



qubic

**Brand
Guidelines**

Brand Guidelines

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This content page outlines the guidelines for creating cohesive, impactful messaging that aligns with the brand's voice and identity. Each section provides clear direction on tone, style, and structure, ensuring every piece of content is crafted to engage the audience and reflect the brand's identity.

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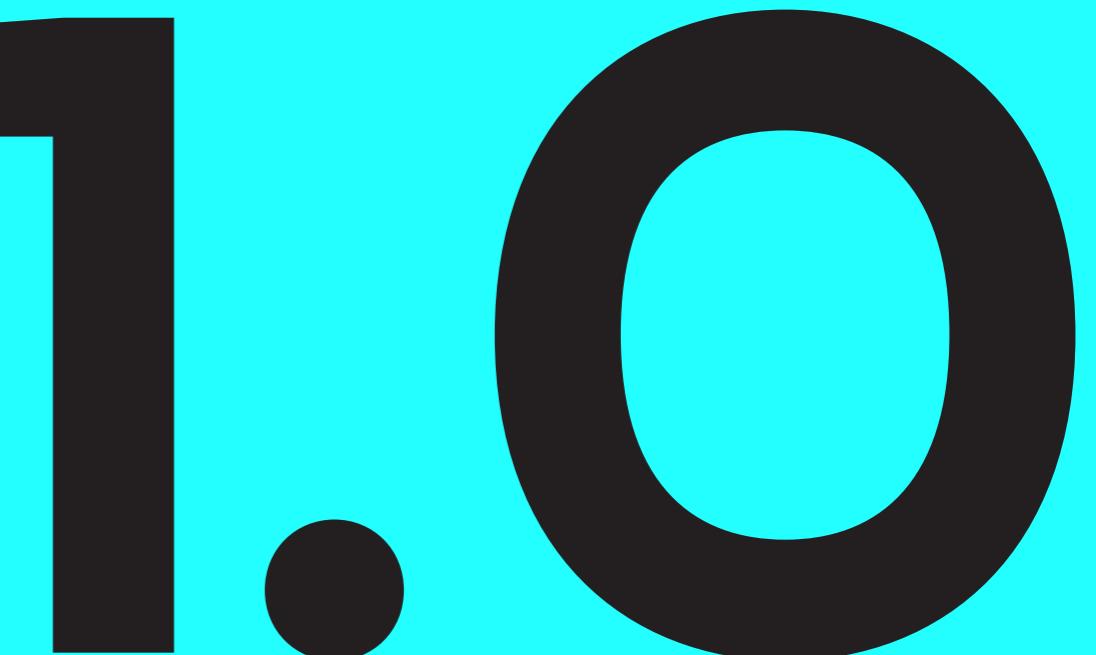
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The Brand

Use these guidelines as your roadmap for building and communicating the Qubic brand. Inside, you'll find clear instructions on how to use our logo, colors, typography, imagery, and messaging to create a unified and powerful brand experience. Follow these standards to ensure every touchpoint, whether it's a website, social post, presentation, or product packaging, reflects Qubic's futuristic vision and technological leadership.

Qubic Brand Guidelines

The Brand

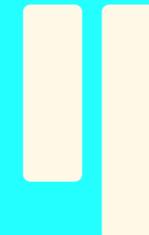


As Qubic evolves, our identity must communicate both technical depth and radical clarity. These guidelines are here to unify our voice, visual language, and tone – across code, community, and communication. Whether you’re building, designing, writing, or representing Qubic, this is the foundation we build from. Cohesive, compelling, and unmistakably us.

Who is Qubic?

As Qubic, we are building the decentralised compute layer powering the future of artificial intelligence. We transform idle hardware around the world into a permissionless, privacy-respecting network – not for mining blocks, but for training intelligence. Our approach is different. With Useful Proof of Work, we redirect energy into something that matters: the journey to AGI, owned by the people, not monopolies.

What's Qubic About



Mission Statement

As Qubic, our mission is to decentralise AI by making intelligence a public resource – not a corporate asset. We’re here to unlock global compute, build open systems, and make every contribution to the network count toward something greater. We don’t mine for hype. We mine for purpose.



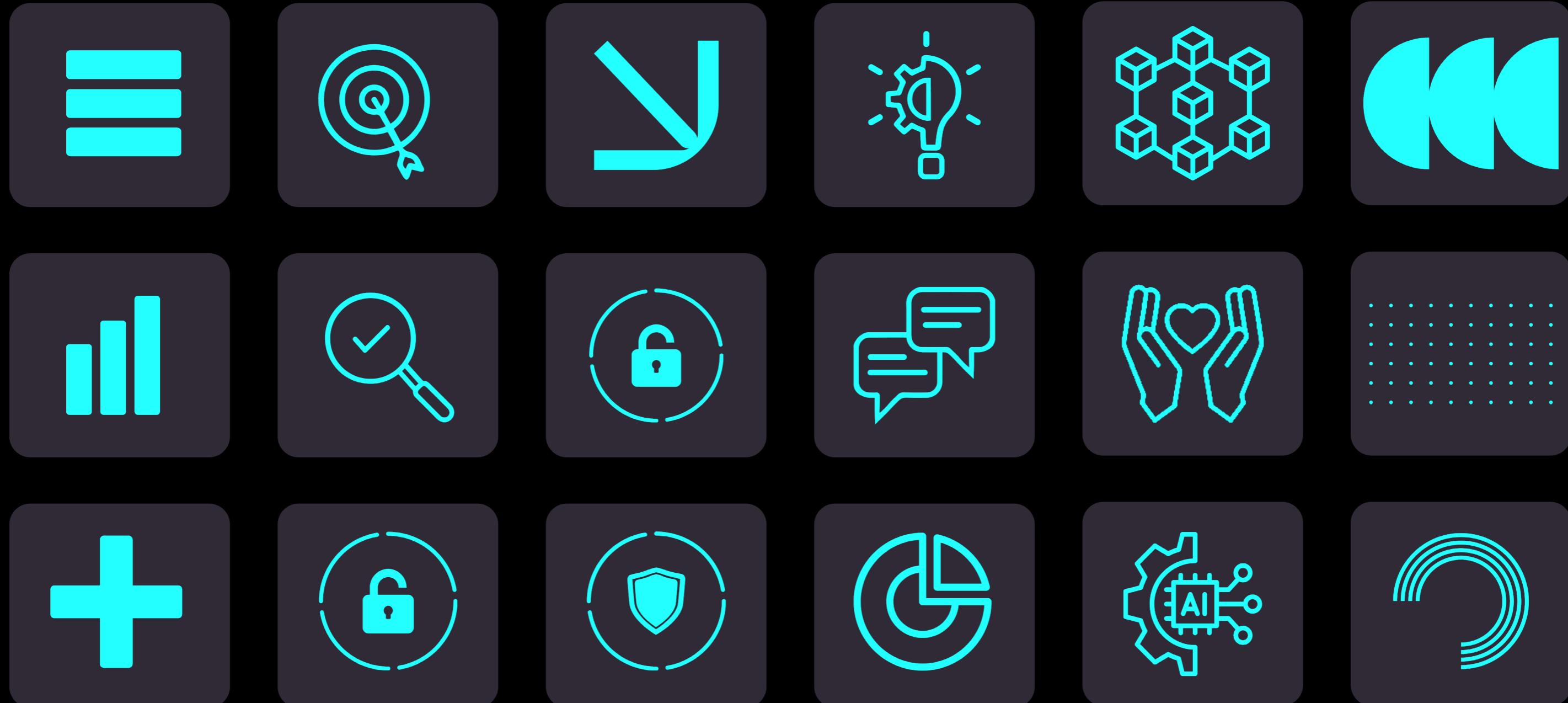
The Vision

As Qubic, we envision a future where artificial intelligence is decentralised, transparent, and shaped by the many – not owned by the few. AGI should be a public resource, not a corporate asset. That’s why we’re building a global compute network where every contributor plays a role in training intelligence and powering privacy-first workloads. We’re not replicating broken systems – we’re rebuilding them from the ground up. With smarter infrastructure, fairer incentives, and open collaboration.

1.4 Motif The Brand

The Qubic motifs utilise the brandmark to a menu, graph and add motifs, while strategic iconography and unique shapes, seamlessly integrating across design assets, web, and social platforms.

Qubic Brand Guidelines



At Qubic, our mission is to redefine what's possible with blockchain technology. Our new tagline, "The Smarter Chain," captures the essence of what sets Qubic apart: a blockchain that goes beyond speed and scalability to deliver true intelligence, utility, and innovation. This phrase is more than a slogan, it's a promise to our users, developers, and partners that Qubic is leading the way in intelligent, purposeful blockchain solutions.

The Smarter Chain

What it means to Qubic

"The Smarter Chain" perfectly encapsulates Qubic's core strengths and vision. Unlike traditional blockchains that focus solely on speed or decentralization, Qubic integrates advanced AI capabilities, useful proof-of-work, and instant, feeless transactions into its core protocol. This tagline signals that Qubic is not just a faster or cheaper blockchain, it's fundamentally more intelligent and adaptive. It reflects our commitment to enabling real-world computation, smart contracts that deliver on their promise, and a protocol that evolves with the needs of developers and users.

