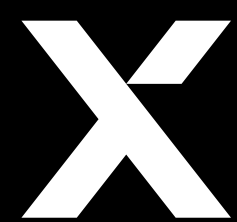




Brand Identity & Style Guides

2025



Brand identity Style guides

Logomark

Typography

Color Palette

Brand Materials

Usage

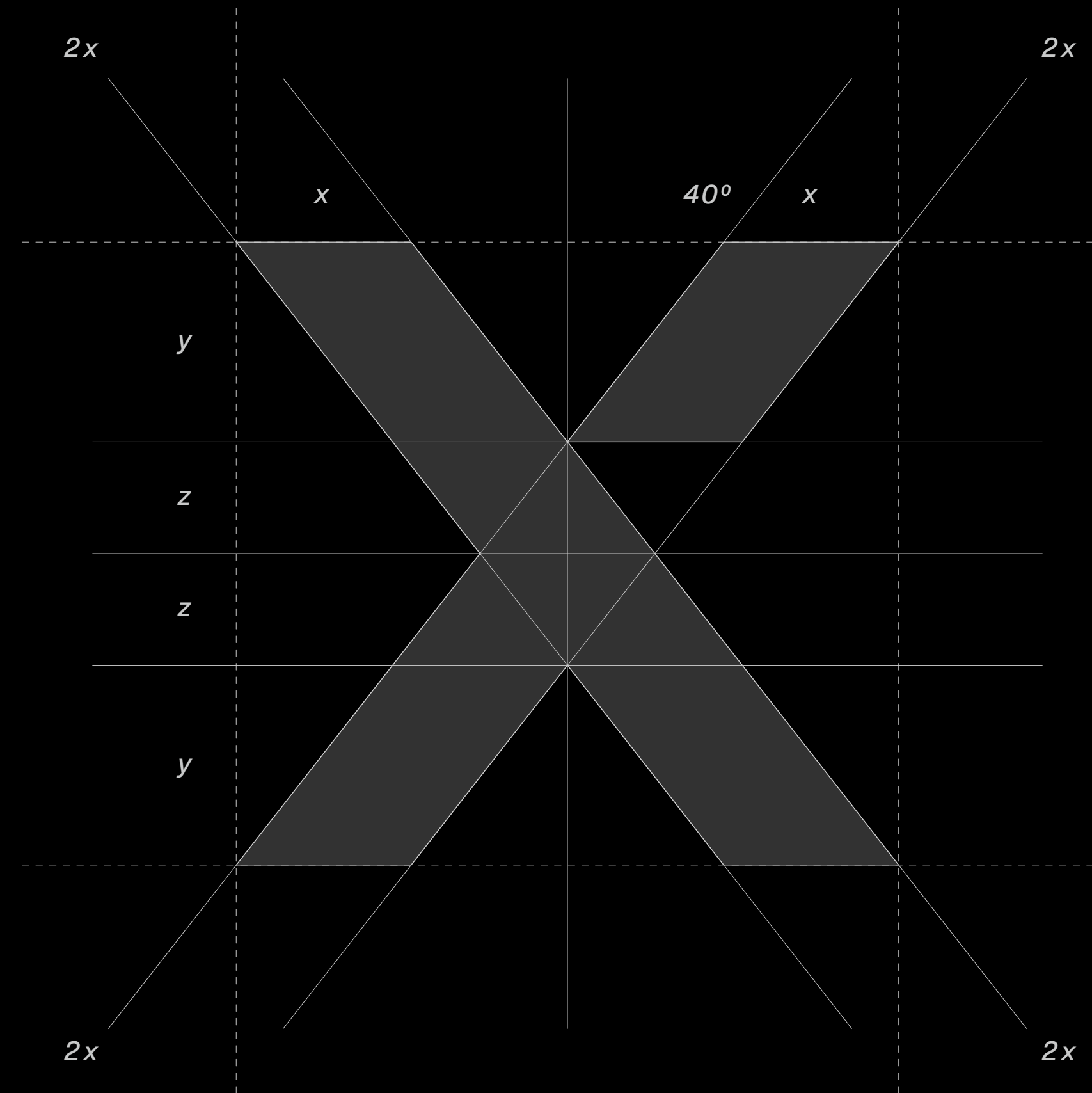
Proportion

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.

^P**1** Logomark

^P**2** Logotype

^P**3** Typography

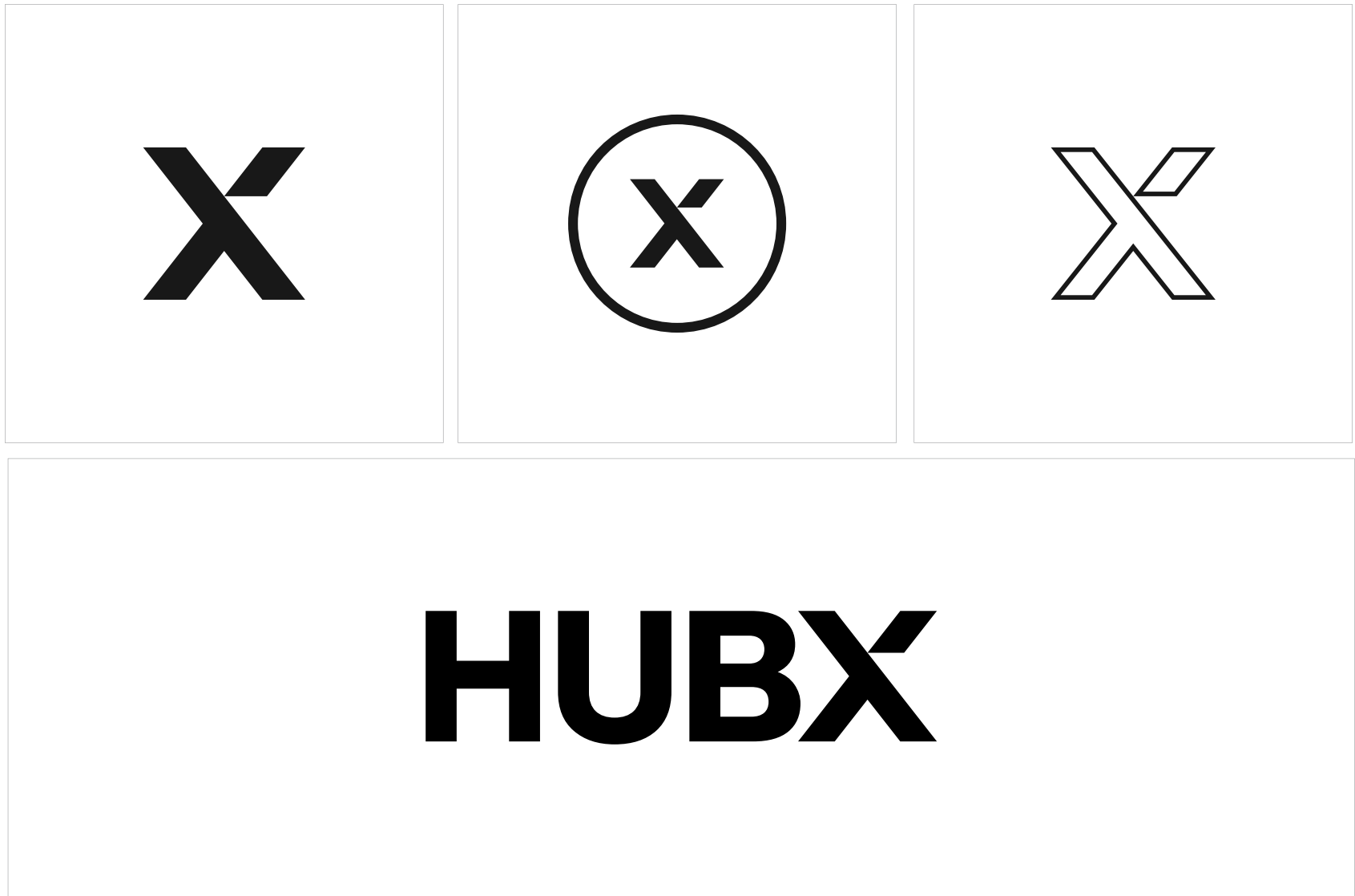




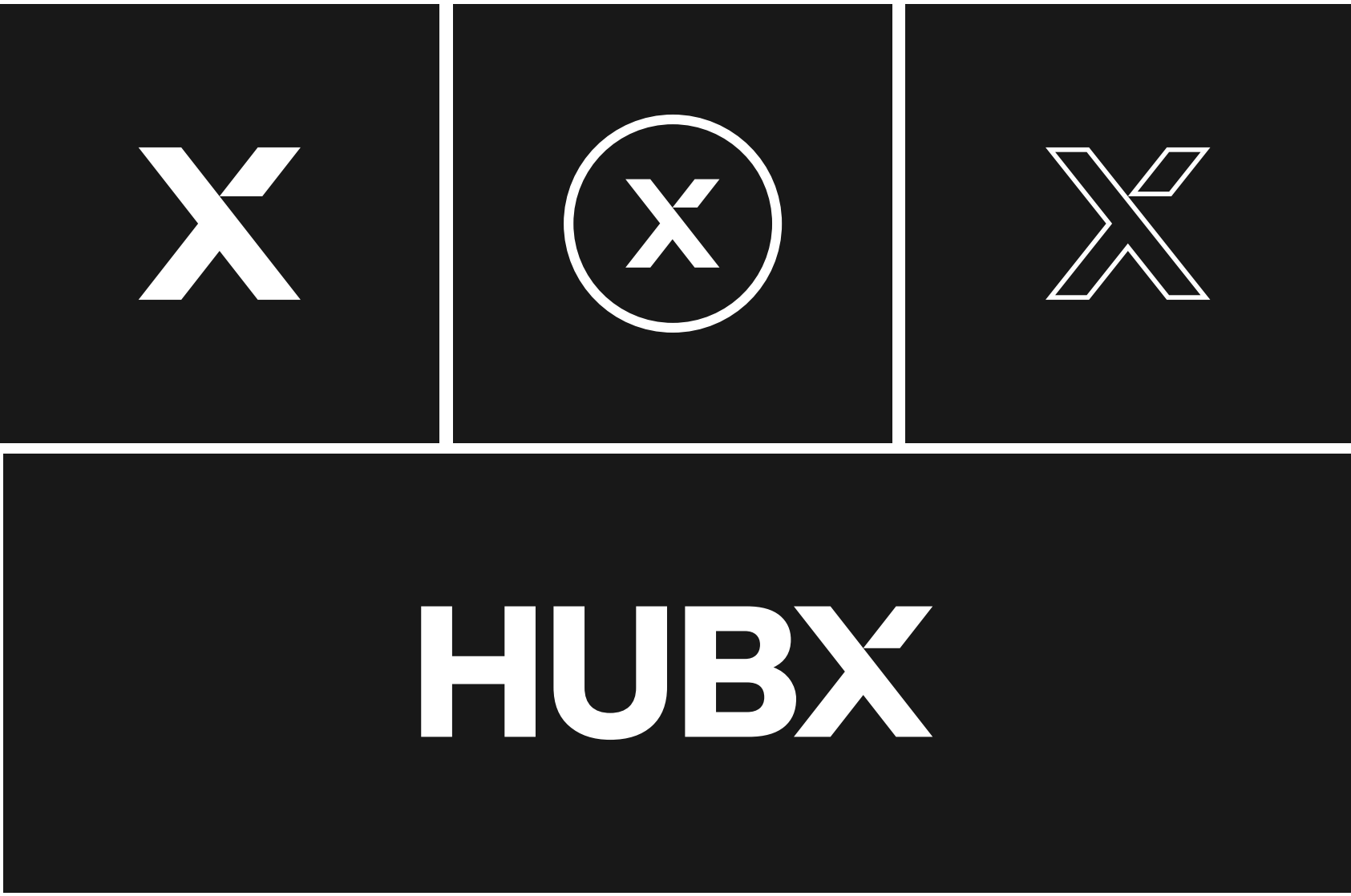
Logo and Mark

Anatomy of HUBX

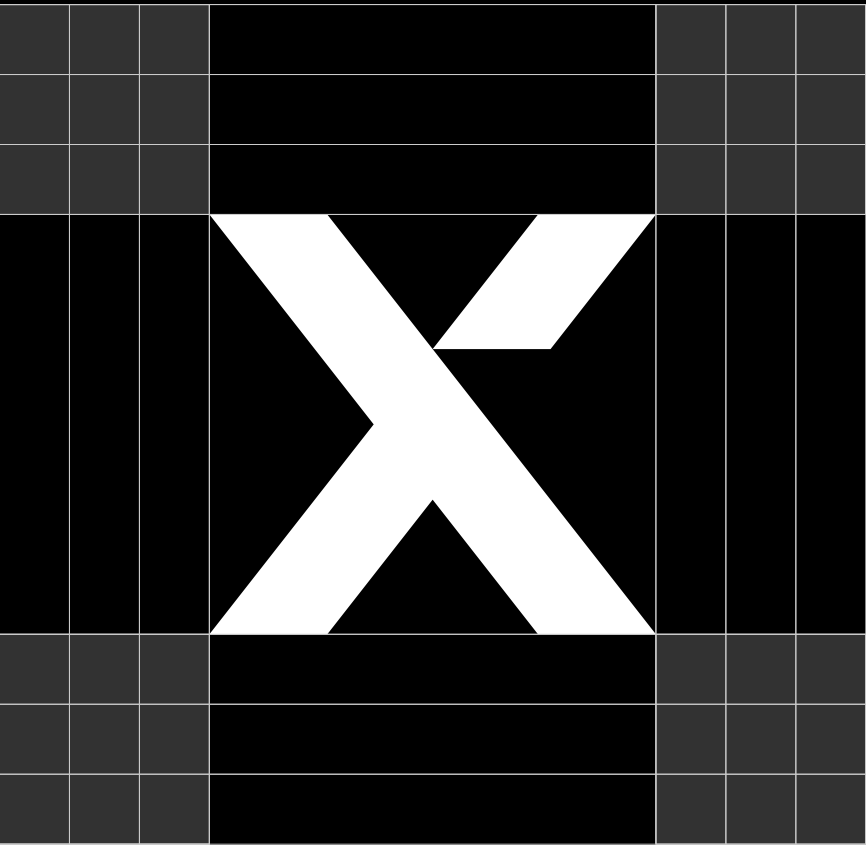
Light Background



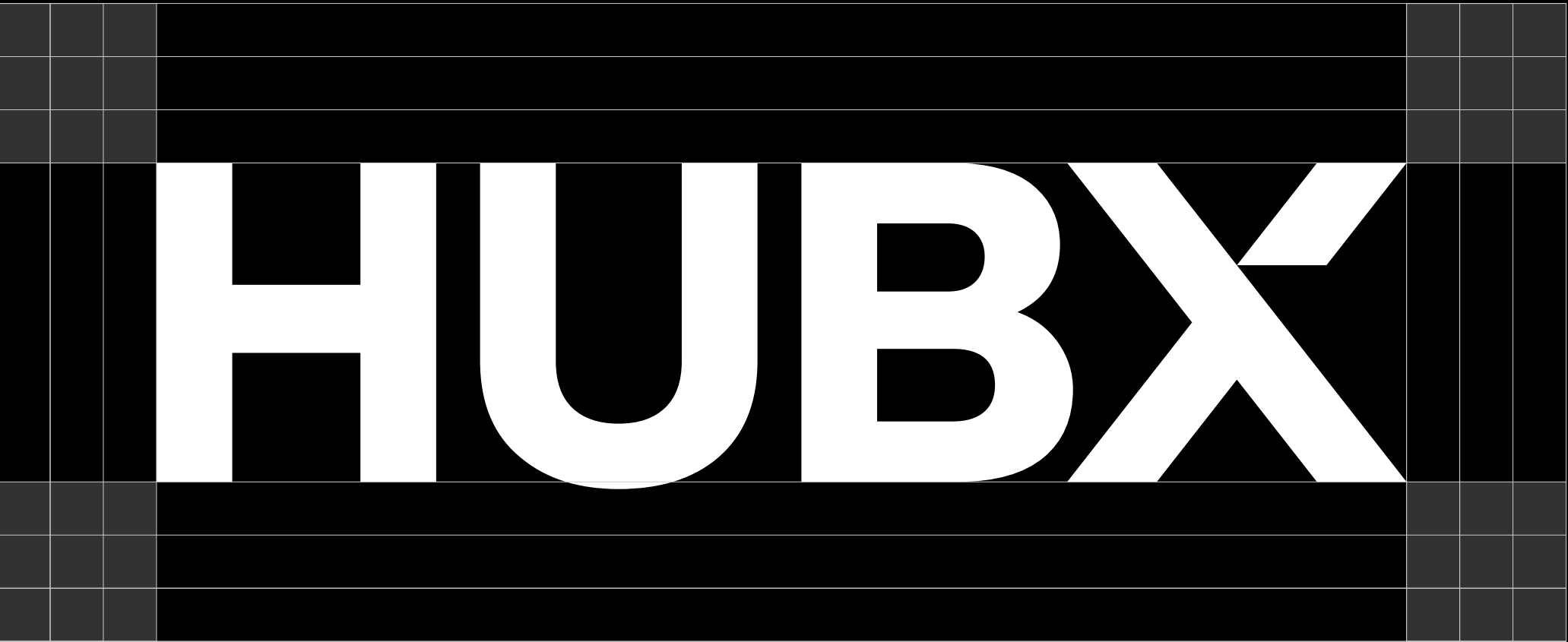
Dark Background



Align Center



Align Center



Primary Font

This is
Helvetica Now
Display

ABCCCDDEFGHIJKLMNOPQRSSTUVWXYZZ
abccóddeghijklmnopqrsstuvwxyz1234567890
'?''"!(%)[#{@}&<-++*=>0©\$€£¥¢;,*

Aa

Secondary Font

This is
Helvetica Now
Text

ABCCCDDEFGHIJKLMNOPQRSSTUVWXYZZ
abccódddefghijklmnopqrsstuvwxyz1234567890
'?'"!(%)[#{@}&<-++*=>0©\$€£¥¢:;*

Aa

Headline

Helvetica Now Display
Extra Bold

36 px

Text

Helvetica Now Text
Regular

14 px

HEADLINE
Helvetica Now Text- 27px
Line Height: 94px

Space px/36

The quick brown
fox jumps over
the lazy dog

px/56
line height
px/56

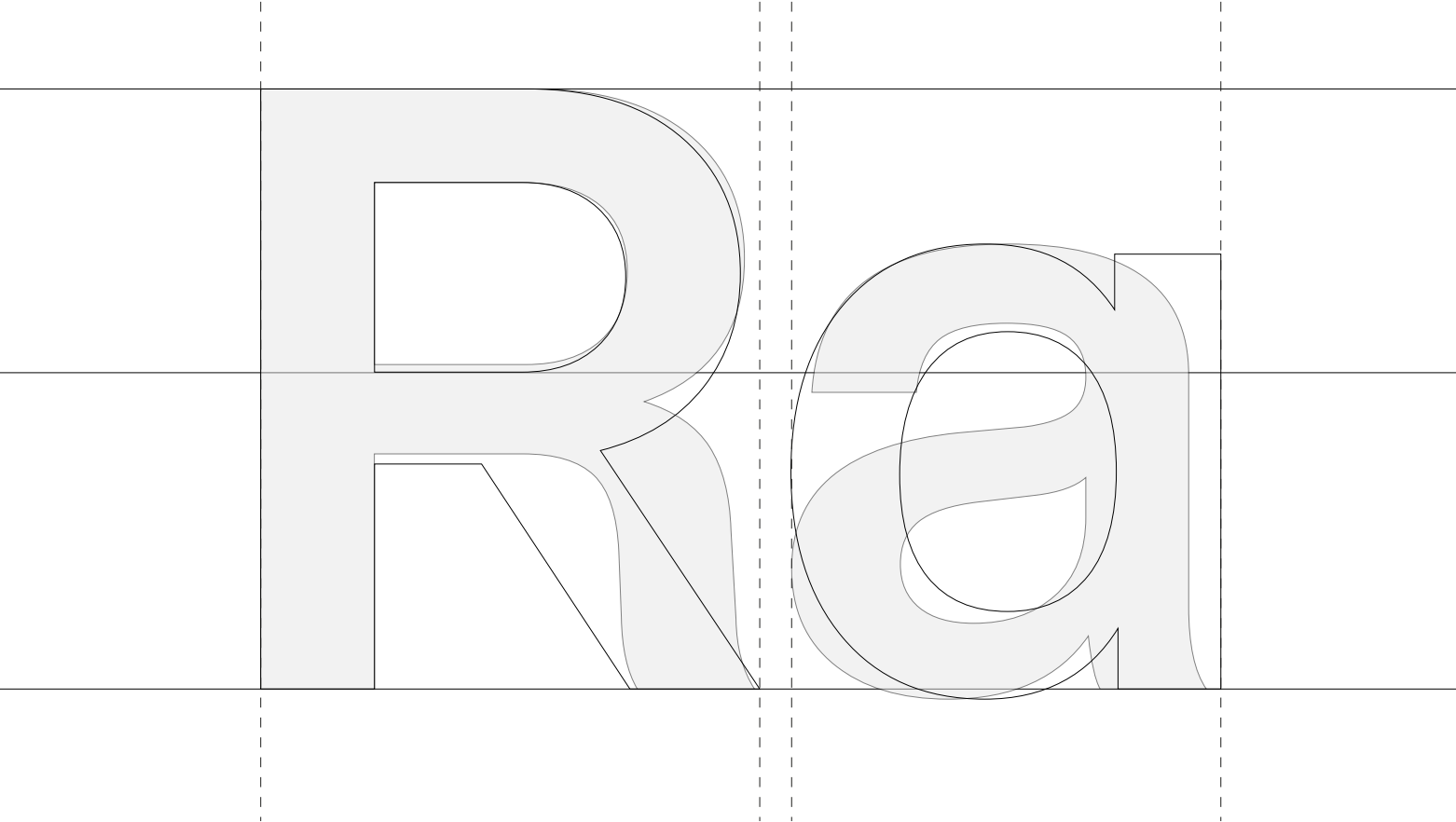
BODY TEXT
Helvetica Now Text- 27px
Line Height: 35px

px/73

With 6 different packages and 55 styles, the Suisse
collection is one of the most versatile and adaptable
typeface of the market, with a lot on offer.

