

MODEL_ CITIZENS

Styleguide V1.4

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 / Subheadings

Jersey 10 (CAPS or not)

Also looks nice in a BOX or WITH MORE TRACKING (0.025 EM)

(Sub-)subheadings

Body

Hack Bold (Underlined)

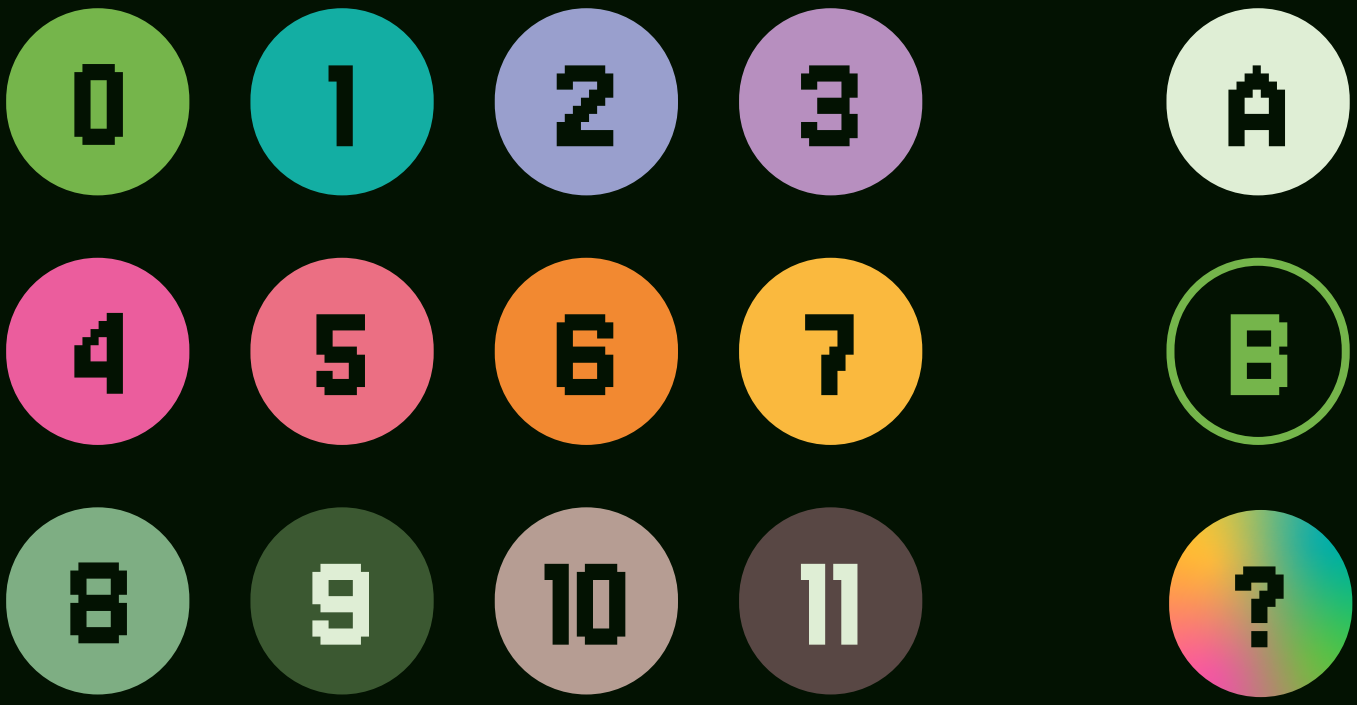
Hack Regular

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



sRGB IEC61966-2.1

0. #75B54B	4. #EB5D9D	8. #7EAE83	A. #DFEED5
1. #13AEA3	5. #EB6F83	9. #3B5831	B. #031202
2. #999FCD	6. #F28931	10. #B69D93	
3. #B78FBF	7. #FAB93E	11. #584744	

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

Not a fan of green? Need a special color for something? Pair your favorite color [?] with a color from this guide and other style elements.

