



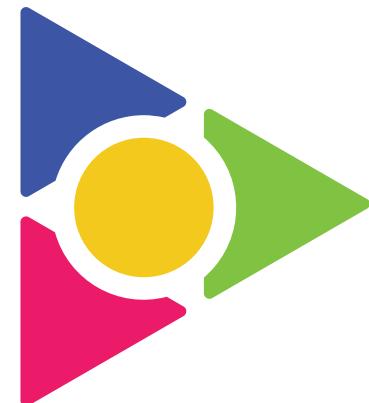
STARTERHACKS

Brand Guidelines

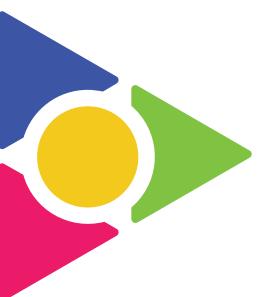
LOGO AND USE

The Symbol

ICON



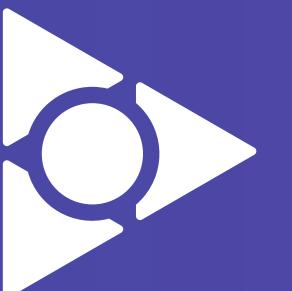
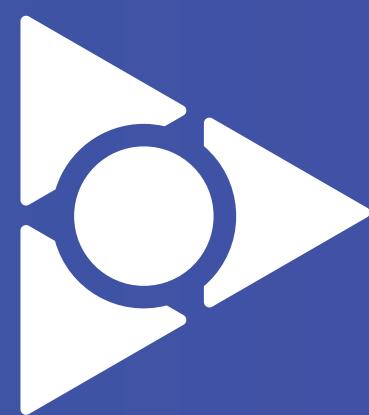
STACKED



STARTERHACKS

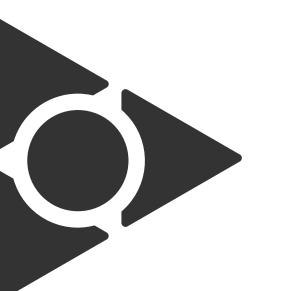
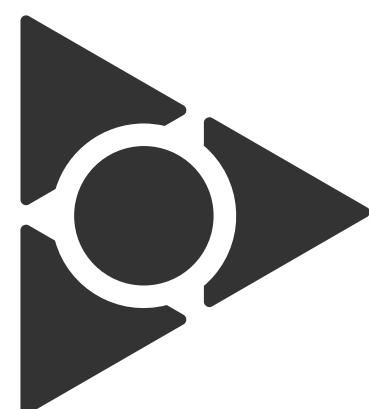
ROW

STARTERHACKS A horizontal row of the word "STARTERHACKS" followed by the logo icon.



STARTERHACKS

STARTERHACKS A horizontal row of the word "STARTERHACKS" followed by the logo icon.



