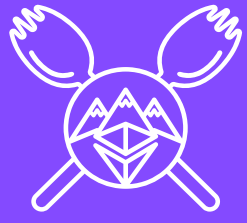




Brand Guidelines 2.0

Brought to you by **SPORKDAO**



Welcome to ETHDenver's Brand Guidelines.

This document will teach you how to use the our brand identity effectively, ensuring that all brand communications look and sound their best.



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Welcome to SporkDAO

Calling all Bufficorns, PegaBufficorns,
MegaPegaBufficorns, Spork Marmots & BuffiGWEI!

Initiated in 2019, SporkDAO is the evolution of ETHDenver to a community-owned organization. SporkDAO has four prongs for durability and sustainability. The purpose is to #BUIDL Colorado as a destination of choice and to #BUIDL the decentralized future.

Community Members are incentivized to engage in certain patronage activities by earning \$SPORK Rewards. SporkDAO is a member-owned community. \$SPORK holders direct the community's events, investments, and interests.

Since 2018, ETHDenver has birthed dozens of Web3's top projects. SporkDAO will continue to hold ETHDenver annually and expand year-round support with Bufficorn Ventures and the ColoradoJam Incubator.

ETHDENVER

With its genesis in 2018, ETHDenver is the birthplace of #BUIDL. Subsequently, the event gave rise to the Bufficorn, Spork Marmot, PegaBufficorn, BuffiGWEI, and now SPORKE. ETHDenver will continue focus on the world's largest Web3 #BUIDLathon & Community Innovation Festival.

COLORADOJAM

Introduced in 2020, ColoradoJam is a collaboration with the State of Colorado. In support of Governor Jared Polis' proclamation of Colorado as the "First Digital State", the ColoradoJam Incubator will fuel Web3 projects alongside the State of Colorado to solve real world problems.

BUFFICORN VENTURES

Our newest Prong of the spork, Bufficorn Ventures provides ongoing support to post-hackathon projects birthed at ETHDenver. Run by the community, Bufficorn Ventures has the flexibility to make grants or do more traditional investments.

COMMUNITY

The most important prong of the Spork. The other prongs simply could not exist without our global community. With 40,000+ unique contributors from over 100 countries over 4 events, the SporkDAO community is a powerful example of the decentralized future.



ETHDenver is the largest and longest running ETH event in the world.

ETHDenver is a member-owned Community Innovation Festival. With the genesis of SporkDAO in June of 2021, ETHDenver is the first event based DAO in the world.

The community attending ETHDenver shows up to contribute to the global blockchain ecosystem, whether by #BUIDLing decentralized applications (dApps), contributing to or starting infrastructure level projects, writing documentation/tutorials/white-papers, designing UI/UX/graphics, or info-graphics, or to learn, connect, and get more involved. So bring your inner awesomeness and some friends. We'll provide mentors, resources, and all of the educational content you can consume.

ETHDenver is 100% community funded, and SporkDAO, the community-owned organization of ETHDenver, is on a mission to #BUIDL Colorado as the destination of choice to build a decentralized future. The goal is to give value directly back to the community following the completion of the event, with ETHDenver functioning as an incubator and launchpad to create year-round funding for projects.

Basics

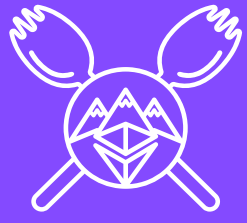
ETHDenver Brand Guidelines 2.0



Ethos

The ETHDenver #BUIDLATHON is about bringing diverse creativity around a common purpose. Distributed computing is the future and Colorado is a leading community supporting this emerging technology.

Our event empowers participants to shape this new world, while cementing the Rocky mountain region and the State of Colorado as a thriving hub of Ethereum and blockchain innovation.

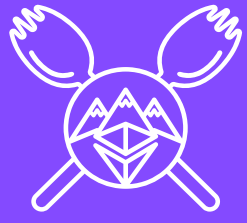


Values

**Education +
Community = #BUIDL**

Logo

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Our logo captures the essence of the ETHDenver Community and should be used in all communications. The following guidance details how to effectively integrate our logo.



Intro

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Full Logo

The Ethereum diamond is the centerpiece of the ETHDenver logo, in the outline of Colorado's Rocky Mountains, encapsulated by SporkDAO's crossed sporks. The logo works as a system of the two elements: the mark and the wordmark; including a wide variety of possible layouts that can be adjusted to any use case.

The typography used in the logo is

Roc Grotesk Condensed Extra Bold





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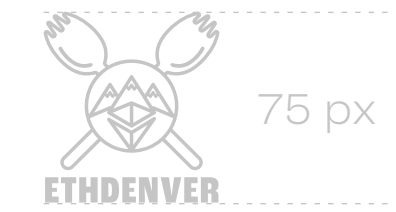
Full Logo

Clear Space (1x)

To look its best, the ETHDenver logo needs breathing room. Please add a minimum margin distance of 1X from other non-background elements. 'X' is defined by the height of the first letter of our name; the letter "E"

Minimum Size (75px)

For clarity across digital and print applications, the logo should never be reproduced at any size smaller than 75px. For print, the minimum height of the logo is 0.75 inches (1.9cm).





