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MEDIACUBE
BRAND GUIDELINES
2024



LOGOTYPE

MAIN LOGO

A combination of MEDIACUBE's distinctive
M symbol and the branded font Spekk typeface



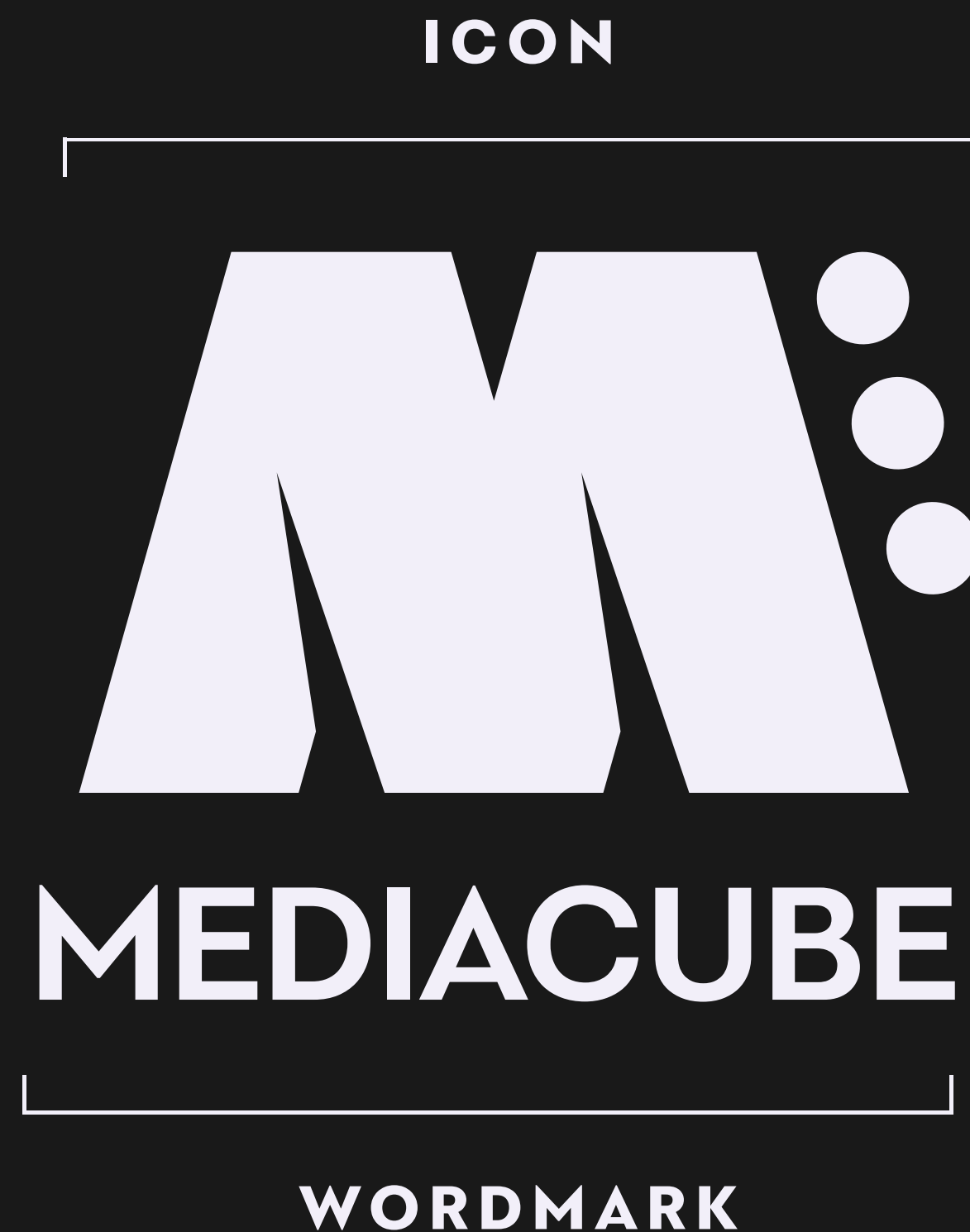
HORIZONTAL LOCK UP

A combination of MEDIACUBE's distinctive
M symbol and the branded font Spekk typeface



SEGMENTATION

Clear space is essential for a logo to maintain its visual integrity and impact, as it ensures that the logo remains visually distinct and uncluttered by other elements, allowing it to be easily recognizable and legible.



SCHEMATICS

A logo should be segmented into an icon and a wordmark to ensure it's agile use across various platforms and contexts. By seperating the logo into these two distinct elements, each component can be utilized independently, depending on the requirements of a specific medium or application.

