



BRAND BOOK

Cover Design:

Our brand book's cover introduces the captivating universe of 20 Cube brands with a sleek, monolithic cube embodying minimalism and sophistication. Illuminated from within, it hints at the meticulous craftsmanship and attention to detail synonymous with 20 Cube. This soft, ethereal light serves as a metaphor for the insights awaiting discovery within the pages, igniting curiosity and anticipation.

The Concept:

The “Arrow of Simplified Trade” stands as the visual essence of 20Cube, encapsulating our journey towards redefining the supply chain. This emblematic arrow points forward, symbolizing our relentless pursuit of progress and our dedication to streamlining the complexities of global trade. It is a beacon for our partners, guiding them through the intricacies of supply chain with precision, efficiency, and ease.

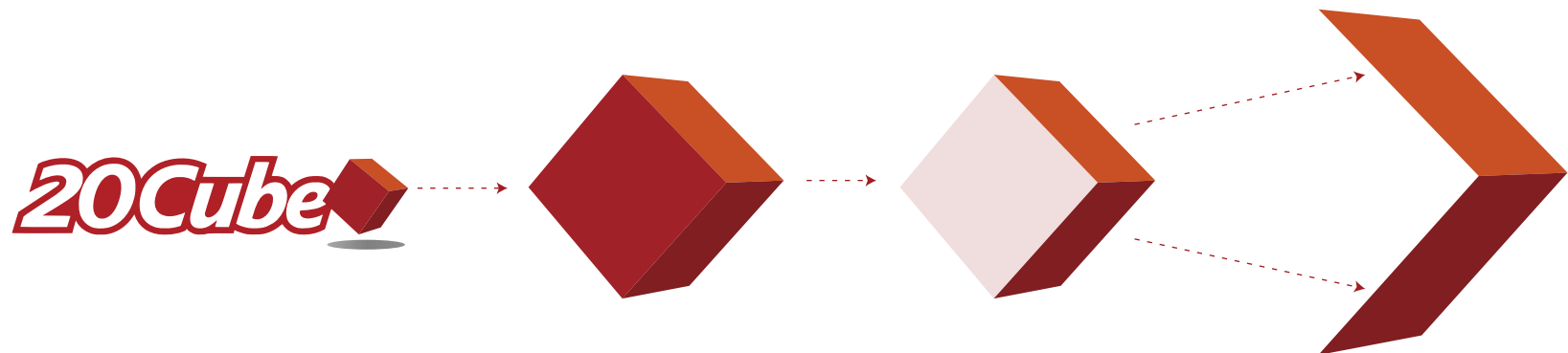


THE
INSIDER'S
GUIDE

20Cube 

Arrow of Simplified Trade

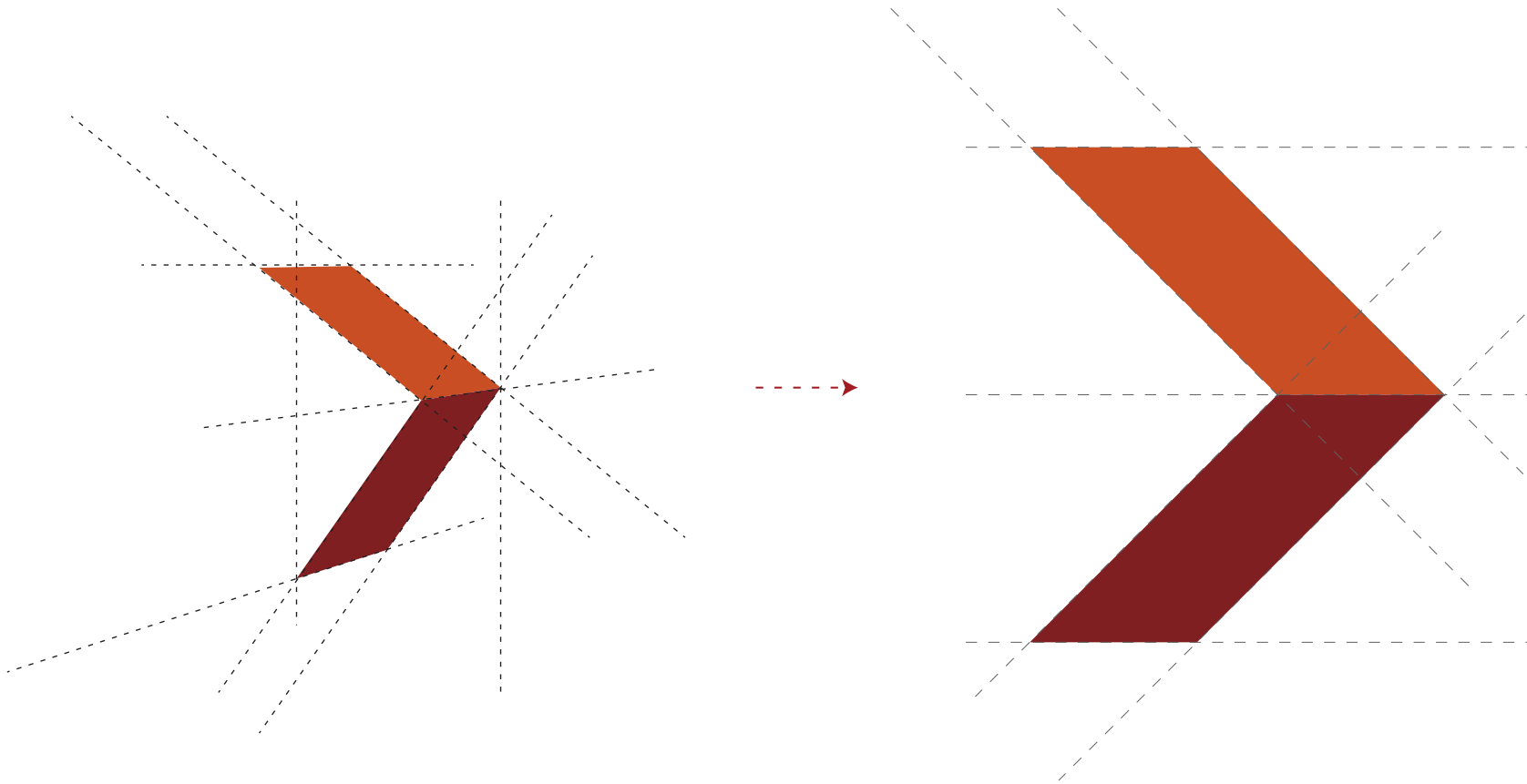
The forward arrow's arrival is a metaphorical expression of progress and momentum. It signifies the culmination of thoughtful planning, the alignment of individual efforts towards a common goal, and the dynamic energy required to move from concept to realization. This arrow, crafted from the unity and structure of 20cube, embodies the journey of advancement — each cube a step, a building block, in the path forward. Its arrival marks a point of achievement, yet also a launching pad for the next leap forward, suggesting that every endpoint is the beginning of a new direction or challenge. Through this, the forward arrow symbolizes not just arrival at a destination, but the ongoing process of growth, exploration, and the perpetual motion towards future horizons.



Perfecting the Arrow: Future-Ready Design



We refine the arrow through meticulous adjustment, honing its form to embody precision and purpose. Each tweak enhances its clarity, ensuring it remains a beacon of direction and progress in our journey forward.



Index



Chapter 1: Why This Book?.....	➤	1
Chapter 2: 20Cube Brand Key.....	➤	4
Chapter 3: The 20Cube Identity.....	➤	6
Chapter 4: The 20Cube Mission Code.....	➤	8
Chapter 5: 20Cube Ethical Compass.....	➤	11
Chapter 6: The 20Cube Mantra.....	➤	15
Chapter 7: The 20Cube Character Code.....	➤	18
Chapter 8: Speaking the Language of 20Cube.....	➤	21
Chapter 9: 20Cube Brand Tenets.....	➤	32
Chapter 10: Logo.....	➤	80

Chapter 1

Why this Book?



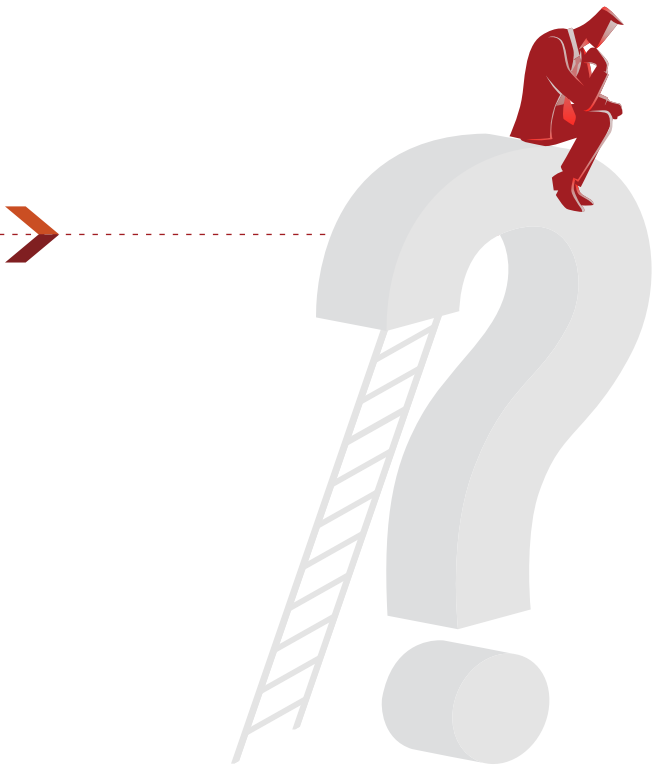
This book isn't just a collection of pages; it's a narrative, an anthem, and a guide.



Here, you'll find not just rules but an invitation to understand the language of 20Cube - a language that transcends words to colours, shapes, and a unique tone.

Internally, it aligns our team, providing clarity on our shared purpose, values, and the distinct design elements that make us recognizable. Externally, it serves as an introduction - a window into our world for partners, clients, and anyone curious about the force that drives 20Cube.





So, why this book?

Because within its confines lies the key to unlocking the full potential of our brand, both for us and for those who seek to know us.

Chapter **2**

20Cube Brand Key





Values & Personality



Values: Integrity, Simplification, Solution-Oriented, Sustainability
Personality: Honest, transparent, candid, empathetic, pragmatic, decisive, analytical leader, responsible.

Benefits



Functional: Centralized System, Tailored Solutions for cost and time effectiveness, Glocal Agility
Emotional: Trustworthy Collaborator, Stress Elimination.

Reasons to Believe



Proven Performance: (numbers, case studies, and long-term relationships), Added Value: Delivering (tailored solutions, enhanced efficiency and profitability), Global Presence.

Discriminators



Centralized Operative Model: A unique, centralized system to optimize supply chain operations with time and cost-effectiveness.

Chapter **3**

20Cube Identity




Simplification is more than a Strategy



At 20Cube, we specialize in distilling the complexities of the global supply chain into clear, manageable solutions. Our approach marries cutting-edge technology with insightful human experience, aiming to demystify the supply chain process, making it as straightforward as possible.

Here, simplification is more than a strategy; it's our guiding principle. We're not just facilitating the movement of goods; we're crafting connections that redefine efficiency and ease in global commerce.

An illustration of a person in a red suit climbing a tall, grey ladder. At the top of the ladder is a red cube. A red arrow points from the left towards the ladder. A horizontal dashed red line is positioned across the middle of the slide, passing behind the ladder and text.

Welcome to 20Cube. Our commitment lies in refining your supply chain challenges into simpler, more navigable pathways.

As your partners, we're dedicated to smoothing your route to success, ensuring it's free from unnecessary complications.

