box®

BRAND / DESIGN GUIDELINES 2020
[EXTERNAL USE]

box

"Be Different"

About Us

After 20 years of professional racing with multiple BMX and MTB championships, Toby Henderson founded Box® to chart new courses and promote forward-thinking products. Box's Southern California racing heritage is an inseparable component of the company's DNA and it's ultimately this trait that defines its unique sense of style. These characteristics together with the brand's promise to "Be Different" not only benefits World Cup champions but also enthusiasts, regardless of riding ability.

TOBY HENDERSON

Mission Statement

Box® was created with a rebellious vision and towering objective:
to chart new courses and promote forward-thinking products.

We will achieve our mission with a commitment to "Be Different". Our unique culture at Box is built upon three internal promises; **truth**, **clarity**, and **focus**. Externally this is expressed via a memorable brand experience with unique products that are simple, durable, and perform at a high level (AKA - Value Proposition)

OUR UNIQUE CULTURE

CLARITY

TRUTH

FOCUS

BRAND PROMISE

INTERNAL

EXTERNAL

BRAND EXPERIENCE

SIMPLE

PERFORMANCE

"BE DIFFERENT"
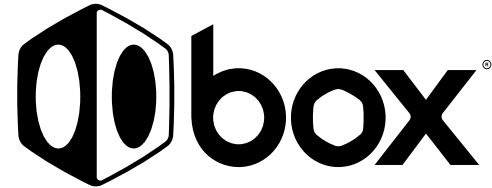
DURABLE

OUR UNIQUE PRODUCT

Brand Elements

The Box® brand has 3 variants; the Box® Composite Mark, Box® Composite Mark with Tagline, and Box® Icon Mark. Here are the rules on how and when to use them:

Box® Composite Mark
To be used on...
• Partner Websites
• Product Graphics
• Packaging Label

Box® Composite Mark with Tagline
To be used on...
• Tradeshow Tent
• Internal Contract Template
• Landing Page
• Print
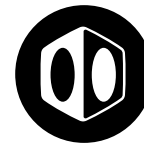*[Postcards, Inserts, and Catalogs]*
• Brand Videos

Box® Icon Mark
To be used on...
• Digital Ads
• Product Graphics
[as tier icon only]
• Packaging
[upper right corner with tier icon only]
• Product Page

Box® Composite Mark

Box® Composite Mark with Tagline

"Be Different"

Box® Icon Mark

Box® Composite Mark Colors & Background Applications

The mark only exists in black or white.

No other colors can be used.

Black version on light or low contrast backgrounds

White version on dark or high contrast backgrounds

Clear Space
& Logo Sizing

The Box® Composite Mark and Box® Icon Mark should always be surrounded by a minimum area of space.

A margin of clear space equivalent to the 1/2 height of the 'Box® Icon' is drawn around the composite mark to create the invisible boundary of the area of isolation.

The logo mark has a clearspace equal to half the width. These areas of separation are a minimum and should be increased wherever possible.

Box® Composite Mark
Minimum Size:
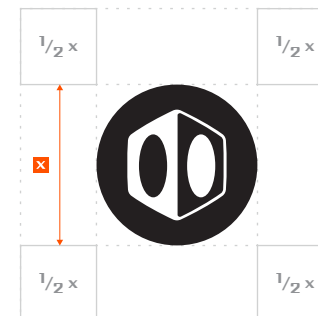• 4.6mm x 12.7mm

Box® Composite Mark

Box® Composite Mark with Tagline

"Be Different"
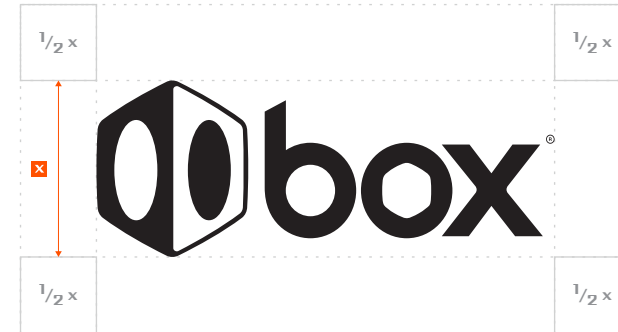
Box® Icon Mark
Minimum Size:
• 4.6mm x 12.7mm
• The left side should always be filled with the same color as the logotype
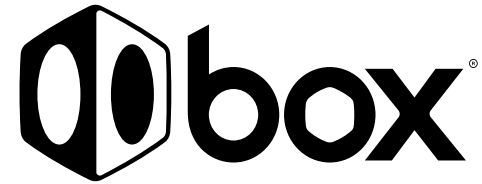
Box® Icon Mark

Primary Colors

Our Box® Pure Black and Pure White give maximum contrast and help deliver impact to our logo.

