



HACKTHEBOX

Style Guide



Hack The Box

Introduction

The purpose of this document is to provide guidelines and usage specifications for Hack The Box partners and affiliated third parties, such as those using and syndicating Hack The Box Business or Hack The Box CTF on Hack The Box partner sites. This document provides the information you need to include the Hack The Box trademark and branded assets in your environment.



Hack The Box

Brand Philosophy

Our Mission

Create a safer cyber world by making cyber security training fun and accessible to everyone.

Our Vision

- Become the world's largest, most empowering and inclusive hacking community.
- Make Hacking a new Gaming paradigm, through an intuitive and captivating user experience.
- Provide the most cutting-edge, curated and sophisticated hacking content.





TM



HACKTHEBOX™

HTB HORIZONTAL LOGO

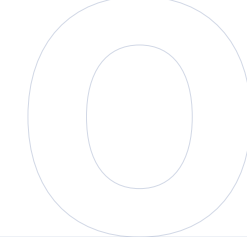
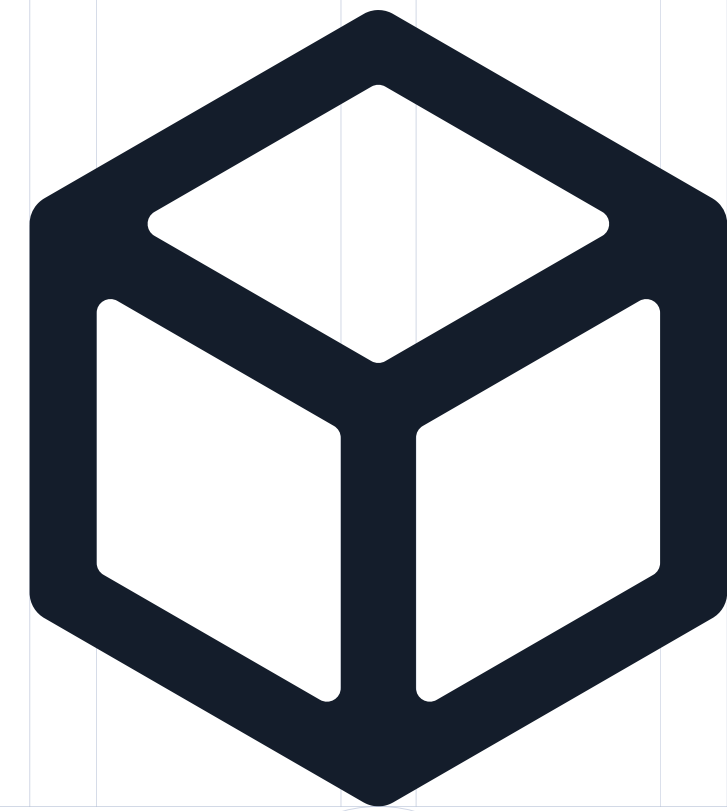




HACKTHEBOX™



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Hack The Box

Symbol aka Cube

By default, you should use the complete logo. This is the lockup that includes both the Hack The Box symbol and the wordmark.

Restrictions in shape or space may require that the Hack The Box symbol be used alone, such as on small tiles, social media, websites and so on. In these situations, it's acceptable to use the Hack The Box symbol separated from the wordmark; however, "Hack The Box" should appear in text adjacent to the Hack The Box symbol whenever possible.

