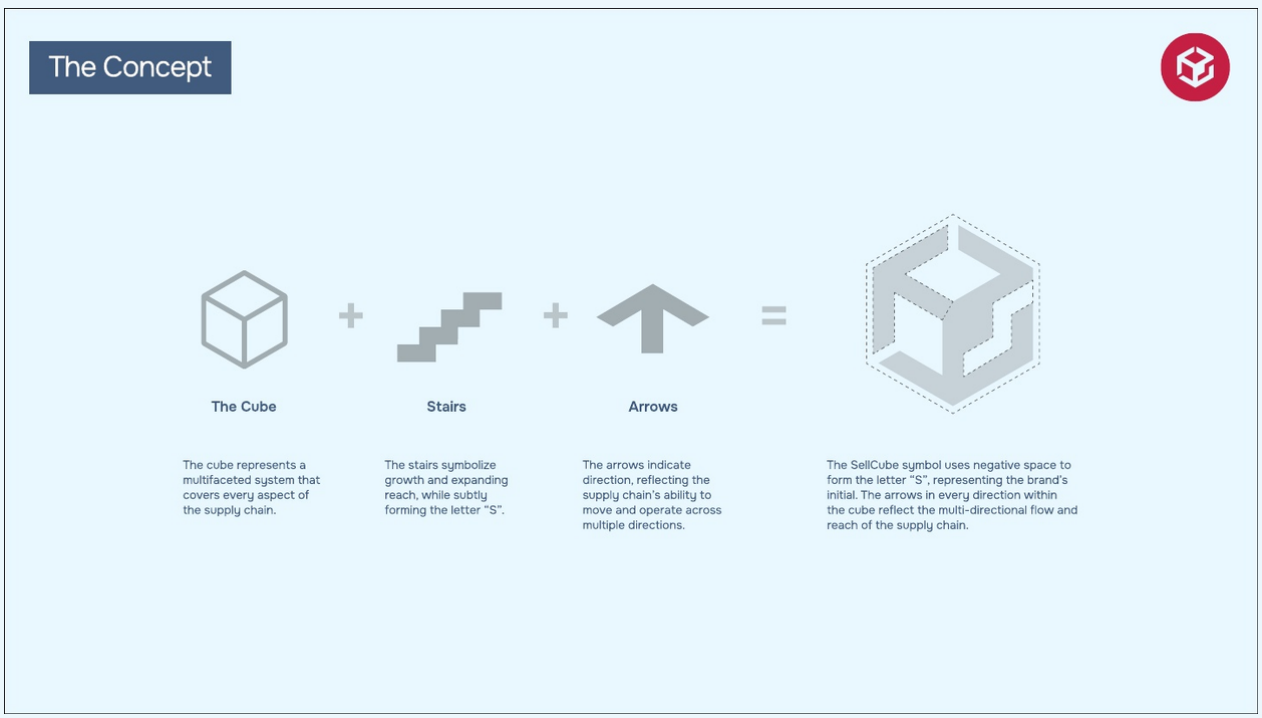
How much movement fits inside a cube?

The red cube identity for SellCube's supply-chain brand.



Build the S from stairs inside the cube.

The cube represents the supply chain as a system. Stepped negative space suggests an S, while the arrows give the form a sense of movement in several directions.



ORIGINAL CUBE, STAIR AND ARROW CONSTRUCTION

Pair the red cube with a quiet wordmark.

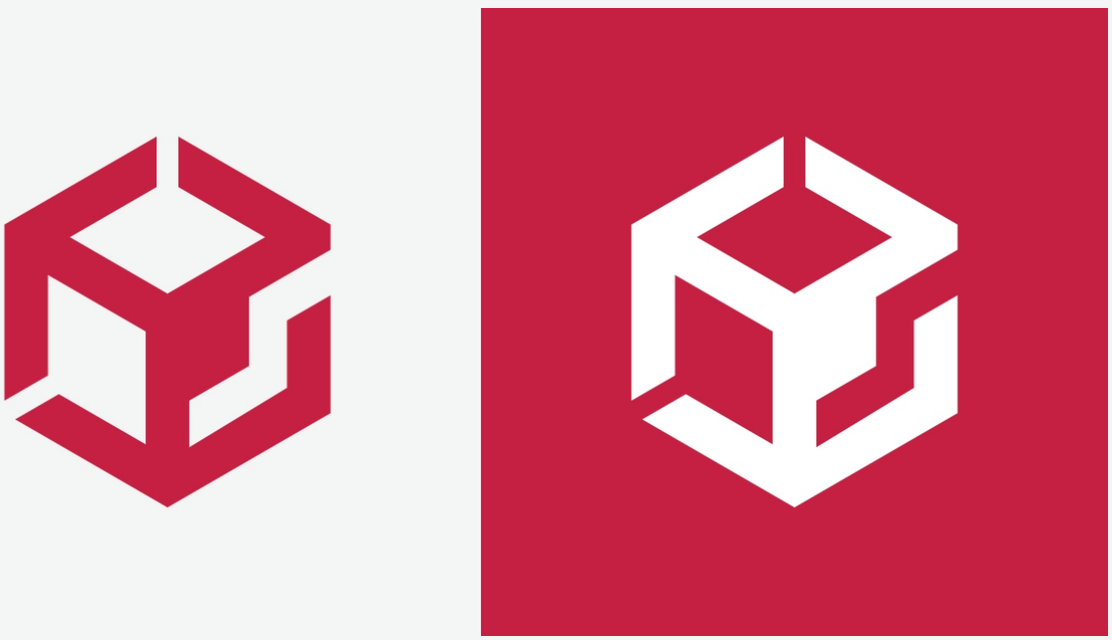
The red symbol carries the visual movement. The dark lowercase lettering sits alongside it with enough room for the name to read as a whole.

