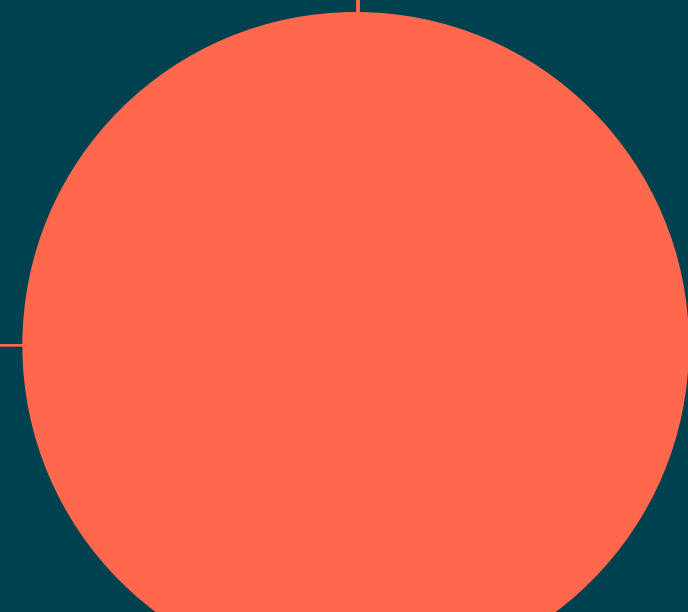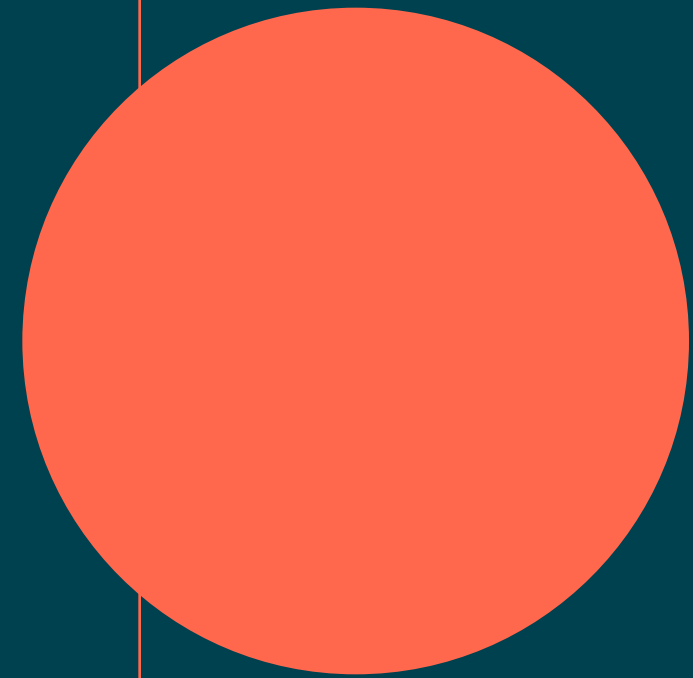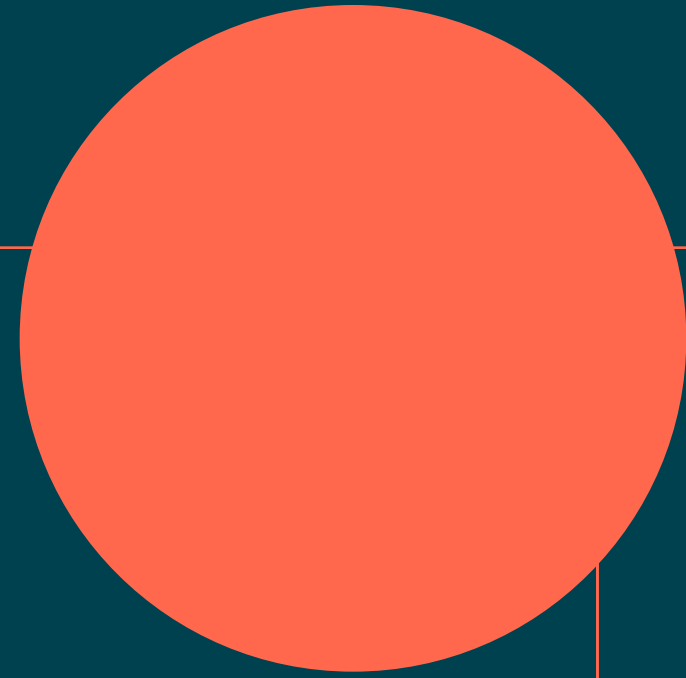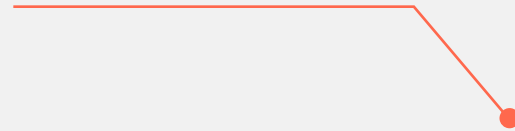HUBCYCLE