STARTERHACKS

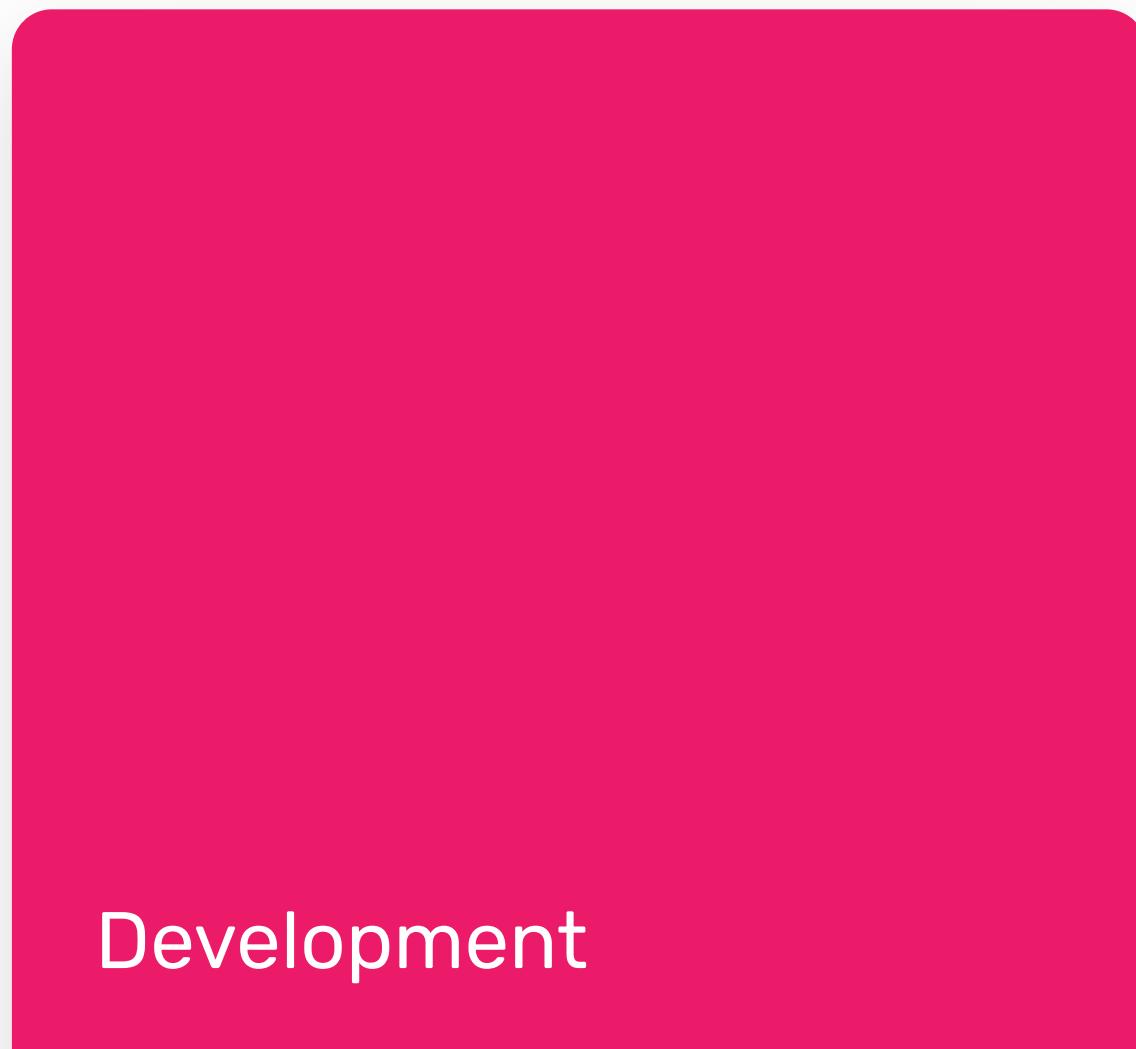
STARTERHACKS A horizontal row of the word "STARTERHACKS" followed by the logo icon.

