



Brand Guidelines



Primary Logotype

Here is our primary logotype. It should be used for all communication across all platforms, and it should never be distorted, redrawn, or altered in any way.

It is composed of the symbol and the wordmark. When used together, the alignment between the symbol and the wordmark should never be modified.

In cases where our primary logotype cannot be used, it should be replaced only by one of the approved variations. Both elements can alternatively be used separately, but always adhering to the brand guidelines in order to maintain maximal consistency.



cubee

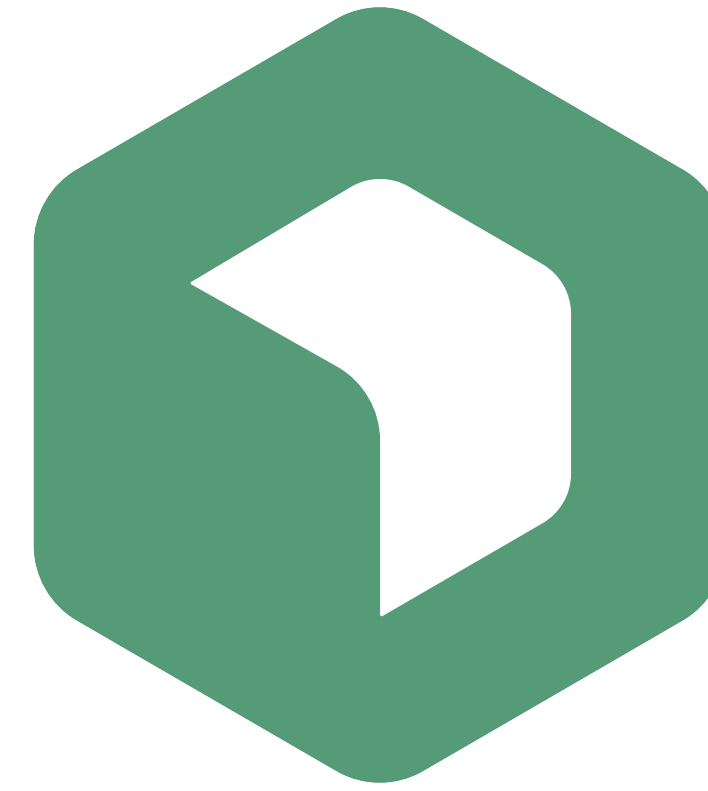


Secondary Logo

Our Secondary Logotype is built with the same elements as our primary logotype, with the main difference being that the Wordmark is placed below the Symbol, and both being center-aligned.

It is designed to be used in more vertical formats or in any other cases where the Primary version cannot be applied.

Both elements should be used together, and the alignment between the symbol and the wordmark should never be modified.



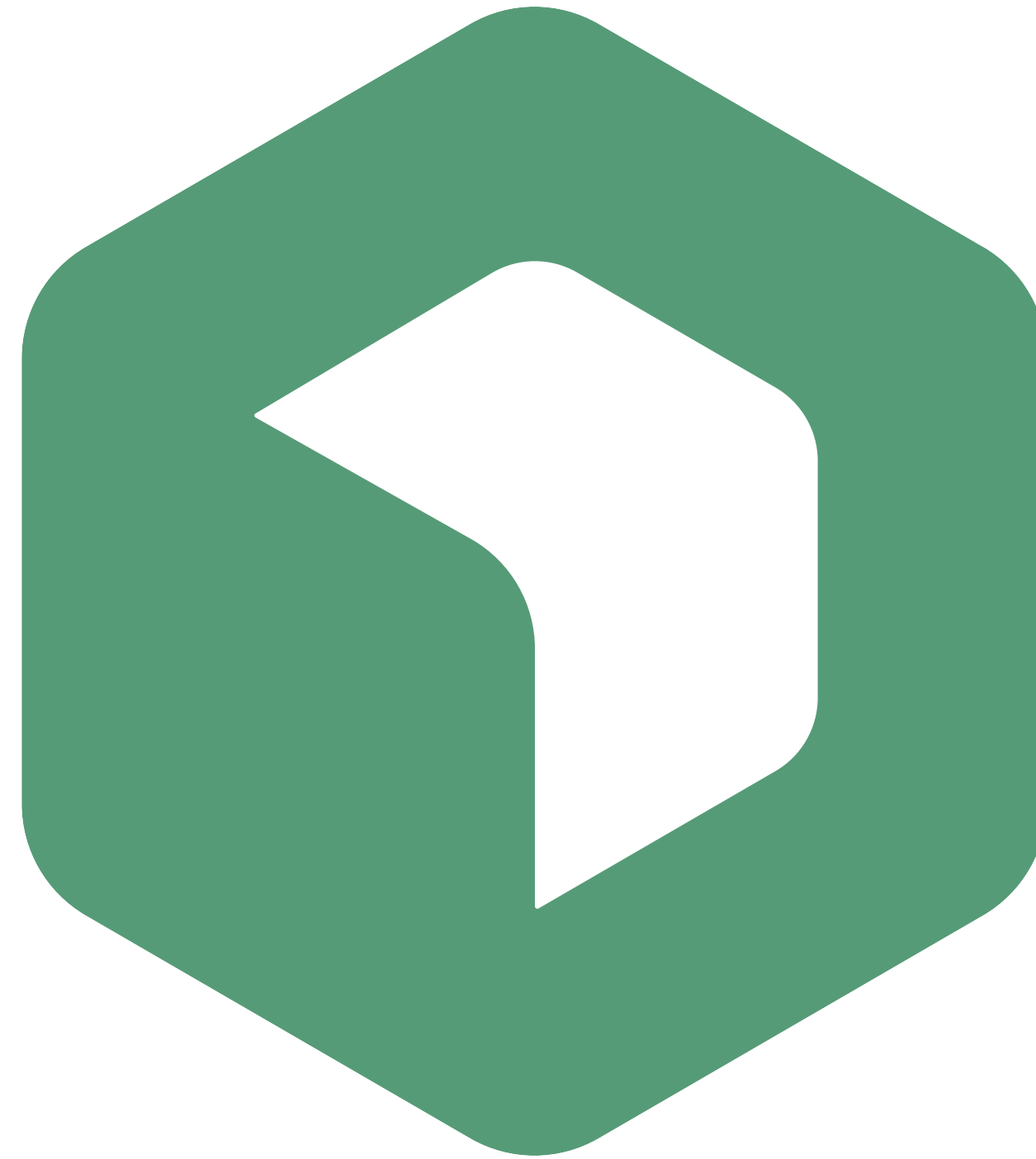
cube



Symbol

Our distinctive symbol is crafted to depict a cube within a cube, symbolizing its integration into the household environment. The inner cube signifies the product's presence within this space. Additionally, we incorporate the shape of a hexagon, commonly associated with beehives, to convey the notion of a strong and interconnected network. This reinforces the idea that our product is part of a reliable system.

This symbol can stand alone or be accompanied by our wordmark, depending on context.





Logo Colors

Our logotype should always be applied using the color values specified within these guidelines. Colors are presented according to the hexadecimal system for digital applications and their equivalent shades for printing materials.

If the logo requires to be applied on dark or colored backgrounds, please refer to the reversed variations to maintain legibility.

Please keep in mind that some colors may vary depending of the substrate used for printing.



HEX: #569B77
RGB: 86, 155, 119
C69, M20, Y65, K2



HEX: #02190D
RGB: 2, 25, 13
C78, M58, Y72, K80



Color Variation

This gradient version of the logo can be used on darker and lighter backgrounds that provide the option of highlighting the symbol.

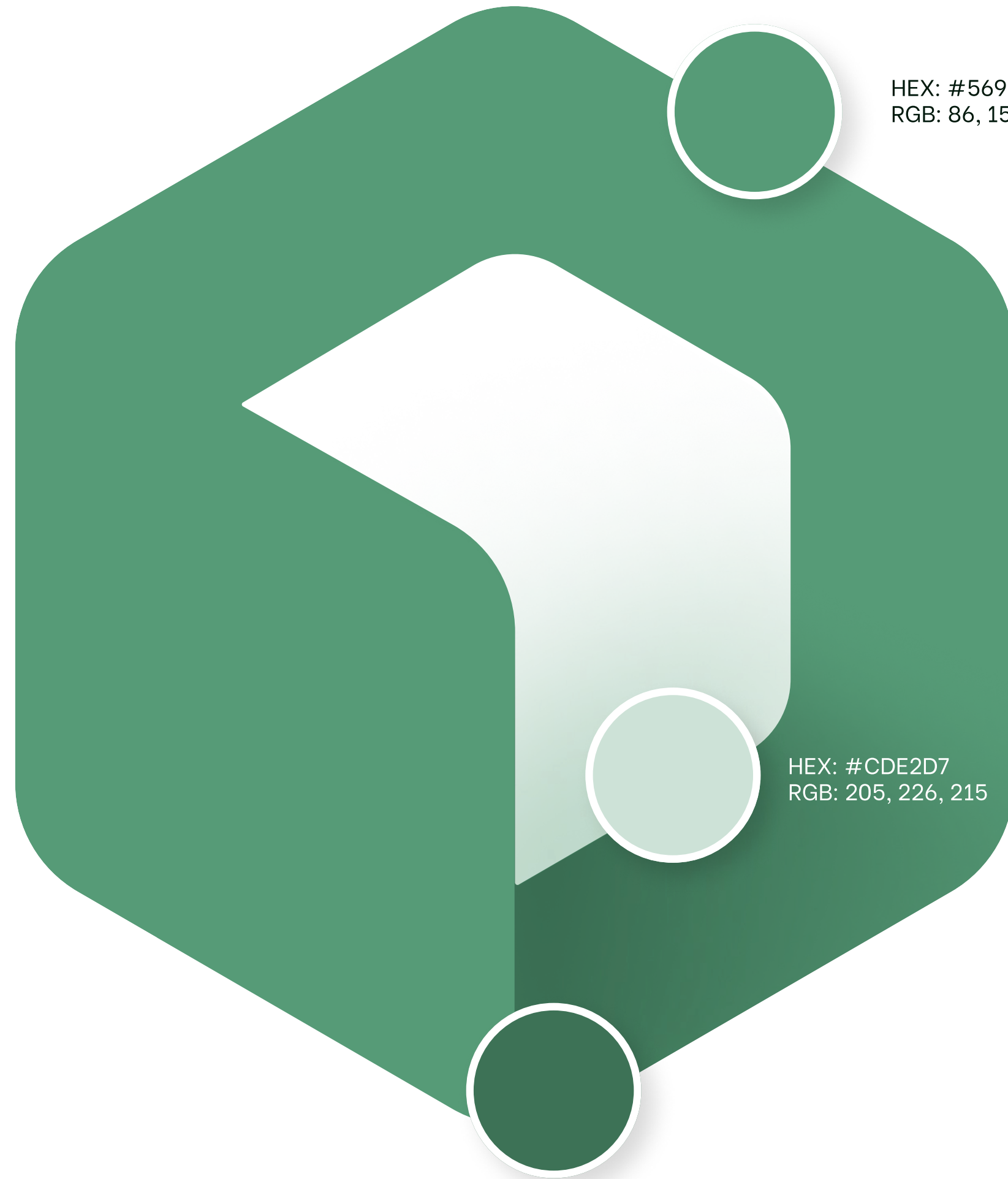
This variation uses the same principles as the main logotype. It should be used in cases where the full-colored or color variations cannot be applied.





