

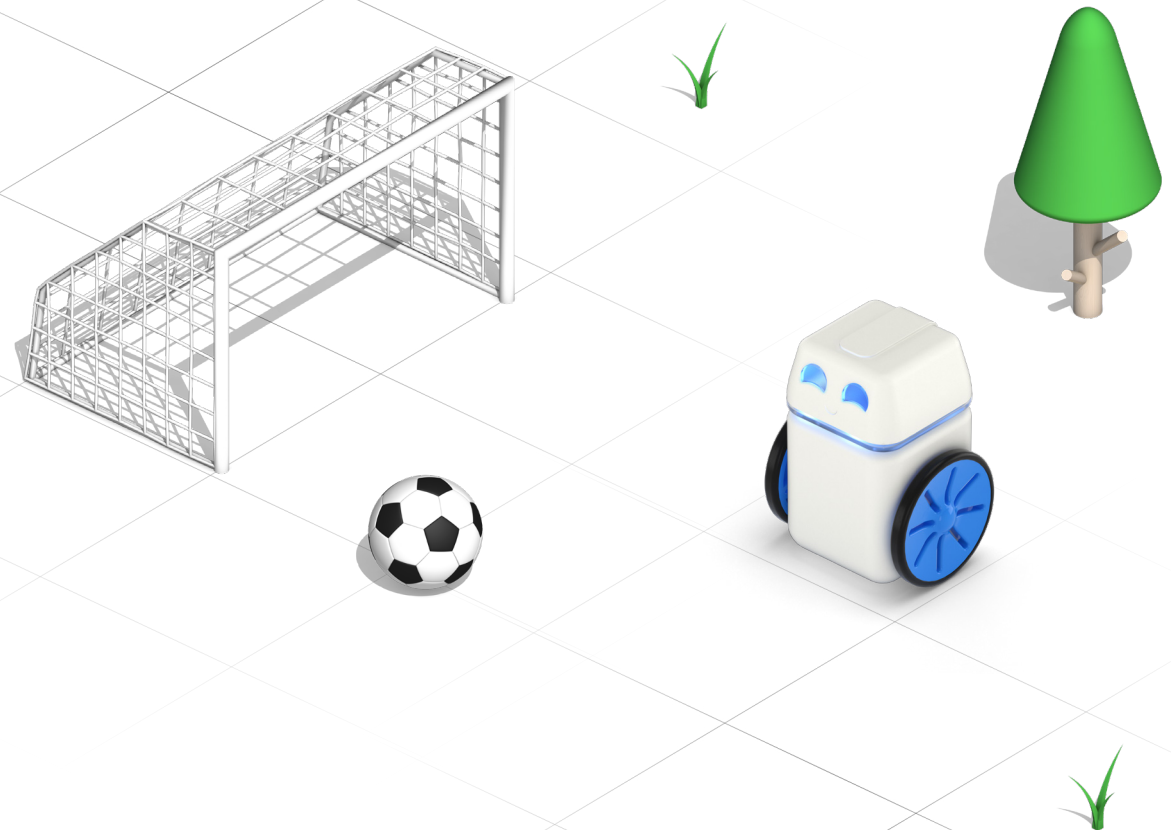


## Brand guidelines

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## Who we are

KUBO Robotics is a multi-award winning enterprise that has created a unique classroom solution, which breaks down barriers to teaching technology to children as young as four years. With its groundbreaking TagTile® system, KUBO allows educators to introduce concepts of coding in an easy, hands-on, screen-free way, so that young people can learn to become creators, innovators and designers of future technologies.

# Hands-on Learning Solution

Kick start the student's journey into programming with the most effective way to learn coding: hands-on.

