



**#HACK  
THE HUB 22**

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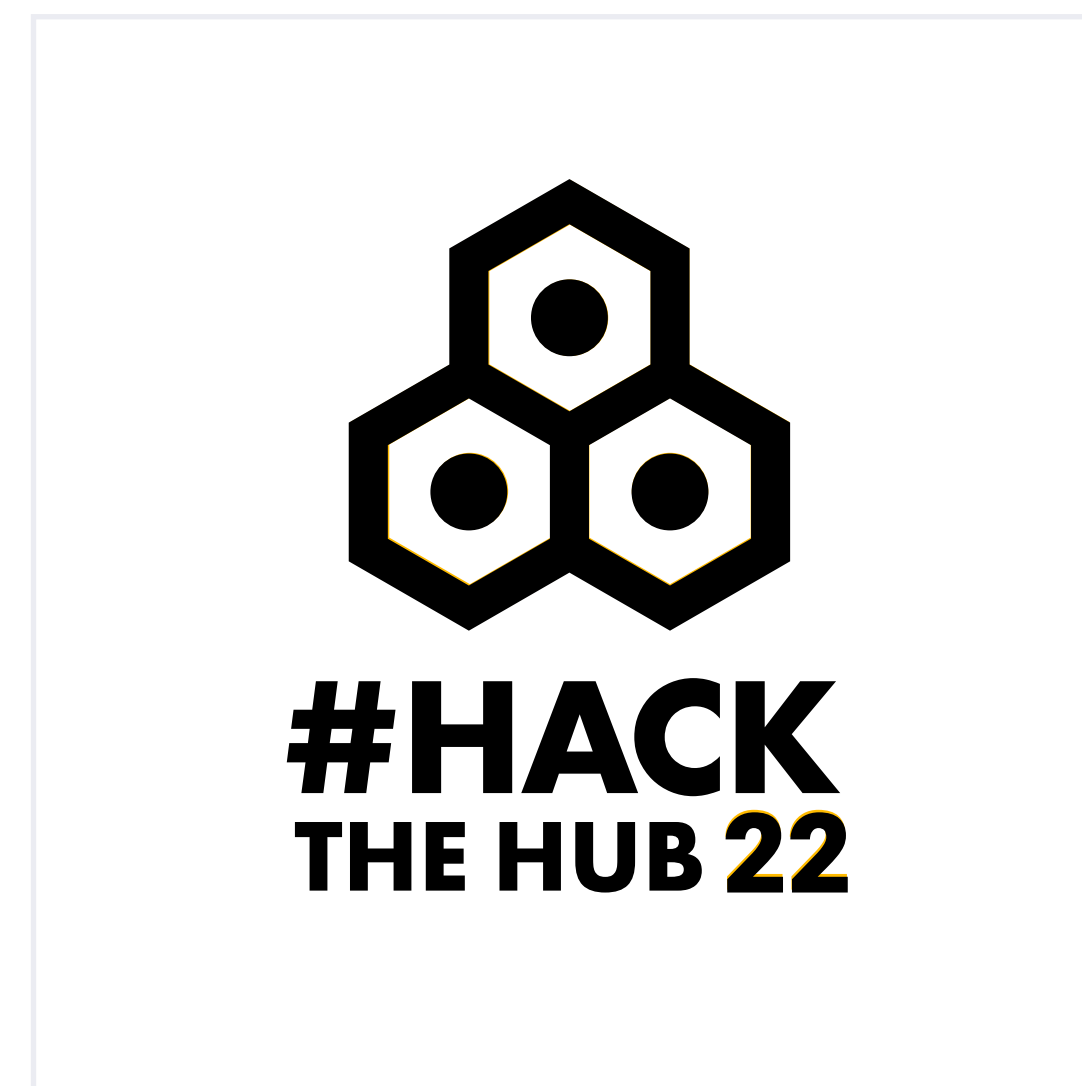


# PRIMARY LOGO



HackTheHub primary logo can be used on dark, light, white, black and colour backgrounds. The primary logo should be reserved to be used at large scale, ideal min width 200px.

