QUBINETS

BRAND GUIDELINES

Hello!

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1.0
Brand Overview

1.1

Introduction

Our Brand's consistency doesn't just happen. It's an outcome of good Brand management - which is the process that enables our organization to extend the Brand and its elements consistently across all channels to deliver the Brand promise.

We want to present our Brand in a cohesive way because it allows our customers and prospects to recognize it instantly, saves us organization time, and protects our company's most important assets.

1.2

About

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach to delivering state-of-the-art big data, AI and automation-integrated platforms for software builders across the globe.

A major shift that Qubinets aims to achieve is that software builders for big data solutions, don't need to know how to code – when intuitively designed interface helps them leverage pre-packaged modules and AI assists in configuration, coding knowledge is not an obstacle to building a big data system of tomorrow.

1.3

Name

Qubinets are digital systems built out of pre-configured packages (Qubs) contaning either Open Source tools or Qubinets propriatary features, prepared to be combined in a graphical user interface.

When building your Qubinet you will benefit having more efficent and more streamlined enviroment to design your platform architecture, excute data passthrough between the Qubs and automate backend operation of your Qubinet.

This results in less cost, resources and time used to build, run and maintain your infrastructure, so you could spend more on data exploatation im a form of diverse reporting, analytics, automation, machine learning or AI applications that will deliver in more business value for you or your customers.

1.4

Purpose

Brand purpose is to enable every company, large or small, to manage their data. By managing data, we mean to help them to have all information about how their business is going, what they can improve, and technical support that does not requires a big and expensive workforce.

With the Qubinets brand, every company will be able to get the most valuable information immediately. Does not matter if we are talking about infrastructural or business information. If something is going to stop to work, we will let you know before it stops, if there is a gap in business that could bring more income Qubinets will let you know.

The brand's purpose is to bring data transparency and to use data for business enhancements. Information is new gold/oil, we bring new gold/oil to the table.

1.5

Values

Simplicity – Easy to use our product, everyone can do it. We focused on providing no-code products, that not only software developers can use, but also everyone else.

Trust/Security – Latest security standards are something that we take great care of. Our business is data and our most important task I to keep data secure.

Responsibility – Qubinets takes responsibility for the whole big data ecosystem from our clients. Our big data services are 24/7 observed with Artificial Intelligence and uptime is 99,99%.

Transparency – Prices, and work are always transparent with us. No hidden costs, no service downtime, and no missed data.

Efficiency – Minimum effort for maximum gain

Technology Maximus – Usage of machines to work automatically, more accurately, faster, cheaper, better.

1.5

Values

Integrity – We are the first to provide a no-code big data platform that can be deployed in a matter of hours, and we stand behind that with our strong working ethics and our integrity.

Quality - Our goal is to provide the best possible quality for our customers. Our top engineers are working on keeping the quality standards high.

Self-sufficiency/self-sustainability – Trained machine learning models enable self-monitoring, where we have automated the whole circle from start to finish.

Freedom

Creativity

Authentic

1.6

Promise

First no-code big data platform in the world.

You do not need to have any software developers' skills or DevOps skills to create your own big data platform.

Qubinets is a drag-and-drop big data platform, easy like a Lego!

Qubinets solutions shorten the time from months and years to hours and days, replace the army of experienced engineers with ready-to-use services, maintenance the whole big data stack automatically with help of state-of-the-art artificial intelligence.

Easy usage of Qubinets platform with already defined Profiles.

Usage of different cloud providers, or on-premise solutions.

1.7

Personality

Exciting

Innovative

Courageous

Simple

Futuristic

Transparent

Trustworthy

Fast

Reliable

2.0
Verbal Identity

2.1

Voice

Our brand voice shouldn't change. Regardless of the situation, it's how someone will know they're hearing from us on a blog post, a product page, or a response on social media.
It is signature of our brand and ensures consistent messaging.

Passionate

Mighty

Trustworthy

2.2

Tone

On the other hand, our tone may alter depending on the situation.
We think of it as dialling up or dialling down different characteristics at different times.

Friendly

Casual

Respectful

3.0
Brand Identity

3.1

Logo

Our logo exists in several, slightly different and easily scalable variations.

By designing a logo to be responsive, we maintain visual consistency no matter where or how the logo is applied, maximize legibility and recognisability to better communicate our brand.

Responsive logos should be used differently, according to how much space is there and the nature of where they are used.

