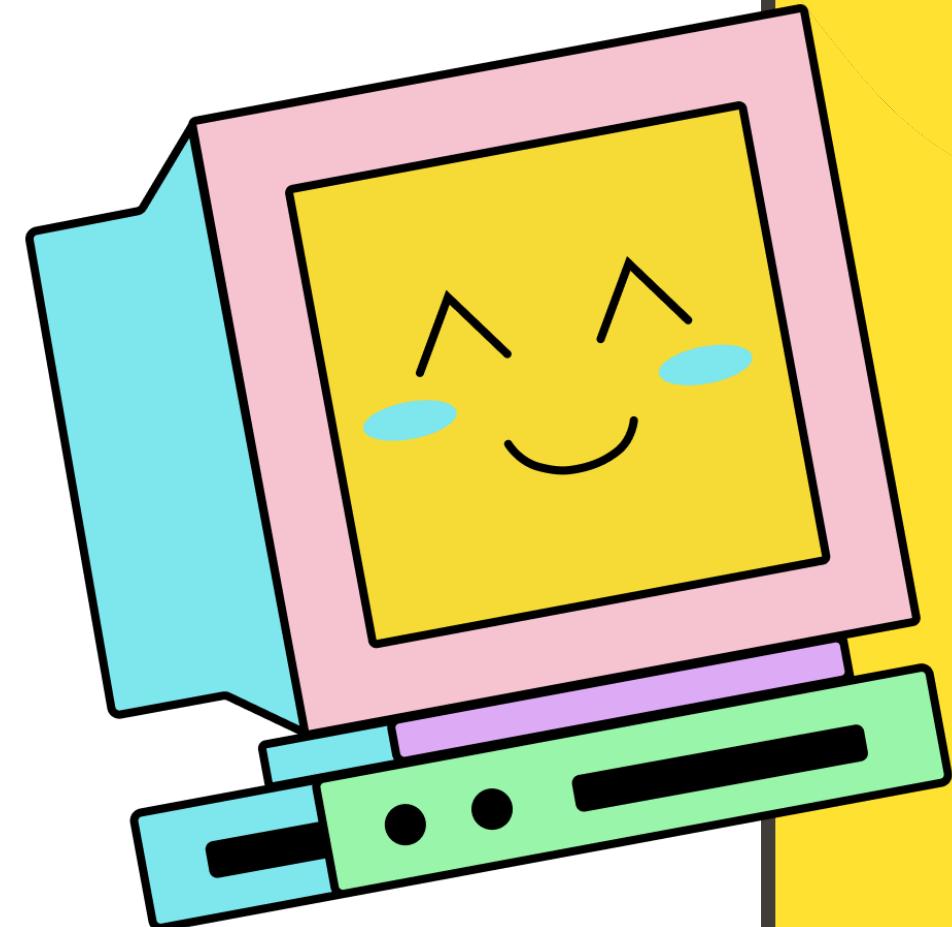
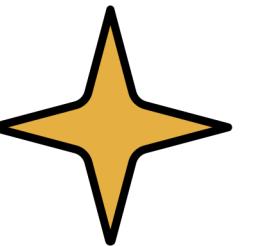


# MACathon

Monash Association of Coding





## Overview

MACathon is the Monash Association of Coding's annual hackathon. A hackathon is a coding competition designed for students to compete in teams of 2-4. They have to create and produce innovative solutions to problems through code.

The whole club committee was working on this project. Each team had different roles. I was part of the design team where we were responsible for creating the logos, branding, and merch.

# Research

In the design team, we have four members. Each member had to research hackathon branding, find inspiration pictures of popular design trends and draw 2 concept sketches.

**Kim**

- Brutalism/anti-design (sorta urban/techy looking?)
- some shapes that could be used
- another idea: bold monochrome with bright colour?
- another idea: dark glow/neon
- this is similar to the brutalism idea on the left but less harsh
- another Concept!

**Sarah**

- beginner-friendly vibe
- hippie peace signs stickers help them want to solve problems
- Concept #1: Hackathon Mascot
- Concept #2: Glassmorphism

**Sienna**

**Inspiration**

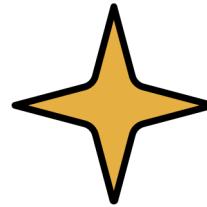
- Cube designs to symbolise 'building blocks' / building things in hackathons
- Tetris and retro games concept
- Simple and minimal to focus attention on the centred graphics

**Sketches**

- Blockathon
- MvCathon
- Yellow keeping in theme with MAC's branding
- Experimenting with different colours from MAC colour palette
- Finding ways to incorporate MAC's logo in the wording and graphics
- Retro computer inspired by Sarah's mascot concept

