



# Box brand guidelines

Updated November 2019

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# Be a Box storyteller

*Anyone who writes about Box is considered a writer.*

*As we tell the Box story, our writing should be clear, consistent, and actionable.*

This guide helps everyone use one brand voice when writing for the various personas. Our voice and design system come together to define who we are as a brand: accessible yet confident, leaders in the space but also partners with organizations all over the world. Our customer logos show that we power the world's most innovative companies, and that lets us speak with a tone of authority and expertise. While our goal is to keep dominating the CCM space, we always want to remain friendly and conversational.

Since business outcomes are at the center of our messaging, we want to write about key benefits in an actionable way. Use strong verbs, such as *With Box, businesses work faster* rather than *With Box, businesses can work faster*. And use powerful descriptors like *frictionless security* and *winning teams*. Above all, insert a sense of empowerment and urgency wherever you can. Our job is to communicate that becoming a digital business is the only way to compete in today's world.

# Our writing style

*We want to keep our style as consistent as possible, and we follow the AP style guide as our single source of truth. The one exception — and this is a big one — is our choice to use the Oxford comma.*

## How we talk about CCM

Cloud Content Management is a category, just like Customer Relationship Management (CRM) and Enterprise Content Management (ECM). Since we're still driving awareness for the term, the first time we introduce Cloud Content Management in our writing should include Box too. That's why we always say *Cloud Content Management from Box* or *Cloud Content Management with Box*.

Hold off on using CCM unless you've already introduced the term and the acronym earlier in your writing like this: Cloud Content Management (CCM).

## Make it human

Write the same way you'd describe it to a coworker. Be sure to stay professional, but making it more conversational makes it more fun to read.

## Simplicity over everything

Just like our brand story, our writing style isn't fussy. We keep our sentence structure simple and don't use many exclamation points, ellipses, parentheses, or semicolons. Plus, we try to keep our writing short and sweet and avoid laundry lists of items.

## Sentence case, not title case

Sentence case helps us keep things fresh and casual. We capitalize just the first letter, which means we *Write like this* and *Not Like This*. That goes for webinars, breakout sessions, and slide titles too. We do, however, capitalize Cloud Content Management, since it's the name of a category and is considered a proper noun.

## Our stance on jargon

Sometimes you can't avoid buzzwords. Maybe you need to talk about digital transformation or hardened infrastructure. Where possible, though, use stripped-down ways to explain complex language.

## Logos

# The Box logotype

Our primary branding element is the Box logotype. It symbolizes the Box experience, lives throughout our product, and represents Box in marketing efforts.

## Logo color

Use the *Box Blue* color for the Box logotype in instances where the background color is light. Use the white version of the Box logotype in instances where the background color is dark.

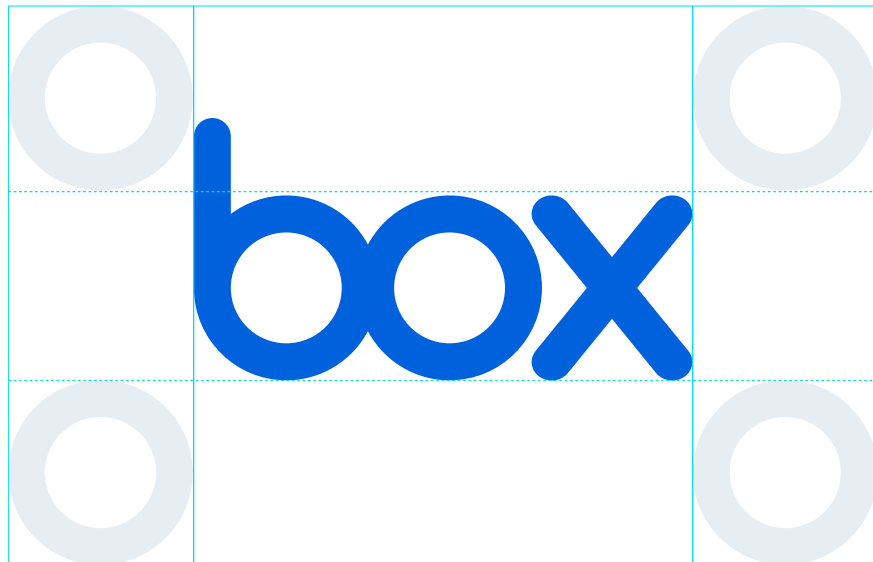
The image shows the word "box" in a lowercase, rounded, sans-serif font. The letters are a vibrant blue color. The background is a light gray, which is part of a larger light gray rectangular area on the right side of the page.The image shows the word "box" in a lowercase, rounded, sans-serif font. The letters are white. The background is a solid, vibrant blue, which is part of a larger blue rectangular area on the right side of the page.

# Logo legibility

## Clear space

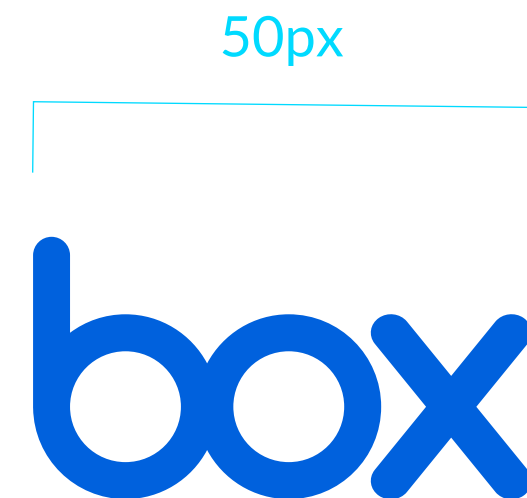
The Box logotype always requires clear space that's free of text or imagery surrounding it.

Use the “o” character from the logotype to determine the minimum amount of space that should surround the logotype.



## Minimum size

To ensure legibility in both print and digital applications, the Box logotype should never appear smaller than 50px in width.