In the examples that follows, elements of each logo are simplified in each size iteration.

3.2

Large Primary

Our Primary logo is a horizontal lockup which is to be used whenever possible. A general rule is not to use it smaller than 30px high. And Clear Space or Safe Area is a must when using the logo.

Recommended clear space

Minimum clear space
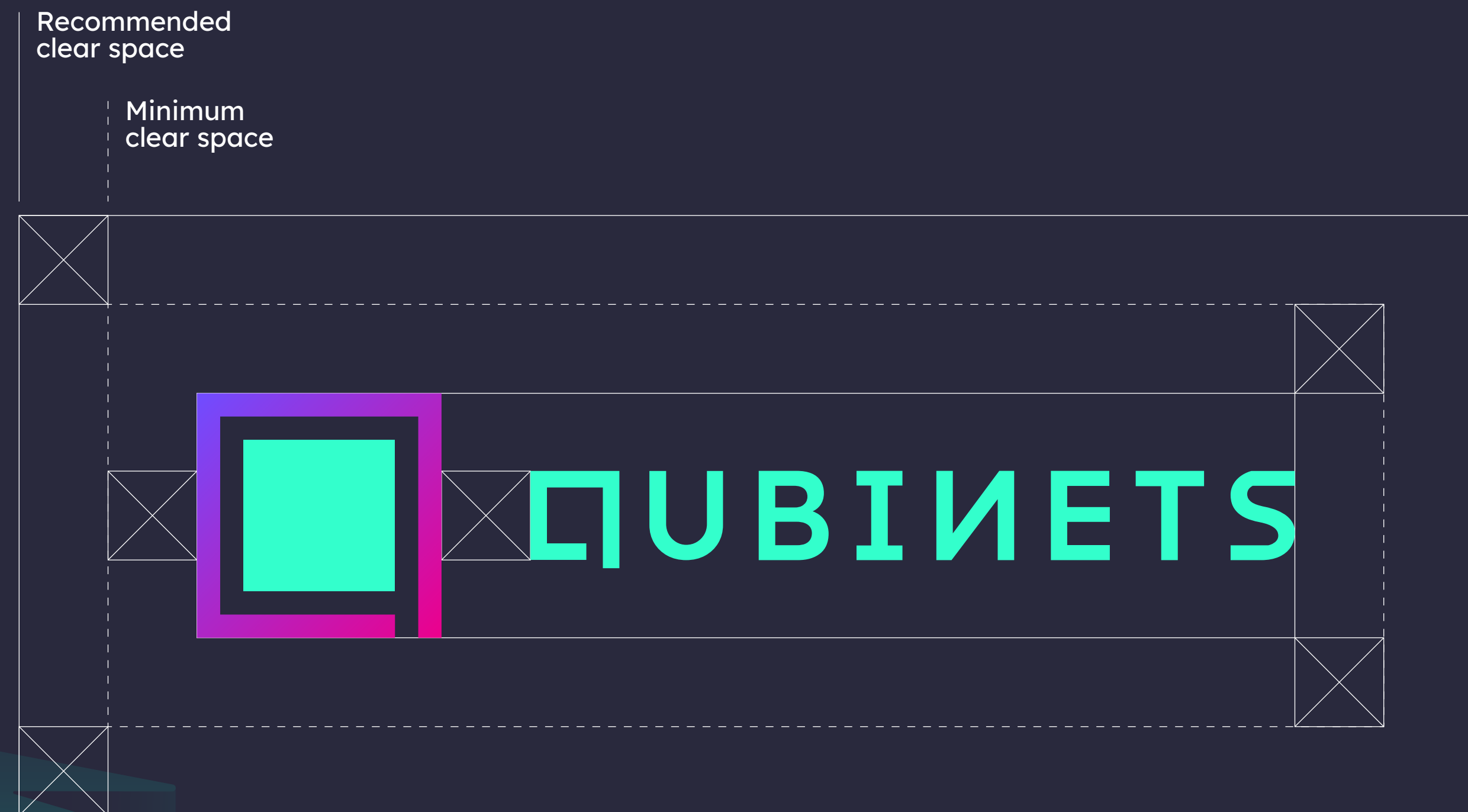
3.3

Secondary

Our Secondary logo can be used when placed onto a White Background where the Logo is more readable in our Qubinets Darkspace Blue color.

