

BLACK BOX[®]

Brand Book
2023

External



Content

Black Box Brand

Mission, Vision, Value

Black Box Identity System

Overview

Logo

Scale

Using ® Correctly

Logo Versions

Color

Clear Space

Incorrect Usage

Typeface

Co-branding

Design Application

Graphics

Icon family

Imagery

Tradeshow

Brand Support

Brand Voice

Asset Directory and Contact



Black Box Brand

A global solutions integrator.

Building a brand is fundamental to the success of any company. It has the power to influence customer preferences, create loyalty, and enhance market position. A well-defined brand can serve as a motivating force, inspiring employees and boosting their morale.

Essentially, a brand represents a network of customer experiences that shape their perceptions and feelings towards a company.



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 that anticipates the ever-changing needs of our customers and accelerates their success.

Values

We believe in accountability and transparency with all stakeholders. We embrace global citizenship by nurturing diversity and respecting our differences.



Black Box Identity System

Hexagon focuses on our 6 offerings.

The double diamond created by two hexagons signifies the merging of technology, while maintaining the framework of a structure.

Our color palette pays homage to our parent brand.



What are the elements that make up our **Brand Identity**? The **words** you choose. The **type** you use. The **colors, graphics,** and **imagery** you communicate with. **The way you use the Black Box logo.** These are the key building blocks that help tell our story and shape people's **perception of Black Box...***from consumer to shareholder, from partner to employee.*

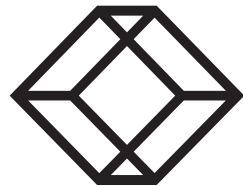


Black Box Logo

Black Box Logo (two words: Black & Box)



Black Box Logo Symbol



Logo Scale

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

Letter (8.5 X 11in) 68mm wide

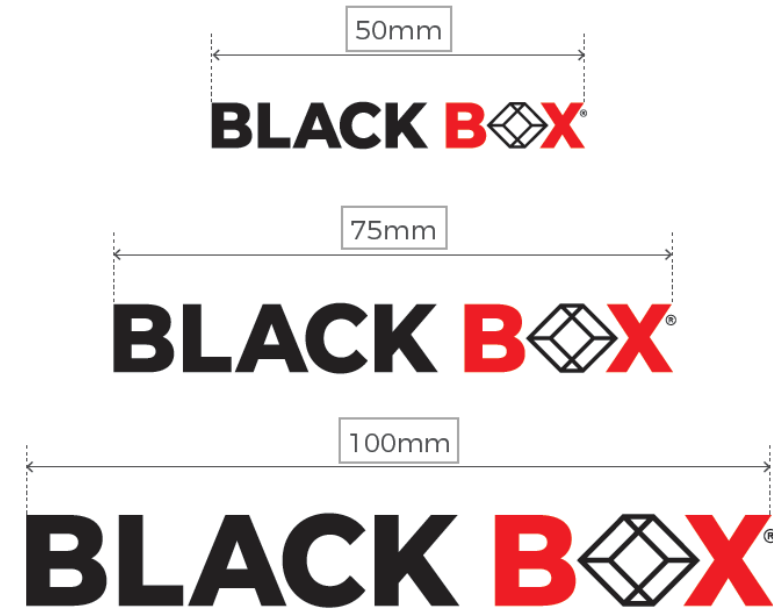
A5: 50mm wide

A4: 75mm wide

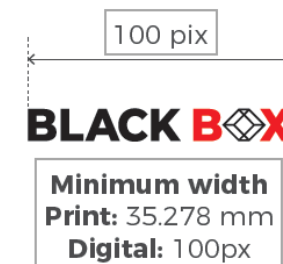
A3: 100mm wide

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

For size constraints, please refer to the responsive logo page.



Minimum size



Using ® Correctly

The ® symbol indicates that the Black Box logo is a registered trademark. When using the Black Box logo, please ensure it includes the ® symbol as shown.