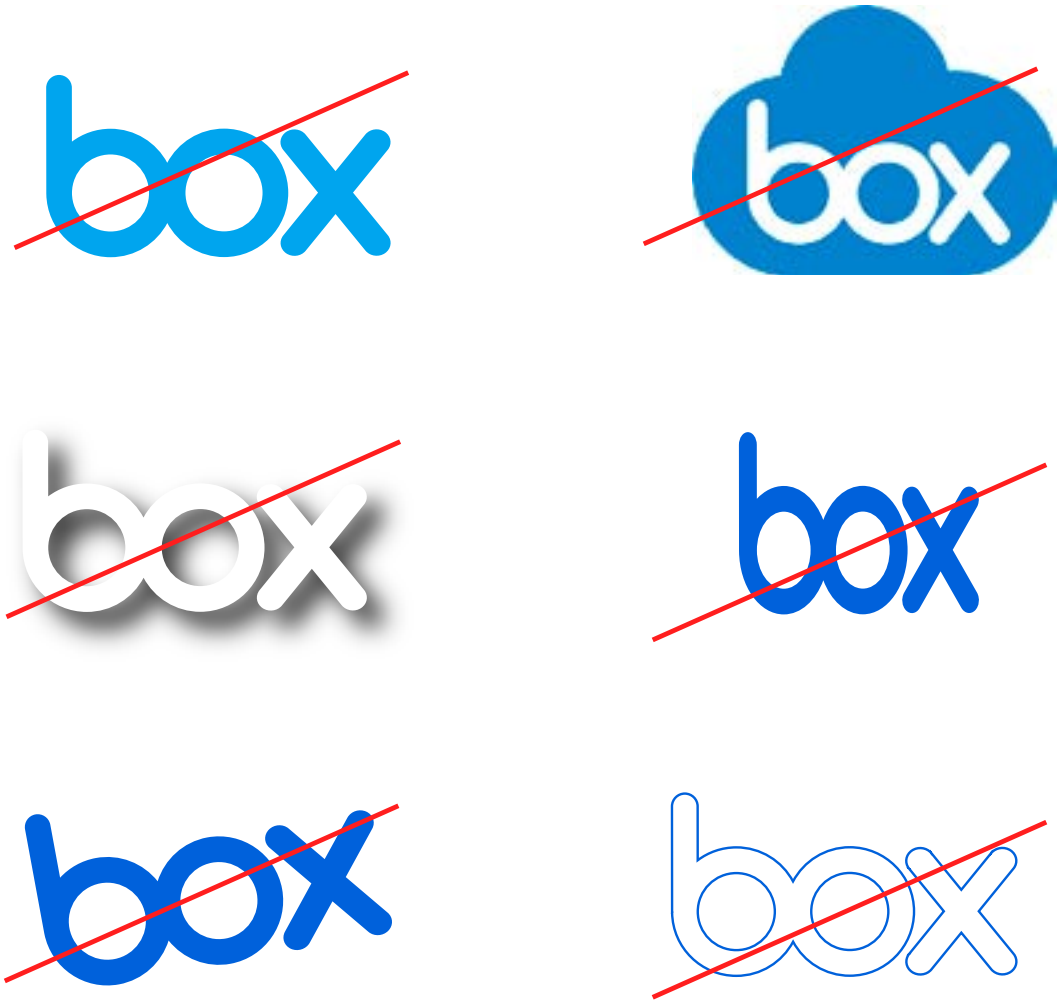


# Logo misuse

To protect the integrity of the Box logo, the logo should not be altered in any way. Here are a few examples of what not to do with the Box logo.

## Avoid:

- ✗ Using any colors other than Box Blue or white
- ✗ Using outdated versions of the logo like the cloud lockup
- ✗ Adding visual effects like a drop shadow
- ✗ Distorting the shape of the logo in any way
- ✗ Rotating the logo
- ✗ Changing the logo fill or using an outline
- ✗ Using the logo in a phrase or sentence



With **box** you can work with  
the best tools for your business.

# Secondary logo lockups



## Box and partner

The Box and partner logo lockup can be used for display purposes.

Note that some partner logo lockups have a special use case that do not use the + sign, such as **AT&T**, **Google**, **IBM**, and **Microsoft**.



## Box and customer

The Box and customer logo lockup can be used for display purposes in customer stories, whitepapers, etc.



## Box products

Every Box product has its own logo lockup available for use. Use when appropriate.



# Primary blue palette

Correct color use enhances and reinforces our brand language and differentiates our brand from competitors.

Box Blue				
HEX	#0061D5	CMYK	98 / 40 / 0 / 0	Pantone 2132 C, 2195 U
Box Navy				
HEX	#00047C	CMYK	100 / 98 / 16 / 19	Pantone 2757C1
Box Ultramarine				
HEX	#0025B2	CMYK	97 / 90 / 0 / 0	Pantone Blue 072C
Box Sky Blue				
HEX	#5B95E4	CMYK	62 / 35 / 0 / 0	Pantone 2130C
Box Powder Blue				
HEX	#90B7EC	CMYK	41 / 19 / 0 / 0	Pantone 2128C

# Secondary gray palette

Correct color use enhances and reinforces our brand language and differentiates our brand from competitors.

100 Gray				
HEX	#F9F9FA	Digital use only		
200 Gray				
HEX	#F5F6F7	Digital use only		
300 Gray				
HEX	#EDEEF0	CMYK	9 / 4 / 3 / 0	Pantone COOL GREY 1
400 Gray				
HEX	#E3E5E8	CMYK	9 / 6 / 5 / 0	Pantone COOL GREY 2
500 Gray				
HEX	#CBCFD3	CMYK	19 / 13 / 12 / 0	Pantone 427C
600 Gray				
HEX	#9AA1AA	CMYK	42 / 31 / 27 / 0	Pantone 429C
700 Gray				
HEX	#636D78	CMYK	64 / 50 / 42 / 13	Pantone 431C
800 Charcoal				
HEX	#151F26	CMYK	86 / 70 / 60 / 74	Pantone 433C

# Lato

Our primary typeface is Lato, a semi-rounded sans-serif that offers a sense of warmth, stability, and seriousness. Font weights used include regular, and bold.

