

# DJANGOCON US 2019

## VISUAL IDENTITY

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LOGO

2019  
**djangoco*n.us***  
**SAN DIEGO**



2019  
**djangoco*n.us***  
**SAN DIEGO**

SUBMARK

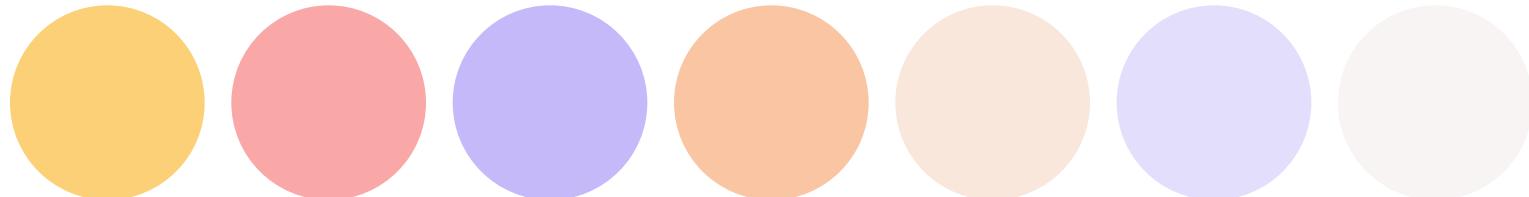
DC|19  
US|19



DC|19  
US|19

# COLORS

## PRIMARY - SUNRISE



HEX	#FC0000	#FF0000	#800080	#FF8C00	#F0E68C	#B0C4DE	#FFFFE0
RGB	252 208 119	249 167 167	197 185 249	249 197 162	249 231 220	226 222 252	249 244 244
CMYK	1 18 63 0	0 42 22 0	22 26 0 0	1 25 35 0	2 9 11 0	9 11 0 0	2 3 2 0

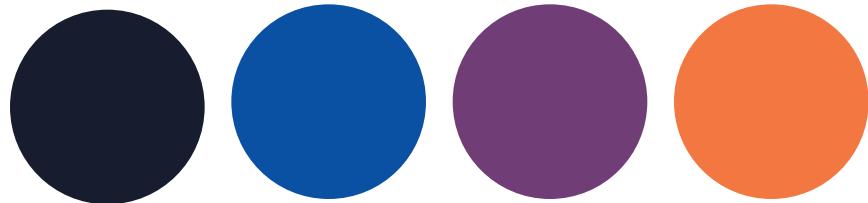
## PRIMARY - SUNSET



HEX	#A7051D	#063760	#CE5184	#5A51B7	#914E9B	#F47E76	#F7B07C	#D19FDD
RGB	167 5 29	6 55 96	206 81 132	90 81 183	145 78 155	244 126 118	247 176 124	209 159 221
CMYK	23 100 100 17	100 82 36 27	17 82 22 0	75 76 0 0	49 82 2 0	0 64 46 0	1 36 55 0	18 41 0 0

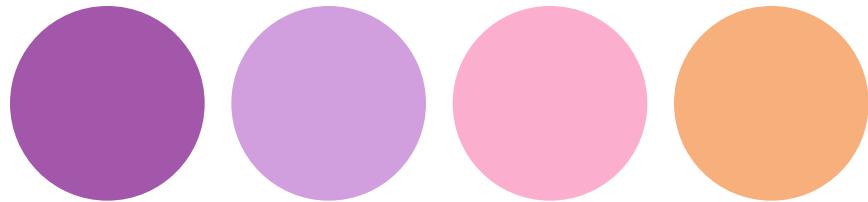
# COLORS

## PRIMARY NEUTRAL - SHARED



HEX	#171D2F	#0A51A4	#703D76	#F37741
RGB	23 29 47	10 81 164	112 61 118	243 119 65
CMYK	87 79 52 65	97 76 10	64 88 25 9	0 66 82 0

## SECONDARY NEUTRAL - SHARED



HEX	#A257AA	#D19FDD	#FBAECD	#F7B07C
RGB	162 87 170	209 159 221	251 174 205	247 176 124
CMYK	40 78 0 0	18 41 0 0	0 40 0 0	1 36 55 0

