QBOXMAIL

Brand guidelines

**Brand Guidelines**

❯ **Logo**

QBOXMAIL

Concept

The name Qboxmail has its roots in the Linux and Open Source world: the letter "Q" comes from **Qmail**, the renowned mail server developed by mathematician D. J. Bernstein as an alternative to Sendmail. Qmail is well-known for its **secure-by-design** architecture, reliability, and execution speed.

The word "**Box**" represents the container for emails — the server itself — while "mail" clearly refers to our field of expertise.

Qboxmail was therefore founded with the aim of providing professional email accounts, built on a secure, reliable, scalable infrastructure that is easy to manage and equipped with the best and most modern technical features.
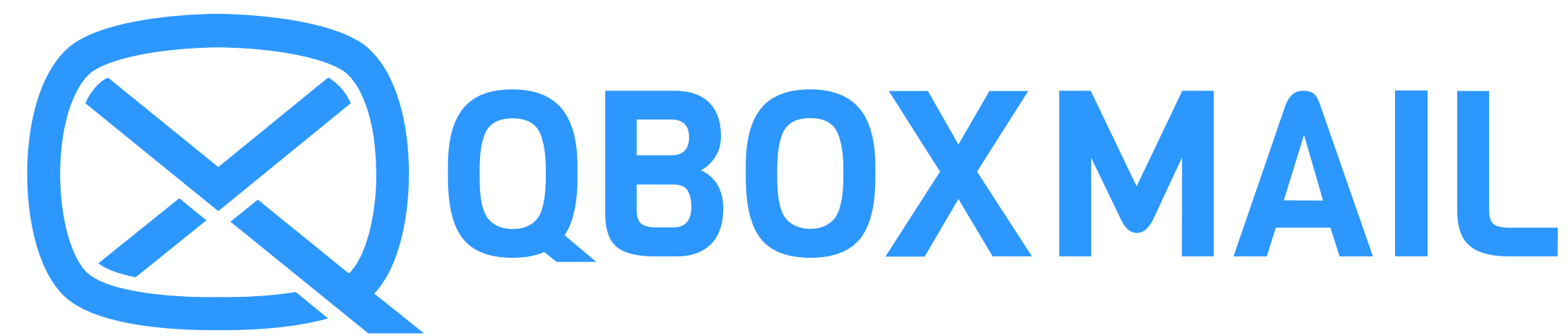
What is the correct way to write Qboxmail?

✔️ Qboxmail

❌ Qbox ❌ QBoxmail ❌ Qbox Mail ❌ Qbox-mail

Timeline

Over the years, the logo has undergone several evolutions, reflecting changes in the brand's visual identity and values.

This evolution stands as a testament to the brand's willingness to embrace renewal while remaining true to its identity.

2013   2014   2015   2016

Safety Area

To ensure maximum readability and visual impact of the Qboxmail logo, a safety area is defined around the mark. This clear space corresponds to the height or width of the letter "O" and extends evenly on all sides. No graphic element, text, or image should intrude into this protected area, as outlined in the visual guidelines.

Minimum dimensions

To ensure the logo's readability and visual impact in any context, it is essential to respect its minimum size, both on screen and in print.
It is equally important to always maintain the defined safety area.

