**VOXEL HUB**

# COMPANY BRANDING

Version 1 / 2019

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## Our Brand Guidelines

# ABOUT VOXEL HUB

## Our Company's History

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Voxel Hub was founded to open up explorations of digital wellbeing and help you find the humanity in the digital world. We aim to do it on an individual, but also an organisational and social level.

Voxel Hub combines over a decade of digital work with a strong focus on online ethics together with current findings from cyberpsychology, digital families research, counselling and coaching theory and practice.

Voxel Hub explores digital innovation in the context of cyberpsychology, mental health research and wellbeing practice.

**Food for Thought**

"I believe it is possible to thrive in the digital era, but we need to reconnect, educate ourselves and make informed choices about our digital activities."

**SYLWIA KORSAK**

# VOXEL HUB ROADMAP

## THE VISION

To facilitate explorations of digital wellbeing
& help people find the humanity in the digital world.

## THE MISSION

To raise awareness about digital wellbeing

## THE OBJECTIVES

To provide consultancy, digital literacy, coaching and
counselling to promote digital wellbeing.

# Our Values

## Open

**Open to new ideas & points of view**
**Open to exploration, failure, recovery**
**Inclusive, welcoming, respectful**

## Collective

**Relational & collective**
**Reconnecting with others**
**Reconnecting with ourselves**

## Curious

**Listening, accepting varied points of view**
**Asking questions, exploring perspectives**
**Questioning status quo and mythology**

## Balanced

**Encouraging a wide range of sentiments**
**Challenging leading narratives & trends**
**Celebrating strengths, accepting failures**

# OUR NAME

## Why Voxel Hub?

A voxel is a unit of volume measurement used both in graphics design and in CT scans of human brains. Voxels are defined by their placement in relation to other voxels in the 3D space. That is how we think of people connecting with themselves and each other, thus thriving in the digital age.

The word "hub" is essential to us because it signals a space which is not pre-defined by us. It invites all our clients, friends and other stakeholders to shape its future with us. In the world of technology, hubs represent innovative open spaces where startups can grow their connections. In the world of mental health, hubs are associated with free, accessible drop-ins and non-judgemental support.
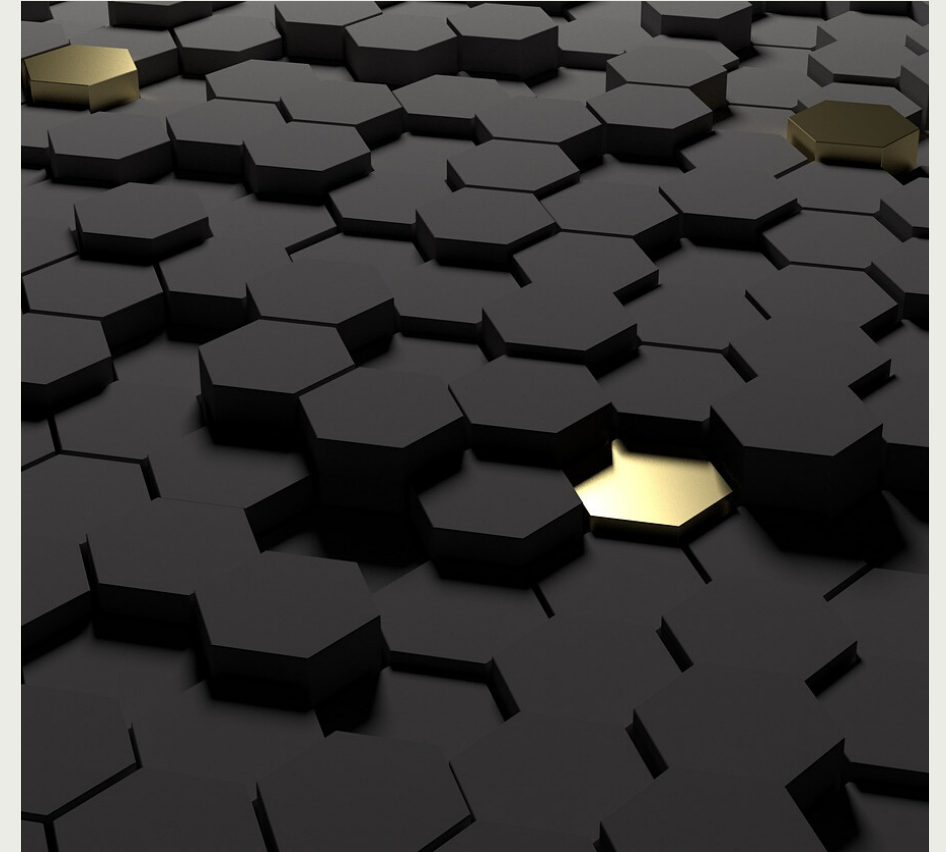
# OUR LOGO TODAY

## Inspiration and Backstory

Voxel - a unite of volume - represents the connection between the digital and mental health world.

