



This brand guide was created for the purpose of standardizing and professionalizing the appearance of H1 Unlimited by creating a strong, unified, system. The official H1 logo system is intended to be flexible enough to work for units across H1 while remaining true to the goals of the overall H1 Unlimited brand.

A distinct and consistent core signature logo system will help H1 Unlimited build its reputation and gain greater recognition in all manners of communication. The power of a strong visual identity can only be realized through consistent application over time.

Primary Logo



If you're not sure what logo to use, use this one.

Full Logo



Used when space allows, espically for official publications and social media profiles.
Best for standalone use.

H1 Block Logo



Used when size constraints prevent the Primary and Full logos from being used.
Good for use in conjunction with race site/event logos and social media posts.

Color Palette

H1 Blue

Hex: 00337f
RGB: 0, 51, 127
CMYK: 100, 90, 22, 9

H1 Red

Hex: e2241b
RGB: 226, 36, 27
CMYK: 5, 98, 100, 1

Black

Hex: 000000

Gray

Any shade of gray

White

Hex: FFFFFFFF

Background Colors

In general, when placing graphic elements on a color background, an obvious contrast should be maintained. Once that contrast is no longer obvious, reverse the element out of the background color.

Please note, colors or graphics may shift from monitor to monitor, or color printer to color printer. Designers should always take into account their users' display devices (CRT monitor, LCD screen, mobile phone, etc.) and design accordingly.

Text

Font suggestions for use in conjunction with the H1 Unlimited logo and other H1 Unlimited graphics/publications.

Eurostile Bold

Eurostile Extd Black

Eurostile Bold Italic

Eurostile Extd Black Italic

Industry Black

Industry Ultra

Industry Black Italic

Industry Ultra Italic

Logo Uses



Leave clear space around the logo so that it is at least the height of the “U” in “Unlimited” in order to allow the logo space to be seen and not crowded.

Full Color



One Color



Incorrect Uses



Do not stretch, squeeze, sheer, or change the shape of the logo in any way. Do not change the colors or fonts in the logo; use the color codes and fonts provided. If contrast between certain logo elements and the background is no longer obvious, use a different version of the logo that does have contrast.