Standing Apart from Competitors

While leading blockchains like Solana, TON, and Kaspa emphasize speed, throughput, or scalability in their messaging, "Smarter Chains" positions Qubic in a category of its own. Our tagline highlights Qubic's unique blend of AI integration, useful computation, and seamless user experience, features that competitors often mention as future goals but Qubic delivers today. By focusing on intelligence and utility, "The Smarter Chain" communicates that Qubic isn't just keeping up with the industry, it's setting a new standard for what a blockchain can achieve in the era of AI and real-world applications.

With Qubic's new tagline, "The Smarter Chain," you're setting a tone of intelligence, innovation, and forward-thinking technology. To extend this brand identity, spin-offs like "Smarter Mining" and other "Smarter X" phrases can reinforce the message that Qubic brings enhanced intelligence and efficiency to every aspect of its ecosystem.

Smarter Mining Contracts Payments Rewards

How to Use These Spin-Offs

Each "Smarter X" phrase can be used as a campaign headline, website section, or feature highlight. For example:

- "The Smarter Chain: Powering Smarter Mining, Smarter Contracts, and Smarter AI."
- "Experience Smarter Payments with Feeless Transfers."
- "Join the Evolution: Smarter Rewards for Every Contributor."

The Logo

Logo

The Qubic logo is the cornerstone of our brand identity. It embodies our values of intelligence, innovation, and precision. This section provides guidelines to ensure the logo is used consistently and effectively across all platforms, maintaining its clarity and impact whether displayed large or small. Proper use of the logo helps build a strong, recognizable presence that reflects Qubic's leadership in blockchain technology.

Qubic Brand Guidelines

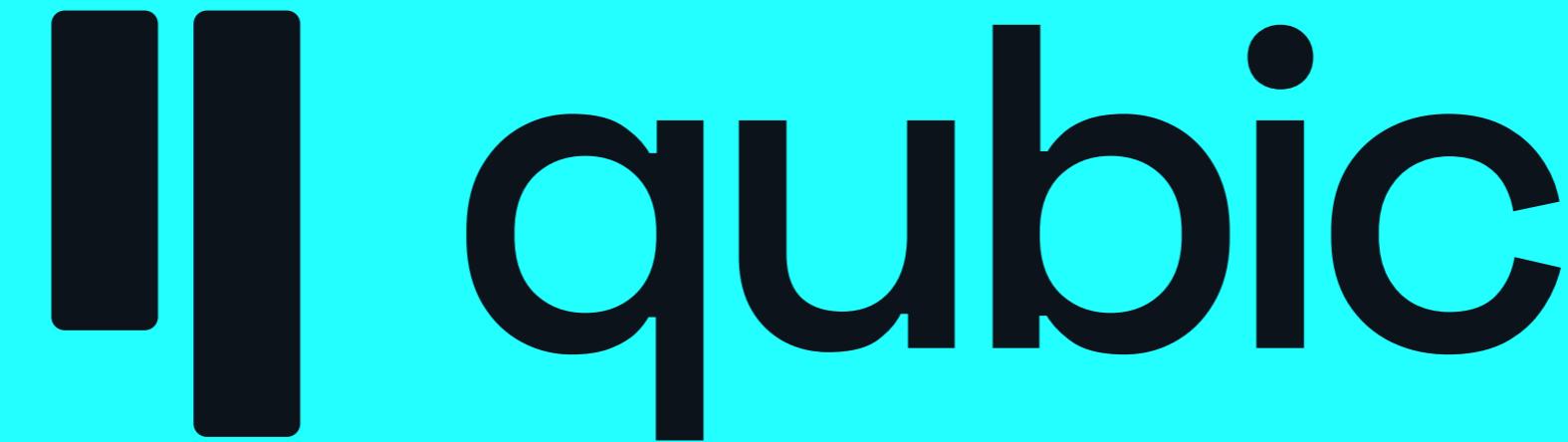


2.1 Primary Logo

The Logo

The Qubic logo is a visual expression of our protocol's intelligence, precision, and ambition. Designed to be both modern and timeless, it reflects the advanced technology and purposeful innovation at the heart of the Qubic ecosystem. Every element of the logo, from its geometric structure to its clean lines, signals clarity, trust, and the seamless integration of AI and blockchain. As the symbol of our brand, the Qubic logo stands for smarter solutions, real-world utility, and a new era of decentralized computation.

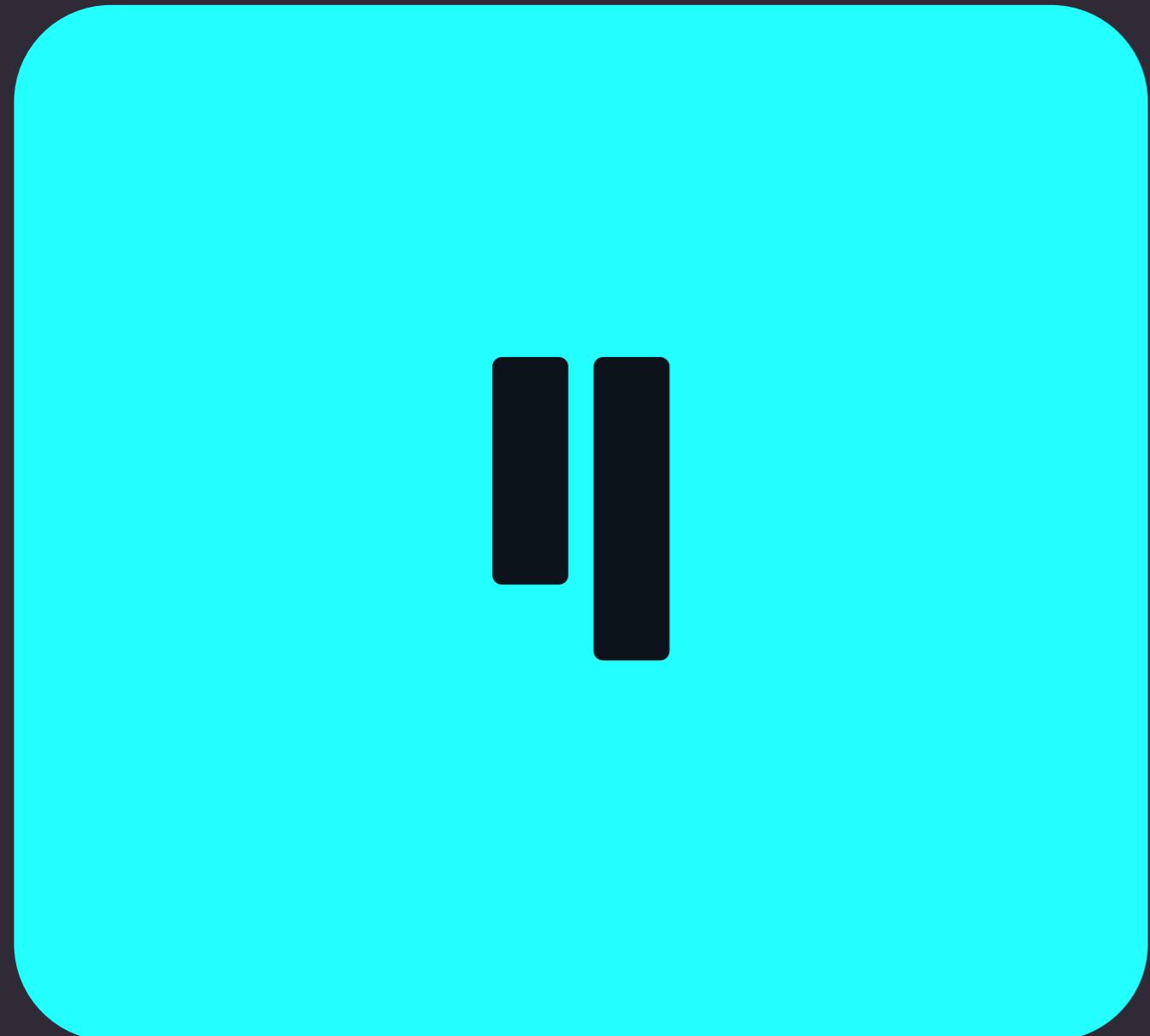
Qubic Brand Guidelines



2.2 Brandmark The Logo

The Qubic brand mark is a distinctive visual symbol that represents our identity in a simple, memorable form. It captures the essence of our technology and vision, designed to be versatile and instantly recognizable across all touchpoints.

