

Cubed! Brand Guidelines

24.03.2026 | v1.4 | Cubed Events Limited © 2012-2026

Brand Guidelines

Index

01

LOGO

Wordmark	04
Wordmark Usage	05
Lettermark	06
Lettermark Usage	07

02

BRAND COLOURS

Colour Palette	09
Colour Usage	10

03

TYPOGRAPHY

Type Faces	12
Type Usage	13

04

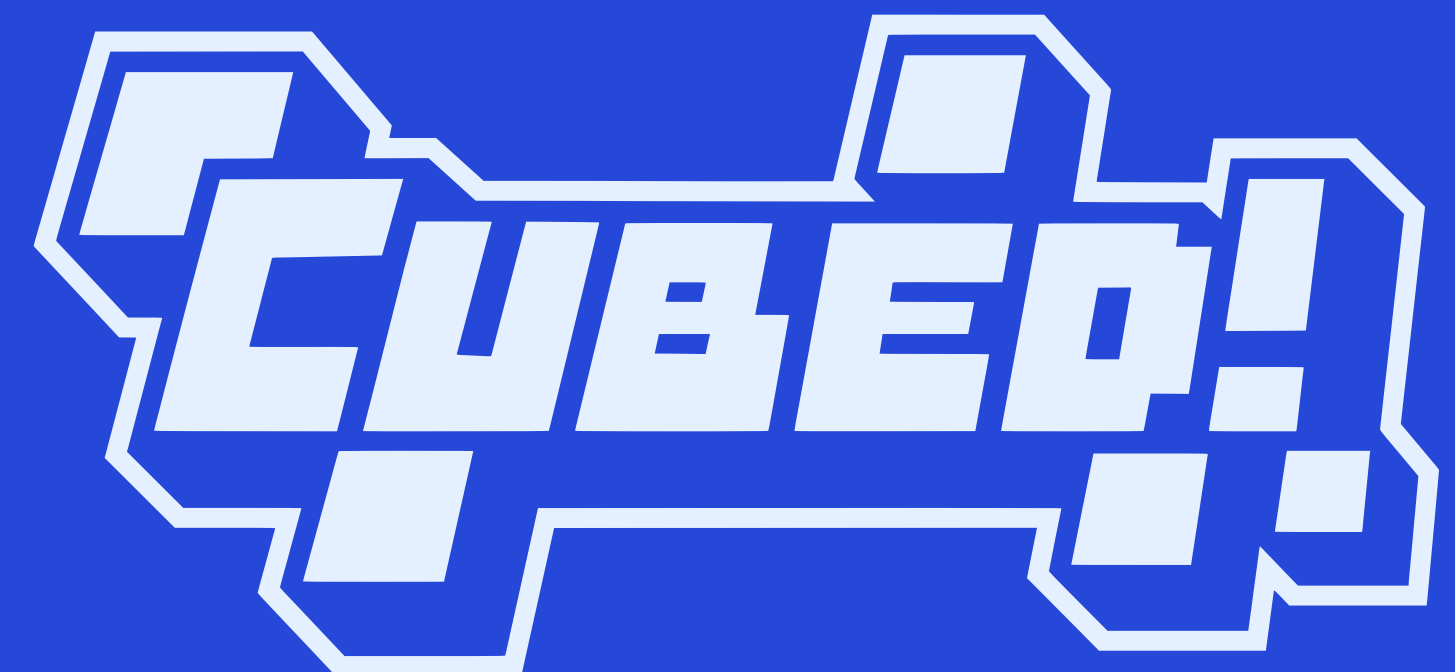
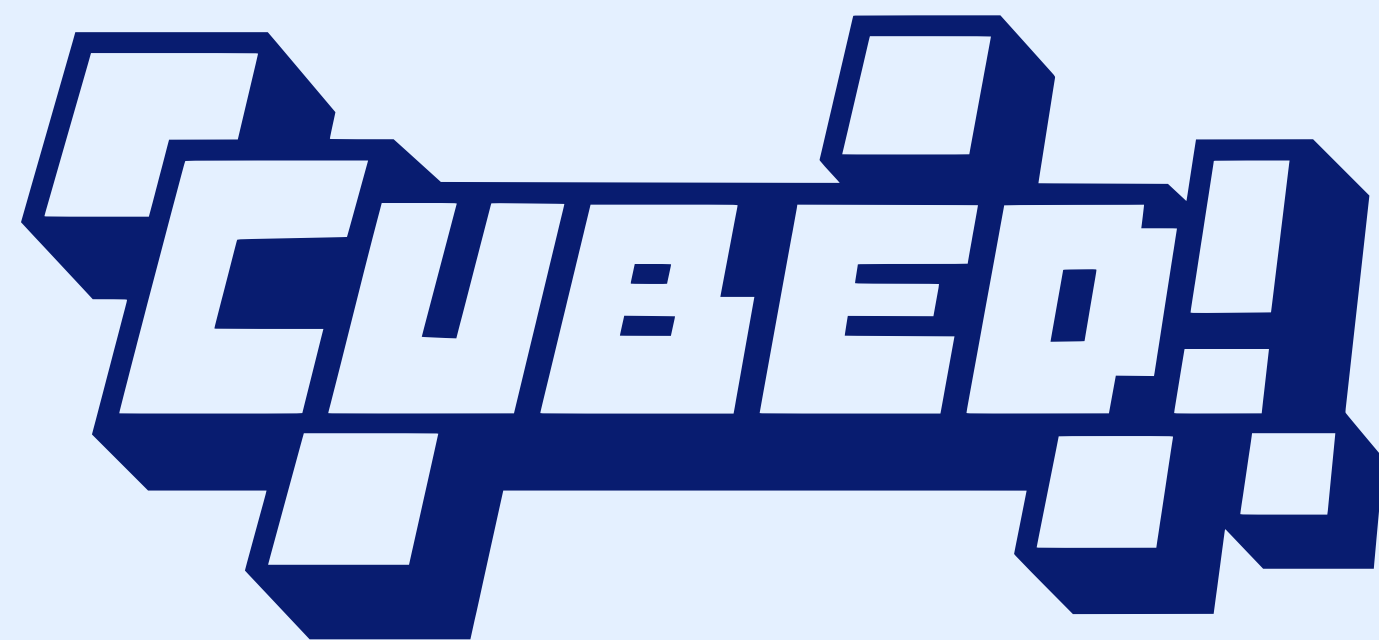
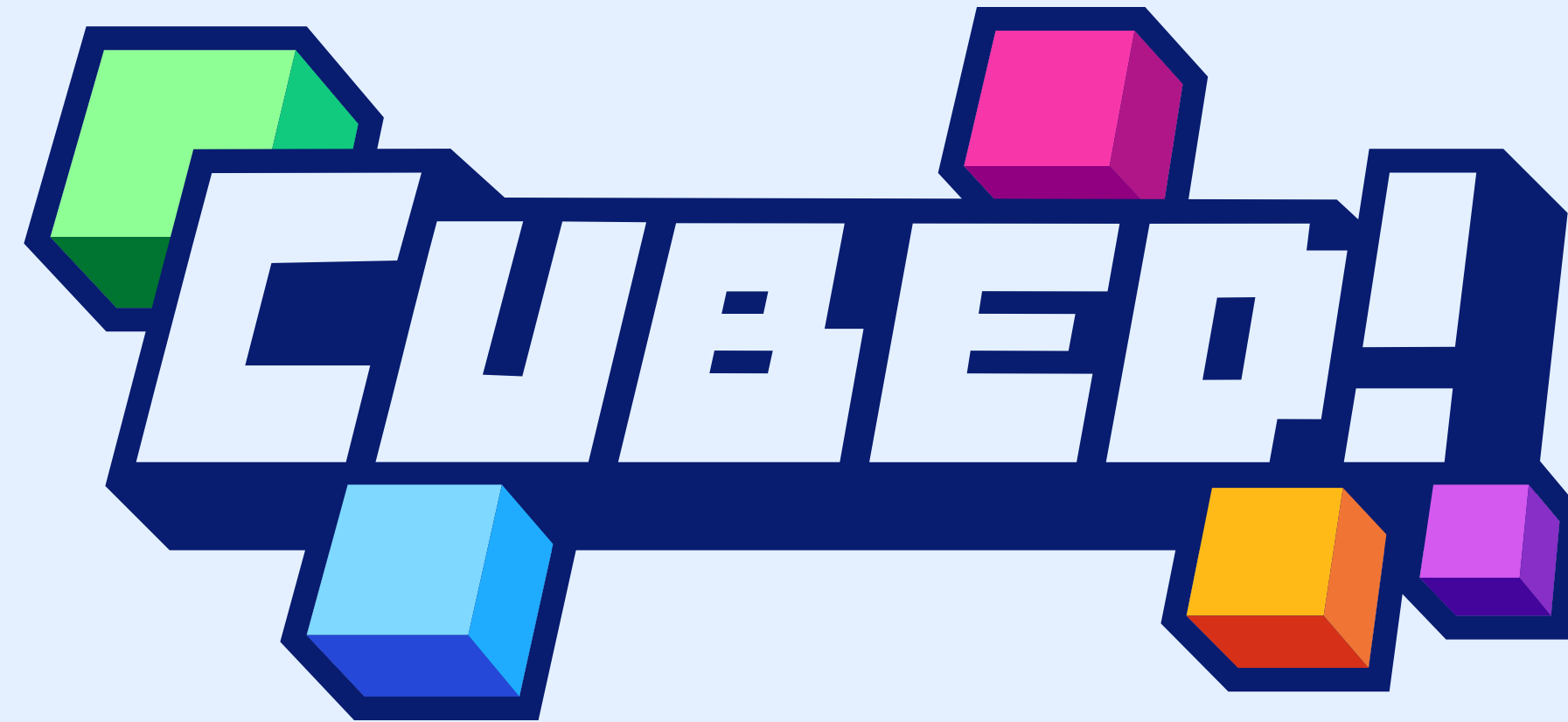
VARIANTS