Color Gradient

For this iteration of the logo, our symbol will incorporate three distinct shades of green to enhance its visual depth and dimensionality. Colors are specified using the hexadecimal system for digital applications, along with their corresponding shades for printing materials.



HEX: #569B77
RGB: 86, 155, 119

HEX: #CDE2D7
RGB: 205, 226, 215

HEX: #3D7256
RGB: 61, 114, 86



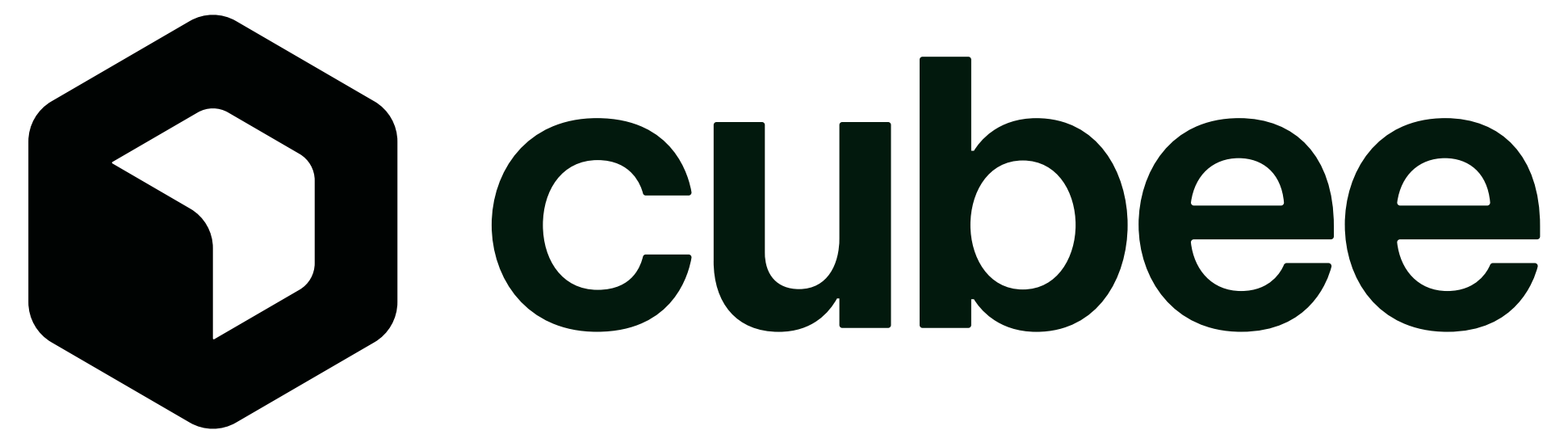
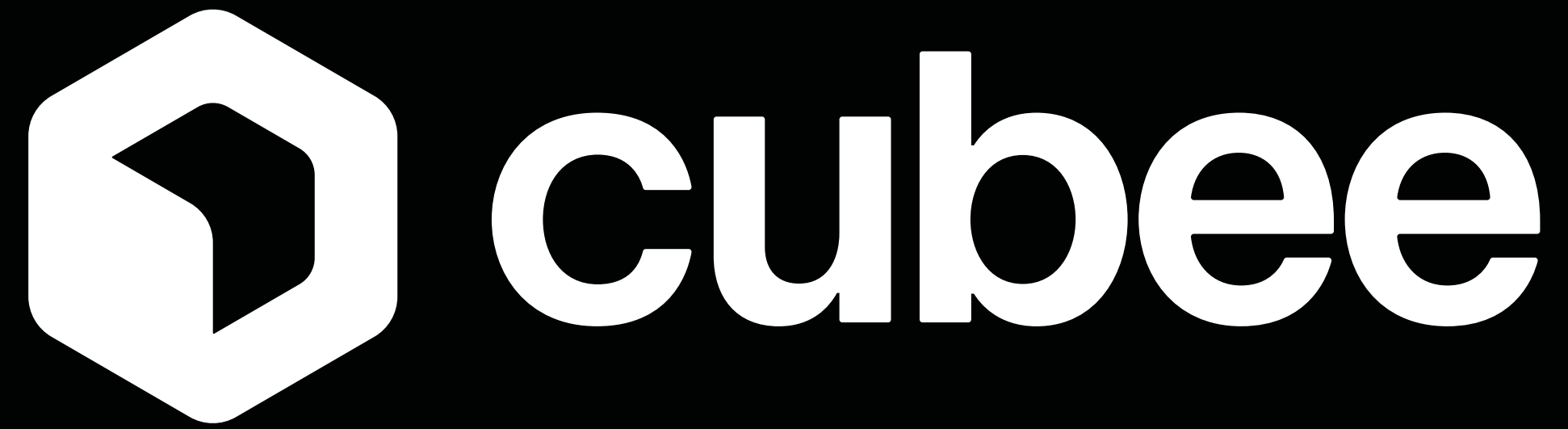
HEX: #02190D
RGB: 2, 25, 13



Black & White Logo

The reversed and monochrome versions use the same principles as the primary logotype.

They should be used in cases where the full-colored or colored variations cannot be applied.

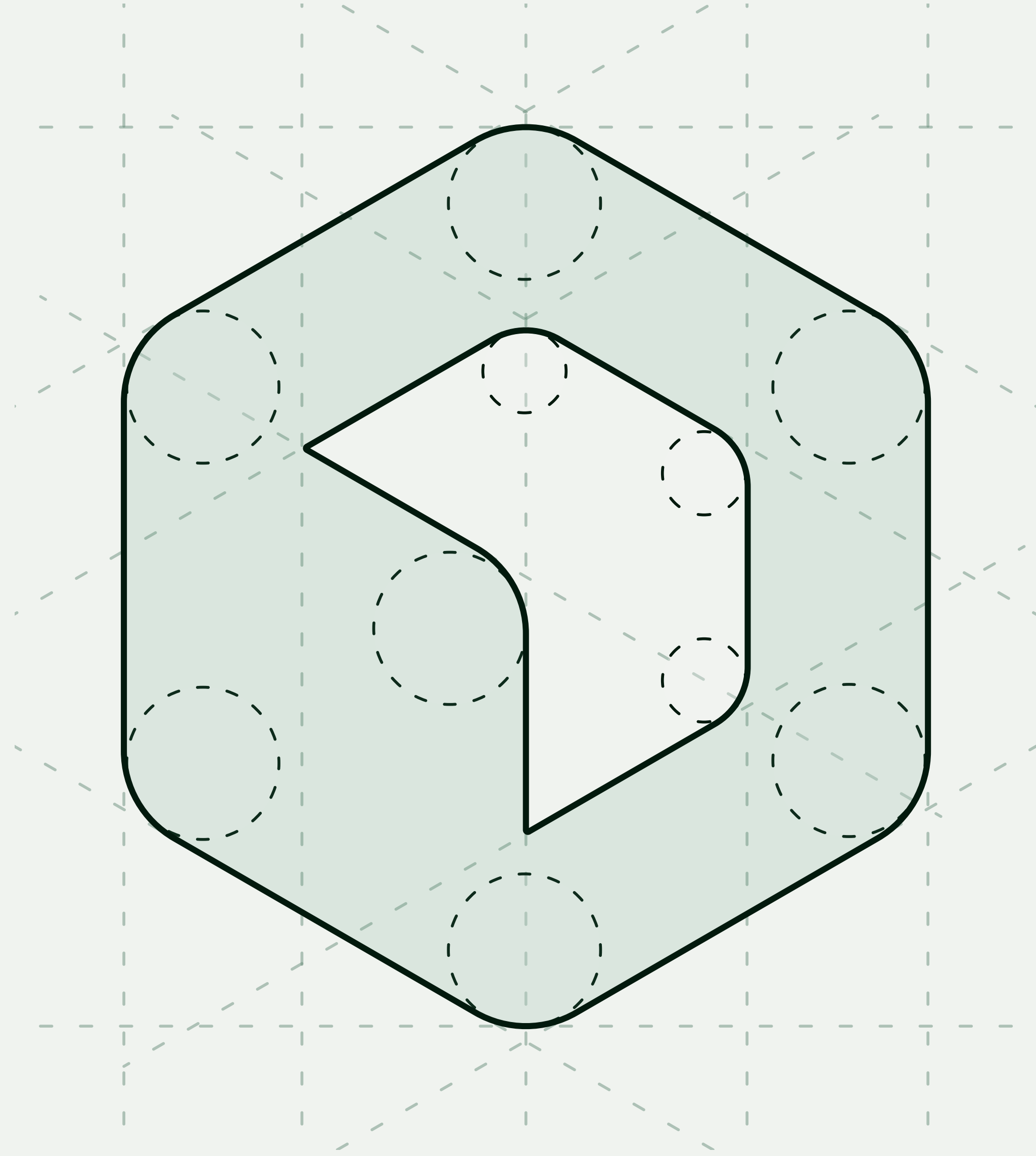




Symbol Anatomy

The design of our symbol is intentionally simple, constructed primarily using circles to maintain a friendly and approachable aesthetic, which aligns with our brand ethos.

It's worth noting that we've incorporated two sharper corners, positioned only on the left and bottom of the inner cube. This deliberate choice enhances the visual alignment with the outer shape, reinforcing the cohesive integration of the elements.