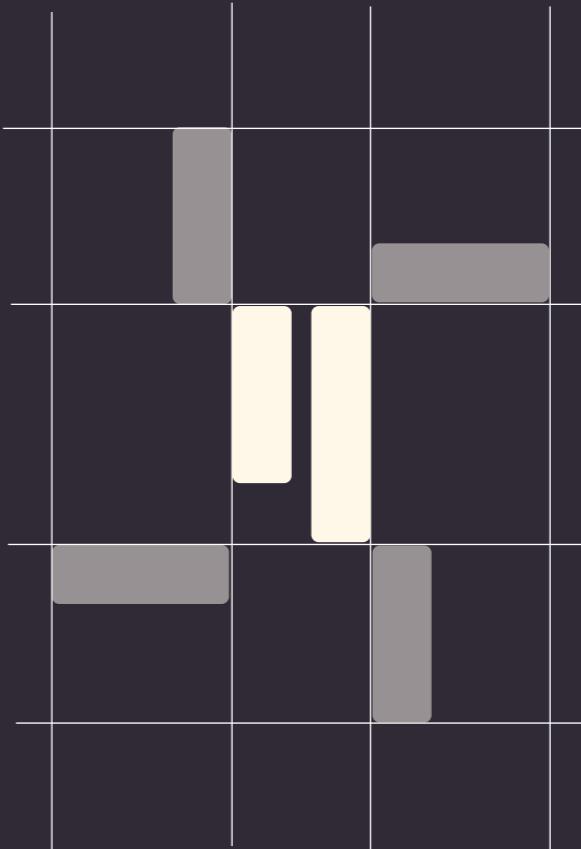
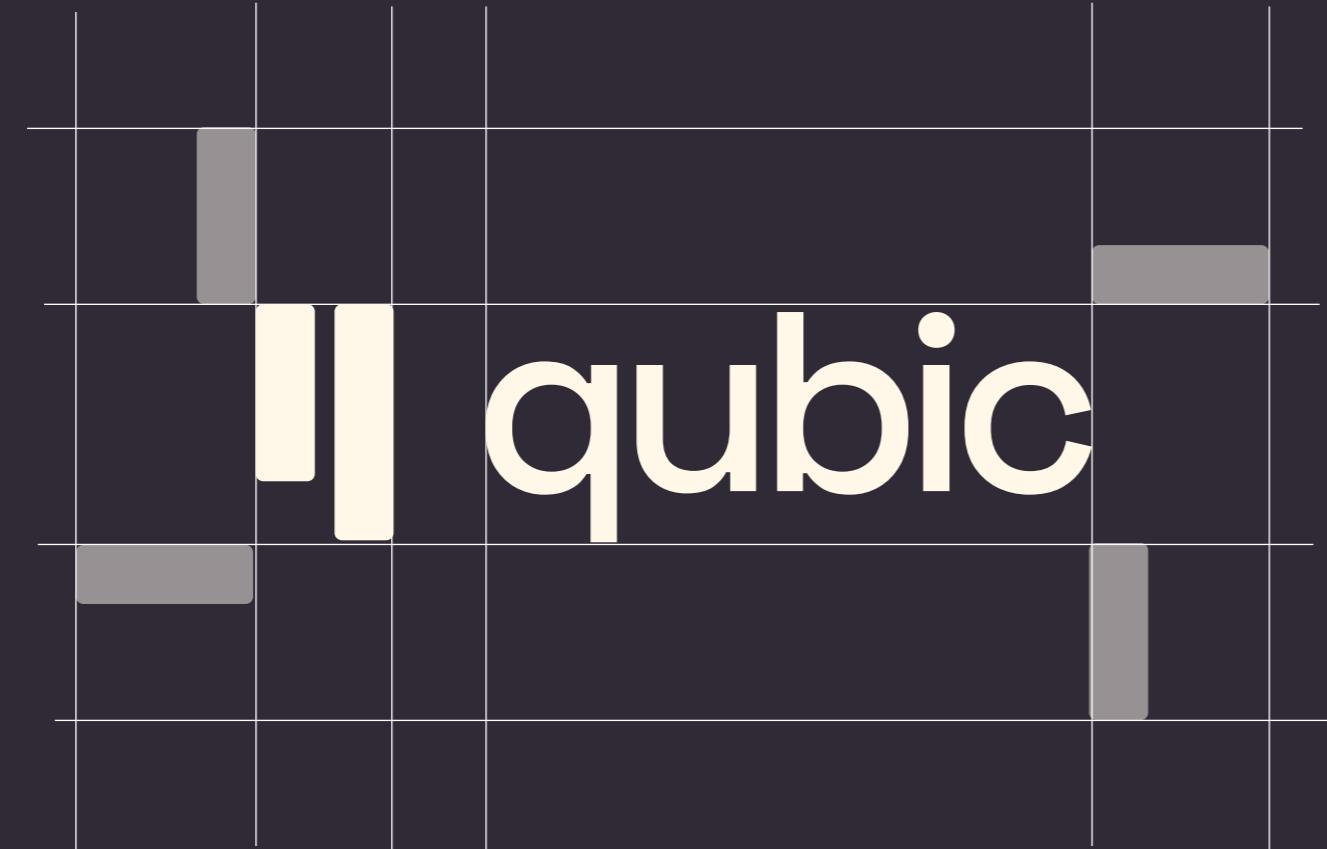
Qubic Brand Guidelines



2.3 Clearspace: Lock-up & Icon The Logo

To ensure the Qubic logo and brand mark remain clear and impactful, proper spacing and lockup guidelines are essential. The clear space around the logo is defined by the proportions of the brand mark, guaranteeing scalability and visual balance across all sizes and applications. This approach maintains the logo's integrity and legibility, whether it appears on small digital icons or large-format prints.

Qubic Brand Guidelines



The logo must interact with partnering logos in the following ways and adhere to the clearspace rules.

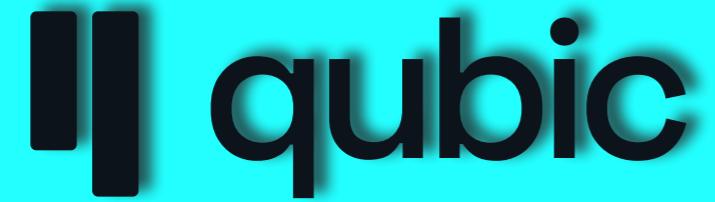


2.5 Do's & Don'ts

The Logo

The Do's and Don'ts of the logo are essential guidelines to ensure consistency, clarity, and professionalism in its use across various platforms and materials. These rules help maintain the integrity of the brand identity, ensuring the logo remains visually effective and recognisable, no matter the medium or background.

Qubic Brand Guidelines



✗ Don't add a drop shadow or glow to the logo.



✗ Don't reduce the opacity of the logo from 100%.



Don't stretch or warp the logo



Don't place the logo on background that are colourful / busy

2.6 Animation The Logo

This sequence demonstrates the evolution and dynamic energy of the Qubic logo. Each frame highlights the modular, geometric elements that define our brand, building from simple forms into the complete Qubic identity. The animation starts with the brandmark upside down and the dot from in the bouncing in, eventually knocking it down to its correct position and bouncing to the top of the 'i'.



Qubic Brand Guidelines

Color

This section defines Qubic's color palette, ensuring consistency and brand recognition across all materials. It outlines the primary and secondary colours with specific code



3.1 Color Palette

Color

Neon Blue

#23FFFF
C0 M0 Y7 K0

R35
G255
B255

Charcole

#302A36
C0 M0 Y7 K0

R48
G42
B54

Cream

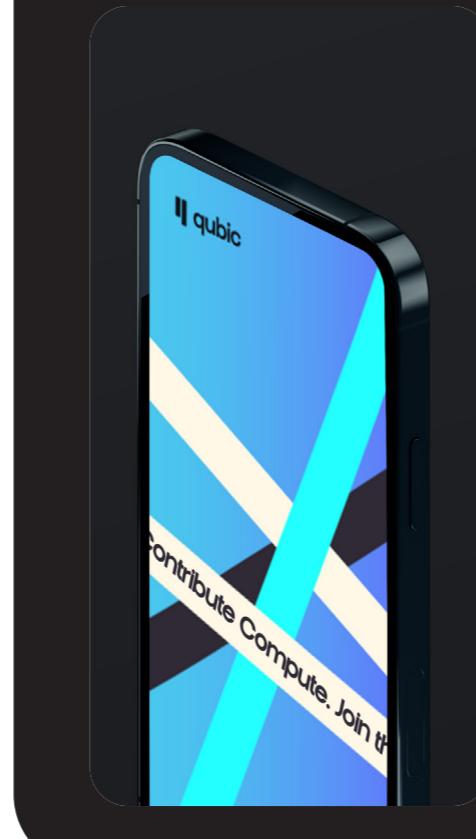
#FEF8E8
C0 M0 Y7 K0

R254
G248
B232

Purple paint

#6763FF
C0 M0 Y7 K0

R103
G99
B255



Breaking Barriers

Qubic has redefined what's possible in blockchain technology, recently achieving a record-breaking 15.52 million transactions per second (TPS) on its live Layer 1 mainnet—a feat independently verified by CertiK, a leading blockchain security firm.

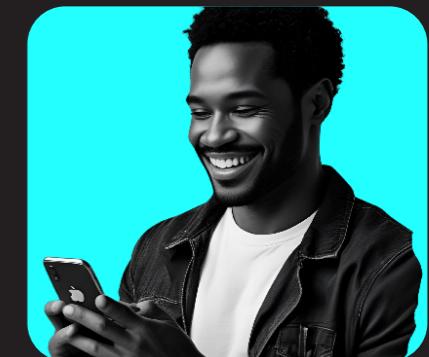


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A New Direction

Qubic's 2025 roadmap signals a strategic pivot toward broader integration, accessibility, and ecosystem growth. The team is focused on making Qubic interoperable with widely used blockchain infrastructure.