Brand book guidelines

June - 2025

We turn what's left unused into what's next.

A posture that reflects the brand's essence: pragmatic in its mission, technical in its approach, and creative in revealing and transforming what remains into an actionable resource.

HUBCYCLE

Brand signature

The brand signature should be applied consistently across official communications (websites, brochures, business cards), advertising and promotional materials (print ads, digital banners, social media), event signage and presentations, as well as internal documents.

Sobriety is no longer a constraint but a resource—a lever for performance that is simple, direct, and fully embraced.

Get sober efficient

A twist on the expression "Get Super Efficient" to establish a new standard.

HUBCYCLE

HUBCYCLE

Main logo
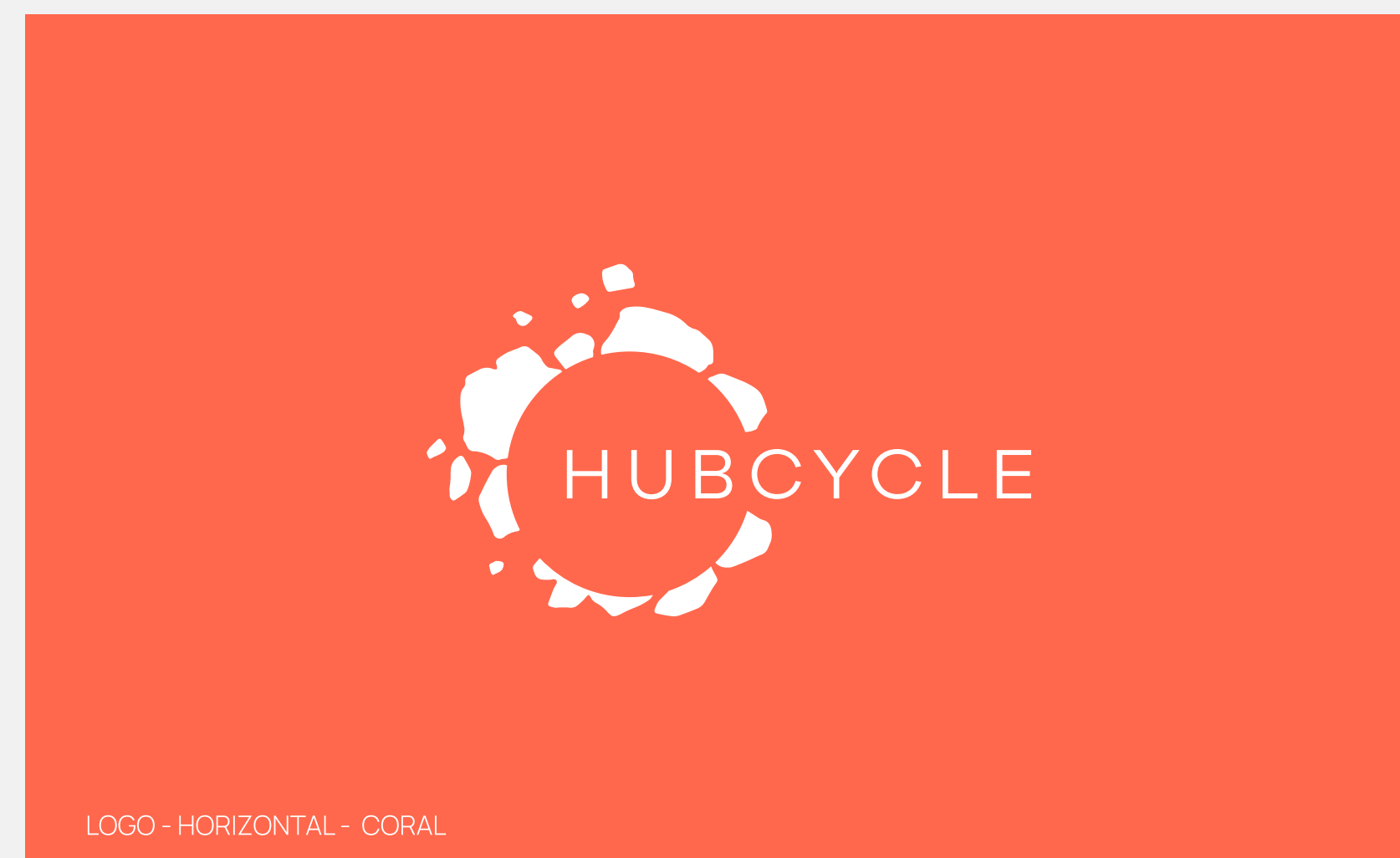
It is essential to respect the clear space around the logotype to allow it to breathe and enhance its readability and memorability.