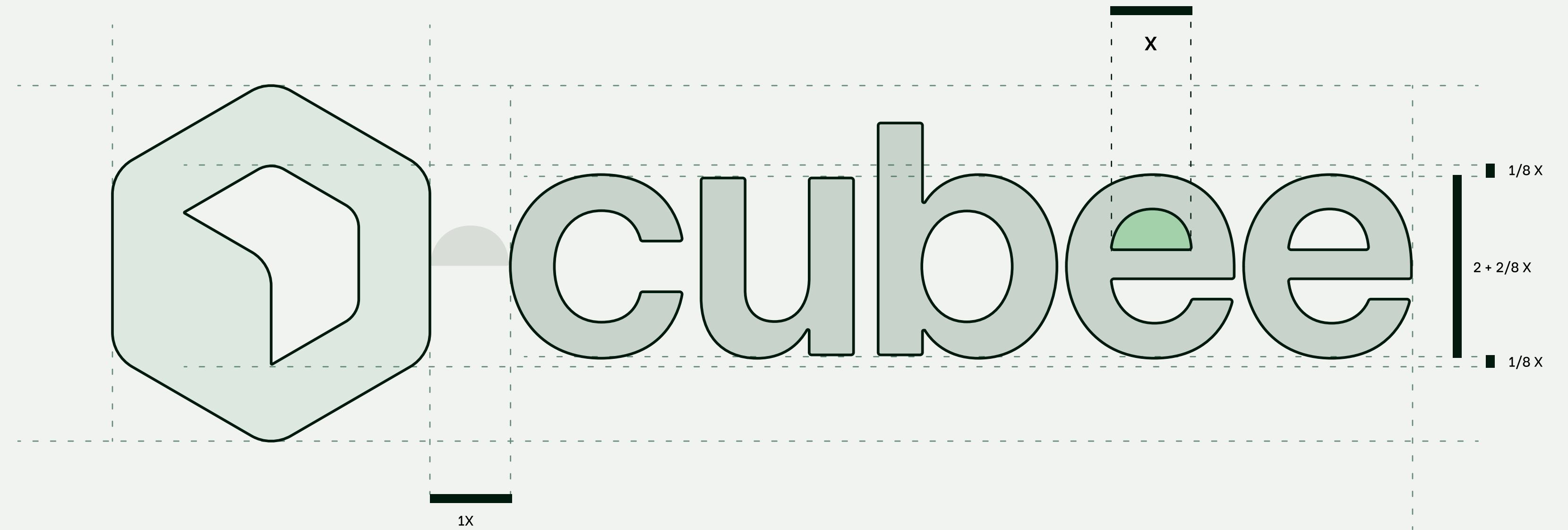




Primary Logo Anatomy

The elements of our logotype were designed with specific proportions that allow our brand to feel balanced. The space between the elements is defined by the size of the internal shape of the lowercase “e” in the wordmark (marked as “X” in the diagram).

Appropriate logotype assets have been provided to preserve coherence, therefore please refrain from altering or recreating shapes, and the relationship between elements should always be maintained.

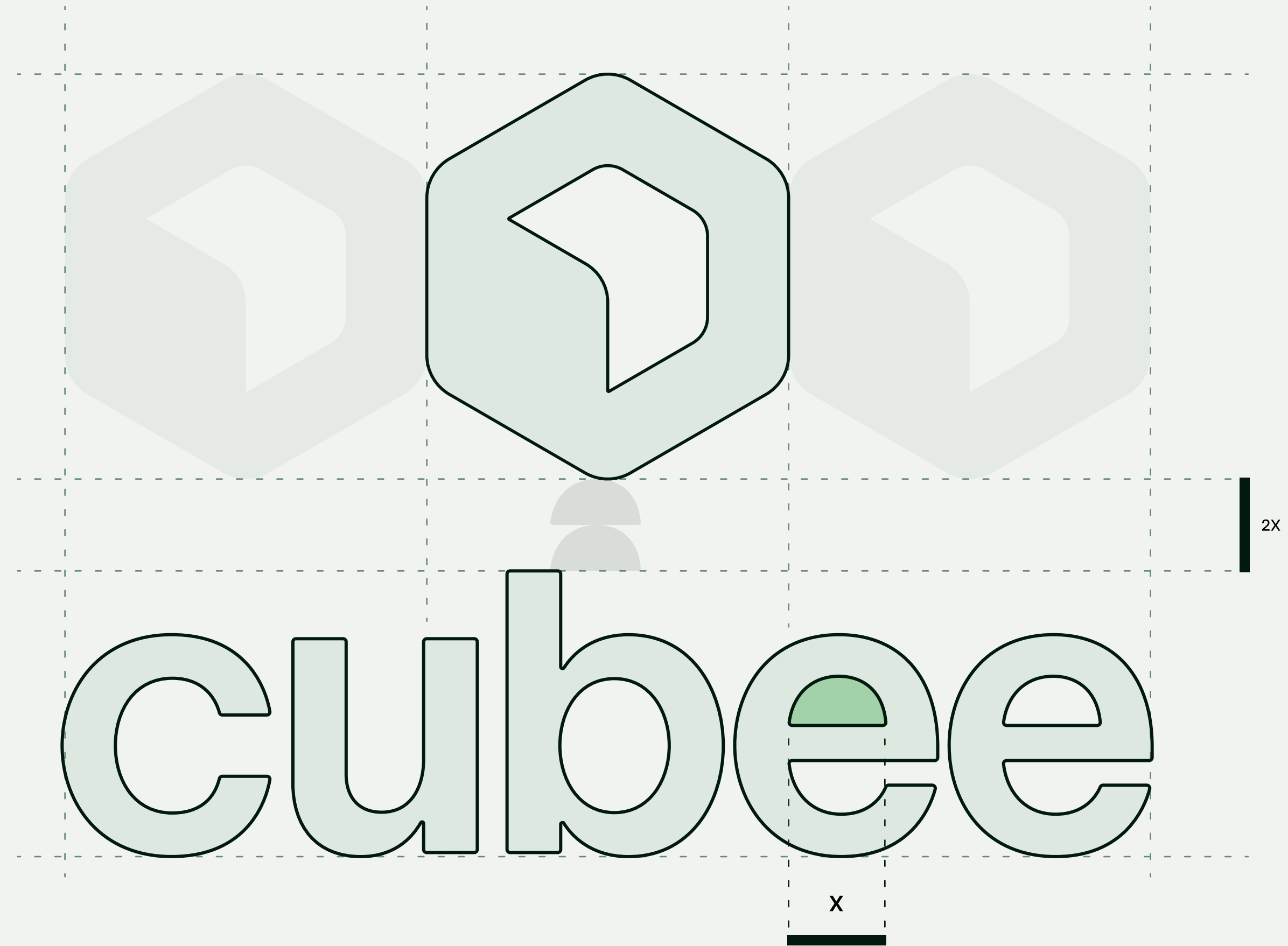




Secondary Logo Anatomy

The same happens with the elements of our secondary logo. The space between the elements is defined by the size of the internal shape of the lowercase “e” in the wordmark (marked as “X” in the diagram).

Appropriate logotype assets have been provided to preserve coherence, therefore please refrain from altering or recreating shapes, and the relationship between elements should always be maintained.



