

Cubed! Brand Guidelines

15.10.2025 | V1.2 | Cubed Events Limited © 2012-2025

Brand Guidelines

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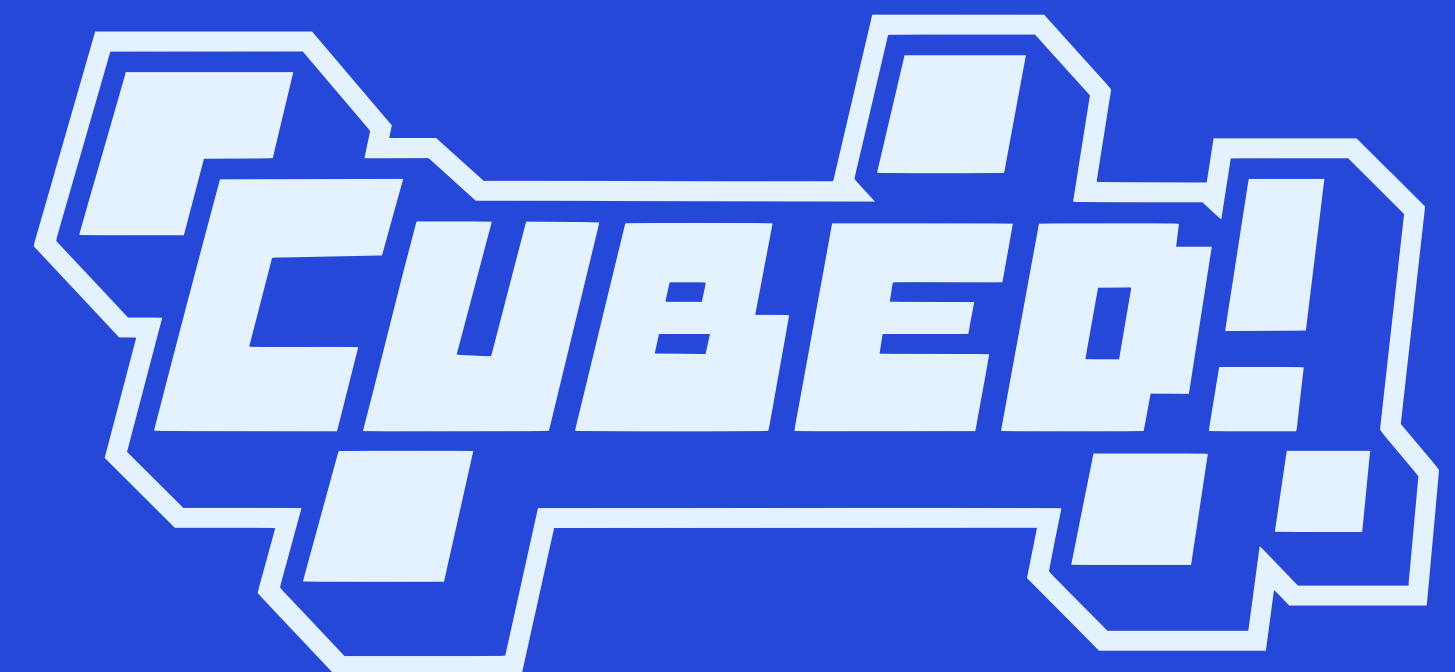
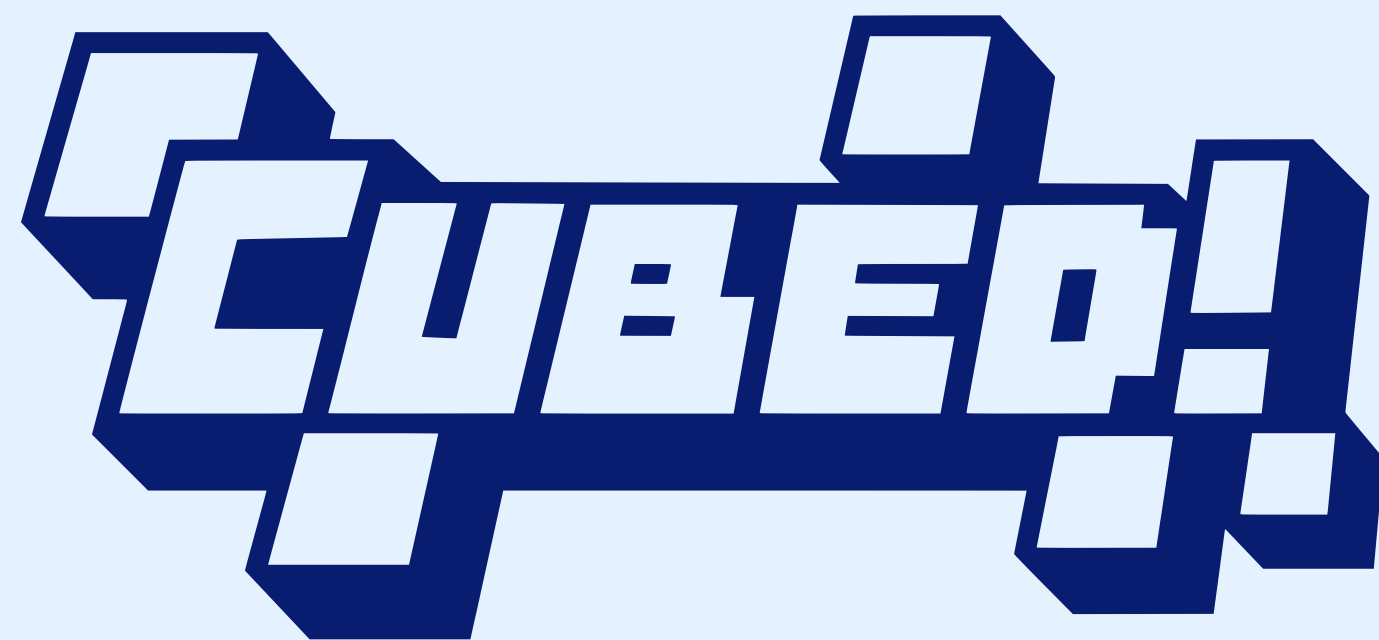
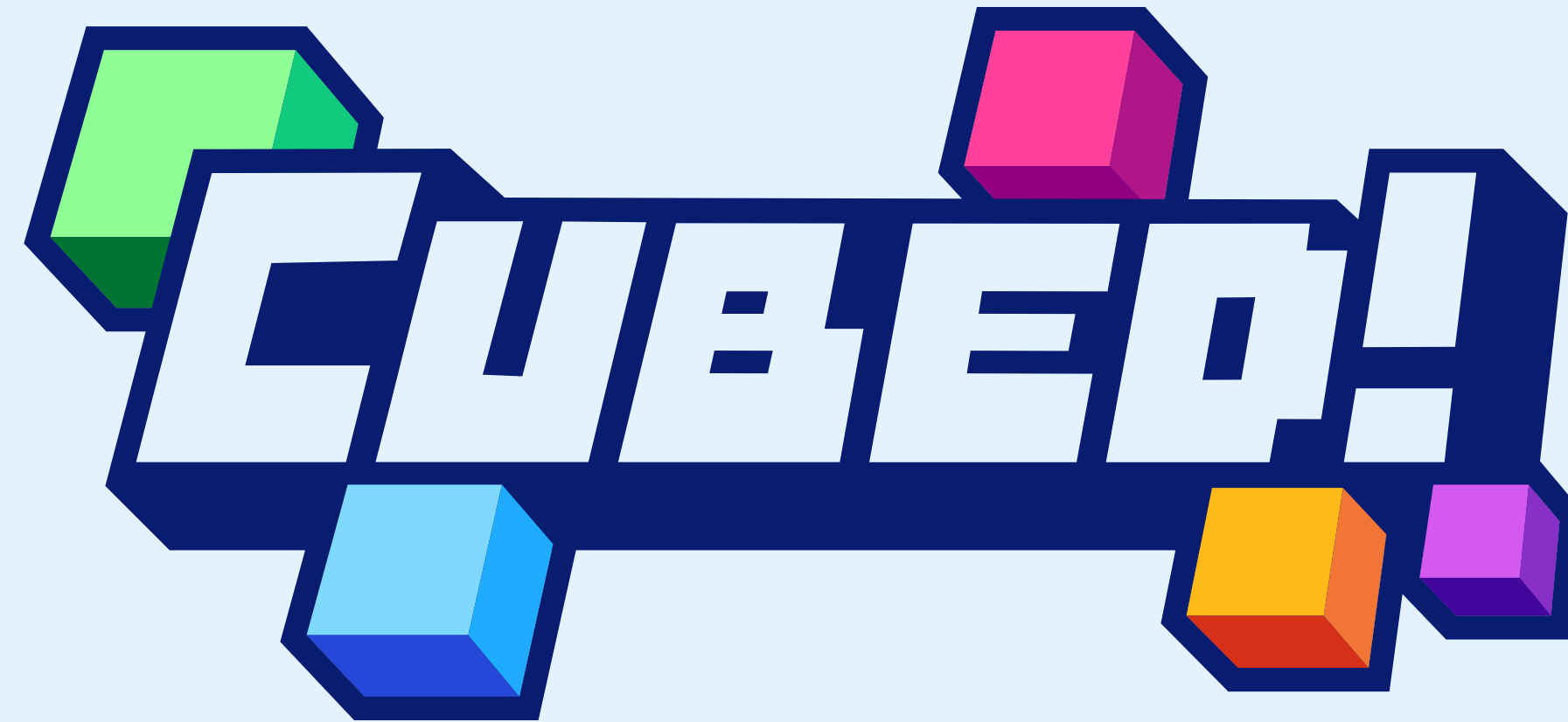
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Logo

