

Style Guide



Logo Overview

The black primary logo should be used whenever possible.

The white version is to be used when placed on a black background.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format

Black



CMYK & RGB

EPS	Digitalcube_Primary_BK_cmyk.eps Digitalcube_Primary_BK_rgb.eps
JPG	Digitalcube_Primary_BK_cmyk.jpg Digitalcube_Primary_BK_rgb.jpg
PNG	Digitalcube_Primary_BK_cmyk.png Digitalcube_Primary_BK_rgb.png

White



CMYK & RGB

EPS	Digitalcube_Primary_WH_cmyk.eps Digitalcube_Primary_WH_rgb.eps
PNG	Digitalcube_Primary_WH_cmyk.png Digitalcube_Primary_WH_rgb.png

The logomark should be used when the organization's name is not needed.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS, .JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS, .JPG, and .PNG format.

Black



CMYK & RGB

EPS	Digitalcube_Logomark_BK_cmyk.eps Digitalcube_Logomark_BK_rgb.eps
JPG	Digitalcube_Logomark_BK_cmyk.jpg Digitalcube_Logomark_BK_rgb.jpg
PNG	Digitalcube_Logomark_BK_cmyk.png Digitalcube_Logomark_BK_rgb.png

White



CMYK & RGB

EPS	Digitalcube_Logomark_WH_cmyk.eps Digitalcube_Logomark_WH_rgb.eps
PNG	Digitalcube_Logomark_WH_cmyk.png Digitalcube_Logomark_WH_rgb.png

The wordmark should be used in order to avoid repetition on any piece where the logomark is being used.

The white version is to be used when the logo is placed on a black background.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS,.JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS,.JPG, and .PNG format

Black



CMYK & RGB

EPS	Digitalcube_Wordmark_BK_cmyk.eps Digitalcube_Wordmark_BK_rgb.eps
JPG	Digitalcube_Wordmark_BK_cmyk.jpg Digitalcube_Wordmark_BK_rgb.jpg
PNG	Digitalcube_Wordmark_BK_cmyk.png Digitalcube_Wordmark_BK_rgb.png

White



CMYK & RGB

EPS	Digitalcube_Wordmark_WH_cmyk.eps Digitalcube_Wordmark_WH_rgb.eps
PNG	Digitalcube_Wordmark_WH_cmyk.png Digitalcube_Wordmark_WH_rgb.png

Logo Overview / Vertical logo

The black and white logos should be used in applications that require black and white printing, such as ads. These logos should be used sparingly.

CMYK

The CMYK logo should be used in digitally printed pieces that require CMYK printing and full color images.

CMYK colors are supported by .EPS,.JPG, and .PNG format.

RGB

The RGB logo should be used for online usage.

RGB colors are supported by .EPS,.JPG, and .PNG format

Black



DigitalCube

EPS	Digitalcube_Vertical_BK.eps
JPG	Digitalcube_Vertical_BK.jpg
PNG	Digitalcube_Vertical_BK.png

White



EPS	Digitalcube_Vertical_WH.eps
PNG	Digitalcube_Vertical_WH.png

Logo Usage

Logo Usage / Incorrect Logo Usage

The logo should not be altered in any way. Always scale the logo proportionally. Do not change the colors of the logo, and be sure that there is enough contrast between the logo and the background.

Incorrect Logo Usage

DON'T STRETCH THE LOGO

Make sure the logo proportion is correct, don't stretch the elements.



DON'T SWAP LOGO COLORS

Do not rearrange the colors within the logo.



MAKE SURE THE FULL COLOR VERSION IS LEGIBLE ON A COLORED BACKGROUND

Contrast is important for readability.



DON'T ALTER THE ELEMENTS OF THE LOGO

The spacing of the logo is very important. Do not manipulate the image.



The recommended minimum clearance is to ensure optimum legibility. This minimum spacing guideline will help give the logo clarity and presence on many different applications and formats.

Logo Spacing

CLEAR SPACE

In order to maximize its visual presence, the logo requires a surrounding area clear of any other graphic elements. This ideal zone should be no less than the height of the type portion of the logo.



MINIMUM SIZES

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.



Minimum width of logo
1 in

Color Palette

Color Palette

The following selected colors are used to help define and distinguish the brand. The HEX # color references are outlined here.

HEX

HEX # colors should be used in online applications.



BLACK

CMYK C100 / M100 / Y100 / K100

RGB R0 / G0 / B0

HEX# 000000

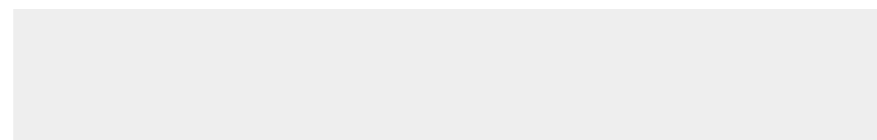


BLACK +3

CMYK C67 / M59 / Y59 / K6

RGB R102 / G102 / B102

HEX# 666666



WHITE

CMYK C238 / M238 / Y238 / K238

RGB R8 / G6 / B6

HEX# EEEEEE



BLACK +2

CMYK C79 / M74 / Y71 / K45

RGB R51 / G51 / B51

HEX# 333333

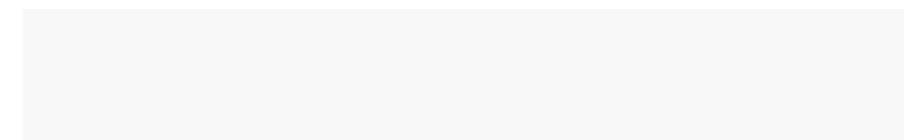


BLACK +4

CMYK C153 / M153 / Y153 / K153

RGB R46 / G38 / B35

HEX# 999999



WHITE +2

CMYK C248 / M248 / Y248 / K248

RGB R3 / G3 / B3

HEX# F8F8F8

Typography

Typography

The consistent application of a limited number of fonts will reinforce the brand and graphic identity, and give communications a cohesive look.

Sans Serif

MONTERRAT

Montserrat is the main identity font. The regular weight should be most frequently used, however alternate weights are acceptable as necessary. Arial can be used when Montserrat is not available.

Aa

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans CJK JP

Noto Sans CJK JP is Japanese font.

Aa あ

Noto Sans CJK JP Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa あ

Noto Sans CJK JP Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa あ

Noto Sans CJK JP Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Best Practices

Best Practices

Designing accessible communications can present a real challenge. Accessible print needs to be visually interesting to draw a reader to it and legible for people with sight problems and learning difficulties. People with sight problems and learning difficulties are often marginalized by design with the production of bland and uninteresting designs.

In reality, it is impossible to design something that is accessible to everyone. However, we must aim to make our communications accessible to as many people as possible, while also being creative and visually stimulating.

Readability Best Practices

Type size

Our recommended minimum size for body copy is 9 point. However, depending on the audience, smaller or larger typefaces are permissible.

Capital letters

Setting text in large amounts of capital letters can be harder to read than lowercase letters.

Italics

These should be treated in a similar way to capital letters. Many partially sight-challenged people can find italics difficult to read so they should be used minimally. Using bold copy or a strong color to add emphasis is a good alternative.

Leading

Leading (or line spacing) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

Word spacing, letter spacing & horizontal scaling

Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text on to a line. This should be avoided as too little or too much space can make text illegible.

Alignment

Left aligned text with a "ragged" right hand margin is the most legible as it is easier to find the start and finish of each line.

Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colors are combined with light colors.

Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

Design

Accessible design is clean, simple, and uncluttered with good visual navigation.