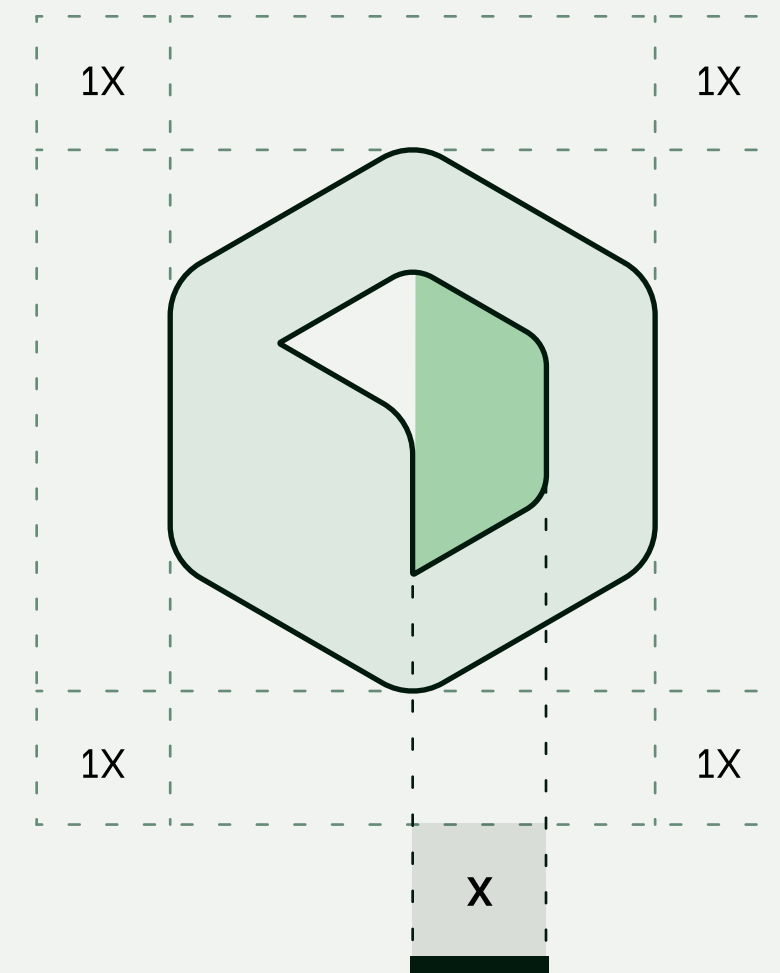
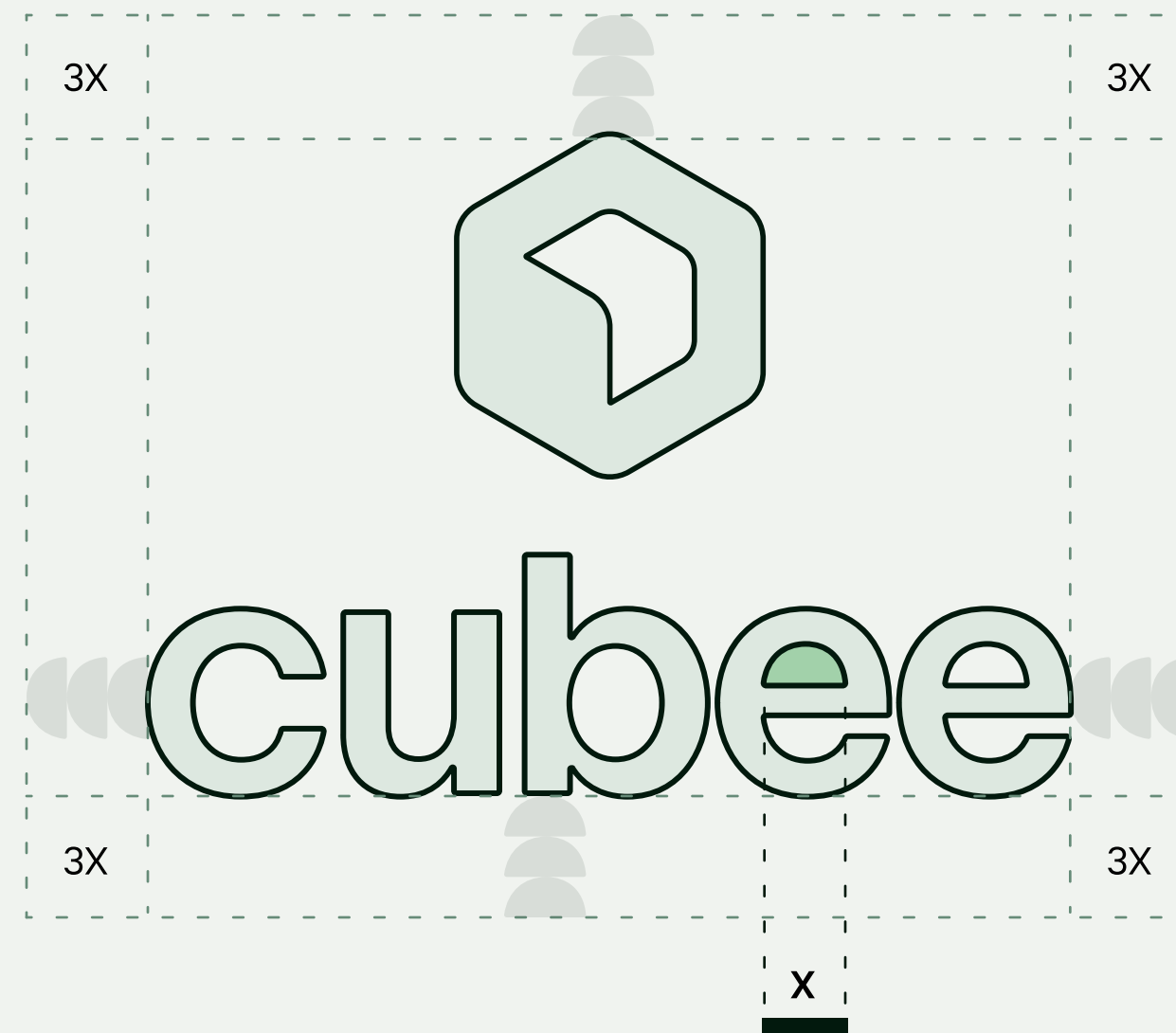
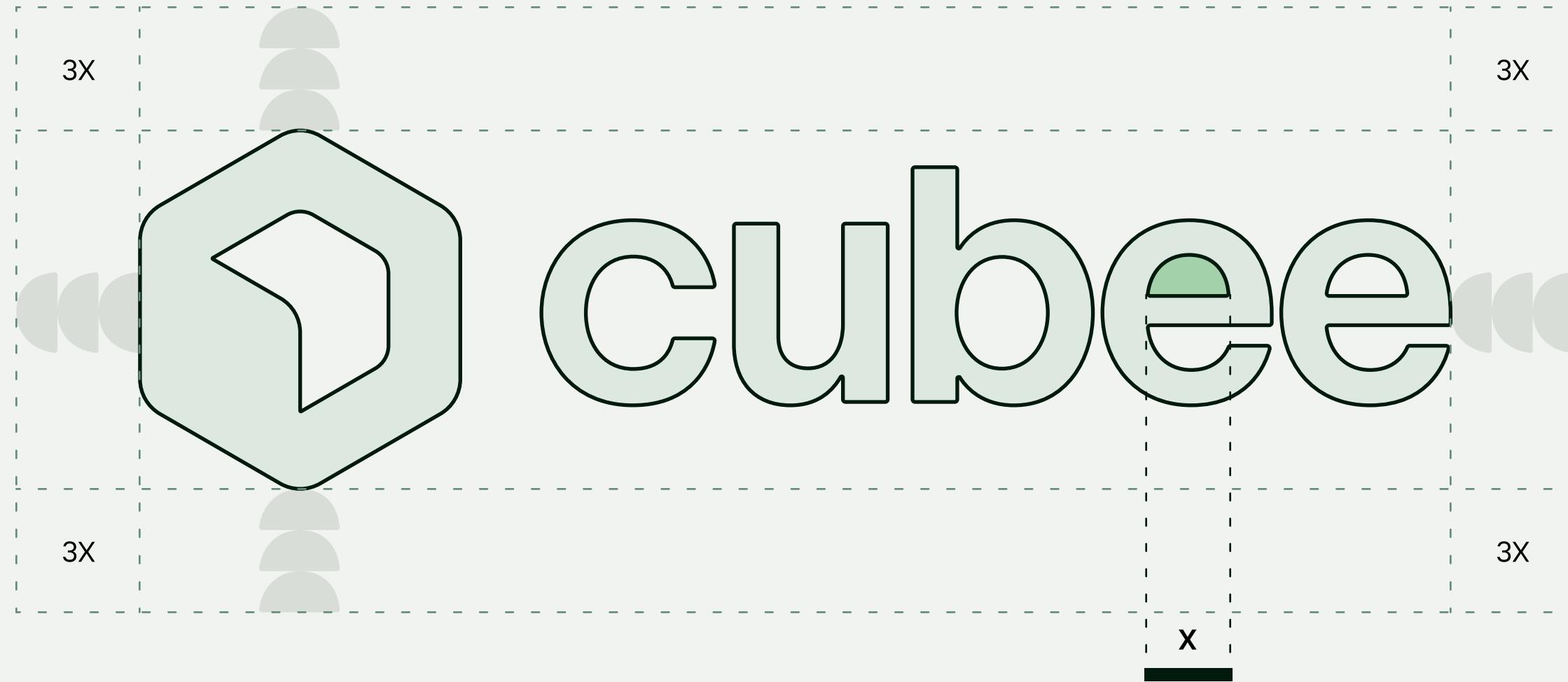


Clear Space

To ensure the integrity of our logotype and prevent overcrowding in compositions, a minimum space around the elements should be kept clear of other graphics. This area of isolation ensures that any copy, additional identities, or other visual elements remain separate from the brand.

Clear space is defined by the size of the internal shape of the lowercase “e” letter in the our wordmark and for the Symbol, we are going to use the width of the inner cube (marked as “X” in the diagram), and applies to all four sides around all variations of the logo.

This relative unit of measurement can be calculated regardless of the size at which the elements are set.





Sizing and reductions

Minimum sizing of our elements is specified in inches for print and in pixels for digital applications. These rules are carefully established and should be adhered to at all times to ensure legibility.

Minimum Size:



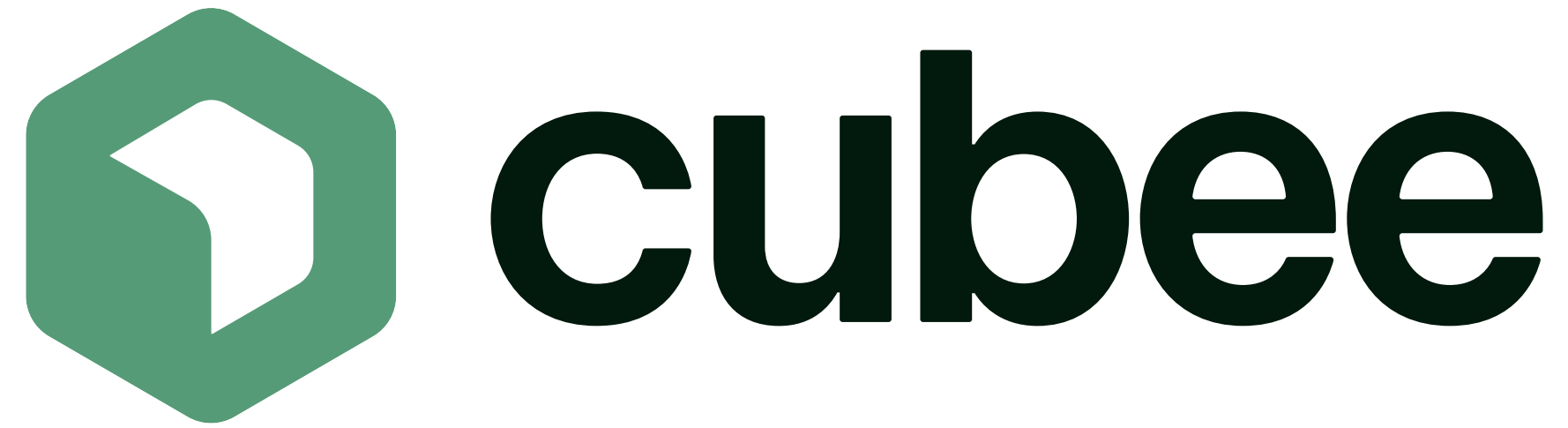
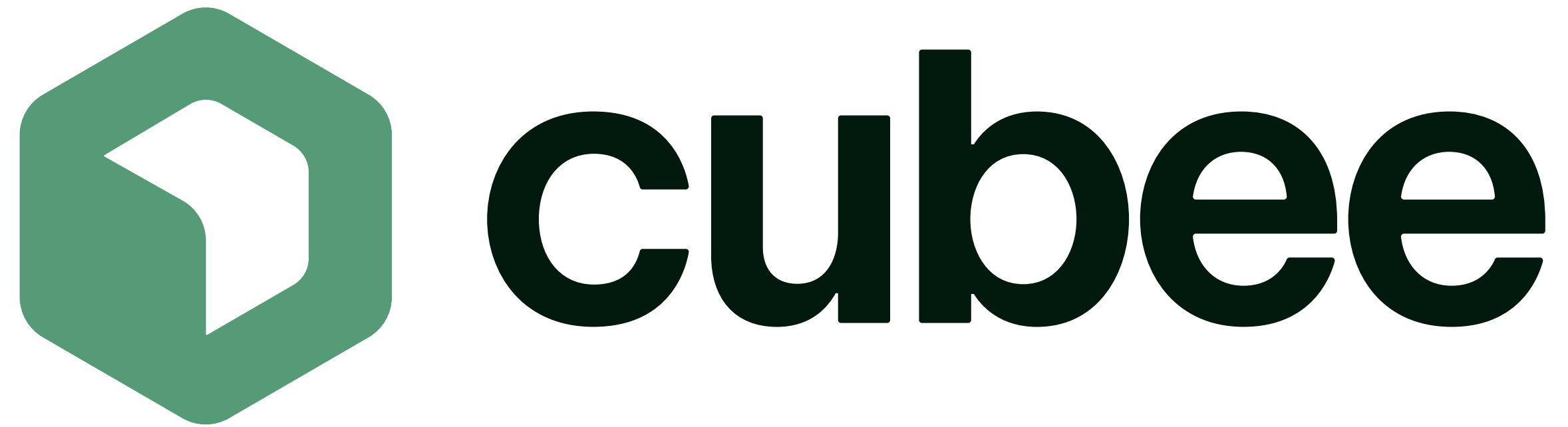
Digital: 120px width
Print: 1 inch width



Digital: 32 px height
Print: 32 inch height

Reduced Version

In circumstances where space is restricted or where an application is too small, the reduced version should be utilized and should be adopted after a 25% size reduction. (See table on the right)



100%

75%

50%

25%

Reduced Version



Incorrect Usage

To ensure a consistent and standardized logo usage, it is recommended that the logo is always reproduced using the files supplied along with these guidelines.

