



**AT EBOX, WE BELIEVE  
THAT NOTHING LESS  
THAN A TOP-NOTCH  
NETWORK MUST BE  
CONNECTED TO YOUR  
EQUIPMENT. OPTING FOR  
OUR NETWORK MEANS  
USING THE HIGHEST  
QUALITY NETWORK  
ARCHITECTURE  
AVAILABLE, COMPOSED  
OF HIGH PERFORMANCE  
AND RELIABLE  
EQUIPMENT.**

## **1.0 INTRODUCTION**

## **2.0 BRAND IDENTITY**

- 2.1 LOGO
- 2.2 TYPOGRAPHY
- 2.3 COLOUR
- 2.4 STATIONERY

## **3.0 APPLICATIONS**

- 3.1 PROMOTIONAL MATERIAL
- 3.2 EBOX PRODUCTS
- 3.3 UNIFORM & LANYARD
- 3.4 VAN TECH SUPPORT
- 3.5 WEBSITE





1.0

# INTRODUCTION





# **CONNECTING STUDENTS, FRIENDS, AND FAMILIES WITH AFFORDABLE PLANS.**

EBOX is an internet, television and telephony provider targeting students, young adults and adults to a cheaper and more affordable service. Offering their service in the provinces of Ontario and Quebec, EBOX is an affordable alternative to the big faceless telecommunication companies. Having their base office in Longueuil, which is right outside of Montreal, EBOX is a local brand that strives to give the best service to its customers.