All other colors are used only for Box® product tiers.

Box® Pure Black

CMYK:	0 | 0 | 0 | 100
PANTONE:	PMS Pure Black
RGB:	0 | 0 | 0
HEX:	#000000

Box® Pure White

CMYK:	0 | 0 | 0 | 0
PANTONE:	PMS Pure White
RGB:	255 | 255 | 255
HEX:	#FFFFFF

Box® Composite Mark Photography Usage

When photography is being used as a background, it is important that the selected images provide enough contrast to the logo.

Also, stay clear from blocking or disrupting the imagery. This will ensure that the logo will maintain a visible presence. Placing the logo on a photo that causes the logo to get lost due to the lack of contrast is prohibited.

Photo Background

Box® Composite Mark
[lower right]

Box® Composite Mark
[upper right]

Photo Background

Incorrect Box®
Composite Mark Usage

We pride ourselves on brand consistency. When using the Box® Composite Mark, the following rules should be adhered to at all times.

Skew.
Do not skew or attempt to make the logo 3-dimensional in any way.

Color.
Do not recolor or change the colors of any of the logos.

Transparency.
Do not lay any kind of transparency over the logo.

Proportions.
Do not change proportions of the Box composite mark.

Effects.
Do not add any kind of effects such as a drop shadow / stroke to the logo.

Scales / Orientation
Do not scale one axis only.

Do not change the orientation of the logo by rotating it any way.

Secondary Colors

Secondary colors allow us to create variation and define our product tiers. These colors are never used as part of the primary Box® Composite Mark.

Tier composite marks are used to define the tier level for each product. These are generally seen on packaging.

Tier icon marks on the other hand, are used on product graphics to define tier level.

