

MODEL_ CITIZENS

Styleguide

INTRO

Knock, knock!
Were you a good citizen?

After the halloween kids were at your door (or potentially you being the halloween kid), 40C3 is knocking, being less than two months away. That's very exciting. Well, we are pretty thrilled for it and wanted to celebrate 40 years of congress (technically not quite but it's a round number, man) with just the right mixture of retro and modern day flair, falling into this year's topic of MODEL CITIZENS.

A model citizen is supposedly exemplary, but in hacker culture that means questioning rules rather than following them: testing systems, uncovering what's hidden and holding power to account. At the same time, citizens are increasingly turned into models themselves. They are profiled, scored and predicted by AI, while someone else decides what counts as a potential threat. We want to reflect these two ideals in this year's style: the compliant-made citizen and the one who remains difficult to model.

So, time to show you a little bit of what we've been working on!

——mcgraw
on behalf of the 40C3 design team



FONTS

Let‘s start with the basic data styles, because sometimes all you need is a terminal with the color palette you haven‘t changed since the 80s. Never change a running system. And never chase a running sysadmin. (What?)

Headings

Jersey 10 (CAPS or not)

Subhead

Hack Bold Underlined

Body

Hack Regular

This is an Awesome Talk: See You Late December

Citizen A and Citizen B

The Hack family comes in four styles: Regular, Bold, Italic and Bold Italic, which together cover syntax highlighting. Its more than 1,500 glyphs span extended Latin, modern Greek and Cyrillic. Powerline symbols are included, so the font works well in terminals without patching. And this is an example text using Hack Regular, 12 pt, left-aligned.

COLORS



0. #75b44b
1. #15ada3
2. #9fa4e8
3. #c892d6
4. #ee5da2
5. #ea6f82
6. #f88a30
7. #ffbc40

A. #ebedf0
B. #001300

You guessed it: Our key colors this year are [0,A,B]. But wait, there's more! With seven subcolors, you can make the congress even more colorful.

All of these colors work in RGB and CMYK. For printing, we recommend using PSO Coated V3 (or Uncoated).

If you're not sure what to combine, let's take some inspiration here...

COLOR VARIANTS

Your things could also look like this...



On Zero Days We Wear Pink

Citizen A
and Citizen B

A LOUD HEADER!

a quiet header

...Didn‘t you know? But seriously, as most of the zero days aren‘t really zero to you, you might use your advantage and dress your stylesheets accordingly for the press.

Our pink lovers are in luck: This color highlights this season‘s green so well!

FOLLOWED THE RABBIT FOR 4 DAYS, NO REGRETS

Citizen 0
and Citizen 1

A LOUD HEADER!

a quiet header

You want to get down to the core. But which core? The nightmares, the RAM stolen by AI bros, the old testament, the GCC, ESP32, BTX, more abbreviations, all the way to Assembly? Once in the zone, you don‘t stop until it‘s free. We like that.

Needless to say, an iconic choice of colors for this citizen.

0000000000000000000000000000000000004

COLOR VARIANTS

or like this...



Ahh! My Eyes! Why? It's so BRIGHT!



Citizen Meep
and Citizen Blep

A LOUD HEADER!

a quiet header

Some Komputerfrieks see your vision, some don't, whatever. This citizen likes to keep it clean and acknowledges the fact that your eyes hurt when you switch it on, but this implies *that you had to switch it on first*. Duh.

So you do you, choose that pale blue!

AUTUMN IS OVER, THE LEAVES ARE GONE, MATE REMAINS. A VERY LONG AND POETIC CAPS TITLE



Citizen °U°
and Citizen oVo

A LOUD HEADER!

a quiet header

Not everything has to be flashy and bright. The cold season is here to cozy up. So light up the fireside.mp4 on your screen and... read a book? But not *Being Friends with Gay Furries* from O'RLY, you read that one already.

Your e-reader will enjoy these warm colors too.

COLOR VARIANTS

...or this!



Looking Dangerous. Because they are.

