Making
Founders'
lifes
better

HⱩF

HACKERS/FOUNDERS

Welcome!

In this brand manual you will find:

HACKERS/FOUNDERS

Please follow these Brand Manual guidelines to ensure that all H/F communication, no matter its origin, is consistent. The Manual will also eliminate any guesswork about what is, and is not allowed. Logos, company colors, font selections, and more are also provided in a simple format that will be easy for you, your partners, sponsors, and vendors to use.

Symbology
The slash

Presenting routes:

The slash, as a form of inclusive or, is also used to punctuate the stages of a route. The slash is also used as a shorter substitute for the conjunction "and" or the form of inclusive "or". Typically in situations where it fills the role of a hyphen or en dash.

As an organization, our goal is to create new routes of inclusion in order to empower people through the strengthening of the startup ecosystem. The "Slash" as part of our symbology represents the drive to include any person willing to build their community with the sole purpose of creating a better tomorrow, where opportunities can be found anywhere in the world and success is defined by the social impact that any given project brings to people.
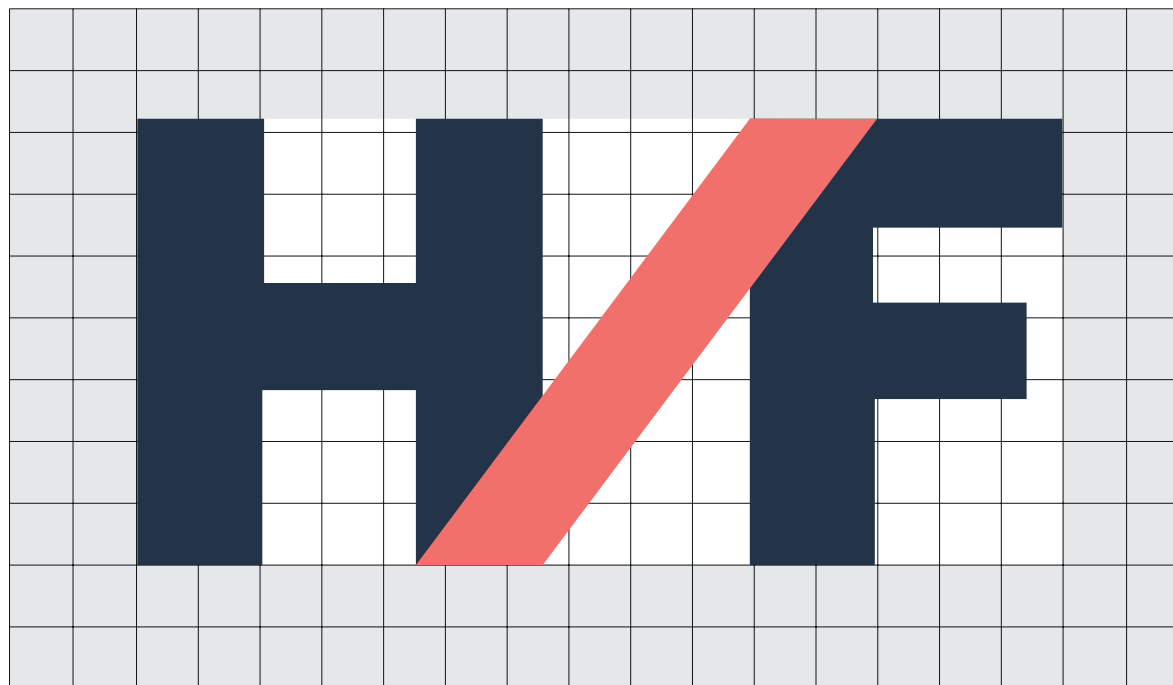
Our Logo

H/F

Making Founders' lifes better

H + / + F

Hackers/Founders' logo has been used by our community for over eight years and is a simple graphic icon that provides instant recognition. The Hackers/Founders logo is a deconstruction of the brand name utilizing the initials of the name and adding the slash symbol.

Logo Planimetry

Here you can understand the composition of our logo in its different presentations. These planimetry work as a frame reference to keep the right proportions and to understand the construction of the graphic elements.

Logo Planimetry

Hackers/Founders logo has a specific proportion of (1 : 2.07). Regardless of the application, no other element should appear closer to the logo than 0.5X the size of the logo. This is also called the minimum space tolerance. For example, let's say you are making an HTML email for your members and you picked a logo size of 250x517.5px. Then no other element should appear closer than 125x258.5px.
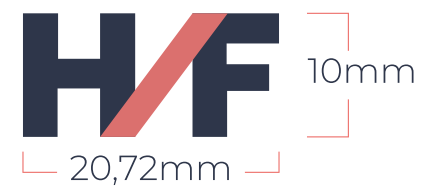
Proper
uses for the logo

Hackers/Founders logo can be used in three different ways. The first version is the logo you will use most often and features our corporate colors. The second logo is for use on a dark background and the third is for grayscale printing only.