It originates from the Voxel Hub's test project - Pixel Club, which focussed on healthy Minecraft habits for children.

The voxel cube is a symbol of connection and creativity, as well as our place in relation to others.

It's a basic shape present in nature, science and technology so it evokes a sense of familiarity and balance.
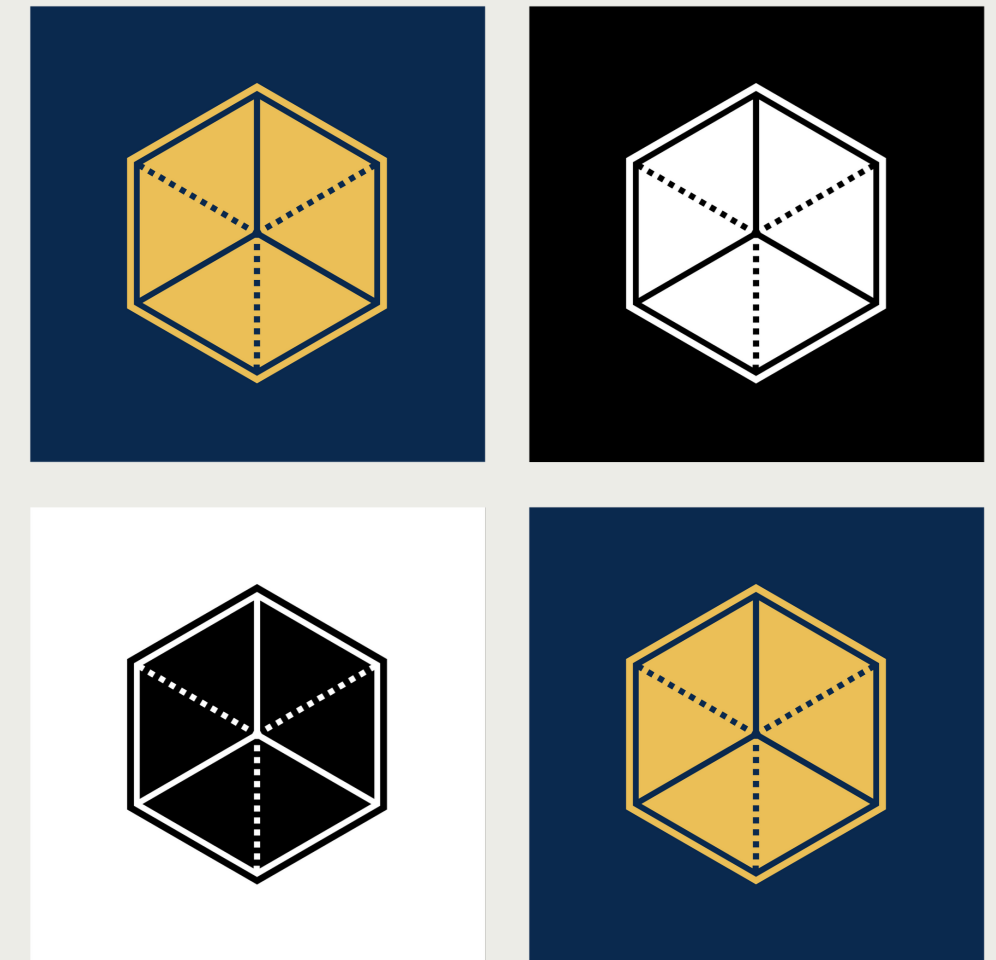
## Voxel Hub Model



# Logo & Voxel Hub Model

Six corners of our logo represent the six aspects of mental health. We present the internal, individual choices we aim to support in a continuous line (forefront), while the external aspects represent the back of the Voxel cube.



# Logo & Name

Logo with "Voxel Hub" contains the visual symbol (voxel) and the name of the brand in Gilroy Light font for light, modern look.

# OUR LOGO - VOXEL VISUALS
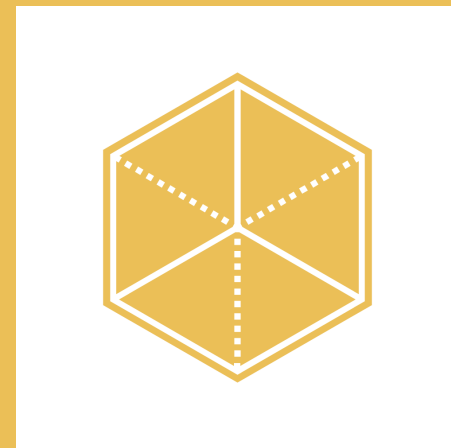


## MAIN LOGO
Representation of Voxel Model: three internal and three external aspects of digital wellbeing

## VOXEL CUBE
3D representation of voxel, measurement of volume used in 3D design and brain scans

## HEXAGON
2D representation of voxel occurring in many patterns in nature, science and technology

# OUR BRAND ONLINE

## Avatars & covers

In all our social media channels, we use the voxel cube as our avatar in mimosa colour to evoke the feeling of trust, calm, balance and freshness. We do our best to keep this avatar consistent.

