



# Cubert

brand guidelines

# Cubert

our new logo

We wanted to create a symbol that reflects not only a brand incubator but that also demonstrates building companies together in a playful and fun environment.



**Cubert**  
tagline

*Built to Scale*; a short tagline that pairs well with Cuberts model and embodies Cubert as a company who builds products and brands with the consumer in mind.

**Cubert**  
b u i l t t o s c a l e

# typography

primary font

A short tagline that pairs well with Cubert's model and embodies Cubert as a company who builds products and brands with the consumer in mind.

Cera

## Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"\$\$%&/()=?';:

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"\$\$%&/()=?';:

## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"\$\$%&/()=?';:

# Color palette

**Blue** is the main colour in our new palette highlights stability in the corporate world. Blue also represents technology, control and innovation. **Monochromatic tones** (black, grey and white) were added to ensure coherence across all platforms. **Bright and complimentary colours** like purple and yellow will be used to bring content to life.

**Pantone**  
3265 C  
**CMYK**  
C 83 M 0 Y 42 K 0  
**RGB**  
R 000 G 196 B 179  
**Hex**  
00c4b3

**Pantone**  
Black C  
**CMYK**  
C 70 M 67 Y 42 K 0  
**RGB**  
R 000 G 196 B 179  
**Hex**  
00c4b3

**Pantone**  
7668 C  
**CMYK**  
C 67 M 59 Y 14 K 1  
**RGB**  
R 103 G 110 B 159  
**Hex**  
676e9f

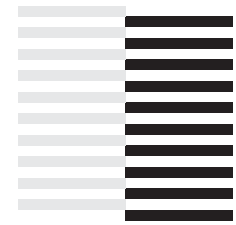
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122 C  
**CMYK**  
C 0 M 17 Y 85 K 0  
**RGB**  
R 255 G 208 B 64  
**Hex**  
ffd040

**Pantone**  
—  
**CMYK**  
C 8 M 6 Y 6 K 0  
**RGB**  
R 230 G 231 B 232  
**Hex**  
e6e7e8

**Pantone**  
—  
**CMYK**  
C 0 M 0 Y 0 K 0  
**RGB**  
R 255 G 255 B 255  
**Hex**  
ffffff

# graphic elements

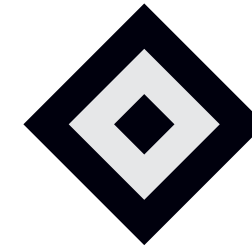
All along, we knew that we wanted to create a brand that highlights and celebrates its innovative skills, as well as its individual design personality.



Forward Thinkers



Empowered



Bold



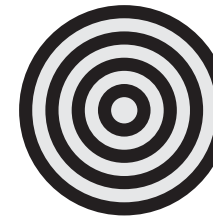
Growth Hackers



Innovative



Inventive



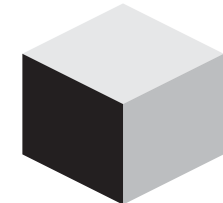
Exciting



Spontaneous



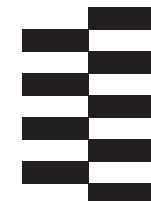
Curators



Inspiring



Fun



Playfull



Current



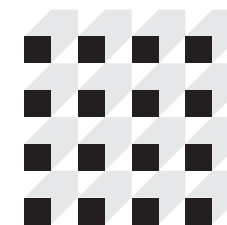
Game Changers



Collaborative



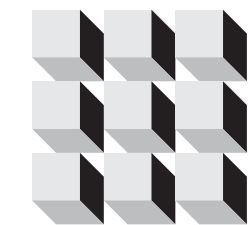
Problem Solvers



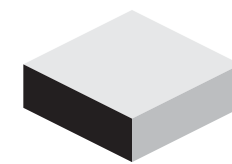
Strategic



Curious



Storytellers



Inclusive

# graphic patterns

The main element of the brand is a graphic combination of patterns that overlap each other; they represent the images and colors you might find on an playground designer's inspiration board, and also refer to the play of patterns, colors, light and shadows in a beautifully designed product.

These represent Cubert not only as a brand but also a culture. Each block is the graphic representation of words that defines Cubert as a company.



