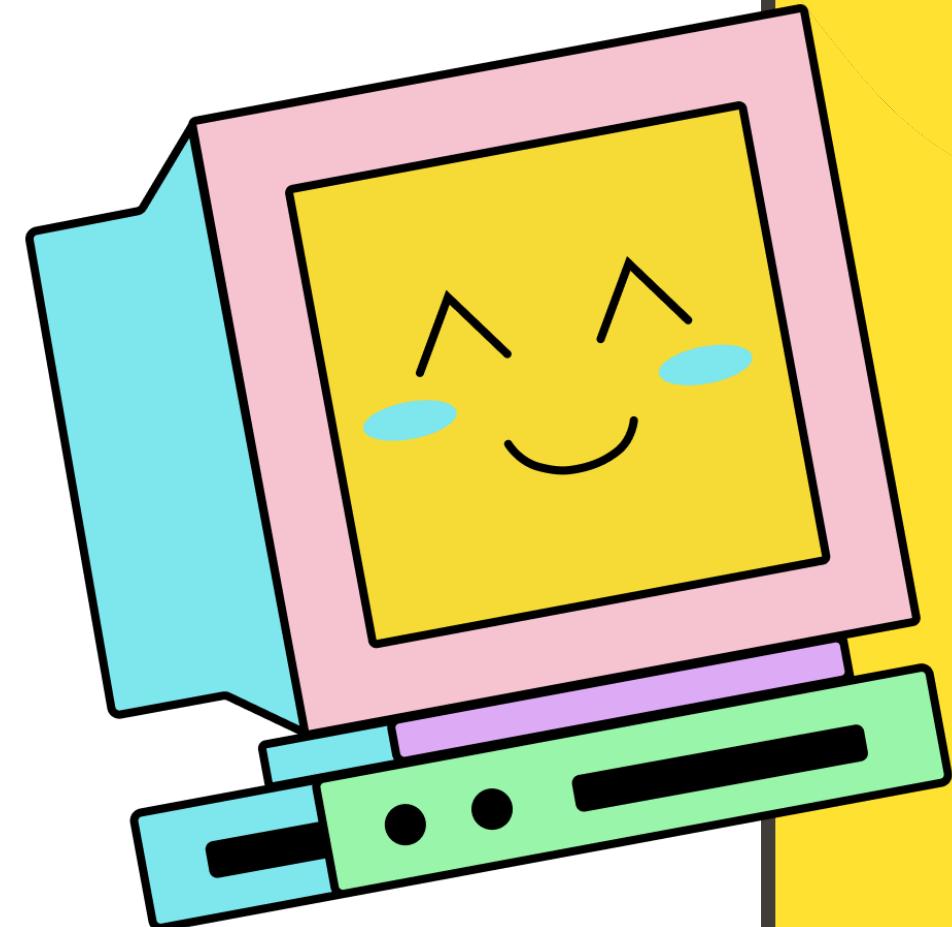
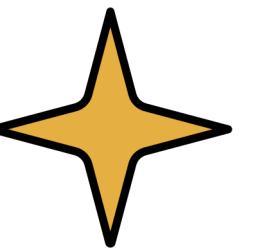


MACathon

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 create and produce innovative solutions to problems.

Teams of 2-4 compete to develop the best solution to a themed problem statement

Research

The design team was in charge of creating the branding for the hackathon.

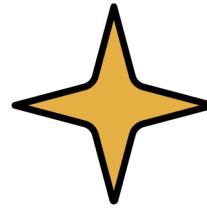
In the design team, we have four members. Each member had to research hackathon branding, find inspiration pictures of popular design trends and draw 2 concept sketches.

Kim: Inspiration board featuring various hackathon branding designs, notes on color palettes (bold monochrome with bright colour, pastel colours), and a sketch of a logo idea.

Sarah: Inspiration board featuring various hackathon branding designs, notes on a beginner-friendly vibe, and two concept sketches: "Concept #1: Hackathon Mascot" and "Concept #2: Glassmorphism".