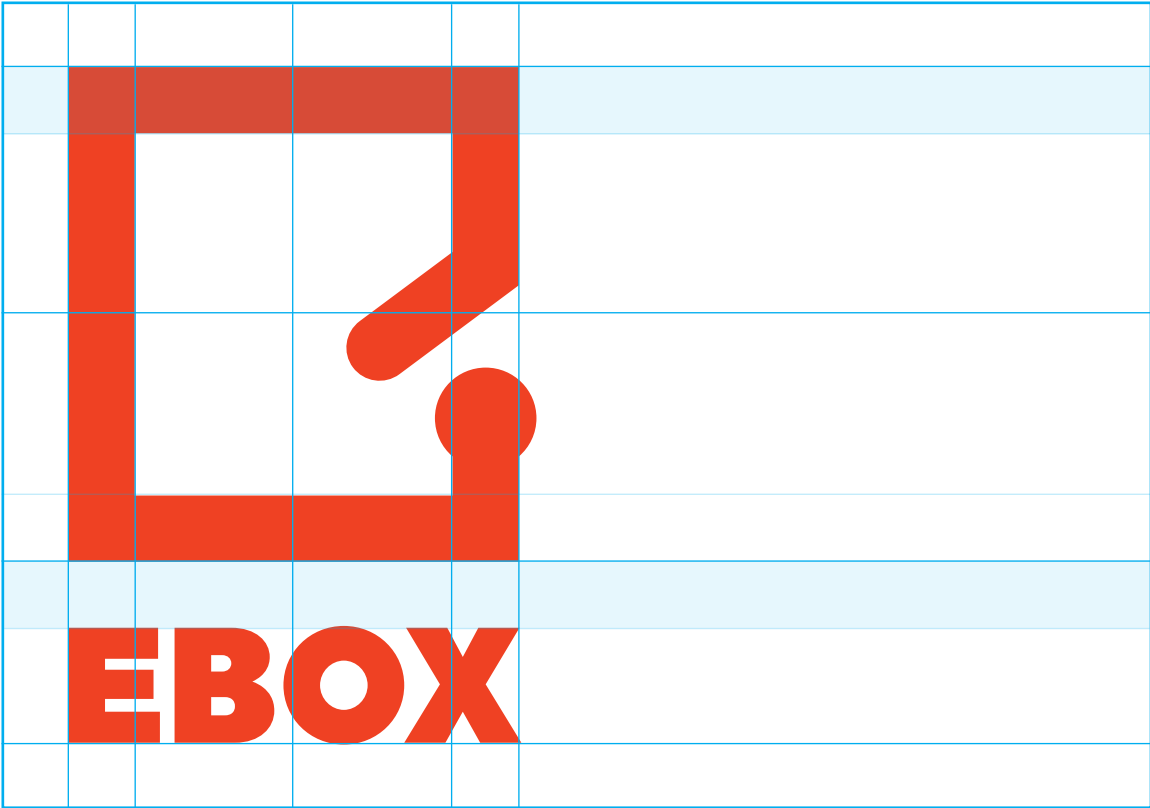
2.0

# BRAND IDENTITY

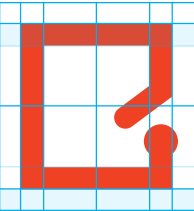
2.1  
2.2  
2.3  
2.4

LOGO  
TYPOGRAPHY  
COLOUR  
STATIONERY

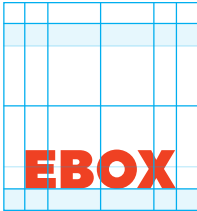




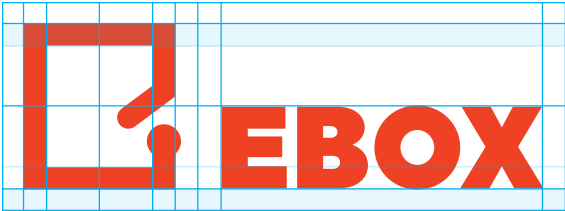
MAIN LOGO



SYMBOL



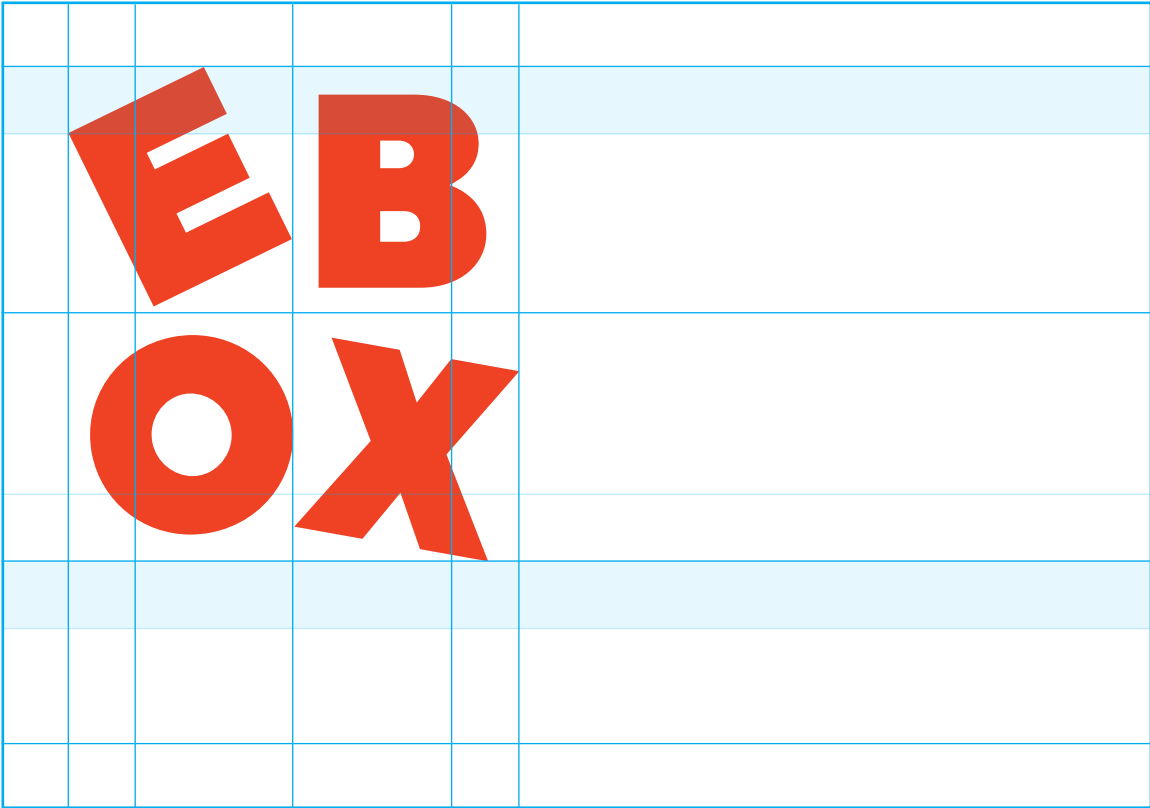
WORDMARK



HORIZONTAL LOGO

# GETTING INTO THE NITTY-GRIDDY.

A grid is an essential component of a good logo. Spacing around all four sides of each logo is crucial to let the logo breathe. The thickness of the main logo is a key point of the grid and creates references.