Wordmark Variant	15
Variant Usage	16

Logo

01

Wordmark



Wordmark Usage



Do!

- Maintain proper aspect ratio.
- Provide proper scaling for the wordmark.
- Ensure proper contrast behind the wordmark.
- Use flat logo variants for professional environments.

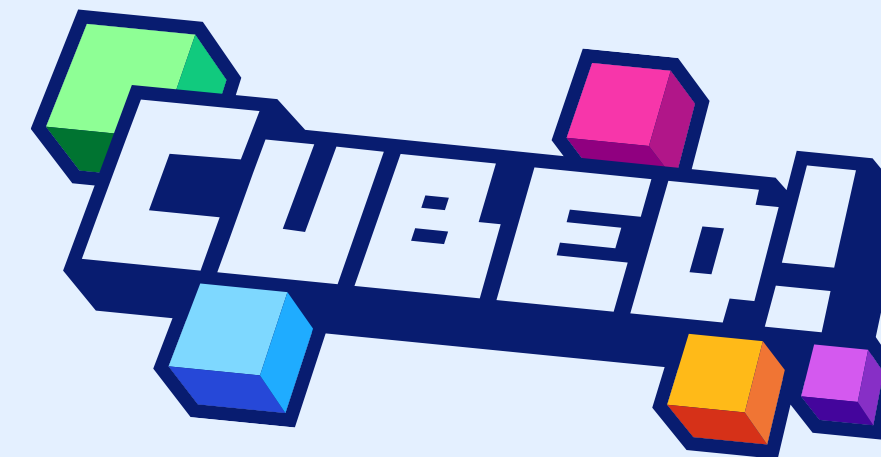


Don't!

