blebox

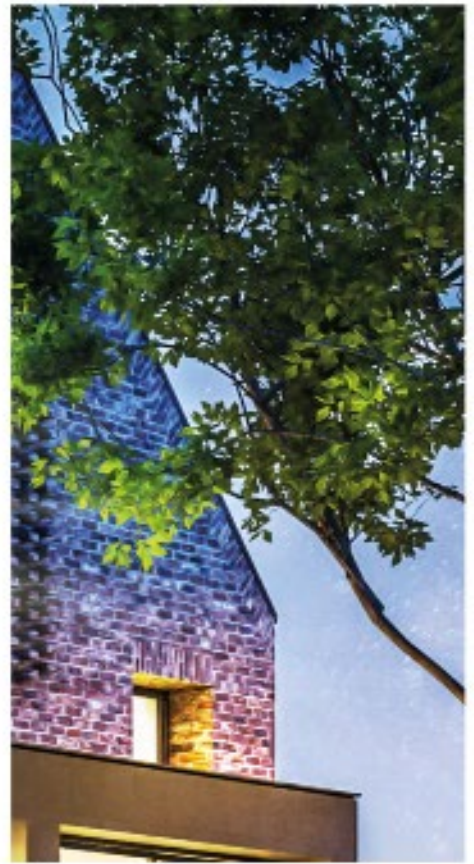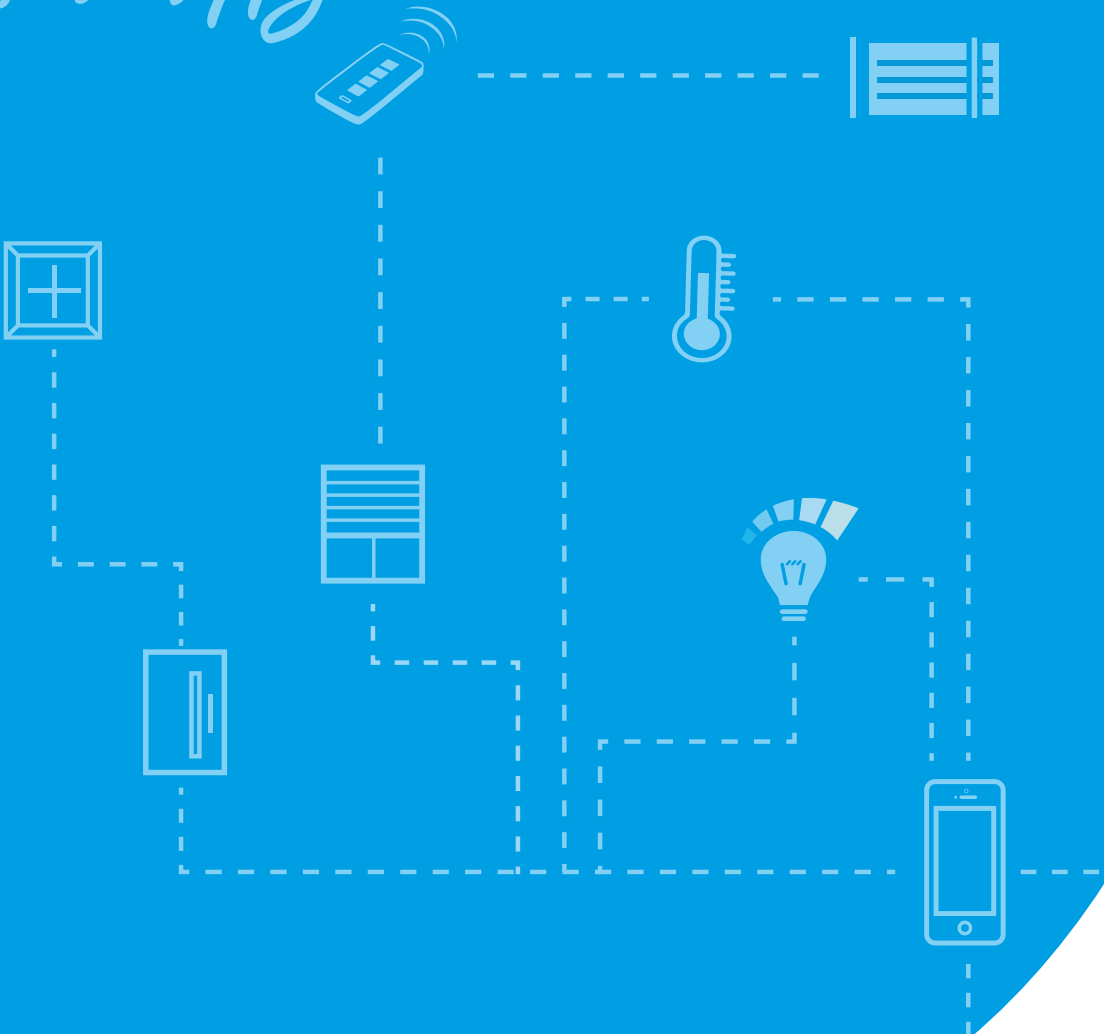*Live smartly*

brand book

Live smartly

Characteristics of the Blebox trademark

The BleBox trademark consists of: *the graphic symbol "b", the name of BleBox and the slogan: "Life Smartly"*. Any interference (change of color, shape, modification, name modification, slogan change, etc.) in any of the above-mentioned elements is not allowed. Acceptable is to use the trademark "b" and "BleBox" separately from the slogan "Life Smartly".