H/F 35px

72,52 px

Web

H/F 10mm

20,72mm
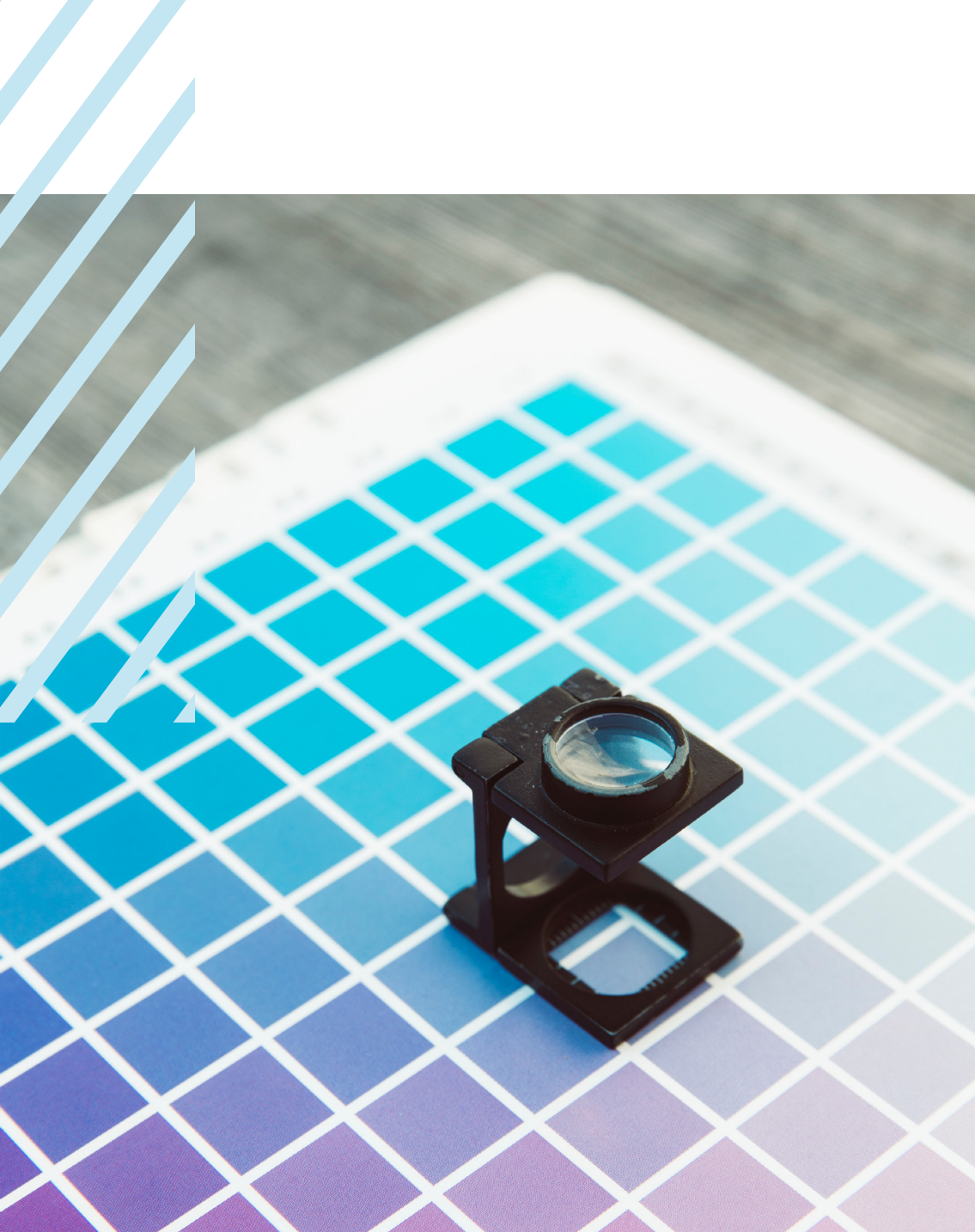
Printed

Minimum size

To ensure legibility of the Hackers/Founders branding, never use the logos at sizes smaller than the minimum size requirements.

Color
System

Color is one of the most noticeable, tangible components of a brand. It plays a large role in how a brand is perceived, it helps with recognizability and memorability, and it has the potential to attract the right kind of customers, clients, and blog readers.

Hackers/Founders corporate colors are two high-contrast colors. The complementary colors are used in applications where the design requires more than one color or it is necessary to highlight the corporate colors.

Right on top of each one of the colors belonging to our color system, you'll find the necessary references to use them in different platforms and applications, and the percentage of space that each color should occupy in any given design or composition. It's not necessary to use all the colors together either. Color hierarchy is to be observed in the design of any document, presentation, website, printed application, or graphic design.

