

hackerone

BRAND BOOK

2019



hackerone

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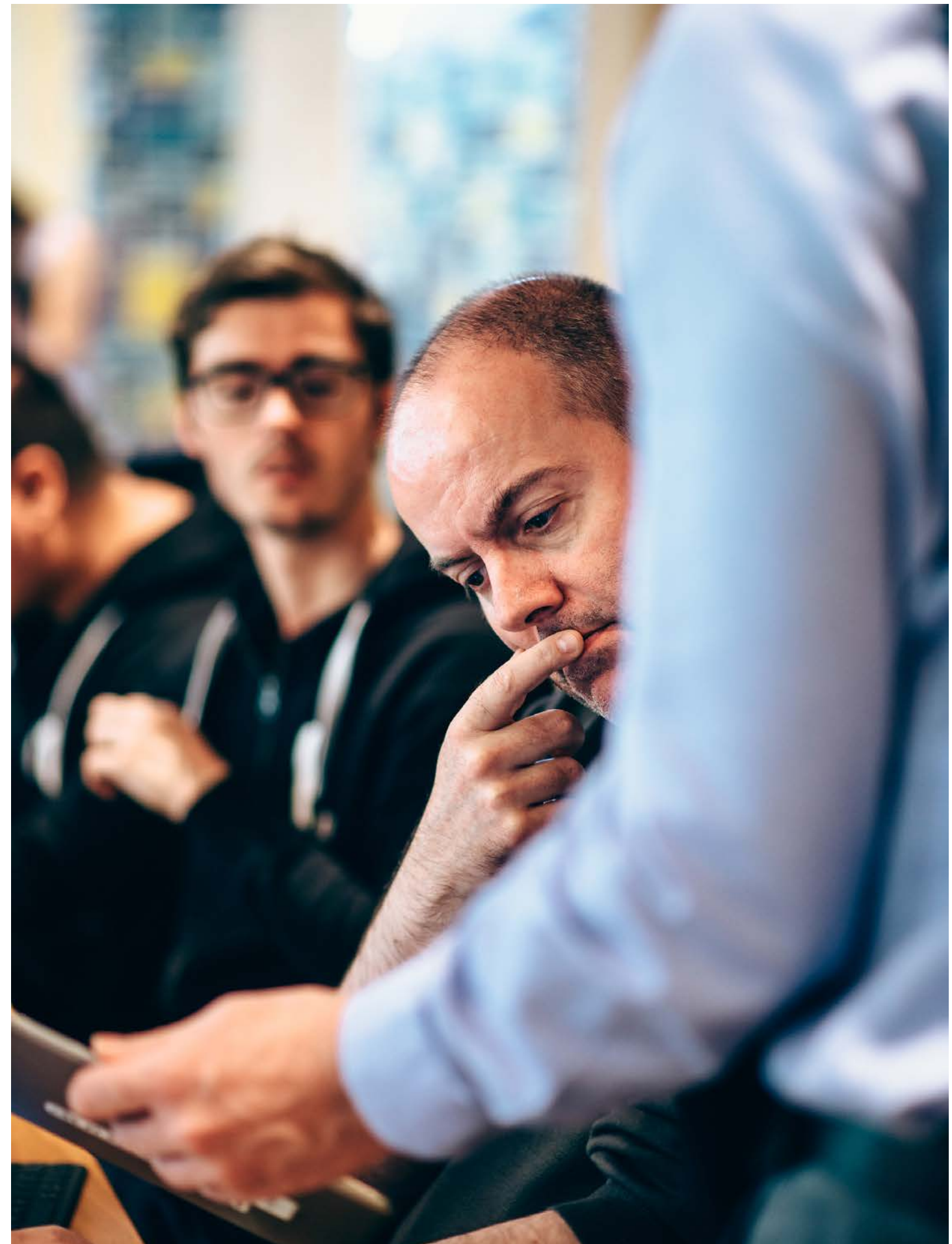
BRAND OVERVIEW



BRAND OVERVIEW

Companies have an obligation to ensure that their digital products are safe beyond a reasonable doubt. HackerOne was created to deliver on this promise by forming the world's first vulnerability coordination and bug bounty program to democratize security. By hacking for good to convey trust and protect consumer data, companies and organizations can fortify their security systems to defend against even the most advanced vulnerabilities. And in doing so, we collectively make the internet safer and we're all stronger because of it.