SECONDARY LOGO

**STRUTURED PLAY IS  
THE WAY TO GO.**

The secondary logo uses the same grid as the main logo because consistency is key. This logo fits right in the symbol of EBOX and each letter fits in a quarter of that space.



# BOLD, DYNAMIC, YOUTHFUL COLOURS.

A colour palette of bright orange, white, and black is used throughout the corporate identity to convey the strong electric service of EBOX. Orange is also often used to represent affordability, hence the reason why it is the main colour of the branding.

PANTONE 7417 C  
C=0 M=90 Y=100 K=0  
R=239 G=65 B=35  
#EF4123

PANTONE Black C  
C=0 M=0 Y=0 K=100  
R=0 G=0 B=0  
#000000

C=0 M=0 Y=0 K=0  
R=255 G=255 B=255  
#FFFFFF



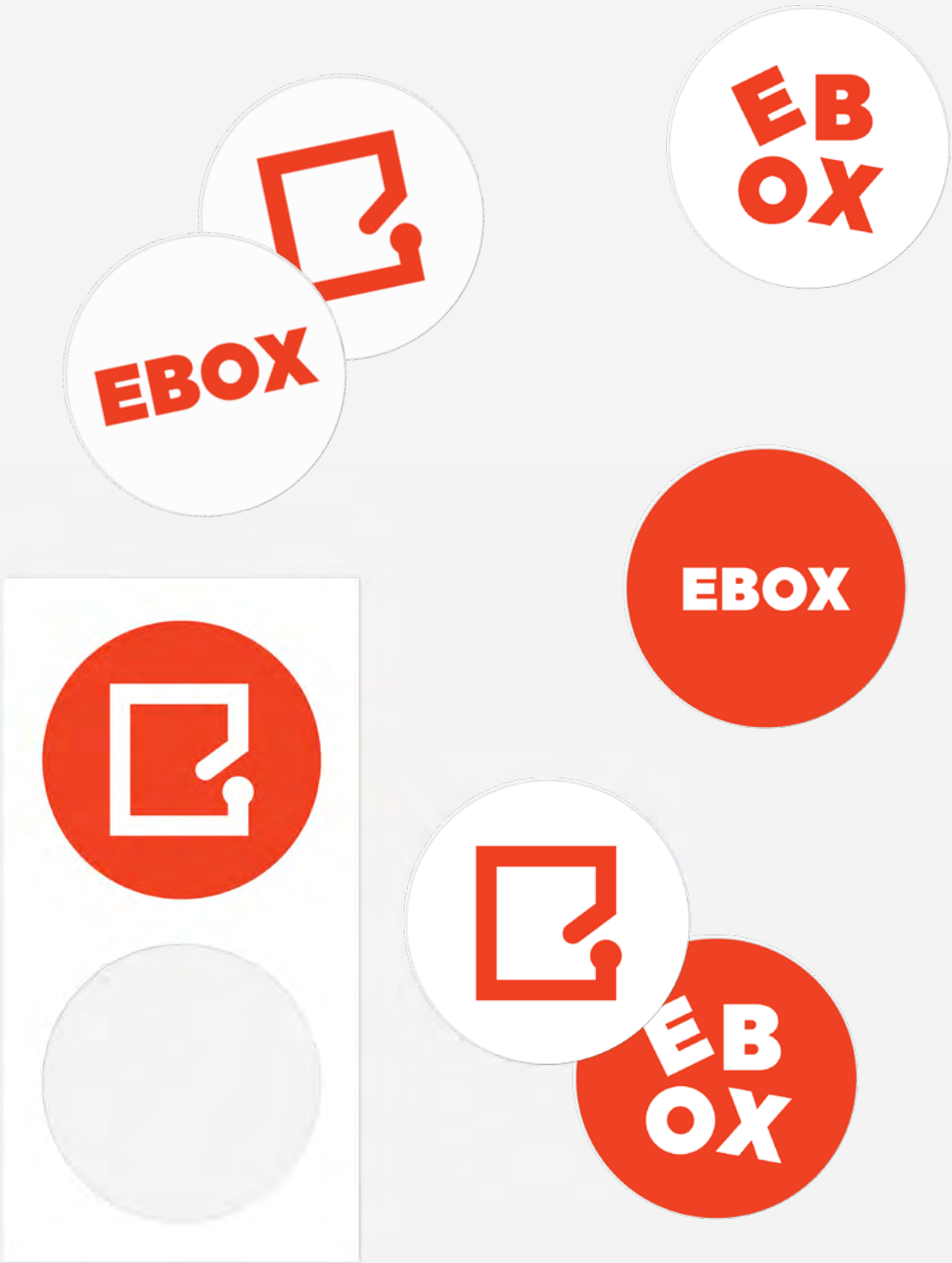


3.0

# APPLICATIONS

- 3.1 PROMOTIONAL MATERIAL
- 3.2 EBOX PRODUCTS
