

**BOX  
NOW**

The future  
in parcel  
delivery

BRAND IDENTITY & GUIDELINES

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# BRAND CONCEPT

# ABOUT BOX NOW

## We are the future in parcel delivery.

BOX NOW is a hybrid logistics and tech company that offers smart parcel delivery solutions to all consumers. We envision to become the most preferred parcel delivery solution and the leader in last-mile industry.



# BOX NOW



ПО ВСЯКО  
ВРЕМЕ



БЪРЗО



ЕКОЛОГИЧНО



ДОСТЪПНО



### Anytime 24/7

Independence & convenience,  
pick up your order anytime of  
the day 7 days a week



### Affordable

Independence & convenience,  
pick up your order anytime of  
the day 7 days a week



### Fast

We like speed. All parcels are  
delivered in the next day in  
all Bulgarian mainland  
and same-day within  
Sofia and Varna.



### Green

The solar powered BOX NOW  
lockers & our operational model  
contribute to a environmentally  
conscious culture



Вземи твоята  
пратка лесно и удобно  
по всяко време на деня,  
всеки ден от седмицата.



Стремим се да бъдем  
екологични и устойчиви.  
Нашите автоматизирано използват  
слънчева енергия.

# BOX NOW



Предлагаме услуга на  
изключително  
конкурентни цени,  
както на нашите партньори,  
така и на крайните клиенти.



Всички пратки се доставят  
в рамките на следващия ден  
от тяхното изпращане,  
на територията на цялата страна  
и в рамките на същия ден  
за София.

# BRAND MARK



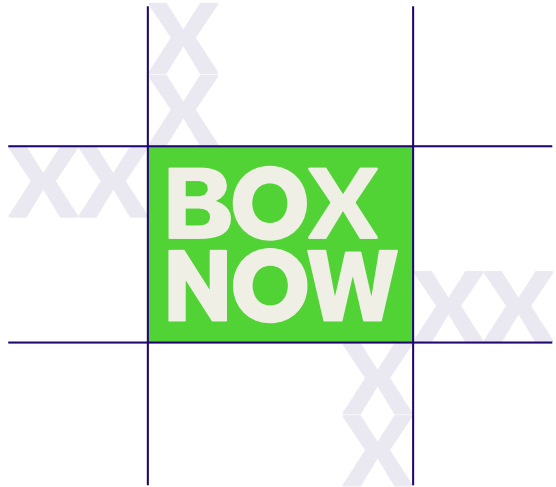
# BRAND MARK





# BRAND MARK

Brand Logotype minimum size:  
Digital applications: 200 px  
Print applications: 50 mm



# BRAND MARK DO NOT



Do not type out BOX NOW  
in any other fonts

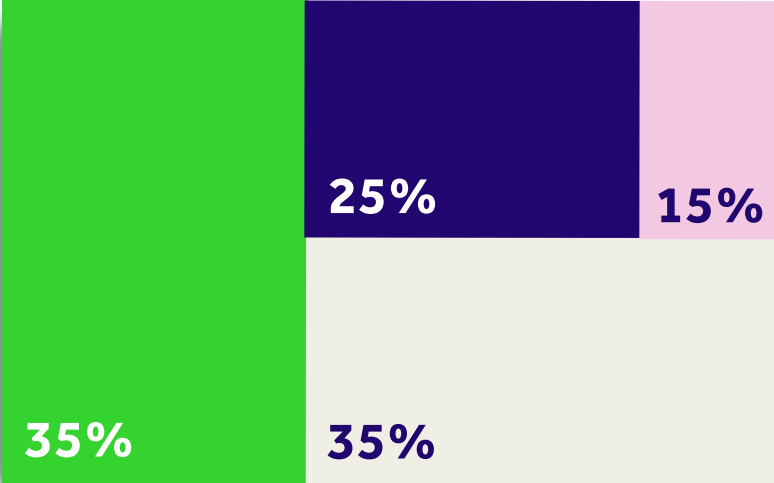


Do not display the logo  
in any other colour



Do not rotate the logo

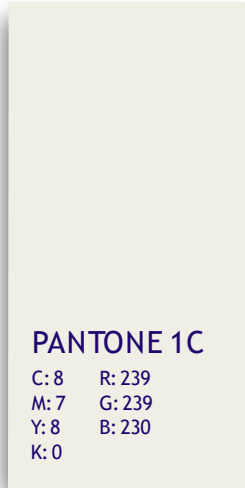
# BRAND COLOURS



# BRAND COLOUR PALETTE



**Main**



**Main**



**Secondary**



**Secondary**

# TYPOGRAPHY

## Typeface | Effra

Effra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890**

Effra Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Effra Regular

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abcdefghijklmnopqrstuvwxyz1234567890

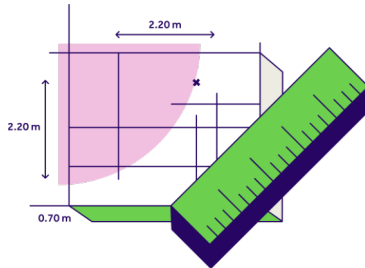
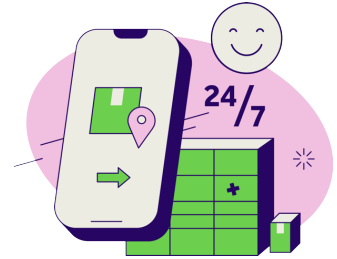
Effra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

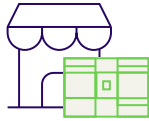
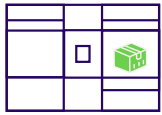
# BRAND PATTERNS



