



# Hacktoberfest

**Brand Guidelines**

APRIL 2025

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1.0

# About Hacktoberfest

## MISSION

Hacktoberfest's mission is to inspire more people globally to get involved in open source and work together to improve the software powering the digital world today.

## OUR PURPOSE

Hacktoberfest is a month-long celebration dedicated to the improvement and growth of open source technology. Throughout the month of October, we extend a warm invitation to all open-source software enthusiasts, whether beginners or seasoned developers, to join us in contributing to open source projects. This annual event plays a crucial role in fostering the growth of open source projects, enabling developers to become valuable contributors or maintainers, and bringing together vibrant developer communities both online and offline, globally.

2.0

# Hacktoberfest Logo



# Hacktoberfest

1.0 / Full-Color Dark Mode

On dark backgrounds



# Hacktoberfest

2.0 / Full-Color Light Mode

On light backgrounds



# Hacktoberfest

3.0 / Single-Color Dark Mode

On dark backgrounds



# Hacktoberfest

4.0 / Single-Color Light Mode

On light backgrounds



# Hacktoberfest

## Horizontal Logo

The horizontal logo should be used when there is less available vertical space.

### 1.0 / Full-Color Dark Mode

On dark backgrounds



# Hacktoberfest

### 2.0 / Full-Color Light Mode

On light backgrounds



# Hacktoberfest

### 3.0 / Single-Color Dark Mode

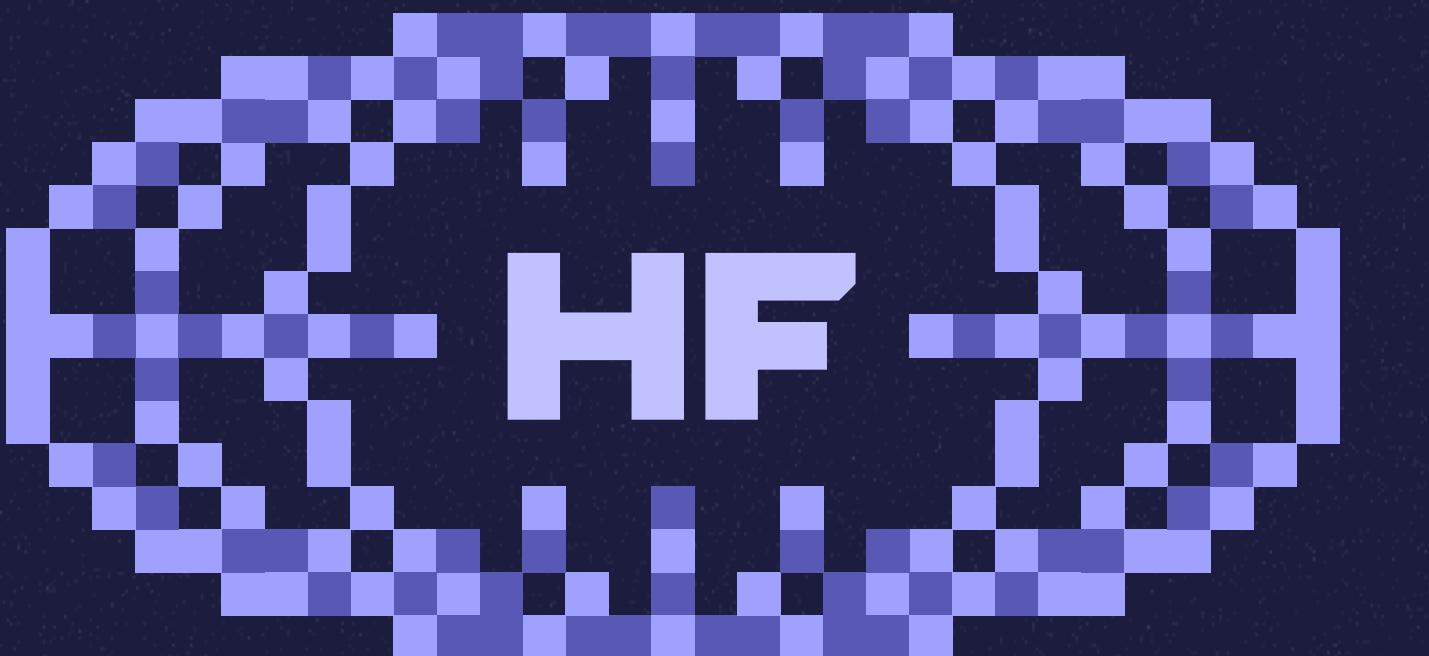
On dark backgrounds



# Hacktoberfest

### 4.0 / Single-Color Light Mode

On light backgrounds



**1.0 / Full-Color Dark Mode**

On dark backgrounds

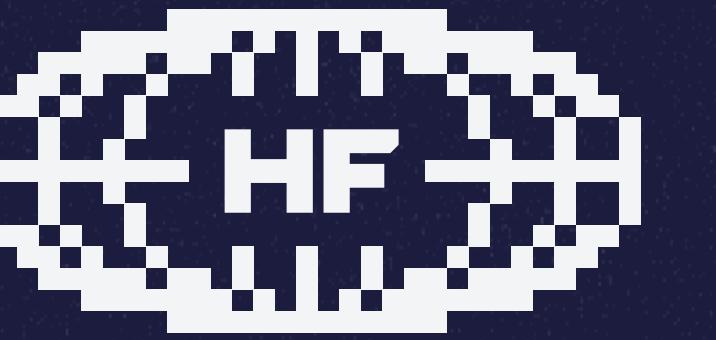
## Logomark Icon

The logomark icon should be used in instances where a full logo lockup is not required.