Lorem Ipsum and Dolor Sit

A LOUD HEADER!

a quiet header

You didn't choose the Tech Life, the Tech Life chose you. Secretly, you want to start a garden and get into cross-breeding yellow lilies. But would it still give you a kick compared to... *this?*

No need to choose: These colors pop off here, and in the garden.

WHO NEEDS DANGER WHEN YOU CAN HAVE THIS SOFT LOOKING CUTENESS???B

[REDACTED] and a tiny fish

A LOUD HEADER!

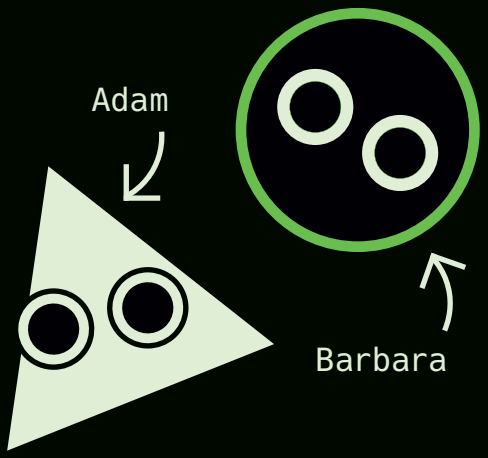
a quiet header

Picture this: The social phenomenon of Dancing Pigs has reached global recognition, but people still go for the pigs. A cute citizen knows of this and says: We must adapt, because there is no counter to cuteness.

These pastels offer some extra cuteness to lure people away... from big tech, for example. ʕ^. .^ʔ

CITIZENS

Oh? I've got a message here from the government. It says: „It is very important for our citizens to be visible at all times." Yes yes! Let's show some (anti-)presence with the many models at 40C3 – you being the prettiest. Wink.



These two are Adam and Barbara. They are part of the A/B collective that thinks the best things in life are simple: Like basic human rights, basic distribution of power or... basic shapes. That's pretty based!

This is Mona. Like all unicorns, she is a true role model of a creature – and with that comes complexity.

If you want to show off your model citizenship and earn some extra social credit, you can go wild on the shapes, the colors, the layers, the everything.



And this is bip. He doesn't like to talk too much. But he likes to combine simple patterns and shapes. That's cool, because it's minimal. bip doesn't need a lot to function! He could run on a potato!



For graphic beginners, we highly encourage you to experiment with basic shapes. You can do a lot with that!

This is also beneficial if you want to animate your citizens. We can't wait for all of your cool stuff.

ASSETS



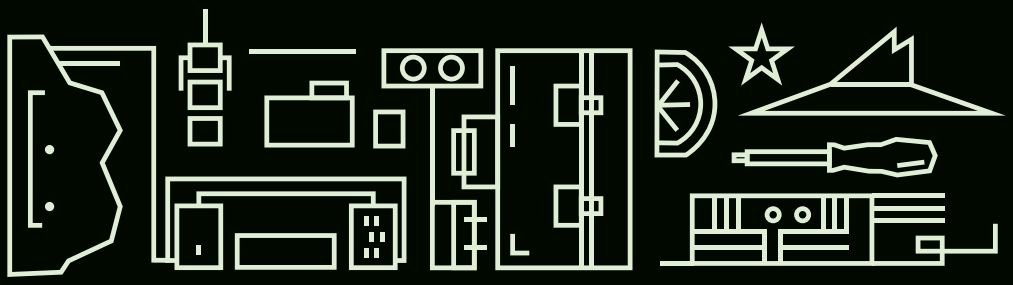
These are only some of the graphical elements you will see at 40C3.

