



**blebox**  
better life experience



brand book ►



[www.blebox.eu](http://www.blebox.eu)

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### CHARACTERISTICS OF BleBox TRADE MARK

The trade mark is composed of *graphic symbol "b"*, *title BleBox* and *slogan "better life experience"*. Any interference (change of color, change of shape, change of slogan, etc.) of the above mentioned elements is completely forbidden. It is allowed to use trade mark "b" and "BleBox" separately from the slogan "better life experience".



### COLORS AND RULES OF USE OF THE BleBox TRADE MARK

It is required to follow individual rules related to the logotype's colors and its background. There are different versions of logotype color depending on background:

#### NAVY BLUE\*



**CMYK:** 77 : 24 : 0 : 0  
**PANTONE:** 2925 C  
**RGB:** 86 : 151 : 211

**CMYK:** 0 : 0 : 0 : 0  
**RGB:** 255 : 255 : 255

**CMYK:** 0 : 0 : 0 : 35  
**PANTONE:** Cool Gray 4 C  
**RGB:** 166 : 166 : 166

#### WHITE OR BRIGHT GREY BACKGROUND OR OTHER LIGHT GRAPHIC



**CMYK:** 77 : 24 : 0 : 0  
**PANTONE:** 2925 C  
**RGB:** 86 : 151 : 211

**CMYK:** 62 : 50 : 47 : 40  
**PANTONE:** Cool Gray 11 C  
**RGB:** 86 : 88 : 90

**CMYK:** 0 : 0 : 0 : 65  
**PANTONE:** Cool Gray 9 C  
**RGB:** 123 : 123 : 123

#### DARK GRAPHIC



**CMYK:** 0 : 0 : 0 : 0  
**RGB:** 255 : 255 : 255

\* different tones of navy blue are allowed



**LOGOTYPE IN ONE-COLOR VERSION\***

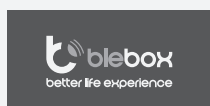


□ CMYK: 0 : 0 : 0 : 0  
RGB: 255 : 255 : 255

■ navy blue\*



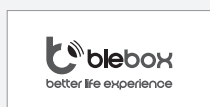
**LOGOTYPE IN MONOCHROMATIC VERSION**



■ CMYK: 0 : 0 : 0 : 80  
PANTONE: Cool Gray 11 C  
RGB: 86 : 88 : 88

□ CMYK: 0 : 0 : 0 : 5  
PANTONE: Cool Gray 1 C  
RGB: 242 : 242 : 242

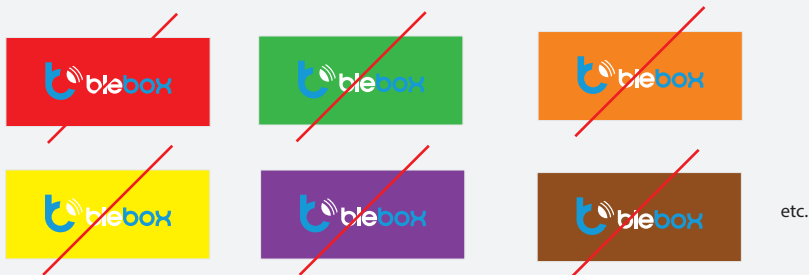
■ CMYK: 0 : 0 : 0 : 40  
PANTONE: Cool Gray 5 C  
RGB: 177 : 177 : 176



■ CMYK: 0 : 0 : 0 : 80  
PANTONE: Cool Gray 11 C  
RGB: 86 : 88 : 88

■ CMYK: 0 : 0 : 0 : 100  
PANTONE: Neutral Black C  
RGB: 34 : 34 : 34

**IT IS FORBIDDEN TO USE LOGOTYPE ON INDICATED BACKGROUNDS:**



**IT IS FORBIDDEN:**

- use a contours
- add a shadows
- modify styles
- add gradients
- skew, rotate, stretch
- change orientation
- add elements inside logotype
- fill with patterns

\* different tones of navy blue are allowed

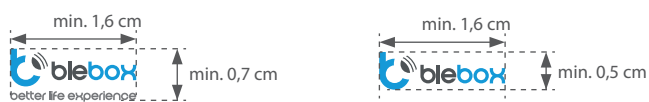


**MARGINS AND MINIMAL SIZE:**

When using the BleBox brand, it is required to maintain a minimum free space around it. The guidelines are shown on attached graphic:



**TO KEEP THE VISUAL EFFECT OF LOGOTYPE IN PRINT RESOLUTION (300 dpi) IT IS FORBIDDEN TO MAKE IT SMALLER MORE THAN:**



**ON SCREENS AND MONITORS, THE LOGOTYPE MUST BE DISPLAYED IN A WAY THAT GUARANTEES ITS CORRECT READABILITY.**

Any question about BleBox trade mark uses (graphics, photos) should be consulted with BleBox marketing department.

