

BOS / TECHJAM

Boston Tech Jam

BRAND IDENTITY

2018

BRAND LOGO

BOS/TECHJAM

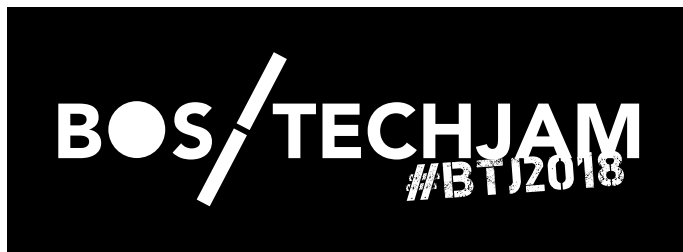
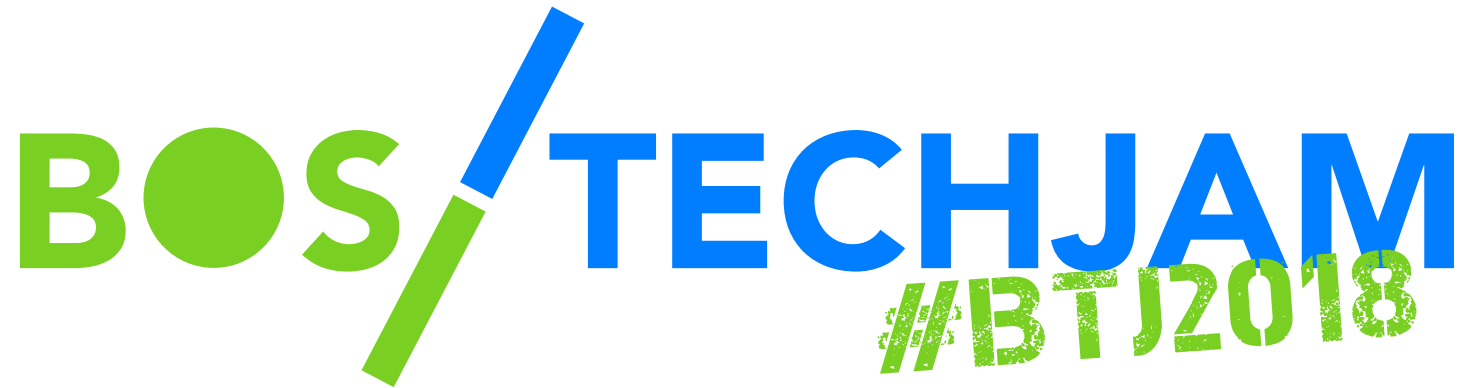
BOS/TECHJAM

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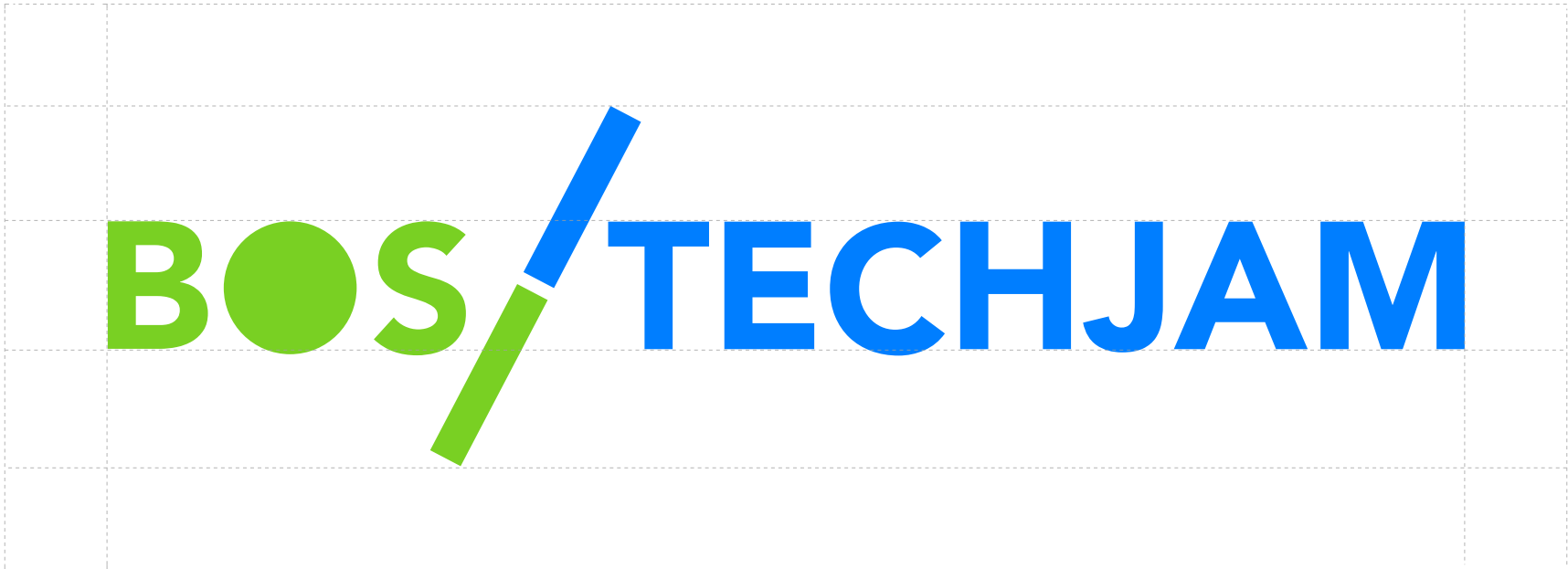
BOS/TECHJAM

