

BRAND GUIDE
CUBESPACE

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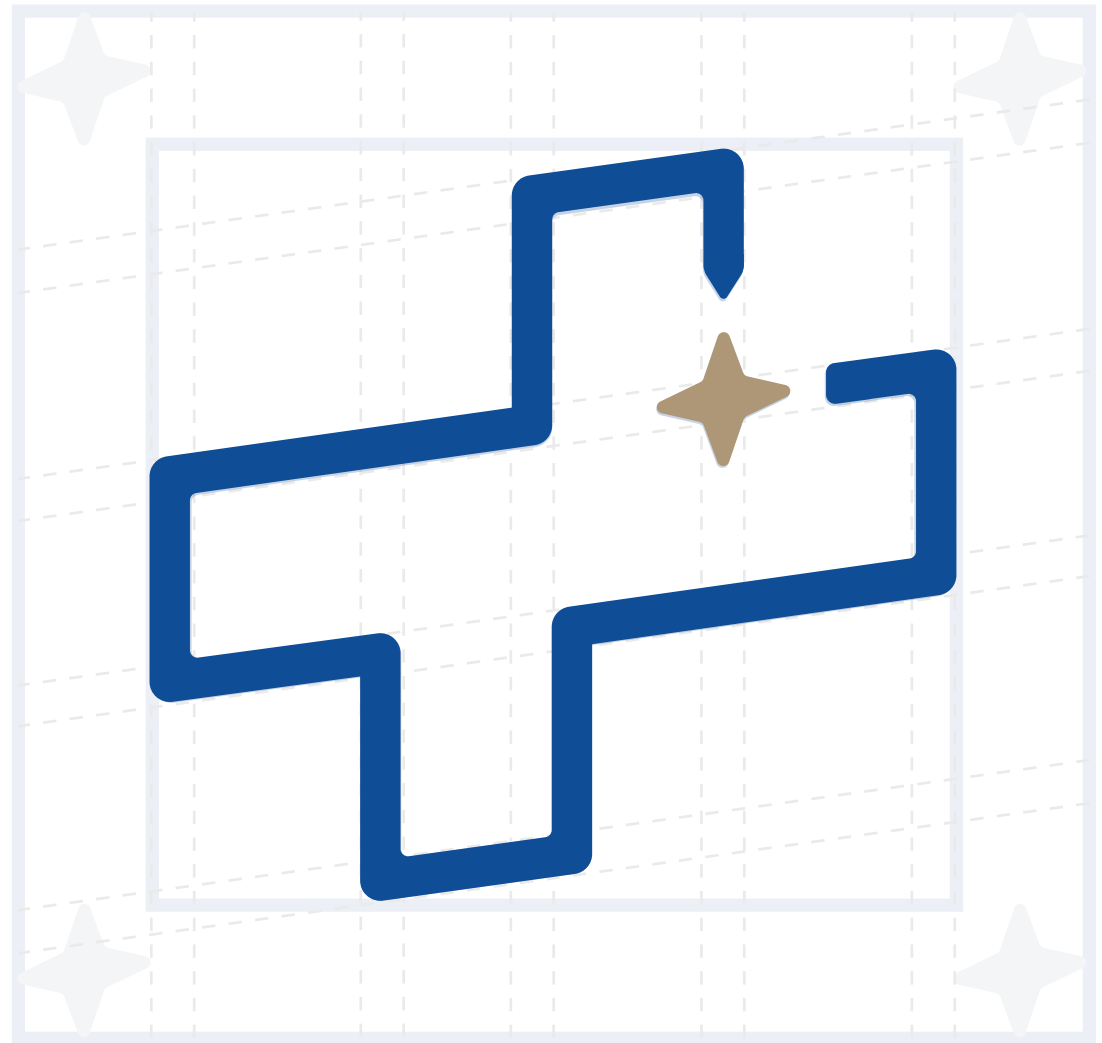
Primary Logo

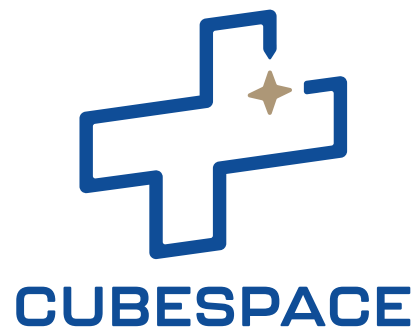
The preferred variation of our logo on a background that does not make any of the text in the logo illegible - preferably a solid white or light grey background.



Logomark

The logomark may be used as a standalone element, and is not required to be coupled with the wordmark.





STACKED LOGO

The primary configuration is the stacked variation, where the wordmark appears beneath the logomark. The configuration is ideal for most instances.



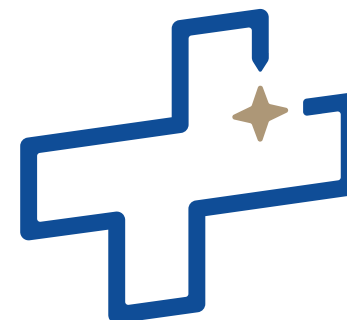
OFFSET LOGO

The logomark can be offset from the wordmark, appearing diagonally and above the wordmark to the left, for instances where more space is available.