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Logo Mark

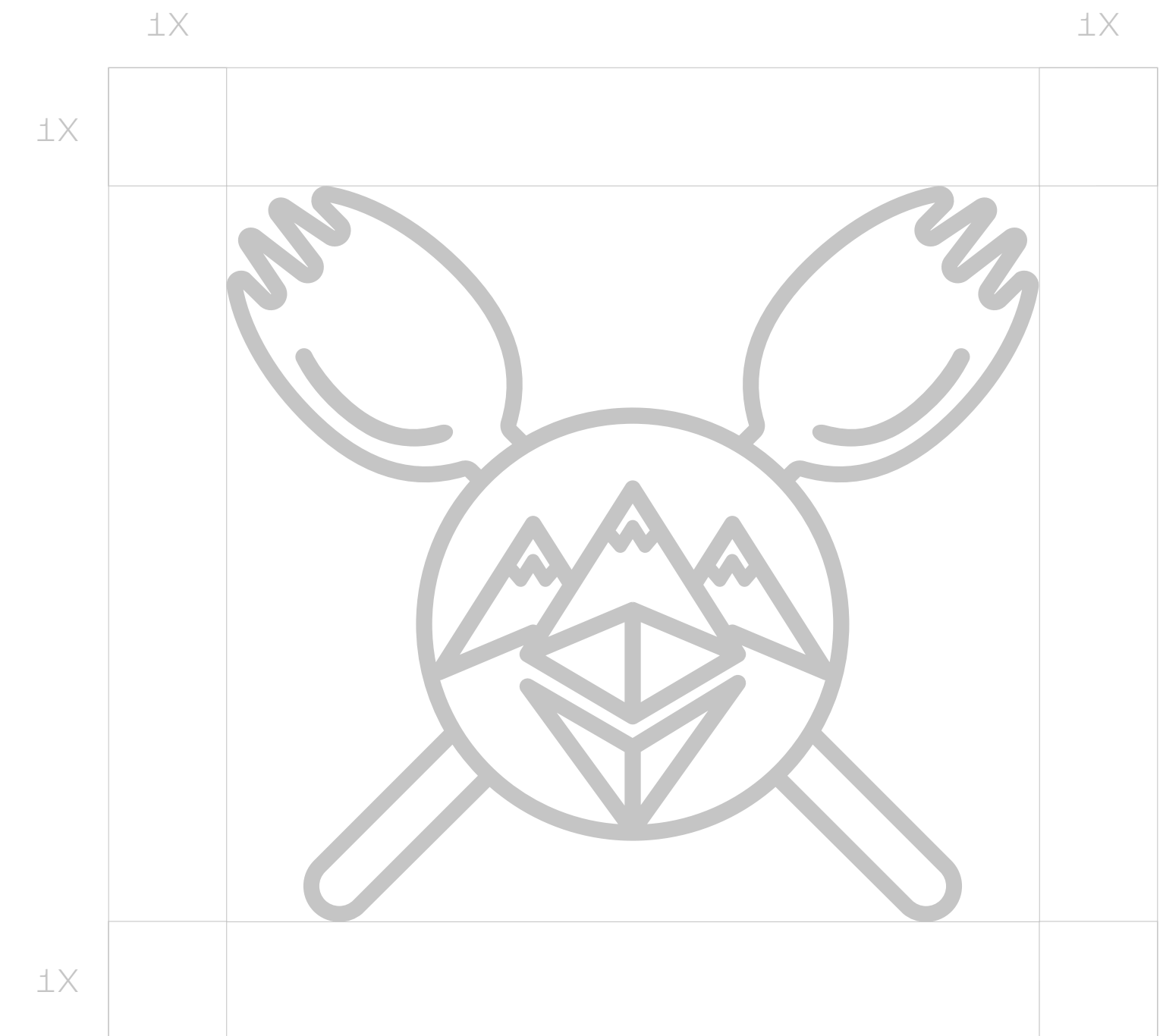
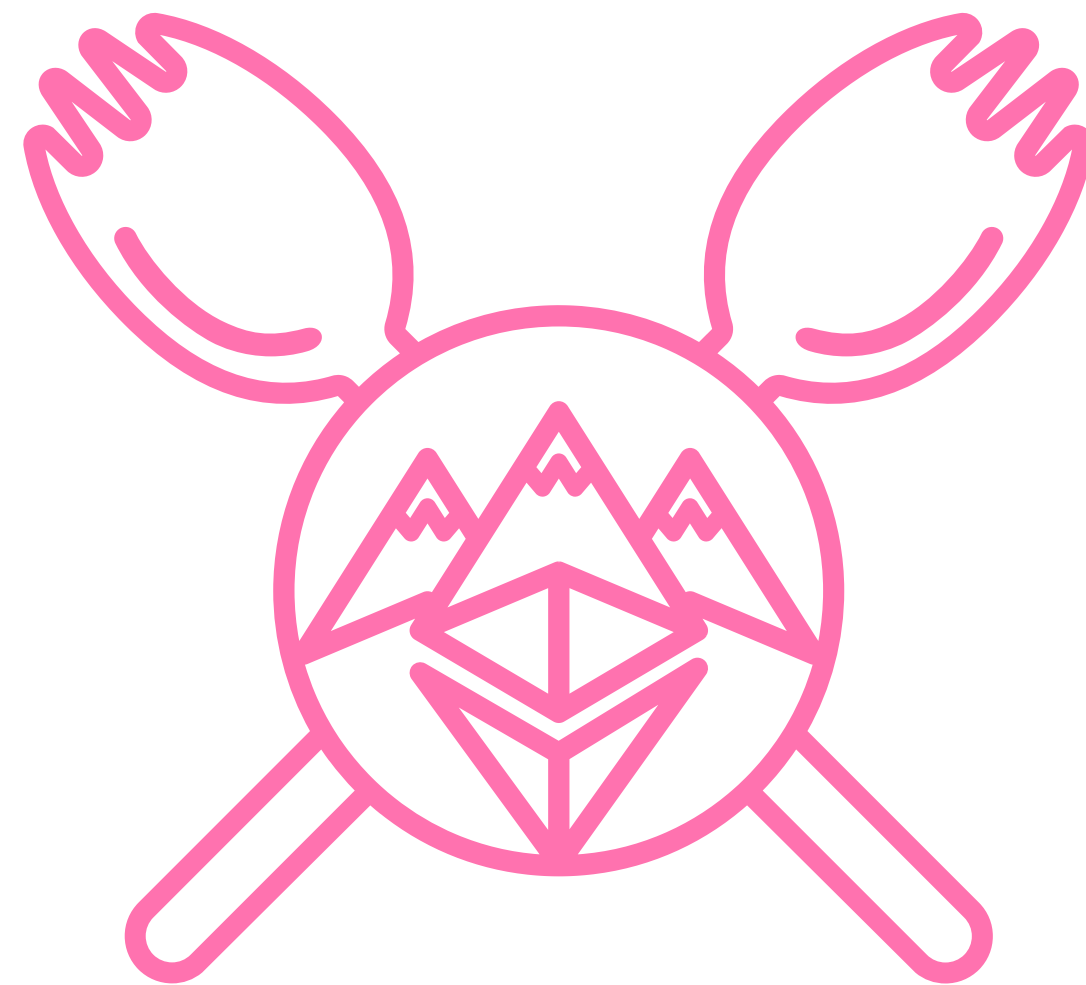
Our logo mark is the second most important brand element. It is used similarly as the full logo.

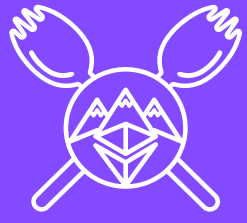
Clear Space (1x)

To look its best, the ETHDenver logo mark needs breathing room. Please add a minimum margin distance of 1X from other non-background elements. 'X' is defined by the height of the first letter in the "ETHDENVER" wordmark; the letter "E", as defined in the Full Logo usage guidelines (prior page).