Box® Tiers

hex lab
RACE READY

CMYK:	5 | 3 | 5 | 11
PANTONE:	Cool Grey 4 C
RGB:	215 | 216 | 214
HEX:	#B2B5B5

box one
TOP OF THE LINE

CMYK:	0 | 83 | 100 | 0
PANTONE:	021 C
RGB:	240 | 83 | 35
HEX:	#F05322

box two
PERFORMANCE

CMYK:	1 | 100 | 93 | 0
PANTONE:	185 C
RGB:	234 | 29 | 44
HEX:	#EA1C2B

box three
PERFORMANCE + VALUE

CMYK:	92 | 3 | 6 | 0
PANTONE:	2202 C
RGB:	0 | 174 | 239
HEX:	#00A5DF

box four
VALUE

CMYK:	2 | 9 | 100 | 0
PANTONE:	Yellow C
RGB:	252 | 221 | 0
HEX:	#FDDC00

box five
ENTRY

CMYK:	70 | 76 | 0 | 0
PANTONE:	2665 C
RGB:	103 | 86 | 165
HEX:	#6656A4

Design Language for Box® Tiers

Consumers should be able to look at a Box® product and identify which tier it belongs to by its Design Language.
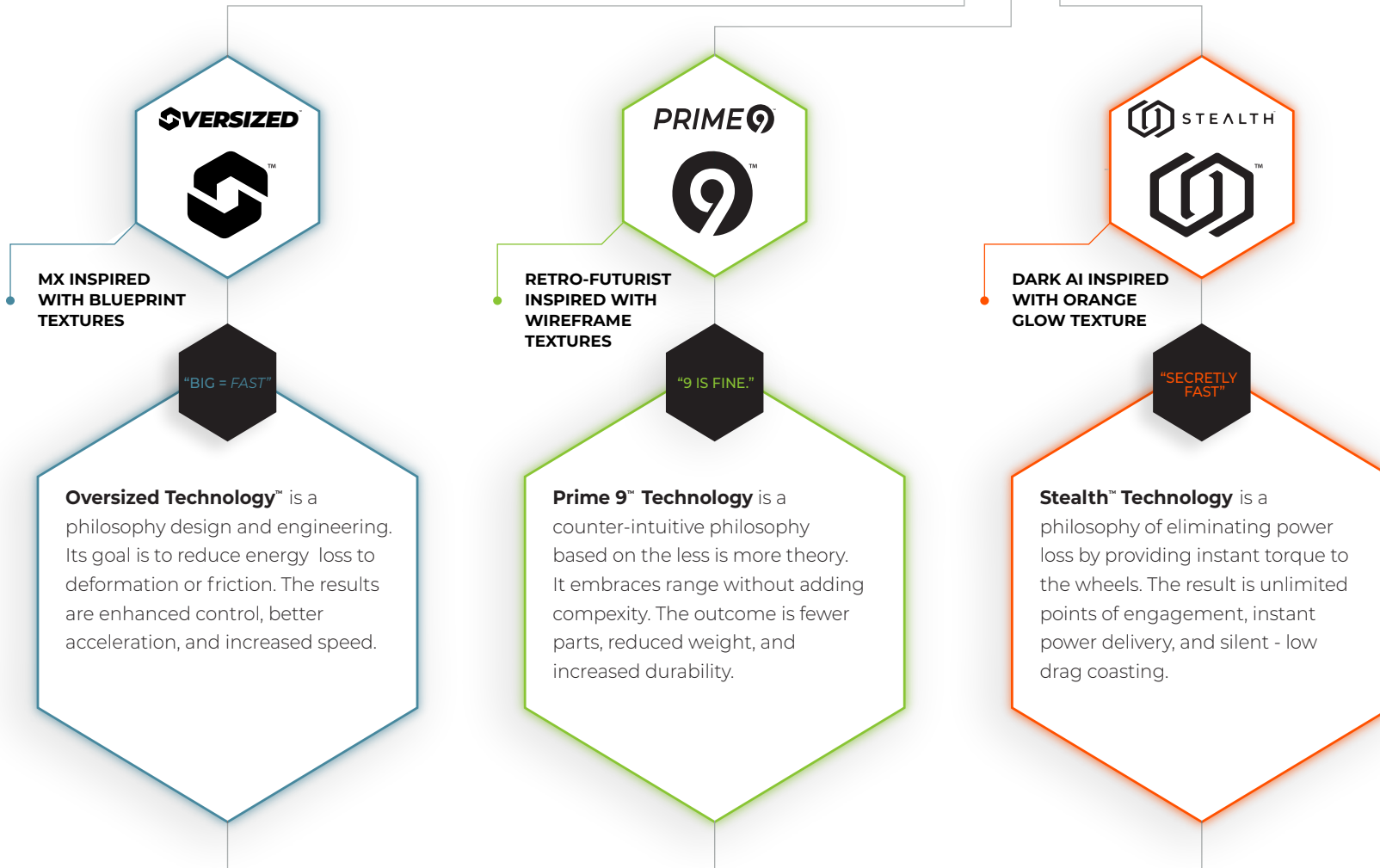
BOX TIERS		FORM LANGUAGE	GRAPHIC STYLES	DETAILS
HIGHER TIERS	hex lab RACE READY	SIMPLE GEOMETRIC	MINIMAL + TECH ICON MARK	BOX® ICON MARK BADGE // RAW SURFACES
	box one TOP OF THE LINE	SIMPLE GEOMETRIC	COLOR BLOCKING + TECH ICON MARK	BOX® ICON MARK BADGE // GLOSS/MATTE SURFACES
	box two PERFORMANCE	SIMPLE GEOMETRIC	CONTOUR LINES + TECH ICON MARK	BOX® ICON MARK BADGE // MATTE SURFACES
LOWER TIERS	box three PERFORMANCE + VALUE	FUTURISTIC NOIR TECH	TECH/CHUNKY + TECH ICON MARK	SIMPLE OR PRINTED BOX® ICON MARK BADGE // MATTE SURFACES
	box four VALUE	FUTURISTIC NOIR TECH	MODERN INDUSTRIAL + TECH ICON MARK	SIMPLE OR PRINTED BOX® ICON MARK BADGE // MATTE SURFACES
	box five ENTRY	FUTURISTIC NOIR TECH	CLEAN + TECH ICON MARK	SIMPLE OR PRINTED BOX® ICON MARK BADGE // MATTE SURFACES

Core Technologies

Use ™ every time a core technology is being used. Use ® followed by Box® each time EXCEPT on product graphics.

