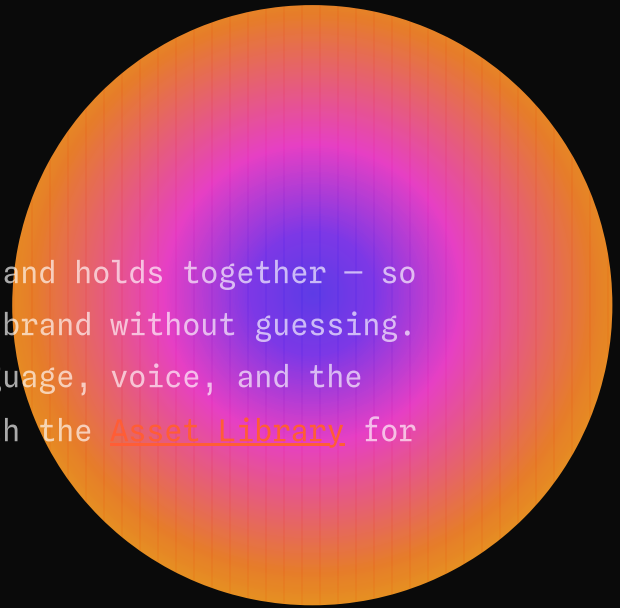


THE RULE BOOK

How Outliers Summit looks, sounds, and holds together – so anyone producing an asset stays on-brand without guessing. Logo, color, type, the graphic language, voice, and the rules for using them. Pair this with the [Asset Library](#) for the source files.

DOWNLOAD AS PDF ↓



BRAND ESSENCE

Outliers Summit is the founder conference for people building extraordinary things – the next chapter of the 000 Summit. Two days in NYC: **Build Like an Outlier** (Day 01) and **Think Like an Outlier** (Day 02), plus the invite-only Salon. The brand should feel like the room behind the room: technical, electric, and a little subversive – never corporate.

PERSONALITY

- **Outlier, not insider** – we celebrate the people three standard deviations out.
- **Built, not theorized** – bias toward makers, demos, and tactical substance.
- **High-signal** – dense, confident, no fluff or jargon.
- **Electric** – the thermal orb is energy made visible.

HOW WE WRITE THE NAME

- Always **Outliers Summit** (two words). Never "Outlier Summit" or "OS Summit" in body copy.
- Day names: **Build Like an Outlier** · **Think Like an Outlier**. The invite-only track is **The Salon**.
- Date lockup: **Nov 5-6, 2026** · **NYC** (en dash, not hyphen).

LOGO

The wordmark is set in Spline Sans Mono Bold, all caps, tight tracking. Two lockups: **horizontal** (default) and **stacked** (square or vertical spaces). The **orb mark** is the standalone icon for avatars, favicons, and app tiles.

OUTLIERS SUMMIT

OUTLIERS SUMMIT

OUTLIERS
SUMMIT



CLEAR SPACE & MINIMUM SIZE

- **Clear space:** keep a margin equal to the cap-height of the "O" on all sides. Nothing enters that zone.
- **Minimum size:** horizontal wordmark no smaller than **120px** wide on screen / **32mm** in print. Orb mark no smaller than **24px**.
- **Color:** white on dark (default), black on light, or single-color. The accent "MIT" treatment is for the full-color lockup only.

DO / DON'T

DO

DON'T

✓ Use the supplied vector files

✓ Put white on black or a dark orb

✓ Keep the tracking and proportions locked

✓ Give it room (clear space)

✗ Stretch, condense, or rotate it

✗ Recolor outside the palette

✗ Add shadows, outlines, or glows

✗ Place on a busy photo with low contrast

✗ Rebuild it in another typeface

COLOR

Black is the canvas. The four brights are accents – one dominant per asset, used in confident blocks, never muddy mixes. Hex is the source of truth for screen; CMYK / Pantone are starting points to proof on press.



PURPLE

HEX #8A3EFF
 RGB 138, 62, 255
 CMYK 66 78 0 0
 PANTONE 2090 C



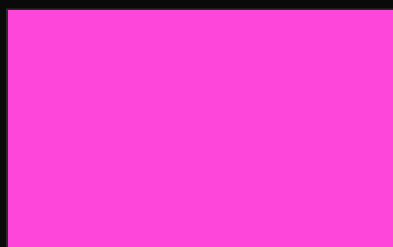
ORANGE

HEX #FF5D35
 RGB 255, 93, 53
 CMYK 0 76 84 0
 PANTONE 171 C



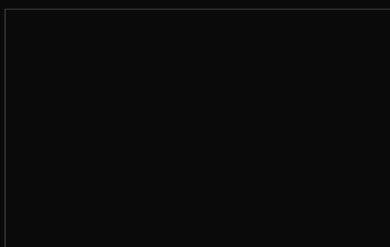
YELLOW

HEX #FFFF00
 RGB 255, 255, 0
 CMYK 4 0 95 0
 PANTONE 3945 C



PINK

HEX #FF46DA
 RGB 255, 70, 218
 CMYK 0 73 0 0
 PANTONE 2375 C



BLACK

HEX #0A0A0A
 RGB 10, 10, 10
 CMYK 0 0 0 96
 PANTONE Black 6 C

CMYK and Pantone values are approximate conversions – always proof on the actual stock before a print run. Swatch files (.css / .scss / .json) are in the [Library](#).

USAGE

- **60 / 30 / 10:** ~60% black, ~30% one accent, ~10% a second accent or white.

- One accent leads per asset (Day 01 leans orange, Day 02 purple, the Salon pink) – don't scatter all four evenly.
- Yellow is the interaction/selection color and reads as a highlight; use sparingly.