Chapter **4**

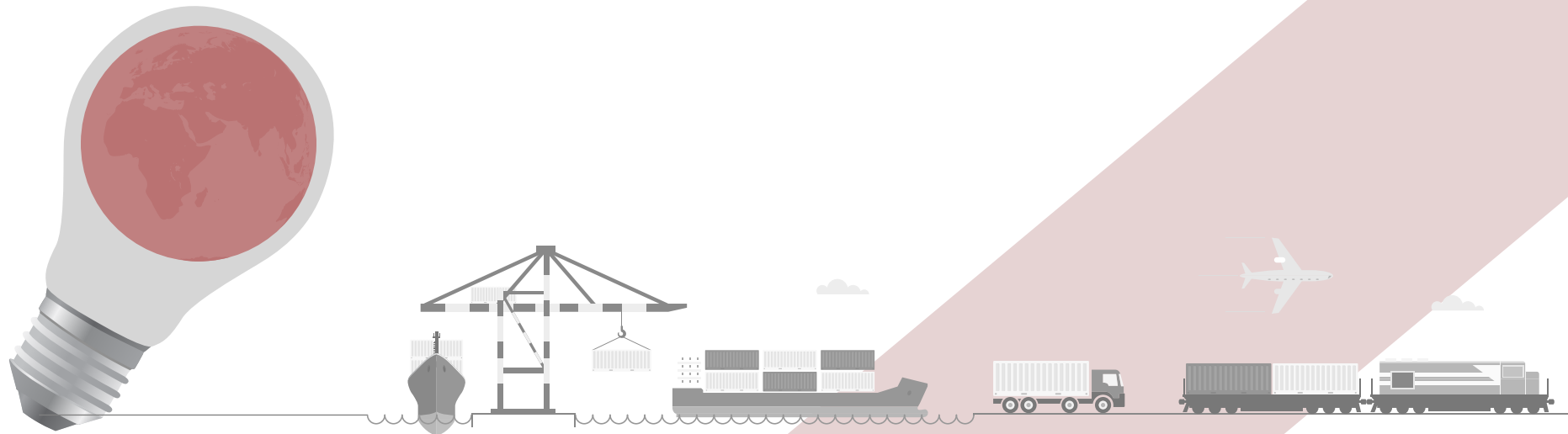
The 20Cube Mission Code

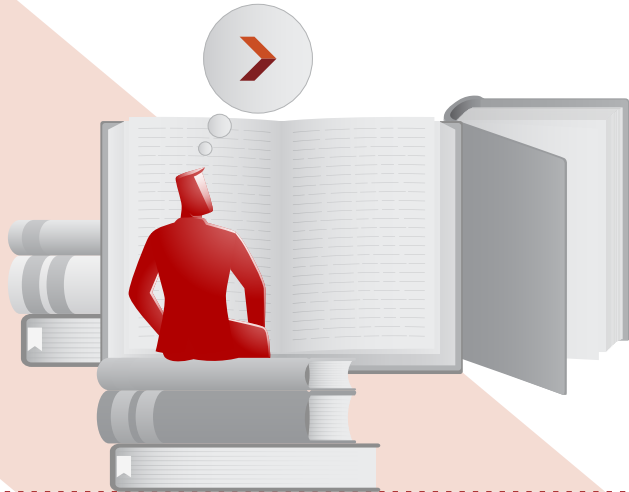


We strive to change the world of logistics through simplification.

In the tangled web of global supply chains, complexity often reigns. Yet at 20Cube, our mission stands clear and unwavering; cut through the complexity.

Our commitment is to move beyond reactive measures—using insight, understanding, and common sense to unravel logistics puzzles.





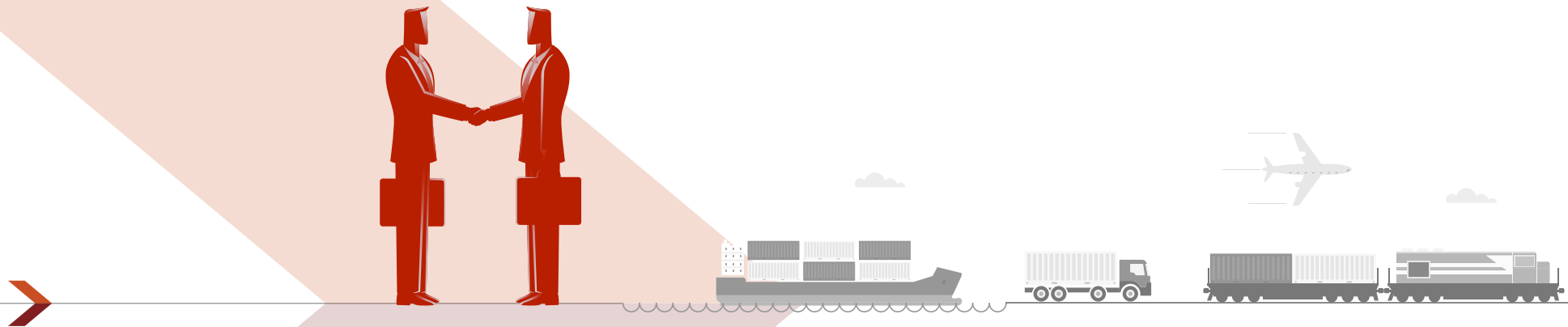
This is our mission

To Simplify the complex
and lead the change.

Chapter **5**

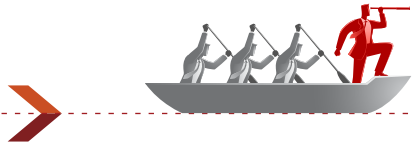
The 20Cube Ethical Compass





At the core of 20Cube is a commitment to the values that shape our identity and actions.

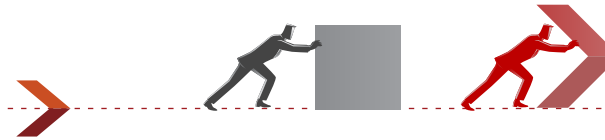
These principles are not merely words; they are the essence of WHO WE ARE, guiding our interactions with customers, prospects, and our team.



Integrity

We believe integrity is not a conscious choice but an ingrained reflex.

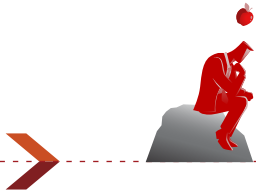
It's the guiding principle that comes to the fore in every decision we make, as natural and essential as drawing breath. This inherent sense of right and wrong shapes our relationships and operations.



Simplification

A commitment to transforming complexity into clarity.

Simplification for us is more than a process; it's a value that dictates how we approach each problem — breaking it down, understanding its core, and navigating it with ease and efficiency.



Solution-Oriented

**We listen, we understand
and we contemplate.**

Our approach is methodical, meticulously considering all angles to provide well-crafted solutions tailored to specific needs. As a learning organization, we thrive on insights gained from diverse teams, continuously evolving to address challenges effectively.



Caring

**The philosophy that permeates
every layer of 20Cube.**

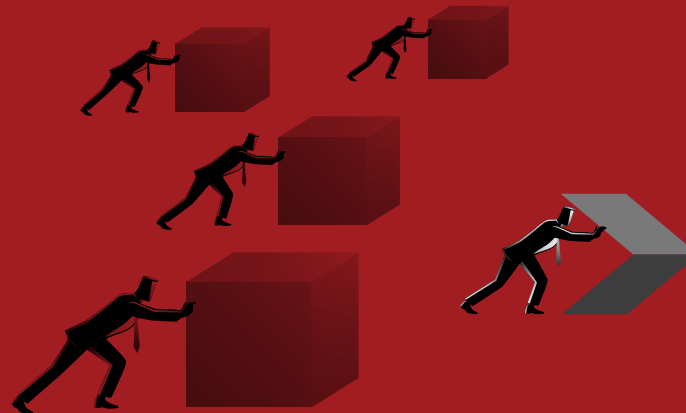
This value is embodied in our offices' wholesome atmosphere and extends to our global footprint, underlining our dedication to a world where business success and co-existence with people and the planet.

Chapter 6

The 20Cube Mantra



Mastering the Art of Simplification



Mastering

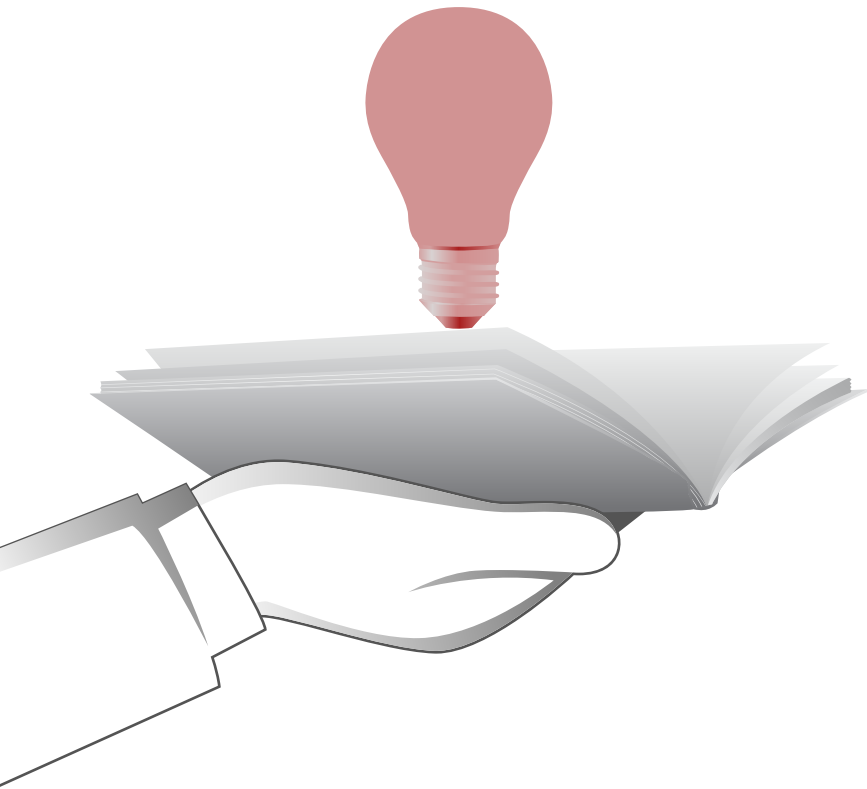
This word embodies our unwavering commitment to continuous improvement, symbolizing a relentless pursuit of excellence that propels us forward.

Art

Here, we embrace a distinctive perspective - an approach that sees supply chain as an art form. It signifies our belief in crafting tailored solutions, infusing a personal touch, and nurturing care in every venture.

Simplification

At the core of our mission, "Simplification" resonates. It echoes our commitment to making life simpler and businesses more efficient, positioning 20Cube as a relentless innovator and an artist in the realm of supply chain solutions.



Chapter **7**

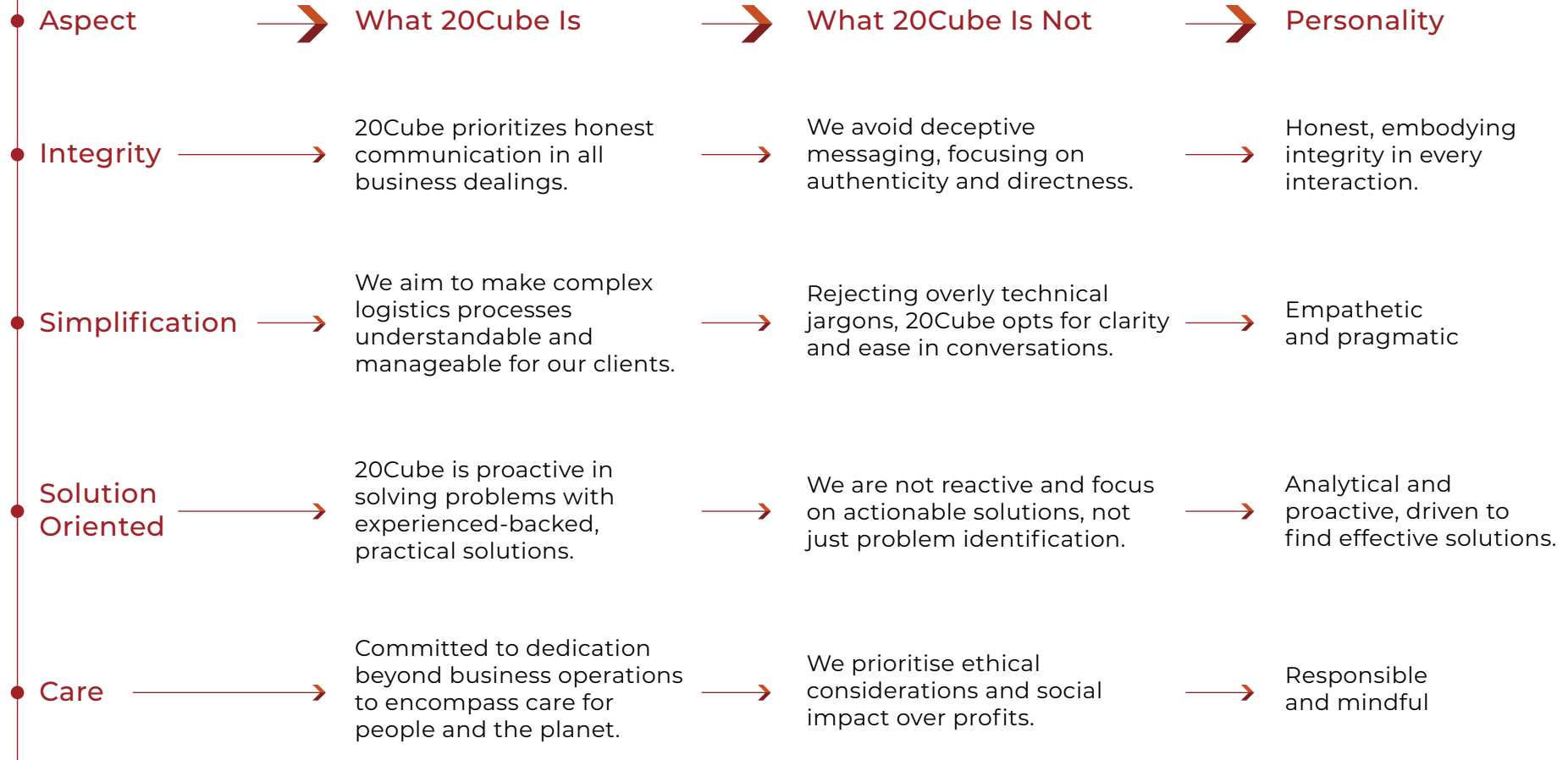
The 20Cube Character Code



Embodied in every interaction, our persona at 20Cube is a collage woven with integrity, simplification, a problem-solving attitude, and care.



