

Cubos

**BRAND  
GUIDELINES**

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# INTRODUCTION

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CUBOS BRAND IDENTITY GUIDELINES

## Cubos Story:

**Cubos** is a game engine being developed internally at GameDev Técnico. Its main focus is to allow for performant voxel rendering while maintaining the features we are used to with mainstream game engines. Other planned features include vast render distances and the destructability of objects by taking advantage of the voxel system.

## Mission Statement:

**Cubos** aims to be a simple, but powerful game engine for PC, where everything is made out of voxels.

## Team

**Cubos** is developed by a small team at GameDev Técnico, a student group at Instituto Superior Técnico who make games. Our goal is to build a game engine from the ground up and have fun doing it.

## BRAND VALUES

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Simplicity

Creativity

Power

Performance

Community

Flexibility

Accessibility

Knowledge

# LOGO

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CUBOS BRAND IDENTITY GUIDELINES

## Our Logo: The Face of Our Brand

As the face of the brand, our logo takes center stage. With its simplicity and geometry, it conveys the essence of our mission and strategy.

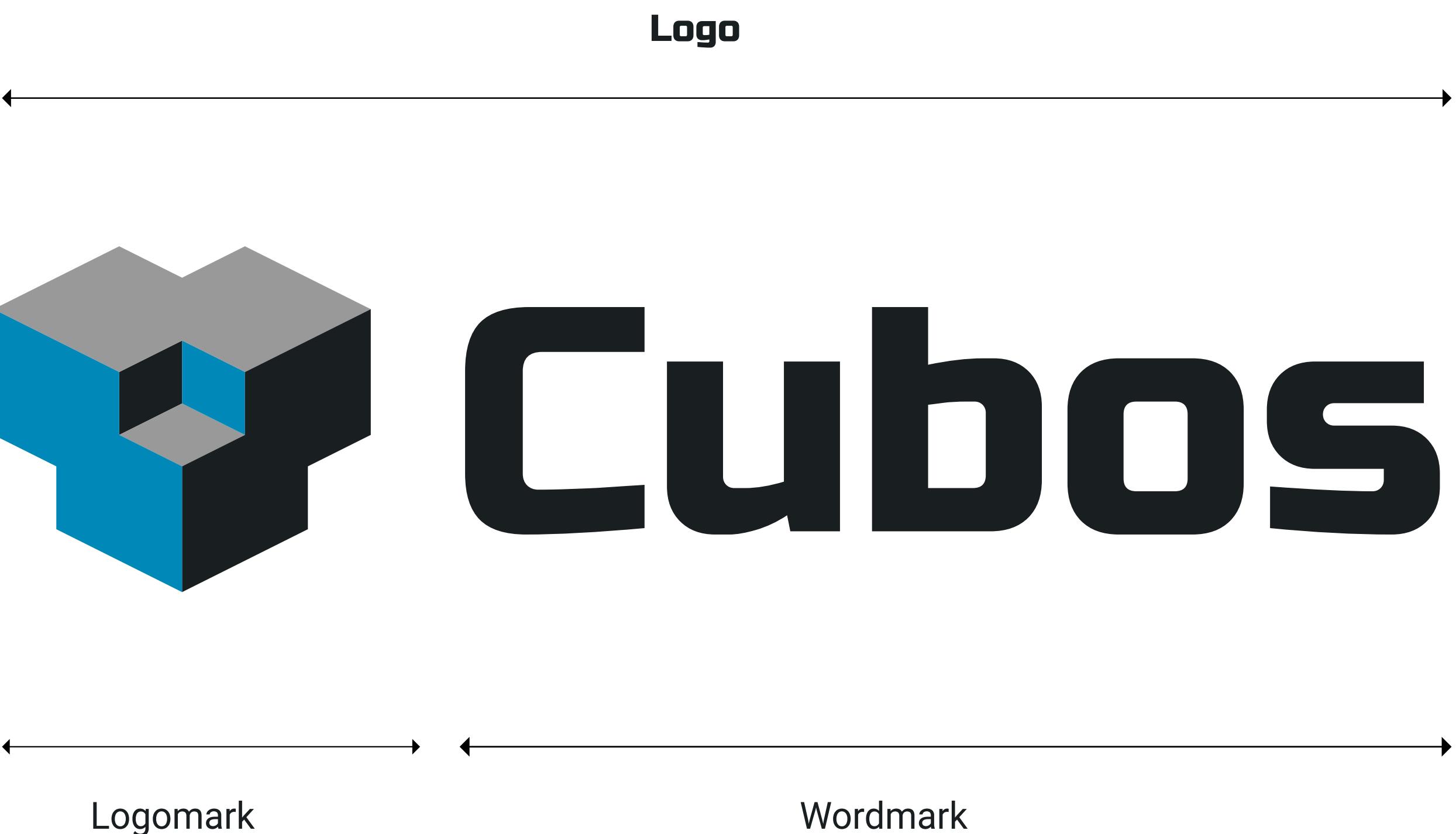
The following section provides guidance on how to effectively utilize this logo, ensuring consistency.

## COMPANY LOGO

The Cubos logo fuses 3 cubes to form an isometric symbol with an inverted cube at the center, playing a small trick of perception. This emblem embodies the principles of collaboration, creation and innovation that a game engine requires. It is imperative to maintain a uniform application of this logo across all brand-related contexts.

The Cubos logo is composed of two fundamental elements: the icon and the wordmark. Serving as a readily identifiable brand element, it is crucial to present it consistently across our product and marketing endeavors.

