

hubzero

Branding Guidelines

This document contains guidelines for the HUBzero's branding and its usage. We want to make it easy for you to use our brand in your tools, marketing materials, and any other appropriate applications.

We value our organization and we are proud of what we do. Our branding is a reflection of our culture and the product we deliver: clean, concise, friendly and forward-looking.

We appreciate your respect and collaboration to maintain our identity in a consistent and precise way that conveys our image and our values.

The HUBzero name and the logo are property of HUBzero and are trademarked.

If you plan to use our logo or have any questions about our branding please contact us at info@hubzero.org

Branding Guidelines

1 Brand Name

HUBzero name should always be written as “HUB” in capital letters and “zero” in lowercase as one word with no spaces. All-capital letters spelling is acceptable only in cases when the whole surrounding block of text is typed in all caps, e.g. emphasis paragraphs or headings. All-lowercase spelling of HUBzero is not acceptable in any applications.

Brand name

2 The Logo

We love our logo and we ask you to follow the simple guidelines to ensure you use it consistently with the intended mood and visual impact.

WHITE SPACE

The logo must always be legible and clearly visible free of any obstructions. The HUBzero logo must at all time, in all applications, in all variations and colors have clear space around it. We kindly ask to maintain the minimum exclusion zone around our logo equal to the height of the logo (marked as “x” in the diagram).



The Logo

COLORS

Our logo is only single-colored, please always pick just one color for the logo depending on your application and never use different colors for different parts of the logo.

hubzero hubzero hubzero hubzero

Primary color

Black

Secondary color

White

It is acceptable to use different colors for our logo depending on the application. The preferred color is our primary dark grey and it should be used where possible. Any shades of dark grey all the way to black are ok as long as they provide sufficient contrast. Use the white logo with dark backgrounds. Please make sure to provide sufficient contrast if using colored logos.

Primary logo color

hubzero

HUBzero grey

RGB: 77r77g77b
HEX: #4d4d4d

Secondary logo colors

hubzero hubzero hubzero

Exploratory green

Social green

Curious blue

The Logo

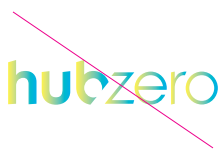
USE WITH PHOTOGRAPHY

When using the logo with photographic images make sure to provide adequate contrast and visual separation between the image and the logo. Remember the logo must always be clearly visible and legible!



MISUSE

Under no circumstances the logo can be modified, distorted, or misused in any other ways.



Nice gradient, but please, don't do it



No outlines



Do not contract, stretch or in any other ways distort



Cool trick but not with our logo please



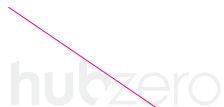
No multiple colors



Don't add any graphics to the logo



Don't add any text to the logo



Do not use the logo with low contrast

The Logo

3 Colors

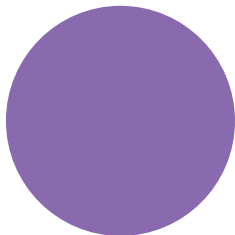
PRIMARY COLORS

HUBzero grey
RGB: 77r77g77b
HEX: #4d4d4d



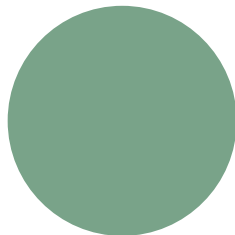
Ether grey
RGB: 247r247g247b
HEX: #f7f7f7

SECONDARY COLORS



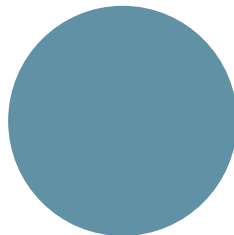
Accent purple

RGB: 139r107g175b
HEX: #8b6baf



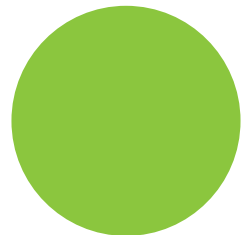
Social green

RGB: 122r163g137b
HEX: #79a289



Curious blue

RGB: 98r145g165b
HEX: #6190a5



Exploratory green

RGB: 141r198g63b
HEX: #8cc63e

Secondary colors should be used separately from each other and not with each other.

Colors

4 Fonts

DISPLAY

The display font is used to entice a reader into text copy, to create a mood or feeling, or to announce important information. It is intended to stand out, at large sizes for headings, rather than for extended passages of body text.

<https://fonts.google.com/specimen/Montserrat>

Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat Semi-Bold
Montserrat Bold
Montserrat Extra-Bold

TEXT

The text font is easy to read and should be used in long blocks of copy.

<https://fonts.google.com/specimen/Lato>

Open Sans Light
Open Sans Regular
Open Sans Semi-Bold
Open Sans Bold

Fonts