Simplified Excellence, Redefining Our Definition



Chapter 8

Speaking the Language of 20Cube





Distinctive Voice

Our voice blends professionalism with approachability.

In formal settings, our tone is crisp and direct, reflecting our expertise. In casual exchanges, we adopt a more conversational style, fostering openness and connection.



Human Tone

Our voice isn't just an intrinsic part of the product, it's an external representation of the people behind it.

Our voice transcends mere functionality; it embodies the essence and spirit of those who forge it. In dialogue, we do not overshadow but illuminate, offering clarity and encouraging discovery. Our words, always precise and insightful, serve not to obscure but to enlighten.

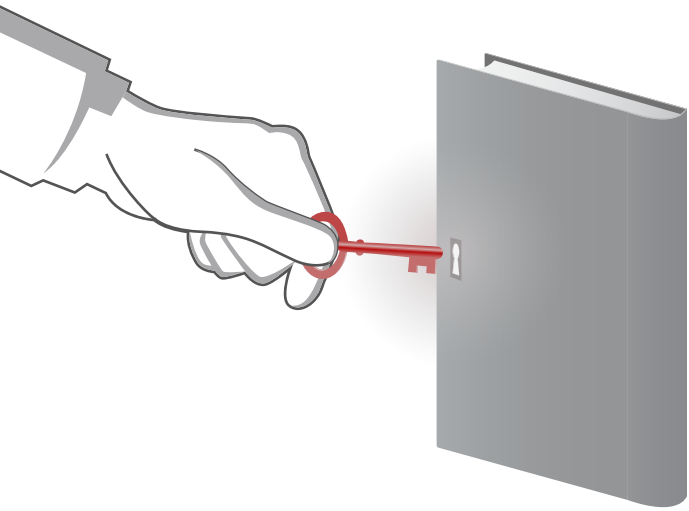


Adaptability in Tone

Our communication style is rooted in adaptability.

Our approach to communication is like water - adaptable, taking the shape of its container. We strive for a tone that's inherently human and conversational, yet never crossing into undue informality.

Our flexibility allows us to tailor our voice to suit the audience, context, and content, ensuring our message is both accessible and appropriate.




The key to sounding like 20Cube is speaking directly to the user, in a voice that they can hear and recognize.




In the tangled web of global supply chains, complexity often reigns. Yet at 20Cube, our mission stands clear and unwavering; cut through the complexity with the sharp edge of technology. Our commitment is to move beyond reactive measures—using insight, understanding, and common sense to unravel supply chain puzzles.



CREATIVE LOOK



**LOREM
IPSUM**
Lorem Ipsum Lorem
Ipsum

20Cube 

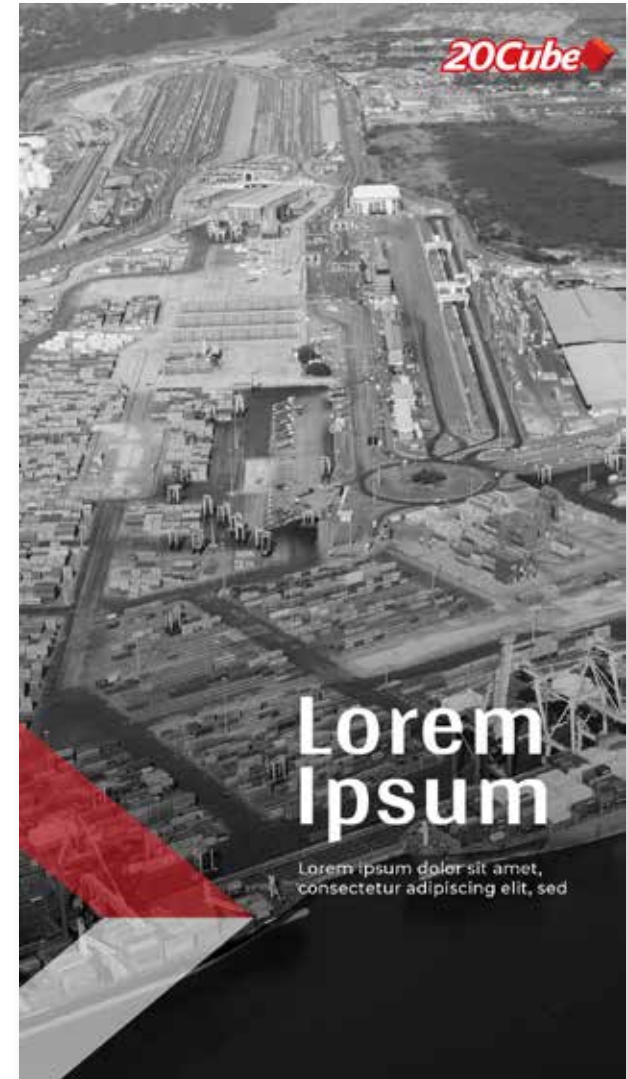
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

www.20cube.com

Social Post



post



reel



SOP Document



STANDARD OPERATING PROCEDURE

20Cube

A large rectangular area representing a Standard Operating Procedure (SOP) document. It features a white background with a light gray gradient at the bottom. On the left side, there are three overlapping geometric shapes: a red triangle pointing right, a white triangle pointing left, and a gray triangle pointing right. The text 'STANDARD OPERATING PROCEDURE' is located in the top left corner, and the '20Cube' logo is in the top right corner. A thin red horizontal line is at the bottom of the document area.

Emailer



LOREM IPSUM

LOREM IPSUM LOREM IPSUM

KNOW MORE

LOREM IPSUM

LOREM IPSUM

KNOW MORE

58 LOCATIONS	67 WAREHOUSES	44,005 CONTAINERS SHIPPED PER YEAR	5425 MM SQ. FT. WAREHOUSE SPACE
------------------------	-------------------------	--	---

YOUR DIGITAL SUPPLY CHAIN SOLUTION

- > PO Management
- > Smart Track
- > Digital Reporting
- > Exception Management
- > Documents
- > Transparent Billing

IMPROVE FULFILMENT, REDUCE INVENTORY, AND INCREASE COMPLIANCE.

CONNECT NOW

www.20cube.com

Presentation template



LOREM IPSUM
Lorem Ipsum Lorem Ipsum



LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



THANK YOU

www.20cube.com

Chapter 9

20Cube Brand Tenets



Brand Tenets



These four tenets define our brand, priorities, and HOW WE EXPRESS OURSELVES in all verbal and written communications.





For People & Planet



CARE INSIDE: Shapes a culture where sustainability, empathy, and employee welfare drive our operations. We integrate systems that prioritize the well-being of our team, fostering a workspace alive with passion and purpose. Our commitment is to a culture that not only looks after our own but also cares deeply for the world around us.

CARE OUTSIDE: Be humble yet vocal about the many endeavors 20Cube has undertaken over the years. Be the leading voice in global cause-led conversations. Create Case Studies that showcase our sustainability-led solutions for the logistics industry.

VISUAL TIPS

ENABLE LEARNING

Create opportunities for education, conversation, and thought leadership across the digital media and marketing collaterals.

COLLABORATE WITH THE COMMUNITY

Invite participation and exploration.

ALWAYS GIVE ATTRIBUTION

Attribute the work properly; give credit where credit is due.

VERBAL TIPS

EMBRACE PARTICIPATION

Champion the original work of our customers and community.

TWO WAY CONVERSATION

Cast a wide net for ideas, and be open to what you get back in return.

BEYOND SIMPLIFICATION



Respect for client's work, time, and process.



CULTURE OF INNOVATION: Paint the picture of a culture where innovation thrives, a place where creative problem-solving is not just encouraged but celebrated.

THE PROBLEM SOLVERS: Educate with quintessential quintessential problem-solving tips and techniques. Highlight how 20Cube is driving innovation through the art of problem-solving.

COLLABORATIVE INNOVATION: Innovation cannot be achieved alone. Problems can be solved more efficiently through teamwork, and this collaborative spirit should be at the core of our approach.

GO-GETTERS: Portray 20Cube as logistics go-getters. Anticipate challenges and resolve them proactively, staying one step ahead of potential issues.

VISUAL TIPS

PIQUE CURIOSITY

Understand the power of an image to spark a visceral reaction in the viewer and tickle the mind. Choose images and moments that have a clear POV yet leave the viewer inspired to want more.

VERBAL TIPS

REVEAL NEW TIPS AND IDEAS

Embrace the possibilities when discussing the applications of a product. Doing so encourages interaction. Use new member onboarding as an opportunity to present ways for them to expand their skills.

TELL FUTURISTIC STORIES

Create forward-looking narratives and content by using our past as the springboard to our future.



Always Speak With Purpose and Insights



TANGIBLE EVIDENCE: Emphasize the importance of tangible evidence through numbers, case studies, and long-term relationships as proof of 20Cube's commitment to excellence.

CLIENT FOCUS: Highlight how 20Cube's relentless focus on alleviating complexities allows customers to concentrate on their core operations, thus exemplifying excellence.

RELIABLE PARTNER: Emphasize the emphasis on building long-term relationships, showcasing how customers trust 20Cube as a reliable and dependable partner, and how this trust is a testament to the company's excellence.

CASE STUDIES: Provide concrete examples of case studies that demonstrate the effectiveness of 20Cube's solutions. These case studies serve as a powerful showcase of how the company excels in providing real-world solutions to clients.

VISUAL TIPS

EXPRESS WITH EXAMPLES OR DEMOS

It's amazing how powerful and resonant a well-designed experiential piece of communication can be.

SHOW EXPERIENCES

Be human, be contextual. Personal experiences and insights should shine in all we do.

VERBAL TIPS

HAVE A CLEAR POINT OF VIEW

Assume our audience is contemporary, intelligent, and thoughtful—no over-explaining or marketing speak required. Present information hierarchically—know what's important and what's less important.

BE CONVERSATIONAL

Speak like you're explaining to a friend or relative.



Simple design and language is a sign of respect.



CONVEY SIMPLICITY: Utilize clear, straightforward language that doesn't overwhelm the reader.

BENEFITS OF CENTRALISED SYSTEM: Discuss how centralized systems optimize supply chain operations by reducing inefficiencies and minimizing manual tasks.

GLOBAL APPLICATION: Emphasize the geographic versatility of 20Cube's technology, which offers a centralized system for every niche ecosystem, addressing the unique needs of different markets.

AVOID EXAGGERATION: While My Hub may indeed be a remarkable solution, refrain from excessive boasting and superlatives. Let the technology speak for itself, and don't overemphasize its capabilities.

VISUAL TIPS

DESIGN WITH ENTHUSIASM When you put energy and positivity into your work, it shows.

VERBAL TIPS

PLAY WITH NEW IDEAS AND WORDS As technology changes, so does the language to describe it. We have to speak in a way that's in line with the current vernacular, but we also have to be mindful of not using unnecessary jargon.