We use the hexagon visual for main social media covers, although this section might vary depending on the context of each platform.

# COLOUR SCHEME ORIGINS

## SOLAR SYSTEM

The colours of the solar system inspired our brand palette. The solar system serves as a metaphor of the next frontier. It reminds us to look into the future with a sense of positivity, excitement and hope. It is also a reminder of our humanity - of our place in relation to other planets, the place of life.
Image via https://imgur.com/a/1FjNF
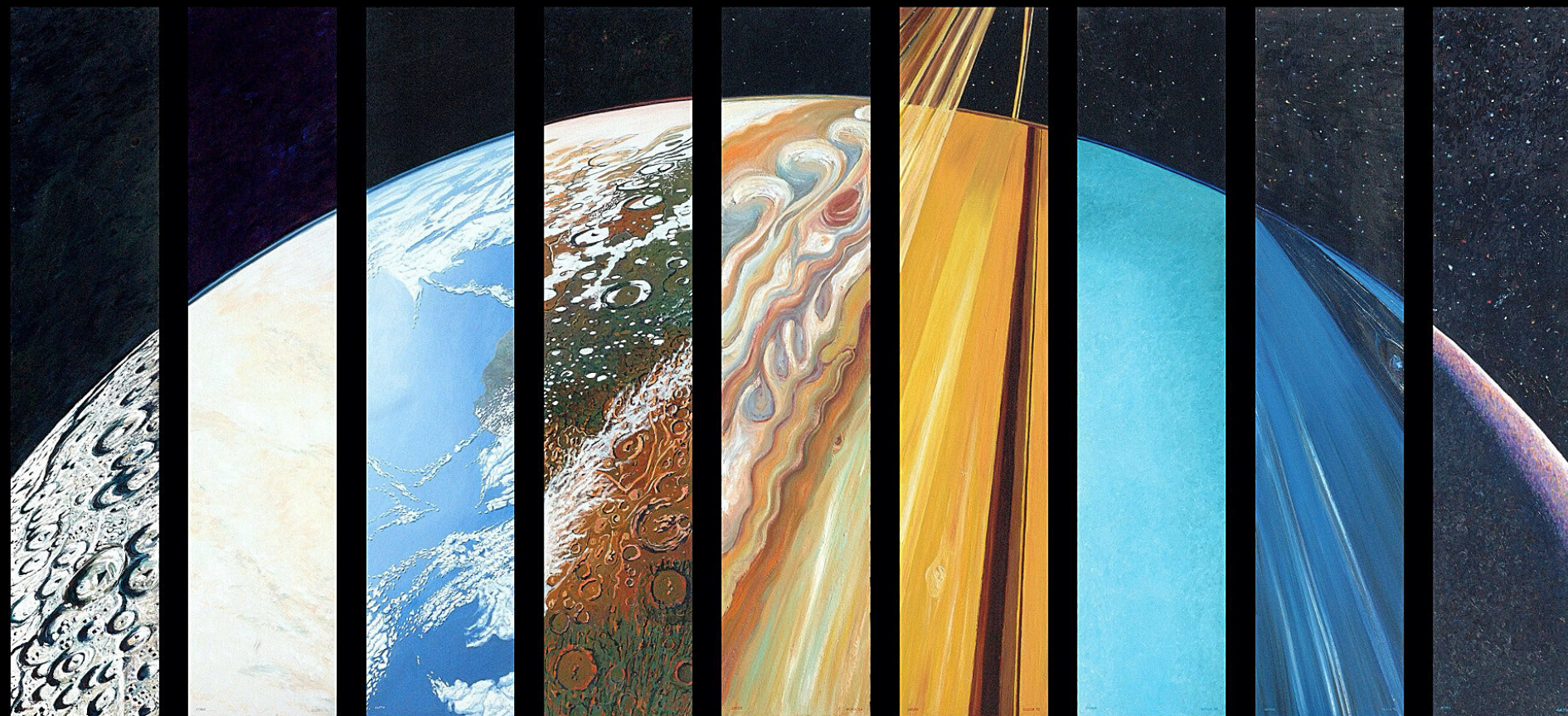
# OUR COLOUR SCHEME

## Core Colours

Are main two colours are Mimosa and Bristol Glass.
**Mimosa** represents happiness, optimism and life.
**Bristol Glass** is a reminder of the founding city of Voxel Hub. It is associated with loyalty and professionalism, but it also represents the nature, space and environment - our connection with the wider world.