Only logo

QBOXMAIL

🖥 screen

↕ 25 px

↔ 118 px

🖨 print

↕ 6,5 mm

↔ 32 mm

Logo with safety area

QBOXMAIL
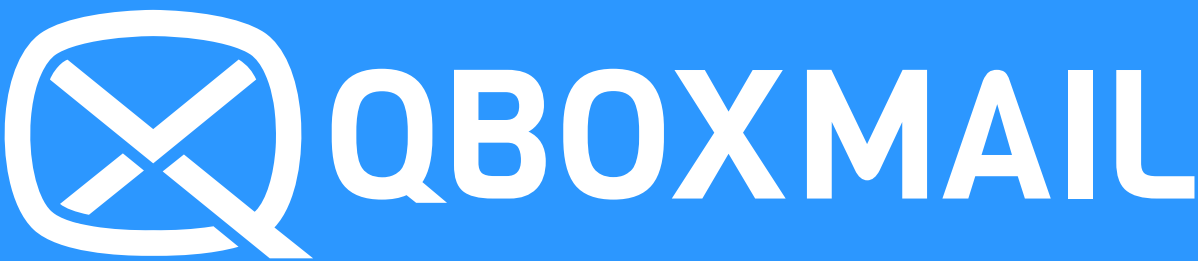
🖥 screen

↕ 51,4 px

↔ 138 px

🖨 print

↕ 13,5 mm

↔ 39 mm

QBOXMAIL

Color variations

The logo is available in two color variants:
Bright Blue and **White**.
The Bright Blue version is the primary one.
The White version is recommended for use on
a Bright Blue background or whenever reada-
bility requires it. Examples are provided in the
following slides.

Correct use of the logo

✓ **Bright Blue logo on a white background**
The variant with the Bright Blue logo on a white background is preferred, whenever possible, as it ensures maximum brand recognition.

✓ **White logo on Bright blue background**
The second preferred variant is the White logo on a Bright Blue background.

✓ **Logo on light color backgrounds**
The Bright Blue logo can be used on all light and neutral color backgrounds that ensure high contrast and excellent legibility.

✓ **White logo on dark background**
In the case of a dark background, the White logo must be used.

✓ **Logo on black background**
The only case in which the Bright Blue logo is used on a dark background is when the background is black.

✓ **White logo on images**
The White logo can be applied on images, provided its legibility is ensured. It is important to choose a favorable crop or apply a visual treatment to the image.
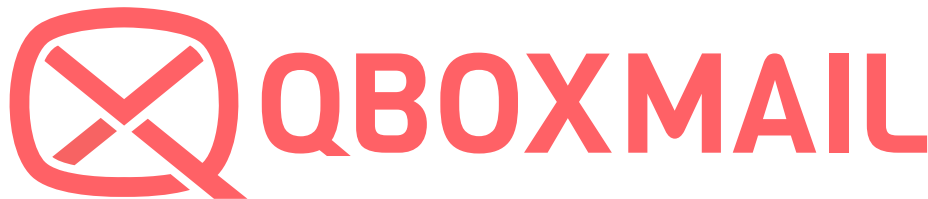
Improper use of the logo

❌ Use of bright colors

The combination of the blue logo with particularly bright or vivid colors should be avoided. Any exceptions must be approved by the Marketing department.

❌ Recolor

Under no circumstances is it allowed to modify the colors of the logo.

❌ Apply graphic effects

Under no circumstances may graphic effects such as shadows, 3D bevels, or glows be applied to the logo. This also applies when intended to improve legibility; in such cases, the background should be adjusted instead.

❌ Logo on images with high contrast

The logo should not be placed on backgrounds that compromise its legibility, such as highly detailed images.

❌ Logo with different fonts

The logo may not be used with different fonts or the old version. Only the current versions must be used.

❌ Distort proportions

The logo's proportions must not be distorted in any way.

Logo placement

To ensure visual consistency and strengthen the brand identity, it is recommended to adopt consistent criteria for logo placement across different usage contexts.
The logo's legibility must always be guaranteed by respecting the safety area guidelines. Below are some examples to follow whenever possible.

Printed materials (e.g., brochures, letters, reports): placement in the top left corner.