Minimum Size (60 px)

For clarity across digital and print applications, the logo should never be reproduced at any size smaller than 60px. For print, the minimum height of the logo is 0.62 inches (1.58cm).





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Wordmark

The wordmark is the third and final element of the logo. This element is used in wide layouts; with similar parameters as the full logo and logo mark.

Clear Space (1x)

To look its best, the ETHDenver logo mark needs breathing room. Please add a minimum margin distance of 1X from other non-background elements. 'X' is defined by the height of the first letter in the "ETHDENVER" wordmark; the letter "E", as defined in the Full Logo usage guidelines page.

Minimum Size (10 px)

For clarity, across digital and print applications, our logo should never be reproduced at any size smaller than 10px. For print, the minimum height of the logo is 0.1 inches (.26cm).

ETHDENVER



ETHDENVER 10 px



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Special Logo Layouts

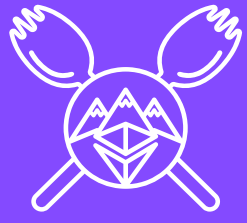
We understand that for creative reasons, you may have a unique layout in mind for special use cases such as social graphics, promotional swag, etc. Please use standard logo guidelines when possible, but you may request a special use case by contacting ETHDenver for design approval. Here are several samples of use case iterations that are pre-approved.



ETHDEN2024



ETHDENVER2024



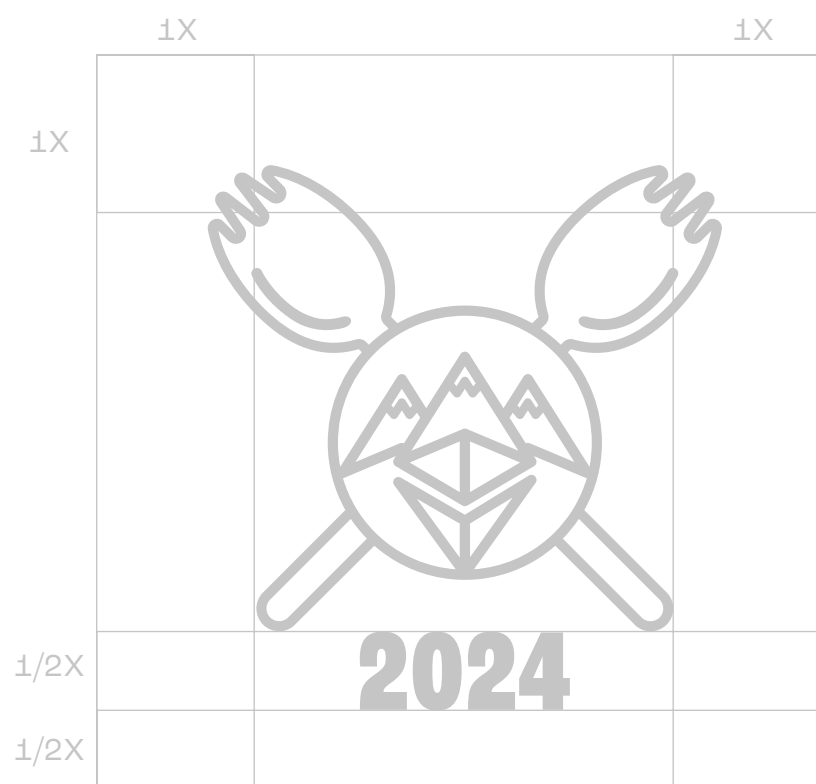
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Special Logo Layouts

Clear space

Clear Space (1x)

To look its best, the ETHDenver logo mark needs breathing room. Please add a minimum margin distance of 1X from other non-background elements. 'X' is defined by the height of the first letter in the "ETHDENVER" wordmark; the letter "E", as defined in the Full Logo usage guidelines page.





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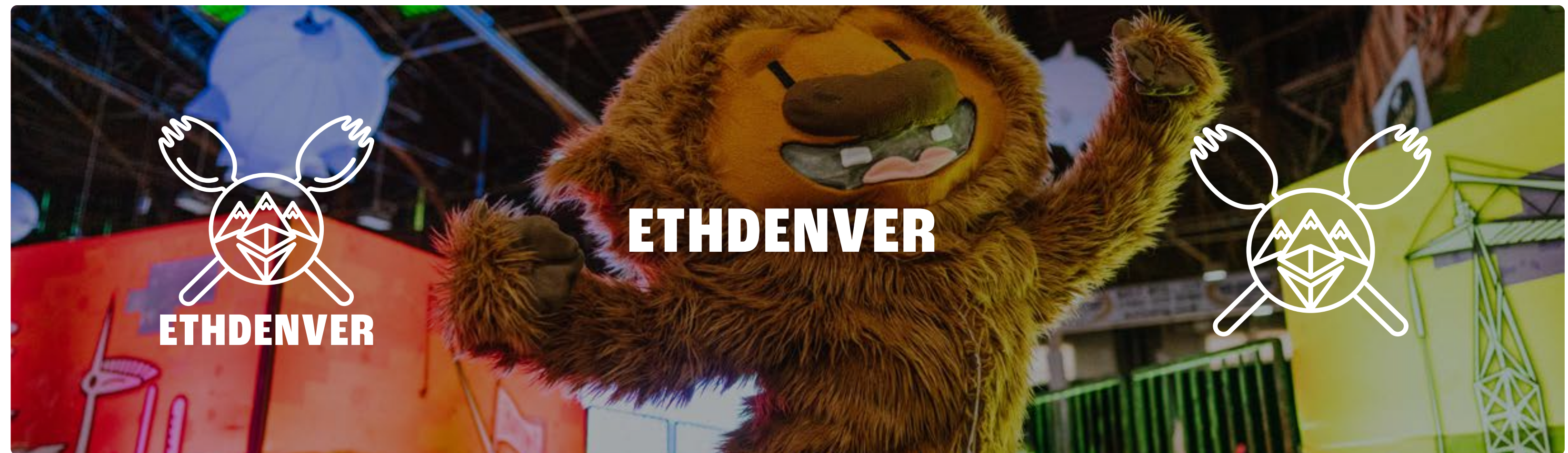
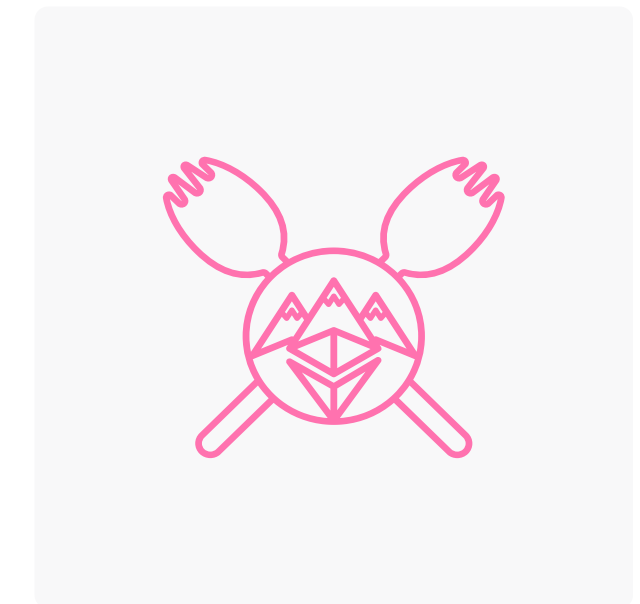
Logo Color

