



Hack River Dell

Brand Guidelines

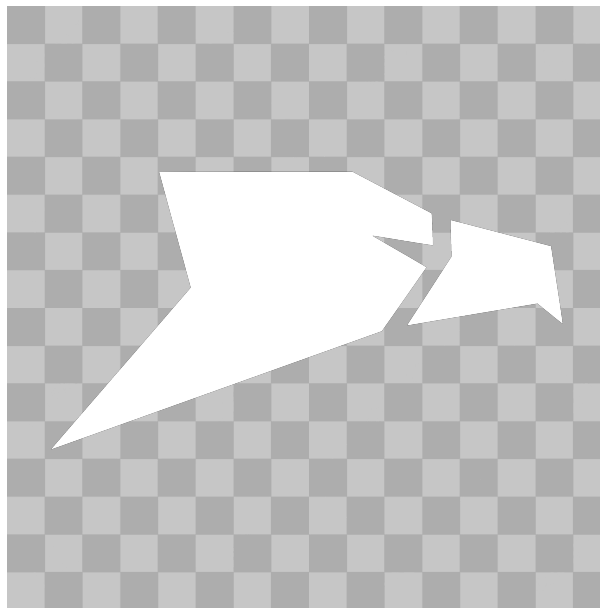
Logo Basics

The Hawk

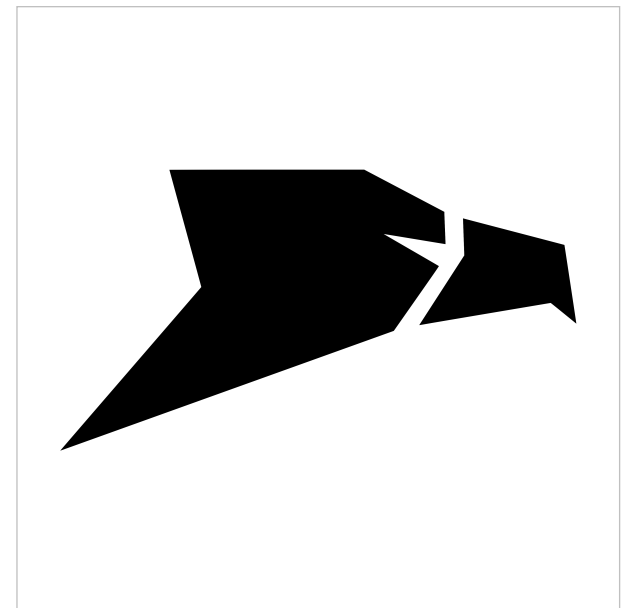
Inspired by River Dell High School's mascot and logo, The Hawk embodies the spirit of River Dell while modernizing it to fit the innovative spirit of hackathons. The white and black logos are best used with backgrounds.



Standard



White



Black

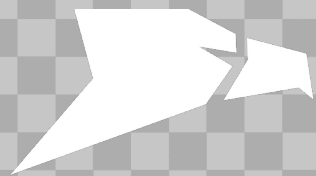
Logotype

The logotype is a combination of both The Hawk and the event's name in the Poppins typeface. The logotype is best used for navigation and in applications where there are vertical spacing constraints.



Hack River Dell

Standard



Hack River Dell

White



Hack River Dell

Black

Stacked Logo

The stacked logo is primarily used for hero images and social media banners. In applications where the text needs to be distinguished from the hawk, a drop shadow may be applied to the text.



Use on Backgrounds

The white logo should only be used on dark backgrounds to ensure a more pleasant viewing experience. Darken background images to improve contrast.