Recommended clear space

Minimum clear space
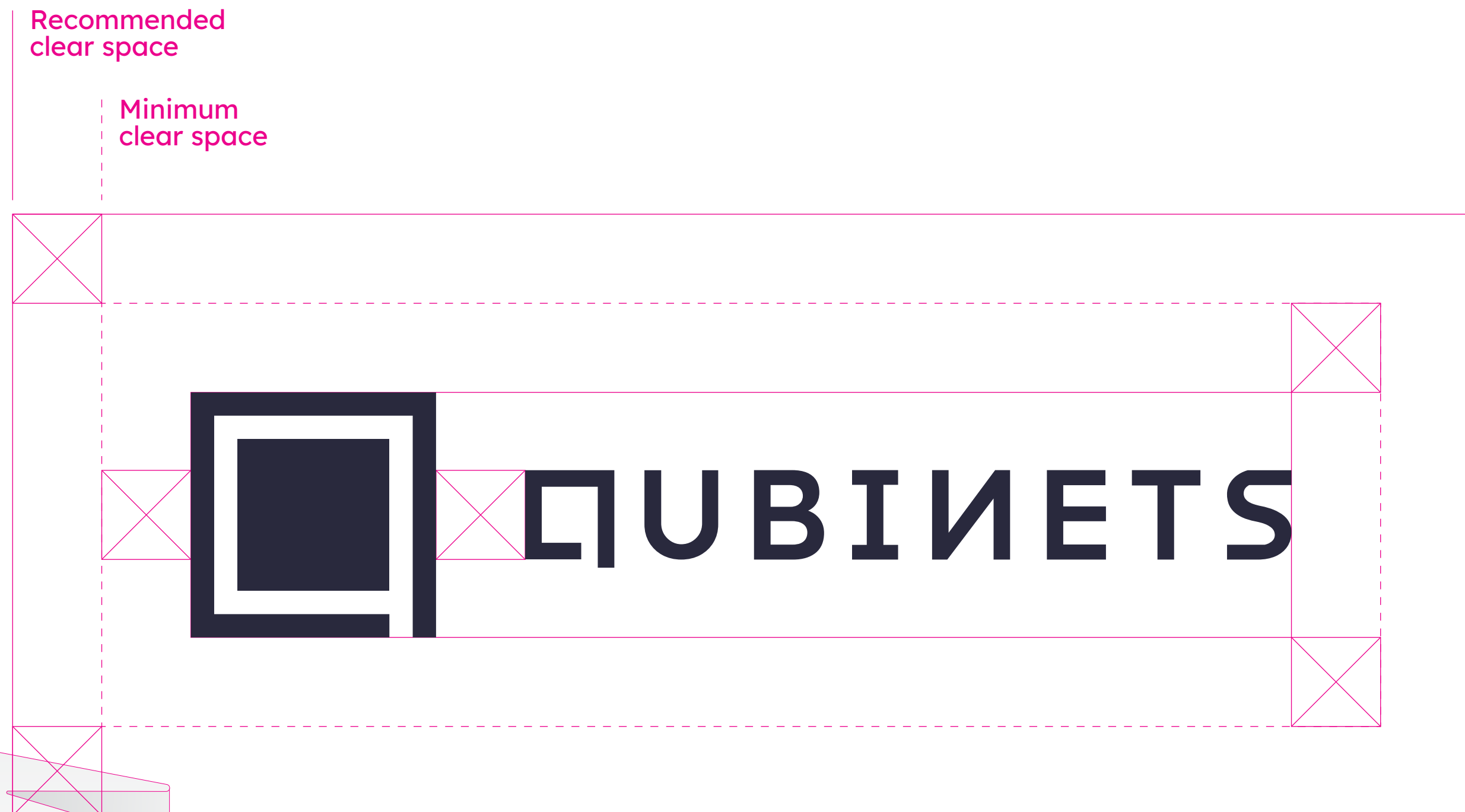
3.4

Medium Logotype

Our Medium logo is created to be simpler and more refined, whilst still incorporating the main elements of our primary logo.

