

ACCESS GRANTED ✓:

Welcome to the *Hack Dearborn: Escape Reality* Brand Kit!

(Please read all details before making content! Thank you!)

Theme Description: Explore a world where nothing is quite as it seems. Create technologies that alter perception, uncover hidden layers, and rethink how we engage with the world around us. From exposing unseen patterns in financial systems, to hidden impacts of environmental choices, to reimagining the future of mobility—this theme invites innovation across industries. Whether it's uncovering ethical concerns in intelligent systems, investigating digital traces, or crafting immersive, perception-shifting experiences, the goal is to blur the line between what is real and what is hidden.

Link to Canva Brand Kit (must have Canva Pro to access):

<https://www.canva.com/brand/kAGiwQ4OBzE>

Logo:



Logo Guidelines:

1. Always include the logo when possible!
2. NEVER stretch or distort the logo.
3. Keep background black (when not using globe version)
4. Use PNGs or JPGs from Google Drive or Canva Brand Kit.

Color Table:

Color	Hex Code	RGB Value	Priority and Usage
Black	#000000	0, 0, 0	Primary, use for Background or Text
Purple	#a600ff	166, 0, 255	Primary, user for Graphics or Background
White	#ffffff	255, 255, 255	Primary, use for Text

Blue	#00a3ff	0, 162, 255	Secondary, use for Graphics (ONLY if #a600ff is used)
Lime Green	#39ff14	57, 255, 20	Secondary, use for Graphics and Positive Text (examples below in TYPOGRAPHY section) (ONLY if #a600ff is used)
Red	#ff0000	255, 0, 0	Tertiary, use for Graphics and Negative Text (which we will likely not have) (examples below in TYPOGRAPHY section) (ONLY if #a600ff is used)

Brand Voice:

(NOTE: When referring to the Hackathon in any content, we will never call it Hack Dearborn 4. We will **always refer to it as Hack Dearborn: Escape Reality**)

Tone: Bold and mysterious with a tech twist. Serious, but also fun! We want everyone to feel like they are a part of a *secret spy mission*.

Sample Phrases and Captions:

- "ACCESS GRANTED. Welcome to the other side."
- "COUNTDOWN INITIATED. Escaping Reality starts in..."
- "Your next objective? Escape Reality at Hack Dearborn."
- "The system won't break itself. Suit up."

Fonts:

Spy Agency College (Please use the italicized version!): Used for titles and headers

SPY AGENCY COLLEGE

SCR-N Seven Nr Tight: Used for body text

SCR-N Seven Nr Tight

Courier New: Used for body text

Courier New

Typography:

- When typing headers/subheaders like "ACCESS GRANTED", always use all caps.
- Do not use exclamation marks.
- **Positive=Green** (ACCESS GRANTED), **Negative=Red** (ACCESS DENIED)

How to Navigate Brand Kit Folder on Google Drive:

1. **Logo Folders:** These include the JPG and PNG versions of all the logo's variations. *Please download these and always use these versions, as they are the highest quality of the logo.*
2. **When to use JPG vs. PNG:**
 - **PNG:** Use when you need *transparency* while making *presentations, website content, flyers, and social media content.*
 - **JPG:** Use when a *transparent background is NOT needed.* This version has a smaller file size and loads faster, which makes it best for *sharing in emails or large previews.*
3. **SPY AGENCY COLLEGE Font File:** This is our official font, which needs to be downloaded and uploaded to Canva in order to use it when making content.

Keywords:

Immersive, Classified, Agent, Encrypted, Access Granted, Briefing, Intel, Surveillance, Code Name, Reboot, Mission Accepted, Break the System, Portal, Confidential

Symbols:

- Briefcase
- Incognito Symbol
- Radar Scans
- Target Lock-ons/Crosshairs
- Scanning Overlays
- Wrist Communicators
- Spy Glasses
- Laser Lines
- Fingerprint Scanners
- File Folders
- Trench Coat
- Laptop
- Magnifying Glasses
- Lock/Unlock
- Red X/Green Check (for access denied or access granted cues)
- Keyboards
- Screens

Design References:

Spy Kids, Men In Black, Mission: Impossible, Tron: Legacy, Totally Spies!