NASA SPACE APPS CHALLENGE · ATHLONE, IRELAND

BRAND GUIDELINES

How HackAthlone looks, sounds and shows up for the 2026 theme, **The Next Frontier**: the logo, colour, type and rules that keep every poster, post and page consistent.

VERSION
1.0 · September 2026

THEME
The Next Frontier

EVENT
13 to 15 Nov 2026 · TUS, Athlone

BRAND GUIDELINES · 2026

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01 · INTRODUCTION

WHERE THE CASTLE MEETS THE COSMOS

HackAthlone is Ireland's biggest space hackathon, and Athlone's local event of the NASA Space Apps Challenge. For one weekend, students, developers, designers and scientists use NASA and partner-agency open data to build tools for the Moon, Mars and beyond.

The brand combines Athlone's heritage, its castle on the Shannon, with a rocket leaving it. In 2026 we move to a **lighter, white-first look** that feels open, optimistic and easy to read.

BRAND PERSONALITY

Curious

We ask big questions and explore real NASA data. We lead with wonder, not jargon.

Bold

Big type, confident colour, clear calls to action. We say what we mean.

Welcoming

First-timers are as welcome as experts. We keep language plain and imagery human.

Rooted

Proudly from Athlone and connected to a global community of local events.

02 · LOGO

OUR LOGO

The HackAthlone logo is a castle whose walls form the word HACK. A rocket launches from the sweep of the “A”, and ATHLONE sits underneath as the foundation. It is a single artwork: never redraw it, rearrange it or separate its parts.

ANATOMY

1 Castle outline

- Black. The walls and battlements of Athlone Castle.

2 The “A”

- Electric Blue. The sweep that launches the rocket. It stays blue with the rest of HACK.

3 HACK letters

- Electric Blue. The H tower (with window and door), C and K.

4 Rocket

- Electric Blue on white and the light blue tints.
- Rocket Red on Electric Blue and black.

5 Flame

- Rocket Red on white and the light blue tints.
- Neon Yellow on Electric Blue and black.

6 ATHLONE wordmark

- Black. Custom lettering: never retype it in a font.

LOGO VERSIONS

Use the full-colour logo wherever possible. Use the reversed versions on Electric Blue or Black. Use the one-colour versions only when colour printing isn’t possible (for example embroidery, laser etching, stamps or single-colour print).

Full colour

Primary logo, with a blue rocket and red flame. Use on white or the light blue tints.

Reversed on blue

White with a red rocket and neon flame. Use on Electric Blue.

Reversed on black

White with a red rocket and neon flame, the same artwork as on blue. Use on Black.

One colour: black

For single-colour print, stamps and etching.

One colour: white

For single-colour print on dark or photo backgrounds.

One colour: blue

For single-colour blue print and merchandise.

USING THE LOGO

Give the logo space, keep it large enough to read, and only place it on backgrounds that keep every part visible.

CLEAR SPACE

X = the height of the ATHLONE lettering. Keep at least 1X of empty space on every side of the logo. No text, image edge or other logo can enter this area.

- More space is always better. On posters, aim for 2X.
- Measure from the outermost point of the logo (the rocket tip and the castle base).
- Don't let crop edges, frames or battlement bands touch the logo.

MINIMUM SIZE

Digital: 96 px wide
Smallest use, for example a website header or email signature.

Print: 25 mm wide
Badges, stickers, sponsor strips.

Recommended: 180 px / 50 mm+
Posters, slides, social posts.

BACKGROUNDS

The rocket comes in two colours so every part stays visible: a blue rocket with a red flame on white and the light blue tints, and a red rocket with a neon flame on Electric Blue and black. On photos, add an Electric Blue or black overlay of at least 60% first. Never place the logo on orange, red or mid-tone colours.

- **White**: full-colour logo, blue rocket and red flame.
- **Blue tint**: full-colour logo.
- **Electric Blue**: reversed logo, red rocket and neon flame.
- **Black**: reversed logo, the same artwork as on blue.

- Don't place the logo on orange.
- Don't place it on red.
- Don't place it on mid greys or other mid tones.

Why

The rocket and its flame are warm colours, so they disappear on orange and red. On mid tones, neither rocket reaches 3:1 contrast.

COMMON MISTAKES

These examples break the logo. If a layout seems to need one of them, change the layout, not the logo.

- Don't stretch or squash.
- Don't rotate or tilt.
- Don't recolour with off-brand colours.
- Don't add shadows, glows or effects.

- Don't use the full-colour logo on blue.
- Don't use the neon flame on white.
- Don't place it on busy images or patterns.
- Don't crop, rearrange or remove parts.