Hex:
#2f364b

R:47 G:54 B:75

C:83 M:74 Y:47 K:42

40%

Hex:
#ff6967

R:255 G:105 B:103

C:0 M:74 Y:52 K:0

10%

Hex:
#ffffff

R:255 G:255 B:255

C:0 M:0 Y:0 K:0

20%

Hex:
#bde6f4

R:189 G:230 B:244

C:24 M:0 Y:3 K:0

5%

Hex:
#e2e2e2

R:226 G:226 B:226

C:10 M:7 Y:8 K:0

5%

Hex:
#afafaf

R:175 G:175 B:175

C:33 M:26 Y:26 K:0

5%

Hex:
#387bd9

R:56 G:123 B:217

C:76 M:51 Y:0 K:0

5%

Typographic Fonts

Hackers/Founders established one corporate font family to be used for different web applications. The Montserrat font family is to be used in all short texts, posters, quotes, banners, presentations and other design applications.This font family can be easily downloaded in google fonts.

LIGHT

ABCDEFGHIJKLMNOPQRPSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"·$%&/()=?¿^*_:;,.-´`+¡@#

REGULAR

ABCDEFGHIJKLMNOPQRPSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!"·$%&/()=?¿^*_:;,.-´`+¡@#

BOLD

**ABCDEFGHIJKLMNOPQRPSTUVWXYZ
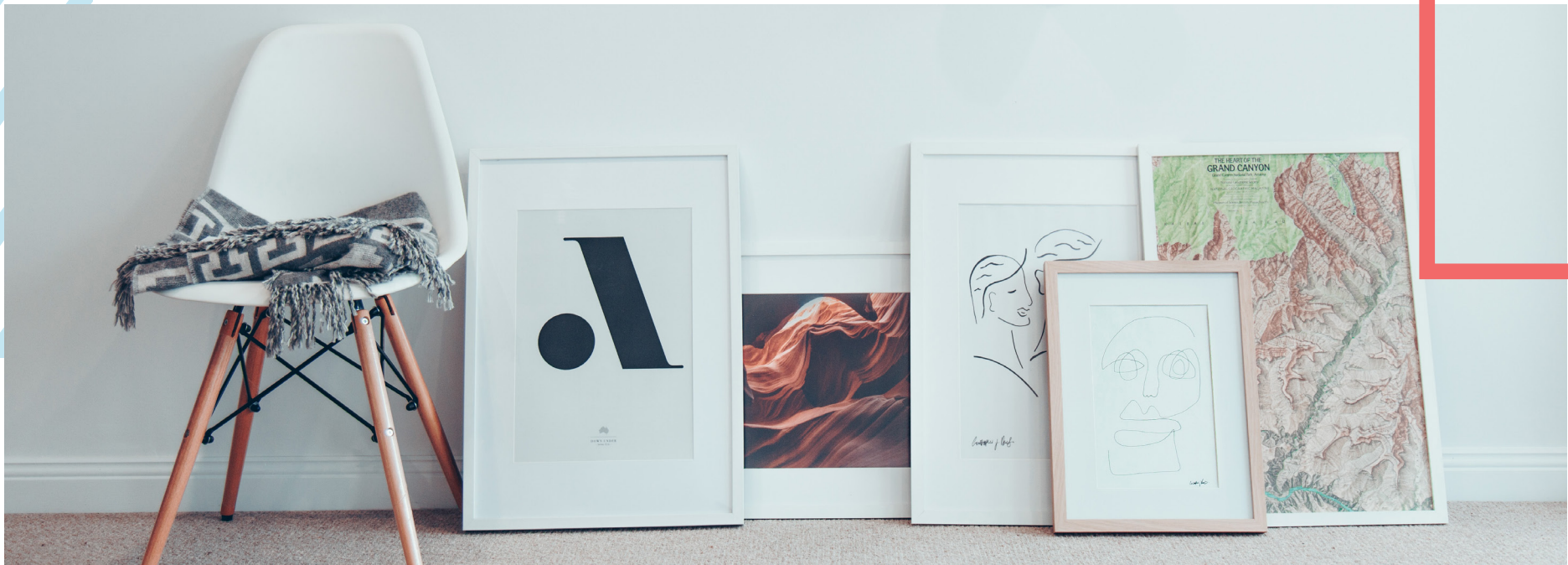abcdefghijklmnopqrstuvwxyz
!"·$%&/()=?¿^*_:;,.-´`+¡@#**

The Neuton family font is to be used in documents or long texts. This font family can be easily downloaded in google fonts.

HACKERS/FOUNDERS

Improper
uses for the logo

Brand Manual

The logo may not be altered in any way. Even though the elements are only initials, the logo remains one structure and cannot be separated. Color changes are also prohibited. Here are more examples of incorrect applications.

1

Use the logo in background with poor contrast

2

Change our institutional colors

3

Transform the logo, or add new elements to it

4

Place other items near the logo without respecting the safety area

5

Change the logo's proportions

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