- 3.3 UNIFORM & LANYARD
- 3.4 VAN TECH SUPPORT
- 3.5 WEBSITE





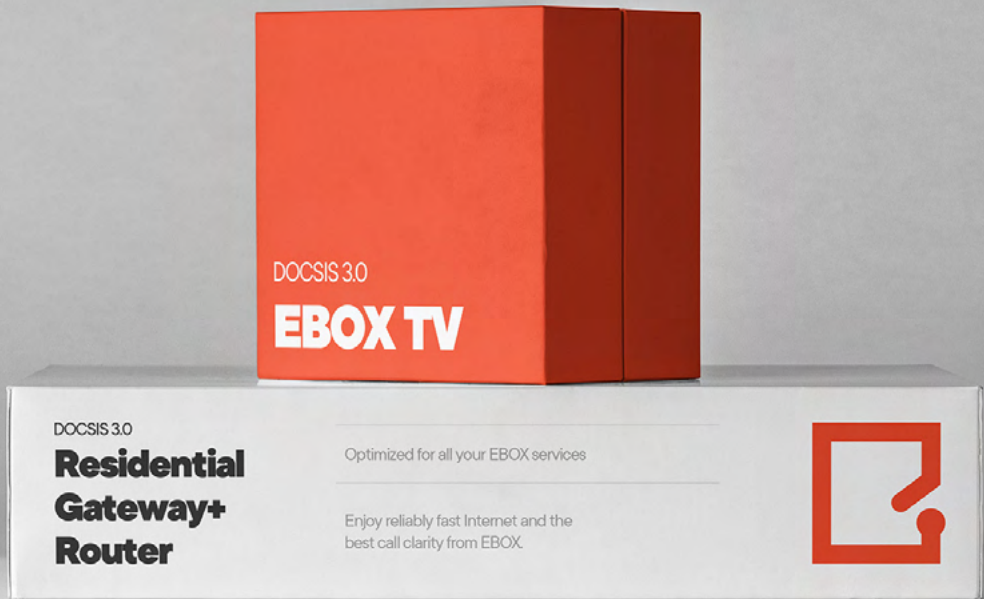
# PROMOTIONAL MATERIAL BECAUSE WE LOVE GIVING.

Promotional material is important for a company like EBOX. We want to offer the best experience to our customers and giving a complimentary pen, phone case or notepad can go a long way. Our top priority is making the client happy and it never hurts to give free stuff.









# PROVIDING UNMATCHED QUALITY PRODUCTS.

EBOX has many products and offers customers their service with home routers and EBOX TV. Powered by Android TV technology, EBOX TV is a new form of entertainment. It lets you watch the content you want from apps like CBC, Spotify, and Google Play films. It comes pre-installed with the EBOX TV application, which gives you access to live TV channels.



