



PINNACLE

Branding
Guide



T.O.C.

table of contents

1

Mission

2

The Brand

3

Logo Variations
& Partner Badges

5

Color Palette

8

Fonts & Typeface

9


Final Comments



Our Mission

Pinnacle is “the Olympics of Hackathons”.

At Pinnacle, we’re aiming to create the greatest gathering of the sharpest developers, designers, and creators in the nation. We will invite 4 winners from each of the world’s top 50 collegiate hackathons to compete in an epic tournament-styled hackathon.



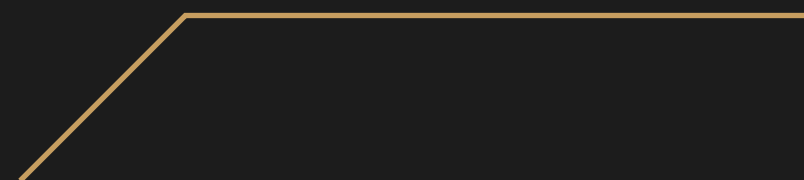
Abstract geometric lines in the top right corner, consisting of a horizontal line, a vertical line, and a diagonal line intersecting at various points.

Elegance

Prestige

The Brand

By employing colors of opulence like silvers, metallic blues, and golds, the idea is to paint an image of power and prestige. Coupled with a minimalistic design centered around straight lines at 90 & 45 degrees, we can portray the elegance of clean and simple design.

Abstract geometric lines in the bottom left corner, consisting of a horizontal line and a diagonal line meeting at a 45-degree angle.

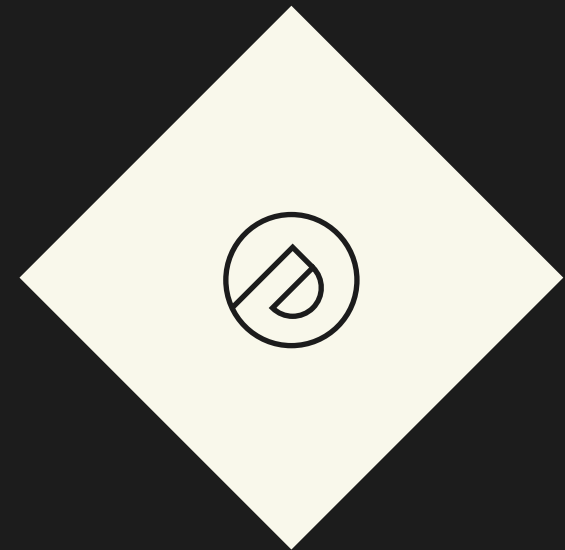
Logo Variation

PINNACLE

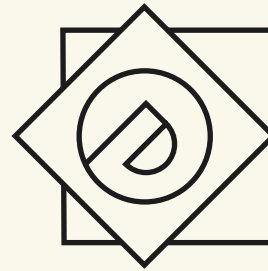
The Pinnacle Logo is flexible, but should be used consistently.

Colors should be kept to the Pinnacle brand shades of Black, Gold, and White. The Logo CAN be resized. But, should have any line thickness increased to compensate. Increases to 5 pt in line width should be the absolute maximum, and 1 pt should be the absolute minimum.

Please use your own best judgement but do your best to ensure proper contrast, and ample spacing.



Partner Badges



Participating Event
Pinnacle 2021



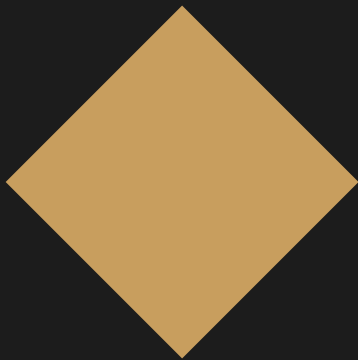
Participating Event
Pinnacle 2021

Pinnacle Partner Badges are subject to the same requirements as the Pinnacle Logo. However, the Partner Badges are subject to any changes that your event might need. We are more than happy to meet and consider your event's specific needs/designs and build a different event badge for you.

