



IDENTITY STYLE GUIDE 2017

TAG LINE & ELEVATOR PITCH



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

Primary Logo



Primary Logo Textured



B/W Logo



Reverse Logo



VARIATIONS CONT.

Icon only



Type only

THAT
CONFERENCE

THAT
CONFERENCE

Tagline

SUMMER CAMP FOR GEEKS

. SUMMER CAMP FOR GEEKS.



TYPOGRAPHY

62c 22m 31y 0k
#67a2a9

UPPER CASE - ROBOTO CONDENSED BOLD

TITLES

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

49c 43m 50y 9k
#847f76

Roboto (Light, Regular, Bold)

Body Copy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

19c 85m 100y 9k
#bc4627

Text Links



PRIMARY COLORS

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

BANNER BLUE



62c 22m 31y 0k
#67a2a9

TEXT



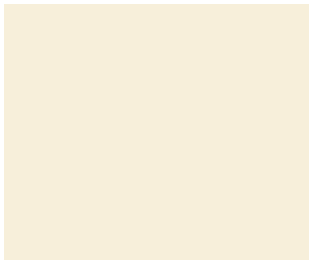
49c 43m 50y 9k
#847f76

TREE GREEN



54c 25m 100y 5k
#82973b

VANNILA BEAN



3c 5m 15y 0k
#f6edd9



COLOR EXAMPLES & ILLUSTRATION EX.