Lato remains an open source typeface, available for download at [www.latofonts.com](http://www.latofonts.com)

## Using Arial as an alternate typeface

In reality, many times we can't use Lato — email, for example, isn't a system where custom typefaces can often be used. When Lato is not available, we fall back to Arial with similar treatments.

Simplify how you work

Lato regular

**Simplify how you work**

Lato bold

# Type hierarchy

To ensure that our communications are simple to understand, we've organized our typography into a hierarchical system.

Headlines are short  
and to the point

This subhead is half the point size  
of the headline

Lorem ipsum occuptati oditiatisti cus dolo cum estiunt. Bitatem harchit  
ioressimint ommolorae omniet esti sum con nitiat sequodi tenditibus, sit  
vent. Ipis eum aut reicaborum de doles sere cus perchil erionsequas millorro  
eius. Elitas et eum elit, cones es molenie nderovit amusa dolupta.

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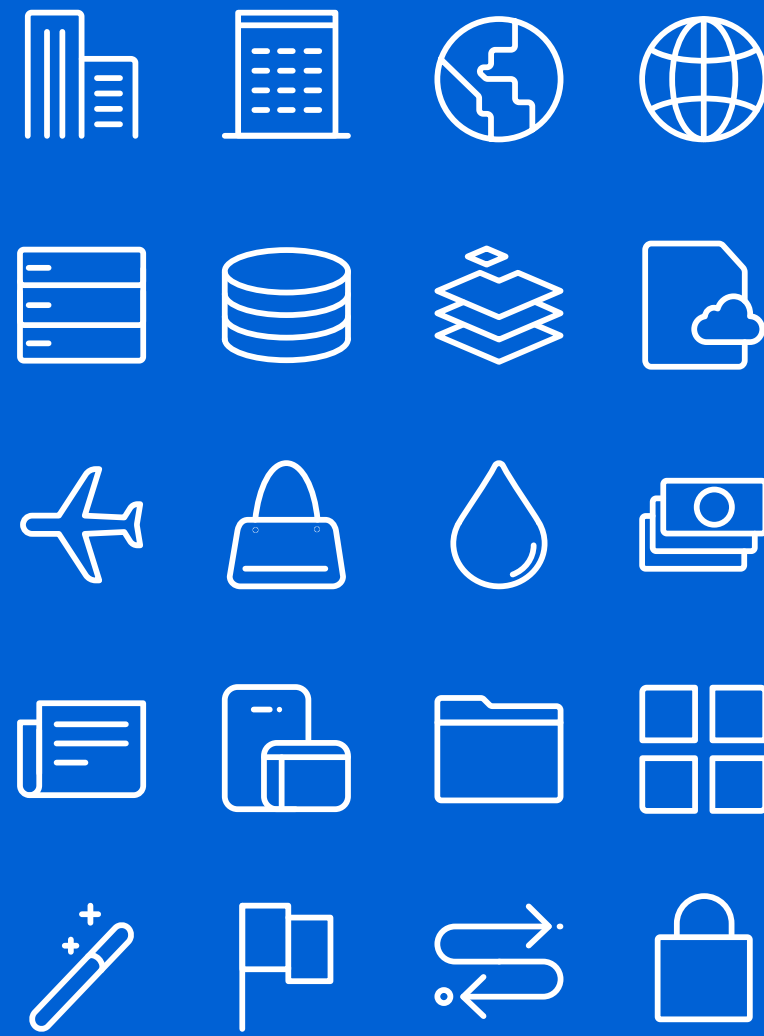
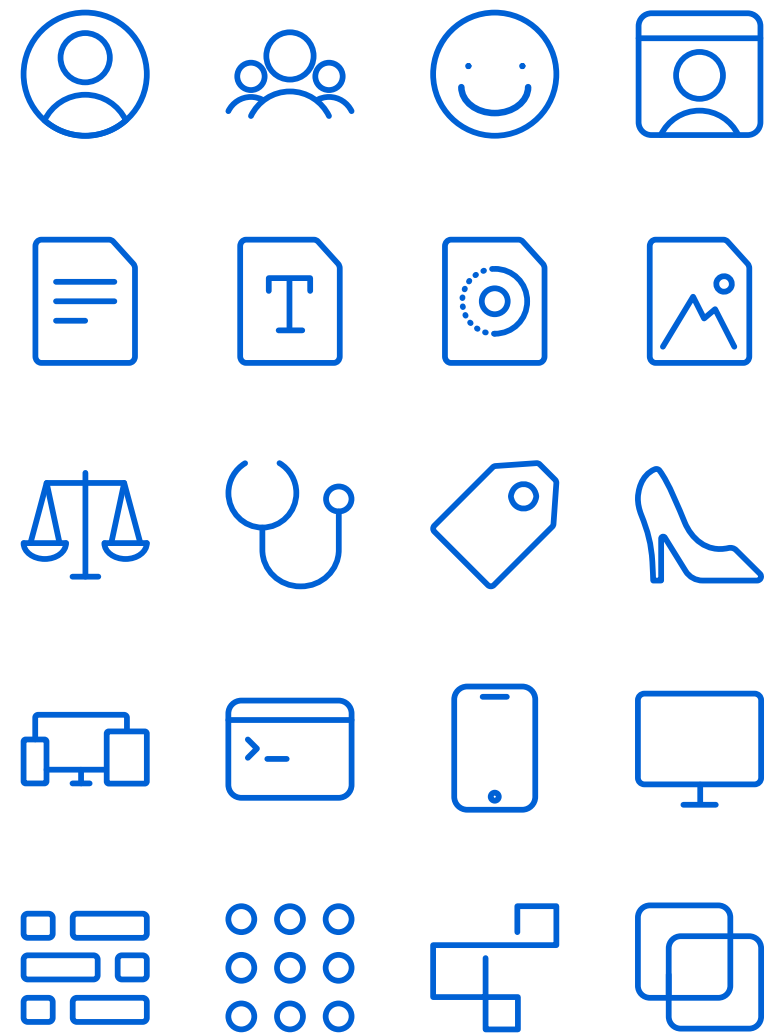
Headline	Subhead	Paragraph
Lato Regular	Lato regular	Lato regular
60/72	30/42	16/28/20

# Iconography

Our icons are designed to communicate a wide range of ideas in both product and marketing. Best used at small scale.