## SCREEN-FREE ROBOT

No screen needed! KUBO is a simple plug-and-learn robot for students aged 4-10+

## UNIQUE TAGTILE® SOLUTION

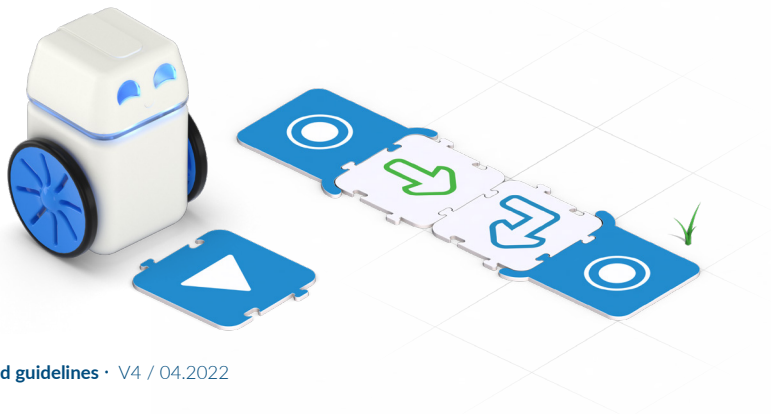
KUBO was the first puzzle-like coding concept in the world. Literally making coding as simple as snapping together the pieces of a puzzle.

## EASY TO USE

With a standard-aligned and detailed curriculum, the KUBO learning solution makes it easy for educators to introduce coding and for students to kick start their journey into programming. There is zero set-up time, and the whole class sessions are easily manageable.

## EASY TO DIFFERENTIATE

The concept caters for all abilities and K-5, regardless of their starting point. All KUBO products are supported with quick start guides, teacher guides, lesson plans and student worksheets that can be fully embedded across the curriculum. Available to download for free from [portal.kubo.education](https://portal.kubo.education)



# Digital Learning Solution



KUBO PLAY is an engaging simulation tool that makes it easy, accessible, and affordable for students to start coding in elementary school.

## USE IN A CLASSROOM OR AT HOME

KUBO Play offers an online playground for students to learn how to code, explore and experiment with coding concepts in a digital setting without physically being in the classroom.

## 100+ ACTIVITIES TAILORING STUDENTS' SKILLS LEVEL

Free Play, Practice and Story Mode. Personalized learning journey at students' own pace while diving into the different themes, locations and stories.

## COVERS ISTE AND US CORE CODING CURRICULUM REQUIREMENTS FOR K-5

Individual tasks for each student.

## CLASSROOM MANAGEMENT

Manage and assign tasks individually to each student. This tool will track their progress and provide educators immediate feedback on student's performance.



... or combine both for a Blended Learning Approach.



# KUBO logo



## PRIMARY LOGO VARIATIONS & MINIMUM SIZING

The KUBO logo consists of two main elements: The KUBO icon, and the name. Both elements are important for expressing the values and distinguishing the name of the brand. KUBO's logo icon is a registered trademark. The registered trademark must always appear next to the KUBO icon as shown in the 2 logo formats below.

The KUBO icon and the registered trademark should never be separated from the name, unless in two exceptions - as an app logo in one of KUBO's mobile apps or a symbol for KUBO Coding in KUBO Play universe. See the icon usage exceptions on "KUBO Icon - Special Usage" on page 9.

The logo is available in two formats: landscape and portrait. The choice of the format is determined by the proportion and space for the logo placement. See also the design requirements set out on "Colors & background" on [page 6](#), "Protected area" on [page 7](#) and "Do's and Don'ts" on [page 8](#).



### Minimum sizing, landscape logo:

Print media: no less than 20 mm in width.

Digital media: no less than 50px in width.



### Minimum sizing, portrait logo:

Print media: no less than 10 mm in width.

Digital media: no less than 40px in width.

# KUBO logo



## COLORS & BACKGROUND

The logo is available in two colour variations: blue (coloured) and white (negative).

For the best result and visibility of the logo, always use the blue logo on light backgrounds and the white logo on dark backgrounds.