Using logo without the ® symbol:

- When mentioning Black Box in text, as in a letter, proposal, email, or other communication.
- All video and on-screen applications

Using logo with the ® symbol:

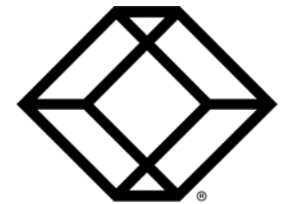
- collaterals such as case study templates, white papers, etc., where Black Box is used standalone
- On all outdoor signage like trucks, etc.

Black Box website – the header logo should be without the ®, and an attributing line must be present at the bottom of each page of the website - ® Black Box is a registered mark.

Only include the ® symbol with a full logo at a minimum to 75mm. *The symbol will not reproduce legibly at any size smaller than 75mm.*

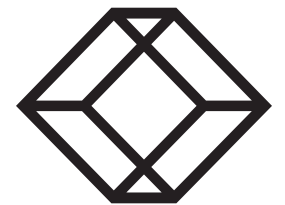
With

BLACK BOX®



Without

BLACK BOX



Logo Versions

Our logo can be used in: **Traditional & 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.

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

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, engaging layouts for print and digital communications.

Supplemental base colors span the color spectrum. These colors have been selected as a foundation from which to build and evolve secondary palettes. Supplemental colors work best as a foundation for highlights or accents. They should not be used as a dominant color: specifically yellow and green hues.

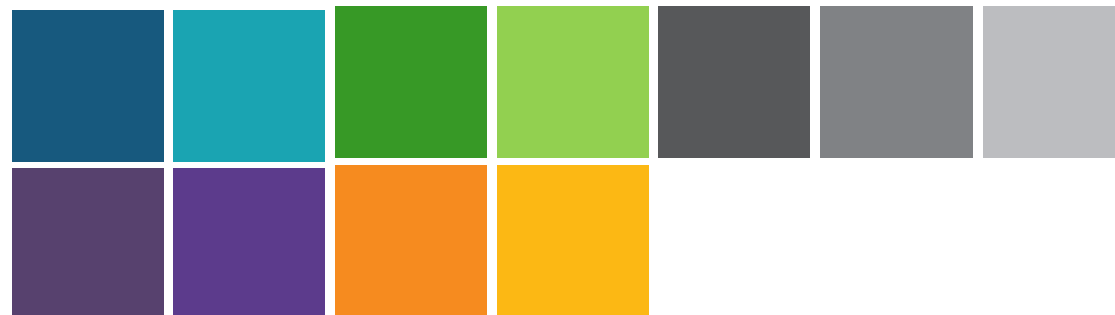
Primary Colors



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

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

Supplemental Colors



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 elements or text near it.

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

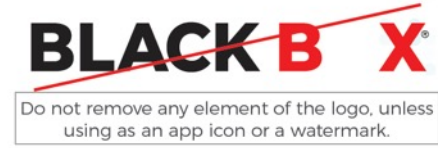
To preserve the integrity and visual impact, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.



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.



Type 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 simple, or delightful and fun.



Typeface

We have chosen the **Montserrat font** family 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, **Gadugi** is our standard font in emails and other routine business communications **when Montserrat is not available.**

Montserrat (Digital & Print)

Montserrat Thin
Montserrat Light
Montserrat Light Italic
Montserrat Regular
Montserrat Italic
Montserrat Medium
Montserrat Semi Bold
Montserrat Semi Bold Italic
Montserrat Bold
Montserrat Bold Italic
Montserrat Extra Bold
Montserrat Black

Gadugi (Email Communications)

Gadugi Regular
Gadugi Bold



Leading / Tracking

As a general rule of thumb: the smaller the point size, the larger the leading; the higher the point size, the tighter the leading. Leading should be set between 100 to 140 % of the point size. Tracking can generally be set to 0. Adjust tracking and kerning where needed based on the application.