COLOUR

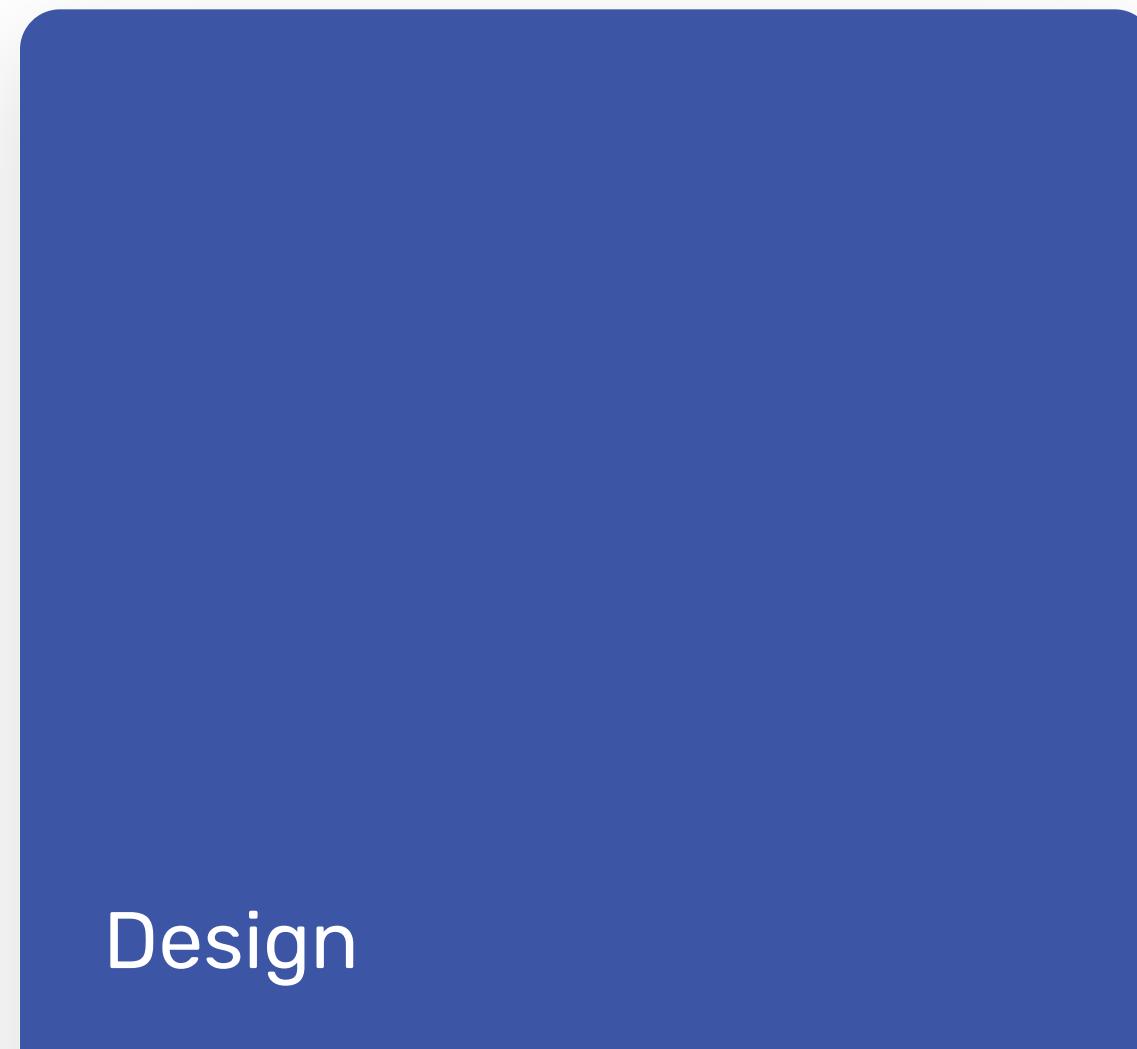
Colour Palette

We love colours at StarterHacks! Our colour palette features bold primary colors.