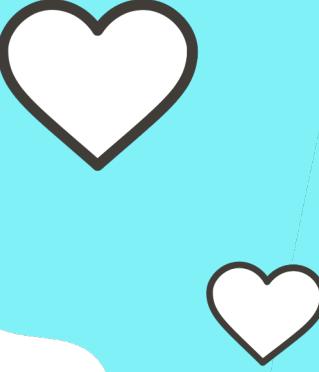
Sienna: Inspiration board featuring various hackathon branding designs, notes on cube designs symbolizing building blocks, and two concept sketches: "Inspiration" and "Sketches".

Alice: Inspiration board featuring various hackathon branding designs, notes on MAC's branding, and two concept sketches: "Cissa codebrew" and "90s nostalgia".



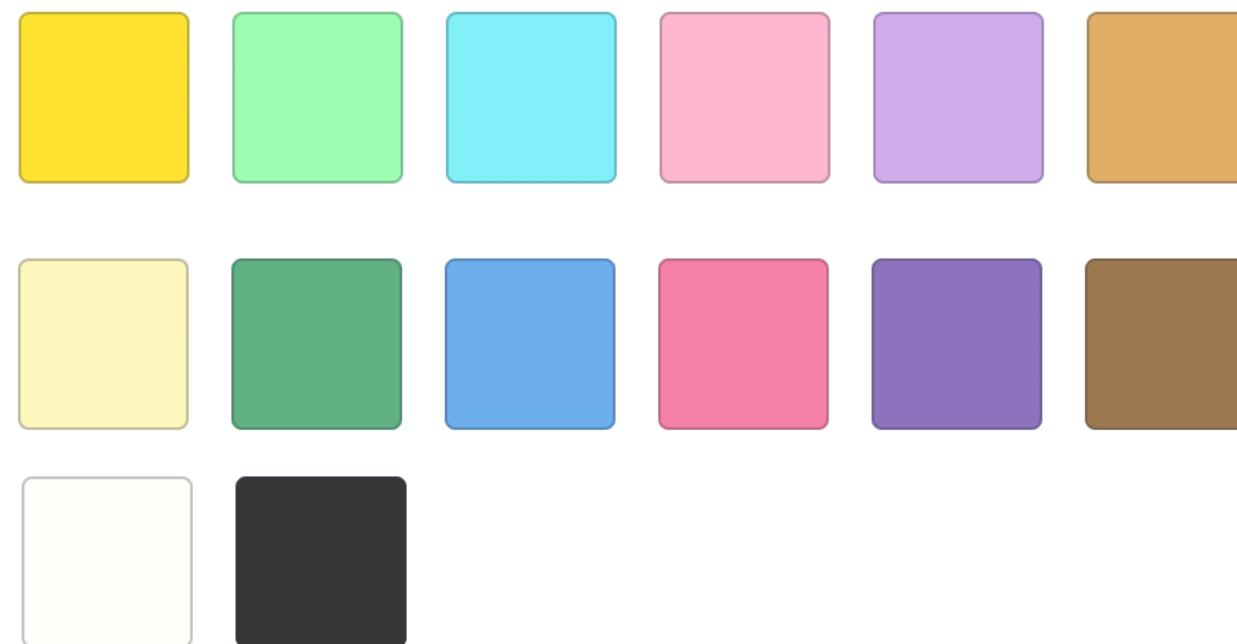
Theme

- ★ 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.
- ★ The colour palette that we decided was pastel 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.