9 pt. / leading: 12.6 pt. / tracking: 0

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam voluptua.

11 pt. / leading: 15 pt. / tracking: 0

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam voluptua.

20 pt. / leading: 22 pt. / tracking: 0

A trusted global solutions integrator.

Hierarchy

Type can lend clarity to your message. By employing a consistent type hierarchy, the readability of your communication becomes more clear and meaningful. In general, maintain a balanced contrast between titles, subtitles, and body copy.

A. Different point sizes / same weights

Building a brand is fundamental to the success of any companies.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam voluptua.

B. Same point sizes / Different weights

Building a brand is fundamental to the success of any companies.

Color Usage

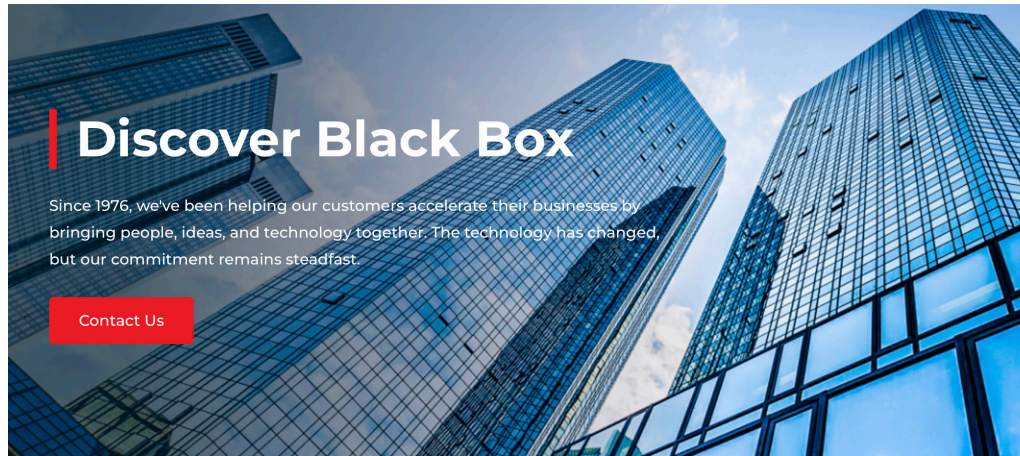
Play with color. Simply infusing color into typography effectively accomplishes two things at once: It clarifies both informational hierarchy and organization, and it elevates your typographic communication with personality and style.

A. Subhead and body copy in gray

B. Subhead in color / body copy in gray



Use of Type



Heading: **Bold Monsterrat.**
Body text: use of different weights & color.
Where applicable use icons (*more on the icon page*)

we
are
hiring !

at **BLACK BOX**

swipe for more information >>

Sales
Managers

Minimum 6 years of sales experience

- India
- Full - time
- Fluent in English and Hindi
- Experienced in direct sales as sell throw channels and SME sales
- Experienced in working with web security, email security, DLP, cloud security, Wi-Fi captive portal solutions & Email Archiving solutions
- Worked as an ICT distributor
- Experienced in sales quote achievements minimum of \$1M per year

hanan.sabha@blackbox.com

Strategic
Account
Manager

Looking for energized, enthusiastic, successful and highly motivated "SAMS" to join us.

