



12.05.2022

Brand Guidelines

01

Logo & Symbol

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The Logo

The logo is created with the vision of floating matter in space and a shining star.

The Logo

The logo is a symbol and wordmark. The sparkle should never stand alone, nor shall it be removed from the wordmark. It should be a part of all compositions and media which is affiliated with the event.

The Small Logo

For smaller sizes, the sparkle and the letter N is optimized for readability. This is used for placement below 100px x 50px

Clearspace

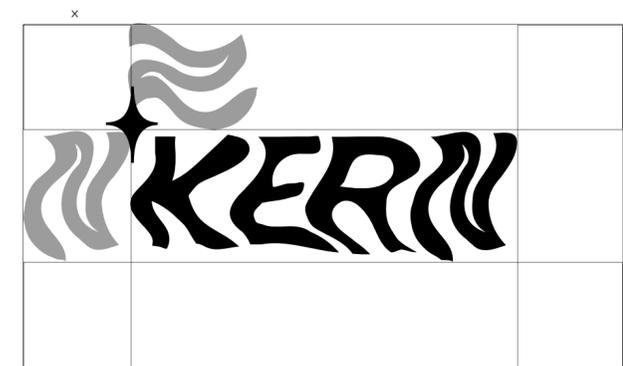
The logo should have ample spacing around it to situate it within designs. The sparkle does not need to be accounted for clear space.

The unit for clearspace on the sides is the "N," and the unit for clearspace above and below is "N" turned 90 degrees.

The KERN Logo



Clearspace



The Small KERN Logo



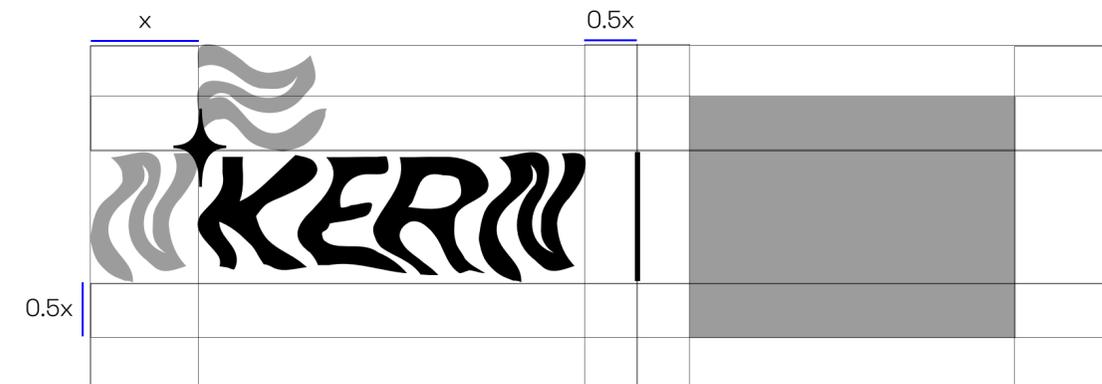
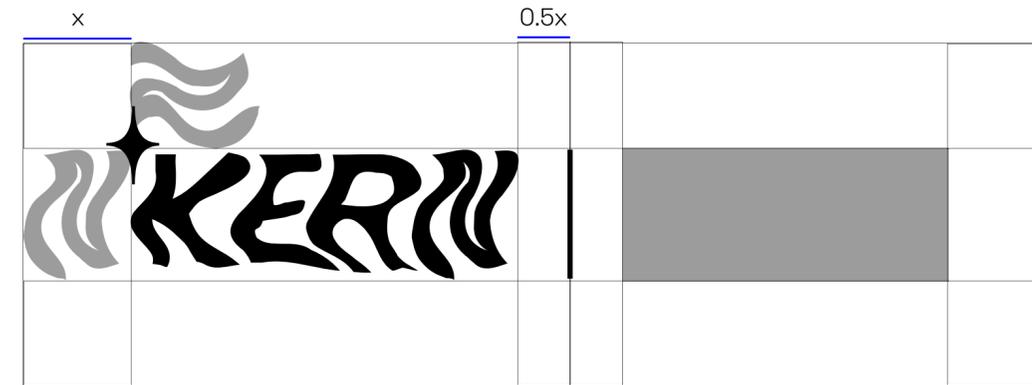
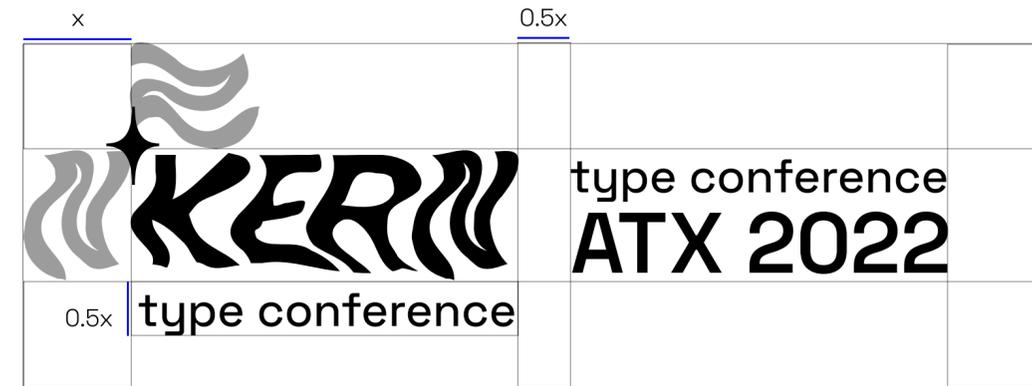
01 Logo & Symbol