CO-BRANDING WITH NASA SPACE APPS

HackAthlone is a local event of the NASA Space Apps Challenge. When both logos appear together, use this lockup: HackAthlone first, a thin divider, then the Space Apps logo at about 55% of the HackAthlone logo's height (so both carry similar visual weight), with 1X of space on each side of the divider. Always use official Space Apps logo files, unchanged, and follow the Space Apps brand guide for their mark.

On white
Full-colour HackAthlone with the Space Apps logo (black text version).

On blue
Reversed HackAthlone with the Space Apps logo (white text version).

- Use "a local event of the NASA Space Apps Challenge" in body copy.
- Don't recolour, redraw or combine the Space Apps logo with ours into a new symbol.
- Don't use the NASA "meatball" insignia. It isn't in the Space Apps local-event brand kit, and its use is restricted.

SOCIAL AVATARS & SMALL SPACES

Profile picture on white (Instagram, LinkedIn, X). Keep the whole logo. Don't crop it to fit the circle.

Profile picture on blue (alternative). Keep the whole logo. Don't crop it to fit the circle.

Event-app / Discord icon. Keep the whole logo. Don't crop it to fit the circle.

Dark-mode surfaces. Keep the whole logo. Don't crop it to fit the circle.

04 · COLOUR

COLOUR

A white base with Electric Blue and Black as primary colours. Red and Orange add energy, and Forest Green and Neon Yellow are small accents. Most of every layout should be white.

PRIMARY

PRIMARY · HEADLINES, BRAND BLOCKS

ELECTRIC BLUE

HEX	#0042A6
RGB	0 66 166
CMYK	100 60 0 35
CSS	var(--color-electric)

PRIMARY · TEXT, CASTLE

BLACK

HEX	#111111
RGB	17 17 17
CMYK	0 0 0 93
CSS	var(--color-ink)

BACKGROUND · BASE

WHITE

HEX	#FFFFFF
RGB	255 255 255
CMYK	0 0 0 0
CSS	var(--color-white)

SECONDARY

SECONDARY · ACTION, LOGO

ROCKET RED

HEX	#DB240B
RGB	219 36 11
CMYK	0 84 95 14
CSS	var(--color-rocket)

SECONDARY · LINES, SHAPES

ORANGE

HEX	#FF883E
RGB	255 136 62
CMYK	0 47 76 0
CSS	var(--color-flame)

Red drives action and appears in the logo's rocket and flame. Orange adds warmth to lines and shapes. Never use them next to each other as large flat blocks.

TERTIARY

TERTIARY · TAGS, LABELS

FOREST GREEN

HEX	#0B5D3B
RGB	11 93 59
CMYK	88 0 37 64
CSS	var(--color-forest)

TERTIARY · FLAME ON BLUE/BLACK

NEON YELLOW

HEX	#EAFE07
RGB	234 254 7
CMYK	8 0 97 0
CSS	var(--color-neon)

Accents only: together they should cover under 5% of any layout. Neon Yellow belongs on blue or black surfaces.

NEUTRALS & TINTS

SOFT PANELS

BLUE TINT

HEX	#EEF3FB
RGB	238 243 251
CMYK	5 3 0 2
CSS	var(--color-tint)

BORDERS ON TINT

BLUE TINT 2

HEX	#DCE6F6
RGB	220 230 246
CMYK	11 7 0 4
CSS	var(--color-tint-2)

SECONDARY TEXT

SLATE

HEX	#5E636E
RGB	94 99 110
CMYK	15 10 0 57
CSS	var(--color-muted)

DIVIDERS, BORDERS

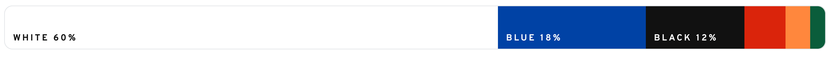
LINE GREY

HEX	#E4E6EA
RGB	228 230 234
CMYK	3 2 0 8
CSS	var(--color-line)

CMYK values are straight conversions from RGB. Ask your printer for a proof, or match the Pantone references they recommend, before large print runs.

COLOUR BALANCE

Roughly how much of a layout each colour should cover. White does most of the work, blue and black carry the message, and accents stay small.



Accents — Rocket Red 5% · Orange 3% · Forest Green 1% · Neon Yellow 1%

RULES

- Red is the action colour: buttons and "Register" links. Use one red call to action per layout.
- Use blue for headlines, key words and large brand blocks.
- Use Forest Green for tags and labels ("Mentor", "Workshop", "Winner").
- Use Neon Yellow only on blue or black: the logo flame, highlights, small callouts.
- No orange text on white (2.4:1 contrast). Orange is for lines and shapes.
- No Neon Yellow on white, where it disappears (1.1:1).
- No red text on blue, or blue on black. They vibrate and fail contrast.
- No gradients between brand colours, except the subtle blue-to-deeper-blue on dark panels.