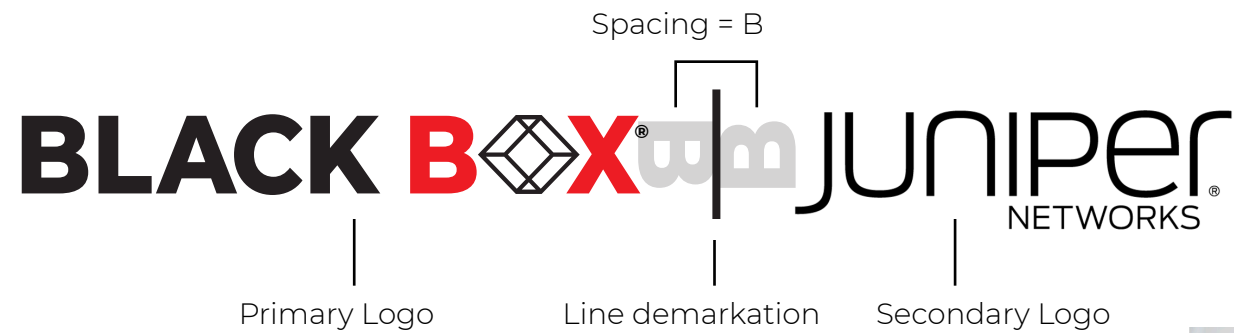
- Philippines
- Full - time
- Core experience in prospecting, developing and nurturing new accounts as part of a system integrator (SI) selling to large enterprise customers
- Track record of selling end-to-end IT Solutions (Network, Cloud, Unified Communications, DC, Security, Professional & Managed Services)
- Extensive, existing and relevant network of customer & OEMs relationships in the Philippines

Jithy.Bhalerao@BlackBox.com &
Ankita.Prajapati@BlackBox.com



Co-branding

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



Example



Design Application

A trusted global solutions integrator.

Building a brand is fundamental to the success of any company. It has the power to influence customer preferences, create loyalty, and enhance market position. Furthermore, a well-defined brand can serve as a motivating force, inspiring employees and boosting their morale.

Essentially, a brand represents a network of customer

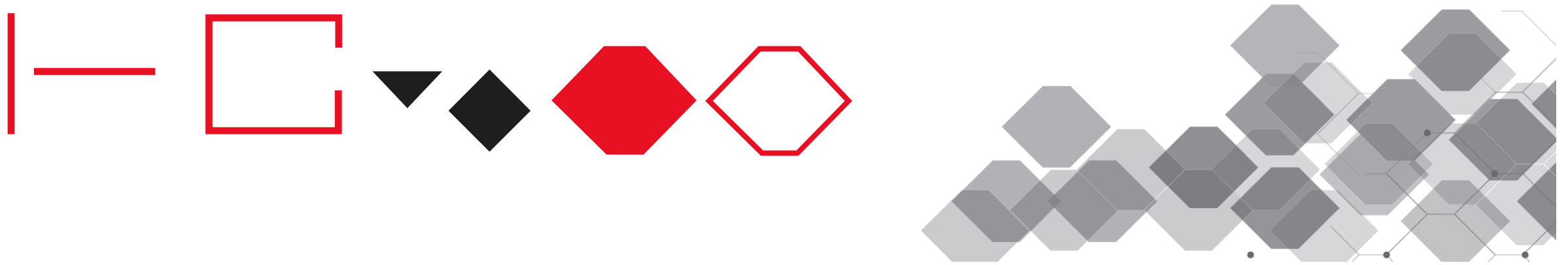
experiences that shape their perceptions and feelings towards a company.

Our vision is to create a Black Box community, and to achieve this goal, deliberate and proactive brand management is crucial.