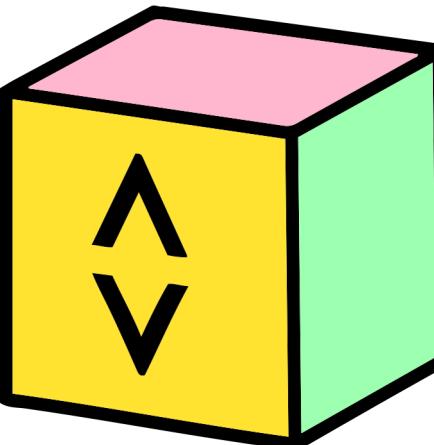


Logos & Brand Assets

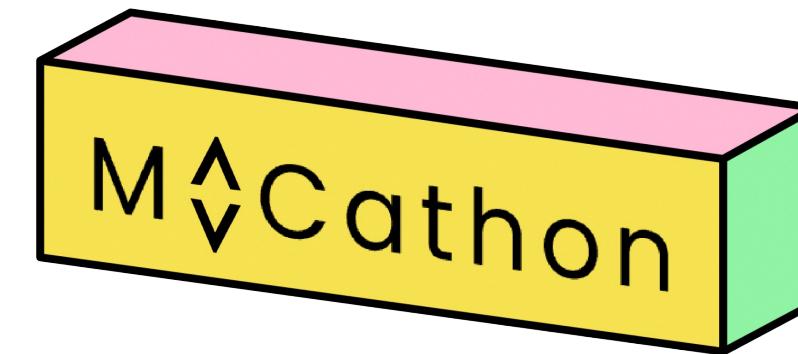
My role was to create the main logo, the secondary logo, pick the colour palette and also provide black and white versions.

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.

