



Rubidoc

Brand Guidelines

Contents

Logo

- Primary Logo
- Secondary Logo
- Minimum Clearance
- Logo misuse
- Primary Logo (Full Color)

Color

- Primary Color Palette
- Color Usage
- Functional Color Palette
- Sample Usage

Typography



Rubidoc simplifies complex official documents into clear, easy-to-understand versions. With a friendly, approachable approach.

We ensure you can easily navigate the world of bureaucracy without getting overwhelmed. Whether it's a letter from your bank, a government notice, or an official email, Rubidoc makes sure it's in plain language for you to act upon with confidence.

Axis 01

Logo

Color

Typography

Primary Logo Lock-Up

The logo combines a Rubik's Cube embedded within a letter or envelope icon, symbolizing the core mission of the brand solving complexity inside communication.

The Rubik's Cube represents the challenge and confusion often found in official letters and emails, while the envelope frames it, highlighting the context of communication.



Secondary Logo Lock-Up

The alternate horizontal lock-up is meant to be used in circumstances where larger emphasis should be made on the wordmark.



Minimum Clearance

Make sure there is ample room surrounding the logo at all times. To ensure proper clear space, allow for at least the logomark's width in any direction.

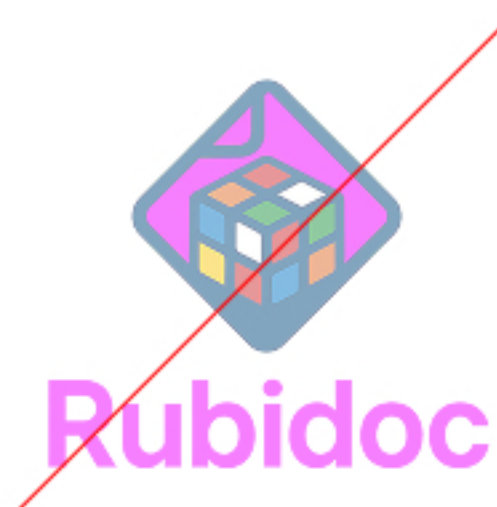




Do not change the transparency of the logo.



Do not outline the logotype or any part of the logo.



Do not recolor the logo in any way.



Do not distort the logo.



Do not rotate any part of the logo.



Do not use the full-color logo against any color but white or colors not specified in the guide.



Do not try and recreate the logotype or use another font paired with the mark.



Do not create new logo lock-ups with the mark and logotype.

Primary Logo Lock-Up (Full Color)

Here we apply the color palette to the logo. It is our recommendation that you use this version of the logo by default on white backgrounds.

Explore color palette details in the next section.



Axis 02

Logo

Color

Typography

Primary Color Palette

Soft Yellow is the primary brand color and should be used across the majority of branded materials.

To maintain consistency and strengthen brand recognition, only the approved brand colors should be used. These colors are meant to appear in their full intensity they should not be altered, lightened, or used as tints in any application.

Primary

Soft Yellow

#FFE066

rgb(255, 224, 102)

Secondary

Deep Blue

#345CFF

rgb(52, 92, 255)

Fresh Green

#6DD47E

rgb(109, 212, 126)

Muted Red

#FF6B6B

rgb(255, 107, 107)

UI Neutrals

Clean White

#FFFFFF

rgb(255, 255, 255)

Charcoal Gray

#2E2E2E

rgb(46, 46, 46)

Cool Gray

#B0B0B0

rgb(176, 176, 176)

Color Usage

The combination of Soft Yellow, Charcoal Gray, and White forms the core of the Rubidoc brand palette. This trio should be used consistently across most brand applications to maintain a clean, clear, and confident identity.

In some cases, it's acceptable to replace Soft Yellow with one of the secondary colors (such as Deep Blue, Fresh Green, or Muted Red), especially for emphasis or variation. When doing so, it's important that the overall visual style and tone of the brand remain consistent.

For more complex applications like category-based information, dashboards, or wayfinding it's acceptable to use the full secondary palette alongside Amber. However, Soft Yellow should always remain the dominant color, ensuring the brand's warmth and clarity are still the focal point.

Primary brand application



Secondary brand application



Complex or wayfinding applications



Functional Color Palette

Our color system is designed not just for visual appeal, but to serve specific functions across digital interfaces. Inspired by the Rubik’s Cube’s playful yet structured feel, each color has a purpose from action-driven buttons to clean, readable layouts. This functional palette helps maintain consistency while delivering a friendly, modern user experience.