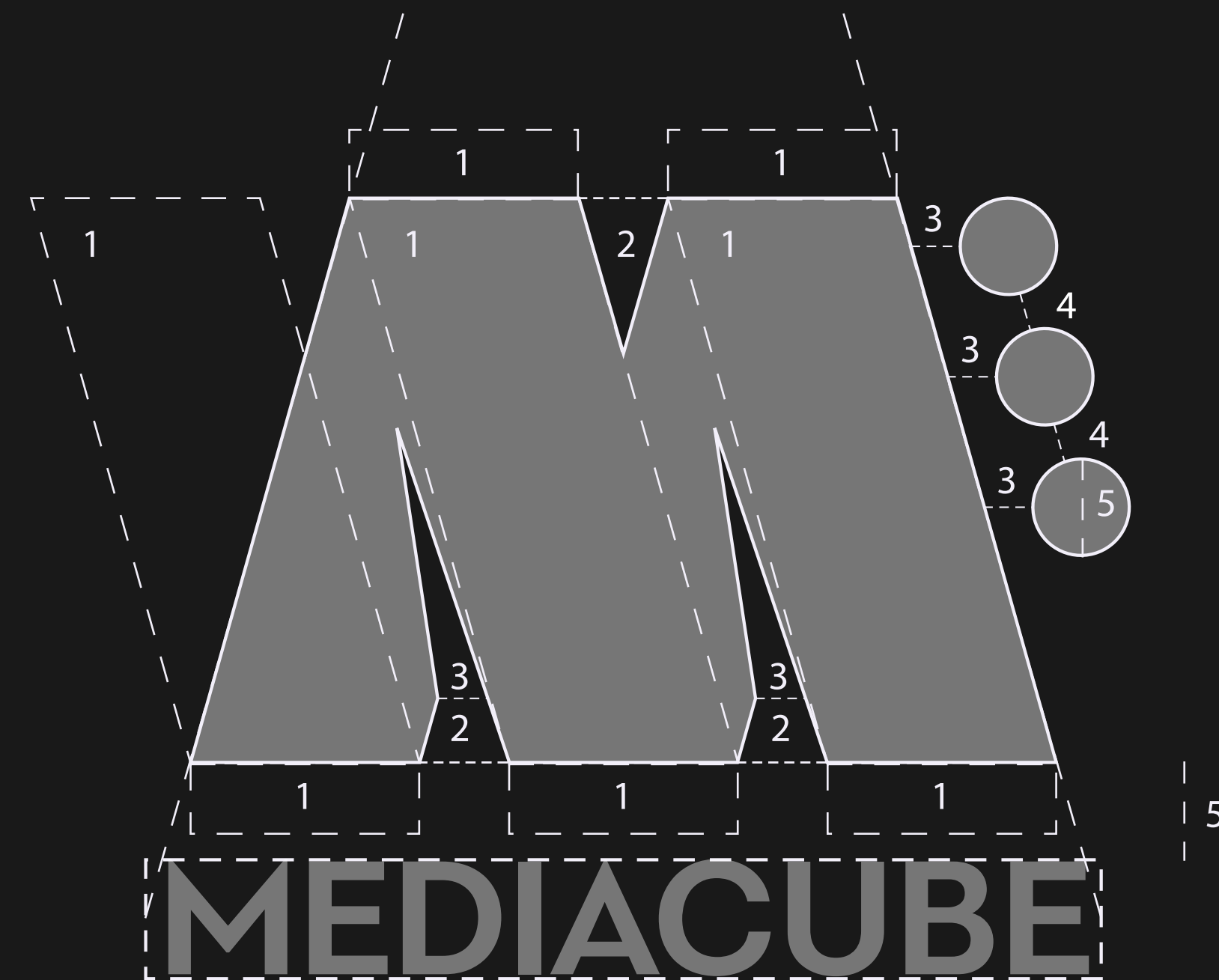
Main row width

Negative Space inner width

Negative Space outer width

Minimal Spacing

Circle Diameter



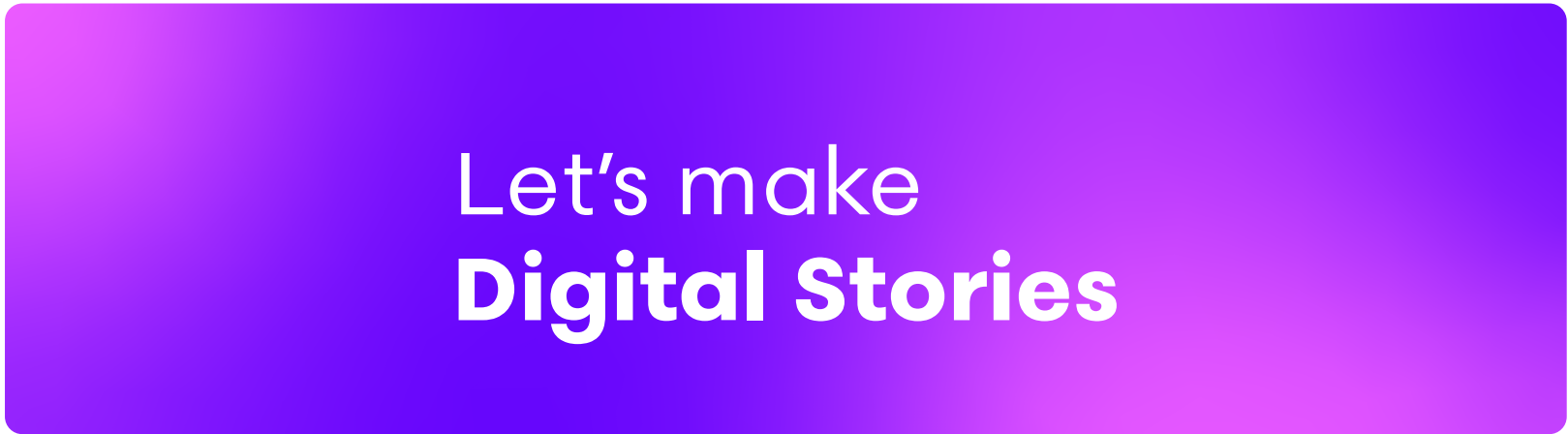
B&W implementations



Let's make **Digital Stories**

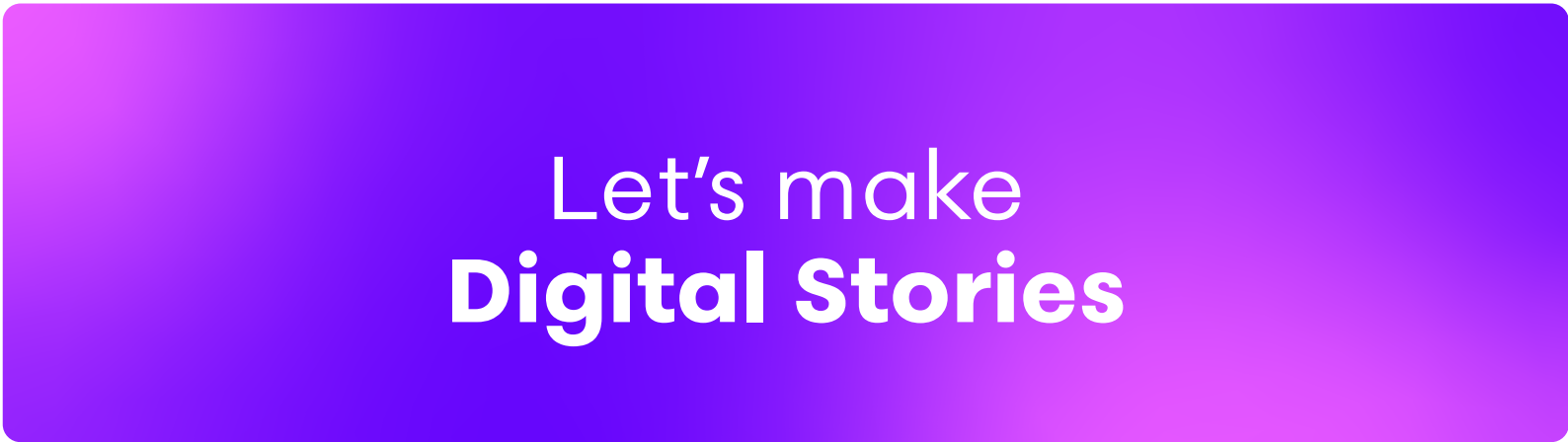
Let's make
Digital Stories

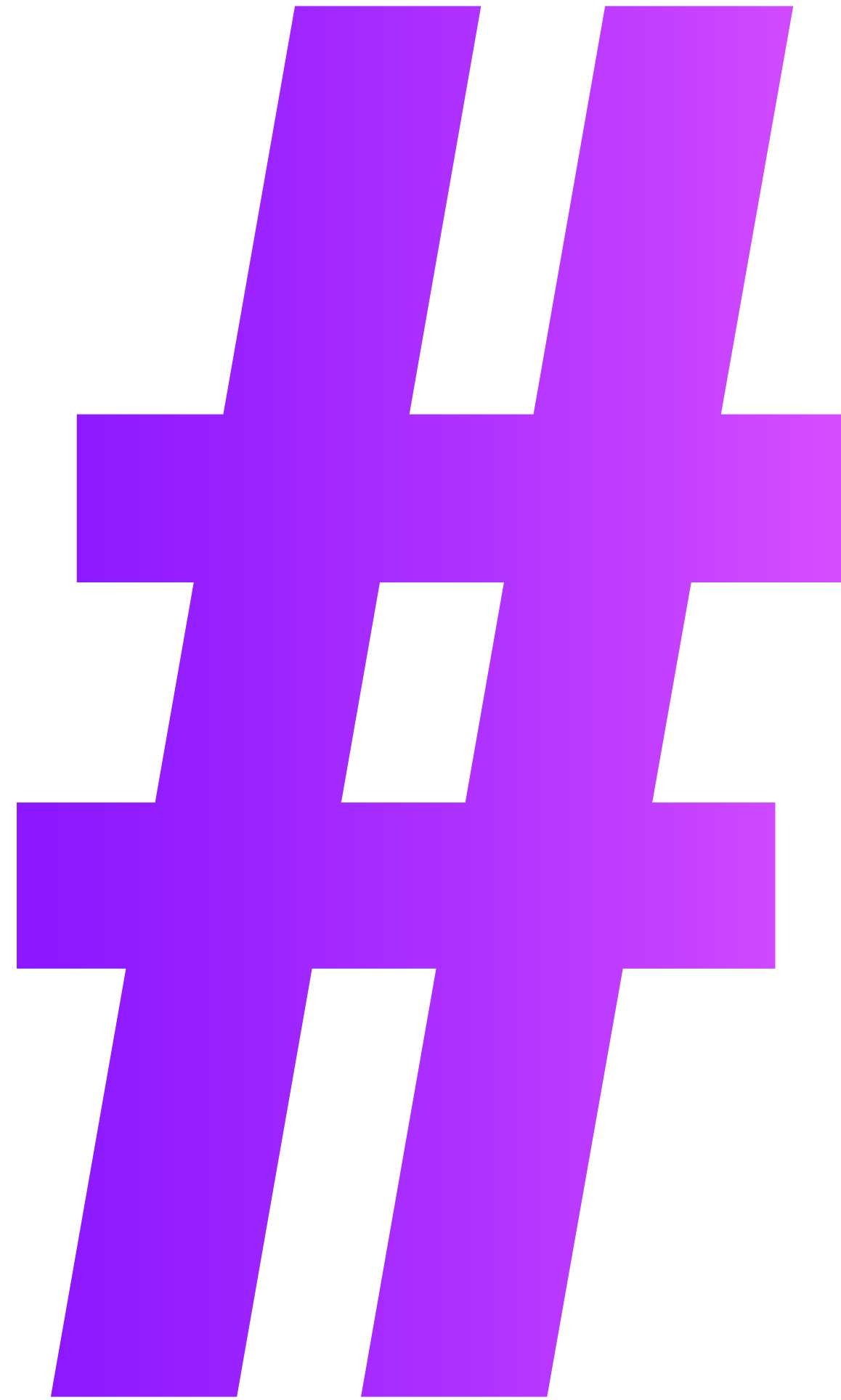