**Cubert**

**Brand ReDesign**

BRAND ASSETS DESIGN

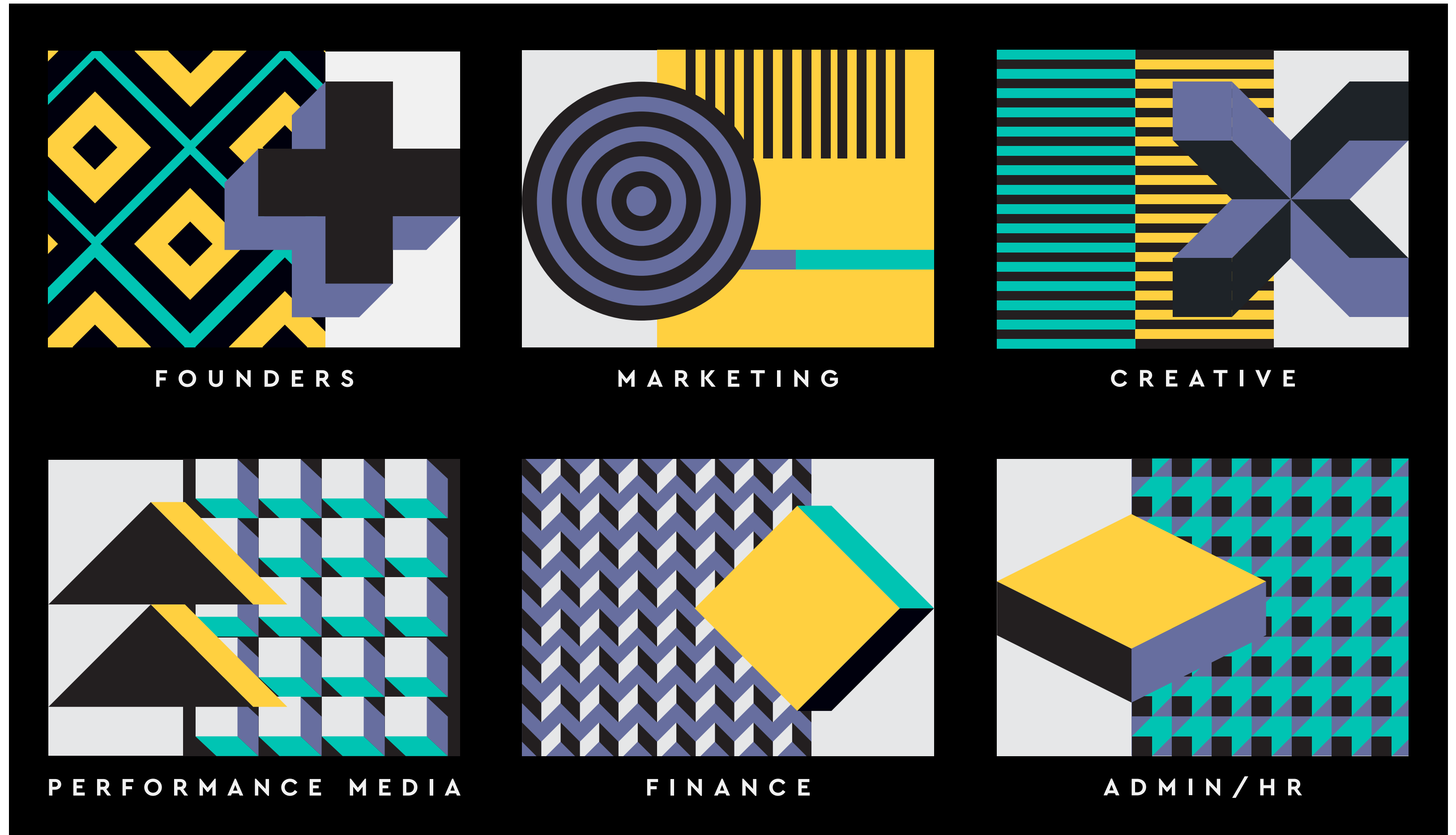


# Departments Identity

# Departments

## VISUAL IDENTITY T

A visual identity will be given to all departments and will be reflected on assets such as: businesscards, name tags, employee profiles, etc...



# Stationery

# Business Cards



**Cybert**  
BRAND INCUBATOR

CO-FOUNDER

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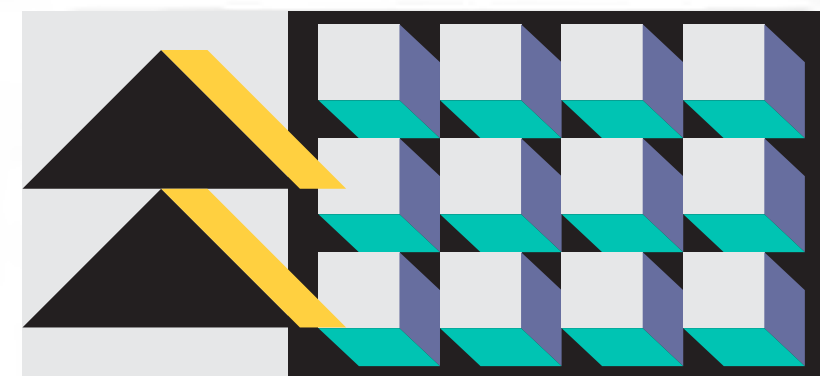


