

# THE HUB CAFE

Brand Guidelines

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**THIS HERE,  
IS THE  
SECRET RECIPE  
TO OUR BRAND.  
OUR HANDBOOK.  
THE ONE GUIDING  
PRINCIPLE.**

Like any coffee addict, you're invited to use these **guidelines** consistently and consciously.

What we've laid out in here is what our brand looks like, how it talks, what it thinks and most importantly how it makes others feel.

***Please use this as a constant reference to help us keep our brand consistent and fresh anywhere, anytime.***

# BRAND STORY



# SIMPLE, BOLD, DIRECT. EVEN OUR NAME REFLECTS THE ATTITUDE THAT DEFINES US.

Driven by passion for coffee, the founders of **The Hub Cafe** travelled the world tasting famous coffee that had the power to captivate taste buds.

Evaluating their experience they decided to set their milestone to coffee enlightenment.

Enthusiastic to share the ultimate coffee experience with others, they decided to create a hub

**{HUB / Definition:**  
***the central part of something*}**

So, they opened the first coffee hub in the heart of Limassol.

Blending great quality with outstanding service, our carefully prepared coffee expanded to become one of the most popular brands locally.

We pride ourselves for using high quality blends.

As we always say,  
Coffee is the priority  
on what we do and  
***HUB is the place  
for the coffee addicts!***

# BRAND ESSENCE

THE HUB CAFÉ  
IS CREATED  
TO IMPRESS  
ALL COFFEE ADDICTS

# BRAND VALUES

## HIGH QUALITY & SERVICE

We promise to always deliver the same great taste and quality of service.

## RESPONSIBLE

As a HUB we are part of the society and responsible over the nature.

## TRAINING & DEVELOPMENT

Training is important to improve our standards and impress the expectation of the market. We believe in education in order to develop our business.

## INVEST ON PEOPLE

Our team is the biggest asset and the main pillar of our brand.

# BRAND

# PERSONALITY

## HOW WE THINK

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We believe  
that quality  
of product & service  
***are above all***

## HOW WE LOOK

---

***Happy***  
•  
***Experts***  
•  
***Consistent***  
•  
***Grounded***

## HOW WE SPEAK

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***Genuine***  
& respectful  
to each other

# LOGO GUIDELINES





## LOGO GUIDELINES

### 1.0

## LOGO VERSION

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This logo is the preferred logo to be used on all printed materials.

The logo/icon must be present in all communications and must not be modified or re-created : use only approved digital files for reproduction.

Always choose the version of the logo that best fits the proportions of the application.

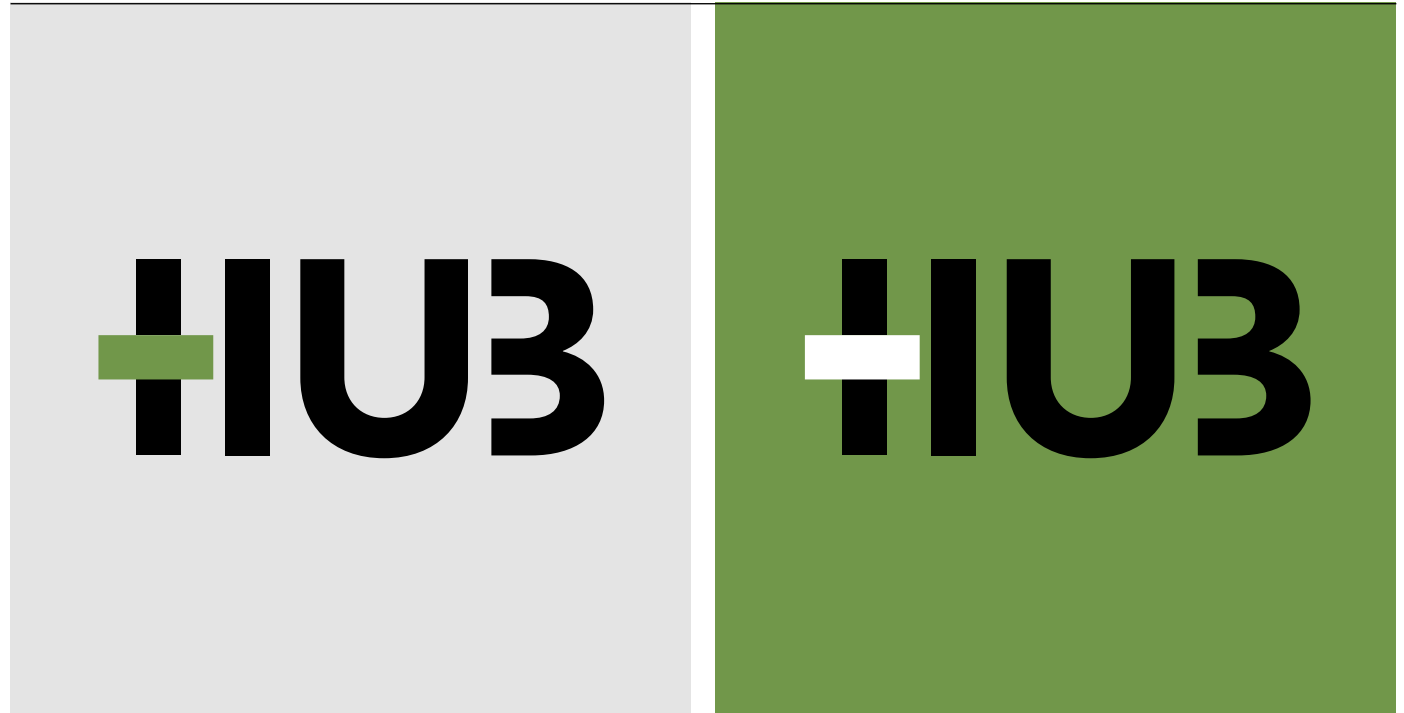
### 1.1

## BLACK & WHITE BACKGROUND

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The logo is mostly used on a BLACK background. In some exceptional cases due to certain visual instances or to printing requirements a black and white version can be used.

