

NOVEMBER 2, 2024

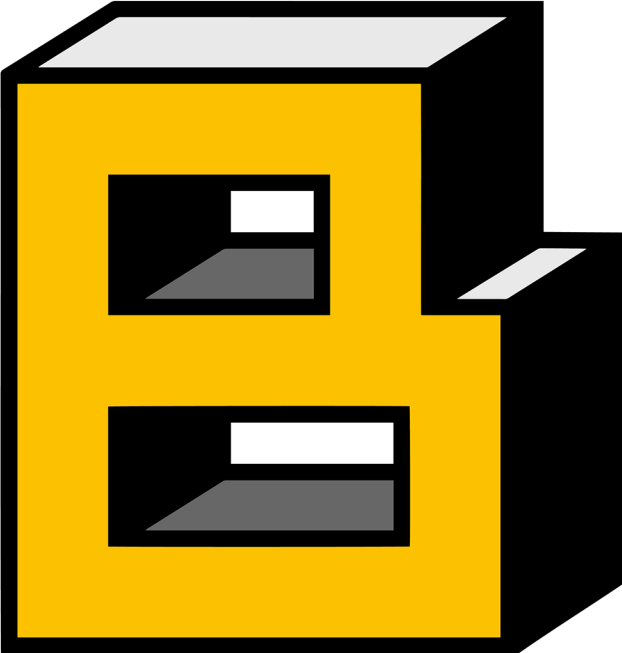
# BOOST BOX BRAND GUIDELINES



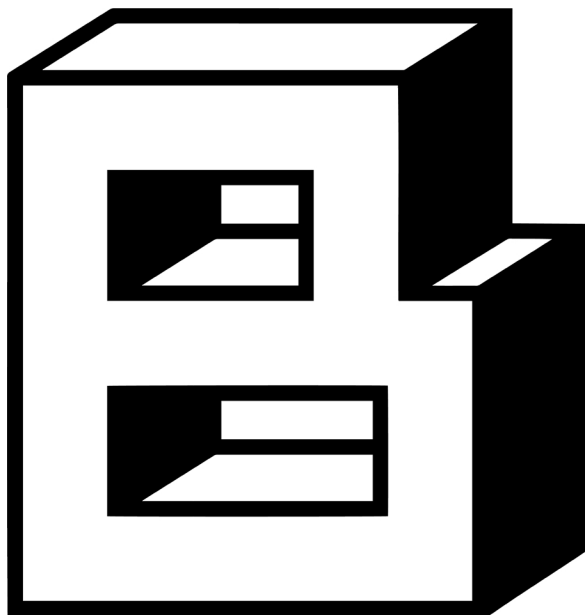
## **Overview**

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**LOGO**



## Credit

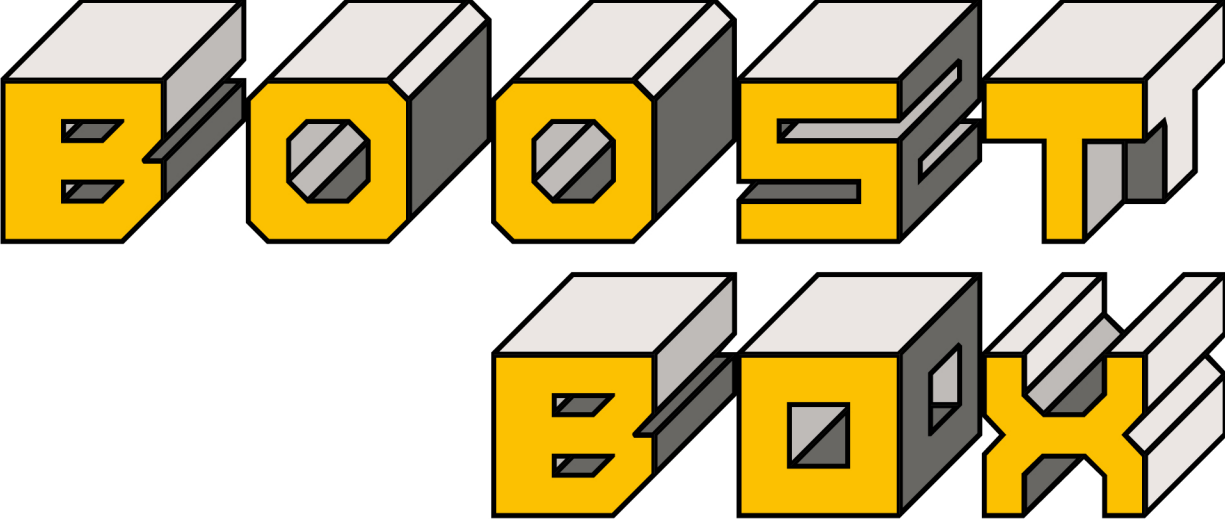


**This “B” letter typeface is designed by Petros Vasiadis and was selected & colored for Booster Box brand by Ali Sadeghi.**