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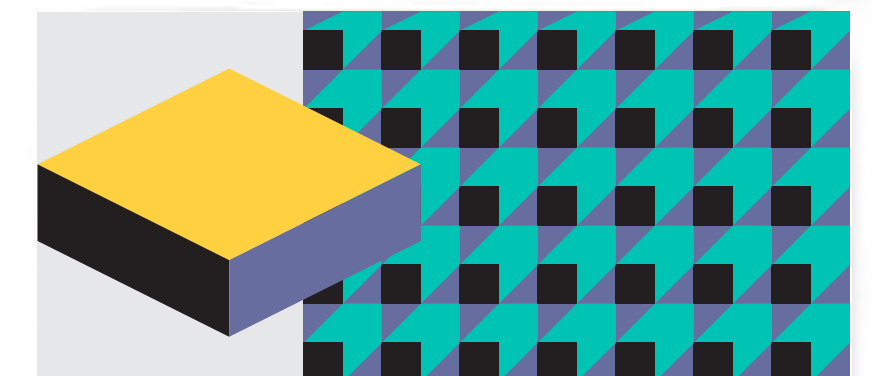


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MELANY OLIVEIRA MOLIVEIRA@CUBERT.CO

# Letterhead



To John Smith  
Managing Director  
Cubert Co  
Toronto, ON

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin vel pharetra massa. Ut efficitur justo. Venenatis tempor euismod. Duis in purus a felis lectus finibus. Cras quam ipsum, sollicitudin et nunc ac, maximus tristique velit. Quisque tincidunt rhoncus lacus ut pellentesque. Sed hendrerit, malesuada quis tincidunt finibus, leo tortor placerat laoreet, non rhoncus nisi leo sit amet ipsum. Maecenas hendrerit nec leo ut suscipit. Phasellus bibendum massa non rutrum semper. Proin a enim sem. Nam nec facilisis libero. Fusce sit amet nunc in metus dapibus suscipit vel id dolor. Proin vitae nisi placerat, tempus purus et, viverra urna. Sed non congue massa. Pellentesque tempus vitae felis sit amet lacus. Fusce aliquam massa id lacus ultricies, viverra suscipit mauris tristique.

Nulla euismod malesuada aliquam. Vivamus orci turpis, varius quis suscipit ut, viverra id dolor. Etiam accumsan blandit purus non lectus. Phasellus sollicitudin ipsum rutrum, gravida felis ac, ultricies odio. Nulla bibendum convallis varius. Pellentesque tincidunt odio quis lorem facilisis aliquet. Morbi imperdiet nulla sed leo vehicula, at blandit quam mollis. Aliquam eu lobortis risus. Curabitur eleifend et est in tincidunt. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Proin tempor pretium nisi ut iaculis. Proin eget ex leo.