## VERTICAL LOCK-UP

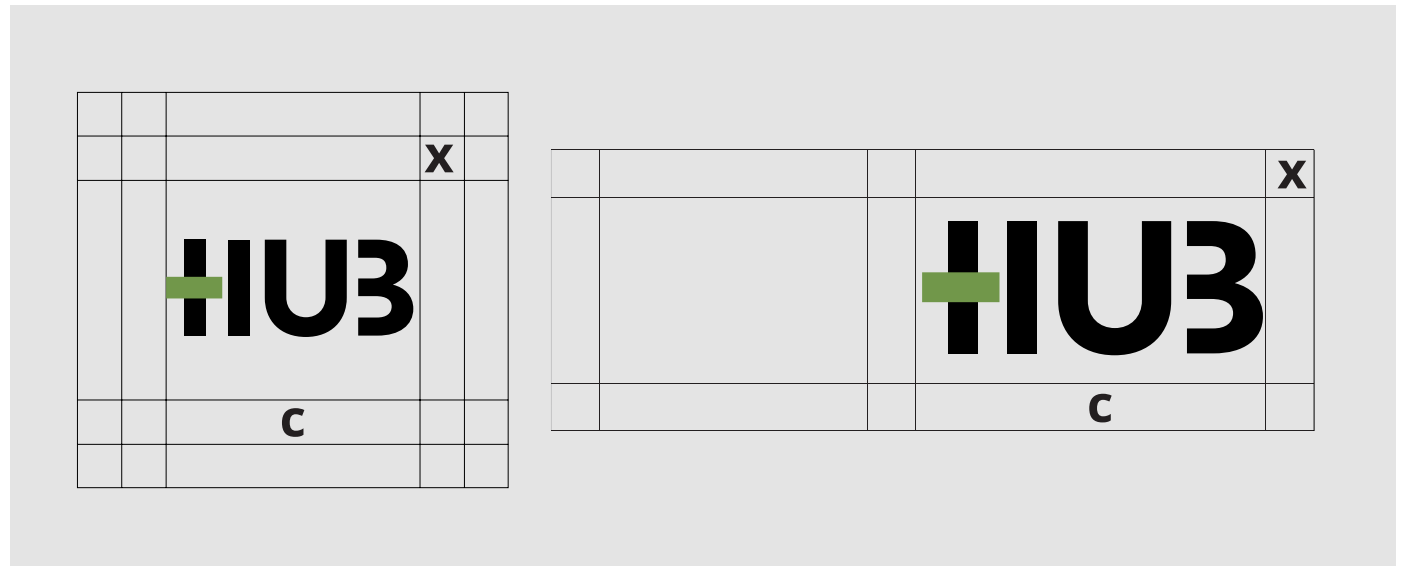


## LOGO GUIDELINES

### 1.2 EXCLUSION ZONE

A minimum exclusion zone surrounds the logo. This ensures that it is always prominent and does not become obscured by surrounding information or text elements.

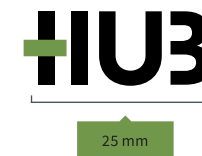
The formula is based on the height of the letter “c”, known as the “X-height”.



### 1.3 MINIMUM SIZE

It is important that all parts of the identity can be easily read in every application. This ensures consistency across all communication materials. The minimum size is the smallest size for which the logo can ever be reproduced. Please note these are not default sizes, there is a general preference to make the logo larger than the minimum sizes.

There are no maximum size restrictions as long as the exclusion zone requirements are met.



## LOGO GUIDELINES

### 1.4

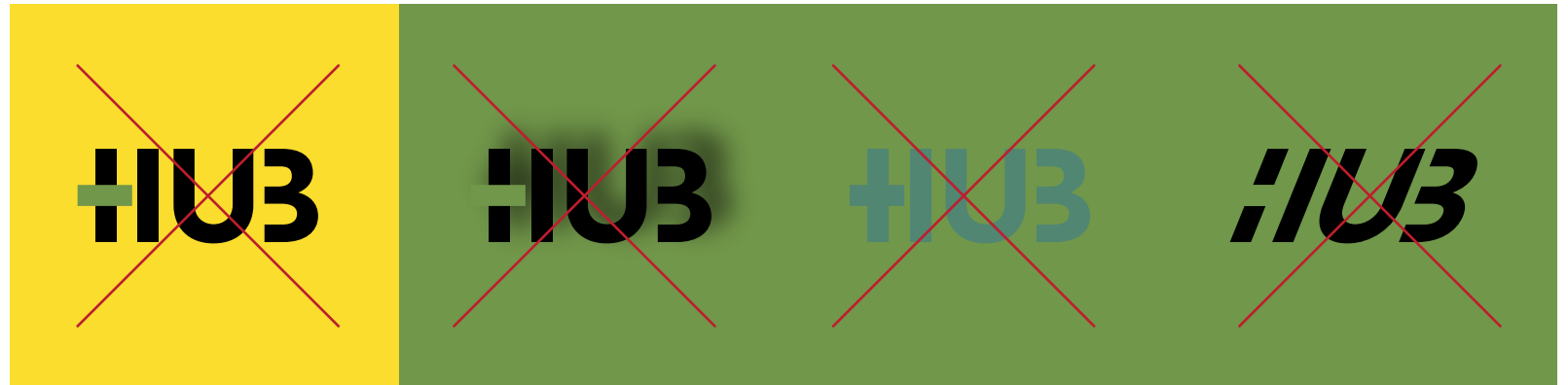
## INCORRECT USES

Consistent presentation of our brand identity is essential to building and preserving brand equity. Here are a few examples of incorrect uses of our identity system.

Do not change the size or position of any of the elements in the identity system.



Do not use unapproved colors nor introduce special effects such as drop shadows, gradients or strokes.



Do not distort the logo, use inadequate quality of work nor use it on a photographic background



# COLOR GUIDELINES

COLOR GUIDELINES

The Hub Cafe color palette is made of green, black and white.

Green often symbolizes **nature and the natural world.** It is thought to represent tranquility.

The simplicity of this color palette distinguishes **The Hub Cafe** from its competitors and enhances the prominence of the brand.

Color specifications are provided : do not substitute different colors or add additional colors to the palette.

4-COLOR PROCESS

C 61  
M 23  
Y 91  
K 5

RGB

R 113  
G 152  
B 74

PANTONE

7490 C

HEX COLOR

#71984A

4-COLOR PROCESS

C 67  
M 64  
Y 67  
K 67

RGB

R 45  
G 42  
B 38

PANTONE

BLACK C

HEX COLOR

#2D2A26

4-COLOR PROCESS

C 0  
M 0  
Y 0  
K 0

RGB

R 255  
G 255  
B 255

HEX COLOR

#FFFFFF

## COLOR GUIDELINES

Our primary color always has to be the **black** and **green** color.

Black is used for typography and illustrations and the **white** is used for minimal highlights.

This chart shows the right percentages in which the colors should be used.



# TYPOGRAPHY GUIDELINES

ALL OUR **COMMUNICATION** IS DONE  
USING OUR **PRIMARY TYPEFACE**  
**PF DIN TEXT.**  
IT HELPS US TO **BE CLEAR**  
AND **DIRECT, EMPHASIZING**  
THE RIGHT **MESSAGES** WITH  
ITS DIFFERENT WEIGHTS



# PRIMARY TYPEFACE

Typography gives our brand a voice. Our core typeface Colaborate is used in its different weights to convey contrast and hierarchy in messages.

When used for headlines and sub headlines, it should always be capitalized.

Colaborate Bold should always be kerned to -40.

## PF Din Text

Thin

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  
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  
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  
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**

## GREEK

A B Γ Δ E Z H Θ I K Λ M  
N Ξ O Π P Σ T Υ Φ Χ Ψ Ω  
α β γ δ ε ζ η θ ι κ λ μ  
ν ξ ο π ρ σ τ υ φ χ ψ ω

A B Γ Δ E Z H Θ I K Λ M  
N Ξ O Π P Σ T Υ Φ Χ Ψ Ω  
α β γ δ ε ζ η θ ι κ λ μ  
ν ξ ο π ρ σ τ υ φ χ ψ ω

**A B Γ Δ E Z H Θ I K Λ M  
N Ξ O Π P Σ T Υ Φ Χ Ψ Ω  
α β γ δ ε ζ η θ ι κ λ μ  
ν ξ ο π ρ σ τ υ φ χ ψ ω**

We soften our  
*serious tone*  
by using our secondary typeface

Caveat

## 3.1 SECONDARY TYPEFACE

Caveat is our secondary typeface. Caveat secondary typeface is used in the menu to highlight the sections.

### Caveat

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

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

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

**SOMETIMES WE NEED TO  
COMMUNICATE  
IN RUSSIAN**

# RUSSIAN TYPEFACE

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## DIN PRO

Regular

А Б В Г Д Е Ж З И Й К Л М

Н О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь Э Ю Я

Bold

А Б В Г Д Е Ж З И Й К Л М

Н О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь Э Ю Я

# GRAPHICAL ELEMENTS

# THE HUB CAFE SYMBOL

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The Classic “H” symbol is used on most of our delivery packaging as well as uniforms and social media.