Our logo may be used in ETH Pink, Sky Purple (more on these colors later), grey and over images.

Although white and black are not part of the brand colors this color might be use to create contrast against the brand colors or brand images as background.

Use the elements in your piece of communication to identify the right color of the logo for maximum contrast and clarity.

Do not use the logo in any of the secondary colors or secondary colors as backgrounds (more on these colors later)





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Logo + Yearly Event Name Placement

These are the only two ways we combine our logo system with the yearly event name.

Do not use just the Logo Mark and the name of the yearly event.





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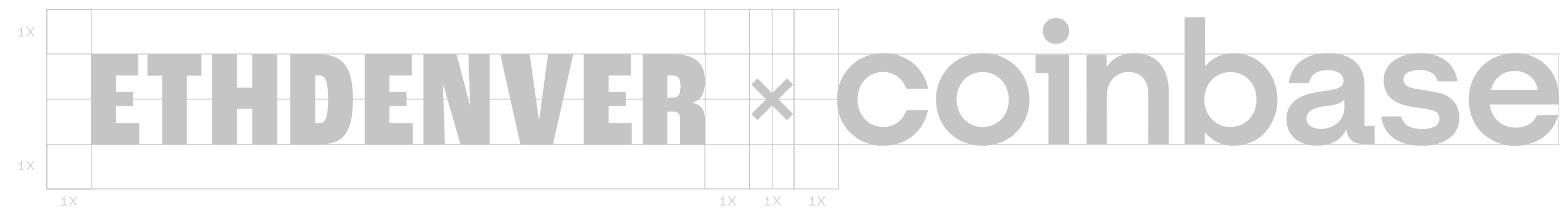
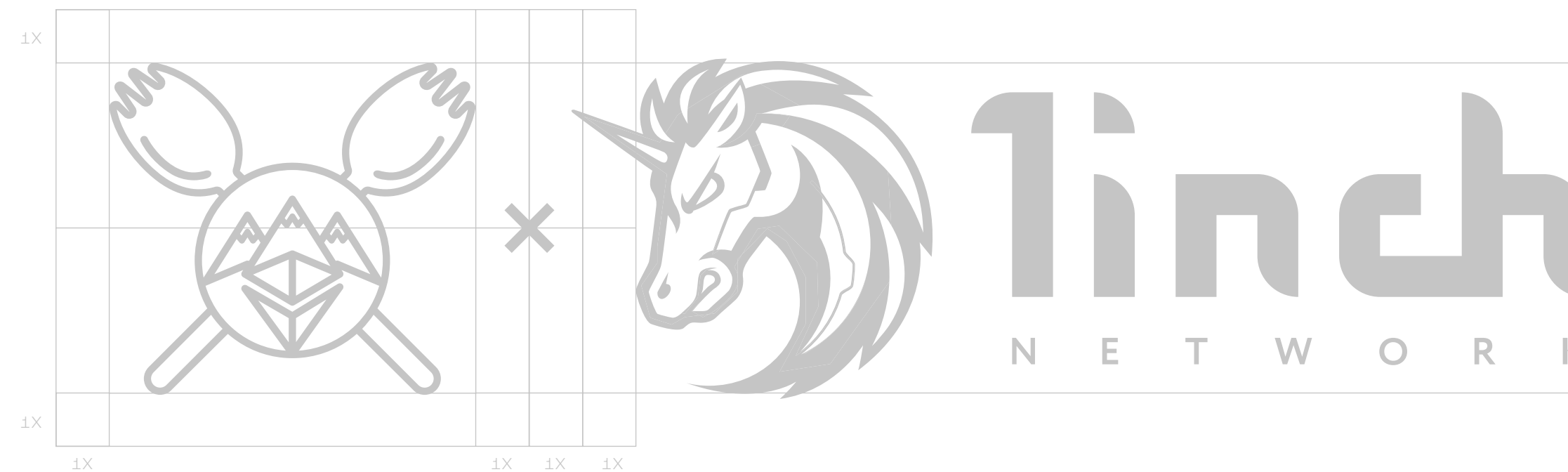
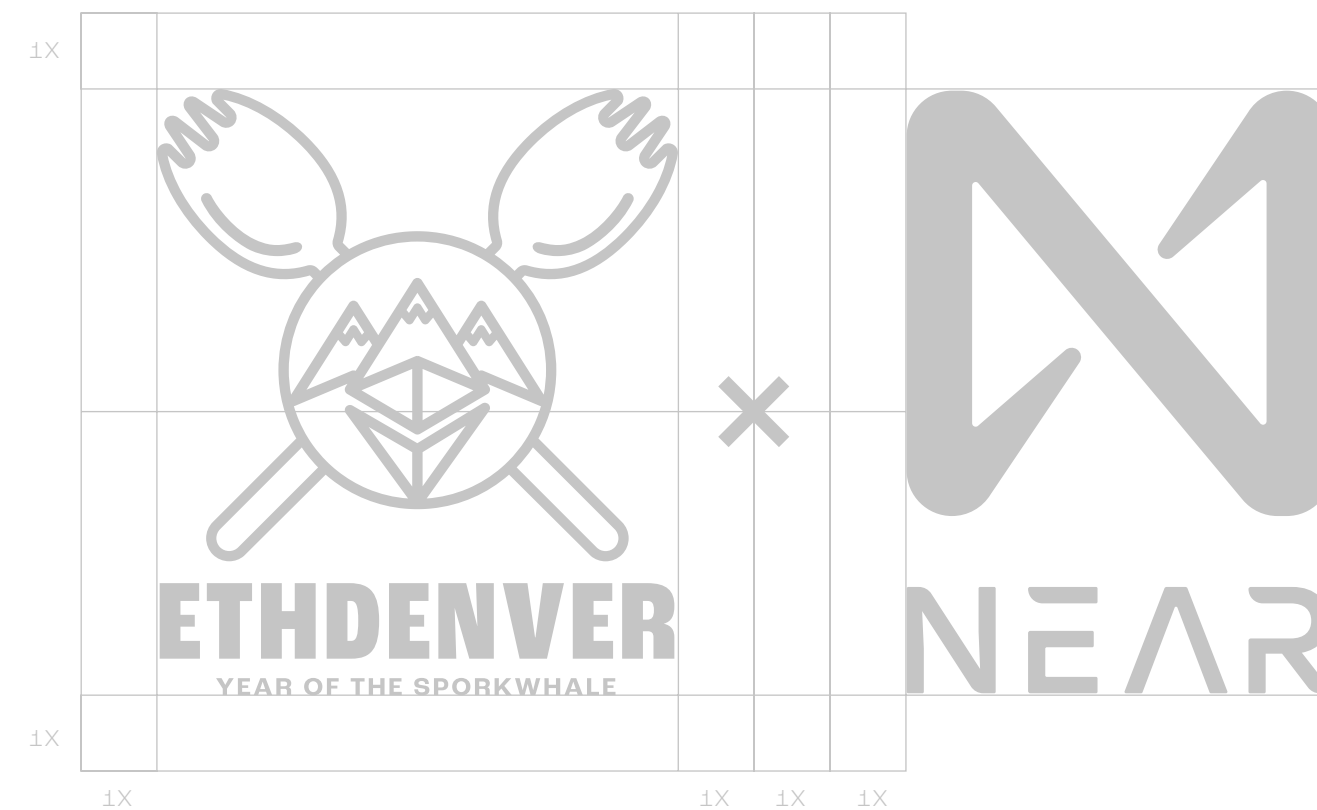
Yearly Style

