



**IDENTITY STYLE GUIDE 2018**



## SUMMER CAMP FOR GEEKS

A tech conference for developers, rooted in community, exploring the internet of things, and all technologies used for mobile, web & cloud.



## LOGOS VARIATIONS

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Primary Logo



Primary Logo Textured



B/W Logo



Reverse Logo



## VARIATIONS CONT.

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Icon only



Type only

**THAT**  
CONFERENCE®

**THAT**  
CONFERENCE®

Tagline

**SUMMER CAMP FOR GEEKS®**

**• SUMMER CAMP FOR GEEKS® •**



## TYPOGRAPHY

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UPPER CASE - ROBOTO CONDENSED BOLD

62c 22m 31y 0k  
#67a2a9

# TITLES

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

Roboto (Light, Regular, Bold)

49c 43m 50y 9k  
#847f76

# Body Copy

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

19c 85m 100y 9k  
#bc4627

# Text Links



## PRIMARY COLORS

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### THAT GREEN



11c 56m 93y 1k  
#dd8432

16c 63m 100y 3k  
#ce7428

### THAT BROWN



47c 62m 79y 44k  
#5f452f

49c 65m 77y 53k  
#513928

### THAT RED



19c 85m 100y 9k  
#bc4627

32c 81m 85y 35k  
#7f3929



## SECONDARY COLORS

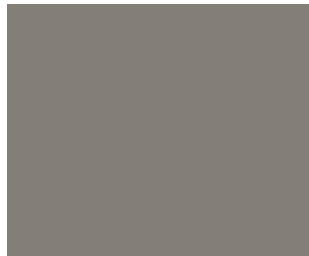
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BANNER BLUE



62c 22m 31y 0k  
#67a2a9

TEXT



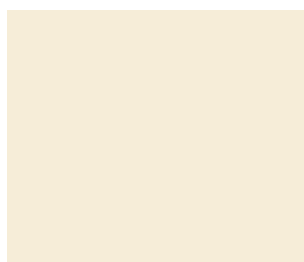
49c 43m 50y 9k  
#847f76

TREE GREEN



54c 25m 100y 5k  
#82973b

VANNILA BEAN



3c 5m 15y 0k  
#f6edd9



## COLOR EXAMPLES & ILLUSTRATION EX.

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