Four Tenets



20Cube



CARE 

BEYOND 

PULSE 

MY HUB 



CARE: Coexistence with people and planet



Colour Palettes



Primary:

Harmony Green

#339947

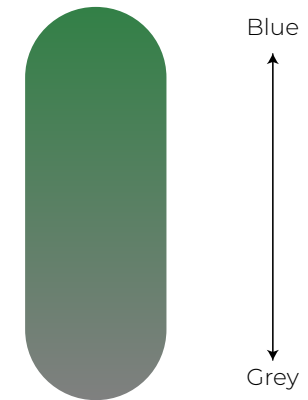
RGB	51	153	71
CMYK	80	16	100 3

Secondary:

Squash

#808285

RGB	128	130	133
CMYK	0	0	0 60



Harmony Green is chosen to signify care because of its strong connections to life, growth and renewal. It represents 20Cube's dedication to sustainability and our ethical responsibility towards the environment and society, underscoring our efforts to conduct business in way that benefits both people and the planet.

Grey signifies balance and adaptability. It reflects our commitment to navigating supply chain with a composed and versatile approach. Grey embodies our values of pragmatism and resilience, ensuring the seamless movement of goods in diverse scenarios.



CREATIVE LOOK



**LOREM
IPSUM**
Lorem Ipsum Lorem
Ipsum

20Cube

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

CARE

www.20cube.com

Social Post



post



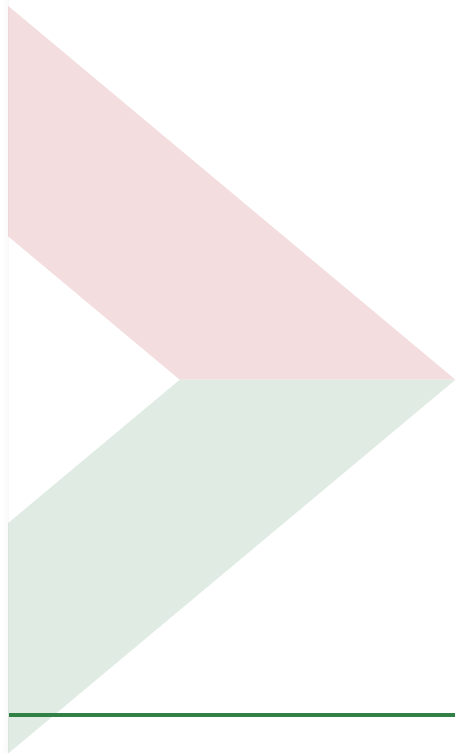
reel



SOP Document



STANDARD OPERATING PROCEDURE



Emailer



LOREM IPSUM

LOREM IPSUM LOREM IPSUM

KNOW MORE



LOREM IPSUM

LOREM IPSUM LOREM IPSUM

KNOW MORE



LOREM IPSUM

LOREM IPSUM LOREM IPSUM

KNOW MORE

58 LOCATIONS	67 WAREHOUSES	44,005 CONTAINERS SHIPPED PER YEAR	5425 MM SQ. FT. WAREHOUSE SPACE
------------------------	-------------------------	--	---

YOUR DIGITAL SUPPLY CHAIN SOLUTION

- > PO Management
- > Digital Reporting
- > Documents
- > Smart Track
- > Exception Management
- > Transparent Billing

IMPROVE FULFILMENT, REDUCE INVENTORY, AND INCREASE COMPLIANCE.

CONNECT NOW



www.20cube.com



Presentation template



20Cube

CARE

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

20Cube

THANK YOU

www.20cube.com

BEYOND



INNOVATION: Discover Beyond

BEYOND

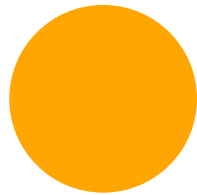


Colour Palettes



Primary:

Sunshine Yellow

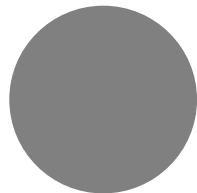


#ffcc02

RGB	255	204	2	
CMYK	0	20	100	0

Secondary:

Squash



#808285

RGB	128	130	133	
CMYK	0	0	0	60



Blue



Grey



Sunshine Yellow, with its inherent brightness and energy, symbolizes innovation. It's a color that sparks creativity and optimism, perfectly embodying 20Cube's drive to explore new ideas and push the boundaries of what's possible in supply chain solutions.

Grey signifies balance and adaptability. It reflects our commitment to navigating supply chain with a composed and versatile approach. Grey embodies our values of pragmatism and resilience, ensuring the seamless movement of goods in diverse scenarios.

BEYOND



CREATIVE LOOK



**LOREM
IPSUM**
Lorem Ipsum Lorem
Ipsum

20Cube

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

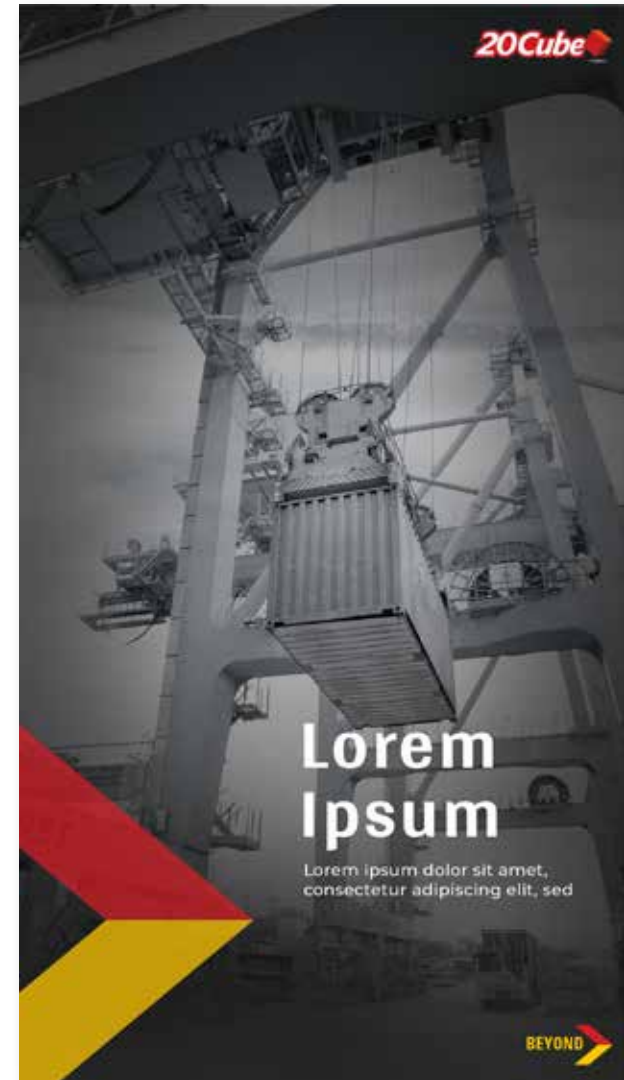
BEYOND

www.20cube.com

Social Post



post



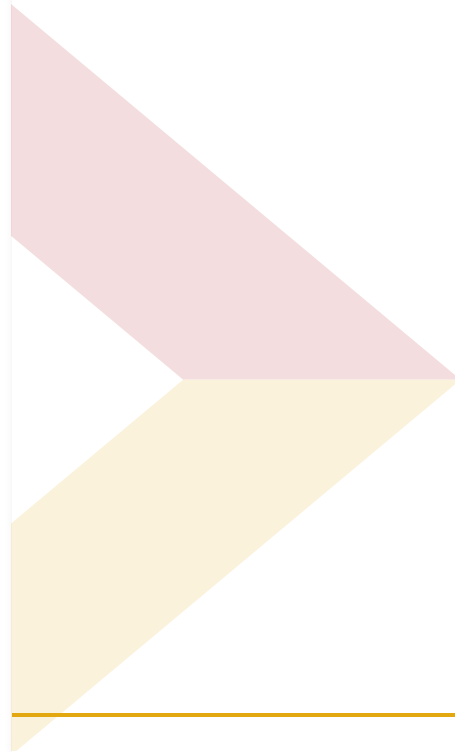
reel



SOP Document



STANDARD OPERATING PROCEDURE



Emailer



LOREM IPSUM

LOREM IPSUM LOREM IPSUM

KNOW MORE

LOREM IPSUM

LOREM IPSUM LOREM IPSUM

KNOW MORE

58 LOCATIONS	67 WAREHOUSES	44,005 CONTAINERS SHIPPED PER YEAR	5425 MM SQ. FT. WAREHOUSE SPACE
------------------------	-------------------------	--	---

YOUR DIGITAL SUPPLY CHAIN SOLUTION

- > PO Management
- > Digital Reporting
- > Documents
- > Smart Track
- > Exception Management
- > Transparent Billing

IMPROVE FULFILMENT, REDUCE INVENTORY, AND INCREASE COMPLIANCE.

CONNECT NOW

BEYOND

www.20cube.com

Presentation template



20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

BEYOND

20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

20Cube

THANK YOU

www.20cube.com

PULSE



EXCELLENCE: Purposeful and Insightful Stories

PULSE



Colour Palettes



Primary:

Volt Purple

#993795

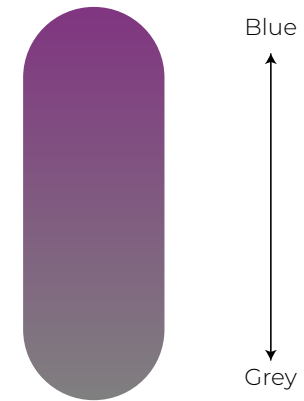
RGB	153	55	149
CMYK	45	93	0 0

Secondary:

Squash

#808285

RGB	128	130	133
CMYK	0	0	0 60



Violet Purple is chosen to represent excellence, as it conveys a sense of distinction and achievement. This color is often associated with quality and ambition, mirroring 20Cube's relentless pursuit of superior performance and unparalleled service in the logistics industry.

Grey signifies balance and adaptability. It reflects our commitment to navigating supply chain with a composed and versatile approach. Grey embodies our values of pragmatism and resilience, ensuring the seamless movement of goods in diverse scenarios.



CREATIVE LOOK



**LOREM
IPSUM**

Lorem Ipsum Lorem
Ipsum



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



www.20cube.com

Social Post



post



reel

Social Infographic Post



20Cube

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices

PULSE

SOP Document



STANDARD OPERATING PROCEDURE

20Cube

PULSE

The image shows a template for a Standard Operating Procedure (SOP) document. It features a white rectangular frame with a thin border. At the top left, the text "STANDARD OPERATING PROCEDURE" is written in a small, black, sans-serif font. At the top right, the "20Cube" logo is displayed in a red, italicized font. On the left side of the frame, there are two overlapping, semi-transparent geometric shapes: a light red triangle pointing downwards and a light purple triangle pointing upwards. At the bottom right corner of the frame, the word "PULSE" is written in a bold, black, sans-serif font, followed by a red arrow pointing to the right. The entire frame is set against a white background.

Emailer



LOREM IPSUM
Lorem Ipsum Lorem Ipsum
[KNOW MORE](#)

LOREM IPSUM
Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

LOREM IPSUM
Lorem Ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

58 LOCATIONS	67 WAREHOUSES	44,005 CONTAINERS SHIPPED PER YEAR	5425 MM SQ. FT. WAREHOUSE SPACE
------------------------	-------------------------	--	---

YOUR DIGITAL SUPPLY CHAIN SOLUTION

- > PO Management
- > Digital Reporting
- > Documents
- > Smart Track
- > Exception Management
- > Transparent Billing

IMPROVE FULFILMENT, REDUCE INVENTORY, AND INCREASE COMPLIANCE. [CONNECT NOW](#)

PULSE www.20cube.com

Presentation template



20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

PULSE

20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

20Cube

THANK YOU

www.20cube.com

The background features a light gray circuit board pattern with various lines and nodes. A large, stylized arrow graphic is positioned to the right of the text, pointing right. The arrow is composed of two parts: a red upper section and a dark blue lower section.

MY HUB

TECHNOLOGY: Plug. Play, and Prosper



Colour Palettes



Primary:

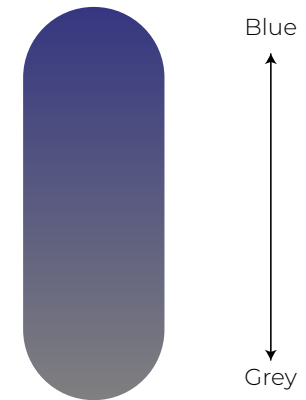
Royal Blue #353a95

RGB	53	58	149
CMYK	95	92	2 0

Secondary:

Squash #808285

RGB	128	130	133
CMYK	0	0	0 60



Royal Blue is selected for technology due to its association with depth, stability, and intelligence. It evokes a sense of trust and dependability, reflecting 20Cube's commitment to leveraging advanced technology to solve complex logistics challenges efficiently.