SIMPLE // DURABLE // PERFORMANCE

OVERSIZED™

MX INSPIRED WITH BLUEPRINT TEXTURES

"BIG = *FAST*"

Oversized Technology™ is a philosophy design and engineering. Its goal is to reduce energy loss to deformation or friction. The results are enhanced control, better acceleration, and increased speed.

PRIME 9™

RETRO-FUTURIST INSPIRED WITH WIREFRAME TEXTURES

"9 IS FINE."

Prime 9™ **Technology** is a counter-intuitive philosophy based on the less is more theory. It embraces range without adding compexity. The outcome is fewer parts, reduced weight, and increased durability.

STEALTH™

DARK AI INSPIRED WITH ORANGE GLOW TEXTURE

"SECRETLY FAST"

Stealth™ **Technology** is a philosophy of eliminating power loss by providing instant torque to the wheels. The result is unlimited points of engagement, instant power delivery, and silent - low drag coasting.

Box® VALUE PROPOSITION

TECHNOLOGY COMPOSITE MARK

TECHNOLOGY ICON MARK

THEME

TAGLINE

PHILOSOPHY

Box® Tiers:

Prime 9™ Brand Elements

The Prime 9™ branding has multiple logo configurations.

Prime 9™ Composite Mark

To be used on...
• Partner Websites
• Product Graphics
• Packaging Label

Prime 9™ Composite Mark

Prime 9™ Composite Mark with Box® Composite Mark

To be used on...
• Tradeshow Tent
• Internal Contract Template
• Landing Page
• Print
[Postcards, Inserts, and Catalogs]
• Brand Videos

Prime 9™ Composite Mark with Box® Composite Mark

Prime 9™ by Box®
Strict proportion and placement between the Prime™ logo and the "by Box®" logo

Stylized Tagline
• Include period punctuation
• Use Montserrat SemiBold

Prime 9™ Icon Mark

To be used on...
• Digital Ads
• Product Graphics
[as tier icon only]
• Packaging
[upper right corner with tier icon only]
• Product Page

Prime 9™ Icon Mark

Should have the ™ symbol in all logo variations

Prime 9™ Theme;

The Prime 9™ icon mark with retro styling can be used as a standalone, with the Prime 9™ composite mark, or as a part of the tagline "9 is fine." Prime is always italicized and is used in black or in black with the retro styling green outline.

In addition, the Prime 9™ design language aims for a retro yet futuristic feel. This art direction is represented through the usage of a green accent color, wireframe graphics, and

CMYK:	55 | 0 | 100 | 0
PANTONE:	7488 C
RGB:	127 | 195 | 66
WEB:	#7FC342

Emotional Triggers

Our goal is to connect with the consumer by asking a question that triggers a strong emotion.

Emotion-driven questions:

Message 1:
Q: Bored at home?
A: Fix Up Your Old Bike.

Message 2:
Q: Do you really need 12?
A: *"9 is fine".*

Message 3:
A: 9 is fine, really!

Message 4:
A: Get the range of a 12 speed with 9.

Stealth™
Brand Elements

The Stealth™ branding also has multiple logo configurations.

The interlocked hex symbol represents the "infinite engagement" of this technology.

The Stealth™ logo uses a modified rounded version of Monsterrat font with a removed bridge from the "A" to evoke a silent and fast feel.