Sincerely,  
John Smith

**Cubert**

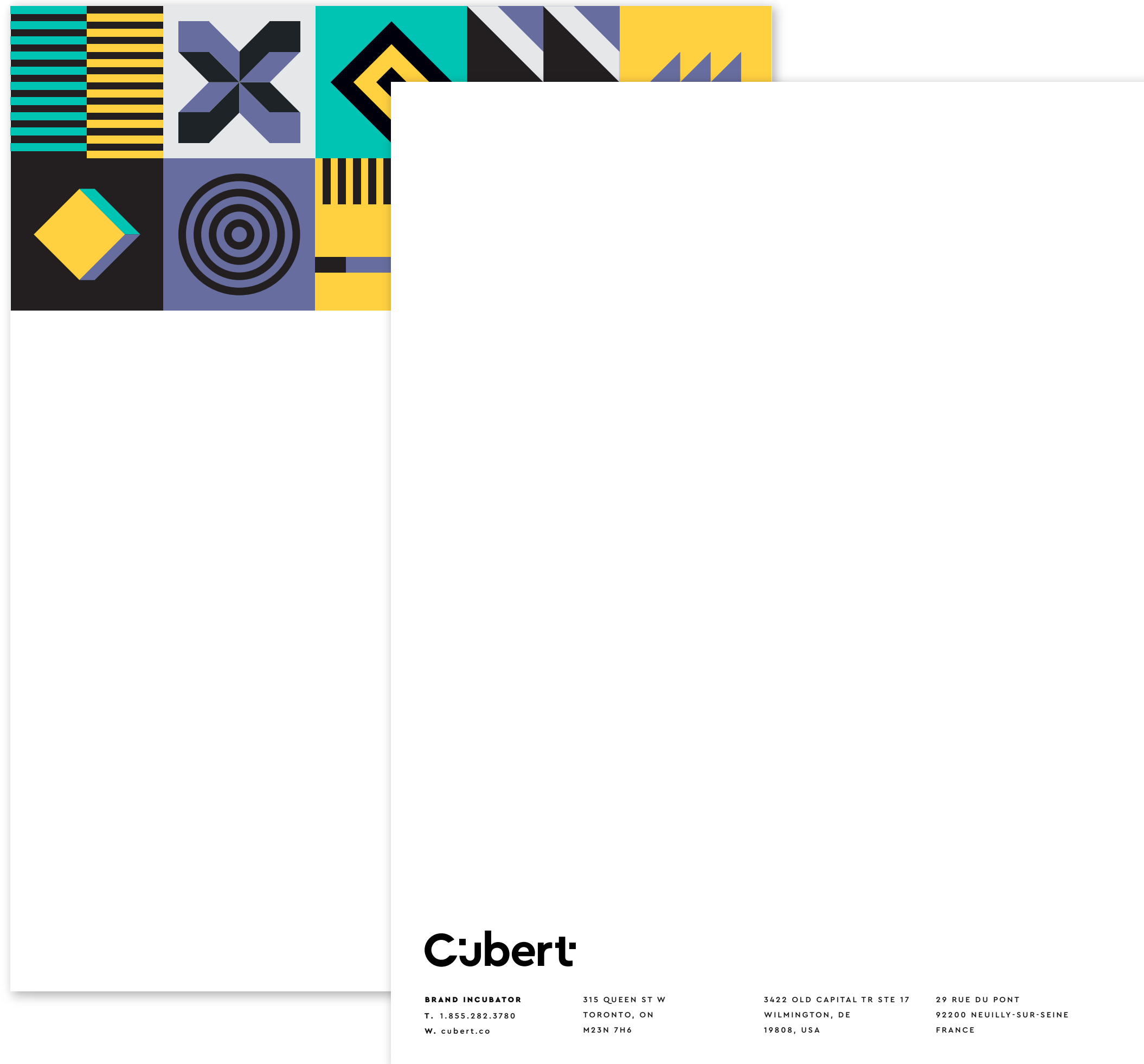
BRAND INCUBATOR  
T. 1.888.382.3788  
W. cubert.ca

