BRAND OVERVIEW
Companies have an obligation to ensure that their digital products are safe beyond a reasonable doubt. HackerOne was created to deliver on this promise by forming the world’s first vulnerability coordination and bug bounty program to democratize security. By hacking for good to convey trust and protect consumer data, companies and organizations can fortify their security systems to defend against even the most advanced vulnerabilities. And in doing so, we collectively make the internet safer and we’re all stronger because of it.
WORDMARK & LOGO
Wordmark

The image above is the official HackerOne wordmark and cornerstone of our brand. It is instantly identifiable and by bolding the work “hacker” and not bolding “one”, a duality is created that puts emphasis on the core of our company — hackers.
Logo
The HackerOne logo is an abbreviated, more versatile version of the wordmark. The wordmark should be used whenever possible, but use the logo when situations arise that will compromise the legibility/visibility of the logo or if there are space constraints.
WORDMARK AND LOGO USE

Color
Hacking is all about manipulating systems to make them your own. To reflect this in the HackerOne brand, the wordmark and logo can be displayed in any color as long as it is legible and displayed against a contrasting background.

Placement and Usage
The wordmark and logo are to be overlaid against solid backgrounds. In terms of placement, we like to “hide” the wordmark and logo in man-made architectural settings to reflect how hackers search for vulnerabilities in code.
Wordmark and Logo Use

The wordmark should always be surrounded by clear space that is equal to the x-height of the lower case letter forms in the wordmark.

Minimum Size: Digital
75 pixels wide

Minimum Size: Print
.75 inches wide
Logo Spacing

The logo should always be surrounded by clear space equal to the x-height of the leg of the letterform.

Minimum Size: Digital
25 pixels wide

Minimum Size: Print
0.25 inches wide
WORDMARK MISUSE

Don’t add dropshadow

Don’t distort

Don’t use low-resolution files

Don’t place the logo against a background of a similar color or over imagery that negatively affects the visibility of the wordmark or logo.
THE
DIAGONAL
The Diagonal

In the HackerOne logo, the “1” that makes up the leg of the “h” contains a 31° angle. We’ve taken that 31° angle and made it a core visual identifier of the HackerOne brand by using it as an integrated graphical element.

Why? Because 90° angles and straight lines represent the ways of old. We seek to break the grid with diagonal lines that convey a new design paradigm just like our services convey a new paradigm of what it means to be a hacker.
COLOR PALETTE
COLOR PALETTE

Primary Palette

- **Hex #EC1075**
  - RGB 237-16-117
  - CMYK 0-99-23-0

- **Hex #6BBD45**
  - RGB 107-190-70
  - CMYK 66-0-99-0

- **Hex #494649**
  - RGB 74-70-73
  - CMYK 66-62-56-40

- **Hex #000000**
  - RGB 0-0-0
  - CMYK 75-68-67-90

- **Hex #ffffff**
  - RGB 255-255-255
  - CMYK 0-0-0-0

Secondary Palette

- **Hex #ED2884**
  - RGB 237-41-133
  - CMYK 0-95-10-0

- **Hex #B21E54**
  - RGB 179-31-85
  - CMYK 24-100-52-8

- **Hex #28B04A**
  - RGB 41-177-75
  - CMYK 78-1-100-0
FONT & TYPOGRAPHY
The official HackerOne font is Effra – an extremely flexible sans serif font that solves design and communication problems by providing a unique look that can be used across different types of media.

**Effra Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

effrehijklmnopqrstuvwxyz

**Effra Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

effrehijklmnopqrstuvwxyz

**Effra Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

effrehijklmnopqrstuvwxyz

**Effra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

effrehijklmnopqrstuvwxyz

**Effra Heavy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

effrehijklmnopqrstuvwxyz
Someone has found a potential security issue with your technology. What happens next? Making certain this discovery leads to a positive outcome for everyone involved is crucial. Replacing an antiquated shared security email address with the HackerOne platform brings order and control to an otherwise chaotic process.
PHOTOGRAPHY
PHOTOGRAPHIC STYLE: HACKERS

Hackers
Through photography, we’re able to achieve one of our primary goals of taking off the hood, turning on the lights, and putting a face to hacking. This is reflected in the stylistic direction of brand photography by capturing what makes us all unique as human beings – faces. All ethnicities should be represented and even though the majority of hackers are men, we also want to include women as well. Since hackers tend to skew younger, this should be reflected in brand photography. Ensure that the photographs of the hackers are saturated and vibrant while the background is slightly blurred and desaturated.
PHOTOGRAPHIC STYLE: HACKERS & THE DIAGONAL

The Diagonal in Photography
By combining hackers with 31° diagonal lines, we’re able to incorporate both the human-centric nature of HackerOne and the central brand element of the diagonal. The diagonal is never displayed in front of hackers, only behind them, and the background should be clean and nondescript so that hackers are the focal point of photographs.
For photographs of people and architecture where the diagonal is in the background, the diagonal must be white and displayed at 40% transparency. When used as a standalone graphic element, the diagonal must be pink (Hex #EC1075) and displayed at 100% transparency. Please do not be place the pink diagonal over imagery.
PHOTOGRAPHIC STYLE: CITY & ARCHITECTURE

City & Architecture

Cityscapes and geometric shapes are strong visual elements to use when selecting photography that does not feature hackers. When using this approach, seek images that contain “found”/naturally occurring 31° angles.
ICONOGRAPHY
Iconography

Icons should be simple and placed in a thick circle with the color set to Hex code #494649. The icon shape should be solid whenever possible, and the outlining circle should have a white background.
CONTACT

tim@hackerone.com
(415) 891-0777
twitter.com/Hacker0x01
facebook.com/Hacker0x01