COLORS

CMYK (ICC PSO Coated V3)

0. (62,0,93,0)
1. (75,0,52,0)
2. (42,33,0,0)
3. (24,49,0,0)
4. (0,74,13,0)
5. (5,66,45,0)
6. (0,52,92,0)
7. (1,27,87,0)
8. (61,13,60,1)
9. (75,41,79,38)
10. (27,41,27,4)
11. (53,66,49,43)
A. (12,0,20,0)
B. (80,45,100,95)

These CMYK values are used in most printers. For that, we recommend using the PSO (Un-)Coated V3 profile.

Please remember that colors vary depending on your software's color profiles, monitor settings, light and your own eyes (o_o).

We also got some color palettes for a selection of open graphic programs.

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



COLOR EXAMPLES

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.

COLOR EXAMPLES

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 EXAMPLES

...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????

[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. (^. .^)ʃ

INTERFACES

If you are unsure on how to make things look good™, here are some clearer instructions, interfaces as an example.

Dark Interfaces

Infobox 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Infobox 0 Hover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Infobox 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Infobox 1 Hover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

NICE TITLE 0

NICE TITLE 1

NICE TITLE 2

NICE TITLE 3

An infotext with no box. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore.

An infotext with a box. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore.

You could also play around with the opacity, add SVGs, glow effects, sparkles...

INTERFACES

Light Interfaces

Infobox 0

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Infobox 0 Hover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Infobox 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Infobox 1 Hover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

NICE TITLE 0 **NICE TITLE 1** **NICE TITLE 2** **NICE TITLE 3**

An infotext with no box. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore.

An infotext with a box. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor labore.

Light Themes work well with a lot of colors:

NICE TITLE 4 **NICE TITLE 5**

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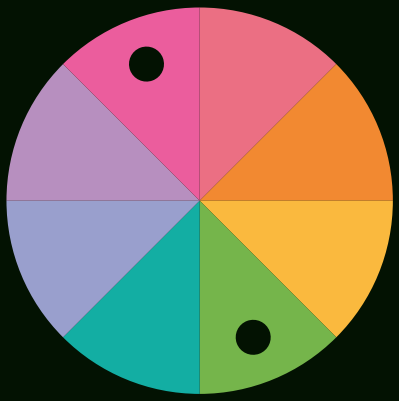
You could also play around with the opacity, add SVGs, glow effects, sparkles...

SOME BASICS

Making things look good™ can be hard! Here are some tips on what to avoid. But remember: Beauty is subjective and in the eye of the beholder. (At least until it claims subjective universality.)

Pairing Colors

Color theory can help you find nice matches! On this circle, opposite colors are complementary. These pairs create the strongest contrast, which makes each color look more vivid.



Less is More

More or less: Highlights serve the purpose to visualize important elements. Keeping them clean helps readability too.



I'M A SIMPLE TITLE



Might nOt Be The Best choice

Accessibility

You can't have everything – for example, if you're going for less saturated colors, keep in mind that some color combinations do not pass WCAG standards and might not be accessible to other creatures.

MIGHT BE BOLD BUT READABLE

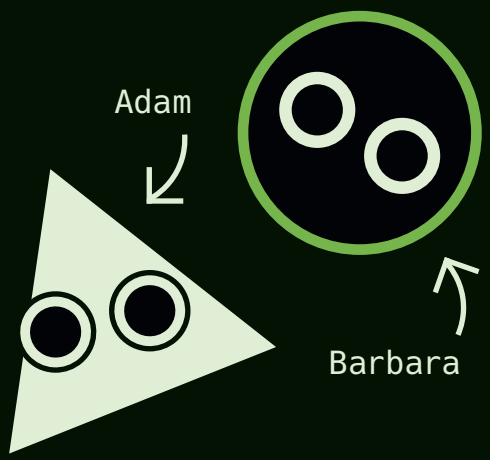
MIGHT BE UNREADABLE BUT FRESH

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.

Adam & Barbara

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!



Mona

Like all unicorns, **Mona** 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.



bip

bip 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. This is also beneficial if you want to animate your citizens.



ASSETS

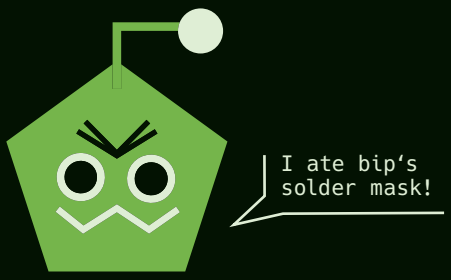


These are only some of the graphical elements you will see at congress. You can find some of them in our design package.