Links:
https://www.pantone.com/color-finder/14-0848-TPG
https://www.pantone.com/color-finder/294-C
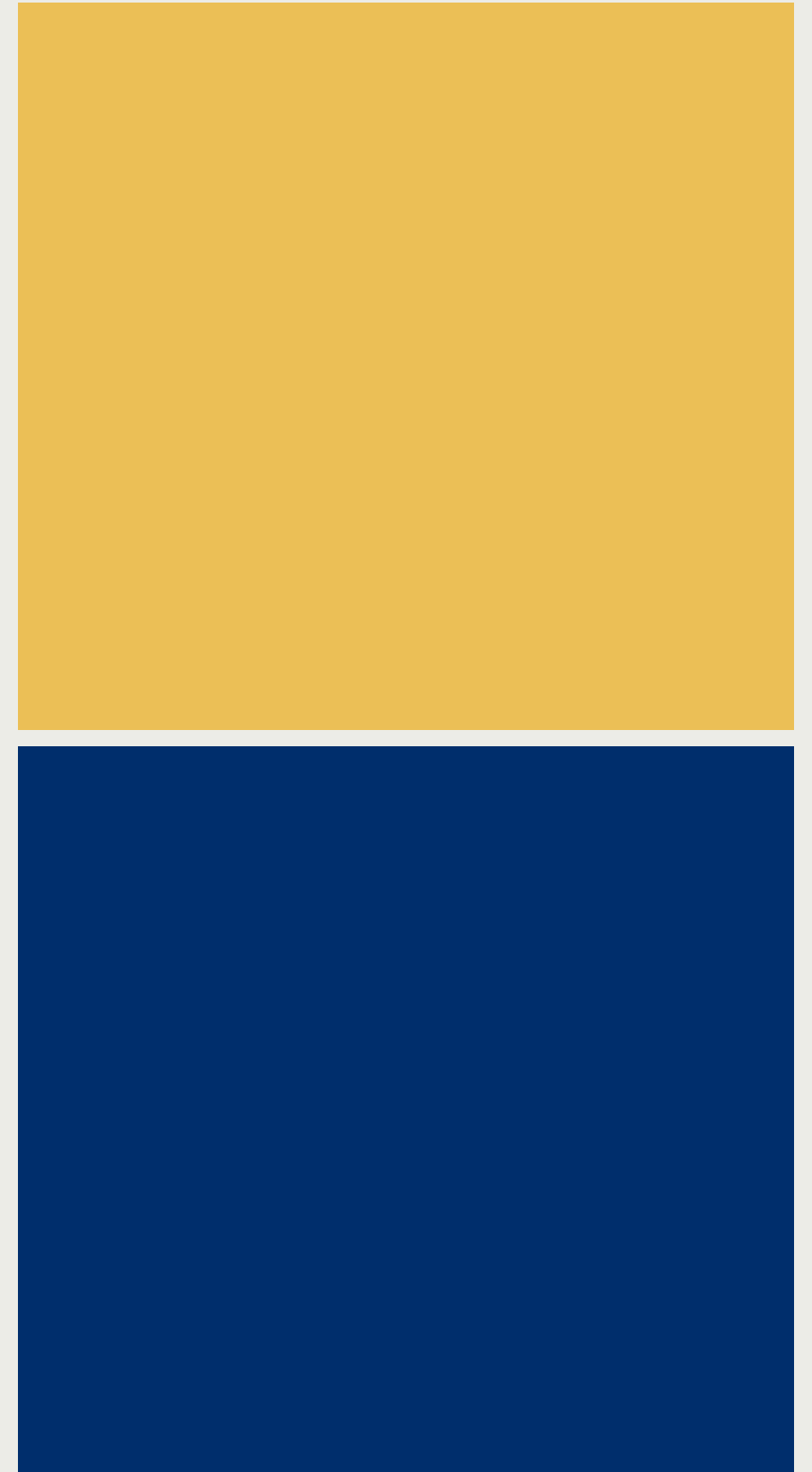
# OUR COLOUR SCHEME

## Secondary Colours

**Amber Gold** and **Crystal Teal** are a variation of our primary colours. Gold is a symbol of quality, but also preciousness of human life. Teal blue represents relaxation, mindfulness, calmness and clarity.

Links:

https://www.pantone.com/color-finder/16-1139-TPG
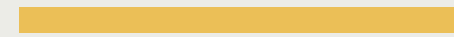https://www.pantone.com/color-finder/19-4536-TPG