Logo Lockups

The logo is often shown with other copy or with other logos. Here are the guidelines for those instances.

The copy which appears with the logo should typically be details of the 2022 event, mocked up as shown.

When combining the KERN logo with other logos, the logos should be separated by a black stroke.



01 Logo & Symbol

Color Reproduction

The KERN logo will be featured on top of many different colors. The logo may also be produced in different colors. However the main color combinations are as shown.

A drop shadow is applied for logo applications on colors other than midnight blue. The drop shadow should be applied as shown at 70% opacity.

The logo should mainly live on the midnight blue background with the one of the bright colors.

Midnight Blue and White



The Brights Palette



01 Logo & Symbol

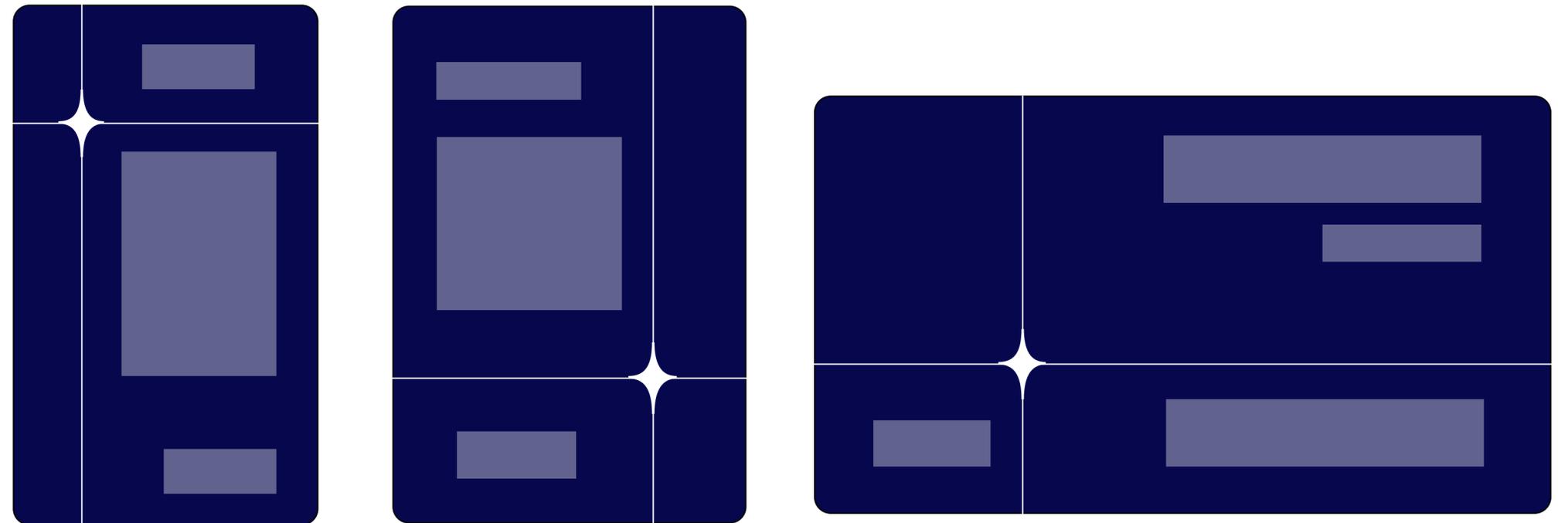
The Sparkle

The sparkle is a part of the logo which also separately serves as an organizational element for compositions.

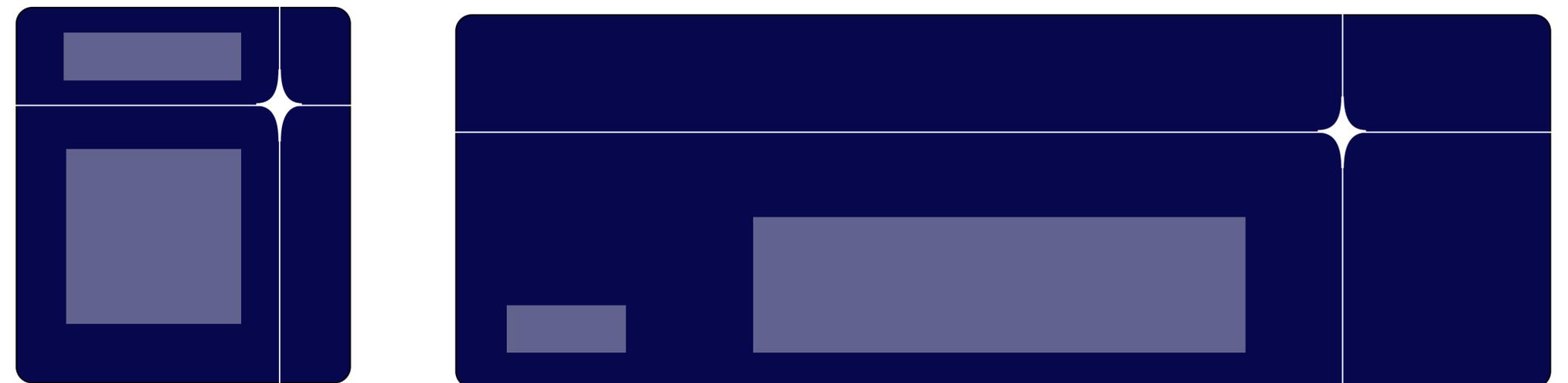
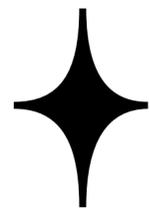
The axes of the sparkle divides up the space of compositions into four sections. Not all compositions need the sparkle with extruded axes (ie. Instagram post covers). However, there should be no more than one sparkle with extruded axes in each composition. The KERN logo can break the grid if necessary.

