



Looking after the Postbox brand

## BRAND GUIDELINES



It is important to know how to apply our logo and brand consistently across all media, please take a few minutes to study this document and familiarize yourself with our identity.

# What's our identity?

The Postbox brand is conveyed to our customers through all visual channels of communication.

Our identity is a visual representation of our brand's values, personality and vision. Applying our identity consistently is important as it reflects our virtues and how we treat our customers.

The following guidelines demonstrate how to use and apply our identity.

## When using black & white

In some cases it may only be possible to use a one color version of our logo. To the right you will find an example of how the logo should appear in the case.



**FULL COLOR LOGO**

To be used where ever possible



**MONO LOGO**

To be used only when color isn't available

# Logo use on a block color or busy background

If the logo can't be used in color then it may be used in white, over a block color or image based background.



## INVERTED LOGO

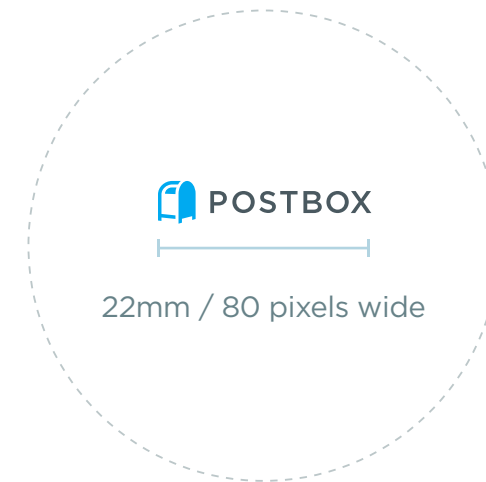
To be used only when color isn't available



# Size matters

By using our logo at a range of set sizes it ensures a consistent visual approach is applied across all digital and printed material.

The minimum size that the logo should appear is 20mm or 57 pixels wide and there are no set rules for a maximum size.



# Logo clear area

It is important to apply enough space around our logo to keep the brand clear and consistent, allowing the logo to be read clearly. A rule has been applied to help maintain this space.

The space around the logo should always be equal to the size of the 'o' in 'Postbox'.



# How to keep our logo looking at its best

It's important to keep the proportions, colors and identity of the logo looking the same across web and printed materials.

*To keep our logo looking in tip top condition, please avoid:*

**1. Altering the proportions in any way**

**2. Reproducing the identity in any color other than the original supplied**

**3. Adding or removing any graphic elements to or from the identity**

*Failure to follow the above steps will result in damaging the identity of Postbox.*



How the logo should look



## Our typefaces

A brand typeface has been chosen to help us communicate clearly and consistently with our customers.

Gotham Rounded is to be used as the heading font due to it's friendly, powerful and unique style.

Gotham will be used for all body copy due to its readability and relationship to the identity.

A copy of these fonts can be found in the assets folder where this document was also found.

# Heading One

Gotham Rounded Book - Font Size 34px

Line Height 1.3

## Heading Two

Gotham Rounded Book - Font Size 30px

Line Height 1.3

## Heading Three

Gotham Rounded Book - Font Size 26px

Line Height 1.3

# Typefaces continued

## Heading Four

Gotham Rounded Medium - Font Size 22px

Line Height 1.3

## Heading Five

Gotham Rounded Medium - Font Size 20px

Line Height 1.3

## Heading Six

Gotham Rounded Medium - Font Size 18px

Line Height 1.3

Body Font - Gotham Book - Font Size 14px

Line Height 1.6



# Postbox colors

It's important that color codes are correctly appointed to ensure that consistency of color is maintained across all media.

Shown opposite are the HEX codes for digital use with the colors.

**Sky**

#00aaf0

**Ketchup**

#db5d44

**Slate**

#576d75

**Space**

#333333



Thank you for taking the time to look through  
our brand guidelines

---

This document was designed and created by Big Bite Creative

© 2015 Copyright Postbox | [www.postbox-inc.com](http://www.postbox-inc.com)