Let's make
Digital Stories



Let's make
Digital Stories

Let's make
Digital Stories





Branded Hashtags

#MEDIACUBE or #mediacube

#mediacuber

#CubeLove

#CubePartner

#CubeInsights

#CubeLife

#CubeInnovation

#CubeMarketing

#CubeDesign

#CubeExcellence



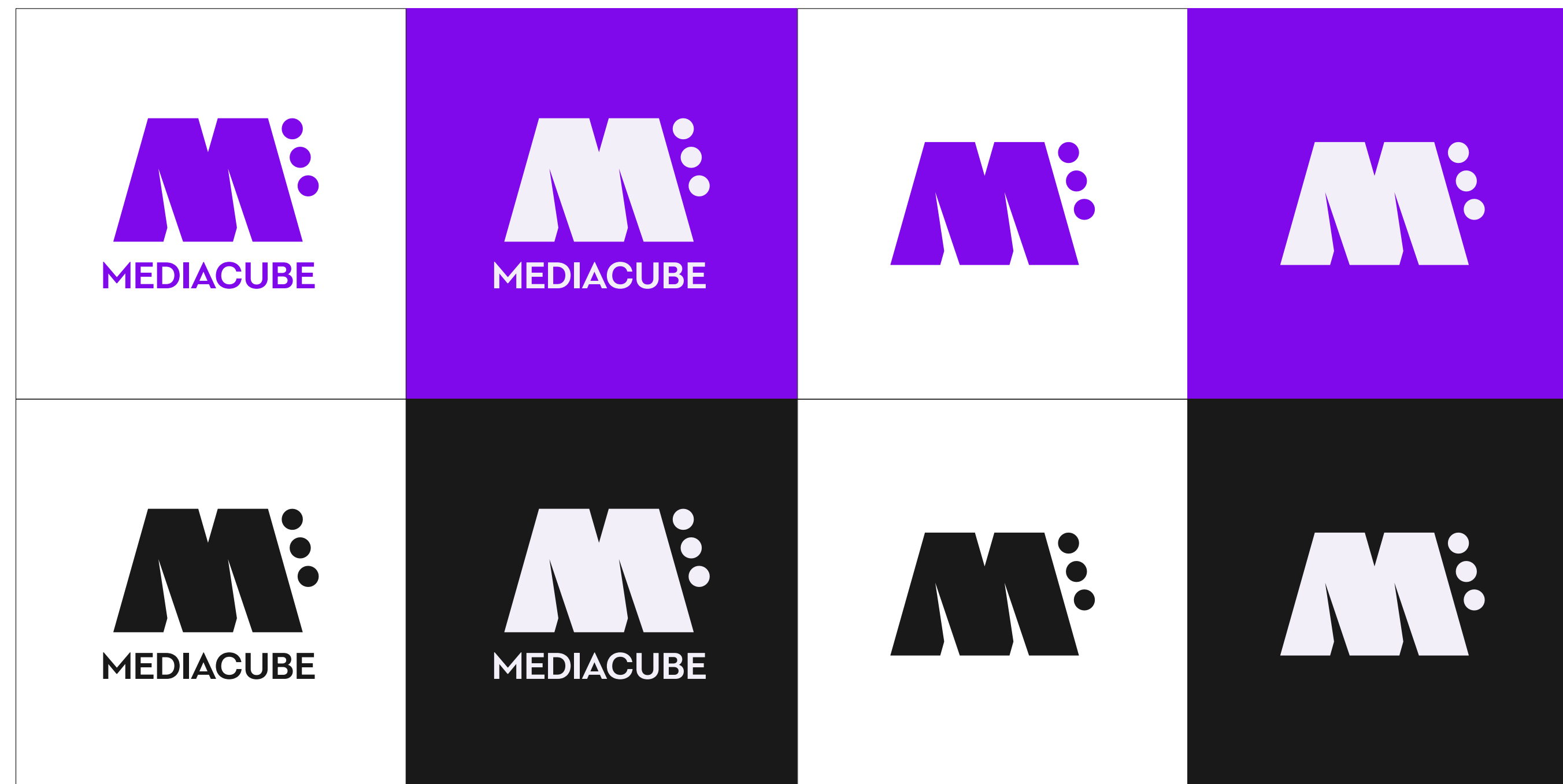
LOGO USAGE

CLEAR SPACE

Clear space is essential for a logo to maintain its visual integrity and impact, as it ensures that the logo remains visually distinct and uncluttered by other elements, allowing it to be easily recognizable and legible. Clear space around a logo also helps prevent any visual distractions or interference that could diminish its effectiveness.



LOGO VARIATIONS



LOGO DONT'S

In some cases partners may try to apply the logo in their own way. This is not good practice because it changes the uniformity of our corporate identity. We always want to communicate the corporate identity across all media in a consistent manner.



We always keep
opacity 100%



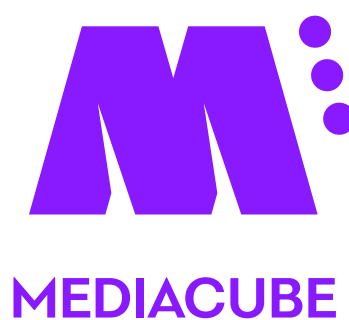
No shadows or other
effects are ever allowed