TYPOGRAPHY

One typeface does everything: **Spline Sans Mono**. Bold all-caps for display, regular/medium for body and labels. The monospace grid is part of the brand – lean into it. **Writer Quattro** is the licensed editorial alternate for long-form where a mono face tires the eye.

DISPLAY · 700

BUILD LIKE AN...

H2 · 700

SPEAKER LINEUP

LABEL · 700 ·
0.18EM

// THE SHAPE OF THE DAY

BODY · 400

A gathering of ambitious people building extrao...

CAPTION · 500 ·
0.08EM

NOV 5-6, 2026 · NYC

RULES

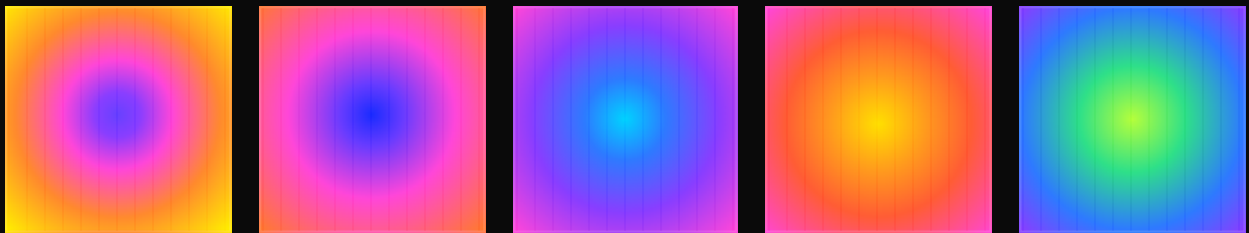
-
- Display & labels: **UPPERCASE**, tight tracking (-0.01 to -0.02em) for headlines, wide tracking (0.08-0.18em) for labels.
 - The `// label` mono-kicker prefixes section labels.
 - Body copy is sentence case, normal tracking, never all-caps.
 - Web fallback stack: `"Spline Sans Mono", ui-monospace, monospace`.

GRAPHIC LANGUAGE

The system that makes an asset unmistakably **Outliers**: the **thermal orb**, **scanlines**, **film grain**, and the **keyline grid**.

THERMAL ORBS

Radial gradients that read like heat maps / CRT phosphor. Five signature recipes (A-E). Use as hero shapes, backgrounds, sticker fills, or speaker placeholders. Always overlay faint vertical scanlines.



TEXTURE & GRID

- **Scanlines:** 1px vertical lines every 9px, ~10% opacity, soft-light blend.
- **Grain:** fractal-noise overlay at ~4.5% opacity over the whole canvas.
- **Keylines:** 1.5-2px borders, hard corners (no rounding) – frames, rules, dividers.
- **Duotone portraits:** grayscale + accent multiply (60%) + scanlines.
- **Layout:** generous margins, mono labels top-left, content bottom-anchored.

PHOTOGRAPHY

Photography is high-contrast and human – stage moments, candid crowd energy, founders mid-sentence. Always run through the brand **duotone** so photos sit inside the system rather than fighting it.

DUOTONE RECIPE

- Convert to grayscale, push contrast ~+8%.
- Multiply the lead accent at ~60% over the image.
- Overlay horizontal scanlines at ~16% (soft-light).
- Crop tight on faces; eyes in the upper third.

DO / DON'T

DO

- ✓ Use real event / founder photography
- ✓ Apply one consistent duotone accent per set
- ✓ Keep it gritty and editorial

DON'T

- ✗ Use generic smiling-stock or AI clip-art
- ✗ Leave photos full-color and untreated
- ✗ Mix multiple duotone accents in one grid

VOICE

Confident, direct, high-signal. We make statements, not questions. Short lines. No corporate jargon, no hype-speak, no emojis in body copy. Talk to a smart builder who's seen it all.

BOILERPLATE

Short: Outliers Summit – the founder conference for people building extraordinary things. Nov 5-6, 2026, NYC.

Long: Outliers Summit is a two-day gathering in New York City for the founders, operators, creators, and investors who build like outliers. Day 01 is hands-on building; Day 02 is the ideas that move markets – capped by the invite-only Salon, the room behind the room.

VOICE IN THREE LINES

- **Say:** "The room behind the room." **Not:** "An unparalleled networking opportunity."
- **Say:** "Build like an outlier." **Not:** "Unlock your potential."
- **Say:** "Two days. One city. Zero fluff." **Not:** "A holistic ecosystem of synergy."

ACCESSIBILITY

- **Contrast:** white on black and black on yellow pass AA. Avoid white on yellow or purple text on black for body sizes – fails contrast.
- **Min body text:** 14px on screen; never set long copy in all-caps.
- **Motion:** respect `prefers-reduced-motion` – orb animations are decorative and must be skippable.
- **Alt text:** every published asset ships with descriptive alt text.

FILES & NAMING

One source of truth: this portal. Pull source files from the Library, don't pass around screenshots.

VECTOR

SVG · PDF
(logos, orbs, icons)

RASTER

PNG (transparent)
2× / 300 DPI

SCREEN COLOR

RGB / Hex

PRINT COLOR

CMYK · proof Pantone

PRINT SPECS

3mm bleed
safe area inset

NAMING CONVENTION

OutliersSummit_[Asset]_[Variant]_[Color]_v[N].[ext]

e.g. **OutliersSummit_Logo_Horizontal_White_v1.svg** ·

OutliersSummit_Badge_Speaker_v2.png

Questions or a new asset request? This is a living document – v1, June 2026.

ASSET LIBRARY →

TEMPLATES →

OUTLIERS.NYC ↗