Recommended clear space

Minimum clear space

QUBINETS
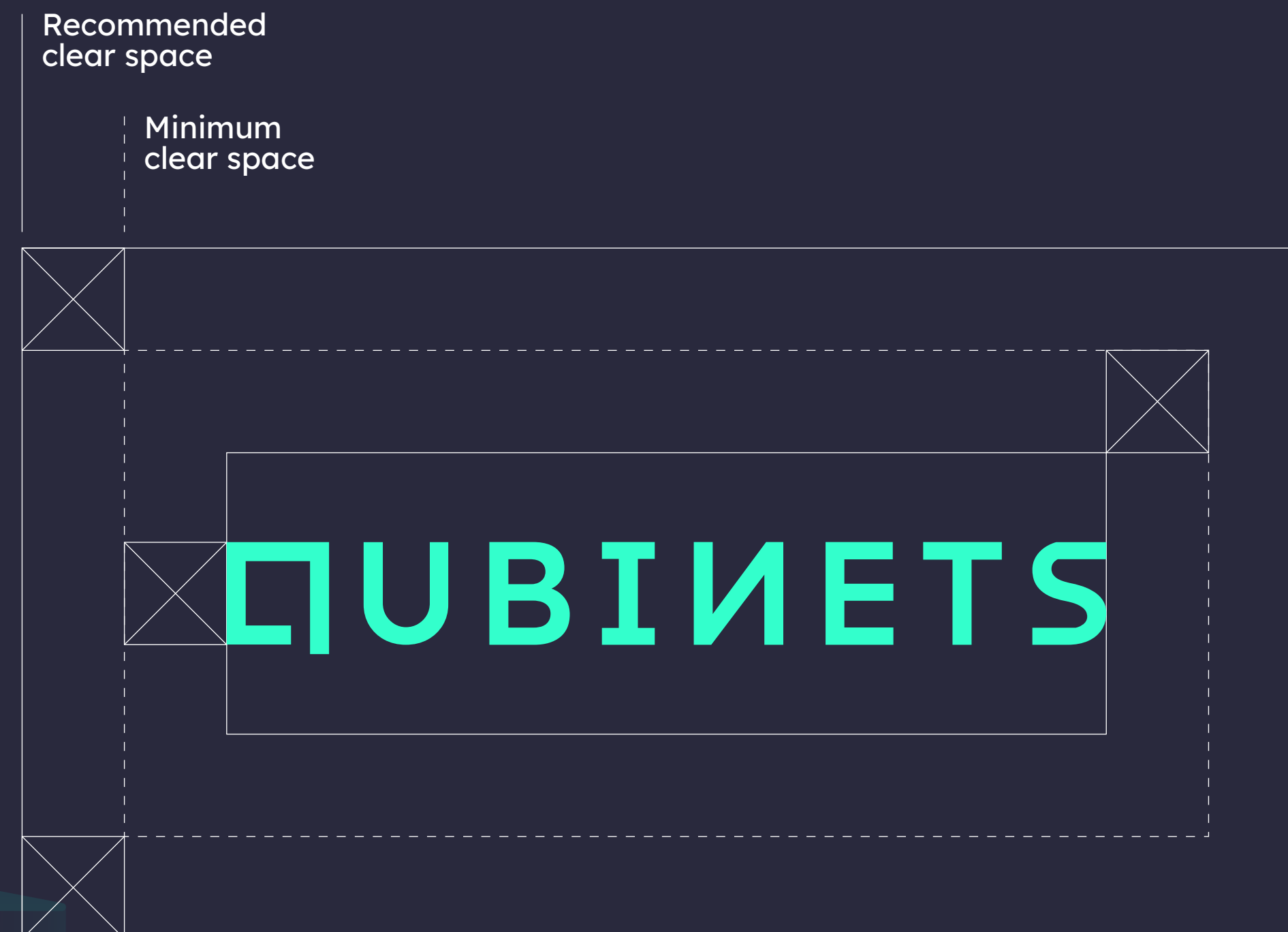
3.5

Small Icon

Our Small logo is the Emblem, Logogram, or Sign of the Brand. It can act as a call to action also.