WORDMARK & LOGO



WORDMARK

hackerone

Wordmark

The image above is the official HackerOne wordmark and cornerstone of our brand. It is instantly identifiable and by bolding the word “hacker” and not bolding “one”, a duality is created that puts emphasis on the core of our company — hackers.

LOGO



Logo

The HackerOne logo is an abbreviated, more versatile version of the wordmark. The wordmark should be used whenever possible, but use the logo when situations arise that will compromise the legibility/visibility of the logo or if there are space constraints.

WORDMARK AND LOGO USE

hackerone h1

hackerone h1



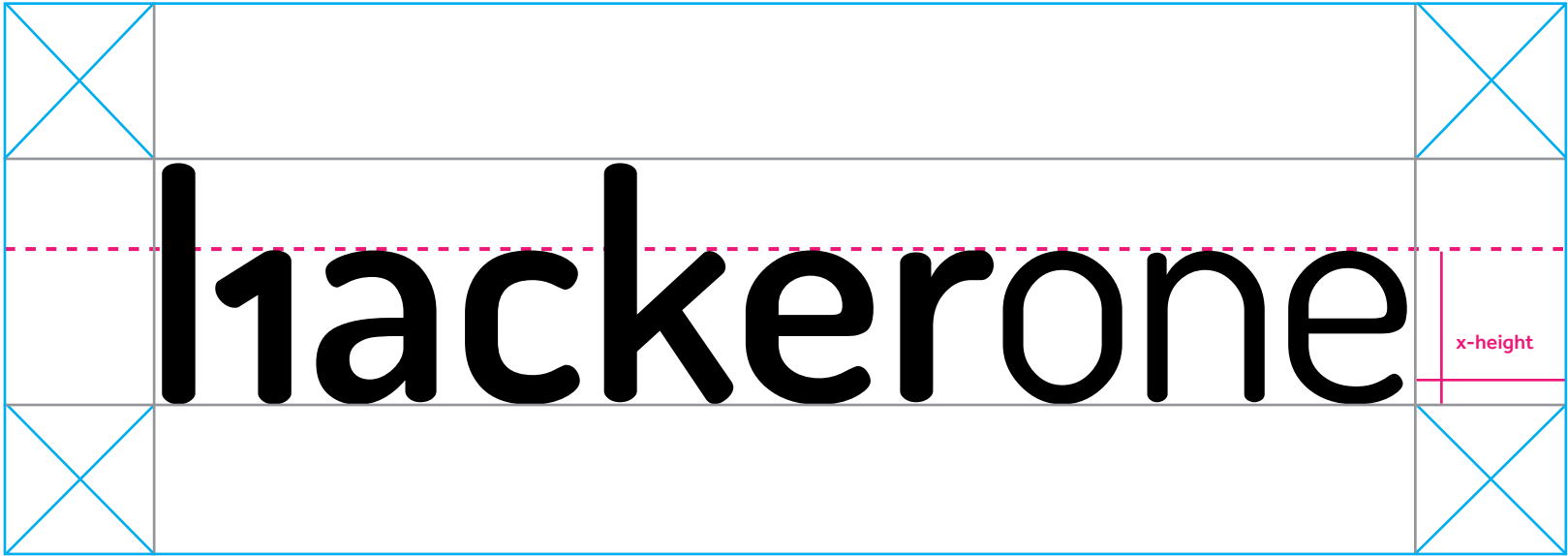
Color

Hacking is all about manipulating systems to make them your own. To reflect this in the HackerOne brand, the wordmark and logo can be displayed in any color as long as it is legible and displayed against a contrasting background.

Placement and Usage

The wordmark and logo are to be overlaid against solid backgrounds. In terms of placement, we like to “hide” the wordmark and logo in man-made architectural settings to reflect how hackers search for vulnerabilities in code.

WORDMARK SPACING & SIZE



Wordmark and Logo Use

The wordmark should always be surrounded by clear space that is equal to the x-height of the lower case letter forms in the wordmark.