Have fun crafting your own!

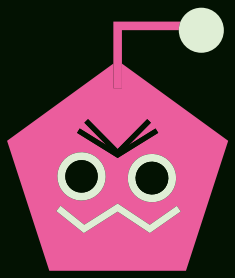
STYLING SVGS

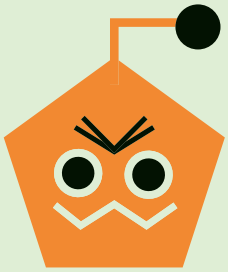
Let's take a look at **bep**, bip's arch enemy. Bep is at an average complexity: He consists of basic shapes, paired with square lines. bep can be styled in many ways you have already seen here...



Tricolore

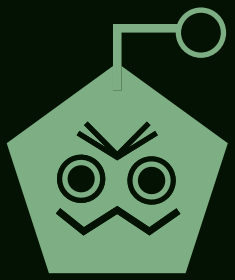
This year's classic: A, B, and a color of your choice.

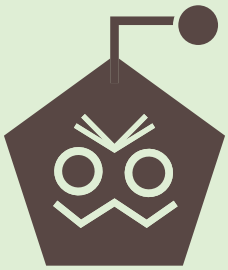




One Tone

Keeping it simple (and good for saving you some printer ink).





Outlines

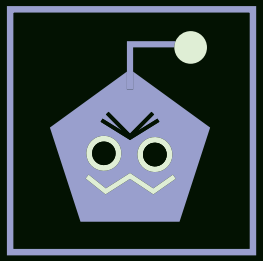
Very minimal and optimal for impersonating bip.
Or glowing in the dark...





Boxed

"And then... its head was confined, crammed into a coffin, robbed of its freedom!"