Buttons

Primary Button

#345CFF

Deep Blue

Button Hover

#FFE066

Soft Yellow

Success Message

#6DD47E

Fresh Green

Alert/Error Text

#FF6B6B

Muted Red

Others

Headings/Text

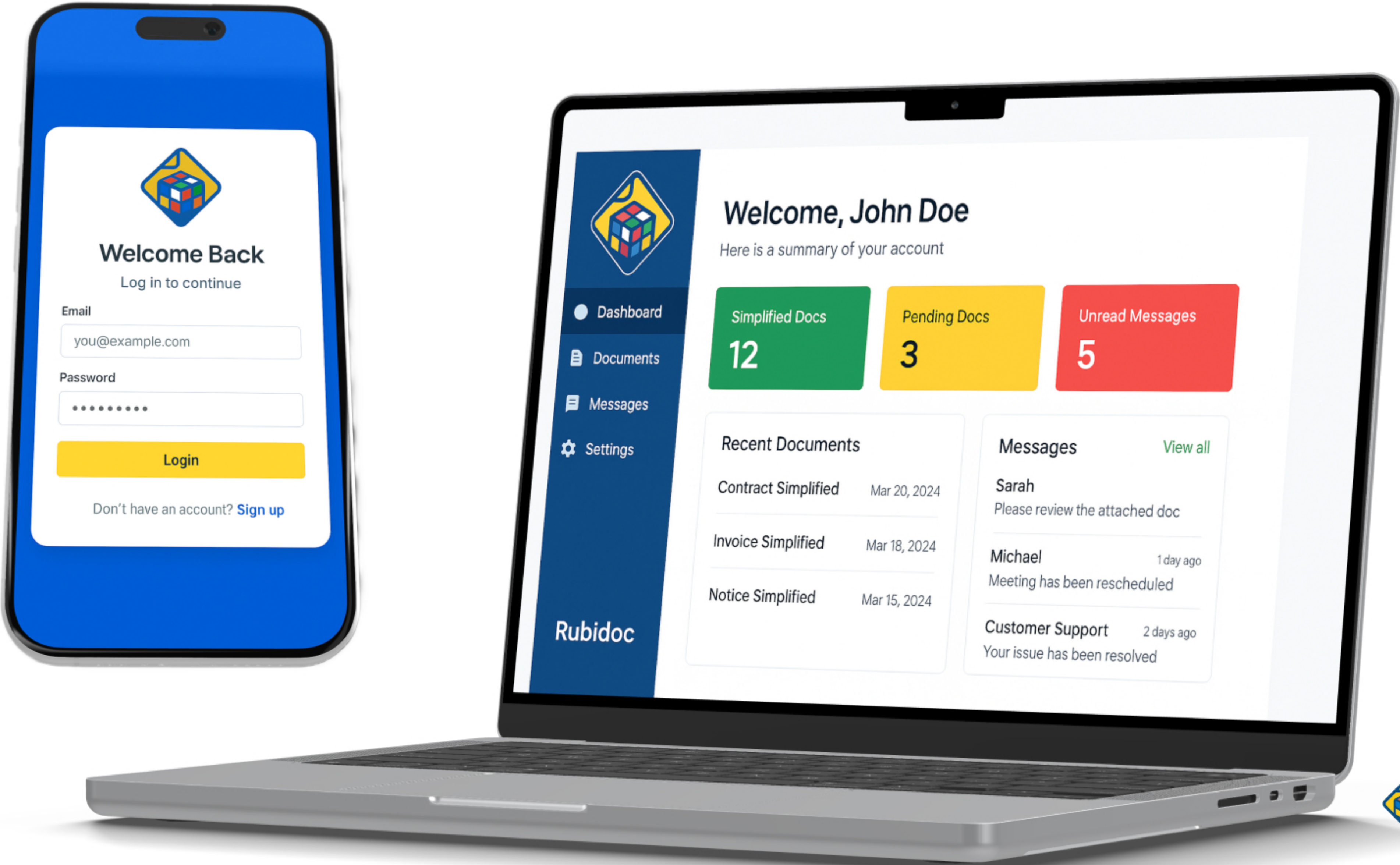
#2E2E2E

Charcoal Gray

Borders/Outlines

#B0B0B0

Cool Gray



Axis 03

Logo
Color
Typography

Brand Typeface – Option 1

This pairing delivers a clean, modern look with a geometric edge. Poppins adds a confident, approachable tone to headings, while Inter keeps the reading experience smooth and clear for UI-heavy environments. Ideal for a tech-forward brand with a friendly personality.

Headlines – Poppins (Bold)

Lorem Ipsum

Small Headers – Poppins (Semi Bold)

Lorem Ipsum

Body Copy – Inter

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Brand Typeface – Option 2

A balanced mix of personality and functionality. DM Sans offers a soft, contemporary look for headings, while Roboto brings high readability and structure to body text—perfect for digital products aiming for clarity and trust.

Headlines – DM Sans (Bold)

Lorem Ipsum

Small Headers – DM Sans (Semi Bold)

Lorem Ipsum

Body Copy – Roboto

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Brand Typeface – Option 3

Soft and inviting, Nunito sets a warm, helpful tone that reflects the brand's mission to simplify complex information. Lato supports this with a neutral, readable style that's perfect for apps and emails.

Headlines – Nunito (Bold)

Lorem Ipsum

Small Headers – Nunito (Semi Bold)

Lorem Ipsum

Body Copy – Lato

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Brand Typeface – Option 4

This duo combines strength with subtlety. Montserrat makes a bold statement for logos and headings, while Work Sans complements it with minimalism and ease of use—great for structured layouts and content-rich pages.

Headlines – Montserrat (Bold)

Lorem Ipsum

Small Headers – Montserrat (Semi Bold)

Lorem Ipsum

Body Copy– Work Sans

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Thank You !