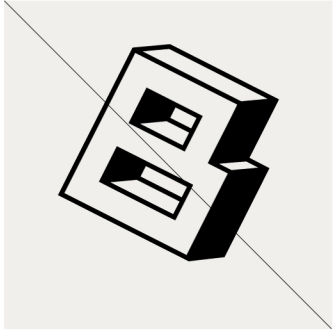
**The lettering is licensed under Creative Commons Attribution 4.0 by Petros Vasiadis as free-to-use font licensed for commercial use.**

**We extend our appreciation to Petros Vasiadis for making this high-quality typeface available under a free license, allowing its use in the creation and branding of our logo.**

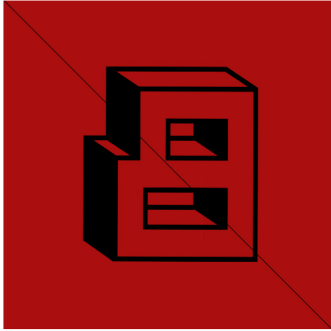
**LOGOTYPE**



# LOGO Guidelines - Dont's



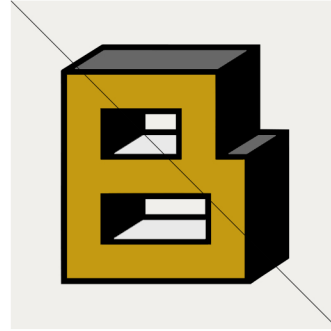
Do not rotate LOGO



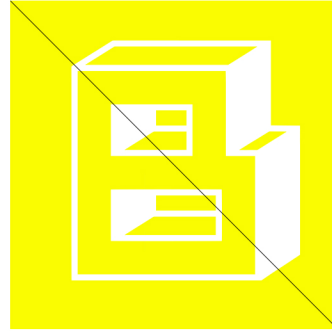
Do not flip LOGO



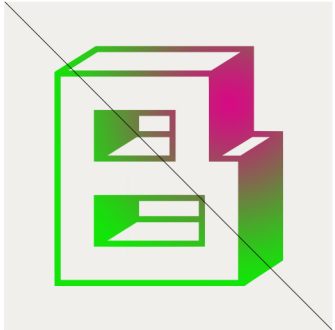
Do not ruin the perspective



Do not use wrong shading



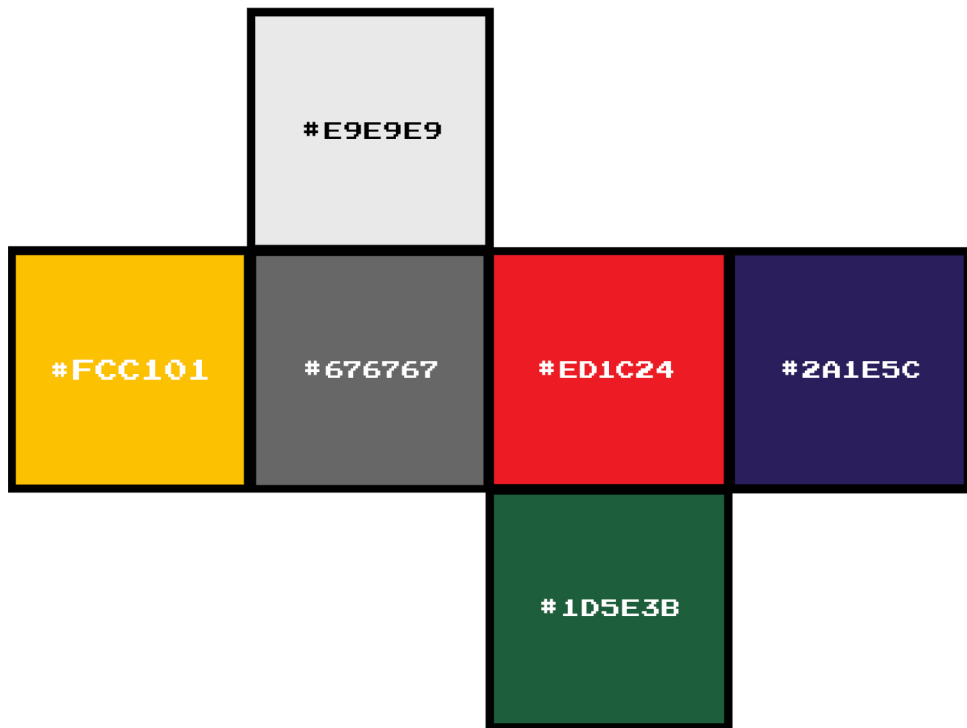
Do not use light colors as main color on light backgrounds