px/16
px/16

Geometric Display



Classic Display



Numbers

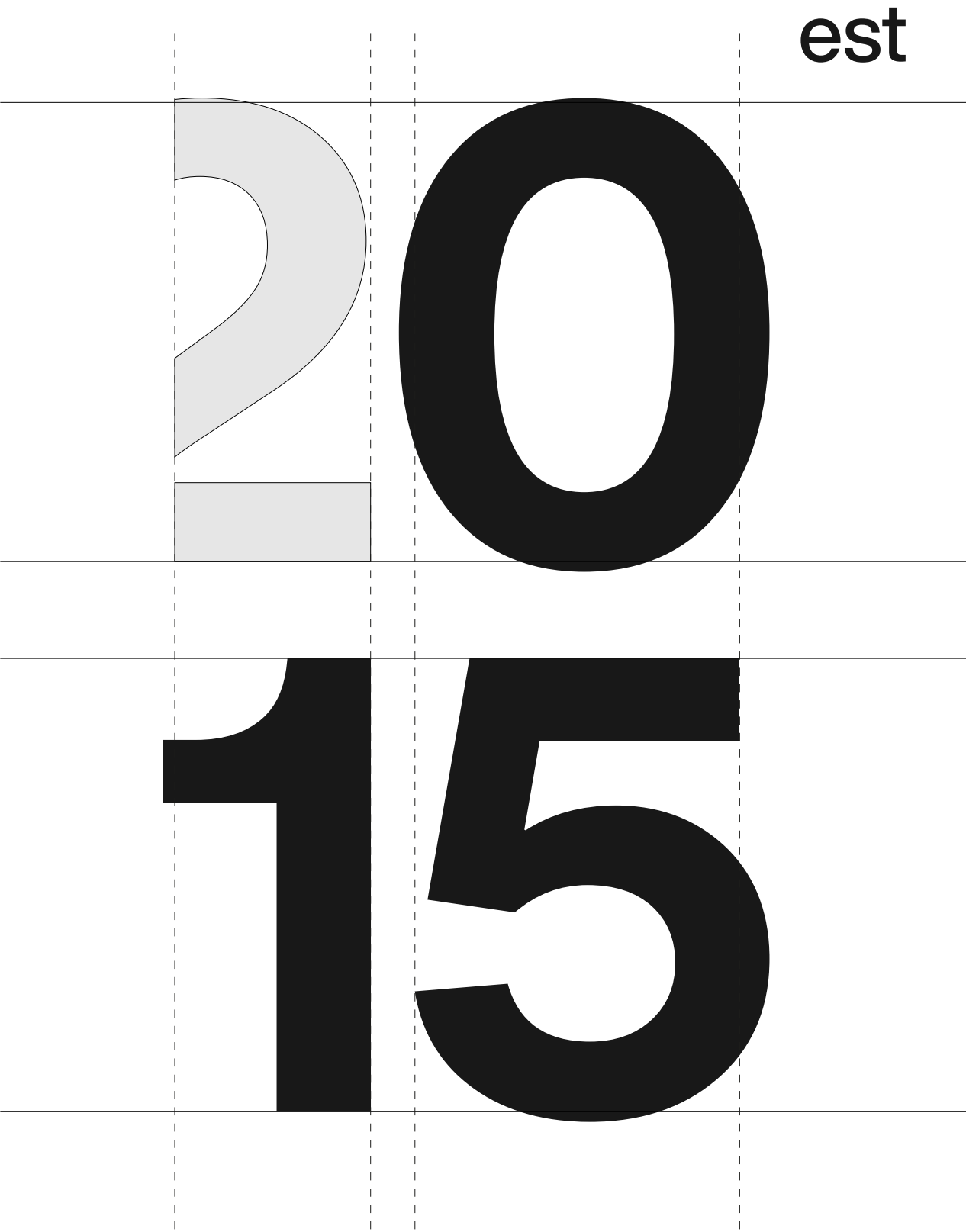
Helvetica Now Text
Bold

174 px

1234567890

1 2 3 4 5 6 7 8 9 0

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩



20
15

The Science Behind The Apps

Bring simplicity to complexity
build products with great
technology behind it

The Science Behind The Apps

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.



Headline

Helvetica Now Text
Bold

48 px

**The Science
Behind The
Apps**

Text

Helvetica Now Text
Light

18 px

Bring simplicity to complexity
build products with great
technology behind it

Everyone.
Everywhere.
Everything.

2025

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Helvetica® Now is a new chapter in the story of perhaps the best-known typeface of all time. Available in three optical sizes—Micro, Text, and Display—every character in Helvetica Now has been redrawn and refit; with a variety of useful alternates added. It has everything we love about Helvetica and everything we need for typography today. This is not a revival. This is not a restoration.

Helvetica® Now Display

Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Extra Bold	<i>Extra Bold Italic</i>
Black	<i>Black Italic</i>

Helvetica® Now Text

Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Extra Bold	<i>Extra Bold Italic</i>
Black	<i>Black Italic</i>

X's Palette

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.