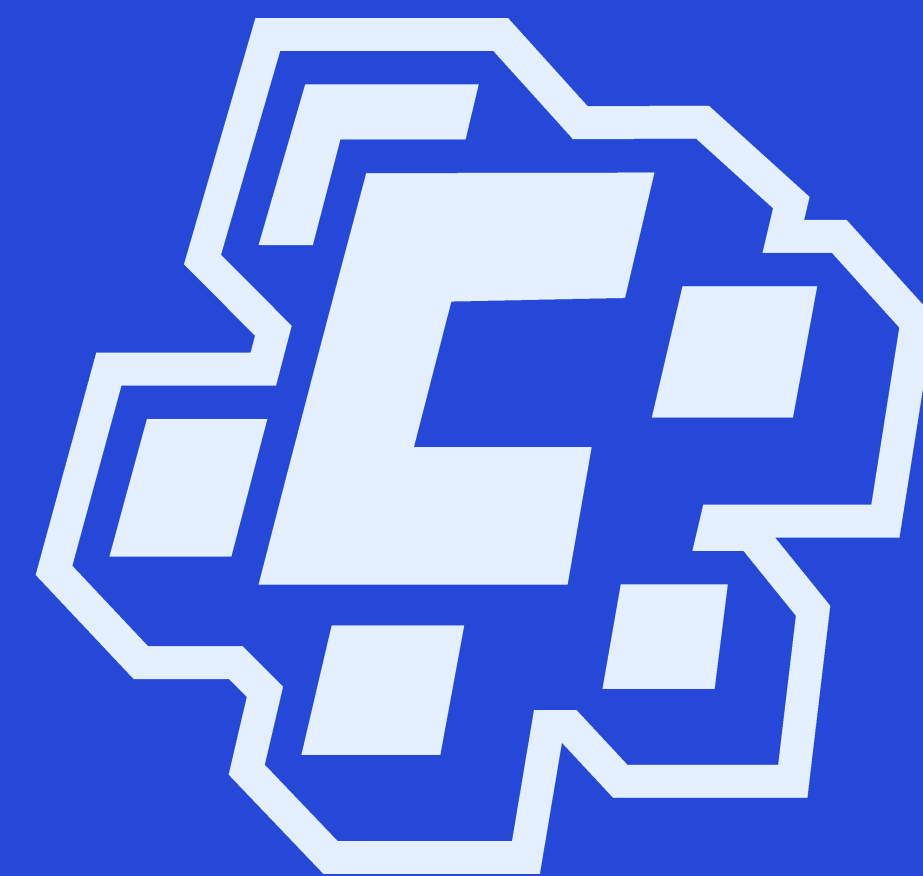
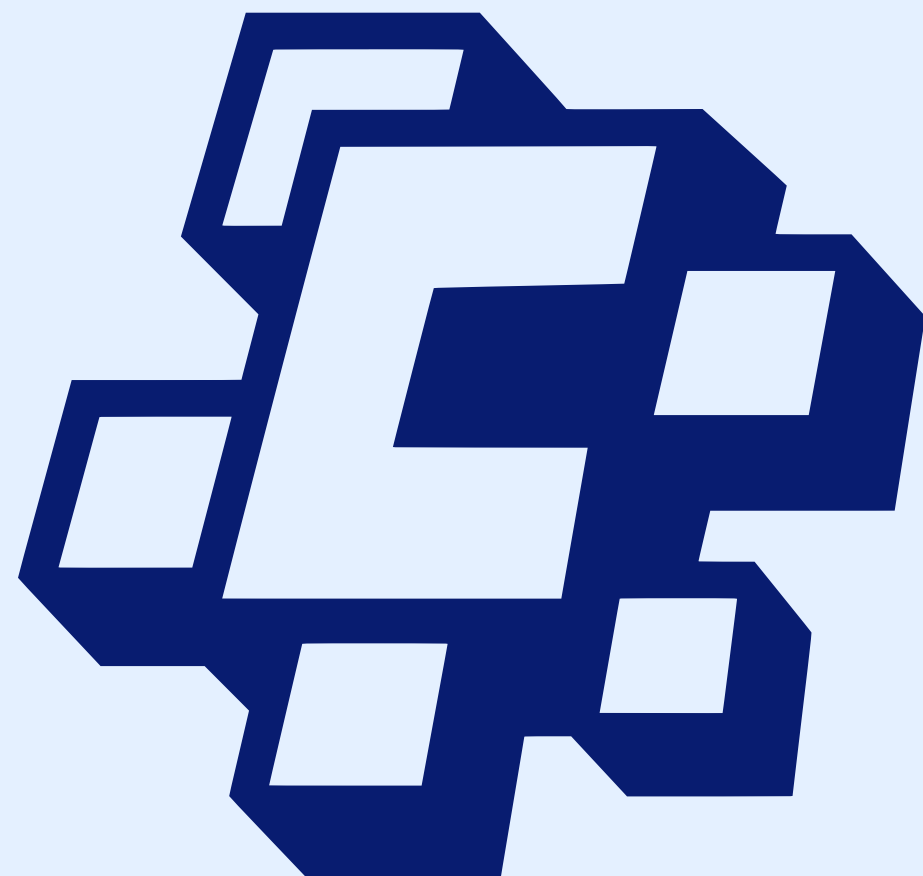
- Recolour the wordmark.
- Stretch the wordmark.
- Rotate the wordmark.
- Place elements over the wordmark.
- Cut, crop or modify the wordmark.
- Add effects to the wordmark.
- Make the wordmark too small.