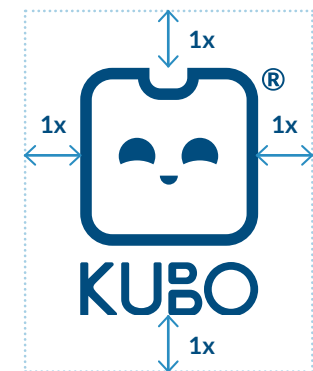
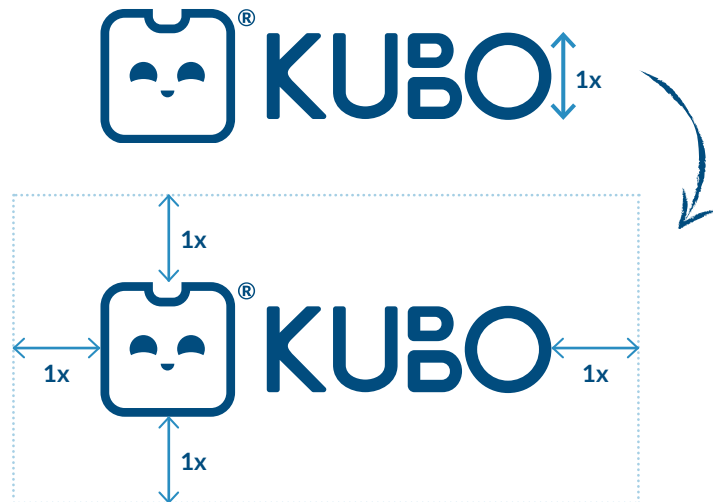
# KUBO logo



## PROTECTED AREA

Protected area margins are required in order to avoid placing the logo too close to content or other images and logos.

A *minimum* padding that equals the height of the KUBO name in the inserted logo is always required.



# KUBO logo



## DO'S AND DON'TS



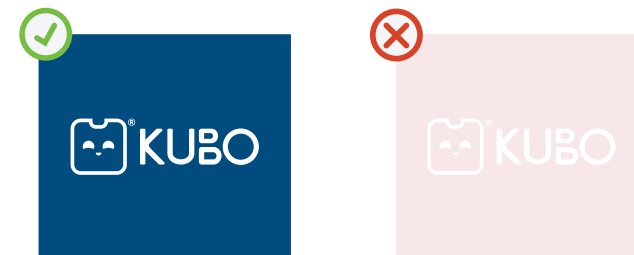
Do not re-colour or resize the elements of the logo.  
Use the logo version with registered trademark only.



Do not distort the logo proportions. Hold the shift key on  
your keyboard when resizing the logo for everyday usage.



Do not place the logo on a busy background.



Do not apply light background under a light logo and vice versa. If  
possible, use the dark blue or white background only.

# KUBO logo



## KUBO ICON - SPECIAL USAGE

The logo icon may be separated from the name and registered trademark in 2 occasions:

As a logo of the official KUBO apps:



MY KUBO



KUBO PLAYBOOK



KUBO PLAY



KUBO COMPETITION

Symbol to represent KUBO Coding solution concept (for example, in KUBO Play universe and packaging):



# KUBO logo



## LOGO USAGE IN CO-BRANDING

When co-branding with KUBO, specific guidelines apply to usage of the logos. Where KUBO is the primary sender, the partner logo must not be bigger than the KUBO logo.

When both logos appear on a single flyer, brochure or webpage, they should ideally be on opposite corners or visually divided in the layout.



Example: Brochure design with a partner logo placeholder

## SCHOOL PROJECTS, PUBLISHING OR OTHER INQUIRIES

We are happy to assist with assets, templates or other branding related advice.

Reach out to us: [yourfriends@kubo-robot.com](mailto:yourfriends@kubo-robot.com)

## CO-BRANDING ONLINE

When promoting and selling KUBO Coding Solutions as an official KUBO partner or distributor it is allowed to use KUBO's marketing and branding assets, such logo, photos, graphics, colors and pre-made templates. However, it is important to inform the user / client by indicating that KUBO products are sold via partner / distributor.

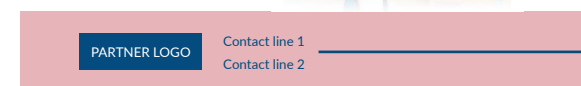
### Recommendations:

- Make sure the partner logo is prominent and is clearly stated as partner / distributor;
- Do not use a domain name containing the name "KUBO" or similar to [kubo.education](https://kubo.education);
- Follow the "Editorial and Translations Style Guide" [on page 15](#)



Partner's / distributor's logo is visible above promotion.