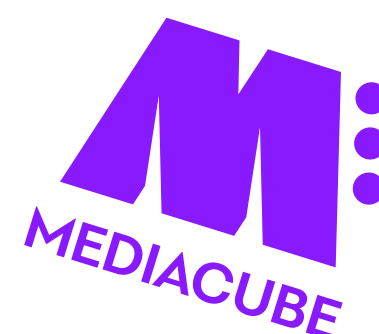
No recoloring
is ever allowed



Do not use low quality material
Contact MEDIACUBE's team



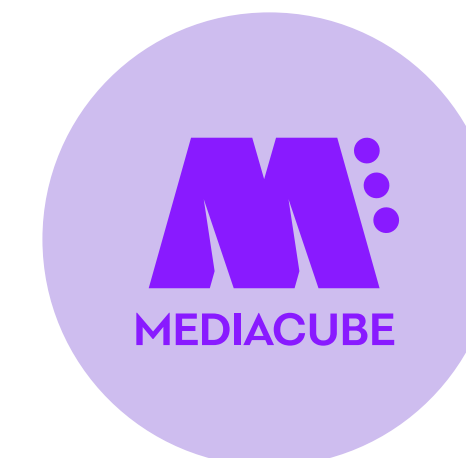
Graphic & Typography
elements



No rating
is ever allowed



No stretching
is ever allowed



On darker backgrounds a
negative white version is used instead



COLOR PALETTE

COLOR PALETTE

Our brand guide emphasizes the strategic use of the captivating shades of purple and yellow, which serve as the primary brand and the accent color accordingly. Their cooperation provides a perfect complimentary match that allows our brand values to be presented perfectly.

MAIN COLOR



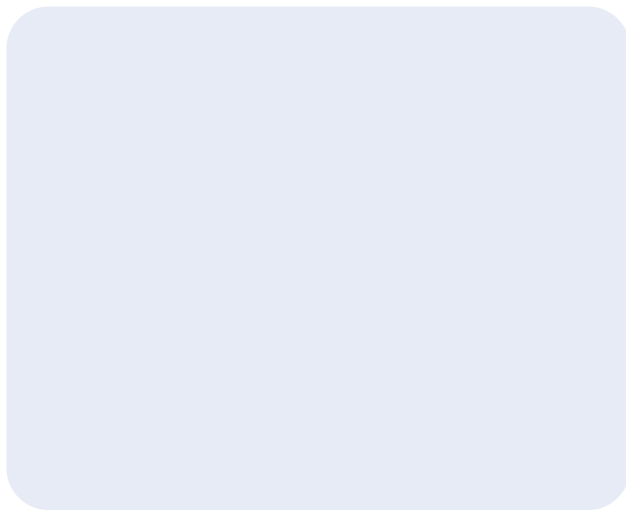
RGB 138 23 255
CMYK 66 78 0 0

ASCENT COLOR



RGB 255 205 05
CMYK 0 20 95 0

FILL COLOR



RGB 230 235 245
CMYK 10 5 0 0

MAIN TEXT



RGB 25 25 25
CMYK 73 67 65 79

SECONDARY TEXT



RGB 127 127 127
CMYK 52 43 43 8

GRADIENTS

MEDIACUBE's personalized gradient shades are unique color blends that reflect our brand's core personality. They spark emotions, hint at values, and manage to grab a crowded market's attention. They are used wisely for a modern edge, without overdoing it - clarity is key.

Their cooperation provides a perfect complimentary match that allows our brand values to be presented perfectly.

Very M3



Funky



Techy



Shocking





TYPOGRAPHY

DIN

Usually in condensed form
(weight: 700, width: 50)
Is mainly used in short headlines,
bold statements and other spicy designs

Spekk

Has no use limits

Open Sans

Is used whenever the above fonts
are not available such as in
Microsoft Office suite files

THIS HEADLINE IS SET IN DIN

This body text is set in Spekk
Lorem ipsum dolor sit amet, consectetur 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
suscepit lobortis nisl ut aliquip ex ea commodo consequat.

This body text is set in Open Sans.
Lorem ipsum dolor sit amet, consectetur 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.



