

01

HACKED EVENT VISUAL IDENTITY

2025

HACKED

HACKED EVENT BRAND KIT 2025 EDITION

INCLUDES COLOURS, TYPOGRAPHY, PHOTOGRAPHY STYLES, LOGO VARIATIONS,
STAMP VARIATIONS, BACKGROUND ELEMENTS AND COMPOSITION EXAMPLES (STATIC & EDITABLE).

MAKE A COPY OF THIS DOCUMENT.



2025

HACKED EVENT VISUAL IDENTITY

02

BRAND OVERVIEW



THIS BRAND GUIDELINES DOCUMENT SERVES AS A COMPREHENSIVE ROADMAP FOR THE VISUAL IDENTITY AND COMMUNICATION OF THE HACKED EVENT. IT OUTLINES THE DESIGN PRINCIPLES, LOGOTYPES, COLORS, AND TYPOGRAPHY THAT EMBODY THE EVENT'S MISSION TO REINVENT EDUCATION. EACH ELEMENT IS CAREFULLY CURATED TO ENSURE CONSISTENCY, CLARITY, AND IMPACT ACROSS ALL TOUCHPOINTS, REFLECTING THE EVENT'S VISION OF BREAKING BARRIERS AND SPARKING INNOVATION.

2025

HACKED EVENT VISUAL IDENTITY

03

BRAND GUIDELINES

DEFINING THE VISUAL IDENTITY

THIS BRAND GUIDELINES DOCUMENT SERVES AS A COMPREHENSIVE ROADMAP FOR THE VISUAL IDENTITY AND COMMUNICATION OF THE HACKED EVENT. IT OUTLINES THE DESIGN PRINCIPLES, LOGOTYPES, COLORS, AND TYPOGRAPHY THAT EMBODY THE EVENT'S MISSION TO REINVENT EDUCATION. EACH ELEMENT IS CAREFULLY CURATED TO ENSURE CONSISTENCY, CLARITY, AND IMPACT ACROSS ALL TOUCHPOINTS, REFLECTING THE EVENT'S VISION OF BREAKING BARRIERS AND SPARKING INNOVATION.



04

HACKED EVENT VISUAL IDENTITY

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OUR



WE



US

FIRST-PERSON

WE WILL CONSISTENTLY USE “WE” AND “US” TO FOSTER A SENSE OF COMMUNITY AND COLLABORATION. THIS HELPS TO CREATE AN INCLUSIVE ATMOSPHERE WHERE EVERYONE FEELS LIKE THEY ARE PART OF THE CONVERSATION.

WE RE HERE TO SHAKE THINGS UP, TO IDENTIFY THE FLAWS IN THE MATRIX THAT IS OUR CURRENT EDUCATIONAL LANDSCAPE. THIS IS YOUR CHANCE TO STEP OUT OF THE SHADOWS AND INTO THE LIGHT, TO CONFRONT THE SYSTEM THAT HAS KEPT YOU CONFINED.

BOLD

REBELIOUS

PROUD

DYNAMIC

DARK

TONC

2025

HACKED EVENT VISUAL IDENTITY

05

TARGET-AUDIENCE

OUR TARGET AUDIENCE FOR HACKED CONSISTS OF AMBITIOUS COMPETITORS AND STUDENTS IN TUNISIA WHO ARE EAGER TO CHALLENGE THE STATUS QUO AND EXPLORE INNOVATIVE SOLUTIONS IN THE TECH LANDSCAPE.

BY ENGAGING THIS DYNAMIC GROUP, WE AIM TO CREATE AN INCLUSIVE ENVIRONMENT THAT FOSTERS CREATIVITY, CRITICAL THINKING, AND A SPIRIT OF REBELLION AGAINST CONVENTIONAL EDUCATIONAL NORMS, EMPOWERING THEM TO BREAK FREE FROM LIMITATIONS AND MAKE A MEANINGFUL IMPACT IN THEIR COMMUNITIES.



TARGET

06

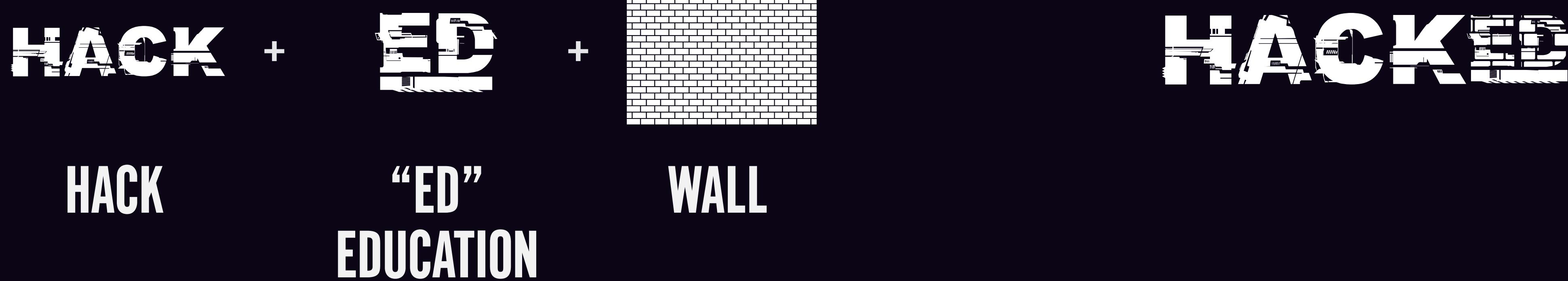
HACKED EVENT VISUAL IDENTITY

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THE HACKED LOGOTYPE SYMBOLIZES INNOVATION IN EDUCATION, WITH A GLITCH EFFECT REPRESENTING JUMPING INTO THE MATRIX TO REPAIR AND REDEFINE IT. INSPIRED BY “ANOTHER BRICK IN THE WALL,” IT REFLECTS BREAKING TRADITIONAL BARRIERS TO TRANSFORM LEARNING.

LOGO ORIGIN

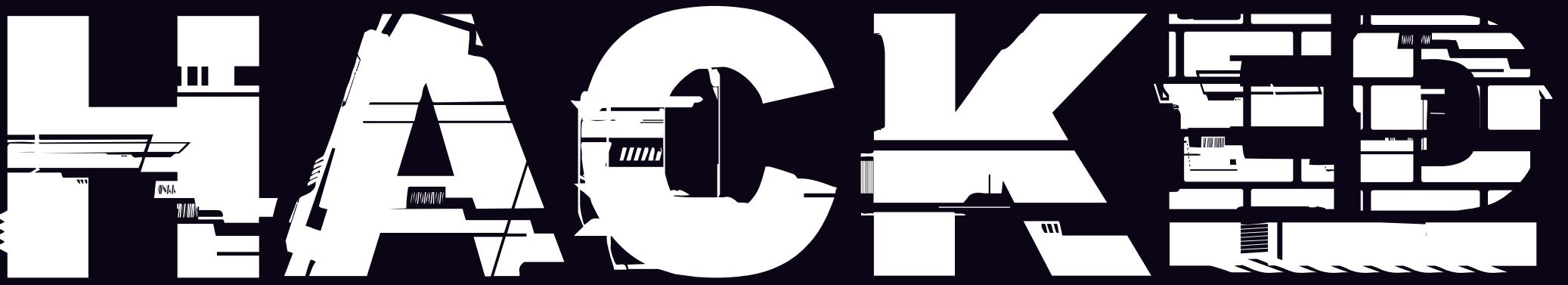
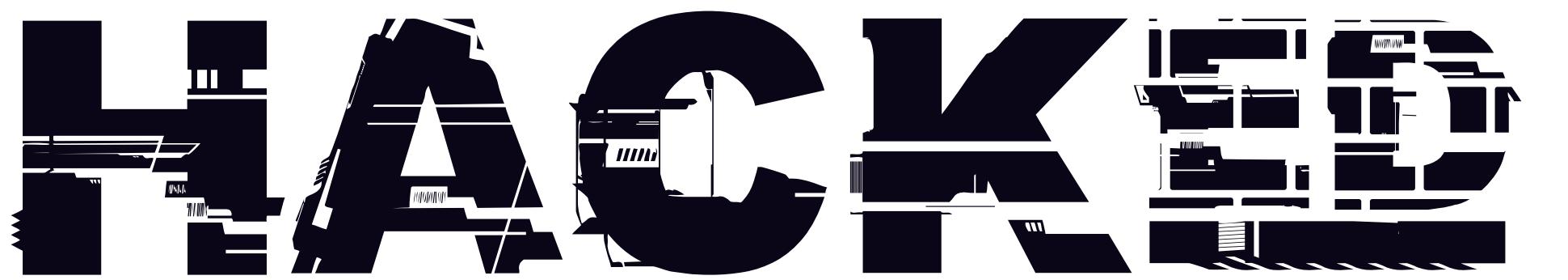


OUR LOGO MERGES “HACK” AND “ED” INTO A UNIFIED MARK WHERE THE “D” AND “E” FORM A BRICK WALL PATTERN. THIS DESIGN REFERENCES PINK FLOYD’S “ANOTHER BRICK IN THE WALL” WHILE SYMBOLIZING THE DISRUPTION OF TRADITIONAL EDUCATION THROUGH TECHNOLOGY.