Please consider the examples of common misuses listed in these brand guidelines and ensure you do not replicate any of them.

1. DO NOT stretch or distort.
2. DO NOT use an unauthorized color.
3. DO NOT move or delete items.
4. DO NOT rotate.
5. DO NOT have additional effects such as shading, lighting.
6. DO NOT add a stroke.



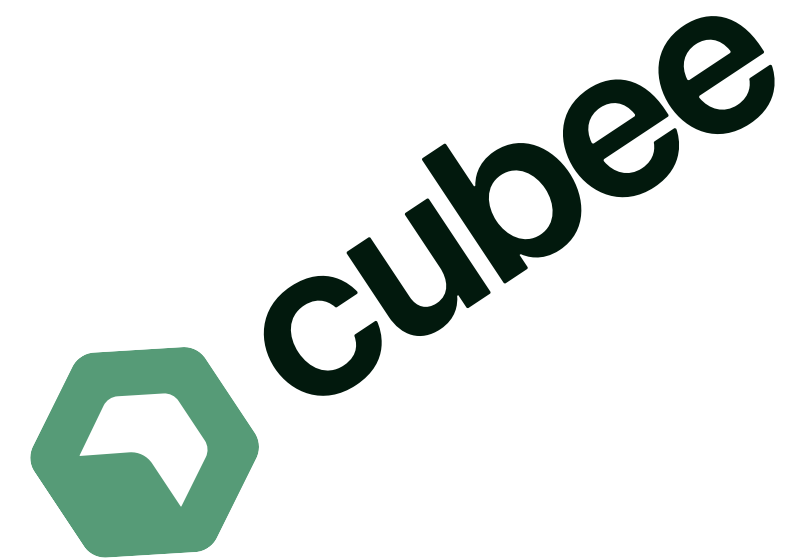
1.



2.



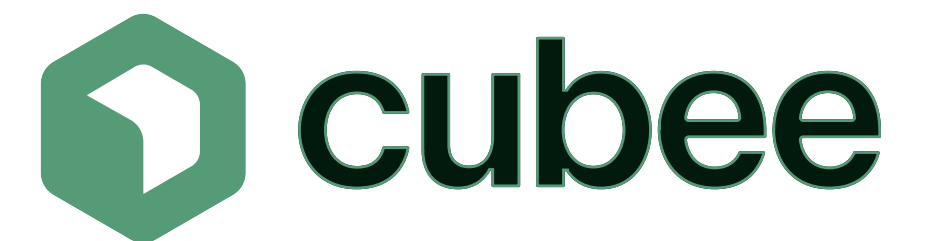
3.



4.



5.



6.





Color Palette 2.0





Color Palette

Our brand color palette consists of a combination of Light Green, Bright Green, Eco Green, Dark Green, and a series of shades from black to white. This primary palette should be used for most applications.

Please note that when using CMYK values, they should always match the PMS values when printing.

Consistency in the usage of brand colors and the frequency of their use will ensure a greater brand recall.

Light Green

HEX: #E1F4E1
RGB: 225, 244, 225
C4, M0, Y10, K8
PANTONE: 7485 U

60%

40%

20%

Bright Green

HEX: #E6F9B2
RGB: 230, 249, 178
C9, M0, Y34, K8
PANTONE: 372 C

60%

40%

20%

Eco Green

HEX: #569B77
RGB: 86, 155, 119
C69, M20, Y65, K2
PANTONE: P 141-4 C

60%

40%

20%

Dark Green

HEX: #02190D
RGB: 2, 25, 13
C78, M58, Y72, K80
PANTONE: 419 C

60%

40%

20%



Secondary Color Palette

This is the Color Palette to be used in the UI of our System.

It contains all Color Variations tonalities with the addition of secondary colors, in order to provide greater chromatic versatility.

As in the previous chart, color compositions are displayed in groups of shades from lighter to darker.

Once more, this System Color Palette sets the standard to be followed for the correct usage of branding colors, the latter are however not limited to this model and can be expanded respecting a tonal congruence.

| | | | | | |
|---------|---------|---------|---------|---------|---------|
| #134F99 | #457A99 | #997A24 | #8C4720 | #8E3028 | #492E6B |
| #1A6ED6 | #61ABD6 | #D6AB32 | #C4632D | #C64338 | #664196 |
| #1F83FF | #73CBFF | #FFCC3C | #E97635 | #EC5043 | #7A4DB3 |
| #79B5FF | #ABE0FF | #FFE08A | #F2AD86 | #F4968E | #AF94D1 |
| #F7FCF9 | | | | | |

#E1FAE1

#02190D

#E6F9B2

#569B77



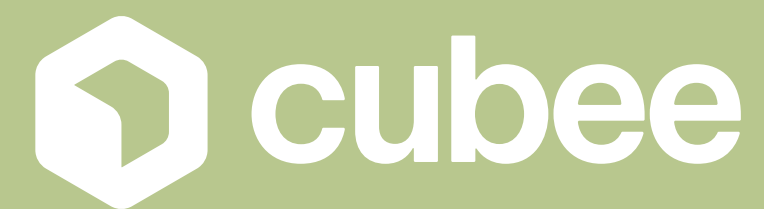
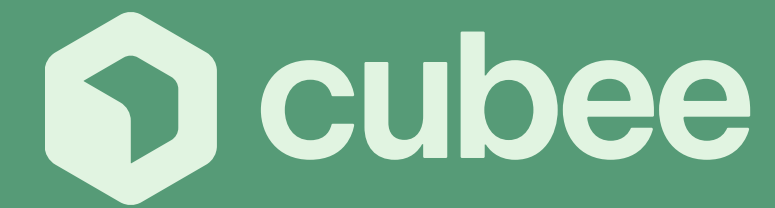
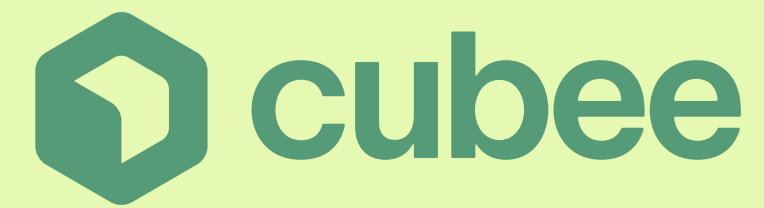
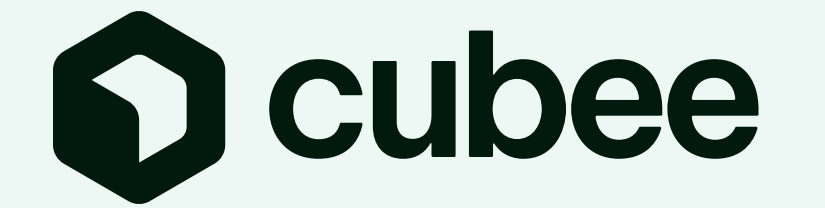
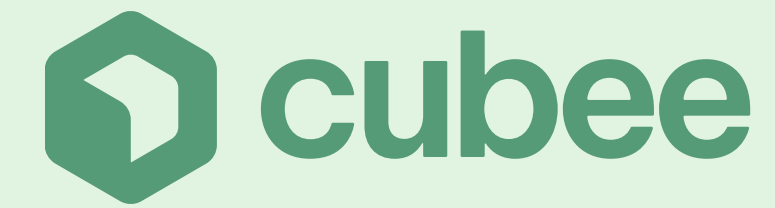
Colors Combination

While the full-color version of our logotype should be used whenever possible, in certain situations, alternate color versions can be used. Here is an array of color variations to use in those situations which illustrates their correct usage.

Please note:

01 - If displayed on a color background, the logotype can be black or white, depending on the application.

02 - When displayed on a darker background, the logotype can be white.

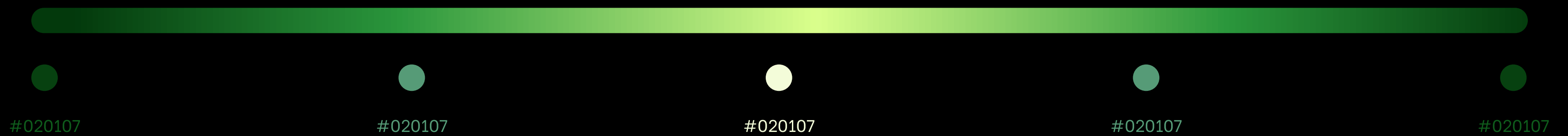




Light Animation

In regards to our device, one of its standout features is the incorporation of a dynamic color animation. This captivating visual element not only enhances the user experience but also has the potential to extend beyond the device itself and into various digital applications.

Recognizing the importance of maintaining a cohesive brand identity across different platforms, we've taken deliberate steps to establish a consistent color scheme for this animation. By defining a particular combination of hexadecimal values, we ensure that the animation maintains its visual integrity and aligns seamlessly with our brand's identity regardless of where it is displayed.



#020107

#020107

#020107

#020107

#020107



Typo- graphy

3.0



Typography

Our brand's primary typeface is Be Vietnam Pro, a modern sans-serif font introduced in 2018. Be Vietnam Pro falls under the category of Neo Grotesk fonts, making it an ideal choice for tech companies and startups seeking a contemporary aesthetic.