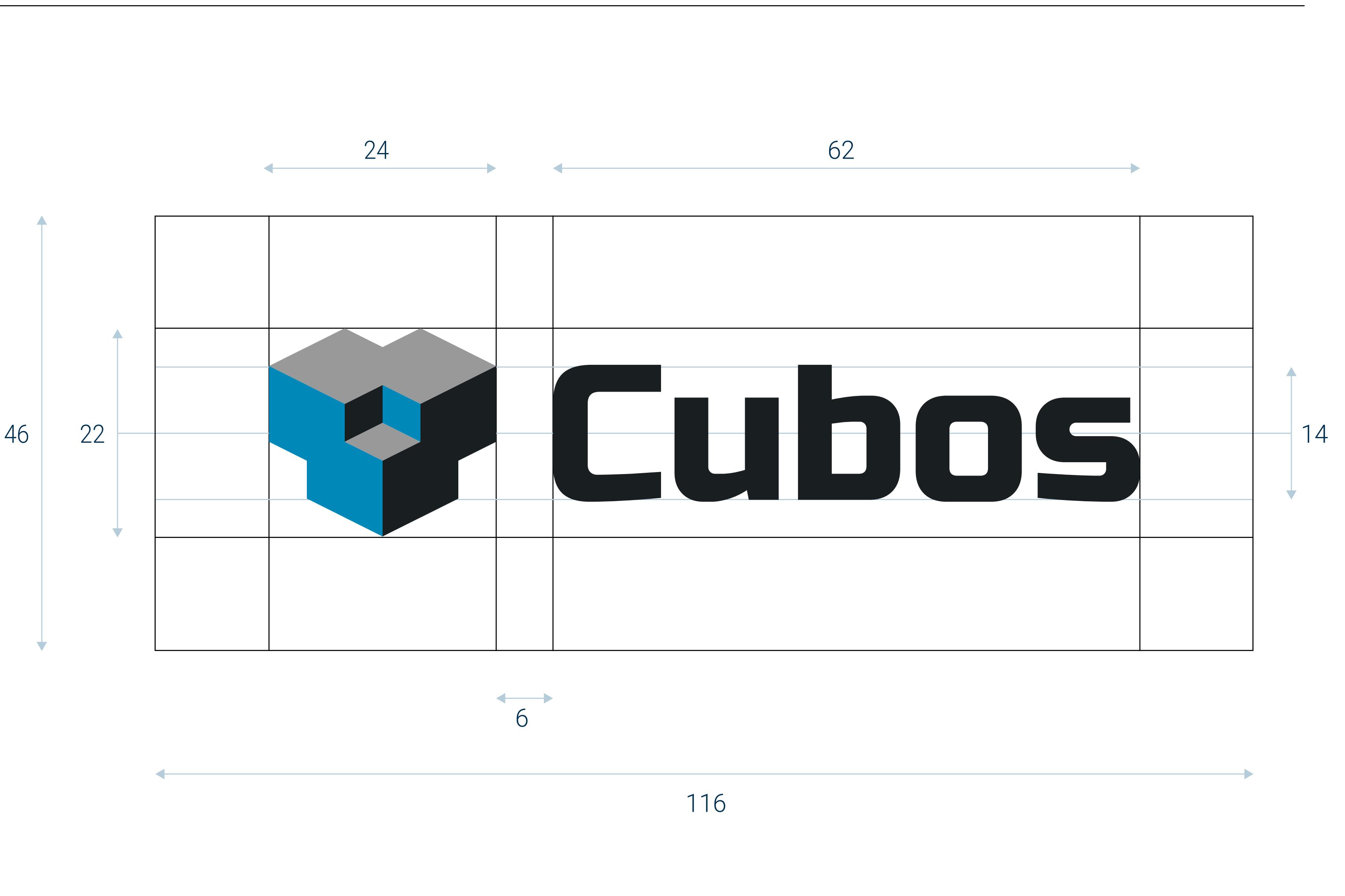
Under no circumstances should the logo undergo modification, distortion, or redrawn, preserving its integrity and recognition.



## LOGO / EXCLUSION ZONE

We've defined an exclusion zone that stops other graphic elements interfering with the Free Logo and make sure the logo is easy to read.

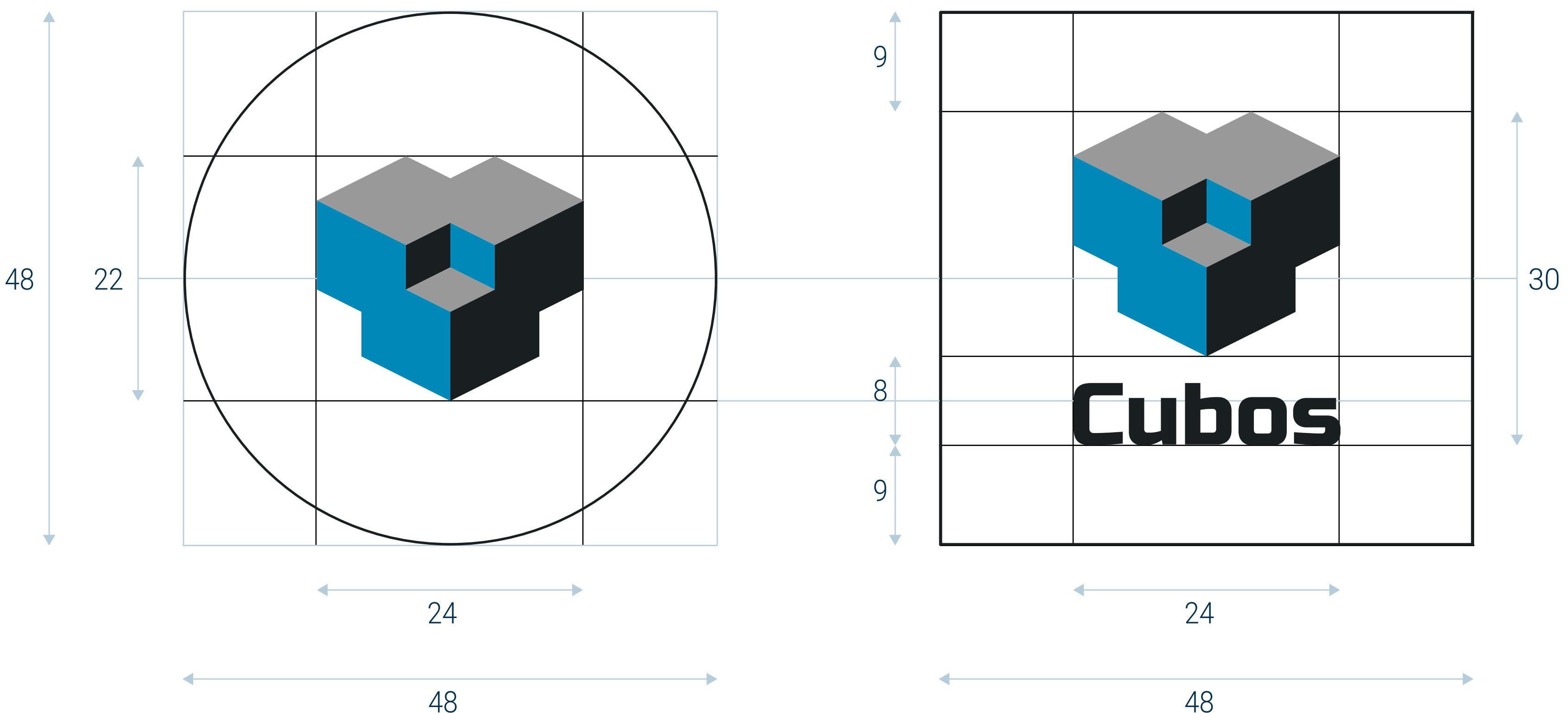
Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.