Recommended clear space

Minimum clear space
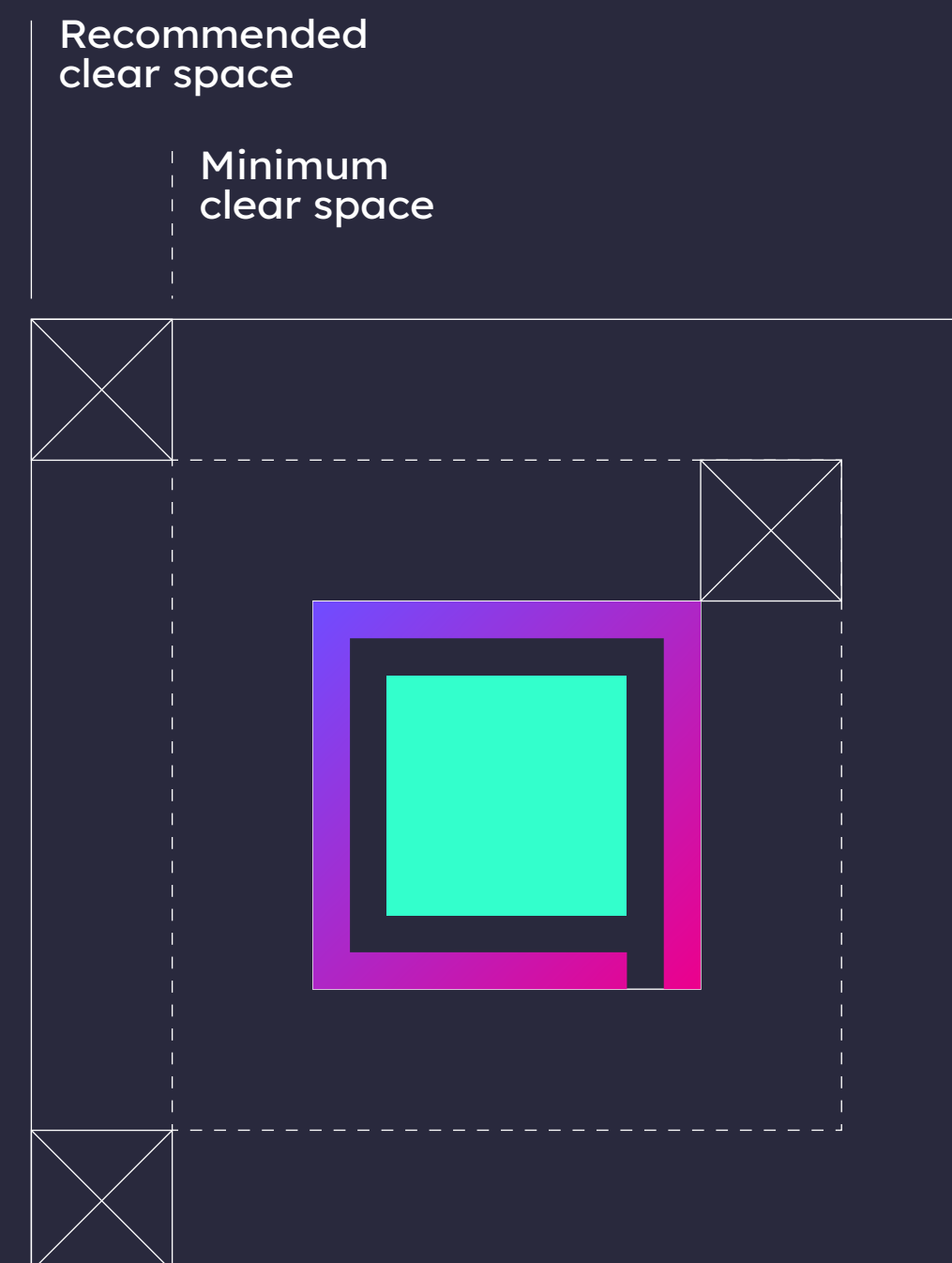
3.6

Do Nots

To maintain the integrity of our Logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. Examples shown illustrate possible misuses of the Logo that should be avoided.

Rotate

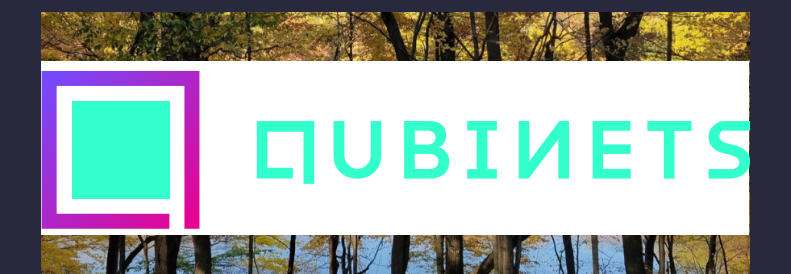Stretch/Distort

Crop

Color Stroke

Outer Glow

Recolor

Similar Background Color

Busy Photo/Pattern

White Box

3.7

File Formats

SVGs - Offer lossless compression — which means they're compressible to smaller file sizes at no cost to their definition, detail, or quality.