The Logo's variables

The primary logo should be preferred over the generic version whenever readability is compromised.

Download Logos ›

LOGO - HORIZONTAL-DARK

LOGO - HORIZONTAL-DARK

LOGO - HORIZONTAL - CORAL

LOGO - SIMPLE-LIGHT
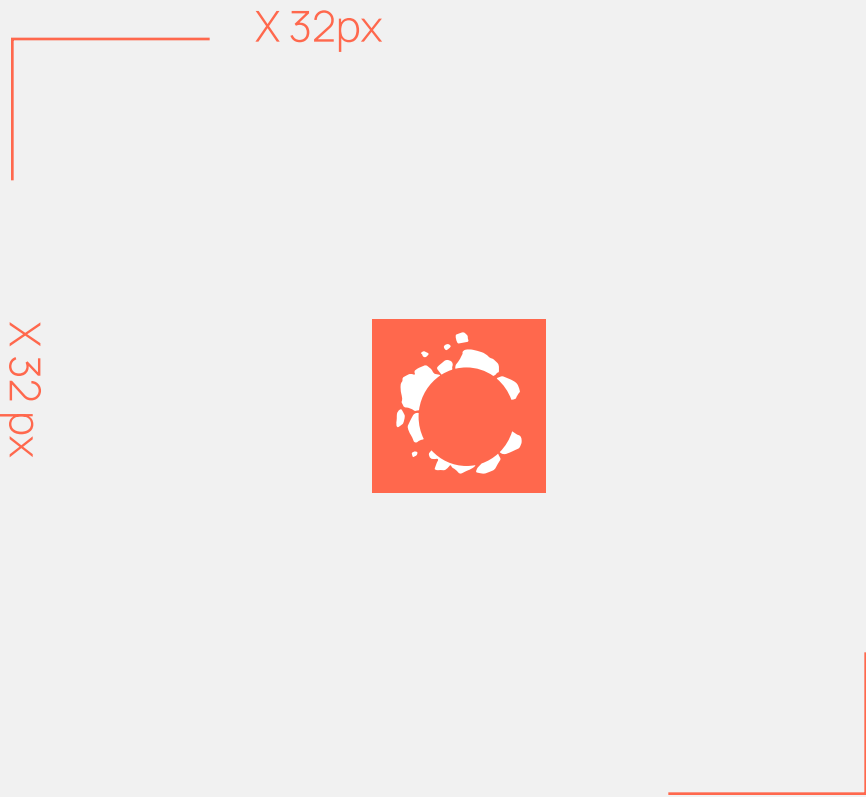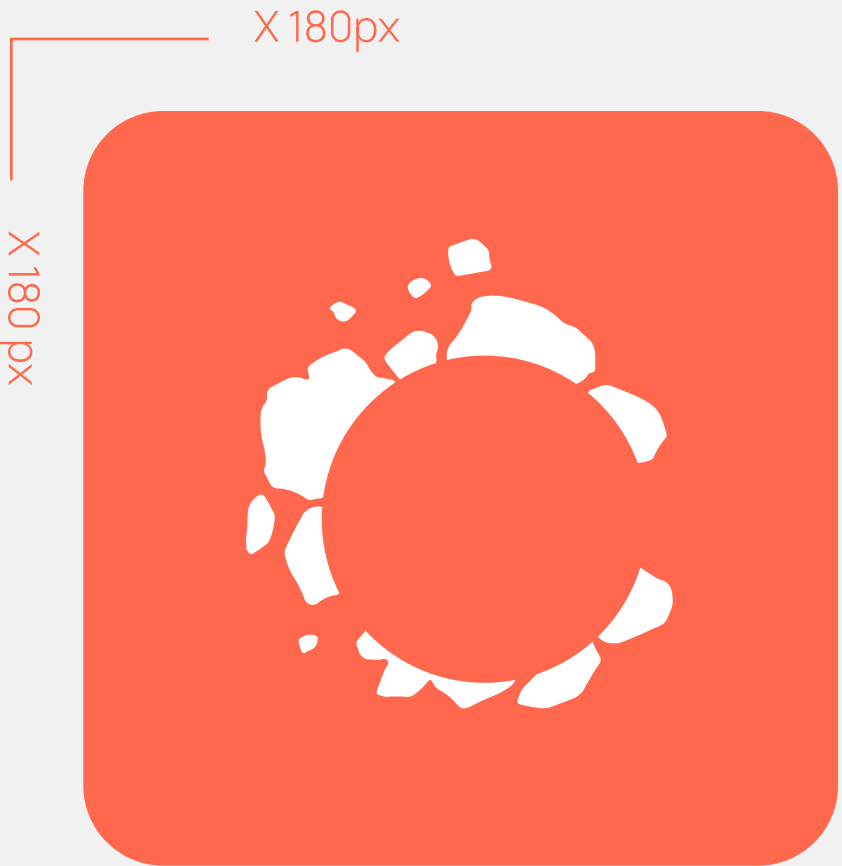
HUBCYCLE

The Logo's variables

Favicon (32×32 px) that appears in browser tabs, bookmarks, and address bars to help users visually identify the website.

Webclip
An icon (180×180 px) used when a user saves the website to their mobile home screen, providing an app-like shortcut experience.

Download Logos >

X 32px

X 32 px

X 180px

X 180 px

FAVICON-CORAL

WEBCLIP - CORAL

What not to do

It is crucial to adhere to the guidelines set by the brand charter to maintain overall brand consistency.

The examples of contraindications are, of course, not exhaustive; only the basic principles are outlined here.

ⓧ MAKE SURE TO KEEP THE ANGLE AT 0°.

ⓧ DO NOT DISTORT LOGOS

ⓧ DO NOT CHANGE THE COLOR DISTRIBUTION

ⓧ DO NOT CHANGE THE SPACE BETWEEN LETTERS.

