

# Brand Style Guide

Version 3.0 September 2024



Logo

# Primary Logo

Optical kerning, refined weight, and defined clear space, as well as well delineated placement in relation to other content all help to make it as instantly recognizable as possible at all sizes and in all contexts.



## Logo

# Logo Colors

The BackBox logo should only be solid navy or solid white.

Do not adjust the logo in any way.



Logo

# Logo Clearspace

Maintain an appropriate amount of clear space around the logo. There should be a clear space the height and width of the BackBox logomark.



## Logo

# Logo Minimum Size

The logo should never be smaller than 96 pixels wide for digital and 1.33 inches wide for print.



Digital: 96px wide  
Print: 1.33 in wide

## Logo

# Logo Color Variations

Use the solid navy logo on light backgrounds.

Use the all-white logo on dark backgrounds and photos.

Use Gray 6 or all-white logo on bright color backgrounds.

Always prioritize contrast to ensure maximum readability.



On light colors



On dark colors



On sky blue



On mint green

Logo

## Logo with Tagline

The BackBox logo including  
"Security-Centric Automation for  
Network Teams" tagline should be  
kept clear of competing text,  
images and graphics.



## Logo

# Logomark Usage

When space is limited, it is acceptable to use the “box” logomark by itself. Always make sure it is centered in its background shape and leave sufficient space around the edges.

Brand approval is required to use the logomark by itself.



## Typography

# Primary Typeface

Verdana is a humanist sans-serif typeface. It was designed to be readable at small sizes on the low-resolution computer screens of the period. The counters and apertures are wide, to keep strokes clearly separate from one another, and similarly shaped letters are designed to appear clearly different to increase legibility for body text. The bold weight is thicker than would be normal with fonts for print use, suiting the limitations of onscreen display.

Aa

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()?

Aa

*Verdana Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()?*

Aa

**Verdana Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()?**

Aa

***Verdana Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()?***

## Typography (Print)

# Ideal Hierarchy

These are general guidelines for the BackBox type system. View this as a starting point and adjust based on size and purpose of the final deliverable.

H1

# Intelligent automation

Verdana Regular / 48px / line-height: 51px / sentence case / #343745

H2

## Network management

Verdana Regular / 42px / line-height: 45px / sentence case / #343745

H3

### Simplify network automation

Verdana Regular / 32px / line-height: 38px / sentence case / #343745

H4

#### Hybrid, multi-cloud era

Verdana Regular / 25px / line-height: 31px / sentence case / #343745

Label

**TASK AUTOMATION**

Verdana Bold / 10px / line-height: 13px / uppercase / #343745

Paragraph Large

We help companies worldwide automate complex tasks, ensure network performance, and assess the state of their network.

Verdana Regular / 17px / line-height: 22px / sentence case / #343745

Paragraph

BackBox is designed for complex, hybrid, multi-cloud, multi-vendor networks, and service providers. With BackBox, your team can save time and do more with less.

Verdana Regular / 13px / line-height: 20px / sentence case / #343745

# Ideal Hierarchy for Web

These are general guidelines for the BackBox type system when applied online using Author font. View this as a starting point and adjust based on size and purpose of the final deliverable.

H1

Heading XXL - 64/64

H2

Heading XL - 54/54

H3

Heading L - 42/42

Paragraph L - 24/32

H4

Heading M - 34/38

Paragraph M - 20/28

H5

Heading S - 24/32

Paragraph R - 18/26

H6

Heading S - 20/24

Paragraph S - 16/24

LABEL - 18/18

**EYEBROW**

*Quote L - 54/54*

*Quote M - 34/38*

Numbers - 54/54

## Colors

# Primary Colors

The BackBox brand is largely grounded in our BackBox Navy, Pearl Gray, and white for strong contrast, accessibility, and extensibility across media and are the core foundation of our palette.

### BackBox Navy

**RGB** 8.39.84  
**HEX** 082754  
**CMYK** 90.54.0.67

### Pearl Gray

**RGB** 215.223.225  
**HEX** D7DFE1  
**CMYK** 4.1.0.12

### White

**RGB** 255.255.255  
**HEX** FFFFFFFF  
**CMYK** 0.0.0.0

## Colors

# Secondary & Accent Colors

### Secondary colors

Secondary colors are used in combination with the primary color palette to highlight information or design elements.

### Accent colors

The accent colors should be used sparingly for UI elements or when more colors are needed for data visualization diagrams.