THE LOGO HAS BEEN HIDING OUR THEME IN PLAIN SIGHT. PARTICIPANTS WILL SEE THIS DESIGN THROUGHOUT THE EVENT, NOT KNOWING THAT EDUCATION (‘ED’) WAS LITERALLY RIGHT IN FRONT OF THEM THE WHOLE TIME. WHEN THE THEME IS FINALLY REVEALED, THEY’LL EXPERIENCE THAT “AHA!” MOMENT - REALIZING THE CLEVER VISUAL WORDPLAY THEY’VE BEEN LOOKING AT ALL ALONG. THIS ADDS AN ELEMENT OF SURPRISE AND ENGAGEMENT TO THE EVENT EXPERIENCE.

HORIZONTAL LOGO.

THE LOGO CONSISTS OF A SYMBOL AND A TYPEFACE. WHEN THE HEIGHT IS MUCH GREATER THAN THE WIDTH (FROM-STRIP) THE LOGO OF THIS DESIGN IS USE.



VERTICAL LOGO.

THE LOGO CONSISTS OF A SYMBOL AND A TYPEFACE. WHEN THE WIDTH IS MUCH GREATER THAN THE HEIGHT (FROM-STRIP) THE LOGO OF THIS DESIGN IS USE.



GRAYSCALE.

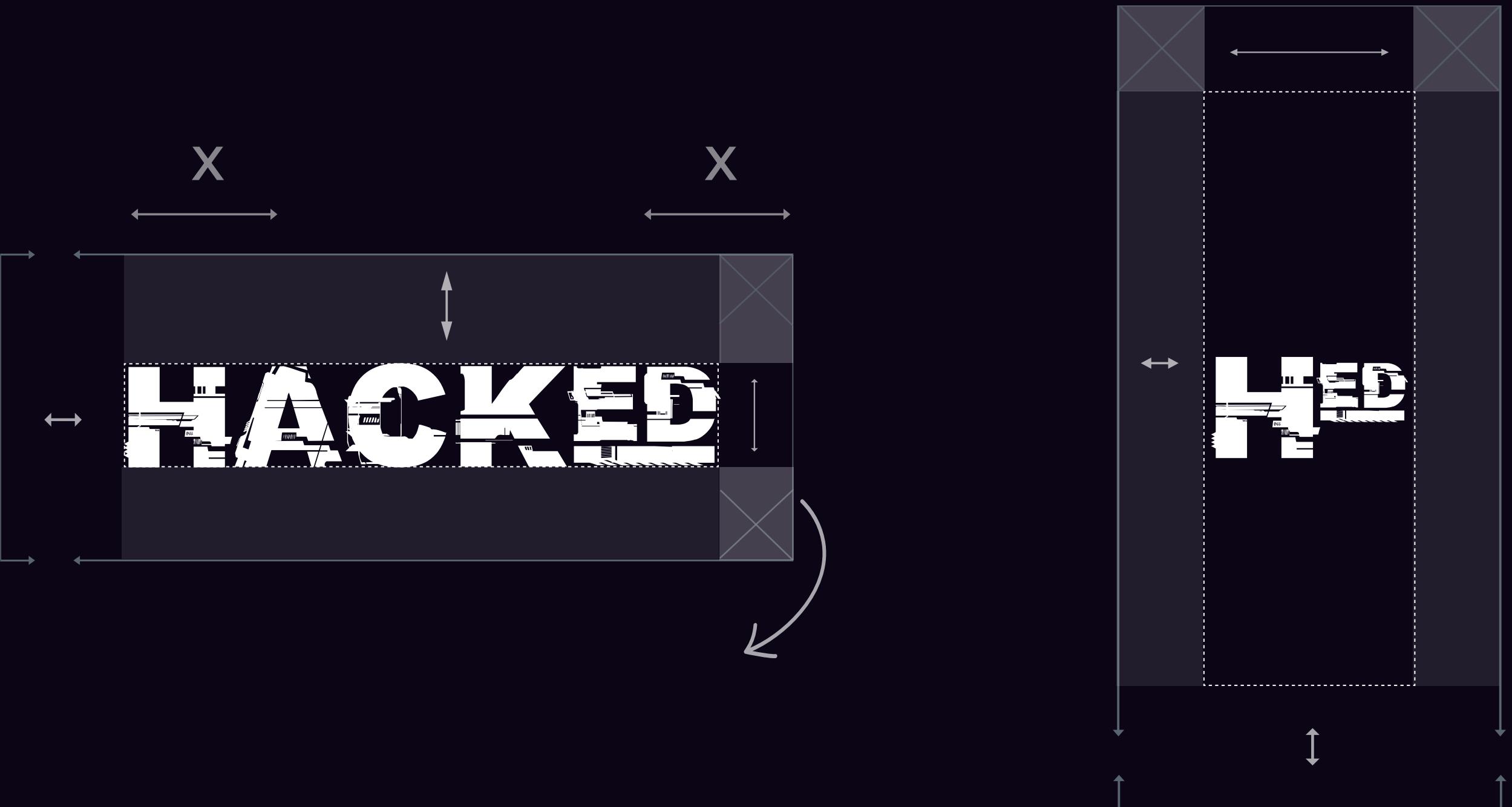
SOMETIMES OFTEN DUE TO PRODUCTION COST ONLY ONE COLOR OF LINK IS AVAILABLE AND SO THAT LEVITRA LOGO MUST BE REPRODUCED USING ONLY ONE COLOR.

IN THIS SCENARIO THE LOGO, LOGOTYPE, OR SYMBOL MUST BE USED FOLLOWING THE CONVERSION OF USING A LIGHT COLOR TYPE ON A DARK BACKGROUND OR IN A DARK COLOR TYPE ON A LIGHT BACKGROUND



HORIZONTAL SPACING.

THE LOGO CONSISTS OF A SYMBOL AND A TYPE-FACE. WHEN THE WIDTH IS MUCH GREATER THAN THE HEIGHT (FROM-STRIP) THE LOGO OF THIS DESIGN IS USE.



CORRECT LOGO APPLICATION.

