



# **HACK THE NORTH**

Canada's Largest Hackathon

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Press Kit Asset User Guide

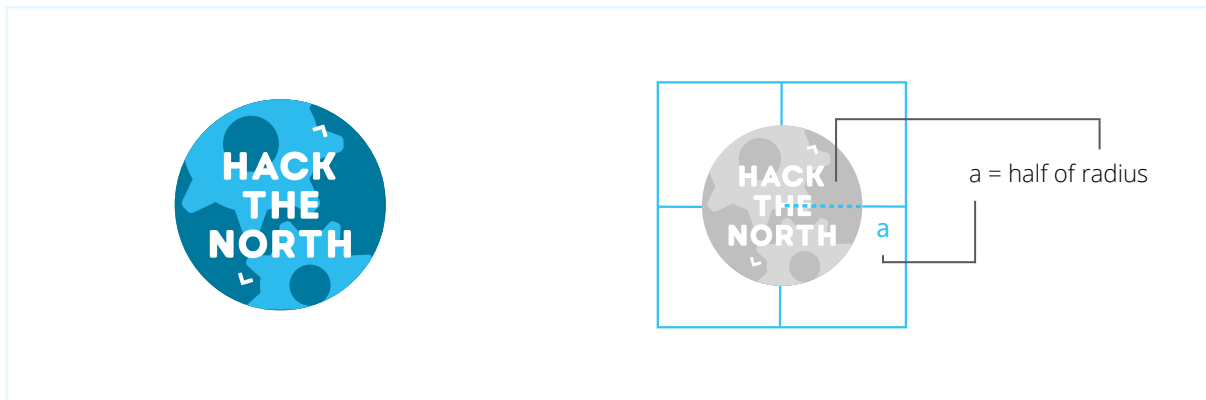
# LOGOTYPES

## PRIMARY

### MINIMUM HEIGHT

1" (PRINT) | 90px (DIGITAL)

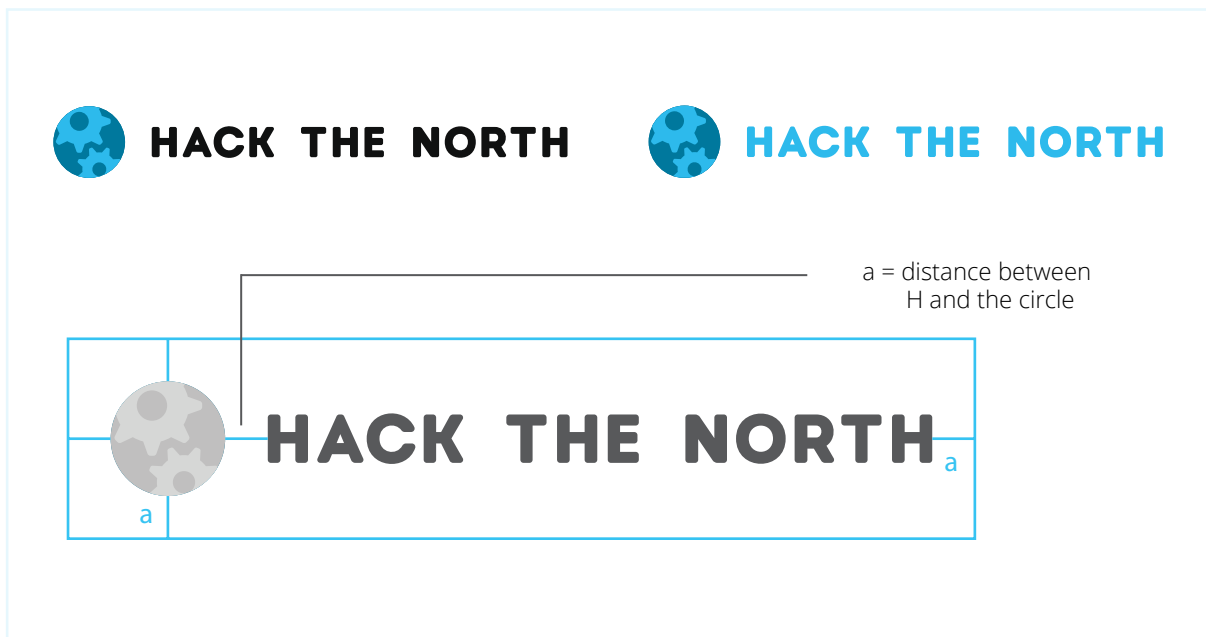
The first choice logo, to be used whenever possible.