### CLASSROOM SOLUTION



Partner's / distributor's logo and contact details are available.

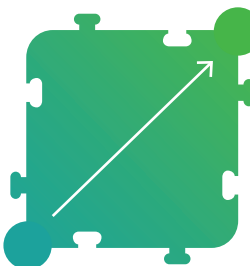
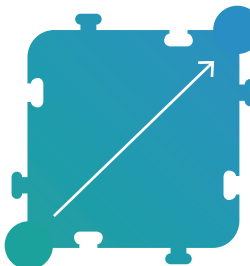
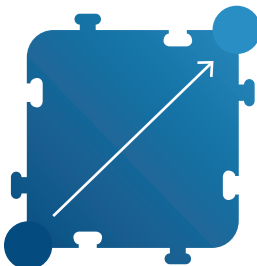
# Colors



## PRIMARY COLORS



## GRADIENTS



## SECONDARY COLORS



# Typography



## PRIMARY TYPOGRAPHY WEBSITE AND PRINT MATERIAL

### Lato

*Lato is the main typeface used for KUBO brand's typography. To achieve consistency in written communication, the following styles of font are used.*

### USE IN HEADINGS

*For very large headlines and where key messages need to stand out use All Caps and with a reduced the line height and contrasting font weights.*

*For levels 2, 3 and body headings use Lato Black or Bold font weight in All Caps.*

#### Use in body text

*Lato Regular / Lato Italic styles are mainly used for body text.*

*Lato typeface is under an open source license and can be accessed and downloaded [here \(fonts.google.com\)](https://fonts.google.com/).*

Aa

Lato Light

*Lato Light Italic*

Lato Regular

*Lato Italic*

Lato Bold

*Lato Bold Italic*

Lato Black

*Lato Black Italic*

AaBbCcDdEeFfGgHhIiJjK kLiMmNnOoPpQqRrSsTtUuV  
vWwXxYyZzÆæØøÅå0123456789€%&\*@(,.;:#!?)

## SECONDARY TYPOGRAPHY IN-HOUSE USE

### Verdana

*Verdana can be used as an alternative if the primary typeface is not available on the given computer or device.*

# Typography



## SECONDARY TYPOGRAPHY CHINESE

### NOTO SANS CJK SC

*Noto Sans is the primary typeface for written communication in Mandarin. This font includes 6 weights and complies to the same usage principles as the Lato typeface.*

Aa

Noto Sans Thin  
Noto Sans Light  
Noto Sans Regular  
Noto Sans Medium  
Noto Sans Bold  
Noto Sans Black

一二三四五六七八九十百千万上中下左右大小春夏秋冬东南西北金木水火土天地日月星黑白红橙黄  
绿蓝靛紫食住衣行育乐忠孝仁爱信义和平子曰父母兄弟夫妇君臣马牛羊鸡犬豕喜怒哀惧恶目耳口手  
足见闻声贝车雨赤青言语鱼鸟羽电不乃之乎人以何俱伦仪先光入具初则匏协去友同名善器严执孟  
孙学宜容专少山师席常幼序从性恩恭情情应成所才扬择教敬数文断方于族昔时智曾有朋本杼某梨  
机次欲此岁温为燕玄玉琢畜当相知石祖礼稷稻谷穷窳竹梁素丝纲习老者而能自至与苟菽处融亲调  
识让贵身近运过道远迁邻长非革音顺饲养首香高麦黍龄思源谷歌1234567890?“(%)#}{@}/&\<-  
+÷×=>@ \$€£¥¢;,:\*.