Qubic's color palette has been chosen to visually communicate Qubic's core values – innovation, intelligence, trust, and openness – while ensuring the brand stands out, feels modern and remains flexible for digital applications.

Neon Blue

Neon Blue injects energy, urgency, and excitement. It's often used for calls to action and to highlight important elements.

This accent color draws attention to key interactions or features, helping guide user focus and reinforcing the brand's dynamic nature.

Purple Paint

Purple is associated with creativity, intelligence, and technology. It's a color often linked to futuristic thinking and digital innovation.

This shade of purple adds a sense of sophistication and tech-savvy appeal, reinforcing Qubic's positioning as a leader in decentralized computation and AI.

Charcole

Charcoal provides depth, stability, and contrast. It grounds the palette, offering a professional and trustworthy base.

As a dark neutral, it balances the brighter colors, ensuring readability and a premium feel, important for a project emphasizing security and infrastructure.

Cream

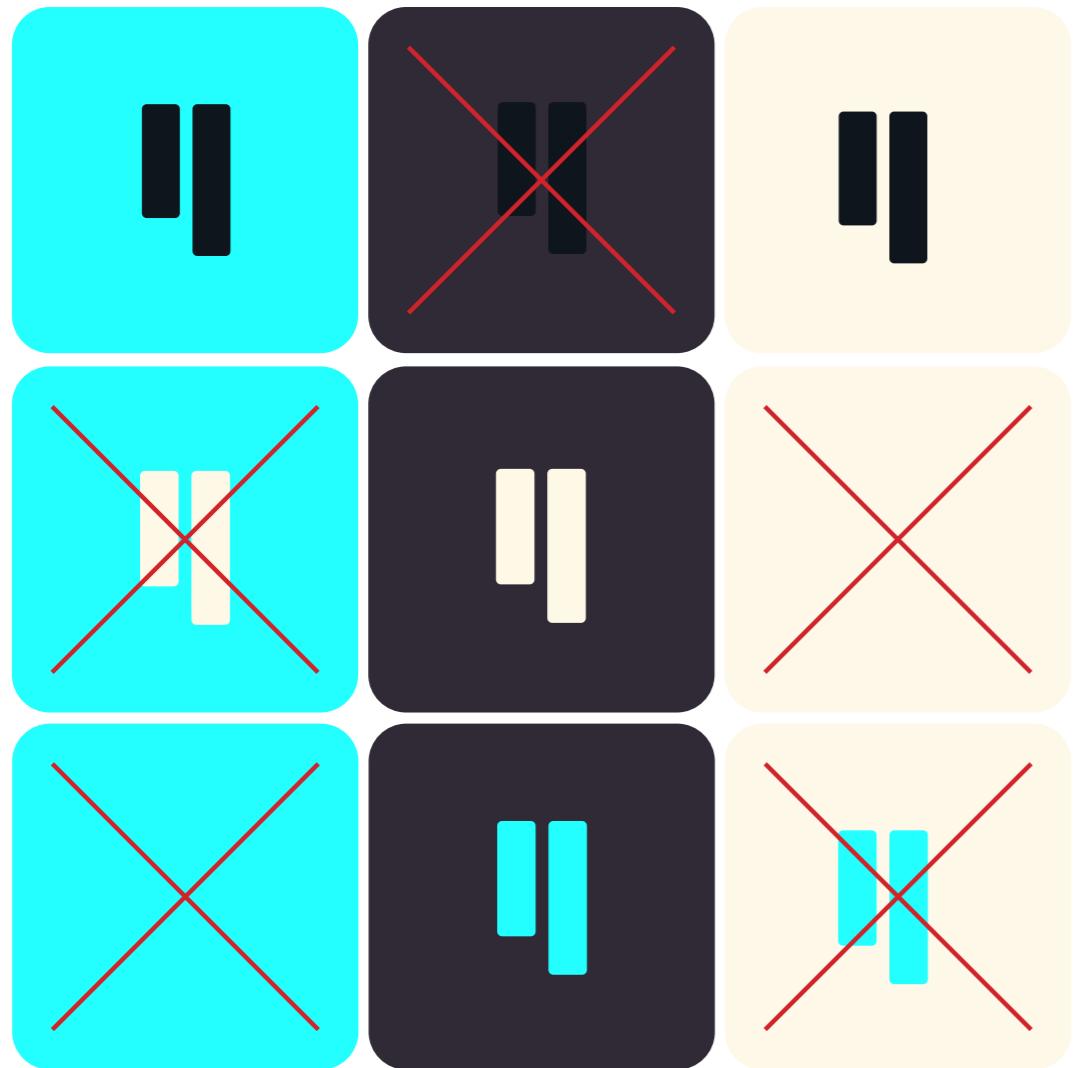
Cream is warm, inviting and accessible. It softens the palette, making the brand approachable and human-centered.

This color supports inclusivity and openness, aligning with Qubic's goal of being accessible to a wide ecosystem of builders and users.

3.3 Color Integration

Color

The guidelines for using the icon on different backgrounds are as follows:



Qubic Brand Guidelines

This section outlines the typography standards that form the foundation of Qubic's visual identity. It details font choices and hierarchy to ensure a clear, consistent, and professional presentation across all content.

Typography

4.0

Typography is a core element of Qubic's visual identity, helping to convey our futuristic and innovative character. Our typefaces have been carefully selected to create a dynamic hierarchy and ensure clarity across all communications.

**Built for Speed.
Built for Intelligence.
Useful by Design.**

Qubic is the fastest blockchain ever built.

Every block contributes to a smarter on-chain future and the path towards truly decentralised intelligence.

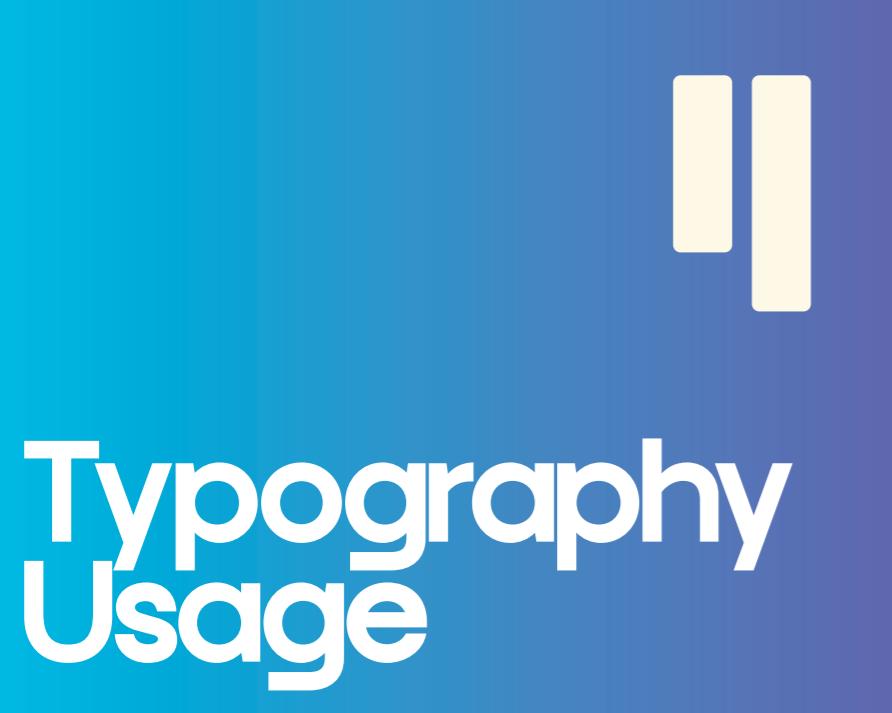
H1 - **Francy - Regular**
H2 - **Adelle Sans - Bold**
Body - Glacial Indifference

Use these guidelines as your reference whenever you create presentations, marketing materials, digital assets, or internal documents. Consistent typography builds trust, reinforces our futuristic image, and makes our communications instantly recognizable as Qubic

H1 - Francy

- Use Francy exclusively for main headings and key titles.
- Apply at the largest size on the page to establish hierarchy and draw attention.

- Maintain generous spacing above and below to give the headline room to stand out
- Use bold or regular weight as appropriate for impact, but avoid italics or decorative effects.