PRIMARY USE



SECONDARY USE



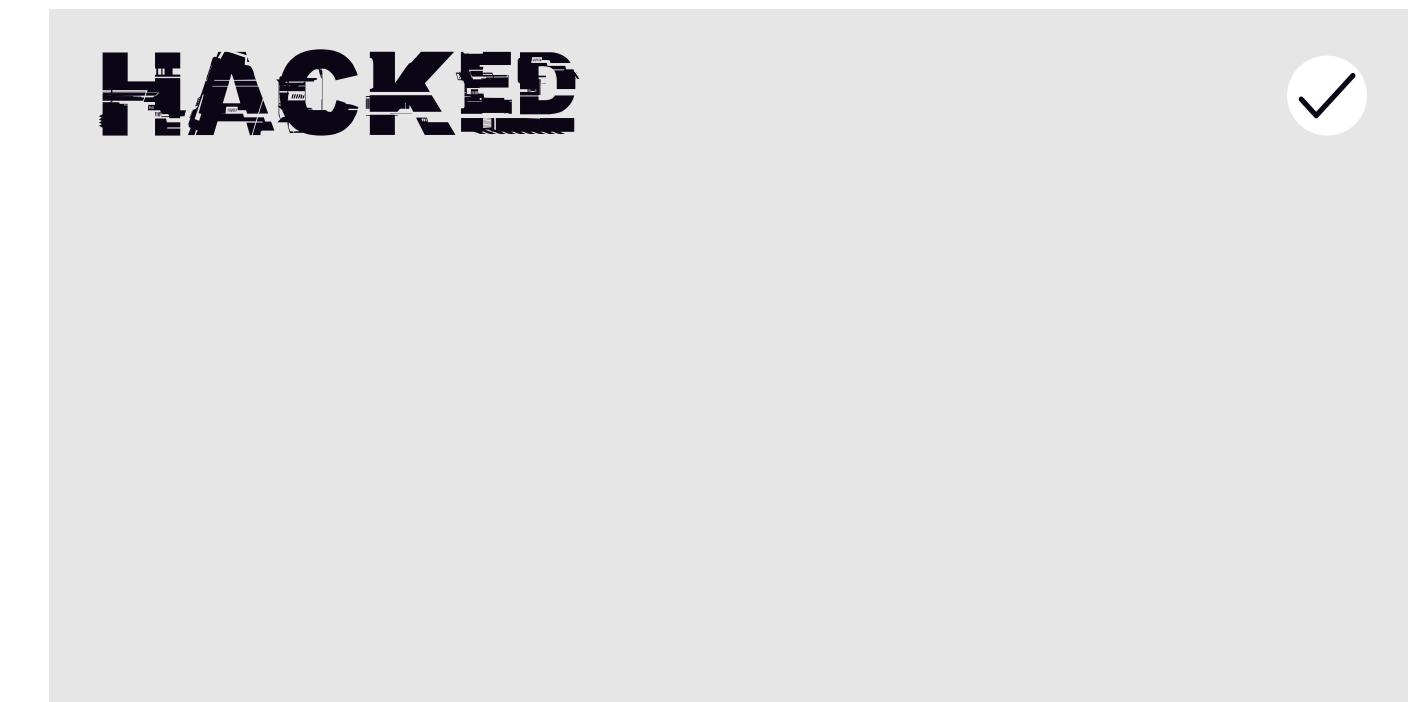
ALTARNATIVE USE



ALTARNATIVE USE



ALTARNATIVE USE



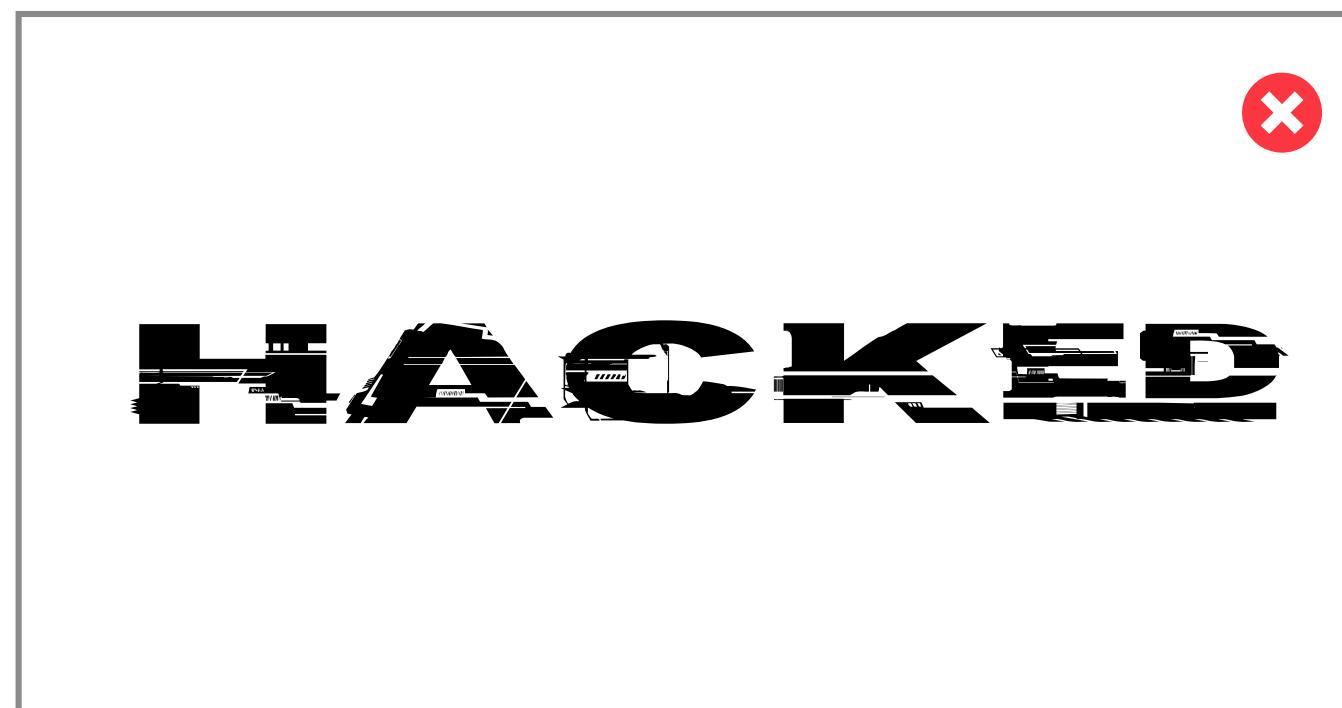
ALTARNATIVE USE

INCORRECT LOGO APPLICATION.

AVOID SPLITTING



AVOID STRETCHING



AVOID ROTATING



AVOID USING OF BRAND COLORS



AVOID STROKES



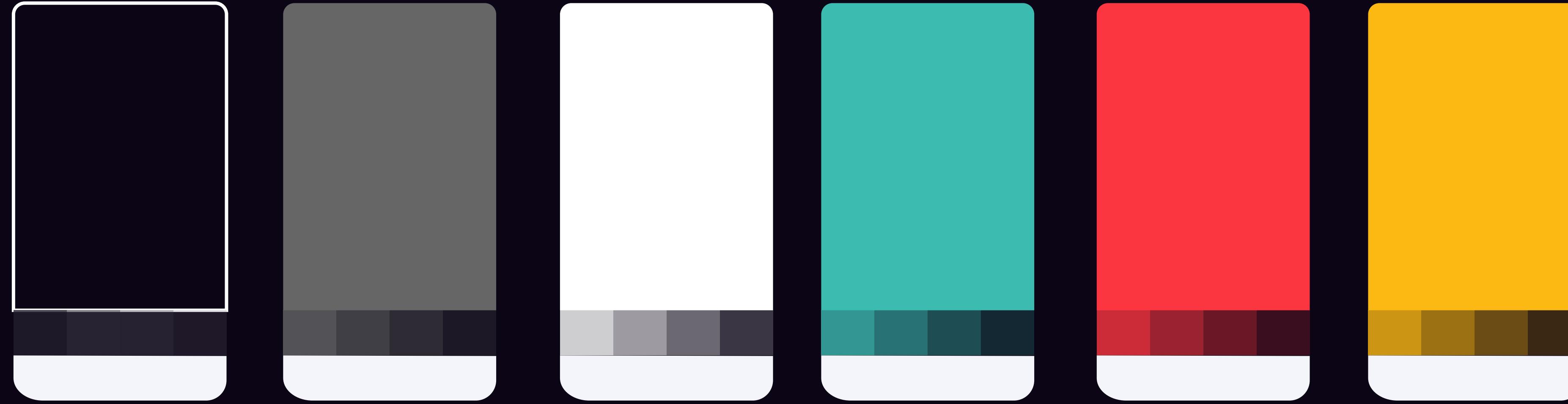
AVOID BUSY BACKGROUND

COLORS

BREAKING
THE WALL

THE COLOR PALETTE OF HACKED DRAWS INSPIRATION FROM THE DIGITAL FRONTIER WHILE MAINTAINING THE REBELLIOUS SPIRIT OF BREAKING THROUGH CONVENTIONAL BARRIERS. OUR COLORS REPRESENT THE DUALITY OF STRUCTURE AND CHAOS, EDUCATION AND DISRUPTION, THE OLD AND THE NEW.