315 QUEEN ST W  
TORONTO, ON  
M5M 2H4

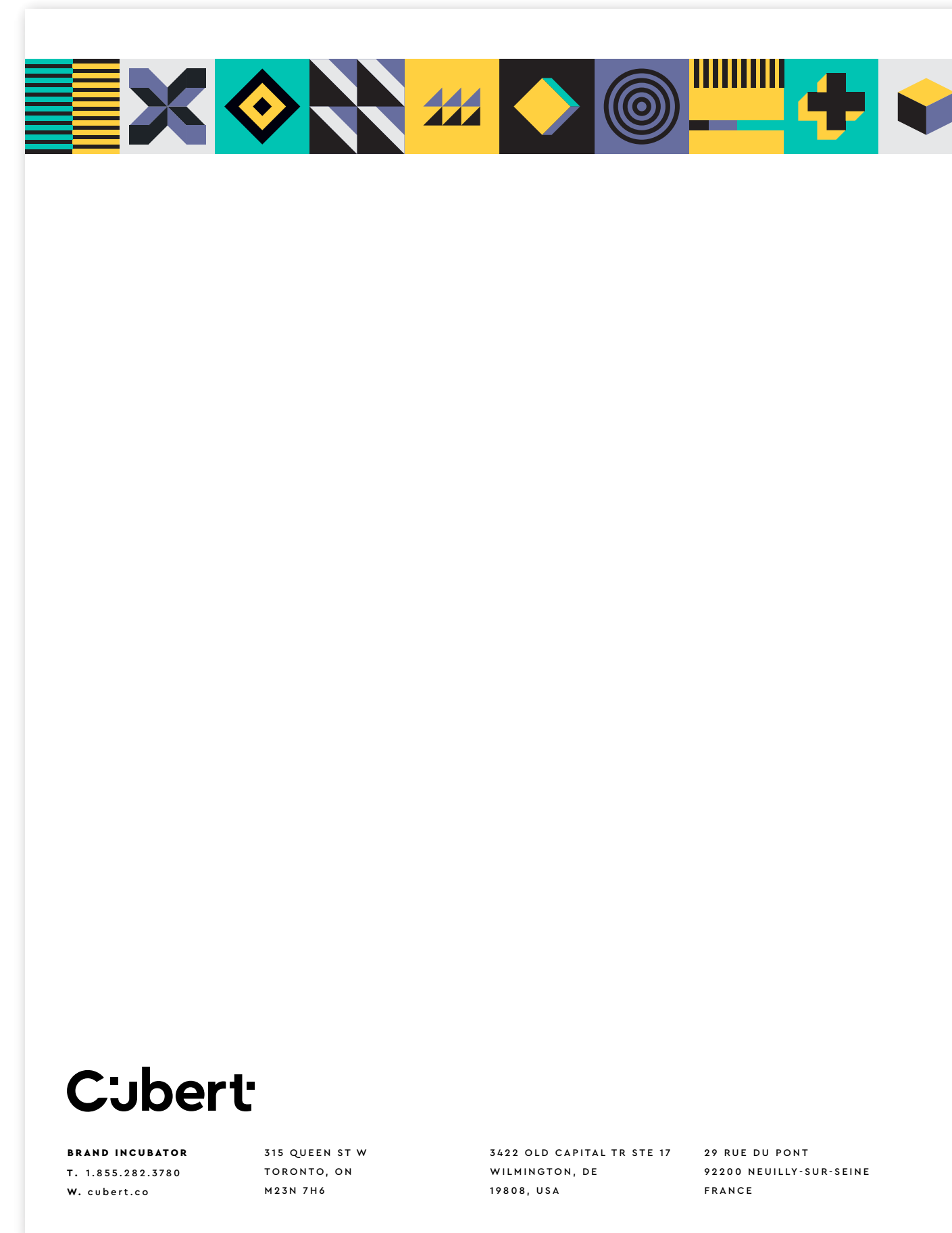
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WILMINGTON, DE  
19808, USA