## GRAPHIC ELEMENTS

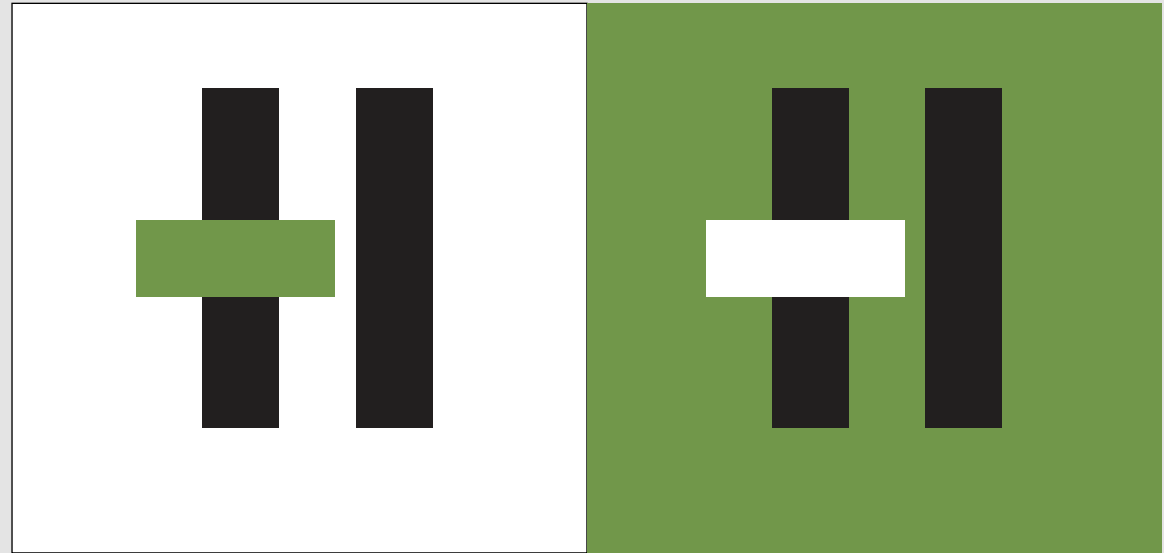
### 4.1

# THE HUB CAFE SYMBOL USAGE

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The H logo can be present in all communications and must not be modified or re-created : use only approved digital files for reproduction.

Always choose the version of the logo that best fits the proportions of the application.

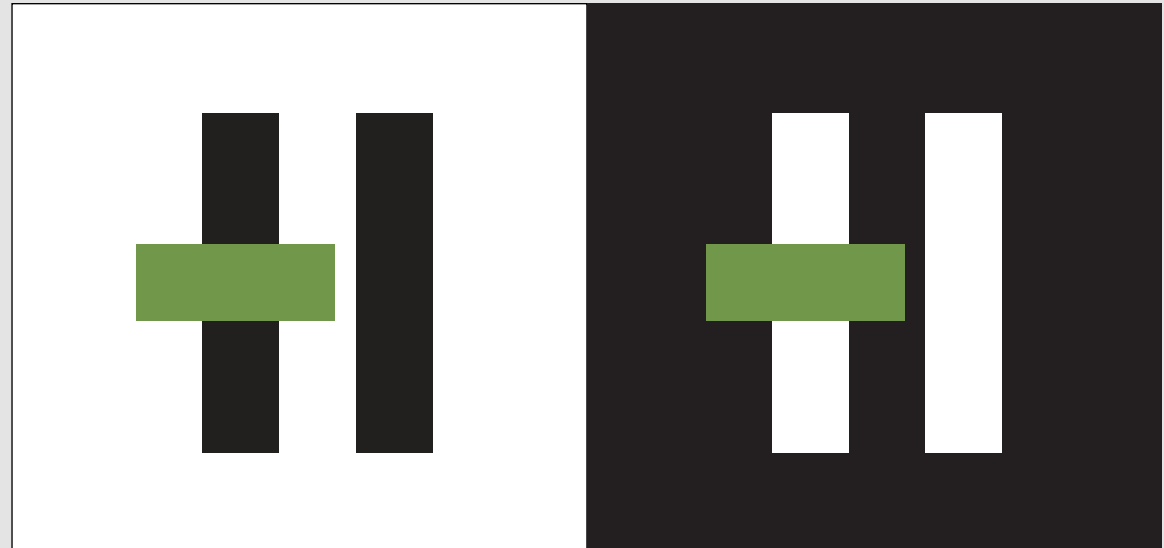


### 4.2

## BLACK & WHITE BACKGROUND

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The H logo is mostly used on a BLACK background. In some exceptional cases due to certain visual instances or to printing requirements a black and white version can be used.





## DECORATIVE ELEMENTS

These elements are used throughout our communication to create movement, hierarchy and emphasis.



# PHOTOGRAPHY GUIDELINES

## PHOTOGRAPHY GUIDELINES

### 5.0

# COFFEE AND FOOD PHOTOGRAPHY

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Our photography reflects our personality. Coffee and other items should not look staged when shot. They should follow the “what you see is what you get” rule, all while keeping the mouthwatering effect a priority.





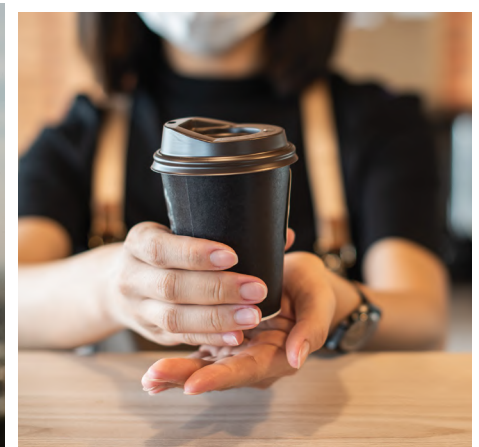
## PHOTOGRAPHY GUIDELINES

### 6.0

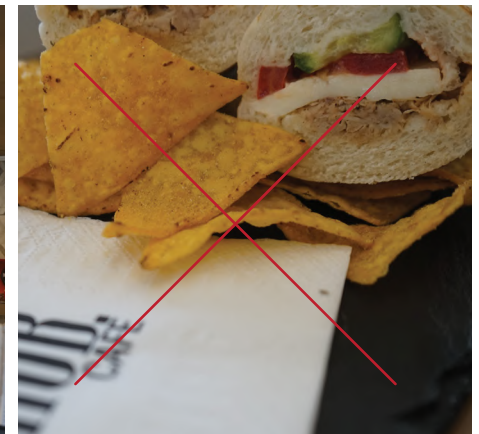
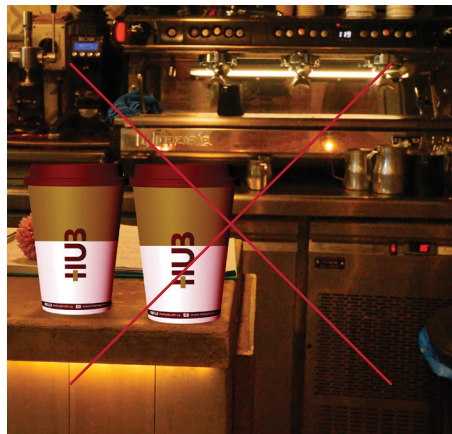
# FAN PHOTOGRAPHY

For photographs taken by fans and COFFEE addicts, repost only the ones that answer to The Hub Cafe's values and personality. Here are some good examples as well as some examples to avoid.

## GOOD EXAMPLES



## BAD EXAMPLES



# ILLUSTRATION GUIDELINES

## ILLUSTRATION GUIDELINES

Some campaigns require **illustrations** as part of the communication. When creating new illustrations for **The Hub Cafe**, use only the **3 colors in our color palette** (unless an additional color is critical to the concept) while adding some nuances for shadows and highlights.

In addition to the color restriction, The Hub Cafe illustrations should be crisp and clean, with minor rendering and all based on vector drawings.