ACCESSIBLE PAIRINGS

Ratios are calculated with the WCAG 2.0 formula. Body text needs 4.5:1 or higher. Large headlines (24 px bold and up) need 3:1.

Aa	Aa	Aa	Aa	Aa	Aa
18.88:1 AAA	9.01:1 AAA	4.92:1 AA	7.95:1 AAA	6.02:1 AA	9.01:1 AAA
8.02:1 AAA	18.88:1 AAA	16.80:1 AAA	7.95:1 AAA	4.92:1 AA	7.95:1 AAA
8.09:1 AAA	2.37:1 Fail	1.12:1 Fail	1.83:1 Fail	2.10:1 Fail	2.07:1 Fail

05 · TYPOGRAPHY

TYPOGRAPHY

Two typefaces, both free on Google Fonts. **Overpass** is for titles: its roots in highway signage make it strong and easy to read from a distance. **Inter** is for body text, built for clarity on screens and in small sizes.

TITLE FONT: OVERPASS

TITLES · HEADLINES · EYEBROWS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &!?@#

THE NEXT FRONTIER	Black 900 · Display, H1
THE NEXT FRONTIER	ExtraBold 800 · H2, H3
THE NEXT FRONTIER	Bold 700 · Eyebrows

Always uppercase for headlines. Tight tracking (−3% to −4%) and tight leading (0.88 to 0.95). Download: fonts.google.com/specimen/Overpass

BODY FONT: INTER

BODY · UI · CAPTIONS · BUTTONS

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &!?@#

Build with NASA open data	Regular 400 · Body
Build with NASA open data	Medium 500 · Lead text
Build with NASA open data	SemiBold 600 · Labels
Register now →	ExtraBold 800 · Buttons

Sentence case. Line height 1.5 to 1.6. Keep lines between 45 and 80 characters. Download: fonts.google.com/specimen/Inter

TYPE SCALE

Every sample below uses its HackAthlone 2026 text style at its real size.

STYLE	SAMPLE	FONT / WEIGHT	DIGITAL	PRINT	LEADING TRACKING
Display	**THE NEXT**	Overpass Black 900	120 to 180 px	72 to 150 pt	0.88 · −4%
H1	**REGISTRATIONS OPEN**	Overpass Black 900	56 to 80 px	36 to 60 pt	0.92 · −3.5%
H2	**CHALLENGE TRACKS**	Overpass ExtraBold 800	36 to 48 px	24 to 32 pt	1.0 · −2%
H3	**MENTORS**	Overpass ExtraBold 800	24 to 28 px	16 to 20 pt	1.1 · −1%
Eyebrow	NASA SPACE APPS 2026	Overpass Bold 700	13 to 18 px	8 to 11 pt	1.2 · +20%
Lead	Spend 48 hours with real NASA data.	Inter Medium 500	20 to 24 px	12 to 14 pt	1.45 · 0
Body	Teams of up to six build tools…	Inter Regular 400	16 to 18 px	9.5 to 11 pt	1.55 · 0
Caption	Photo: HackAthlone	Inter Medium 500	12 to 14 px	7 to 8 pt	1.4 · 0
Button	**Register now →**	Inter ExtraBold 800	16 to 30 px	10 to 14 pt	1.0 · 0
Label	**Mentor · Workshop · Winner**	Inter SemiBold 600	14 to 16 px	9 to 11 pt	1.4 · 0

HIERARCHY IN USE

NASA SPACE APPS CHALLENGE 2026

THE NEXT
FRONTIER

Spend 48 hours building tools for the Moon, Mars and beyond with real NASA data, right here in Athlone.