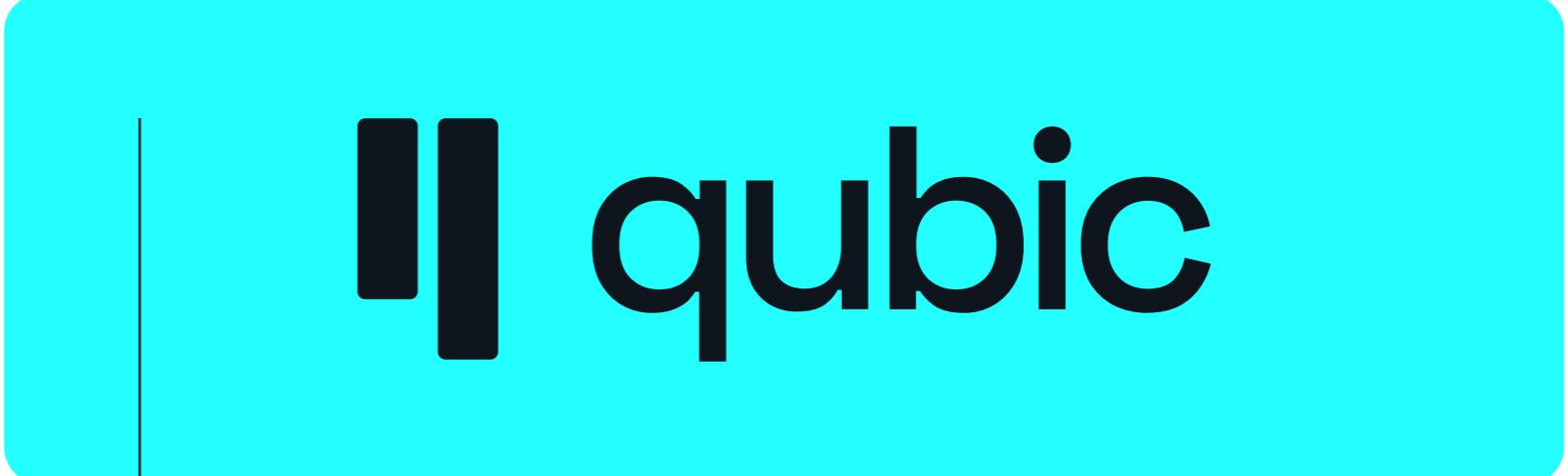
H2 - Adelle Sans - bold

- Use Adelle Sans for all secondary headings and sub-sections.
- Set at a smaller size than H1, but clearly larger than body text.
- Ensure consistent spacing above and below to separate sections and improve readability.



Body - Glacial Indifference

- Use Glacial Indifference for all body copy and supporting text.
- Set at a comfortable reading size for both print and digital formats.
- Maintain standard line spacing (1.4-1.6x font size) for optimal legibility.
- Avoid using all caps or bold for large blocks of text; reserve emphasis for short phrases only.



Gradients and patterns can be crafted using the brand's core elements and colour palette. These should align with the overall visual identity, enhancing designs while maintaining consistency across all applications.

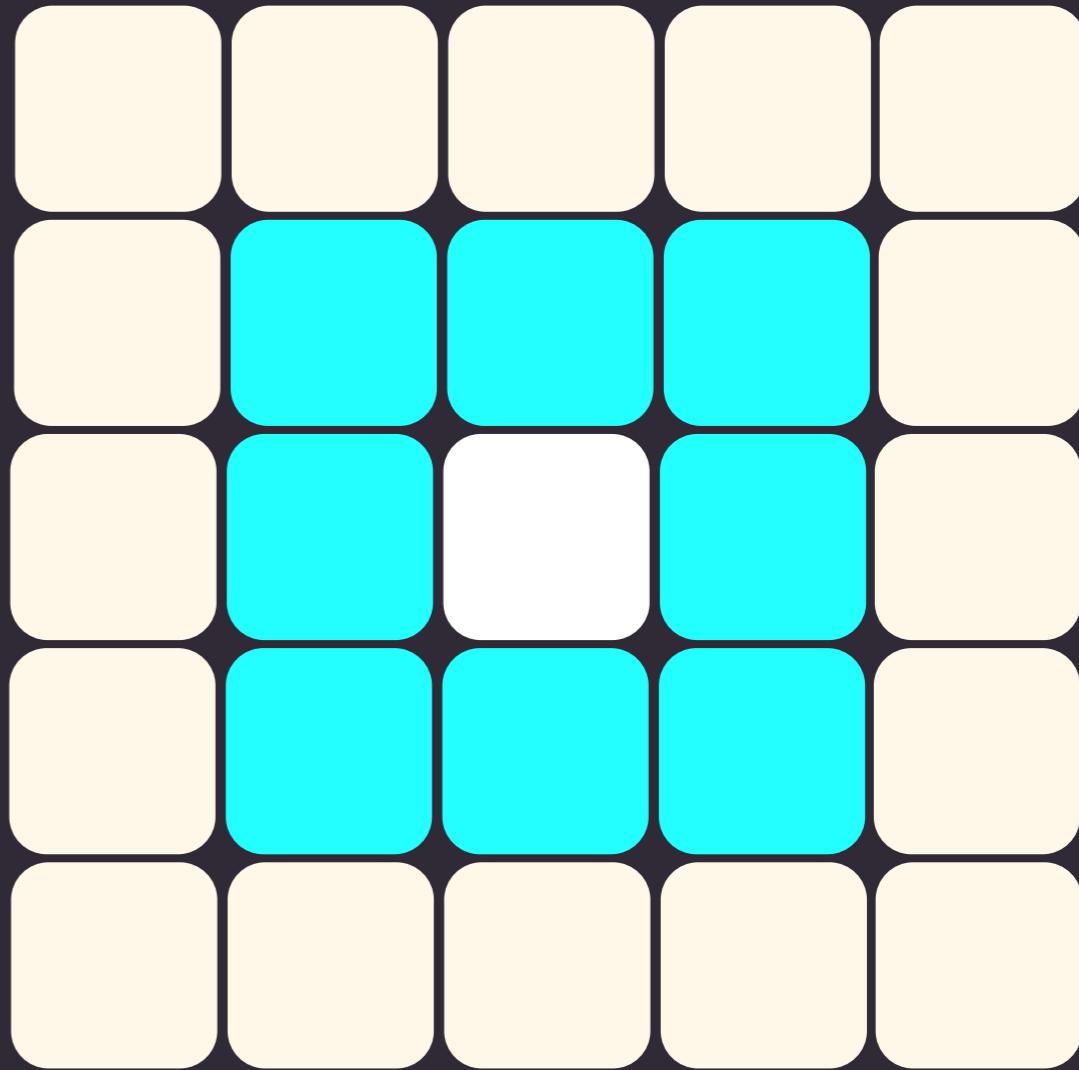
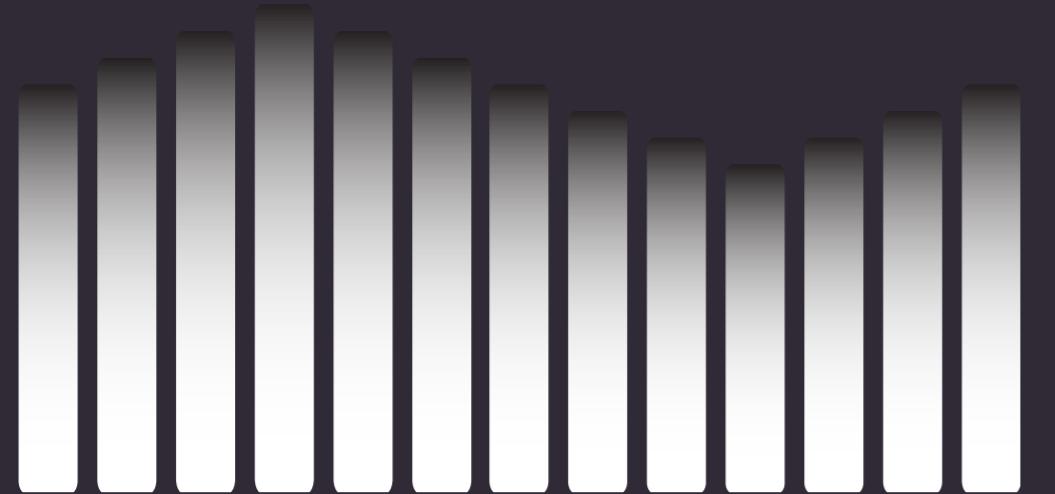
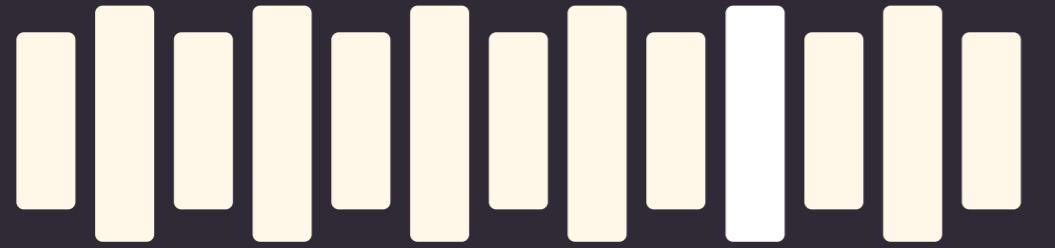
Gradients & Patterns



5.1 Pattern Gradients & Patterns

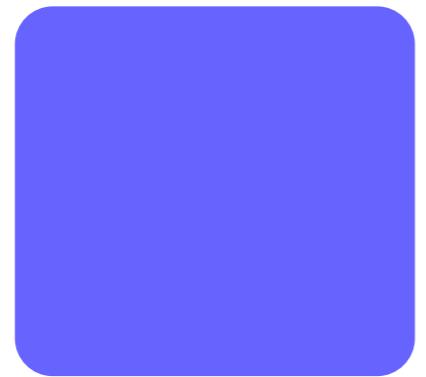
This section outlines how to create the brand's signature patterns using the brandmark to create a series of repeatable patterns for backgrounds. Follow these steps to maintain consistency and ensure the pattern reflects our visual identity.