**HUB**

**COFFEE BLENDS  
EMBRACING  
NATURE**

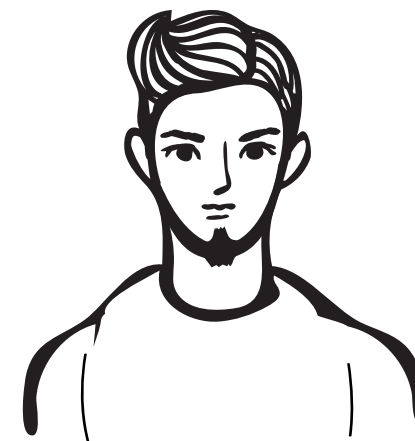
**HUB**



**100%  
HOMEMADE  
ARABICA  
BLENDS**

**HUB**

**HUB**



# SOCIAL MEDIA TONE OF VOICE

## SOCIAL MEDIA TONE OF VOICE

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### Description:

Social media tone of voice refers to the personality of our social media accounts. It's the way we speak to our audience, and it affects how people perceive our brand.

***The way a brand looks  
is just as important  
as the way it sounds***

Tone of voice can't run on style alone since it involves one part editing, one part lateral thinking – finding ways to combine what you're writing with how you write it! So it relies on sharp ideas and a brand having something worth saying in the first place.

### THE HUB Personification:

So, what if our brand were an actual person?  
Are we... a single person or a group of people?

***The HUB tone of voice: is a group of people that speak to the viewers/users by motivating!***





## SOCIAL MEDIA TONE OF VOICE

### Thus, we will talk as a group of people who:

- \_Motivate viewers to take action
- \_Invite viewers to live the experience
- \_Are enthusiastic enough when setting new goals
- \_Are bold as we have the knowhow regarding quality coffee
- \_Are consistent, simple, down-to-earth and positive!
- \_Use a familiar, warm and accessible way
- \_Are faithful to our readers and viewers
- \_Are The HUB family



### We are NOT:

- \_Aggressive
- \_Arrogant
- \_Masculine
- \_Sassy



Using expressive tones will allow the HUB to create more space for relevance, connection, joy and engagement!

### Magic Key Words:

***Let's - We - Taste - Feel - Live - Together - Come - Join - Here - Now***



**Official language caption text: Greek** 🇬🇷

**Official language banners: English**



**1.AVOID TRANSLATIONS ON CAPTIONS**

**2.KEEP THE CONTENT NUMBER OF CHARACTERS TO A PROPER LENGTH**

**3.PEOPLE WOULD READ INSTANTLY BEFORE SCROLLING DOWN**





**NOTE:** POSTS BETWEEN 1 AND 40 CHARACTERS  
RECEIVED 86% MORE ENGAGEMENT THAN LONGER POSTS

# SOCIAL MEDIA VISUALS

## RULES & RESTRICTIONS

SOCIAL MEDIA RULES & RESTRICTIONS

Placement:

				
Profile Photo:	320x320	170x170	400x400	400X400
Landscape:	1080x566	1200x630	1025x512	1200X627
Portrait:	1080x1350	630x1200	N/A	627X1200
Square:	1080x1080	1200x1200	N/A	N/A
Stories:	1080x1920	1080x1920	1080X1920	1080X1920
Cover Photo:	N/A	851x315	1500X1500	1128X191

SOCIAL MEDIA RULES & RESTRICTIONS

Acceptable Color Palette & Combinations:

White



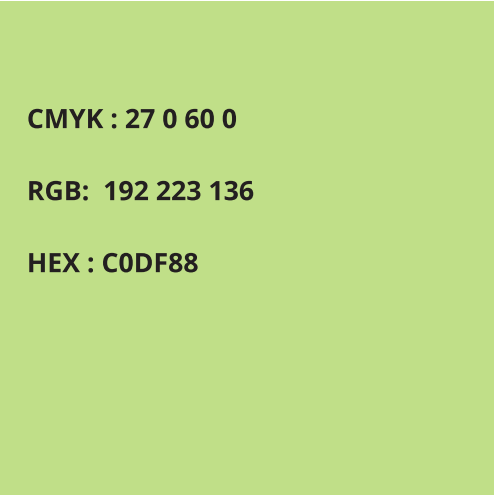
Green



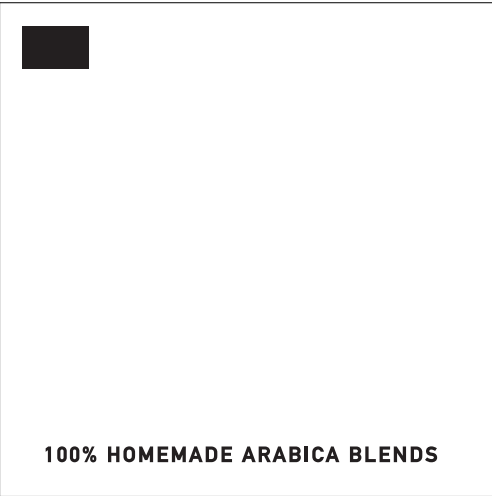
Photo



Secondary Color: Pantone 365 C



Fonts:



As per photo guidelines p. 30



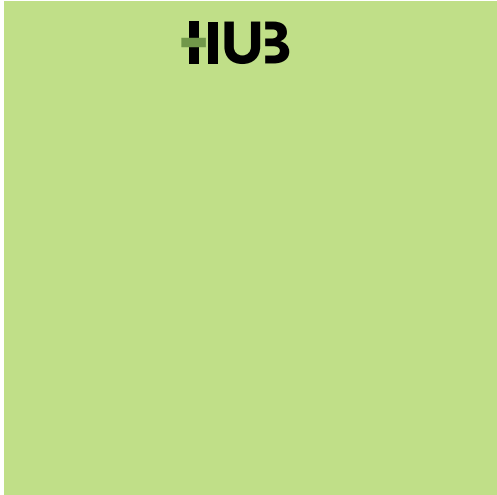
Do not add a slogan or text on the photo/ if its not clear / or on top



SOCIAL MEDIA RULES & RESTRICTIONS

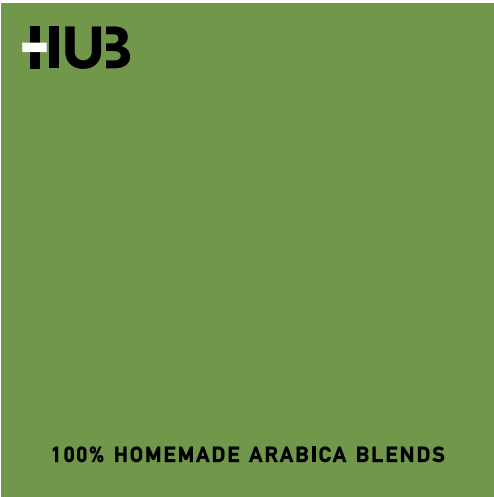
Branding Element Placement ( Logo & Slogan)

You can add the logo in these 4 options



Fonts:

You can add the logo / text and slogan in these 4 options



As per photo guidelines p. 30

Do not add the logo / a slogan or text on the photo

# PILLARS OF COMMUNICATION

## PILLARS OF COMMUNICATION

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### HUB will always be used with:

Capital Letters even in combination with others

Greek Language on Caption

English Language on Banner

Length: Short but smart 1-40

### Key Phrases When Referring To:

**Coffee:** highest quality blend, freshly brewed, official beverage of our culture, new generation coffee

**Snacks:** bakes of the day, daily preparation, best ingredients

**Salads:** mouthwatering, embracing healthy life, taking care of you, pampering your body

**HUB clients:** HUBFriends / HUBGuests

**Operation:** CoffeeIn / ToGO / Delivery

**HUB personnel:** HUBTeam HUBTalents

**HUB management:** HUBLeaders

**HUB loyalty:** HUBClub

### Part of Hashtags to be included at the main caption

#### based on the key words of the tone of voice:

#hub #thehub #thehubcafe #coffee #healthy #coffeeaddicts #coffeebeans

### Additional branded Hashtags to be below the main caption:

#HUBtaste #HUBdelicious #HUBClub #HUBFriends #HUBTeam

### Hashtags

#hub

#thehub

#thehubcafe

#coffee

#healthy

#coffeeaddicts

#coffeebeans

#HUBtaste

#HUBdelicious

#HUBClub

#HUBFriends

#HUBTeam

# HOW WE SPEAK



## WORDS BASED ON SERVICE AND SERVICE BASED ON WORDS

### INTERNALLY

#### ✓ Behave With HUB Attitude

1. We smile 'cause this is what we do best
2. We greet our colleagues before and after every duty!
3. We care

#### ASK FOR HELP – SHARE WILLINGNESS– SHARE KNOWLEDGE

4. "How can I help you" or "could you help me" are important
5. "Let me assist you" if a colleague is under pressure...
6. "Thank you for your help"
7. Have a great day my friend!



### DURING SELF-SERVICE

1. First we smile 'cause this is what we do best  
a. We are positive and beautiful
2. We greet and then welcome  
a. I.e Goodmorning / Goodevening and Welcome To The HUB Café  
*Καλημέρα/Καλησπέρα και καλωσορίσατε στο HUB*
3. We ask politely  
a. What would you like to order please  
*Τι θα θέλατε να πάρετε;*
4. We always repeat the order  
a. Let me repeat the order please....(order)... is this correct;  
*Να επαναλάβω την παραγγελία....(order)... σωστά;*

5. Thanking for the order and inviting the guests to wait or to pick up their order from the next counter  
a. Thank you, please wait for few minutes – after giving the order -  
Enjoy your day/evening  
*Σας ευχαριστώ, παρακαλώ περιμένετε λιγάκι – after giving the order – Καλό υπόλοιπο*

or

Thank you please proceed to the pick up point. Enjoy your day/evening.  
*Σας ευχαριστώ, παρακαλώ περάστε στο σημείο παραλαβής. Καλό υπόλοιπο.*

- b. At the pick up point:  
Here is your order sir/madame, thank you and have a lovely day/evening.  
*Ορίστε η παραγγελία σας, σας ευχαριστώ και καλό υπόλοιπο*

**NOTE: Try to upsell whenever is possible by suggesting the biggest size or an extra item.**

**ie. Would you like the grande size for your coffee? Θα θέλατε το μεγάλος μέγεθος καφέ; / Would you like to accompany your beverage with a snack? Θα θέλατε κάποιο σνακ;**

## THE HUB MEMBERS TONE OF VOICE & ATTITUDE

### DURING PHONE-SERVICE

1. We greet and reply expressing our friendly mood.
  - a. le Goodmorning / Goodevening and Thank you for calling The HUB Café. This is (name) speaking. How can I help you? (to order) Delivery or Pick up?  
*Καλημέρα/Καλησπέρα και Ευχαριστούμε που καλέσατε το HUB Café. Λέγομαι (name). Πως μπορώ να σας εξυπηρετήσω; (για να παραγγείλω) Για διανομή ή θα τα παραλάβετε από το κατάστημα μας;*
2. If pick up: We ask politely
  - a. Can I have your name and telephone number please?
  - b. Lovely, what would you like to order?  
*Μπορώ να έχω το όνομα και το τηλέφωνο σας παρακαλώ;  
Τι θα θέλατε να πάρετε;*
3. If Delivery: We ask politely
  - a. Can I have your name and telephone number please?
  - b. Can I also have your address please?
  - c. Lovely, what would you like to order?  
*Μπορώ να έχω το όνομα και το τηλέφωνο σας παρακαλώ;  
Μπορείτε να μου πείτε και τη διεύθυνση;  
Τι θα θέλατε να πάρετε;*
4. We always repeat the above
  - a. Let me repeat please....(name – telephone – address – order )... are all correct;  
*Να επαναλάβω όσα είπαμε....(name – telephone – address – order )... είναι όλα σωστά;*
5. Thanking for the order and informing if delivery or pick up the timing.
  - a. Thank you, your order will be at your address (or will be ready for pick up) in 20min.  
*Σας ευχαριστώ, η παραγγελία θα σας είναι κοντά σας (ή θα είναι έτοιμη) σε είκοσι λεπτά.*
  - b. At the pick up point:  
Here is your order sir/madame, thank you and have a lovely day/evening.  
*Ορίστε η παραγγελία σας, σας ευχαριστώ και καλό υπόλοιπο*

### DURING CRISIS OR COMPLAIN

#### Crisis Management RULE:

#### AKNOWLEDGE BUT NEVER TAKE THE BLAME

##### *Quality/Experience/Service*

Dear {guest\_name},

Thank you for taking the time to inform us. Kindly accept our sincerest apologies for not providing the experience we always strive to provide to our guests. Your comments, will be instantly addressed to the management team. We aim to maintain the highest standards for our guests, and from your review, we understand we have not met our target in your case. Once again we would like to thank you for the constructive feedback and we will be really honored to serve you again. Our management team will contact you immediately.

Dear {guest\_name},

Thank you for your feedback and we are sorry to hear about your less-than-satisfactory experience; this does not come anywhere near our standards of service. We aim to consistently maintain the highest standards for our guests, and we understand you did not enjoy the experience we are proud and known to offer. We will continue coaching and mentoring our team members while firstly sharing your feedback with them. We appreciate the time you took to send us your concerns, and we hope that you will allow us to serve you better in the future.

Dear {guest\_name},

Thank you so much for choosing The Hub Cafe. However, we are really sorry to hear that our service didn't live up to your standards. We will thoroughly investigate this and corrective actions will be taken accordingly. We would greatly appreciate the opportunity to make things right by welcoming you once more to our places.

Dear {guest\_name},

Thank you for your feedback. We are happy that you had a good experience overall, but we are sorry to read that you are upset about [the complaint the customer has made]. We are addressing your concerns, and we would like to assure you that we will study carefully your points mentioned. Thank you again for your review, and we look forward to seeing you soon.

# ADVERTISING GUIDELINES

**Remember these 5 elements when creating your ad.**  
**An effective ad has some basic rules:**

- » logo
- » bold headline
- » clear footer
- » clear photo
- » limited content
- » call to action
- » prefer background color - white

**Always USE THE BRAND GUIDELINES**

» **BRAND COLORS (BLACK - WHITE - GREEN)**

① **LOGO SHOULD BE PLACED ALWAYS ON THE HEADER**

② **KEEP YOUR ELEMENTS ALWAYS CLEAR**

③ **KEEP YOUR PHOTOS ALWAYS CLEAR**

④ **CONTACT DETAILS ALWAYS ON THE FOOTER**

**NOTE:**

- » All artwork must be supplied as "Press Quality" PDF
- » Please add crop marks and offset them, so they appear outside the bleed area
- » Colour profile must be CMYK
- » Images need to be 300 PPI at document size
- » All fonts and strokes must be converted to outlines
- » Graphics must go to bleed edge (0.3 or 0.5mm). Bleed will wrap around the edge of the magazine
- » Text must be inside the visible area



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**An effective ad has some basic rules:**

- » logo
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- » clear footer
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③ **KEEP YOUR PHOTOS ALWAYS CLEAR**

④ **CONTACT DETAILS ALWAYS ON THE FOOTER**

**NOTE:**

- » All artwork must be supplied as "Press Quality" PDF
- » Colour profile must be CMYK
- » Images need to be 300 PPI at document size
- » All fonts and strokes must be converted to outlines
- » Graphics must go -10cm inside the requested size
- » Text must be inside the visible area





- ① **LEAVE THE FRONT WINDOW AREA CLEAR**
- ② **DON'T ADD ARTWORK ON THE WHEELS**
- ③ **ADD YOUR ELEMENTS & PHOTOS ON THE LEFT AND RIGHT SIDES**
- ④ **LOGO AND CONTACT DETAILS ON THE CENTER**
- ⑤ **FULL FRAME AT THE BACK SIDE**

**NOTE: EXCLUDE ALL THE AREAS THAT HAVE SIGNS OR LIGHTS - DON'T ADD ARTWORK**

Before starting any design process, look closely at the bus you'll be covering. Take exact measurements and direct photos — that means no angles. Areas to measure include the: **Sides / Hood / Rear door / Bumpers**

#### **USE BOLD DESIGNS**

Wrapping an entire bus is not the time to play it safe.