Graphics

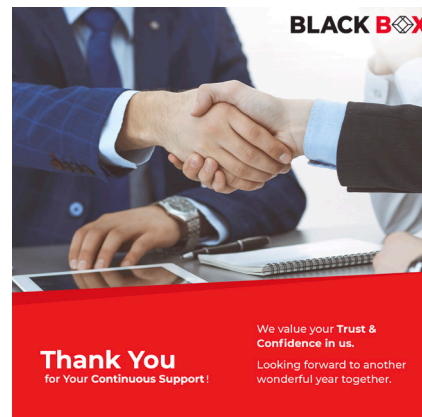
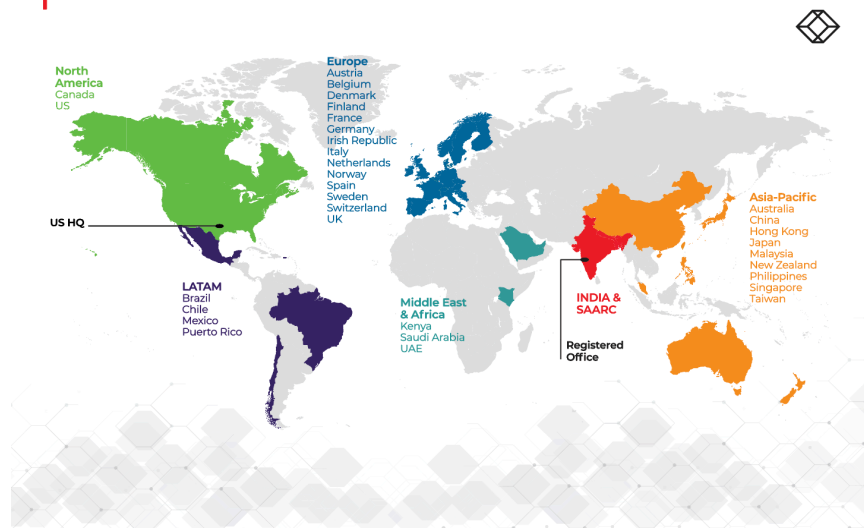
To ensure uniformity and a distinctive Black Box graphical language, we have chosen three primary shapes used in different ways: The **hexagon** (double diamond outer shell), **Blocks of color** (primary & secondary) & the **line**. To give life to the expression of our brand, we've created a series of graphics that subtly reference the logo. These elements, infused with color, should be used to suggest dynamism, energy, progress, and the flow of information. Combined with imagery and type, they create a lively expression for the brand.



Use of graphics

Global Presence

Seamlessly transforming technology across enterprises **economically, uniformly,** and with **scale** at a global level.



Our Portfolio

Global Solution Integration

- Connected Buildings
- Customer Experience
- Cyber Security
- Data Centers
- Digital Workplace
- Enterprise Networking
- In-Building 5G / OnGo

Xcelerate Services

- Consulting & Design
- Project Management
- Field Services
- Support Services
- Managed Services
- Customer Success

Product Solutions

- Audio / Video
- Cables
- Infrastructure
- IoT
- KVM
- Networking



Black Box's icons enable users to **navigate tasks and ideas** with intuition, speed, and ease. Simple and friendly, our icons work equally well both as tools and as expressions of our brand. Apply icons to improve usability and universality or to signify ease and accessibility.



Icon family

Building the brand language & extending this to our icons.

All icons created use the Black Box single diamond.

SOLUTIONS



5G & ONGO



AV SOLUTIONS



GLOBAL MULTISITE DEPLOYMENTS



MANAGED UCAAS



DATA CENTER



CUSTOMER EXPERIENCE



REIMAGINED WORKPLACE

INDUSTRY



MANUFACTURING & INDUSTRIAL



FINANCE



GOVERNMENT



HEALTHCARE



RETAIL



BROADCAST



TRANSPORTATION

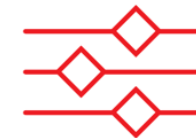


MILITARY & DEFENSE



EDUCATION

PRODUCTS



CONTROL SYSTEMS



CABLES



DIGITAL SIGNAGE



NETWORKING



PREMISES SECURITY



POWER



TOOLS TESTERS



USB CONNECTIVITY



VIDEO MULTIMEDIA



SERVICES



DESIGN



DEPLOY



MANAGE



MONITORING



REMOTE SUPPORT



VENDOR ESCALATION



CONSULT



CYBER SECURITY



IT SERVICES



DATA CENTER



CONNECTED BUILDINGS



DIGITAL WORKPLACE



MANAGED SERVICES & SUPPORT



EDGE NETWORKING



CLOUD SERVICES

CUSTOM CABLES



High Performance KVM



FIBER CABLES



* The icons shown are a partial representation of Black Box's icon libraries. For our full range, please connect with your marcom.