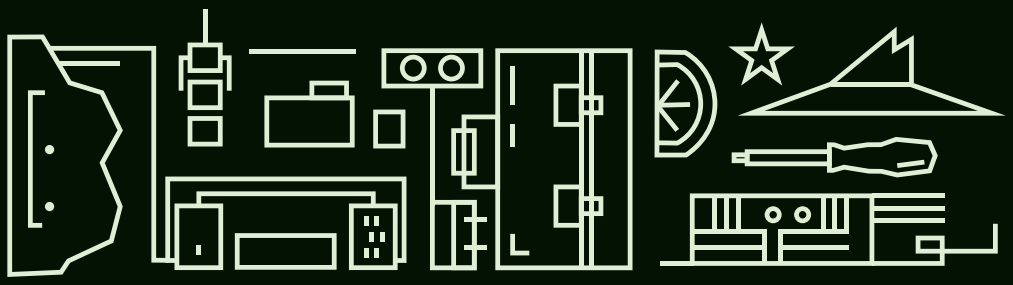


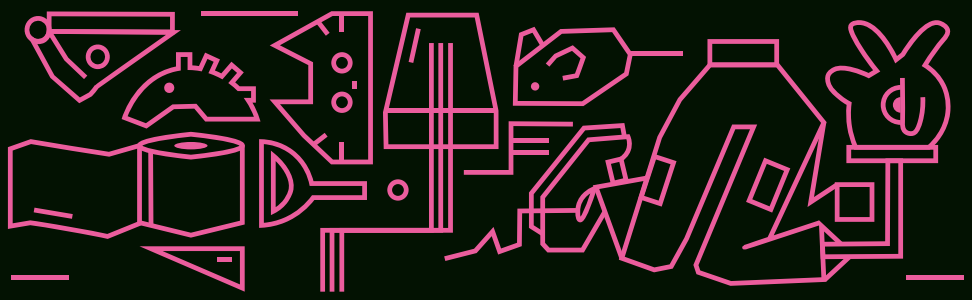


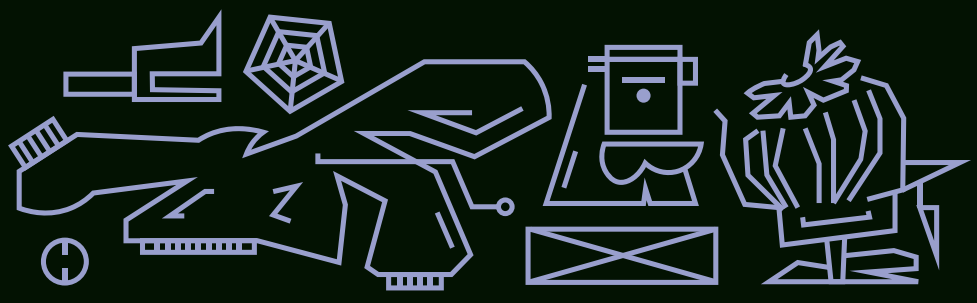
PATTERNS

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



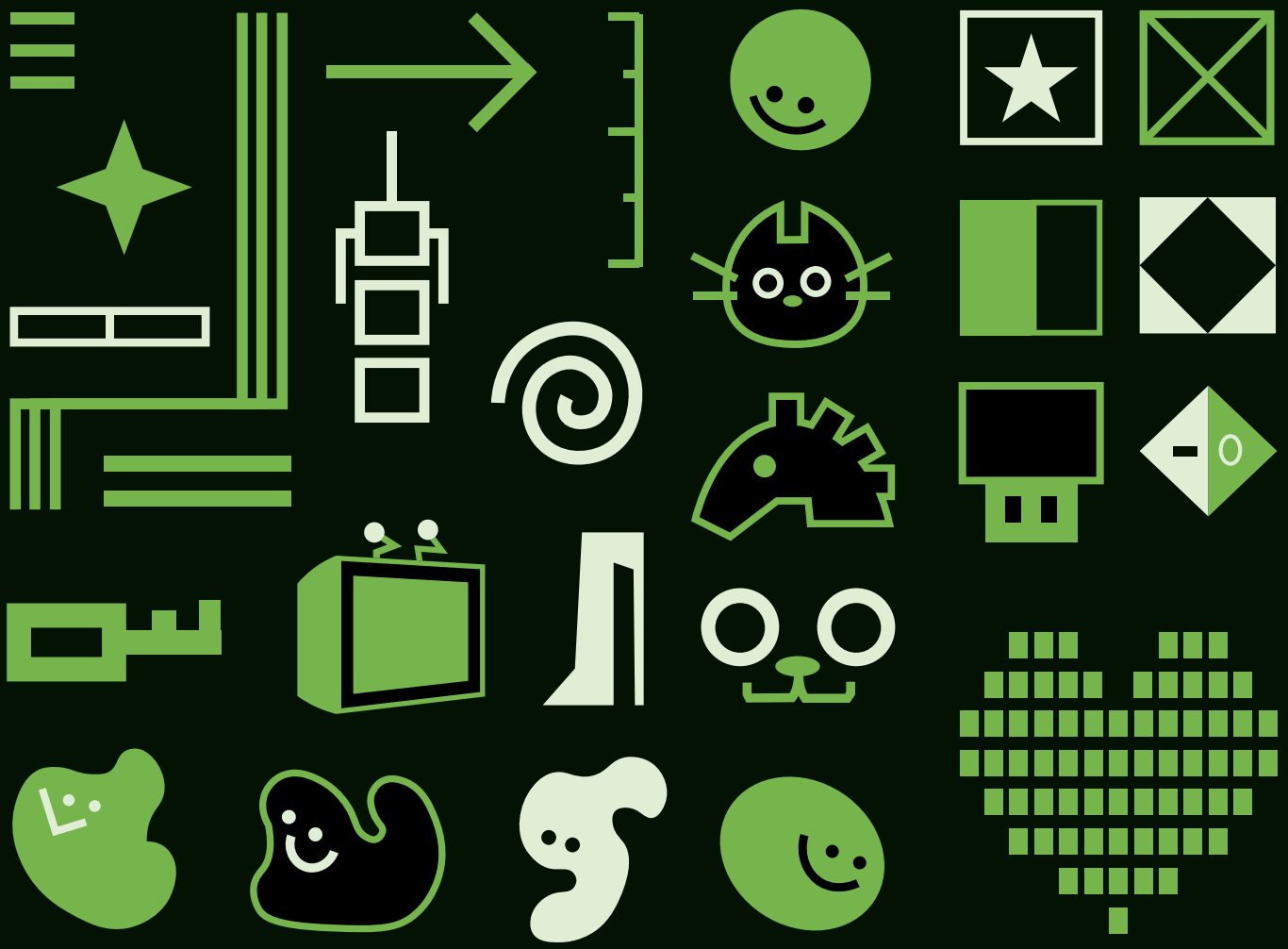






ICONS / DECO

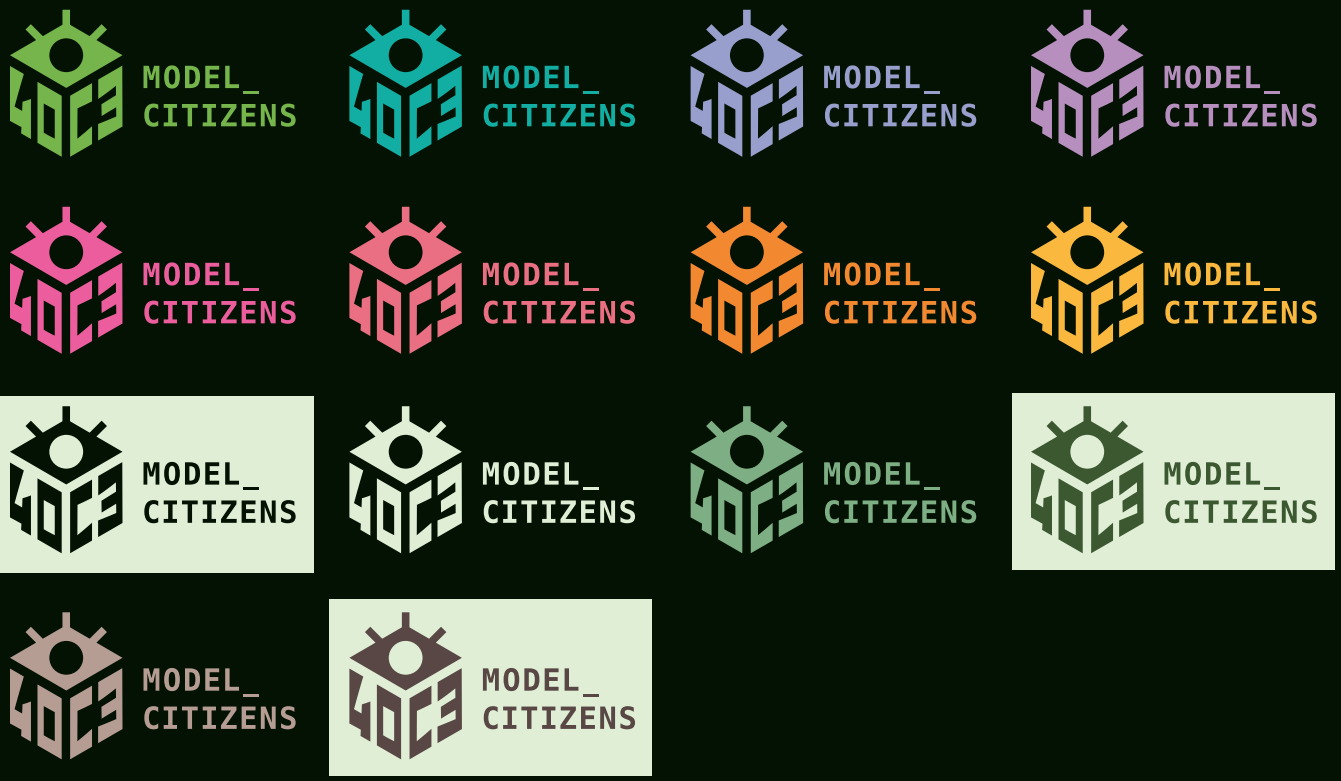
And these are more minimal decorations for your dotflies, your slides, your documents, your windows, your collars, your face, your suitcase, ...





LOGOS





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

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events.ccc.de/congress/2026/infos/styleguide