bitcamp

Brand
Guidelines

Name Usage

Name Usage

Bitcamp is stylized as "bitcamp" in the context of the logo, but should always be written as "Bitcamp" in text.

Bitcamp is monolithic. Avoid writing "Bitcamp hackathon" or amending it otherwise unless absolutely necessary.

Different Bitcamp events are identified by year. When noting Bitcamp's date, write Bitcamp [year]. Specific dates should be written in this structure: April 3-5, 2020.

✅ **Bitcamp**

❌ **BitCamp**

❌ **Bit-camp**

❌ **bitCamp**

❌ **UMD Bitcamp**

❌ **Bitcamp '20**

❌ **Bitcamp 2020S**

❌ **Bitcamp April Edition**

❌ **The Camp**

✅ **Bitcamp 2020**

❌ **Bit Camp**

❌ **bitcamp**

❌ **BITCAMP**

❌ **HackMaryland**

❌ **Bitcamp 2**

❌ **Spring Bitcamp**

❌ **Bitcamp Early 2020**

❌ **Technica**
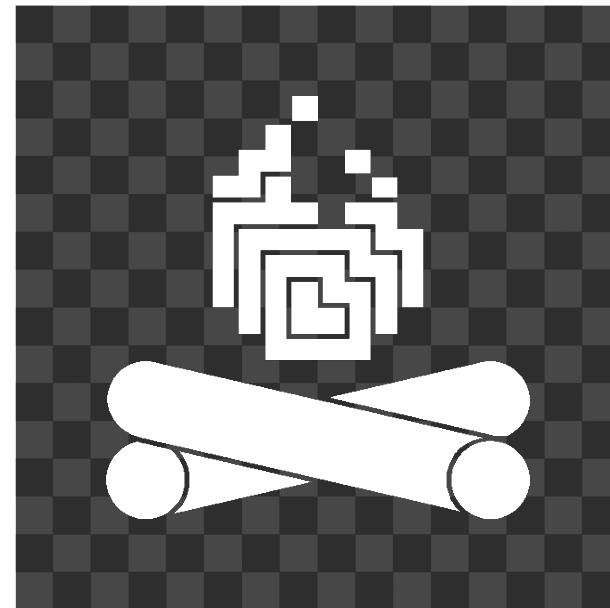
Logo Basics

The Campfire

The Campfire is Bitcamp's primary logo. Used for the mobile app icon, website favicon, and other iconographic applications, the campfire has two styles — "Standard" (full color) and "Mono" (single color).
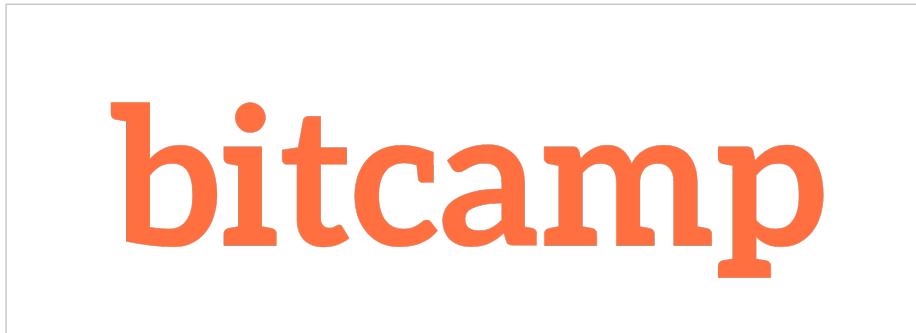
Standard

Mono

Wordmark

The Wordmark is the event's name in the Aleo typeface. The Wordmark is the only instance in which Bitcamp may be referenced using all lowercase letters.

bitcamp

Standard

bitcamp

Mono

Logotype

The logotype is a combination of both the Campfire and the Wordmark. The logotype is best used for navigation and in areas where there are vertical spacing constraints.

