IRON HACK

GRAPHIC GUIDELINES

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Introduction

Ironhack is a global inspirational brand

This is our brand role. It's a simple statement that helps to guide everything we do. Including how we look and how we talk to the world.

We created this document to facilitate the application of our brand guidelines by all Ironhack employees and partners that are seeking to feature Ironhack.

We need to ensure that our brand mantains a consistent look and feel no matter where in the world its seen.

This requires strict dedication to standards. This guide is provided to keep the brand consistent, focused and unique.

Primary logotype

Logotype & how to use it

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure a proper usage.

Logo colors & use

The electric blue Ironhack logo is the main logo. It must always be chosen first. Use it only with white or very bright backgrounds.

The white logo must be used with dark and colored backgrounds.

Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.

Logotype Artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

👉 **bit.ly/IRONHACKLOGOS**

Primary blue logotype
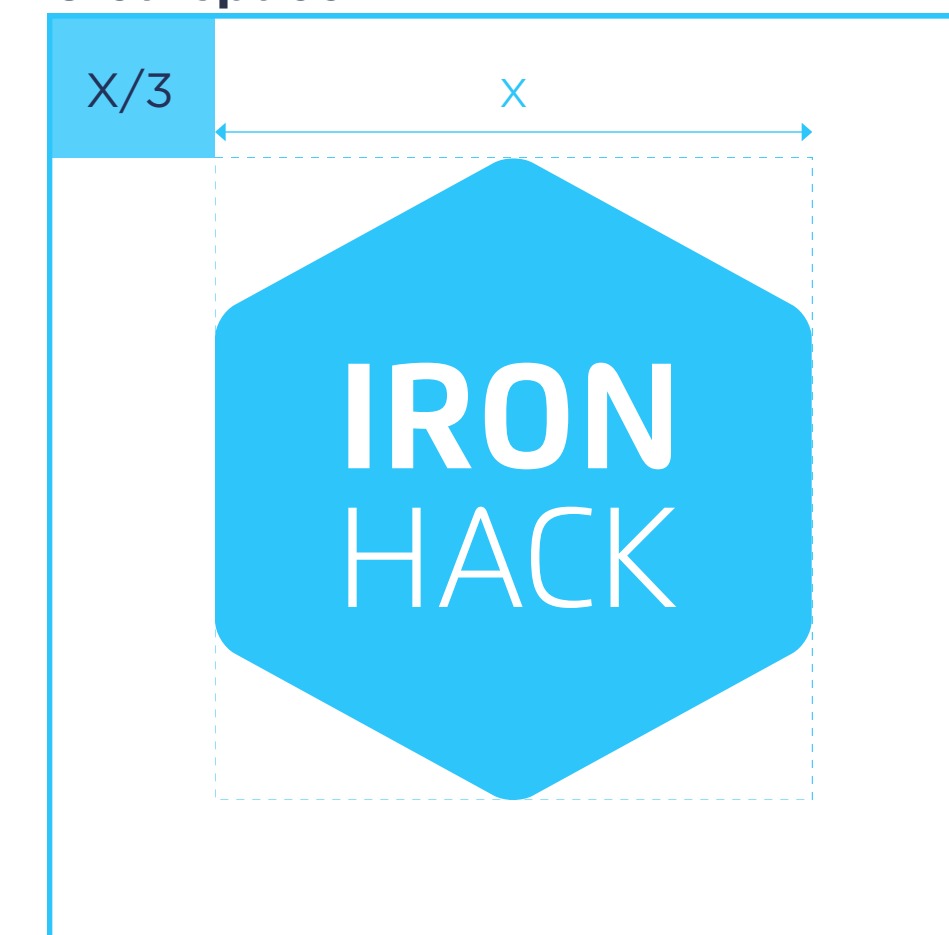
IRON HACK

Primary white logotype

IRON HACK

Clearspace

X/3   X

IRON HACK

Minimum size

IRON HACK

Minimum print size **0.4 inch (10mm)** wide.
Minimum digital size **60 pixels** wide.