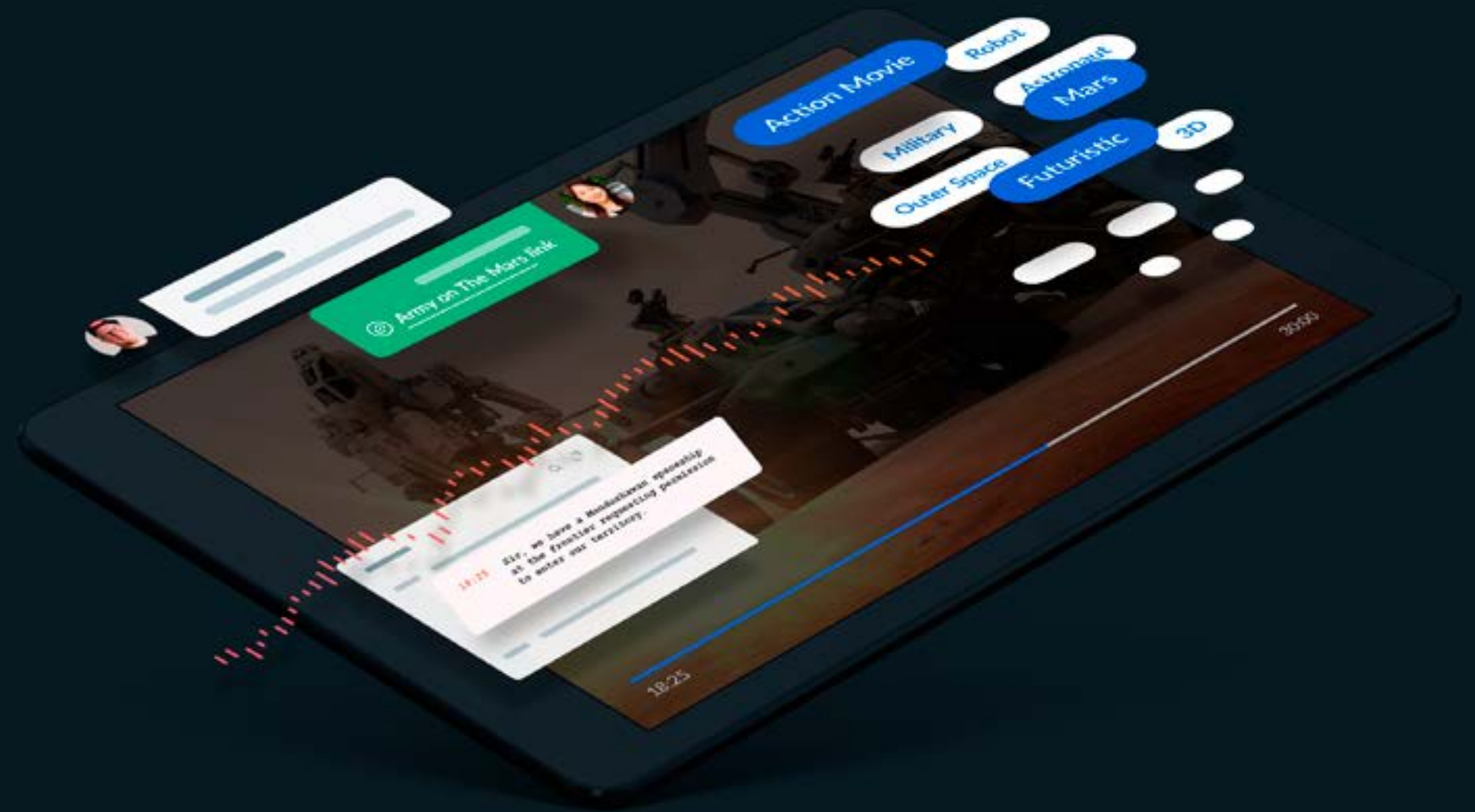
Avoid:

- ✗ Using inconsistent stroke weights
- ✗ Using multiple icons shown at different scales
- ✗ Adding or removing elements from an icon
- ✗ Using a filled-in version of an icon
- ✗ Changing the color of the icon



# Product illustrations

Product images are more stylized versions of the Box UI that use our *VH1 approach*. They should never be a screenshot, but a reduced version highlights the main features or message based off of the associated copy. The style is mostly enlarged callouts, rounded corners, drop shadows, and an oversimplified version of the product. This is so that the message gets across faster, more clearly, and time isn't spent updating images to the latest design.