Standard

Mono
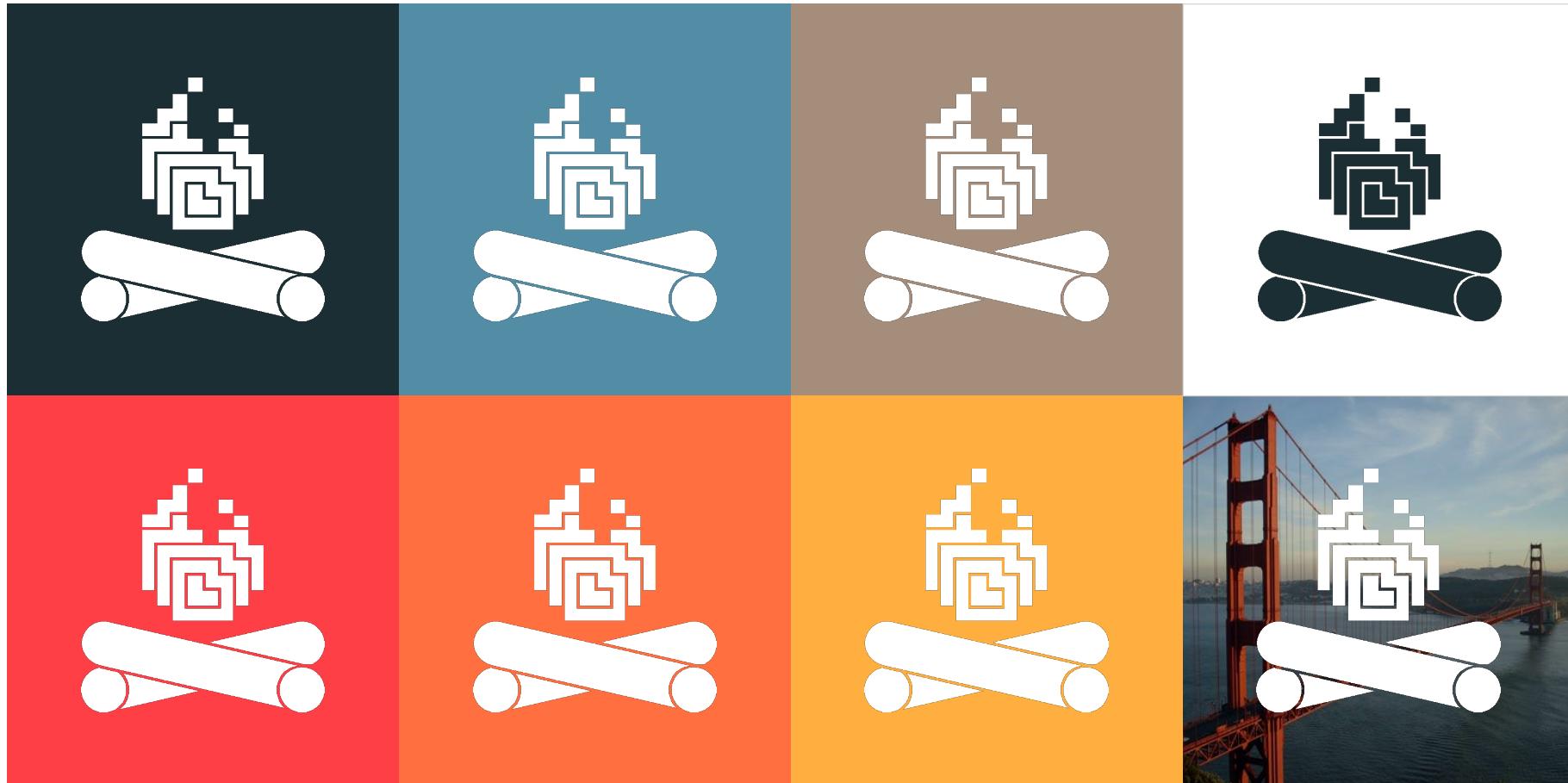
Badge

The Badge is a "stacked" combination of the Campfire and the Wordmark surrounded by a dotted trail. The badge should be placed only atop a white or very light background.
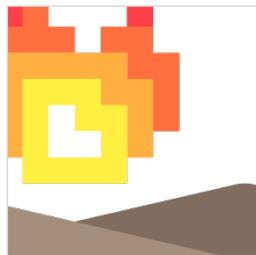
One-Color Use

The white logo should only be used on dark backgrounds to ensure a pleasant viewing experience. Darken background images to improve contrast. The opposite is true for darker versions of the mono logo.

