

PolyHack - Hackathon Identity

How might we design a visual brand for the annual multi-disciplinary Tufts hackathon?

Overview

When	What	Where
Fall 2015	Logo Graphic Design Print	Berkeley, CA

Why

The summer of 2015 my friend, Alex reached out to me about designing a logo and visual identity for the PolyHack hackathon at Tufts University. At the time he was the president of the Computer Science Exchange and his hope was to continue the tradition of hosting the multi-disciplinary PolyHack event.

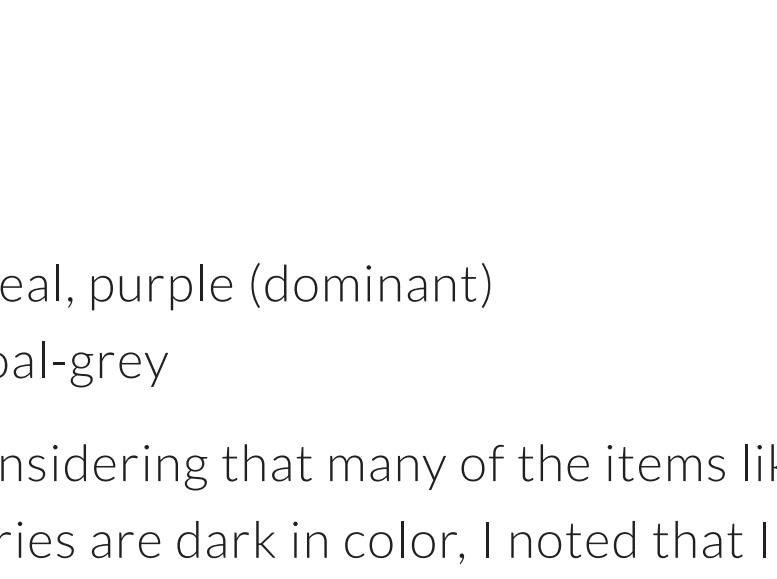
My goal was to design a logo and visual identity that would draw from the logo of the previous year to emphasize the continuation of the tradition, and that would also communicate the multi-disciplinary nature of the event. I also needed to keep in mind that the logo and visuals needed to be suitable for print and publicity materials, as well as hackathon "swag" like cups, pillows, sweaters, you name it. I wanted to create an image for the hackathon that the event could be known and remembered by.

Core Values

Annual Hackathon Tradition
Multi-Disciplinary
Iconic
Adaptable for Print

Inspiration

First, I took a look at the logo the PolyHack event used in 2014. I wanted to create a new logo that would be familiar and related to the original logo, but that would serve as an icon for a larger event.



Insights

Color: red-orange, teal, purple (dominant)

Background: charcoal-grey

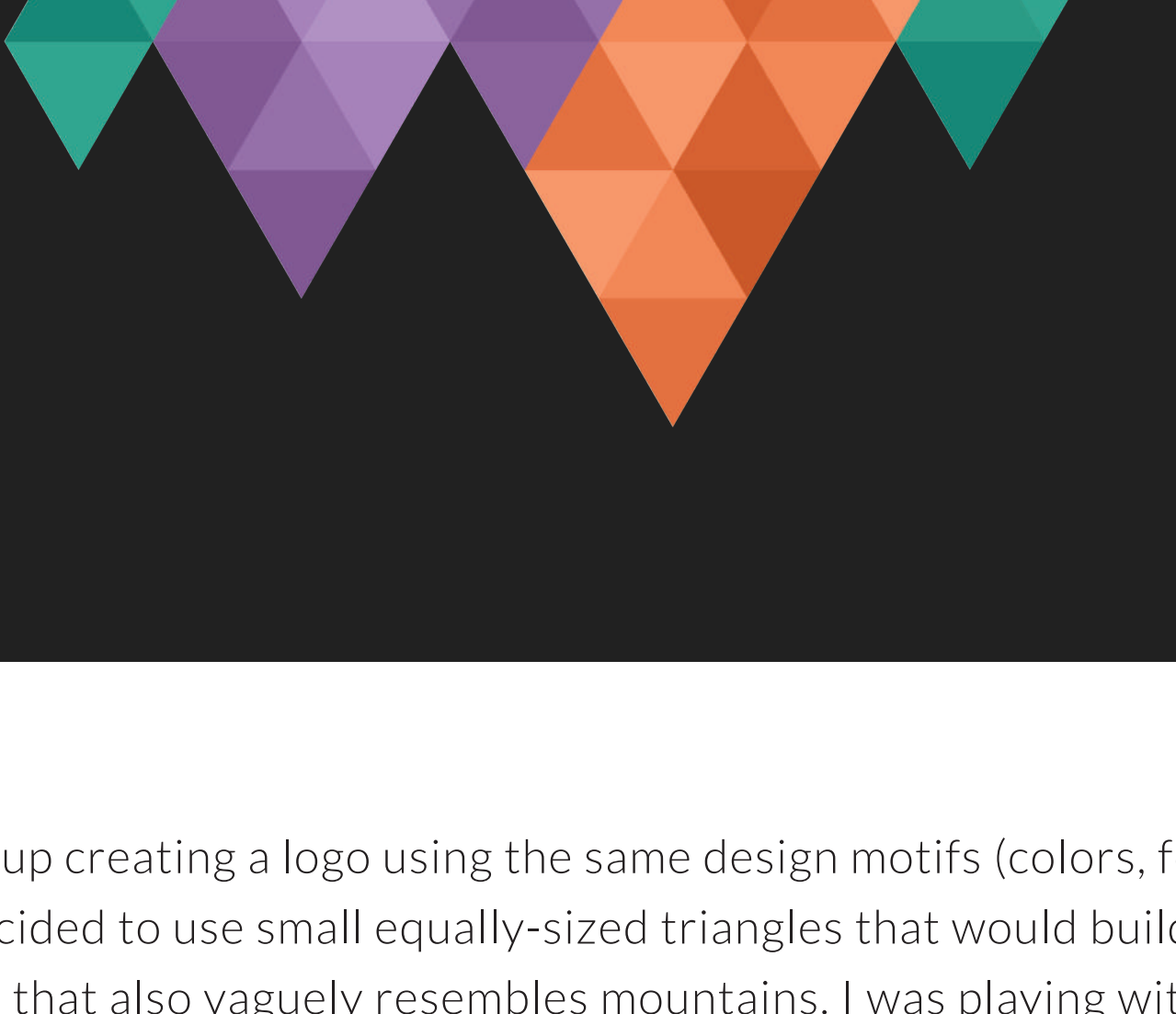
note: considering that many of the items like hoodies and hackathon accessories are dark in color, I noted that I needed to create a logo that would work primarily with dark backgrounds