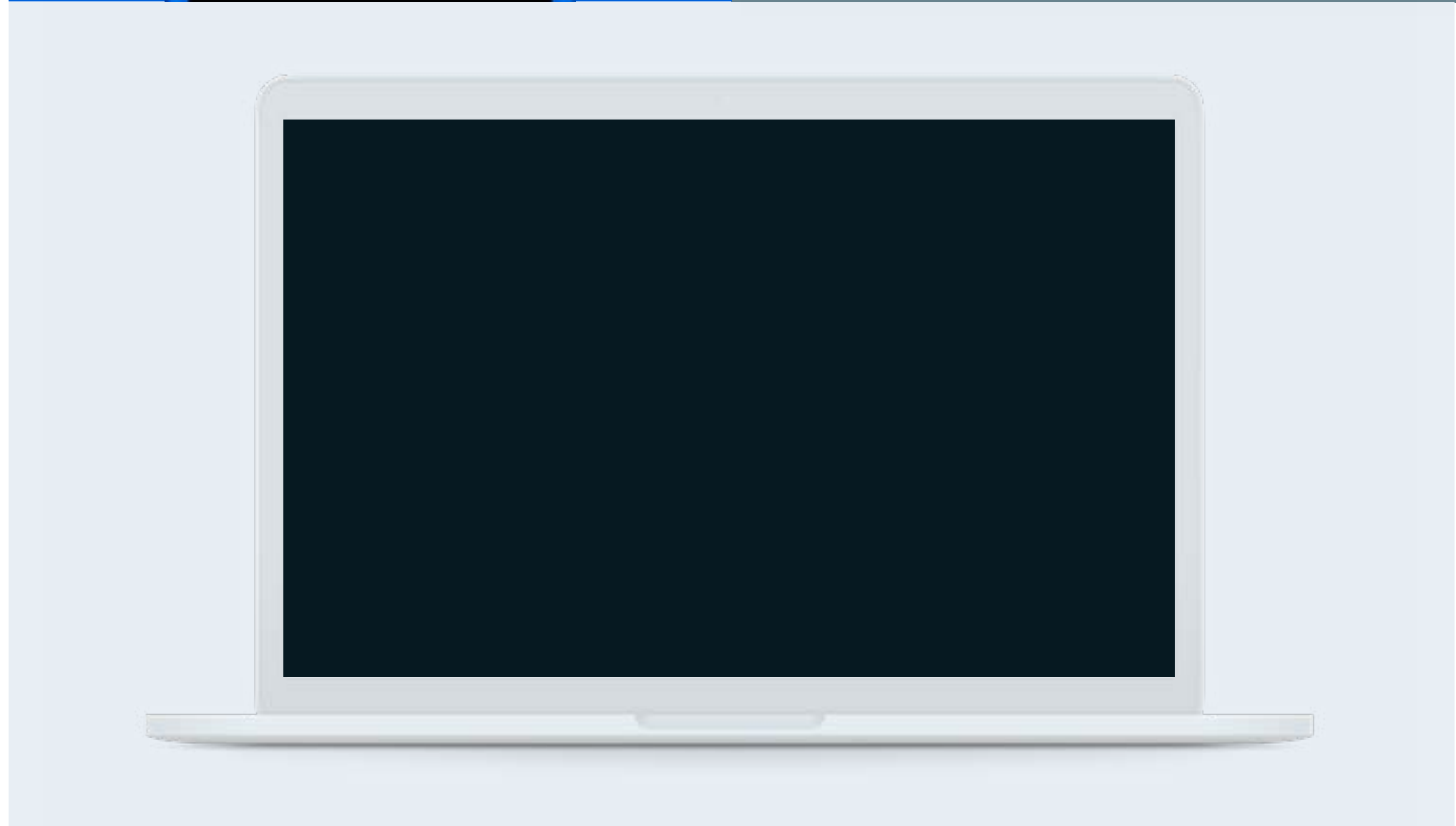
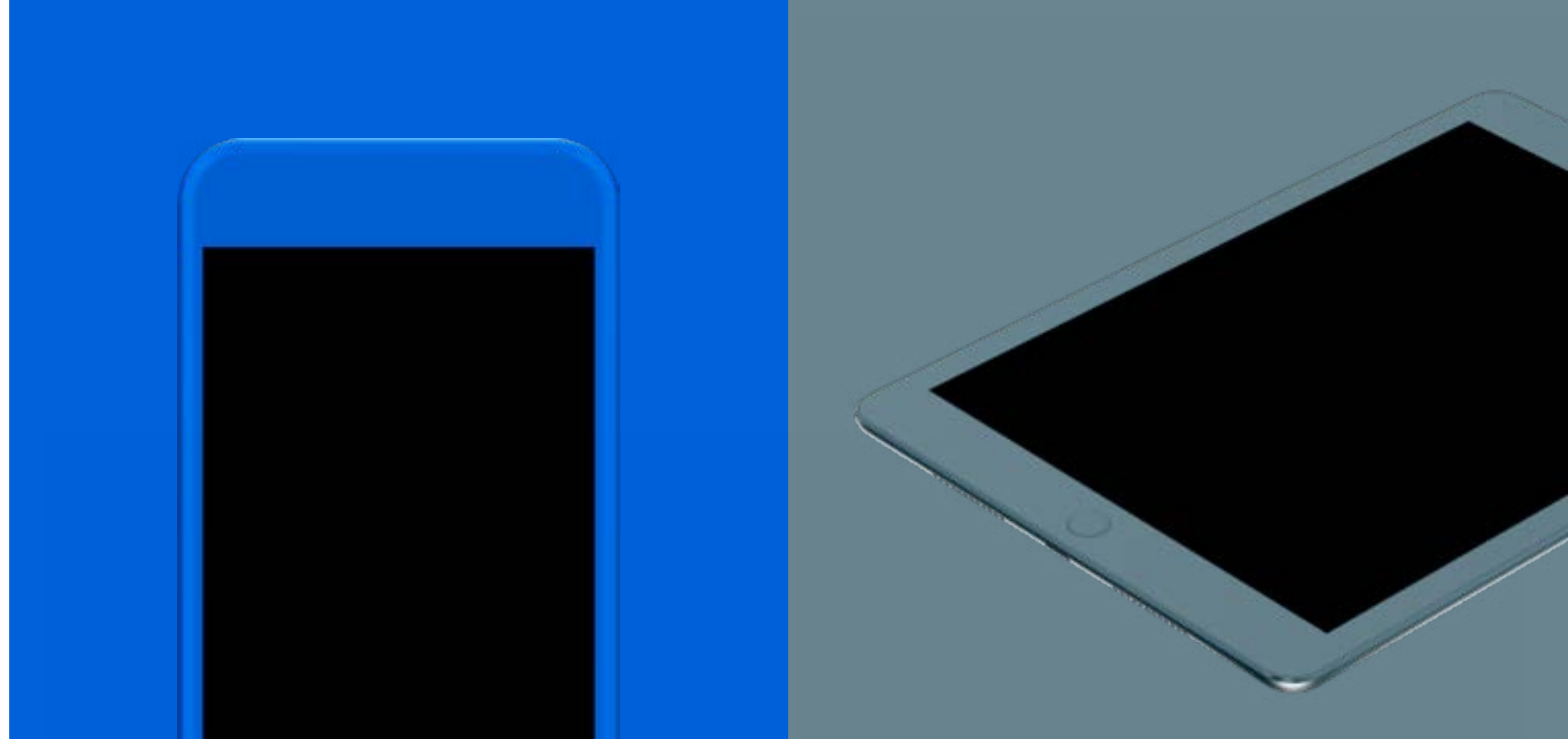


## Devices

# Device style and color

To show our products in context, we've developed a range of generic mobile, laptop, and browser device mockups.

