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 B◆X®

CMYK 0/99/97/0	CMYK 0/0/0/100
RGB 232/17/35	RGB 0/0/0
HEX #E81123	HEX #000000
Pantone 185 C	Pantone Black C
RED	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
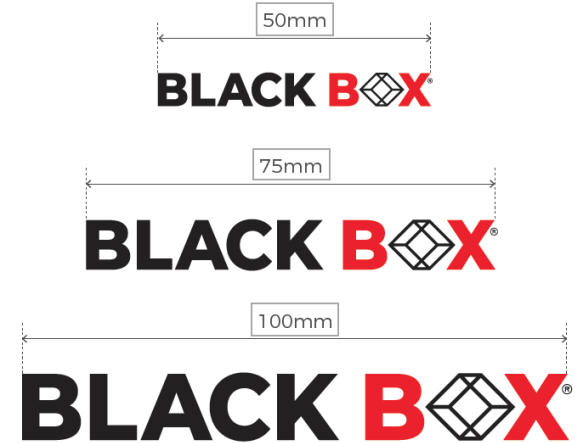**A5** 50mm wide
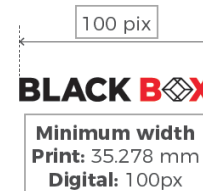**A4** 75mm wide
A3 100mm wide

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

Scale

50mm

75mm

100mm

Minimum size

100 pix

Minimum width
Print: 35.278 mm
Digital: 100px

Logo Versions

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.