TECHNICA

Branding Guidelines

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Name Usage

Name Usage

Technica is stylized as “TECHNICA” in the context of the logo, but should always be written as “Technica”in text.

Different Technica events are identified by year. When noting Technica’s date, write Technica [year]. Specific dates should be written in this structure: Nov 7-8, 2020

- ✓ **Technica**
- ✓ **Technica 2020**
- ✗ **TECHNICA**
- ✗ **Technica2020**
- ✗ **TECHnica**
- ✗ **Technica 2020F**
- ✗ **technica**
- ✗ **Technica Fall 2020**
- ✗ **Tech-nica**
- ✗ **Technica 20**
- ✗ **TechNica**
- ✗ **Technica’20**

Logo Basics

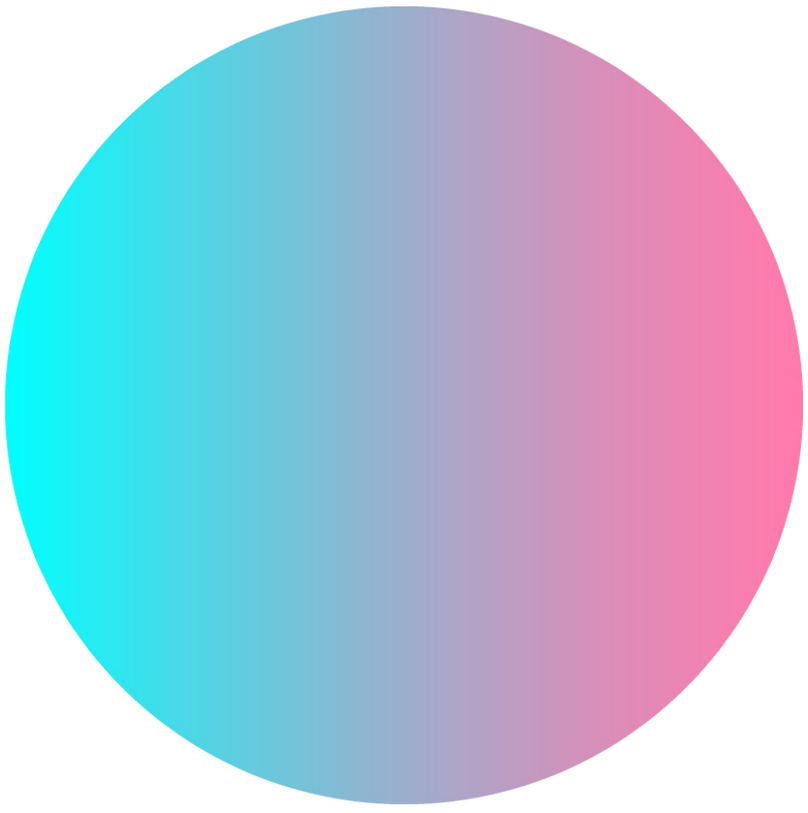
The Orb

The Orb is Technica's primary logo. Used for the mobile app icon, website favicon, and other iconographic applications.

The Orb and the Wordmark should not be used together.

The Orb should only be used on solid color backgrounds.

The Orb should not be cropped, distorted, or altered in any way.



Wordmark

The Wordmark is the event's name in all caps in the DINPro typeface with an underline whose fill is the Technica gradient.

The Wordmark is the only instance in which Technica may be referenced using all uppercase letters.

The Wordmark has three styles — "Dark " (the text is in black with the gradient underline), "Light" (the text is in white with the gradient underline), and "Mono" (the text and underline are both in a single color).

Dark

Light

Mono

Typography

Main: DINPro

DINPro is the primary typeface of Technica.

DINPro bold is the font used for title texts. DinPro regular is the font used for paragraph-style texts. DINPro medium, DINPro light, and DINPro black are only used when a more elaborate type hierarchy needs to be established or there are readability issues.

Font size can be varied according to the purpose and should be carefully chosen while taking readability and overall type hierarchy into consideration.

DinPro 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

Light

Regular

Medium

Bold

Black

Alternate: Poppins

Poppins is the alternate typeface that Technica uses. Though DINPro is the main typeface Poppins can be brought when there is a need for some more variety.

Poppins Regular

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

Thin	*Thin Italic*
Extra Light	*Extra Light Italic*
Light	*Light Italic*
Regular	*Italic*
Medium	*Medium Italic*
SemiBold	***SemiBold Italic***
Bold	***Bold Italic***
ExtraBold	***ExtraBold Italic***
Black	***Black Italic***

Colors

Colors

Cyan

HEX #00FFFF
RGB 0, 255, 255

Black

HEX #000000
RGB 0, 0, 0

Lavender

HEX #B6A1C4
RGB 182, 161, 196

Asphalt Grey

HEX #2D2D2D
RGB 45, 45, 45

Rose

HEX #FF7BAC
RGB 255, 123, 172

Charcoal Grey

HEX #464343
RGB 70, 67, 67

White

HEX #FFFFFF
RGB 255, 255, 255

The Technica Gradient

The Technica gradient is made up of Cyan (#00FFFF) and Rose (#FF7BAC), with Lavender (#B6A1C4) in the center to balance it out.

The gradient should only be used on dark colored backgrounds (ex. Black, Asphalt Grey, Charcoal Grey) or on light colors (ex. White) that contrast with the colors in the gradient.

The gradient should not be used on a background that is the same color as the colors the gradient is made up of.

The order of the colors in the gradient should not be changed or reversed.

The Gradient

Appropriate uses of the Gradient

Inappropriate uses of the Gradient

Visual Style

Visual Style

- Keep things minimal.
- Keep illustrations flat.
- Establish hierarchy. Readers should always know what is the most important thing on a page.
- Try to incorporate our gradient into the graphic.
- Try to stick to Technica colors wherever possible. If a new color is needed, maintain similar saturation and brightness to other colors in the palette.
- 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. No pink on blue, or blue on pink. There is not sufficient contrast.
- Avoid transparency, especially on solid colors.