Minimum Size: Digital

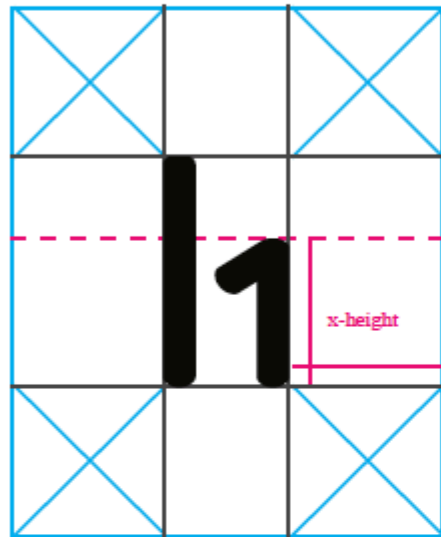
75 pixels wide



Minimum Size: Print

.75 inches wide

LOGO SPACING & SIZE



Logo Spacing

The logo should always be surrounded by clear space equal to the x-height of the leg of the letterform.



Minimum Size: Digital

25 pixels wide



Minimum Size: Print

.25 inches wide

WORDMARK MISUSE

hackerone x

Don't add dropshadow

hackerone x

Don't distort

hackerone x

Don't use low-resolution files



Don't place the logo against a background of a similar color or over imagery that negatively affects the visibility of the wordmark or logo.