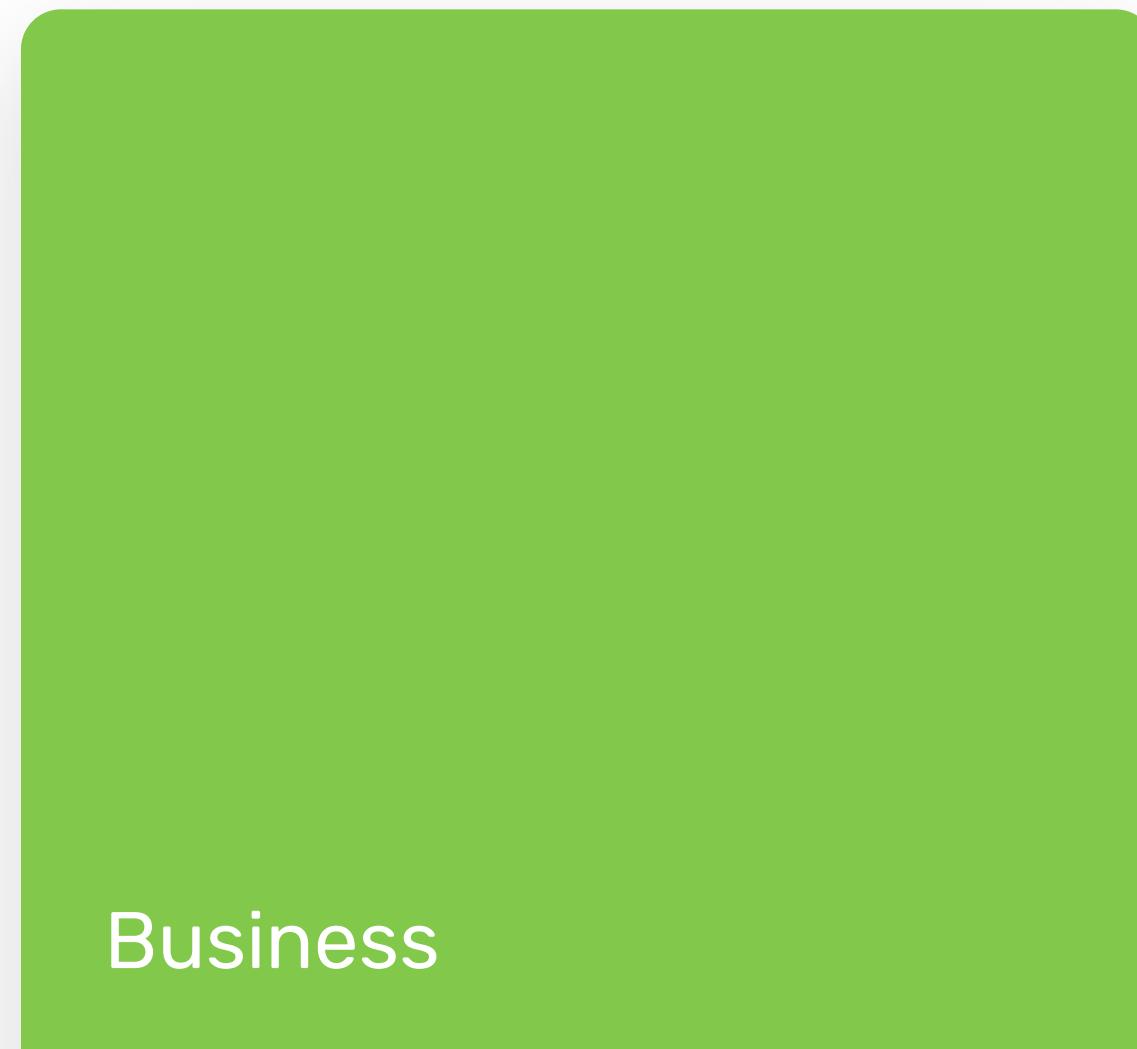
PRIMARY COLORS



HEX #EC1B69
RGB 236 27 105
CMYK 1 98 36 0

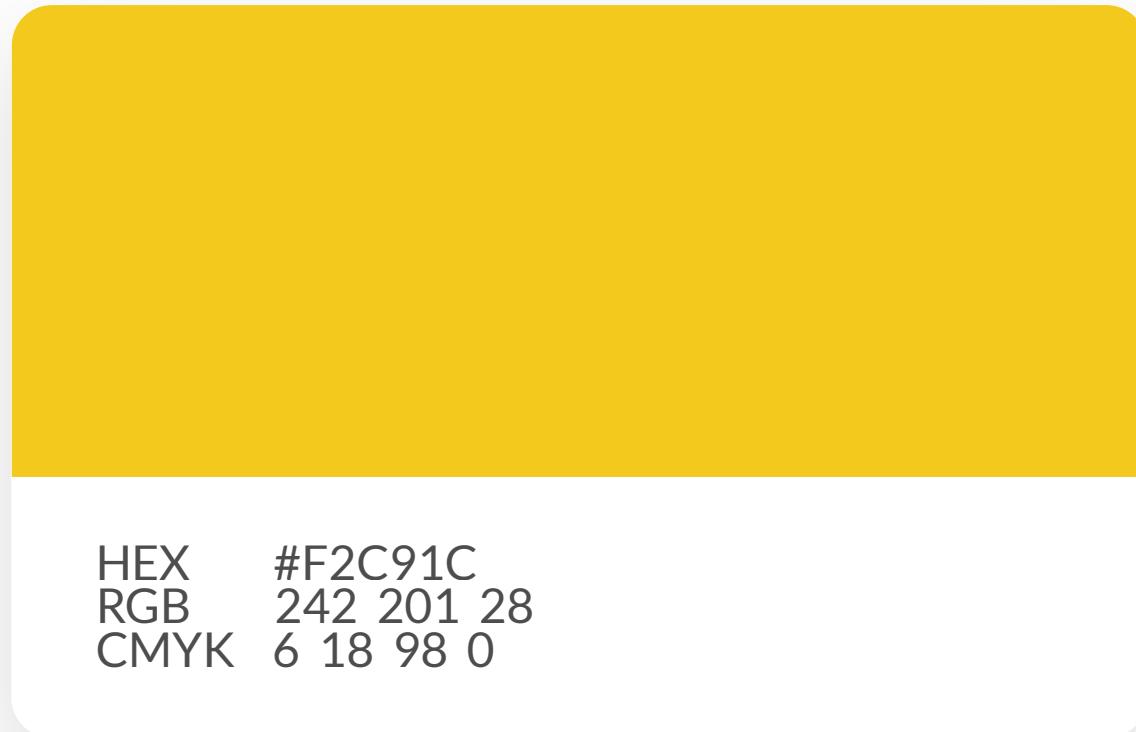


HEX #3C56A5
RGB 60 86 165
CMYK 86 74 0 0



HEX #82C94B
RGB 130 201 75
CMYK 53 0 92 0

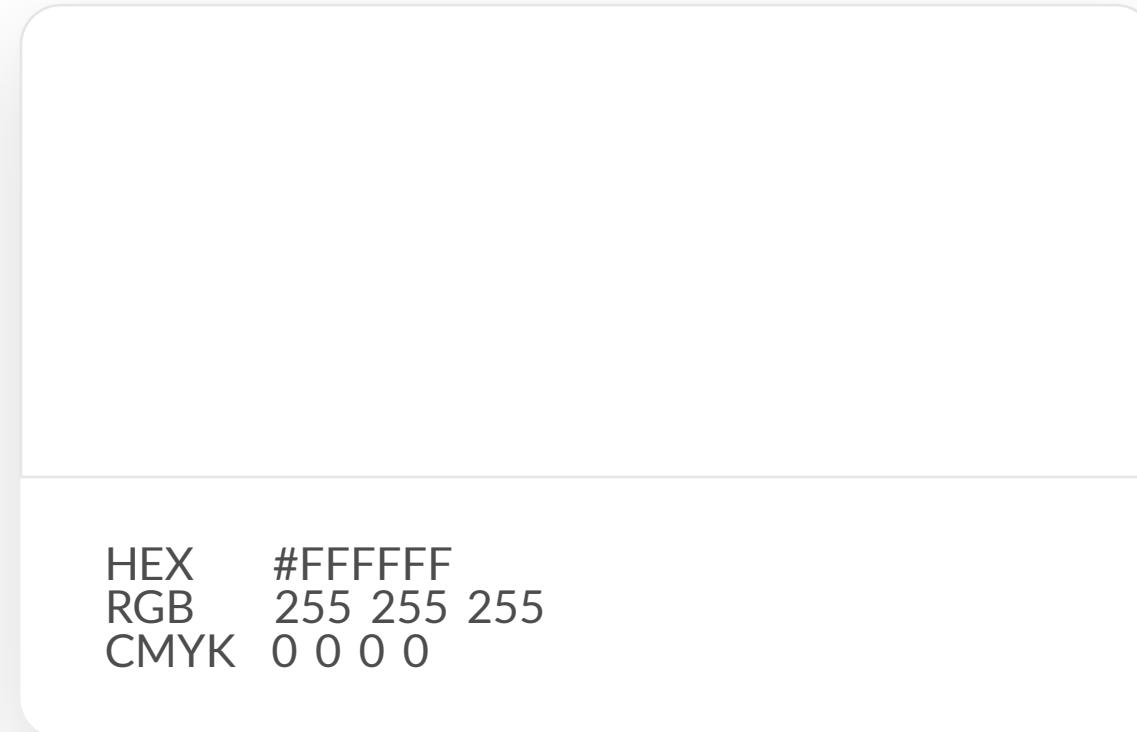
ACCENT COLORS



HEX #F2C91C
RGB 242 201 28
CMYK 6 18 98 0



HEX #000000
RGB 0 0 0
CMYK 0 0 0 100



HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0



COLOUR Gradients

Our gradients are subtle, and feature light and dark variations to suit your illustration's needs.