Grey signifies balance and adaptability. It reflects our commitment to navigating supply chain with a composed and versatile approach. Grey embodies our values of pragmatism and resilience, ensuring the seamless movement of goods in diverse scenarios.



CREATIVE LOOK



**LOREM
IPSUM**

Lorem Ipsum Lorem
Ipsum

20Cube

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
 eiusmod tempor incididunt ut labore et dolore magna aliqua.
 Quis ipsum suspendisse ultrices gravida. Risus commodo
 viverra maecenas accumsan lacus vel facilisis.

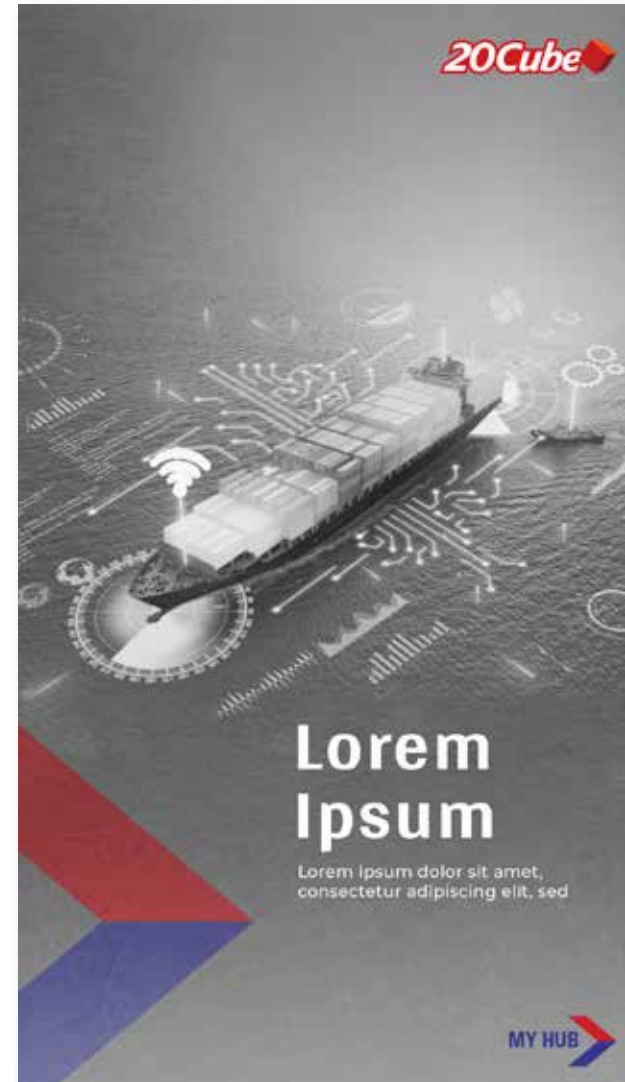
MY HUB

www.20cube.com

Social Post



post



reel



SOP Document



STANDARD OPERATING PROCEDURE

20Cube

A large graphic on the left side of the page, consisting of two overlapping triangles. The upper triangle is light red and the lower triangle is light blue. They meet at a point on the right side, forming a larger, irregular shape.

Emailer



LOREM IPSUM

LOREM IPSUM LOREM IPSUM

KNOW MORE

LOREM IPSUM

LOREM IPSUM

KNOW MORE

58 LOCATIONS	67 WAREHOUSES	44,005 CONTAINERS SHIPPED PER YEAR	5425 mn sq. ft. WAREHOUSE SPACE
------------------------	-------------------------	--	---

YOUR DIGITAL SUPPLY CHAIN SOLUTION

- > PO Management
- > Smart Track
- > Digital Reporting
- > Exception Management
- > Documents
- > Transparent Billing

IMPROVE FULFILMENT, REDUCE INVENTORY, AND INCREASE COMPLIANCE.

CONNECT NOW

MY HUB

www.20cube.com

Presentation template



20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

MY HUB

20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

20Cube

LOREM IPSUM
Lorem Ipsum Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

20Cube

THANK YOU

www.20cube.com

Chapter 10

The 20Cube Logo



The Logo



The 20Cube logo is a unique piece of artwork. It consists of two elements: the 20Cube word-mark and the cube symbol and their proportion and arrangement have been specifically determined.

The logo primarily uses the colour Red which signifies power and control. Its outline reiterates the message of reliability and accuracy. The cube of the logo symbolises a carton, a means of delivering goods from one place to another. It is a solid structure that denotes strength and reliability.

The brand associates itself with similar beliefs of empowerment and giving customers absolute control. The bold italic font in the logo speaks volumes about the dynamic nature of our company and its potential to accomplish every task.



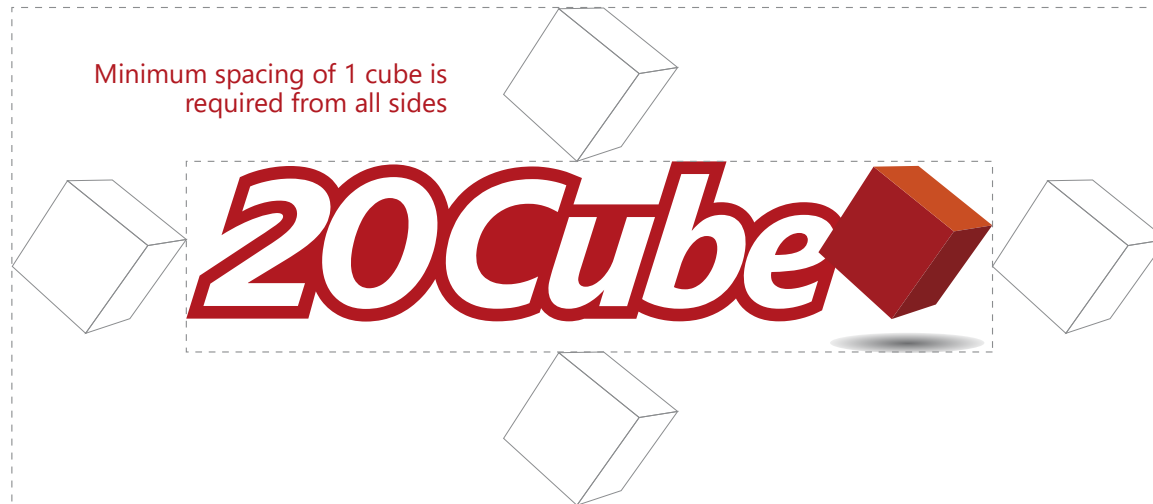
Note: The wordmark in the logo must not have a space in between the zero and the “C”. The “C” should always be in uppercase.



Logo Spacing



1. Definition of boundaries of the logo from which spacing has to be measured: edge of "2" on the left, edge of cube on the right, edge of "b" on the top and edge of shadow below the cube.
2. The minimum amount of clear space is equal to the size of the cube in the logo from all sides as shown below.
3. Whenever possible, apply the logo in color on a white background.
4. The minimum size of the logo is 1"/25.4 mm and it cannot be reduced than the mentioned size in any collateral



minimum size is 1"/25.4 mm



The minimum size of the logo is 1"/25.4 mm,
The logo cannot be reduced than the mentioned size.

Logo Colours



C10 M100 Y100 K10
Pantone 180 C

CO M85 Y100 KO
Pantone 166 C

C40 M100 Y100 K25
Pantone 1815 C

CO M100 Y100 K10
Pantone 180 C

Logo Inverse



1. The reverse logo must be used on backgrounds in shades of red.
2. The typo “20Cube” has to be in red when used in the reverse logo.
3. The outline of 20Cube must be white.
4. The cube should have a white outline as shown below.



Logo in Black & White



1. The logo can only be in black & white when the collateral is in greyscale or in black and white format. (In any other single colour background, the coloured logo must be used.)
2. Three types of the black & white logo are shown below. Choose according to the requirement of the print.



Halftone Colours



Flat Colour



Single Colour



Logo: Improper Use

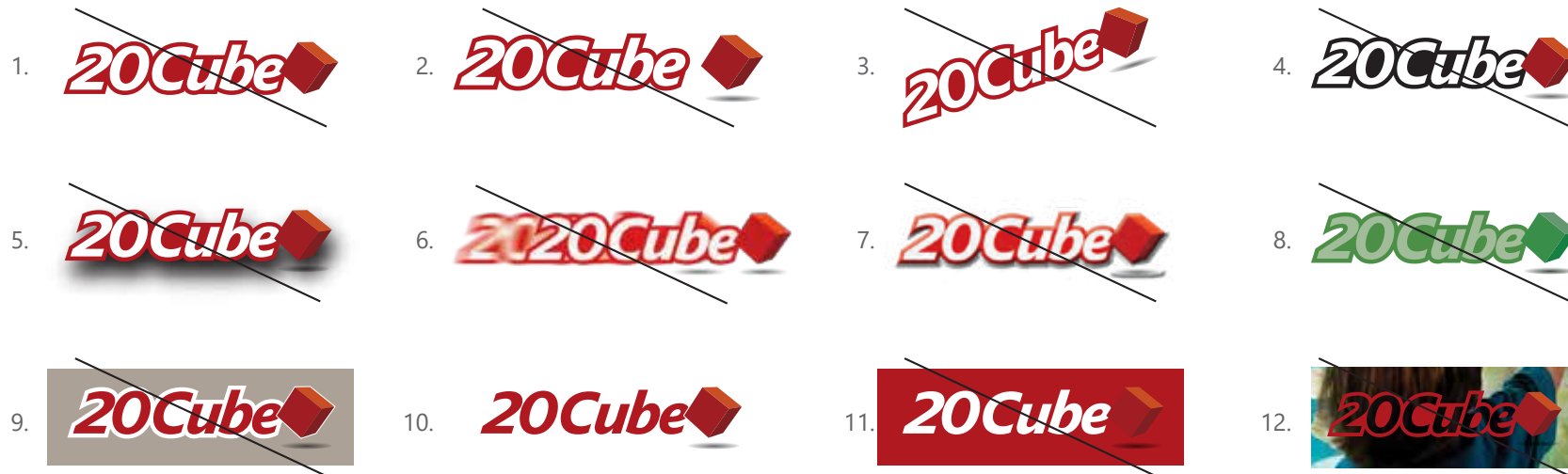


We encourage you to become familiar with the correct use of the logo.

1. The logo should not be used without the shadow below the cube.
2. The logo should not be used when the cube is not overlapping the “e”.
3. The logo should never be rotated.
4. The logo colours should never be mismatched.
5. Drop shadows should not be added to the logo.
6. Don’t add any movement or effects to the logo.
7. The logo should never be superimposed over type or any imagery.
8. The logo colours should not be altered in any manner.
9. The inverse logo can never be used on any light background.
10. The inverse logo should not be used on a dark or black background. It can only be used on a red background.
11. The logo should not be used on a red background (Use the inverse logo).
12. Don’t use the logo in transparent on a photograph or any other background.



Note: The cube cannot be used separately in any communication. The logo is incomplete without the cube. The cube cannot be a stand-alone identity for the company. However, with the required permissions the cube can be used separately and the above rules would apply to the cube as well.



Colour Pallete



Our colours reflect our energy and commitment. They contribute to the recognition of our brand in a subtle yet unmistakable manner. The following are the specific colours of our colour palette. While visuals can be in any colour palette, these specific colours have to be followed for backgrounds, headlines, copy, tables and all other design elements.