This typeface was meticulously crafted by integrating refined Vietnamese letterforms with adaptable diacritics, resulting in optimal readability. Its design includes open counters and carefully balanced spacing, ensuring legibility across various sizes and mediums.

To maintain consistency and reinforce our brand identity, Be Vietnam Pro should be utilized in all communications. By adhering to this primary typeface, we prioritize clarity, readability, and brand uniformity across all our messaging and materials

Future thinking.
Eco-friendly.
Sustainable.
Smart.

Be Vietnam Pro

Designed By Lam Bao, Tony Le, Vietanh Nguyen
18 Styles and 2 Variables

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789
@#\$%&?

License: Open Source / SIL Open Font License



Type in use

We've carefully curated the diverse weights of Be Vietnam Pro, coupled with variations in type size, to effectively delineate the hierarchy of information within all textual content and copy.

In our pursuit of a dynamic and adaptable system, we've integrated a method that can be seamlessly applied across all communications.

The layouts presented on this page exemplify the strategic utilization of different weights and font selections, illustrating their respective roles and levels within our communication framework.

Lead: Semibold
40% of Hero
Letter Spacing: -2

Your Control

Hero: Bold
100%
Letter Spacing: -6

Cubee is more than
just a device.

Body: Regular
40% of Hero
Letter Spacing: 0

it's a dynamic solution designed
to revolutionize how households
interact with energy.

CTA: Semibold
30% of Hero
Letter Spacing: 0

Contact





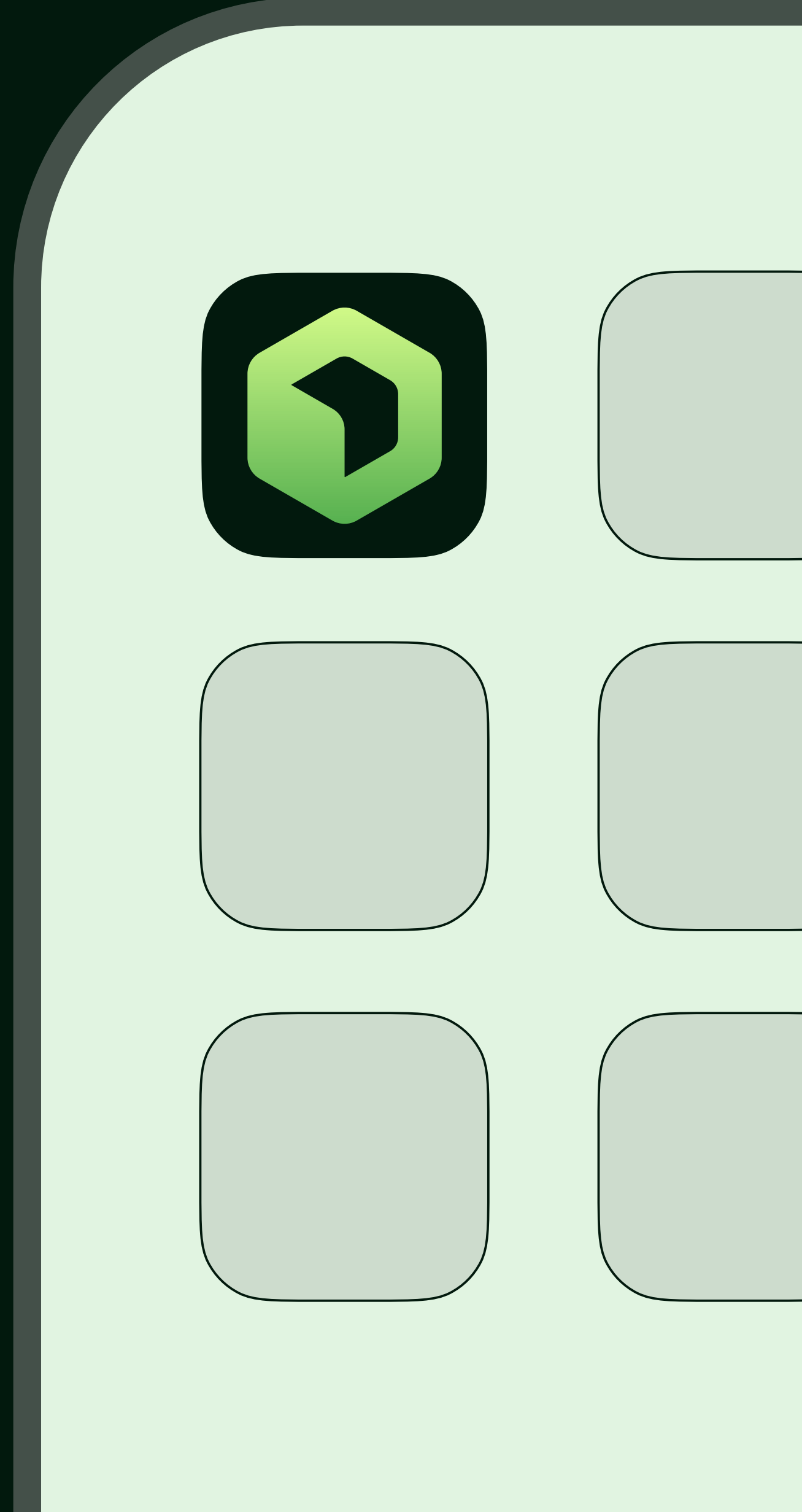
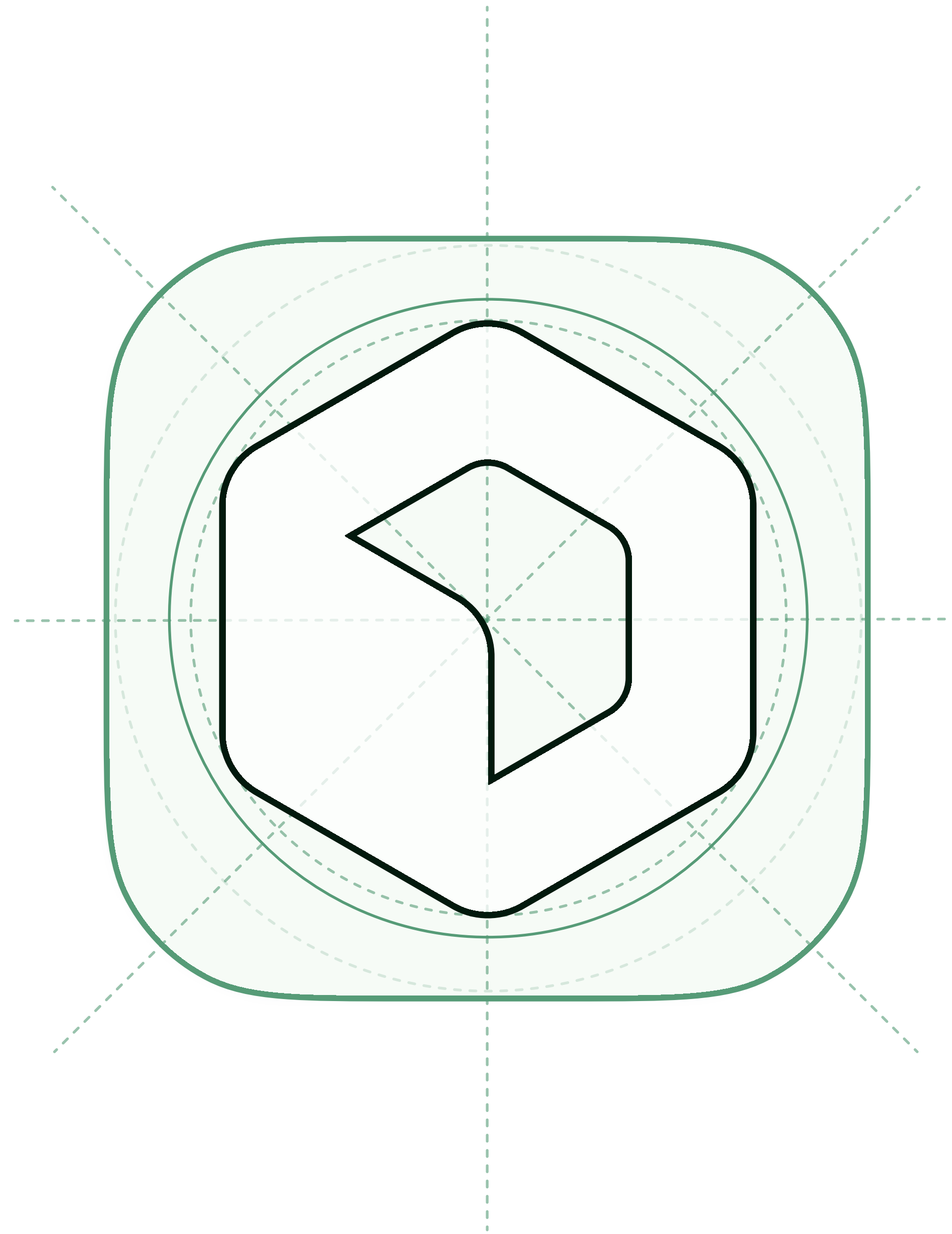
Brand Applications 4.0



App Icon

Our app icon is meticulously crafted, featuring our distinctive symbol set against a vibrant colored background. This deliberate design choice offers versatility and flexibility, allowing for the creation of various icon variations tailored to different contexts and platforms.

