

BRAND GUIDELINE

HACK4CHANGE

Introduction

Brand Overview

Hack4Change is Moncton's inaugural civic tech hackathon, organized by Civic Tech Moncton in partnership with the Greater Moncton Homelessness Steering Committee. This three-day intensive event brings together developers, designers, students, and community advocates to build technology solutions that create lasting community impact.

Keywords

futurism

energetic vibe

technology

Logo

Overview

The Hack4Change logo take inspiration from the East Coast and Moncton's city elements. The main component of its the lighthouse that is incorporated into the number 4.

The primary logo has different variatons, to be used for larger or smaller application in light or dark background.

Primary Logo

Used most often
in large application



Small Size

Used in social media
templates, stickers



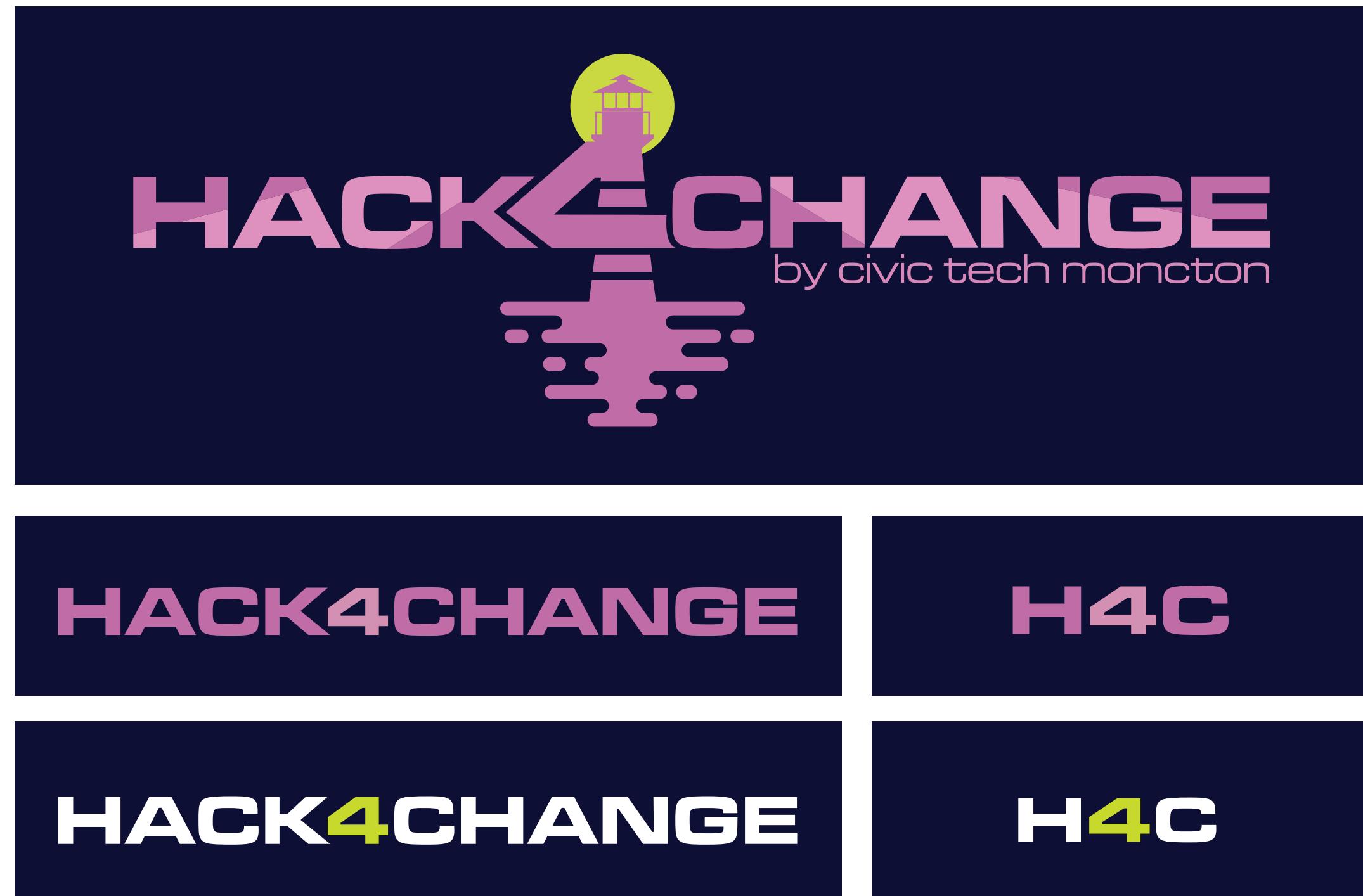
Badge



Logo
Light Background



Logo
Dark Background

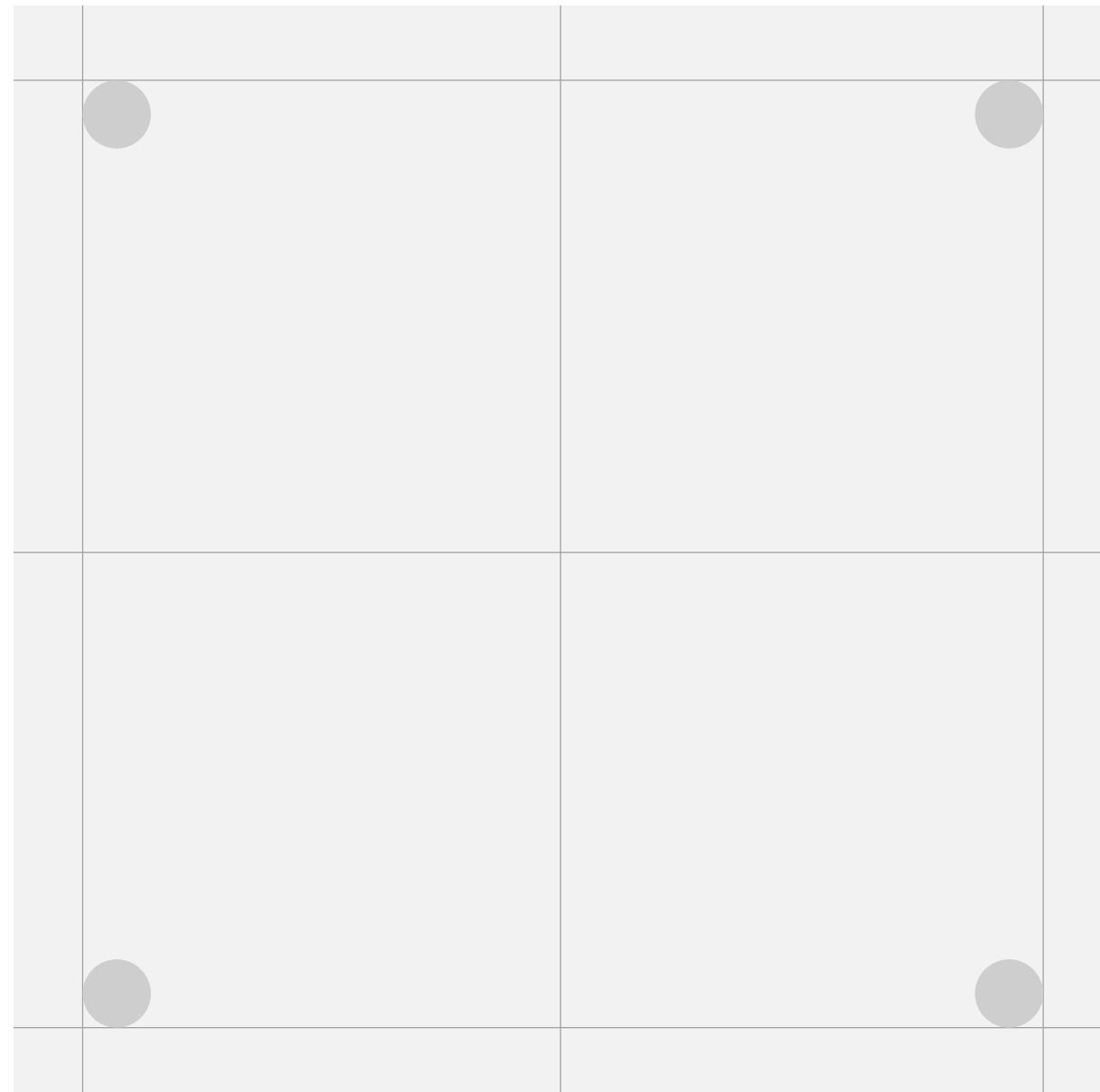


Placement

Depending on its placement, the elements can serve a different purpose in a composition. Consider both the audience and application when choosing the right placement.