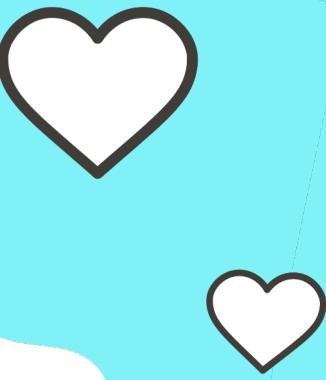
**Alice**

- CISSA codebrew  
this is their flagship hackathon  
<https://codebrew.com.au>
- yellow themed thing closely tied to the MAC brand
- 90s nostalgia
- kind of like the current MAC banners on Facebook and LinkedIn
- clean pup, clean planet



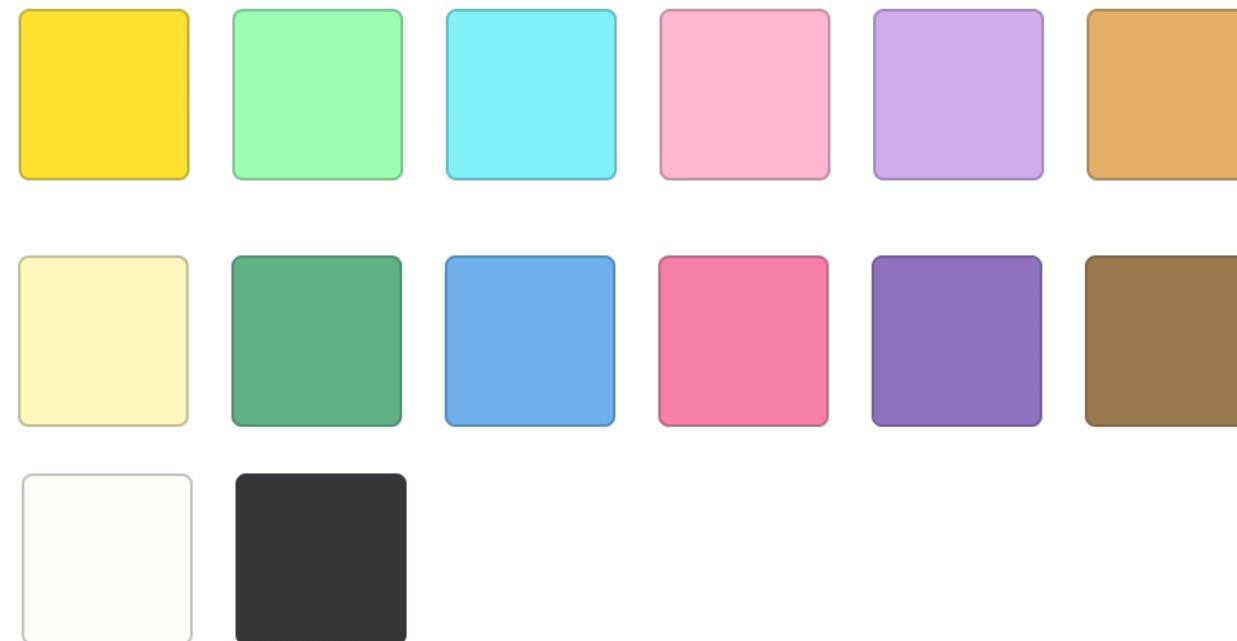
# Theme

- ★ The theme was voted on and finalised. We decided on retro/90s and use of retro tech cubes to symbolise 'building blocks' / building things in hackathons. We also wanted to include a retro computer mascot.
- ★ The colour palette that we decided was pastel neon colours. Main colour is yellow to keep in theme with MAC's branding.
- ★ Branding should give a beginner friendly vibe to encourage more participants to join.



# Colour Palette and Fonts

## Colours



## Fonts

**Headings, Poppins...**

**Subheadings, Poppins, 18**

**Body, Retropix, 12**

The font Poppins is used regularly in MAC's branding. We also added the pixelated font 'Retropix' to fit with the retro theme. The main colours are pastel neon but there is also a darker shade to complement the neon.

