

BoxUp logo

# graphic charter





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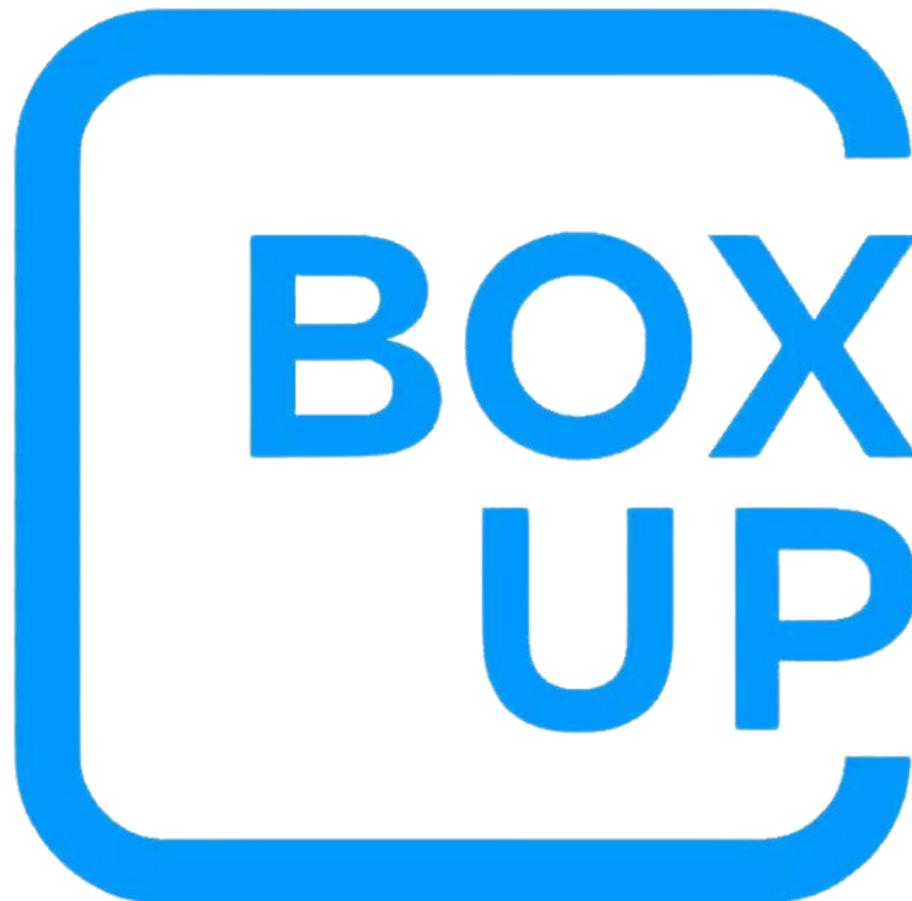
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# Logotype

Logos, by definition, are considered images. No component of the logo may be modified.

The BoxUp logo consists of the word "BoxUp", which emphasizes the dynamic side of the company, surrounded by a square with rounded corners, referring to the lockers that hold sports and leisure equipment.

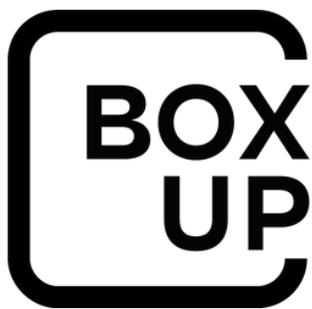


# Dimensions

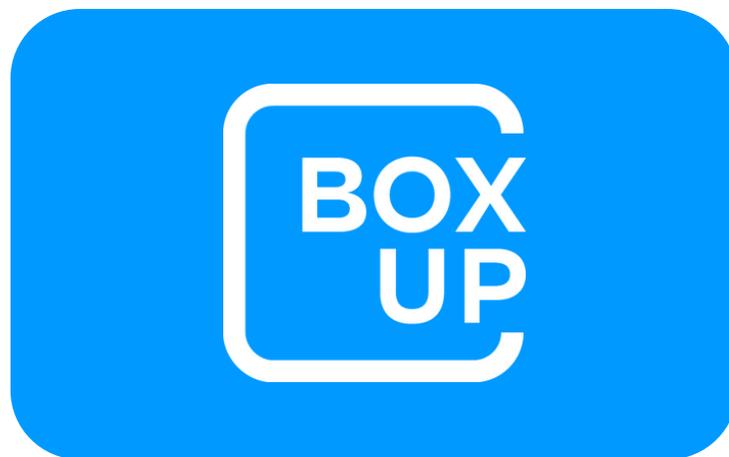
Whatever the size of the logotype, the proportion between the visual and the words is fixed. Particular attention must be paid to homothetic scaling (no stretching of the text, no modification of the height-width ratio, etc.).