## LOGO / EXCLUSION ZONE

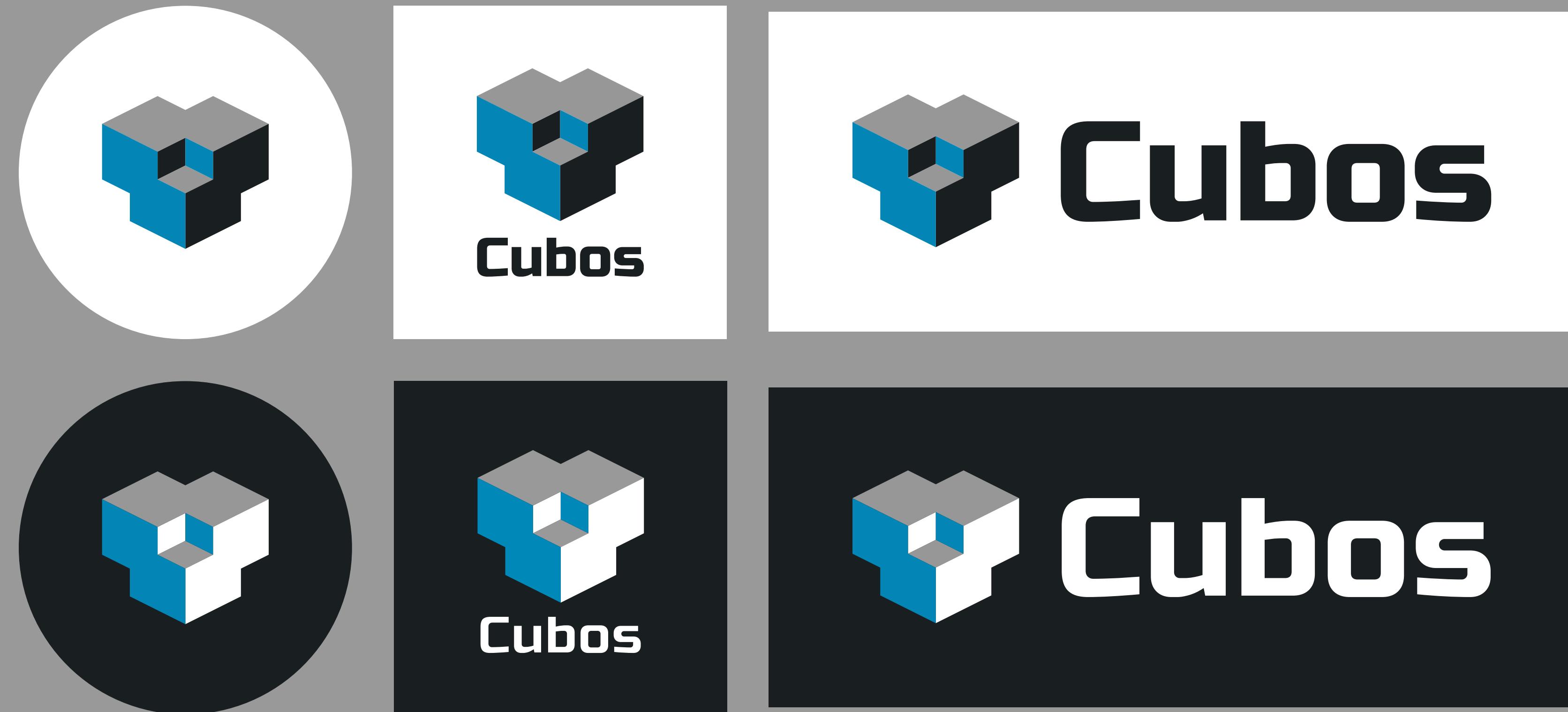
We've defined an exclusion zone that stops other graphic elements interfering with the Free Logo and make sure the logo is easy to read.

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.



## LOGO / COLOR USAGE

The color version of the Free logo features a combination of cyane, black, and white. The cyane represents trust and stability, the black adds sophistication, and the white symbolizes creative freedom. The monochrome version of the logo is to be used when color reproduction is limited.