- P 1 Primary Colors
- P 2 Secondary Colors
- P 3 Gradients
- P 4 Usage

Black

#000000



R	G	B	
0	0	0	
C	M	Y	K
0	0	0	100

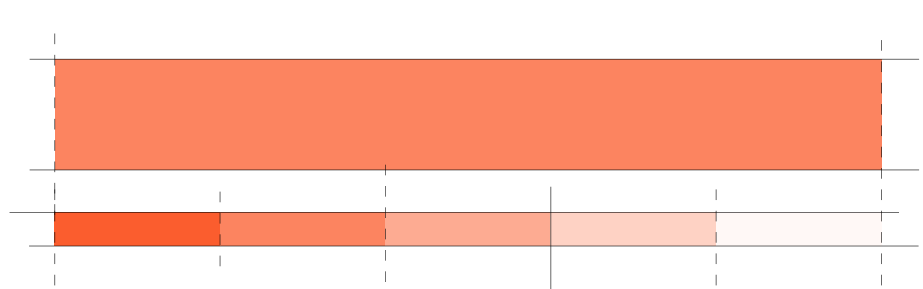


PANTONE® Formula Guide Coated

Black 6 C

Orange

#FC8460



R	G	B	
252	132	96	
C	M	Y	K
0	60	60	0



PANTONE® Formula Guide Coated

2024 C

Red

#F4226E



R	G	B	
244	34	110	
C	M	Y	K
0	92	26	0



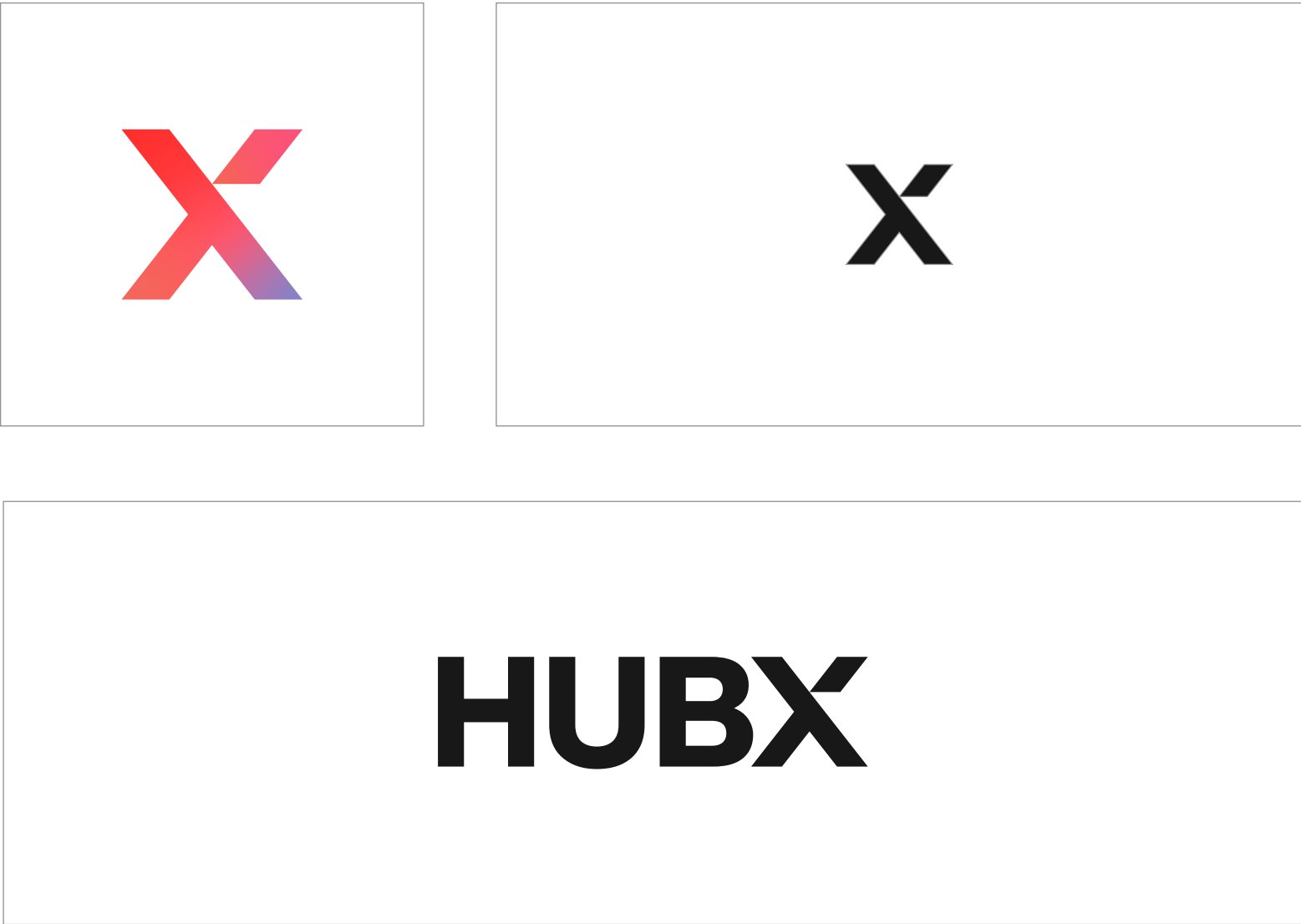
PANTONE® Formula Guide Coated

213 C

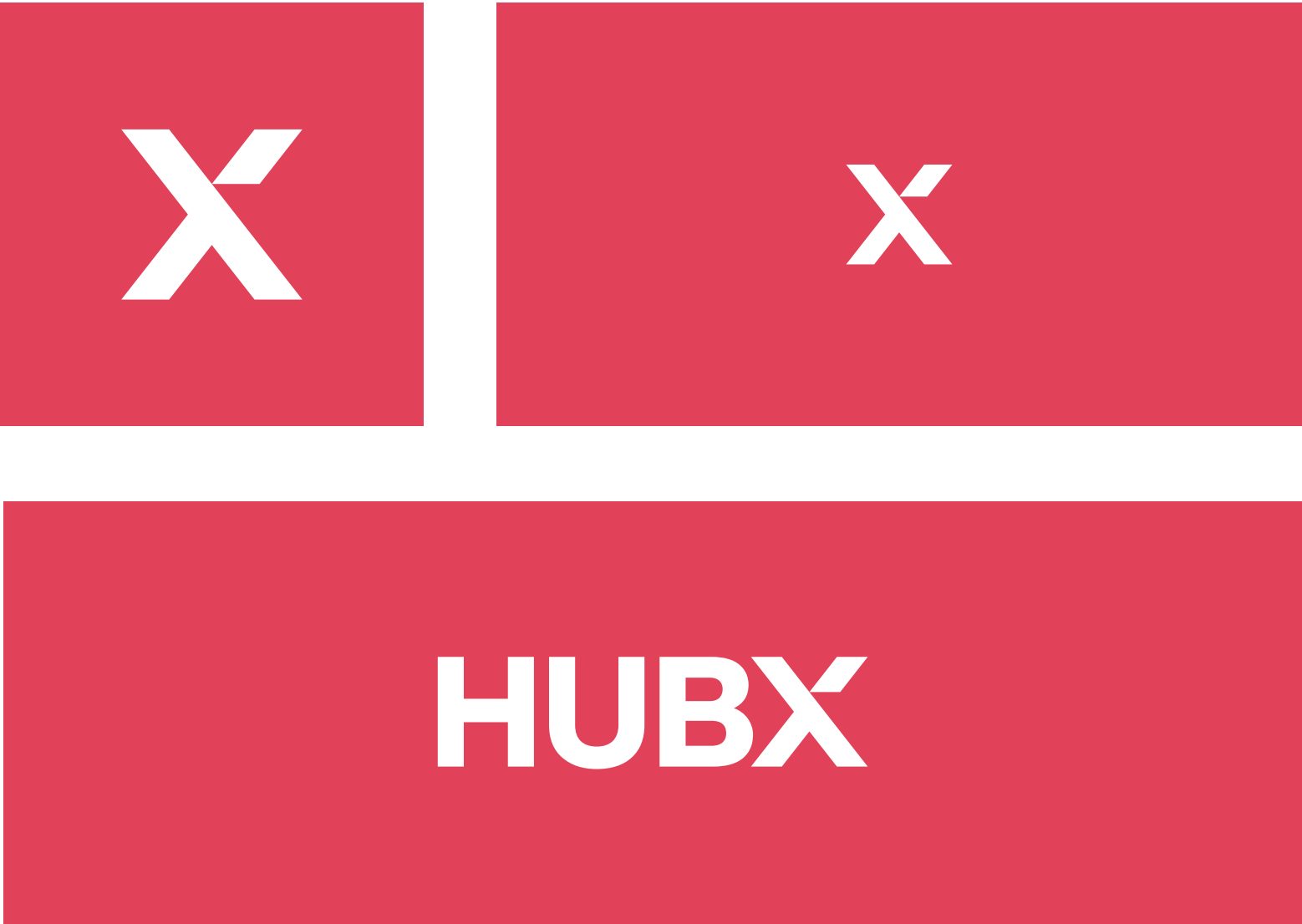
Color Usage

Anatomy of HUBX

Light Background



Red Background



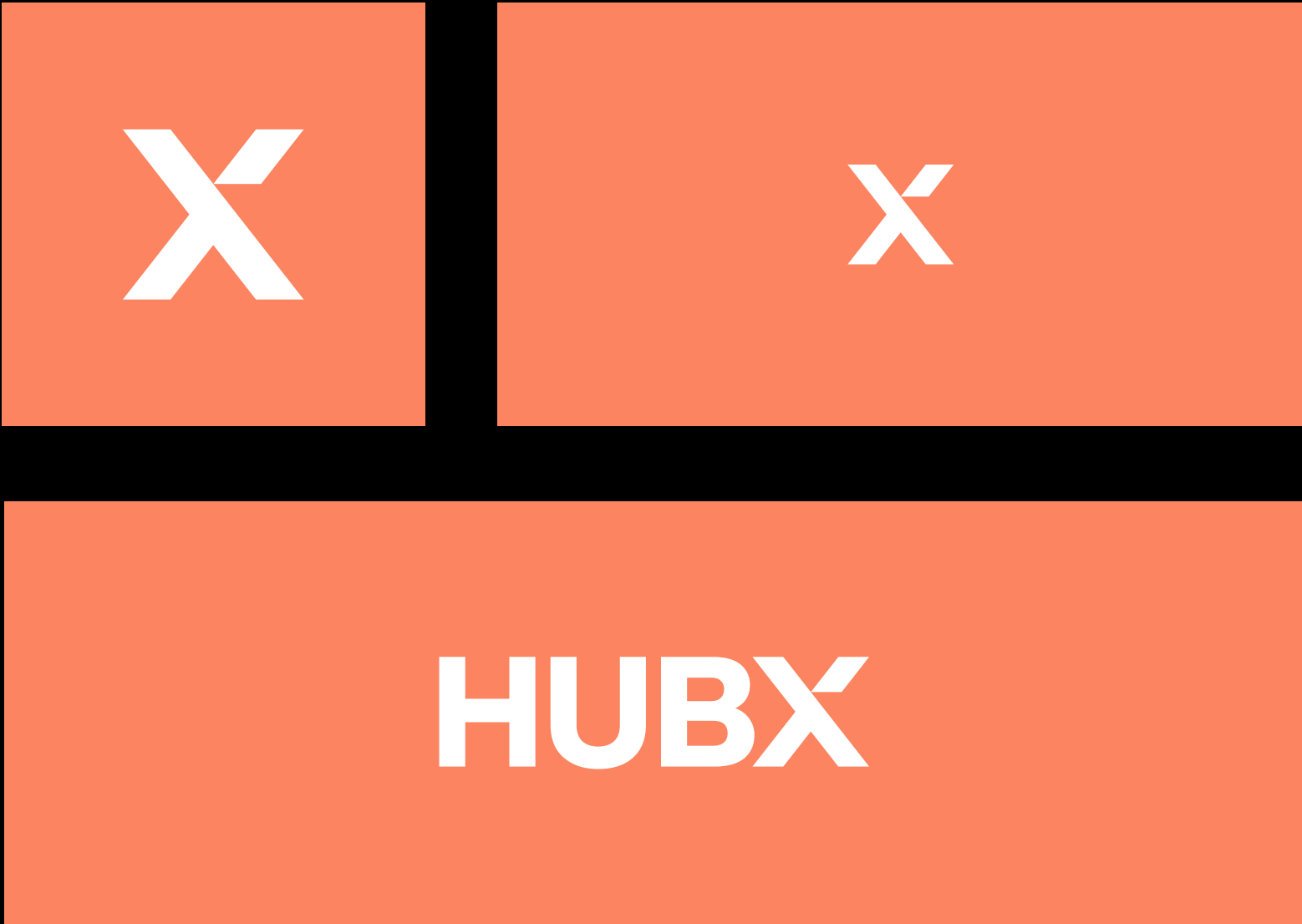
Color Usage

Anatomy of HUBX

Dark Background

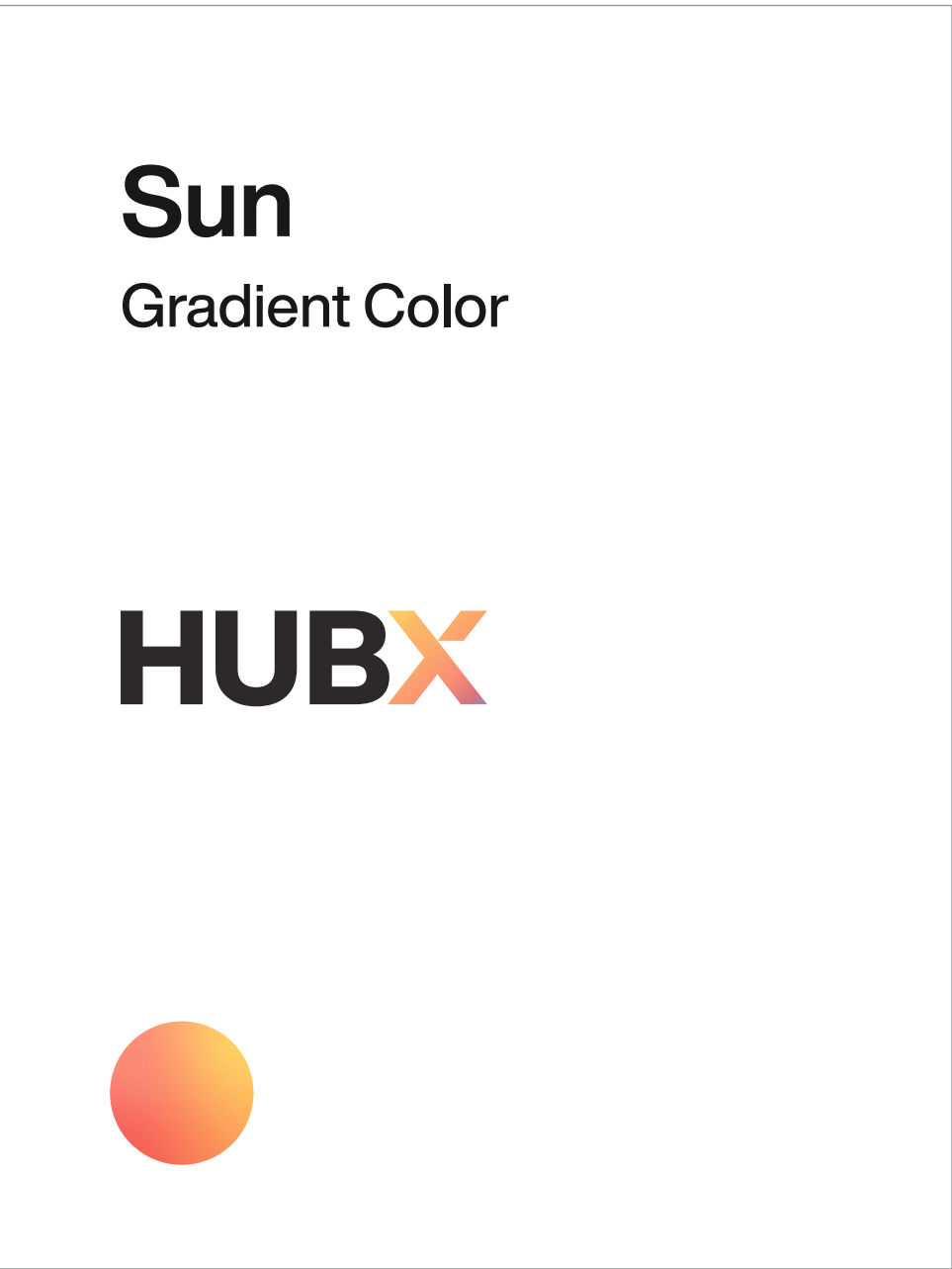
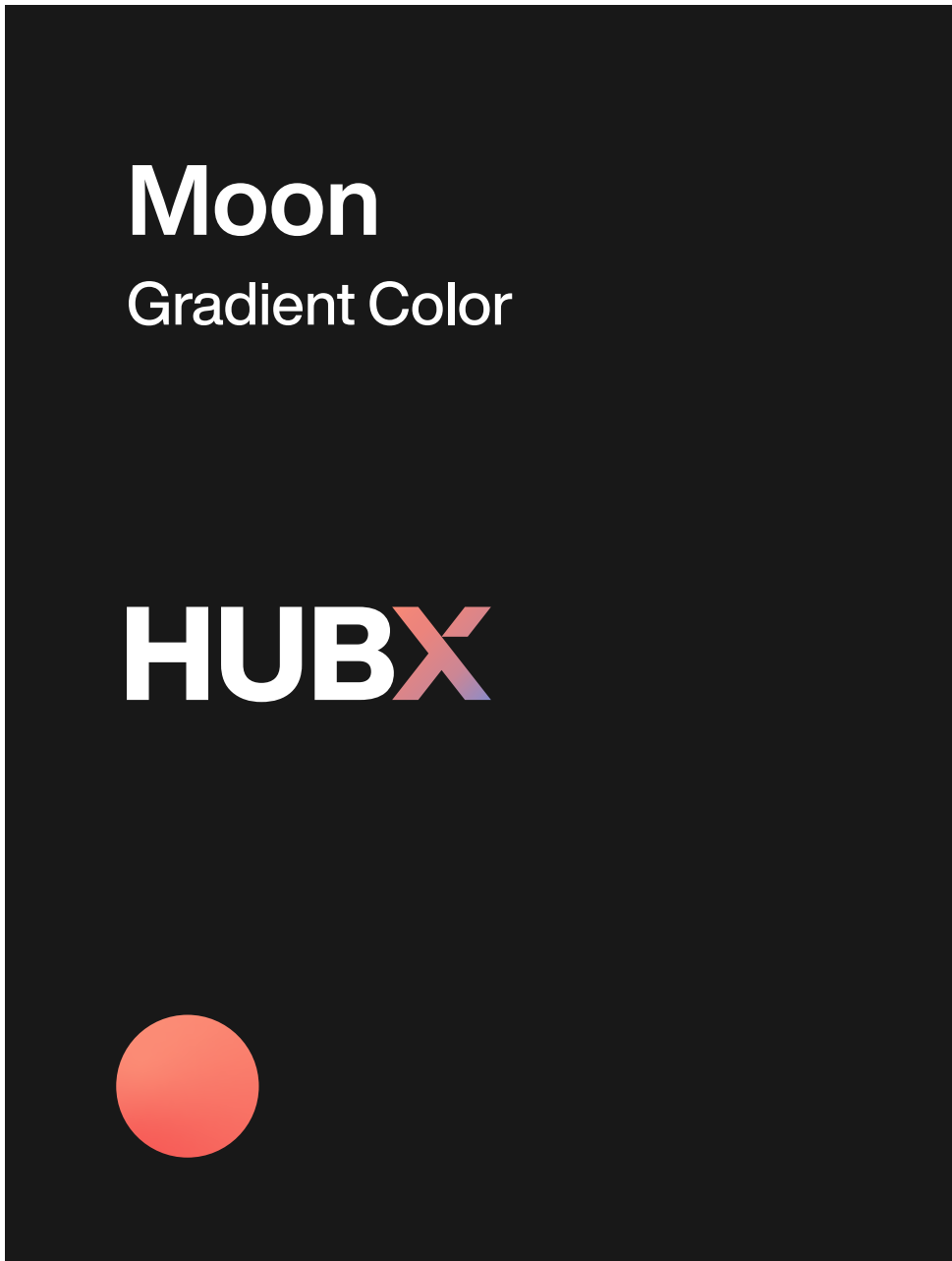
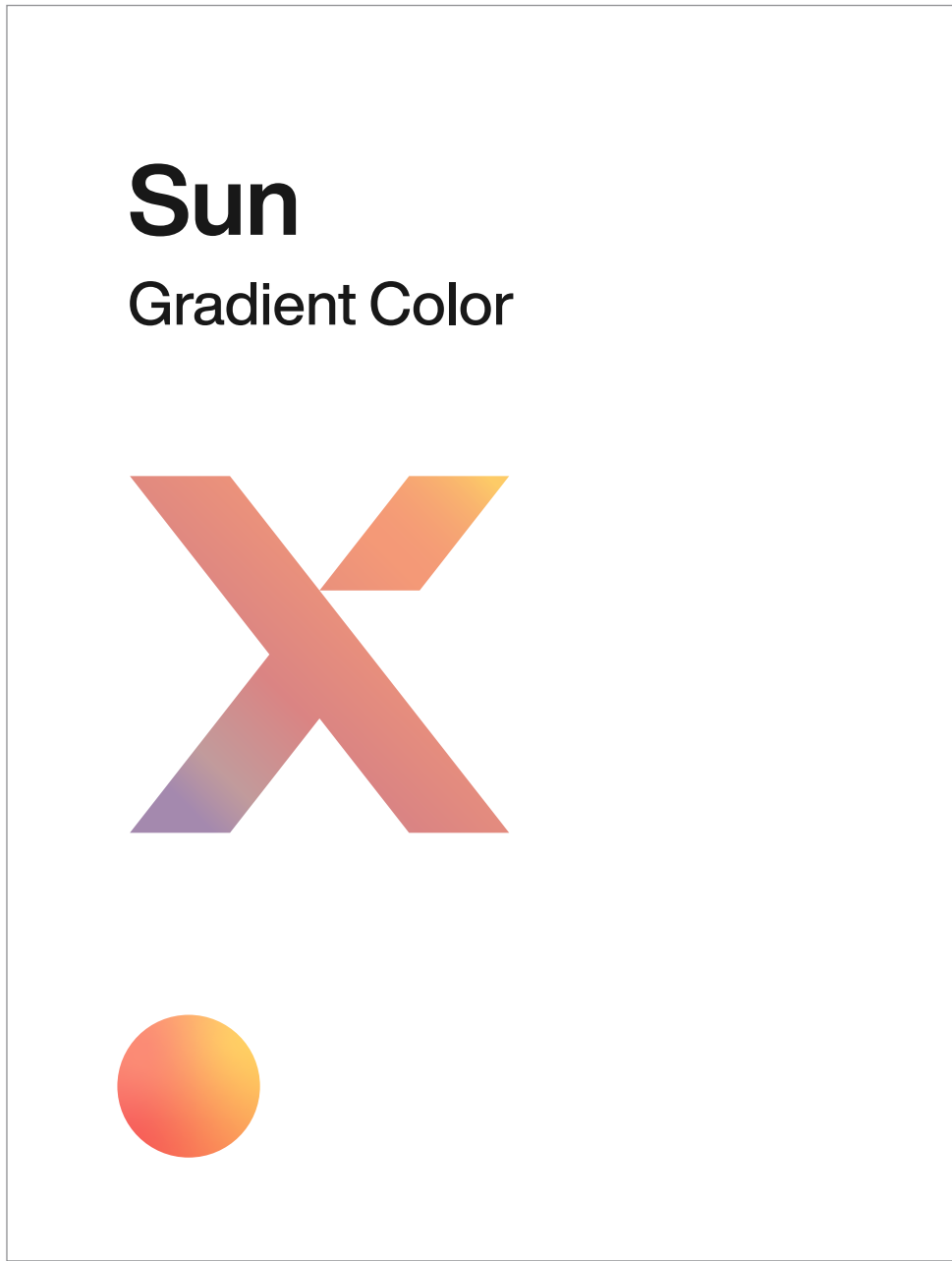


Orange Background



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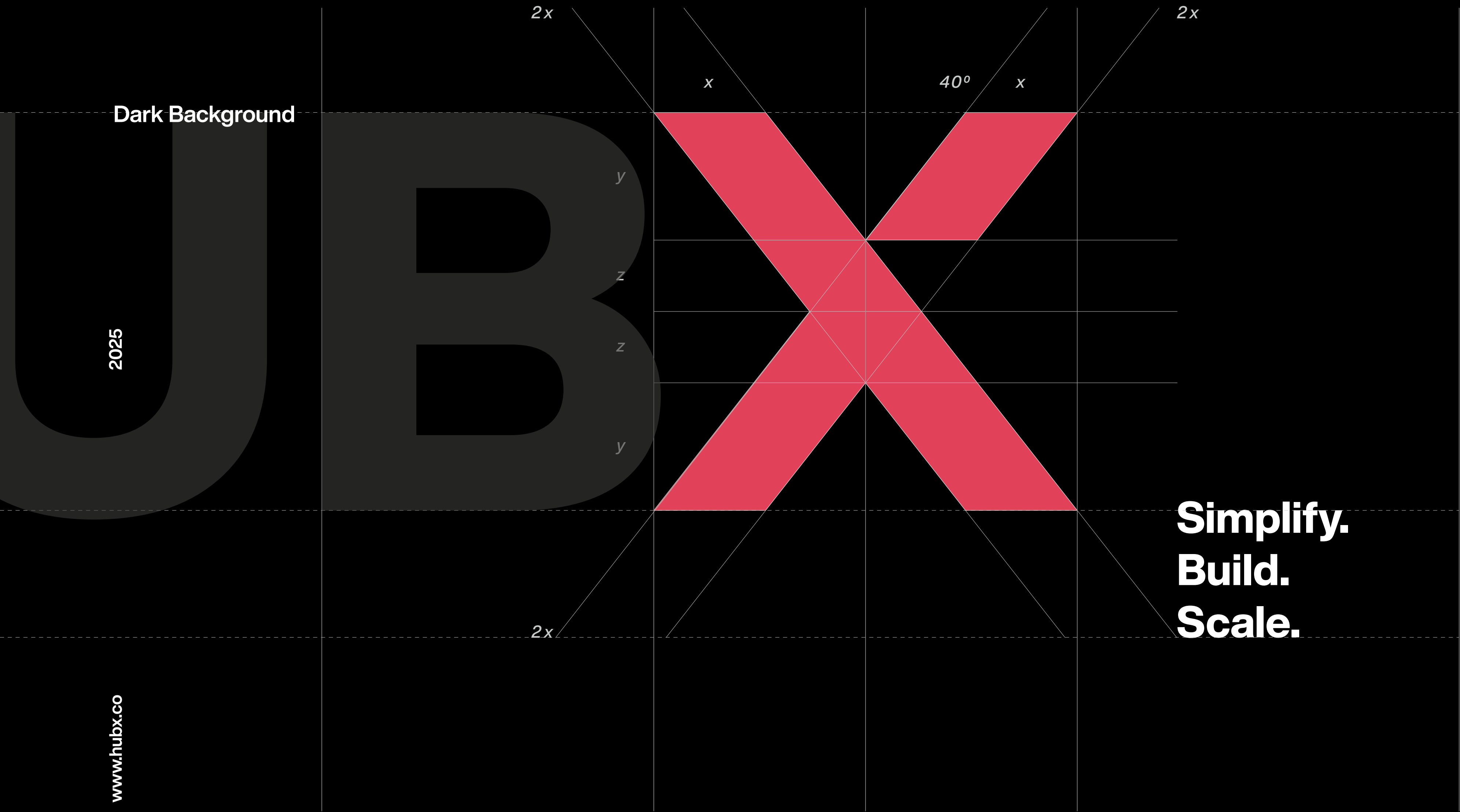
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The Science Behind The Apps

Bring simplicity to complexity
build products with great
technology behind it

Color Usage

Anatomy of HUBX



Color Usage

Anatomy of HUBX

2025





Build the future

Bring simplicity to complexity build products with great technology behind it

Pleasure
to
meet
you.

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Icon

P1 Icons

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.

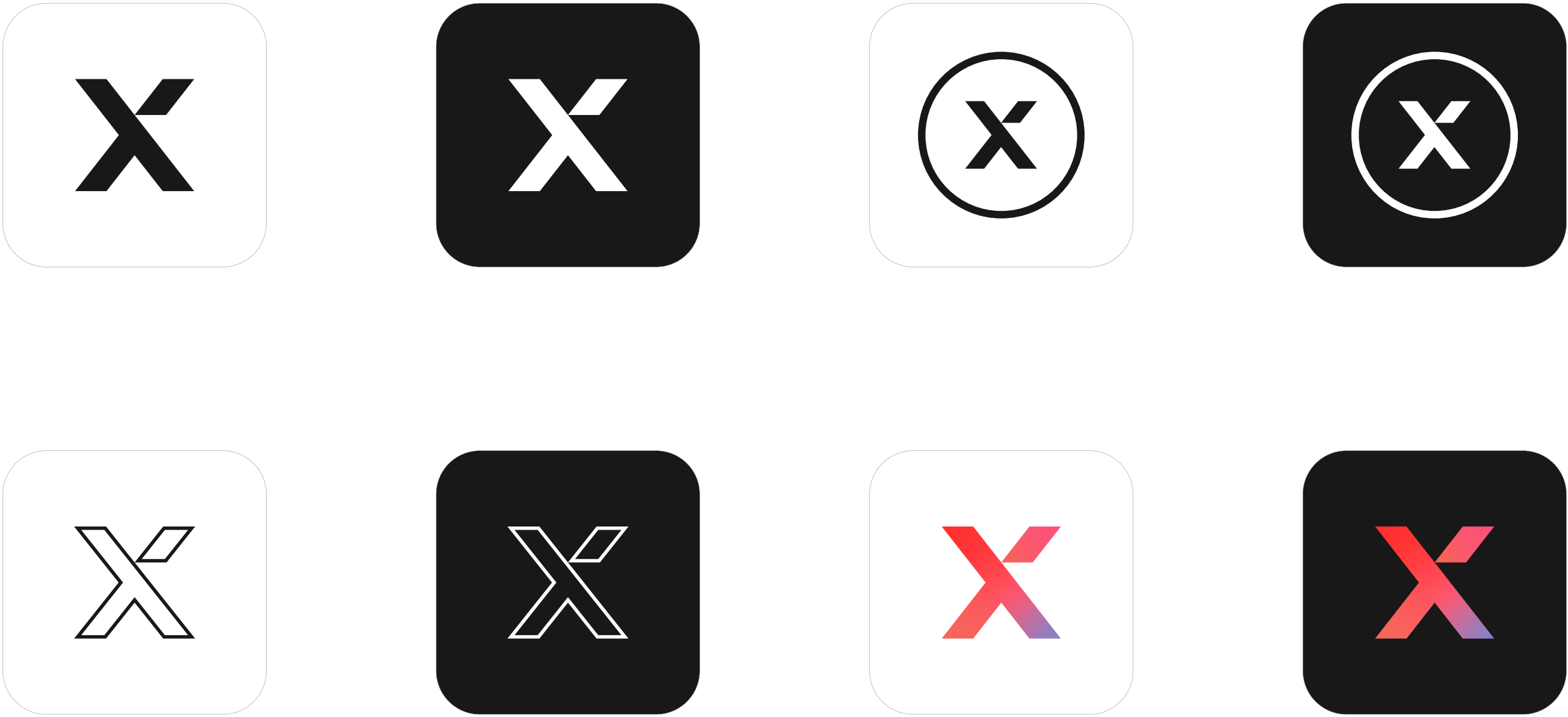
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Download
PSD File

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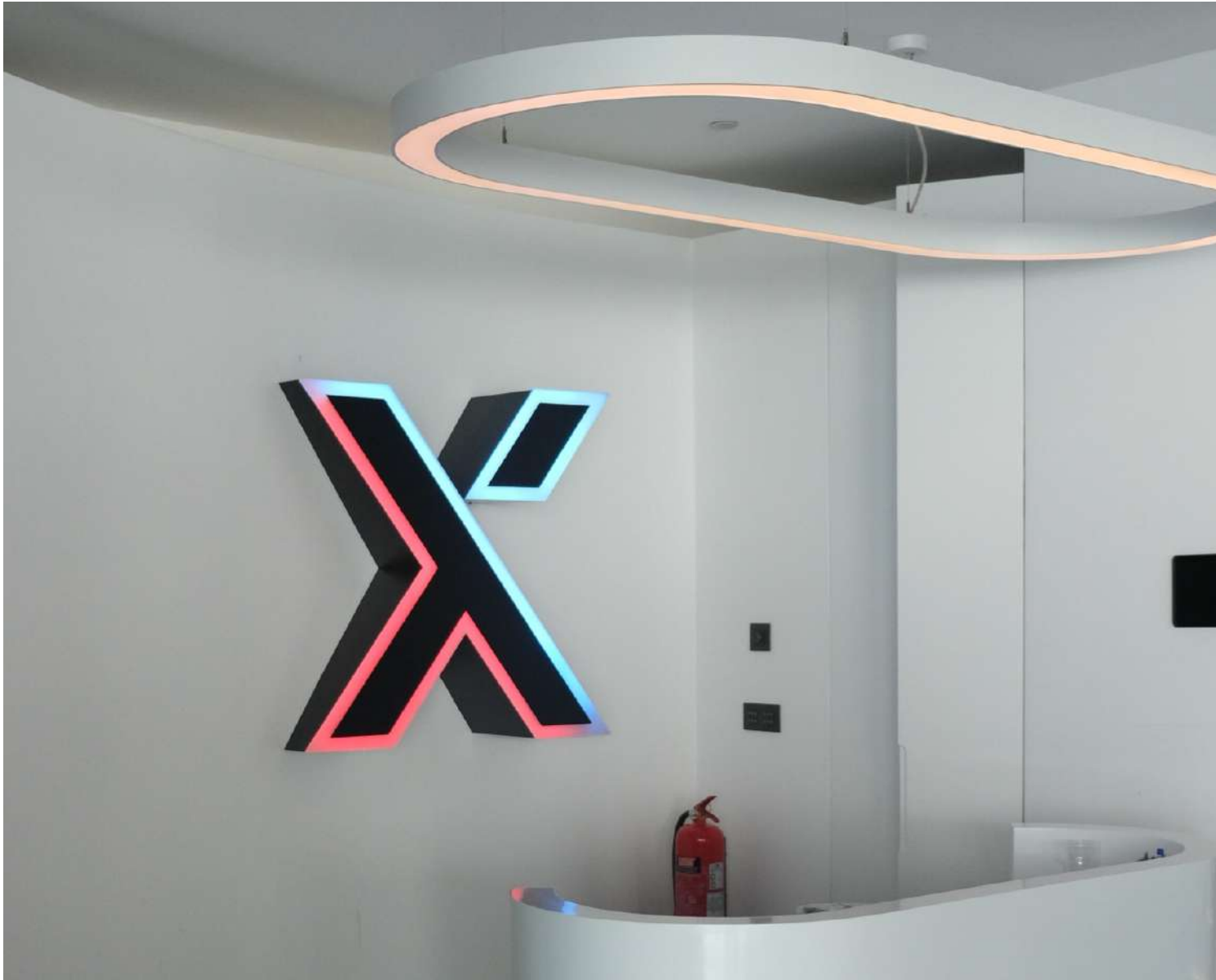


Indoor

P1 Design Ideas

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.