Business logotype

Logotype & how to use it

The business black Ironhack logo is dedicated to the business & B2B, it must only be used for this purpose.

Logo colors & use

Always use this logo with bright or white backgrounds for the black one, and colorful or dark backgrounds for the white one.

Clearspace

In order to preserve the integrity of the Business Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.

Logotype Artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

Business black logotype

IRON
HACK

#2B2F30

Business white logotype

IRON
HACK

Clearspace

X/3

X

IRON
HACK

Minimum size

IRON
HACK

Minimum print size **0.4 inch (10mm)** wide.
Minimum digital size **60 pixels** wide.

Campus logotype

Logotype & how to use it

The local campuses logotypes are meant to be displayed on the local social networks channels.

Logo colors & use

This logotype must not be touched in any way, it must remain electric blue, with the name of the cities.

Clearspace

In order to preserve the integrity of the Campus Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.

Logotype Artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.
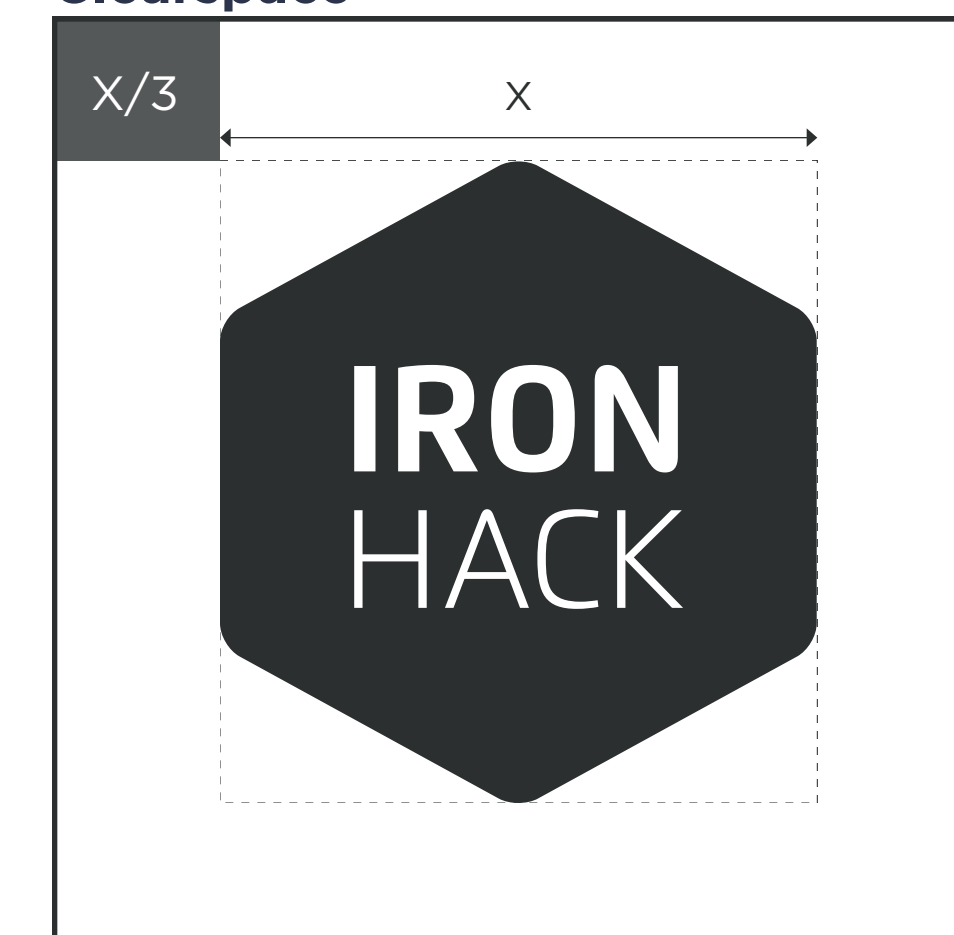
Campus logotype | Paris

IRON HACK

PARIS

Campus logotype | Barcelona

IRON HACK

BARCELONA

Clearspace

X/3   X

IRON HACK

PARIS

IRON HACK
MADRID

IRON HACK
AMSTERDAM

IRON HACK
BERLIN

IRON HACK
MIAMI

IRON HACK
MEXICO CITY

IRON HACK
SÃO PAULO

Incorrect logo usage

Logotype don'ts

To make sure our logotype appears as consistently as possible throughout our communications.