19 RUE DU PONT  
93200 NEUILLY-SUR-SEINE  
FRANCE



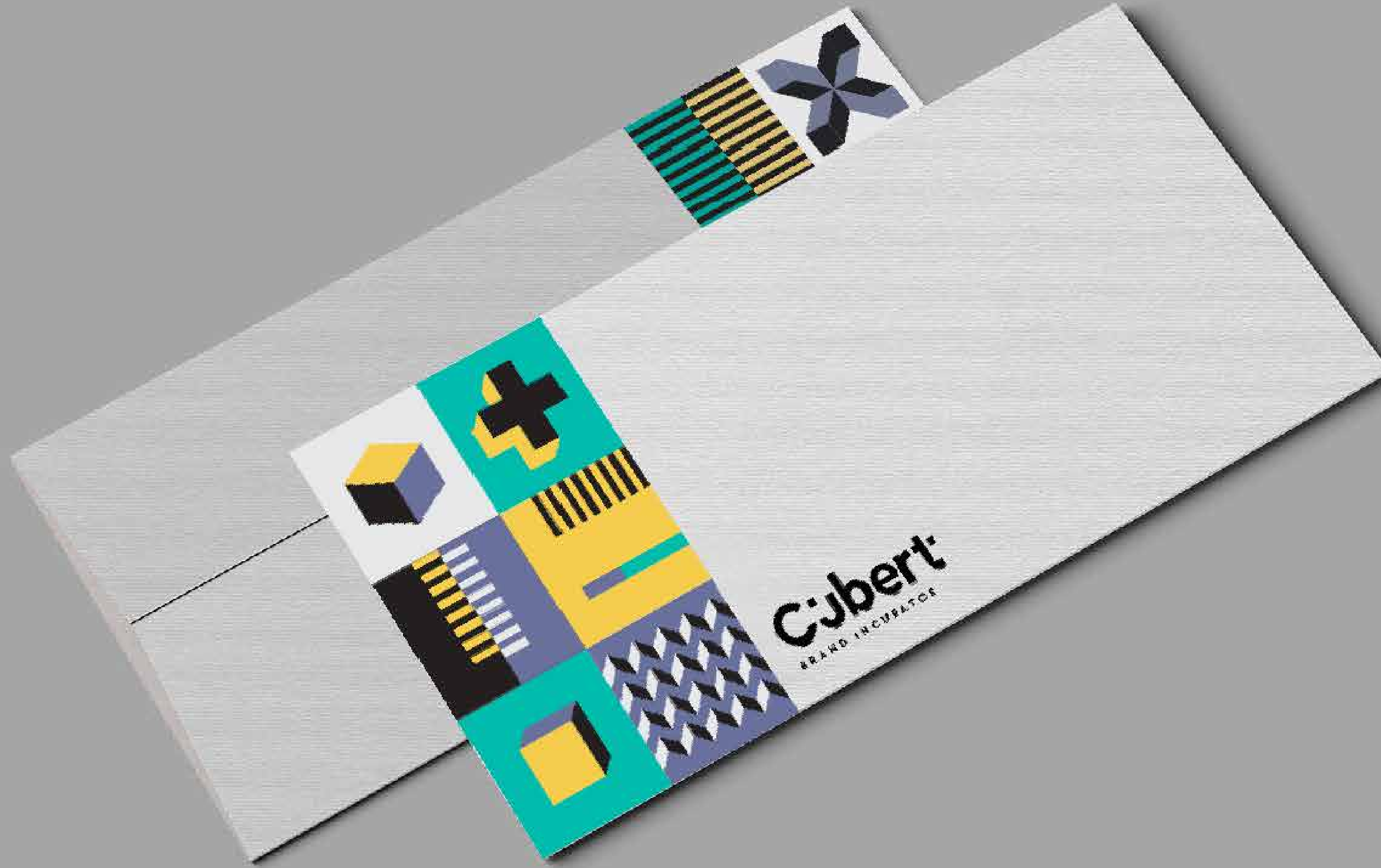


PRINTED/FORMAL LETTERHEAD



GOOGLE DOCS TEMPLATE

# Envelope







[Redacted content]