Font: Adamas

Design: Includes three polygons that resemble overlapping mountains, and features the official Tufts University logo

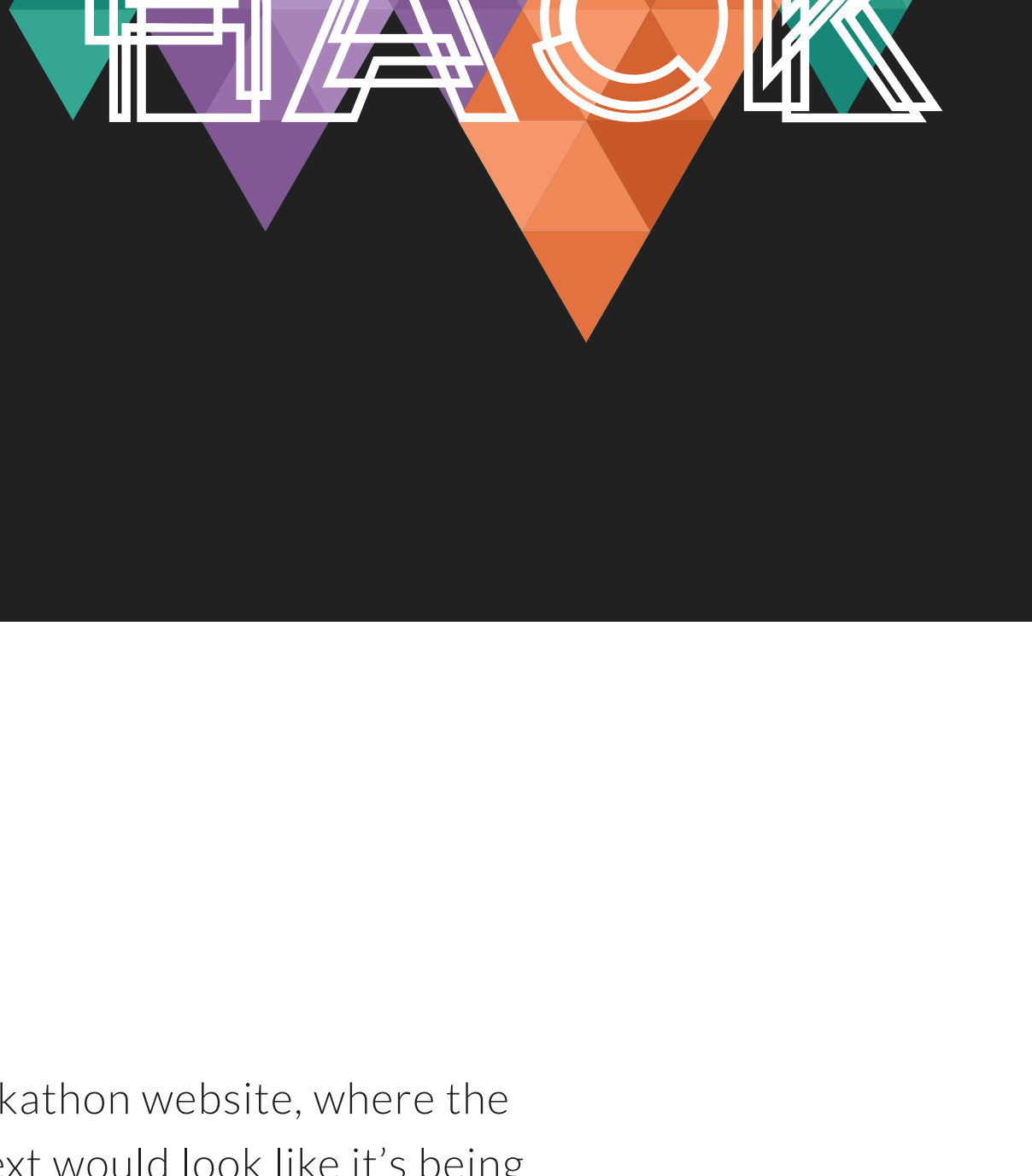