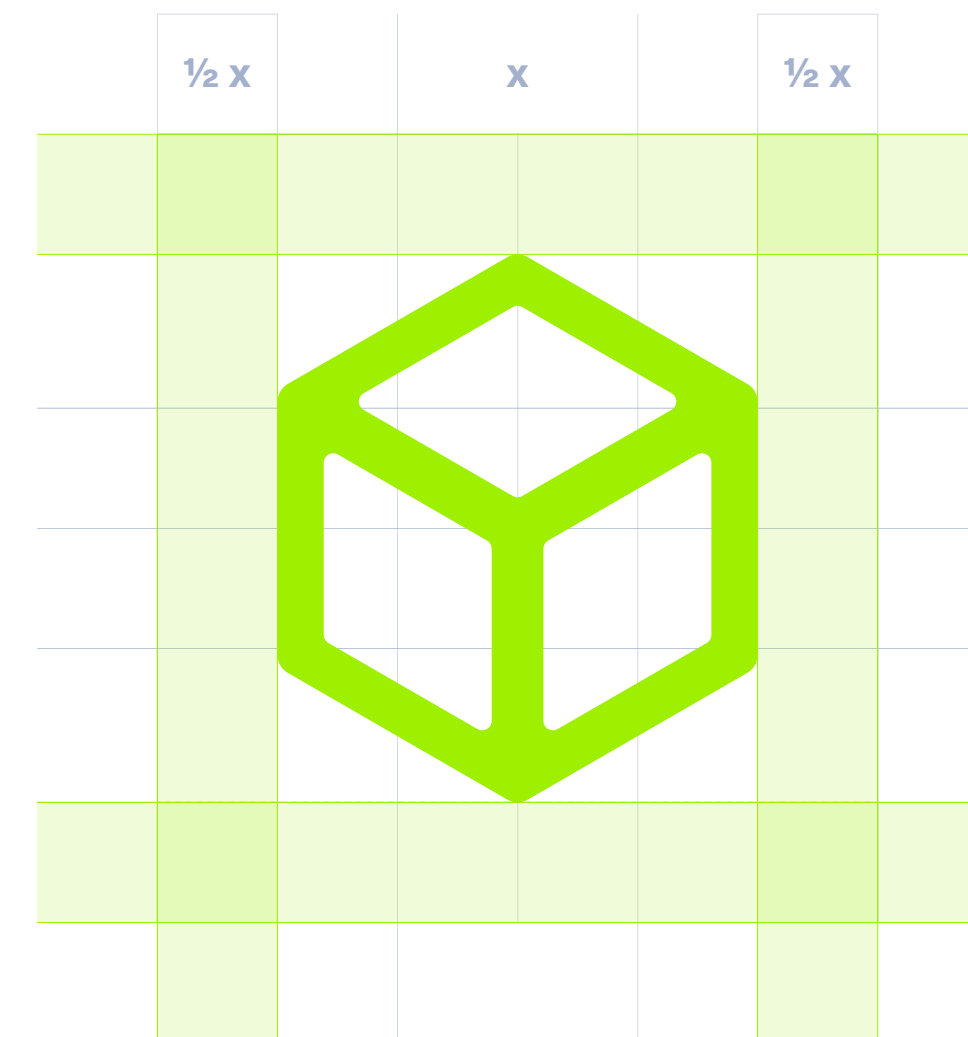
Clear space

When the Hack The Box symbol is used alone, place it within a holding shape. The shape can have a transparent background and is used to achieve proper spacing.