ⓧ DO NOT MISUSE A COLOR
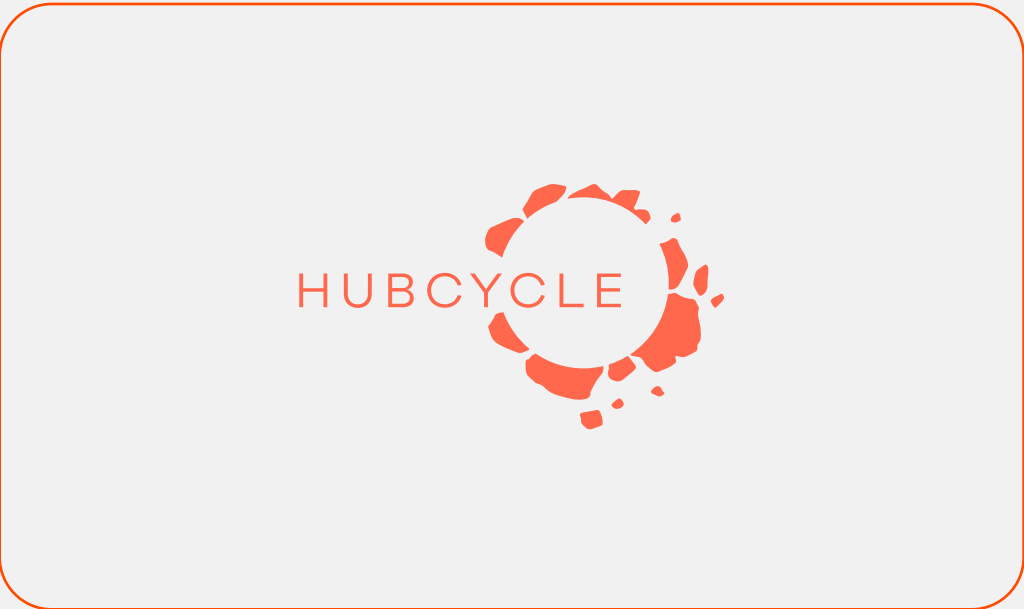
ⓧ DO NOT CHANGE THE ORDER OF THE ELEMENTS

HUBCYCLE

Primary typography

This typography is designated for use in headings and titles. It should be applied sparingly to maintain visual impact and ensure clarity, avoiding overuse that could dilute its effectiveness.

Download Fonts >

Valve

Weight :
Plain medium

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

!@#$%^&*()_+-={}[]|
\:;'"<>,.?/

Body text typography

Manrope is a modern, clean sans-serif font known for its excellent legibility and balanced design. Its versatility makes it suitable for both display and body text across digital and print media.

- **Used as a secondary font**

Download Fonts >

ManRope

Light
a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular
a b c d e f g h i j k l m n o p q r s t u v w x y z

