



Brand Guidelines

2024

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Brand Guidelines

Brand Logo

01



Main Logo

These are the go-to logo for all brand communications. It's a trademark to help viewers easily identify the 1Hub.ai. It is essential that the logo is always applied with care and respect.



Main Logo

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Main Logo

While on black backgrounds in the logo, the indicated parts change to white - HEX #FFFFFF



Mark

Wordmark

Clear Space

Minimal indents, which are set aside from the extreme elements of the logo.



Color variations



Favicon

1Hub.ai favicon graphic is linked with the website. It is a smaller representation of the brand for the browser and for the mobile interfaces. Take into account that the favicon is not the brand logo and should never replace the logo.



Placement

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides. We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.





Typography

02



Primary Font

Our primary typeface is Fustat, which should be used across printed and digital material. Montserrat Regular should be used for all body text.

Fustat

Light Regular Medium **Bold** **ExtraBold**

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWECASE

abcdefghijklmnopq
rstuvwxyz

NUMBERS

0123456789

Secondary Font

The Bai jamjuree font can complement the main Fustat font in the form of bright and eye-catching headlines

Bai jamjuree — Stroke/Outlining - 2px
Join - Round

Regular

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWECASE

abcdefghijklmnopq
rstuvwxyz

NUMBERS

0123456789



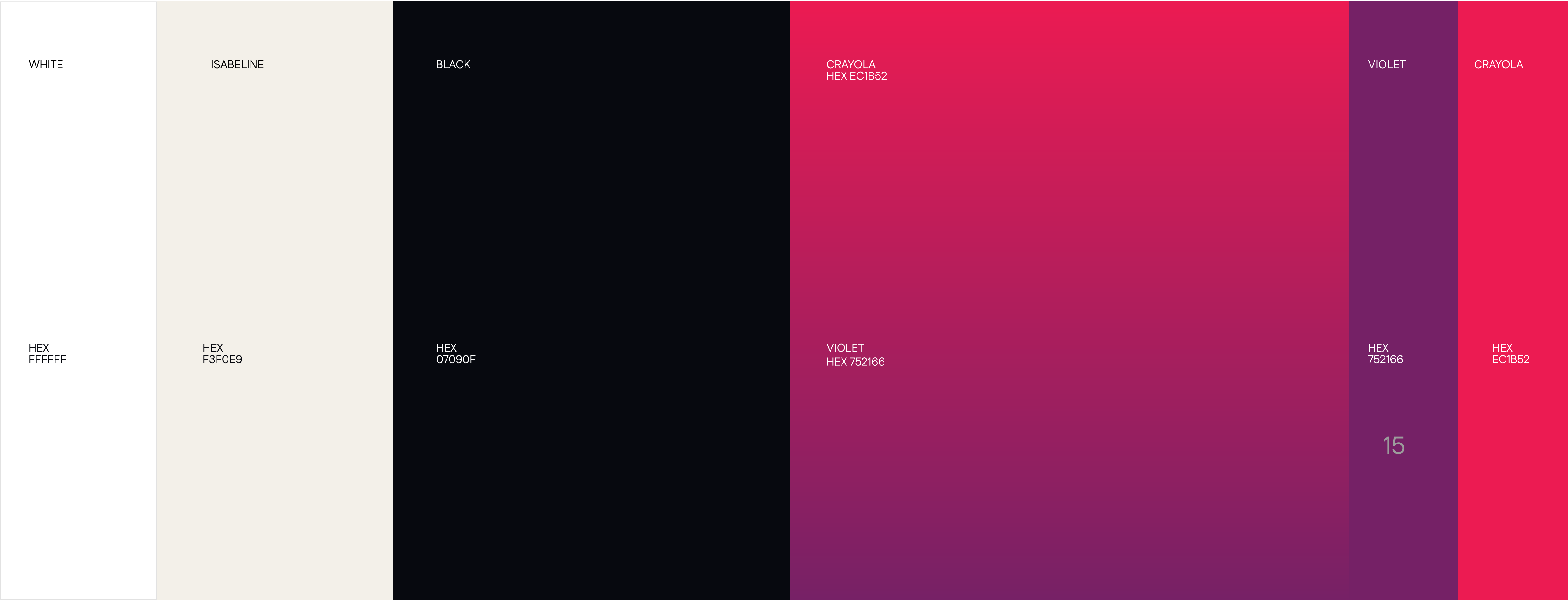
Color

03



Color

Use these color proportions in any layout or collateral design.
Text should always be set in black/grey or white.