THE DIAGONAL



THE DIAGONAL

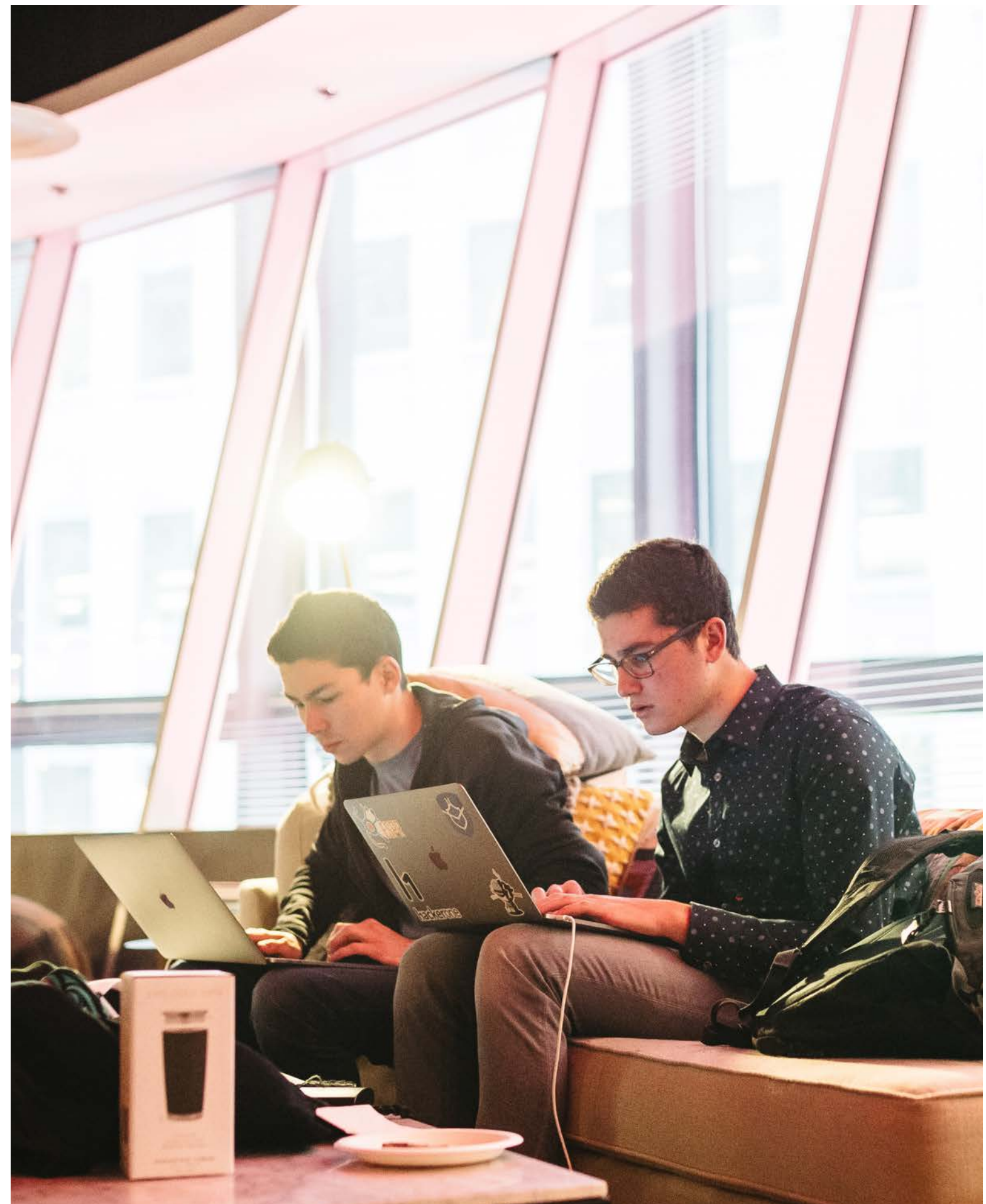


The Diagonal

In the HackerOne logo, the “1” that makes up the leg of the “h” contains a 31° angle. We’ve taken that 31° angle and made it a core visual identifier of the HackerOne brand by using it as an integrated graphical element.

Why? Because 90° angles and straight lines represent the ways of old. We seek to break the grid with diagonal lines that convey a new design paradigm just like our services convey a new paradigm of what it means to be a hacker.

COLOR PALETTE



COLOR PALETTE

Primary Palette



Hex #EC1075
RGB 237-16-117
CMYK 0-99-23-0



Hex #6BBD45
RGB 107-190-70
CMYK 66-0-99-0



Hex #494649
RGB 74-70-73
CMYK 66-62-56-40



Hex #000000
RGB 0-0-0
CMYK 75-68-67-90



Hex #ffffff
RGB 255-255-255
CMYK 0-0-0-0

Secondary Palette



Hex #ED2884
RGB 237-41-133
CMYK 0-95-10-0



Hex #B21E54
RGB 179-31-85
CMYK 24-100-52-8



Hex #28B04A
RGB 41-177-75
CMYK 78-1-100-0

FONT & TYPOGRAPHY



FONT SELECTION

The official HackerOne font is Effra – an extremely flexible sans serif font that solves design and communication problems by providing a unique look that can be used across different types of media.

Effra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Effra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Effra Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Af

Effra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Effra Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WEB TYPOGRAPHY