Logo Misuse

For consistency and aesthetic purposes, the logo should not be distorted in any of the following ways. Ensure that there is adequate space between the logo and surrounding elements.
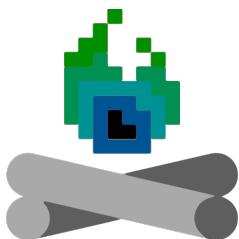

Do not crop the logo

Do not use a low-resolution image
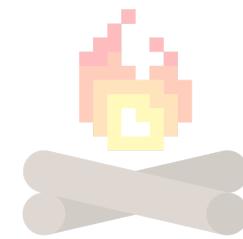
Do not distort the logo

Do not change the logo colors

Do not rotate the logo

Do not alter transparency

Colors

Colors

Soil HEX #7F6C5F RGB 127, 108, 95	**Bark** HEX #A58D7C RGB 165, 141, 124	**Sand** HEX #E5D8CE RGB 229, 216, 206	**White** HEX #FFFFFF RGB 255, 255, 255
Flame HEX #FF3F46 RGB 255, 63, 70	**Bitcamp** HEX #FF6F3F RGB 255, 111, 63	**Mango** HEX #FFAF3F RGB 255, 175, 63	**Lemon** HEX #FFEF3F RGB 255, 239, 63
Midnight HEX #1A2E33 RGB 26, 46, 51	**Pine** HEX #009051 RGB 0, 144, 81	**Atlantic** HEX #528CA5 RGB 82, 140, 165	**Sky** HEX #CBF2FF RGB 203, 242, 255

Typography

Main:
Aleo

Aleo is best used for title texts. Readability should be carefully considered when choosing font weight. When in doubt, use a heavier weight.

⤓ **Download Aleo on Google Fonts**

Aleo 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 0123456789

Font Family

Regular   *Italic*

Bold   ***Bold Italic***

Specifications

Line Height
1.45

Logotype
Bold, Lowercase

H1
64px, Light, Uppercase

H2
40px, Bold, Title Case

H3
27px, Regular, Sentence Case

Body
18px, Regular

Body:
Avenir

Avenir is the primary body font and is best used for paragraph-style texts. Readability should be carefully considered when choosing font weight. When in doubt, use a heavier weight.

⤓ **Download Avenir on Cufon Fonts**

Avenir Heavy

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 0123456789

Font Family

Light	*Light Oblique*
Book	*Book Oblique*
Roman	*Roman Oblique*
Medium	*Medium Oblique*
Heavy	***Heavy Oblique***
Black	***Black Oblique***

Specifications

H3
27px, Bold, Uppercase

Body
12px, Regular, Sentence Case

Body Alternatives

Although Avenir is the default body font, system fonts may be substituted in body texts in order to respect operating system design guidelines. System fonts may only be used in the operating systems they reside in. For instance, San Fransisco may be used in iOS, but not on Android, Google Chrome, or MS Edge.