01

Wordmark



Wordmark Usage



Do!

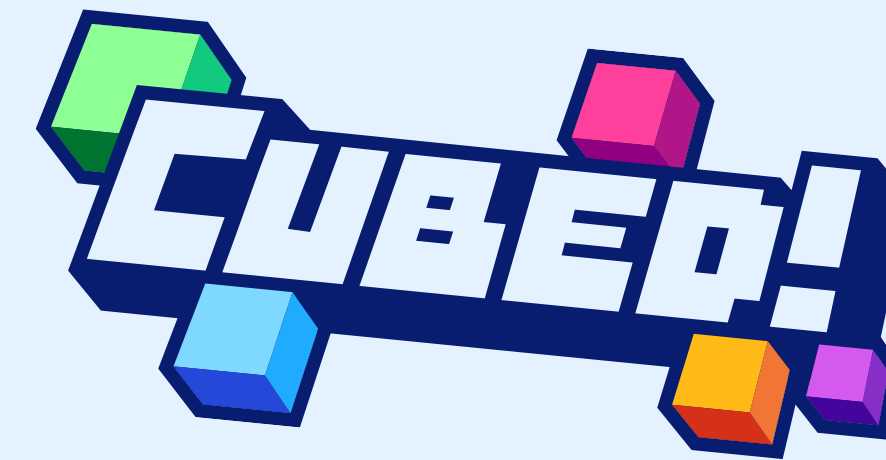
- Maintain proper aspect ratio.
- Provide proper scaling for the wordmark.
- Ensure proper contrast behind the wordmark.
- Use flat logo variants for professional environments.



