

The logo consists of a dark red rounded square with the text 'CUPI' in white, followed by a small superscripted 'd'. Below the square are three white diagonal lines pointing downwards and to the right, resembling a speech bubble tail.

CUPI^d

I love you
like Fred loves Ginger
like a kid loves Christmas
like Homes loves donuts
like Vegemite loves toast
like bees love honey
like Australia loves lamb
like airports love security
like a fish loves water