Use bold graphics and large, legible text that passersby can read in an instant.

Don't overlook the value of negative space, and remember to use your most striking designs.

A bus is already large, so you need a design to match. People can see the vehicle from quite a distance, so they need to be able to read whatever you put on it. Use large text sizes and ensure it is legible.



- »USE BOLD DESIGNS
- »KEEP IT SIMPLE
- »USE THE BRAND GUIDELINES
- »HUB CUP & A NUMBER OF BEANS SHOULD ALWAYS BE INCLUDED
- »USE BRIGHT COLORS
- »USAGE OF THE BRAND ELEMENTS
- »FOOTER ALWAYS SIMPLE
- »BRAND COLORS (BLACK - WHITE - GREEN)
- + INCLUDING PICTURE IF NECESSARY
- + PREFER WHITE BACKGROUND

- ① LOGO SHOULD BE PLACED ALWAYS ON THE HEADER
- ② KEEP YOUR ELEMENTS ALWAYS CLEAR
- ③ KEEP YOUR PHOTOS ALWAYS CLEAR
- ④ CONTACT DETAILS ALWAYS ON THE FOOTER

**NOTE:**

- » All artwork must be supplied as "Press Quality" PDF
- » Colour profile must be CMYK
- » Images need to be 300 PPI at document size
- » All fonts and strokes must be converted to outlines
- » Graphics must go -20cm inside the requested size
- » Text must be inside the visible area



# STATIONERY

# VISUALS





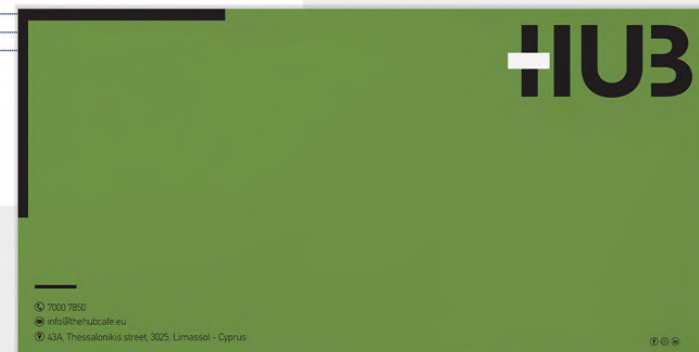
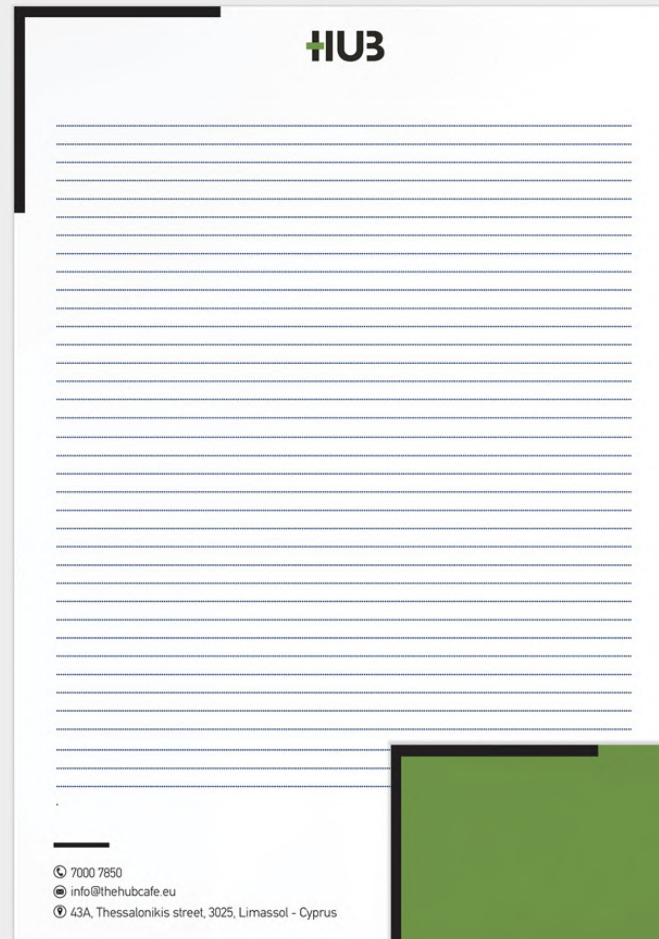
© 7000 7850  
© +357 97 701 143  
✉ info@thehubcafe.eu  
📍 43A, Thessalonikis street, 3025, Limassol - Cyprus



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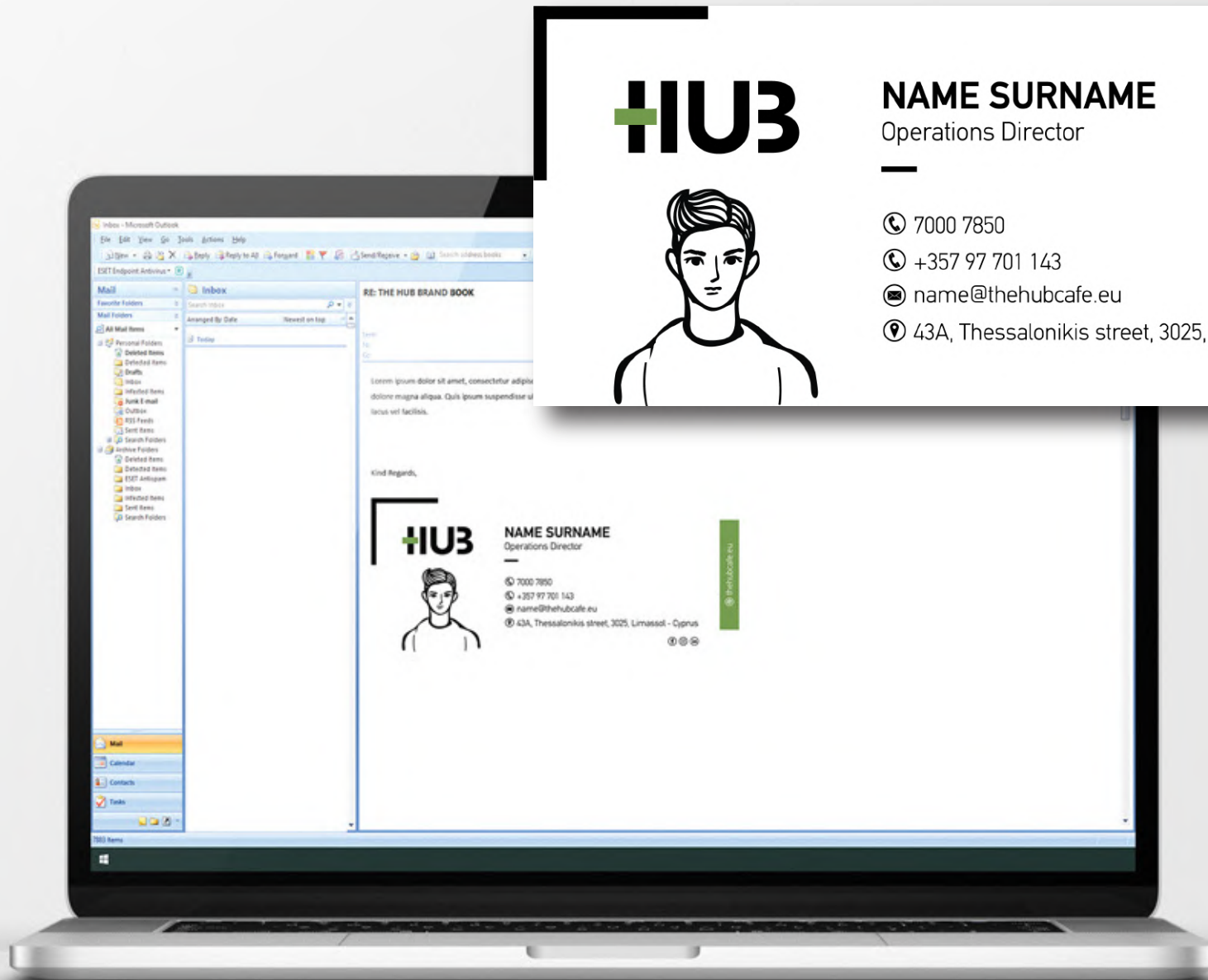


