

It's not safe to go alone!

Preview Text: You better take these brand guidelines.

Hacker,

Are you ready to go public with your relationship with Hacker Noon?



Sure, *most* Brand Guidelines are boring. They almost never get looked at by anybody —other than the poor marketing-type souls that created them (we know).

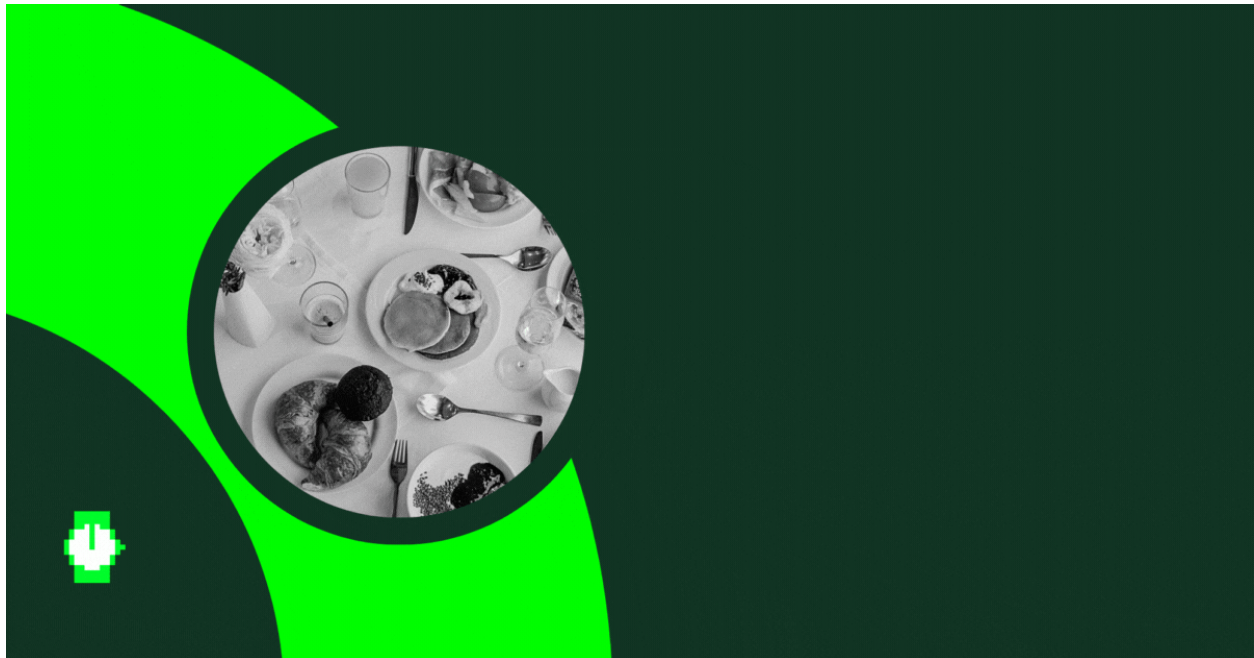
HOWEVER: There are 5 reasons you might find Hacker Noon's New Brand Guidelines useful.



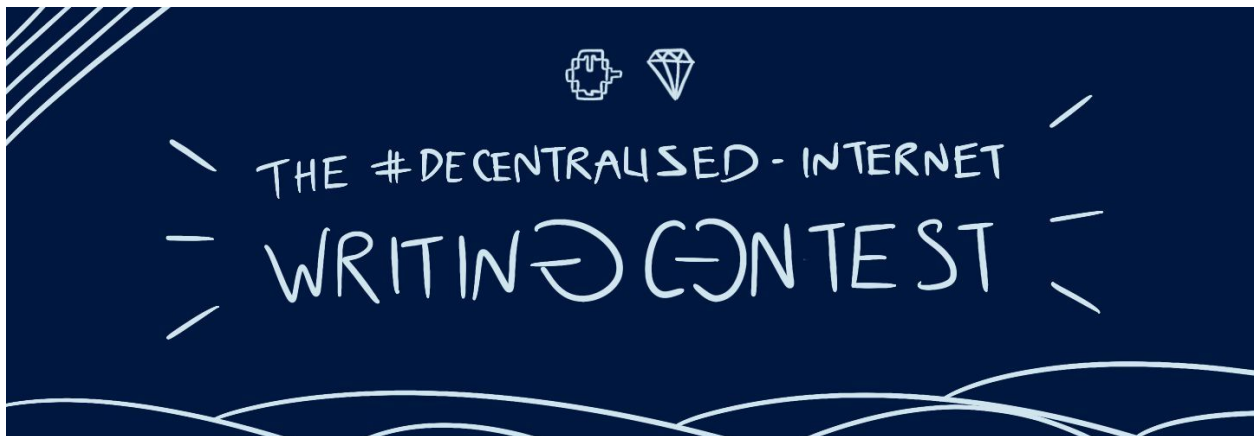
Here are those reasons:

1. Grab all our open sourced awesomeness — in one place: download the Official Hacker Noon font, custom pixelated social media icons, pixelated site icons, and pixelated emoji reactions.

2. Access free, public Hacker Noon Canva templates you can use to promote your Hacker Noon stories / podcasts / homepage features on social media.



3. Get an overview of what it looks to work with Hacker Noon as a brand, business, or startup.



4. Discover the simple **Voice, Tone, and Copywriting Principles** behind Hacker Noon's most tweetable headlines and emails. Get an overview of what it looks to work with Hacker Noon as a brand, business, or startup.

5. See the **full list of places you can find, follow, and tag Hacker Noon online** to supercharge the social distribution of your tech stories and/or to ensure you never miss another top tech story.

See? Useful stuff.

So, the next time you wanna shout your Hacker Noon swag from the rooftops of Planet Internet, you know where to go.

L♥ve,
Kien and Natasha from Hacker Noon

P.S.  Here's the Hacker Noon Brand Guidelines URL you'll wanna bookmark.

P.P.S Really big love to Kien Dao and Richard Kubina for their great work on bringing Hacker Noon's first brand kit to life — we hope it'll be a useful resource for our ever-expanding community of contributors and collaborators!