



# CUBISTIC

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BRAND KIT

01.

STAR<sup>T</sup>



# MISSION.

Cubistic specializes in branding and illustration that prioritize visual communication and storytelling. Through intentional, expressive design, the brand turns concepts into impactful visuals that resonate, communicate clearly, and leave a lasting impression.

— **Natalie Mienphilom**

*Founder & Creative Director*

# HOW TO USE THIS MANUAL

This manual provides guidelines for applying the Cubistic brand consistently across all platforms and materials. It is intended for **designers, collaborators, and anyone working with the brand** to ensure a cohesive and recognizable visual identity.

Within this guide, you will find **direction on logo usage, color systems, typography, and visual elements**. All assets should be used as outlined to maintain clarity and consistency. While creative exploration is encouraged, all applications should remain aligned with the core identity of Cubistic.

02.  
THE CORE

# BRAND OVERVIEW

## APPEARANCE

Cubistic's appearance is bold, sharp, and unapologetically expressive. High-contrast visuals, striking compositions, and intentional use of typography and color create a look that demands attention while maintaining a clean, controlled structure.

## CHARACTER

Cubistic is fearless, expressive, and driven by individuality. Rooted in visual storytelling, the brand challenges the ordinary and embraces bold ideas, delivering work that is both impactful and unapologetically distinct.

# CREATIVITY

Cubistic embraces bold and expressive ideas to create visually engaging and original design.

# CLARITY

Every design is rooted in clear visual communication, ensuring ideas are easily understood and effectively conveyed.

# IMPACT

Cubistic aims to create work that leaves a lasting impression through purposeful and intentional design.

# VALUES



# THE MARK

## PRIMARY LOGO

The Cubistic logo combines a primary wordmark with a signature star submark, reinforcing a sense of direction and creative identity. An alternative sans-serif typeface is used for supporting applications, accented with star details to maintain consistency across the system. The palette of yellow and blue ties into a subtle space-inspired theme, symbolizing energy, clarity, and exploration within the brand's visual identity.



## PRIMARY LOGO

The Cubistic primary logo may be used in its monochromatic white version or secondary color variations when placed on darker or high-contrast backgrounds. This ensures optimal legibility while maintaining brand consistency. These adaptations are intended to preserve clarity and visual impact without compromising the integrity of the logo system.

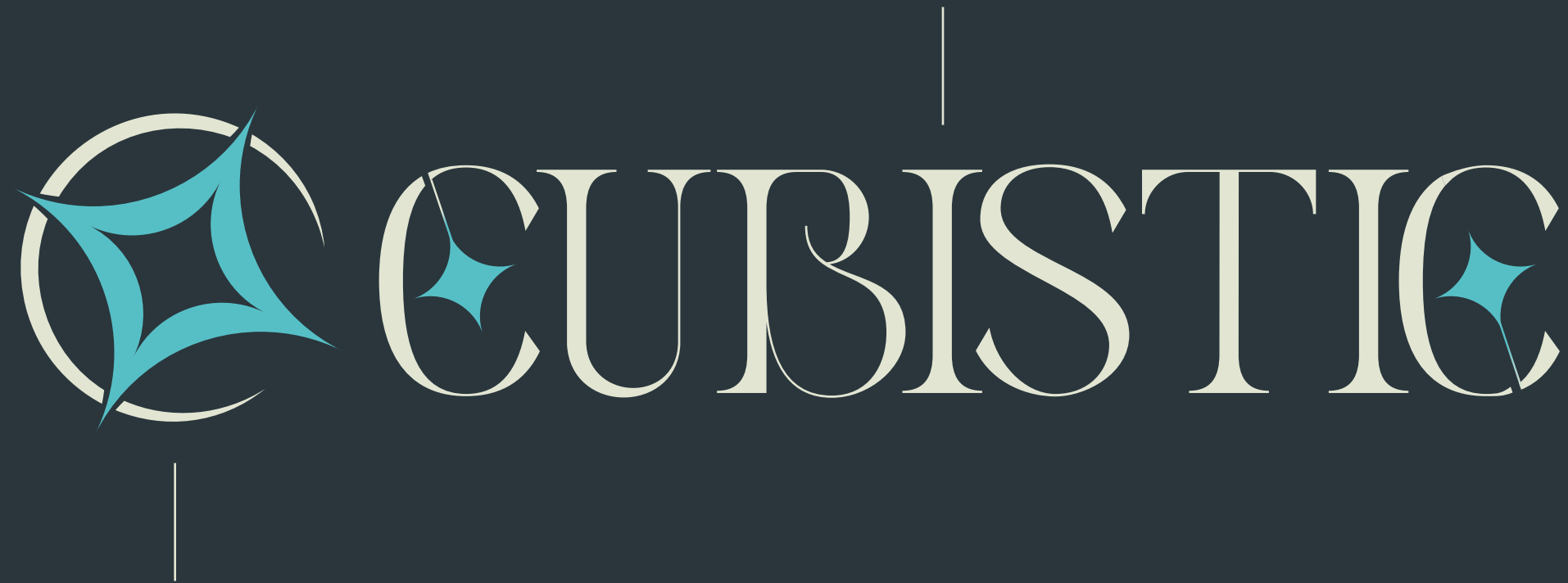


CUBISTIC

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## SECONDARY LOGO

The Cubistic **WORDMARK** is the primary identifier of the brand, designed for clarity, recognition, and versatility. It serves as the main logo application across most contexts, maintaining a clean and consistent presence while reflecting the brand's structured and intentional visual identity.