Qubic Brand Guidelines



5.2 Gradients

Gradients & Patterns



Gradients add a modern and dynamic touch to the brand's digital presence while staying true to its visual identity. This section outlines how to use gradients effectively across backgrounds, buttons, and other elements.

Qubic Brand Guidelines

Get Started

6.0 Imagery

Imagery

This section showcases the proper use of the brand's icons, social banners, and visual assets for social media. It includes examples such as a mockup post, highlighting how to effectively apply these elements to maintain a cohesive and impactful brand presence across all platforms.

Qubic Brand Guidelines

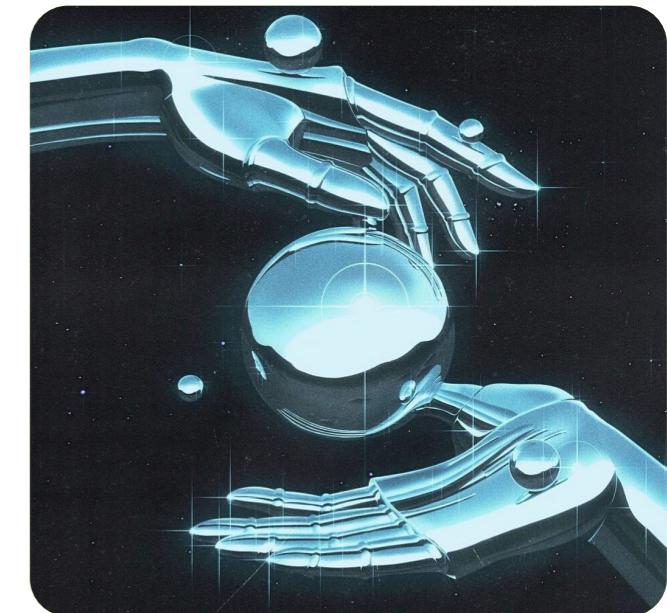
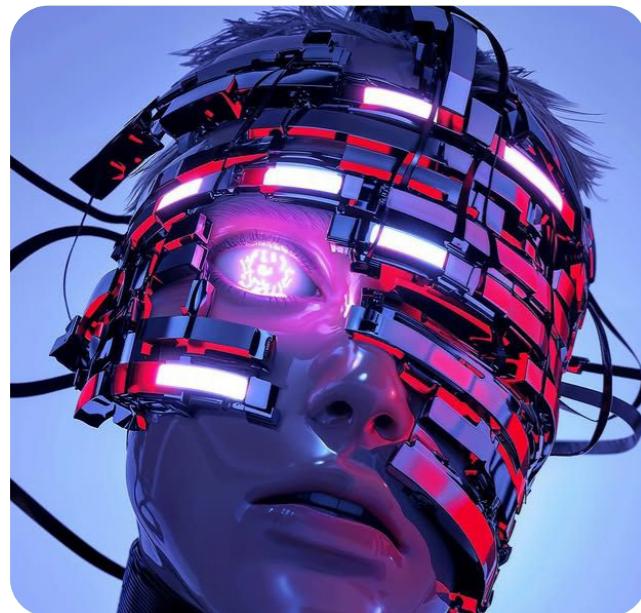
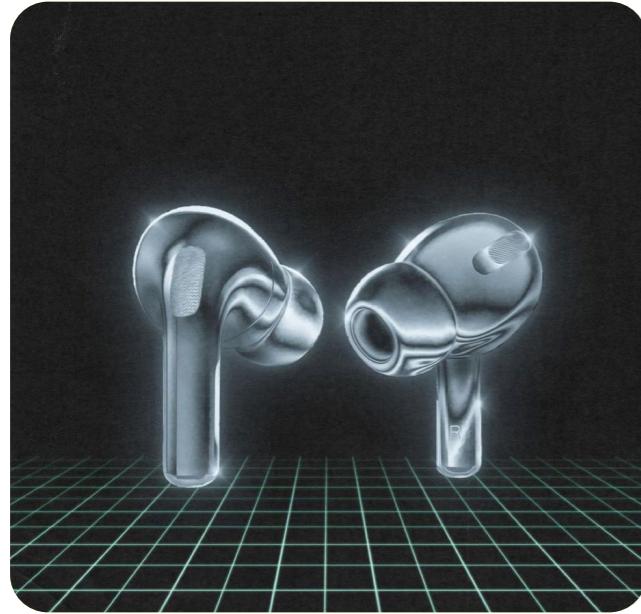


6.1 Photography Imagery

Qubic's photography should embody a distinctly futuristic aesthetic. When creating images, especially with AI, focus on dark, neon-lit environments that evoke advanced technology and innovation. The mood should be bold, sleek, and visually striking, using vibrant neon colors against deep, shadowy backgrounds to reflect Qubic's cutting-edge brand identity.

AI Prompt Example:

"SC-FI aesthetic: *environment*, dark background with neon lighting, geometric shapes and cubes, advanced technology, high contrast, sleek and modern atmosphere."

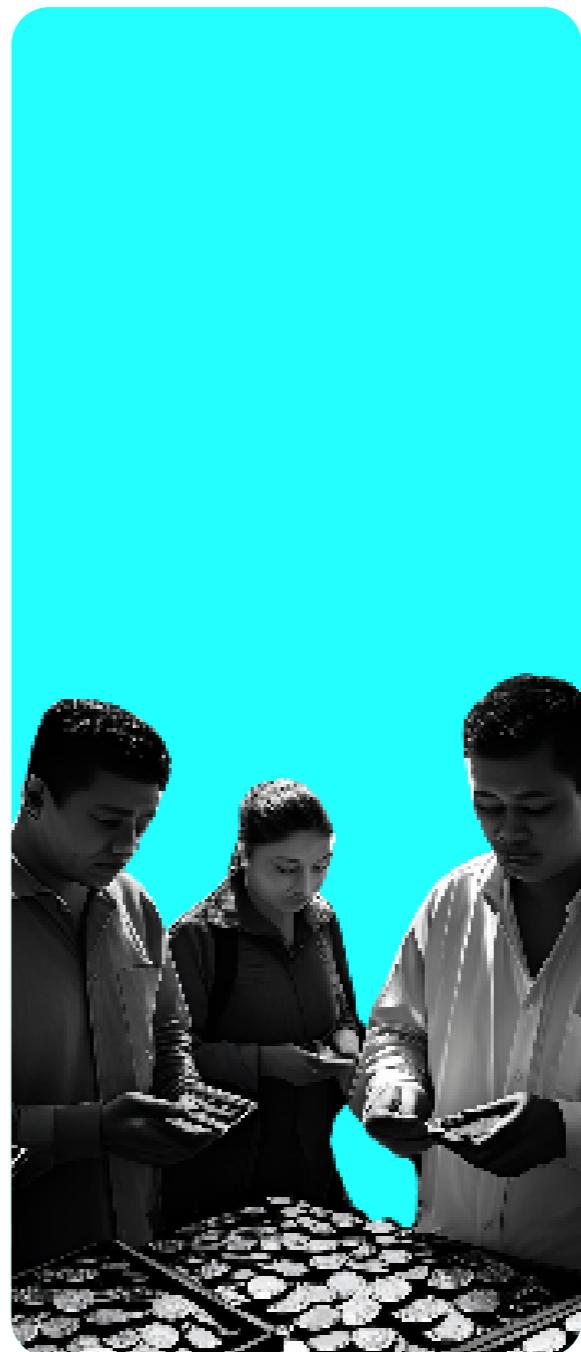
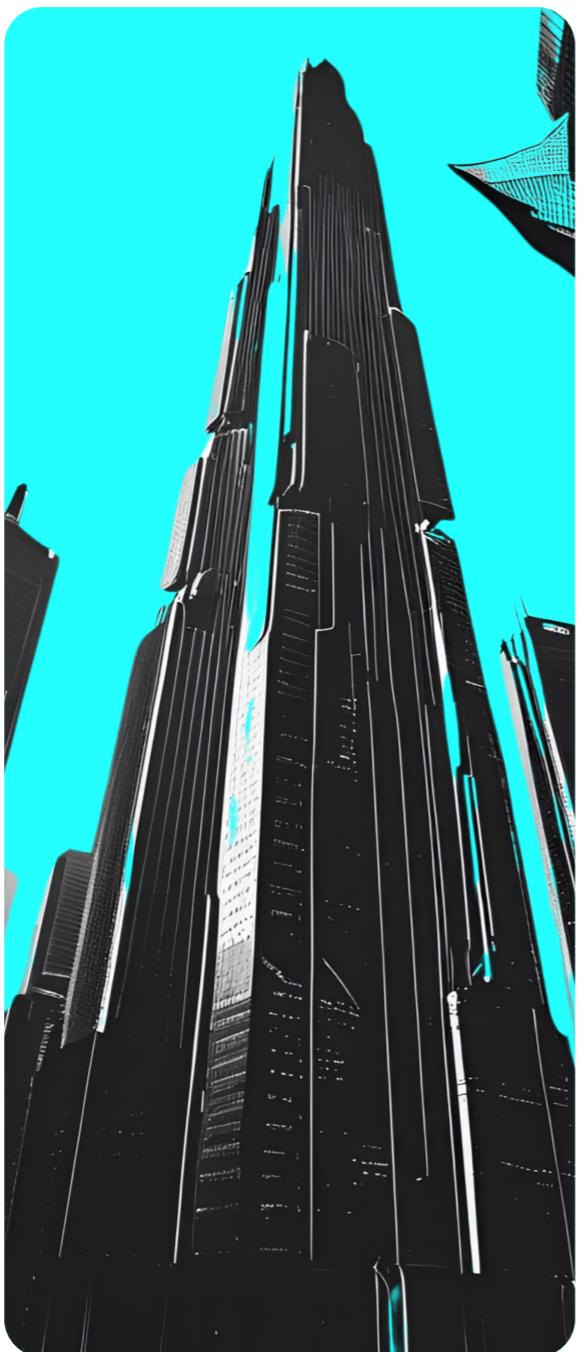