2



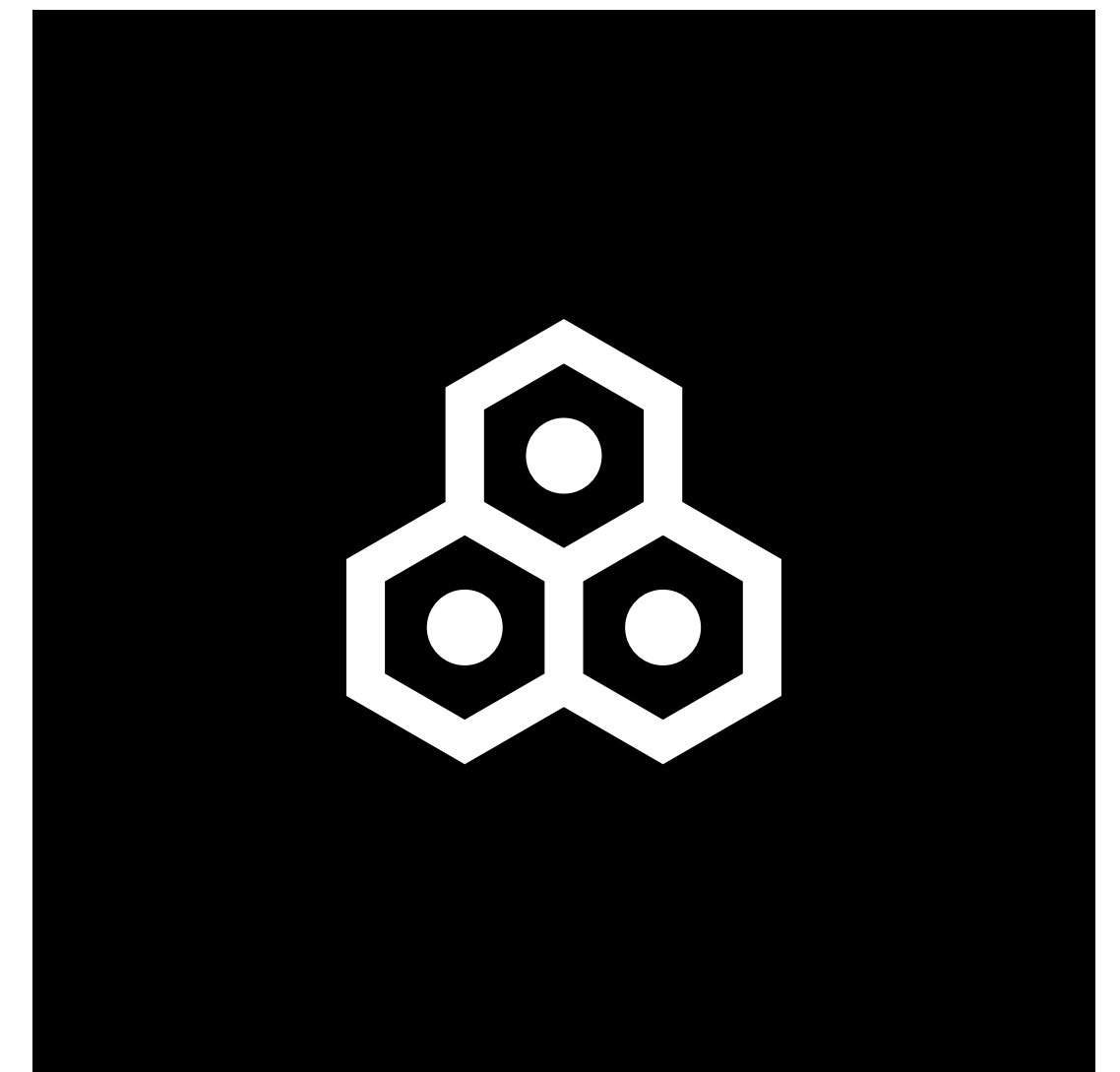