The Cubistic **SUBMARK** is an angled four-pointed star that subtly forms a square-like silhouette, referencing the “cube” within Cubistic. Framed by a crescent moon shape, it symbolizes balance between structure and imagination. It is used as a secondary brand element for compact applications, reinforcing identity through a simplified yet meaningful visual mark.

## PRIMARY TYPOGRAPHY

A large, stylized wordmark consisting of the letters 'M' and 'a' in a bold, serif typeface. The 'M' is tall and narrow with a sharp peak, while the 'a' is lowercase and features a prominent, flowing loop on its right side. The entire wordmark is rendered in a vibrant teal color.

### Basheq Vintage

The Cubistic logo uses Basheq Vintage, a bold sans-serif typeface with an edgy, expressive character. Its distinct personality helps establish a strong and recognizable wordmark that reflects the brand's creative and confident identity.

## SECONDARY TYPOGRAPHY

Aa

### Didot | Headers

Didot is used for headings to introduce contrast and refinement within the typographic system. Its elegant, high-contrast serif style adds a sense of sophistication and visual hierarchy to key titles and section headers.

Aa

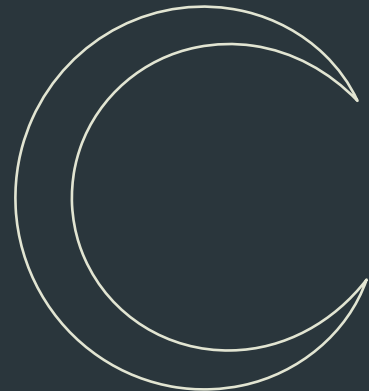
### Times New Roman | Body Copy

Times New Roman is used for body copy to ensure clarity, readability, and consistency across longer text. Its neutral and familiar serif structure supports accessibility while allowing the visual elements of the brand to stand out.

# COLOR PALETTE

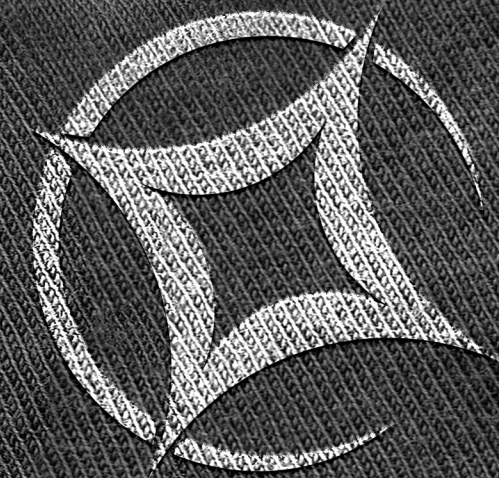


# ELEMENTS



03.

BRAND USE



EURBISTIC













CUBISTIC

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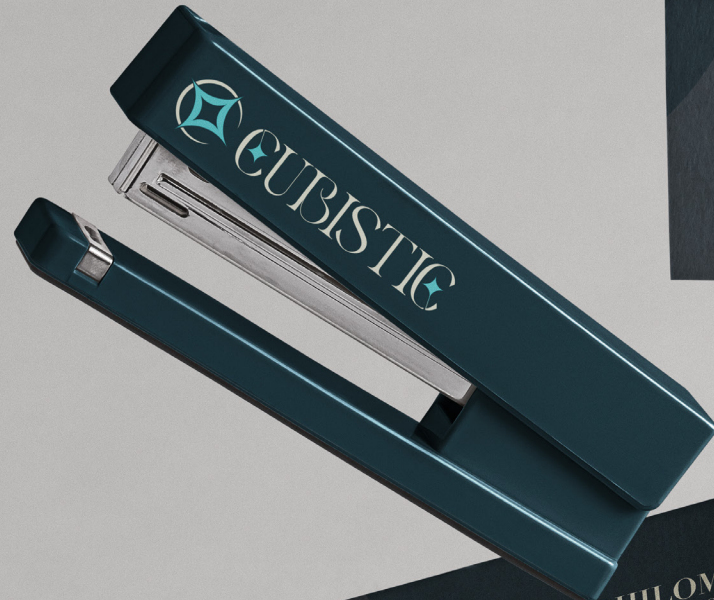
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EURBISTIC

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**CONTACT ME!**