Qubic Brand Guidelines

6.2 Imagery Imagery

Beloware examples of how you can use photography such as headshots in the Qubic branding - Black and white cut outs on blue or charcoal backgrounds.

Qubic Brand Guidelines



This section showcases the proper use of the brand's icons, social banners, and visual assets for social media. It includes examples such as a mockup post, highlighting how to effectively apply these elements to maintain a cohesive and impactful brand presence across all platforms.

Social Media

7.0

7.1 Social Icons

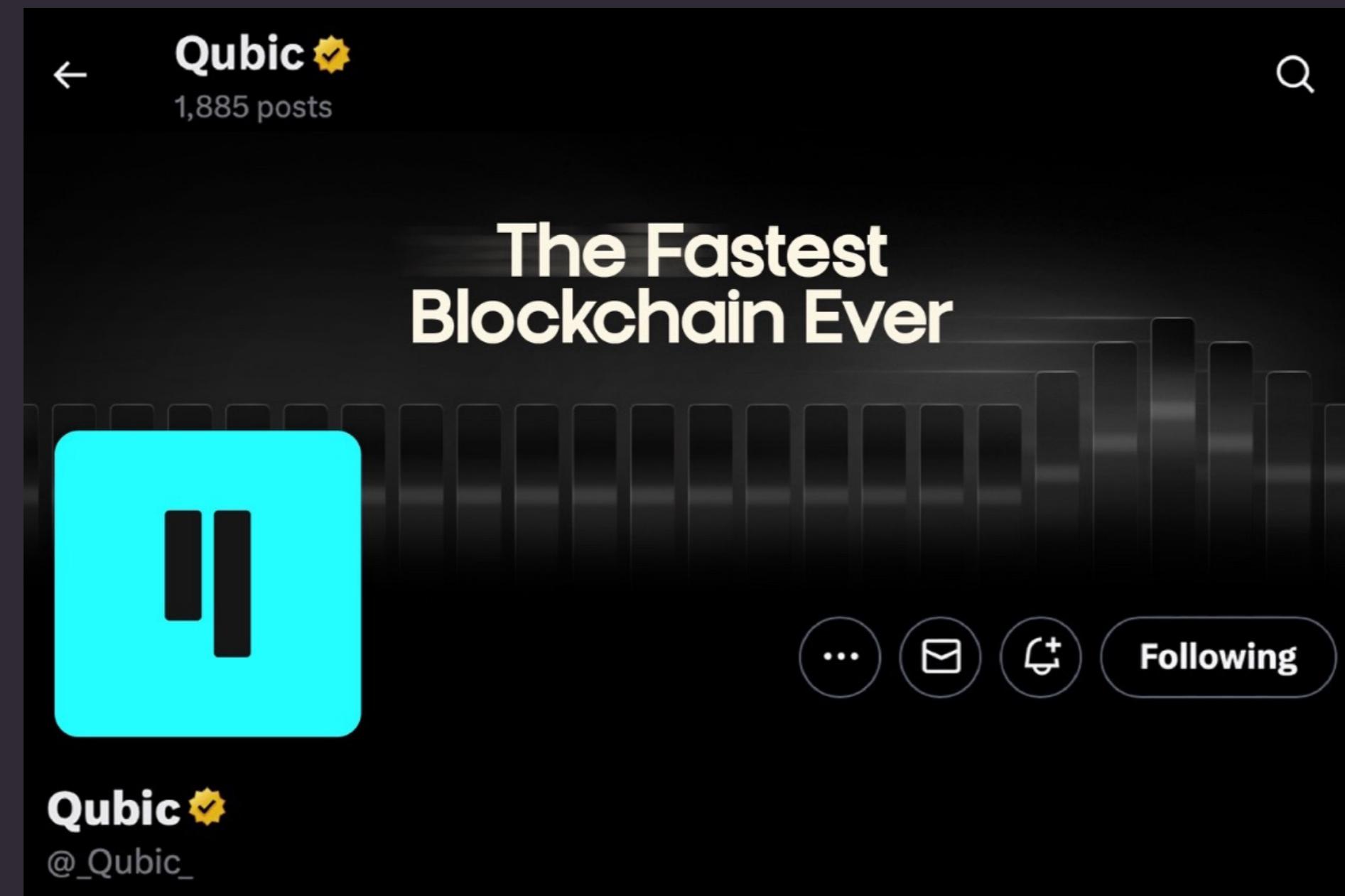
Social Media

The brand's icon should be used consistently across social media platforms, especially as the social icon. This ensures clear, recognisable branding and maintains visual impact across different platforms and screen sizes.



This design not only reinforces your identity but also provides new customers with a clear understanding of who you are at a glance.

Qubic Brand Guidelines



7.3 Social Posts Social Media

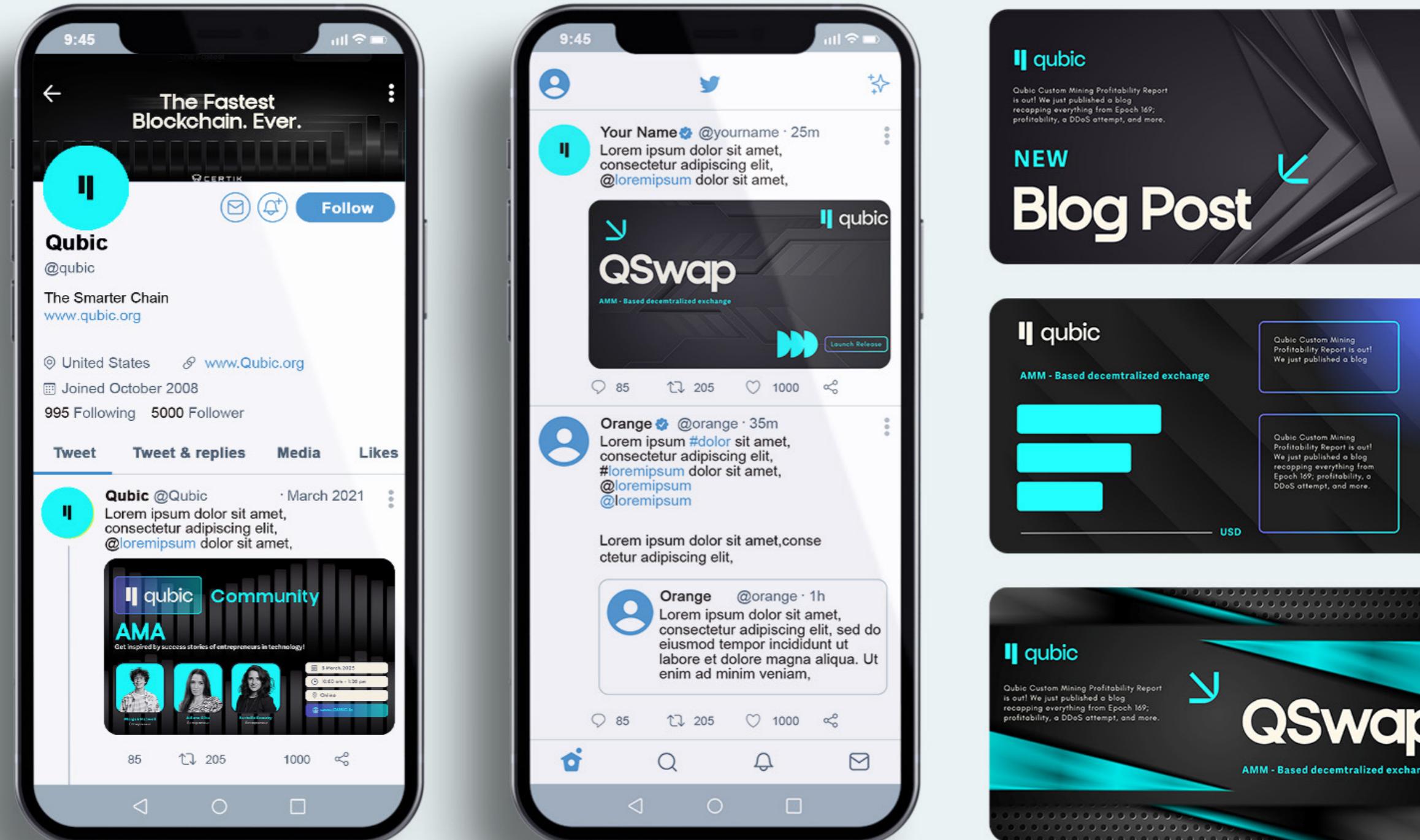
Social media posts will leverage the brand's fonts, motifs, and colours to create visually cohesive and engaging content. These posts will effectively communicate insightful information about Qubic in a playful way, fostering brand awareness and strengthening its identity.