The device and background color should always match to ensure that the content displayed is the primary focal point.





Photography

# Customer and industry

## Customer

These images should reflect and reemphasize the customer’s brand. They should be interesting, simple but dynamic, and bleed easily into a full page. We shy away from traditional stock photography and towards a more unique perspective that offers a good amount of white space. They’re widely used for customer stories, quotes, resources, and presentations.

## Industry

Similar to customers, industries are inspiring and distinctive images that support the text and reflect the industry. Industries are used less widely, but together these two categories should look like a family.





Photography

# Events

## BoxWorks

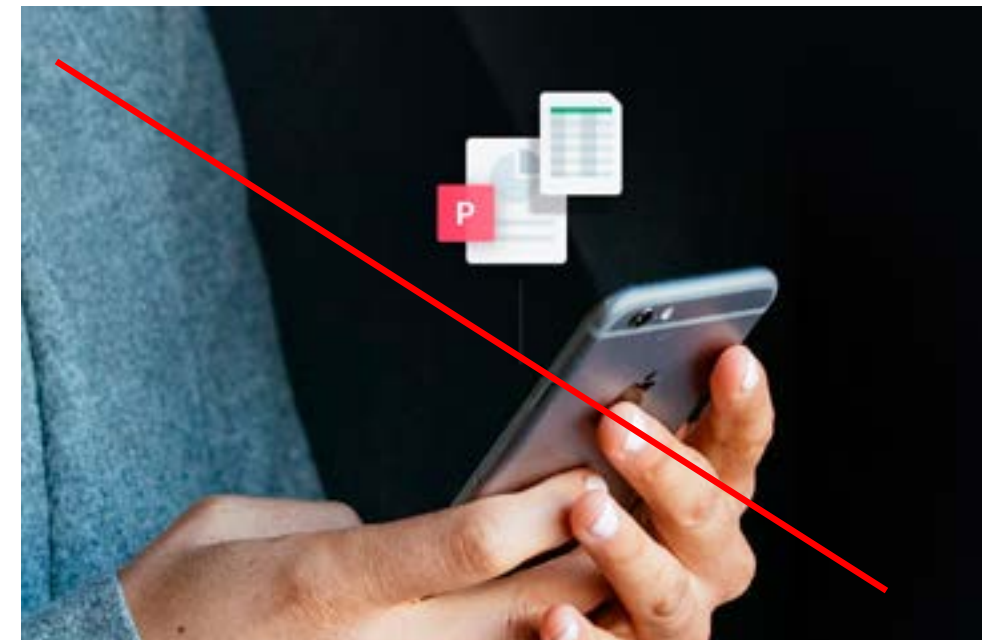
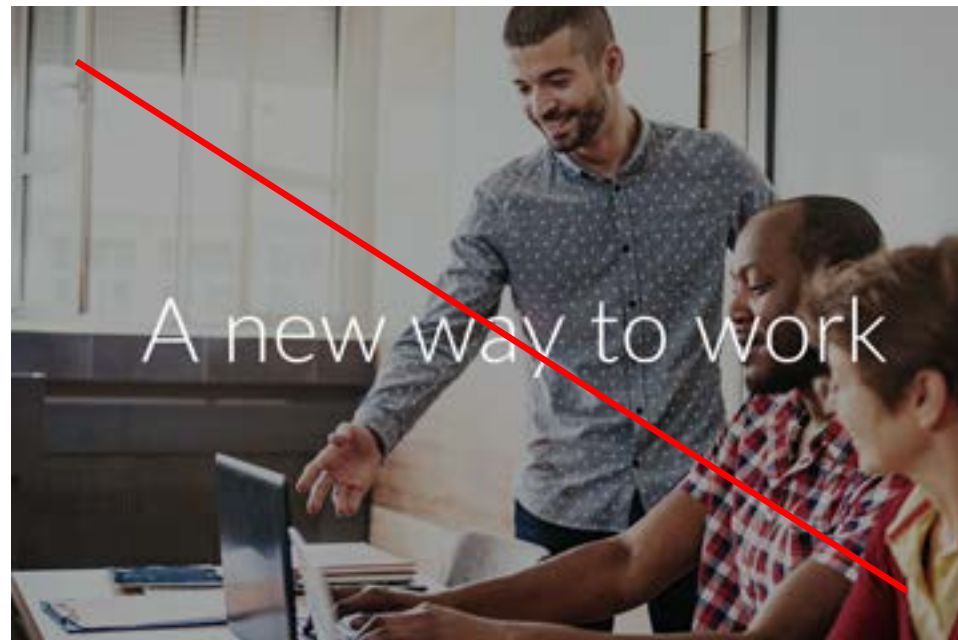
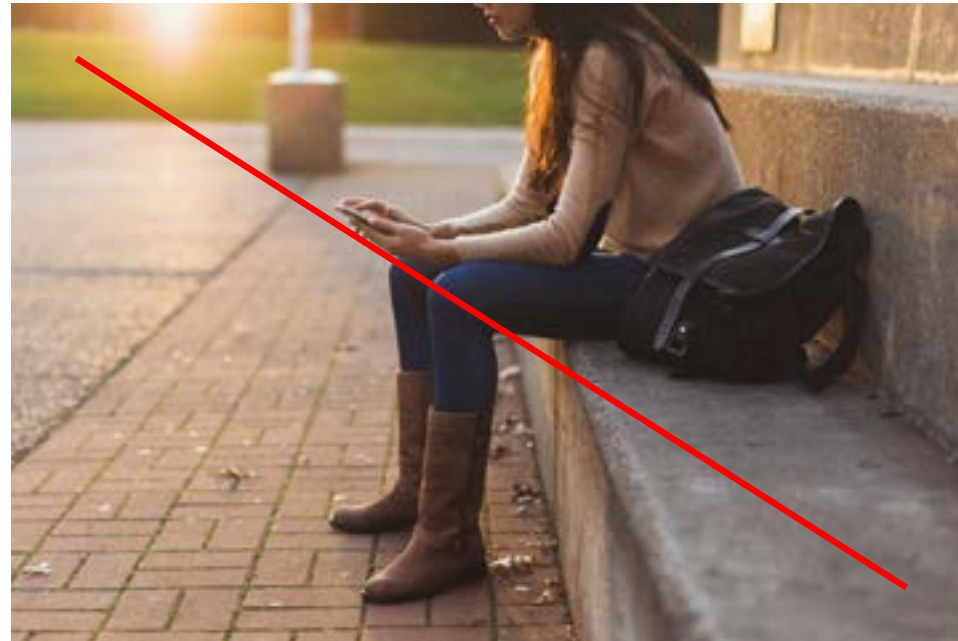
Images are exciting, evocative, and filled with punch from different industries and brands that Box powers. They're paired with all caps and bold type with high-level statements. Overall, the feeling is much more energetic and inspiring than the images we pick for our traditional customer images.