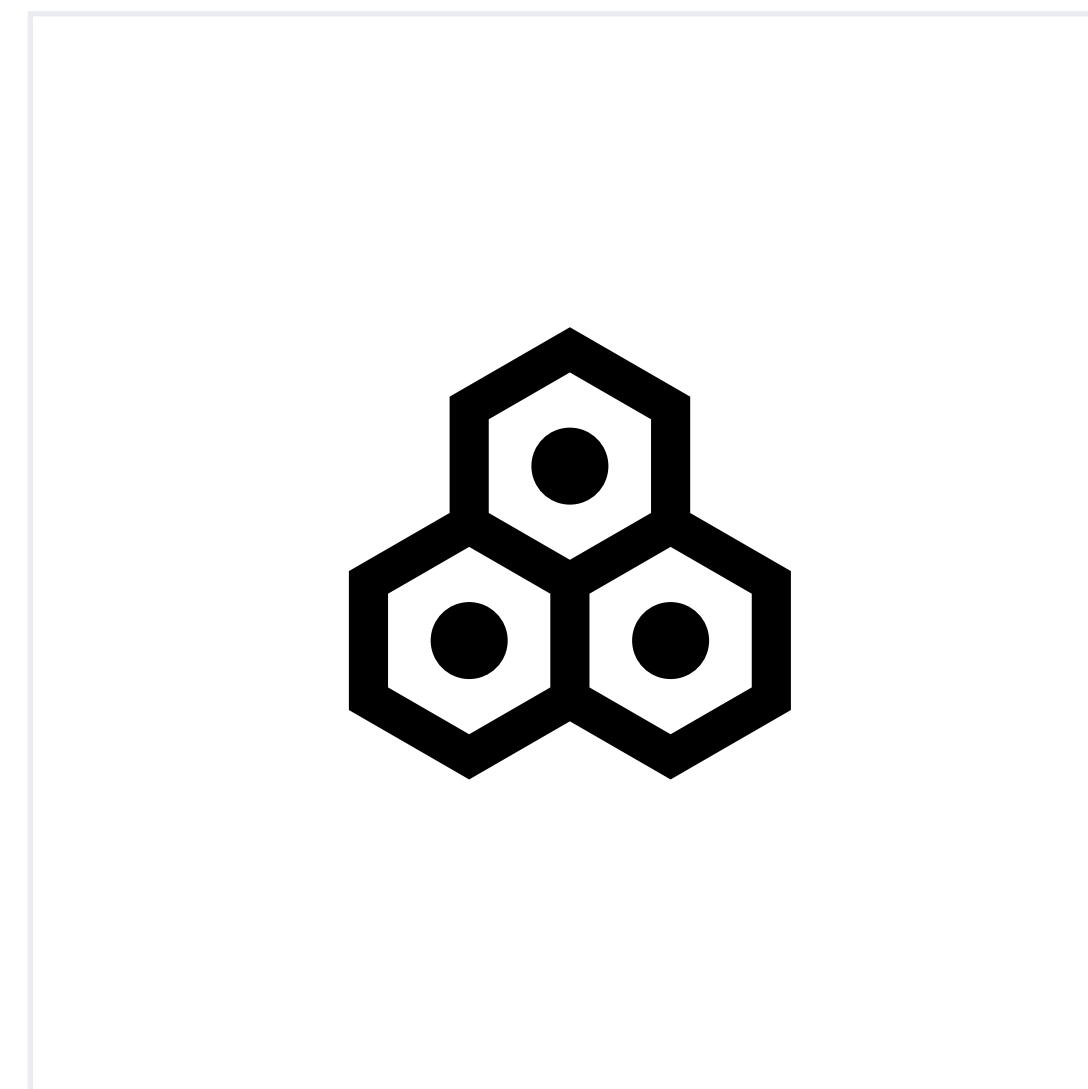