Primary Identity Colours



C0 M60 Y60 K0
R245 G132 B102



C0 M80 Y80 K0
R241 G91 B64



C0 M100 Y100 K10
R215 G25 B32

Secondary Identity Colours



C0 M0 Y0 K80
R51 G51 B51



C0 M0 Y0 K60
R102 G102 B102

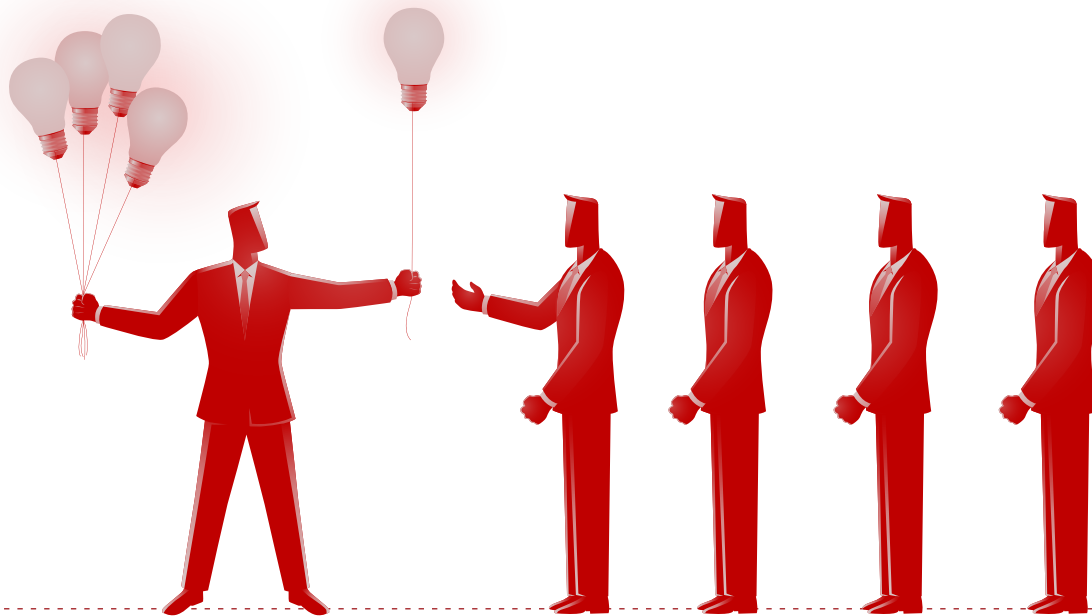


C0 M0 Y0 K40
R153 G153 B153

Office Collateral



Office collateral is the primary tool for all internal and external corporate communication. They include: folders, shopping bags, certificate, presentation boxes, diaries, notepads, notebooks, mug and flags. Whether it is hi-impact marketing tools or in-office stationary, office collateral play a vital role in substantiating and empowering the image of any organization. To augment every communication, the collateral should have a coherent visual identity.



Letterhead & Envelope



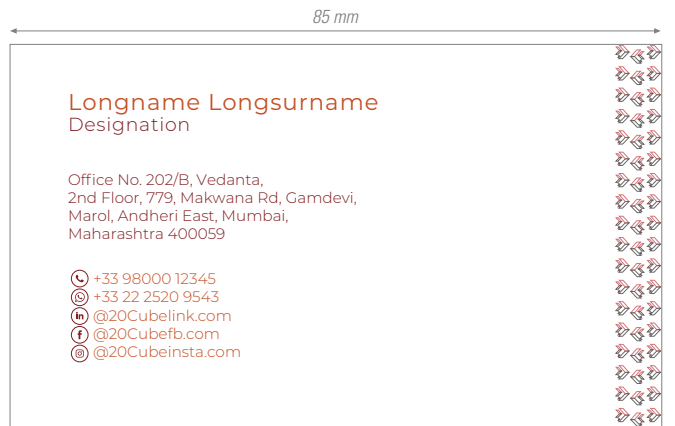
1. The 20Cube logo should be placed on the top right corner of the letterhead.
2. The logo in the continuation pages should be smaller than the logo on the cover page.
3. The logo should be placed on the top left corner of the envelope.
4. The specifications have been displayed in the visual.



Business Card



1. The 20Cube logo should be left aligned as shown in the visual.
2. Space for the QR code of the company should be provided on the back of the business card.
3. The back of the business card should preferably be in red colour.
4. The specifications have been displayed in the visual.



Business Card Front



Business Card Back

Address Stickers & Complimentary Card



Name Surname
Designation

20Cube

+91 98000 12345
+91 22 2520 9543

20Cube Logistics Pvt. Ltd., Office No. 202/B, Vedanta, 2nd Floor, 779,
Makwana Rd, Gamdevi, Marol, Andheri East, Mumbai, Maharashtra 400059

® ℹ f @

Email signature (Without Pattern)



If undelivered, please return to:
20Cube Logistics Pvt. Ltd.,
Office No. 202/B, Vedanta, 2nd Floor, 779, Makwana Rd,
Gamdevi, Marol, Andheri East, Mumbai, Maharashtra 400059

+91 98000 12345
+91 22 2520 9543

20Cube

Undelivered address sticker

20Cube

20Cube Logistics Pvt. Ltd.,
Office No. 202/B, Vedanta, 2nd Floor, 779, Makwana Rd,
Gamdevi, Marol, Andheri East, Mumbai, Maharashtra 400059

+91 98000 12345
+91 22 2520 9543

Address sticker

20Cube

20Cube Logistics Pvt. Ltd.,
Office No. 202/B, Vedanta,
2nd Floor, 779, Makwana Rd,
Gamdevi, Marol
Andheri East, Mumbai,
Maharashtra 400059

Reference for stamp

Certificate Template & Holder



The certificate is a standard A4 and Letter size paper. The brand logo must be placed on the bottom-right side. The certificate title must be on the top and should be center aligned.

The paper-weight for the certificate must be 200 or 240 gsm
The certificate holder holds the certificate at the four corners by dog ear die-cut. The paper-weight must be 300 or 350 gsm; with the full surface laminated. The body copy on the certificate should be in 75% grey and the name of the certificate holder should be in 100% black.



Note: The certificate title can change according to the requirement. Special requests should be directed to the Marketing Department.
Certificates can have 1 or 2 authorized signatories.



CERTIFICATE OF RECOGNITION

This is to certify that

has successfully passed the approved basic training on Programme Name.

This Certificate is approved by the Programme Name department.

Name Surname
Designation



Certificate

Folders



Folders are used for internal and external correspondences. The folder can have visuals or creative according to the requirement, along with the brand logo with respect to the clear space around it.

1. Plain folders must have the brand logo placed in the center maintaining the clear space around it.
2. The website must be placed on the backside of the folder.
3. The inner edge of the die-cut should be oblique as shown in the illustration.



Note: The illustrations below are example of folders used for internal and external correspondence. There are no restrictions for the brand logo positioning as long as the clear space is maintained around it. Designs can be requested from the Marketing Team. If these designs are created at source, then they have to be approved by the branding team prior to production.



Notepad



The notepad should be spiral bound at the top. It includes the cover and the inside pages. Choose between bold red or pristine white covers. Inside, unblemished pages await, adorned with the tag lines "Mastering the Art of Simplification." Crafted for efficiency and elegance, our note pad is your perfect companion for capturing ideas, notes, and inspirations with style and clarity. Simplify your thoughts with 20Cube.



The inside pages contain the brand logo along with the website address maintaining the clear space around it.



Notepad cover in red



Notepad cover in white



Notepad inside page

Note Book



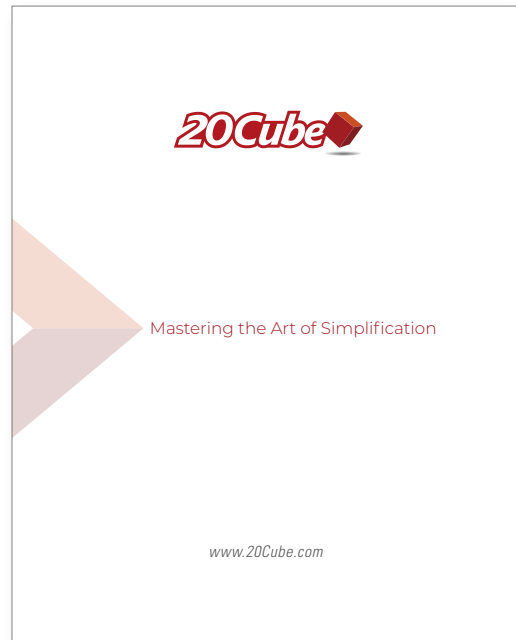
The notebook should be hard-bound from the left side. It includes the cover and the inside pages. Introducing the 20Cube Notebook: Choose between bold red or pristine white covers. Inside, pages adorned with "Mastering the Art of Simplification" await your thoughts. Crafted with care, our notebook is perfect for capturing ideas and notes with elegance and efficiency. Simplify your life with 20Cube.



The inside pages contain the brand logo along with the website address, maintaining the clear space around it as illustrated in the visual below.



Notebook cover in red



Notebook cover in white



Notebook inside page



Promotional Material

Every brand promotes itself and creates brand awareness by utilising repetition. In fact any average person has to see or experience a brand more than five times to remember it. There are many promotional material we use to advertise our brand. It could be a truck design, signage, a mouse pad, anything. In fact almost any piece of communication or design that a brand puts in the public space becomes its promotional material.

Reception Area Branding



1. The logo should ideally be a 3D structure either mounted or embossed.
 - (a) The logo should be backlit if it is a 3D structure
 - (b) The cube in the logo must be single red facing colour (C10 M100 Y100 K10) and should be separately backlit
2. The logo must be placed at a minimum height of 5 feet from the floor level.
 - (a) In case the chair behind the desk blocks the logo, it should be placed / embossed 1.5 feet above the headrest
3. The logo must always be centrally aligned to the back wall
4. If the logo is printed on a glass surface, the glass should be mounted against a white background. In cases like this when the logo is not in 3D, it is supposed to be used according to the logo usage. guidelines.
5. The arrow should appear as an integral part of the 20Cube logo, positioned in a subtle and seamless manner



Warehouse Branding



Warehouse branding serves as a powerful tool to establish brand presence and visibility, especially in industrial areas. Here's a concise guide with key points for creating impactful warehouse branding:

Material Selection: Choose durable materials such as tin, acrylic, or robust boxed vinyl for the frame to ensure longevity and withstand outdoor elements.

Location Placement: Select a strategic location on the warehouse facade that offers optimal visibility from nearby roads or pathways. Ensure the branding is easily visible to passing traffic and pedestrians.

Backlit Box Installation: Mount the backlit box securely to the building facade, ensuring it is level and anchored properly. Install the lighting system within the frame for nighttime visibility, testing it to ensure optimal brightness and functionality.

Maintenance and Inspection: Regularly inspect and maintain the warehouse branding to ensure longevity and effectiveness. This includes replacing bulbs, repairing any damage, and cleaning the surface to maintain visibility and brand impact.

By following these key points, you can create impactful warehouse branding that effectively communicates your brand identity, increases visibility, and leaves a lasting impression on customers and passersby

The arrow should appear as an integral part of the 20Cube logo, positioned in a subtle and seamless manner

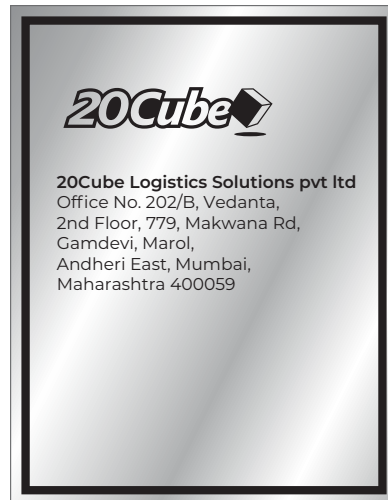


Legal Name Boards



Legal name boards are locally used in every country in English.

Ideally, a single colour logo with clear space is engraved on the selected metal surface in black colour using screen printing. The following is an illustration of the same in different sizes, with and without the logo.



Promotional Elements



The usage of 20Cube logo and the arrow for various elements are illustrated here. However, when it comes to the leather covered diary, a single colour logo should be used and should be debossed on the leather.



Presentation box layout



Example of presentation box



Diary



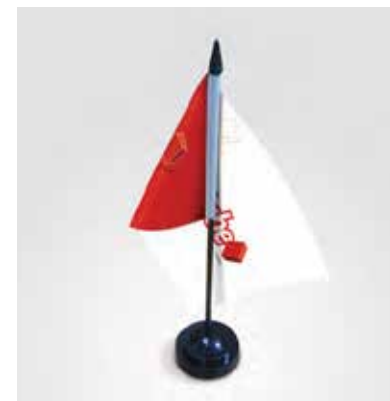
Mug



Flag front



Flag back

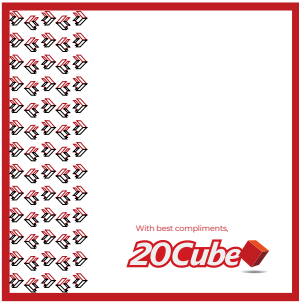


Flag

Promotional Elements



The usage of 20Cube logo and the arrow for various elements are illustrated here.