San Fransisco
For iOS, iPadOS, macOS, watchOS, and tvOS

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 0123456789

Google Sans
For Android and Google Chrome

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 0123456789

Segoe UI
For Windows and Microsoft Products

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 0123456789

Arial
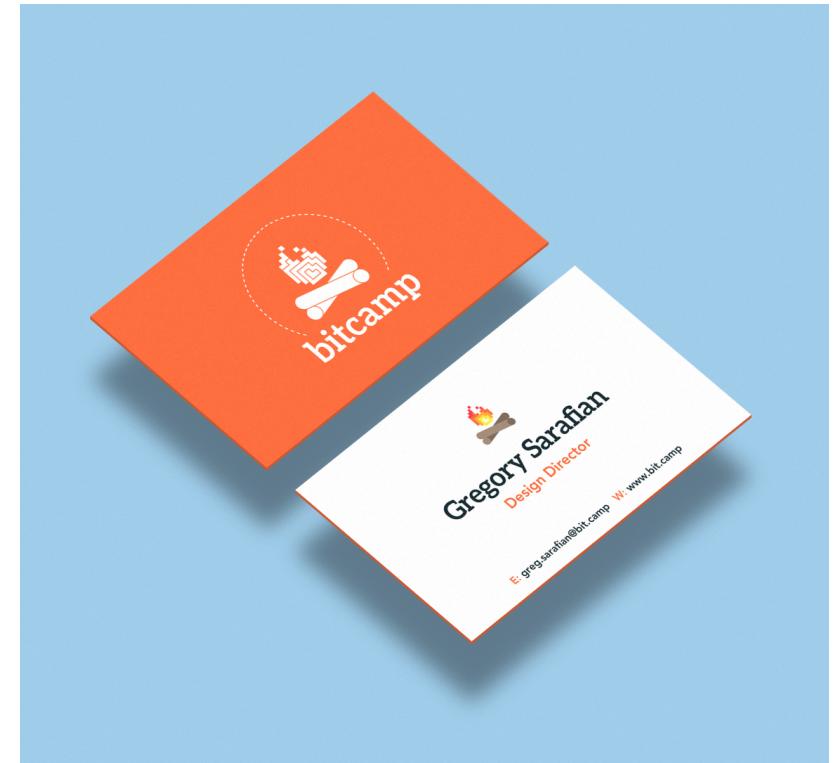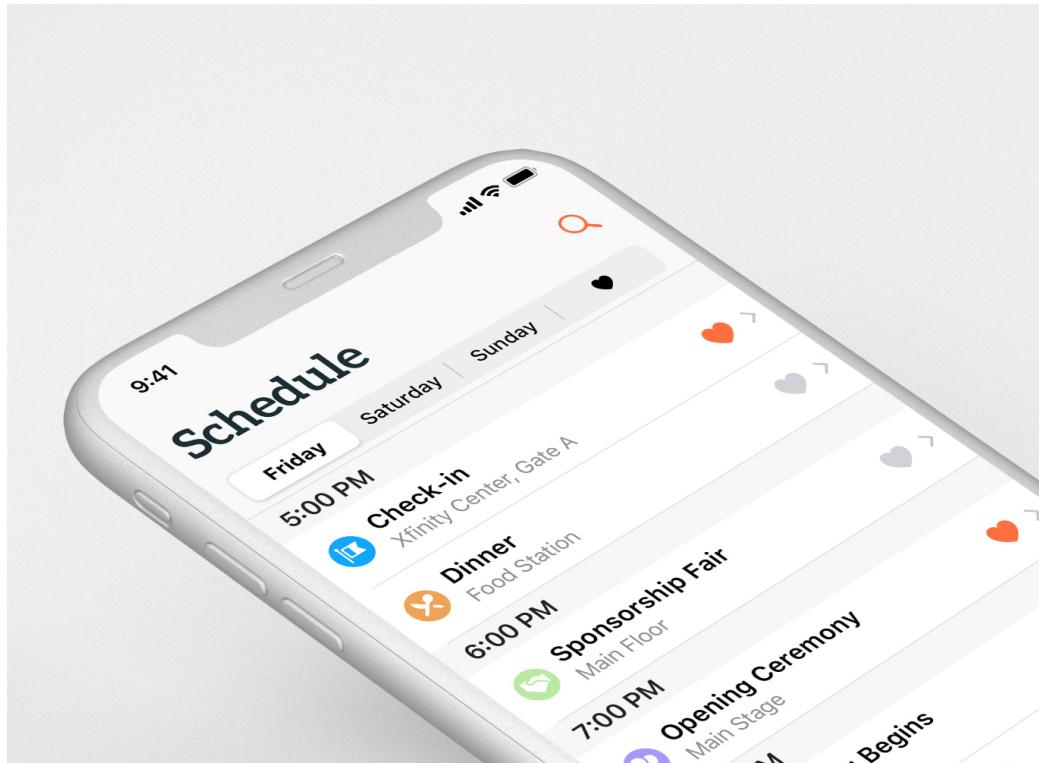
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789