HORIZONTAL LOGO

The logomark can also appear directly to the left of the wordmark in instances where vertical space is limited.



STANDALONE LOGOMARK

The logomark can appear as a standalone element on branded collateral, but should not be provided to third parties as a replacement for the full logo.



On Light Backgrounds

Where our logo appears on a light background, the primary logo variation is used.



On Dark Backgrounds

Where our logo appears on a dark background, the colour variation will be used with white and gold.

INCORRECT USAGE OF THE LOGO

C U B E S P A C E

LETTER SPACING

Do not adjust the spacing between the various letters (tracking) of the logo. The logo needs to be scaled as a grouped unit.

CUBESPACE

INCORRECT USE OF FONTS

Do not change the font of the logo, or type out the logo as editable text - use only the approved fonts.

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INCORRECT CONFIGURATION

Do not arrange the logo elements into any other configuration.



SCALING

When scaling the logo (either increase or decreasing it in size), be sure to scale it in proportion and not stretch it.



INCORRECT COLOUR ALLOCATION

Do not adjust or swap the colours of the various logo elements.



SHADOWS AND EFFECTS

Do not add any text effects, including shadows, to the logo.



ROTATION

Do not rotate the logo.



INCORRECT COLOUR USAGE

Do not use colours for the logo that are not the official CubeSpace colours.



LIGHT BACKGROUNDS

Do not use the white logo on a background where any part of the logo becomes illegible

OUR FONTS

LIGHT BACKGROUNDS

Where type appears on a lighter background, type will appear in Cube Space Blue or CubeSpace Gold

PRIMARY TYPOGRAPHY

KALLISTO BOLD

For headers and display text, Kallisto Bold is used. It always appears in uppercase

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG

the quick brown fox jumps
over the lazy dog

Aa

DARK BACKGROUNDS

Where type appears on a darker background, type will appear in white or CubeSpace Gold

SECONDARY TYPOGRAPHY

NUNITO SANS

For sub-headers and bodytext, Nunito Sans is used. It can either be used in Sentence case or Title Case.

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG

the quick brown fox jumps
over the lazy dog

Aa Aa

Aa Aa

ALTERNATIVE TYPOGRAPHY

ARIEL

Where Nunito Sans is not available, Arial can be used as an alternative font, and is readily available on most operating systems and applications.

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG

the quick brown fox jumps
over the lazy dog

Aa Aa

Aa Aa

OUR COLOURS



CUBESPACE
GOLD

CMYK Breakdown
C 33 - M 37 - Y 56 - K 3

RGB Breakdown
R 172 - G 150 - B 119

HEX Value
#AC9677

Spot
Pantone 4255 C



CUBESPACE
SKY BLUE

CMYK Breakdown
C 80 - M 57 - Y 8 - K 1

RGB Breakdown
R 66 - G 109 - B 169

HEX Value
#426DA9

Spot
Pantone 7683 C



CUBESPACE
BLUE

CMYK Breakdown
C 100 - M 80 - Y 9 - K 0

RGB Breakdown
R 0 - G 76 - B 151

HEX Value
#0D4E97

Spot
Pantone 2945 C



CUBESPACE
DARK BLUE

CMYK Breakdown
C 100 - M 94 - Y 23 - K 11

RGB Breakdown
R 23- G 45 - B 120

HEX Value
#283475

Spot
Pantone



CUBESPACE
DARK GREY

CMYK Breakdown
C=60 M=51 Y=51 K=20

RGB Breakdown
R 102 - G 102 - B 102

HEX Value
#666666

Spot
Pantone 4195 C



CUBESPACE
DARK GREY

CMYK Breakdown
C=60 M=51 Y=51 K=20

RGB Breakdown
R 102 - G 102 - B 102

HEX Value
#666666

Spot
Pantone 4195 C



CUBESPACE
DARK GREY

CMYK Breakdown
C=60 M=51 Y=51 K=20

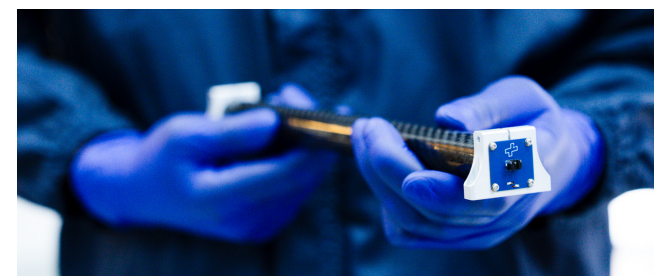
RGB Breakdown
R 102 - G 102 - B 102

HEX Value
#666666

Spot
Pantone 4195 C

Sourcing Photos

When using stock photography, we encourage the use of photography from free stock photo resources such as Unsplash, Pexels, and Pixabay. Before using a photo, please be sure to read the full license requirements for photo usage, to ensure that we are fully compliant. License requirements may vary from image to image, even on the same website, so please be sure to check each individual image.



Contact

If you have any questions regarding our brand guidelines, logo usage and branded assets, please contact **brittlee@cubespace.co.za** or **jani@cubespace.co.za**



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