OUR PRIMARY COLORS



#0B0516

#666666

#FFFFFF

#3CBB81

#FB3640

#FDB913

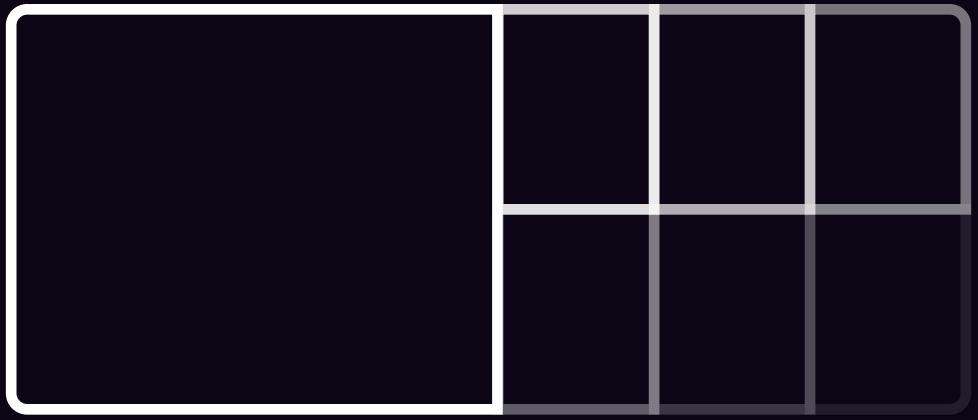
OUR STEM DEFAULT DARK PURPLE AND NEON GREEN ARE USED FOR LOGO ELEMENTS, BUTTONS, HIGHLIGHT TEXT DETAILS. ILLUSTRATIONS AND TEXTURE BACKGROUNDS, WHITE IS FOR TEXT, ILLUSTRATIONS AND LOGO ELEMENTS. SOLID GREY CAN BE A SUPPORTING COLOUR WHEN NECESSARY.

CLASSIFICATION *COLORS*



OUR STEM DEFAULT GREEN AND LIGHT RED ARE USED FOR LOGO ELEMENTS, BUTTONS, HIGHLIGHT TEXT DETAILS. ILLUSTRATIONS AND TEXTURE BACKGROUNDS, WHITE IS FOR TEXT, ILLUSTRATIONS AND LOGO ELEMENTS. SOLID GREY CAN BE A SUPPORTING COLOUR WHEN NECESSARY.

GRADIATION COLORS

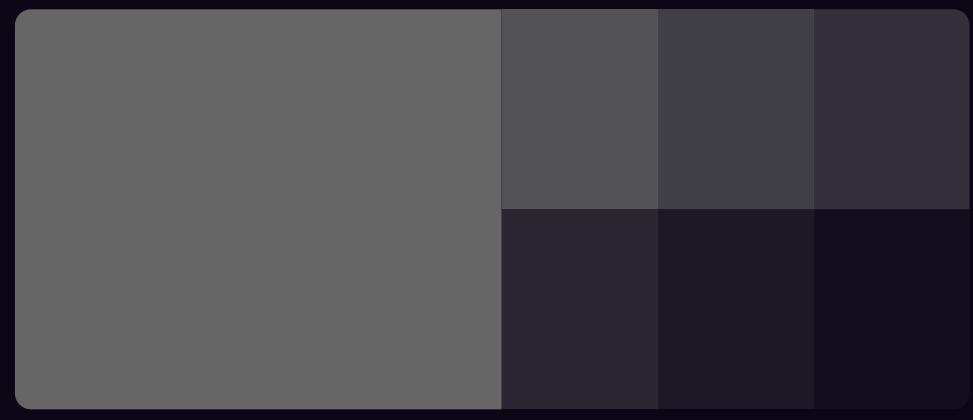


DARK

#0B0516

RGB (11,5,2)

CMYK (78,74,59,80)

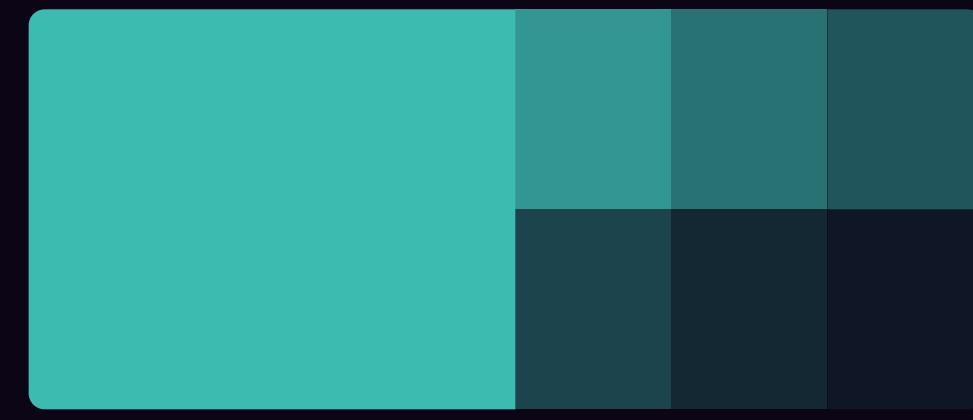


SOLID GREY

#666666

RGB (102,102,102)

CMYK (60,51,51,20)

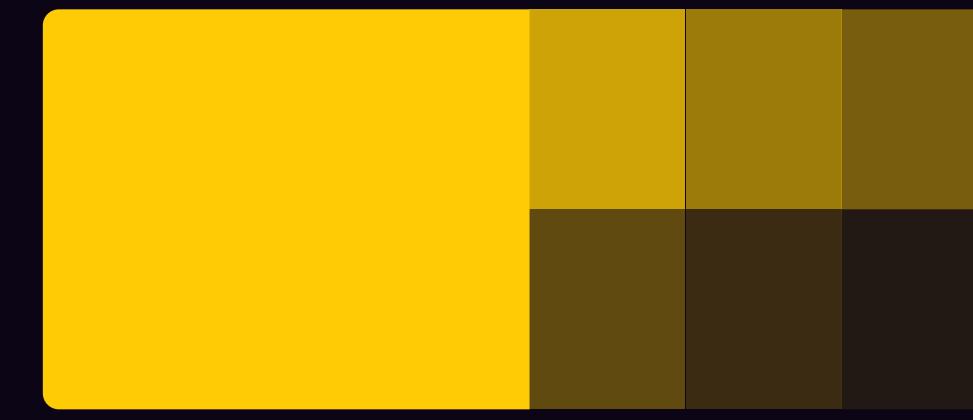


NEON GREEN

#007AC1

RGB 60,187,177

CMYK (68,1,37,0)

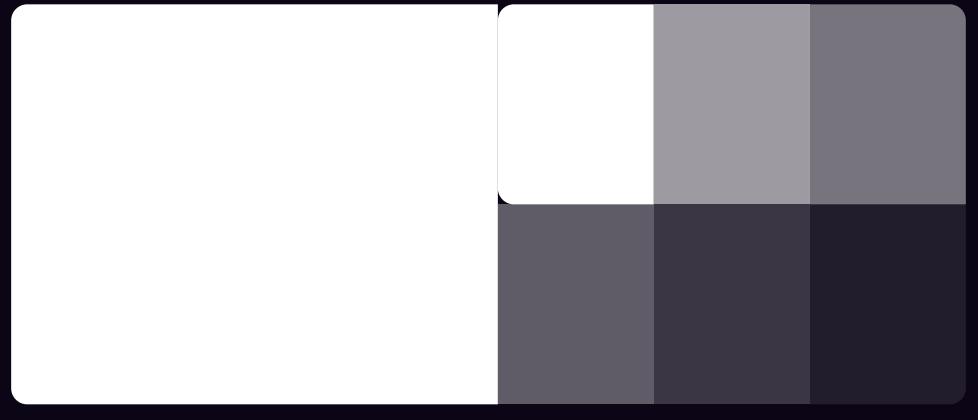


YELLOW

#007AC1

RGB (255,203,5)