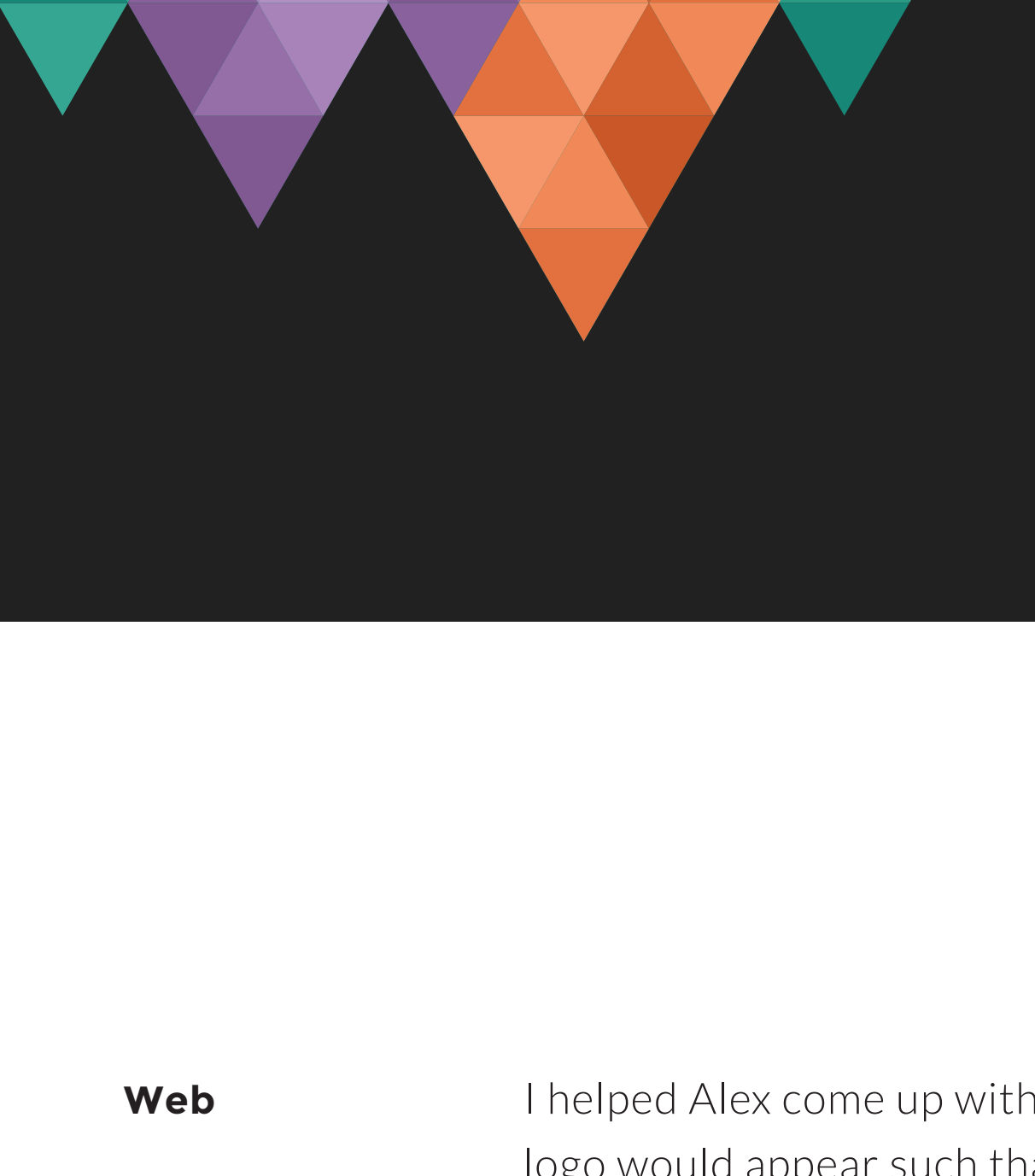
Keeping these parameters in mind, I started to brainstorm how I might build on these components.

