

BoxIt Landing Page Challenge

Creative Brief

Who is the client?

BoxIt is a consultant organization who assists individuals and companies with all of their planning and organizational needs. From event planning, to moving, to project management, BoxIt has their clients covered!

BoxIt Core Values:

- Integrity & Respect
- Innovation & Excellence
- Customer Focus
- Social Responsibility
- Environmentally Friendly
- Service to Others

The primary objective of this webpage (landing page) is to:

Direct buyers to the appropriate technology for the products they are looking for and the transaction type they need. Webpage should be responsive (ie – scale to different screen sizes).

The target audience is:

Current buyers for BoxIt branded products. Internal employees only – not public (consumer) buyers.

Content/Copy to include:

Welcome to the BoxIt Merchandise Hub

Make a selection below to begin shopping.

- Employee Store
Order BoxIt branded products for personal use.
- Corporate Store
Order BoxIt promotional items for departments, events, and more.
- Rewards & Recognition Center
Congratulate co-workers for achievements or redeem points for rewards earned.

We are here to help!

If you need assistance or have questions, contact us now.

Include the following link outs:

Employee Store: <http://boundless.onlinebrandstore.net/>

Corporate Store: <https://portal.boundlessnetwork.com/boxitnorth>

Rewards & Recognition Center: <https://boxit.engagementlink.com/catalog/auth/login/>

Contact Us: boxit@boundlessnetwork.com

Art/Asset direction:

BoxIt Logo – see below brand guidelines and attached logo file.

Approved Colors for webpage: Blue, White, Gray

Include lifestyle images of a diverse set of employees in a corporate casual setting.

OK to include product images, if desired. Product images can be found [HERE](#).

BoxIt Brand Guidelines:

Approved logo versions:



Full Color
Gradient Version



2 Color Spot
Darker Blue:
R: 29, G: 119, B: 186
Hex: #109dd9
Lighter Blue:
R: 16, G: 157, B: 217
Hex: #1d76bc



1 Color Spot – Blue
R: 29, G: 119, B: 186
Hex: #109dd9



1 Color Spot – White or Black



Approved fonts: Roboto or similar sans-serif font.