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Co-Branding

When our logo or any piece of the system need it to be on a lockup. Separate our logo and the company, partner or sponsore logo by the distance of 3X from the full logo, logo mark or wordmark. X' is defined by the height of the first letter in the "ETHDENVER" wordmark; the letter "E".

Our company, partner or sponsore logo should never exceed the size height of our symbol, with the exception of small overhanging elements. For example due to the 1Inch logo's innregular size, we have to optically align to their logo mark.





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Logo Dont's

ETHDenver logo is one of the most important and sacred elements of the brand, here is a list of DON'Ts to help you take care of it.



No angles



No gradient



Don't Fill



Don't stretch



Don't change order



Don't use stroke

Colors

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Primary Colors

	HEX	RGB	CMYK	PANTONE
ETH PINK	#FF65AF	255.105.180	0.0.73.0	232 U
SKY PURPLE	#844AFF	230.255.0	16.0.100.0	266 C
MID GREY	#C5C5C5	197.197.197	22.18.18.0	420 C
LIGHT GREY	#F8F8F9	248.248.249	0.0.0.2	P 179-1 C



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Secondary Colors

We are aware of our very creative community, and you may have a unique graphics in mind for special use cases such as social graphics, promotional swag, etc. Please use standard Primary colors when possible, but you may request a special use case by contacting ETHDenver for design approval. Here are several pre-approved colors.

	HEX	RGB	CMYK	PANTONE
BRIGHT RED	#FF3254	255.50.100	0.92.43.0	1787 C
BLUE BLUE	#00E7F2	0.231.242	57.0.13.0	311 C
GOOD GREEN	#27E26F	39.226.111 64.0.80.0	7479 C	802 U
SWEET YELLOW	#FFFF4C	255.255.76	5.0.81.0	100 C



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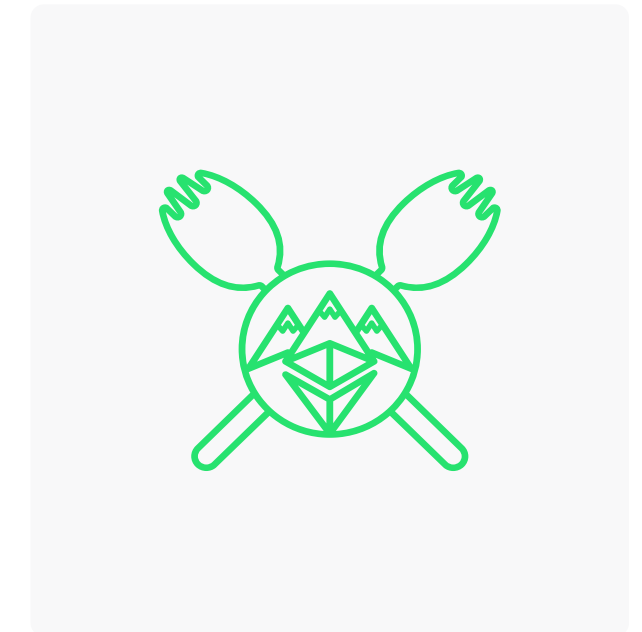
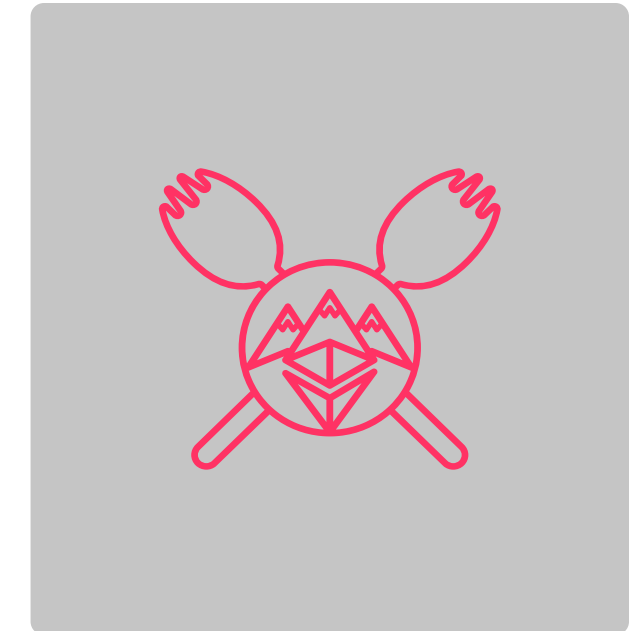
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Color Dont's

- Secondary colors need to be use as complemantary or accent color
- Dont use too many colors, preferably no more than one secondary color (1)
- Dont use the secodnary colors for any iconography of the brand
- Dont use seconday colors as backgrounds with the Iconography of the brand



Typograpy

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Typography

Main Font

We have one typeface we use: Roc Grotesk ExtralBold for headlines and some to call the attention of the reader, on the other side we use Roc grotesk Regular for the body copy.