Do not use different colors as gradients, only colors in a tone are allowed

## Colors

**Our brand palette consists of six carefully chosen colors, symbolizing the six faces of a cube — a deliberate reflection of **Boost Box**'s core identity. The cube represents strength, stability, and multi-dimensional growth, mirroring our mission to elevate clients from all sides. Each color serves a unique role in embodying aspects of our brand values: energy, professionalism, and success. Together, they create a balanced, vibrant, and reliable visual identity that connects with our audience, enhancing the brand's dynamic, goal-oriented spirit.**





### **Golden Yellow**

REPRESENTS OPTIMISM, ENERGY, AND POSITIVITY. EMBODIES ENTHUSIASM AND SUCCESS, ALIGNING WITH BOOSTBOX'S GOAL OF HELPING CLIENTS REACH NEW HEIGHTS.



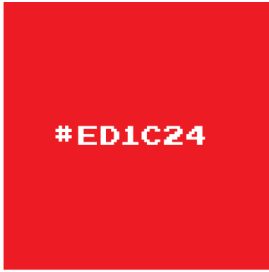
### **Steel Gray**

CONVEYS BALANCE, PROFESSIONALISM, AND NEUTRALITY. THIS GRAY OFFERS A GROUNDING EFFECT, CREATING VISUAL STABILITY.



### **Light Silver**

ADDS CLARITY, CALMNESS, AND SOPHISTICATION. SILVER IS NEUTRAL AND APPROACHABLE, PROMOTING RELIABILITY.



### **Vibrant Red**

DRAWS ATTENTION AS AN ACCENT COLOR, IDEAL FOR CALLS TO ACTION THAT INSPIRE CUSTOMER ENGAGEMENT.



### **Forest Green**

GREEN SIGNIFIES GROWTH, PROSPERITY, AND SUCCESS. THIS DEEPER SHADE PROVIDES A GROUNDING EFFECT AND SYMBOLIZES WEALTH.



### **Violent Violet**

BALANCES THE PALETTE WITH A HINT OF LUXURY, ENHANCING BRAND RELIABILITY AND GIVING A DISTINCT, MODERN TOUCH.



## Typeface

**Changa One is the primary brand typeface for Boost Box.**

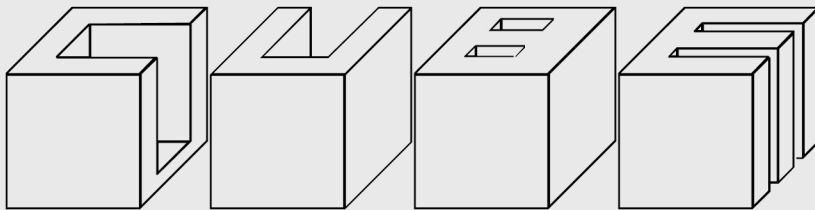
**It is used for titles, most display text and information for our communications.**

**Our brand's secondary typeface is Joystix, a bitmap, pixel font that evokes the nostalgia of classic video game fonts. Its square-shaped elements align seamlessly with our brand identity, enhancing the visual harmony and reinforcing the brand's connection to gaming culture.**

