

Branding Guide



BLACK BOX

Contents

- Mission, Vision, Values
- Our Logo
- Typeface & Color Palette
- Asset & Identity Design





Mission, Vision, Values



Mission

Our mission is to provide cutting-edge technology solutions, deep global resources, and world-class consulting services that accelerate customer success and drive stakeholder value.

Vision

Our vision is to be the leading global IT solutions provider known and trusted for our customer-centric approach, commitment to customer success, and continuous innovation.



Values

At Black Box our values are our guiding principles. We believe in accountability and transparency with all stakeholders. We embrace global citizenship by nurturing diversity and respecting our differences. We strive for continuous innovation that anticipates the ever-changing needs of our customers and accelerates their success.

Corporate Overview

Black Box® is a trusted IT solutions provider delivering cutting-edge technology products and world-class consulting services to businesses across the globe in every industry. The breadth of our global reach and depth of our expertise accelerate customer success by bringing people, ideas, and technology together to solve real-world business problems.



OUR LOGO

- Logo Rationale
- The Logo Scale
- Logo Versions
- Clear Space
- Correct Logo Usage
- Incorrect Logo Usage
- Using ® Correctly



Logo Rationale

After thoughtful consideration and creative exploration, we have come full circle and have chosen to maintain the fundamental design of the Black Box logo with some strategic updates.

The double diamond has been integrated into the visual representation of the name and we've incorporated red from the AGC color palette.

BLACK BOX®

CMYK 0/99/97/0
RGB 232/17/35
HEX #E81123
Pantone 185 C

RED

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000
Pantone Black C

BLACK



The Logo Scale

The Logo is flexible in its scale depending on the design platform. Here are the minimum sizes for the Logo in standard document sizes.

8.5 x 11 68mm wide

A5 50mm wide

A4 75mm wide

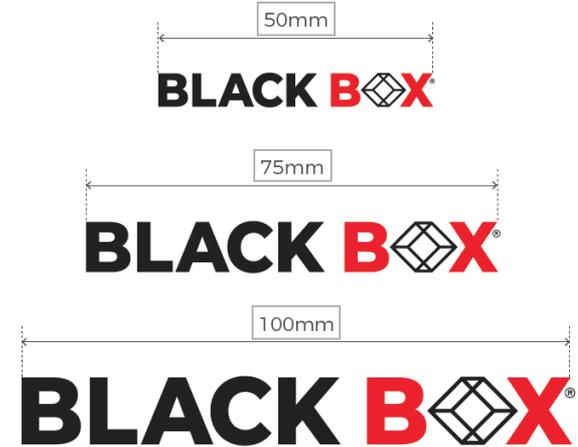
A3 100mm wide

Minimum size

The logo size shouldn't be smaller than the minimum size specified to maintain clarity and legibility.



Scale



Minimum size



Logo Versions

BLACK BOX[®]

BLACK BOX[®]

BLACK BOX[®]

BLACK BOX[®]

Our logo can be used in two ways – Traditional and Reverse

Traditional

The Traditional version is the preferred one. It is recommended for use in all cases where the logo appears on white or light backgrounds.

Reverse

The Reverse logo can only be used with dark backgrounds or dark areas in photographs, products and packaging materials to make it stand out.



Clear Space

We want our logo to stand out in all of our marketing collateral. In order to ensure this, there shouldn't be any graphic element or text near it.

A clear space equivalent to the size of the letter 'B' should be kept around it.



Correct Logo Usage

While using our logo on different backgrounds, it is crucial to make the right choice. While our black and red logo is suitable for light backgrounds, the reverse logo should be used on dark backgrounds for better visibility.

BLACK B  **X**®

BLACK B  **X**®

BLACK B  **X**®

BLACK B  **X**®

BLACK B  **X**®

BLACK B  **X**®



Incorrect Logo Usage

Any type of modification in our logo is not permitted. These include a change in color, use of gradient, rotation, stretching, the addition of shadow and more.

Please refer to the examples at right to better understand the incorrect usage of our logo.

~~BLACK B  X[®]~~

Do not change the colors of the brand logo unit.

~~BLACK B X[®]~~

Do not remove any element of the logo, unless using as an app icon or a watermark.

~~BLACK B  X[®]~~

Do not stretch or compress the logo. The aspect ratio needs to be maintained at all times.

