



Photo credit: Tandem Photography



Graphic Standards

Updated March 2026

02

Logo

The logo may be used without the organization's name in situations where it's used on HUB branded materials which provide context and further clarity. As well, this version may be used if intended for an audience who is knowledgeable about the brand.

However, in materials which the audience may not be familiar with HUB, it's best to use the version with the organization's name.

Without organization name



With organization name



HUB Cycling

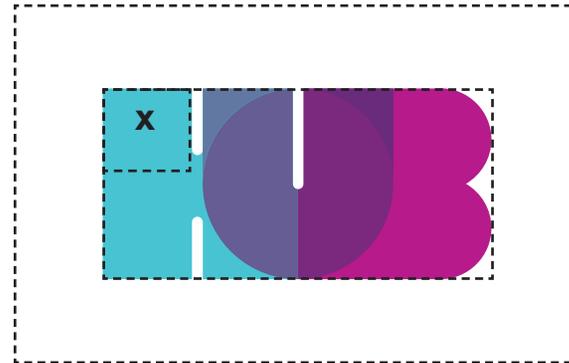
03

Protective Space & Minimum Size

Minimum 0.75–1 inch wide in print

Minimum 120–150px wide on web

Protective Space



Minimum Size



Protective Space



Minimum Size



Colour Variations

Full Colour

The logo should appear in its full colour version whenever possible. See pages 4 & 5 for specifications.

Full Colour on Black or Dark Backgrounds

On black or dark backgrounds the full colour version can be used as long as the background provides enough contrast to all of the logo colours.

In situations where there is not enough contrast, the One Colour Reversed version should be used.

One Colour Greyscale

When printing specifications do not permit the use of colour printing, this version should be used.

One Colour Greyscale on Black or Dark Backgrounds

In black and white print applications on a dark or black background, use this version.

One Colour

For single, solid colour applications, this version may be used. It may be printed in black or corporate pink. This version should be used in mechanical applications such as cut vinyl or embossing.

One Colour Reversed

For single, solid colour applications, where the logo appears on a dark or black background use this version printed in white. It should be used in mechanical applications such as cut vinyl or embossing. This version should also be used when the background does not provide sufficient contrast to use the full colour or greyscale versions.



Full Colour



Full Colour on Black or Dark Backgrounds



One Colour Greyscale



One Colour Greyscale on Black or Dark Backgrounds



One Colour Greyscale

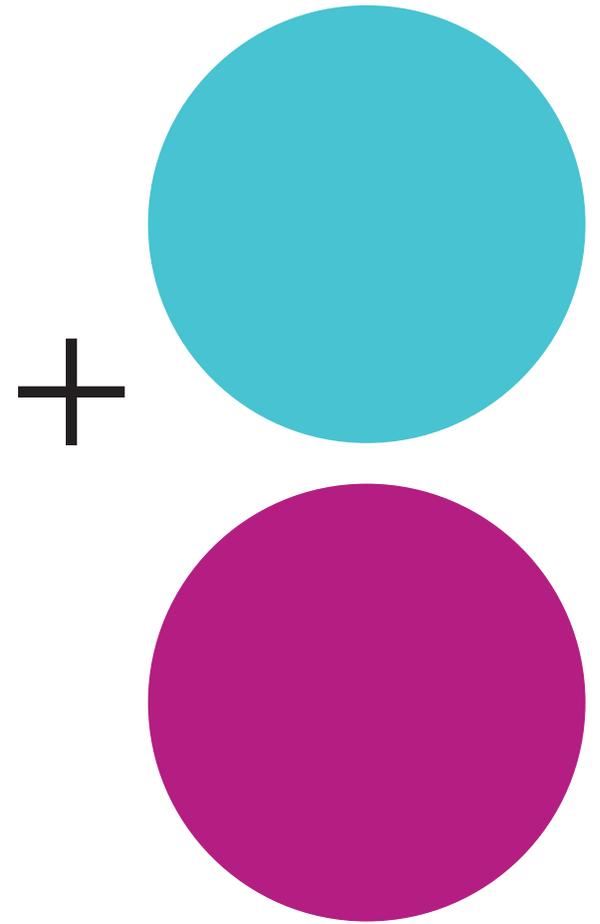


One Colour Reversed

05

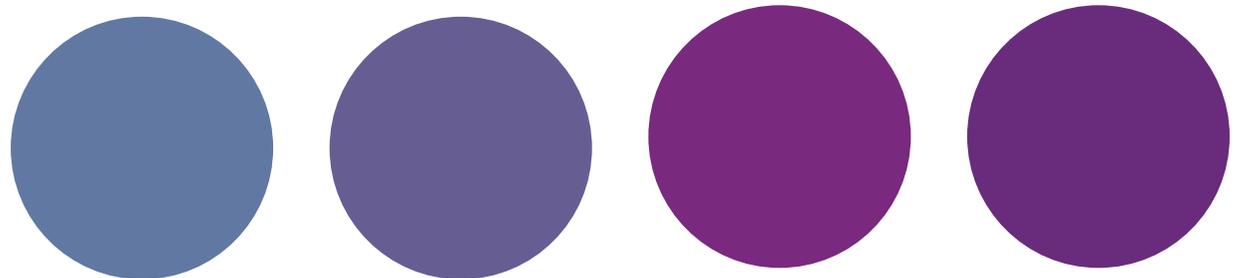
Colours

The logo consists of 6 colours, derived from mixing the 2 primary brand colours of sky blue and magenta.



Primary Colours

Secondary Colours



Colour Palette Specs

Please use the colour specifications appropriate for the medium being utilized.