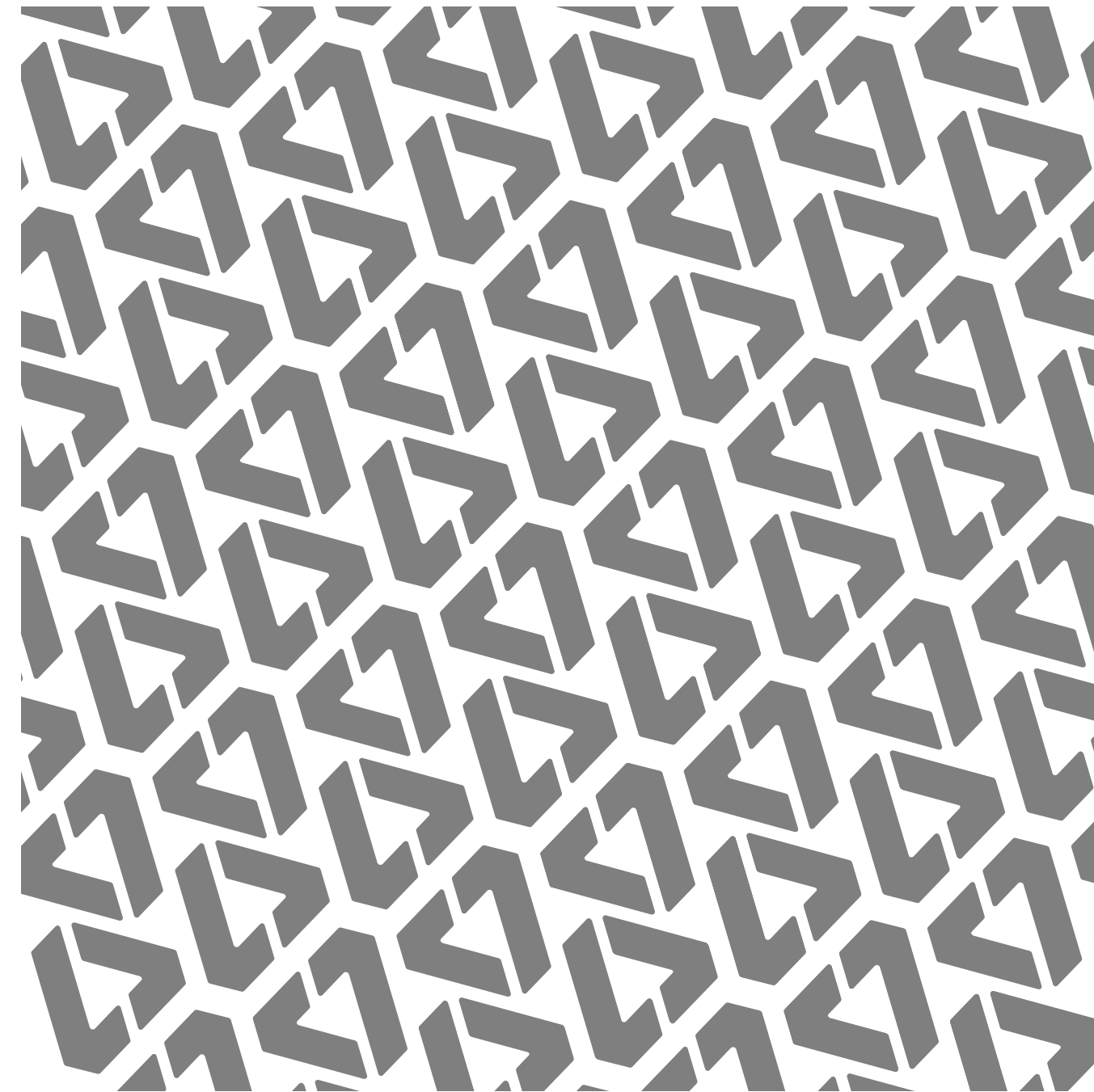
Brand Guidelines

Graphic

04



Pattern





Brand Guidelines

Presentation

05







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