The sparkle should never be in the center of the composition

Example Layouts



The Sparkle



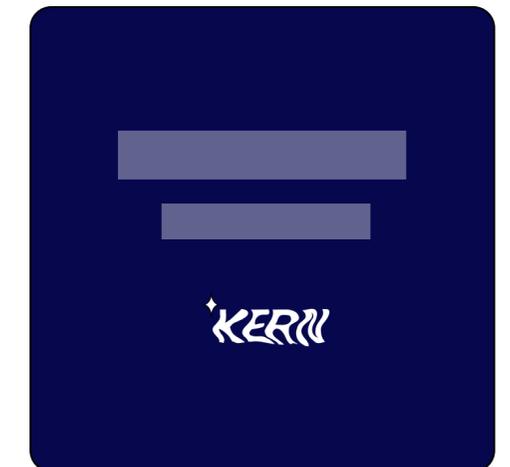
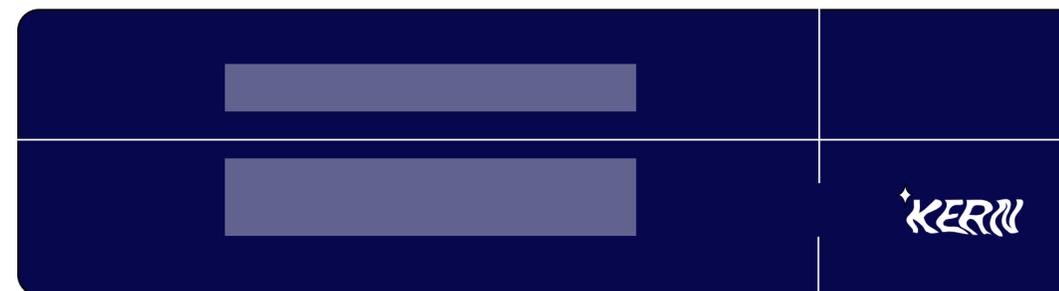
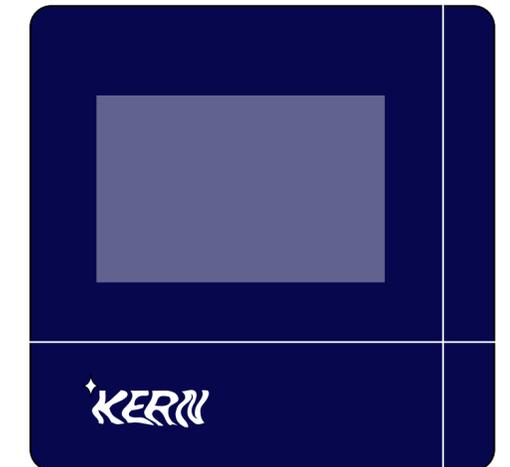
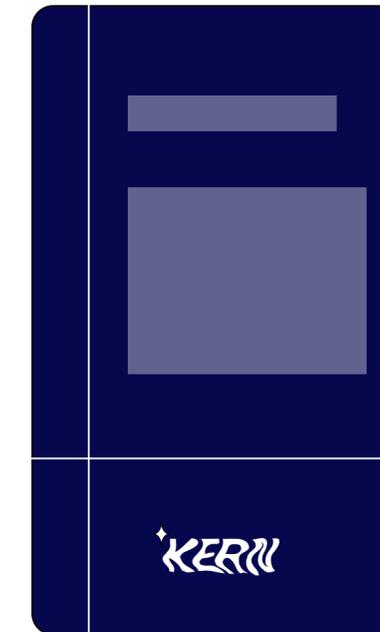
01 Logo & Symbol

Logo Placement

In accordance with the sparkle guidelines, the logo should never be centered on a page unless there is little to no copy.

Here are a few examples to work with situating the logo in space with other content. The designer should try to balance the visual weight between the content, the logo, and the graphics.

Example Logo Placements



02

Color

02 Color

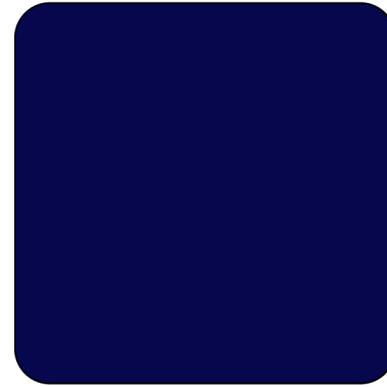
Midnight Blue

Midnight blue is the main color that is featured behind the brights palette. It provides a high contrast background for the brights and the white logo.

