

HACKILLINOIS

2015 BRANDING GUIDE

THEME: ARCTIC EXPLORATION

HackIllinois is 36-hour, student run Hackathon at the University of Illinois at Urbana-Champaign. It is a chance for you to spend 36 hours with a team building any project you'd like! You can work on a useful tool you wish existed or a skill or language you want to learn. Web apps, mobile apps, and hardware hacks - Anything goes!



LOGO GUIDE

Main Logo



Mark



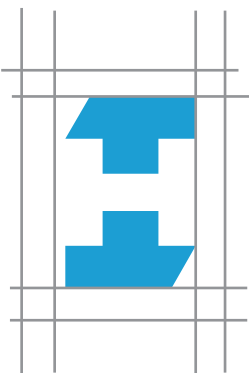
Logo

HACK
ILLINOIS

Logo Text

Color: Blue / #169ED2 / 74% 21% 4% 0%
Text : Gray / #BBBDBF / 27% 20% 19% 0%
Type : Gotham Black

Logo Guidelines



The logo should always have a 10px margin



There should be a 20% distance in the middle



There should be even spacing between the mark and text, and even leading

Things to Keep in Mind



Center align text logo.
We like balance.



Do not stretch the logo.
It's not fetch.



Do not rotate the logo.
We're straight-edged.



Follow the color guide.
We are not unicorn vomit.



Do not add elements.
We're not artistic & fun.

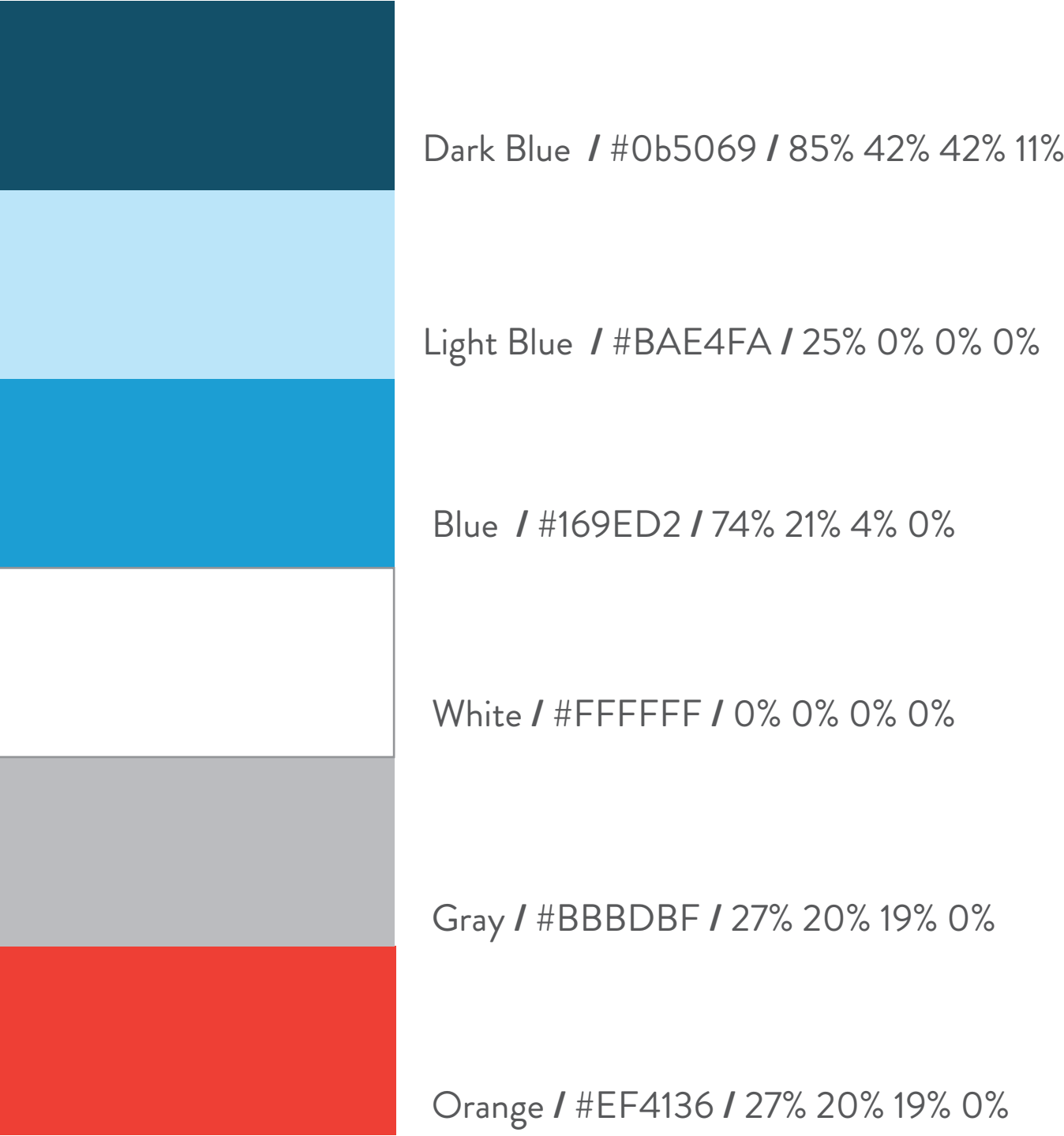


Do not use lowercase.
We're classy yo.