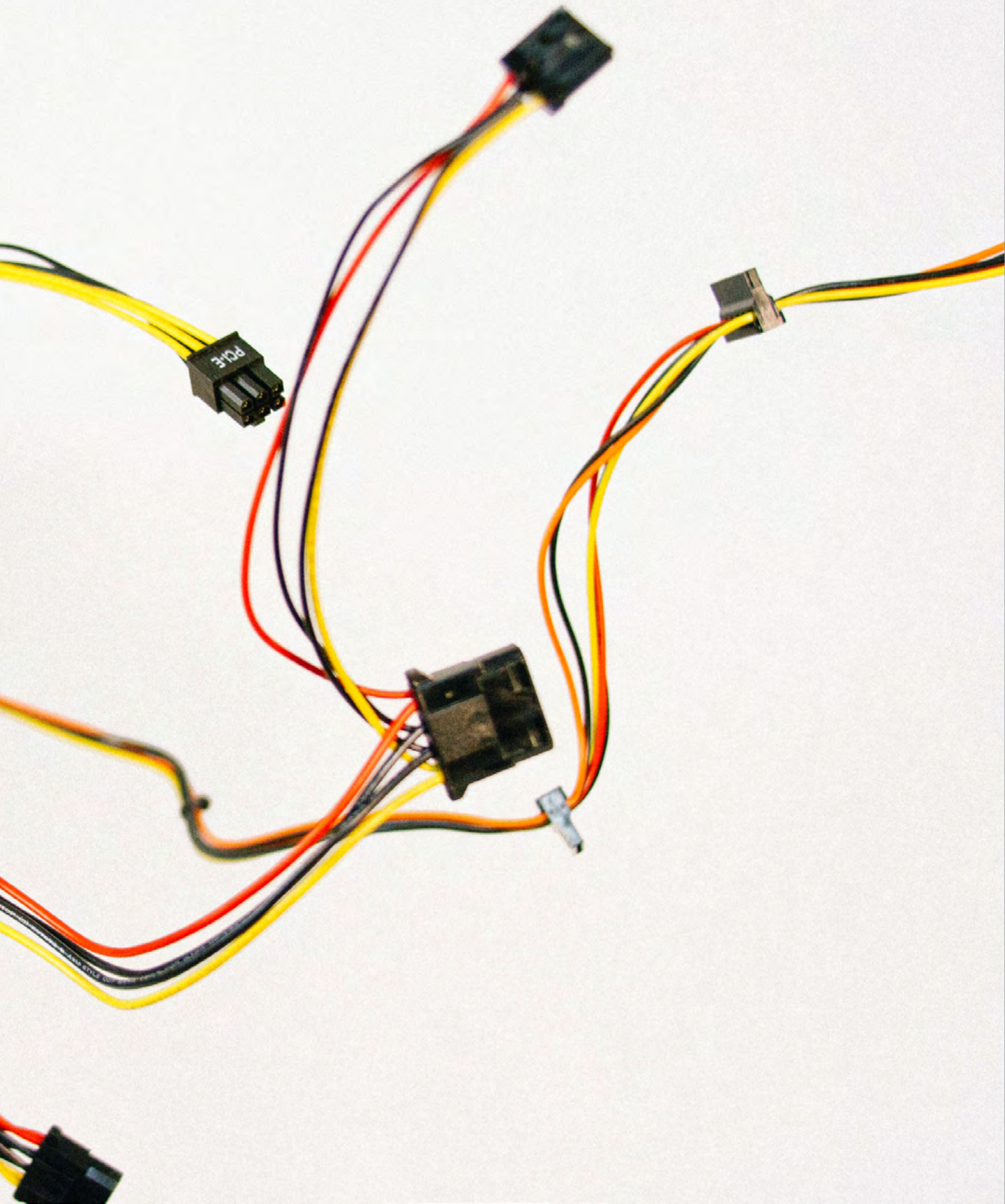


## **HELPING CUSTOMERS FIND THE RIGHT PRODUCT MAKES US HAPPY.**

At EBOX, we strive to give the best customer service to our clients. While in store, customers can browse through the products and ask our store associates for more information. Every employee has a uniform and a lanyard around their neck so that it is easier for the customer to locate them at any given time!