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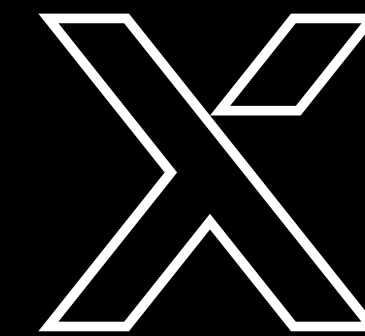


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to
meet
you.**



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Outdoor

P1 Design Ideas

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.

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HUBX
Headquarters

 **25**  **251**

HUBX

HUBX
Headquarters

 **25**  **251**

Usage

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Brand Assets

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.

P 1	Welcome Pack
P 2	Brand Kit
P 2	Brand Materials
P 2	Digital Brand Materials
P 2	Social Media Assets

Welcome Box

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Welcome Box

Anatomy of HUBX

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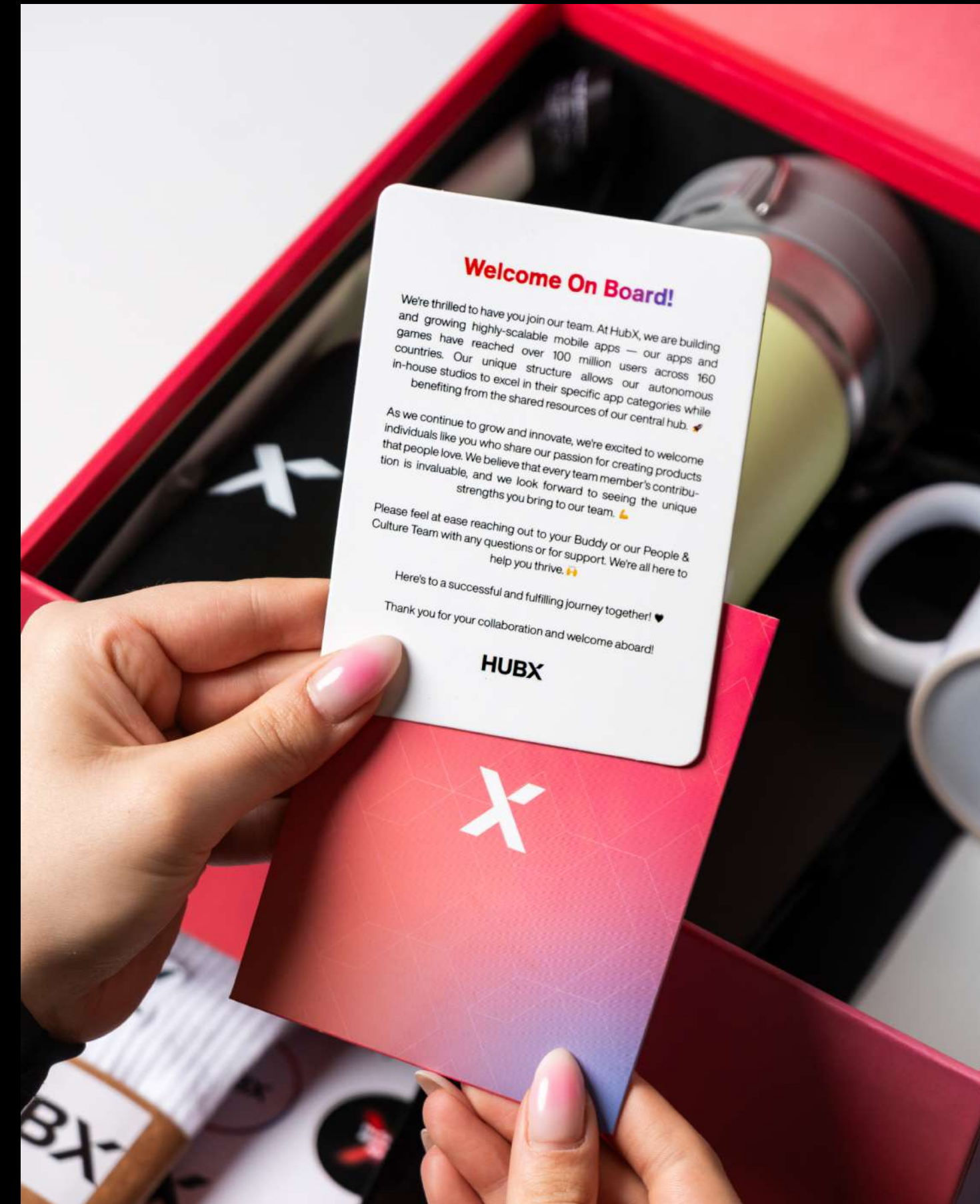
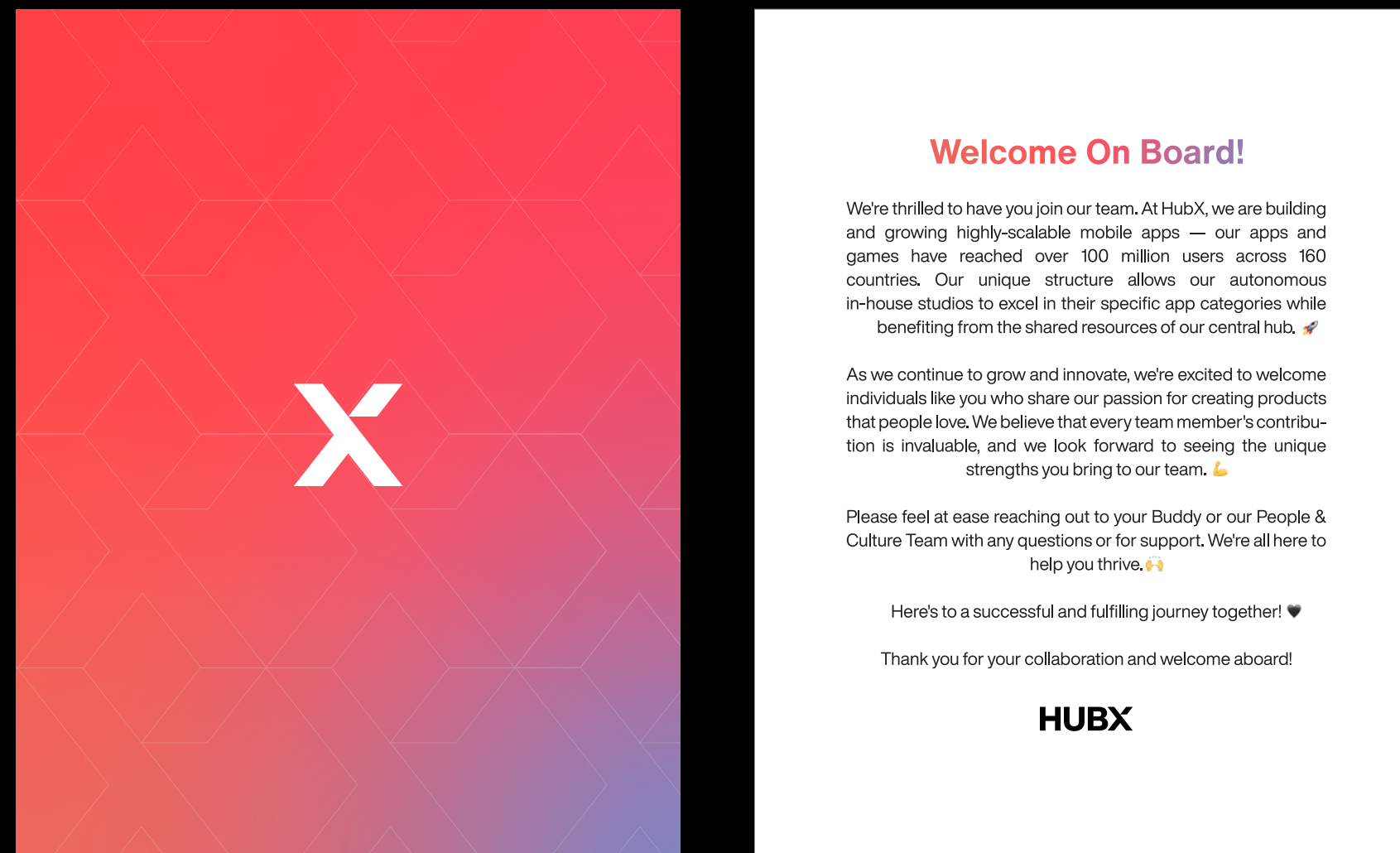


Welcome Card

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Welcome Pack

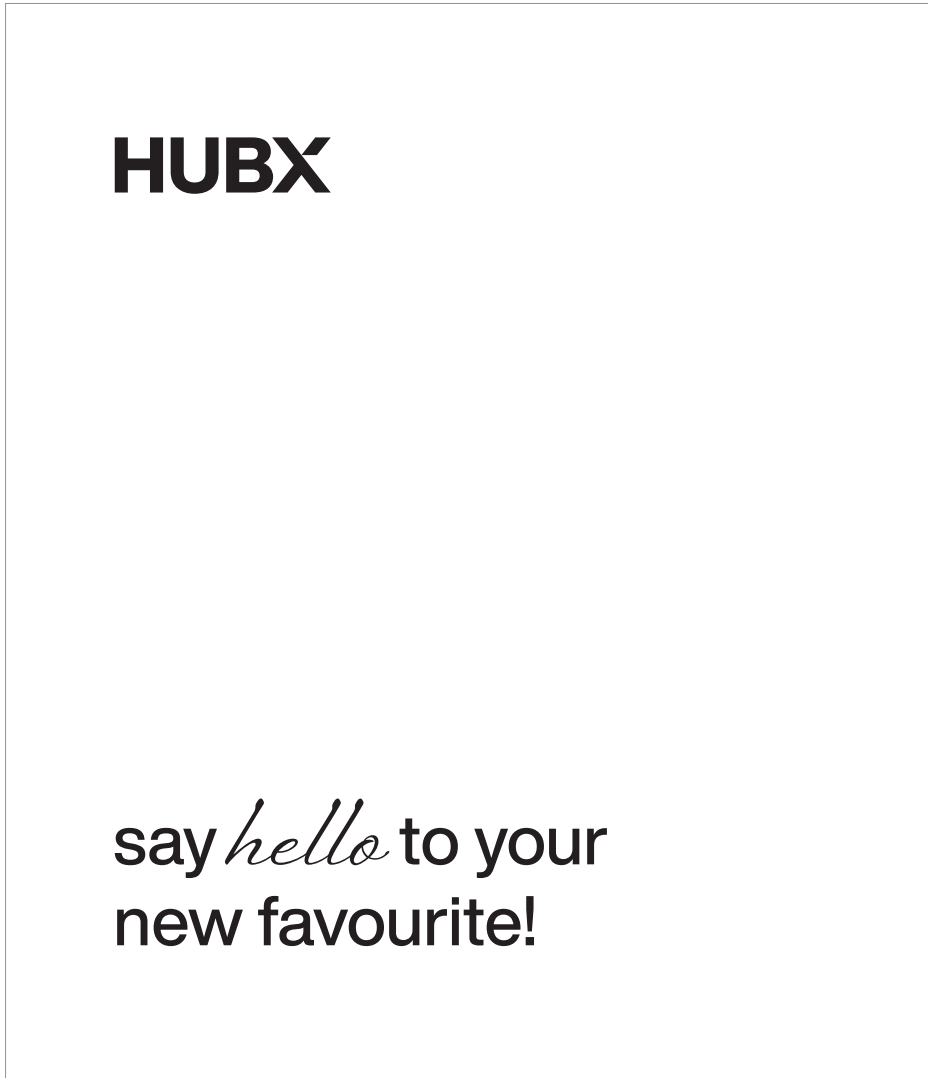
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35x42



30x35



Water Bottle

Anatomy of HUBX

2025



The Science Behind The Apps



4,5x1,5



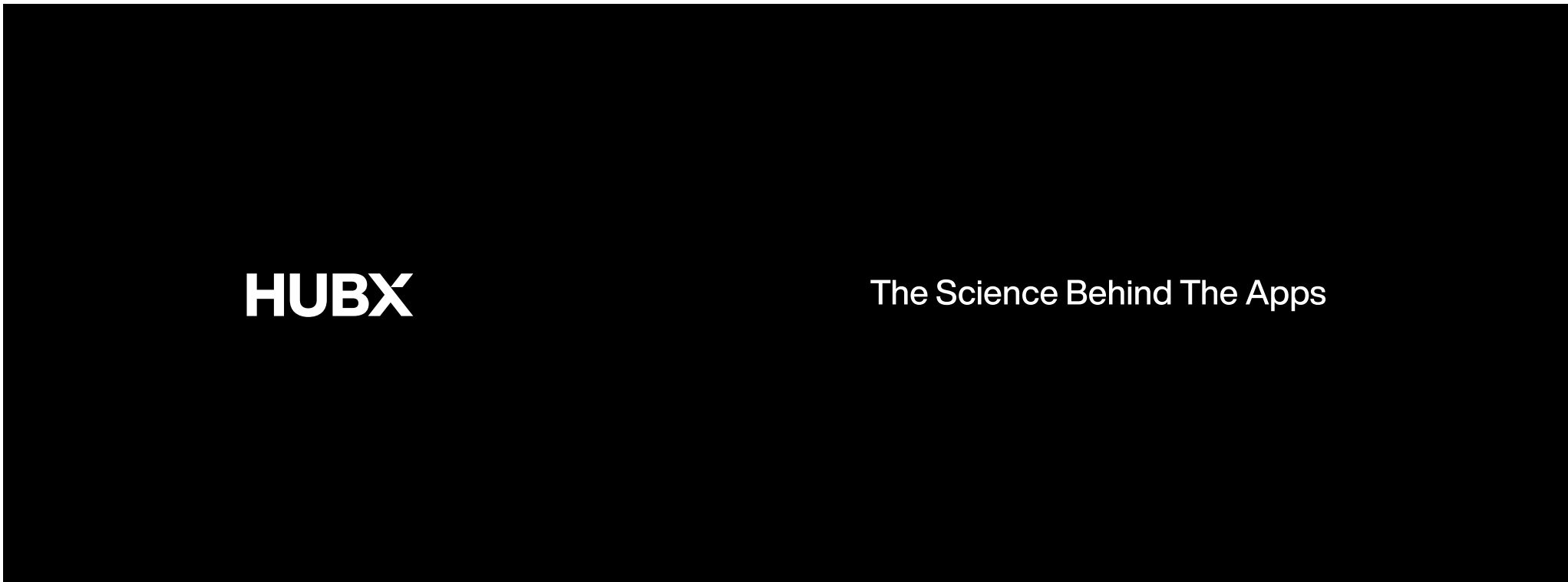
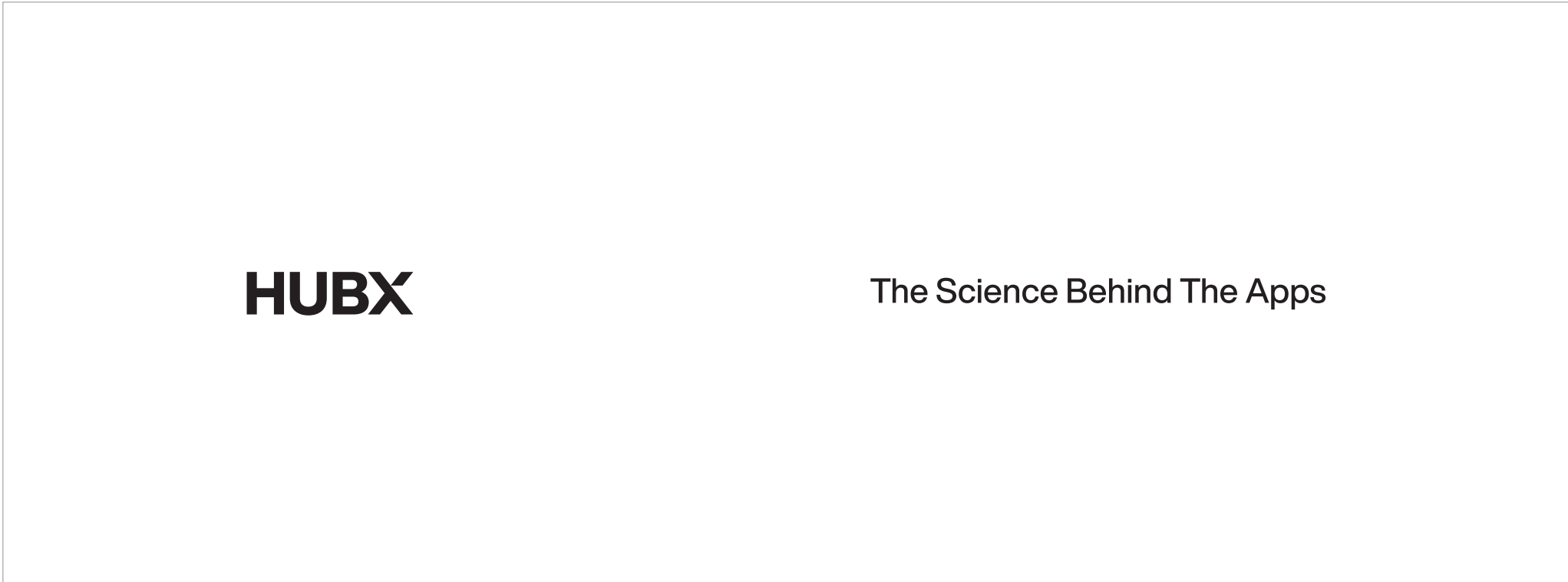
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Mug