*Noto Sans SC typeface is under an open source license and can be accessed and downloaded from [fonts.google.com/specimen/Noto+Sans+SC](https://fonts.google.com/specimen/Noto+Sans+SC)*

## SECONDARY TYPOGRAPHY ARABIC

### ADOBE ARABIC

*Adobe Arabic is the primary typeface for written communication in Arabic. This font includes 4 weights and complies to the same usage principles as the Lato typeface.*

Aa

Adobe Arabic Regular  
Adobe Arabic *Italic*  
Adobe Arabic **Bold**  
Adobe **Bold Italic**

لكن لا بد أن أوضح لك أن كل هذه الأفكار المغلوطة حول استنكار النشوة وتمجيد الأم نشأت بالفعل،  
وسأعرض لك التفاصيل لتكتشف حقيقة وأساس تلك السعادة البشرية، فلا أحد يرفض أو يكره أو يتجنب  
الشعور بالسعادة، ولكن بفضل هؤلاء الأشخاص الذين لا يدركون بأن السعادة لا بد أن نستشعرها بصورة أكثر  
عقلانية ومنطقية فيعرضهم هذا لمواجهة الظروف الأليمة، وأكرر بأنه لا يوجد من يرغب في الحب ونيل المنال  
ويتلذذ بالآلام، الأم هم من كد وأسي

*Adobe Arabic typeface can be accessed from [fonts.adobe.com/fonts/adobe-arabic](https://fonts.adobe.com/fonts/adobe-arabic)*

# Use of graphic elements



## ILLUSTRATIONS

The KUBO visual identity includes various 3D illustrations that can be used to support the content in a playful and fun way. These illustrations are widely used in curriculum and marketing materials, online and in the overall corporate identity.

Certain usage principles apply for the use of illustrations:



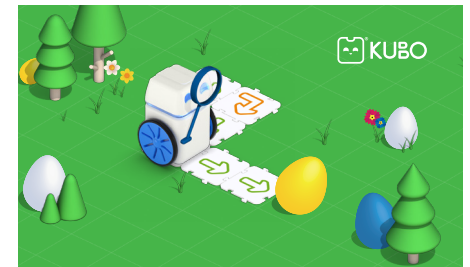
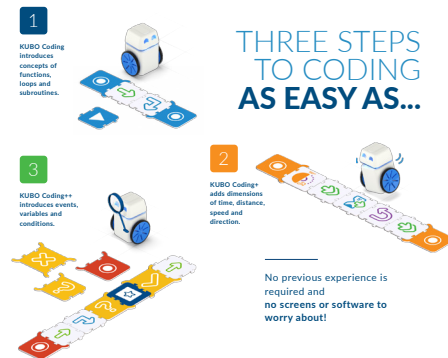
Use when explaining KUBO Coding concepts or coding examples



Do not combine the illustrations with the product or classroom photos



Use a solid background color



## BUTTONS AND BADGES

Use this guide when creating call-to-action buttons, emphasizing short references or adding age mark or similar informative badges to the layout.

### Buttons:

- always use a completely round corner radius
- do not use for content longer than 2 lines
- use one of the suggested brand colors to achieve the best contrast between the button and background
- always center text horizontally and vertically

kubo.education

kubo.education

kubo.education

kubo.education

### Badges:

- Use an increased border radius (graphic programs: 2 mm / web use: 5%)
- Always use a white stroke to separate the badge from the background elements
- use light blue color and white text

4-10+ years

7+

# Editorial and Translations Style Guide



## GENDER-NEUTRAL PRONOUNS:

KUBO is referred to as an 'it' NOT a 'he' or 'she' or 'they'. However, limit usage and rewrite sentences to include its name as much as possible, without sounding awkward.

## SPECIFIC TERMS:

- TagTile® showing the registration mark the first time the name appears on a single or double-page spread;
- TagTiles NOT tagtiles or Tagtiles;
- TagTiles in plural followed by just 'tiles' when named for the third+ time in any given page or double page;
- KUBO NOT Kubo;
- Program NOT Programme;
- Students NOT children (when referring to KUBO's intended users in manuals, blog posts etc);

## KUBO PRODUCT NAMING:

Please follow the correct naming of KUBO and KUBO's coding solution sets as follows:

### Hands-on learning solution

- (1030) KUBO Coding Starter Set
- (10102) KUBO Coding+ Set
- (10103) KUBO Coding++ Set
- (10104) KUBO Coding Math Set