**The Cube font, used in the logotype, can also be applied to various visual projects to reinforce brand identity.**

**Hello, this is  
Changa One  
Boost Box brand  
primary typeface.**

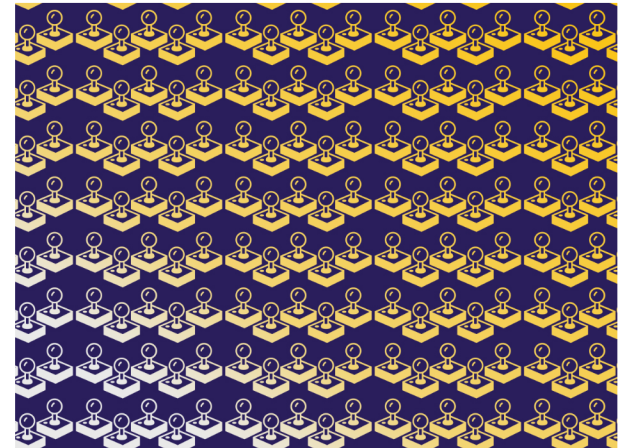
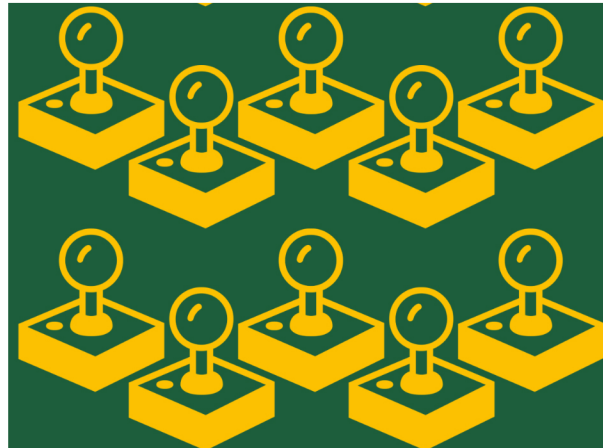
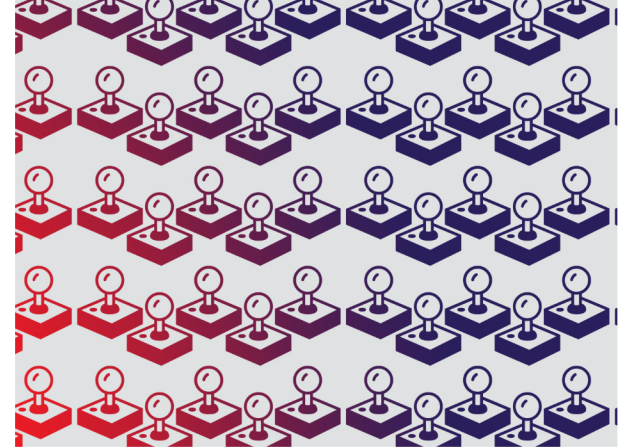
**JOYSTIX**

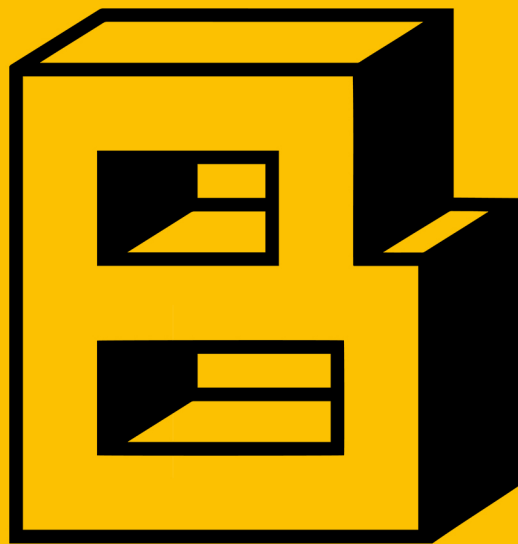


# Pattern

The brand pattern features an array of nostalgic joystick icons, arranged to create a dynamic and cohesive design. This pattern not only reinforces our connection to the gaming industry but also draws inspiration from the multiplayer gaming experience. The bold, thick sections within the pattern resemble military ranks, evoking a sense of achievement and progression familiar to gamers. This design element reflects our brand's mission to empower and elevate, visually symbolizing the journey through various ranks and levels, much like the progression in multiplayer games.

This pattern can be applied in the six core brand colors, black, and gradient combinations of the brand colors. These options add versatility, allowing the pattern to seamlessly blend into various designs while staying true to our brand identity.





# BOOST BOX

ALI SADEGHI, THE VISIONARY FOUNDER OF BOOSTBOX, DEDICATED TO EMPOWERING GAMERS.

A handwritten signature in black ink, appearing to read 'Ali Sadeghi', positioned below the text.

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