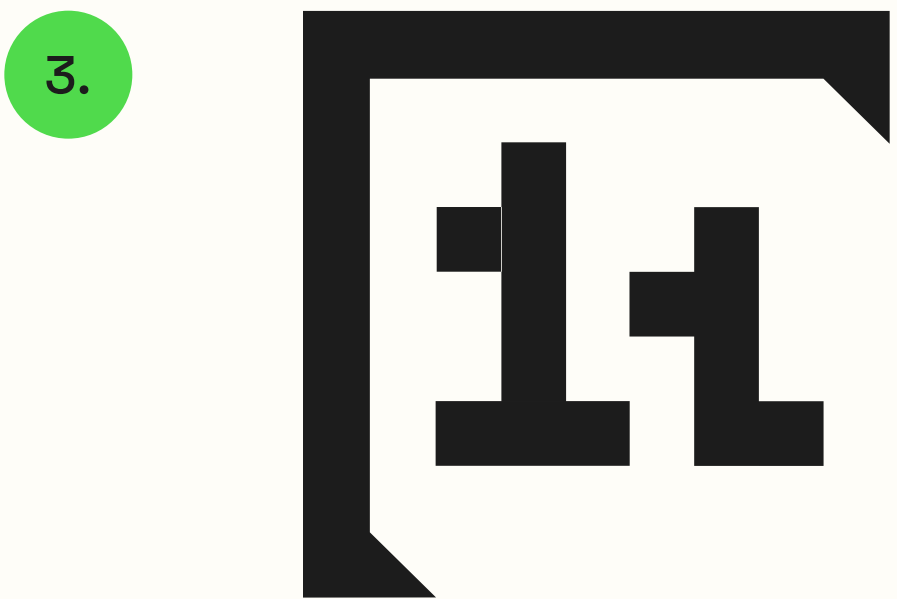
The horizontal logo is the primary logo. This is the logo that should be used in most cases.

2. Vertical Logo:

The vertical logo is the alternative logo used when there is enough space.

3. Logomark:

The logomark icon should be used in areas that only require an icon and not a lockup.