# Colour variations

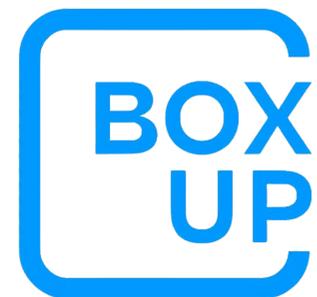
The logo can be used in colour or negative (white or black).



negative  
black version



negative  
white version



colour  
version



# Colour

The technical references of the primary colour of the BoxUp logo in order:

- CMYK (four-colour printing)
- RGB (digital)
- Hexadecimal (HTML, CSS)

**blue**

C100 M40 Y0 N0

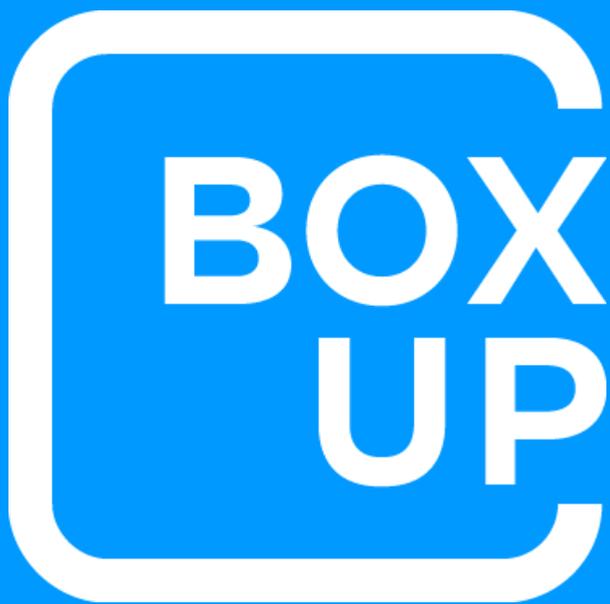
R0 G153 B255

#0099ff



# Minimum size

To avoid legibility problems, the logo should never be used at a size less than 5mm high.