By utilizing our symbol as the focal point and incorporating a colored background, we've ensured that our app icon remains visually engaging and instantly recognizable. This simple yet effective setup not only enhances brand visibility but also facilitates seamless integration across a range of digital environments

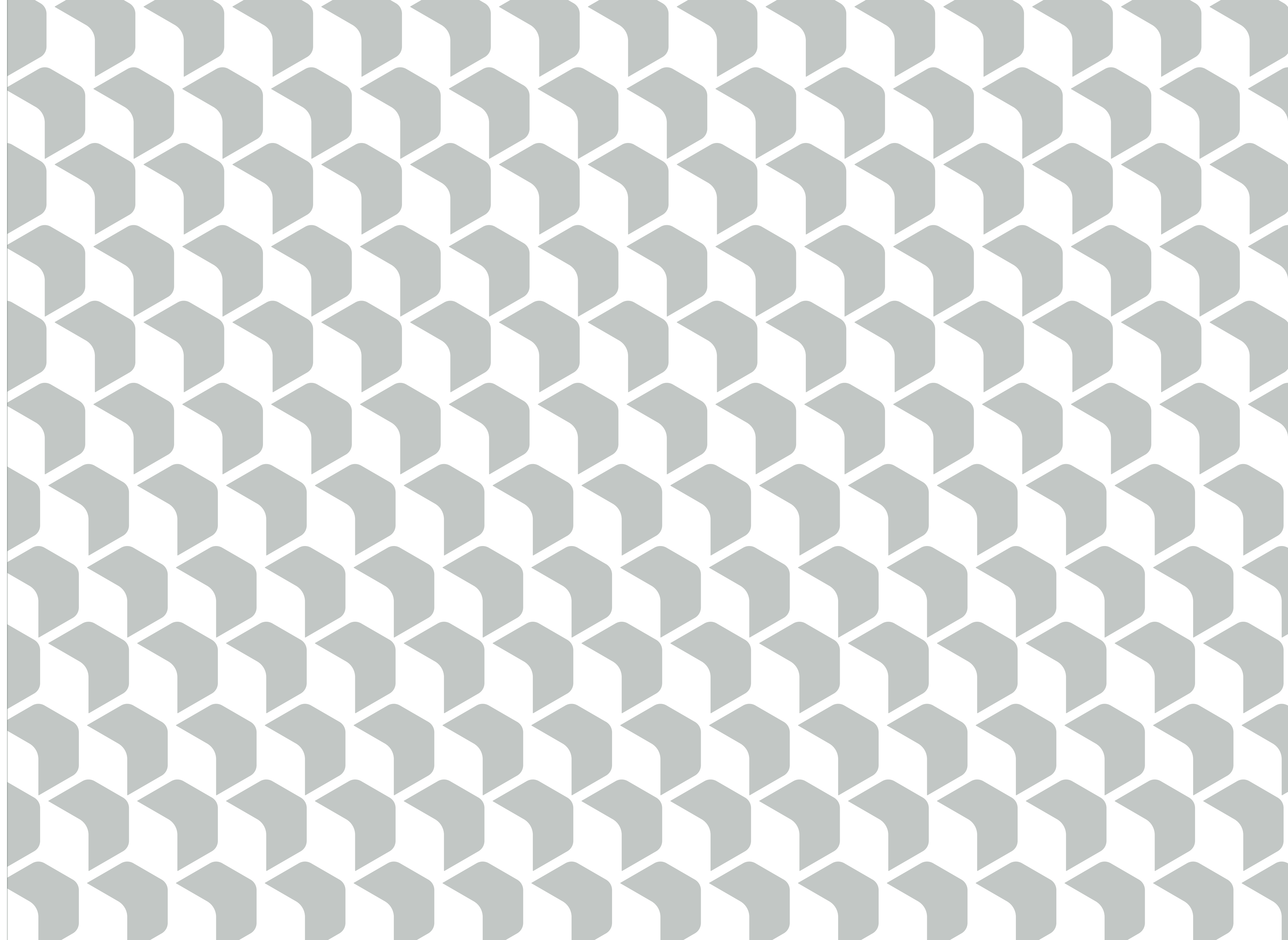




Brand Pattern

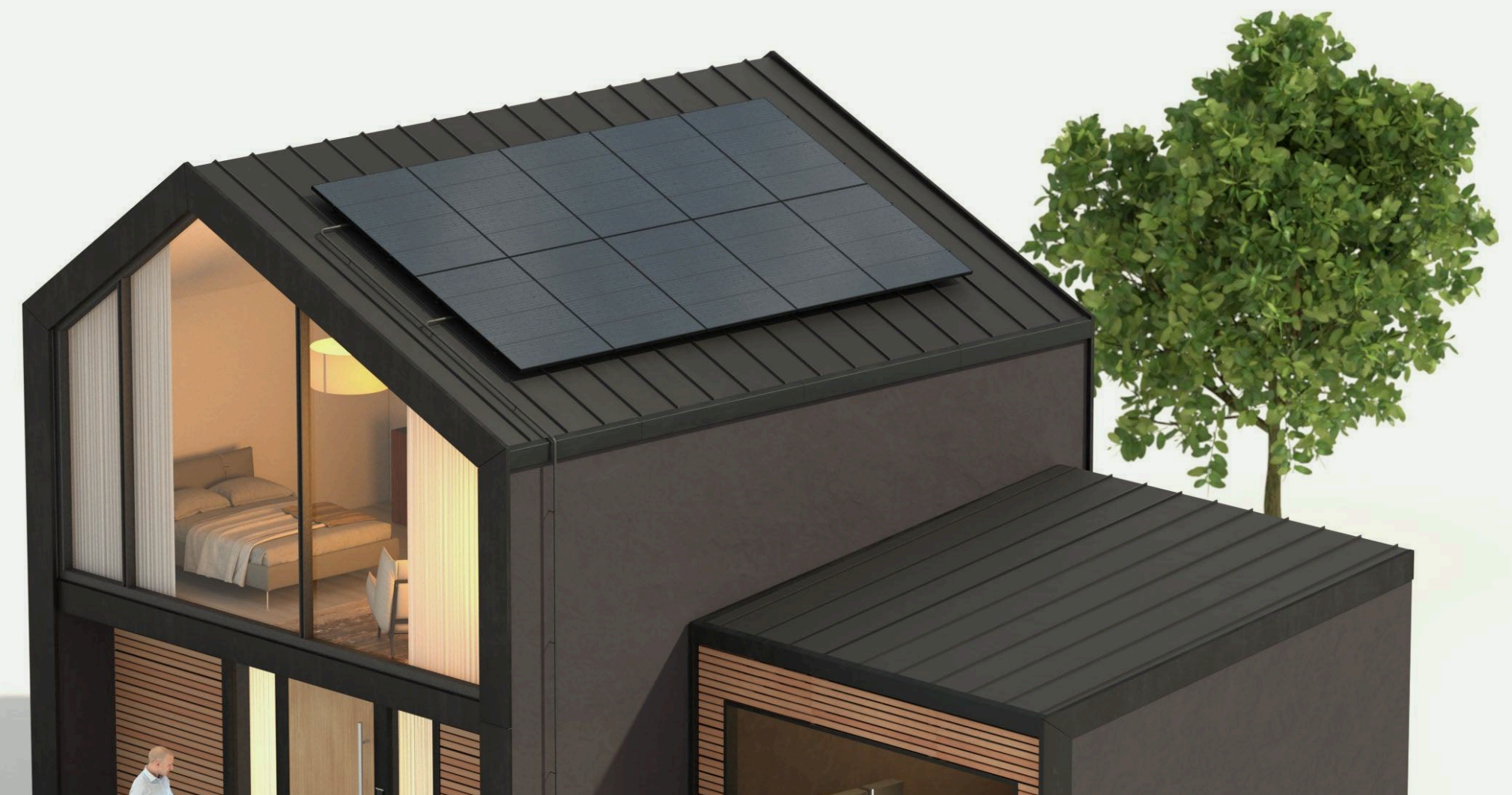
Our unique patterns are a powerful visual language that creates a distinctive identity for our brand. These patterns are carefully crafted using elements from our brand symbol.

Patterns should be used selectively and without visual conflict. They should add visual impact to our layout and reinforce the brand in a subtle way by showcasing brand colors and recognizable elements in a visually appealing fashion.





Intelligent energy management for a sustainable future



Eco-Power Solutions

We're committed to empowering your tomorrow with cutting-edge eco-power solutions. Our innovative technologies



Our Technology

Cubee, with its modern aesthetic and innovative approach, is not just about lowering electricity bills; it's about



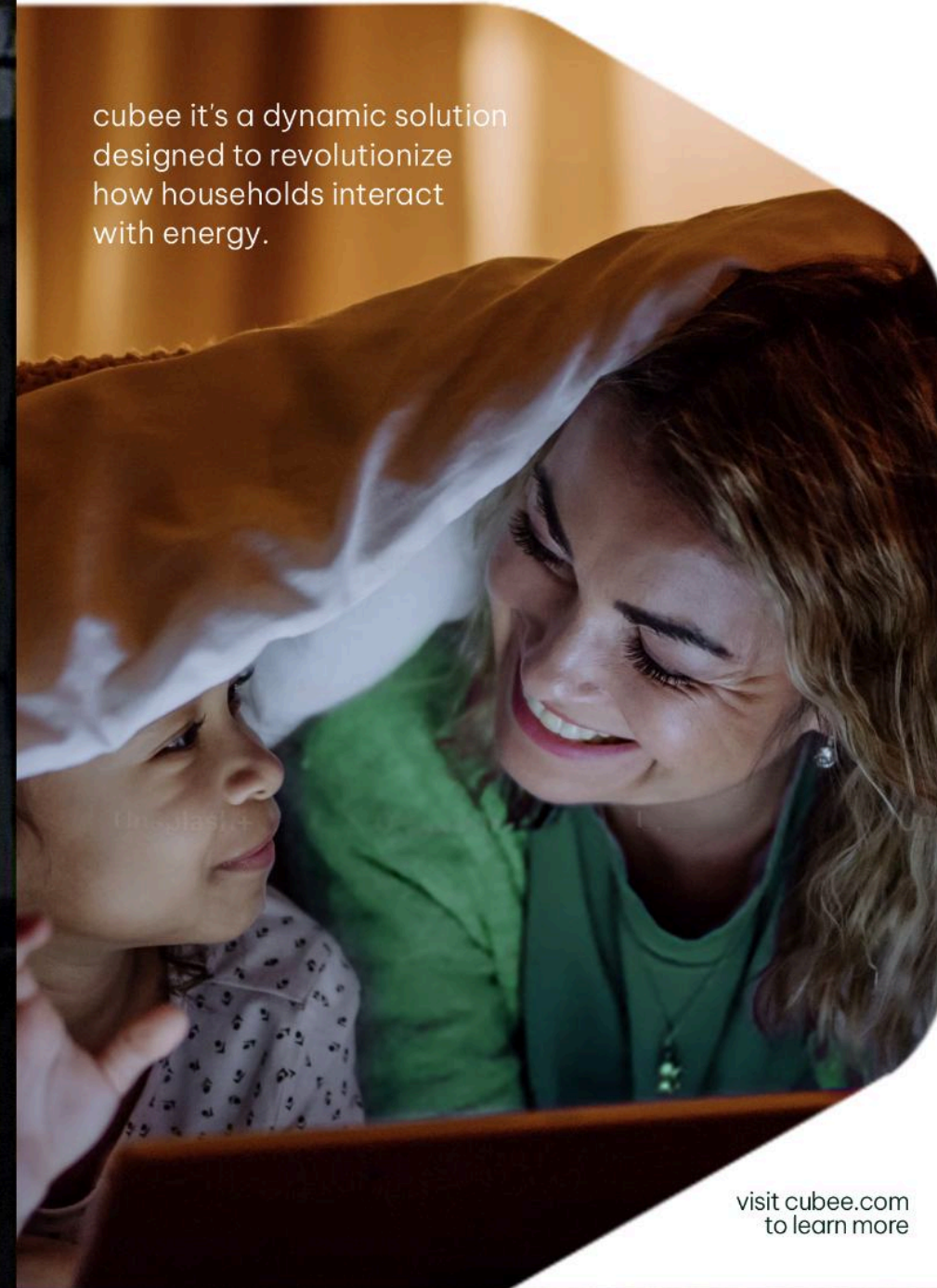




The technology that transform your life.




cubee it's a dynamic solution
designed to revolutionize
how households interact
with energy.




visit cubee.com
to learn more



 Cubee ✕


The technology that **transform** your life.