Contact michael@pinnacle.us.org

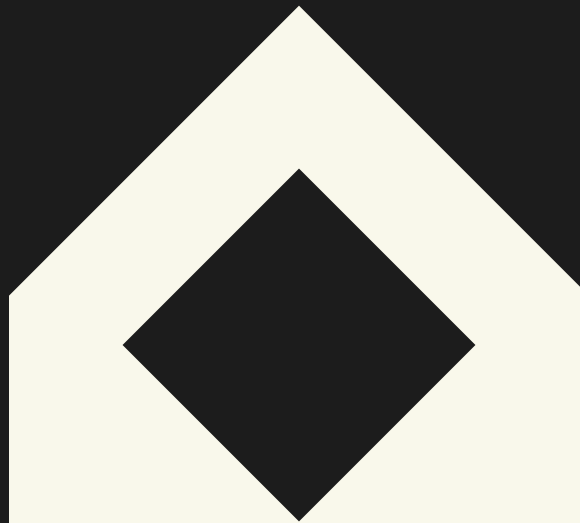
Color Palette

Primary



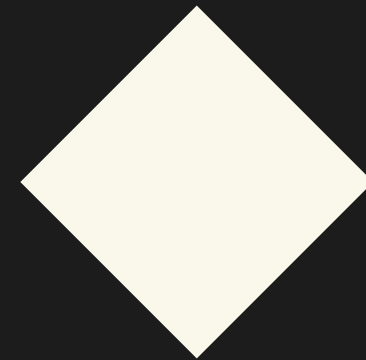
HexCode #c79d5e

C	22.26
M	36.84
Y	72.77
K	1.28



HexCode #1e1e1e

C	72.2
M	66.1
Y	64.9
K	75.44

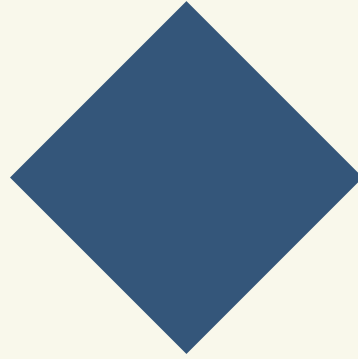


HexCode #f8f5e8

C	2.08
M	1.72
Y	8.43
K	0

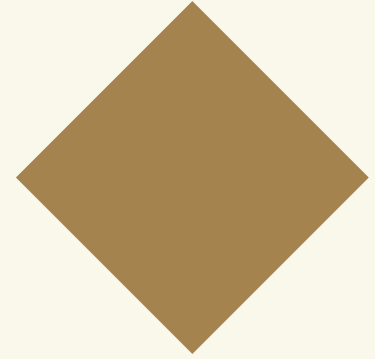
Color Palette

Secondary



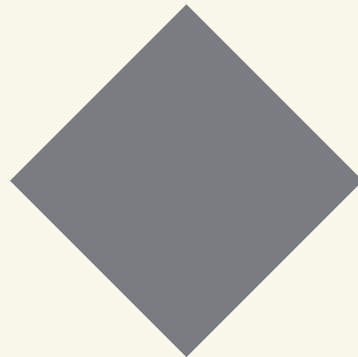
HexCode #36567a

C	85.99
M	65.95
Y	31.41
K	13.26



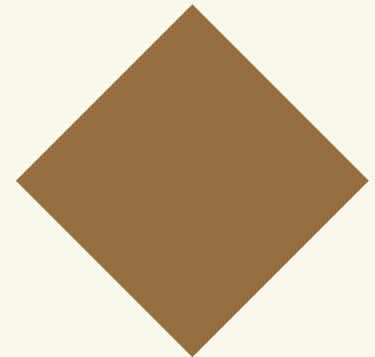
HexCode #a5844f

C	33.11
M	43.8
Y	77.67
K	8.9



HexCode #7b7c80

C	54.03
M	44.86
Y	41.82
K	8.22



HexCode #947043

C	36.23
M	51.19
Y	81.15
K	16.91

Color Palette

Guidelines

The Primary Colors should be used for almost all of your uses. Text, Headers, Background, Designs, Logo, etc. Should all make use of the primary brand colors. The Secondary Colors should only be used as text/accents for their respective sponsor tiers.

Partner	-	#36567a
Gold	-	#a5844f
Silver	-	#7b7c80
Bronze	-	#947043

Fonts & Typeface

K k

Kepler Semicondensed Caption

This font is for the headers and subheaders. It can be used for content, but use to your best judgement.

C c

Casper regular

This font is for body and content. Do Not use for titles, headers, or sub-headers. Only use for content.

Abstract geometric lines in the top right corner of the slide, consisting of several thin, light blue lines that form a series of connected horizontal, vertical, and diagonal segments, creating a modern, architectural feel.

Final Comments

The Pinnacle Design is focused around brevity, and guiding the reader with purposeful lines. To create a design in line with the Pinnacle aesthetic, the most important rule to follow is to think of ways to leave out lines. By leaving gaps for the reader, it creates mentally stimulating design while leading the eyes towards the points that the designer wants to accentuate. When employing the Pinnacle Design aesthetic, remember to leave room for the imagination to fill in the context, and guide itself through the document/design.

If you have any questions,
Contact michael@pinnacle.us.org