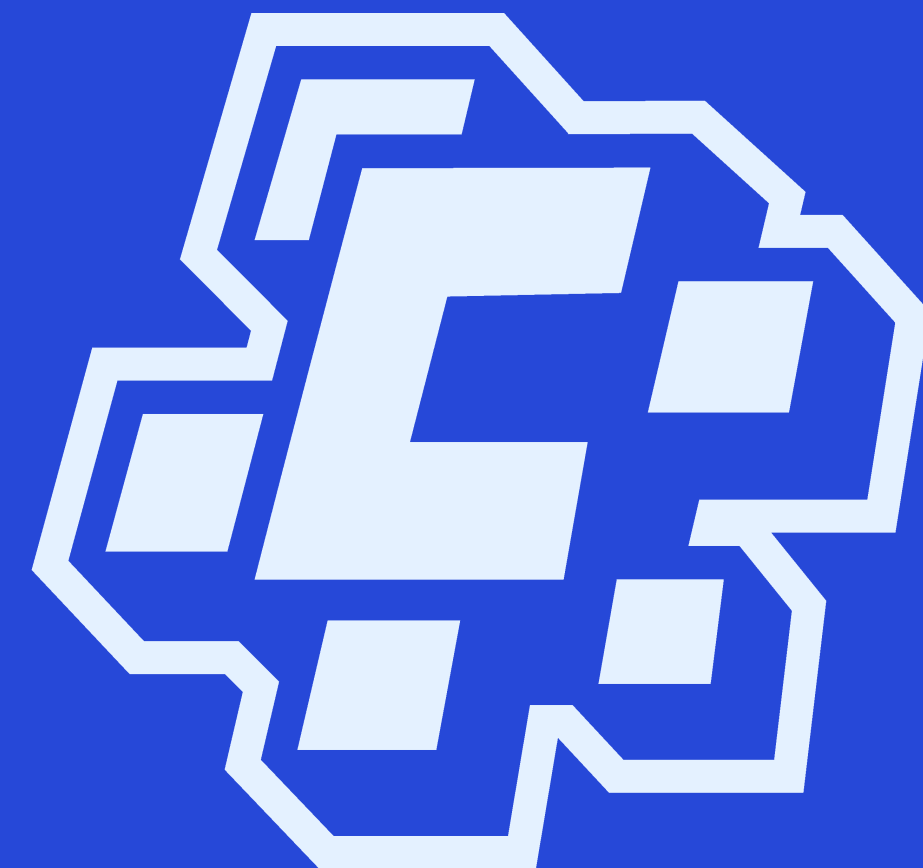
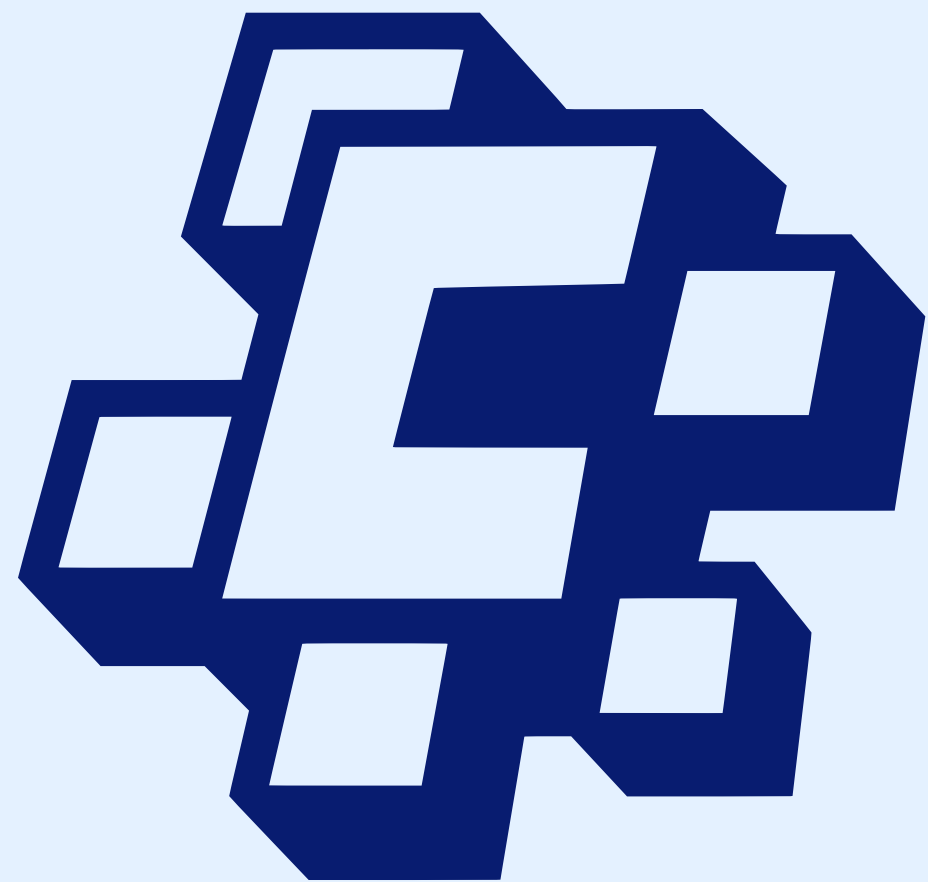
Don't!