Logo



I ended up creating a logo using the same design motifs (colors, font, polygons), but I decided to use small equally-sized triangles that would build this large polygon that also vaguely resembles mountains. I was playing with the idea of smaller parts building a larger whole together. I also gave the triangles different shades not only to distinguish the edges of the triangles, but also to give this illusion of different 3D perspectives. Sometimes the logo appears to be a 3D figure. Finally, I specifically chose this as the final design because of its symmetry. The symmetric nature of the logo gives it a stronger presence and a more iconic look that I thought would be appropriate for such a big event.

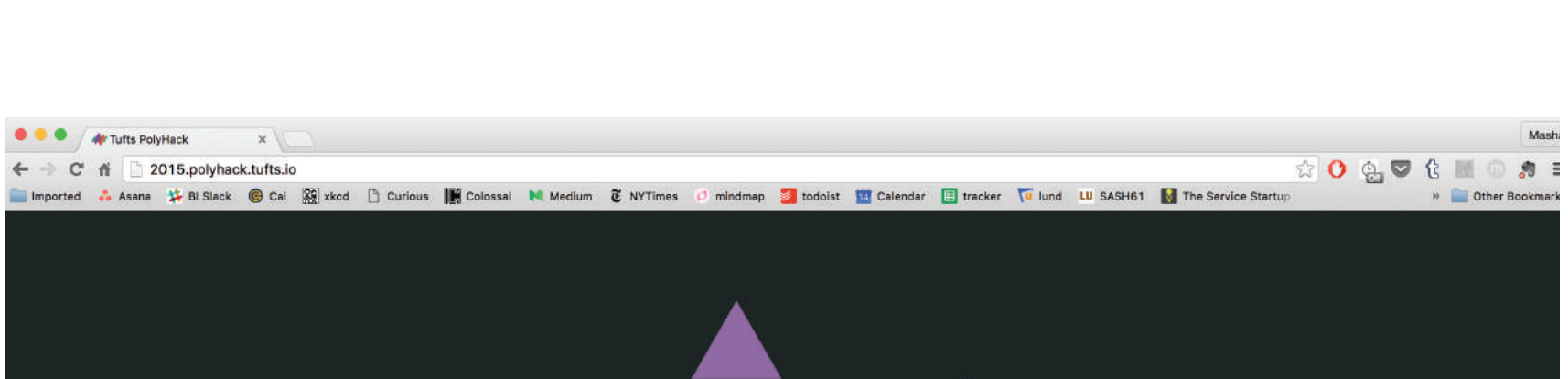
I created two secondary logos, including one with the Tufts University logo, and one with larger text.



Web

I helped Alex come up with a concept for the hackathon website, where the logo would appear such that the "POLYHACK" text would look like it's being drawn and the triangles making up the polygon would glitter subtly. Here you can see the website he coded:

2015.polyhack.tufts.io

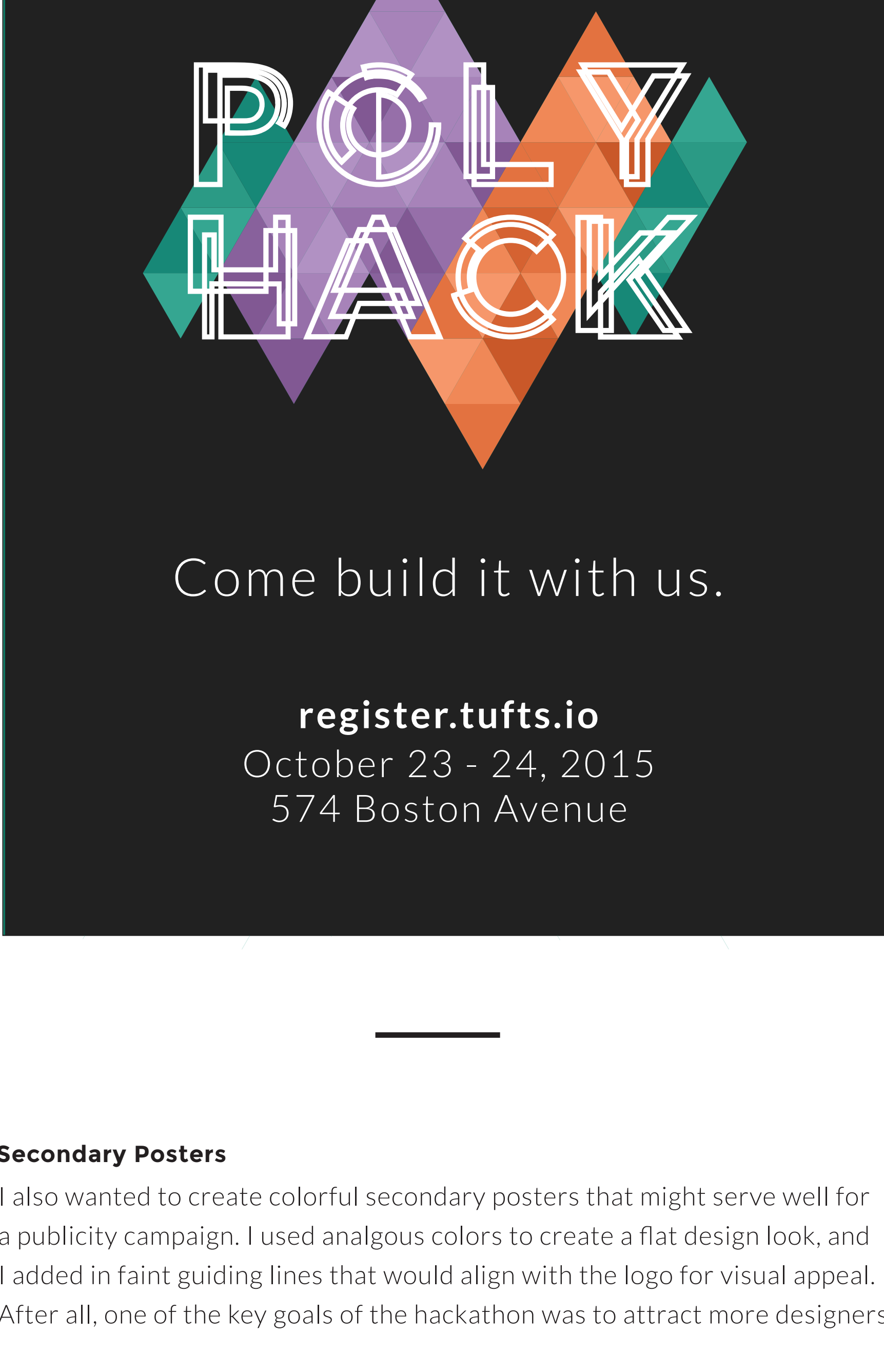


I also created a simplified version to the logo for the favicon, taking out all the details, and keeping just