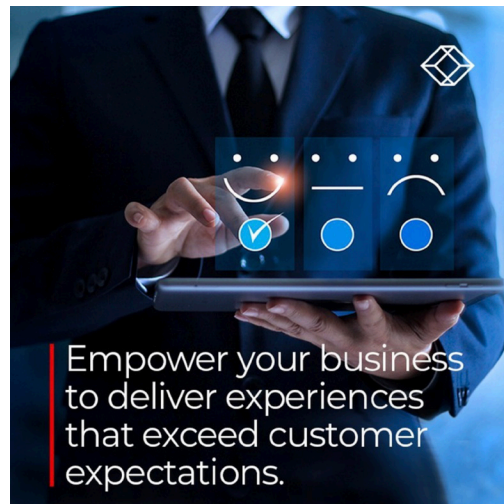
**A picture is worth a thousand words.
Black Box imagery should depict real
situations & environments in focused
technology.**

- *Simple, easy to comprehend. Meaningful & complementary to the message.*
- *Bold. Pronounced, & graphic.*
- *Visionary. Forward thinking with focus on our users & solutions.*
- *Authentic. Optimistic. Bright. Sophisticated.*



Imagery

It is important to maintain a consistent approach to lighting, color, subject and object focus. When shooting imagery with an environment, a strong focal point within a technology focus can provide context and a point of view. People's imagery is global and within a work environment.