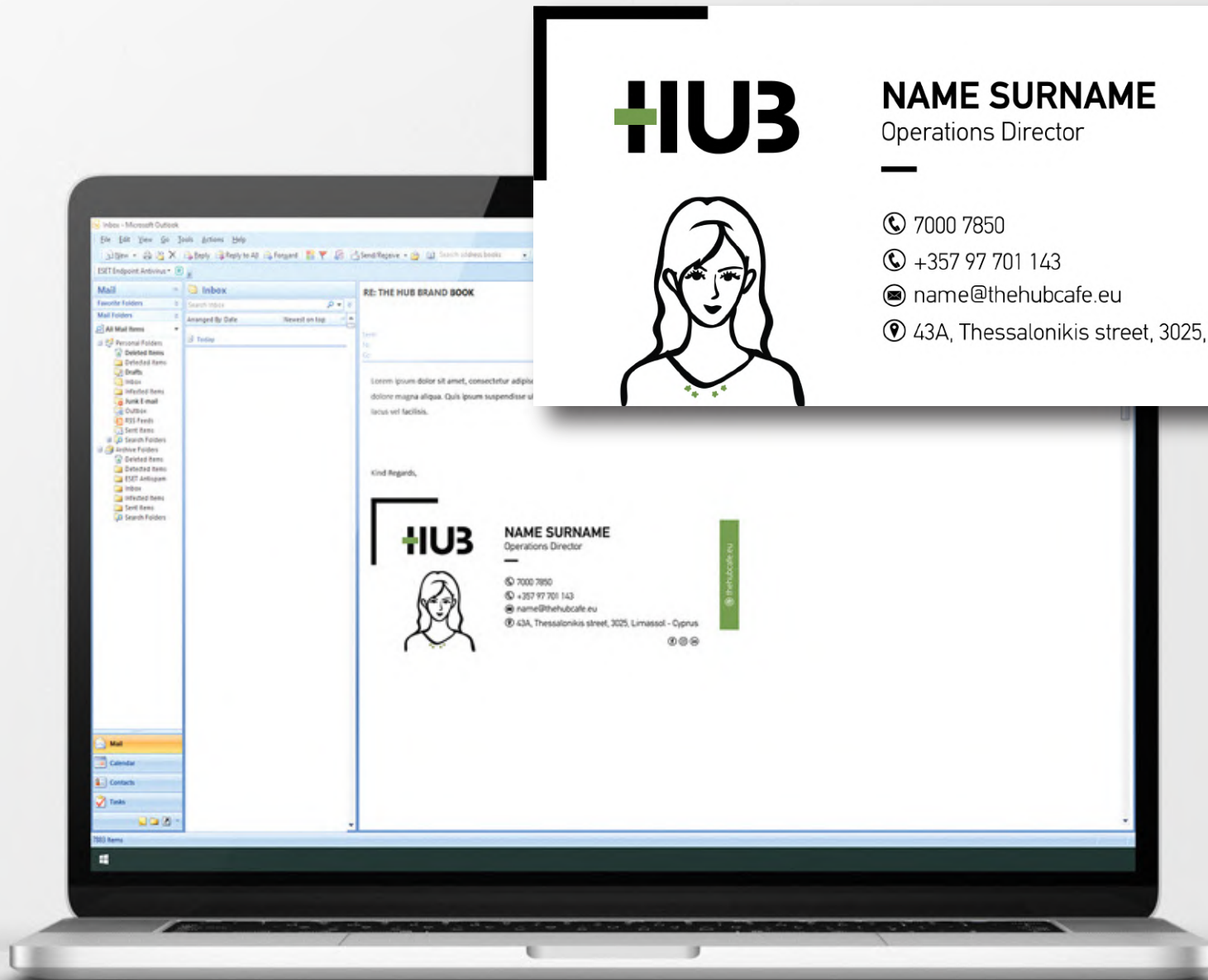




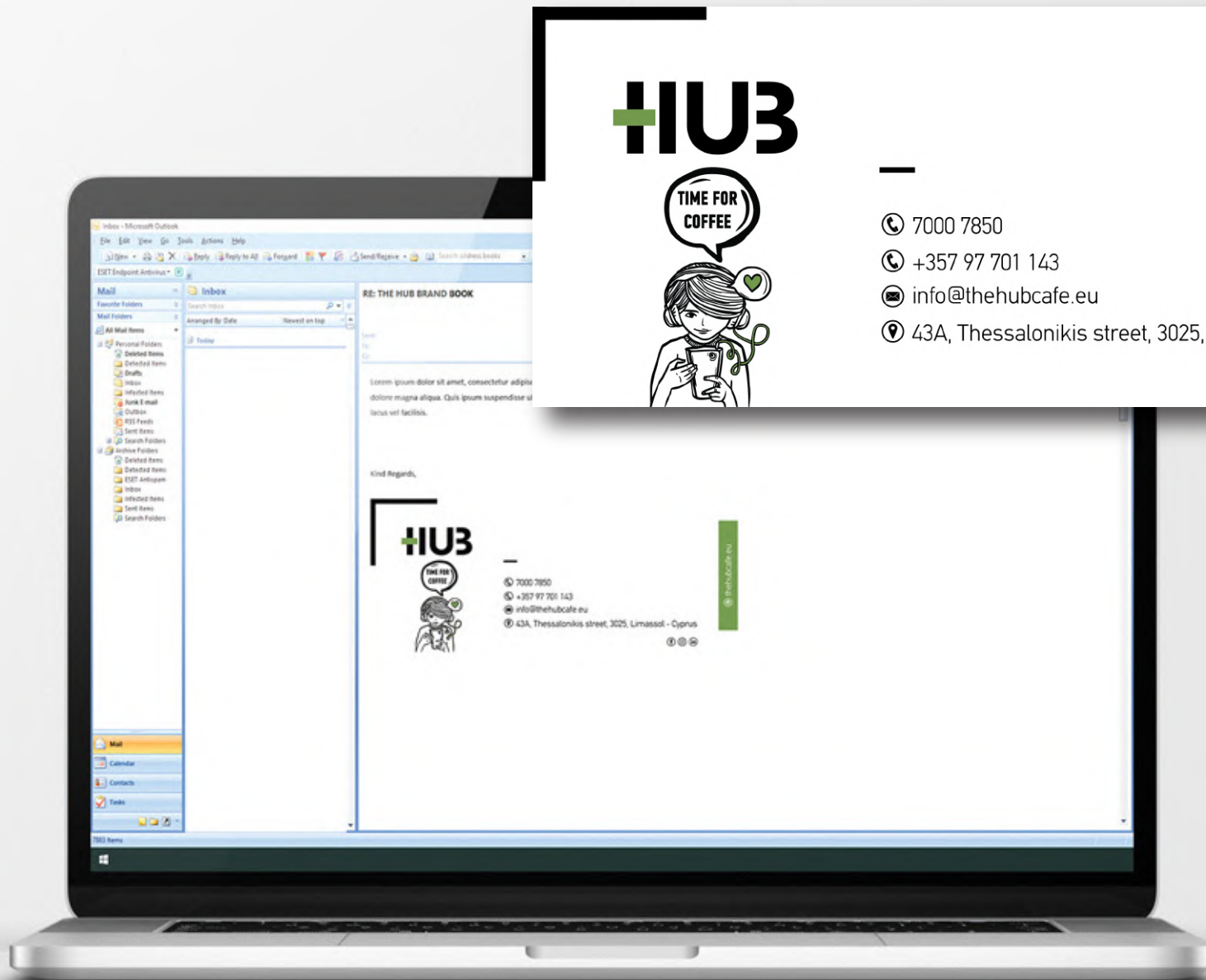


# EMAIL SIGNATURES









# HUB

TIME FOR  
COFFEE



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# HUB



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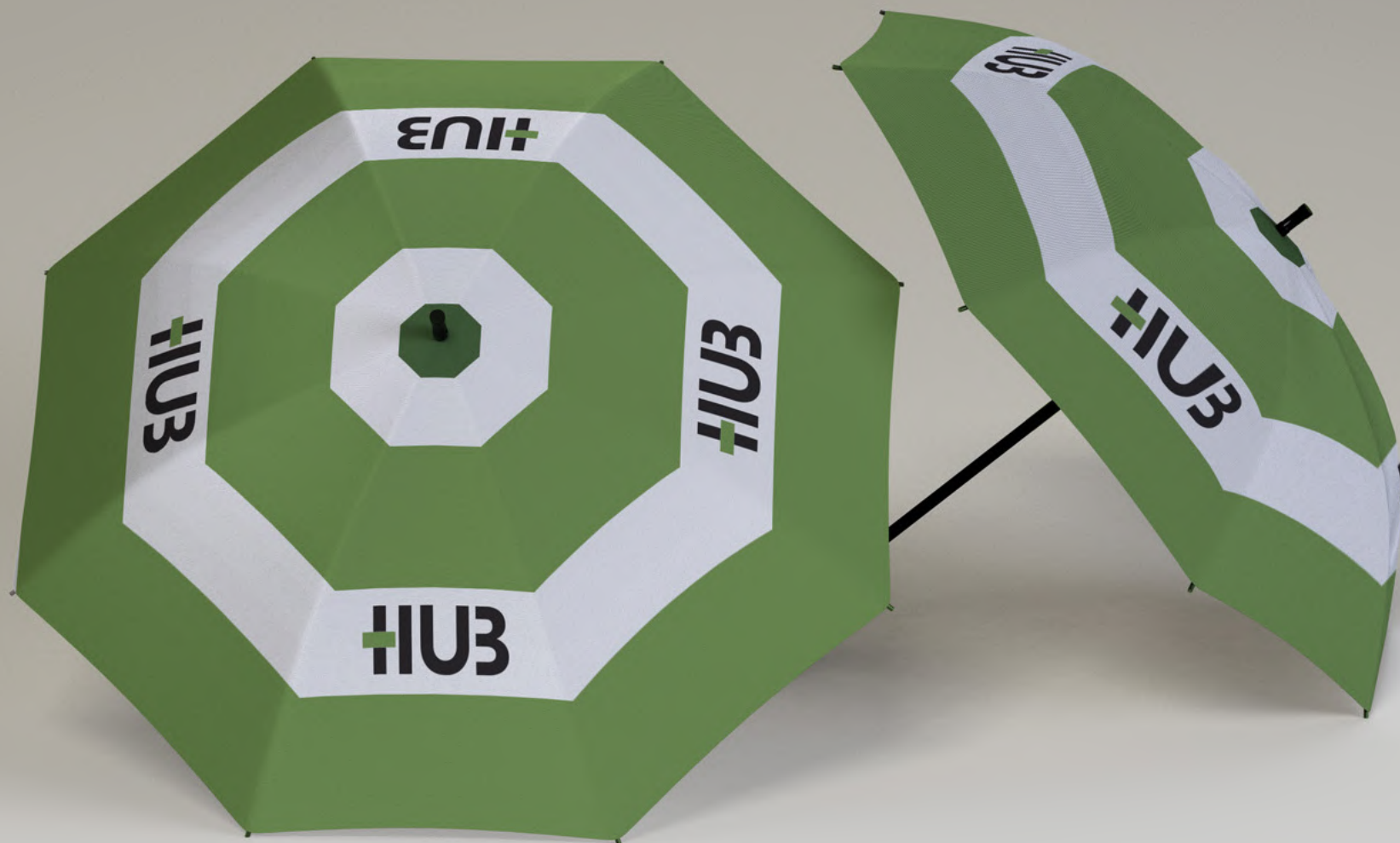
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# MERCHADISE VISUALS













# VISUAL APPLICATIONS



TYPE OF COFFEE

- 1 NAME
- 2 COFFEE TYPE



































# EXTERIOR & INTERIOR VISUALS






The image shows the 'HUB' logo in white 3D cut-out letters with a green horizontal bar across the 'H'. The letters are mounted on a wall with horizontal wooden slats. The background is a dark grey panel above the slats.

3D CUT OUT LETTERS WITH LIGHT

