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The Qhubeka supporter logo has been designed for use by people and organisations raising funds for Qhubeka. This logo is available on the Qhubeka website and may be used without a formal agreement in place with Qhubeka. It may be used on fundraising collateral by supporters, such as social media, blog posts, event pamphlets and so on.

When the Qhubeka logo is used with the supporter logo it must always be designed in a neat and structured manner. It is preferred that the supporting logo is in black or white.
The forQhubeka logo is for use in fundraising initiatives by individuals and organisations. These logos are available for download on the Qhubeka website without a formal agreement in place.

We use the term “forQhubeka” because it can describe any fundraising activity in aid of Qhubeka. For example: Golf forQhubeka or Party forQhubeka.

When forQhubeka is written in text, it is done so as one word, with “for” in lowercase. If ALL CAPS must be used (e.g. in a heading), the word must be split into two, i.e. FOR QHUBEKA.
TYPOGRAPHY
Roboto font has been carefully chosen for all Qhubeka collateral. It has a full set of weights, including italics and a condensed version of the font that works beautifully for headlines and certain body copy.
Arial may be used as an alternative font, for example on external applications or where Roboto is not available. Applications include email and presentations. For external-facing Qhubeka-branded collateral, please obtain signoff from the Qhubeka brand team before finalising.

**Arial Narrow**

AaBbCcDdEeFf  
1234567890

**Arial Regular**

AaBbCcDdEeFf  
1234567890

**Arial Black**

AaBbCcDdEeFf  
1234567890

**Arial Narrow Italic**

AaBbCcDdEeFf  
1234567890

**Arial Italic**

AaBbCcDdEeFf  
1234567890

**Arial Narrow Bold**

AaBbCcDdEeFf  
1234567890

**Arial Bold**

AaBbCcDdEeFf  
1234567890
IMAGERY
The Qhubeka imagery needs to entail Qhubeka bicycle recipients in their environment and in their moment of joy. The photography should not be staged but rather capturing a real moment and showing who the receivers are and where they are from. Helmets must always be worn when riding a Qhubeka bicycle and a mix of shots should be the aim of the photographer. Shots could include close-ups of emotions, close-ups of branding, shots of the full environment, shots of interactions between Qhubeka staff, bicycle recipients and Qhubeka partners. Primary imagery should always be in black and white so that the yellow Qhubeka branding stands out and the brand remains modern and clean.
Secondary photography has the exact same look and feel as the primary photography, however, it is in full colour. Colour photography should be used sparingly and only when completely necessary, for example, on social media posts when an image makes up a full post or when a partner needs their colour to be shown. This needs to be done in a clean and minimalist manner.
LANGUAGE
Qhubeka is a global charity that moves people forward with bicycles in Africa. People earn bicycles through our programmes, improving their access to schools, clinics and jobs.

A bicycle is a tool that helps people to travel faster and further, to generate income and to carry more. In the face of extreme and persistent poverty, bicycles can change lives by helping to address socioeconomic challenges at the most basic level – helping people to get where they need to go.

**WHY “QHUBEKA” AND WHY BICYCLES?**

Qhubeka is an Nguni word that means “to progress”, “to move forward”. Bicycles help people move forward. With a bicycle, a person can travel faster and further, and carry more. Bicycles help people to change their lives. They are an accessible, reliable, affordable form of personal transport.

**QHUBEKA SHIFT**

A SHIFT is a Qhubeka bicycle project that aims to distribute 5 000 bicycles per year into a specific geographic area over a period of five years, with the aim of helping to SHIFT the entire community forward.

We measure the success of our programmes by their sustained impact over a decade. If we return to an area after 10 years, our hope is that we will find fresh Qhubeka bicycle tracks on the ground.
OUR PROGRAMMES

People earn bicycles through Qhubeka’s different programmes.

Our programmes are based throughout South Africa, predominantly in our SHIFT regions, and are implemented in communities by Qhubeka’s partners.

LEARN-TO-EARN PROGRAMMES
for schoolchildren
- Scholar mobility
- Sports

WORK-TO-EARN PROGRAMMES
for adults, youth and those Not in Employment, Education or Training (NEETs)
- Community safety
- Craft
- Eco
- Health
- Tourism

DISASTER RELIEF PROGRAMMES
in the wake of a disaster, to help transport life-saving goods and equipment
LEARN-TO-EARN PROGRAMMES

These programmes are targeted at children, who earn bicycles in various ways, with different earning criteria per programme:

**Scholar mobility programmes:**

/ bicycles make it easier for schoolchildren to get to and from school, helping to improve their attendance and performance.

**Sports programmes:**

/ children and their coaches use bicycles to access school and sports activities, encouraging health and saving them time.
WORK-TO-EARN PROGRAMMES

These programmes are aimed at adults, youth and those Not in Employment, Education or Training (NEETs), who earn bicycles in a range of ways:

Community safety programmes:
- bicycles assist with more visible and effective security patrols, boosting safety for everyone.

Craft programmes:
- people earn bicycles by producing handicrafts, such as crocheting blankets, beanies and scarves or making cow bells.

Eco programmes:
- people earn bicycles by recycling waste, growing trees and doing other environmentally-beneficial activities.

Health programmes:
- bicycles help healthcare workers to visit more patients and communities to access healthcare services.

Tourism programmes:
- people use bicycles to explore places and to share experiences with others, building economic opportunities for tourism micro businesses.
DISASTER RELIEF PROGRAMMES

Qhubeka provides bicycles for first responders following a disaster. Bicycles can be used to transport life-saving services and gear.
Qhubeka’s wholly owned subsidiary, Real Bicycle Co. (RBC) designs and manufactures the Qhubeka Bicycles that are distributed into our various programmes.

We operate bicycle assembly facilities, which create work and training opportunities for people in local communities in which these facilities operate.

Qhubeka trains mechanics in the communities in which we work. This creates economic opportunity for the mechanics, who are trained in repairing bicycles and basic business skills. Training mechanics ensures the long-term sustainability of Qhubeka programmes.

Qhubeka, together with our partners, provides safety training to bicycle beneficiaries prior to them receiving their bicycles. This ensures beneficiaries have an understanding of basic bicycle and road safety.

We also build the bicycle spare part supply chain to ensure that bicycle mechanics and communities are able to access parts for repair and maintenance, ensuring the bicycles remain in use.
Real Bicycle Co. (RBC) RBC is a wholly owned subsidiary of Qhubeka and an end-to-end bicycle design and manufacturing company. RBC allows Qhubeka to ensure that bicycles are manufactured in South Africa, contributing to job creation, skills development and stimulating the local economy.

South Africa was once a thriving bicycle manufacturing hub, and RBC hopes to help “re-shore” bicycle manufacturing, helping the country to once again become a leading global bicycle supplier.

RBC has been issued its Southern African Development Community (SADC) Certificate of Origin. Every RBC bicycle is distributed with a helmet, pump, lock, patch kit and basic spares.
All use of Qhubeka CI items is subject to approval by the Qhubeka brand team. Contact details for approval are as follows:

1 / Merchandise licensing
   Please contact lise@qhubeka.org

2 / Partners
   Please contact the relevant relationship owner
   Ian: ian@qhubeka.org
   Matt: matt@qhubeka.org
   Gaylene: gaylene@qhubeka.org

3 / Other
   Please contact lise@qhubeka.org or info@qhubeka.org