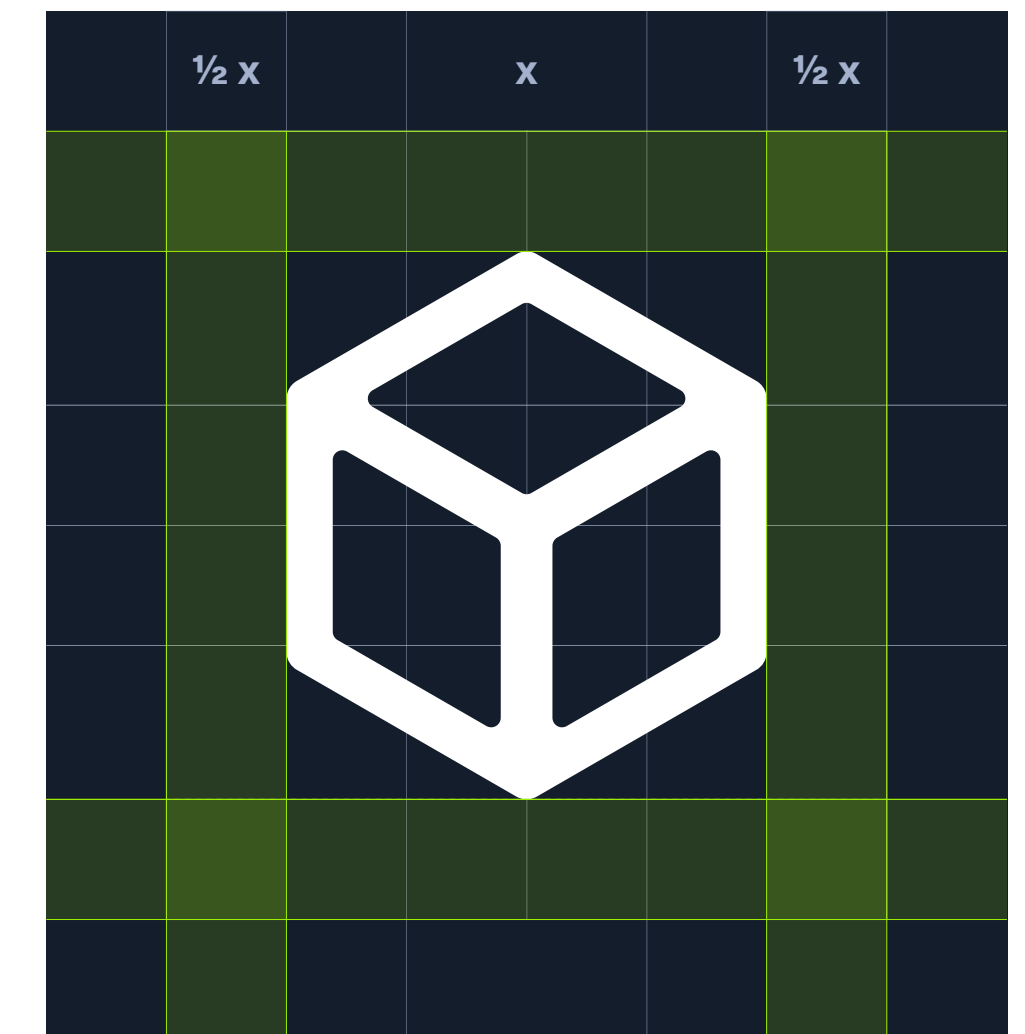
The clear space on either side of the Hack The Box symbol within the holding shape should be equal to half the width of the symbol.

Minimum size

The minimum recommended height of the symbol is 0.2" (5mm) high for print and 15px on-screen.



Print: 0.2" (5mm)
Screen: 15px





Hack The Box Logo

The Hack The Box logo has two components: the cube symbol and the wordmark, which is based on the Neue Haas Unica typeface with some modifications.

Do not alter the logo provided to you in any way, including the colors, angle or relationship between the elements. Do not typeset the wordmark within the logo.

The Hack The Box wordmark should only be used alone under certain circumstances, while paired with Hack The Box's sub-products or when displayed on certain marketing materials like apparel, web or other printed means in which the Hack The Box symbol is present elsewhere.

While Hack The Box and the Hack The Box symbol/cube are registered trademarks of Hack The Box, there is no need to use a trademark bug™ or the® symbol in communications, unless Hack The Box has expressly asked you to do so.

Clear space

A margin of clear space equivalent to the height of the 'O' is drawn around the logo to create the invisible boundary of the area of isolation.

Minimum size

The minimum recommended width of the logo is 1" (25.4mm) for print and 100px wide on-screen.



Print: 1.93" (49.2mm)
Screen: 186px

X = Height of "O" in Hack The Box Wordmark



Hack The Box Wordmark

The Hack The Box wordmark should always be surrounded by a minimum area of space.

Clear space

A margin of clear space equivalent to the height of the 'O' is drawn around the wordmark to create the invisible boundary of the area of isolation.

Minimum size

The minimum recommended width of the wordmark is 1" (25.4mm) for print and 100px wide on-screen.



X = Height of "O" in Hack The Box Wordmark

HACKTHEBOX

Print: 1" (25.4mm)
Screen: 100px



Hack The Box

Logo Color

The Hack The Box symbol color is #9FEF00 and in Pantone, 375 C. This is the preferred use of the symbol. Avoid placing the green symbol on a colored background.

The Hack The Box wordmark color is #141A26 and in Pantone, Black 6 C. This is the preferred use of the wordmark on light colored backgrounds. If the wordmark will be displayed on dark backgrounds, utilize white.

The logo should be reversed to white where contrast is limited (i.e., a colored background or image). A black logo is allowed when media reproduction is black only. An all black logo is also provided for use on light color backgrounds. No other colors of the logo are permissible. The logo may be embossed, debossed, etched or engraved on materials such as glass, brushed aluminum or wood.