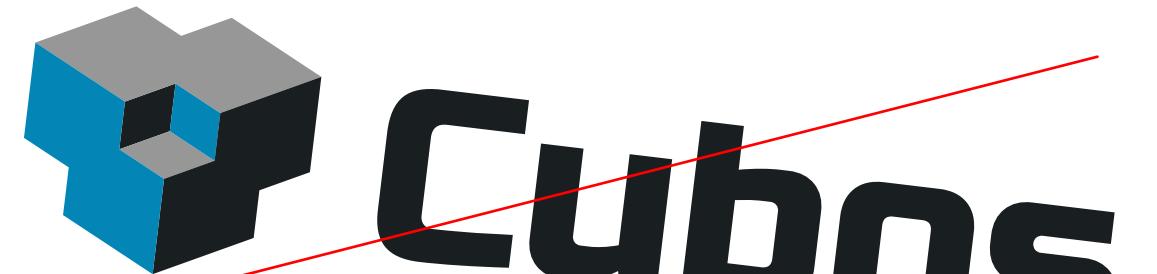
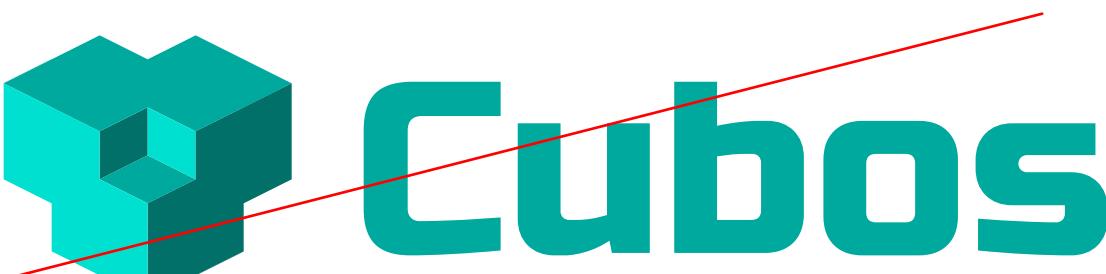
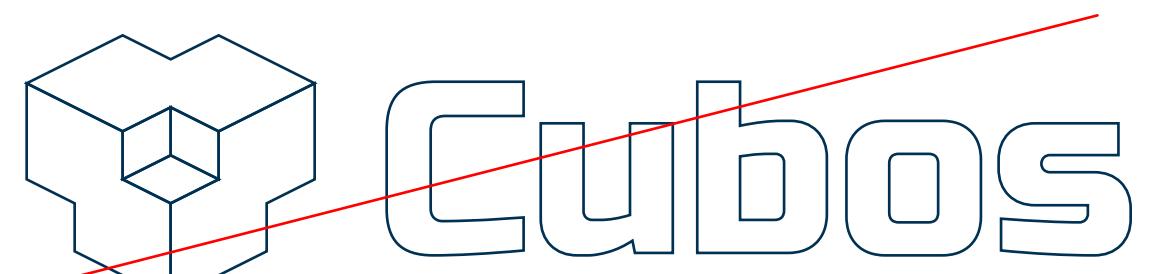
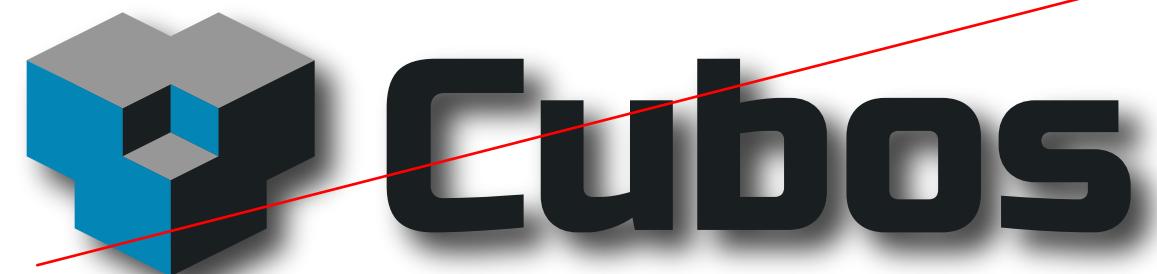
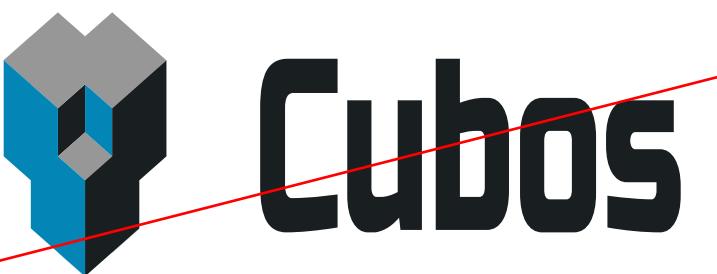
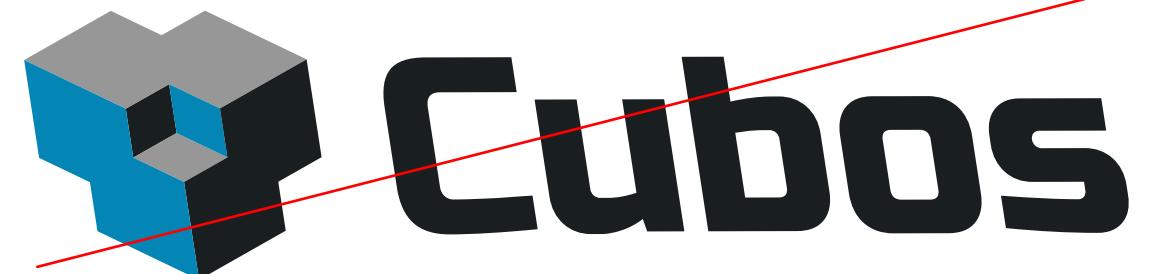
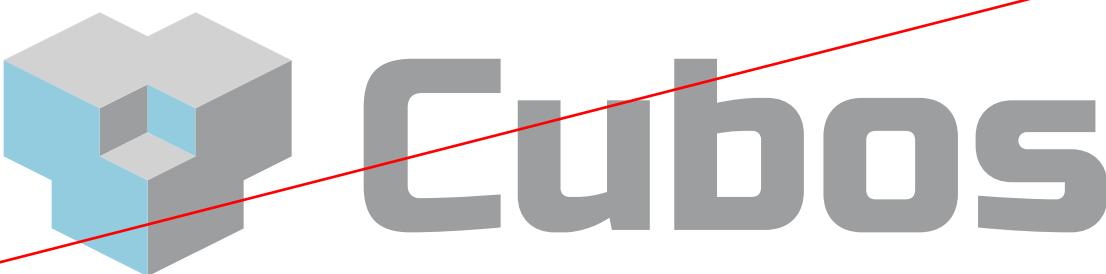


## INCORRECT USAGE

Here's what you should not do with your logo.

Remember that in order to convey an identity rooted in values, the best way to preserve it is to consistently and accurately present our brand and respect our brand guidelines

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Crop the logo in any way.

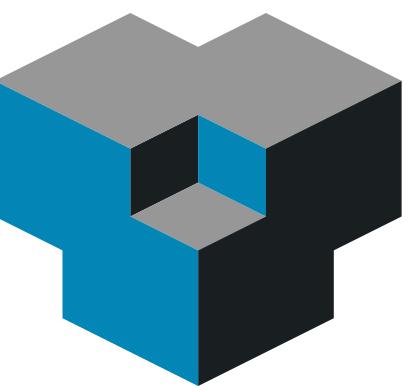


## LOGO SCALE / LEGIBILITY

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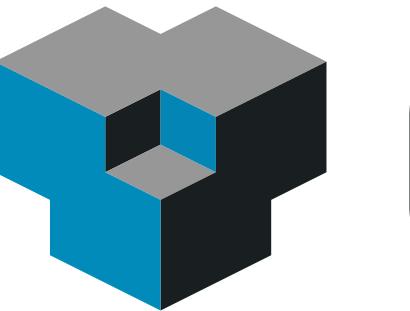
Incorporate responsive design principles by adjusting the logo size proportionally, ensuring a harmonious visual presence across a range of devices, screen dimensions as well as different mediums. Consistency is key.

Uphold uniformity in logo scaling throughout different brand assets to establish a coherent and easily recognizable brand identity.



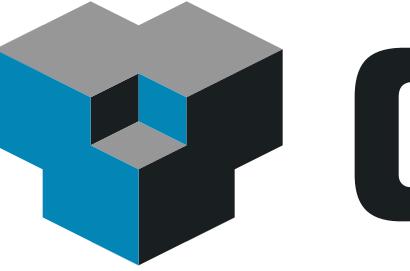
**Cubos**

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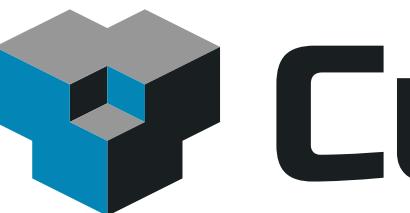
**Cubos**

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**Cubos**

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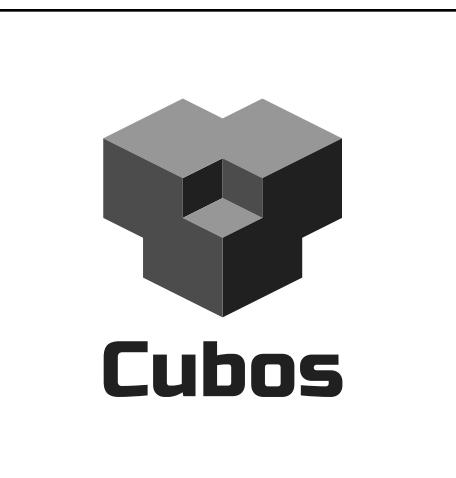
**Cubos**

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## LOGO MONOCOLOR

Occasionally, production constraints may limit color options to a singular choice. In such instances, make sure to adhere to the following guidelines:

- The logo, mark, and wordmark should be employed with either light-colored typography on a dark background or dark-colored typography on a light background.
- Ensure clear distinction between the wordmark and symbol from the background color, both elements must stand out.
- Whenever possible, adhere to our Example Brand colour palette; however, use black or white when necessary, in accordance with constraints.