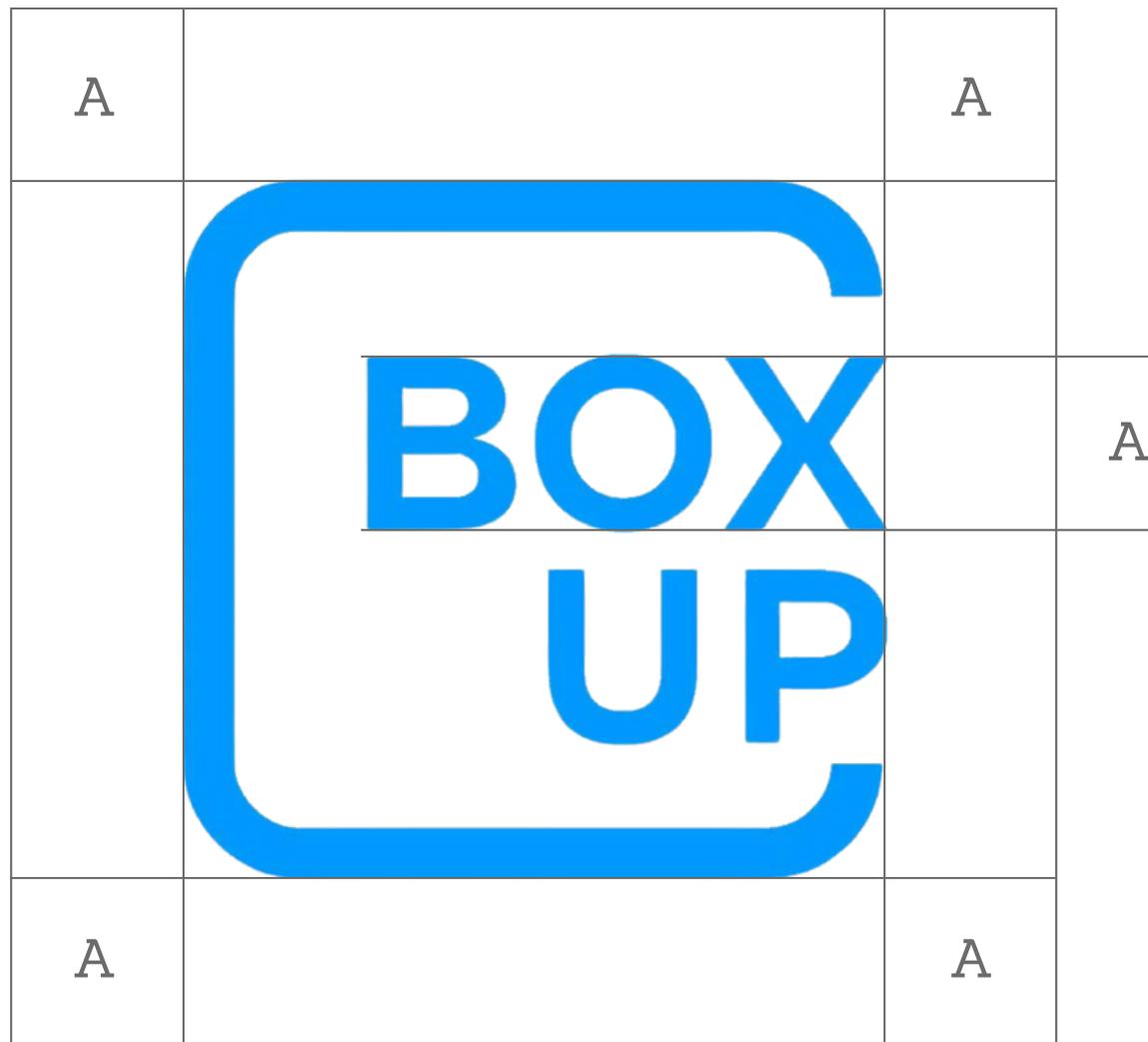
**>5mm**



# Protection zone

The logo protection zone designates the surface in which no other graphic element (text, line, geometric shape, etc.) may appear, in order to avoid any problem of reading or recognition of the BoxUp logo.

This zone is determined by the height (A) of the "BOX" typeface.

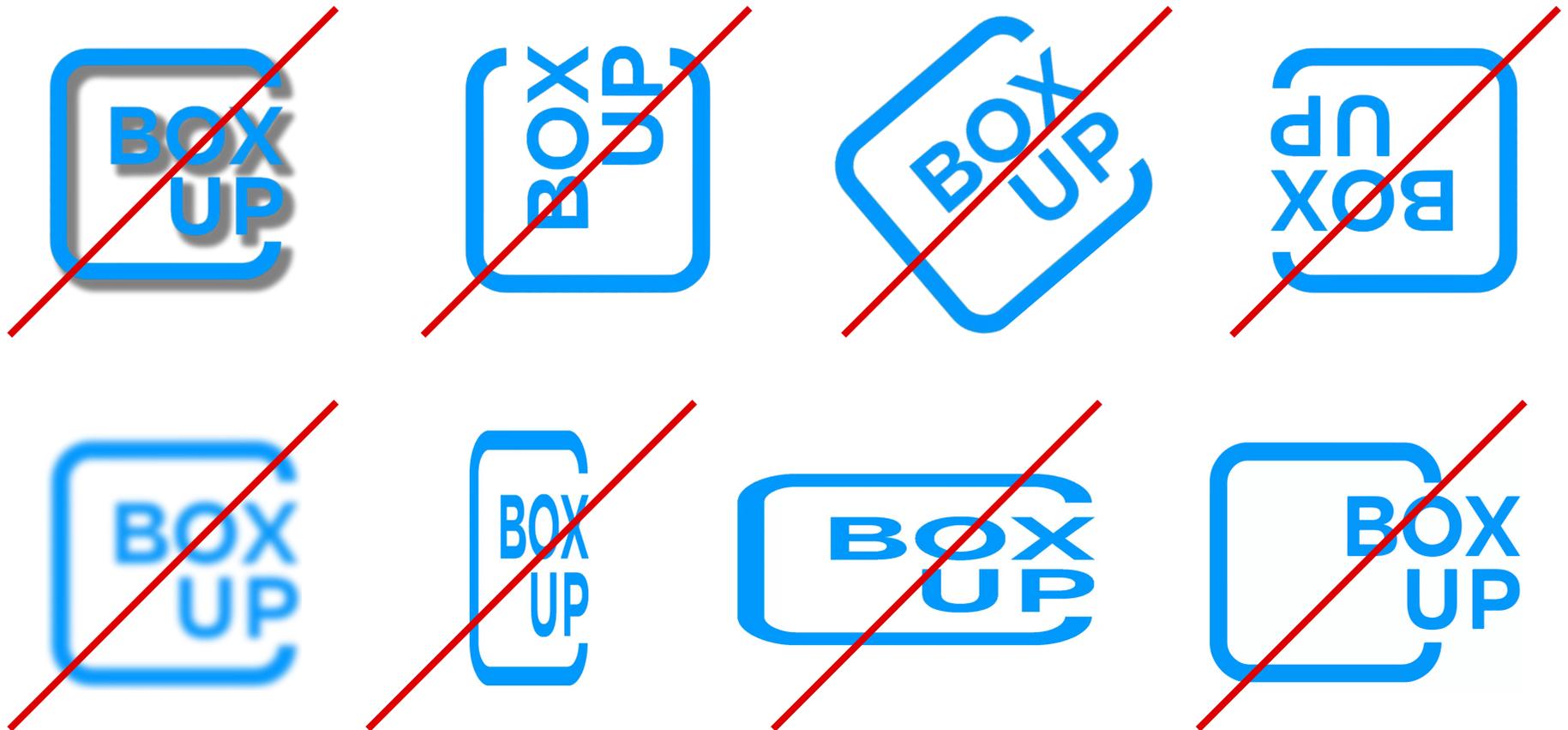


# Formal prohibitions

The original logo must always be kept unchanged. Any modification or distortion (line thickness, inter-lettering, blurring, enlargement, etc.) is prohibited.

