



Branding Guideline



01

Mission Statement



Empowering individuals to innovate, collaborate, and drive positive change through technology, DeerHack fosters a dynamic environment where creativity thrives, connections flourish, and solutions emerge.





02

Brand Voice

Innovative

DeerHack is a celebration of innovation, where participants are encouraged to push boundaries, explore new ideas, and redefine the possibilities of technology. From groundbreaking projects to out-of-the-box solutions, creativity knows no bounds in this vibrant environment.

Collaborative

DeerHack thrives on collaboration, bringing together diverse teams to tackle challenges, share insights, and build something extraordinary. It's a place where egos are checked at the door, and collective success is celebrated as participants unite in pursuit of innovation.

Empowering

At DeerHack, individuals are empowered to take ownership of their ideas, pursue their passions, and step out of their comfort zones. With support, encouragement, and a wealth of resources, participants of all levels can unleash their full potential and turn their visions into reality.

Playful

In the lively atmosphere of DeerHack, creativity flourishes in moments of playfulness and joy. From spontaneous bursts of inspiration to laughter-filled brainstorming sessions, this is a space where fun and innovation intersect, sparking unexpected ideas and fostering a sense of camaraderie.





03

Logo

Primary Logo



Wordmark



Secondary Logo



Logomark





Additionally, the year of the event can be added to the primarily logo creating a new variant.



Usage of Logo in All-Black



DEERHACK



Usage of Logo in All-Black



**DEER
HACK**



Usage of Logo in All-White



DEERHACK



Usage of Logo in All-White



DEER
HACK



How to Use the Logo

Adhere to the brand guidelines provided earlier in the slides regarding logo usage, including color schemes, typography, and placement.

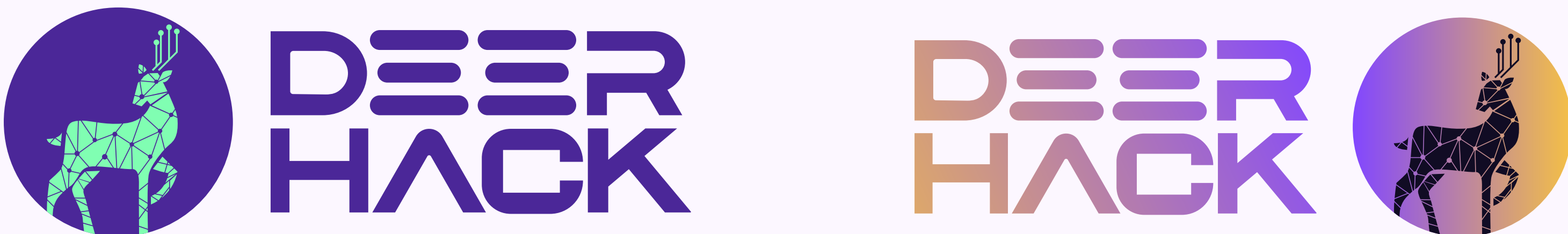
Maintain the integrity of the logo by using it consistently across all marketing materials, ensuring it appears in the correct colors, sizes, and proportions.



How to Not Use the Logo

Alter the Logo

Avoid altering or distorting the logo in any way, including changing colors, stretching, or skewing the proportions.



Overlap the Logo

Do not overlap the logo with other graphics or text, as this can make it difficult to read and diminish its effectiveness.



Rotate the Logo

Refrain from rotating the logo or using it at angles other than its intended orientation, as this can compromise its visual integrity.





04

Color

Magnolia

Hex FCF7FF
RGB 17 12 36

Violet

Hex 241A4A
RGB 36 26 74

Purpureus

Hex 9D4BAD
RGB 157 75 173

Dark Purple

Hex 110C24
RGB 17 12 36

Saffron

Hex F5C144
RGB 245 193 68

Grape

Hex 6633CC
RGB 102 51 204



05

Typography

Primary Typeface

Cabinet Grotesk

Cabinet Grotesk is a family of contemporary fonts. In terms of design, Cabinet Grotesk is a sans; however, its letters feature of kind of stroke-contrast that set them apart from other sans serifs. The family includes eight styles, which range in weight from Thin through Extrabold.

Usage

This font should be used for headings, titles, subtitles, and other prominent text elements throughout the brand materials, both digital and print. It's ideal for creating impact, grabbing attention, and establishing hierarchy within the content.

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t
u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & *
^ () ? /



Secondary Typeface

Satoshi

Satoshi is a modernist sans serif typeface. Its design combines typically grotesk-style letterforms, with some characters that are quite geometrically-designed. The family has ten weights on offer, ranging from Light to Black with complimentary italics. It is an excellent choice for use in branding, editorial, and poster design.

Usage

The secondary font is reserved exclusively for paragraph text and body content, and it should also be prominent in print design. Its clean and legible design ensures readability across various platforms and mediums. Use it consistently for longer blocks of text to maintain coherence and enhance the overall readability of the content. Avoid using the secondary font for headings or titles to preserve visual hierarchy and clarity in communication.

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r
s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ # \$ %
& * ^ () ? /





06

Graphic Elements



The graphic elements of the brand incorporate motifs inspired by flora and fauna, along with rounded shapes, to create a visually engaging and cohesive design language. These elements are carefully selected to evoke a sense of nature, vitality, and organic growth, reflecting the brand's commitment to innovation, creativity, and sustainability.





07

Iconography



DeerHack utilizes the iconic Material Design Icons and Material Symbols from Google to enhance its visual identity and user experience. These meticulously crafted icons and symbols are renowned for their clarity, consistency, and versatility, making them an ideal choice for conveying complex concepts and actions in a clear and intuitive manner.





08

Mascot





**THANK
YOU!**