# OUR COLOUR SCHEME

## Additional Colours

We use **Bristol Blue** and **Navy Cosmos** to expand our colour palette. Bristol Blue represents the connection with nature but also calm and stylish nordic design. Navy Cosmos is a reminder of our connection with space and a symbol of mindfulness.
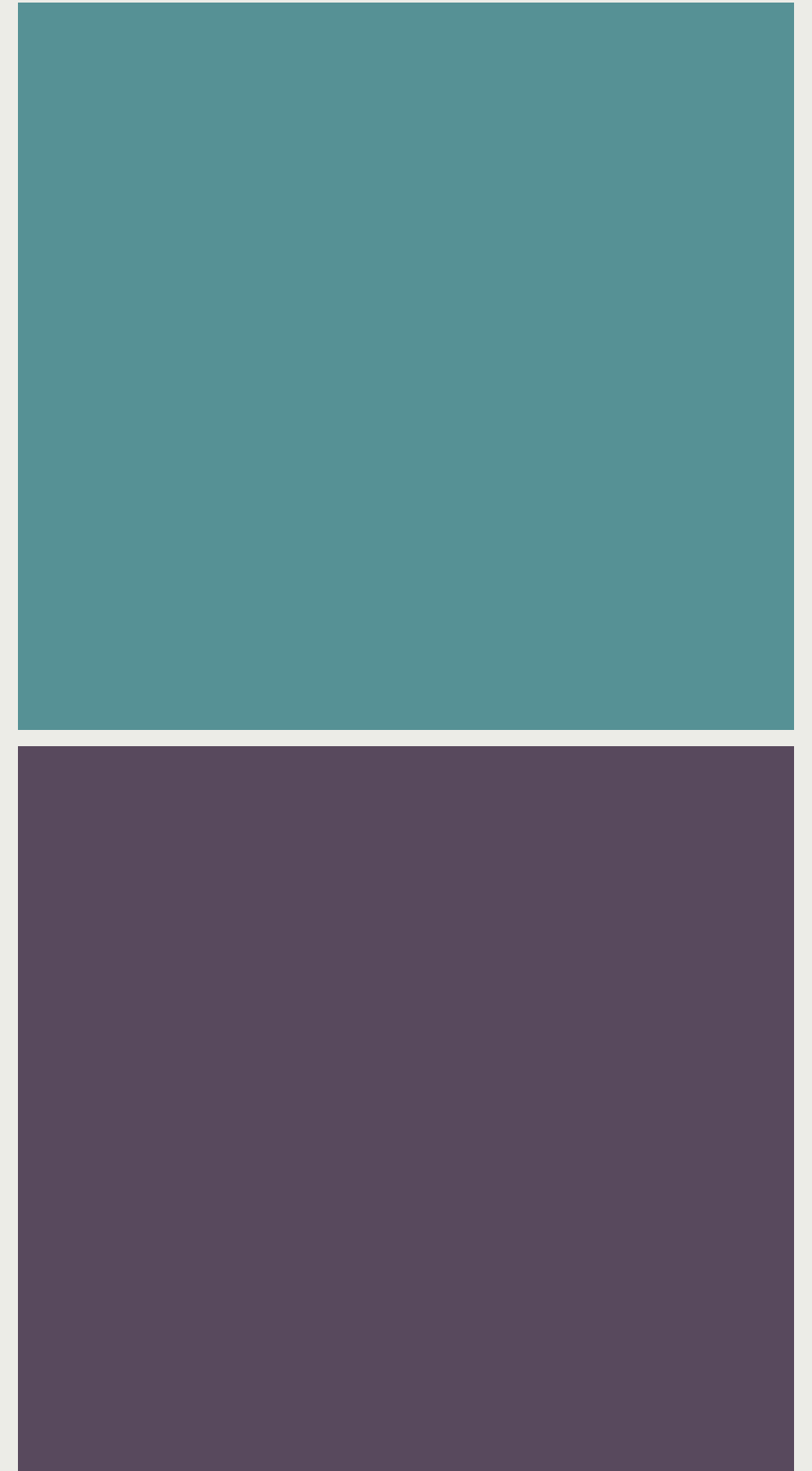
Links:
Bristol Blue: ...
https://www.pantone.com/color-finder/17-4818-TPG