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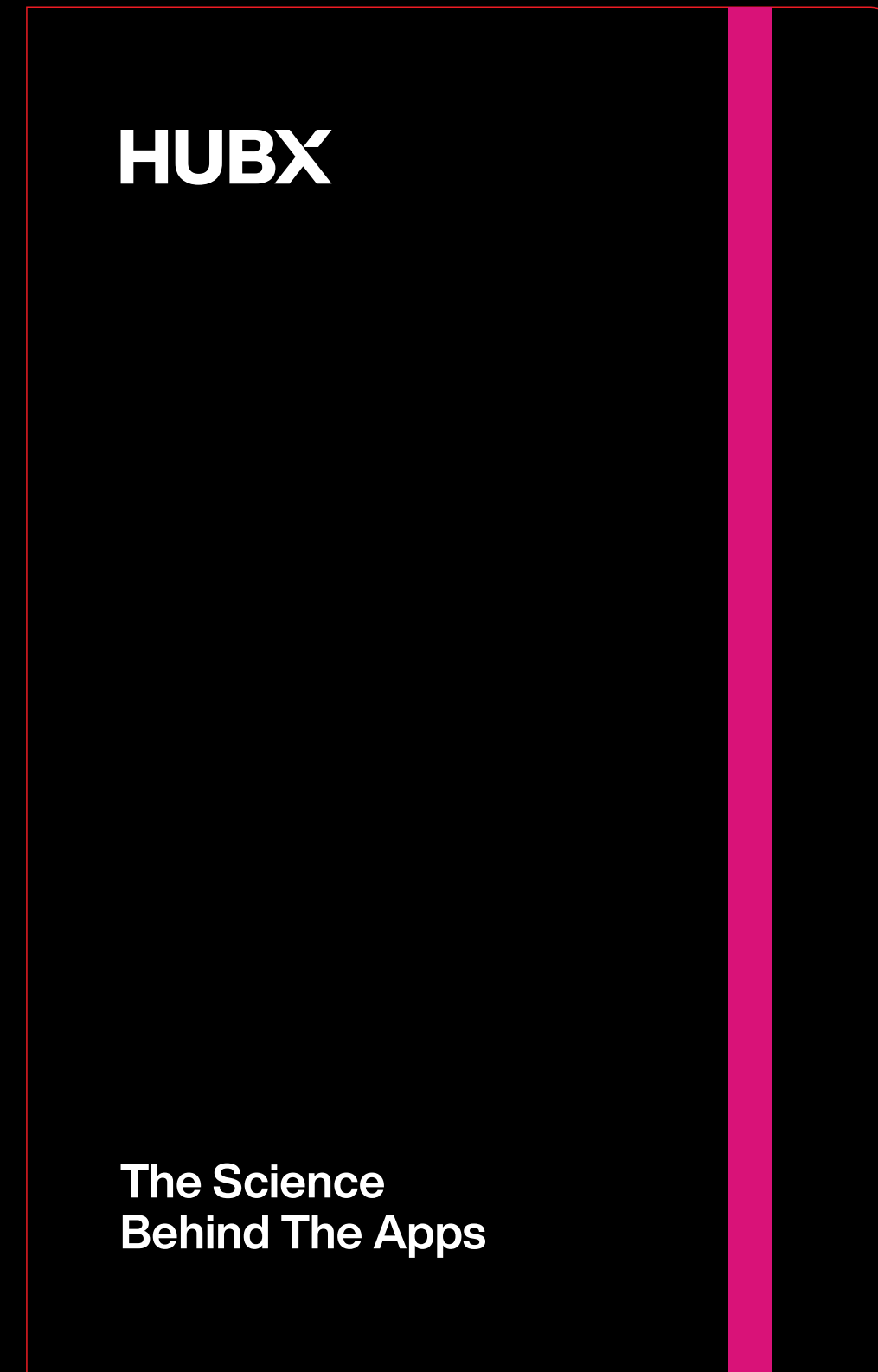


Notebook

Anatomy of HUBX

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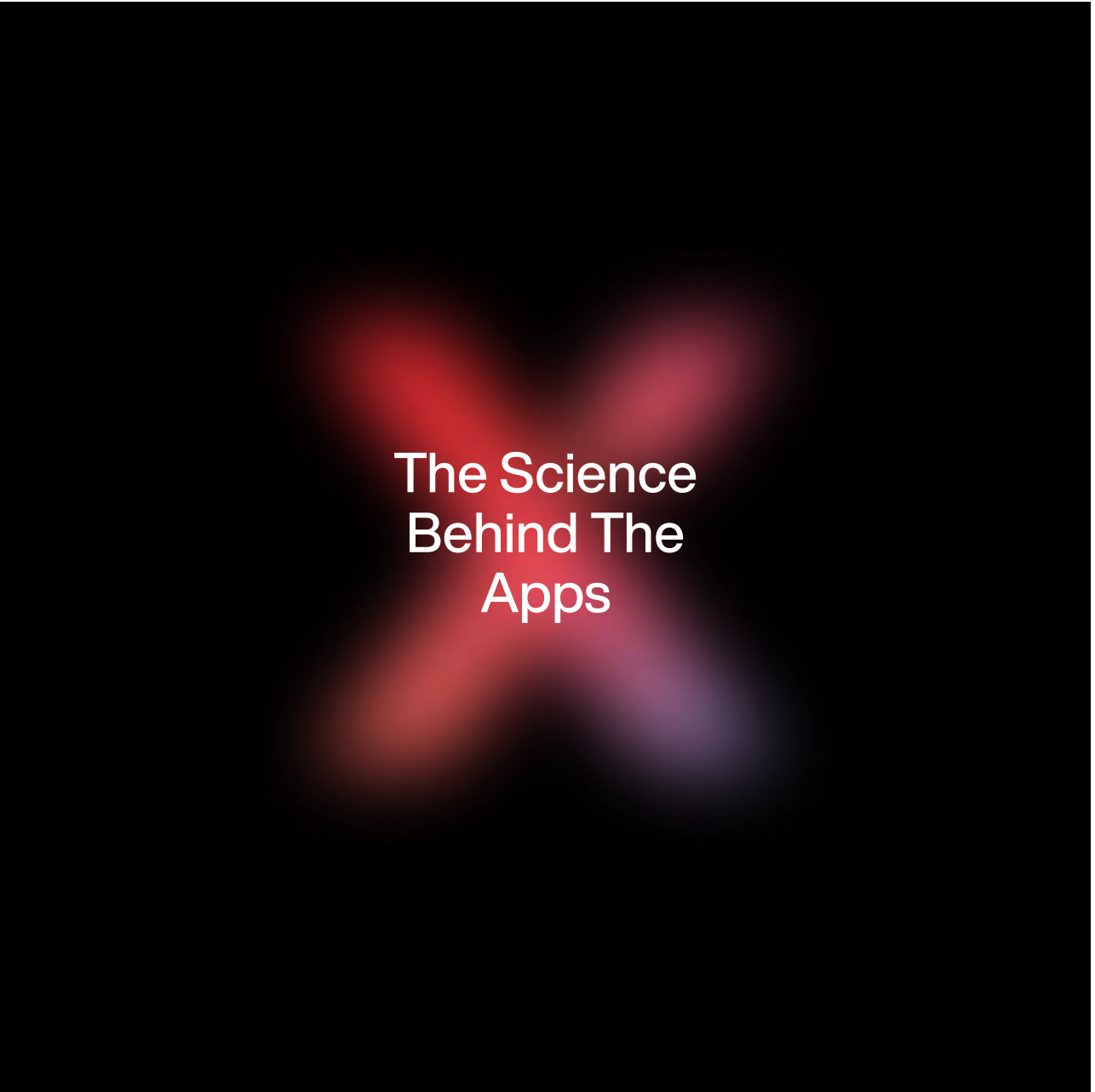
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20x20



20x20

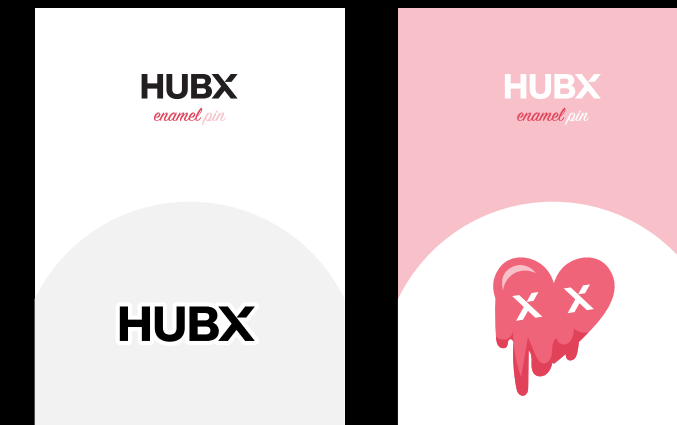
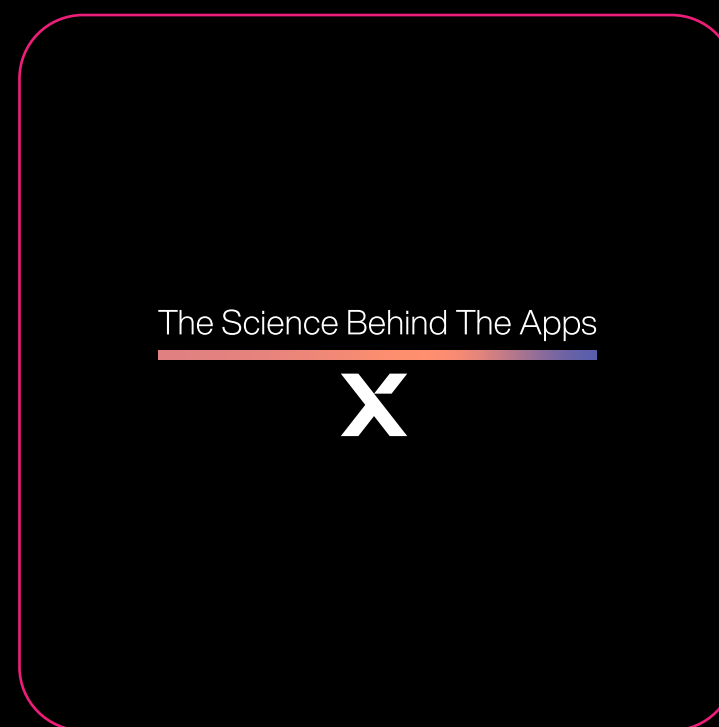


Coaster / Enamel Pin

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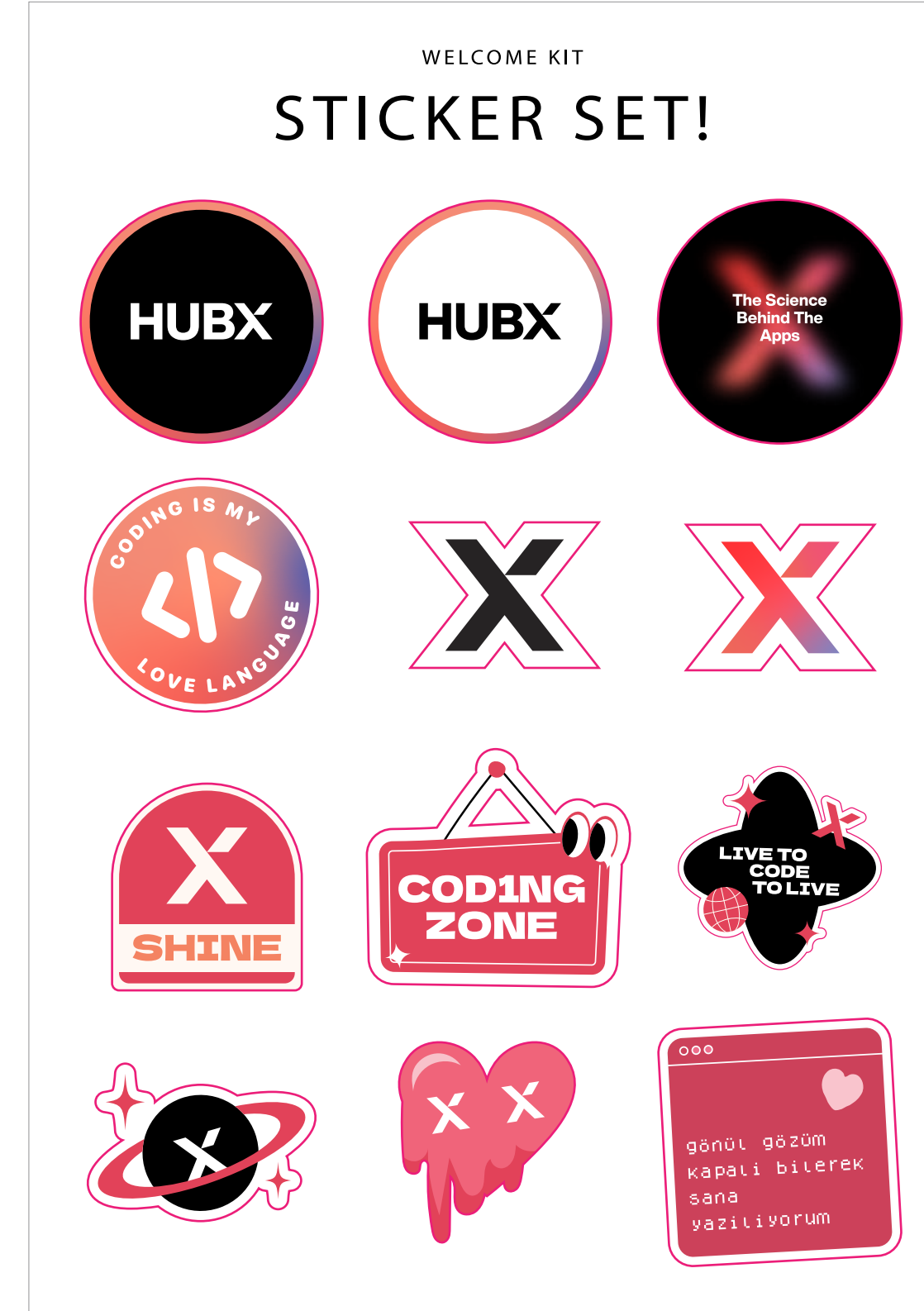
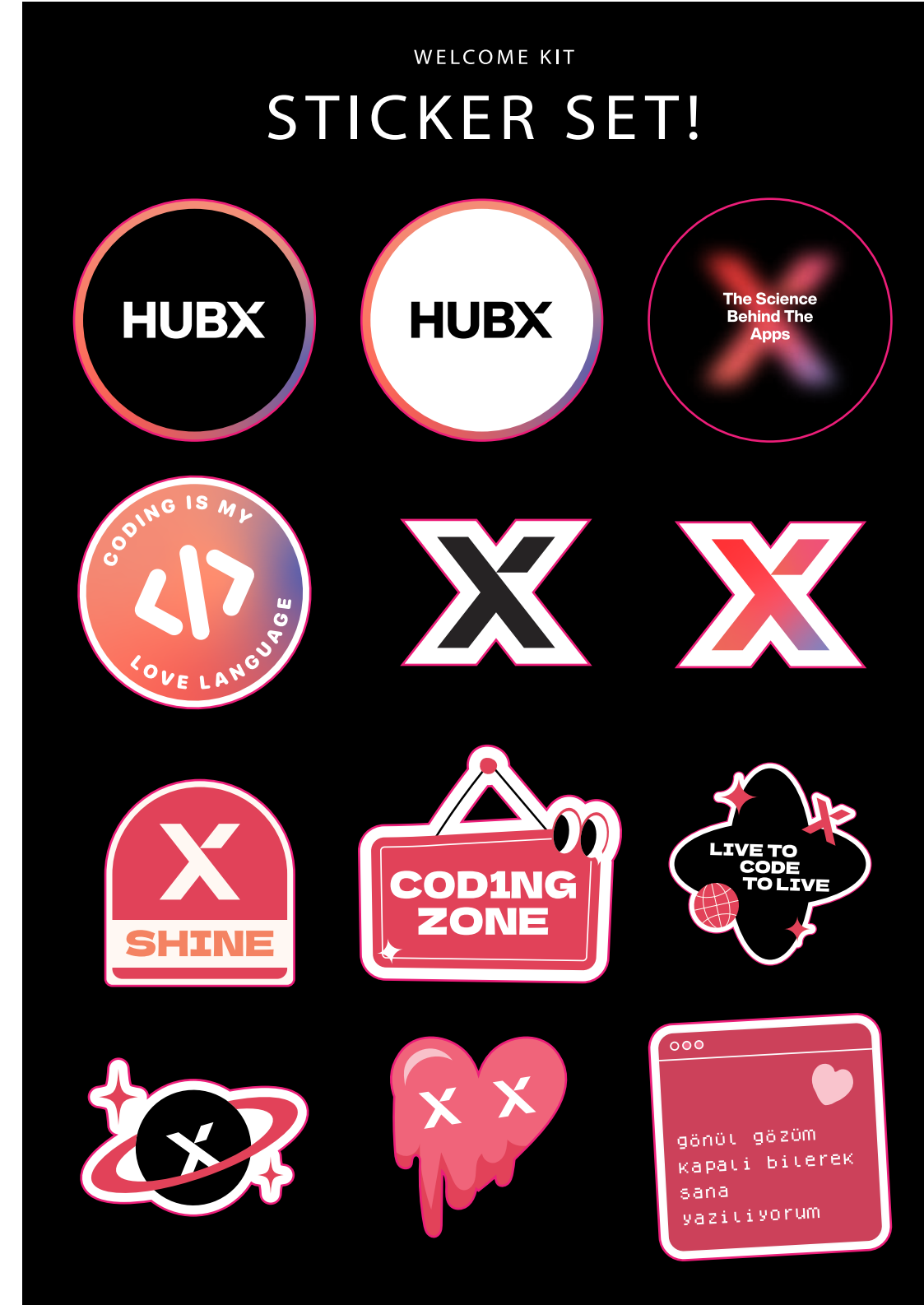


