

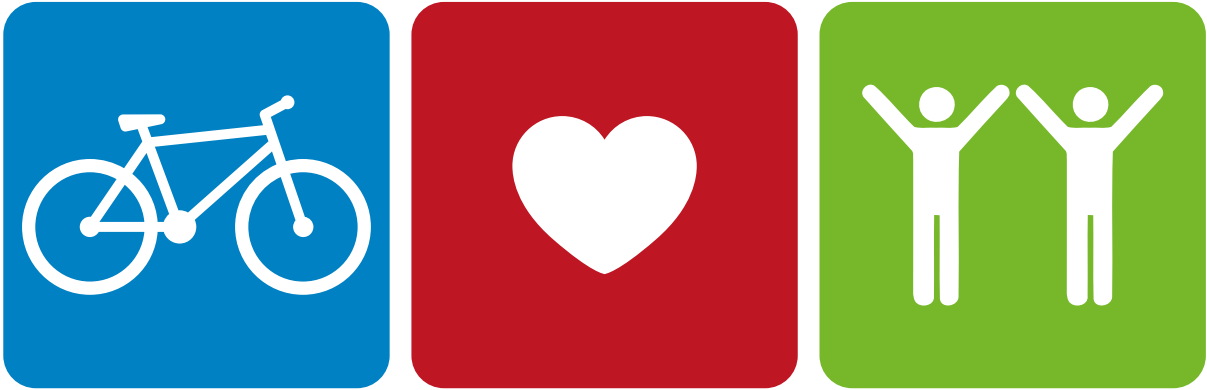
Bicycles for Humanity Guideline

Introduction

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



Bicycles for Humanity

Colors and fonts



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

Melbourne Light

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Melbourne Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

Melbourne Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

One color logo



Bicycles for Humanity



Bicycles for Humanity



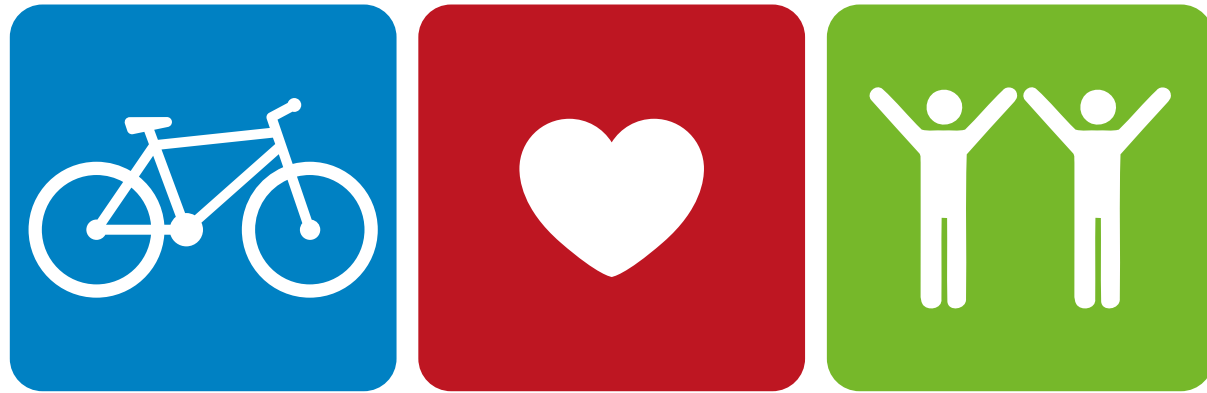
Bicycles for Humanity



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Negative logo





bicycles-for-humanity.org

CALGARY



Bicycles for Humanity

VANCOUVER



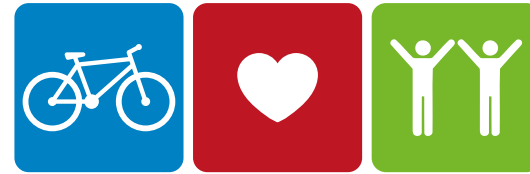
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CALGARY



www.b4h-calgary.org

VANCOUVER



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Wrong logo application



Different colors

Distorted

Rotated or flipped

Examples - Facebook



Examples - Twitter



Examples - T-shirts



Examples - Containers



Contacts

For questions and help, feel free to contact me:

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Thank you!