CMYK (0,20,100,0)

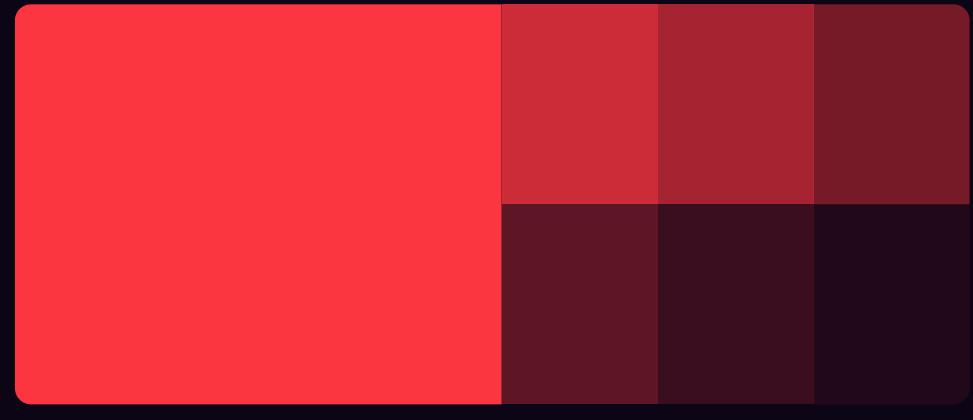


WHITE

#FFFFFF

RGB (255,255,255)

CMYK (0,0,0,0)



BREACHED RED

#FB3640

RGB (251,54,64)

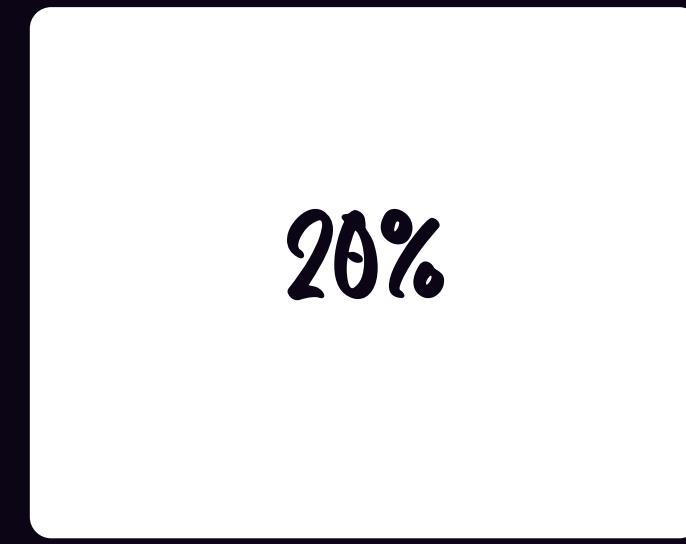
CMYK (0,92,74,0)

BALANCE COLORS

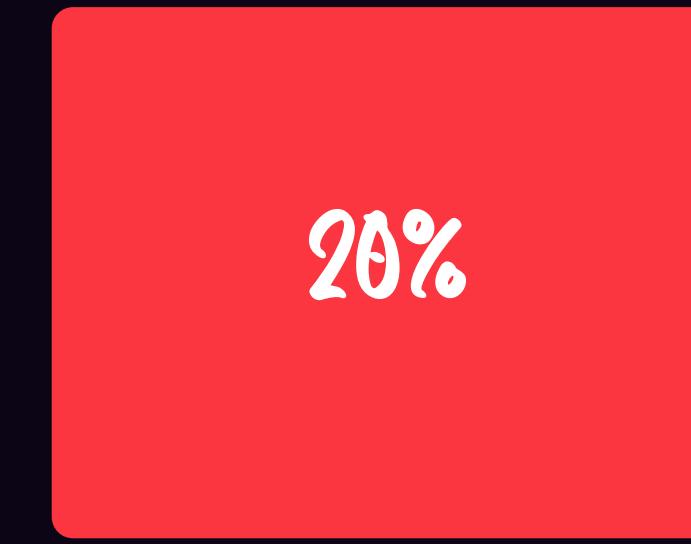
DEFAULT



TEXT



BREACHED



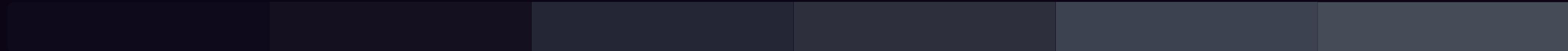
DEFAULT



SECONDARY



GRAYSCALE



GRAY- 30

GRAY- 40

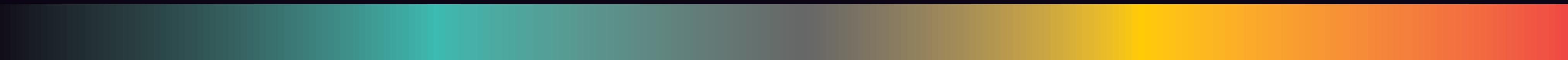
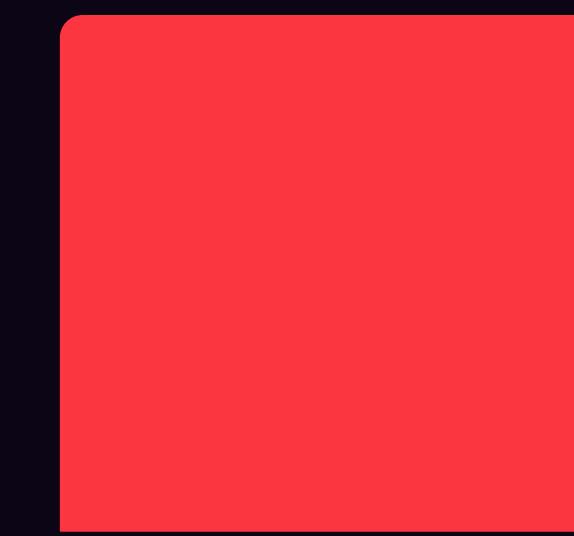
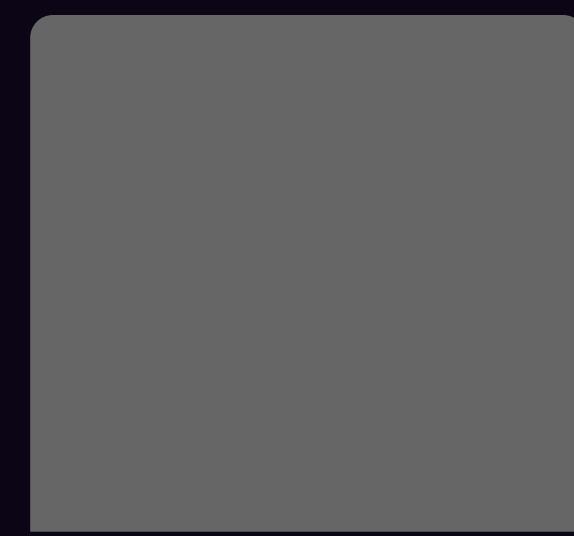
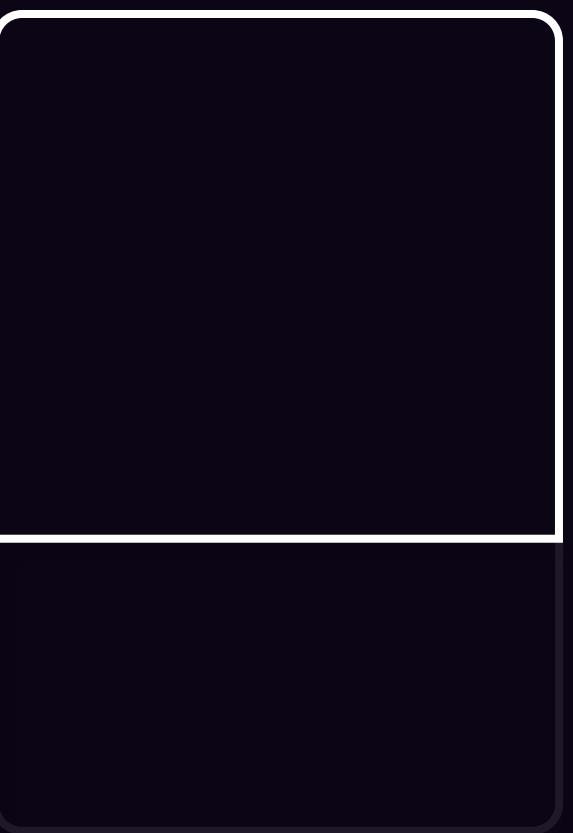
GRAY- 60

GRAY- 70

GRAY- 80

GRAY- 90

GRADIENT
COLORS



TYPOGRAPHY

DECONSTRUCTING THE SYSTEM

THE TYPEFACES OF HACKED EMBODY OUR MISSION OF DISRUPTING THE EXPECTED WHILE MAINTAINING CLARITY AND PURPOSE. WE COMBINE BOLD, CUTTING-EDGE DISPLAY FONTS WITH RELIABLE, READABLE TEXT FACES TO CREATE A DYNAMIC TYPOGRAPHIC HIERARCHY.

