Q: For the header of this Hub site do you use the default Header or just use a banner? I would like to be able to customize the header font size and color but with the standard Header there is not a custom option.
Let us know if that does not answer the question/need. There is a header option in Hub apart from the banner. This allows custom html/css.

Q: How does ArcGIS Portal fit into all this? We have apps/dashboards and maps stored on Portal and ArcGIS Online with a preference for using Portal more. But Hub is built on top of ArcGIS Online correct? Can Hub speak to Portal easily?
A: Absolutely. While Hub is an “app” for ArcGIS Online the content (data, services, maps, apps) can be sourced from ArcGIS Online or Portal/Enterprise.

Q: In Hub basic, when you add a card or wide card to a text web part will there be an option to upload an image file to replace the default image? Right now, the only way to replace that default card image is going into the HTML/CSS of the web part and change the photo URL. I wasn't sure if there will eventually be an option to upload a photo instead of using a photo URL.
A: We need to check with the product team if this option will be included. Yup, I have had that asked by several users. It points to a link, so the image storage is not in AGOL as an item.

Q: Add blog posts to hub?

Q: With Followers it seems like you could use Hub as a newsletter service, would that work? Is there an unsubscribe option for followers?
A: Yes, you can send out notifications that can act as newsletter updates. You would most likely notify followers with a link to the updated newsletter. The user can unfollow the initiative by selecting the 'unfollow' button. Like the idea. City of New Haven is using Hub sites as a surrogate for in-person public meeting requirements. A similar idea. See these sites below at the City Plan page. Look for the City Plan, ZBA and Historic Commission reference toward the top of the page.
Q: What's the recommended way to follow a hub from an organization other than your own? It looks like it's not possible to sign in with my own organization's enterprise login.
A: If it is not Hub Premium, there are no Public accounts, so that is out. I can ask about if a Collaboration gets around that, but I suspect not. The recommended way to follow an initiative is to use a social media login or create new ArcGIS credentials. At this moment, it is not recommended to use our ArcGIS online organization credentials to follow an initiative published by another organization.

Q: what's the difference between a follower and a community identify in Hub Premium and do you get unlimited community identities?
A: A follower will be given a community user identity in Hub Premium. once a user has a community identity, they can follow more than one initiative in the organization’s hub with that one identity.
Community Identifies are available either in limited or unlimited quantities. Additional identifies can be added as needed, very inexpensive. You need to have a community identity for an org to follow initiatives that org has. The number of community identities is not unlimited. You get an initial number of users when Hub premium is purchased. there is an extra cost for additional users.