Your approved identity.

Solid C combines three solid cube faces with flat puzzle joins. The original Incentively wordmark is preserved as outlined artwork.



Primary: black artwork on a light background



Reverse: white artwork on a dark background

USE	FOLDER	BEST CHOICE
Scalable artwork	01-svg-masters	SVG logo, wordmark and cube. Use these as your starting point.
Office and layouts	02-png-logos	Transparent PNGs. Choose black or white to suit the background.
Website and PWA	03-web	Favicons, touch icons, manifest icons and integration examples.
Native and desktop apps	04-app-icons	Apple, Android, Windows and macOS icon assets.
Social and email	05-social-and-office	Avatars, 1200 x 630 sharing cards and a 600px email logo.
Print and production	06-print	Vector PDF/EPS artwork, plus pure-black SVGs.

For every filename and pixel size, open **asset-index.csv**. The approved original SVG is retained alongside the production masters.

Ready for different screens.

Use the platform-specific files: the padding, transparency and tiny-size exports serve different display contexts.



Square source. Flexible display.
App backgrounds extend to all four edges. The platform applies its own corners or mask. The black tile with a white cube is the default; a light inverse is also included.

USE	FOLDER	BEST CHOICE
Browser tabs	03-web	Theme-aware SVG; ICO fallback at 16, 32 and 48px; PNG alternatives.
Touch and PWA	03-web	180px Apple touch icon. Regular and separately padded maskable PWA icons.
iPhone and iPad	04-app-icons/ios	1024px default, dark and tinted artwork in an Xcode app icon set.
Android	04-app-icons/android	Adaptive foreground/background and monochrome resources; legacy launcher sizes; 512px Play icon.
Desktop	04-app-icons/desktop	Windows ICO and macOS ICNS/iconset files for flat compatibility use.

Installing on a website

Copy **03-web/public/brand** into the site's public **/brand** folder. Merge the example head tags into the page layout and check the manifest paths, app name, start URL and scope for the actual application.

The examples assume /brand asset paths and a root application. They are a handoff for integration; including the files does not deploy or install an app.

At very small sizes
Use the optical-small artwork for tiny UI and favicon exports. The cube remains recognisable at 16px, but the puzzle detail is subtle. Prefer 32px or larger when the joins need to be read clearly.

Keep the mark clear.

Use the supplied proportions, flat faces and transparent joins. The cube and wordmark need no extra effects or replacement typefaces.

Artwork and space

Use black on light backgrounds and white on dark ones. Preserve the cube's orientation and the logo's original spacing. The standalone cube is the right choice when the full name would become cramped.

As a practical starting point, leave about half a cube width between the logo and surrounding content. Check the result at its final size. Use the supplied small version when space is tight; do not narrow the joins or stretch the artwork.

Black #111111

White #FFFFFF

Warm white #F7F7F5

Print and production

Use the vector PDF or EPS for print supply. The black print versions use **100% K** (CMYK 0/0/0/100), keeping the mark on one ink plate. The white-reverse files are for placement over a dark field; they are not named spot-white separations.

The artwork is supplied without bleed or a material-specific output profile. Your printer can place it at the required size and set any white ink, engraving or embroidery treatment. Check the small gaps against the limits of the chosen process.

Native-app handoff

The Android adaptive files keep the cube within the safe region and retain transparent puzzle cuts for themed icons. PWA maskable icons have separate, generous padding.

Apple foreground and background sources are included for Icon Composer. This pack contains flat compatibility assets and an Xcode app icon set; it does not include a native Icon Composer .icon project.

Platform references

Specifications checked 12 November 2026. These are the official references used for the platform exports.

Apple / Xcode app icons
developer.apple.com/documentation/xcode/configuring-your-app-icon

Android adaptive icons
developer.android.com/develop/ui/compose/system/icon_design_adaptive

Google Play listing icon
developer.android.com/distribute/google-play/resources/icon-design-specifications

PWA maskable icons
web.dev/articles/maskable-icon