the multi-colored polygon.

Print

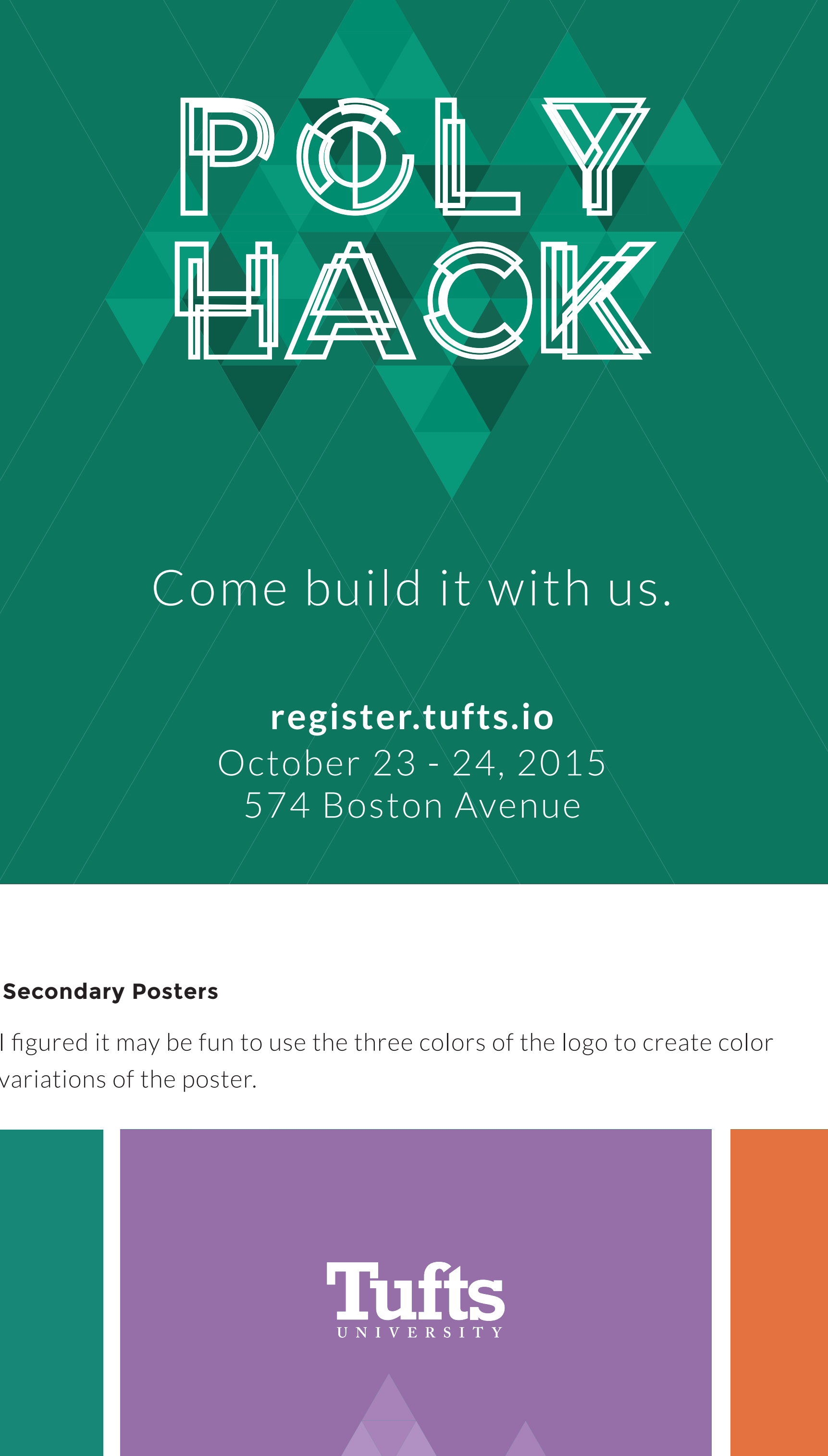
Using this design, I created a set of poster variations that could be used to advertise the event.