IMPROPER USAGE



Lettermark



Lettermark Usage

⊗ IMPROPER USAGE



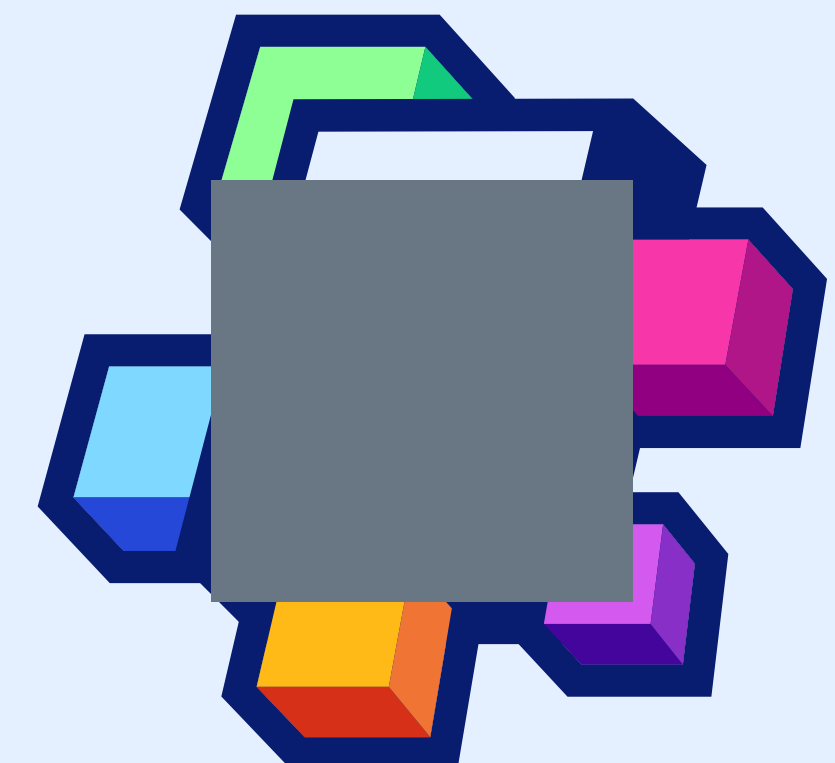
Do!

- Maintain proper aspect ratio.
- Provide proper scaling for the lettermark.
- Ensure proper contrast behind the lettermark.
- Use flat logo variants for professional environments.



Don't!

- Recolour the lettermark.
- Stretch the lettermark.
- Rotate the lettermark.
- Place elements over the lettermark.
- Cut, crop or modify the lettermark.
- Add effects to the lettermark.
- Make the lettermark too small.



**Brand
Colours**

02

Colour Palette

Primary



Blocky Blue

HEX: #2748D9
RGB: (39, 72, 217)

Secondary



Cube Green

HEX: #11CA7E
RGB: (17, 202, 126)



Cube Pink

HEX: #F837AA
RGB: (248, 55, 170)



Cube Purple

HEX: #872FC7
RGB: (135, 47, 199)