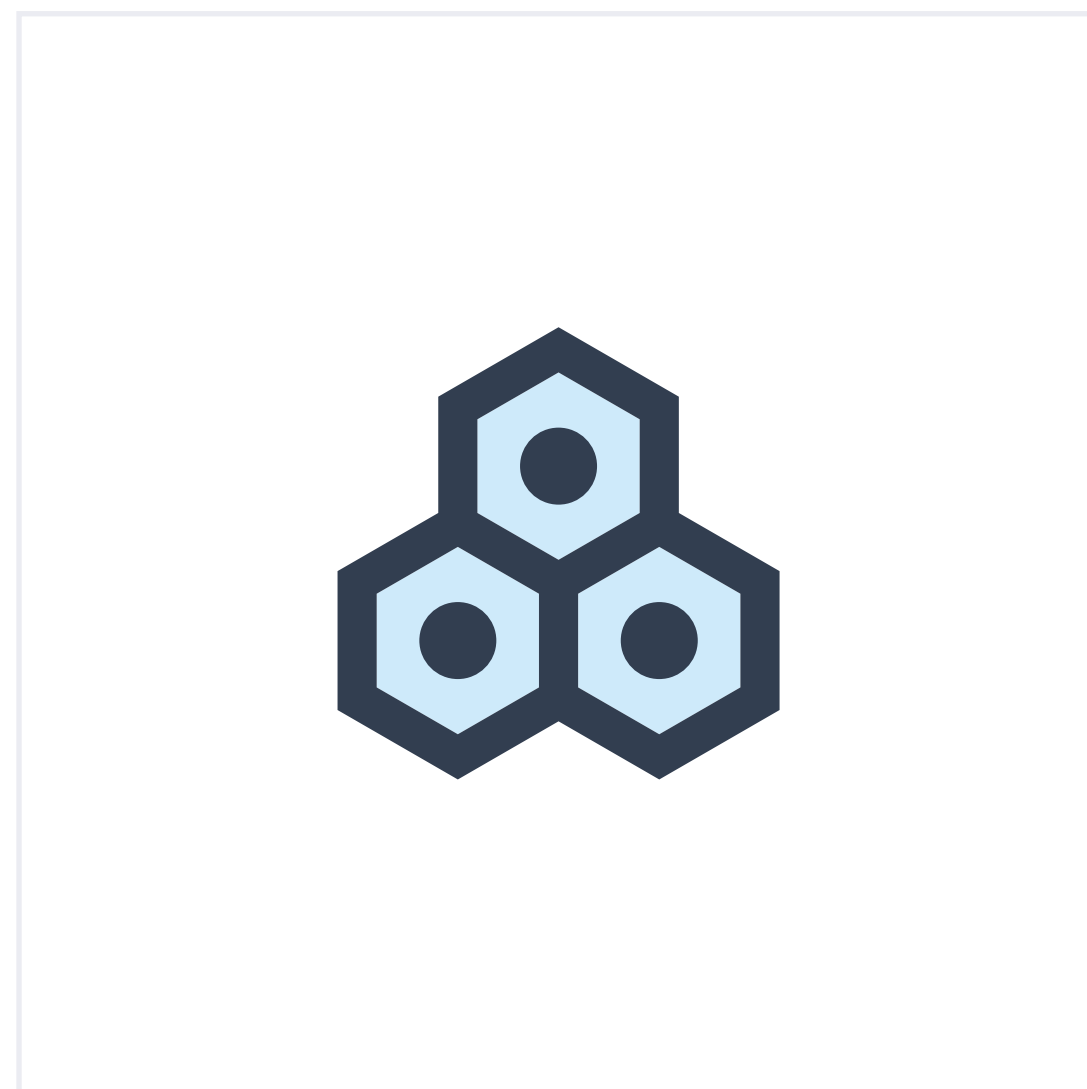