Stealth™ Composite Mark

To be used on...
• Partner Websites
• Product Graphics
• Packaging Label

Stealth™ Composite Mark
Interlocked Hex Symbol with Stealth™ Logo

**Stealth™ Composite Mark with Box® Composite Mark**

To be used on...
• Tradeshow Tent
• Internal Contract Template
• Landing Page
• Print
[Postcards, Inserts, and Catalogs]
• Brand Videos

Stealth™ Composite Mark with Box® Composite Mark
Stealth™ by Box®
Strict proportion and placement between the Stealth™ logo and the "by Box®" logo

Stealth™ Icon Mark

To be used on...
• Digital Ads
• Product Graphics
[as tier icon only]
• Packaging
[upper right corner with tier icon only]
• Product Page

Stealth™ Icon Mark
Interlocked Hex Symbol with Stealth™ Logo
Should have the ™ symbol in all logo variations
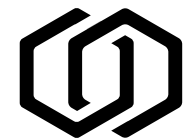
Stealth™
Brand Elements (continued)

In addition, the Stealth™ brand uses the
"Secretly Fast" tagline which implements
the same modified Monsterrat font
when utilized as a graphic.

Black version on light or low contrast backgrounds

White version on dark or high contrast backgrounds

Tagline
"SECRETLY" // semibold italic
"FAST" // bold italic

Tagline on B/W bar

**Stealth™ composite
mark with tagline &
Box® composite mark
on B/W bar**

Stealth™ Theme;

The Stealth™ theme language aims for an AI inspired, dark feel. A sense of surveillance is highlighted by the orange glow of camera and silence by the ominous black suede texture.

Emotional Triggers

Our goal is to connect with the consumer by asking a question that triggers a strong emotion.

Emotion-driven question:

Message 1:

Q: How much faster could you be?

A: *Secretly Fast.*

Oversized™ Brand Elements

The Oversized™ brand uses the "Big = Fast" tagline which implements the same modified Monsterrat font when utilized as a graphic.

Tagline
"BIG" // bold
"=" // regular
"FAST" // bold italic

BIG = *FAST*

Oversized™ Composite Mark
To be used on...
• Partner Websites
• Product Graphics
• Packaging Label

Oversized™ Composite Mark with Box® Composite Mark
To be used on...
• Tradeshow Tent
• Internal Contract Template
• Landing Page
• Print
[Postcards, Inserts, and Catalogs]
• Brand Videos

Oversized™ Icon Mark
To be used on...
• Digital Ads
• Product Graphics
[as tier icon only]
• Packaging
[upper right corner with tier icon only]
• Product Page

Oversized™ Composite Mark

Oversized™ Composite Mark with Box® Composite Mark
Oversized™ by Box®
Strict proportion and placement between the Oversized™ logo and the "by Box®" logo

Oversized™ Icon Mark
Should have the ™ symbol in all logo variations

Oversized™ Theme;

The Oversized™ theme language draws on motocross for its boldness, but adds a sense of refinement by emphasizing details via a blueprint texture. The technology is best expressed as the intersection of science and craftsmanship.
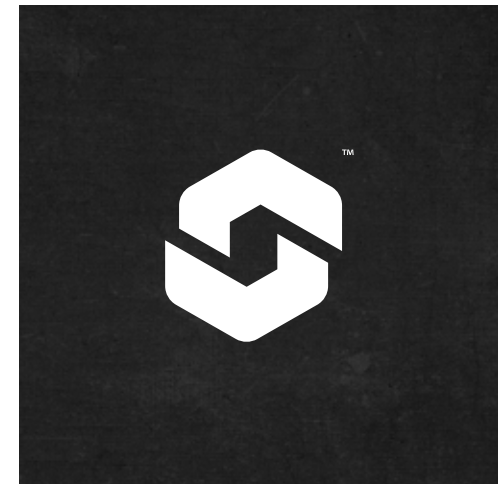
Emotional Triggers

Our goal is to connect with the consumer by asking a question that triggers a strong emotion.