#### Mint Green

**RGB** 6.217.152  
**HEX** 06D998  
**CMYK** 97.0.30.15

#### Sky Blue

**RGB** 51.192.211  
**HEX** 33C0D3  
**CMYK** 76.9.0.17

#### Accessible Blue (Links & Labels)

**RGB** 8.39.84  
**HEX** 082754  
**CMYK** 90.54.0.67

#### Light Red

**RGB** 255.97.77  
**HEX** FF614D  
**CMYK** 0.62.70.0

#### Vivid Blue

**RGB** 7.121.255  
**HEX** 0779FF  
**CMYK** 97.53.0.0

#### Pine Green

**RGB** 0.135.112  
**HEX** 008770  
**CMYK** 100.0.17.47

#### Accent Yellow

**RGB** 247.243.22  
**HEX** F7F316  
**CMYK** 1.0.91.5

#### Accent Orange

**RGB** 255.157.7  
**HEX** FF9D07  
**CMYK** 0.38.97.0

#### Accent Red

**RGB** 247.7.59  
**HEX** F7073B  
**CMYK** 0.97.76.3

#### Accent Violet

**RGB** 74.26.193  
**HEX** 4A1AC1  
**CMYK** 62.87.0.24

## Colors

# Neutral Grays

Different values of gray are useful for subtle accents such as borders, lines, backgrounds, UI elements, and text colors.

### Gray 1

**RGB** 242.244.245  
**HEX** F2F4F5  
**CMYK** 1.0.0.4

### Gray 2

**RGB** 228.234.235  
**HEX** E4EAEB  
**CMYK** 3.0.0.8

### Gray 3

**RGB** 197.204.208  
**HEX** C5CCD0  
**CMYK** 4.2.0.18

### Gray 4

**RGB** 161.167.173  
**HEX** A1A7AD  
**CMYK** 7.3.0.32

### Gray 5

**RGB** 106.111.121  
**HEX** 6A6F79  
**CMYK** 12.8.0.53

### Gray 6 (Body Text)

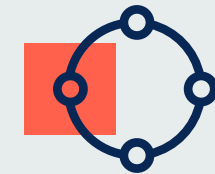
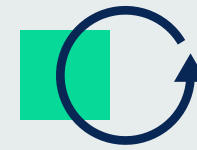
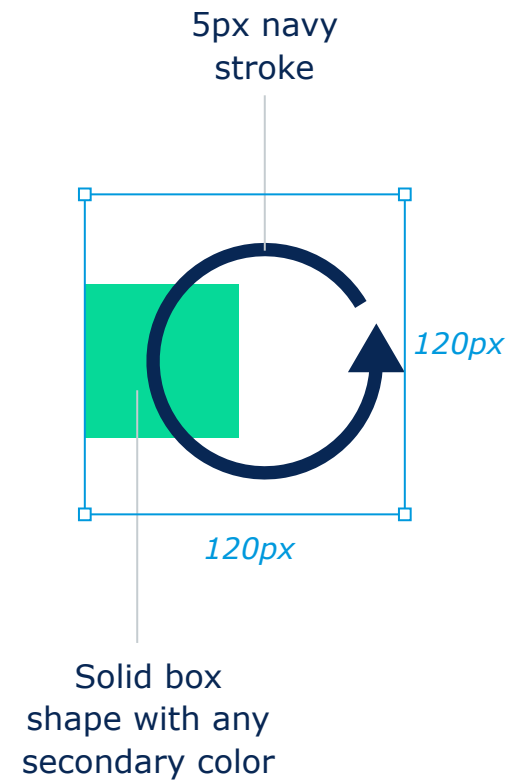
**RGB** 52.55.69  
**HEX** 343745  
**CMYK** 25.20.0.73

## Graphic Elements

# Icons

Our icons are simple and should not distract from the message they are paired with, but rather serve more as a subliminal wayfinding tool for our audience's user experience.

Any of the brighter colors from our secondary color palette can be swapped in to the color accents box to ensure proper color balance between various arrangements of icon sets.