We've identified a few ways we don't want our logotype to appear.

Don't skew or rotate

Don't stretch

Don't change colors

Don't try to recreate it

Don't make alterations, additions or substitutions to the words and or colors contained in the logo.

Don't place the logo on a photography as a profile picture (social media)

Don't separate the icon from the word mark

Don't STYLIZE the logotype with outlines, glows, or any other techniques or effects

Don't use our logo against a blue background

Color palette

Colors use

These are our main palette colors, which will be used in every platform of Ironhack's communication.

These colors will be applied for texts and/or backgrounds. If the background is dark, the typography will be white, if it's bright, it will be dark.
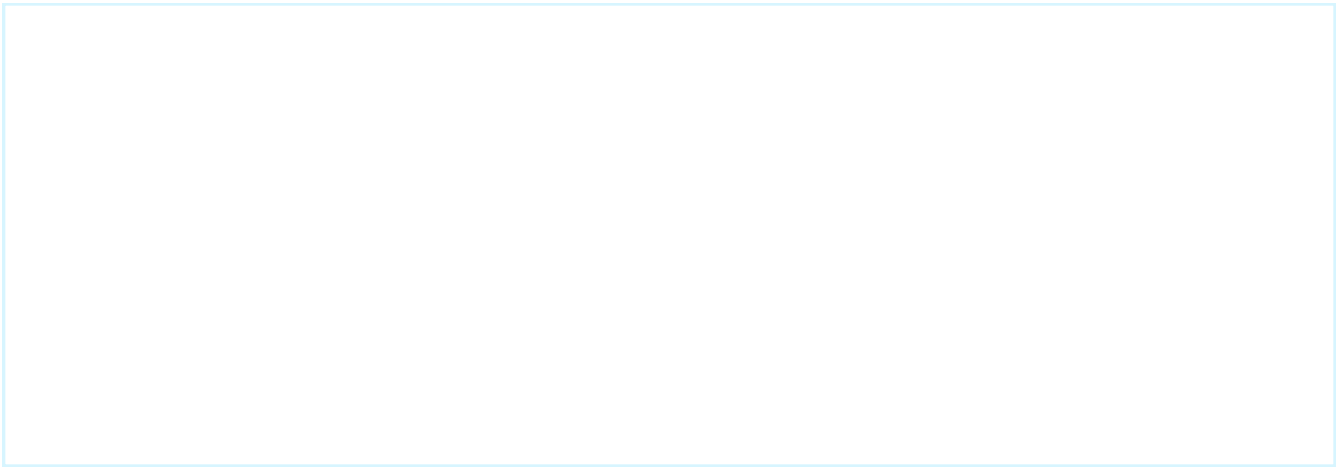
Use as much as possible white bright backgrounds.

IRONHACK ELECTRIC BLUE

RGB	45/197/250
CMYK	65/0/0/0
HEX	#2DC5FA

PURE WHITE

RGB	255/255/255
CMYK	0/0/0/0
HEX	#FFFFF

DARK BLUE

RGB	45/53/76
CMYK	87/74/43/44
HEX	#2D354C
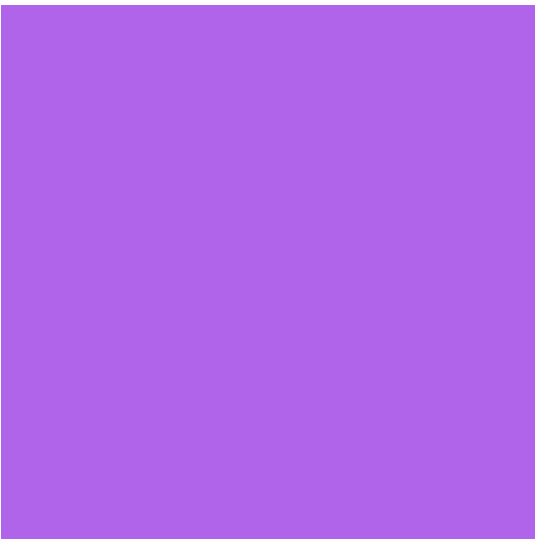
BRIGHT PURPLE