BOS/TECHJAM

BRAND LOGO (YEAR)



LOGO DISECTION



BRAND INCORRECT APPLICATION



 Yes



 No

 No



 No

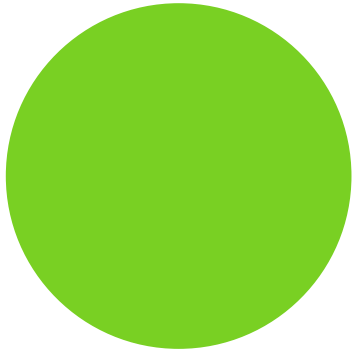
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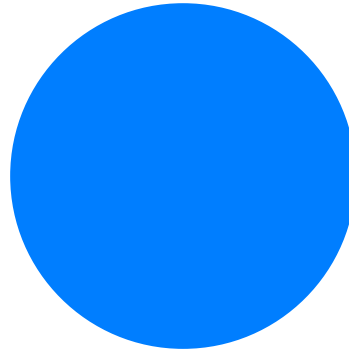
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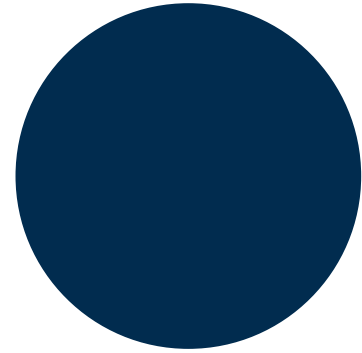
BRAND COLORS



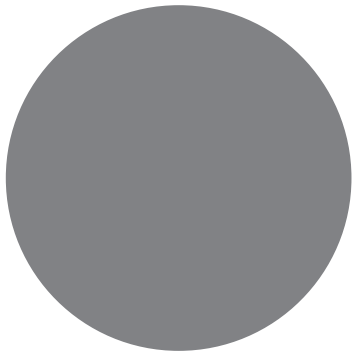
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CMYK : 55:0:100:0
Hex : #79d023



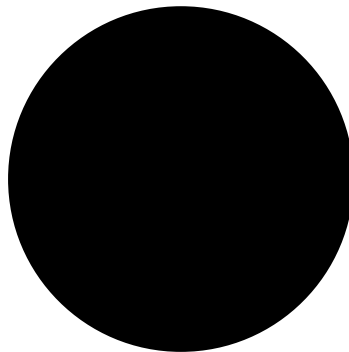
RGB : 0:126:255
CMYK : 77:51:0:0
Hex : #007eff



RGB : 1:44:79
CMYK : 100:84:41:40
Hex : #012c4f



RGB : 145:147:149
CMYK : 46:37:36:2
Hex : #818285



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

BRAND TYPOGRAPHY

Lorem ipsum dolor sit amet, consectetur
adipiscing elit.

Heading & Body Font: Helvetics Neue

Lorem ipsum dolor sit amet, consectetur
adipiscing elit.

Web Font: Lato

**LOREM IPSUM DOLOR SIT AMET, CONSECTUR
ADIPISCING ELIT.**

Accent Font: Capture it