# TYPOGRAPHY

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CUBOS BRAND IDENTITY GUIDELINES

Typography serves as the understated storyteller of our brand narrative, shaping the reception and recollection of our message.

This segment acts as a guiding light through the typography realm of our brand, guaranteeing lucidity, uniformity, and a cohesive visual identity.

# TYPOGRAPHY

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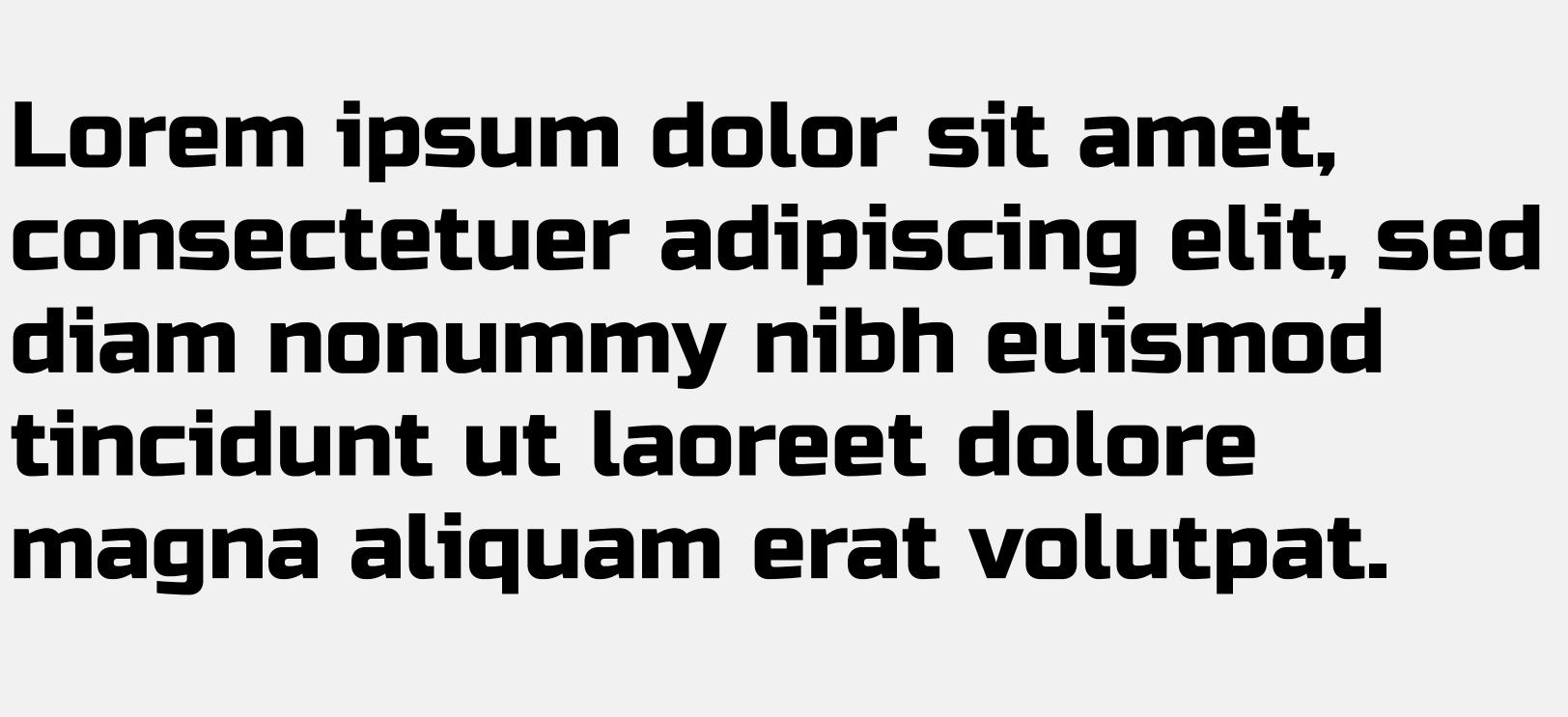
## Headline

Font	Letter Spacing
Russo One	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
64px	0px
Line Height	Case
75px	Original



## Headline 2

Font	Letter Spacing
Russo One	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
36px	0px
Line Height	Case
40px	Original



# TYPOGRAPHY

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## Headline 3

Font	Letter Spacing
Russo One	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
24px	0px
Line Height	Case
30px	Original

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem sed risus ultricies tristique nulla. Congue eu consequat ac felis donec et odio. Lobortis mattis aliquam faucibus purus. Ut porttitor leo a diam sollicitudin. Fusce id velit ut tortor pretium viverra suspendisse. Eu feugiat pretium nibh ipsum.**

## Button

Font	Letter Spacing
Russo One	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
18px	0px
Line Height	Case
20px	Original

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Rhoncus dolor purus non enim praesent elementum. Adipiscing elit pellentesque habitant morbi. Amet consectetur adipiscing elit ut aliquam purus. Vulputate dignissim suspendisse in est ante in. Eros donec ac odio tempor orci dapibus ultrices. Sagittis id consectetur purus ut faucibus. Malesuada fames ac turpis egestas maecenas pharetra convallis posuere.**

# TYPOGRAPHY

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## Lead Paragraph

Font	Letter Spacing
Roboto	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
24px	0px
Line Height	Case
30px	Original

**Lead Paragraph**  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum sollicitudin.

## Paragraph

Font	Letter Spacing
Roboto	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
18px	0px
Line Height	Case
25px	Original

**Paragraph**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Morbi leo urna molestie at elementum. Orci ac auctor augue mauris augue neque gravida in. Ornare aenean euismod elementum nisi quis. Maecenas volutpat blandit aliquam etiam erat velit scelerisque in dictum. Morbi quis commodo odio aenean sed adipiscing. Est placerat in egestas erat imperdiet. Facilisis leo vel fringilla est ullamcorper eget nulla facilisi. Lorem ipsum dolor sit amet consectetur. In ornare quam viverra orci sagittis eu. Dolor purus non enim praesent elementum facilisis leo vel fringilla. Ullamcorper a lacus vestibulum sed. Pellentesque nec nam aliquam sem et tortor. Urna duis convallis.

## TYPE HIERARCHY

Use the sample hierarchy and font weights to the right any time you are writing or designing copy.

These include corporate communications and signs.

It can be used for headlines or to lay emphasis in body copy.

# Brand Guideline

Use me for Headlines

## A Free Brand Guideline

I can be used for Headlines too

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Rhoncus dolor purus non enim praesent elementum.

Use Me for Body Copy

### Headline 3

Use me for Headlines

### Button

I can be used for Headlines too

### Lead Paragraph

I am multipurpose

### Paragraph

Use me for body copy

# COLOR

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CUBOS BRAND IDENTITY GUIDELINES

Colors are the vibrant pulse of our brand, shaping perception, stirring emotions, and making a memorable mark.