## SECONDARY

Light blue, black, and white text variants.

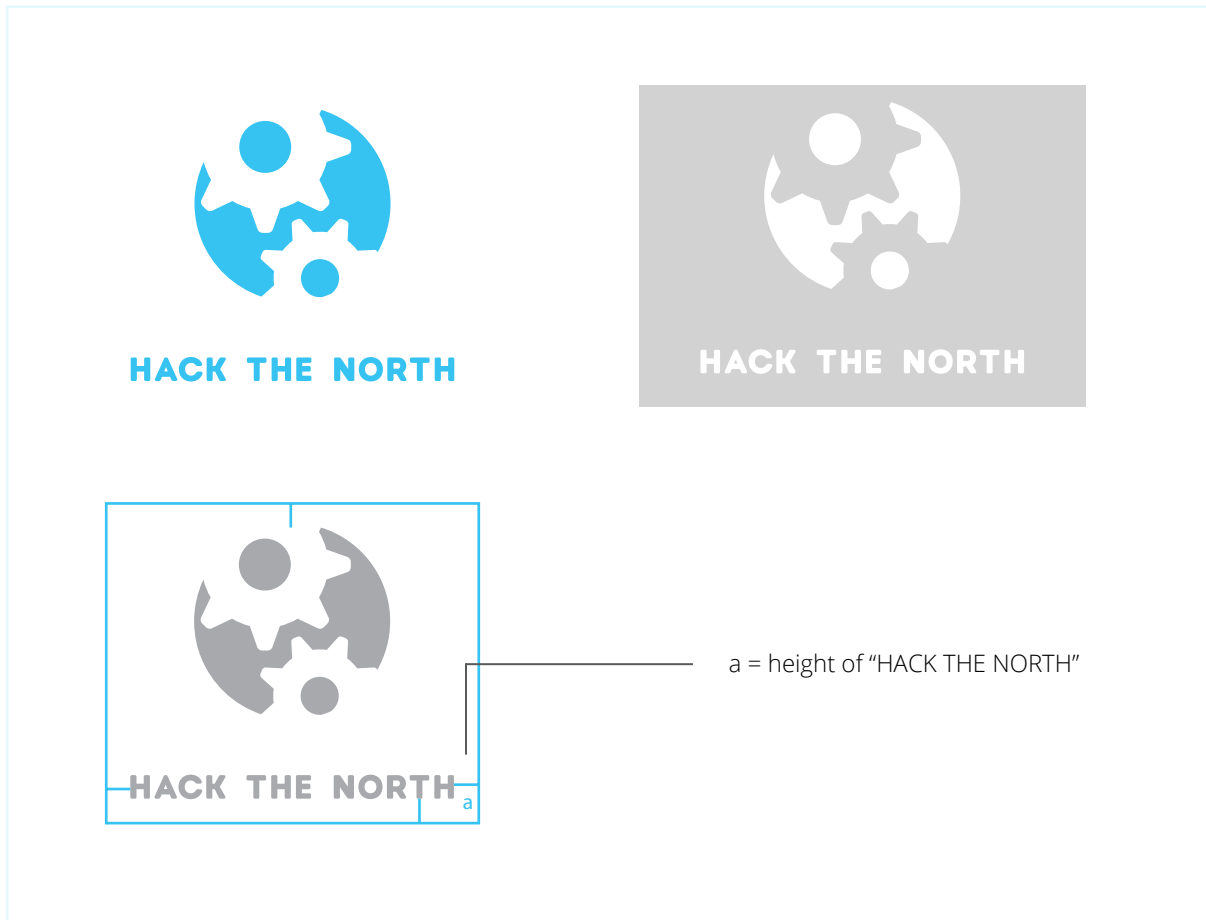
To be used for long and narrow spaces, where the primary logo would otherwise be too small (i.e. pens, lanyards, etc...)



## TERTIARY

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Blue and white variants.  
High contrast, minimalistic design.



## DO NOT

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