Cube Orange

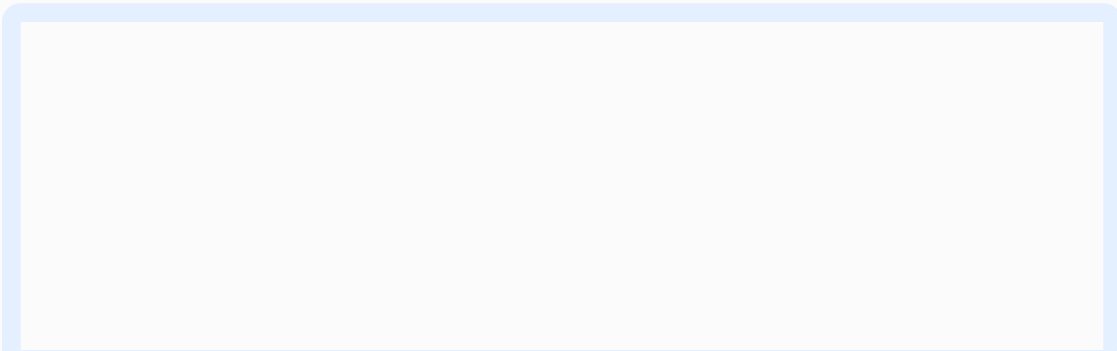
HEX: #FFBB19
RGB: (255, 187, 25)



Cube Blue

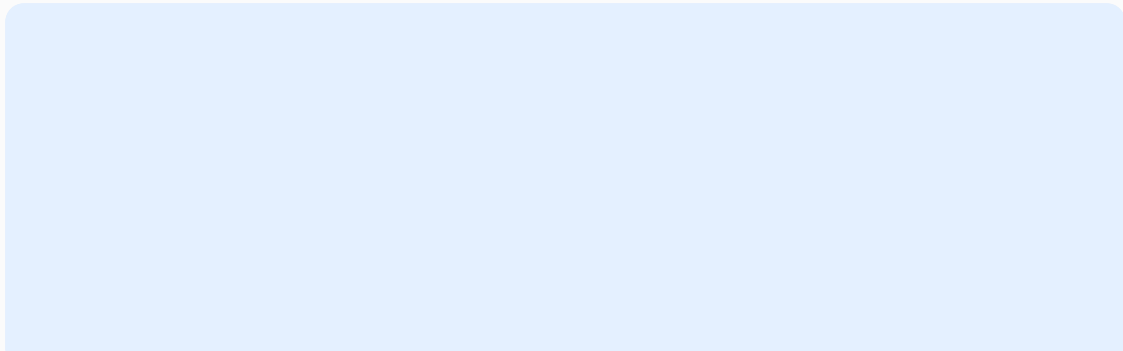
HEX: #7ED9FF
RGB: (255, 187, 25)

Tertiary



Kevin White

HEX: #FCFCFC
RGB: (252, 252, 252)



Ice Boat Blue

HEX: #E4F1FF
RGB: (228, 241, 255)



Navy Cube Blue

HEX: #041044
RGB: (4, 16, 68)



Dark Cube Blue

HEX: #040A25
RGB: (4, 10, 37)