Emotion-driven question:

Message 1:

Q: Flexed out components slowing you down?
A: BIG = *FAST*

CRANKSETS

Box One M35 Crankset
SKU: BX-CK1335

FEATURES
· Oversized™ Technology Hollow Forged Design
· Massive 35mm Alloy Spindle
· Self-Extracting Crank Bolt System
· 4-bolt 104 BCD Spider with Flex-Resistant Ring

SPECIFICATIONS

BB (Included)	35mm BB30/PF30
Spindle	35mm Alloy
Material	7075 T-6 Aluminum
Process	Hollow-Forged
Chainline	44.5mm
Q Factor	168mm
Weight [172.5	175]	998g/35.2oz	1,043g/36.8oz
Weight [177.5	180]	998g/35.2oz	1,020g/36.0oz

Social Media Ads

Specs in pixels [px]:
1080 wide x 1080 tall
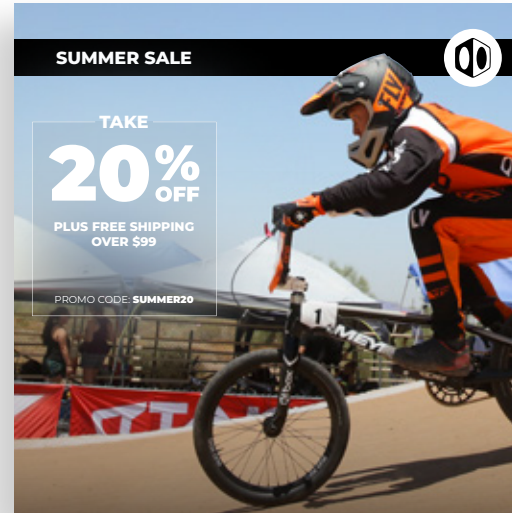1080 wide x 1920 tall
2048 wide x 2048 tall

Rules
Giveaway Ads Checklist

- Tagline with white text on black background
- Message
- Image on left side
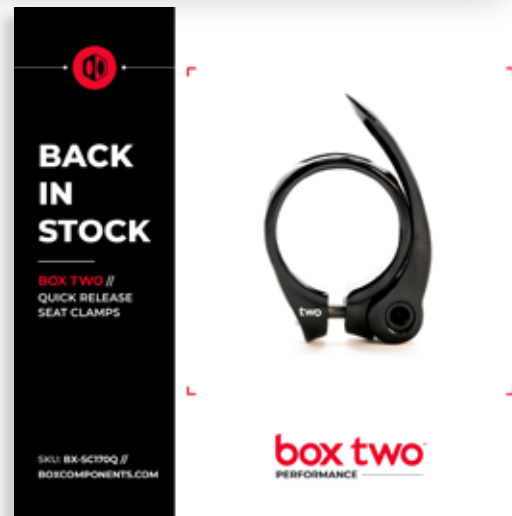- Product
- Color based on content
- Name if valid

Rules
Sale Ads Checklist

- Sale with white text on black bar
- Box® icon mark on right side of black bar
- Image with cut-out over black bar [if applicable]
- Sale description in box with coupon code

Rules
Testimonial Checklist

- Portrait image
- Name
- Title [if applicable]
- Quote

Rules
Back In Stock Checklist

- Product description with tier color and SKU
- Tier icon mark
- Product
- Tier logotype

Social Media Ads (continued)

Specs in pixels [px]:
1080 wide x 1080 tall
1080 wide x 1920 tall
2048 wide x 2048 tall

Rules
GIF/MP4 Checklist

- **Format: 10 - 15 sec duration**
  [GIF: < 150KB // "play once"]
  [MP4: < 1.75GB // H.264]

- **Themed motion graphic**

- **Core technology composite mark and Box® composite mark with tagline**
  [if applicable]