## TYPEFACES

### LOGOTYPE & HEADINGS

# Lilita One

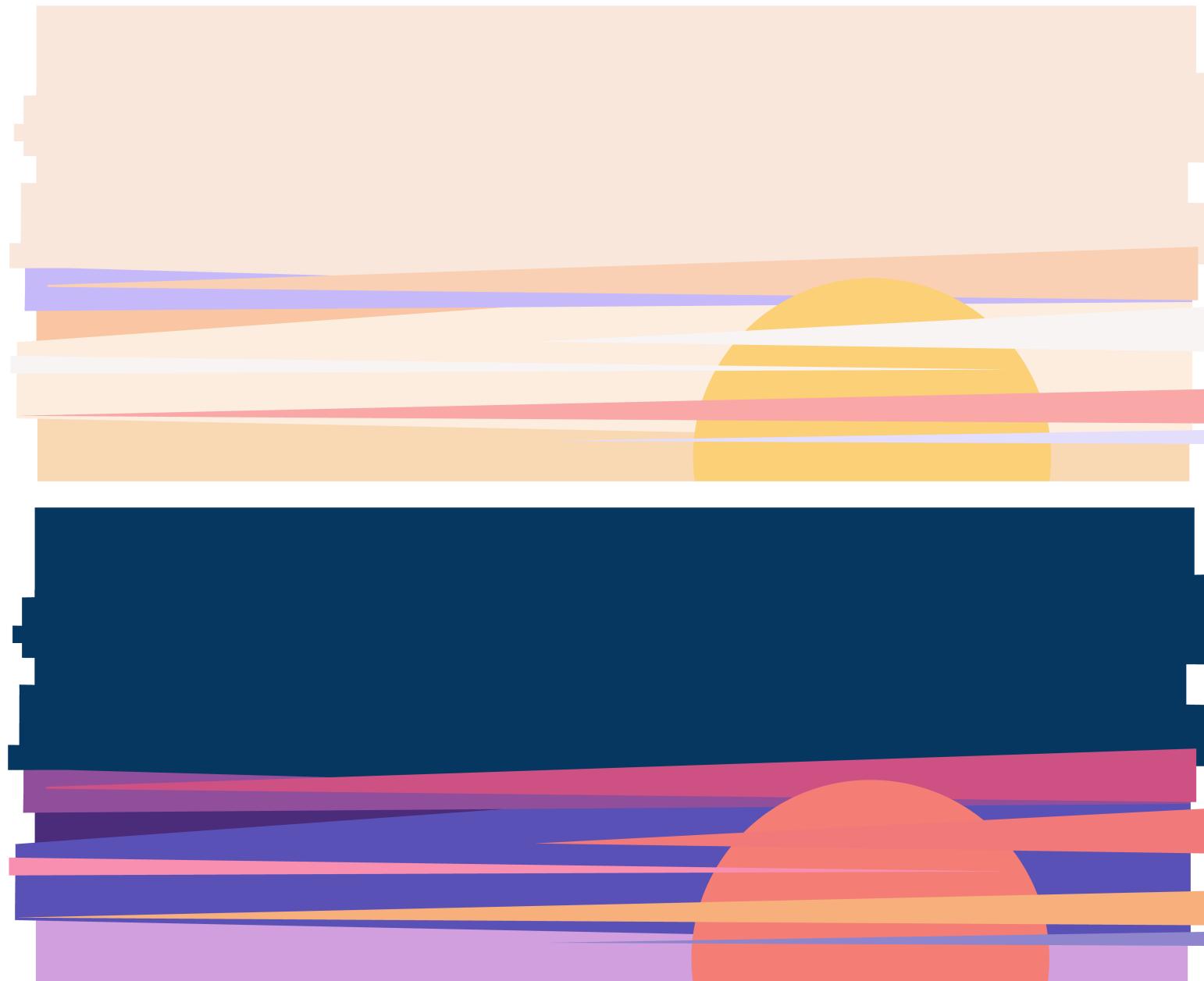
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

### BODY COPY

# Source Sans Pro

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

## ILLUSTRATIONS



## SWAG

### STICKERS



### PATCHES / BUTTONS



## SWAG

### TOTES



## SWAG

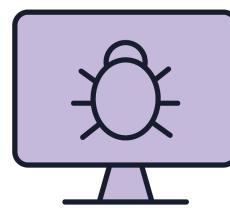
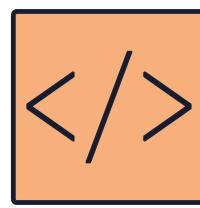
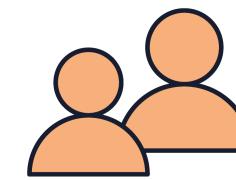
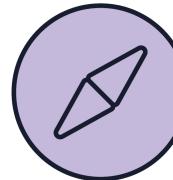
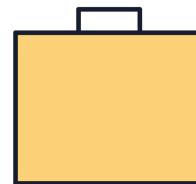
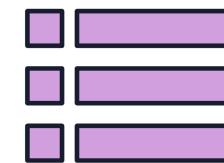
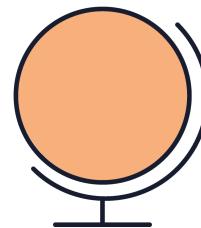
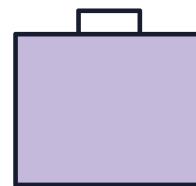
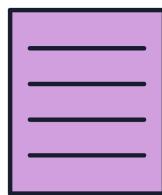
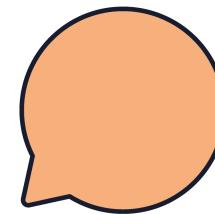
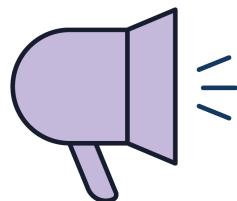
### SHIRTS



## SIGNAGE



## ICONS



## SOCIAL

TWITTER BANNER



EVENT AVATAR



YOUTUBE COVER



OG, SQUARE

