



# HACK001 TOBER01 FEST010

BRAND GUIDELINES

V1.4 – AUGUST 2023

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# ABOUT HACKTOBERFEST





## OUR PURPOSE

Hacktoberfest is a month-long celebration dedicated to the improvement and growth of open source technology. Throughout the month of October, we extend a warm invitation to all open-source software enthusiasts, whether beginners or seasoned developers, to join us in contributing to open-source projects. This annual event plays a crucial role in fostering the growth of open source projects, enabling developers to become valuable contributors or maintainers, and bringing together vibrant developer communities both online and offline, globally.



# HACKTOBERFEST LOGO





**1.0 / FULL COLOR LIGHT**  
On dark background



**2.0 / FULL COLOR DARK**  
On light background



### 3.0 / SINGLE COLOR LIGHT

On dark background



#### 4.0 / SINGLE COLOR DARK

On light background

## VERTICAL LOGO

The vertical logo is the primary logo. This is the logo that should be used in most cases. This is the logo that should be used when there is plenty of vertical space.



## HORIZONTAL LOGO

The horizontal logo should be used when there is less available vertical space.

## 1.0 / FULL COLOR LIGHT

On dark background



## 2.0 / FULL COLOR DARK

On light background



### 3.0 / SINGLE COLOR LIGHT

On dark background



#### 4.0 / SINGLE COLOR DARK

On light background

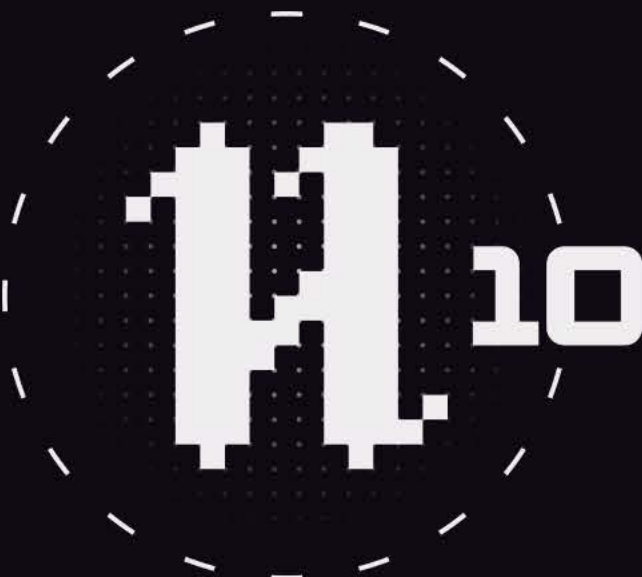




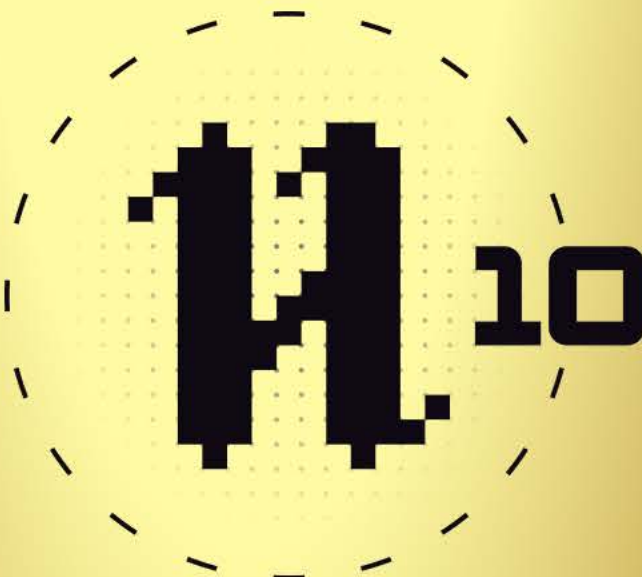
1.0 / FULL COLOR LIGHT  
On dark background



2.0 / FULL COLOR DARK  
On light background



3.0 / SINGLE COLOR LIGHT  
On dark background



4.0 / SINGLE COLOR DARK  
On light background

## LOGOMARK ICON

The logomark icon should be used in areas that only require an icon and not a lockup.



# COLOR PALETTE







# TYPOGRAPHY



# TYPEFACES

HEADLINES

JETBRAINS MONO EXTRABOLD

BODY

JETBRAINS MONO REGULAR

JETBRAINS MONO MEDIUM

JETBRAINS MONO BOLD

# SUPPORT OPEN SOURCE

Open-source projects, maintained by community-minded coders, make the modern internet function. Supporting that essential work, and the folks behind it, is what **Hacktoberfest** is all about.

You have skills that can help keep these projects continue running—let's get to it.

## 1.0 / HEADLINES

Headings use **JetBrains Mono-ExtraBold** with **Manga 2.0**.

