

Everyone Rides Wordmark Brand Guidelines

1. Wordmark Selection: Lockup vs. No Lockup

EveryoneRides

Horizontal No Lockup

EveryoneRides
by HUB Cycling

Horizontal Lockup

Everyone
Rides

Vertical No Lockup

Everyone
Rides
by HUB Cycling

Vertical Lockup

The primary rule for wordmark selection is based on the audience and the platform where it will be displayed.

- **Without Lockup (Internal/HUB Spaces):** Use these wordmarks for any HUB Cycling-branded spaces, such as our website.
- **With Lockup ("by HUB Cycling"):** Use these for external partner spaces (e.g., a partner's website or collateral) to identify the program's affiliation without needing a separate HUB logo. When running an Everyone Rides Program in external partner spaces, only the wordmark with the lockup will be used. The HUB Cycling logo will not be used.

2. Color and Contrast Rules

To ensure visibility and accessibility, follow these color rules:

- **Primary Choice:** Use the version with the **pink (magenta) "one"** whenever possible.
- **On White/Light Backgrounds:** Use wordmarks with **black text**.
 - **Alternative Color:** Use the **purple "one"** version.



- **On Black/Dark Backgrounds:** Use wordmarks with **white text** (Reverse/Rev).
 - **Alternative Color:** Use the **blue "one"** version.



- **Monochrome:** Use all-black or all-white versions only when color printing is not available or the design requires high simplicity.



3. Layout and Orientation

- **Horizontal:** The preferred layout for headers, website footers, and wide-format documents.



- **Vertical (Stacked):** Use this layout for social media tiles, flyers, or narrow columns where horizontal space is limited.



4. Technical Specifications & File Usage

- **PNG Files:** These are recommended for use in **Google Docs, Google Slides, and Canva** because they have transparent backgrounds and are easy to place.
- **AI/EPS Files:** These are vector files intended for professional graphic designers using **Adobe Illustrator**. They should be used for high-quality printing or large-scale signage.
- **Color Profiles:**
 - **RGB/PNG:** For all digital and web screens.
 - **CMYK:** For standard professional printing.
 - **PMS (Pantone):** For specific color-matching in high-end offset printing.

Quick Logo Selection Flowchart

Step 1: Where is this being posted?

- **On a HUB Cycling website or platform?** Use "**No Lockup**" versions.
- **On a Partner's website or flyer?** Use "**With Lockup**" (by HUB Cycling).

Step 2: What is the layout of your design?

- **Wide/Short space** (e.g., Header, Email Signature) Use **Horizontal**.
- **Tall/Square space** (e.g., Social Media Tile, Poster sidebar) Use **Vertical (Stacked)**.

Step 3: What color is the background?

- **White or Light Background:** * *First Choice:* **Pink "one"** (Black Text)
 - *Second Choice:* **Purple "one"** (Black Text)
- **Black or Dark Background:** * *First Choice:* **Pink "one"** (White Text)
 - *Second Choice:* **Blue "one"** (White Text)

Step 4: What software are you using?

- **Canva, Google Docs, or Slides?** Download the **PNG** files.
- **Professional Print or Adobe Illustrator?** Use the **EPS/AI** files.

If you have further questions regarding the use of the Everyone Rides wordmark, please contact HUB Cycling's marketing team at social@bikehub.ca.