- 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



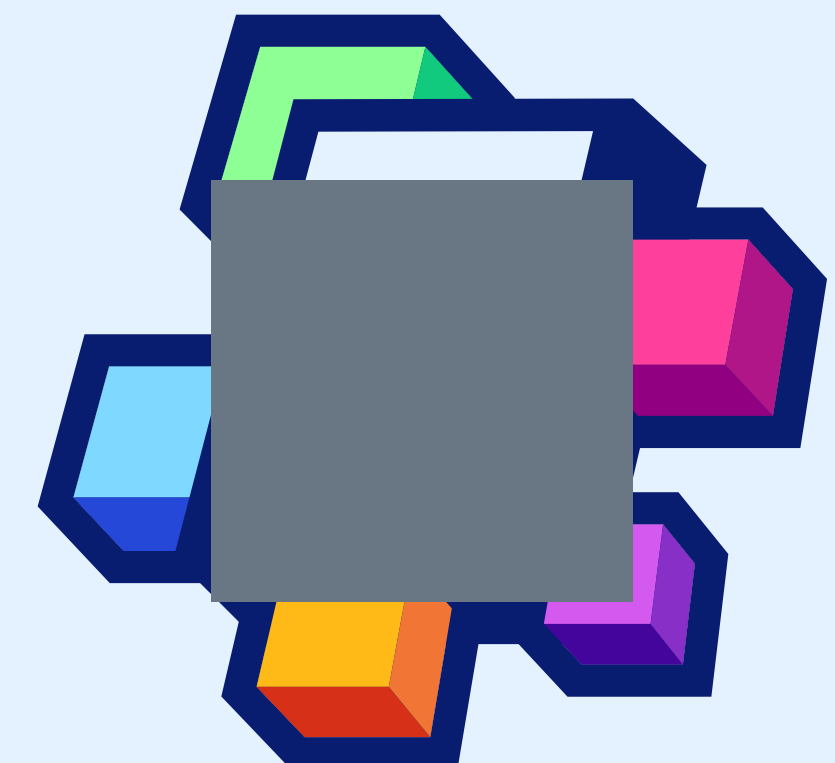
Do!