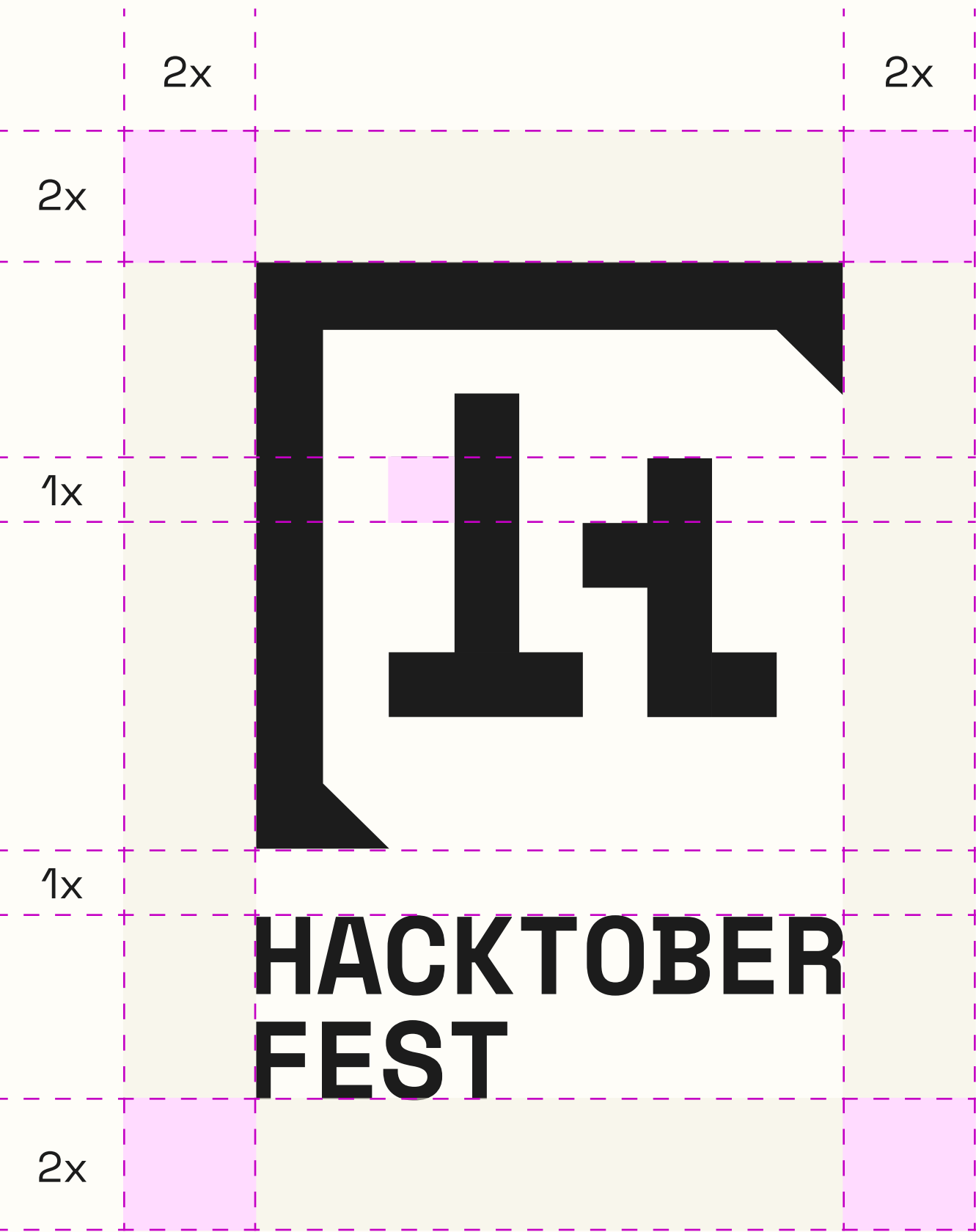
Primary Logo Spacing

We want to make sure to keep a minimum clear space of 2x surrounding the logo. This is referencing the square that is coming out of the first bar of the letter “H” in the logo mark. This square is equal to 1x.