TYPOGRAPHY.

TYPOGRAPHIC HIERARCHY SYSTEM BASED ON HUMAN INTERFACE GUIDELINES. AESTHETICALLY PLEASING WHILE MAINTAINING TEXT LEGIBILITY, PRIORITIZING CONTENT, AND EMPHASIZING IMPORTANT INFORMATION.

Aa

Monaco

BODY

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)



Aa

Empires

HEADING

Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
ABCDEFGHIJKLMNPQRSTUVWXYZ



?!*+(..)

TYPOGRAPHY.

AB

HEADING

Gothic CG No1

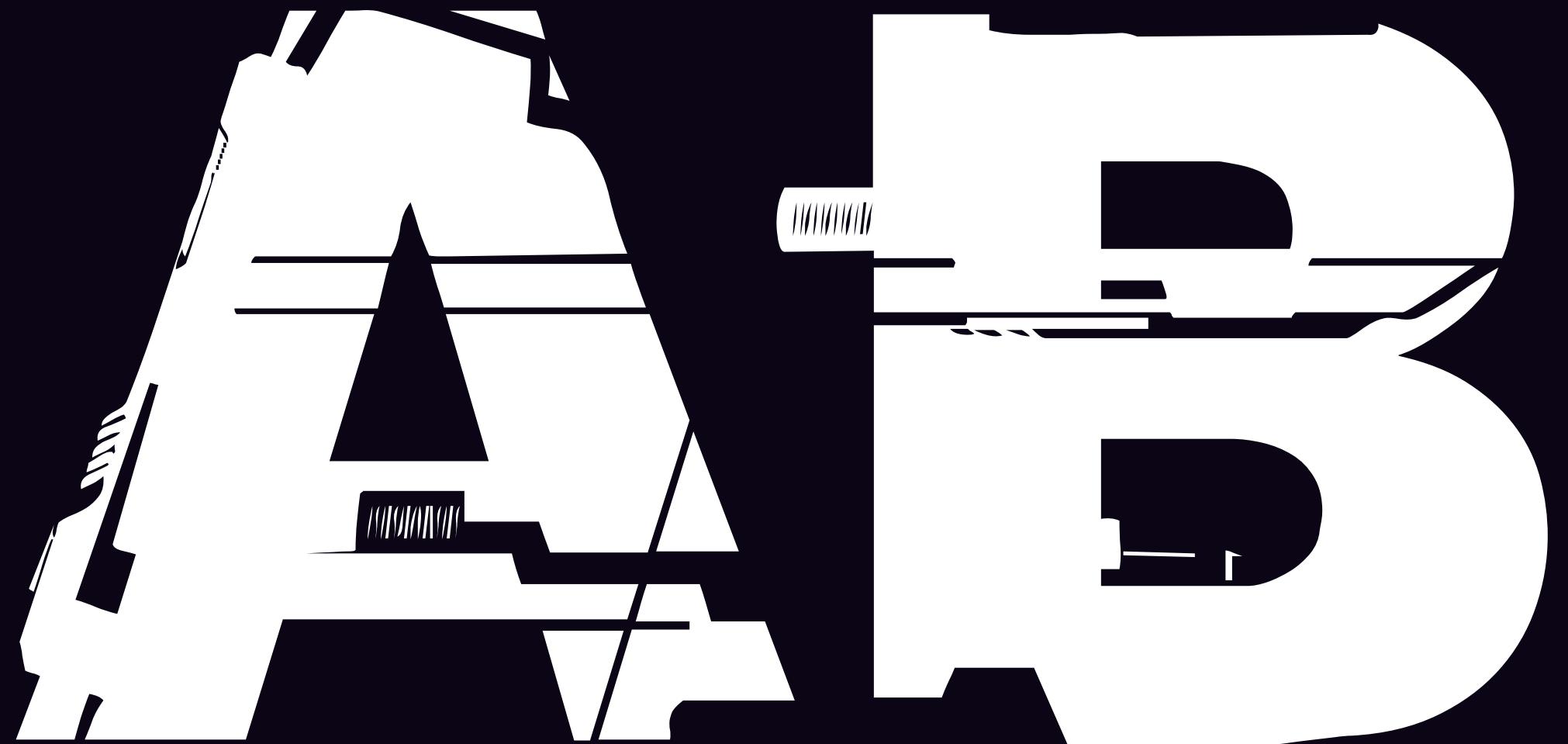
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ

0123456789

?! + (.,) @ \$() ~ !

TYPOGRAPHIC HIERARCHY SYSTEM BASED ON HUMAN INTERFACE GUIDELINES. AESTHETICALLY PLEASING WHILE MAINTAINING TEXT LEGIBILITY, PRIORITIZING CONTENT, AND EMPHASIZING IMPORTANT INFORMATION.

TYPOGRAPHY.



TYPEFACE
CF GLITCH CITY

**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**

TYPOGRAPHIC HIERARCHY SYSTEM BASED ON HUMAN INTERFACE GUIDELINES. AESTHETICALLY PLEASING WHILE MAINTAINING TEXT LEGIBILITY, PRIORITIZING CONTENT, AND EMPHASIZING IMPORTANT INFORMATION.

TYPOGRAPHY HIEARCHIE.

BREAKING THE RULES OF THE SYSTEM

HOME

ORDER IN CHAOS.
EVERY LINE MATTERS.
MONACO: WHERE PRECISION
BREAKS FREE.

GOTHIC CG N01 /TITLE/ SIZE 60/ SPACE 1

EMPIRES /TITLE/ SIZE 72/ SPACE 5

GOTHIC CG N01 /SUBTITLE/ SIZE 18/ SPACE 10

MONACO / BODY / SIZE 18/ SPACE 5

ELEMENTS

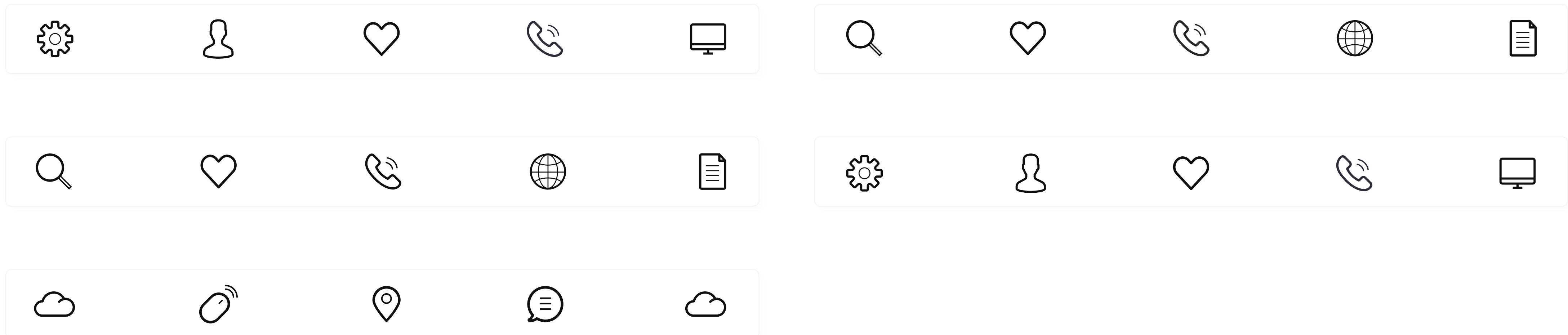
BUILDING THE BLOCKS

THIS SECTION SHOWCASES THE CREATIVE FOUNDATION OF OUR BRAND IDENTITY, FEATURING A CURATED COLLECTION OF TEXTURES, PATTERNS, AND GRAPHIC ELEMENTS. FROM SPRAY AND GRUNGE EFFECTS TO FABRIC AND FILM-INSPIRED TEXTURES, THESE VERSATILE ASSETS BRING DEPTH AND AUTHENTICITY TO EVERY DESIGN. EACH ELEMENT IS CAREFULLY CRAFTED TO ALIGN WITH OUR VISUAL STORYTELLING AND ENHANCE THE BRAND'S DISTINCT PERSONALITY.