Navy Cosmos: ....
https://www.pantone.com/color-finder/19-3714-TPG
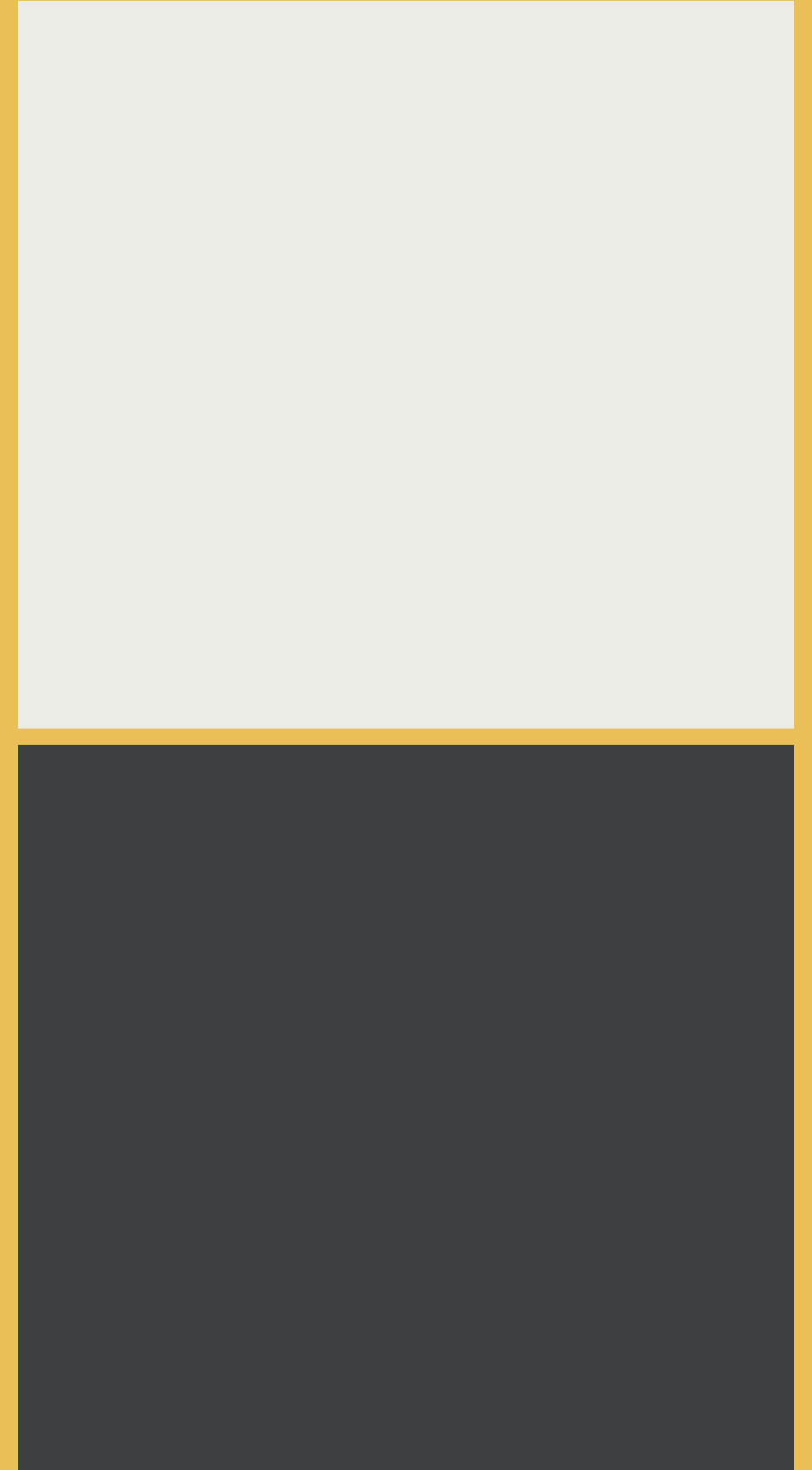
# OUR COLOUR SCHEME

## Background Colours

We use **Star White** and **Pirate Black** for backgrounds. Both colours remind us of our metaphor of space explorations. They serve as containment for emotions and challenges of humanity. They are calm, professional and light.

Links:
https://www.pantone.com/color-finder/11-4202-TPG
https://www.pantone.com/color-finder/19-4305-TPG

# COLOR UTILIZATION

## ONLINE

All our colours have a hexagon code for online work. Lighter backgrounds are recommended for clear user experiences.

## IN PRINT

We prefer to use pure white as background, when possible we might use darker colours. All our colours are print friendly. Their print values can be found on Pantine webite (see links).

## ON PRODUCT LABELS

We aim to promote the voxel cube primarily, without the name of the brand, if possible. We recommend consistency - please use mimosa version of our logo.

# The Basic Style Guide

## PROPORTION

Less is more. We aim to present a minimum of visual content with larger proportions than a lot of small elements.

## BALANCE

Balance is at the core of our mission so we aim to present it visually as well - in layout, visuals and textual elements.

## SIZING

When possible, we prefer consistent sizing with up to three levels of font size.

## SPACING

We aim to use a lot of spacing for lighter, easy to digest visual and textual content.

# PRIMARY FONT

Thin
*Thin Italic*
Light
*Light Italic*
Regular
*Regular Italic*
**Medium**
***Medium Italic***
**Bold**
***Bold Italic***
**Black**
***Black Italic***

**Roboto** is a Google Font designed by a Google's Android interface designer Christian Robertson. It's clear, warm, balanced and very accessible.

"Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types."

Links:
https://fonts.google.com/specimen/Roboto

Thin
*Thin Italic*
Light
*Light Italic*
Regular
*Regular Italic*
**Bold**
***Bold Italic***
**Black**
***Black Italic***

# SECONDARY FONT

**Lato** is a popular Google Font. It is clear, warm, professional and functional in all formats.
It resonates with our Founder's Polish roots.

"Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic ("Lato" means "Summer" in Polish). The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness."

Links:
https://fonts.google.com/specimen/Lato

Gilroy Thin

*Gilroy Thin Italic*

Gilroy Ultra Light

*Gilroy Ultra Light Italic*

Gilroy Light

*Gilroy Light Italic*

Gilroy Regular

*Gilroy Regular Italic*

# STAND OUT LOGO FONT

**Gilroy** Light is our logo font. We use it to evoke lightness, clarity and professional look of a technical drawing.

Gilroy Light was designed by Radomir Tinkov, who is a graphic and web designer. The font was chosen based on its visual impact. However, the designer's name and location resonate with our founder's roots as well.