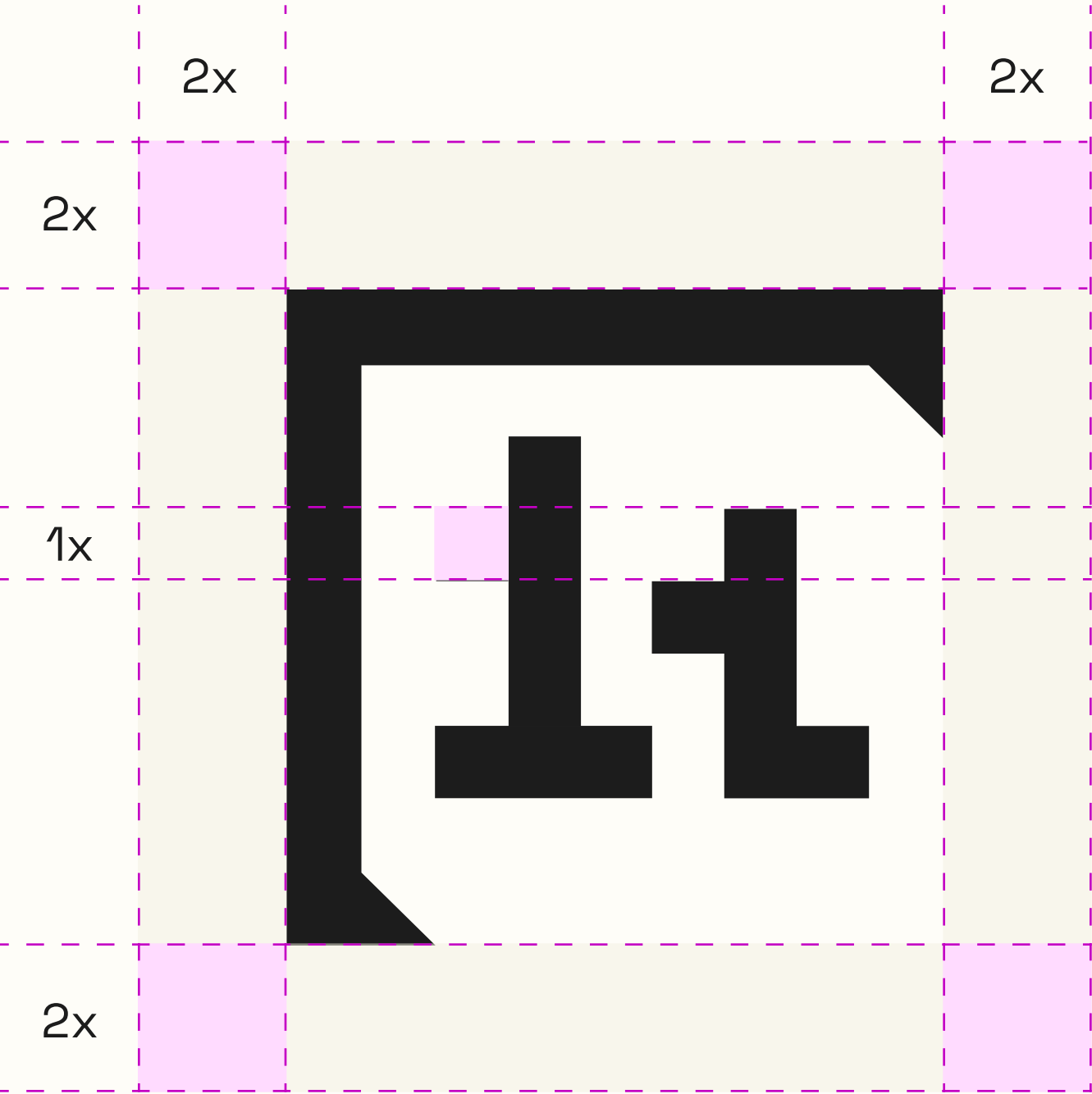
Vertical Logo Spacing

We want to make sure to keep a minimum clear space of 2x surrounding the logo. This is referencing the square that is coming out of the first bar of the letter “H” in the logo mark. This square is equal to 1x.



Logomark Spacing

We want to make sure to keep a minimum clear space of 2x surrounding the logo. This is referencing the square that is coming out of the first bar of the letter “H” in the logo mark. This square is equal to 1x.



Logo Application

A reference of what colors should be used depending on the background color. This treatment applies for all the logos (ie. horizontal, vertical, and logomark icon).