~~BLACK B  X[®]~~

Do not use any gradient on the brand logo unit.

~~BLACK B  X[®]~~

Do not rotate the logo at any angle.

~~LACK B  X[®]~~

Do not use an incomplete or partially visible logo.

~~BLACK B  X[®]~~

Do not use any gradient on the brand logo unit.

~~BLACK B  X[®]~~

Do not add a shadow to the logo unit.

~~BLACK B  X[®]~~

Do not recolor the logo.

~~BLACK  BOX[®]~~

Do not rearrange the logo.



Typeface & Color Palette



Typeface Specifications

We have chosen the Montserrat font family (shown on the following page) for both digital and print in all of our marketing materials and related assets.

As Montserrat is not available as a standard font in Microsoft Windows 10, Marketing recommends using **Gadugi** as the standard font in emails and other routine business communications when Montserrat is not available.



Montserrat Typeface

Montserrat (Digital & Print)

Montserrat Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPS
1234567890!@#\$\$%^&*

Montserrat Extra Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPS
1234567890!@#\$\$%^&*

Montserrat Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPS
1234567890!@#\$\$%^&*

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPS
1234567890!@#\$\$%^&*

Montserrat Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPS
1234567890!@#\$\$%^&*

Montserrat Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPS
1234567890!@#\$\$%^&*

Montserrat Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPS
1234567890!@#\$\$%^&*

Montserrat Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPS
1234567890!@#\$\$%^&*

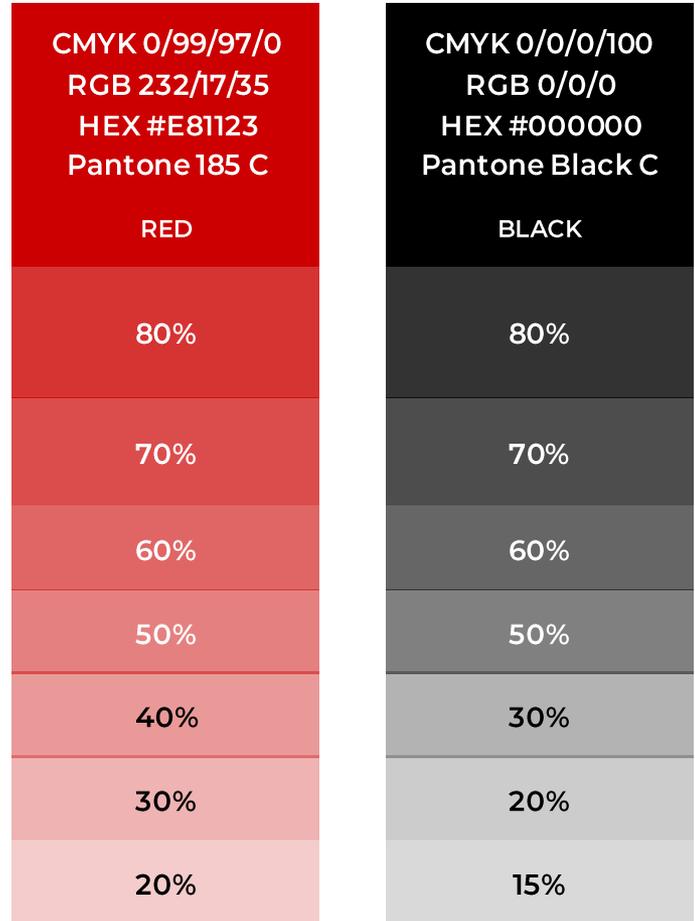
Montserrat Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPS
1234567890!@#\$\$%^&*



Primary Colors

Our color palette consists of a wide range of primary & secondary colors to enable designers to create vibrant, engaging layouts for print and digital communications.



Secondary Colors

To enhance the visual appeal of print and digital communications, we have an array of secondary colors. These colors can be used to create tables, captions and design elements such as lines and shapes.





Asset & Identity Design



Rationale

To ensure uniformity and a distinctive Black Box identity we have chosen three primary shapes used in different ways to distinguish the Black Box brand

- **The hexagon** – to reflect an artistic interpretation of the Black Box icon
- **Blocks of color** – to show vibrancy and boldness.
- **The line** – to represent our straight-forward, no-nonsense approach





Thank You