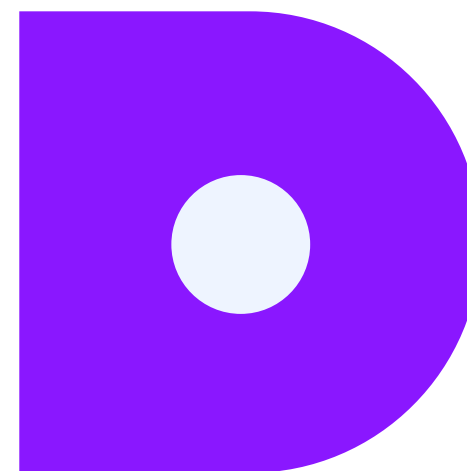
GRAPHIC ELEMENTS

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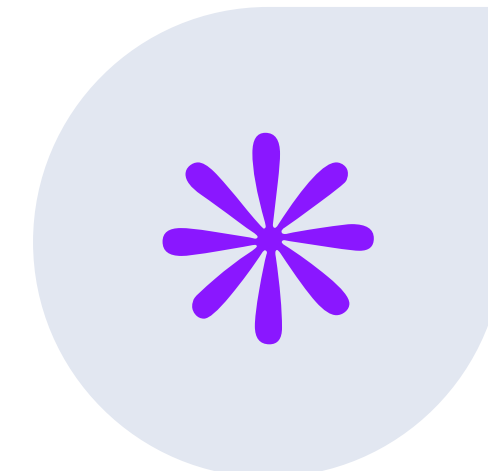
Graphic elements are the building blocks of visual communication, playing a crucial role in conveying messages effectively. From single shapes like circles and squares to complex illustrations and icons, graphic elements serve as the visual language that enhances understanding and engagement. The asset library also includes typography, other shapes, our logo or even complete text.



Shape with logo



Shape with shape



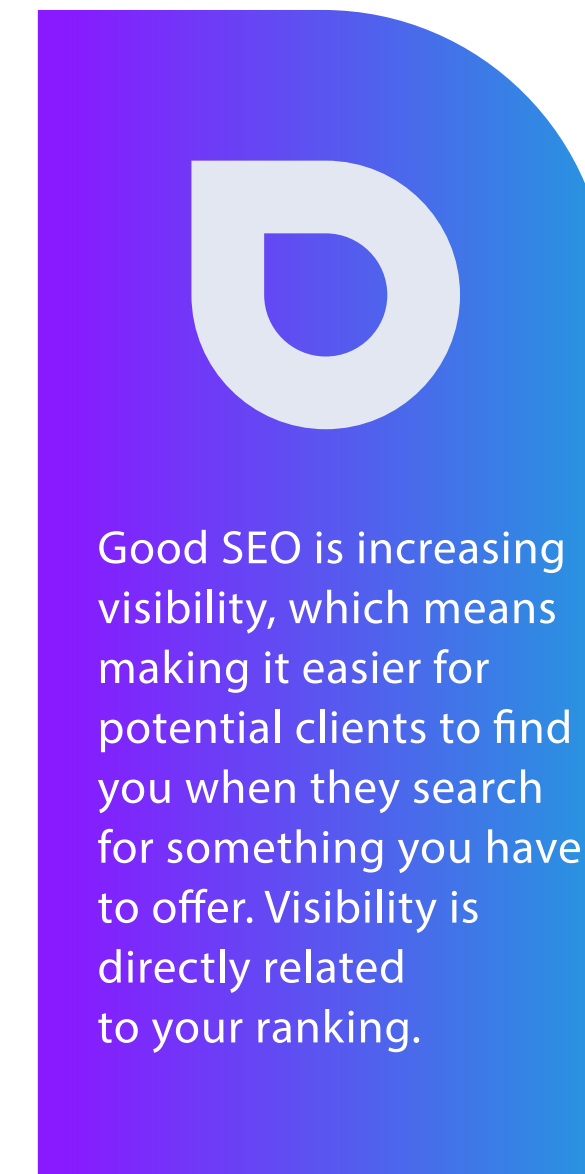
Shape with typo element



Shape with typography



Shape with graphic elements



Good SEO is increasing visibility, which means making it easier for potential clients to find you when they search for something you have to offer. Visibility is directly related to your ranking.

Shape with text

LAYOUT ELEMENTS

From web interfaces to print media, these elements serve as the visual language that guides user interaction and storytelling, transforming mundane information into engaging experiences that captivate and inspire. Through strategic placement and thoughtful composition, designers harness the power of graphic elements to create memorable and impactful communication.



Graphic element with logo used in picture



Graphic element used as a mask

ELEMENTS IN TYPOGRAPHY

Typography, with its diverse fonts and styles, adds personality and clarity to written content. Texture and pattern and tactile qualities, enrich the visual experience. Through the strategic arrangement and combination of these elements, designers craft compelling visuals that captivate audiences and leave a lasting impression.

* We genuinely **care**
about your **needs**.

Learn more





tone of voice

TONE OF VOICE



At MEDIACUBE, our voice and tone are the vibrant echoes of our core values:

[Excellence](#), [Wisdom](#), [Innovation](#), [Honesty](#) and [Care](#).

These values guide us in every communication and interaction, helping us resonate with our audience and create meaningful connections.