Colors and rules of using the BleBox trademark

It is required to comply with the individual rules concerning the colors, logotype and its background.

BACKGROUND - NAVY BLUE*

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

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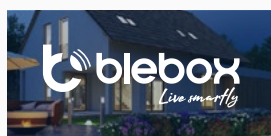**RGB:** 255 : 255 : 255

WHITE OR LIGHT GRAY BACKGROUND, OR LIGHT GRAPHICS

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

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

CMYK: 0 : 0 : 0 : 65
PANTONE: Cool Gray 4C
RGB: 123 : 123 : 123

DARK GRAPHICS

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

* different shades of navy blue can be used

SINGLE COLOR LOGOTYPE*

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

**Kolor granatowy
o dowolnym odcieniu***

MONOCHROMATIC LOGOTYPE

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

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

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

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

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

IT IS UNACCEPTABLE TO USE THE LOGOTYPE ON THE FOLLOWING BACKGROUND

IT'S FORBIDDEN TO:

- use contours
- add shadows
- modify styles
- add gradients

- skew, turn and stretch
- change the orientation
- add elements to the inside of the logotype
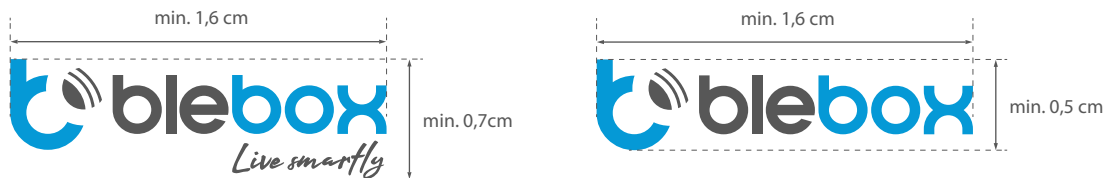- fill logo with patterns

* different shades of navy blue can be used

Margins and minimal size:

When using the BleBox trademark, a minimum space around it is required.
The guidelines can be found in the attached graphic:

To keep the visual efect of logotype in print resolution (300 dpi) it is forbidden to make it smaller more than:

min. 1,6 cm

min. 0,7cm

min. 1,6 cm

min. 0,5 cm

On the monitor / display screen, the logotype should be large enough to ensure proper legibility.

Logo fonts

- **blebox — End Then It Ens**

- *live smartly* - **arkipelago regular**

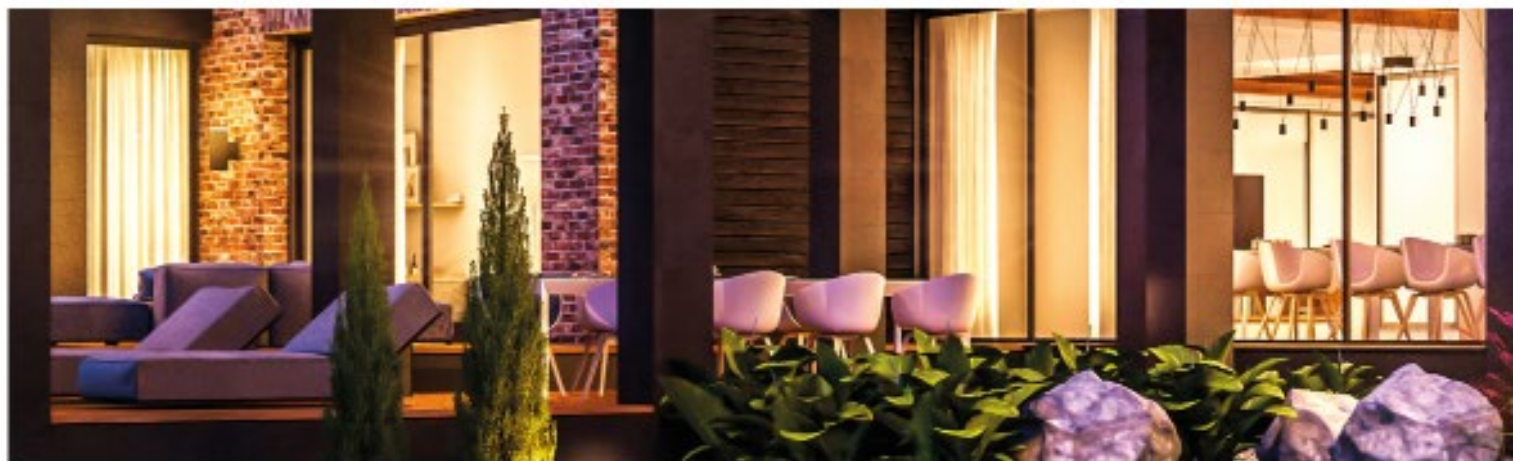**Fonts for plain text**

- Lato
- Montserratt
- Roboto

Thank you for your trust. We are looking forward to joint successes!
Remember with us

Live smartly

Live smartly

www.blebox.eu