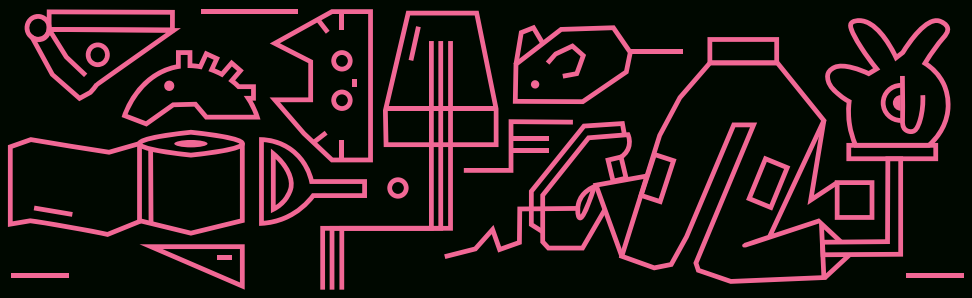
The style of the assets consist of simple forms and lines, sometimes put in a box. Have fun crafting your own!

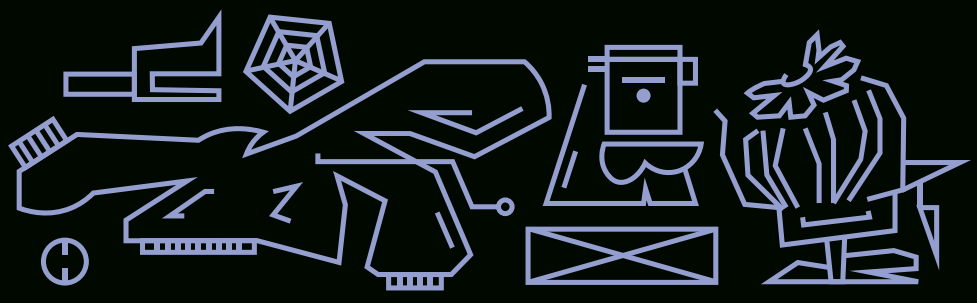
PATTERNS

These are good for decorating wide spaces, your assembly, your bottles, your duct tape, ...