## 2.0 / BODY TEXT

Body text uses **JetBrains Mono-Regular** with **Manga 3.0**.

Emphasis is **JetBrains Mono-Bold** with **Bavarian Gold 2.0**.

## 3.0

# SUPPORT OPEN SOURCE

4.0

Open-source projects, maintained by community-minded coders, make the modern internet function. Supporting that essential work, and the folks behind it, is what **Hacktoberfest** is all about.

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## 4.0 / BODY TEXT

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## 1.0

## MISSION

2.0

Bringing the open source  
community together to **celebrate**  
**10 years** of connecting, creating  
and growing open source.

## 1.0 / EYEBROW HEADLINES

Headings use **JetBrains Mono-ExtraBold** with **Manga 3.0**.

## 2.0 / BODY TEXT LARGE

Body text uses **JetBrains Mono-Medium** with **Manga 2.0**.

Emphasis is **JetBrains Mono-Bold** with **Bavarian Gold 2.0**.

## 3.0

## MISSION

4.0

Bringing the open source  
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**10 years** of connecting, creating  
and growing open source.

### 3.0 / EYEBROW HEADLINES

Headings use **JetBrains Mono-ExtraBold** with **Manga 4.0**.

#### 4.0 / BODY TEXT LARGE

Body text uses **JetBrains Mono-Regular** with **Void 2.0**.

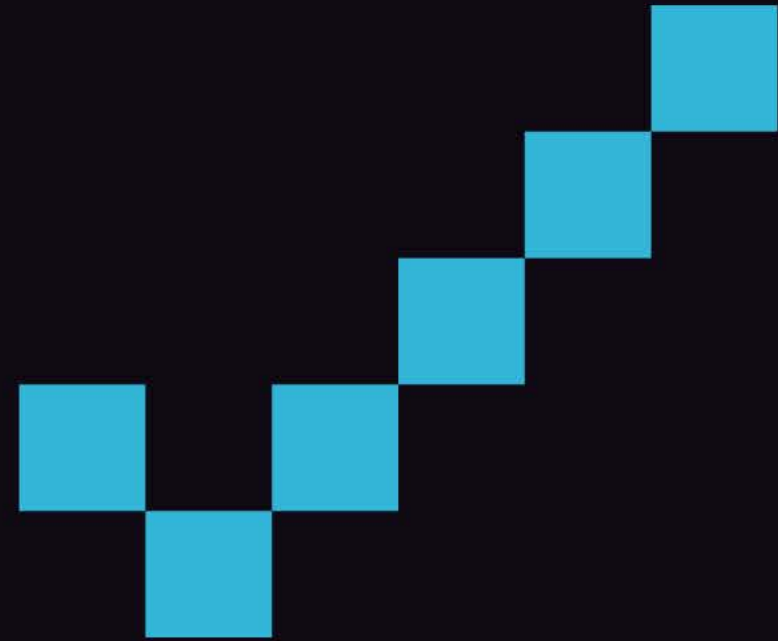
Emphasis is **JetBrains Mono-Bold** with **Bavarian Gold 3.0**.



# LIMITATIONS

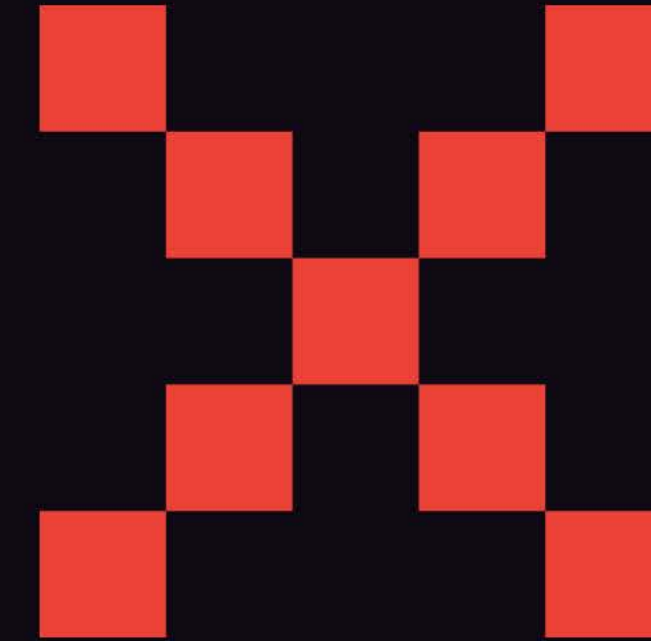






# DO'S

- Use the key visual in any promotional digital graphic.
- Open source your designs so that others can benefit from your creations.



# DON'TS

- Create physical merchandise, such as t-shirts, using the Hacktoberfest design.
- Use the Hacktoberfest logo to indicate official endorsement from us, such as on certificates.
- Sell any items using the Hacktoberfest graphics.