Links:
https://www.myfonts.com/fonts/radomir-tinkov/gilroy/

# TONE OF VOICE

## OPEN
## & WARM

Our tone of voice is open, warm and welcoming. We facilitate discussions, varied views and individual experiences. This means we use positive, encouraging, strengths-based, inclusive language. We are networkers.

## BALANCED
## & CRITICAL

We move away from strong, judgmental statements towards more careful, insightful, measured language. We present multiple perspectives. We ask questions. We explore perspectives. We are investigators.

## RESPECTFUL
## & CARING

We respect and advocate for humanity in all its forms. We resist hateful language. We move outside of our comfort zone to act. We build bridges, crossing the divide and celebrating multitude of opinions. We carers. We are doers.

# Words We Like & Avoid

**COLLECTIVE**

**ALONE**

**HEALTHY**

**TOXIC/DETOX**

**ENGAGE/RECONNECT**

**DISCONNECT**

# Words We Like & Avoid

| OPEN | SCARED/LIMITING |
|------|-----------------|
| PASSION | HOBBY/ADDICTION |
| RESILLIENT | RIDIG/VULNERABLE |

# Words We Like & Avoid

| | |
|---|---|
| **RESIST** | **OPPOSE/IN CONFLICT** |
| **RESSILIENT** | **RIGID/VULNERABLE** |
| **THRIVE** | **OK/SUFFER** |

# Feelings We Inspire

## HOPEFUL

Optimism, positive outlook, resilience, growth mindset, openness, active, engaged, hesitant

## JOYFUL

Creative, curious, excited, playful, aware, amused, daring, inspired, blissful, connected

## POWERFUL

Appreciated, strong, empowered, meaningful, worthwhile, valued, proud, confident, smart

## PEACEFUL

Grounded, content, thoughtful, nurturing, relaxed, responsive, thankful, serene, calm

# Feelings We Resist

## PASSIVE

Disengaged, resigned, disempowered, submissive, compliant, unresisting, apathetic

## SAD

Depressed, lonely, guilty, ashamed, inferior, inadequate, bored, miserable, stupid

## MAD

Hurt, hostile, angry, hateful, frustrated, disappointed, jealous, dissatisfied, determined

## SCARED

Rejected, confused, helpless, insecure, anxious, weak, discouraged, embarrassed, foolish

# Feelings We Cultivate

## KINDNESS

Empathic, caring, generous, friendly, helpful, thoughtful, compassionate, patient,

## RESPECT

Tolerant, inclusive, fair, considerate, accepting variety, differences and failure

## HONESTY

True to core values, open about wins and failues, courageous, aiming for integrity

## SAFETY

grounded, clear on boundaries, nurturing vulnerability, caring, careful, trusted

# OUR IMAGERY
## Photographic Style Guide

Our photography complements the calm, rather cold and steady colours with warmth, action and movement. We focus on clear, warm, dynamic imagery which often connects with our brand metaphors well.

We do not wish to reinvent the wheel. However, we do prefer to avoid trends in business photography. We prefer to show the balanced, clean, spacious, natural, human side of our operations.

We aim to keep our brand imagery consistent. We invest in long-term relationships with local artists who understand our mission.

# BRAND

We keep consistent core brand illustrations. We aim for clear imagery which can be used in multiple format across digital and print.

To balance out the clean and cold illustrations, we use strong, warm colours in all other contexts.

Photo Creative Magic via Pixabay https://pixabay.com/illustrations/grid-hex-hexagonal-hexagon-pattern-3227459/

# PEOPLE

We aim for natural look people in image. When possible, we are using natural light, light makeup and style relevant to the featured people.

To balance out the clean and cold templates, we might use strong, warm colours in people photography.

Photo @seteales via @unsplash
https://unsplash.com/photos/J2jWULcy8pY

# PLACES

We aim for warm, clear photos of places. When possible we use natural light and warm tones. We aim for balance of colours and clues indicating specific locations.

Photo @marbo777 via @unsplash
unsplash.com/photos/MtR8ao42gR8

# SERVICES

We aim for consistency and clarity in photos attached to our specific services. If we use stock photography we aim for unique, minimalistic but - if possible - warm shots to remain relevant to any audience.

Photo @dsmacinness via @unsplash
https://unsplash.com/photos/luLgi9PWETU

# BLOG POSTS

We use stronger, varied colours in our blog post visuals to counter-balance the gentle brand palette. When possible, we avoid neon and very strong colour combinations for website accessibility.

Photo @marbo777 via @unsplash
https://unsplash.com/photos/wzeVwORAaLk

# ABOUT US

We use trusted photographers. Their style aligns with and reflects the human aspect of our brand. We present our real faces, comfortable fashion and elements of our individual characters.

Photo Kasia Kiliszek

# DIGITAL

We do our best to feature people in our photos featured in relation to digital technologies. We aim for warm tones, natural settings and relatable atmosphere.