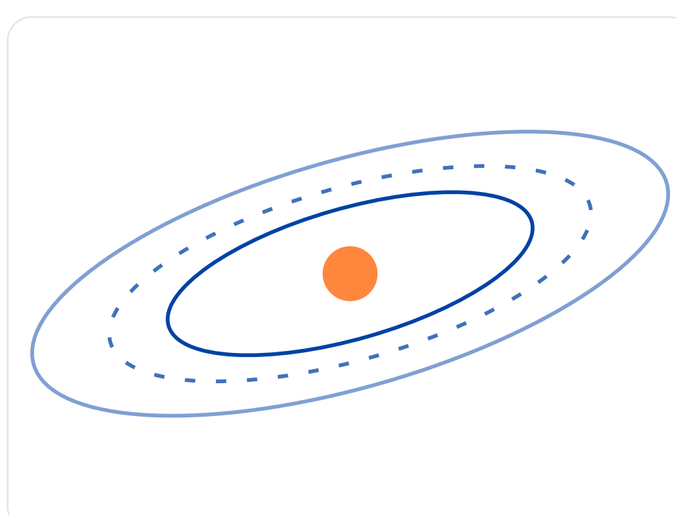
Register now →

- ✓ **Eyebrow**: Overpass Bold, uppercase, +20% tracking, in blue. Names the context.
- ✓ **Headline**: Overpass Black, uppercase. Put the key word in blue on a second line.
- ✓ **Body**: Inter Regular or Medium in black, one or two short sentences.
- ✓ **Action**: Inter ExtraBold on a red pill button.
- ✗ Don't add a third typeface, or use italics for headlines.
- ✗ Don't letter-space body text or set long paragraphs in capitals.
- ✗ Don't centre paragraphs longer than two lines.

Fallbacks when the brand fonts aren't available (for example in Word or Outlook): titles in **Arial Black**, body in **Arial**.

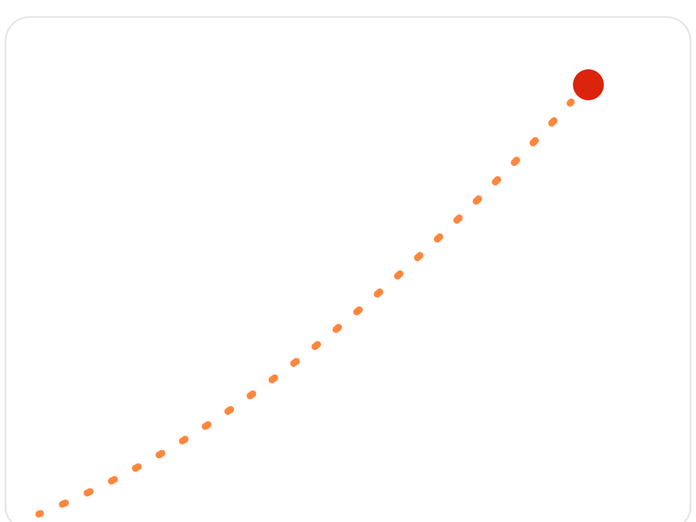
GRAPHIC ELEMENTS

A small set of shapes taken from the logo. Use one or two per layout, keep them in the background, and never let them cross the logo or text.



Orbit rings

Two to four tilted ellipses around the logo or a planet dot. Solid and dashed lines alternate. Blue on white, white on blue.



Launch path

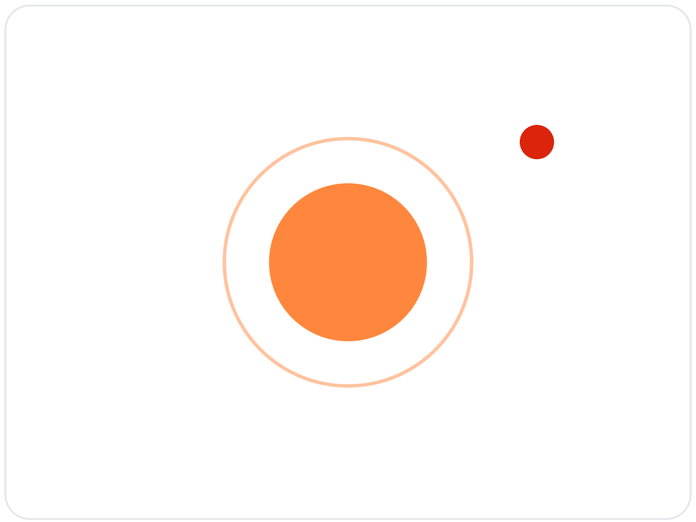
A dotted orange arc that suggests a rocket's path. Start it off the edge of the canvas, and never run it through text.

Battlement band

Athlone Castle's battlements, from the logo. Use as a footer or divider in solid blue, or as a 6% tint behind content.

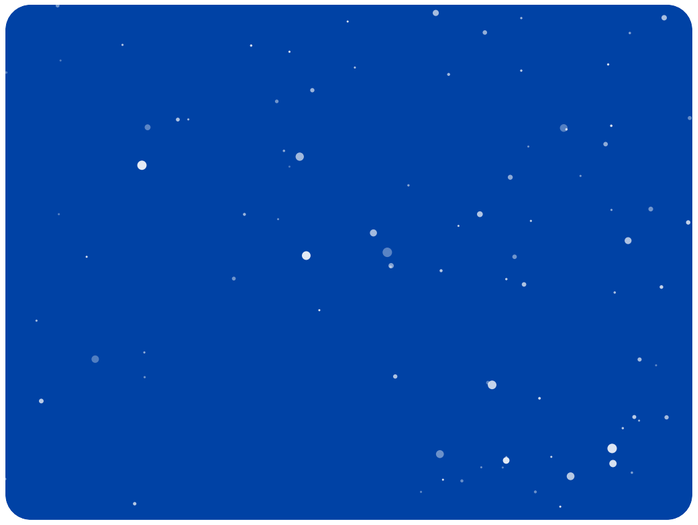
Dot grid

A light blue dot grid (10 to 12% opacity) adds a blueprint texture to white backgrounds.