Complimentary card (option 1)



Mouse pad (Option 1)



Mouse pad (Option 2)



Paper block



Bag Front & Back (option 1)



Bag Front & Back (option 2)

Black and white philosophy



In the realm of black and white imagery, our philosophy is one of timeless elegance and profound simplicity. The absence of color accentuates the essence of form and texture, prompting introspection and emphasizing the purity of each element captured. Black represents the depth of shadows, symbolizing the mysteries of the unseen, while white embodies the purity of light, revealing clarity and unspoken truths. Together, black and white imagery transcends the constraints of time, creating a visual language that communicates emotions and narratives with a raw, unfiltered authenticity. In our pursuit of capturing moments in monochrome, we celebrate the beauty found in the interplay between light and darkness, embracing the inherent poetry of simplicity.



Standee (Black and white)



For events like trade shows the following templates for standees can be used. The choice of standee would depend on the content. The standees have been designed to maintain the aesthetic sense as per the content placement.



Standee (Colour)



For events like trade shows the following templates for standees can be used. The choice of standee would depend on the content. The standees have been designed to maintain the aesthetic sense as per the content placement.



Truck Branding



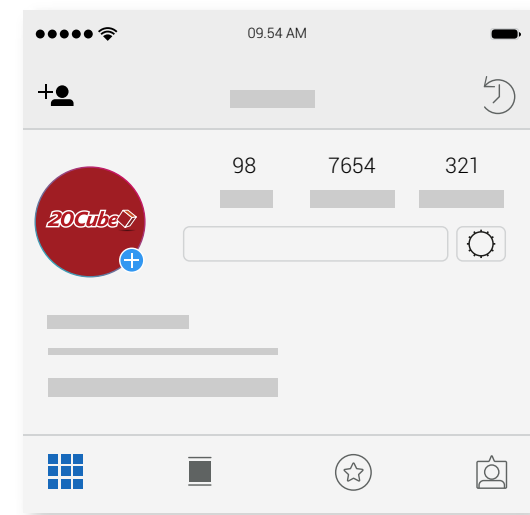
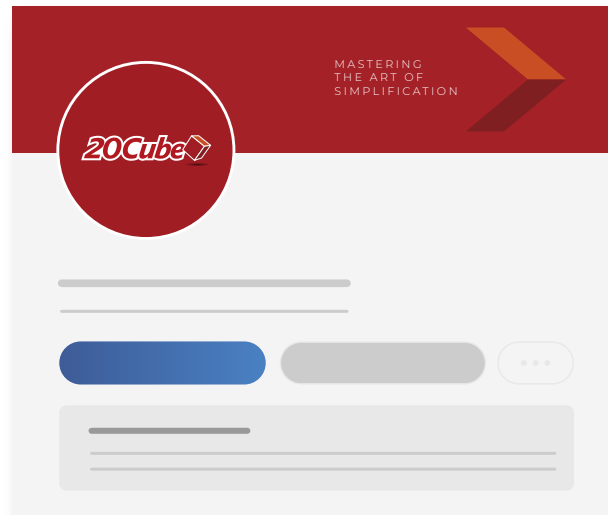
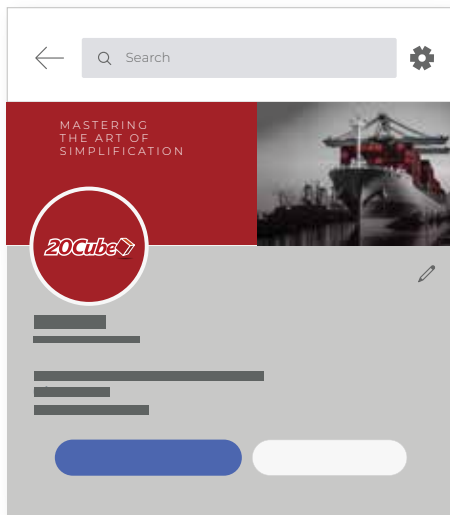
Truck branding is our most prominent and dynamic visual element.
The logo, accompanied by the arrow, should appear on the container as depicted.



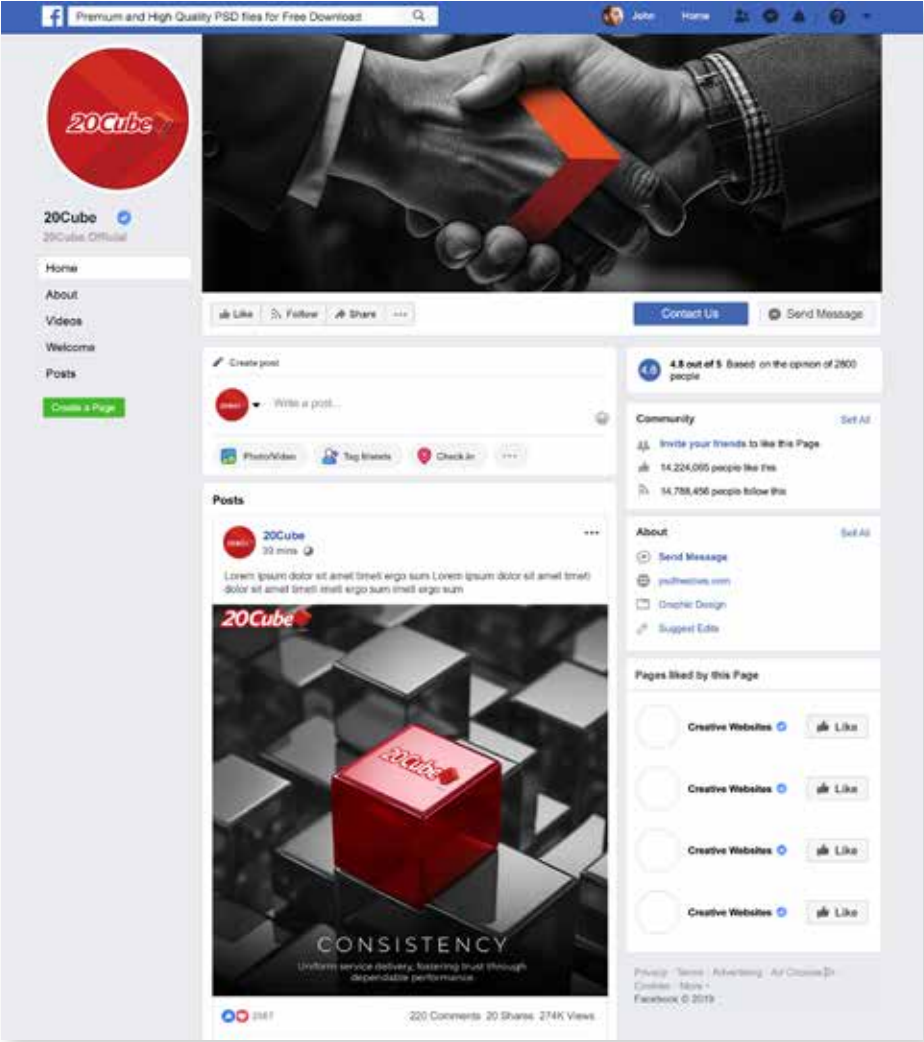
Social media Branding



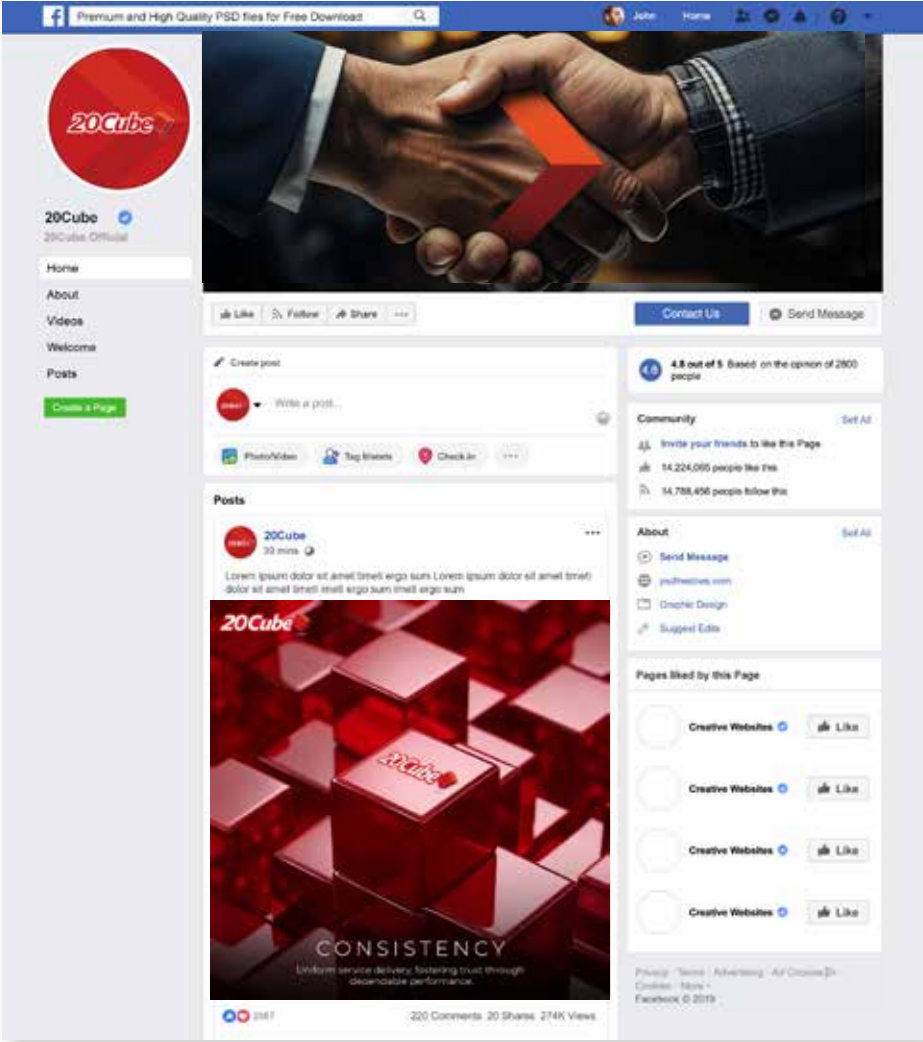
In today's digital age, social media has become an indispensable tool for businesses to connect with their audience, build brand awareness, and drive engagement. Crafting a strong social media branding strategy is essential for standing out in a crowded digital landscape and fostering meaningful relationships with your followers. This guide explores key principles and best practices for establishing and maintaining an effective social media presence that aligns with your brand identity and objectives.



Facebook

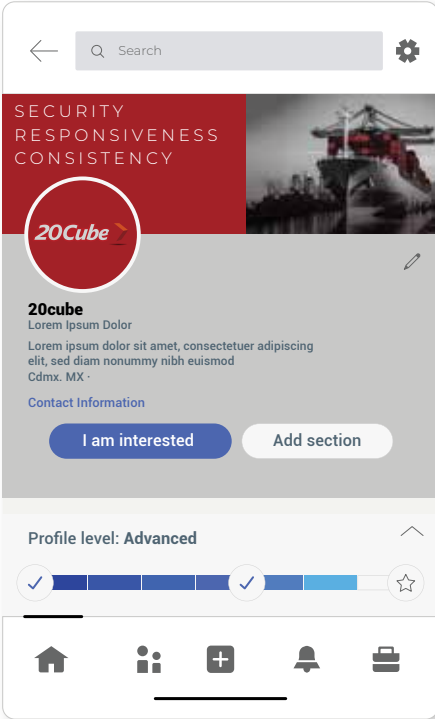
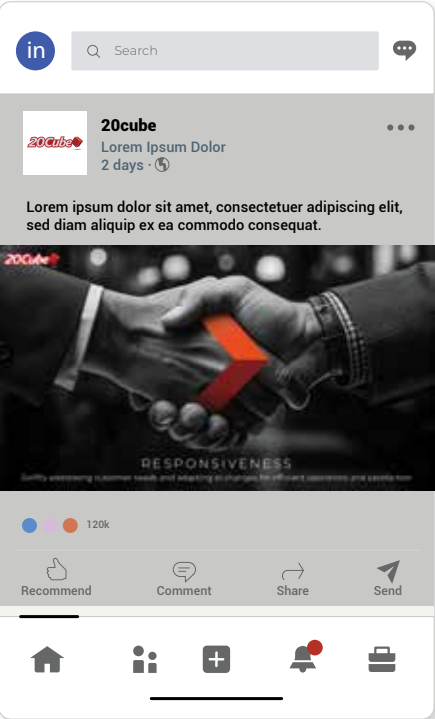