RGB	176/100/234
CMYK	46/67/0/0
HEX	#B064EA

INDIAN RED

RGB	242/116/113
CMYK	0/69/47/44
HEX	#F27471

LIGHT YELLOW

RGB	253/211/91
CMYK	1/16/76/0
HEX	#FDD35B

LIGHT GREEN

RGB	119/192/188
CMYK	1/16/76/0
HEX	#77C0BC

Color usage

Colors & how to use them

The color palette is meant to be used carefully, and depending on the communications/themes.

They will be displayed mainly through thumbnails, posts, events and banners.

Electric Blue

The main electric blue color must be used to identify **Hackshows, student projects & web development themes.**

Bright Purple

Purple is the color of creativity, that's why we use this color for **Design, such as UX/UI, prototyping, creativity, etc.**

Indian Red

Our soft Indian Red is dedicated to **outcome subjects** (alumni about their jobs, people in tech, alumni programs, etc.).

Light Yellow

Yellow is bright, related to knowledge. We affiliate this color with **Data Analytics & Irontalks.**

Light Green

Green is nature, authenticity and luck. That's why we must use this color for **culture** (bootcamps, hiring partners, partnerships, etc.)

Typography

GOTHAM HTF | DIGITAL USE

Typography is a key element to communicate a unified personality for Ironhack.

We have selected GOTHAM as our font for digital and web communications.

GOTHAM is strong, yet it is not overbearing.

When using GOTHAM for body copy use sentence case. Mixing weights in headlines is okay.

You can use large VAT for titles.

👉 bit.ly/IRONHACKFONTS

GOTHAM 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

GOTHAM BLACK

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

GOTHAM MEDIUM

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

GOTHAM BOOK

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

GOTHAM FIGURES

1 2 3 4 5 6 7 8 9 0 # @ & » ' ( ) § ! ° -
_ $ € £ * ^ ¨ % ` + = : / < > ; . , ? [ ]

Typography

ROBOTO STD | PRINT USE

Typography is a key element to communicate a unified personality for Ironhack.

We have selected ROBOTO STD as our print font.

We can use ROBOTO MONO bold exceptionally & in rare cases.

ROBOTO 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

ROBOTO BLACK

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

ROBOTO MEDIUM

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

ROBOTO REGULAR

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

ROBOTO FIGURES

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_ $ € £ * ^ ¨ % ` + = : / < > ; . , ? [ ]

Posts guidelines

How to make posts consistent

Make sure to be consistent in all our posts and communication platforms.

Typos are **Roboto STD & Roboto Mono. Be careful of each typography weight. ALWAYS USE CAPS.**

Black & whites boxes needs to be **adapted to the texts, with a radius from 8 to 15.**

👉 **bit.ly/adstemplate**

Theme/Object
Font: Roboto STD Bold [CAPS]

Ironhack Logo always
on top right corner

Emoji related to the theme

Main Title
Font: Roboto STD Bold [CAPS]

Subtitle
Font: Roboto STD Bold [CAPS]

Subtext
Font: Roboto STD BOLD [CAPS]

The polygon always on the bottom left corner
The color changes depending on the theme

Call to action button
Font: Roboto Mono Bold [CAPS]

APERTURA NUEVO CURSO
UX/UI DESIGN
TIEMPO PARCIAL
28 DE AGOSTO - 16 DE FEBRERO
APLICAR AHORA

Polygon usage

How to use Ironhack Polygon

The polygon is one of the strongest Ironhack symbols. It's related to tech and creativity.

We can use the polygon in all our communication platforms, but we must not alterate it.