Planet dot

A solid orange or red circle, sometimes with one thin ring. It's the focal point for orbits. One per layout.



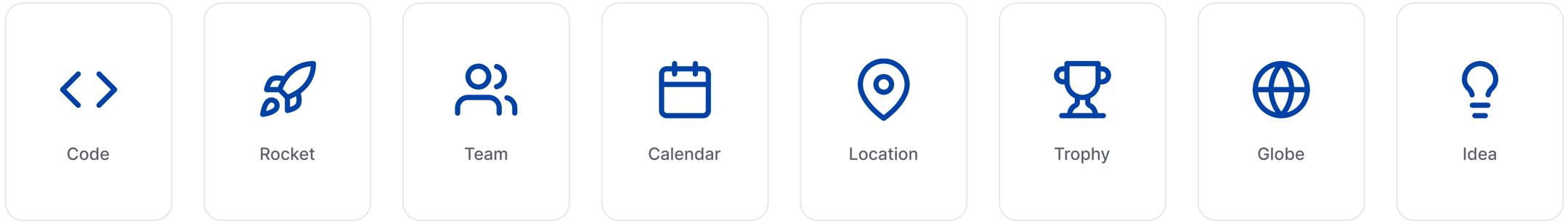
Star field

Small white dots of varied size. Only on Electric Blue or Black panels, never on white.

07 · ICONOGRAPHY

ICONOGRAPHY

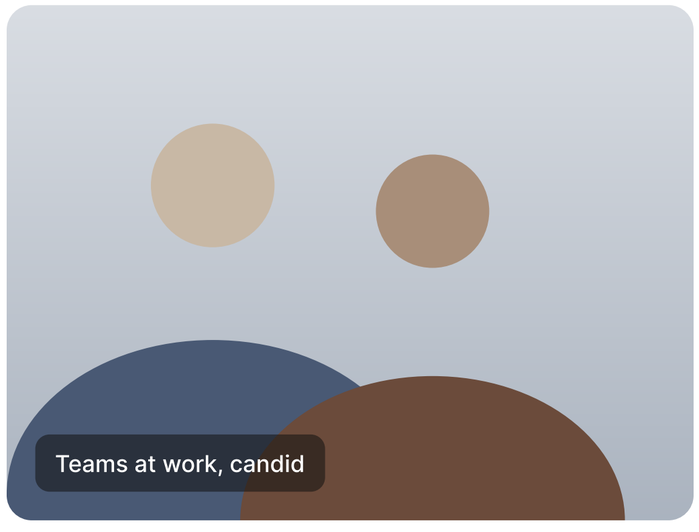
Simple line icons that match the logo’s outlines: 2 px stroke on a 24 px grid, rounded ends, in Electric Blue or Black. Lucide (free and open source) matches this style if you need more icons.



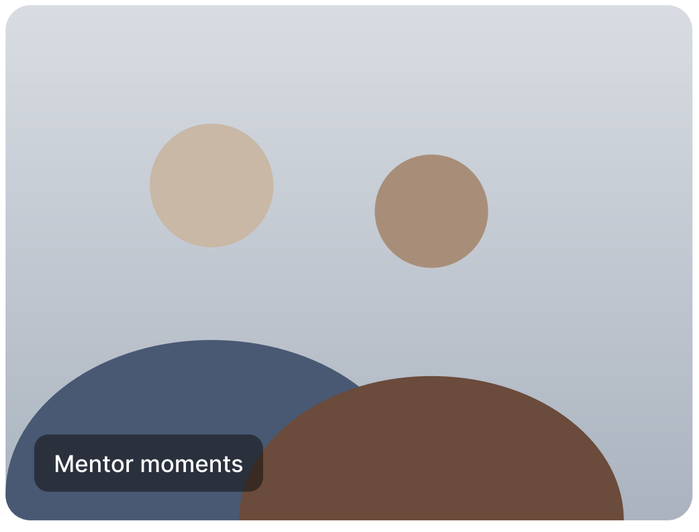
- One stroke weight and one colour per set.
- Pair every icon with a text label.
- No filled, 3D or emoji-style icons.
- No orange or neon icons on white.

