# VISUAL IDENTITY
## BOX'IN

Scope
Visual System
Identity design

Timing
2025
February

Designer
EL BELLAM OSSAMA

RED

HEX #ed3933

Primary color

PINK CREAM

HEX #fee4e3

Primary color 2

BEIGE

HEX #fff4eb

Primary color 3

WHITE

HEX #ffffff

Support Color 1

BACK

HEX #07080c

Support Color 2

## Color Palette

Box'in

MORE THAN A BOX



Box'in

MORE THAN A BOX

# Personalized memories

More Than A Box

www.Boxin.ma



Box'in

MORE THAN A BOX


Box'in
MORE THAN A BOX

# BOX'in

MORE THAN A BOX

Principal Typface 01

from google

# Comfortaa

Used as a base for big and mid-titles, generaly titles

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

! @ # $
% ^ & * (

Principal Typface 02

from google

# Montserrat

for small headings, paragraphs and general text body

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

! @ # $
% ^ & * (

## Color Palette

BOX'in

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# BOX'IN

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Box'n
MORE THAN A BOX

Principal

Vertical

Horizintal

Icon

## Logo Variations



# Box'in

MORE THAN A BOX

## From Your Heart

TO YOUR LOVED ONES

www.Boxin.ma


BOX'IN BOX'IN BOX
X'IN BOX'IN BOX'IN
BOX'IN BOX'IN BOX
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N BOX'IN BOX

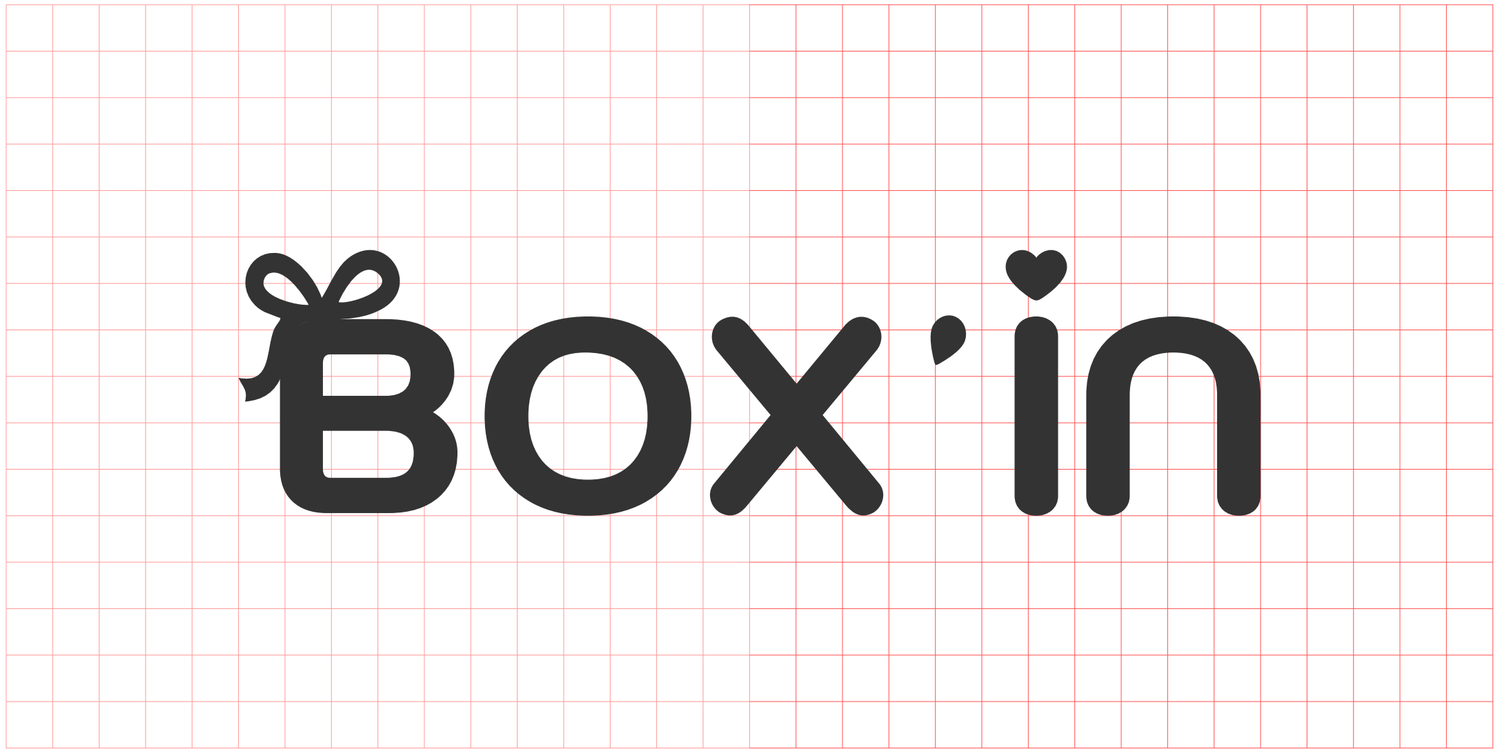


# BOX'IN

MORE THAN A BOX




BOX·in
MORE THAN A BOX
Client's name
www.Boxin.ma




6x

22x

## Logo Construction