Grey option 1

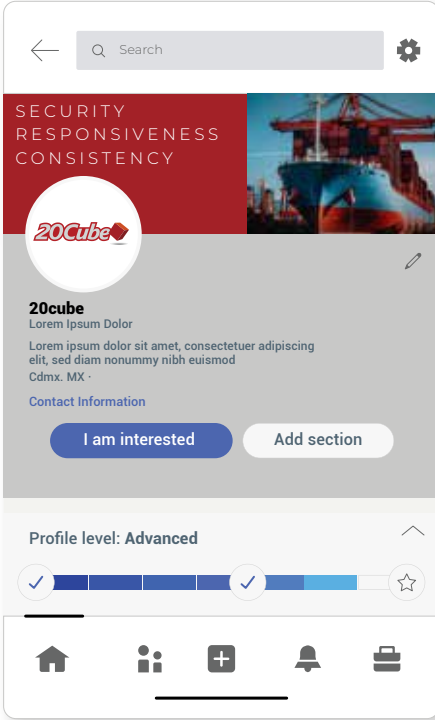


color option 2

Linkedin



Grey option 1

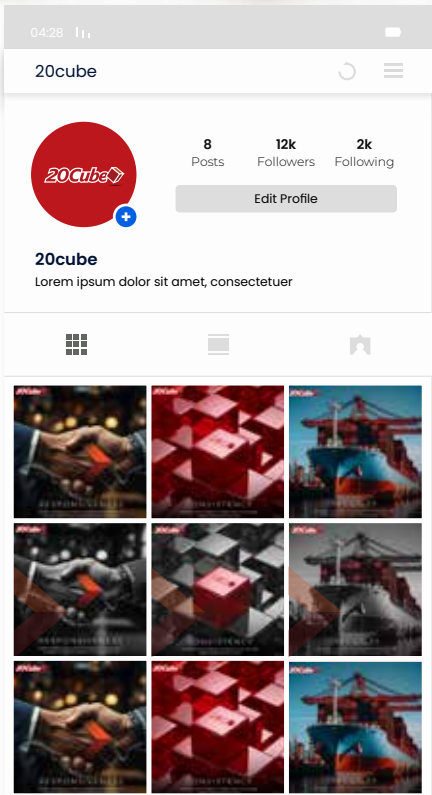


Color option 1

Instagram



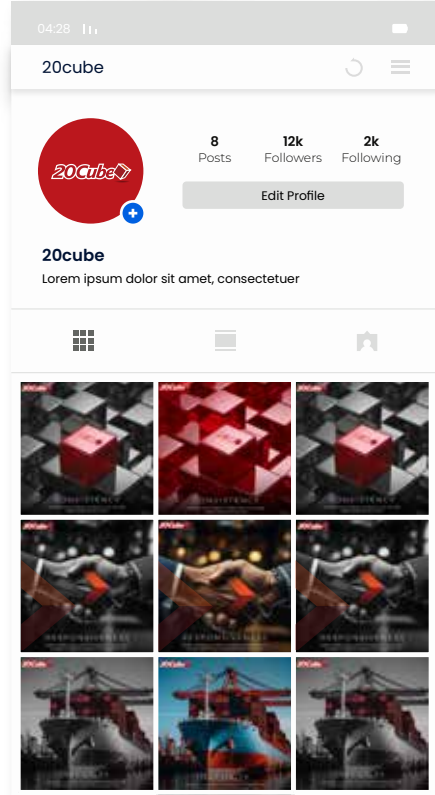
Grey Statics



Horizontal Grey feed option



Color Statics



Vertical Grey feed option

Typeface Logo



At 20 Cube, our logo font philosophy combines Palo Alto Oblique for its modernity and elegance with Univers LT Std 67 Bold Condensed for its boldness and reliability. This thoughtful pairing reflects our brand's commitment to innovation, sophistication, and strength. Through these fonts, we convey our dedication to excellence and our drive to make a lasting impact in everything we do.



20Cube logo font

Palo Alto Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Four Tenets logo font

Univers LT Std 67 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typeface for communication

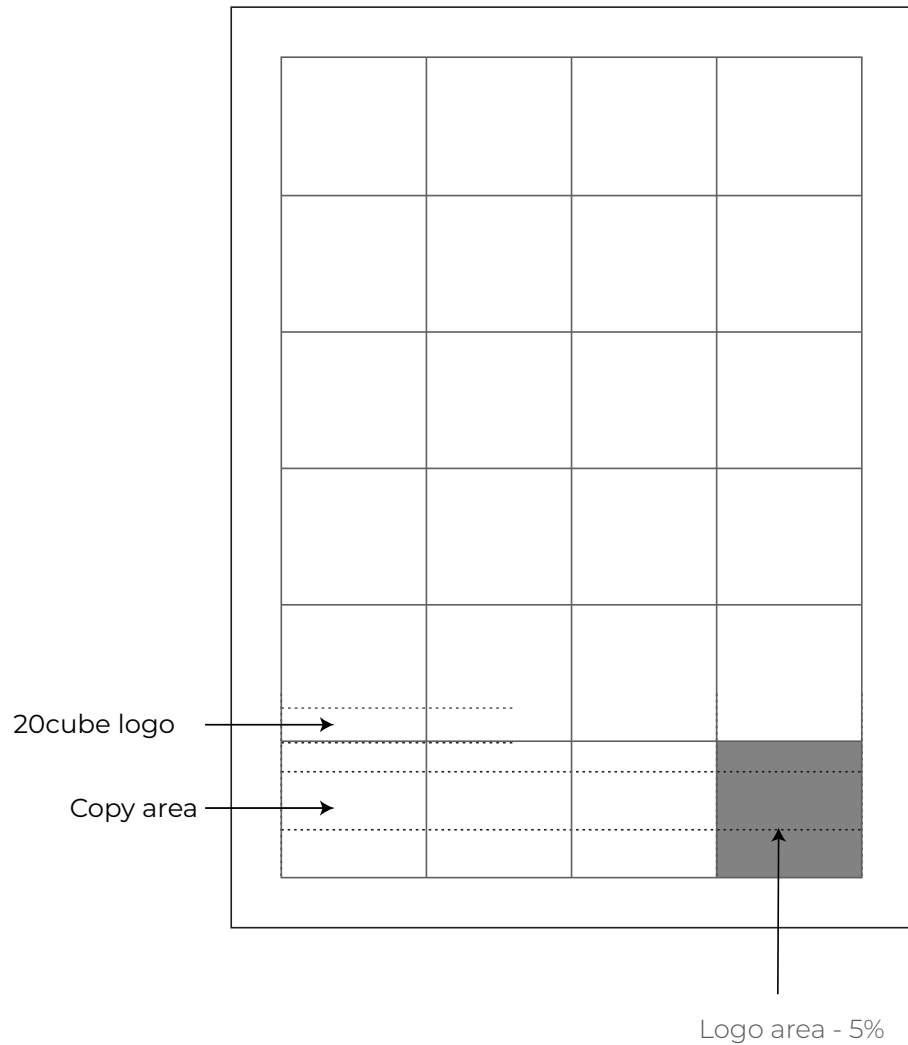


For 20Cube's corporate communication and tenets, we employ Arya Bold as our primary font and the Montserrat family as our secondary choice. Arya Bold exudes professionalism and clarity, reflecting our commitment to effective communication. Meanwhile, Montserrat's versatility and modernity complement Arya Bold, ensuring consistency across our brand while allowing for flexibility in design applications. Together, these fonts embody 20Cube's values of precision, innovation, and accessibility.

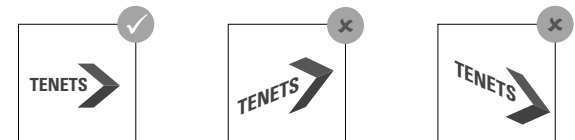


Primary:	ARYA BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 -!@#%&*()_+ -=
Secondary:	Montserrat -	
	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ~!@#%&*()_+ -=
	Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ~!@#%&*()_+ -=
	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ~!@#%&*()_+ -=

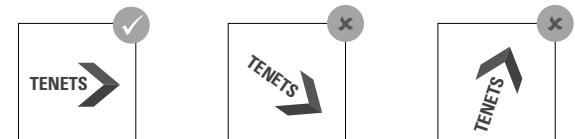
Usage of Arrow



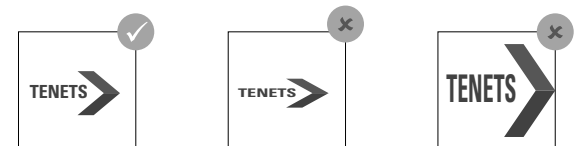
Do not distort



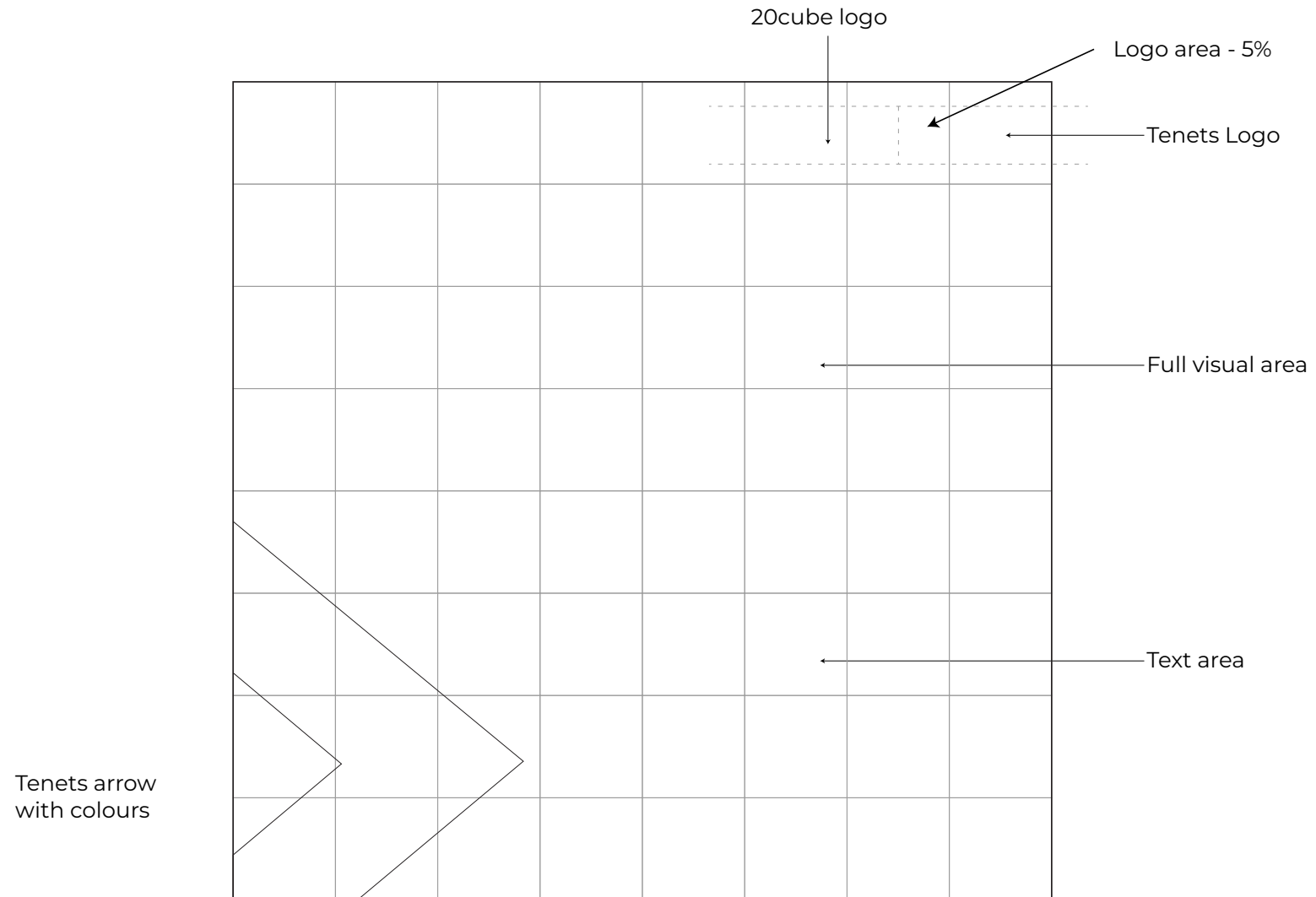
Do not change the angles



Do not change the sizes



Usage of Arrow



Thank you for embracing our journey and contributing to our story.
Your support fuels our shared vision, making every achievement possible.
Together, we're crafting a Mastering the Art of Simplification

Thank You