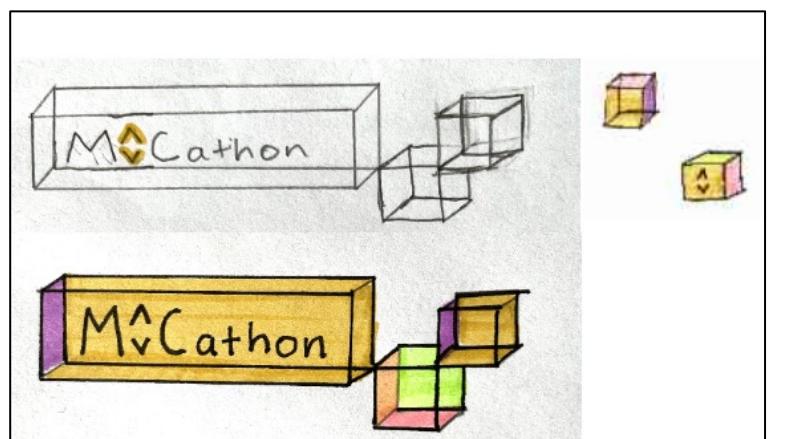
Main Logo



Secondary Logo



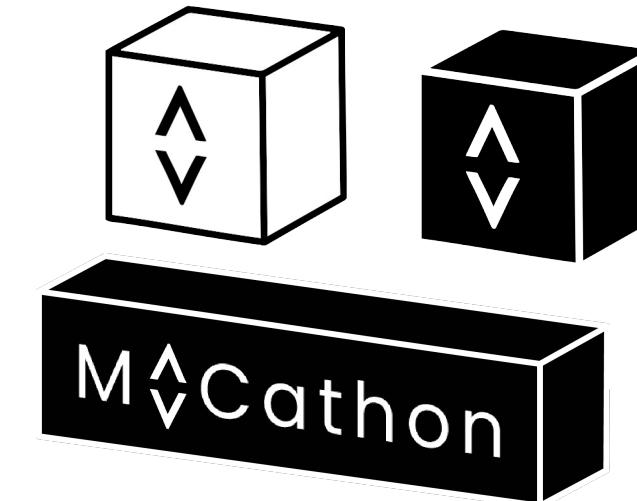
Sketch



Mascot

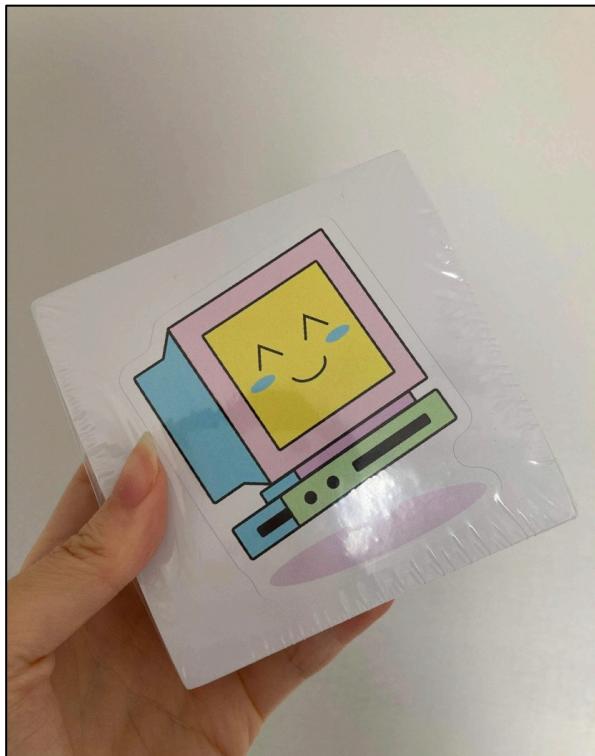


Black & White



Merch

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

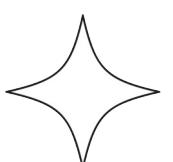
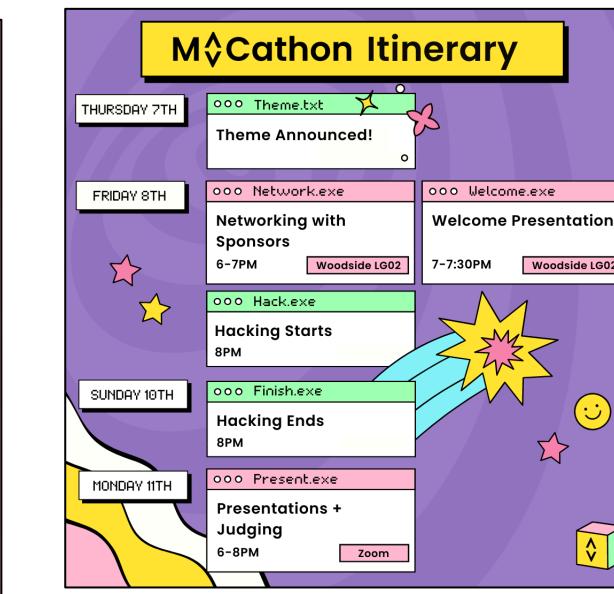
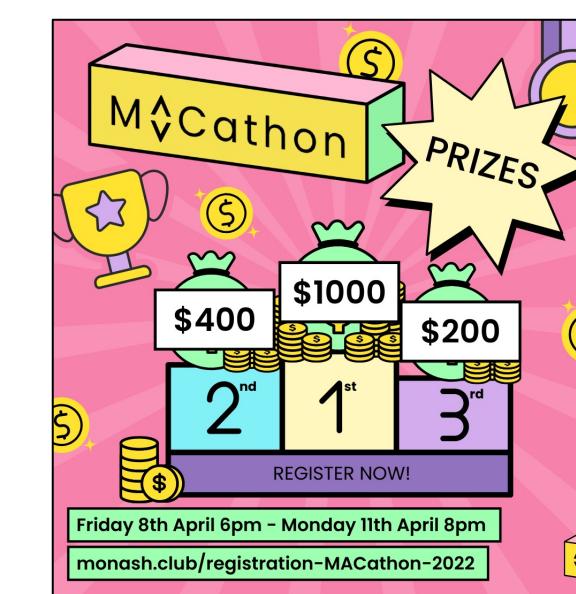
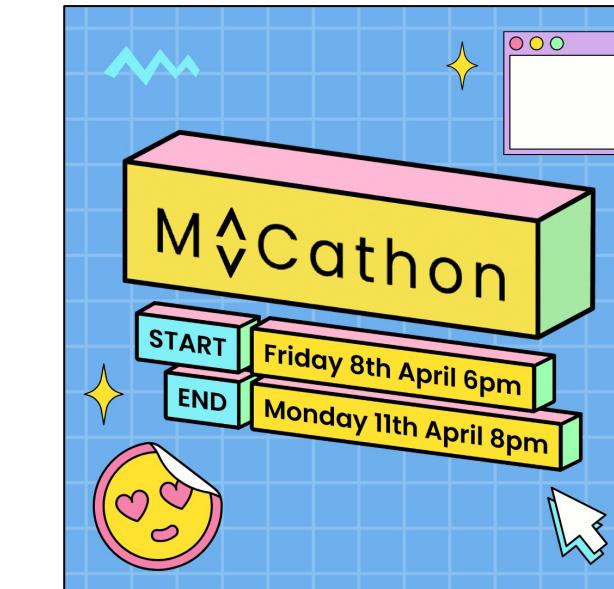
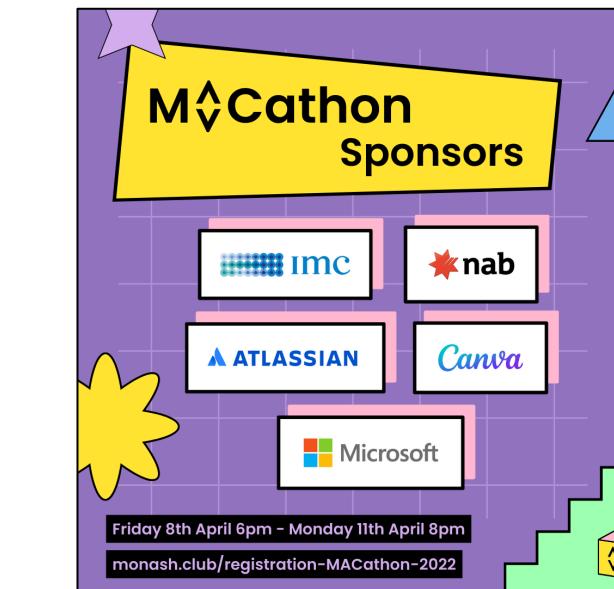


