



BICYCLES FOR HUMANITY

GUIDELINE



**BLOVE  
BHOPE  
BCHANGE  
B4H**



Bicycles for Humanity



## Introduction

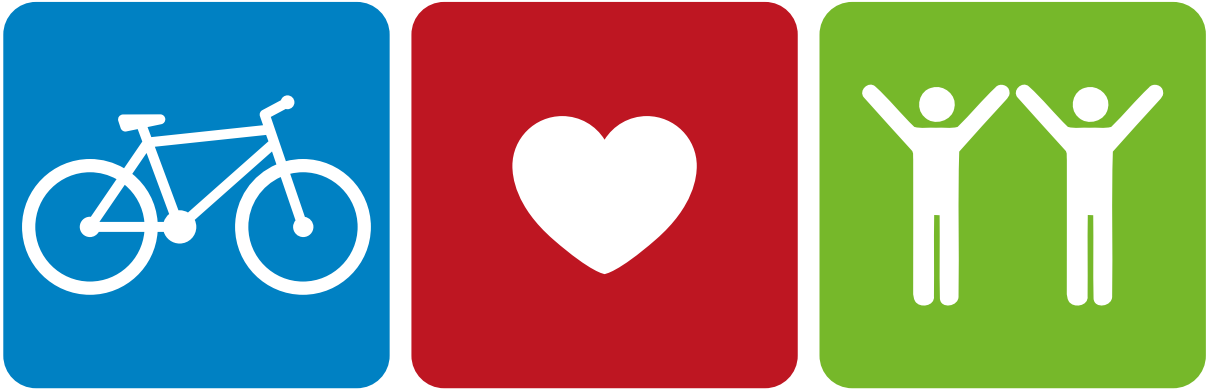
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This guideline will show all new chapters how to use our logo.

As an international organization, B4H should communicate consistently across all regions, so people all around the world can identify B4H as a single organization.

The main logo

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**Bicycles for Humanity**

## Colors and fonts

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C: 100 R: 0  
M: 20 G: 129  
Y: 0 B: 195  
K: 10



C: 15 R: 190  
M: 100 G: 22  
Y: 90 B: 34  
K: 10



C: 60 R: 118  
M: 0 G: 184  
Y: 100 B: 42  
K: 0

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Melbourne Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Melbourne Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Melbourne Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

One color logo

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Bicycles for Humanity



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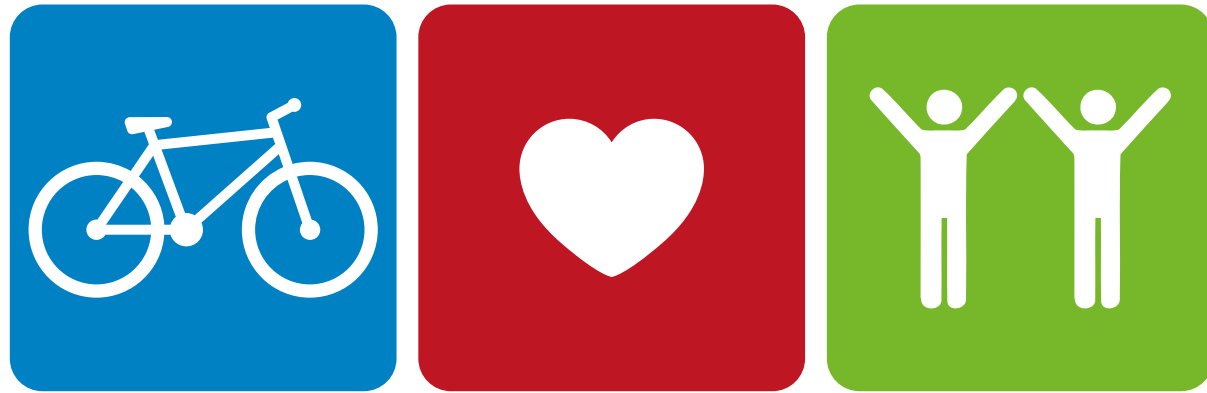


Bicycles for Humanity

# Negative logo

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**bicycles-for-humanity.org**

**CALGARY**



**Bicycles for Humanity**

**VANCOUVER**



**Bicycles for Humanity**

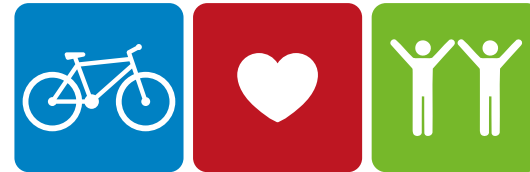


**CALGARY**



[www.b4h-calgary.org](http://www.b4h-calgary.org)

**VANCOUVER**



[bicycles-for-humanity.org](http://bicycles-for-humanity.org)

# Wrong logo application

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Different colors

Distorted

Rotated or flipped

# Examples - Facebook



# Examples - Twitter



# Examples - T-shirts



# Examples - Containers

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## Contacts

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For questions and help, feel free to contact me:

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