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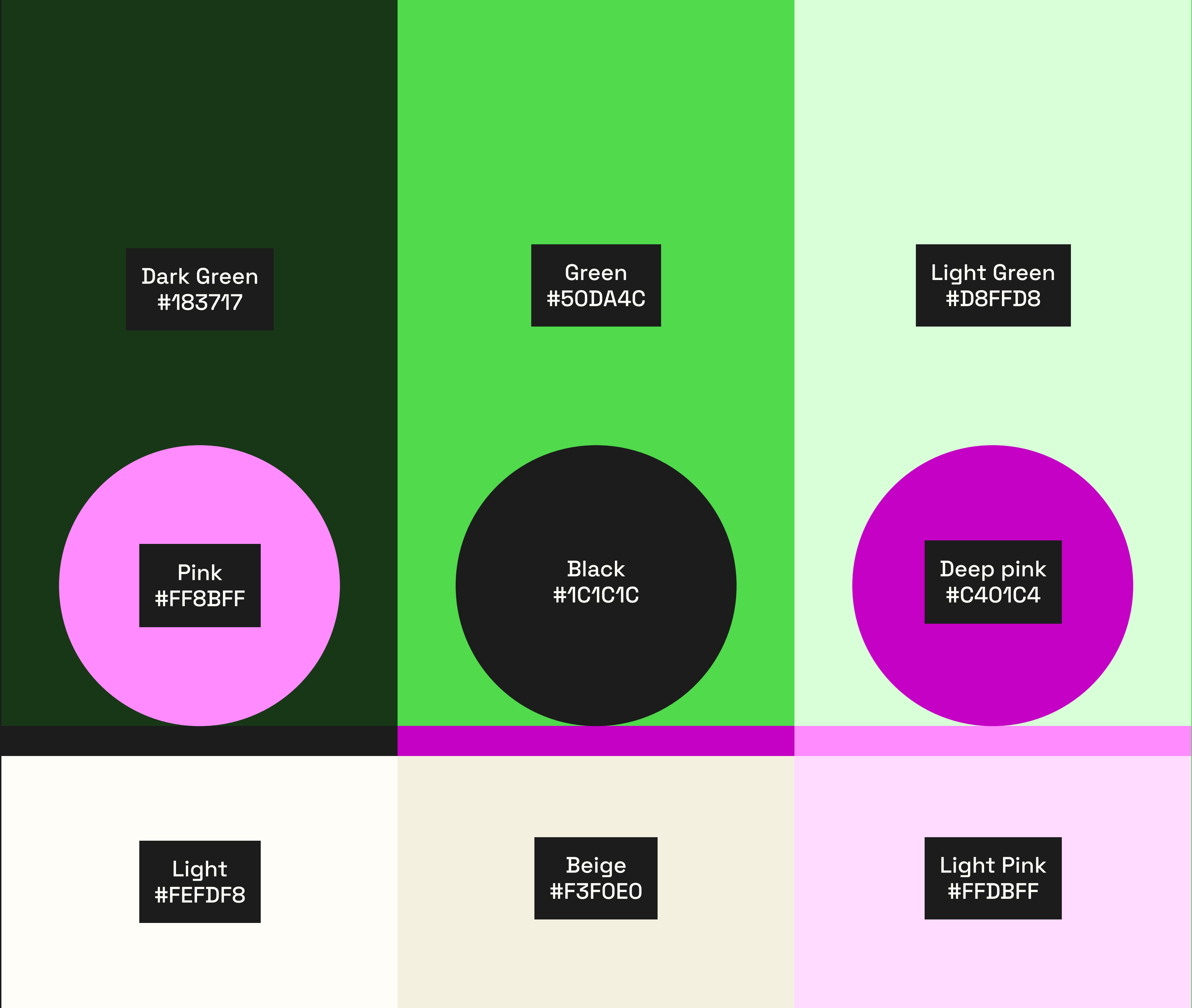
Do not modify the logo provided in the kit, such as changing the colors or layout.



Color palette

Primary :
Dark Green, Green, Light Green, Deep Pink, and Black.

Secondary:
Light, Beige, and Light Pink.



Typography

Space Grotesk Regular:

Space Grotesk regular is used as the body text style.

Space Grotesk Medium:

Space Grotesk Medium is used mainly for headings. It can also be used in the body content when you want to add emphasis.

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Space Grotesk is open-source and free to use under the Open Font License 1.1, and is also available via [Google Fonts](#).

Space Grotesk — Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Space Grotesk — Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Limitations

- The Hacktoberfest graphics may be used in all promotional materials for events and projects, but may not be used on physical merchandise (e.g. t-shirts), and not as a mark of endorsement on certificates (or similar).
- The sale of items using the Hacktoberfest design is not permitted.
- Any usage of the Hacktoberfest brand must be in relation to participation in Hacktoberfest. It may not be used for other hackathons or events outside of Hacktoberfest.
- Only use the Hacktoberfest brand assets as provided in the brand kit provided with these guidelines.
- Use of the Hacktoberfest brand remains at the sole discretion of DigitalOcean.
- If we do not agree with usage of the brand, we may ask you to stop using the brand in conjunction with your event or project.

* Hacktoberfest is a registered trademark of DigitalOcean

Do's

- Use the key visual in any promotional digital graphic.
- Open source your designs so that others can benefit from your creations.
- Use the branding as provided in the brand kit.
- Include this year's sponsors (**DigitalOcean**, **Twilio**, **Cloudflare**, and **Quira**) in messaging for Hacktoberfest events and projects where possible; tag them in social media posts to recognize their support.

Don'ts

- Create physical merchandise, such as t-shirts, using the Hacktoberfest design.
- Modify the branding provided in the kit, such as changing the colors or layout.
- Use the Hacktoberfest brand to promote unrelated events to Hacktoberfest.
- Change the brand name itself; for example, don't use "Hacktober" or "Hacktober Fest".
- Use the Hacktoberfest logo to indicate official endorsement from us, such as on certificates.
- Sell any items using the Hacktoberfest graphics.

Thank you :)

Questions about using the brand?

support@hacktoberfest.com



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FEST