The main use will be to enhance titles, such as in Youtube Thumbnails, advertisements, social network posts, etc.

We can also use them for decoration, showing only the edges and with transparency in our presentations.

Emojis usage

How to use Emojis

Emojis are part of our modern society, that's why we must integrate them to our external communication platform.

The emojis should be used depending on the theme, and with titles.

Pay attention to the skin color if we use them to identify some people, we're a global brand, meaning a lot of ethnies and nationalities !

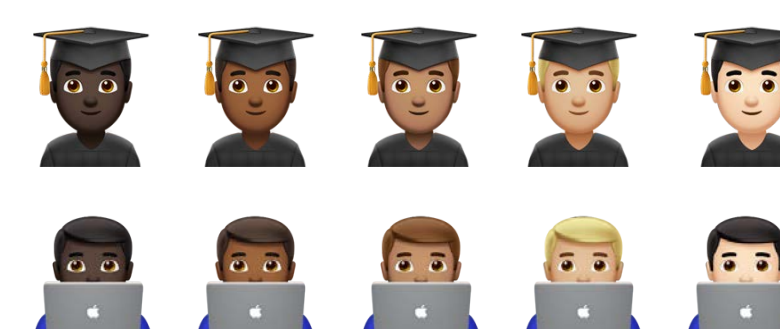Be careful, **do not use more than 1 emojis per creations.**

👉 bit.ly/IRONHACKEMOJIS

LEARN TO **CODE**
YOUR OWN LANDING PAGE

#RETREAT
IRONHACK RETREAT
PLATJA D'ARO | SPAIN

Flags

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Students

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Photos Guidelines

How to take good pictures

Brightness

It's no secret, the **main ingredient for a great photo is light**. A bad light can give you a low quality photography.

It is better to take 5 good photos than 100 with bad light or framing.

Framing

It's very important to consider the horizon. It always has to be straight. Otherwise it might look weird and amateur.

Highlighting people & objects

If you want to highlight something in a heavy photo (with a lot of people, computers, etc.), you will need to put the focus on the person/object you're shooting in order to have a blurry background.

When shooting someone, it's better to have him/her in a corner than in the middle, it's way more aesthetical.

Always search for smiling and comfortable people in front of the camera. Try to be creative and original, the more the people you shoot are comfortable, the more the photo will be inspirational for our brand.

Filters & color grading

Don't use Instagram filters except if you have no choice. Try to give **life and authenticity** to the photos - neither too hued, neither too insipid.

The best softwares to use are Lightroom & Photoshop. You can also use VSCO if you are not comfortable with Adobe softwares.

Technical aspects

Whenever you can, **use a tripod for shooting,** even if it's with a smartphone.

Photos Guidelines

Examples of good photos

Here you will find a selection of great photos taken by Ironhackers.

Again, the main word here is brightness. That's the kind of photo we can share in each social media.

Little Tip 💡

When shooting someone, try to make figure the eyes at 2/3 of the photo, it helps to give a good framing !

Here is an example of a **good use of the focus**. The MC is highlighted whereas the background remains blurry.

The people in this photo are **not aligned in the center,** they are displayed in the corners for more harmony and aesthetics.

For a good group photo, do not hesitate to take a step behind for a better framing, and a good focus.

These students seems to feel very comfortable in front of a camera, they're **smiling and look very natural.**