Qubic Brand Guidelines



Specific examples for 'x' and provided below. Instructions for use of the background highlight will be for key words, achievements and factual statements to emphasize importance.

Qubic Brand Guidelines



Tone of Voice

How we communicate is a reflection of what we're building at Qubic: advanced, reliable, and designed for the long term. Our tone is clear and confident, focusing on substance over spectacle. We aim to inform and empower our audience, maintaining a professional voice that's never distant or dull. When the moment calls for it, we engage with warmth and authenticity, always staying true to our values as a forward-thinking protocol.

Qubic Brand Guidelines

Tone Of Voice



At Qubic, how we communicate is just as important as what we build. Our tone of voice reflects the seriousness of our mission and the sophistication of our technology, while remaining approachable and purposeful. This guide defines the voice that helps us build trust, share knowledge, and connect authentically with our community, partners, and developers. Whether crafting technical documentation or engaging on social channels, our tone ensures every message is clear, consistent, and credible.

Clear, Direct, Informed

Qubic communicates with clarity and authority. Our tone is always direct and informed, reflecting our deep understanding of advanced blockchain and AI technologies. We avoid unnecessary jargon and hype, focusing instead on delivering purposeful, insightful information that helps our audience understand what we're building, why it matters, and how they can engage. Every message is crafted to reinforce Qubic's credibility and expertise in the space.

Clarity & Credibility



Purposeful and Consistent

Our messaging is intentional and semi-professional, designed to build long-term trust and mindshare. We do not chase short-term trends or resort to "shitposting" for engagement. Instead, we prioritize consistency and usefulness, ensuring that all communication sp updates



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Selectively Approachable and Culturally Aware

While our default tone is serious and credible, we recognize the importance of connecting with our community in authentic ways. We selectively lighten our tone for community highlights, cultural moments, or collaborative campaigns, adapting to the context and audience. Even when we are more playful, we remain on-brand: fun but not unserious, relatable but never sacrificing our reputation as a genuine, forward-thinking protocol.

Every piece of Qubic content should reflect our commitment to clarity, precision, and technical credibility. This page provides practical editing tips to ensure your writing consistently communicates our expertise and purpose. Whether you're drafting documentation, marketing copy, or social posts, these guidelines will help you maintain the Qubic voice, clear, direct, and always informed.

Be Specific and Concrete

Avoid vague claims. State exactly what Qubic does and why it matters.

Instead of: "Qubic is innovative and powerful."

Write:

Qubic is a Layer 1 blockchain designed for 15.5M TPS and instant, feeless transactions.

Clarity & Credibility



Prioritize Usefulness and Instruction

Focus on actionable or insightful information, especially for technical audiences.

Instead of: "You can interact with smart contracts."

Write:

Interact with Qubic smart contracts by connecting to your dedicated node and using the online CLI IDE for deployment and testing.



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Keep Language Professional, Not Stuffy

Use a semi-professional, approachable tone, avoid both hype and academic jargon.

Instead of: "Our protocol will revolutionize everything!"

Write:

Qubic delivers true scalability and security for developers building next-generation decentralized applications.

Asset Mockups

9.0

Using the brand patterns and colours, the business cards are bold and memorable.

Qubic Brand Guidelines

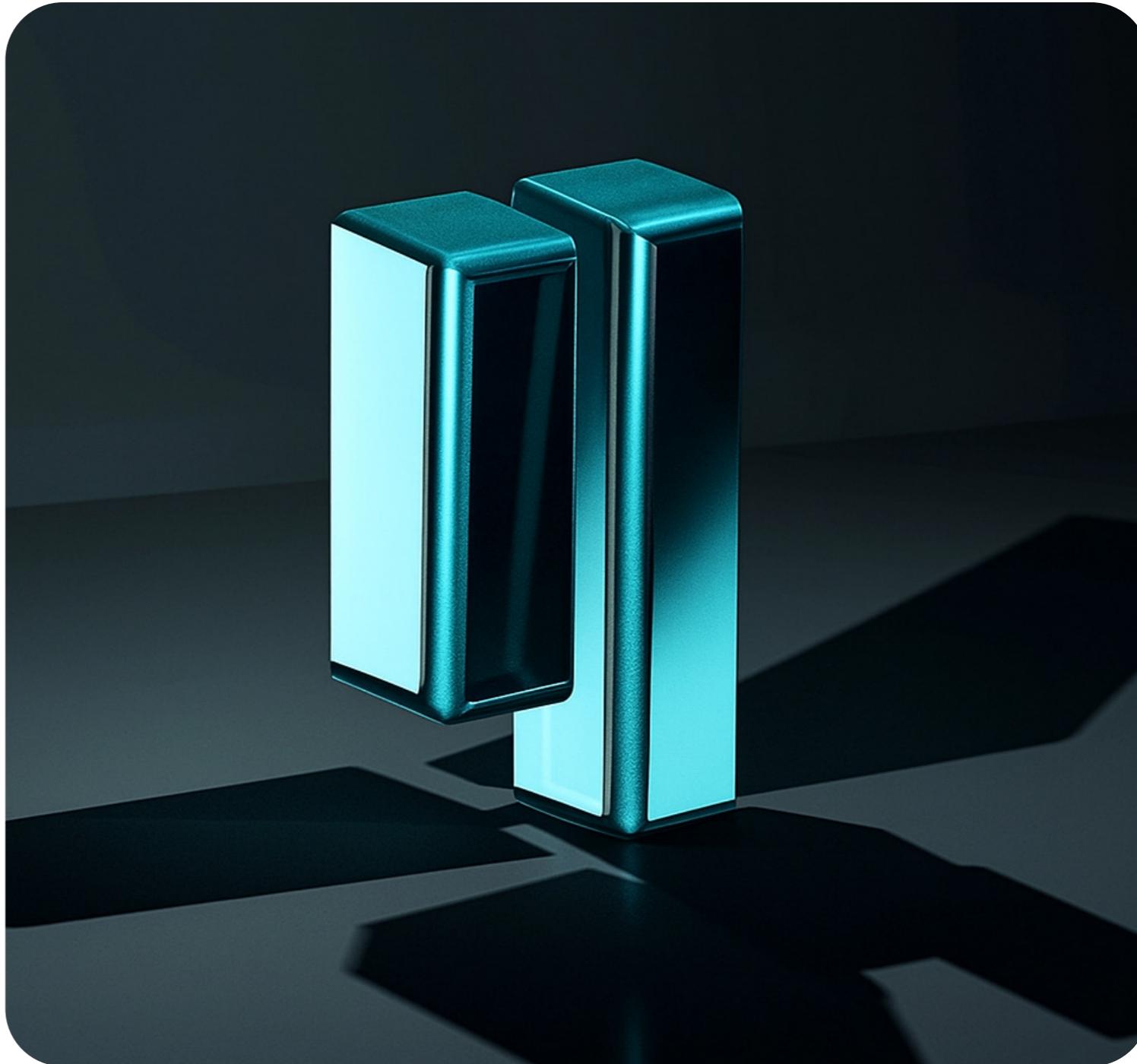


9.2 Poster Asset Mockups

For poster design, use bold imagery, clean typography, and the brand's colours to communicate key messages. Incorporate the logo and avatar elements, keeping the design playful and dynamic. Focus on clarity, guiding the viewer's attention to the avatar creation process while maintaining aesthetic balance.



Qubic Brand Guidelines



Summary

The Qubic Brand Guidelines are a comprehensive resource designed to ensure every aspect of our brand is presented with clarity, consistency, and impact. These guidelines provide detailed instructions on how to use Qubic's visual and verbal identity, including logo usage, color palette, typography, imagery, and tone of voice, across all platforms and materials. By following these standards, everyone involved in creating Qubic communications can deliver a unified and professional brand experience that reflects our commitment to innovation, technology, and trust. The guidelines serve as both a creative tool and a quality benchmark, helping to build recognition, strengthen brand equity, and support Qubic's position as a leader in the crypto mining industry.

Qubic Brand Guidelines

Summary

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Brand Guidelines

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