SUPPLIED ORIGINAL SELLCUBE PRIMARY LOCKUP



Let the cube stand on its own.

The red and reversed white symbols share the same openings and edges. Both keep the three-dimensional silhouette intact at a smaller scale.



SUPPLIED ORIGINAL RED AND REVERSED CUBE SYMBOLS

Give the red room to lead.

The primary red carries the cube and selected highlights. Navy anchors the original lettering, with pale surfaces available around the mark.



SellCube red	Wordmark navy	Surface White
#C51F41	#17294D	#F4F6F6

COLOUR VALUES FROM THE RED IDENTITY GUIDE

Give the everyday information a clear hierarchy.

Onest supports the lettering system in Bold, Medium and Regular. Those weights can establish scale from headlines down to interface text.

ORIGINAL ONEST TYPE SPECIFICATION

Primary Typeface

Onest

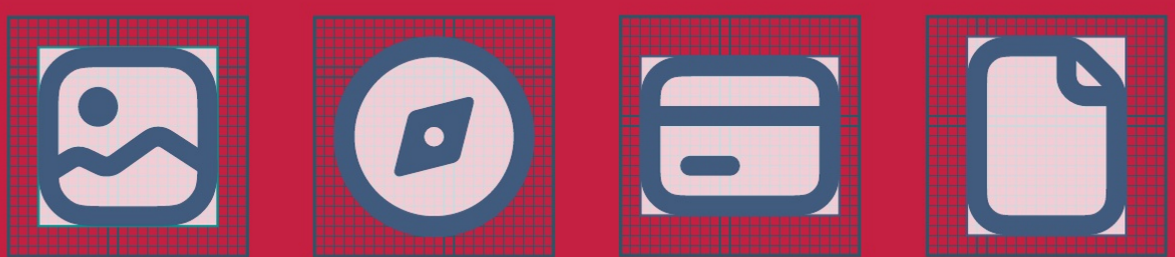
Bold
Medium
Regular

Set a framework for smaller shapes.

The icon framework shows core silhouettes on a repeatable grid. It gives interface symbols their own form while keeping a relationship to the brand geometry.

ORIGINAL ICON FRAMEWORK FROM THE RED GUIDE

Icon Framework



Give the red package a place in the frame.

The photo guide uses the rule of thirds to position the product. The red package places the full lockup where it stays readable within the image.

ORIGINAL SELLCUBE PACKAGE AND PHOTOGRAPHY STUDY

Photography

SellCube follows simple and natural visual composition. Using the rule of thirds keeps the subject placed along the grid lines instead of the center. This approach creates balance, clarity, and a familiar storytelling feel. It works well for product shots, lifestyle moments, and real-people imagery, making visuals look professional yet relatable.



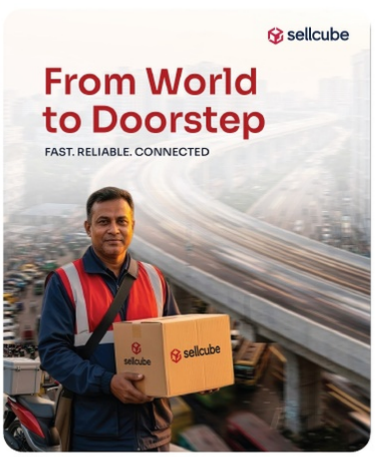
Take the shipping story into social formats.

The two original layouts use shipping and delivery scenes with the same headline hierarchy. Small red cubes keep the posts tied to the identity.

ORIGINAL SELLCUBE SOCIAL APPLICATIONS

Social Media Post





Put the same cube to work at different scales.

The red mark identifies a complete system across the lockup, the interface framework and the shipping imagery. The white reversal gives the same geometry another setting.

RED CUBE IDENTITY, GUIDELINES AND APPLICATIONS

Connect the unconnected.



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A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

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