

BLACK BOX[®]

Brand Book
2025

External



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Mission

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

We believe in accountability and transparency with all stakeholders. We embrace global citizenship and respect our differences by nurturing diversity. We strive for continuous innovation that anticipates the ever-changing needs of our customers and accelerates their success.



Black Box Identity System

The name Black Box embodies reliability and the ability to unlock critical insights, much like a black box in aviation or technology. It reflects the brand's mission to simplify complexity and deliver dependable, tailored solutions to meet diverse client needs.

The Double Diamond symbolize key points of Black Box's ethos and approach to solving modern technological challenges.

The hexagon, formed by the Double Diamonds, shows a seamless integration of Black Box's portfolio and ethos.

As a shape linked to engineering and technology, the hexagon signifies the ability to deliver robust, client-focused solutions and the commitment to building scalable and reliable digital infrastructure.



What are the elements that make up our **Brand Identity**? The **words** we choose, the **typography** we use, the **colors**, **graphics**, and **imagery** we communicate with, and **the way we present the Black Box logo**. These are the key building blocks that tell our story and shape **people's perception of Black Box** - *from clients to shareholders, from partners to employees.*

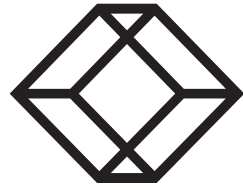


Black Box Logo

Black Box Logo (two words: Black & Box)



Black Box Logo marque



Logo Versions

Our logo can be used in both **traditional** and **reverse** formats.

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.

To ensure legibility, use the full black or full white option, or when designing in grayscale.

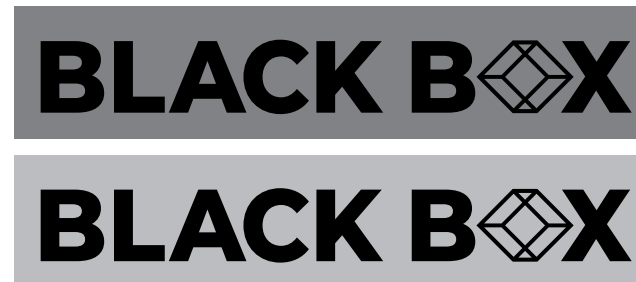
Traditional



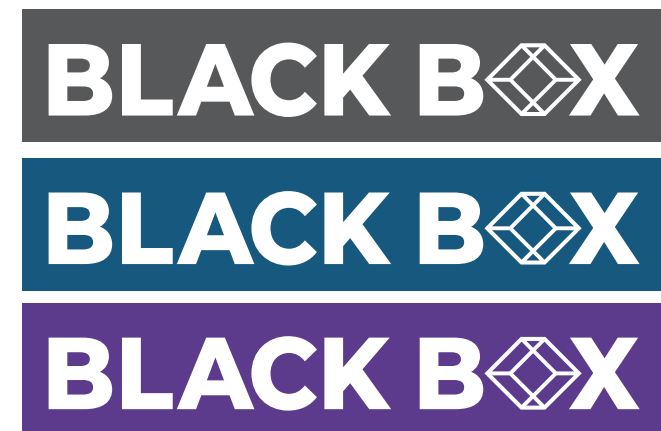
Reversed



Full Black



Full White



Color

Black Box's color palette consists of a wide range of **primary** and **secondary** colors to enable designers to create vibrant and engaging layouts for print and digital communications.

Black: Represents strength, reliability, and professionalism, echoing the dependable nature of Black Box solutions.

Red: Symbolizing energy, passion, and bold innovation, highlighting the brand's drive to create futuristic technologies and meet unique client challenges.

Secondary base colors span the color spectrum. These colors have been selected as a foundation from which to build and evolve secondary palettes. Secondary colors are best used for highlights or accents and should not be dominant.

Primary Colors



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

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

Secondary Colors



HEX
#7F010E #333333 #58595B #808285



Typography tells a story. The right typeface, used consistently, builds character.

The Montserrat font fuses modern foundational forms with universal functionality. *With its broad range of weights, a clear hierarchy of information can be established to extend the typographical scope of Black Box's brand.*

Whether it's clean and minimal or bold and dynamic.



Incorrect Logo Usage

Any type of modification of our logo is not permitted. This includes changes in color, use of gradients, rotation, stretching, adding shadows, and more.

Please refer to the examples on the right for a better understanding of incorrect logo usage.

BLACKBOX

Do not use as one word.

BLACK BOX

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 BOX

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

BLACK BOX

Do not use any gradient on the brand logo unit.

BLACK BOX

Do not rotate the logo at any angle.

LACK BOX

Do not use an incomplete or partially visible logo.

BLACK BOX

Do not use any gradient on the brand logo unit.

BLACK BOX

Do not add a shadow to the logo unit.

BLACK BOX

Do not recolor the logo.

BLACK BOX

Do not rearrange the logo.



Clear Space

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

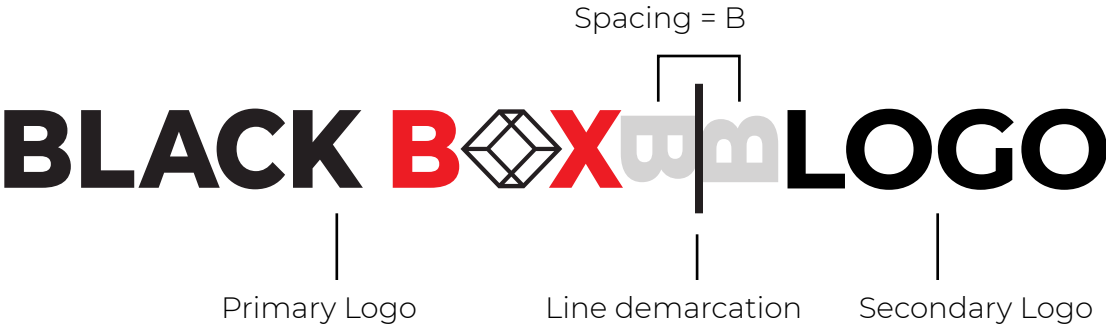
A clear space equivalent to the size of the letter 'B' should be kept around it.

To preserve the integrity and visual impact, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.



Co-branding

A lockup format has been created specifically for Black Box Partners. Use your best judgment when creating the lockup, as both logos should appear to be visually balanced.



Black Box Co-branded
QR code: Landing page if required



As our business moves forward, entering new markets, reaching new customers, and expanding globally, it is essential that the **Black Box** brand evolves alongside it. We strive to attract **new audiences** while maintaining the loyalty and satisfaction of our **existing customers**.

Please contact your Marcomm for any collateral or other marketing materials.



Thank You