ICONOGRAPHY.



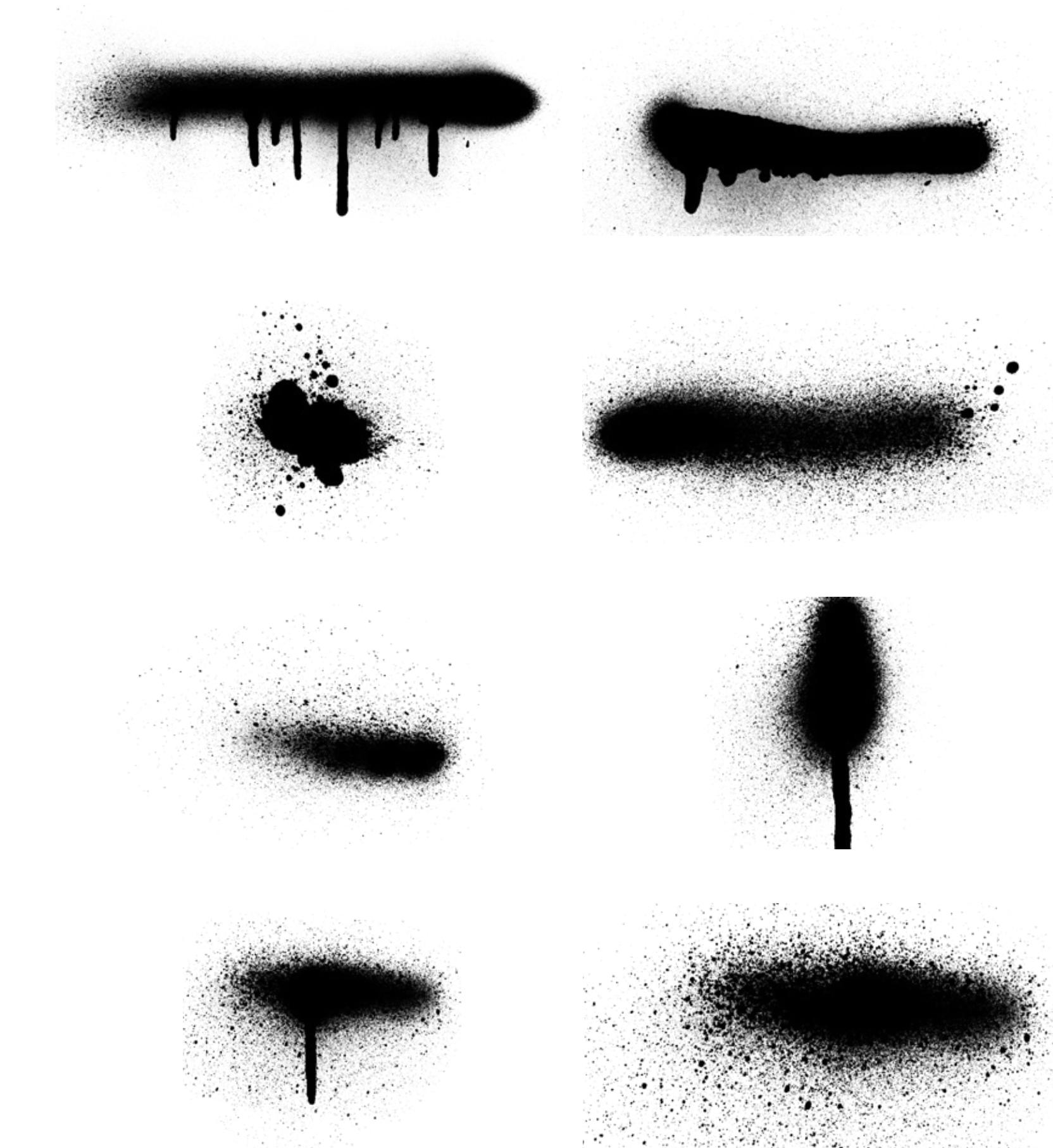
TAB BAR



IT'S ALL IN THE DETAILS.

SPRAY ELEMENTS.

BOLD AND EDGY, THESE SPRAY TEXTURES ARE DESIGNED TO COMPLEMENT HACKED FONTS AND DISTRESSED STYLES. PERFECT FOR ADDING A REBELLIOUS, URBAN TOUCH, THEY BRING RAW ENERGY AND DYNAMIC MOVEMENT TO YOUR DESIGNS. USE THEM AS OVERLAYS TO CREATE IMPACTFUL BACKGROUNDS OR STRIKING GRAPHIC DETAILS.



IT'S ALL IN THE DETAILS.

FABRIC TEXTURE

SOFT YET TACTILE, THESE FABRIC-INSPIRED TEXTURES ADD A LAYER OF SUBTLE SOPHISTICATION. IDEAL FOR CREATING A SENSE OF DEPTH AND ORGANIC WARMTH, THEY WORK SEAMLESSLY AS OVERLAYS TO ENHANCE THE AUTHENTICITY OF YOUR DESIGN BACKGROUNDS.

IT'S ALL IN THE DETAILS.

DIRTY FILM TEXTURE

EVOKING A VINTAGE CINEMATIC FEEL, THESE DIRTY FILM TEXTURES BRING NOSTALGIA AND GRIT TO YOUR VISUALS. WITH THEIR IMPERFECT SCRATCHES AND GRAINY DETAILS, THEY'RE PERFECT FOR OVERLAYING BACKGROUNDS TO ACHIEVE A RAW, ANALOG AESTHETIC.

IT'S ALL IN THE DETAILS.

NOISE TEXTURE

MINIMAL YET VERSATILE, NOISE TEXTURES OFFER A GRAINY, TEXTURED EFFECT THAT ADDS CHARACTER AND DEPTH. USE THEM AS SUBTLE OVERLAYS TO ENRICH FLAT DESIGNS WITH A REFINED, MODERN EDGE WHILE MAINTAINING SIMPLICITY.