# Photography guidelines

## Avoid:

- ❌ Placing text over busy areas of the image
- ❌ Cropping out people's faces
- ❌ Changing the color of the image (e.g., black and white)
- ❌ Using images that are low in resolution
- ❌ Using images that we don't own the rights to
- ❌ Using cluttered or visually busy elements that distract from the subject
- ❌ Using images with unnaturally colored lighting
- ❌ Mixing illustration elements with photography





# Motion guidelines

## General video guidelines

- Aspect ratio: 16:9
- File format: mp4 or mov
- Resolution: 720p or 1080p

## Demo and webinar guidelines

- For high-quality screen recording, use software like [Camtasia](#)
- For high-quality audio, use a mic like Blue Snowball USB, Blue Yeti USB, or Audio Technica ATR2100
- Make sure you're using the current Box presentation template



Environmental design

# Environmental design guidelines

Our environmental designs are anchored in Box Blue for maximum brand impact. Vivid imagery and strong headlines draw in visitors and tell the story of Cloud Content Management. If there is little room for customization, default to using our logo in blue on a white background.



# Brand application

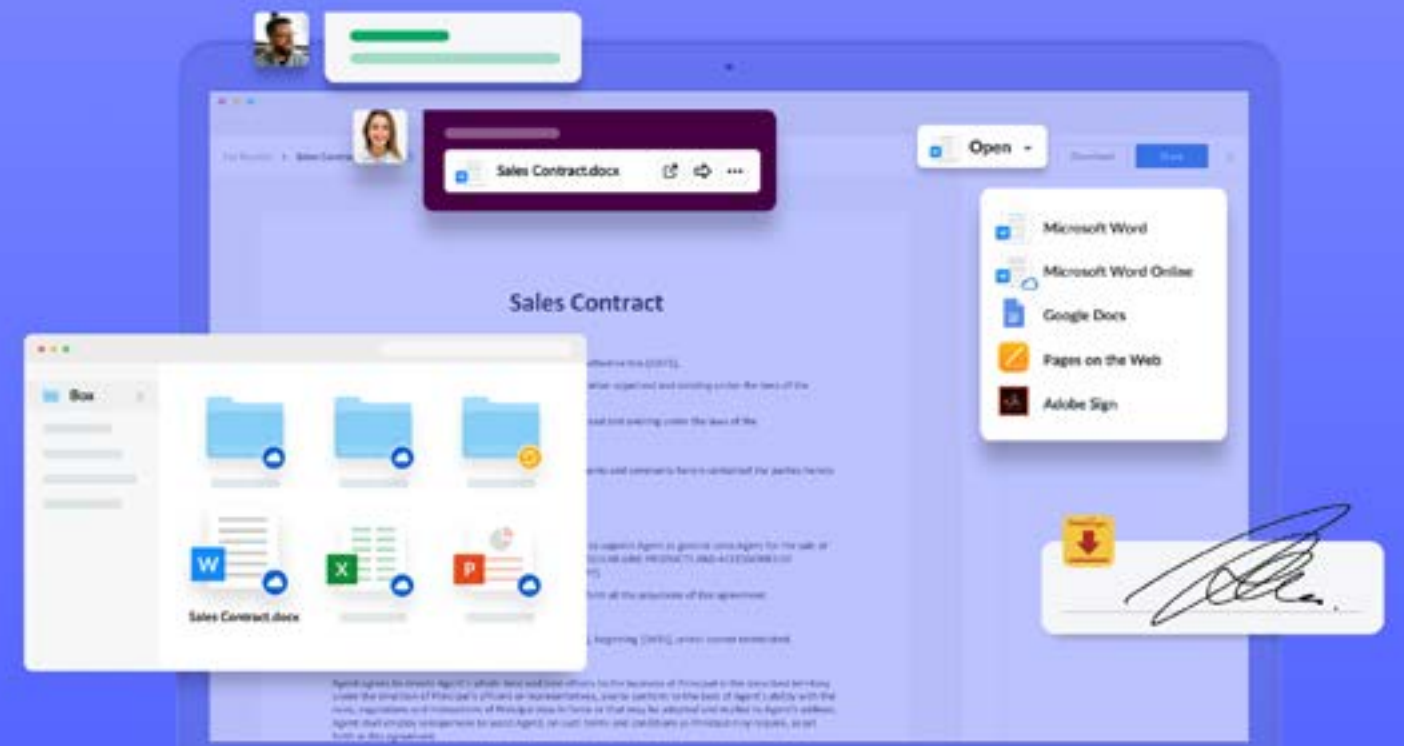
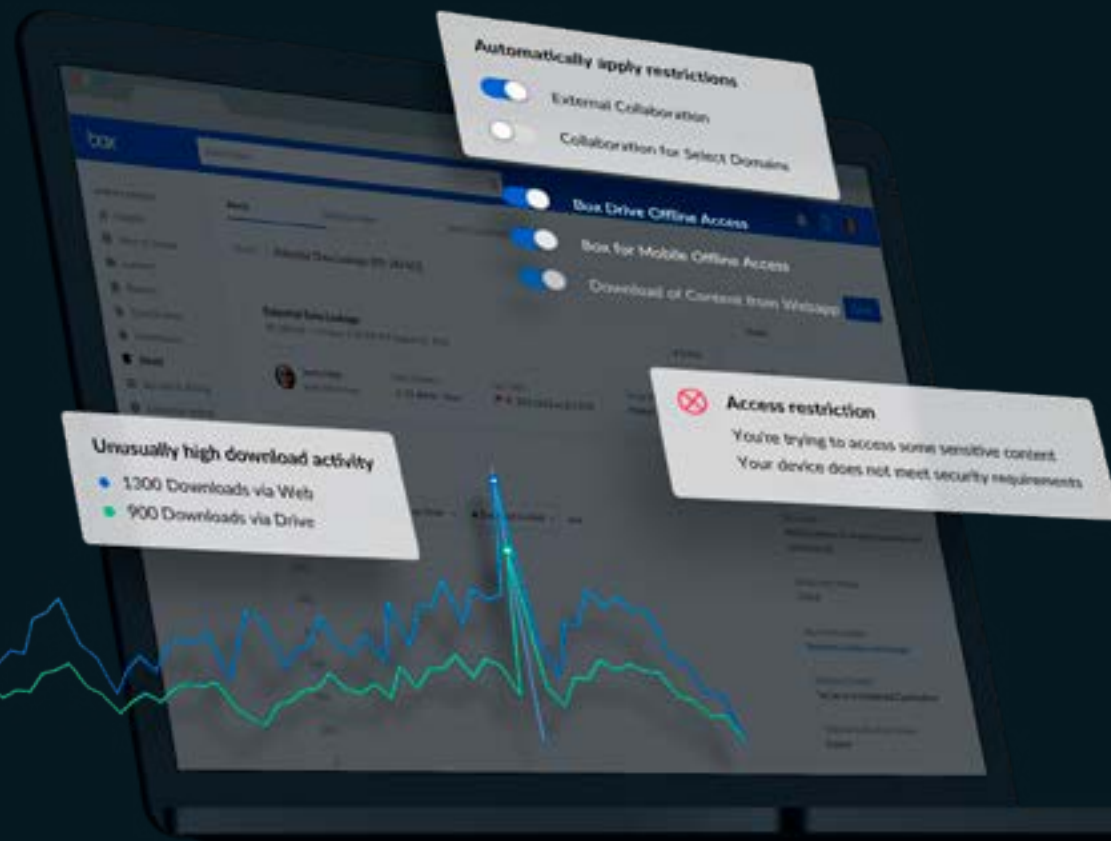