# BRANDMARK

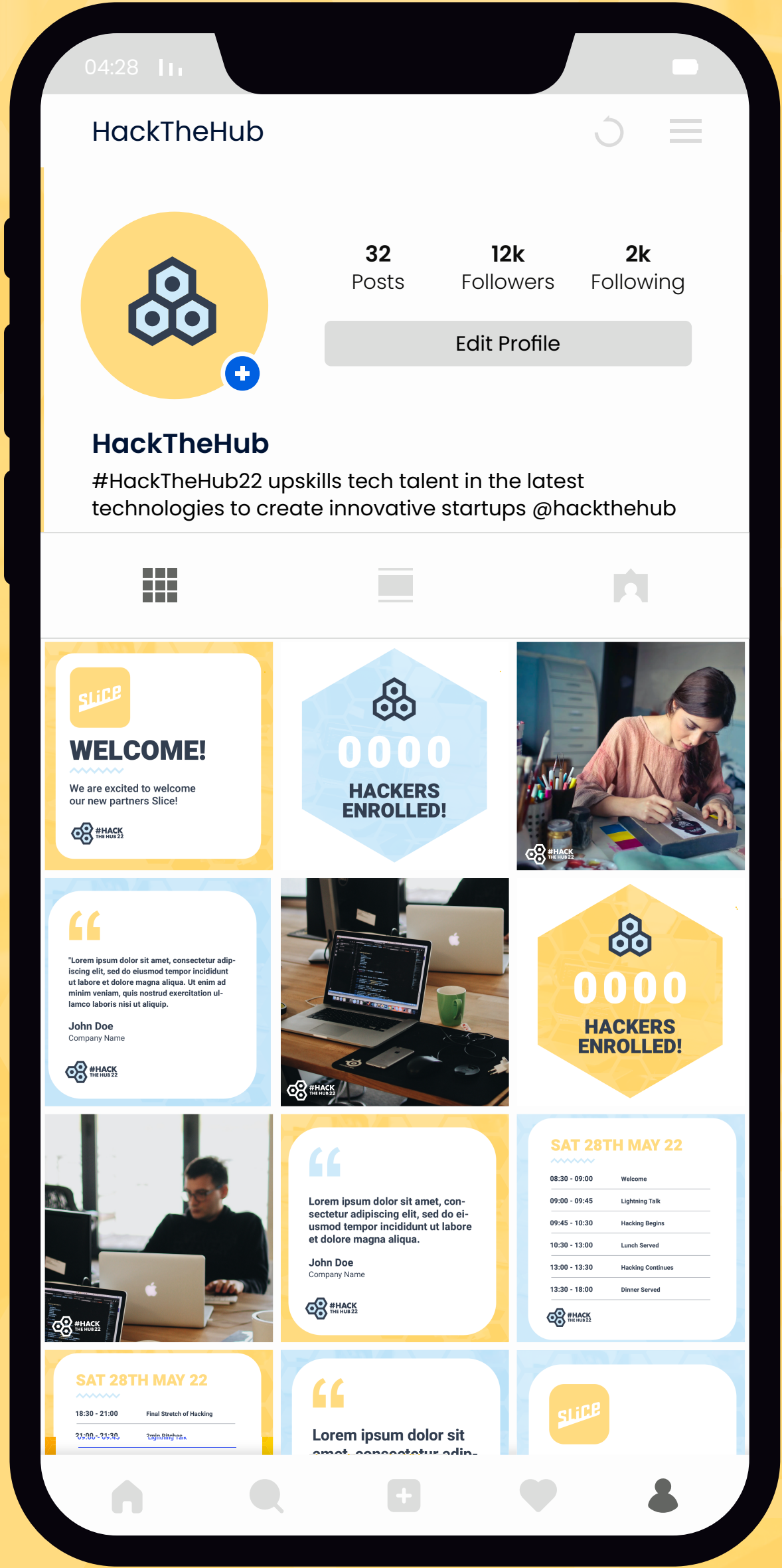


HackTheHub brand mark is a minimal version of the primary logo, designed to serve as a more subtle brand touchpoint than the full primary logo. The brand mark should invoke the emotions and characteristics of the brand, when use of the full logo is not applicable or necessary. For example, the brand mark is particularly suited to smaller scale use cases and touchpoints where the primary logo may encounter legibility issues.