Rules
Holiday Ads Checklist

- **Product name on bar with tier icon**

- **Tier icon mark on right side of bar**

- **Before & after price with coupon code**

- **Shop now button**

- **Tier logotype**

Rules
Mix & Match Checklist

- **Description with white text on black bar**

- **Box® icon mark on right side of black bar**

- **Products**

- **Tier logotype with product name**

Rules
Product Post Checklist

- **Product description with tier color and SKU**
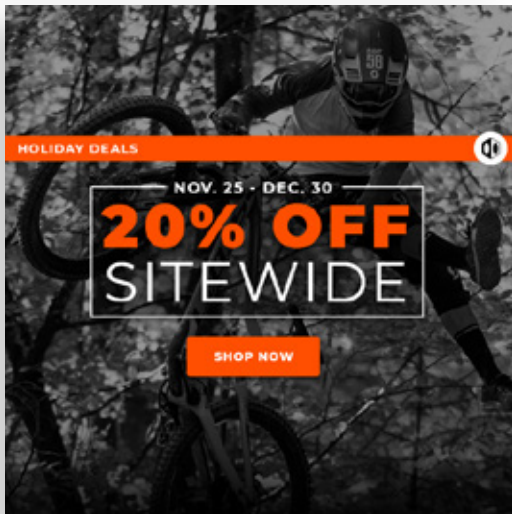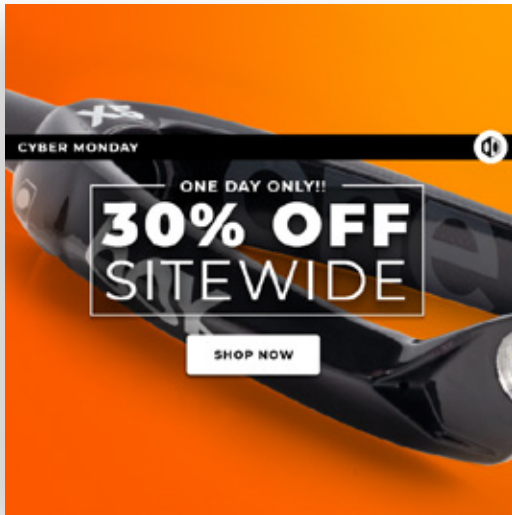
- **Tier icon mark**

- **Product**

- **Tier logotype**

Native & Retargeting Ads

Native Ads
600 wide x 600 tall
(text & images responsive within 315 x 500)

Retarget Ads
300 wide x 250 tall
728 wide x 90 tall
160 wide x 600 tall
320 wide x 50 tall
970 wide x 250 tall
300 wide x 600 tall

Rules
Native Ads Checklist

- **Image Background**
- **Sale description on bar**
- **Icon mark on right side of bar**
- **Sale Description in box**
- **Shop now button**

Rules
Digital Ads Checklist

- **Image background**
- **Composite Mark**
- **Tagline**

DIGITAL ADS

2 0 2 0

Videos

Box® videos should create a bond between the consumer and the Box® brand.

A light tone and emotional trigger is used to capture the attention of the audience.

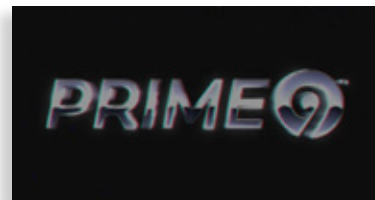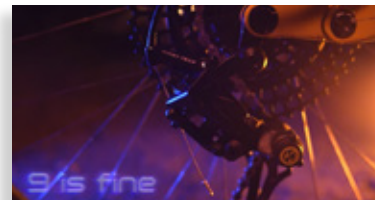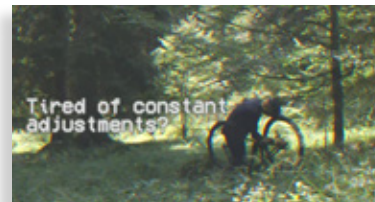Theme must be adjusted per core technology. Each has its distict theme.

Prime 9™
Video Promotion Ad

Tired of constant adjustments?

Stealth™
Video Promotion Ad

How much faster **could** **_you_** be?

STEALTH

Rules - Applies to all tech
Video Sequence Checklist
• Intro
• Emotional Trigger
• Question
• Product [if applicable]
• Lifestyle
• Action shot with product equipped
• Close with emotional trigger question
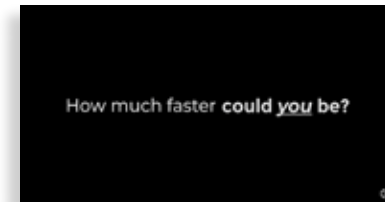• End with technology composite mark with Box® composite mark

Oversized™
Video Promotion Ad

Why not enjoy the range of a 12 speed with 9?

9 is fine

PRIME9

Corporate Fonts
Primary & Secondary

Like our wordmarks, icons, and colors, our typography emphasizes our brand values.

It is versatile and adaptable to all our marketing efforts and products across the Box® brand, adding character to all communication channels both internally and externally.

