



Hacktoberfest

Brand Guidelines

APRIL 2025

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1.0

About Hacktoberfest

MISSION

Hacktoberfest's mission is to inspire more people globally to get involved in open source and work together to improve the software powering the digital world today.

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.

2.0

Hacktoberfest

Logo



Hacktoberfest

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.

1.0 / Full-Color Dark Mode
On dark backgrounds



Hacktoberfest

2.0 / Full-Color Light Mode
On light backgrounds



Hacktoberfest

3.0 / Single-Color Dark Mode
On dark backgrounds



Hacktoberfest

4.0 / Single-Color Light Mode
On light backgrounds



1.0 / Full-Color Dark Mode
On dark backgrounds

Horizontal logo

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



2.0 / Full-Color Light Mode
On light backgrounds



3.0 / Single-Color Dark Mode
On dark backgrounds



4.0 / Single-Color Light Mode
On light backgrounds



1.0 / Full-Color Dark Mode
On dark backgrounds

Logomark Icon

The logomark icon should be used in instances where a full logo lockup is not required.



2.0 / Full-Color Light Mode
On light backgrounds



3.0 / Single-Color Dark Mode
On dark backgrounds



4.0 / Single-Color Light Mode
On light backgrounds

3.0

CoLoR PaLeTte

Color Palette

Void

Main

#1C1C3F

Space White

Main

#FFFFFF

Space Gray

#F2F4F7

Space Dust

#D0CCE3

Space Haze

#5E577C

Melrose

#C2C2FF

Lavendar

Main

#A0A0FF

Blue Violet

#5A5AB5

East Bay

#403F7D

#5A5AB5

→

#C2C2FF

4.0

Typography

Typefaces

HEADLINES

**Atkinson Hyperlegible Mono
ExtraBold**

BODY

Atkinson Hyperlegible Regular
Atkinson Hyperlegible Bold

1.0 SUPPORT OPEN SOURCE

2.0 Support Open Source

3.0 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.

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

4.0 SUPPORT OPEN SOURCE →

1.0 / Eyebrow Headlines and Subheads

Eyebrow headlines and subheads are displayed in Atkinson Hyperlegible Mono Bold in All Caps in Space White.

2.0 / Headlines

Headlines are displayed in Atkinson Hyperlegible Mono Extrabold in Space White.

3.0 / Body text

Body text is displayed in Atkinson Hyperlegible Regular in Space Dust. Emphasized text is display in Atkinson Hyperlegible Regular in Lavendar.

4.0 / Text links

Text links are displayed in Atkinson Hyperlegible Mono Bold in All Caps in Space White.

5.0 SUPPORT OPEN SOURCE

6.0 Support Open Source

7.0 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.

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

8.0 SUPPORT OPEN SOURCE →

5.0 / Eyebrow Headlines and Subheads

Eyebrow headlines and subheads are displayed in Atkinson Hyperlegible Mono Bold in All Caps in Void.

6.0 / Headlines

Headlines are displayed in Atkinson Hyperlegible Mono Extrabold in Void.

7.0 / Body text

Body text uses Atkinson Hyperlegible Regular in Space Haze. Emphasized text is displayed in Atkinson Hyperlegible Regular in Blue Violet.

8.0 / Body text

Text links are displayed in Atkinson Hyperlegible Mono Bold in All Caps in Void.

5.0

Limitations

LIMITATIONS

The Hacktoberfest brand and graphics may be used in all promotional materials for events and projects, but may not be used on physical merchandise (e.g. t-shirts), and not as a mark of endorsement on certificates (or similar).

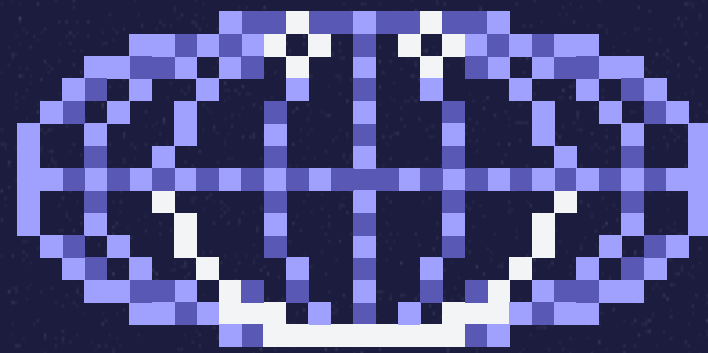
The sale of items using the Hacktoberfest design is not permitted.

Use of the Hacktoberfest brand remains at the sole discretion of DigitalOcean.

If we do not agree with usage of the brand, we may ask you to stop using the brand in conjunction with your event or project.

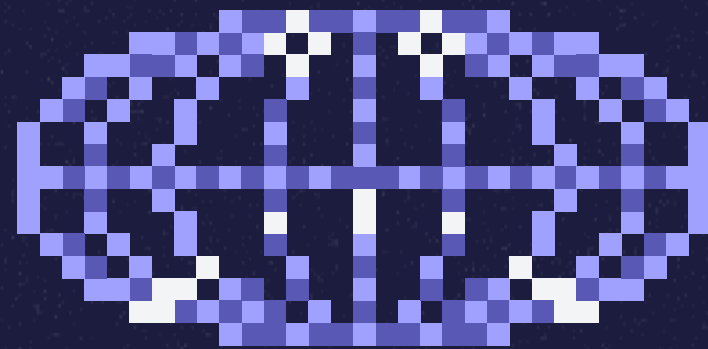
On any promotional material in which the Hacktoberfest brand is used, there must be an explicit mention of DigitalOcean.

Hacktoberfest is a registered trademark of DigitalOcean.



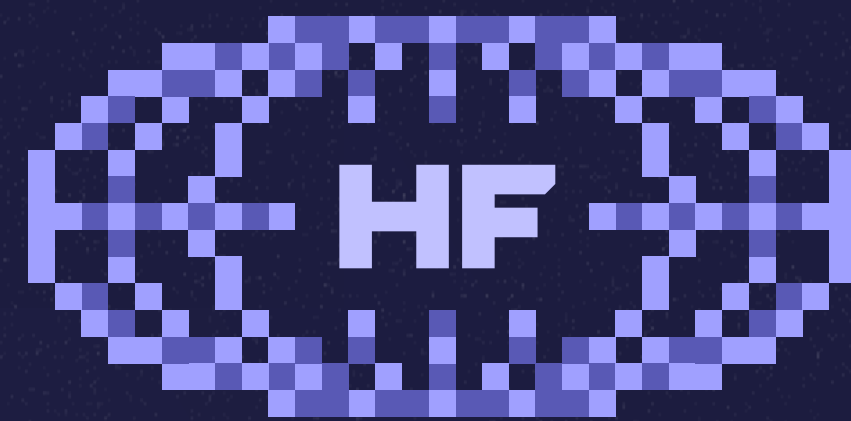
Do's

- Use the key brand in any promotional digital graphic.
- Mention DigitalOcean when using any Hacktoberfest brand elements and visuals.
- 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.



Hacktoberfest