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black hat[®]

BRIEFINGS & TRAINING

brand identity standard



BLACK HAT

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BRAND IDENTITY STANDARDS

this is black hat

BRIEFINGS & TRAINING

BLACK HAT EVENTS

The Black Hat Briefings are a series of highly technical information security conferences that bring together thought leaders from all facets of the infosec world – from the corporate and government sectors to academic and even underground researchers. The environment is strictly vendor-neutral and focused on the sharing of practical insights and timely, actionable knowledge. Black Hat remains the best and biggest event of its kind, unique in its ability to define tomorrow's information security landscape.

In addition to the large number of short, topical presentations in the Briefings, Black Hat also provides hands-on, high-intensity, multi-day Trainings. The Training sessions are provided by some of the most respected experts in the world and many also provide formal certifications to qualifying attendees. Arrangements can also be made to bring Black Hat's trainers to your location for private and customized training.

Black Hat's decade of leadership attracts the most prestigious names from the full spectrum of security thinkers, and ensures that the conference stays on the leading edge of new security trends as they emerge. Our commitment to delegate feedback also helps keep our presentations aligned to the needs and desires of our delegates.

From its inception in 1997, Black Hat has grown from a single annual conference in Las Vegas to a global conference series with annual events in Tokyo, Amsterdam, Las Vegas and Washington DC. It has also become a premiere venue for elite security researchers and the best security trainers to find their audience.

BLACKHAT

logotype
BRAND IDENTITY STANDARDS

5:// LOGOTYPE



organization

LOGOTYPE


black hat[®] usa+2009
BRIEFINGS & TRAINING


black hat[®] dc+2009
BRIEFINGS & TRAINING


black hat[®] asia+2009
BRIEFINGS & TRAINING


black hat[®]
BRIEFINGS & TRAINING
europe+2009

event
LOGOTYPE

7:// ALTERNATE LOGOTYPE

2-COLOR



4-COLOR



2-COLOR



alternate

LOGOTYPE



alternate
LOGOTYPE



color palette

BRAND IDENTITY STANDARDS

red
brick
gray
white

C 0
M 100
Y 100
K 0

C 0
M 100
Y 100
K 50

C 0
M 0
Y 0
K 50

C 100
M 100
Y 100
K 100





typography

BRAND IDENTITY STANDARDS

helvetica neue

lowercase sans serif

SMALL CAPS ALTERNATING CASES AND WEIGHTS

HISTORY OF HELVETICA NEUE

Helvetica was developed in 1957 by Max Miedinger with Eduard Hoffmann at the Haas'sche Schriftgiesserei (Haas type foundry) of Münchenstein, Switzerland. The aim of the design was to create a neutral typeface that had great clarity, had no intrinsic meaning in its form, and could be used on a wide variety of signage.

Neue Helvetica is a reworking of the typeface with a more structurally unified set of heights and widths. It was developed at D. Stempel AG, Linotype's daughter company. The studio manager was Wolfgang Schimpf, and his assistant was Reinhard Haus; the manager of the project was René Kerfante. Erik Spiekermann was the design consultant and designed the literature for the launch in 1983. Other changes include improved legibility, heavier punctuation marks, and increased spacing in the numbers.

The font family is made up of 51 fonts, which includes 9 weights in 3 widths (8, 9, 8 in normal, condensed, extended widths respectively).

(FROM WIKIPEDIA.ORG)

display headline

primary subheadline

SECONDARY SUBHEADLINE SUPPORTING

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Smaller Body suspendisse venenatis porttitor pharetra. Mauris rutrum tortor nec sapien congue vehicula. Nunc nec aliquet magna. Integer in nibh et velit vulputate pulvinar.

LEAD IN AENEAN FRINGILLA LIGULA DIAM, VITAE VEHICULA PURUS. AENEAN ELEIFEND HENDRERIT QUAM ET ELEMENTUM ETIAM CONVALLIS SAGITTIS TELLUS ET CONSECTETUR. AENEAN DAPIBUS TINCIDUNT DAPIBUS.

“ **DONEC TEMPOR** condimentum cursus. Aliquam viverra, nunc nec tempus blandit, felis augue accumsan lacus, ut tempor quam risus sit amet dui. Pellentesque ultrices placerat scelerisque. Ut non dolor at ipsum hendrerit ultricies in vitae leo. ”

(TYPOGRAPHIC DESIGN STANDARD FOR ADVERTISING + PRINT)

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SECONDARY SUBHEADLINE SUPPORTING

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(TYPOGRAPHIC DESIGN STANDARD FOR ADVERTISING + PRINT)

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SECONDARY SUBHEADLINE

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(TYPOGRAPHIC DESIGN STANDARD FOR WEB)

headline

primary subheadline

SECONDARY SUBHEADLINE

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(TYPOGRAPHIC DESIGN STANDARD FOR WEB)



BLACK HAT