JPG - The .jpg file retains a white background and is compatible with most applications. Ideally a JPG would be used for uploading to website with a white background, in-house print at small-medium scale and email signatures.
Please note that a JPG should not be scaled over 100% of its original size as it will cause pixelation and appear blurry.

PNG - The .png file is appears commonly in the web and digital world because of its versatility and clear background. Like the .jpg, it should only be applied for small-medium scale usage as the same pixelation can occur. The advantage is you can overlay a .png image over any colour background or an image free from the white frame that the .jpg has.

PDF - If you are having issues with printing the blend, use the PDF which has all elements embeadded.

3.8

Download

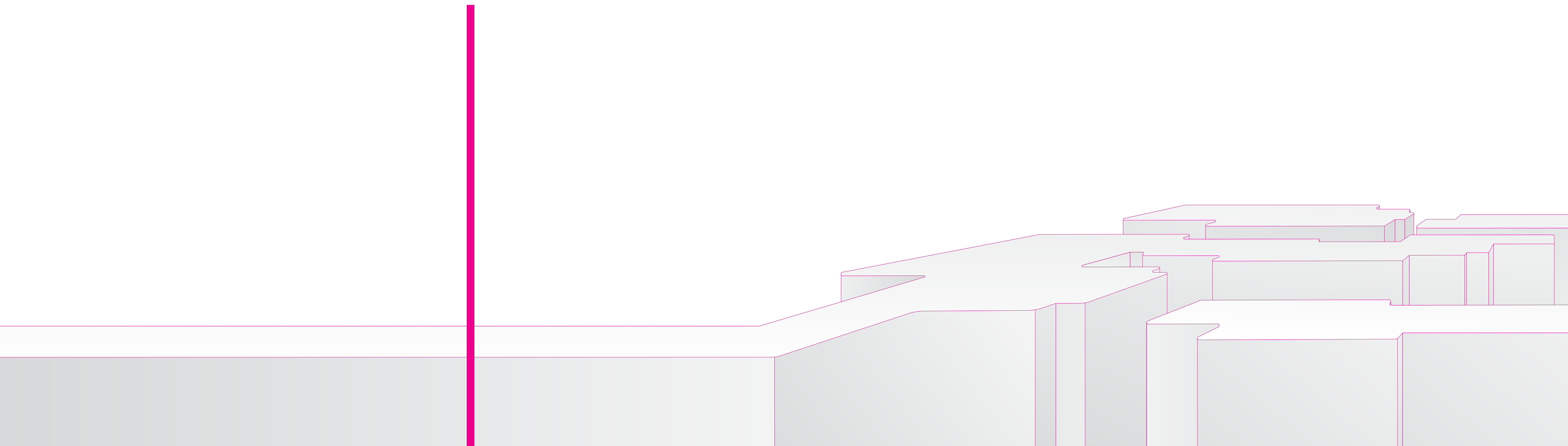SVG - https://drive.google.com/drive/folders/1SXzFrrm_Riug5e08-CX3eH1lDKRZgjgm?usp=sharing

JPG - https://drive.google.com/drive/folders/1mWEB8PDSzDUyHyarR7Y0qzVOKHGKLz0D?usp=sharing

PNG - https://drive.google.com/drive/folders/1DKD-FiQQlZLYrpQ9ZdrU-cchclEUF0ij?usp=sharing

PDF - https://drive.google.com/drive/folders/1c-5oBj6gA4bRB0TOT7tY8b3bB5ENKCcE?usp=sharing

4.0
Color System

4.1

Introduction

Color is a key factor in ensuring rapid recognition of our brand, and it is therefore important that our brand colors are reproduced accurately.