PHOTOGRAPHY

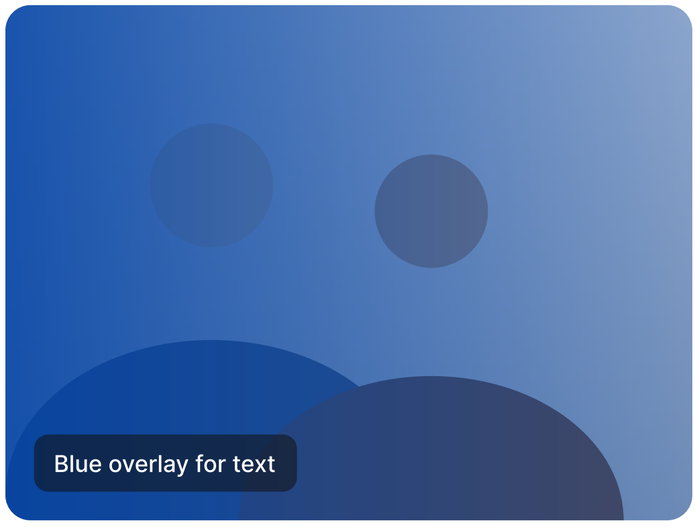
Real people, real work. Photos should show teams collaborating, mentors helping and the moment an idea works, in bright, natural light.



- ✓ Candid, close shots of collaboration and screens.
- ✗ No generic stock astronauts or rendered planets as the main image.



- ✓ Mentors and hackers side by side, showing a diverse community.
- ✗ No heavy filters, duotones in off-brand colours, or dark and moody edits.



- ✓ For text on photos, use a blue (or black) overlay of 60 to 90% on the text side.
- ✗ Don’t publish photos of participants without consent. Follow the event’s photo policy.

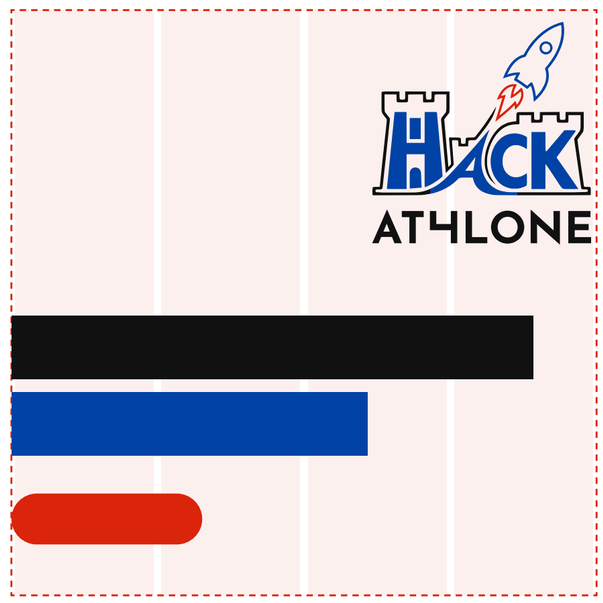
09 · LAYOUT & GRID

LAYOUT & GRID

Generous margins, strong left alignment and one clear focal point.
Headline, supporting line and one action, in that order.

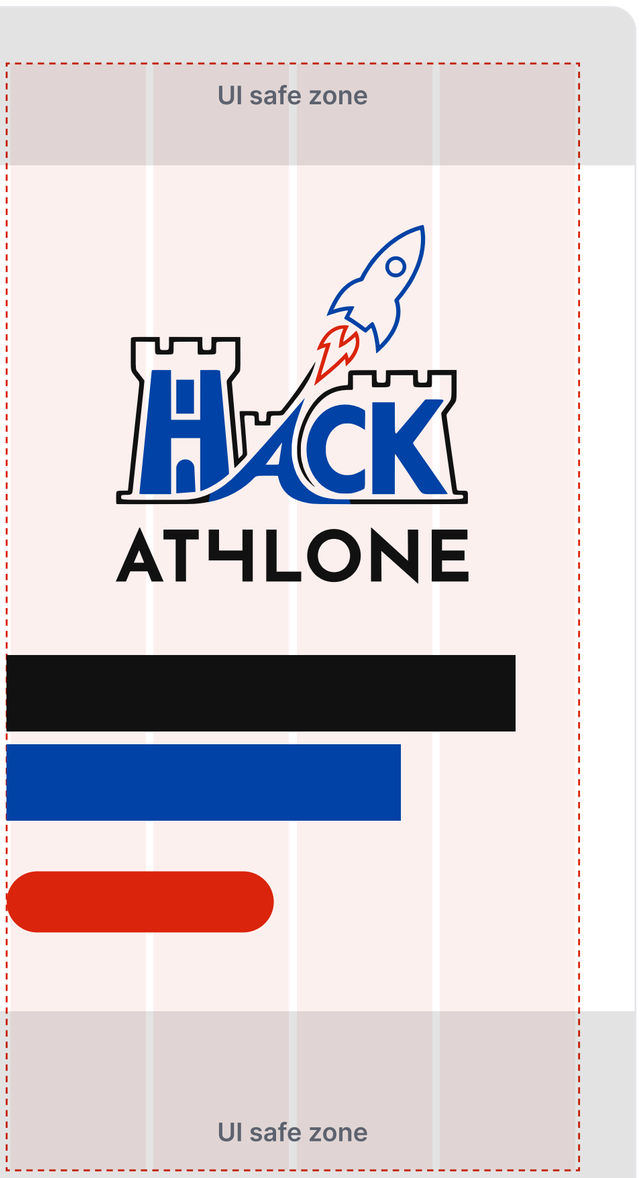
Posters (A-series)