**Marius Ronnov** | Co-Founder

315 Queen St W, Toronto, ON M5T 1A5  
m: +1 (647) 497-7946 e: [asuares@cubert.co](mailto:asuares@cubert.co)

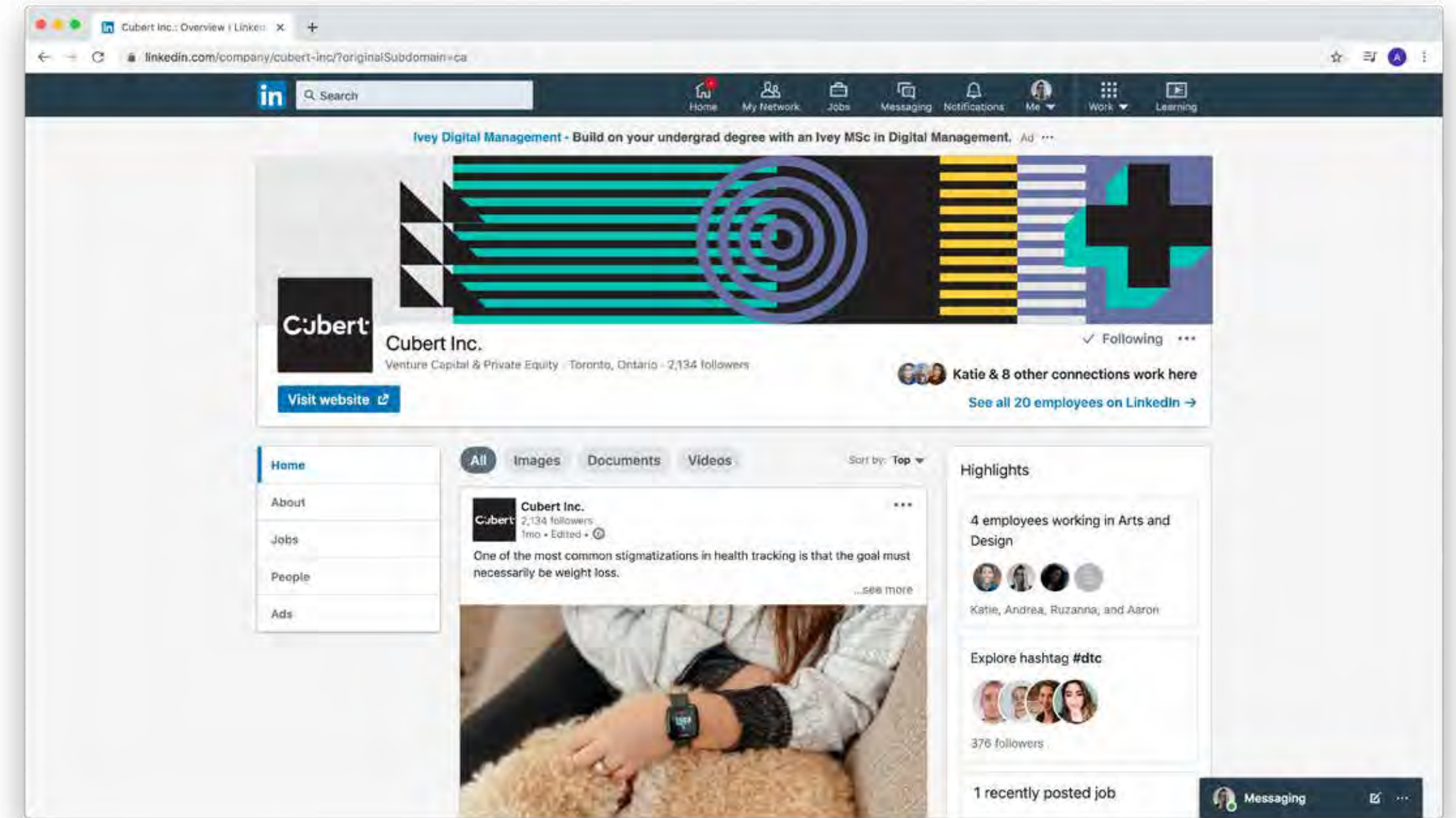
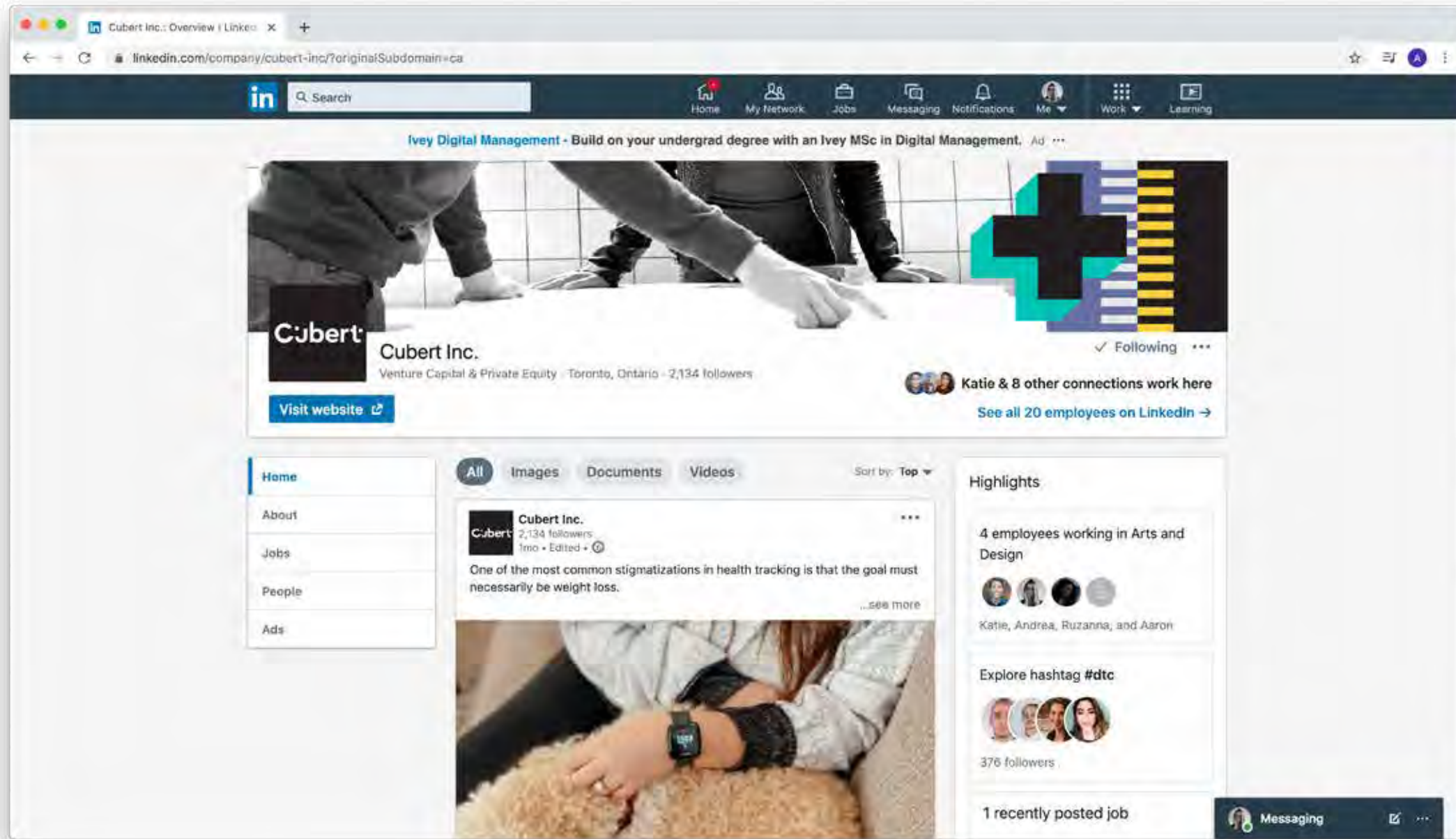
**Cubert**