Our tone of voice is the way in which we write and speak, what we say and how we say it. Like a person, what we say is dictated by our principles, experiences and aspirations; how we say it is informed by our personality.

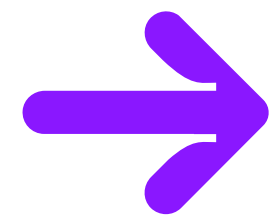
This guide is the compass that directs our communication, ensuring that our messages align with our values. Whether we are crafting content, engaging with clients or conversing with our team, our voice and tone must embody the essence of MEDIACUBE.

1. Use "we": Always communicate in plural, to emphasize a collective and team-oriented approach.
2. Avoid slang: Maintain professionalism by refraining from overly casual language.
3. Speak from experience: Share insights based on expertise.
4. Be humble and honest: Avoid coming across as arrogant, unsure or pretentious.
5. Be warm and caring: Express warmth and empathy, without appearing patronizing, distant or insincere.
6. Be contemporary: Employ modern language, avoiding outdated or overly formal terminology.

TONE OF VOICE

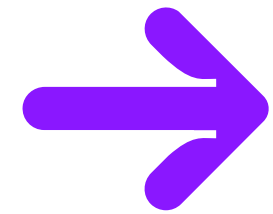


Core establishments



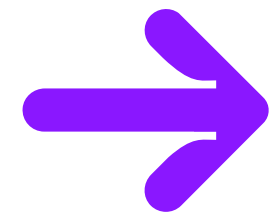
We believe in Excellence

Our voice is confident and self-assured. We aim for the highest standards in everything we do, reflecting our unwavering pursuit of excellence. Professional, reliable and accurate, reflecting our commitment to delivering top-tier digital marketing solutions.



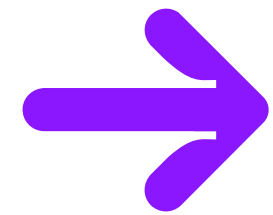
We believe in Wisdom

Informed and highly-skilled, our voice is firmly rooted in a blend of knowledge and expertise. Thoughtful, insightful and educational, we seek to share our wisdom to empower our audience.



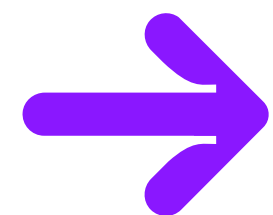
We believe in Innovation

Imaginative and forward-thinking, our voice embodies our drive to push the boundaries of innovation. Contemporary and creative, we inspire ingenuity, pushing the boundaries of innovation in the digital landscape.



We believe in Honesty

Our voice is straightforward, transparent and candid, a testament to our unwavering commitment to honesty. Truthful and forthright, we communicate openly and sincerely in all our interactions.



We believe in Caring

Warm, empathetic and compassionate, our voice resonates with genuine care for our clients and partners. Authentic and supportive, we show we genuinely care by actively listening and addressing needs.

TONE OF VOICE

Examples of everyday use



Do

"We are committed to excellence."
"Our services are outstanding."
"Drawing from our experience, we recommend..."
"We genuinely care about your needs and concerns."
"Our solutions are cutting-edge."

But avoid

"I am committed to excellence." "Our services are cool."
"We know everything about this." "Don't worry; we've got this."
"Our solutions are state-of-the-art."



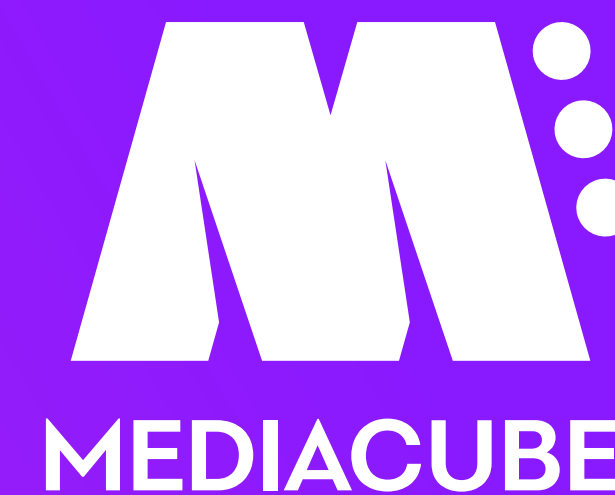
CONCLUSION

CONCLUSION

These brand guidelines are a living document, and we are willing to update them as needed to reflect changes in our business and the digital landscape.



Making sure these brand guidelines are followed trustfully will help make sure our brand voice is consistent across all channels and customer touchpoints.



**THANK
YOU**