HEADLINES

Headlines

H1: Effra Heavy, 44 pt with 45 leading, 0 tracking, all caps, hex #EC1075

SUBHEADLINES

Subheadlines

H2: Effra Heavy, 30 pt with 31 leading, 0 tracking, all caps, hex #EC1075

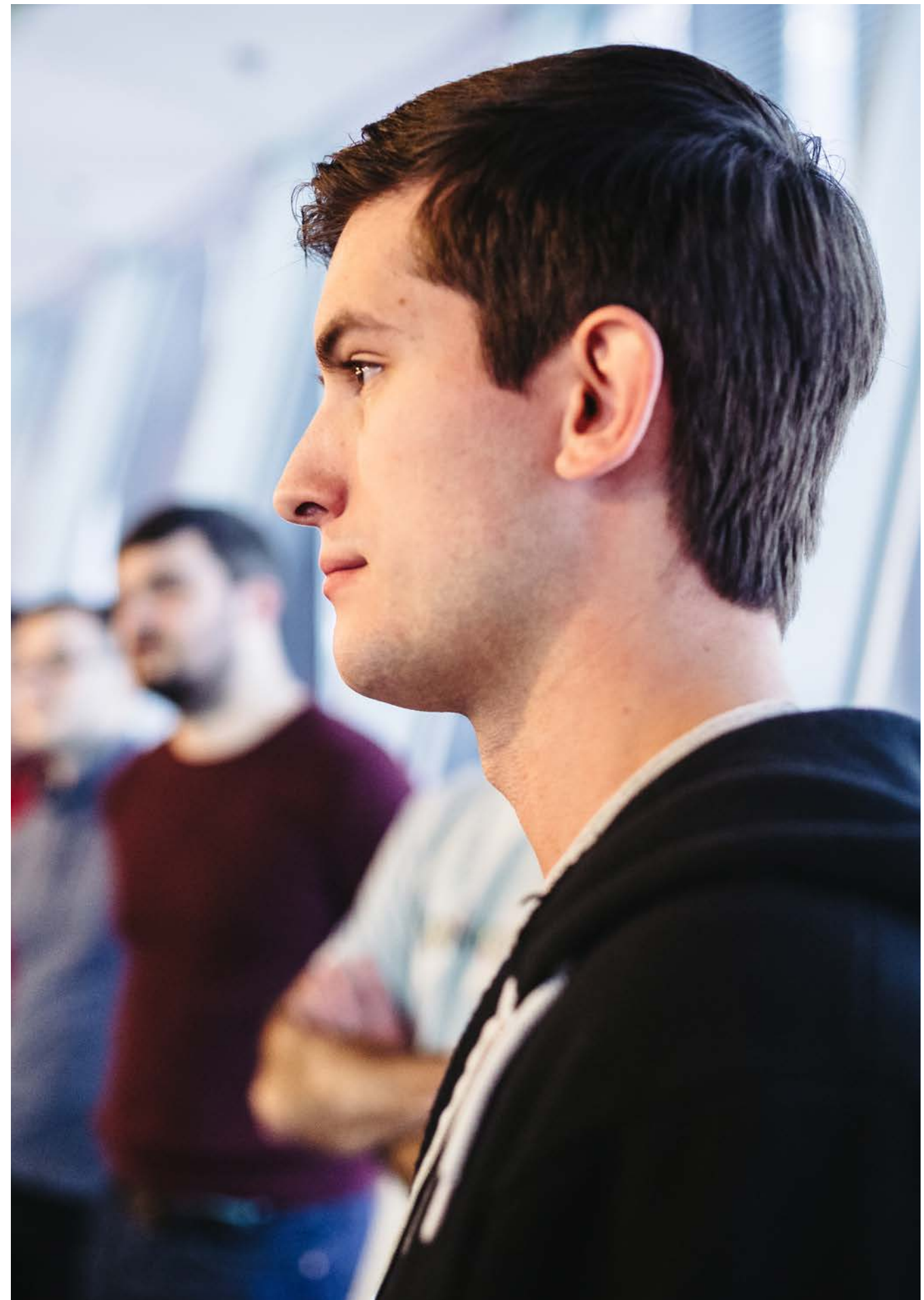
SAMPLE TEXT

Someone has found a potential security issue with your technology. What happens next? Making certain this discovery leads to a positive outcome for everyone involved is crucial. Replacing an antiquated shared security email address with the HackerOne platform brings order and control to an otherwise chaotic process.

Body Copy

Effra Light, 22 pt with 35 leading, 0 tracking sentence case, hex #494649, paragraph spacing 10 px