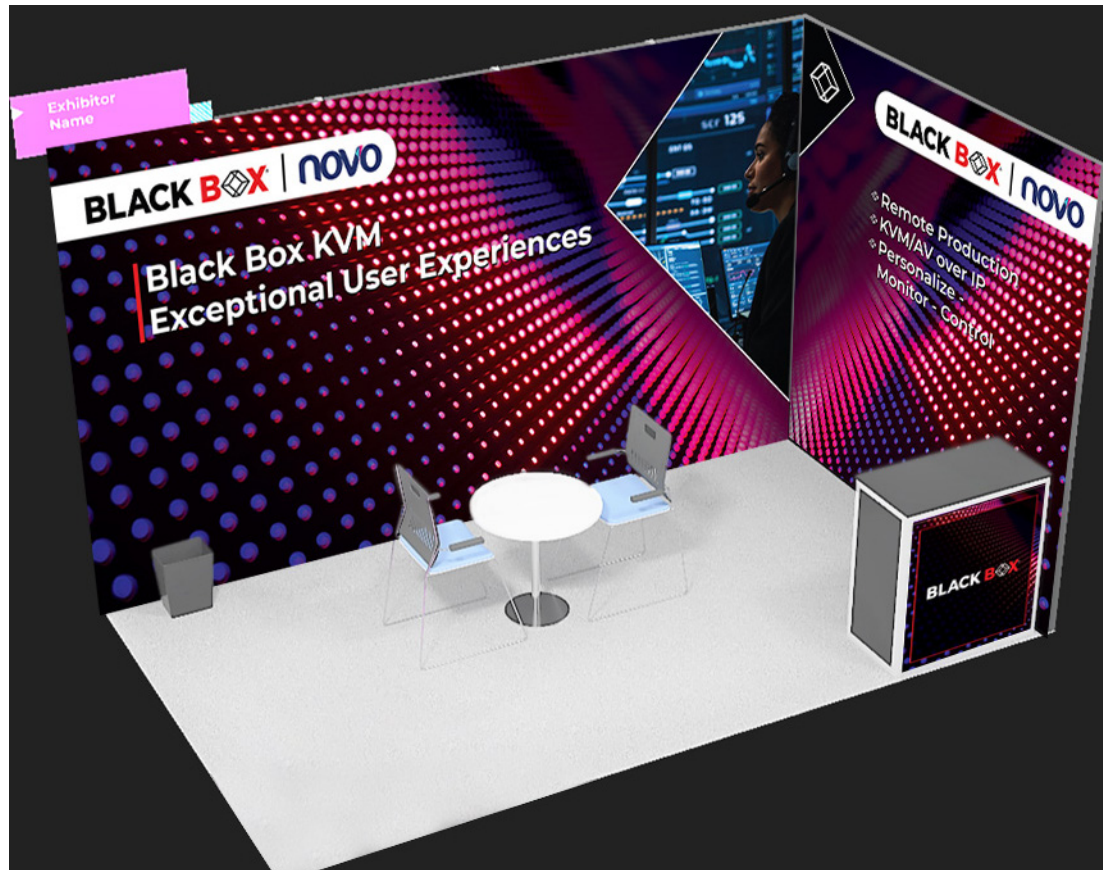
Tradeshow

Small Scale

Mandatory clear space should be maintained around the logo/submark.

If co-branded, please use the cobranding guidelines.

When designing an environment, color can change everything.



Medium Scale



Logo signage clearly visible. Messaging to be written as per these graphic



Large Scale

Logo Prominence, Clear Messaging.
Gradient textures create color shifts that can instantly activate a space.
Use dramatic lighting to create an even more dynamic experience. Add graphic expressions as accents to create a richer experience.



Brand Support

This Guide is intended for all Black Box team members to become familiar with the design standards and logo usage.

To access the templates and logo files referenced herein, please visit the Marketing folder on the Black Box intranet*. *The intranet page provides all of the files you need to begin using the new Black Box brand for stationery, business cards, email signatures, and PowerPoint presentations. It also offers an array of logo options for use on Black Box branded merchandise and wearables.*

Black Box brand book also includes images of the marketing deliverables you can expect to see including flyers, whitepapers, emails, and brochures, among others. *These are for illustrative purposes only.* Should you need collateral or other marketing materials please contact your **assigned marketing team member** or email GSI: globalservices@blackbox.com | TPS: products@blackbox.com

**Please note, you can only access the intranet if you are securely connected through the VPN. Should you have questions about the VPN or connectivity, please contact the Black Box help desk.*



Brand's Voice

Content: tone and consistency.

Black Box's language choices that are **simple** and **direct**. The copy on the creative helps customers get familiar with that vocabulary.

Example: "Cloud Security Services protect systems, networks, programs, devices & data from cyber-attacks by keeping data private & safe across online-based infrastructure, applications, & platforms. Cybersecurity mitigates the risk & protects against unauthorized exploitation."

Clear, engaging, and straightforward

Use language and visuals appropriate to the target audience.

Friendly and welcoming

Be approachable. Avoid coming across as overbearing, in-your-face, or aggressive.

Real and relevant

Easy and intuitive

We should reduce complexity while delivering as much value as possible.

Straightforward and efficient

Questions or problems should be handled quickly and smoothly; we never want to create more issues for our customers.

Respectful and confident

Knowledable but not arrogant

Professional, with a sense of dry humor. It may be adapted for situations to tone it down a notch depending on the platform.

Informative but still casual and conversational.

The content should reflect the advantages of adopting the technology/services for the client for future growth.

Social Media:

Emojis can be used for certain posts.

Hashtags help users to find the brand. It's also a great way to collect posts for a certain campaign.

Must use: #BlackBox #IoT #IT #IA

Variables: #Location #Product #services #industry

Consistent usernames is easier for users to find the brand on all platforms.

Used: @blackboxlimited @blackboxcorporation



As our business charges forward — entering new markets, reaching out to new customers, expanding globally — **it is essential that the Black Box brand grows with it. We want to make sure that the brand captures new audiences while keeping existing customers loyal and happy.** *This book will help you envision how our Brand is evolving and will serve as a guide for implementing the Black Box Brand Identity System, both inside and outside the company.*



Thank You.

BLACK BOX