A digital illustration of a merchandise store interface. The background is pink with a grid pattern. At the top, there is a title "MACathon Merch" in a bold, black, sans-serif font, flanked by decorative flowers. Below the title are two smartphone icons: one labeled "pens" showing a blue pen, and another labeled "tote-bags" showing a tote bag with the text "Monash Association of Coding". To the right of the phones is a stack of yellow "t-shirts". In the bottom right corner is a large cyan folder icon labeled "stickers". At the bottom of the screen, there is a search bar with a magnifying glass icon and a black banner containing the text "Friday 8th April 6pm - Monday 11th April 8pm" and the URL "monash.club/registration-MACathon-2022". There are also small decorative icons: a yellow star in the top right corner and a yellow cube with arrows in the bottom right corner.

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?

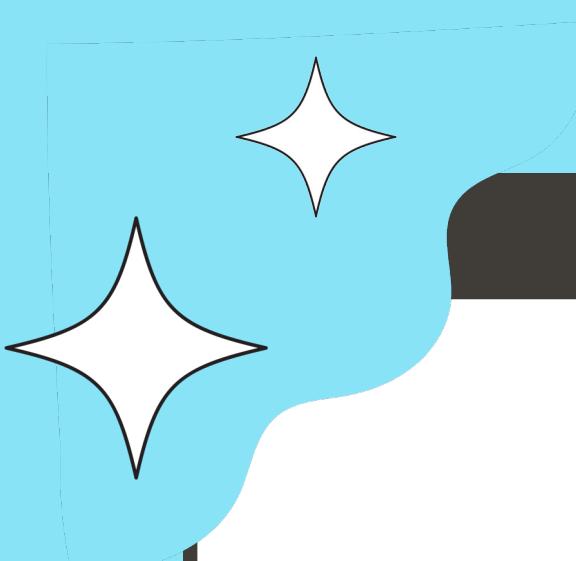
- All the branding appears to be very consistent with each other.
- The branding aligns well with the plan/idea we had in mind
- The event promotion ideas

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



Takeaways



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 independent.

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