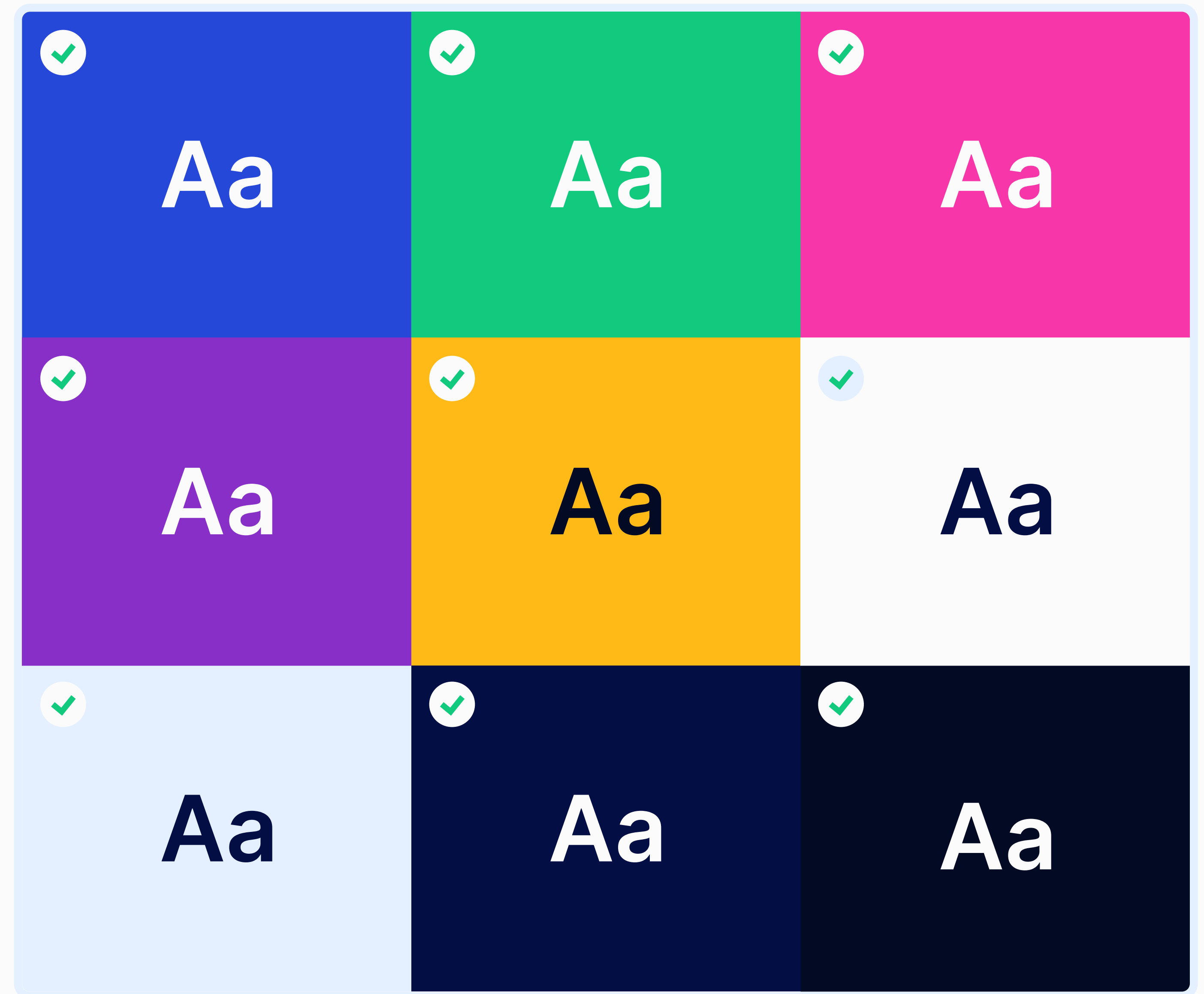
Colour Usage

✓ Do!

- Prioritise “Blocky Blue” overall.
- Prioritise primary & secondary colours.
- Use Tertiary colours for body text.
- Try to follow the suggested pairings.

✗ Don't!

- Recolour Primary & Secondary colours.
- Pair poorly contrasted colours.
- Use tertiary colours as main subjects.
- Overlap two colours of similar lightness.



Typography

03

Typefaces

Primary

Termina

Secondary

Inter

Tertiary

SXS PIXEL

Type Usage

Subheading 5×5 Pixel 24px 94% LH 2% LS

Title Termina 78px 84% LH 0% LS

Body Inter 24px 112% LH 0% LS

Button 5×5 Pixel 20px 94% LH 6% LS

SUBHEADING

Title Typeface

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse sed erat magna. Mauris finibus tortor eu leo lobortis, nec tincidunt erat efficitur. Duis ac congue urna. Mauris rhoncus quam sit amet ante malesuada, in suscipit libero ornare. Sed velit purus, finibus vitae tempus at, placerat ut odio.

BUTTON

Variants

O4

Wordmark

2026 (Current Variant)



2025



Variant Usage



Do!

- Use current variant when representing the year of event.
- Use appropriate variant when discussing previous events.
- Ensure proper contrast of variants.
- Maintain proper aspect ratio.
- Provide proper scaling for variants.



Don't!

- Use the incorrect variant when representing the year of event.
- Use incorrect variants to promote current or future events.
- Modify variants out of their given design state.
- Place elements over the variants.
- Cut, crop or modify the lettermark.
- Add effects to the variants.
- Make the variants too small.

With the 2025 rebrand, all previous assets, wordmarks, lettermarks, and logo variants must not be used in context to Cubed!'s current and future marketing.

You may use old assets, wordmarks, lettermarks, and logo variants, only when on the topic of those previous events.

To ensure branding is stable and consistent, we ask if you have any queries about usage to contact us via support@cubedcon.com

Thank You