Sticker X

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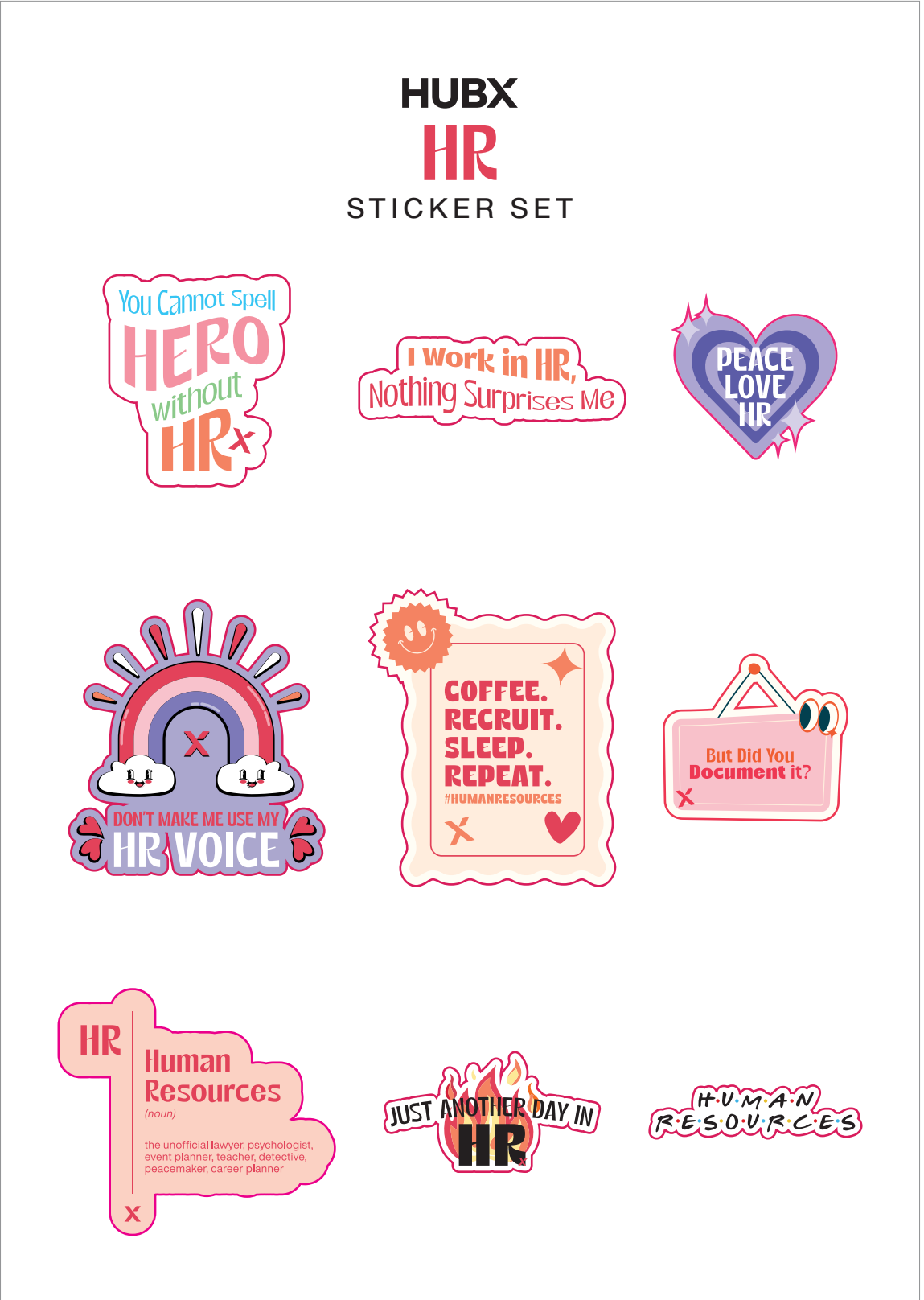
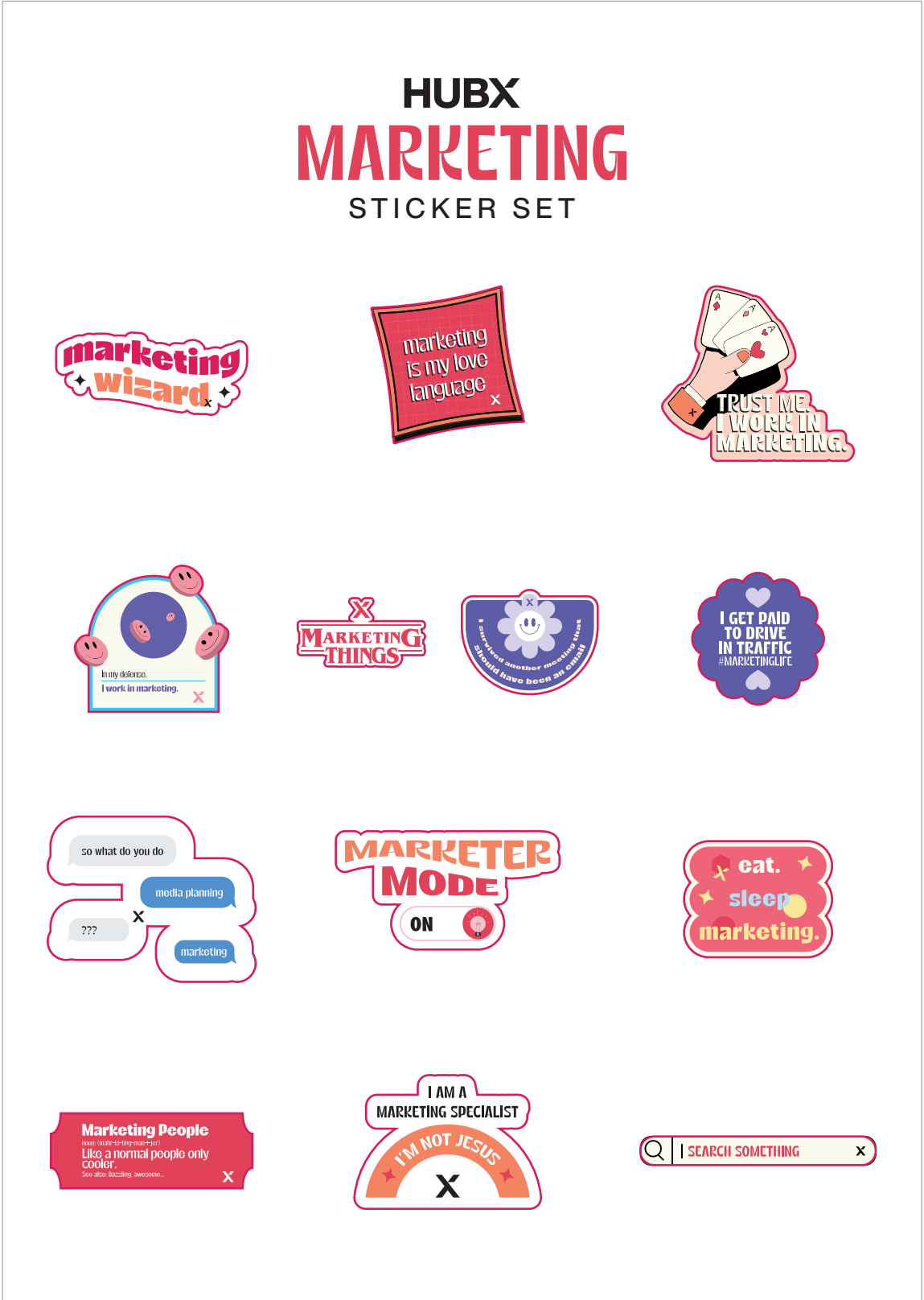
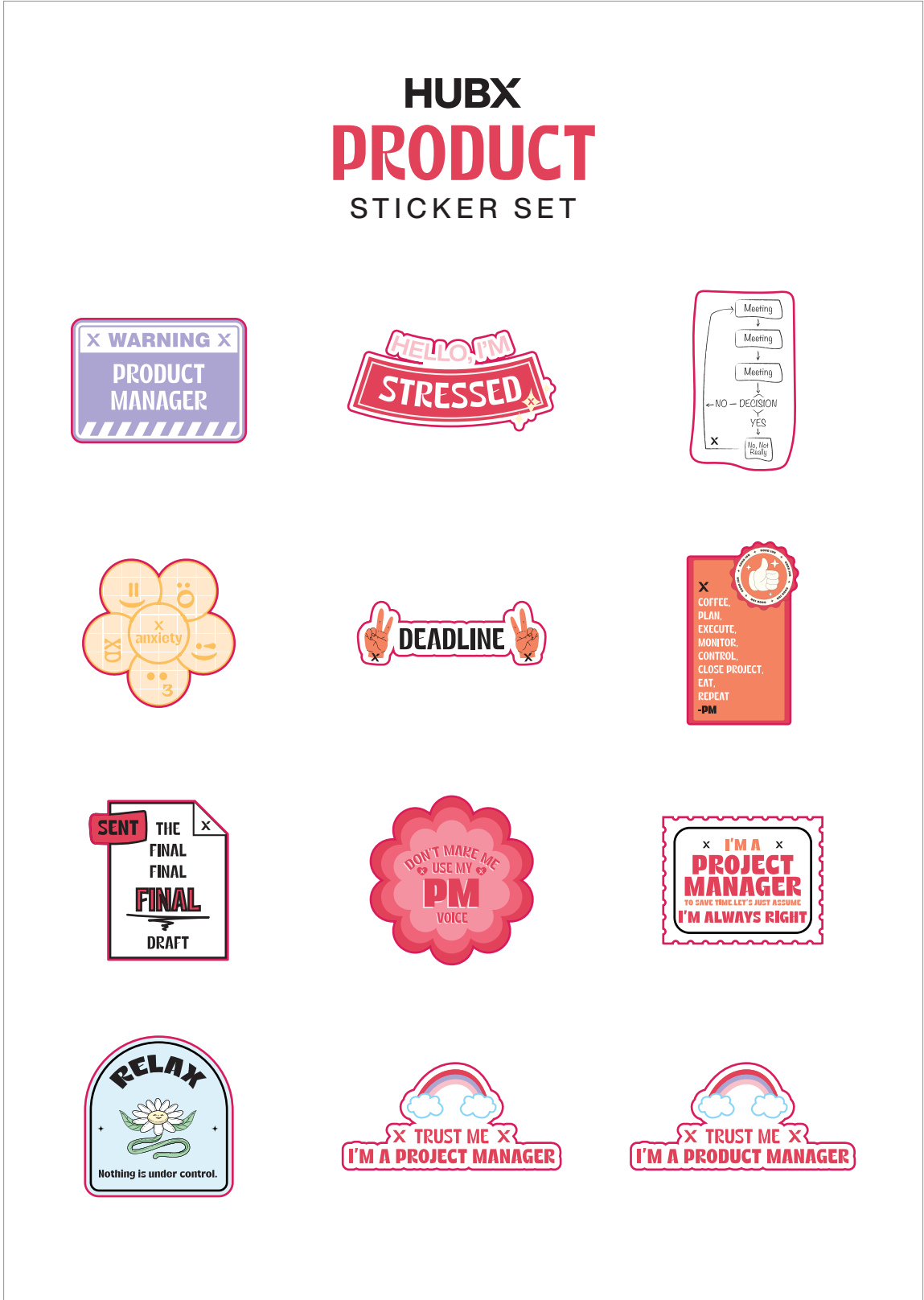


Department Sticker X

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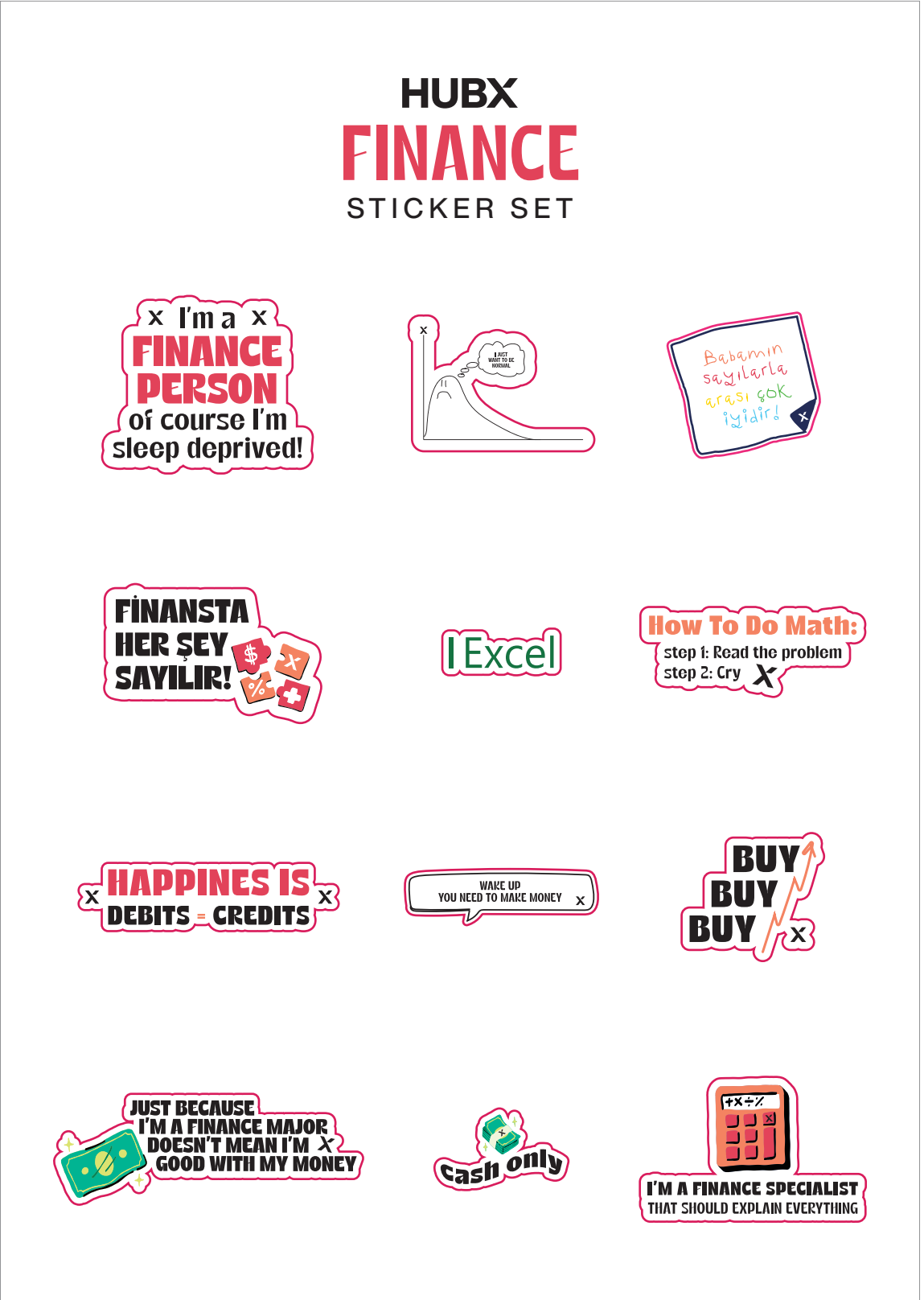
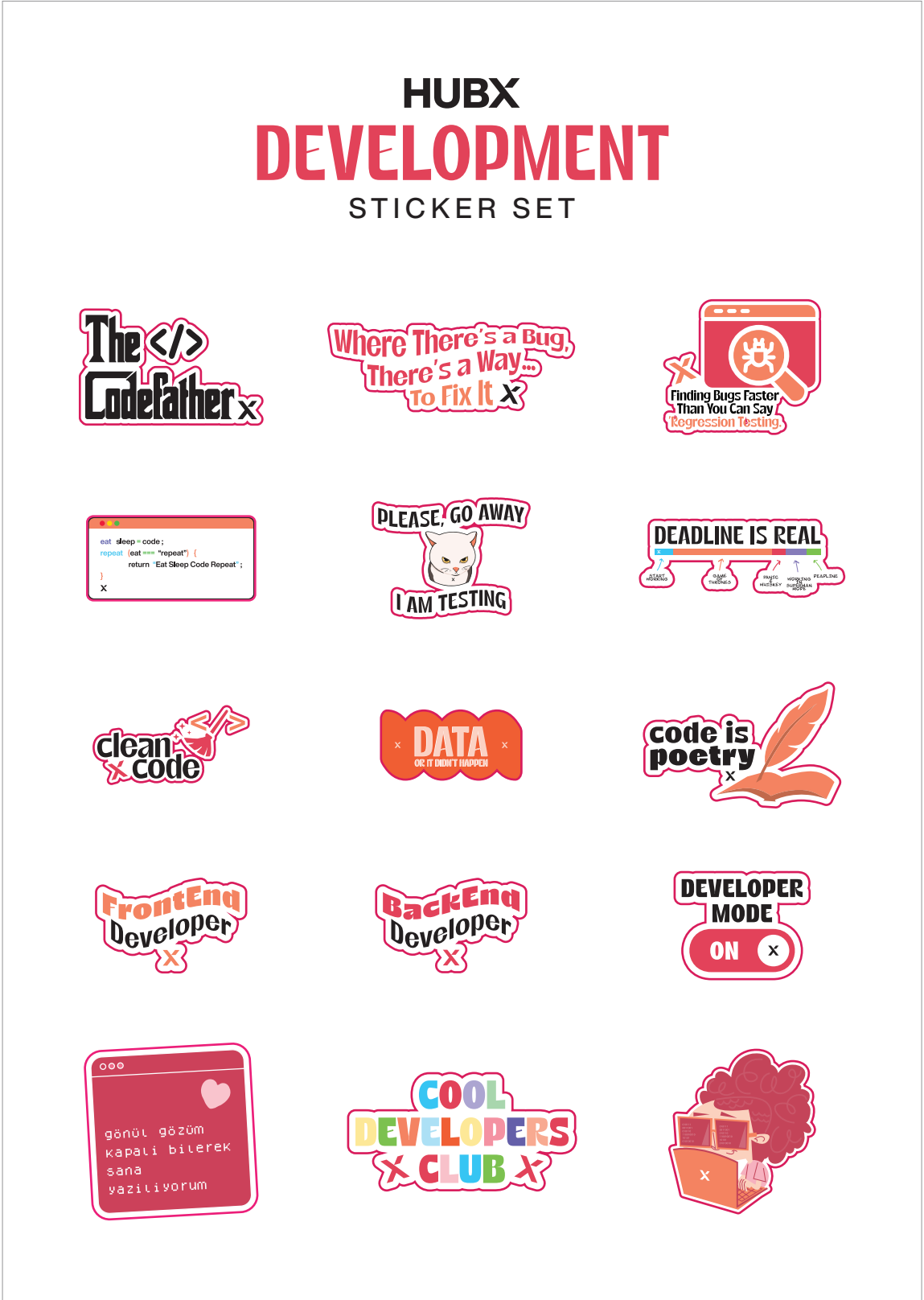