PHOTOGRAPHY



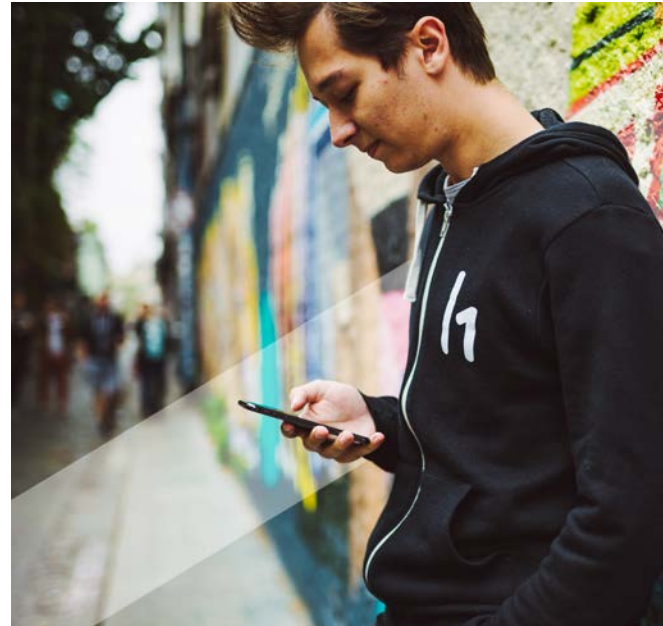
PHOTOGRAPHIC STYLE: HACKERS



Hackers

Through photography, we're able to achieve one of our primary goals of taking off the hood, turning on the lights, and putting a face to hacking. This is reflected in the stylistic direction of brand photography by capturing what makes us all unique as human beings – faces. All ethnicities should be represented and even though the majority of hackers are men, we also want to include women as well. Since hackers tend to skew younger, this should be reflected in brand photography. Ensure that the photographs of the hackers are saturated and vibrant while the background is slightly blurred and desaturated.

PHOTOGRAPHIC STYLE: HACKERS & THE DIAGONAL



The Diagonal in Photography

By combining hackers with 31° diagonal lines, we're able to incorporate both the human-centric nature of HackerOne and the central brand element of the diagonal. The diagonal is never displayed in front of hackers, only behind them, and the background should be clean and nondescript so that hackers are the focal point of photographs.

For photographs of people and architecture where the diagonal is in the background, the diagonal must be white and displayed at 40% transparency. When used as a standalone graphic element, the diagonal must be pink (Hex #EC1075) and displayed at 100% transparency. Please do not place the pink diagonal over imagery.

