



Brand Guidelines

slow cubing's identity manual

v1.0





Design system

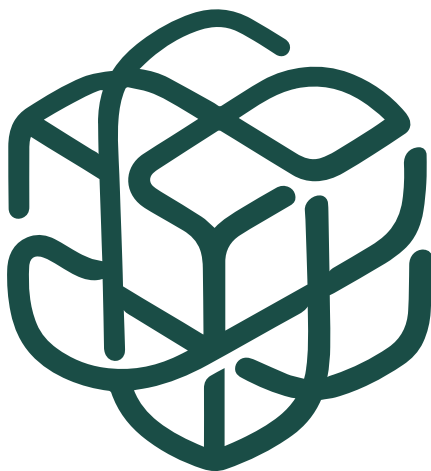
section one



The Logo

The logo symbolizes a Rubik’s cube through interconnected lines, representing the formation of new neural connections as users engage with it. It reflects the connection between mind and hand, highlighting brain—hand coordination, creative possibilities, and a sense of playful exploration within the cube. The rounded edges suggest slowing down, reinforcing a calm and mindful experience.

The open and airy structure communicates a sense of space for relaxation and mental pause, while the dynamic lines imply movement — the cube can rotate, shift, and evolve, rather than remain static. Overall, the form avoids rigidity, supporting the idea of meaningful play through flexibility, fluidity, and continuous growth.



**slow
cubing**



The Mark

The slow cubing mark refers to the icon and can be used on its own in the context of the brand. The logo is the composition of the mark and the name.

The mark can also be used in the same application alternatives as the logo.





Proper Spacing

To preserve the integrity of the logo, it is important to have clear space around the logo and have no other graphic elements intrude on its space. The clear space is calculated by taking the height of the name, which is then applied to all sides around the logomark and wordmark.

x				x
			slow	x
			cubing	
x				x



Logo Colorways

The logo colorways are designed to ensure clarity, flexibility, and consistency across all touchpoints.

On lighter surfaces the logo uses the primary brand color Teal Green.

On darker surfaces, the logo uses the color Pure White.

You can use the logo on various backgrounds like colors, photos, etc., making sure there's enough contrast between the logo and the backgrounds.



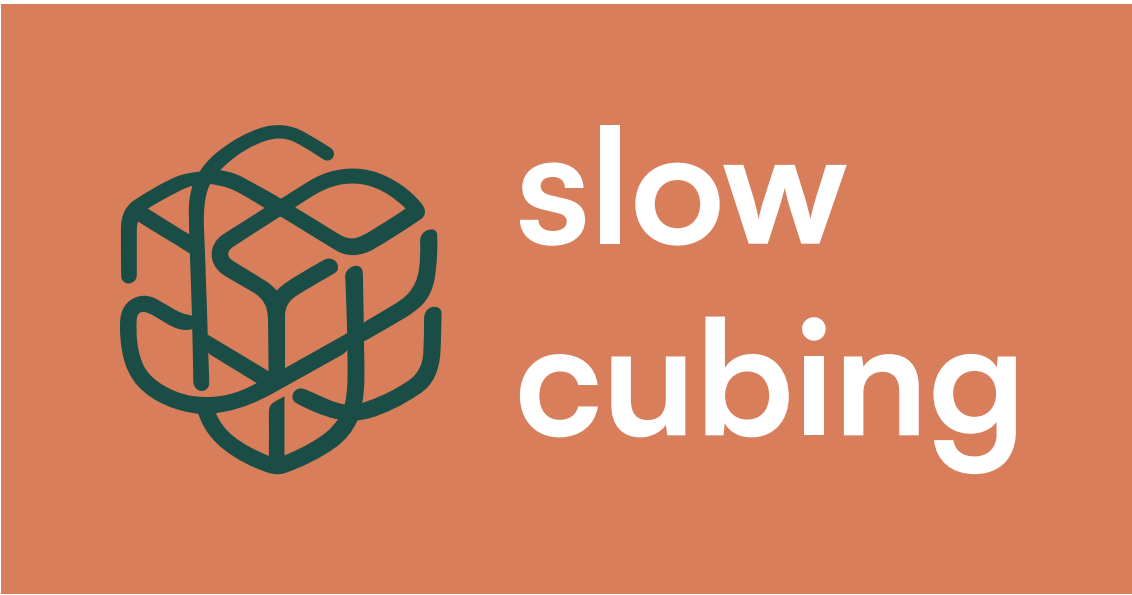


Logo Misapplications

To ensure the logo appears as consistently as possible, we have identified the ways we don't want the logo to appear. Applications listed here or similar versions are not permitted.



⊗ Do not reverse the logo placement



⊗ Do not mix the colors of the logo



⊗ Do not alter the colors of the logo beyond the approved versions



Typeface Families

The logotype uses a geometric sans serif typeface to complement the mark. Furhter texts on other touchpoints also use this typeface.

Primary Typeface: Satoshi

Satoshi

Aa

The quick brown fox jumps
over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890\$%&*()!



Brand Tagline

With the brand tagline, a little goes a long way. “**One turn at a time**” should be only be used to grab attention (like at an event botth), or to close a conversation (like in a customer presentation).

The tagline uses the satoshi bold font. It can be used on it’s own, or with the logo above it with its matching color.

It can be also used with a dropped opacity to 59%. With logos, we use the version of the dropped opacity only.

