Cubed! Brand Guidelines
23.02.2026 | v1.3 | Cubed Events Limited © 2012-2026

Brand Guidelines

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Logo

01

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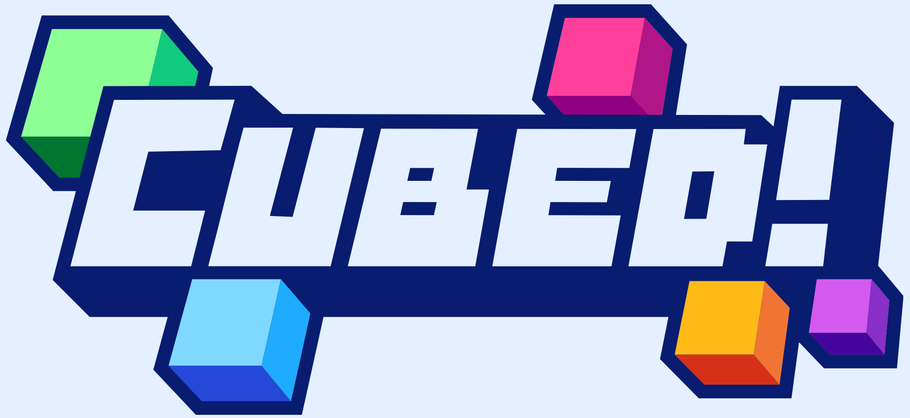
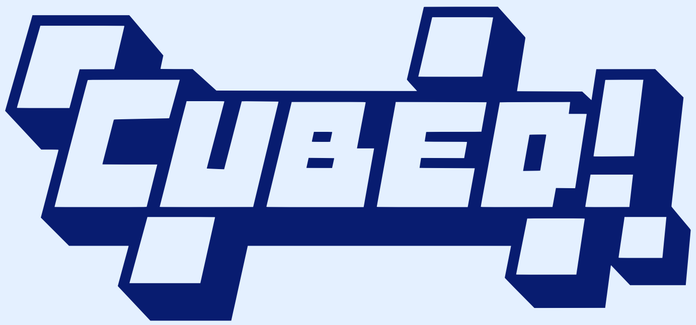
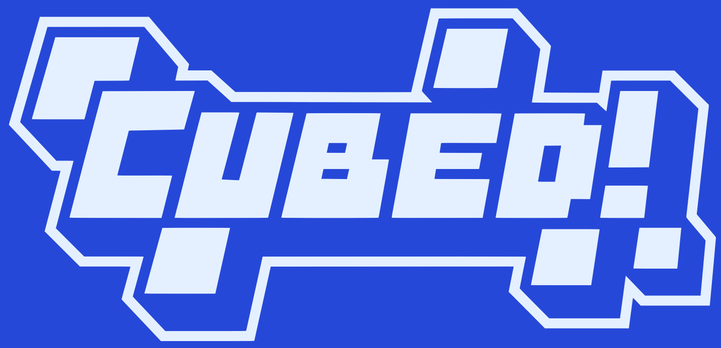
Wordmark







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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

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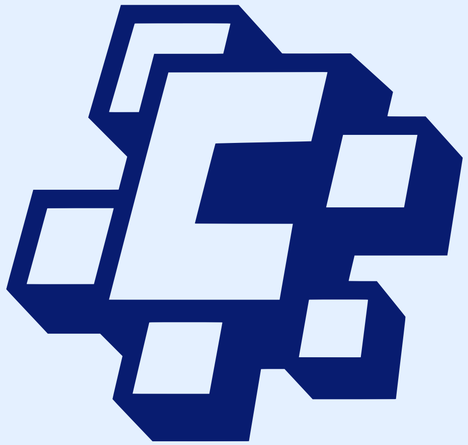
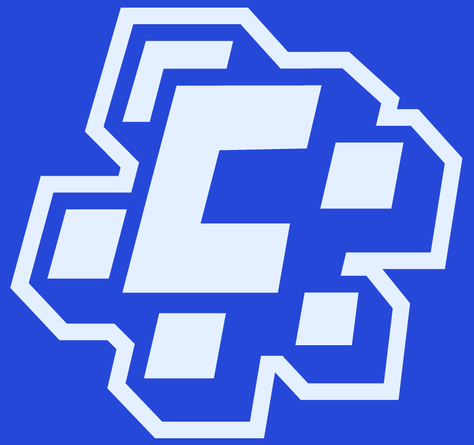
Lettermark





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Lettermark 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.