Brights Palette

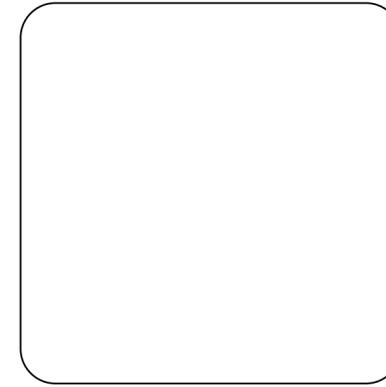
The brights palette enhances visual recognition and brings bold energy to the brand. The colors are also loosely used to represent different groups attending the 2022 KERN Conference.

Midnight Blue and White



Midnight Blue

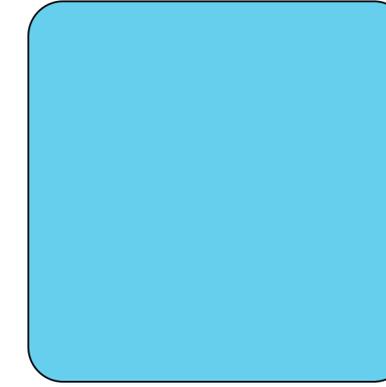
HEX #07074E
RGB 7, 7, 78
CMYK 100, 99, 29, 44
Pantone 101-16 U



White

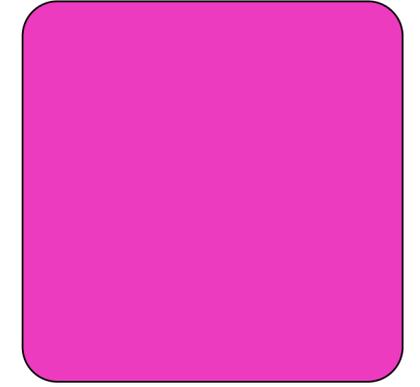
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

The Brights Palette



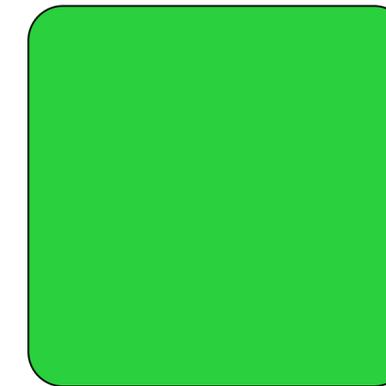
Light Blue

HEX #67CFEE
RGB 103, 207, 238
CMYK 52, 0, 4, 0
Pantone Blue 0821 U



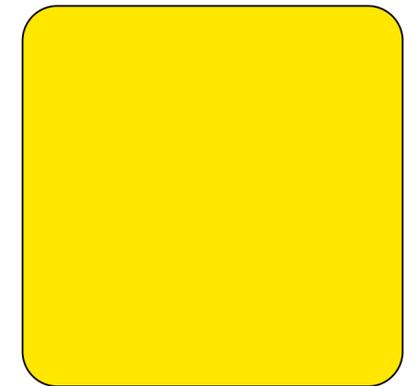
Pink

HEX #EC3BBE
RGB 236, 59, 190
CMYK 0, 84, 0, 0
Pantone 806 U



Green

HEX #2AD03D
RGB 42, 208, 61
CMYK 70, 0, 100, 0
Pantone 802 U



Yellow

HEX #FFE700
RGB 255, 231, 0
CMYK 0, 5, 100, 0
Pantone Yellow U

02 Color

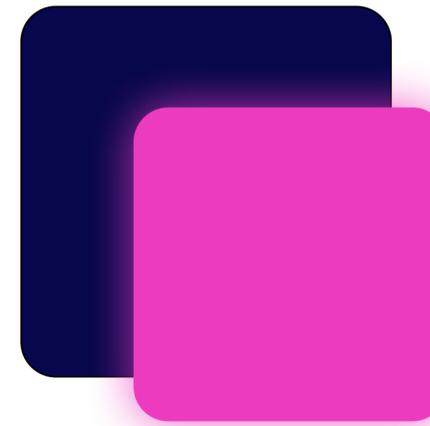
Color Pairing and Application

When pairing colors, the brights should always lay over Midnight Blue. The colors should usually stand alone and always have an outer glow of the same color applied.