Featuring many fine details, moderate contrast and slightly unusual anatomy, the typeface can be a loud, fun and versatil supporting all sorts of designs.

Roc Grotesk by Kostic Type Foundry

Bufficorn

ETHDenver is the largest and longest running #BUIDLATHON in the world.

Roc Grotesk Regular

abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Roc Grotesk ExtraBold

**abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&***



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Typography Web Font

In case of not having Roc Grotesk on hand, we can always use Hanken Grotesk, this font is web supported and easily find on the Google Fonts website.

Hanken Grotesk by Hanken Design Co.

Bufficorn

ETHDenver is the largest and longest running #BUIDLATHON in the world.

Hanken Grotesk Light

abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#%^&*

Hanken Grotesk Black

**abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#%^&***



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Typography Hierarchy

Please use the following examples when we write and design copy

Headlines: Roc Grotesk ExtraBold

Viva la Buffi!

Subline: Roc Grotesk Regular

SporkDAO's ETHDenver #BUIDLathon is about gathering like-minds around a common purpose.

Body: Roc Grotesk Regular

ETHDenver is the largest Web3 #BUIDLathon in the world (fka hackathon) for Ethereum and other blockchain protocol enthusiasts, designers and developers.

Blockchain companies from around the world will host events in an open source format, inviting all to attend. Then moving into main

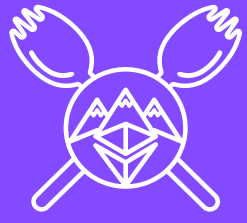
event weekend, venues come to life featuring talks and workshops by top blockchain influencers and experts, BUIDLathon space to collaborate on projects, art installations, live music, networking events, food, drinks, and more. investments of projects that will come out of ETHDenver 2024.

Annotation: Roc Grotesk Bold

Typography Hierarchy

Characters

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The lore of the Bufficorn!

Curious about where the Bufficorn & his friend Spork Marmot came from? It's all here!

The Bufficorn (*monocerus magicalis bisonae*) are a rare and magical creature native to the Continental Divide region of Colorado's Rocky Mountains. Although endangered, their population is making considerable resurgence as of 2018. Bufficorns were first discovered in the late 1850s, just outside of today's ski town Breckenridge, Colorado by Casper Bunyan, a prominent silver prospector of his day. Bunyan, while prospecting the Mosquito Range, saw what he described as a "pink sparkling mass of brown fur" off in the distance, near the summit of Quandary Peak.

"I shall never forget what was cast upon my eyes that day, a sight so stupendous as to render any

sane person an instant believer of fairies. I'd have better luck prospecting the end of rainbows than attempting to describe the sheer fantasticality of what I witnessed that day." -Casper Bunyan (1859)

Now over a century later, the Bufficorn has maintained legendary status within the tomes of Rocky Mountain folklore.

It is unknown how Colorado's native Bison (aka American Buffalo) first mated with the magical Unicorns of Etherea. It is rumored, however, that a treaty was forged during the War of Protocolis (1245 c.e.) where a consensus offering was made between the herds of Buffalo and Unicorns, whereby the Prince of Bufficornio was to be wed to the Princess of Etherea Major.

The Bufficorn's native habitat is above the timberline at 11,000–12,000 feet above sea level. It is believed that the thin air is needed to fuel their magic and flying abilities (see also: *aenalis monocerus magicalis bisonae*, aka PegaBufficorn).

Also living amongst their midst is the Spork Marmot (*marmota sporkialus*); a wiley and intelligent creature, known for their use of sporks for virtually everything,

seeing clearly that it is a most utilitarian and superior utensil. A symbioses formed between the Bufficorn and the Spork Marmot shortly after the War of Protocolis, when the famed Writ of Mt. Sneffels, along with various other 140 character musings, spread widely across the Front Range.

The Spork Marmot, fluent in countless languages, was able to relay the wisdom of the Bufficorn by means of the bird Twiterpalious (colloquially known as the "Mountain Bluebird"), which found great dietary benefit in the pink sparkles trailing a herd of Bufficorn.

Mytho-zoologists have keenly observed how the Bufficorn offers reliable protection to the Spork Marmot, while they in turn offer far greater reach for the Bufficorn's wisdom, without which soliloquies such as "Collaboration as a means toward Ultimate Abundance" by Sir Elbert Bufficorn, would have never graced the ears of humanity.

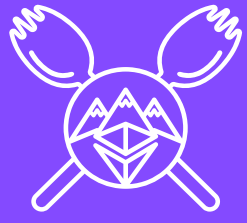
It is said, that once a year during the Celebration of the Bufficorn Solstice, the noisy stinnings of the Twiterpalious, the bombasticism of the Spork Marmot, and the cry of the Bufficorn can be heard at a heartfelt gathering within the capital city of Colorado – "Buiiiid!!!!"



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Welcome to the ETHDenver family





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We love our

Bufficorn

The Bufficorn is a magical fantastical animal that represents the collaborative spirit of #BUIDL. They live in communities atop Colorado's 14er mountain peaks and strive to serve their communities above their own selfish interests.

The Bufficorn (*monocerus magicalis bisonae*) are a rare and magical creature native to the Continental Divide region of Colorado's Rocky Mountains. Although endangered, their population is making considerable resurgence as of 2018. Bufficorns were first discovered in the late 1850s, just outside of today's ski town Breckenridge, Colorado by Casper Bunyan, a prominent silver prospector of his day. Bunyan, while prospecting the Mosquito Range, saw what he described as a "pink sparkling mass of brown fur" off in the distance, near the summit of Quandary Peak.





Be the Bufficorn

The wearable mascot

Buffi is our live action Bufficorn. They make an appearance at every ETHDenver event. Since Buffi is worn by so many different people, they use they/them pronouns.