Primary Typeface

M O N T S E R R A T

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0   1   2   3   4   5   6   7   8   9

Numerical Font
Optional Usage
Strictly used for numbering and technical writing.

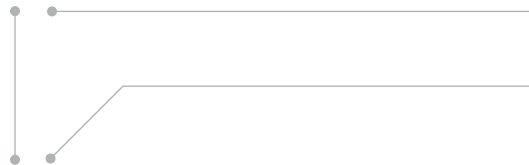# S A R P A N C H

0   1   2   3   4   5   6   7   8   9

Line indicator
Rules & [Specs]
Used to call out features, technical writing, etc.
[Straight line OR straight line connected with 45° angle(s) **//** Stroke: 0.5 px **//** Circle Ends **//** Color varies based on visibility **]**

Box® BMX Level Up Program

Every elite rider has a story to share on how they make it to the top.

The Level Up Program was designed to support riders of all levels become part of a team. Its goal is to strengthen the rider's skills, provoke inter-rider encouragement, and motivate a level up to the next class.

Each qualified candidate accepted into the program is offered exclusive perks and discount levels directly from Box®. Riders are required to represent both the brand and themselves professionally. The discounts offered are only available directly through Box® and do not apply to other online stores, bike shops, or race site vendors.

Level Up
Perks & Freebies:

Box One = 50% off
• Orange Number Plate
• Box One Grips

Box Two = 40% off
• Red Number Plate
• Box T-Shirt

Box Three = 30% off
• Blue Number Plate
• Box Hat

Box Four = 20% off
• Yellow Number Plate
• Box Beanie

Box Five = 10% off
• Purple Number Plate

Hex Lab
Factory Team

Box One
Expert or Pro

Box Two
Expert

Box Three
Intermediate

Box Four
Novice

Box Five
Beginner

Box® MTB Level Up Program

Every elite rider has a story to share on how they make it to the top.

The Level Up Program was designed to support riders of all levels become part of a team. Its goal is to strengthen the rider's skills, provoke inter-rider encouragement, and motivate a level up to the next class.

Each qualified candidate accepted into the program is offered exclusive perks and discount levels directly from Box®. Riders are required to represent both the brand and themselves professionally. The discounts offered are only available directly through Box® and do not apply to other online stores, bike shops, or race site vendors.

Level Up
Perks & Freebies:

Box One = 50% off
• Orange Number Plate
• Box One Grips

Box Two = 40% off
• Red Number Plate
• Box T-Shirt

Box Three = 30% off
• Blue Number Plate
• Box Hat

Box Four = 20% off
• Yellow Number Plate
• Box Beanie

Box Five = 10% off
• Purple Number Plate

Hex Lab
Factory Team

Box One
Expert or Pro

Box Two
Expert

Box Three
Intermediate

Box Four
Novice

Box Five
Beginner

Tradeshow Display Usage

Front

Back
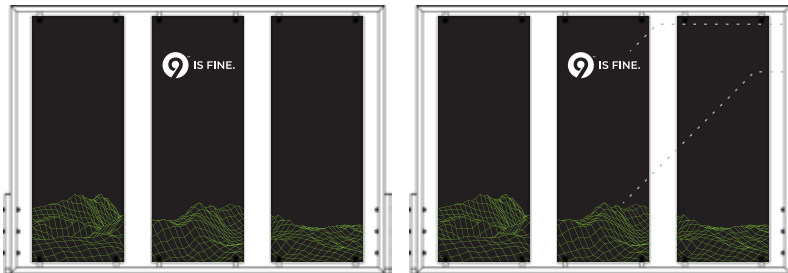
Rules
Tradshow Panel Display Checklist

- **Tier logo top right**
- **Box® composite mark**
- **Philosophy**
- **Technologies**
- **Tier logotype**

- **Tagline**
- **Brand graphic pattern**

Rules
Level Up Tent Graphics Checklist

- **Box® tagline**
- **Box® composite mark**
- **Box® icon(s)**
- **Website**

Primary color, black or white is intended to be used as the background. Boards with custom artwork can be used to promote and display specific information while still taking into account branding guidelines for related products.

"Be Different"

boxcomponents.com

.... **[4] Pedestal Placement**

.... **Demo Bike Area**

"Be Different"