# BRAND ILLUSTRATION



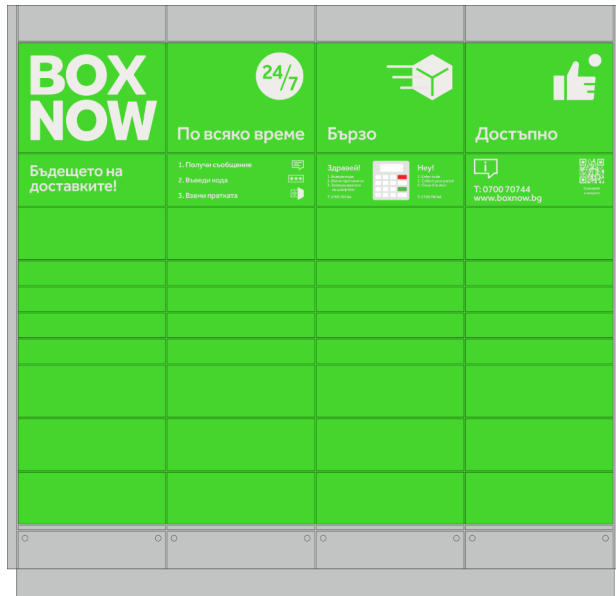
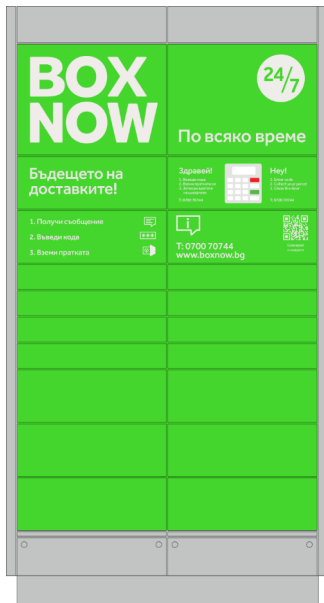
# BRAND ICONS





**LOCKERS & VANS**

# BOX NOW LOCKERS



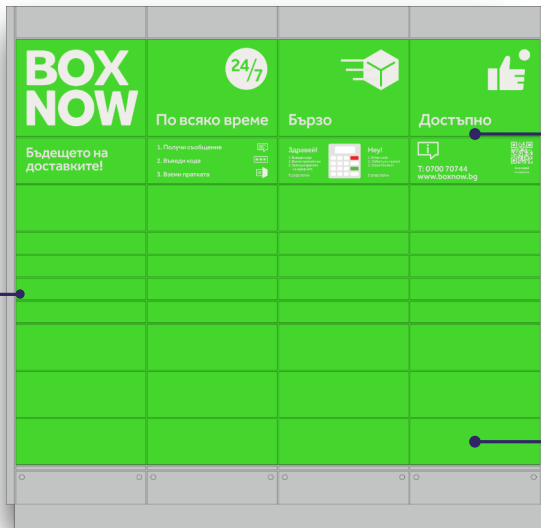
# BOX NOW LOCKERS



# BOX NOW LOCKERS SIZE

## SMALL:

- 8 x 45 x 60 cm
- max 10 kg



## BIG:

- 36 x 45 x 60 cm
- max 20 kg

## MEDIUM:

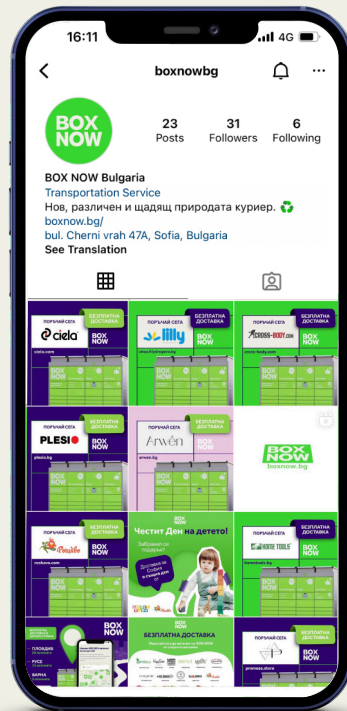
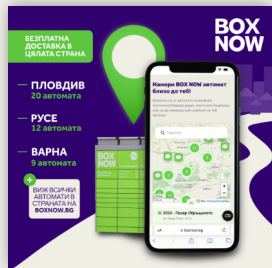
- 17 x 45 x 60 cm
- max 15 kg

# VANS



# BRAND MATERIALS

# SOCIAL MEDIA BANNERS



# BANNERS FOR PARTNER SITE

**БЕЗПЛАТНА  
ДОСТАВКА**

Доставката за София е  
**в същия ден**  
при направена поръчка  
преди 16:00 часа

**BOX  
NOW**



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ДОСТАВКА**

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**БЕЗПЛАТНА  
ДОСТАВКА**





# **TONE OF VOICE**

# BRAND PHRASES

- ✓ BOX NOW
- ✓ BOX NOW

- ✓ BOX NOW автомат
- ✓ BOX NOW lockers
- ✓ Автомат на BOX NOW

- ✓ Доставка с BOX NOW
- ✓ BOX NOW Delivery

- ✓ Доставка В СЪЩИЯ ДЕН
- ✓ Same-day delivery

- ✓ Достъпни 24/7
- ✓ Кутия

- ✗ Бокс Hay
- ✗ Boxnow, boxnow, box now, Box Now, BOXNOW, Box now

- ✗ BOX NOW машина
- ✗ BOX NOW machine

- ✗ Получаване с BOX NOW
- ✗ BOX NOW transporting

- ✗ Доставка в деня на поръчката, доставка днес, Доставка на деня.
- ✗ Devilery today

- ✗ Денонощни
- ✗ Клетка

**THANK YOU**