This segment acts as a roadmap to leverage the strength of our meticulously chosen color palette, guaranteeing uniformity and resonance across every brand interaction.

## COLOR PALETTE

The color palette for the **Cubos** Logo consists of colors: Cyane Blue (#008BBA), Night Black (#202325), Dark Gray (#4D4D4D), Mid Gray (#999999), Eletric Blue (#99DDFF), and Pure White (#FFFFFF).

These colors should be used consistently across all brand materials to maintain a cohesive visual identity.

**Cyane  
Blue**

**Brand**  
rgba(0,139,186,1)  
hsla(195,100,73,1)  
#008BBA

**Night  
Black**

**Neutral**  
rgba(32,35,37,1)  
hsla(204,7,14,1)  
#202325

**Dark  
Gray**

**Neutral Muted**  
rgba(77,77,77,1)  
hsla(204,0,30,1)  
#4D4D4D

**Mid  
Gray**

**Neutral Shade**  
rgba(153,153,153,1)  
hsla(0,0,60,1)  
#999999

**Pure  
White**

**Surface**  
rgba(255,255,255,1)  
hsla(0,0,100,1)  
#FFFFFF

## COLOR PALETTE

The color palette for **Cubos'** sites and apps consists of following colors:

### dark mode

#### Text

Text DM  
rgba(217,221,222,1)  
hsla(192,7,86,1)  
#D9DDDE

#### Accent

Accent DM  
rgba(0,191,255,1)  
hsla(195,100,50,1)  
#00BFFF

#### Shade 1

Shade 1 DM  
rgba(37,49,60,1)  
hsla(209,24,19,1)  
#25313C

#### Shade 2

Shade 2 DM  
rgba(34,42,49,1)  
hsla(208,18,16,1)  
#222A31

### Back - ground

Background DM  
rgba(32,35,37,1)  
hsla(204,7,14,1)  
#202325

### gray mode

#### Text

Text DM  
rgba(217,221,222,1)  
hsla(192,7,86,1)  
#D9DDDE

#### Accent

Accent DM  
rgba(0,191,255,1)  
hsla(195,100,50,1)  
#00BFFF

#### Shade 1

Shade 1 GM  
rgba(49,49,49,1)  
hsla(0,0,19,1)  
#313131

#### Shade 2

Shade 2 GM  
rgba(42,42,42,1)  
hsla(0,0,16,1)  
#2A2A2A

### Back - ground

Background GM  
rgba(35,35,35,1)  
hsla(0,0,14,1)  
#232323

### light mode

#### Text

Text LM  
rgba(33,37,38,1)  
hsla(192,7,14,1)  
#212526

#### Accent

Accent LM  
rgba(0,153,204,1)  
hsla(195,100,40,1)  
#0099CC

#### Shade 1

Shade 1 LM  
rgba(239,242,245,1)  
hsla(210,23,95,1)  
#EFF2F5

#### Shade 2

Shade 2 LM  
rgba(223,229,236,1)  
hsla(212,25,90,1)  
#DFE5EC

### Back - ground

Background LM  
rgba(208,217,226,1)  
hsla(210,24,85,1)  
#D0D9E2

# PUBLICATION

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CUBOS BRAND IDENTITY GUIDELINES

Our brand's publication materials are a physical extension of our identity, leaving a lasting impression on clients, partners, and stakeholders, as well as creating initial first impressions.

This section outlines the guidelines for branding use on publications, ensuring consistency and cohesiveness.

## LETTER HEAD

**Logo Placement:** The logo should be prominently placed at the top of the letterhead, maintaining a clear space around it to ensure visibility and impact.

**Typography:** Utilize the specified typography hierarchy, ensuring uniformity in font styles, sizes, and spacing.

**Color Application:** The letterhead should feature the primary colors of our brand palette, creating a cohesive and recognizable visual identity.

**Contact Information:** Include relevant contact information in a clear and legible font, aligned with the overall design aesthetic.



## BUSINESS CARD

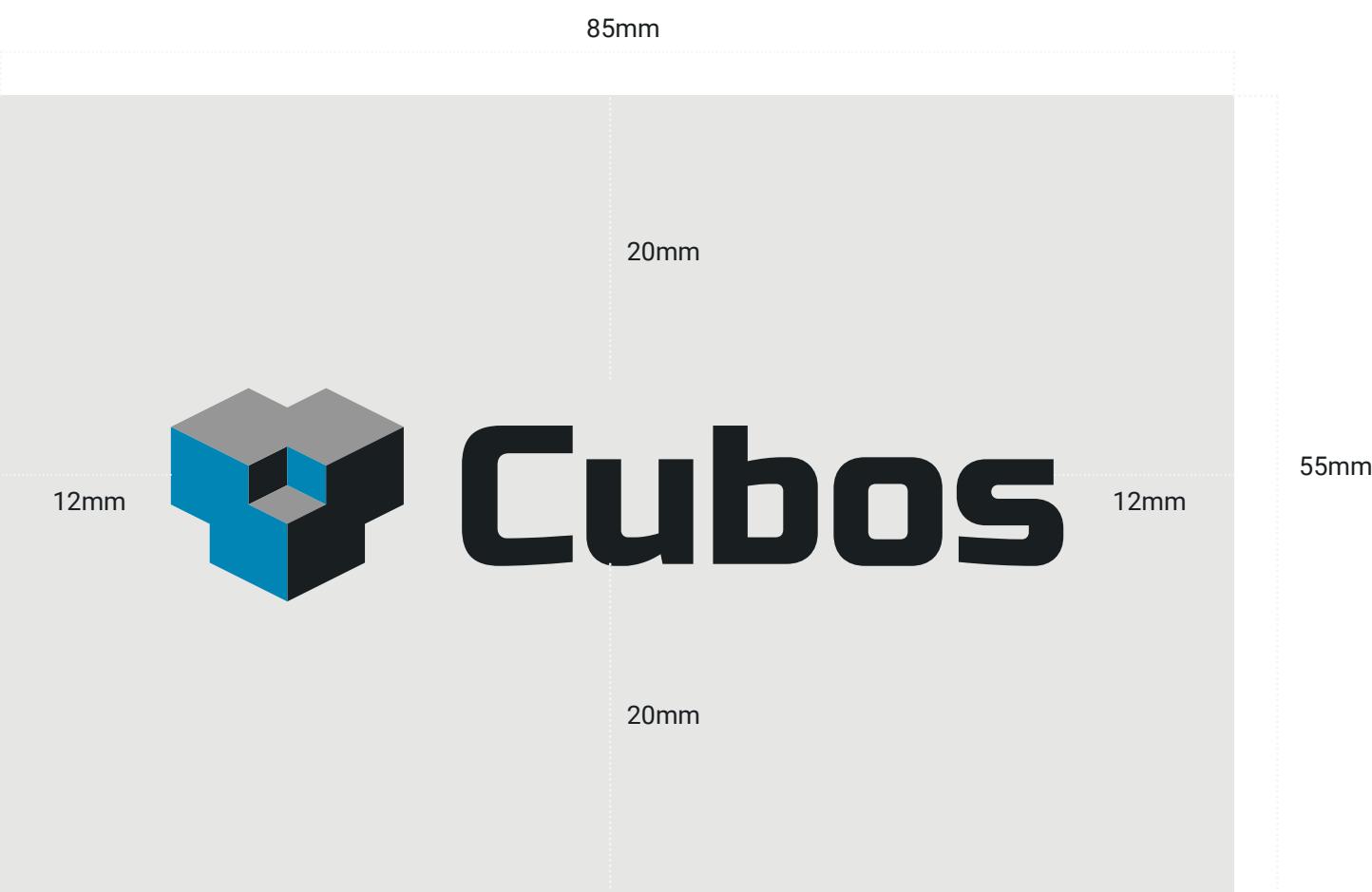
Logo Placement: Position the logo prominently on the business card, preserving ample space for visual emphasis.