# Cloud Content Management for Life Sciences

Thursday, April 25, 2019  
11 a.m. PT | 2 p.m. ET

Register now



# Restrictions on brand mark usage

“Box Marks” means Box’s names, trademarks, trade names, drawings, logos and symbols which Box uses to promote and identify the Box products and services.

Box has established a high reputation with the public as to the quality of products and services associated with the Box Marks. Box’s high reputation and good will have been and continue to be unique benefits to Box. Box must receive compliance with these Branding Guidelines and Restrictions in order to ensure the mutual success of both Box and our licensees and to maintain high public acceptance of the products and services associated with each Box Mark. Box may terminate any applicable license in the event of any violation of any of the Branding Guidelines and Restrictions.

Restrictions on the Use of the Box Mark. Box Marks shall be used in accordance with the following:

- 1 You may not use the Box Marks in any manner that is a stand-alone basis;
- 2 You may use the Box Marks only to show that you are a Box partner, reseller, or customer, you may not use the Box Marks in any manner that misrepresents your relationship with Box or is otherwise misleading;
- 3 You may not use the Box Marks to promote products of services that are unrelated to Box’s products or services;
- 4 The Box Marks cannot appear to be part of your trademarks, company name, product name or service name;
- 5 Materials on which you use the Box Marks must clearly indicate that you are independent of Box, Inc. and/or its affiliates;
- 6 All materials that include the Box Marks and a trademark credit line for your trademarks must also include the following trademark credit line: “Box is a registered trademark of Box, Inc. and/or its affiliates.”;
- 7 You must use artworks supplied by Box and follow the graphic standards for use of Box logos, you may not change the color or font of the Box logos, take them apart, combine them with any other words or graphics, translate them, change their proportions, animate them, morph them, or otherwise alter them in any way;
- 8 You must use the Box Marks at all times in a commercially reasonable manner and that reflects favorably on the Box Mark and Box, you may not use the Box Marks in any manner that reflects negatively on Box;
- 9 You permit Box to reasonably inspect any use of the Box Marks and will modify any such use if objected to by Box for any reason in Box’s sole discretion;
- 10 You shall not challenge Box’s ownership of, or right to use or license, or the validity of, any Box Marks, including any application for registration, or any registration, thereof with respect to each;
- 11 You will not attempt to register any Box Marks in any jurisdiction;
- 12 At no time shall you attempt to register any trademark or domain name that are, under all applicable laws, confusingly similar to those of Box;
- 13 Use of any Box Marks shall at all times inure to the benefit of Box;
- 14 Box reserves all rights in each Box Marks; and You will not do or cause to be done anything, under any applicable laws, that will or might jeopardize, prejudice, adversely affect or diminish any of Box’s ownership, title, rights, interests or value in relation to any Box Marks.