### KUBO Play Digital Learning Solution

- (3011) KUBO Play Coding Starter
- (3012) KUBO Play Coding+
- (3013) KUBO Play Coding++



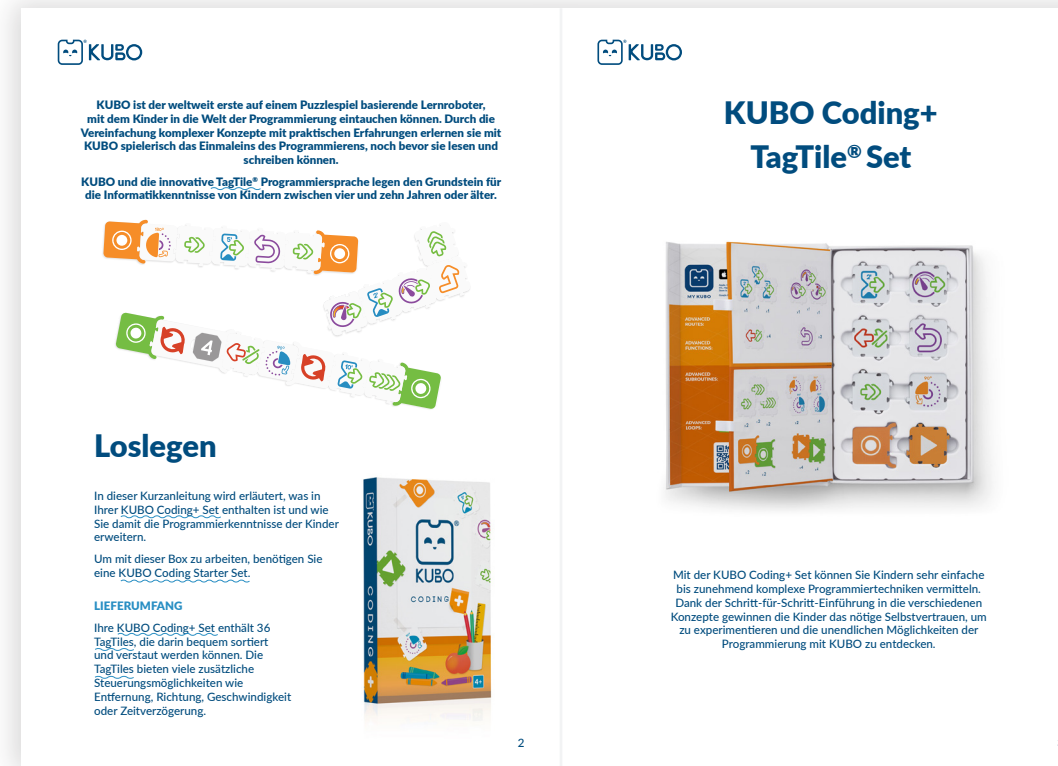
[Click here](#) to download the extended editorial and translations guide.



## NOTE:

**Do not translate terms: "KUBO", "TagTile®" or any of KUBO product names. All of the above must be written in the original form and latin alphabet.**

Example (KUBO Coding+ TagTile® Set Quick Start Guide in German):



# Use of hands-on product images



Always keep the robot image size in proportion with packaging



Do not combine product images with illustrations



Where possible show both the open and closed box sets



# Use of digital product images



Device mockups must have a clear and direct view of the platforms' interface / functions and be relevant to the message next to it. The mockups should preferably include only desktop, laptop, or tablet view



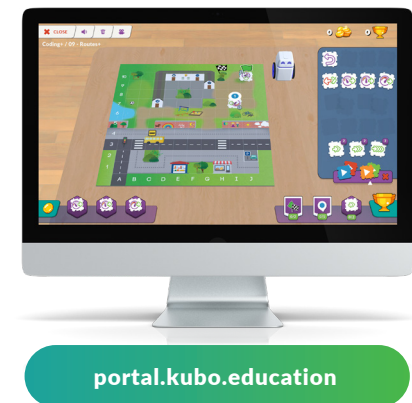
## KUBO PLAY

KUBO Play is an engaging simulation tool that includes 100+ tasks covering all ISTE coding curriculum requirements for K-5. KUBO Play is offered as a 12 monthly license covering 35, 100, or 400 students and unlimited number of teachers.