Visual Style
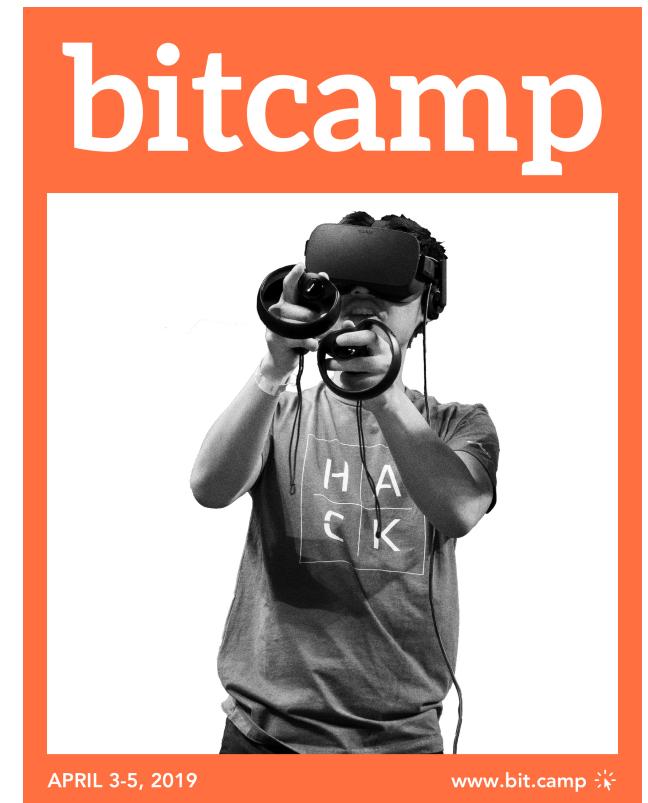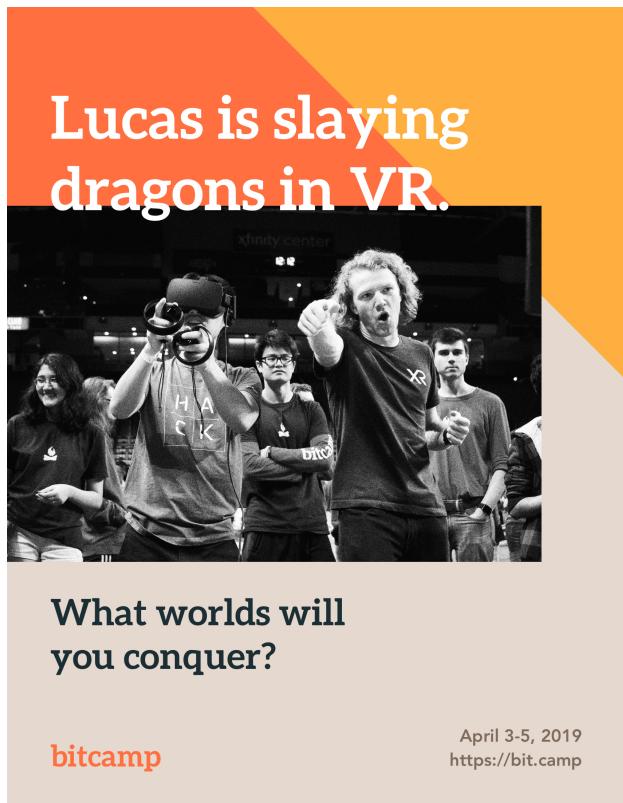
Visual Style

- Keep things minimal.

- Establish hierarchy. Readers should always know which element on a page is most important.

- Keep illustrations flat.

- Pixel style should be used sparingly to maximize its impact. Don't force pixel style if it's not working. Any pixel graphic should not need more than a 32x32 pixel grid.

- Avoid ornamentation and chrome. We hardly use shadows or borders. No gradients.

- Stick to Bitcamp colors. If a new color is needed, maintain similar saturation and brightness to other colors in the palette.

- Keep one or two animations per page. All effects should be clean and simple. We don't want to distract our users.

- Color should be used for emphasis. Don't throw in too many or they begin to lose meaning. Focus on powerful, purposeful, aesthetic combinations.

- Be cognizant of contrast. Make sure color combinations are light-on-dark or dark-on-light. Don't combine colors without sufficient contrast such as orange on brown, or blue on orange.

- Ensure that all elements have sufficient spacing.

- Be classic and timeless.

Examples

Examples

Lucas is slaying dragons in VR.

What worlds will you conquer?

bitcamp

April 3-5, 2019
https://bit.camp

LUCAS IS SLAYING DRAGONS IN VR.

What worlds will you conquer?