Semi-Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z

Extra-Bold
a b c d e f g h i j k l m n o p q r s t u v w x y z

HUBCYCLE
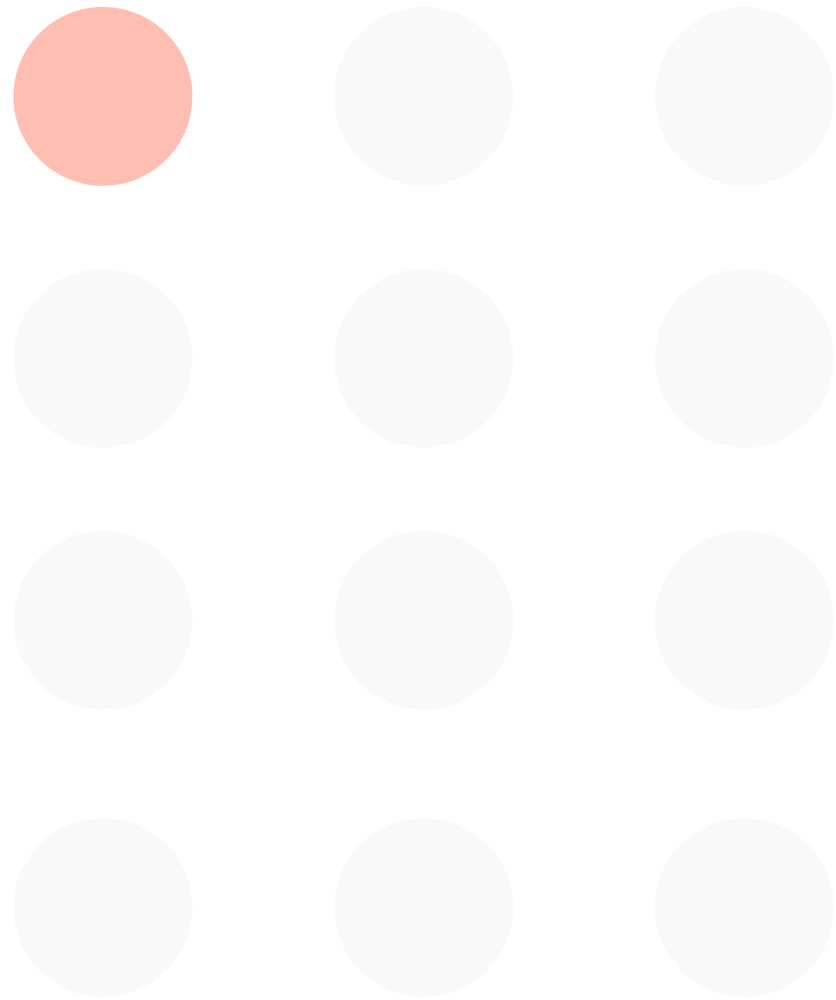
Typography Hierachy

Use this example to maintain a clear and effective contrast between titles and paragraphs, ensuring that headings stand out distinctly and improve overall readability.

Wastage & Climate change.

Current global supply model is facing huge challenges.

Kicker - Manrope : 34 Px **Light**

Title - PP Valve: 80 Px **Bold**

1080 X

X 1080

Current global supply model is facing huge challenges.

Raw material prices

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

Kicker - Manrope : 34 Px **Light**

Overline - Manrope : 40 Px **Semi-Bold**

Paragraph- Manrope: 20 Px **Light**

X 1920

X 1080

HUBCYCLE

RGB color values

Whenever possible, maintain a strong contrast between the background and typography to enhance readability. The shade "Better Green" should be used sparingly.

• Main colors

R : 000 V : 065 B : 079	**Blue**
R : 255 V : 104 B : 077	**Coral**
R : 161 V : 208 B : 219	**Teal**
R : 212 V : 182 B : 255	**Purple**
R : 015 V : 032 B : 036	**Dark blue**
R : 242 V : 242 B : 242	**Grey**
R : 255 V : 255 B : 255	**White**

CMYK color values

Favor light colors for backgrounds in printed materials. The use of RGB colors is strictly prohibited for printing. If needed, please refer to the previous page.

C : 100	C : 00	C : 40	C : 30	C : 90	C : 05	C : 00
M : 50	M : 70	M : 05	M : 40	M : 70	M : 05	M : 00
Y : 50	Y : 60	Y : 15	Y : 00	Y : 60	Y : 05	Y : 00
K : 50	K : 00	K : 00	K : 00	K : 70	K : 00	K : 00
Blue	Coral	Teal	Purple	Dark blue	Grey	White

HUBCYCLE

Duotone combinations

Here are the possible duotone combinations. Please keep them in mind to ensure good contrast between the colors when using them.

*Combo 1

Coral + White

*Combo 2

Dark blue + Coral

*Combo 3

Blue + Teal

*Combo 4

Teal + Blue

*Combo 5

Purple + Blue

*Combo 6

Grey + Blue

*Combo 7

Blue + Coral

*Combo 8

Grey + White

*Combo 9

Dark blue + Grey

HUBCYCLE

Layout Principles

This section showcases examples of how typographies and graphic assets are applied in real-world contexts. It illustrates the coherence of the visual system across various formats and demonstrates how to effectively combine fonts, colors

HUBCYCLE

We reveal your waste

[C863X]
Price: 8.750 €
On hand: 8.200 Kg

UNUSE

LEAVE THE
UN KEEP
THE USE

WE REVEAL
WHAT YOUR
WASTE CAN
BECOME

Thank you !