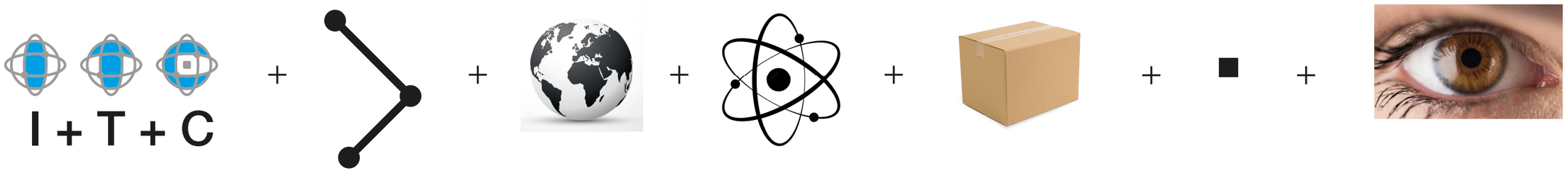
ITCUBEX

Brand guidelines



NAME INITIALS

CONNECTED POINTS

TRANSPORTATION INDUSTRY
ROUTES
TECHNOLOGY
CONNECTIVITY
DATABASE SHARING

EARTH GLOBE

WORLDWIDE SERVICE

ATOM

CENTRALICED DATABASE
DYNAMISM
SPEED
FAST SERVICE

BOX

TRANSPORTATION INDUSTRY
LOGISTICS

PIXEL

TECHNOLOGY
SOFTWARE

EYE

VISION OF FUTURE
EVOLUTION
SUPERVISION
CONTROL
SAFE SERVICE

ITCUBEX
DOMAIN ENRICHED INTELLIGENCE

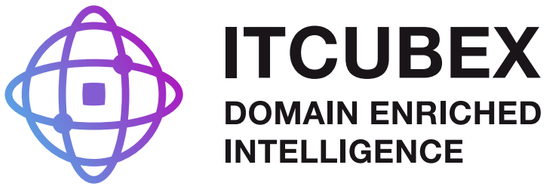
ITCUBEX

The **main logo** is the one in the **horizontal position.**

There are two versions of the logo, **with baseline** and **without baseline.**

The logo consists of two elements, the **icon** and the **logotype.**

Do not change the size relation between icon and logotype.

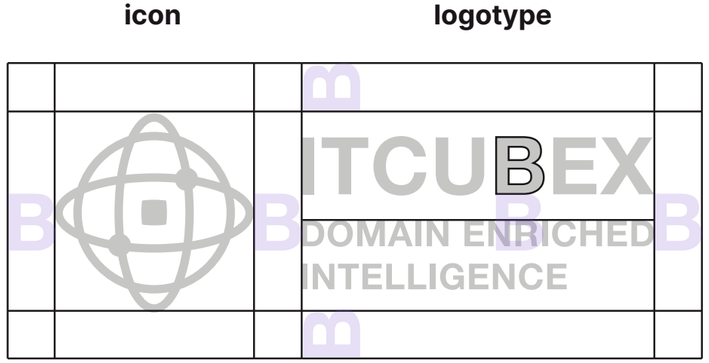


The logo has a **vertical variant** for when the horizontal position cannot be used.

The **icon** can be used without the logotype as a representative **symbol** of the brand.