Photo @linkedinsalesnavigator via @unsplash
https://unsplash.com/photos/G_xz2zH-Z34

# WELLBEING



In our wellbeing photography we focus on human connection, collective health and warmth.
We prefer natural situations with human context over minimalist, zen-line stock photography.
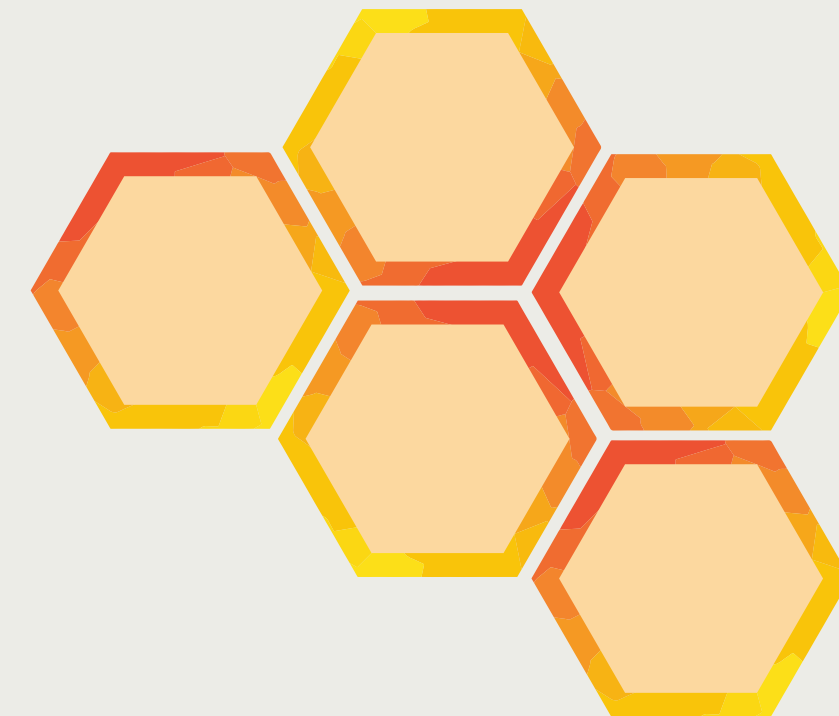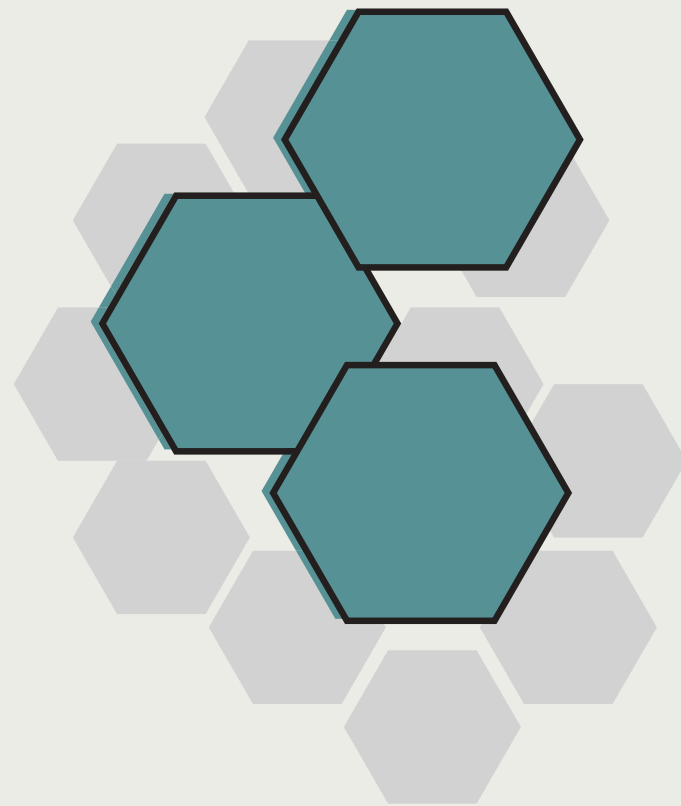
Photo @bella_the_brave
https://unsplash.com/photos/yYKnUuBTE6k

# TEXTURES

## Iconography Guidelines

We use visual icons and textures similar to the main symbol of voxel or hexagon.
We aim for clarity, not noise. Balance, not weight.
We avoid noise and busy textures.
We favour clean patterns and icons.

# ACCESSIBILITY

## Important Considerations

We do our best to follow the basic principles
of accessible design:
https://beta.nhs.uk/service-manual/
https://accessibility.blog.gov.uk/2016/09/02/
dos-and-donts-on-designing-for-accessibility/

# Final Reminders

## CLEAR & WARM

Strive for clean, light, positive user experience

## INCLUSIVE

Signal acceptance and accessibility

## CRITICAL

Model critical thinking and throughtfulness

"A lot of people in our industry haven't had very diverse experiences. So they don't have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem.
The broader one's understanding of the human experience, the better design we will have."

Steve Jobs

# Find Us Online

### TWITTER

@voxelhub

### FACEBOOK

@voxelhub

### INSTAGRAM

@voxelhuborg

# CONTACT US

## WEBSITE
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