Typography Uniformity: Adhere to the designated typography for all textual components on the business card, fostering a unified and coherent look.

Color Palette Application: Apply the primary hues from our palette to ensure brand consistency and recognition.

Structure and Spacing: Adhere to a tidy and structured layout, maintaining appropriate spacing between elements to enhance design aesthetics and readability.

Contact Information: Incorporate crucial contact details including names, titles, phone numbers, emails, and other pertinent information.



# PATTERN

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CUBOS BRAND IDENTITY GUIDELINES

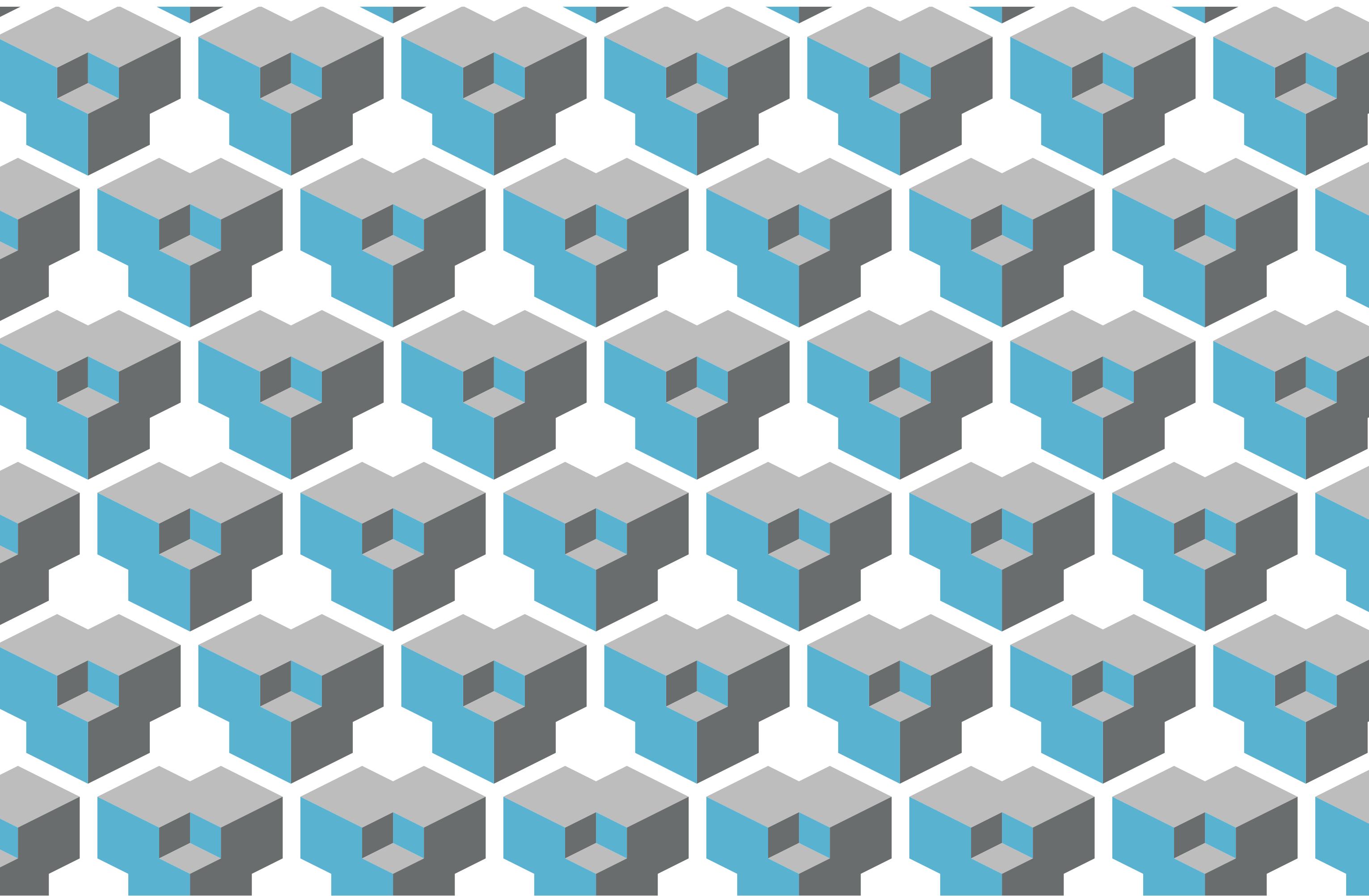
## PATTERN

Patterns embody a visual dialect that enriches the depth and personality of our brand. Within this segment, we delineate principles for crafting and utilizing patterns to elevate brand coherence and aesthetic appearance.

### Creating Patterns:

**Inspiration:** Patterns should take inspiration from the logo, symbol, or other brand elements to help maintain a cohesive visual identity.