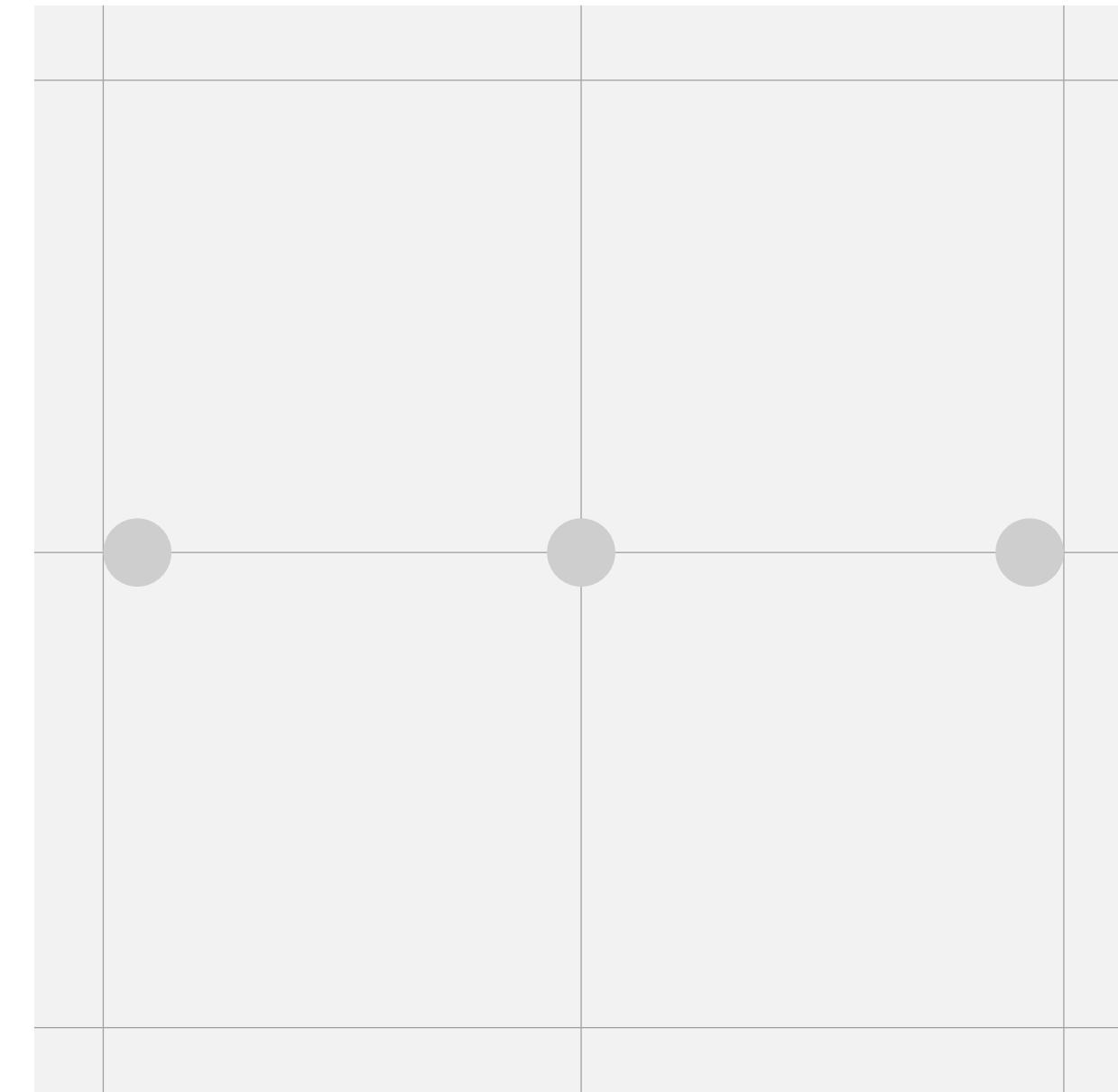
For informative or direct uses, use corner placements. For expressive uses, use center placements.

Example 1,
placed in the corner as
an informative element



Example 1

Example 2,
placed in the center
for expressive
applications



Example 2

Colors

Overview

Colors are used to the identity system, to stand distinct in market, elevate the content Hack4Change create, and ensure that users are guided effectively through our communications.

Civic Tech Moncton Blue



H4C Color Palette

The following values represent our core palette.
These are used through the all applications and
our visual identity.



Typography

Overview

The Chakra Petch type family Google Font is our primary brand typeface. It is a techno inspired square sans serif with tapered corners designed by Cadson Demak.

Chakra Petch

Chakra Petch
AaBbCc&?
!.012345

**Weight
& Style**

Type weight helps differentiate between different pieces of information, create contrast, and establish hierarchy. Only use the following.

Chakra Petch
SemiBold

Chakra Petch
AaBbCc&?!012345

Chakra Petch
Medium

Chakra Petch
AaBbCc&?!012345

Chakra Petch
Regular

Chakra Petch
AaBbCc&?!012345

**Setting
Typeface**

When setting type, there are a range of settings that should be considered. These are the usage of headlines, subheads, and body text.