Department Sticker X

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Hoodie

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T-Shirt

Anatomy of HUBX

Front

Front

Front

Front



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T-Shirt

Anatomy of HUBX

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Backpack

Anatomy of HUBX

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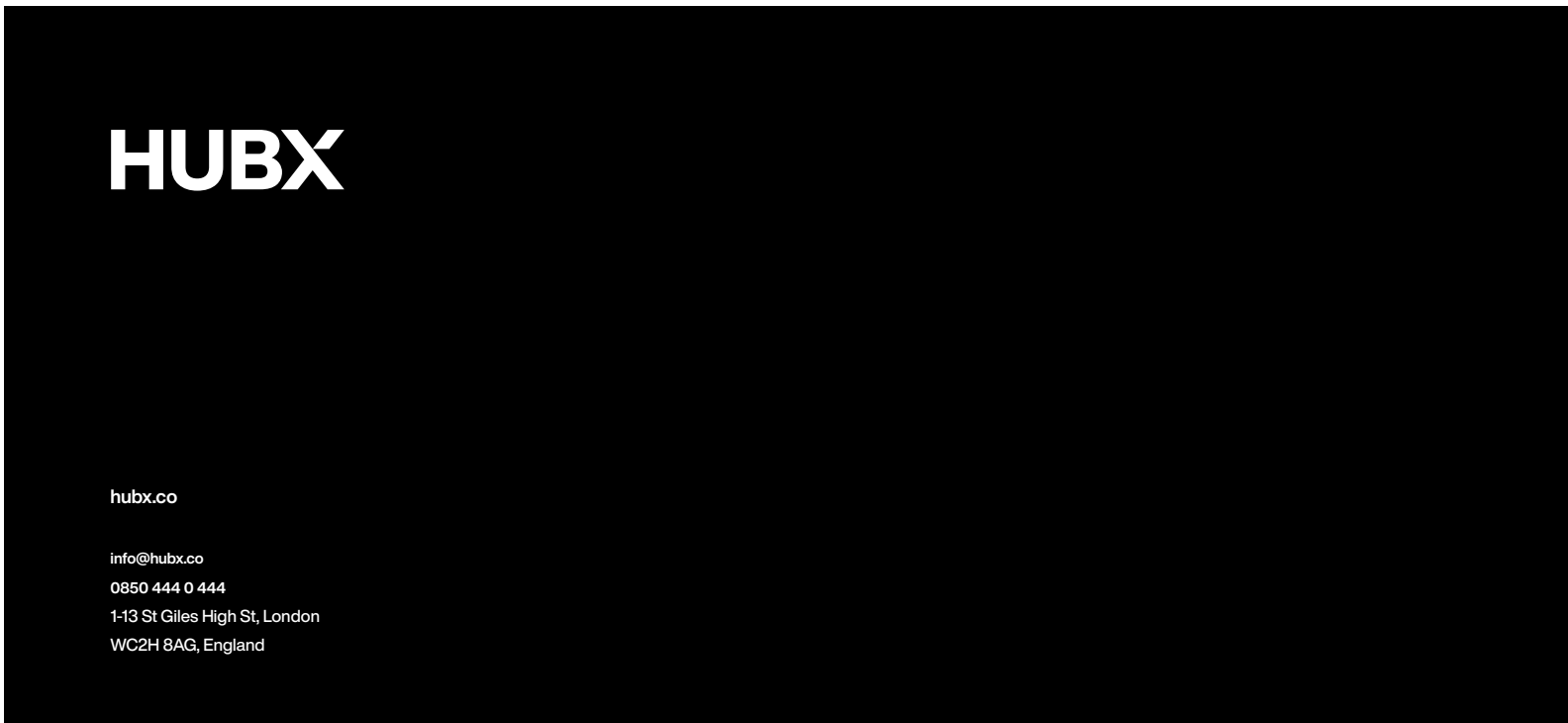
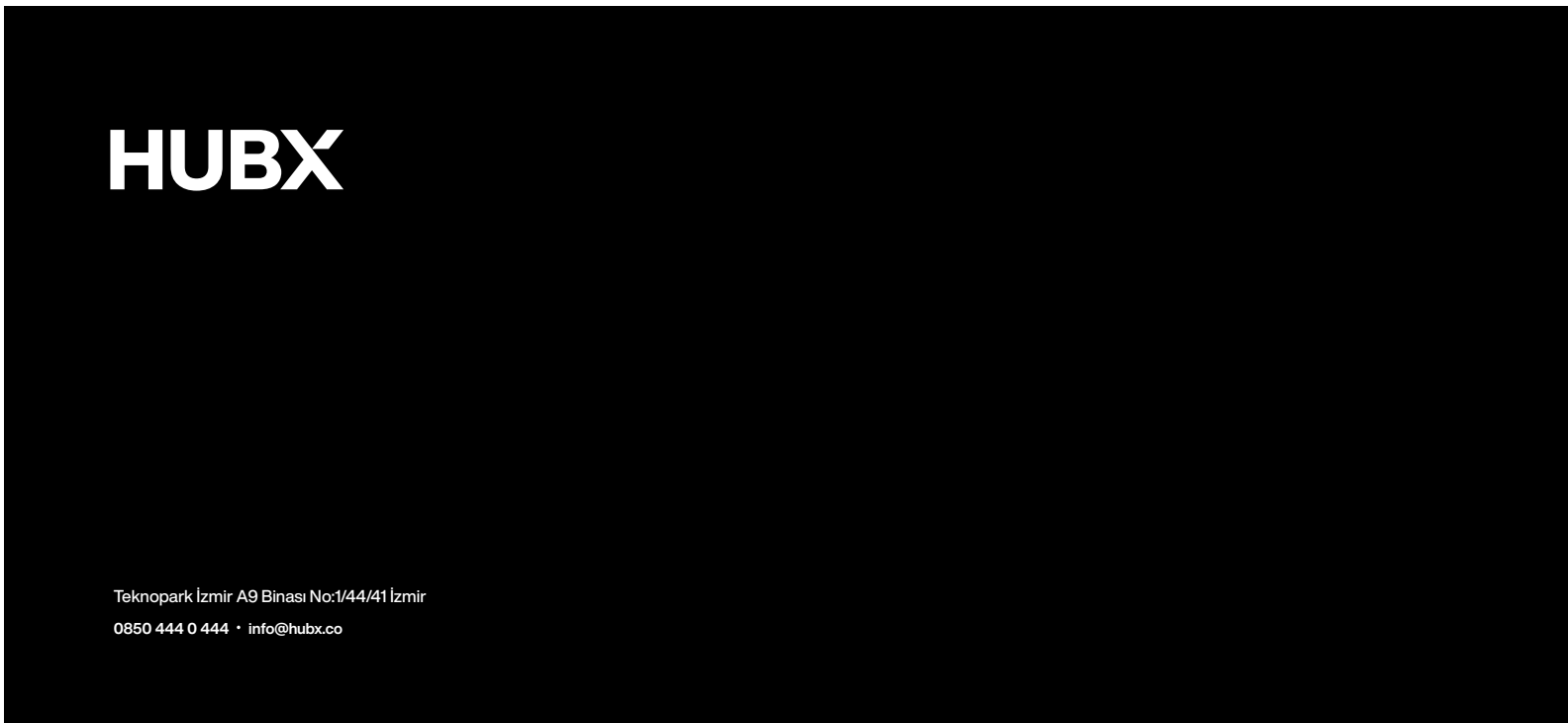
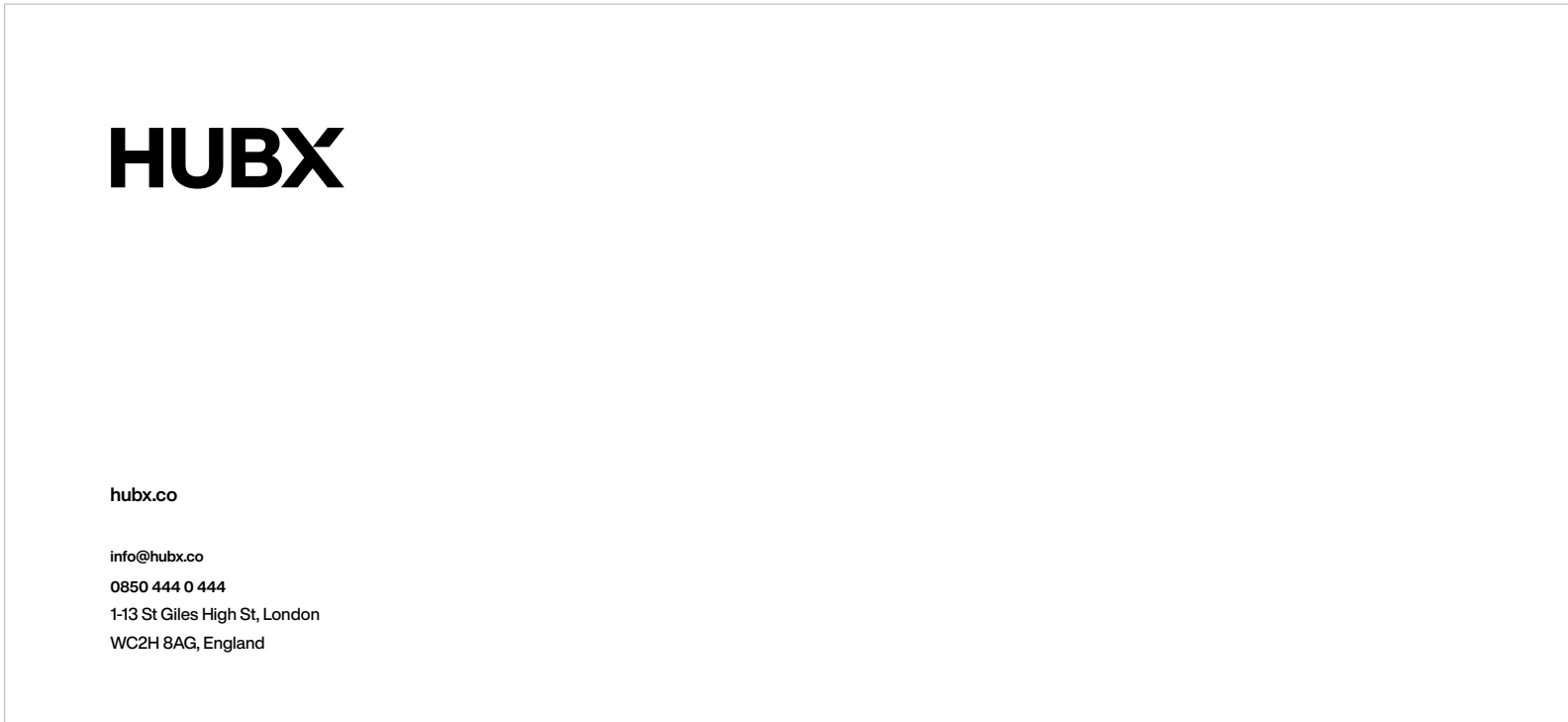
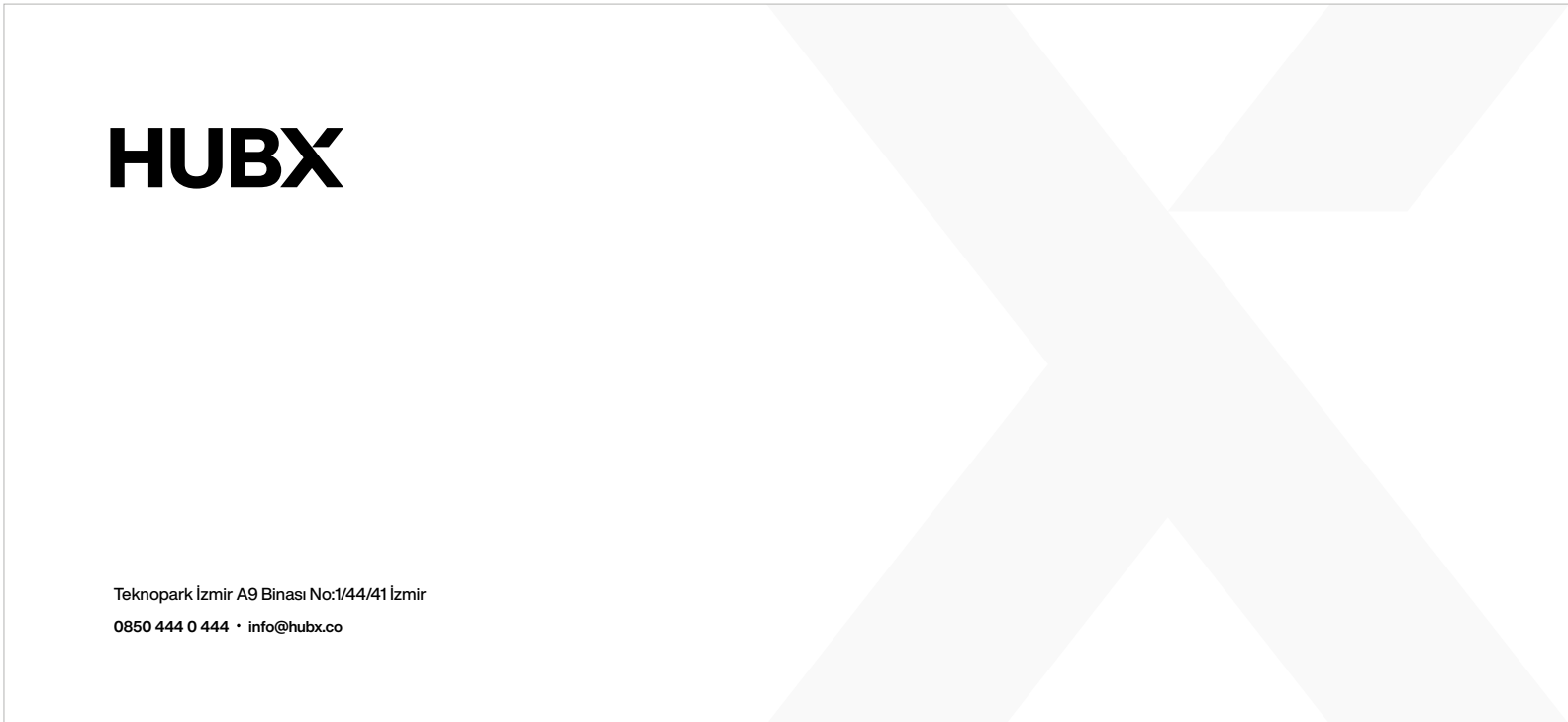
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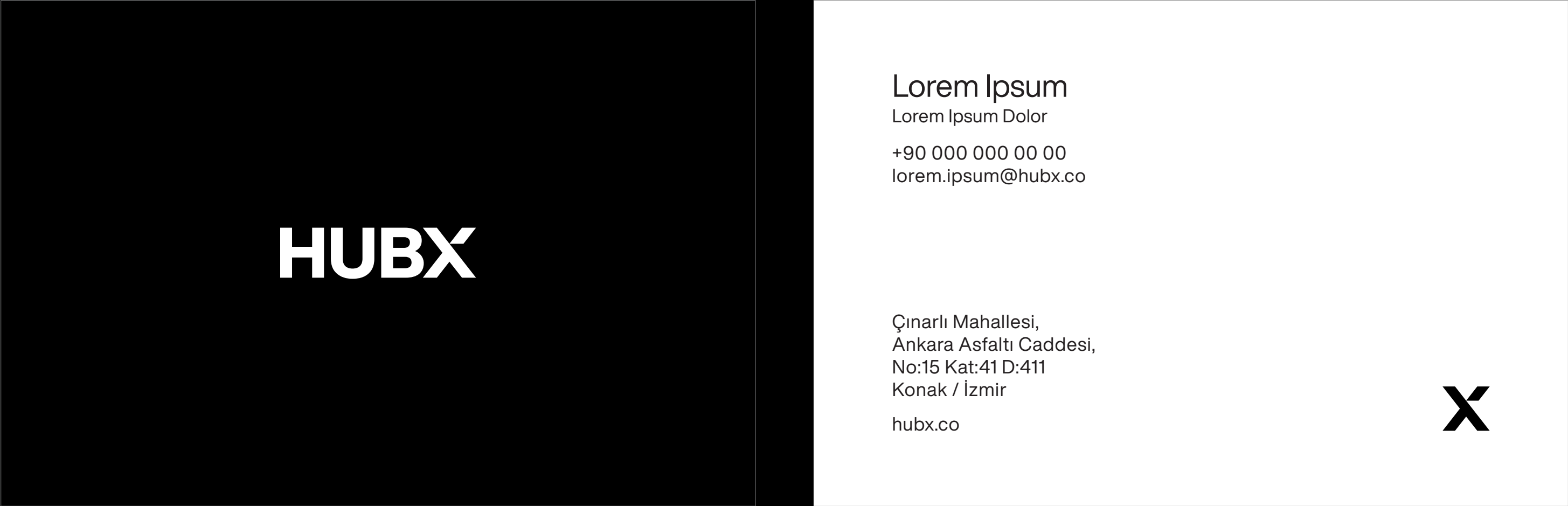


Business Card

Anatomy of HUBX

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Social Media Assets

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.

- P **1** Presentation Template
- P **2** Linkedin Assets
- P **3** E-mail Signature
- P **4** Visual Assets

2025



61



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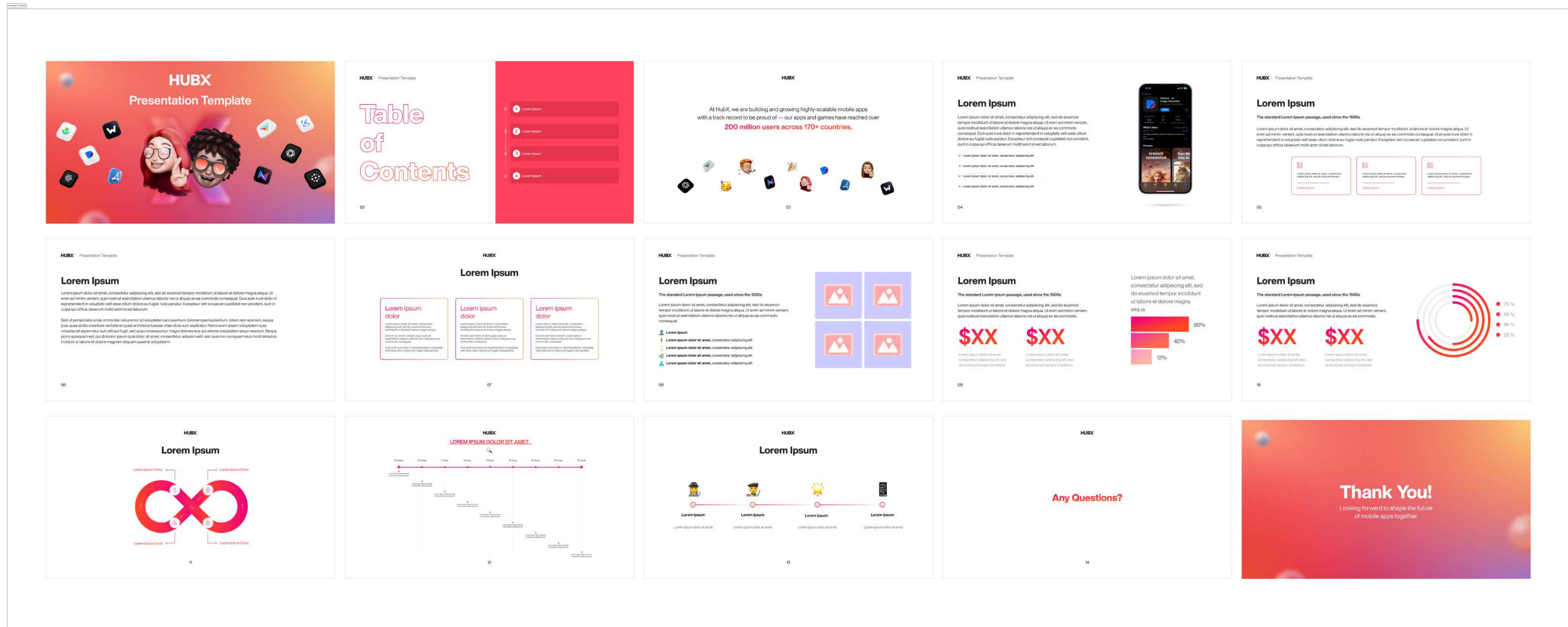
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Presentation Template

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LinkedIn Photos

Anatomy of HUBX

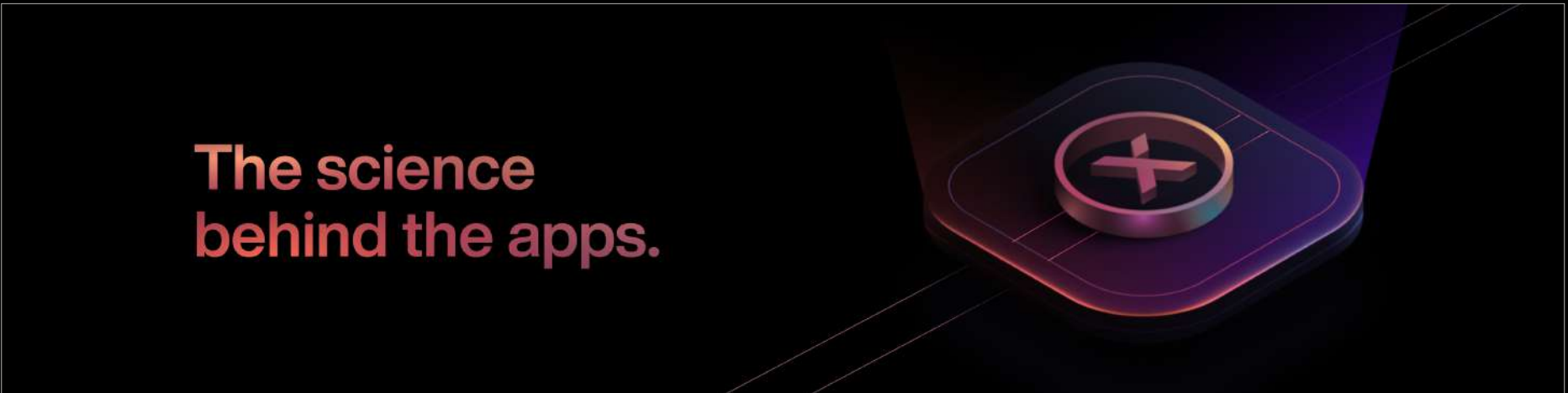
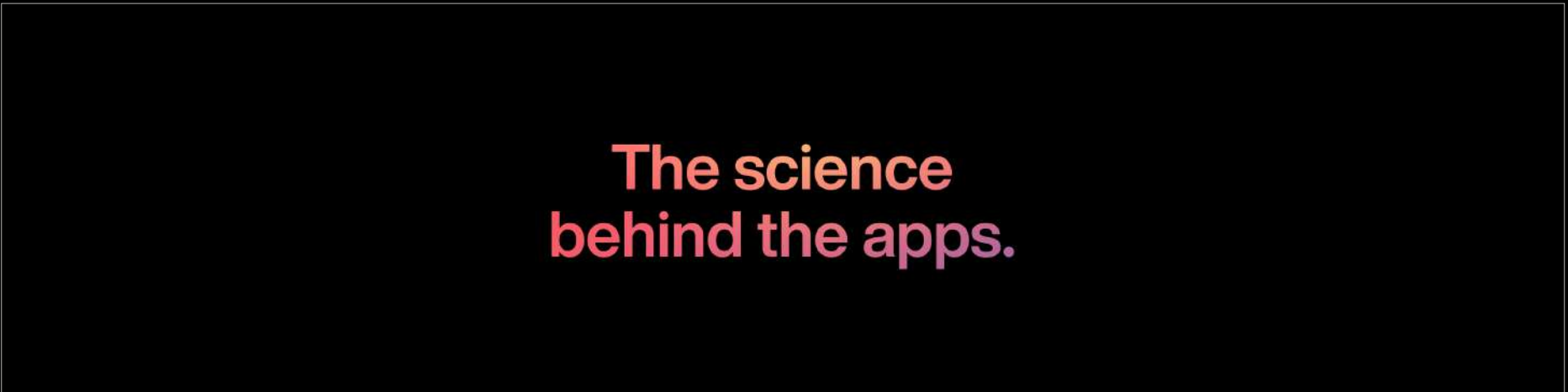
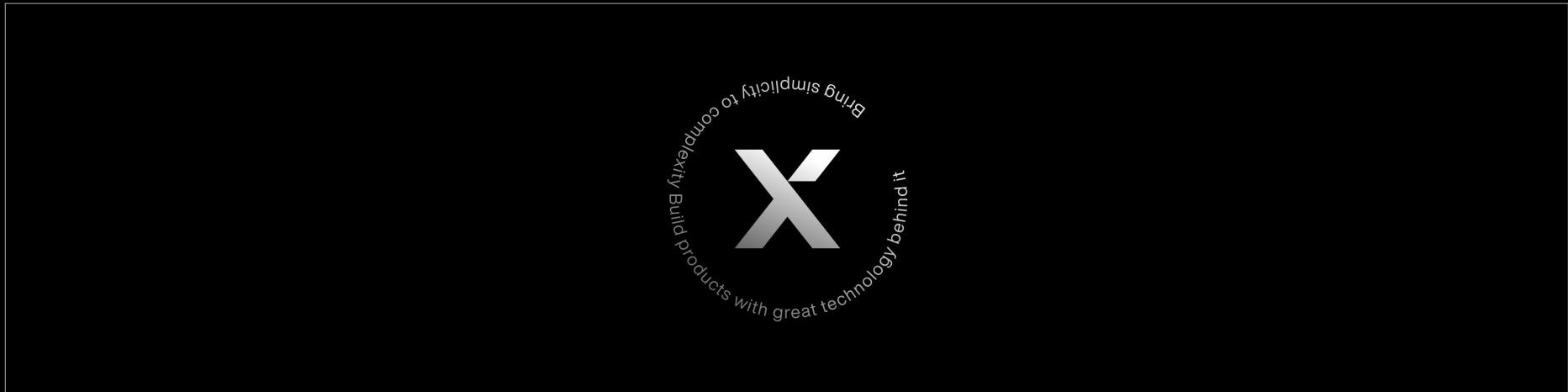