4







# SECONDARY LOGO



HackTheHub secondary logo is ideal for use in situations where the shape and orientation of the primary logo may not be suitable. Some ideal use cases include documents, stationary and websites.

6





# COVER PHOTOS

HackTheHub cover photos are designed for use on twitter and linkedin and twitter to ensure consistency across all platforms while conveying the essence of the HackTheHub brand.

7



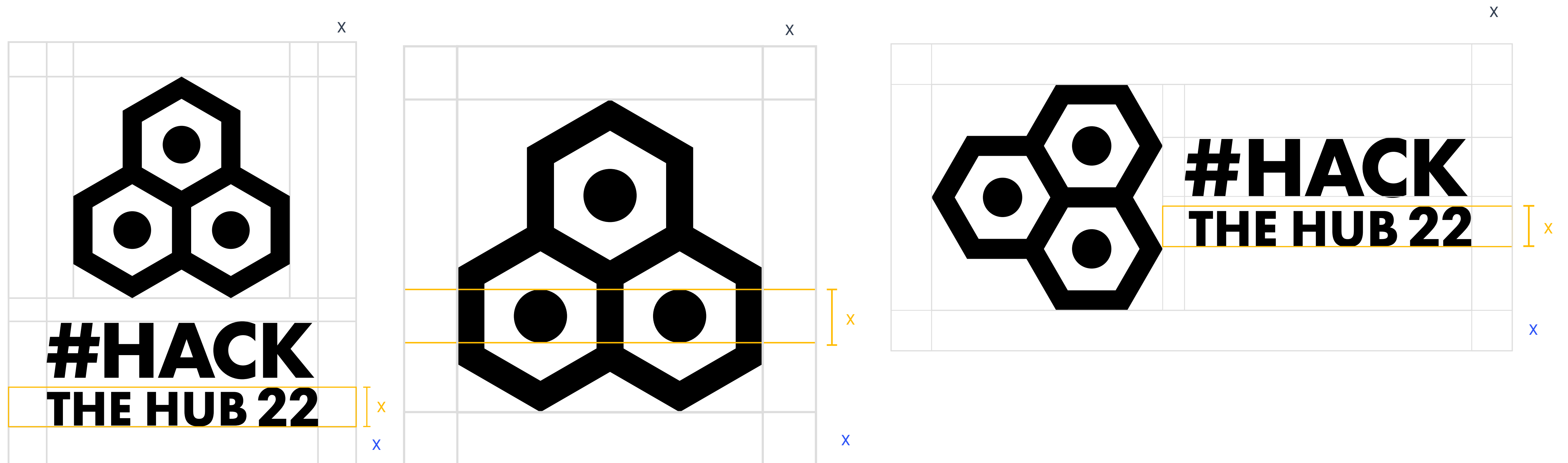


# SAFESPACE



To ensure legibility and optimal compisition always give the logo sufficient room. This space isolates the logo from any competing graphic elements or edges that might conflict with, overcrowd and lessen the impact of the logo. Ideally use the dimensions of the height (x), the general lineheight of the wordmark to determine a clear margin.

8



# COLOUR PALLETE



HackTheHub colour palette has been designed to represent the essence of the HackTheHub community. Hacker Yellow invokes emotions synonymous with the creativity, ingenuity and cooperative nature of our events juxtaposed against Hacker Blue which denotes the competence and integrity of our community. These colours create a striking high contrast composition that is attractive, memorable and instantly recognisable.

## Primary