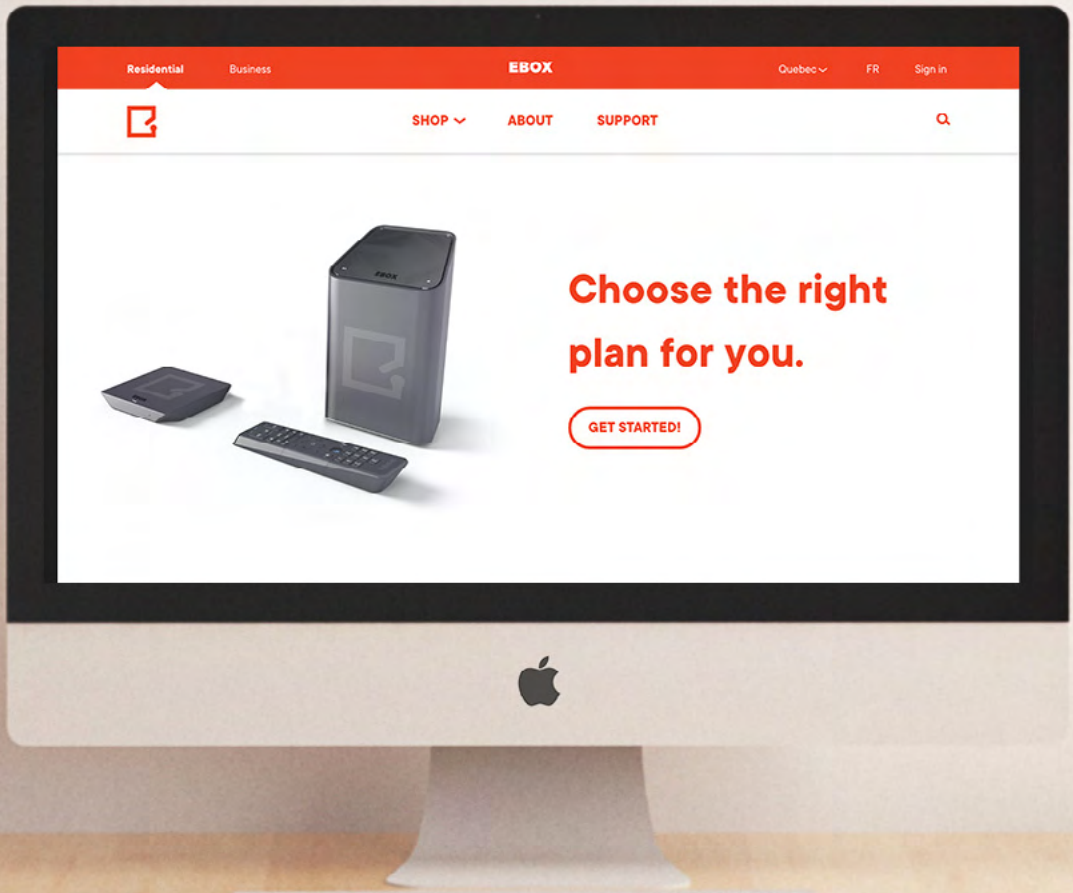
# TECH SUPPORT RIGHT AT YOUR DOOR.

We value fast and efficient service. If there's a problem at home, EBOX will be glad to swing by and fix whatever technical problem there is. Every technician will be well equipped with their van and knowledge.





# A WEBSITE THAT SUPPORTS OUR CUSTOMERS.



A website is essential for an internet, television and telephony provider. EBOX's website will help our customers track their plans and stay up to date with our service. The website is also great for potential customers to learn more about what we offer and start their journey with us!



IMAGERY

UNSPLASH  
THE VERGE  
AMAZON.CA  
WASHINGTON COMCAST

MOCKUPS

UNBLAST  
DRIBBBLE  
BEHANCE  
GRAPHIC BURGER  
PIXELBUDDHA  
DIVINEWORKS  
MOCKUPTREE  
PSDMOCKUPS  
PIXPINE