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Bufficorn with wings

PegaBufficorn

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The year of the

BuffiGwei

The BuffiGwei are the smallest members of the Bufficorn Family, and were integral in defeating Moloch in the battle of Etherea in 1246. If not for their calm and unshakable demeanor, the battle may have been lost.

The lesson is...NEVER underestimate the BuffiGwei. Their unique abilities in channeling a mystical force called “ether” has made them one of the most powerful allies in the Metaverse. And like gas which fuels Ethereum transactions, the BuffiGwei ultimately fuels our community.

**Gwei is a denomination of the cryptocurrency ether (ETH), used on the Ethereum network to buy and sell goods and services. Gwei is the most commonly used ether unit because it is easier to specify Ethereum gas prices in gwei.





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Introducing

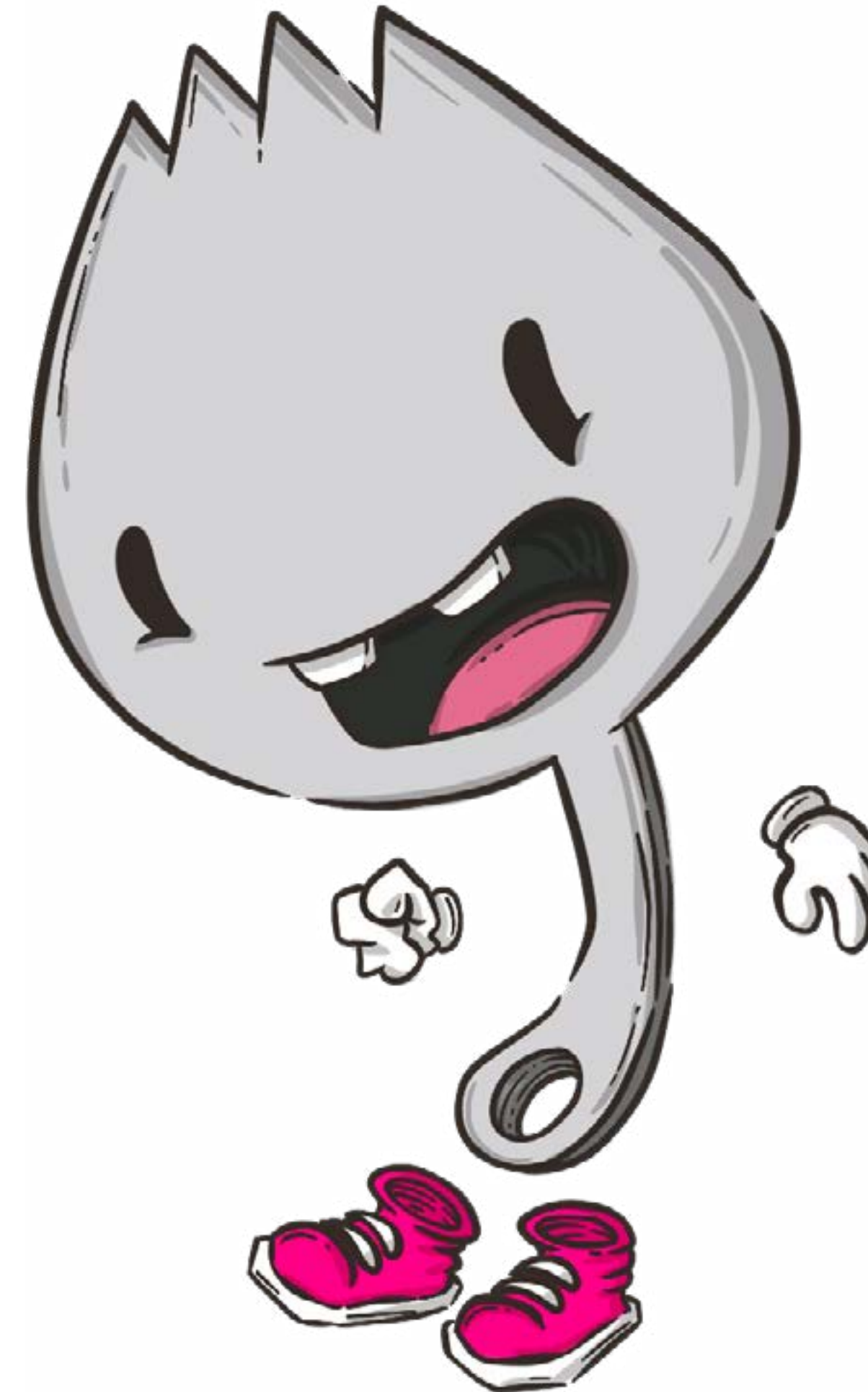
SporkΞ

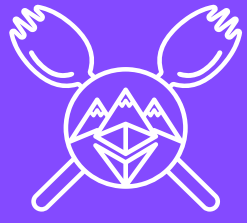
Initiated in 2019, SporkDAO is the evolution of ETHDenver to a community-owned organization. SporkDAO has four prongs for durability and sustainability.

The purpose is to #BUIDL Colorado as a destination of choice and to #BUIDL the decentralized future. Community Members are incentivized to engage in certain patronage activities by earning \$SPORK Rewards.

SporkΞ is...

- A cute and cuddly utensil
- Best friends with the Spork Marmot
- The #BUIDLing instrument of choice for all Bufficornns worldwide
- Official Global Ambassador of \$SPORK
- 4 durable prongs for sustainability & utility





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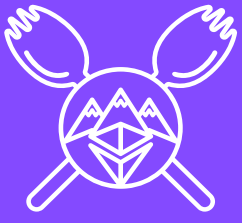
SporkE's best friend

SporkMarmot

Living amongst the Bufficorn is the SporkMarmot (*marmota sporkialus*); a wily and intelligent creature, known for their use of sporks for virtually everything, seeing clearly that it is a most utilitarian and superior utensil. A symbioses formed between the Bufficorn and the SporkMarmot shortly after the War of Protocolis, when the famed Writ of Mt. Sneffels, along with various other 140 character musings, spread widely across the Front Range.