 Cubee ✕

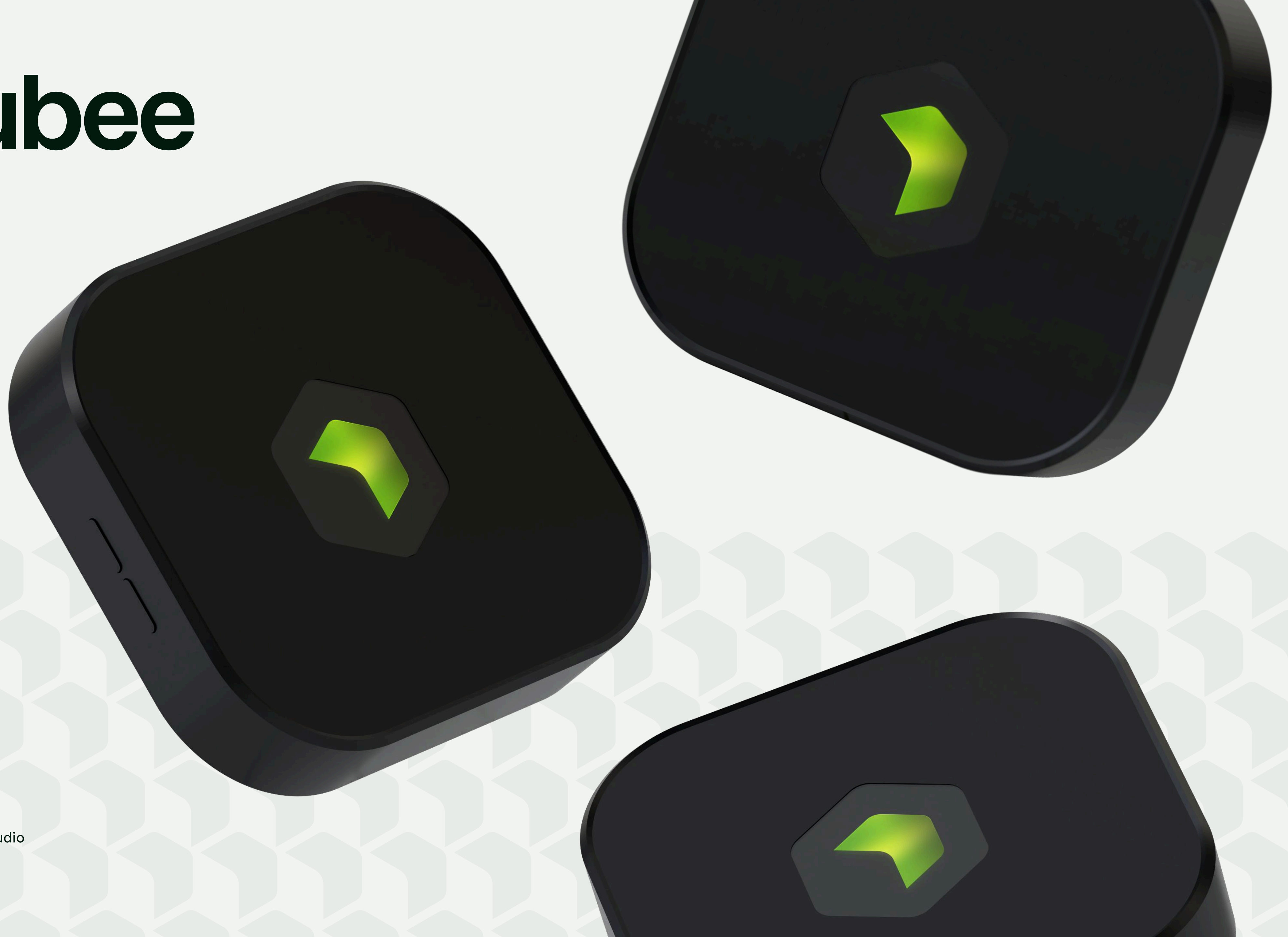
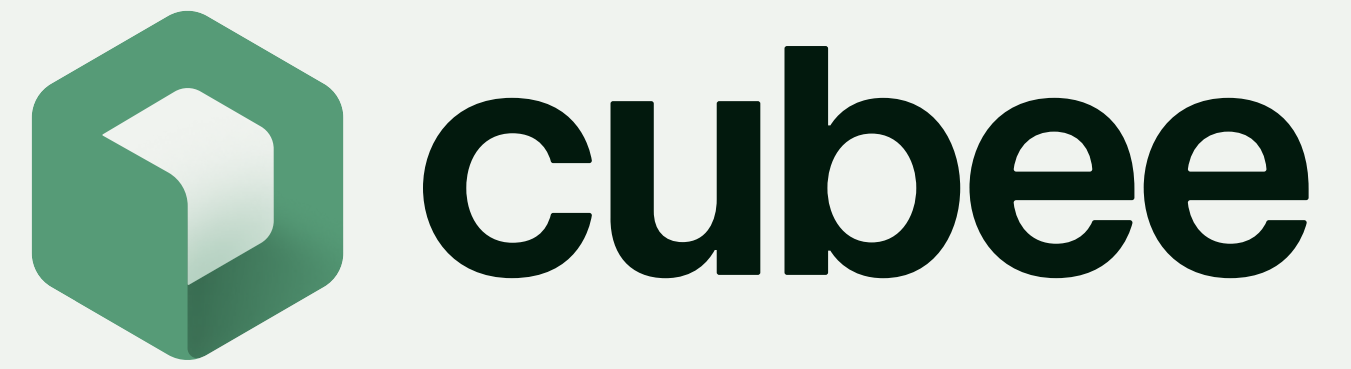


Power is yours to control, and the **savings** are yours to enjoy.

 Cubee ✕

Your energy,
Your **control**,
Our innovation.







Primary Logotype [↓](#)



iOS



Android

App Icon [↓](#)

Primary Font

Download [↓](#)

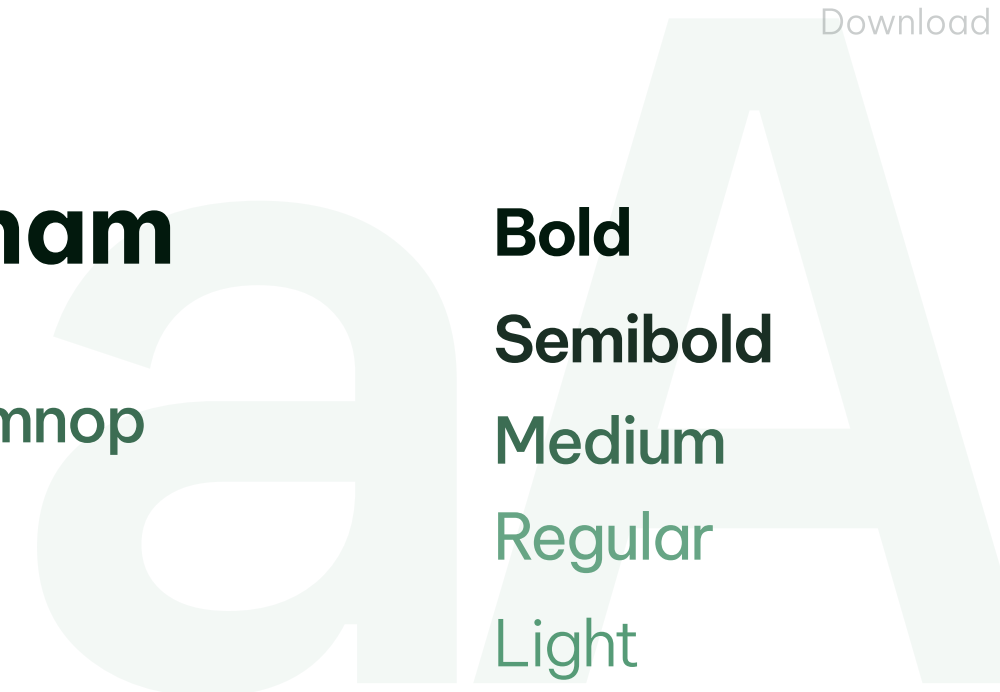
Be Vietnam Pro

abcdefghijklmnop
qrstuvwxyz

1234567890

@#\$%&*!

Bold
Semibold
Medium
Regular
Light



Light Green

HEX: #E1F4E1
RGB: 225, 244, 225
C4, M0, Y10, K8

Bright Green

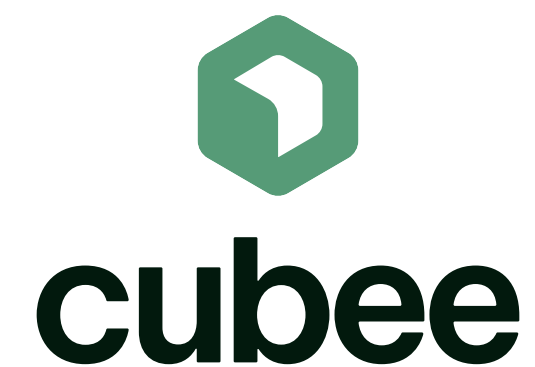
HEX: #E6F9B2
RGB: 230, 249, 178
C9, M0, Y34, K8

Eco Green

HEX: #569B77
RGB: 86, 155, 119
C69, M20, Y65, K2

Dark Green

HEX: #02190D
RGB: 2, 25, 13
C78, M58, Y72, K80



Secondary [↓](#)