It may be appropriate to use a mix of the colors in a freeform gradient for event promotions. The gradient uses a sky blue outer glow. Use the gradient sparingly.



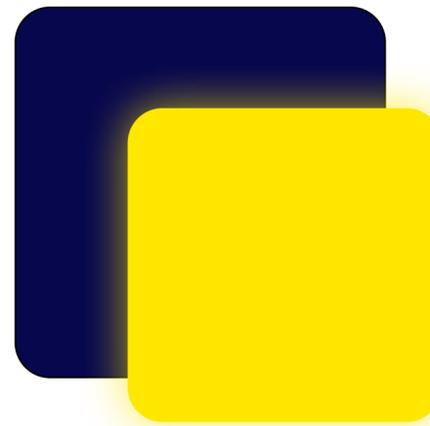
Midnight Blue + Sky Blue



Midnight Blue + Pink



Midnight Blue + Green



Midnight Blue + Yellow



Midnight Blue + Freeform Gradient

03

Typography

03 Typography

Fonts

The typography for KERN consists of two variable typefaces: Space Grotesk and Inconsolata.

Space Grotesk

The primary font associated with the logo is Space Grotesk. It is used for text accompanying the logo, body copy, and subheaders. Its name not only matches the theme of the 2022 convention, but also matches the futuristic feeling.

Inconsolata

The secondary typeface is Inconsolata. It is used at its heaviest weight for titles and headers. This monospace font uplifts the technical tone for the space theme KERN 2022 is aiming for.

Text should also have drop shadow applied when resting on colors from the brights palette.

Inconsolata Black

Inconsolata Black

Space Grotesk

Aspe nihicae nate nobitatur, simi, assecum facestium repudae pel ipsapicabore velit quo cusaepaqui odia peribus dero blanihil molore natio molupta tiberia ndelis dolum quament volo eume cum, omnihit atumqui volorem. Ut aboremodio ipsantur?

Sedi odignam latinul lacerchil int.

Nobit pratur apelibus, quaspit quuntio optatur, quam andit

Space Grotesk Medium

03 Typography

Typography

Typestyles include headline styles and a paragraph style.

Headlines

Inconsolata is used for the headlines. Headlines should be written in title case and with widened tracking.

- Big Ol' Headline

Typeface: Inconsolata

Font-weight: Black

Tracking: 100

To be used for short and large headlines.

- Main Headline

Typeface: Inconsolata

Font-Weight: Black

Tracking: 50

For all headlines

- Secondary Headline

Typeface: Space Grotesk

Font-weight: Medium

To be used in combination with the main headline.

Paragraph

Space Grotesk Regular should always be used for body text in paragraphs.

Inconsolata Black

Big Ol' Headline | Example: 120pt / Line-Height 100% / Tracking: 100

Still Inconsolata Black

Main Headline | Example: 60pt / Line-Height 120% / Tracking: 75

Space Grotesk Medium

Secondary Headline | Example: 48pt / Line-Height 120% / Tracking: 10

Unti imint assum aut renecae. Obitatias eatur rerchil icitam nobitatio dipsunt ei-ciasimet fugitiur, ipis dem qui res quam idusa inciis eos dolorem evel maionectat. Etorisquem turorditum poritemedem te convestiam. Inum etrisque am inestam alinpro, ni sessideo vis, nihilic vit, nese a adenatio ta, que arbita simmovendit.

Paragraph | Example: 22pt / Line-Height: 120%

04

In - Use