IMPROPER USAGE

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Brand Colours

02

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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)

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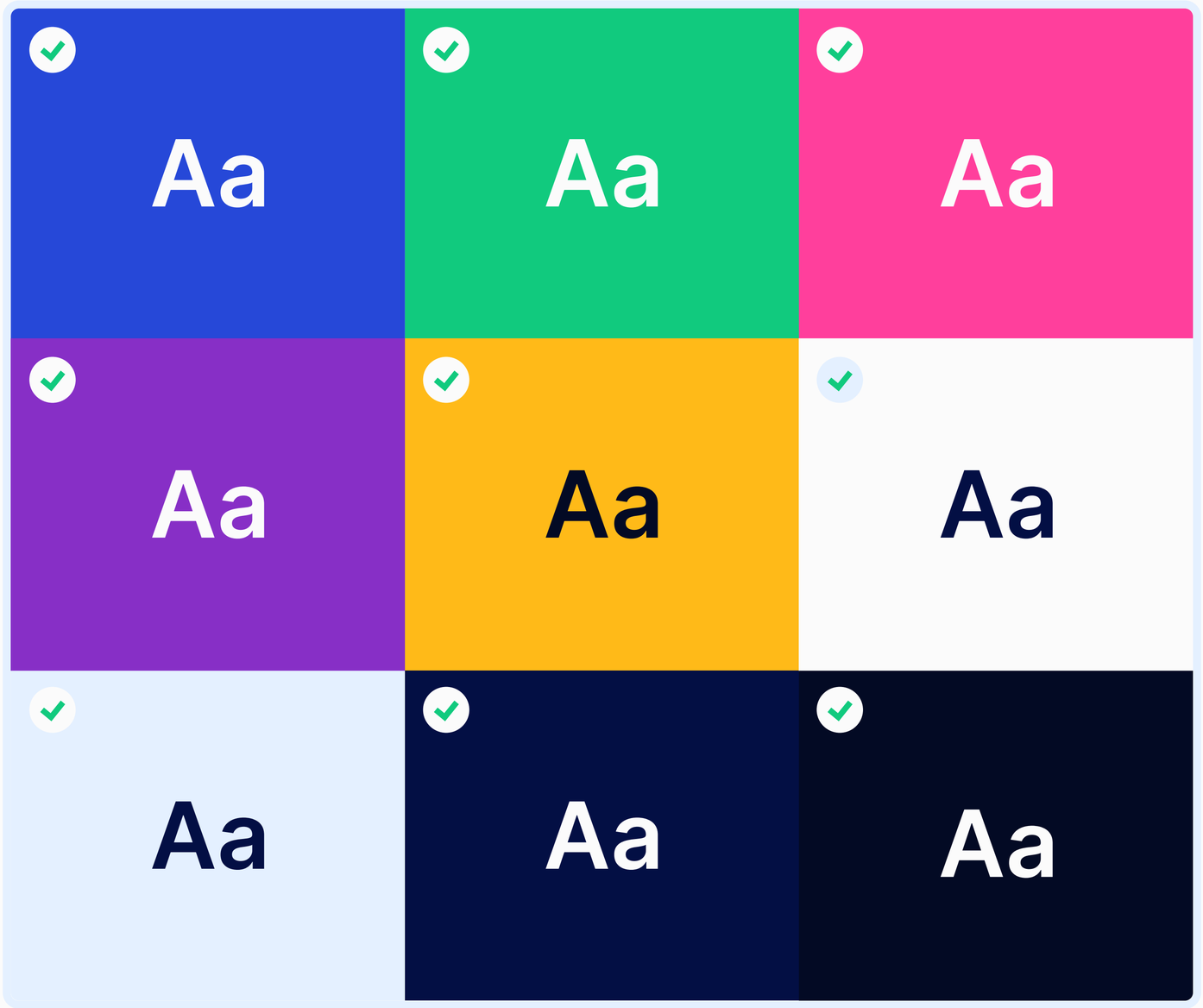
Colour Usage

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.



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Typography 03

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Typefaces

Primary

Termina

Secondary

Inter

Tertiary

5X5 PIXEL

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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

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Variants

04

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Wordmark Variant

2025 (Current Variant)

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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