Photos Guidelines

Don't

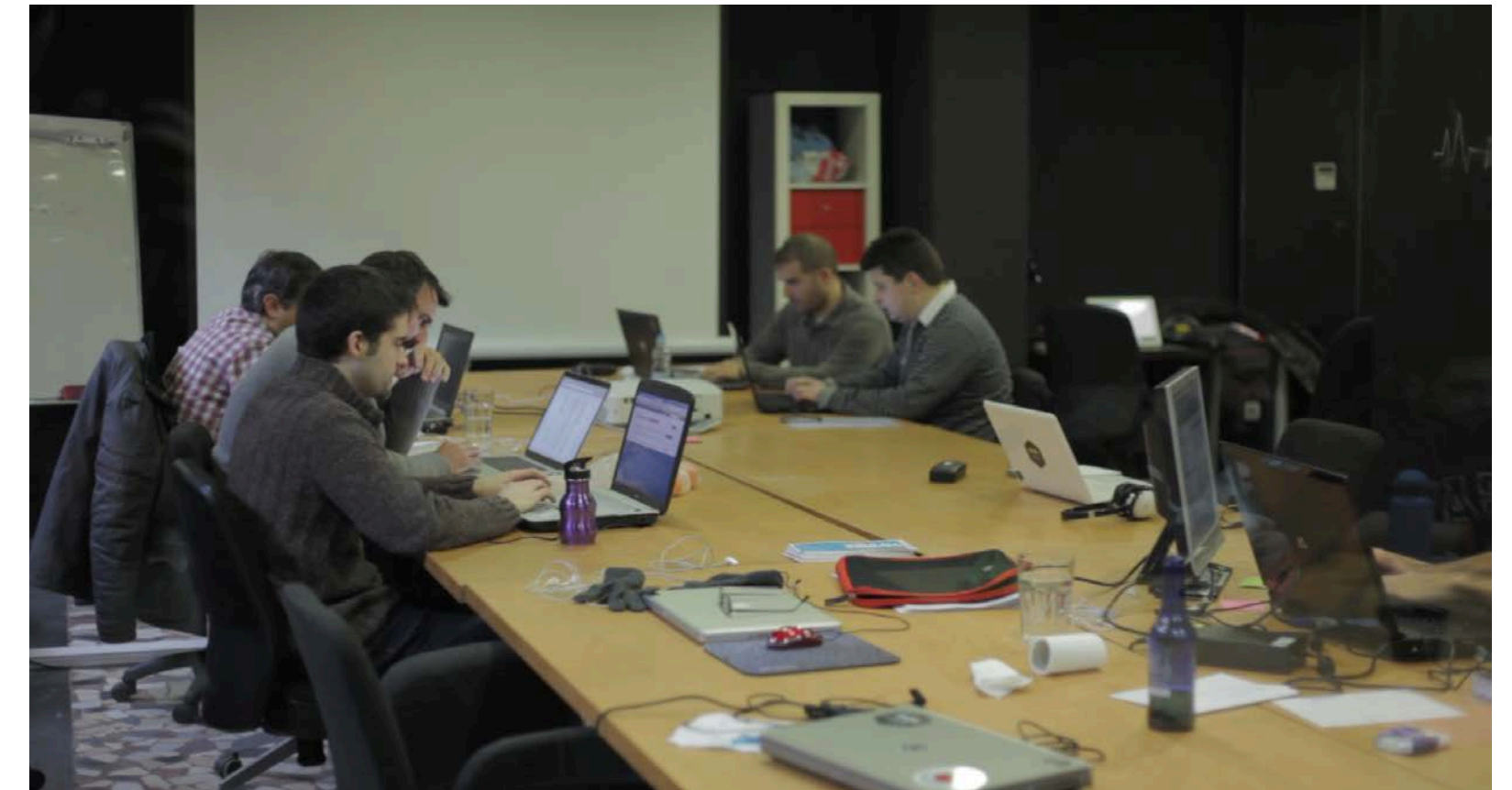Make sure the photos are **not in black & white, over-exposed or in shades of grey**.

Do not shoot only inside the campuses, we need to **highlight our amazing cities** !

Do not use **cheap filters or effects**

When using text, do use the same guidelines for thumbnails or motion graphics.

This photo is very dark and we don't really understand the message.

Here there's a messy and sad photo. It contains almost everything you must not do when taking a picture.

This photo wouldn't be bad, if there was a good use of Instagram filters & color grading.

The main problem with this photo is the black & white. There is no use of black & white in our guidelines.

Gotham HTF
Titles & Text | Web

Aa
Aa

Roboto STD
Titles & Text | Print

Aa
Aa

Flags

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Arms & Fingers

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Various

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Students

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