Headline
Chakra SemiBold
160/180pt

Chakra

Subhead
Chakra Medium
110/130pt

Chakra

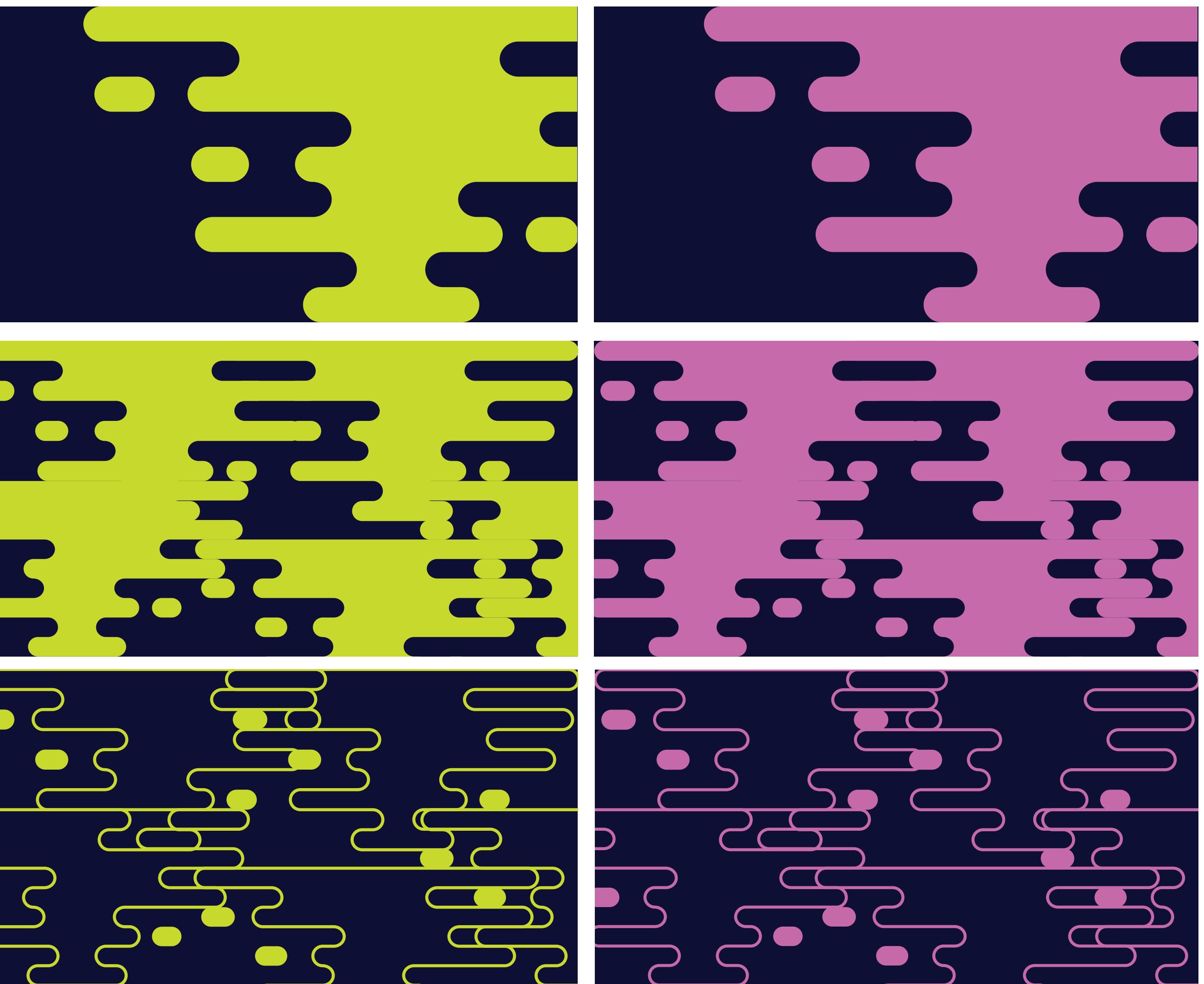
Body Text
Chakra Regular
50/70pt

Chakra

Patterns & Visual Applications

Overview

Our identity elements such as patterns or Moncton's black and white imagery are used in various combinations to showcase our event publications. The branding collateral may vary depending on marketing campaigns and trend updates.

Patterns

**Visual
Imagery**



Stickers

Hack4Change
Moncton

For more: civictechmoncton.org



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