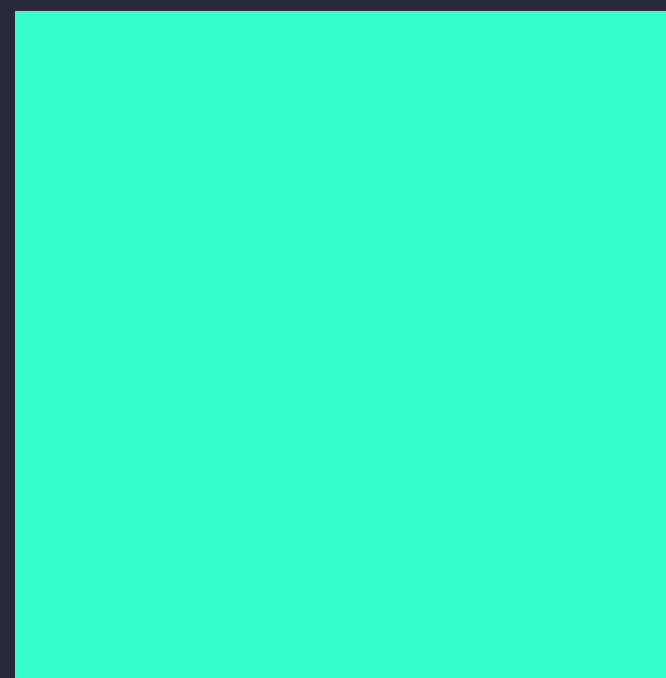We have defined our colors with specific values for both print and screen.

Always make sure you adhere to these specifications for all applications.

4.2

Primary Palette

The primary palette consists of one color, and one color gradient.
Cyan and Aztec Purple/Hollywood Cerise (Pink) gradient.
These Colors are used in the logo, and extensively throughout the visual identity, carrying the strongest brand recognition.

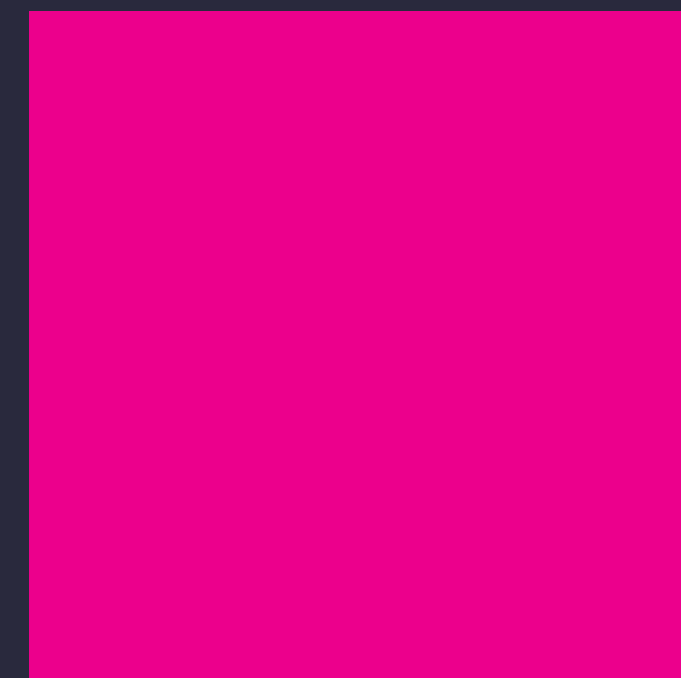|							
HEX	33FFCC		HEX	724BFE		HEX	EC008C
RGB	51, 255, 197		RGB	114, 75, 254		RGB	236, 0, 140
HSL	163°, 100%, 60%		HSL	253°, 99%, 65%		HSL	324°, 100%, 46%
HSV	163°, 80%, 100%		HSV	253°, 70%, 100%		HSV	324°, 100%, 93%
CMYK	80, 0, 23, 0		CMYK	55, 70, 0, 0		CMYK	0, 100, 41, 7

4.3

Secondary Palette

The Secondary Palette consists of two colors: Dataverse Darkspace Blue, Pink and White. Qubinets Darkspace Blue is mostly used as a background for the Primary logo, or as the Main color for our Secondary logo. Also, always, when using a white background. Pink is used for small details and highlights.

HEX	29293D		HEX	EC008C		HEX	FFFFFF
RGB	41, 41, 61		RGB	236, 0, 140		RGB	255, 255, 255
HSL	240°, 20%, 20%		HSL	324°, 100%, 46%		HSL	0°, 0%, 100%
HSV	240°, 33%, 24%		HSV	324°, 100%, 93%		HSV	0°, 0%, 100%
CMYK	33, 33, 0, 76		CMYK	0, 100, 41, 7		CMYK	0, 0, 0, 0

5.0
Typography

5.1

Introduction

At its best, typography distinguishes our brand from the crowd, conveying brand personality in an instant, attracting and holding our audience's attention, building recognition, establishing a sense of occasion, structuring information, and promoting understanding.

The typefaces we choose to represent while presenting the brand should be easy to read and flexible enough to cover all the times and places we need to say something.

We choose the font family to suit different uses, platforms, and occasions. Nominating the different sizes and weights we'd like to see used to represent our brand.