One turn at a time.

One turn at a time.



One turn at a time.



One turn at a time.



Primary Color Palette

These are the primary colors that the brand is using.

Different tints and shades of these colors can be used with careful consideration.

Teal Green

#1B4D47
CMYK 85 43 61 47
RGB 27 77 71

Pure White

#FFFFFF
CMYK 0 0 0 0
RGB 255 255 255

Warm Gray

#5A5A5A
CMYK 59 49 47 40
RGB 90 90 90

Soft Cream

#F5F1E8
CMYK 5 5 11 0
RGB 245 241 232

Warm Terracotta

#D97F5C
CMYK 12 58 64 2
RGB 217 127 92

Soft Indigo

#6B7FB8
CMYK 65 48 5 0
RGB 107 127 184

Dark Gray

#3F3F3F
CMYK 66 56 53 58
RGB 63 63 63



Stationery

section two



Business Card





Letterhead



slow cubing by M3ré Creative Arts

Chemin Falconnier 5,
1260 Nyon, Switzerland

To:

Thomas Stone

Project Manager

123 Anywhere St., Any City

+123 456 789

26 March 2026

Dear Thomas Stone,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

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Best Regards,

Csaba Borda

Founder of slow cubing



slow
cubing

One turn at a time.

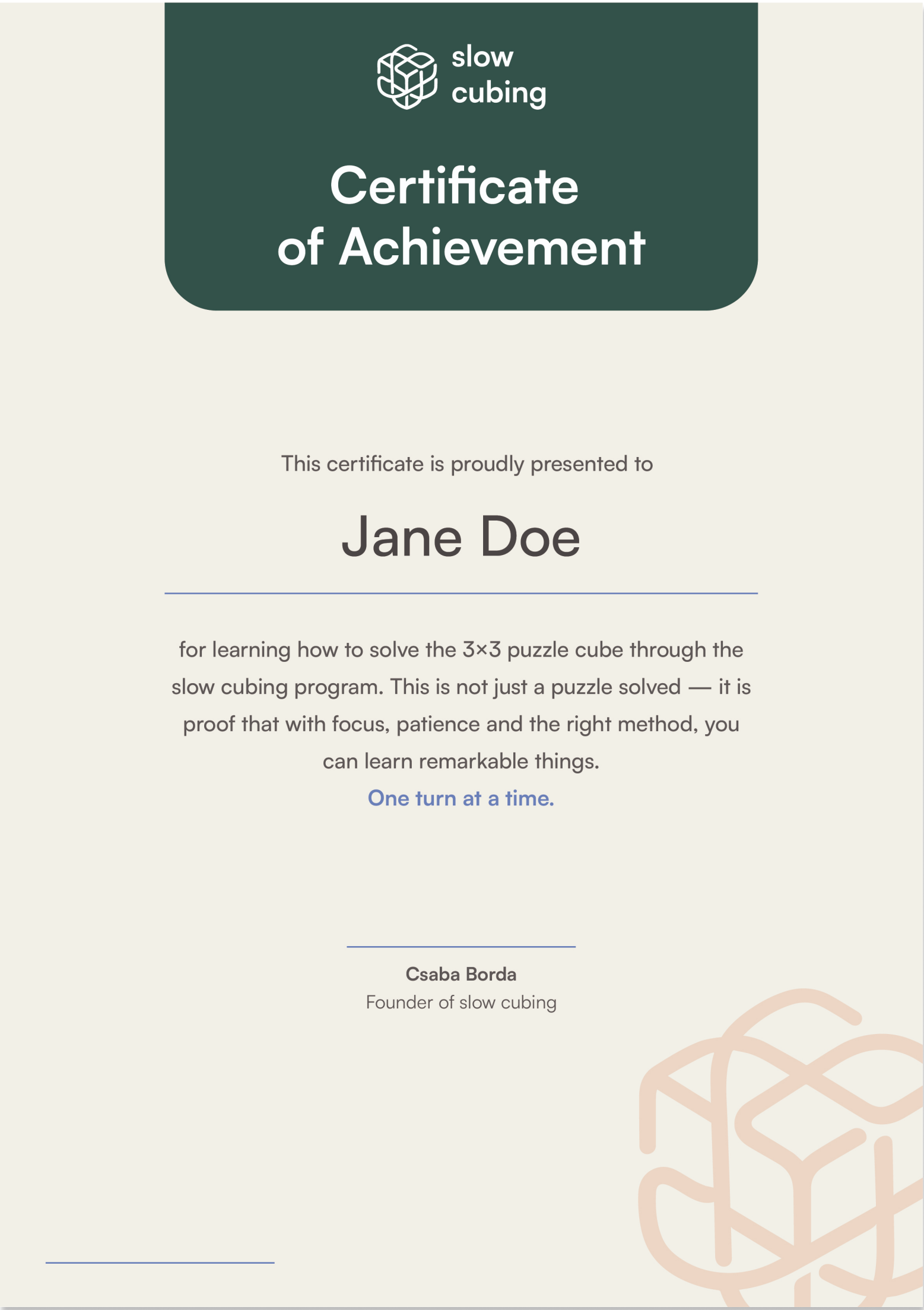
+41 79 155 12 81

csaba@slowcubing.ch

slowcubing.ch



Certificate



One turn at a time.



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