LinkedIn
Covers

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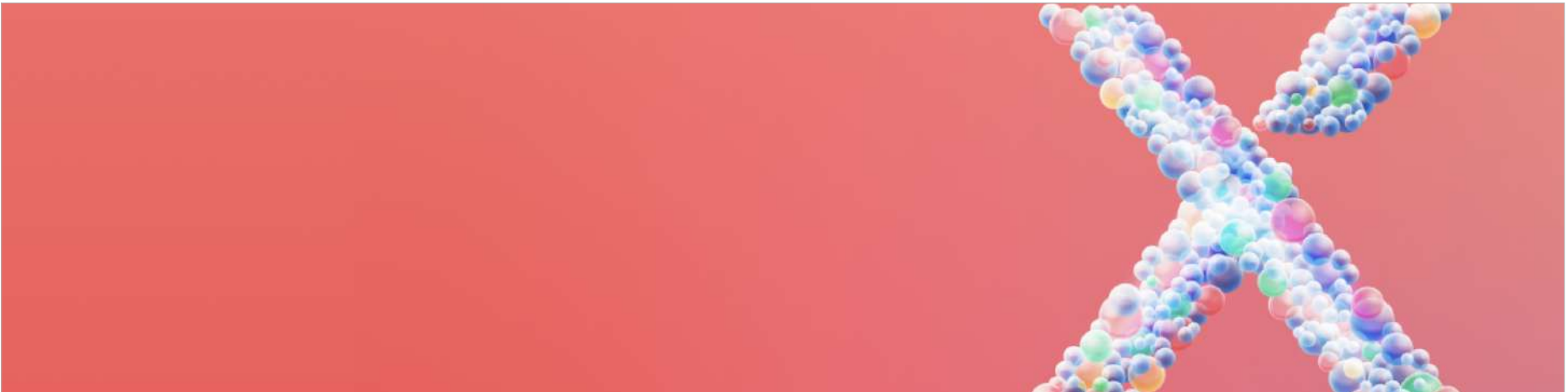
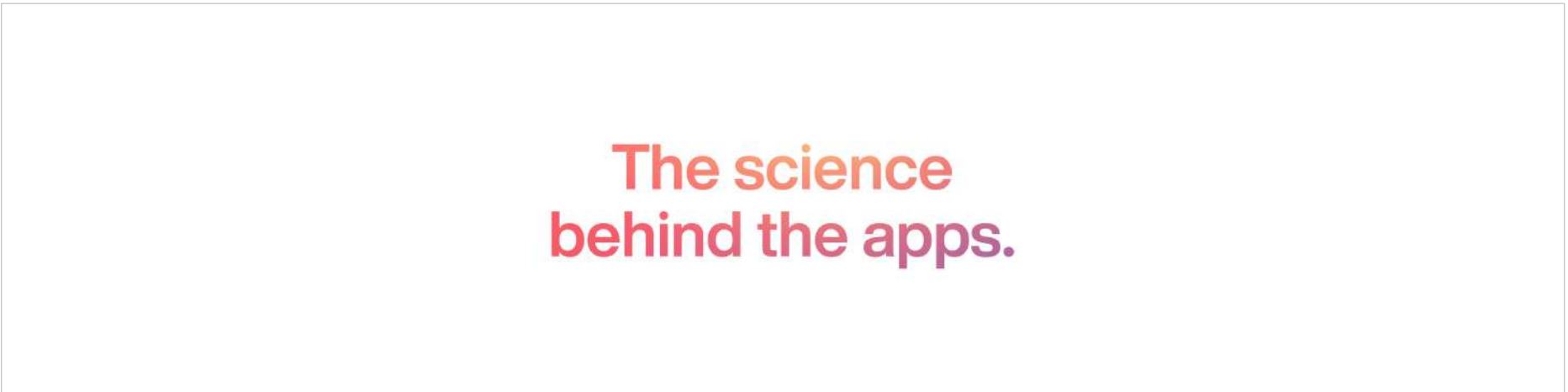
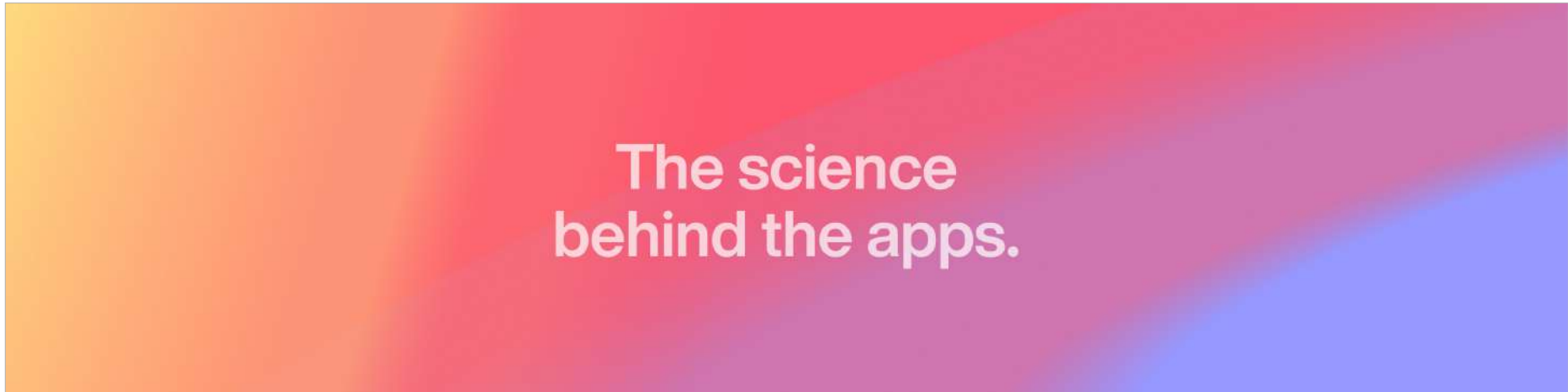
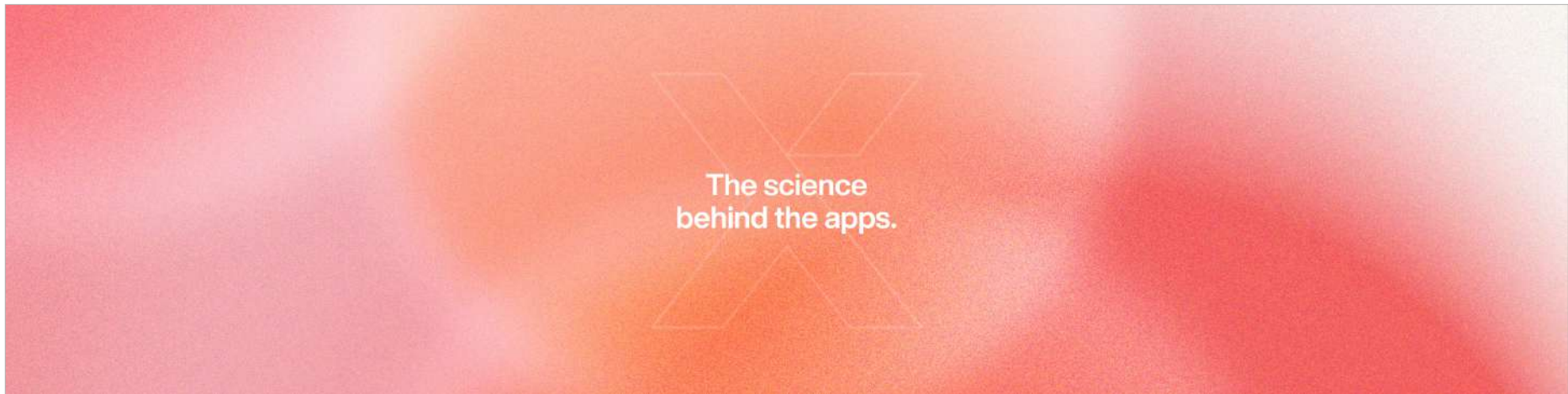
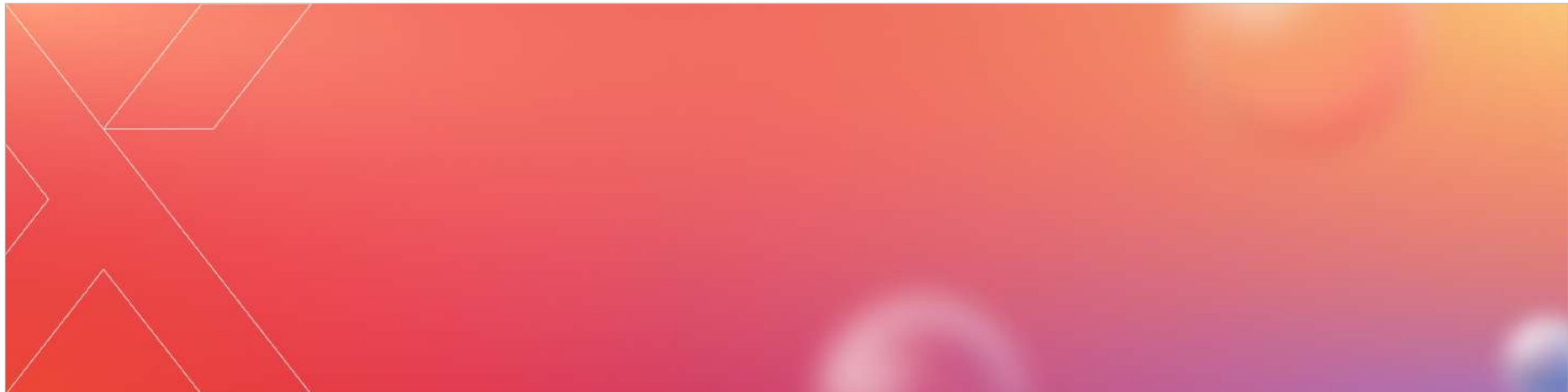


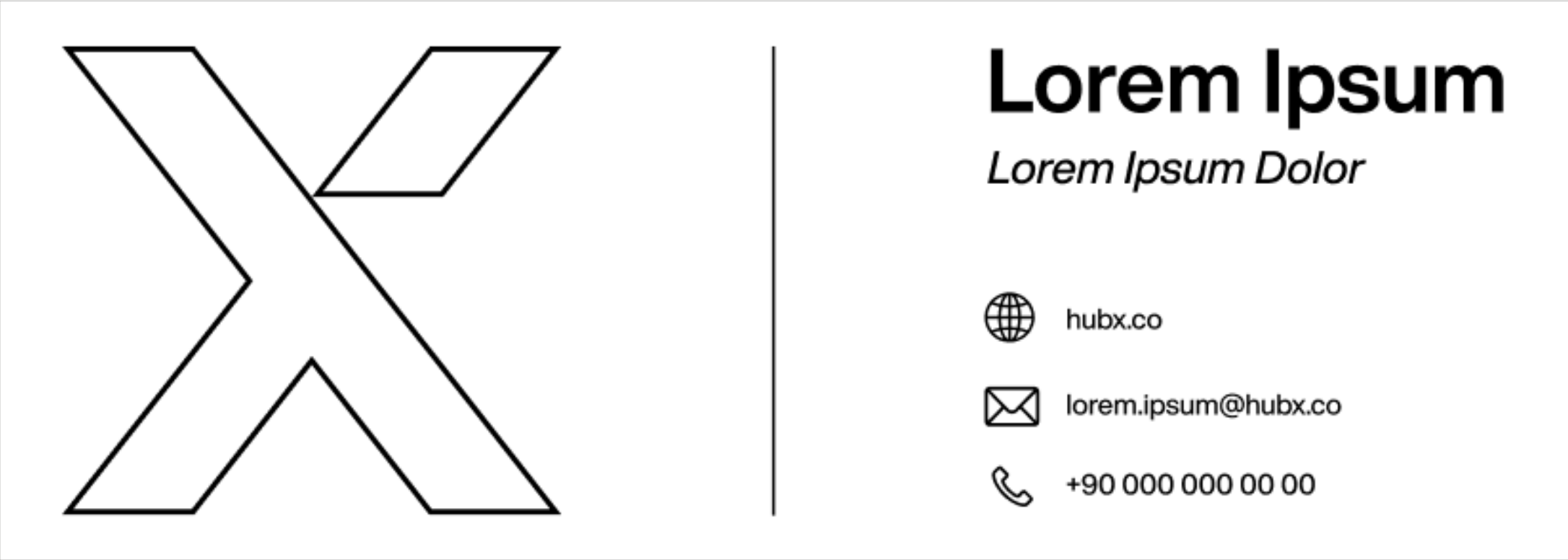
Linkedin Covers

Anatomy of HUBX

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Hi [Name],

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque fermentum sapien ut turpis convallis, nec commodo nisi efficitur. Morbi non sem eget orci ultrices feugiat.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.

Key Highlights:

- Lorem ipsum dolor sit amet, consectetur.
- Temporibus autem quibusdam et aut officiis debitis.
- Ut enim ad minima veniam, quis nostrum exercitationem.

Please let me know if you have any questions or need further clarification. Looking forward to your feedback.

Best regards,



Visual Assets

Anatomy of HUBX

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HUBX

App Studios

Product

Cr

ence

Development

ios

Marketing

WE'RE HIRING!

NEW GRAD:

WE'RE HIRING

You are invited to be a part of our team to build next generation AI-Powered apps, and impact millions of people with your work!

APPLICATIONS OPEN

HUBX

APPLICATIONS OPEN

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APPLICATIONS OPEN

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APPLICATIONS OPEN
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Xpresso

With 6 different packages and 55 styles, the Suisse collection is one of the most versatile and adaptable typeface of the market, with a lot on offer.

- P 1 Logotype
- P 2 Color Usage
- P 3 Coffee Cups
- P 4 Menu Design
- P 5 Signboard



Color Usage

Anatomy of HUBX

Light Background



Red Background



Coffee Cups

Anatomy of HUBX

2025

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Coffee Cups

Anatomy of HUBX

2025



2025

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CHILL OUT WITH THE NEW SUMMER REFRESHMENTS!

BEAT THE HEAT WITH OUR DELIGHTFUL SUMMER DRINKS! DIVE INTO A WAVE OF COOL AND REFRESHING FLAVORS THAT WILL EXCITE YOUR TASTE BUDS AND KEEP YOU COOL ALL SEASON LONG. SIP, SAVOR, AND SOAK IN THE SUMMER VIBES WITH EVERY EVERY CUP!



SUMMER MENU

BERRY HIBISCUS - COOL LIME - BLACKBERRY FROZEN - MANGO FROZEN
STRAWBERRY MILKSHAKE - CHOCOLATE MILKSHAKE - LEMONADE
COLD BREW - ICE COFFEES - FRAPPES - DETOX WATER

XPRESSO

CHILL OUT WITH THE NEW SUMMER REFRESHMENTS!

BEAT THE HEAT WITH OUR DELIGHTFUL SUMMER DRINKS! DIVE INTO A WAVE OF COOL AND REFRESHING FLAVORS THAT WILL EXCITE YOUR TASTE BUDS AND KEEP YOU COOL ALL SEASON LONG. SIP, SAVOR, AND SOAK IN THE SUMMER VIBES WITH EVERY EVERY CUP!



SPRING MENU

BERRY HIBISCUS - COOL LIME - BLACKBERRY FROZEN - MANGO FROZEN
STRAWBERRY MILKSHAKE - CHOCOLATE MILKSHAKE - LEMONADE
COLD BREW - ICE COFFEES - FRAPPES - DETOX WATER

XPRESSO

GET COZY & SAVOR THE FLAVORS OF OUR NEW FALL MENU!

ENJOY THE WARMTH OF FALL WITH OUR AUTUMN DRINKS. AS THE WEATHER COOLS DOWN, SEASONAL FLAVORS THAT WILL KEEP YOU WARM AND HAPPY ALL SEASON LONG. EACH SIP IS A COMFORTING REMINDER OF EVERYTHING WE LOVE ABOUT FALL.



FALL MENU

PUMPKIN SPICE LATTE - SALTED CARAMEL LATTE - TOFFEENUT LATTE
CHAI TEA LATTE - PUMPKIN CREAM COLD BREW - CLASSIC MATCHA LATTE
PUMPKIN SPICE MATCHA LATTE - SAHLEP - HOT CHOCOLATE

XPRESSO

SIP INTO THE MAGIC AND WARMTH OF WINTER!

OUR NEW WINTER MENU IS HERE TO WARM YOUR SOUL. EACH DRINK IS CRAFTED TO BRING YOU THE COMFORTING TASTE OF THE SEASON.

WRAP YOUR HANDS AROUND YOUR FAVORITE CUP AND LET THE MAGIC OF WINTER BEGIN!



WINTER MENU

SALTED CARAMEL - TOFFEE NUT LATTE - GINGERBREAD LATTE
CARAMEL BRULEE LATTE - CHAI TEA LATTE - MATCHA LATTE
MULLED WINE - SAHLEP - HOT CHOCOLATE

XPRESSO

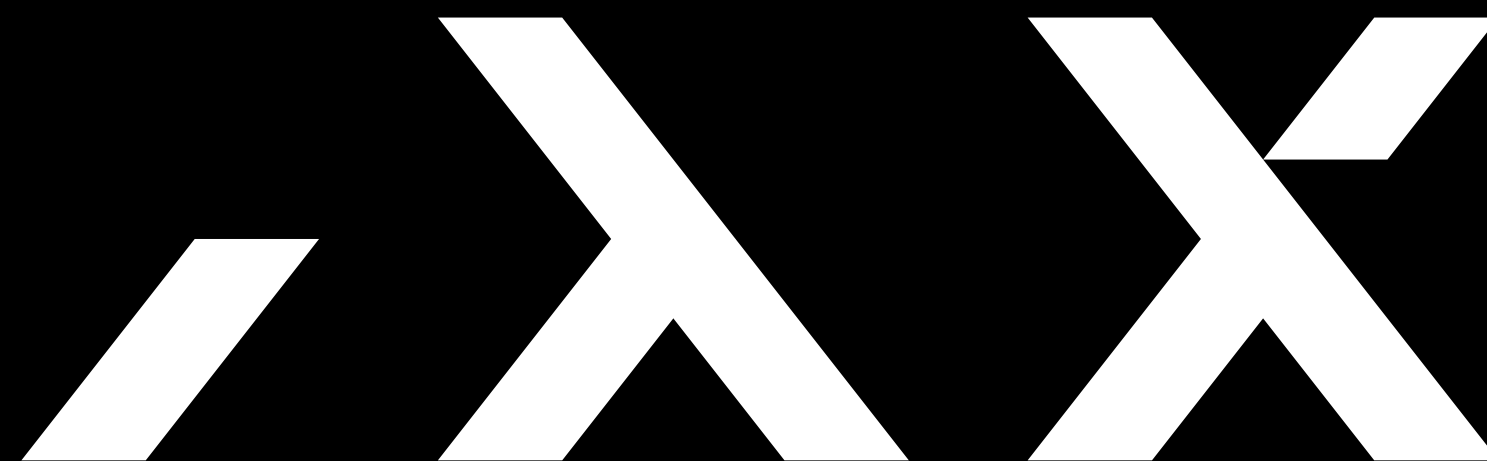
Signboard

Anatomy of HUBX

2025



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EVOLUTION OF HUBX