DEVELOPMENT

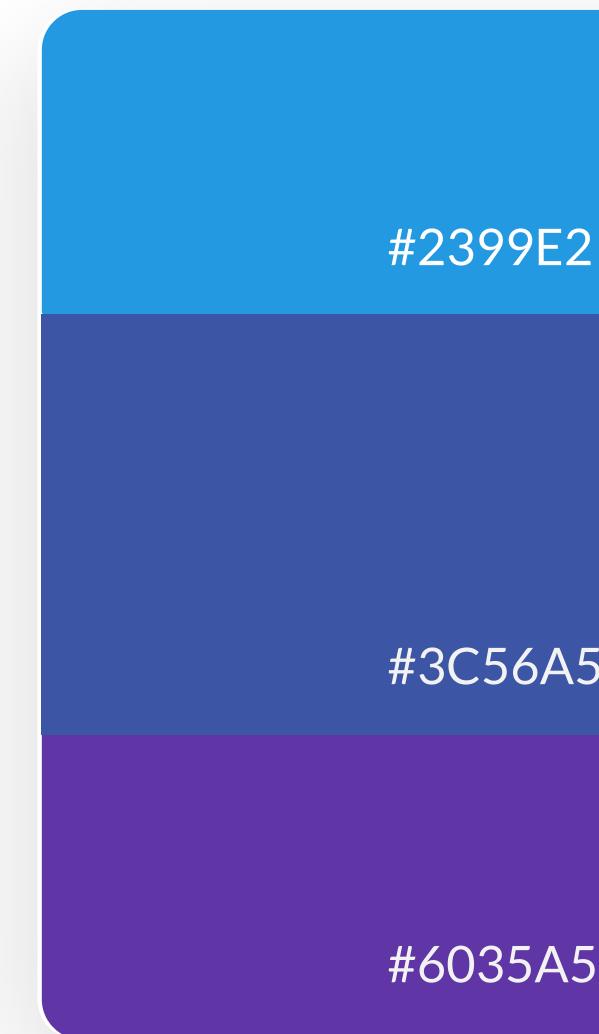


LIGHT

DARK



DESIGN

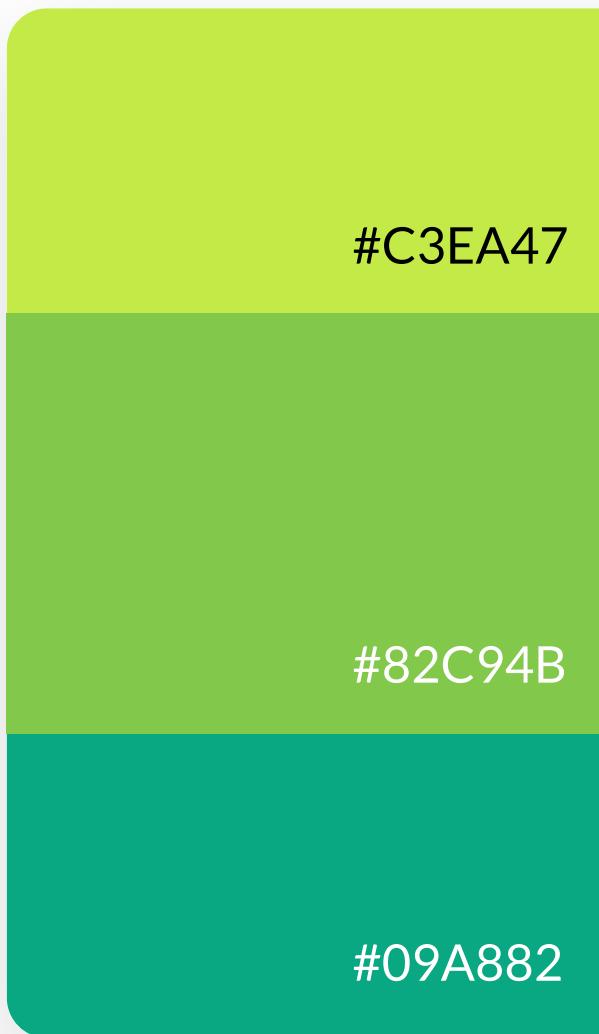


LIGHT

DARK

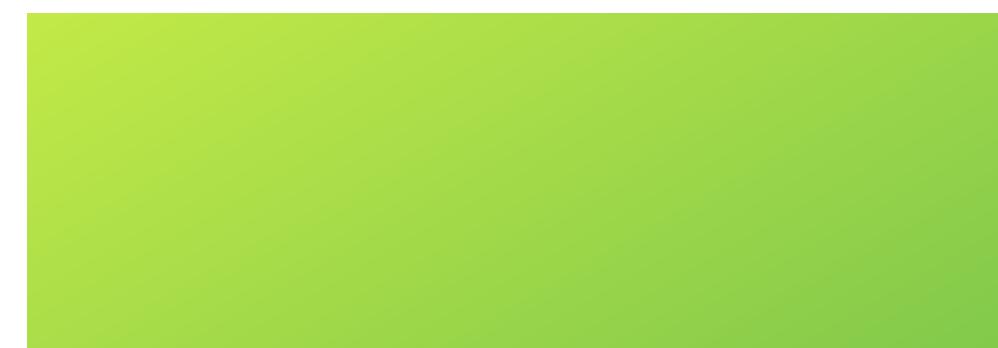


BUSINESS

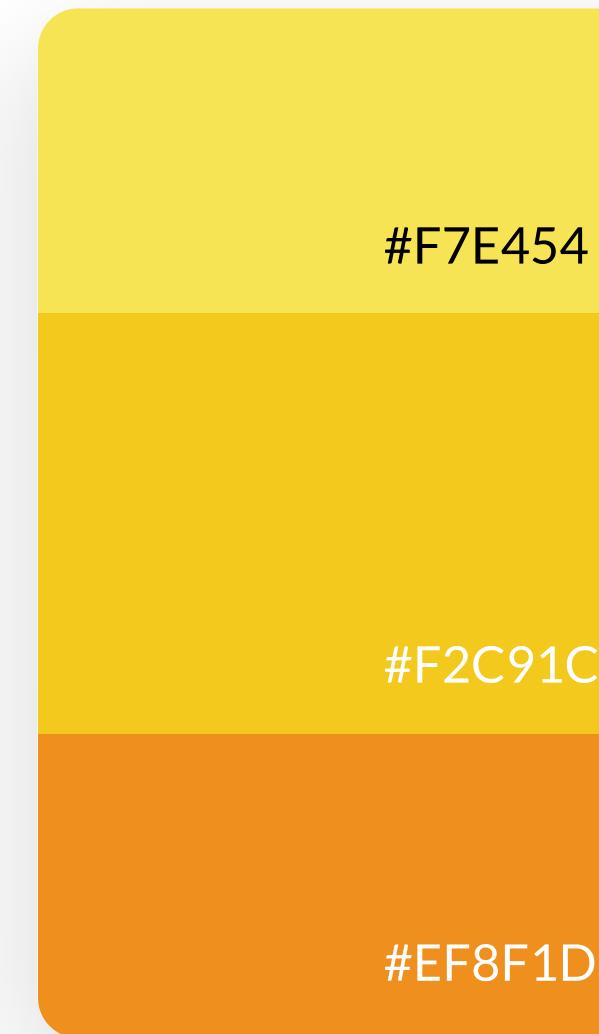


LIGHT

DARK



ACCENT



LIGHT

DARK



TYPOGRAPHY

Our Fonts

The primary font we use, Montserrat, is chosen for its rounder and unique appearance that presents a friendly mood.

Lato is added for more structure, and to give our brand a more professional look.

HEADING I

Montserrat Bold

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

1 2 3 4 5 6 7 8 9 0

#000 at 90% Opacity

BODY

Lato Regular

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