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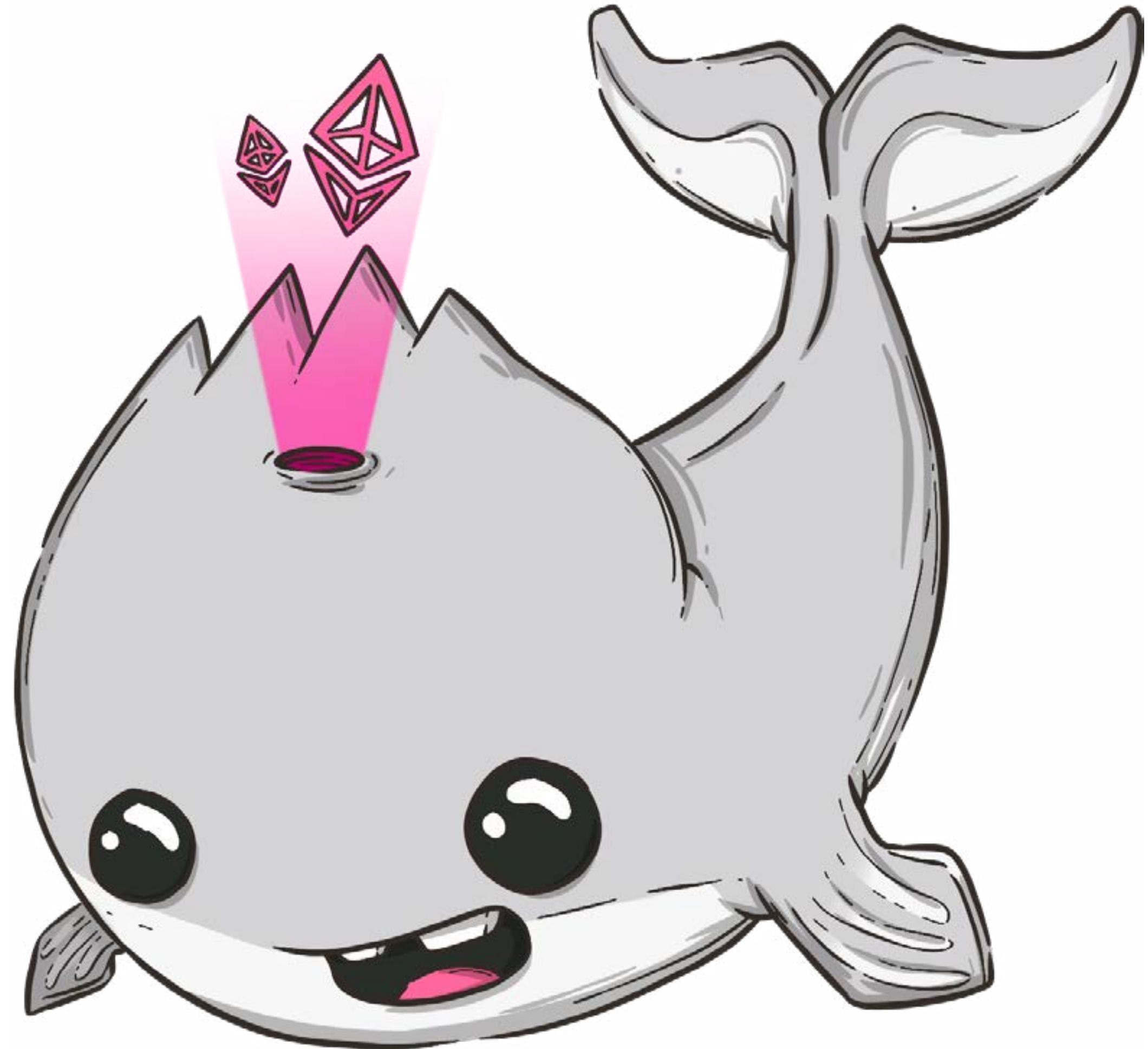
Contact

The newest member of the family

SporkWhale

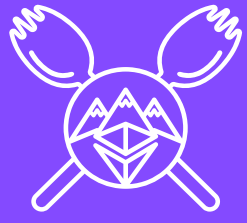
In the ETHDenver Universe the SporkWhales are peak contributors to the SporkDAO ecosystem.

They #BUIDL, submit projects, create, and frolic in the Cosmic Sea. Known for their large troves of \$SPORK, SporkWhales are indeed a curious and fantastical member of the Bufficorn family.



Vocabulary

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Use of Hashtags and SporkDAO Terms

#BUIDL

Always has a # in front of it whether that links the text or not. Anything after #BUIDL is always lowercase (ex. #BUIDLing, #BUIDLens, #BUIDLathon) Only exception is #BUIDLWeek “W” on Week is always capitalized

ETHDenver

ETHD are always capital and it always one word. Typically the year is omitted (e.g. not #ETHDenver2022)

#BUIDLathon

This is how we called what happen at our event when our community get together.

Bufficorn

Always capitalize B “Buffi” is the shorthand, always with an “i”

#BufficornBUIDLBrigade

Always one word. Always capital B, BUIDL, and B. Always a # before BUIDL. When using # (ex. Twitter) then it is: #BufficornBUIDLBrigade

BuffiGwei

Always capital B and G
Always one word

Bufficorn Ventures

Always capitalize B and V. Always two words

#CommunityInnovationFestival

We want to push the idea that we are not a hackathon. ETHDenver is for more than just Devs, it is also for the Graphic Designers, Marketers, Project Managers and Business professionals.

SporkMarmot

Always capital S and M.
Always one word

SporkWhale

Always capital S and W.
Always one word

SporkΞ

Always capital S. If the platform doesn't allow the “Ξ” then use a capital E

\$SPORK

Always completely capital. Always a \$ before it when referring to it as a token

Spork

When not referring directly to the token



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Words and Terms to avoid

Hackathon

We are a #BUIDLathon

Hacker

They are #BUIDLers

Conference

We are not a conference. We are a (Web3)
Community Innovation Festival

Registration / Register

These terms imply that we are your average
conference, we are not. Please use the terms
Applicant / Application / Apply

Yearly Assets

ETHDenver Brand Guidelines 2.0



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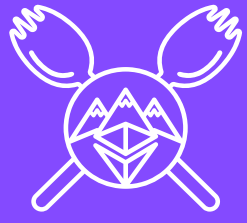
Current Year Assets and Info

2024 The Year of the SporkWhale.

SporkWhales are peak contributors to the SporkDAO ecosystem. They #BUIDL, submit projects, create, and frolic in the Bufficorn Sea. Known for their large troves of \$SPORK, SporkWhales are indeed a curious and fantastical member of the Bufficorn family.

If you need the assets for the next event please email marketing@ethdenver.com





Let's #BUIDL

For all questions and/or requests, please contact:
marketing@ethdenver.com