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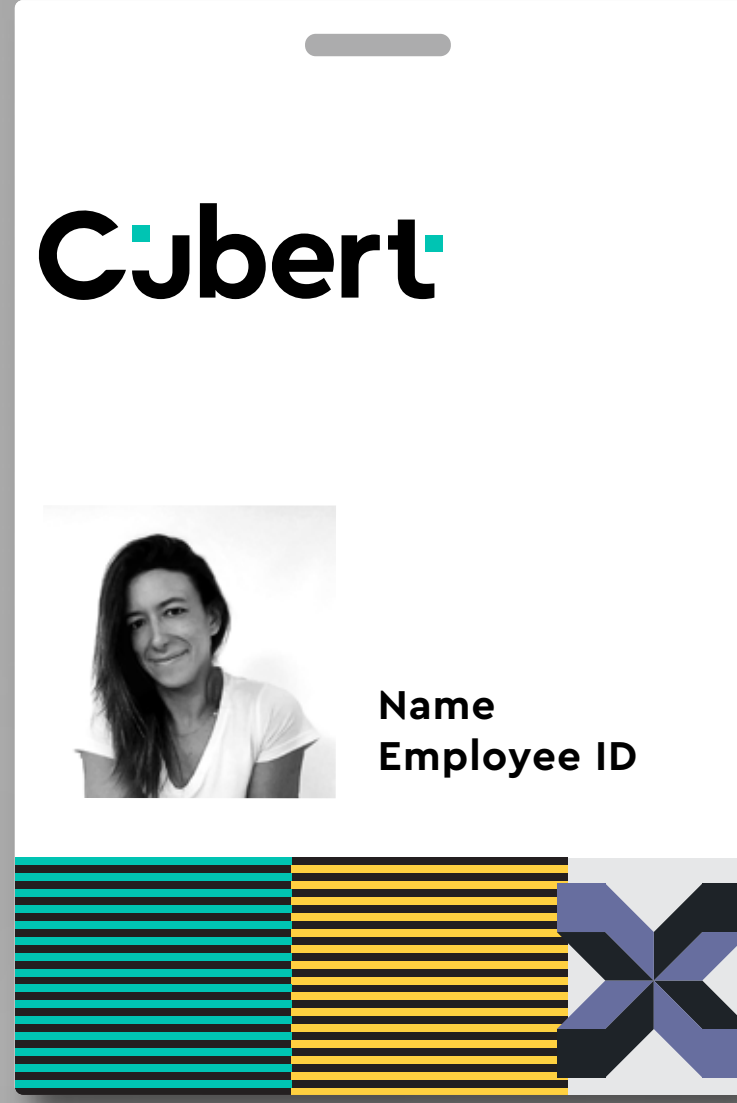
EMAIL SIGNATURE

# Social Media



# Office Assets

# Lanyard



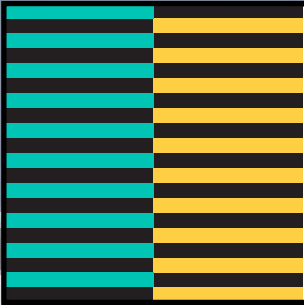


315 QUEEN



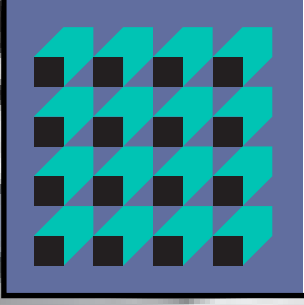
**Andrea Suarez**

Art Director – Creative



**Nick Skotidas**

VP – Marketing



**Kristina Gonzales**

Sr. Manager – Performance Media

OFFICE NAME TAGS



OFFICE MUGS