1 2 3 4 5 6 7 8 9 0

#000 at 80% Opacity

EXAMPLE

HEADING II

Montserrat Regular

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

1 2 3 4 5 6 7 8 9 0

#000 at 70% Opacity

SUBTEXT

Lato Regular

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

1 2 3 4 5 6 7 8 9 0

#000 at 50% Opacity

Welcome To StarterHacks!

An Article by StarterHacks

WRITTEN BY JANE DOE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.



PHOTAGRAPHY

Style & Textures

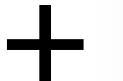
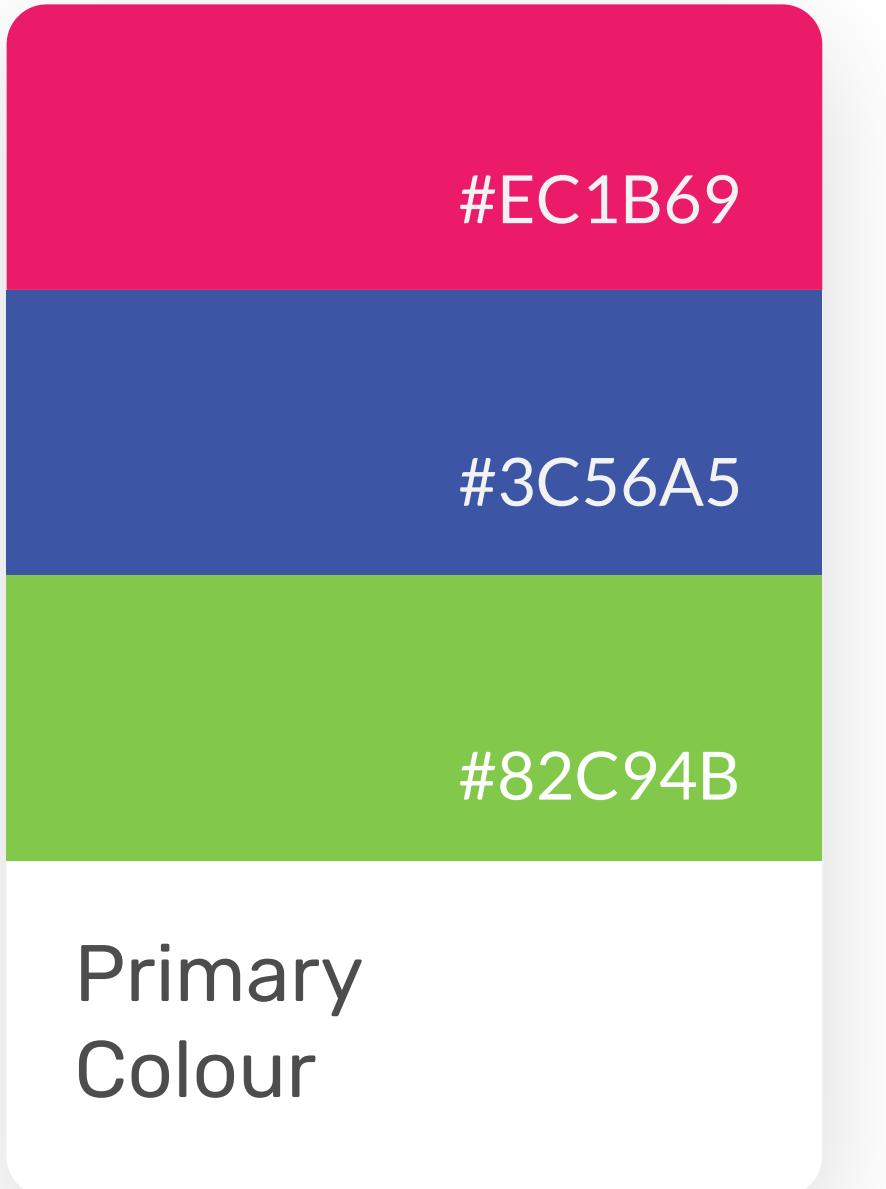
To represent the image of a hackathon, we take candid photos of subjects working together in teams.