8% outer margin, 6-column grid, logo top or centre, details in the bottom band.



Square post (1080 × 1080)

80 px margin, logo top-right or top-left, headline in the lower half.



Story (1080 × 1920)

Keep text out of the top 250 px and bottom 340 px, where the app's interface covers it.

Website

12-column grid, 1320 px max width, 24 px gutters, 120 px side margins on desktop. Hero: headline left, logo and orbit graphic right.

Presentations

16:9 (1920 × 1080). 150 px left margin, a tricolour or blue edge on title slides only, footer with event name and page number.

Spacing

Base unit 8 px. Space between headline and body = 1× headline cap height. Keep items grouped: details together, action alone.

VOICE & TONE

We sound like a friendly mission control: clear, excited and encouraging. Short sentences, active verbs, no jargon without explaining it.

Clear

Say the key fact first: what, when, where, how to join.

Energetic

Launch, build, explore. Verbs that move.

Inclusive

“You don’t need to be a space expert.” Never assume experience.

Proudly local

Athlone, the Shannon, TUS. Global challenge, local heart.

WRITE IT LIKE THIS

DO	DON’T
Registrations are open. Join us 13 to 15 Nov at TUS, Athlone.	~~We are pleased to announce that registration for the event has now commenced.~~
Build tools with real NASA data, no space experience needed.	~~Leverage synergistic geospatial datasets to ideate disruptive solutions.~~
Free to join, with teams of up to six.	~~HACKATHON IS COMING!!! DON’T MISS OUT!!!~~

STYLE ESSENTIALS

Name

Write **HackAthlone**, with a capital H and A, as one word, and keep that casing in headings set in capitals. In visible text the domain is HackAthlone.com; links stay lowercase. The global event is the **NASA Space Apps Challenge**, and “Space Apps” after first mention.

Dates & times

13 to 15 November 2026 (no dashes, no ordinals). Short form: 13 to 15 Nov. Times in 24-hour format: 09:30, 18:00.

Spelling & hashtags

Irish and UK English (colour, organise, programme). Suggested hashtags: #HackAthlone #SpaceApps.

11 · APPLICATIONS

IN USE

The system applied to website, print and social. The editable templates sit in the Templates frame of this section: a website hero, square post, story and A-series poster, each built on the chapter 09 grids.

NASA SPACE APPS CHALLENGE 2026 · ATHLONE

HackAthlone IS BACK

Ireland’s biggest space hackathon. 48 hours at TUS Athlone, 13 to 15 November. Real NASA data, no space experience needed.

Register now →

Kick-off Friday 13 November, 17:00 · Engineering Building, TUS Athlone

Website hero

White base, blue headline accent, red call to action.

HackAthlone 2026 · TUS ATHLONE

REGISTRATIONS ARE OPEN

13 to 15 November 2026. Free to join, no space experience needed.

Register now →

Square post

Announcement: logo top-right, headline in the lower half.

NASA SPACE APPS CHALLENGE 2026

JOIN US IN ATHLONE

13 to 15 November 2026 at TUS Athlone. 48 hours, real NASA data, no space experience needed.

Register now →

Story

Text kept clear of the top 250 px and bottom 340 px.

NASA SPACE APPS CHALLENGE · ATHLONE

IRELAND’S BIGGEST SPACE HACKATHON

48 hours, real NASA open data and no space experience needed. Free to join.

13 TO 15 NOVEMBER 2026

Engineering Building, TUS Athlone · HackAthlone.com

Poster

A3 poster: logo centred, details in the blue bottom band.

ASSETS

Logo files are in the HackAthlone 2026 Brand Assets pack, sorted by light and dark backgrounds, as SVG (any size) and transparent PNG (2000 px). In Figma, use the **HackAthlone 2026/Logo** component: its six versions match these files.