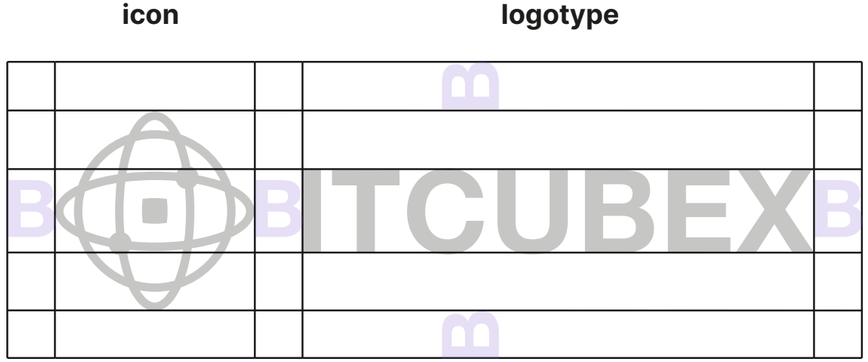
Logo main position with baseline

Minimum size
Digital: 100px wide / Print: 3,5 cm wide



Logo main position without baseline

Minimum size
Digital: 57px wide / Print: 2 cm wide



Vertical variant position with baseline

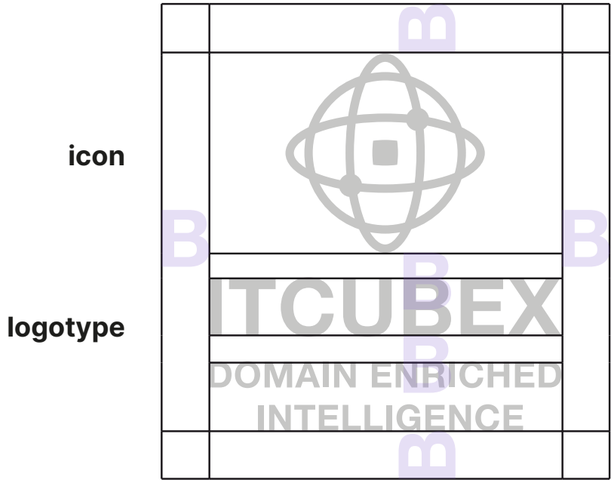
Minimum size
Digital: 100px wide
Print: 3,5 cm wide

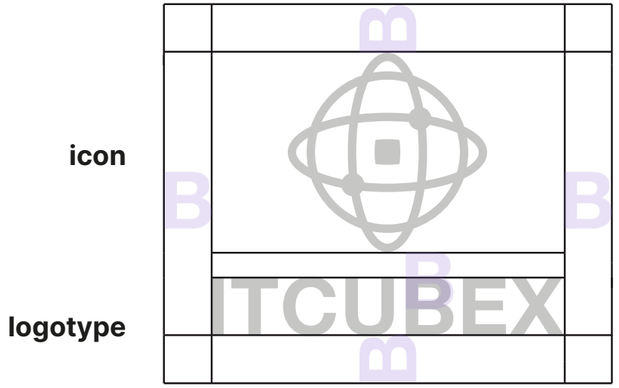
Vertical variant position without baseline

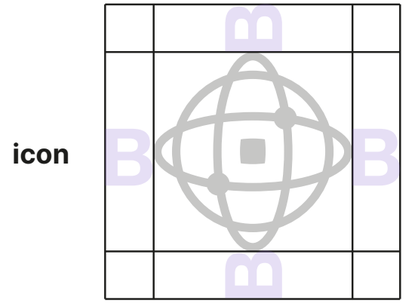
Minimum size
Digital: 57px wide
Print: 2 cm wide

Icon

Minimum size
Digital: 16px wide
Print: 0,5 cm wide







Black

RGB 25 21 25
CMYK 78,63 74,23 58 83,61
HEX #191518

White

RGB 255 255 255
CMYK 0 0 0 0
HEX #ffffff

This color palette gives the design a **modern** and **technological** look and makes the brand stand out with a **contemporary** image among its competitors in the transportation industry.

The combination of different shades of purple results in a **soft and dynamic** color identity that gives the brand an **elegant and professional** look.

Blue

RGB 91 159 227
CMYK 64,09 28,31 0 0
HEX #5b9fe3

Medium Purple

RGB 131 92 209
CMYK 67,15 68,76 0 0
HEX #6e5ca4

Vivid Purple

RGB 171 26 191
CMYK 57,65 85,08 00
HEX #ab1abf

Gradient

Blue to Vivid Purple 30°

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Main option · Full color on Black

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Alternative option · Full color on White

ITCUBEX

Alternative option · White on Gradient

ITCUBEX

Alternative option · White on Medium Purple

A suggestion for the application of photographs is to use b/w images with the **corporate gradient** superimposed. The logo or text on top should always be used in **white.**

This gives **contrast and consistency** to the brand, making the corporate identity **unified and coherent.**

Primary

Inter is the main typography.

This is a Google Font and can be applied for print or website.

Aa

Headline
Inter Bold

Aa

Copy text
Inter Regular

Secondary

Roboto is used as an alternative for Inter when Inter is not accessible.

This is a Google Font and can be applied for print or website.

Aa

Headline
Roboto Bold

Aa

Copy text
Roboto Regular

KAN
ZEN

ITCUBEX
Logo redesign
June 2023