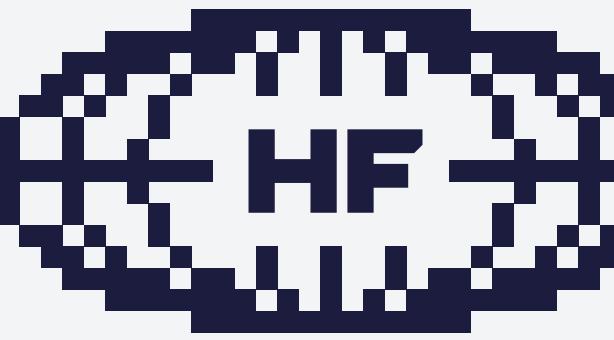
**2.0 / Full-Color Light Mode**

On light backgrounds



**3.0 / Single-Color Dark Mode**

On dark backgrounds



**4.0 / Single-Color Light Mode**

On light backgrounds

3.0

# Color Palette

# Color Palette

<b>Void</b> Main  #1C1C3F	<b>Space White</b> Main  #FFFFFF	<b>Melrose</b>  #C2C2FF
<b>Space Gray</b>  #F2F4F7	<b>Lavendar</b> Main  #A0A0FF	<b>Blue Violet</b>  #5A5AB5
<b>Space Dust</b>  #D0CCE3	<b>East Bay</b>  #403F7D	<b>Space Haze</b>  #5E577C
		#5A5AB5 → #C2C2FF

4.0

# Typography

# Typefaces

HEADLINES

**Atkinson Hyperlegible Mono  
ExtraBold**

BODY

Atkinson Hyperlegible Regular  
**Atkinson Hyperlegible Bold**

1.0

**SUPPORT OPEN SOURCE**

2.0

# Support Open Source

3.0

Open-source projects, maintained by community-minded coders, make the modern internet function. Supporting that essential work, and the folks behind it, is what Hacktoberfest is all about.

You have skills that can help keep these projects continue running—let's get to it.

4.0

**SUPPORT OPEN SOURCE →****1.0 / Eyebrow Headlines and Subheads**

Eyebrow headlines and subheads are displayed in Atkinson Hyperlegible Mono Bold in All Caps in Space White.

**2.0 / Headlines**

Headlines are displayed in Atkinson Hyperlegible Mono Extrabold in Space White.

**3.0 / Body text**

Body text is displayed in Atkinson Hyperlegible Regular in Space Dust. Emphasized text is displayed in Atkinson Hyperlegible Regular in Lavendar.

**4.0 / Text links**

Text links are displayed in Atkinson Hyperlegible Mono Bold in All Caps in Space White.

5.0

**SUPPORT OPEN SOURCE**

6.0

# Support Open Source

7.0

Open-source projects, maintained by community-minded coders, make the modern internet function. Supporting that essential work, and the folks behind it, is what Hacktoberfest is all about.

You have skills that can help keep these projects continue running—let's get to it.

8.0

**SUPPORT OPEN SOURCE →****5.0 / Eyebrow Headlines and Subheads**

Eyebrow headlines and subheads are displayed in Atkinson Hyperlegible Mono Bold in All Caps in Void.

**6.0 / Headlines**

Headlines are displayed in Atkinson Hyperlegible Mono Extrabold in Void.

**7.0 / Body text**

Body text uses Atkinson Hyperlegible Regular in Space Haze. Emphasized text is displayed in Atkinson Hyperlegible Regular in Blue Violet.

**8.0 / Body text**

Text links are displayed in Atkinson Hyperlegible Mono Bold in All Caps in Void.

5.0

# Limitations

## LIMITATIONS

The Hacktoberfest brand and graphics may be used in all promotional materials for events and projects, but may not be used on physical merchandise (e.g. t-shirts), and not as a mark of endorsement on certificates (or similar).

The sale of items using the Hacktoberfest design is not permitted.

Use of the Hacktoberfest brand remains at the sole discretion of DigitalOcean.

If we do not agree with usage of the brand, we may ask you to stop using the brand in conjunction with your event or project.

On any promotional material in which the Hacktoberfest brand is used, there must be an explicit mention of DigitalOcean.



Hacktoberfest is a registered trademark of DigitalOcean.



## Do's

- Use the key brand in any promotional digital graphic.
- Mention DigitalOcean when using any Hacktoberfest brand elements and visuals.
- Open source your designs so that others can benefit from your creations.



## Don'ts

- Create physical merchandise, such as t-shirts, using the Hacktoberfest design.
- Use the Hacktoberfest logo to indicate official endorsement from us, such as on certificates.
- Sell any items using the Hacktoberfest graphics.



# Hacktoberfest