The image shows the 'HUB' logo in dark brown 3D cut-out letters with a green horizontal bar across the 'H'. The letters are mounted on a wall with horizontal wooden slats. The background is a white panel above the slats.

3D CUT OUT LETTERS

The image shows the 'HUB' logo in dark brown 3D cut-out letters with a green horizontal bar across the 'H'. The letters are mounted on a wall with horizontal wooden slats. The background is a white panel above the slats.

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3D CUT OUT LETTERS

The image shows the 'HUB' logo in dark brown 3D cut-out letters with a green horizontal bar across the 'H'. The letters are mounted on a wall with horizontal wooden slats. The background is a white panel above the slats.

3D CUT OUT LETTERS WITH LIGHT





ENGRAVED CUT OUT LETTERS



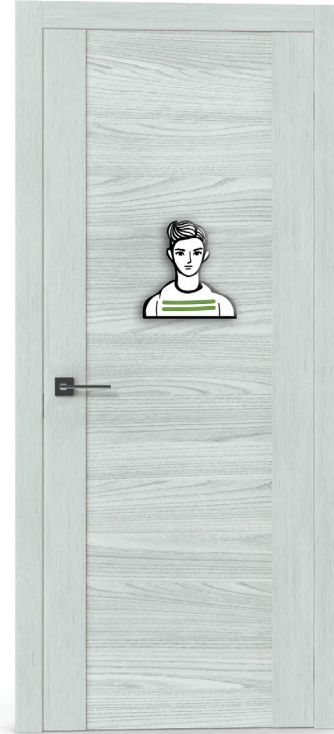
3D CUT OUT LETTERS LIGHT BOX



3D CUT OUT LETTERS



3D CUT OUT LETTERS WITH LIGHT/NEON









THANK  
YOU