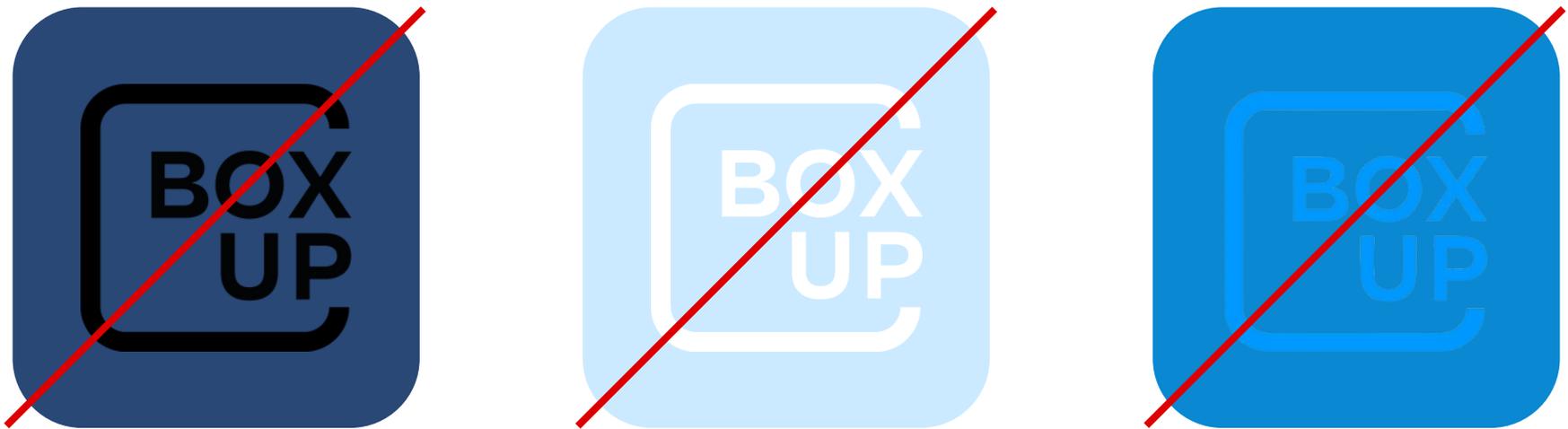
The orientation can only be horizontal.

Only proportional enlargements or reductions are permitted.

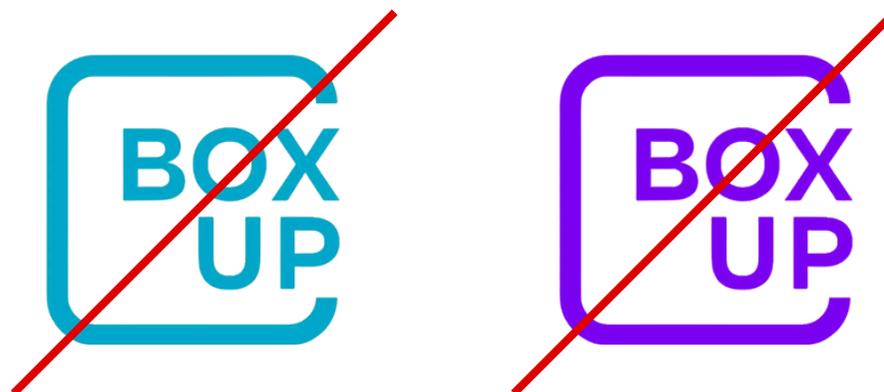


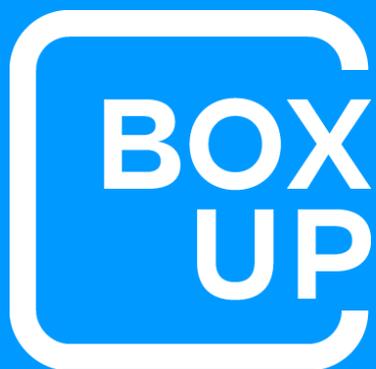
# Formal prohibitions

It is forbidden to use the logo in cases where the brand presents a risk of poor legibility (insufficient contrast between the background and the brand) as well as to use the logo in its colour version on a coloured background. Avoid placing the logo on an image. Instead, place it on a flat or white background.



It is forbidden to use the logo in colours other than those recommended.





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