Standard on white background



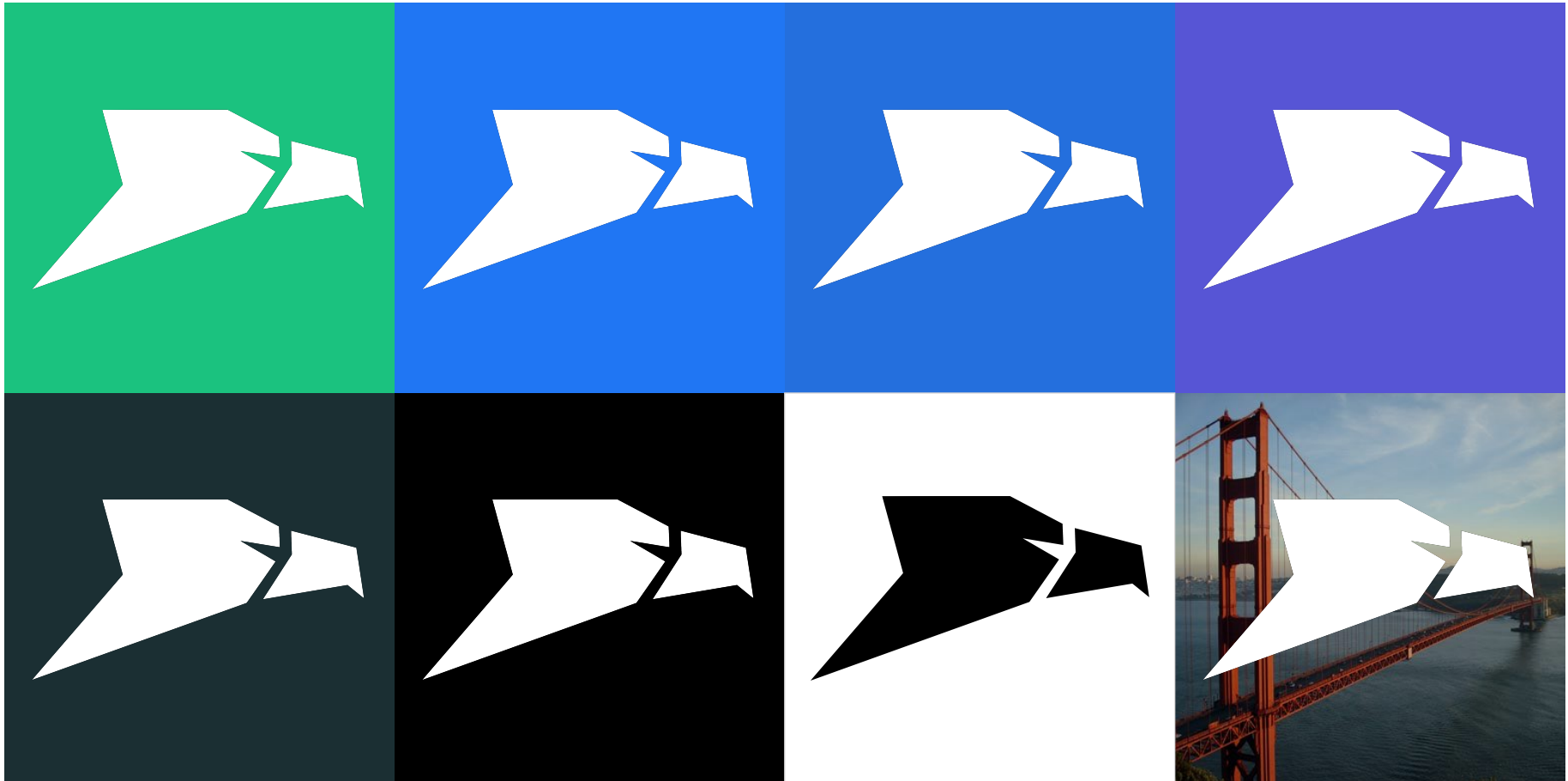
White on gradient



White on background

One-Color Use

The black/space logo should only be used on light backgrounds to ensure a more pleasant viewing experience. Lighten background images to improve contrast.



Logo Misuse

For consistency and aesthetic purposes, the logo should not be distorted in any of the following ways. Ensure there is adequate space between the logo and surrounding elements.



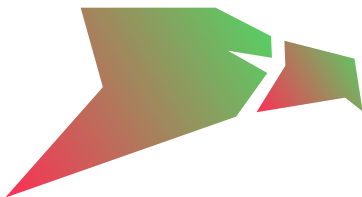
Do not crop the logo



Do not change use a low-resolution image



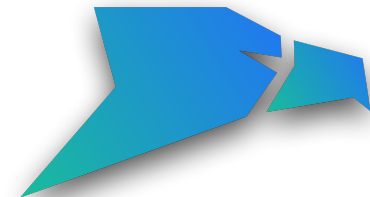
Do not distort the logo



Do not change the logo colors



Do not rotate the logo or alter transparency



Do not use drop shadows

Colors

Colors

The color palette should be adhered to for recognition purposes. Event organizers may experiment with different combinations of colors for the hawk gradient, but should not venture outside of the palette.

Algae

HEX #1AC37F
RGB 26, 195, 127

Jet

HEX #2176F3
RGB 33, 118, 243

Pacific

HEX #256FDE
RGB 37, 111, 222

Valley

HEX #5855D6
RGB 88, 85, 214

Delta

HEX #3E63D3
RGB 62, 99, 211

Space

HEX #1B2F33
RGB 27, 47, 51

Black

HEX #000000
RGB 0, 0, 0

White

HEX #FFFFFF
RGB 255, 255, 255

Typography

Headlines & Body: Poppins

Poppins is the only typeface that should be used on the web or in print documentation. Readability should be carefully considered when choosing font weight. When in doubt, use a heavier weight.

[Download Poppins on Google Fonts](#)

Poppins Bold

**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 0123456789**

Font Family

Thin

Thin Italic

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Extra Bold

Extra Bold Italic

Black

Black Italic

Body Alternatives

Although Poppins is the default font, system fonts may be substituted in body texts. System fonts may only be used in the operating systems they reside in. For instance, Segoe UI cannot be used on iOS.

San Francisco

For iOS, iPadOS, macOS,
watchOS, and tvOS

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 0123456789

Google Sans

For Android and Google
Chrome

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 0123456789

Segoe UI

For Windows and
Microsoft Products

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 0123456789

Arial

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 0123456789

Name Usage

It is imperative that the event name is referenced properly for both recognition and SEO purposes. “Hack River Dell” should never be concatenated unless when it is used in hashtags. Separate events should be denoted by year.

✓ Hack River Dell

✓ #HackRiverDell

✗ HackRiverDell

✗ hack river dell

✗ hackriverdell

✗ Hack River Dell 17

✗ Hack River Dell ‘17

✓ Hack River Dell 2017

✓ #HackRiverDell2017

✗ Hack RD

✗ HackRD

✗ Hack River Dell 2

✗ Hack River Dell 2.0

✗ The River Dell Hackathon

Concept and Brand Guidelines by Gregory Sarafian

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Visit <http://hackriverdell.com> for more information.