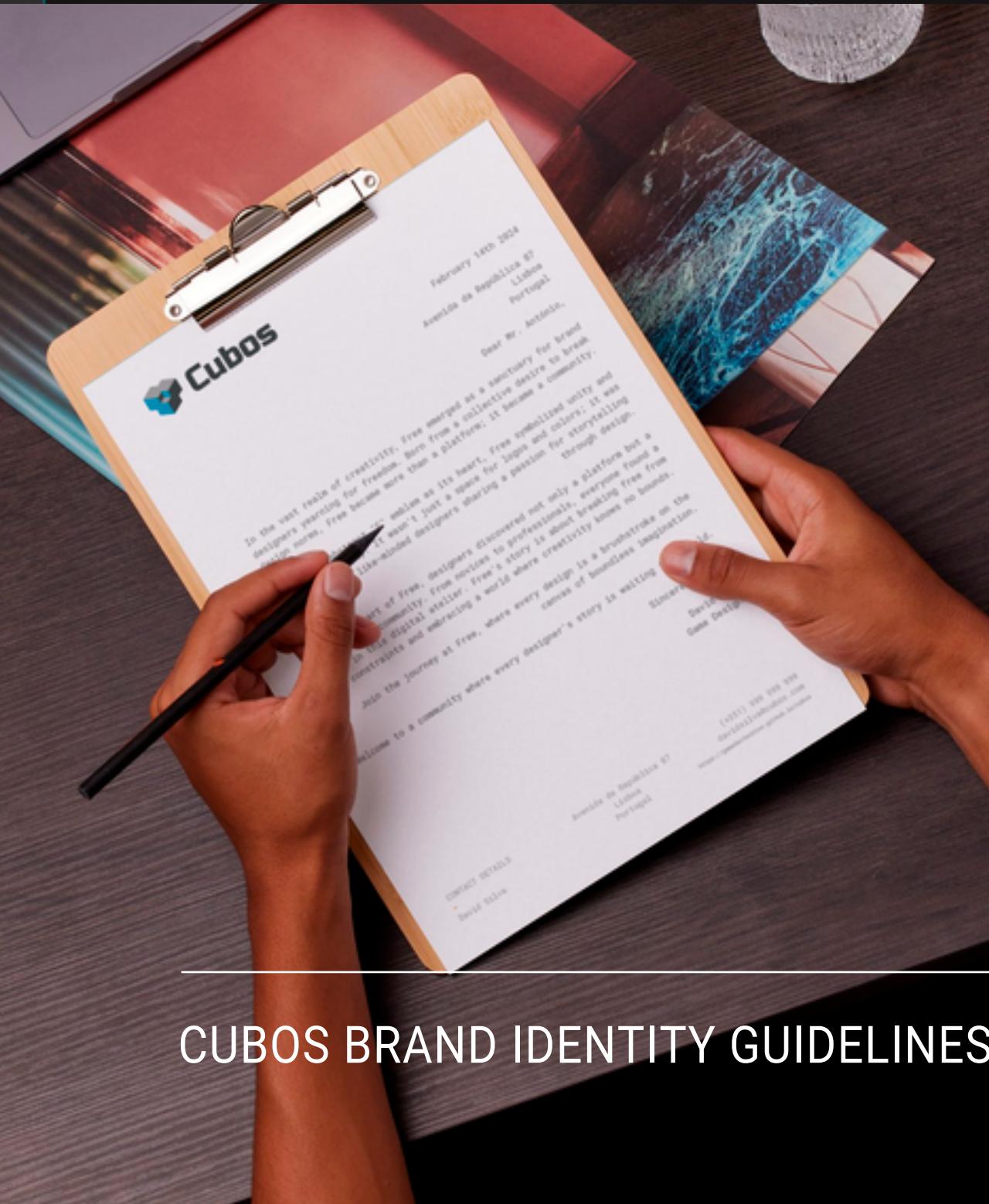
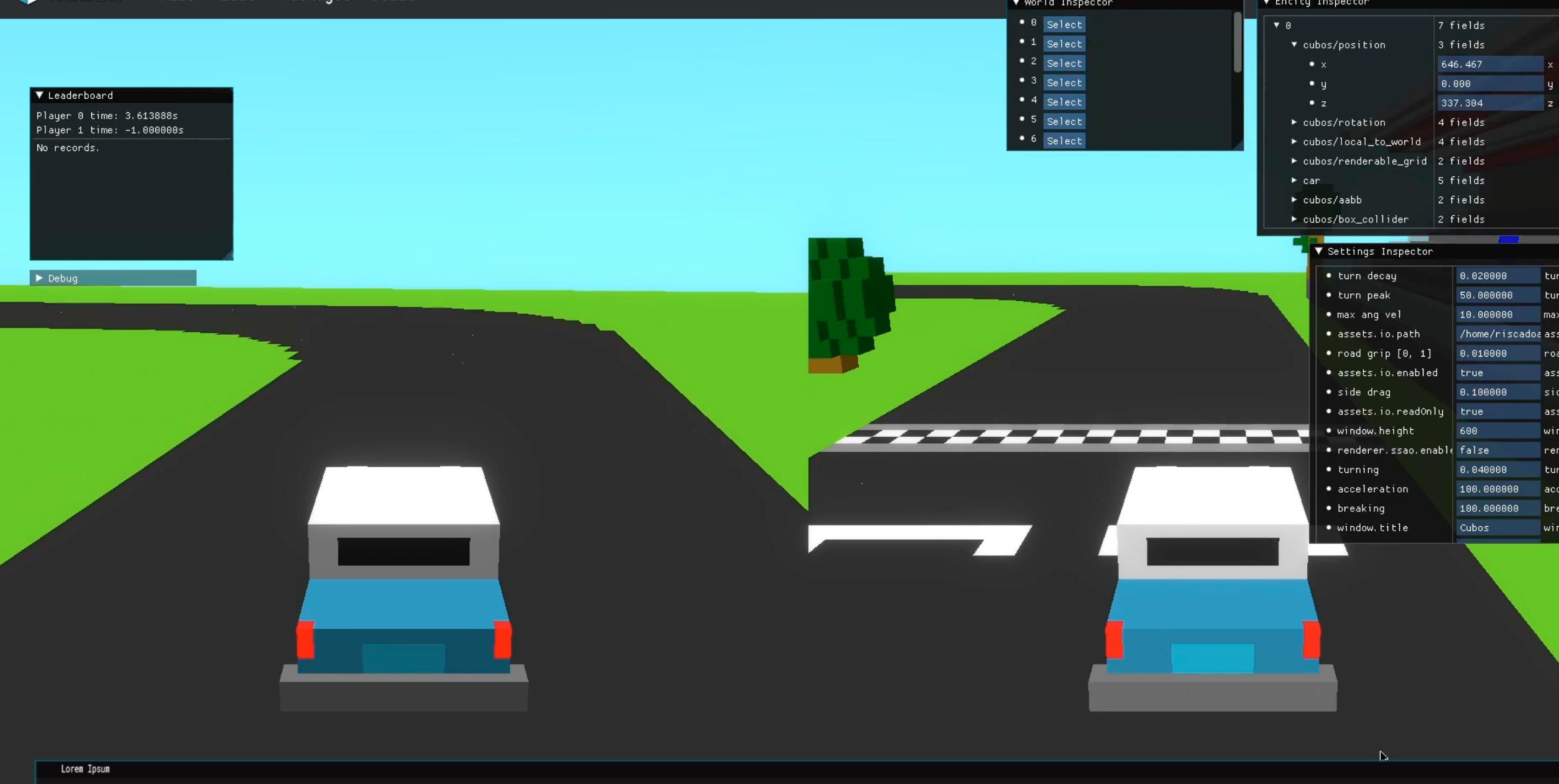
**Simplicity:** Keep patterns simple and versatile for ease of application across various mediums, to avoid complications.



# PRESENTATION

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CUBOS BRAND IDENTITY GUIDELINES



# THANK YOU