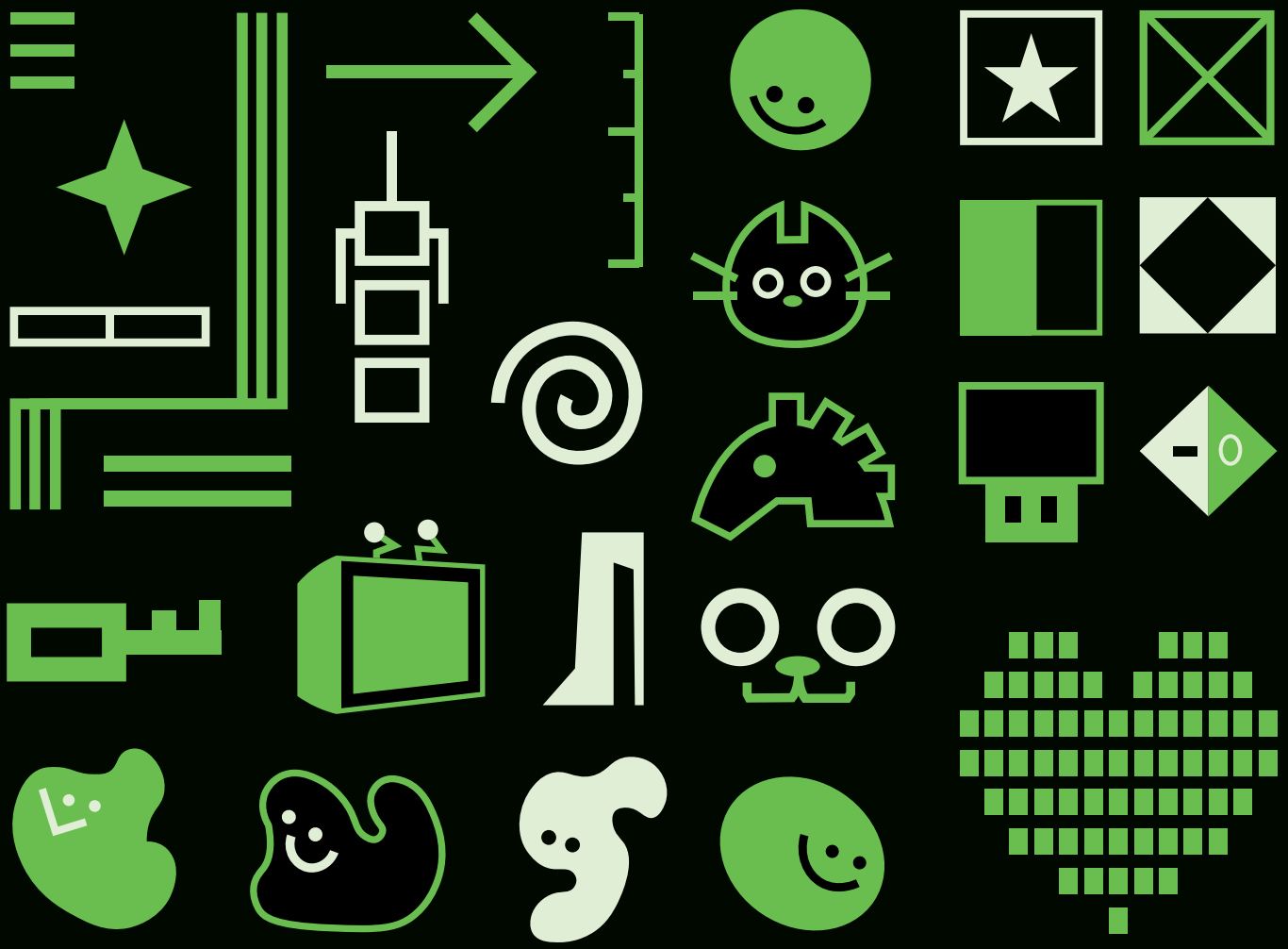




0x39

ICONS / DECO

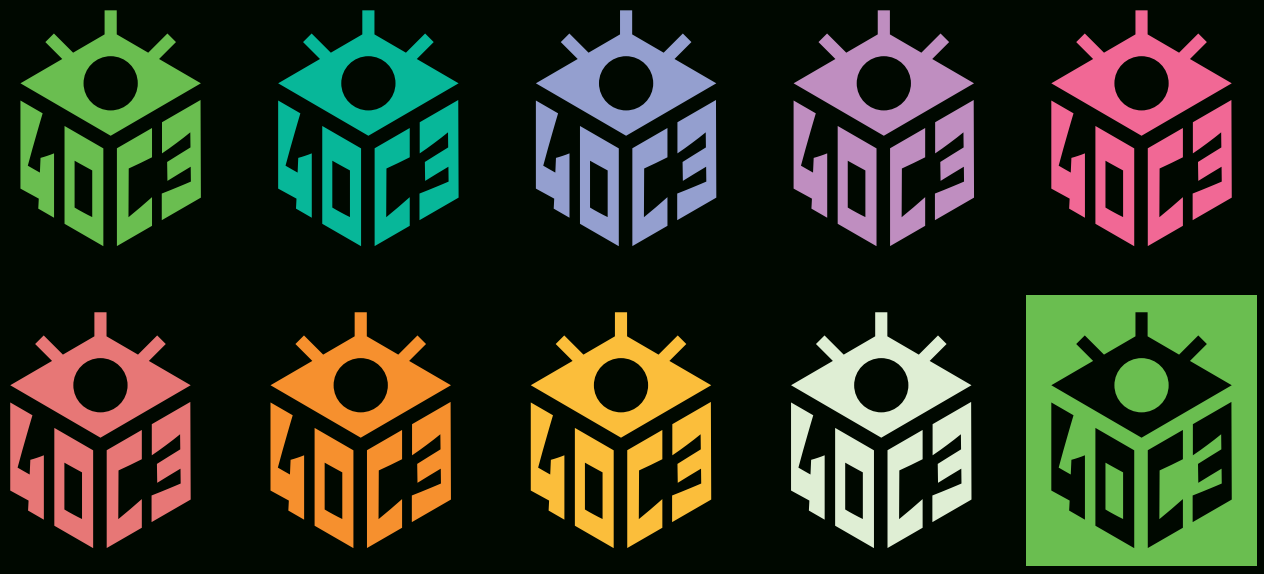
And these are more minimal decorations for your dotflies, your slides, your documents, your windows... (What?) (Someone fainted.) No, real windows.