bitcamp

🌐 https://bit.camp   APRIL 3-5, 2019

bitcamp

APRIL 3-5, 2019   www.bit.camp
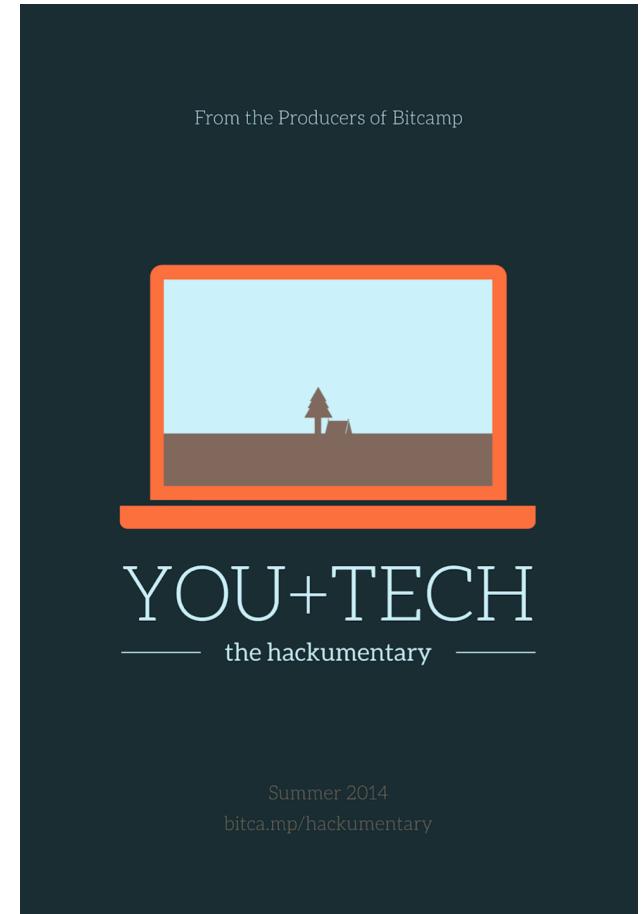
Examples

Voice

Voice

Bitcamp takes the persona of a friendly camp counselor. We keep things simple. We're honest, direct, upfront, and down-to-earth. We inspire people with encouragement and big visions without setting unrealistic expectations. We avoid abstract concepts without explanation, and don't fall victim to cheesy marketing. We smooth over issues with a casual, conversational wording. We are uplifting, cheerful, and eager to help.

Traits
- Encouraging but not disingenuous.
- Friendly but not desperate.
- Silly but not inappropriate.
- Inspiring but not arrogant.
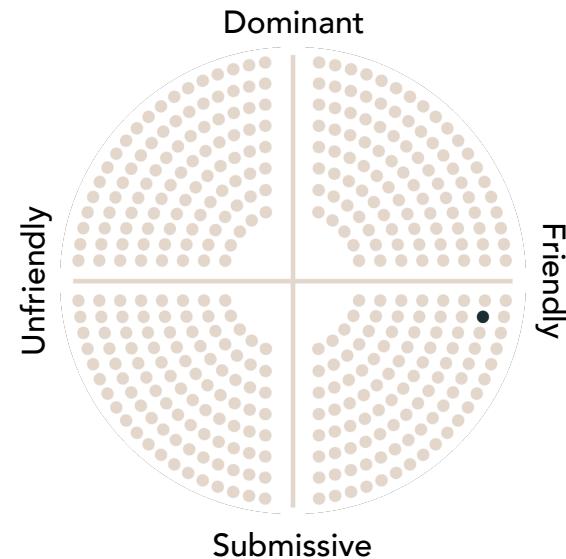
Examples

✓ A new hackathon experience.
⊗ The future of hackathons.
⊗ The most epic hackathon ever.

✓ See you by the bonfire!
⊗ Please come to our bonfire so we can learn together! Please!

✓ Play nice.
⊗ Don't be a jerk.

✓ Awesome
⊗ Amazing

✓ Take what you love, fuse it with tech, build something the world has never seen.
⊗ Do you love tech? Do you have friends? Are you an all-star? Come to Bitcamp and change the world!

✓ Hit up @bitcmp on Twitter and join the #PlusTech conversation.
⊗ Follow us so we can communicate important updates to you and engage in the community. http://twitter.com/bitcmp

Tips

- Keep wording parallel. [Wikipedia ↗](#)
- "Bitcamp" and "Bit-" are not to be used as prefixes in ANY communication internal or external (i.e. Bitcampography).
- When referring to our event, say Bitcamp, not Bitcamp hackathon.
- Do not use profanity.
- Try to make your text personal. For example, signing an email with your name is more personal than with "Bitcamp Team." If engineers are speaking at an event, use their names and state specifically who is speaking.
- Skip words you don't need. Keep it short and relevant.
- Don't boast.
- Avoid overuse of exclamation points.

Tone

Dominant

Unfriendly — Friendly

Submissive

Lexical Blacklist

⊗ Innovation	⊗ Swag	⊗ Epic
⊗ Brah	⊗ Broseph	⊗ Killer
⊗ Future	⊗ Ever	⊗ Never

Contact **hello@bit.camp** and visit **https://bit.camp** for more information.

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