When placing the logo on a photographic background, strive to meet the accessibility contrast requirements ratio of 4.5:1.

As needed, a 25-35 percent black overlay increases text legibility on image.



Green and White on Dark Blue



White on Dark Blue



Green and Dark Blue on White



Dark Blue on White



Hack The Box

Incorrect Logo Uses

We pride ourselves on brand consistency. When using the Foursquare wordmark, the following rules should be adhered to at all times.



DO NOT rotate logo for any reason.



DO NOT add drop shadows, bevels or other effects.



DO NOT use gradients within the wordmark.



DO NOT missplace the Hack The Box symbol.



DO NOT apply transparency effects to the logo.



DO NOT re-colour the cube.



Hack The Box

Social Media Icons

Hack The Box social icons are individually designed based on specifications. They are an exception to the clearspace guidelines and are sized optically to best fit each shape.

Align the logo center vertically and horizontally of the icon shape. Use half a horizontal O as the padding to the left and right edge of the icon shape.



Hack The Box Social Media Icons





Ab

Neue Haas Unica

Titles - Bold

Body - Regular

Ab

Zeitung Micro Pro

Subtitles - Regular

Body - Regular

Ab

Zeitung Mono Pro

Numbers - Semibold



H1
Neue Haas Unica
Bold

This is how we build headlines

H2
Zeitung Micro Pro
Regular

For subtitles this is the best way to use it.
It has a clean look and is easy to read

H3
Zeitung Micro Pro
Regular

This format is set for paragraph titles or highlighted information

H4
Neue Haas Unica
Bold

THIS FORMAT IS USED FOR BUTTONS AND CTA'S

H1
Zeitung Mono Pro
Semibold

1337! This is what we use for numbers



Hack The Box Primary Colors

The colour palette is a statement about our organisation's position. It is intended to ensure that a consistent colour scheme is maintained in all communication where Hack The Box is the sender. Consistent use of our primary colors will help build visibility and recognition for the Hack The Box brand and will set us apart from our competitors.

Our HTB Green is the iconic element of our color palette. HTB Green is used in the Hack The Box symbol, but can also be used in other design elements like typography to bring attention to a specific detail.

HTB GREEN			
R	159	C	41
G	239	M	0
B	0	Y	100
		K	0
HEX	PANTONE		
#9fef00	157-8		

HACKER GREY		NODE BLACK	
R	164	C	86
G	177	M	76
B	205	Y	55
		K	68
HEX	PANTONE		
#a4b1cd	536 C		
HEX	PANTONE		
#141d2b	Black 6 C		



Hack The Box

Secondary Colors

To complement the Hack The Box primary colour palette, a set of supportive colours may be used.

These colours are most appropriate as accents in corporate design elements like presentations, charts/graphs, visual code, etc...

AZURE

R	0	C	76	HEX		PANTONE	
G	134	M	47		#0086ff		2925 C
B	255	Y	0				
		K	0				

NUGGET YELLOW

R	255	C	0
G	175	M	35
B	0	Y	100
		K	0

HEX	PANTONE
#ffaf00	7549 C

MALWARE RED

R	255	C	0
G	62	M	89
B	62	Y	76
		K	0

HEX	PANTONE
#ff3e3e	Warm Red C

VIVID PURPLE

R	159	C	60
G	0	M	80
B	255	Y	0
		K	0

HEX	PANTONE
#9f00ff	7442 C

AQUAMARINE

R	46	C	59
G	231	M	0
B	186	Y	44
		K	0

HEX	PANTONE
#2ee7b6	3385 C



Hack The Box

Disclaimer

By using the Hack The Box marks you agree to follow these guidelines as well as our Terms of Service and all our rules and policies.

Hack The Box reserves the right to cancel, modify, or change the permission in these guidelines at any time at its sole discretion. For further information about the use of the Hack The Box name and trademarks, please contact info@hackthebox.eu



Hack The Box

For More Information

If you need more information or have questions about using these guidelines, contact the Hack The Box account representative or sales administrator in your region.

For signature artwork and information related to Hack The Box Authorized Partner communications, go to Hack The Box Support at info@hackthebox.eu

For more information related to marketing specific Hack The Box products, contact us via marketing@hackthebox.eu

For more information about using the Hack The Box trademark, contact us via info@hackthebox.eu