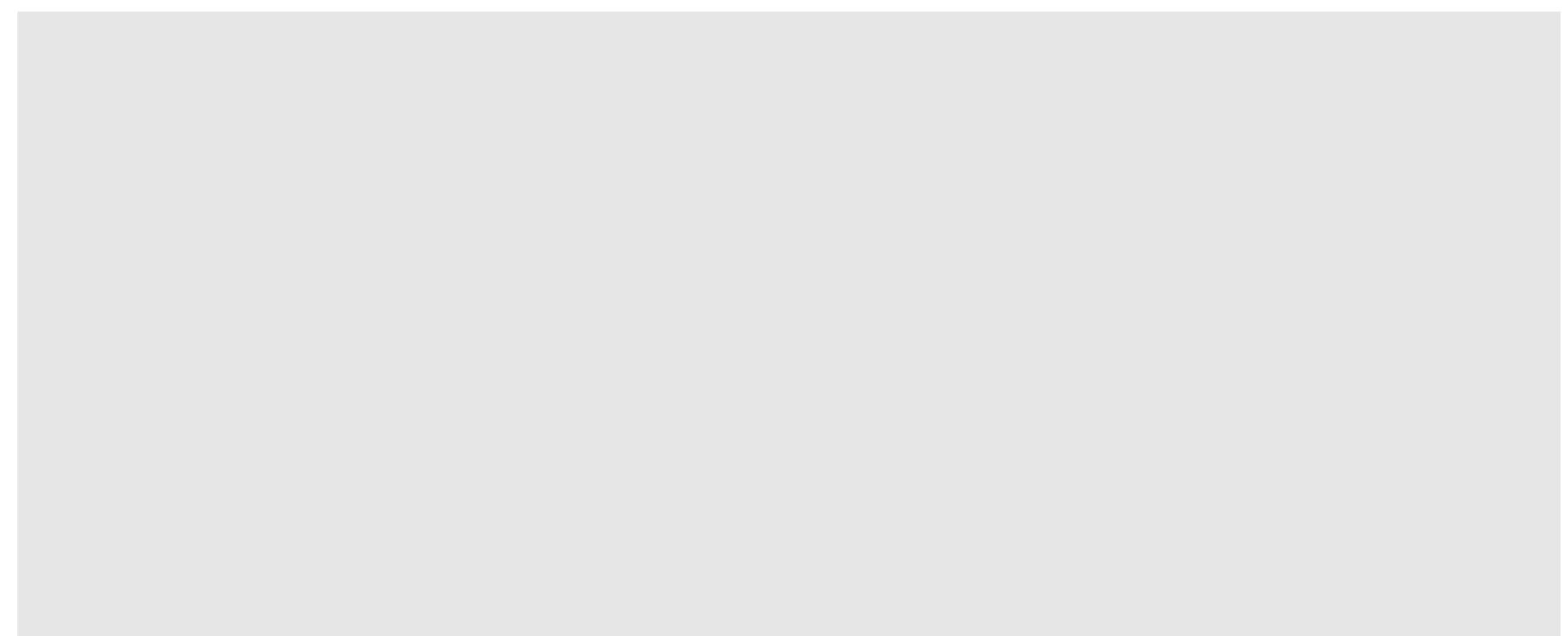
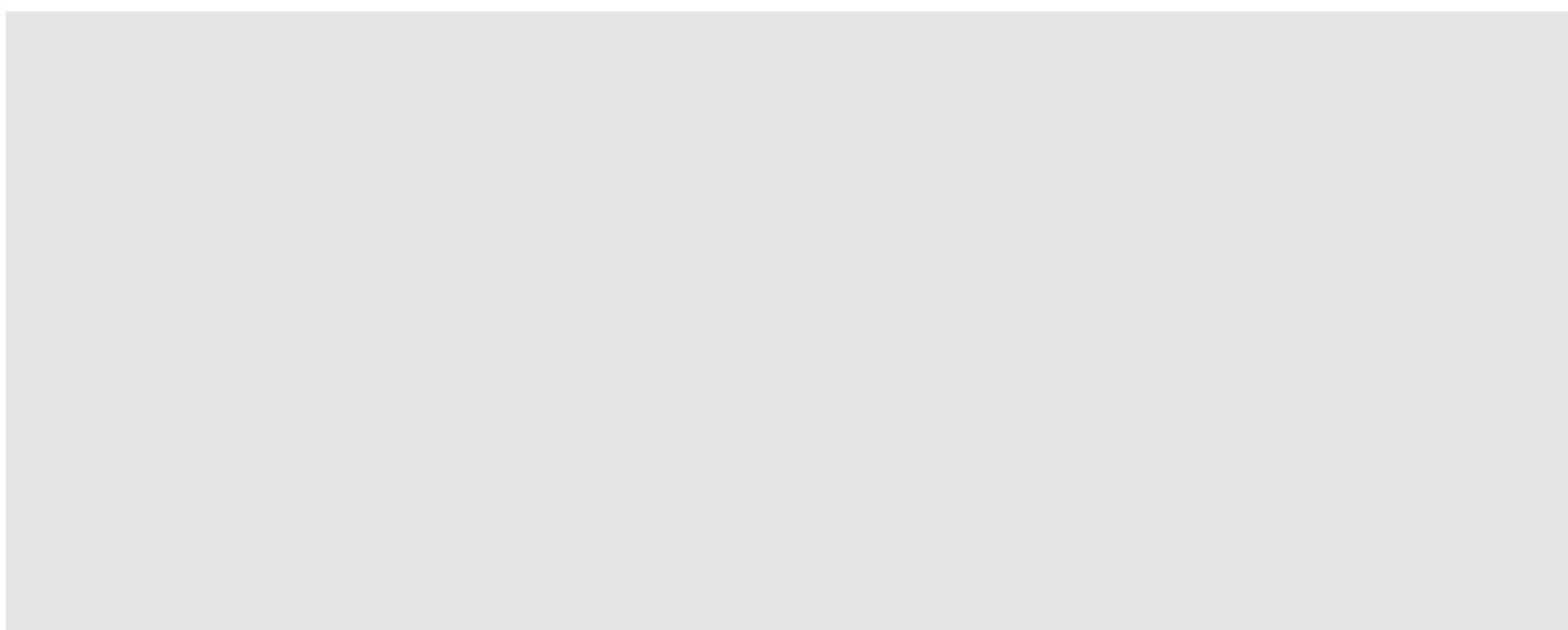
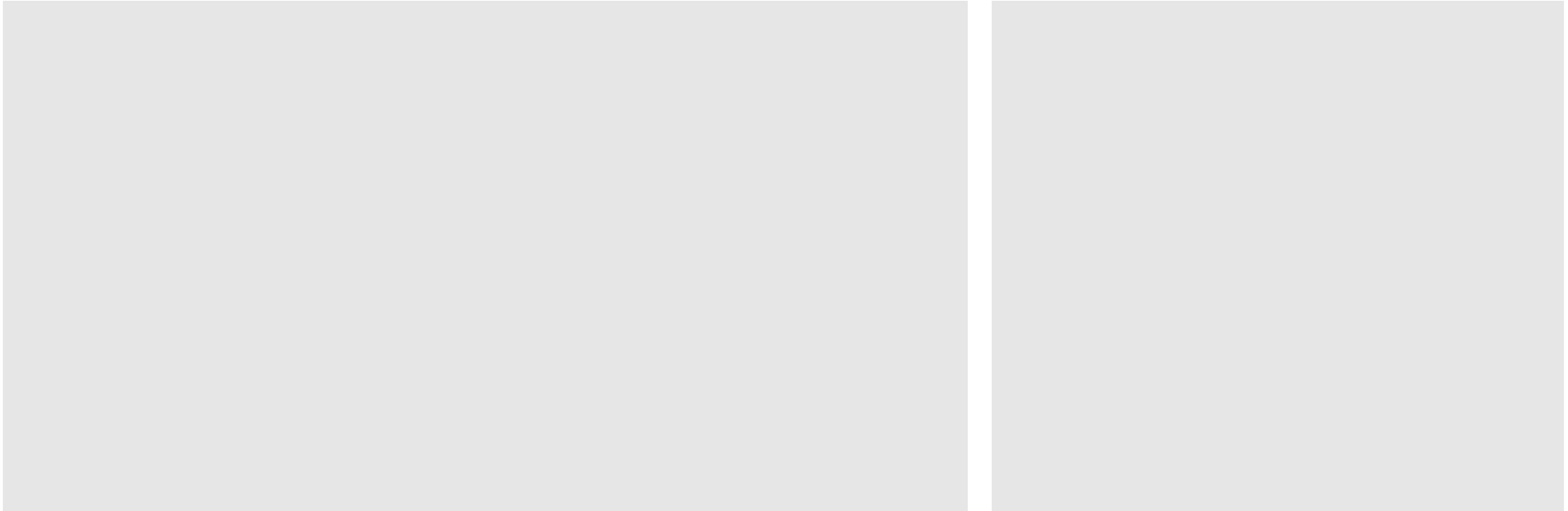
MOCKUPS.



MOCKUPS.



IMAGE STYLES.



2025

HACKED EVENT VISUAL IDENTITY

HACKED

CREATED BY

DEEPFLOW CLUB
MEDIA DEPARTMENT

SHAPING THE FUTURE OF AI AND CREATIVITY THROUGH IMPACTFUL STORYTELLING AND INNOVATIVE VISUALS.

CLUB.DEEPFLOW@ESPRIT.TN

@DEEPFLOEESPRIT

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