Graphic Elements

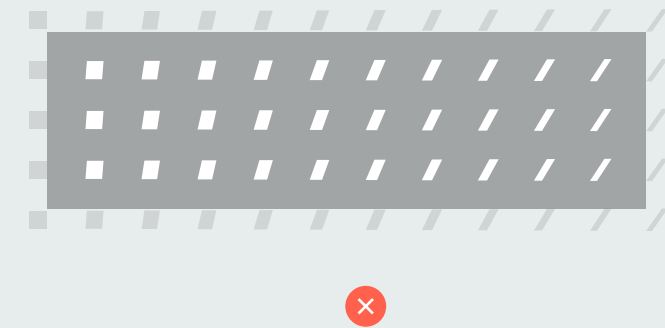
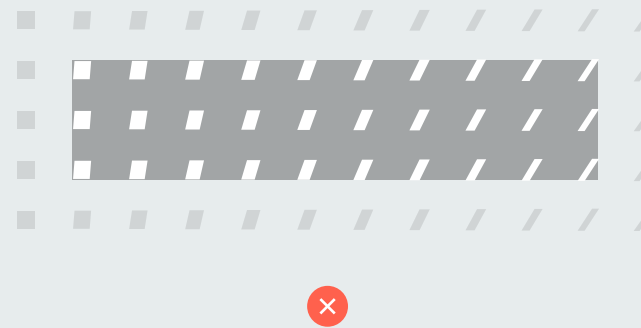
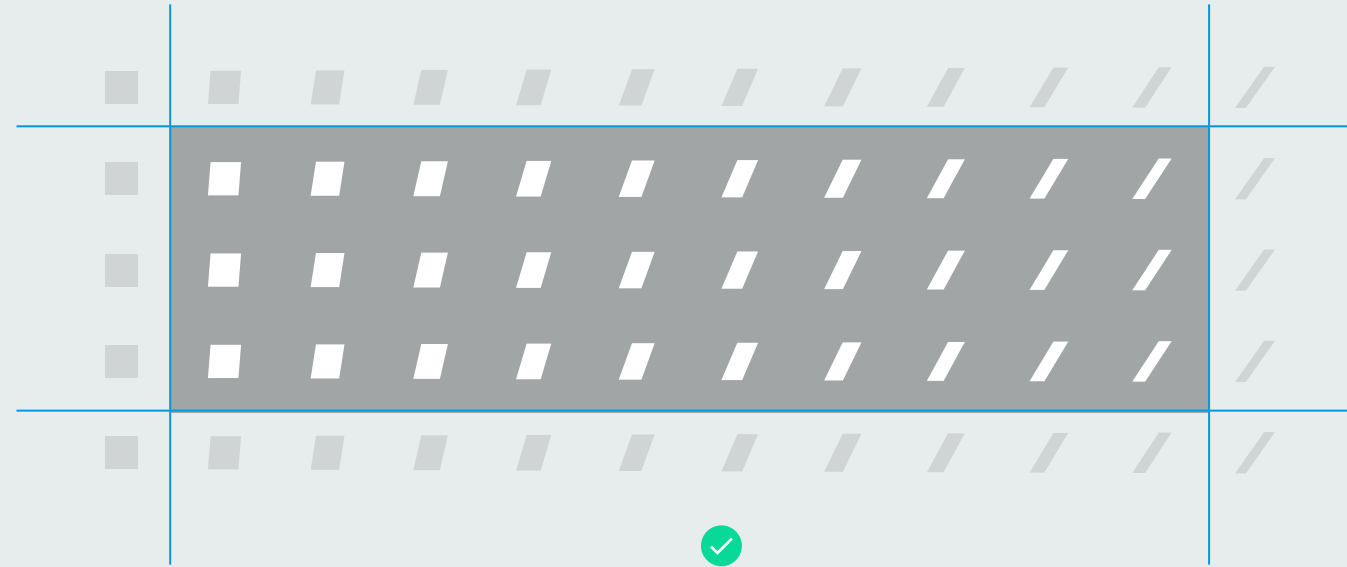
# Brand Pattern

Our box pattern is made by repeating a line of the visual and literal representation of the word "backbox". This pattern is used to create texture and graphic interest on whitespace and backgrounds.



# Brand Pattern Crop

When cropping the pattern, aim to place the pattern so that it is cropped halfway between squares. This is to ensure that the space around the pattern edges are consistent.



## NAVIGATION

# CTA Best Practices

When cropping the pattern, aim to place the pattern so that it is cropped halfway between squares. This is to ensure that the space around the pattern edges are consistent.

### NAV MENU ITEM

18px, font-weight 400

Nav Menu item

### NAV SECONDARY CTA: DEFAULT

14px, font-weight 600

NAV SECONDARY CTA ↗

### NAV SECONDARY CTA: HOVER

14px, font-weight 600

NAV SECONDARY CTA ↗

### NAV PRIMARY CTA: DEFAULT

14px, font-weight 600 bkg: #FF614D

NAV PRIMARY CTA

### NAV PRIMARY CTA: HOVER

14px, font-weight 600 bkg: #FF432B

NAV PRIMARY CTA

### DEFAULT TEXT CTA LINK

DOWNLOAD NOW ↗

DOWNLOAD NOW ↗

### HOVER TEXT CTA LINK

DOWNLOAD NOW ↗

DOWNLOAD NOW ↗

### DEFAULT BUTTON CTA LINK

REQUEST A DEMO

REQUEST A DEMO

### HOVER BUTTON CTA LINK

REQUEST A DEMO

REQUEST A DEMO



[www.BackBox.com](http://www.BackBox.com)