Primary Colours

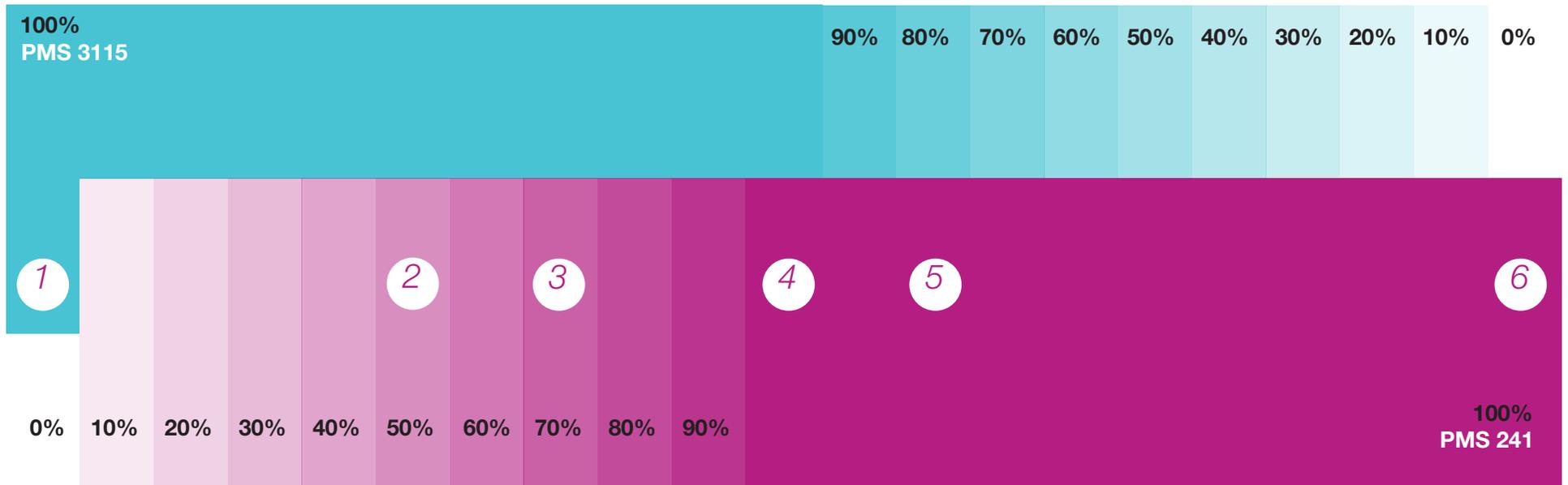
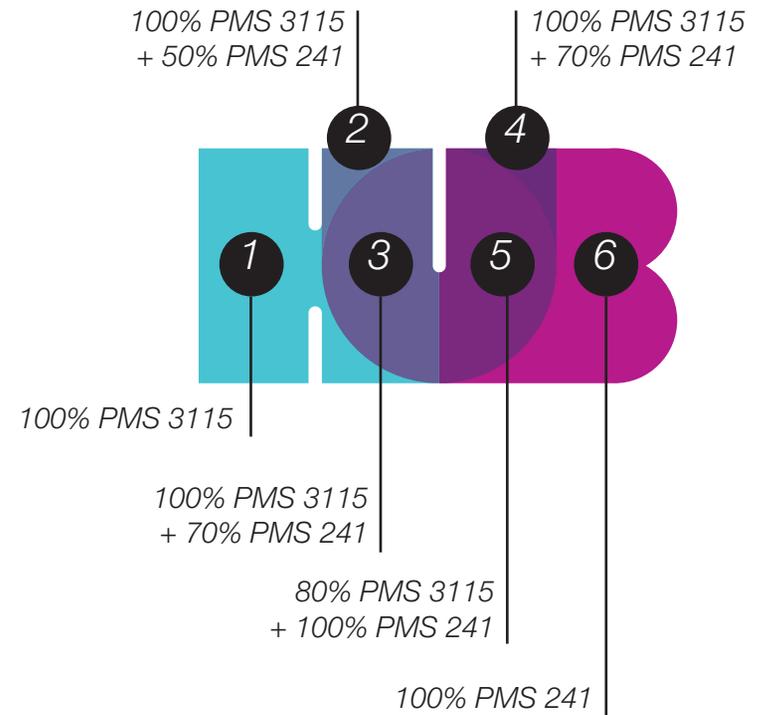


Secondary Colours



2 Colour Mixes

In 2 colour printing applications, a 4 colour look may be achieved through the use of overprinting screens of each of the 2 primary colours: PMS 3115 and PMS 241.



Primary Typeface

The Helvetica Neue family has been chosen as the corporate typeface based on its wide range of weights, versatility, and classic style which balances the heavily stylized typography of the logo.

Helvetica Neue Light is the primary weight. To delineate copy on a page, point size differences or all caps rather than upper and lower case can be used to create hierarchy. However, there may be other instances where other weights or styles are desired. The following page outlines other fonts in the family at your disposal.

Helvetica Neue Light

AaBbCc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890\$%&@'(,.,:;#!?)*

Helvetica Neue Family

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$%&@'*(,;:#!?)

Helvetica Neue Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$%&@'*(,;:#!?)

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$%&@'*(,;:#!?)

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$%&@'*(,;:#!?)

Helvetica Neue Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$%&@'*(,;:#!?)

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$%&@'*(,;:#!?)

Helvetica Neue Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890\$%&@'*(,;:#!?)



If you have any questions or are unsure how to proceed please contact:

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