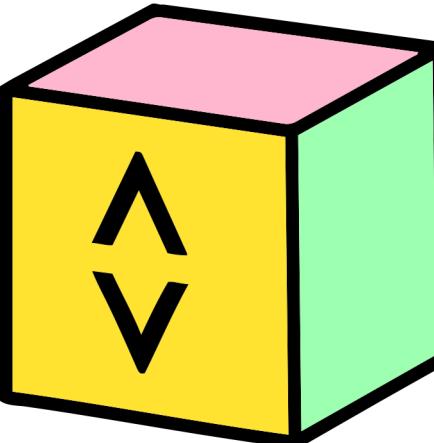


## Logos & Brand Assets

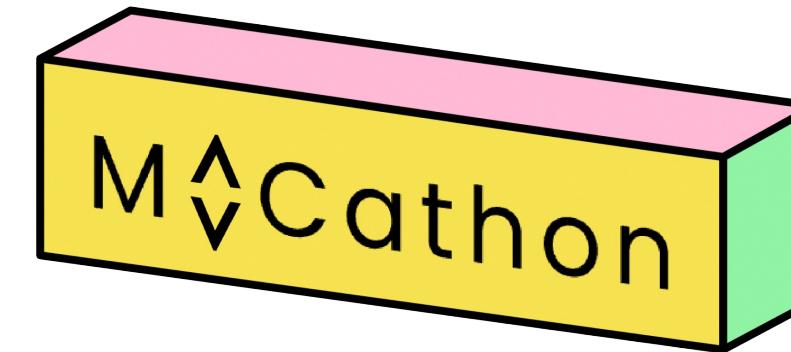
My role was to create the main logo, the secondary logo, pick the colour palette and also provide black and white versions.

My teammate drew the sketch/came up with the original idea and I was the one who turned it into a logo using Adobe Illustrator.