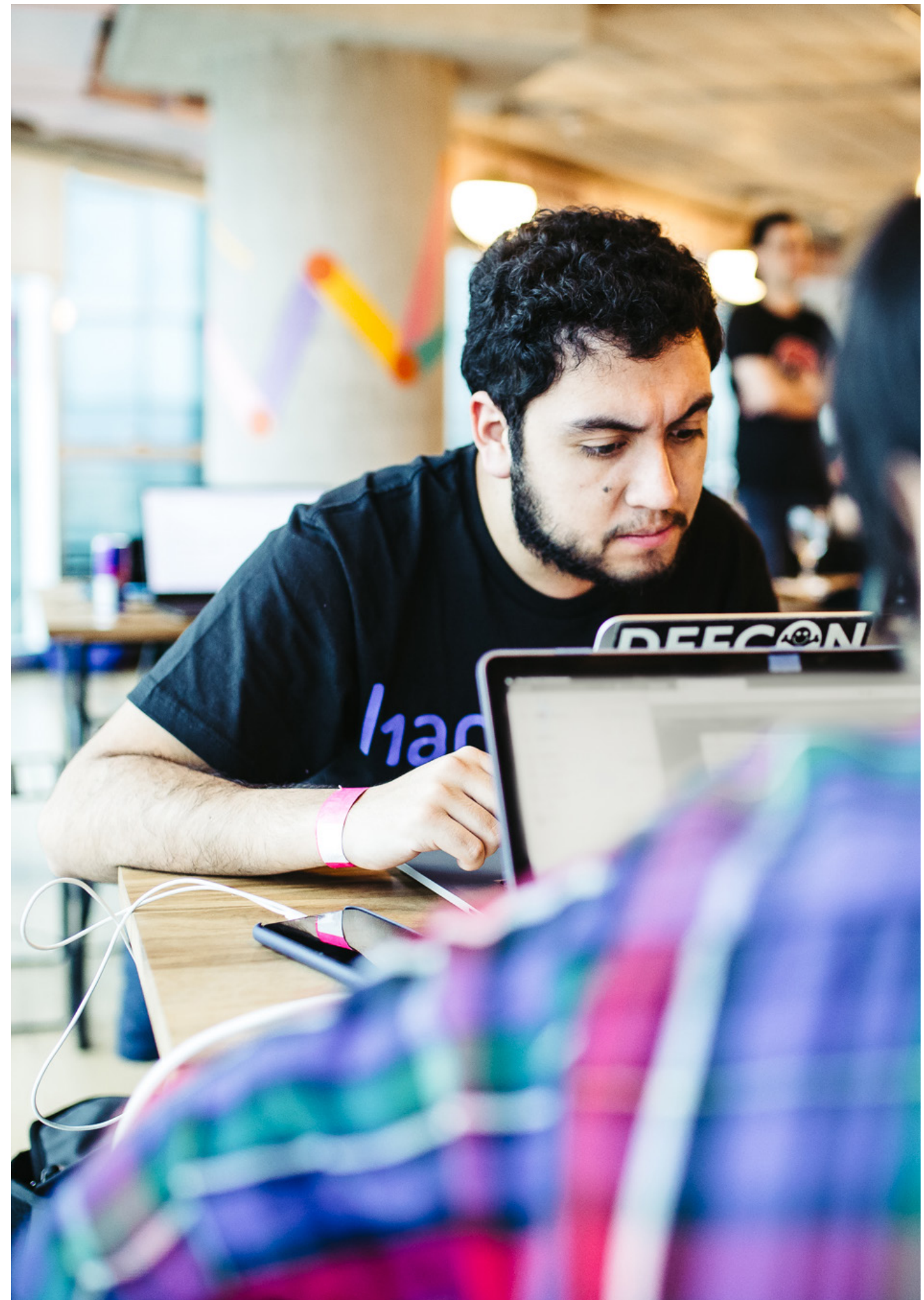
PHOTOGRAPHIC STYLE: CITY & ARCHITECTURE



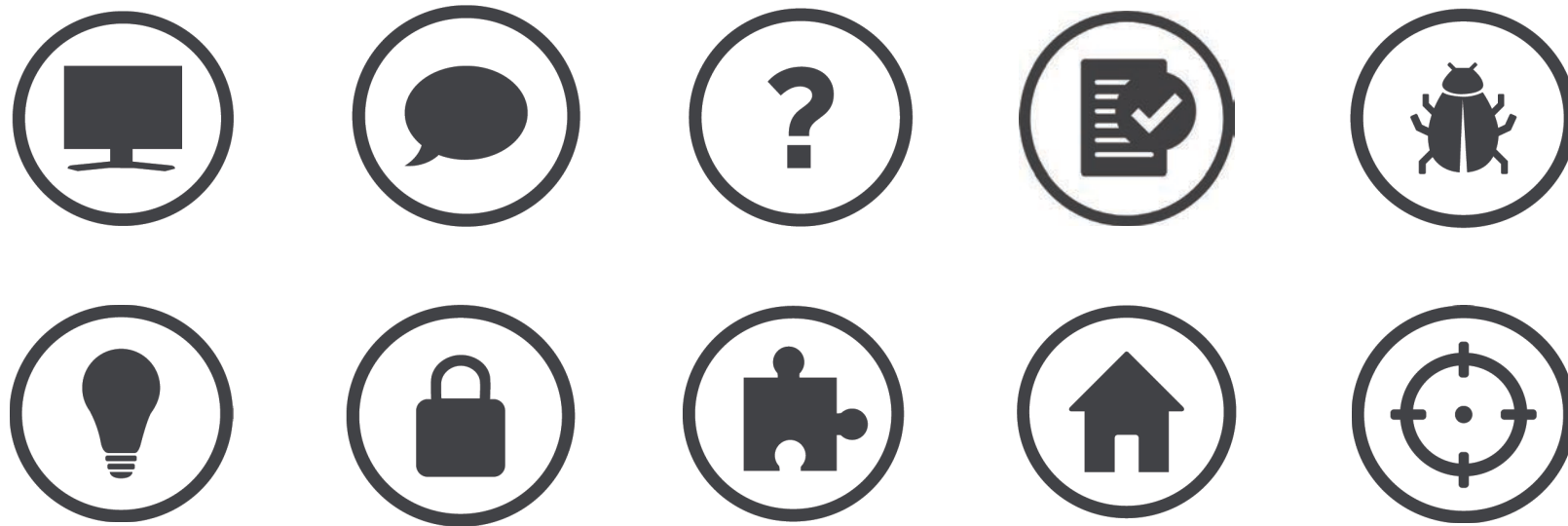
City & Architecture

Cityscapes and geometric shapes are strong visual elements to use when selecting photography that does not feature hackers. When using this approach, seek images that contain "found"/naturally occurring 31° angles.

ICONOGRAPHY



ICONOGRAPHY



Iconography

Icons should be simple and placed in a thick circle with the color set to Hex code #494649. The icon shape should be solid whenever possible, and the outlining circle should have a white background.

CONTACT



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