We use gradient maps to texture our photos. This adds colourful interest to the image without washing out the shadows and highlights of the image. We add another gradient overlay to make text more legible.

PHOTOS



GRADIENT MAPS



VECTORS

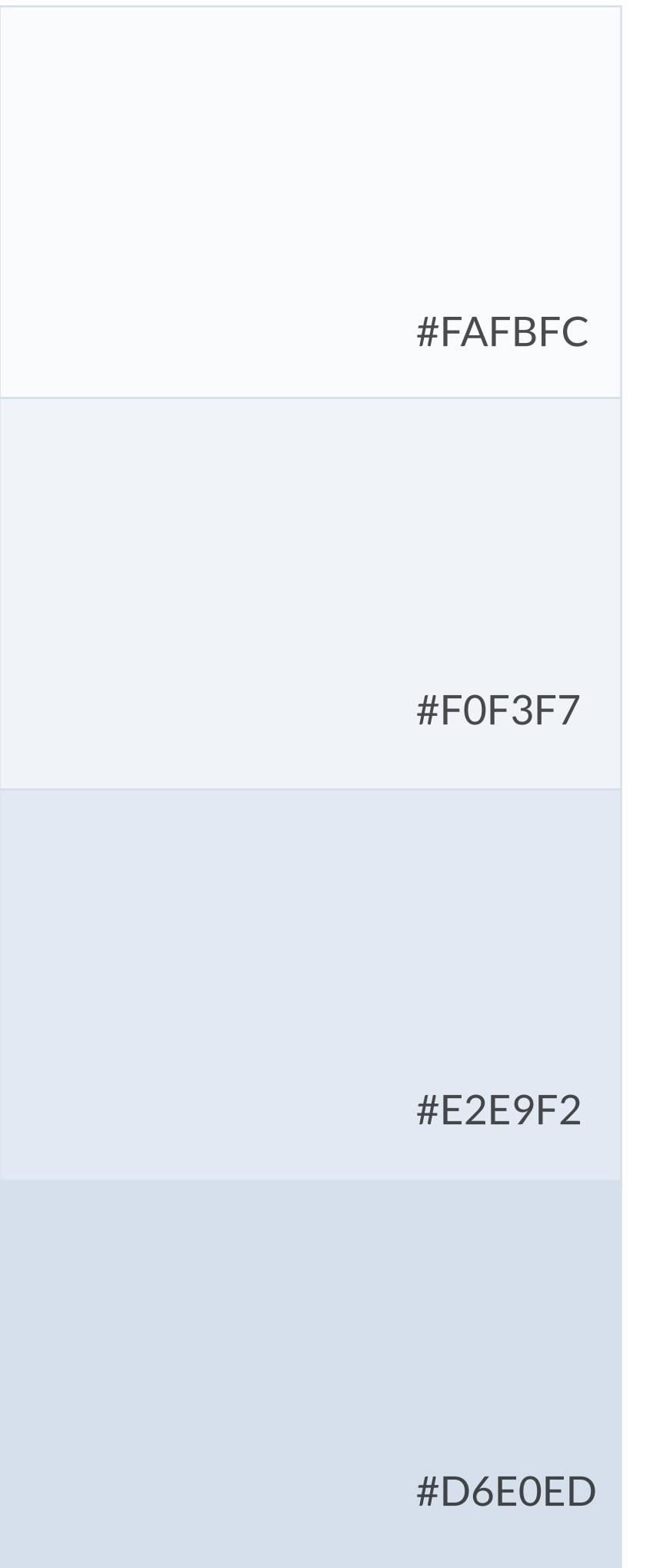
Illustration Style

Our illustrative style reflects the human-digital relationship and the many ways in which technology supports and enables human endeavours.

We use subtle gradients and cool-toned greys in the background. Strategic white space keeps the illustrations bright and clean.

Keep drawings simple and purposeful, and ensure contrast in size of elements (not people) and show gender diversity.

GREY TONES



SAMPLE