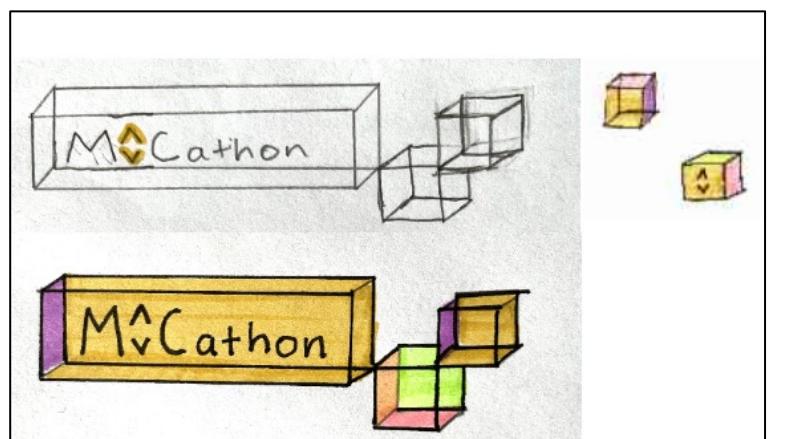
### Main Logo



### Secondary Logo



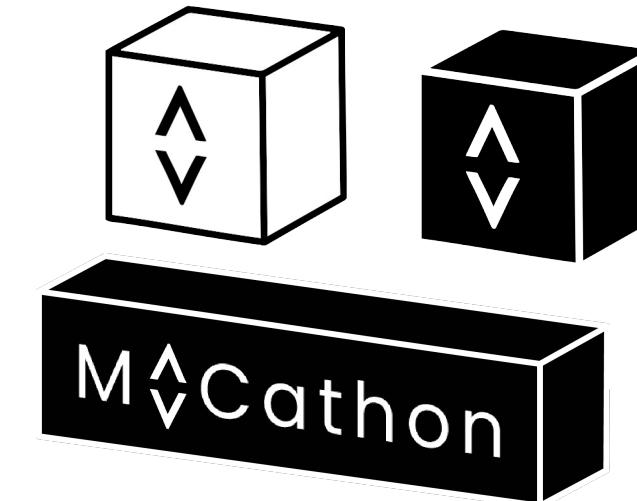
### Sketch



### Mascot



### Black & White



# Merch

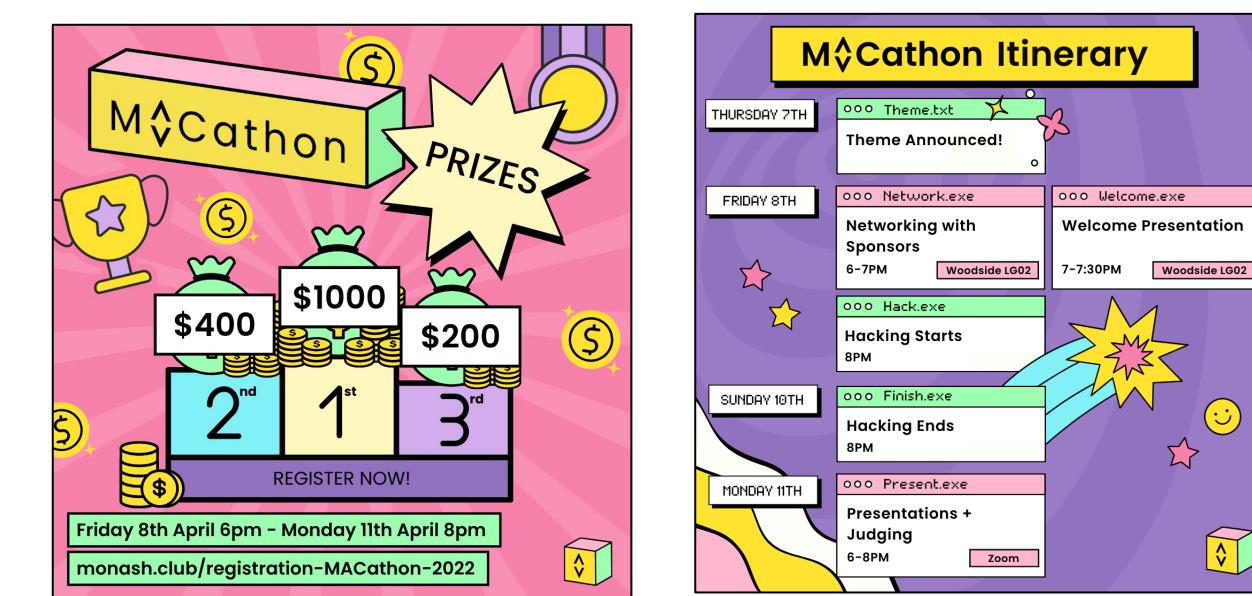
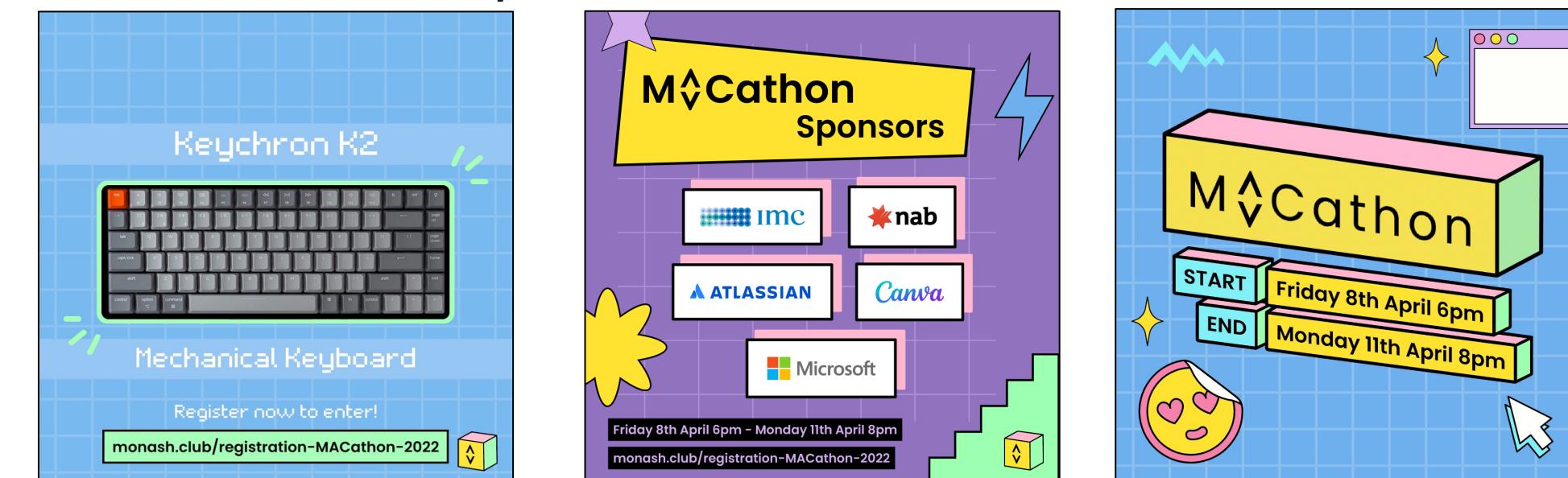
We also created merch for the hackathon event, to hand out to participants.



# Promotion

## Ideas to Promote:

- A poll on Instagram to name the mascot in order to increase engagement
- Consistently post to remind people of the event
- Show prizes & sponsorships, to interest people into participating
- Add a giveaway for anyone who participates
- Post on Monash Stalkerspace
- Host a free bbq to promote MACathon
- Put posters in a popular public place



# Reflection

## What went well?

- All the branding appears to be very consistent with each other.
- The branding aligns well with the plan/idea we had in mind
- The event promotion ideas

## What did not go well?

- The deadline was very tight. Everything was due in 1 week.
- Thickness of the lines in the logos and the mascot do not match

## Areas of Improvement

- Next time, we could add more emotes/poses to the mascot
- Animate the mascot, make it a gif
- Start the project a little earlier

# Conclusion

It was my first time working in a group on a branding project. I have done branding in the past with freelancing, but it has usually been more independent.

Despite there being a bit of a problem where there was a very tight deadline of 1 week, I was very dependable. I successfully met the deadline, and was even willing to put in extra effort by dedicating more hours than necessary in order to finish the task on time.

The outcome was very successful and everyone was very pleased with how the hackathon turned out and we were so excited to launch the event.

It was a very enjoyable experience and I learned a lot. I hope to do more branding projects and graphic design in the future!