Primary Poster



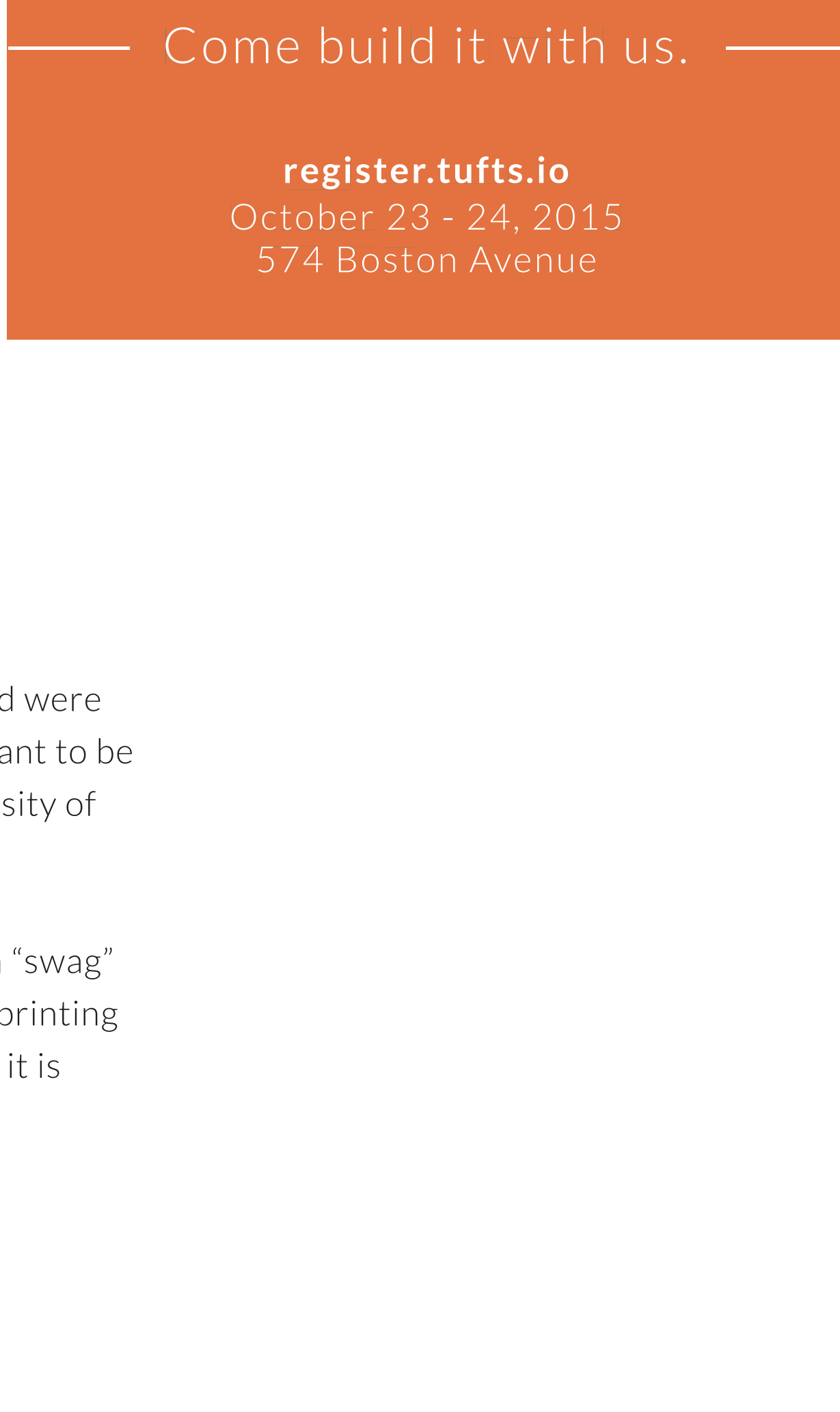
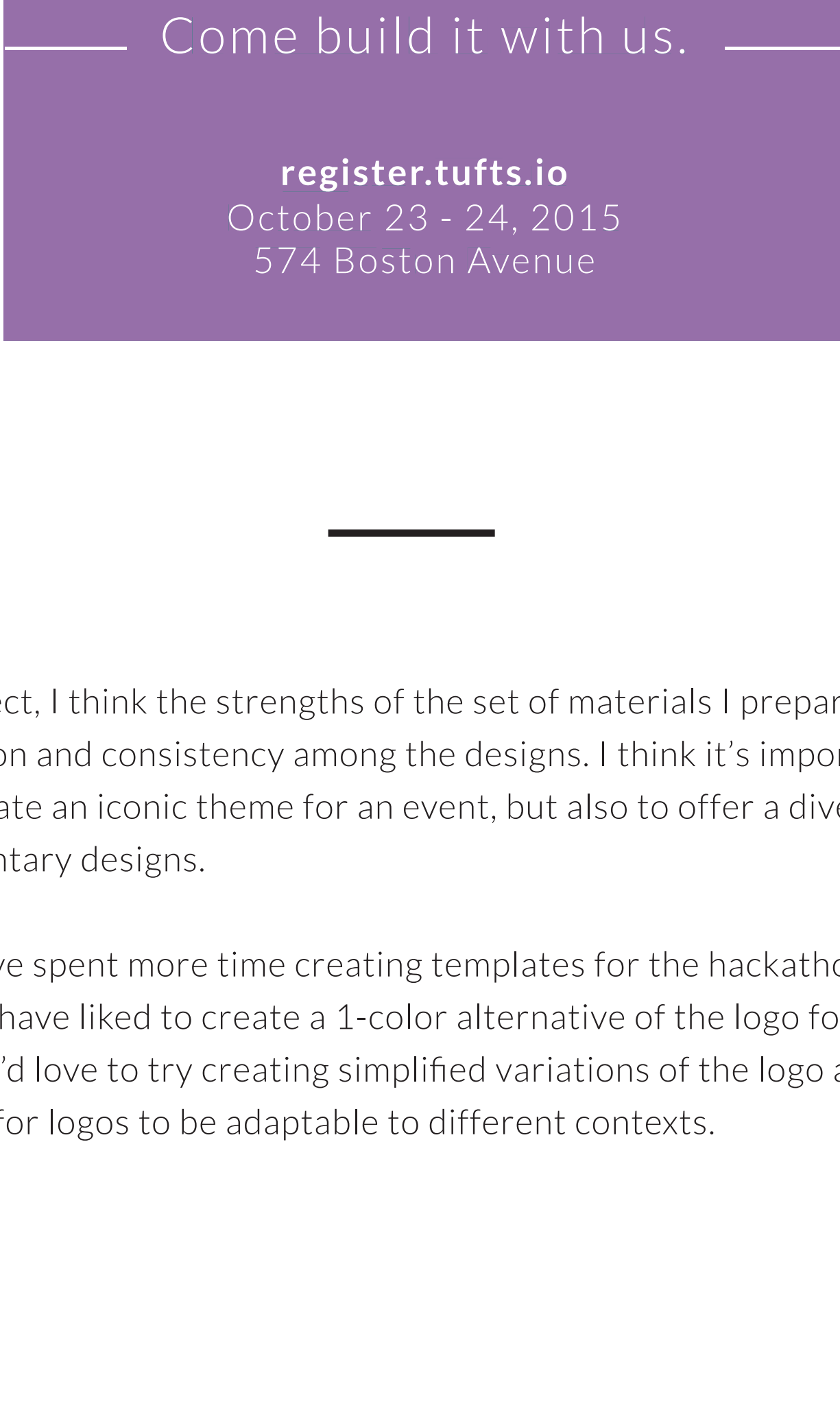
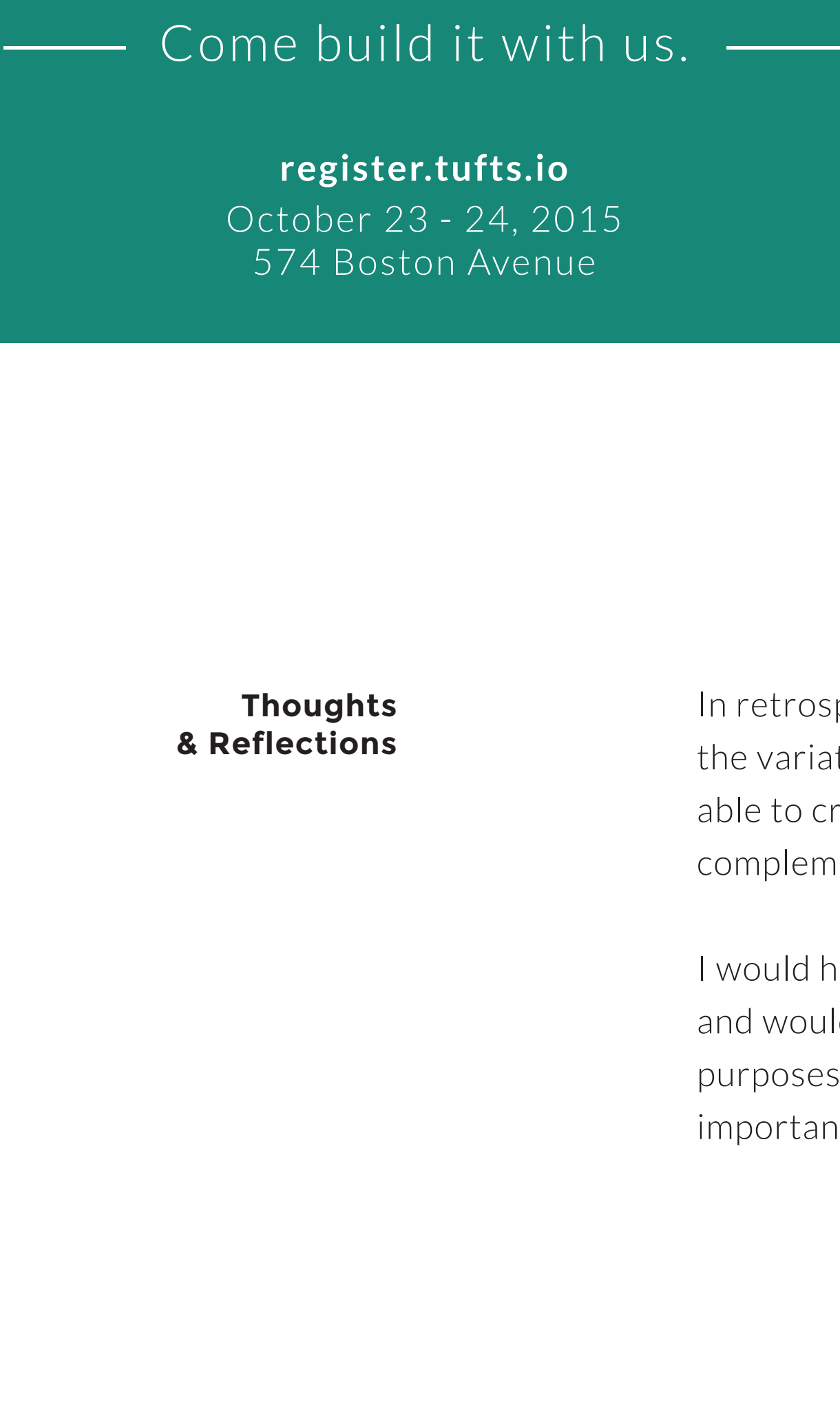
Secondary Posters

I also wanted to create colorful secondary posters that might serve well for a publicity campaign. I used analogous colors to create a flat design look, and I added in faint guiding lines that would align with the logo for visual appeal. After all, one of the key goals of the hackathon was to attract more designers.



Secondary Posters

I figured it may be fun to use the three colors of the logo to create color variations of the poster.



Thoughts & Reflections

In retrospect, I think the strengths of the set of materials I prepared were the variation and consistency among the designs. I think it's important to be able to create an iconic theme for an event, but also to offer a diversity of complementary designs.

I would have spent more time creating templates for the hackathon "swag" and would have liked to create a 1-color alternative of the logo for printing purposes. I'd love to try creating simplified variations of the logo as it is important for logos to be adaptable to different contexts.

Thanks for taking a look!

Thoughts? Questions?
Let me know at m.andreyeva@berkeley.edu