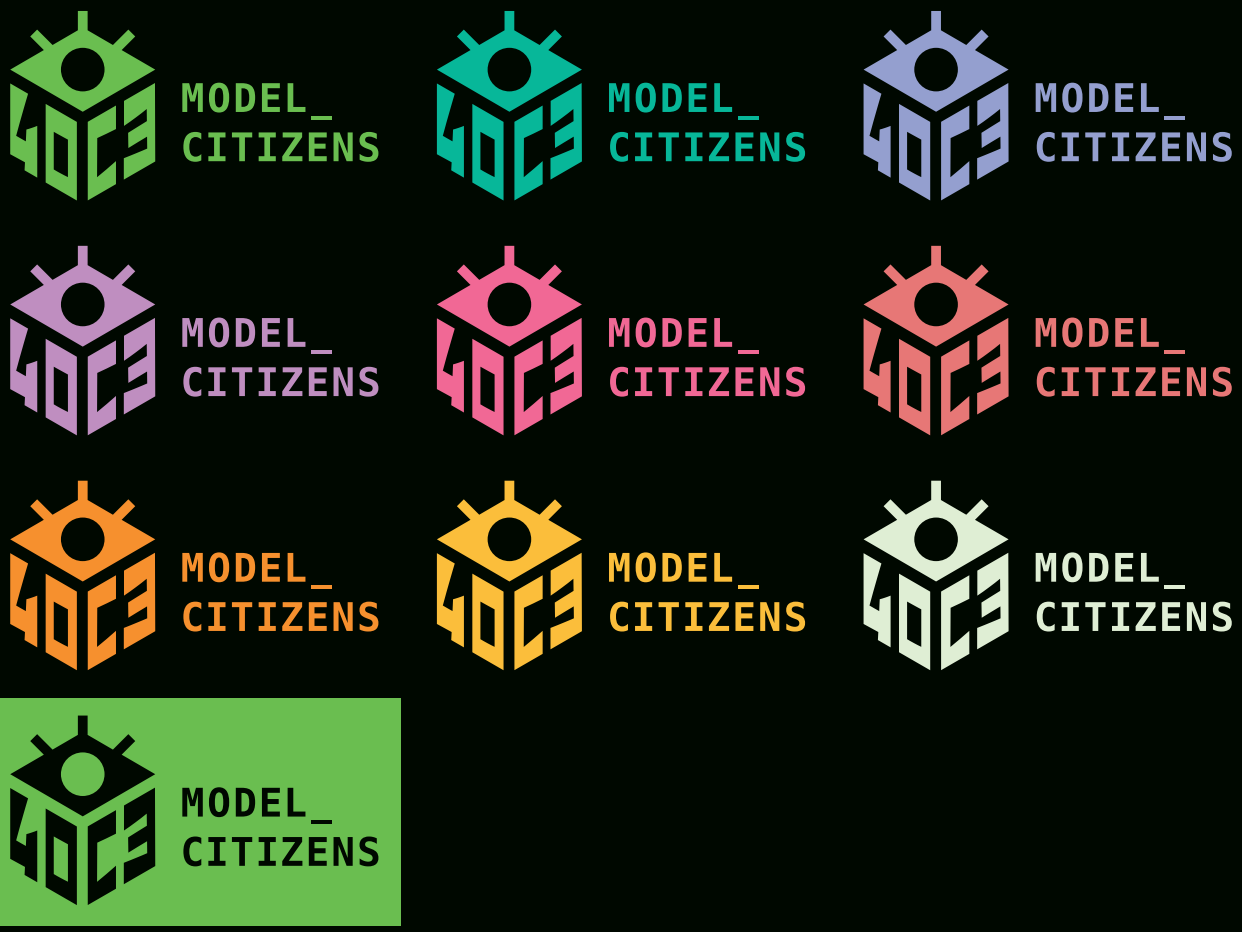




0x40

LOGOS





0x41

...and with all that being said:
Happy hacking!