This simulation tool helps students reinforce the computational curriculum and develop digital competencies and cognitive skills while offering a wide variety of scenarios available for students to experiment in.



It is allowed to combine the device images with KUBO hands-on products (within a realistic proportion between the device and Coding Sets)



# Use of classroom images



Imagery showing the use of KUBO and the TagTile® system must demonstrate:

- Authentic use of the product, including showing correct TagTile® sequences
- An appropriate classroom context
- Engaged, collaborative students
- Male & female, mixed ethnicity teachers interacting with students
- Students of mixed ethnicity
- Appropriate age-ranges



# Marketing and promotional material



**When creating promotional material, all brand guidelines must be adhered to.**

When illustrating KUBO and the coding concept alongside the product, use TagTile® illustrations. When presenting the products, where possible, show both birds-eye images illustrating the contents, and images of the products in the packaging.

## BLENDED LEARNING PROMOTION

Promote the blended learning concept by using KUBO digital product images and hands-on products. At KUBO, we support and promote the blended learning concept / approach.

## HAVE ANY QUESTIONS?

We are happy to assist with assets, templates or other branding related advice.

Reach out to us:  
[yourfriends@kubo-robot.com](mailto:yourfriends@kubo-robot.com)

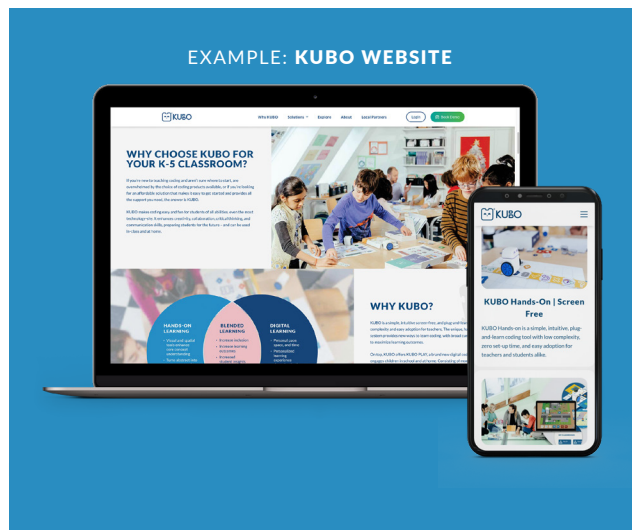


Example: Blended Learning & KUBO Products bi-fold A4 brochure design

# Marketing and promotional material



## EXAMPLES



# Packaging design



KUBO packaging is designed with students and teachers in mind, for a playful appeal and to support easy classroom management.

The packaging artwork mainly consists of illustrated drawings.



1030 KUBO  
Coding Starter Set

10102 KUBO  
Coding+ TagTile® Set

10103 KUBO  
Coding++ TagTile® Set

10104 KUBO  
Coding Math Set



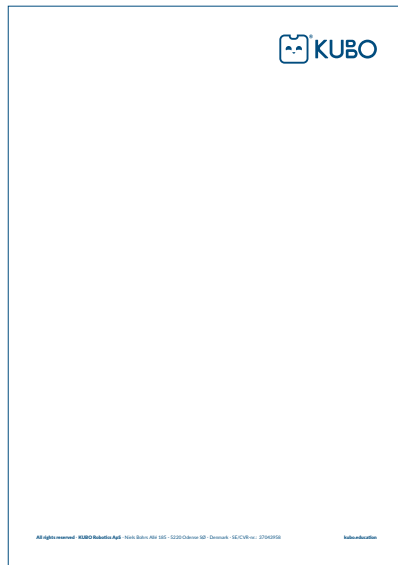
10103 KUBO Coding++ TagTile® Set,  
opened



1030 KUBO Coding Starter Set, opened



# Corporate identity



Letterhead



Slide show example: Slides Deck



Business cards





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