It's important to us how our font choice impacts our online presence while defining our digital fonts to ensure internet assets don't go rogue.

5.2

Font Name

We use Google font named - Lexend Deca, designed by Designed by Bonnie Shaver-Troup, Thomas Jockin, Santiago Orozco, Héctor Gómez, Superunion.
It is used for the Dataverse web and all brand-related design materials. The font is used for display-type treatments where our message needs to be loud, stylish, and confident, a tried-and-true typeface, designed for legibility and ease of use.

Lexend Deca
Lexend Deca
Lexend Deca
Lexend Deca
Lexend Deca
Lexend Deca

5.3

Type Styles

Our font is available in several optical weights, used respectively in headlines and body copy throughout our visual identity. It offers excellent readability in both printed materials and digitally and plays a major role in making our visual identity unique.

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach to delivering state-of-the-art big data.

Lexend Deca Thin

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach to delivering state-of-the-art big data.

Lexend Deca ExtraLight

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach to delivering state-of-the-art big data.

Lexend Deca Regular

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach to delivering state-of-the-art big data.

Lexend Deca Bold

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach to delivering state-of-the-art big data.

Lexend Deca Black

5.4

Type Hierarchy

Examples of how to use the font in the headline, subheadline, body copy, explainers, and secondary copies.

Qubinets is no-CODE ecosystem.

Headlines
Black

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach.

Subheadlines
Bold

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach to delivering state-of-the-art big data, AI and automation-integrated platforms for software builders across the globe.

A major shift that Dataverse aims to achieve is that software builders for big data solutions, don't need to know how to code – when intuitively designed interface helps them leverage pre-packaged modules and AI assists in configuration, coding knowledge is not an obstacle to building a big data system of tomorrow.

Body Copy
Regular

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach to delivering state-of-the-art big data, AI and automation-integrated platforms for software builders across the globe.

Explainer Copy
ExtraLight

Qubinets is no-CODE ecosystem that brings cheaper, faster, autonomously maintained and AI assisted approach to delivering state-of-the-art big data.

Secondary Copy
Thin

5.5

Line Spacing

140% - 160% of the Point Font size.

Line spacing is the vertical distance between lines of text.

Mosty, we use either double-spaced lines or single-spaced lines - nothing in be-tween—because those are the options presented by word processors

(This text in this paragraph has line spacing of 160%. It's too good.)

Most word processors, as well as CSS, let you define line spacing as a multiple.

Or you can do the math - multiply your point size by the percentage

(The text in the next paragraph has line spacing of 100%. It's too tight.)
Most word processors, as well as CSS, let you define line spacing as a multiple.
Or you can do the math - multiply your point size by the percentage.

5.6

Download

Lexend Deca Font Family

https://drive.google.com/drive/folders/1e1IROrJDEXMRU-Dc1gc4cKLPfRE_3xB_?usp=sharing

6.0
Governance

6.1

General Terms

a Qubinets permits its customers, third-party developers, partner, and the media ("you") to use its name, trademarks, logos, web pages, screenshots, and other brand features (the Qubinets "marks" or "logos") only in limited circumstances and as specified in these guidelines.
By using the Qubinets marks you agree to adhere to these guidelines and specifications to the Use Requirements and Terms below. If you have a separate agreement with Qubinets that addresses the use of the Qubinets brand, that is meant shall govern your use of the Qubinets marks.

b The Qubinets marks include the Qubinets name and logo, and any word, phrase, image, or other designation that identifies the source or origin of any Dataverse products.

6.2

Requirements

a   Any use of Qubinets brand assets must conform to these guidelines. These guidelines may be modified at any time.

b   Use of the Qubinets brand assets constitutes consent to any modifications to the guidelines.

c   Qubinets has sole discretion in determining if the use of the Qubinets assets violates these guidelines

d   Termination: Qubinets may ask that you stop using the brand assets at any time. In the event of termination, the use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of the request.

e   Reservation of Rights: Qubinets is the owner of all rights in the Marks and reserves all rights save the limited license granted here.

Use of the Marks pursuant to this license shall not be construed as limiting the rights of Qubinets in the Marks.

f   DATAVERSE DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESSED OR IMPLIED BY LAW REGARDING THE DATAVERSE MARKS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT

7.0
Questions

7.1

Contact

For any brand inquiries please contact:

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THANK
YOU