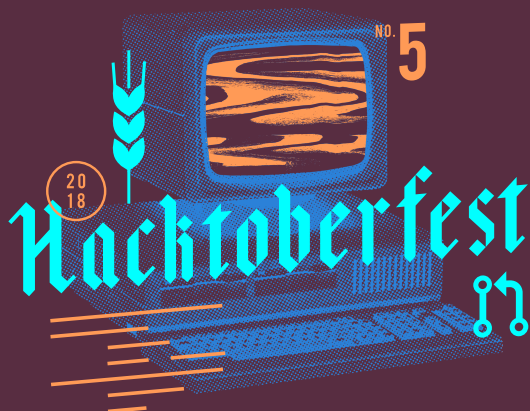


# Hacktoberfest BRAND GUIDELINES

2018 | 1.0

In conjunction with the provided visual assets, these guidelines will help you effectively associate your event/content with the official Hacktoberfest brand. To help achieve worldwide brand consistency please adopt these guidelines as you promote your event/content.



## KEY VISUAL

The key visual is a combination of graphic elements which form the unique identity of Hacktoberfest 2018. This graphic may be used in any/all promotional material so long as presenter logos are included in a place which is simultaneously visible, at no less than the width of the key visual.



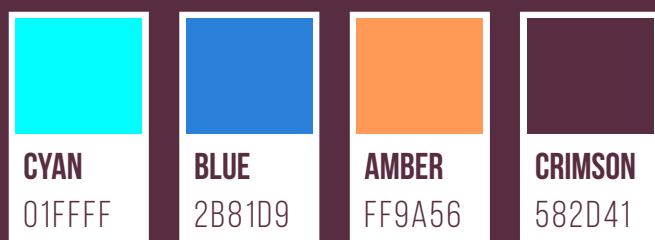
## PRESENTER LOGOS

All material which utilize the Hacktoberfest logo must also include the presenter logos – DigitalOcean, GitHub, and Twilio. This trio of logos should remain intact and appear at no less than 70% of the key visual or official logo width.



## LOGO LOCKUP

The official logo lockup may be placed anywhere that's appropriate on material to promote Hacktoberfest-related events/content. The presenter brand logos are already baked in for your convenience.



## COLORS

Four colors are used in official Hacktoberfest 2018 digital assets and collateral.