Full colour
HackAthlone-Logo-FullColour.svg

Full colour
HackAthlone-Logo-FullColour.png

Reversed on blue
HackAthlone-Logo-Reversed-OnBlue.svg

Reversed on blue
HackAthlone-Logo-Reversed-OnBlue.png

Reversed on black
HackAthlone-Logo-Reversed-OnBlack.svg

Reversed on black
HackAthlone-Logo-Reversed-OnBlack.png

One colour, black
HackAthlone-Logo-Mono-Black.svg

One colour, black
HackAthlone-Logo-Mono-Black.png

One colour, white
HackAthlone-Logo-Mono-White.svg

One colour, white
HackAthlone-Logo-Mono-White.png

One colour, blue
HackAthlone-Logo-Mono-Blue.svg

One colour, blue
HackAthlone-Logo-Mono-Blue.png

BEFORE YOU PUBLISH

- Is it an official logo file, unaltered, with 1X clear space?
- Is white the main colour, with one red call to action?
- Are titles in Overpass and body text in Inter, and nothing else?
- Does all text meet 4.5:1 contrast (3:1 for large headlines)?
- Are the date, venue and link correct and consistent?
- Does the Space Apps logo follow its own brand guide?

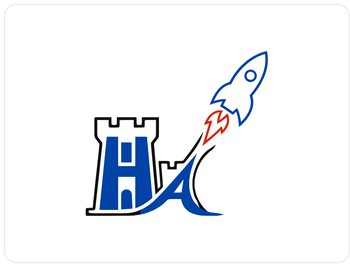
Questions about the brand? Contact the HackAthlone organising team at **spaceappsathlone@gmail.com**.

THE HA ICON

A compact mark for small, square spaces where the full logo can’t be read: profile pictures, app icons and browser tabs. The castle tower carries the H, the A launches the rocket, and one curve closes the shape. Use the full logo wherever it fits.

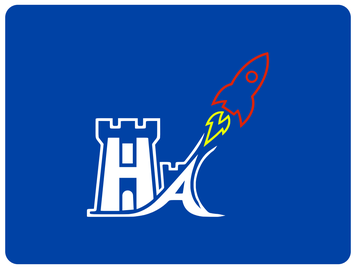
VERSIONS

The same six versions as the logo, with the same colour rules.



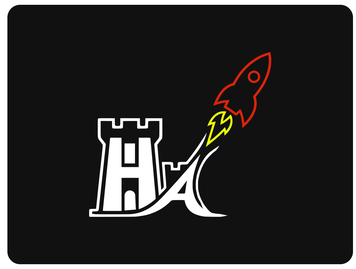
Full colour

Primary icon, with a blue rocket and red flame. Use on white or the light blue tints.



Reversed on blue

White with a red rocket and neon flame. Use on Electric Blue.

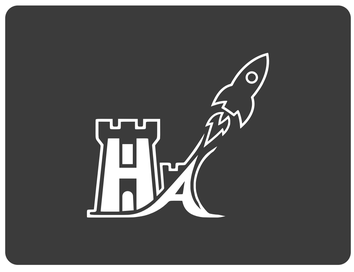


Reversed on black

White with a red rocket and neon flame, the same as on blue. Use on Black.

One colour: black

For single-colour print, stamps and etching.



One colour: white

For single-colour print on dark or photo backgrounds.

One colour: blue

For single-colour blue print and merchandise.

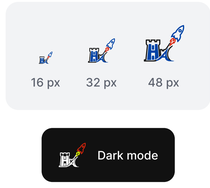
FORMATS

App icon

1024 px squares on white, light blue, Electric Blue or black. Phones and app stores round the corners themselves.

Profile picture

1080 px squares for Instagram, LinkedIn, X and Discord. The whole icon stays inside the circle they crop to.



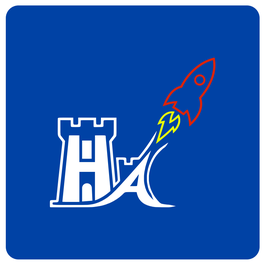
Favicon

favicon.svg, favicon.ico and 16 to 48 px PNGs use the small-size cut with heavier outlines. The SVG turns white in dark mode.

BACKGROUNDS

✓ **White**: full-colour icon.

✓ **Blue tint**: full-colour icon.



✓ **Electric Blue**: reversed icon.

✓ **Black**: reversed icon.

USING THE ICON

- ✓ Use the icon in square or round spaces, or where the full logo would be under 96 px wide.
- ✓ Use the small-size version for favicons and anything under 48 px.
- ✓ Keep clear space around it of at least the width of the H tower’s window.
- ✗ Don’t add ATHLONE, other letters or a tagline to the icon.
- ✗ Don’t crop the rocket or move it away from the castle.
- ✗ Don’t use the icon instead of the full logo on posters, slides or the website header.
- ✗ Don’t place the icon on orange, red or mid-tone backgrounds.