- 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: #FF409C
RGB: (255, 64, 156)

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

Cube Yellow
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)

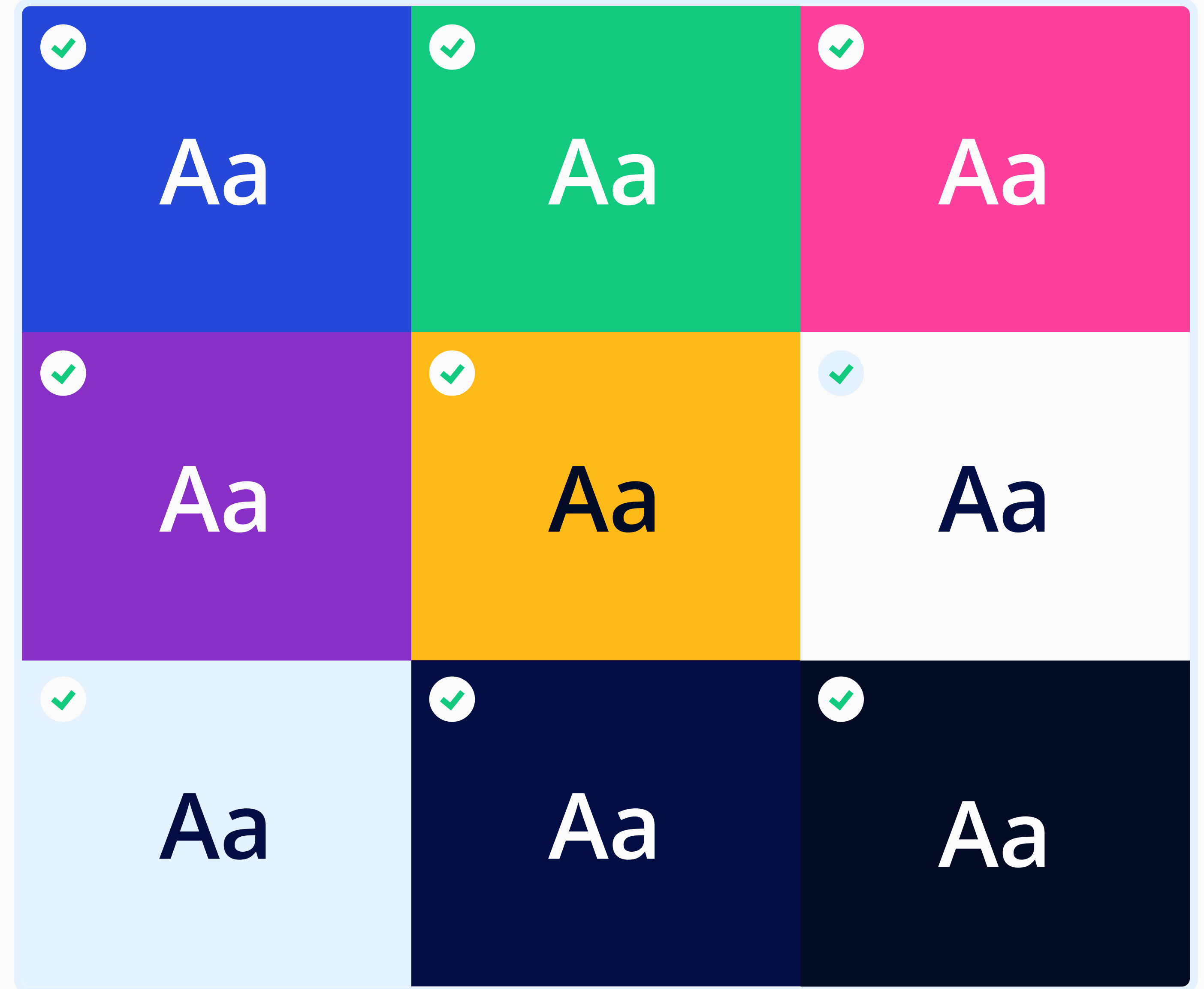
Colour Usage

✓ 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

Open Sans

Tertiary

SXS PIXEL

Type Usage

Subheading	5x5 Pixel	24px	94% LH	2% LS
------------	-----------	------	--------	-------

Title	Termina	78px	84% LH	0% LS
-------	---------	------	--------	-------

Body	Open Sans	24px	112% LH	0% LS
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Button	5x5 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 Variant

2025 (Current Variant)



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

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Thank You