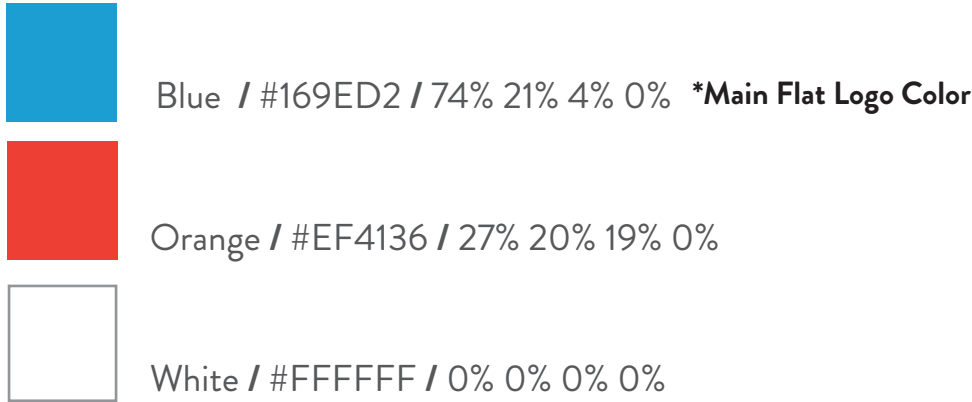


Do not overlap the logo.
We ain't about layering.

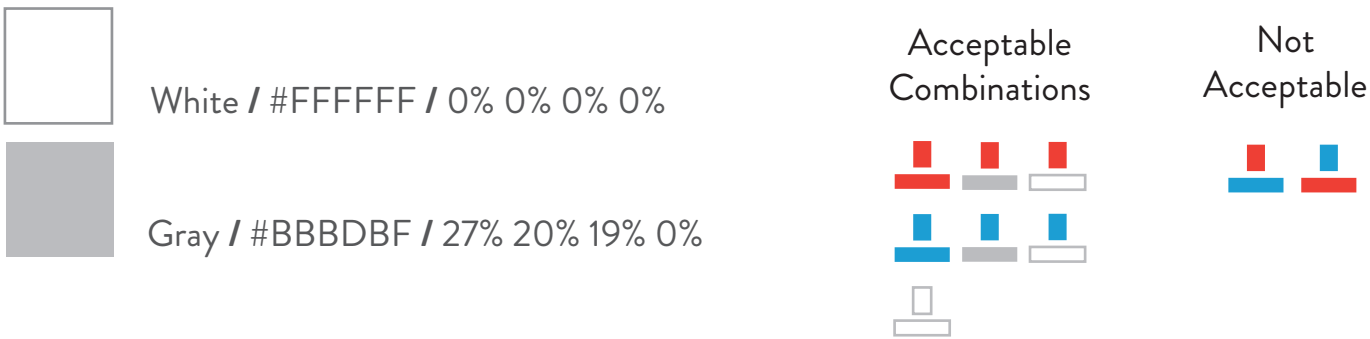
COLOR PALETTE



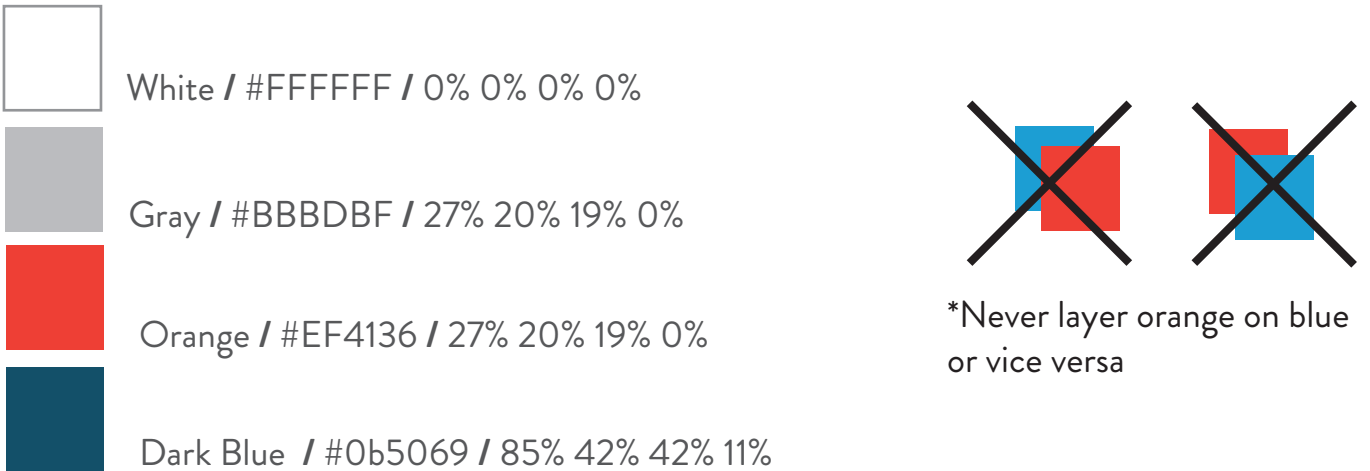
Logo Mark Colors



Text Logo Colors *Text color can MATCH logo color



Icon Background Colors



TYPEFACES

Logo Text Typeface

Gotham Black *All uppercase for logo text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z . , “ ’ ! ? / () []

Main Text Typeface

Brandon-Grotesue Light

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 . , “ ’ ! ? / () []

Brandon-Grotesue Regular

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 . , “ ’ ! ? / () []

Brandon-Grotesue 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 . , “ ’ ! ? / () []