QBOXMAIL

Presentations (PowerPoint or Keynote slides): placement in the bottom left corner.
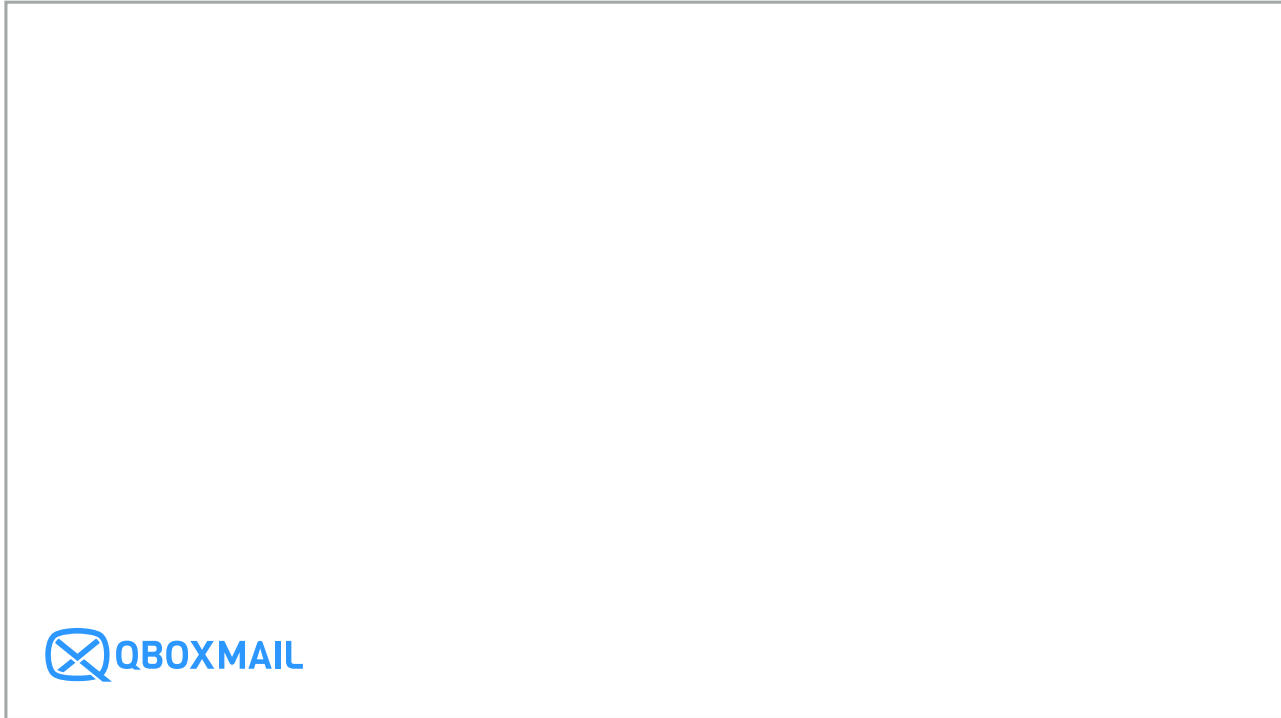
QBOXMAIL

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Digital contexts (e.g., landing pages, newsletters, loading screens): centered placement.

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Corporate colors

Primary colors

Bright blue Qboxmail

Light blue Qboxmail

RGB 222-239-255
Hex #deefff

Pantone 656 C
CMYK 15-2-0-0

Dark blue Qboxmail

RGB 0-74-146
Hex #004a92

Pantone 2945 C
CMYK 100-74-9-0

Yellow Qboxmail

RGB 44-151-255
Hex #2c97ff

Pantone 279 C
CMYK 90-0-0-0

RGB 250-187-5
Hex #fabb05

Pantone 1235 C
CMYK 1-29-94-0

White Qboxmail

Coral Qboxmail

RGB 255-97-102
Hex #ff6166

Pantone 178 C
CMYK 0-74-48-0

Black Qboxmail

RGB 255-255-255
Hex #ffffff

Pantone 663 C
CMYK 0-0-0-0

RGB 20-20-20
Hex #141414

Pantone Black 6 C
CMYK 78-69-61-87

Graphic elements derived from the logo

Some distinctive elements of the logo may be used independently as graphic signs to enrich visual communication and strengthen the brand identity.
These elements must be applied with consistency and balance, always respecting the overall visual harmony.

The "V"
It may be rotated by 90° to form a ">" symbol, which can be used as a large decorative element (e.g., backgrounds, headings) or at a smaller scale as a bullet point in lists.

The line
A line with one end cut at a diagonal, which may be used as a graphic detail — for example, in footers, side margins, or as a divider.

31°
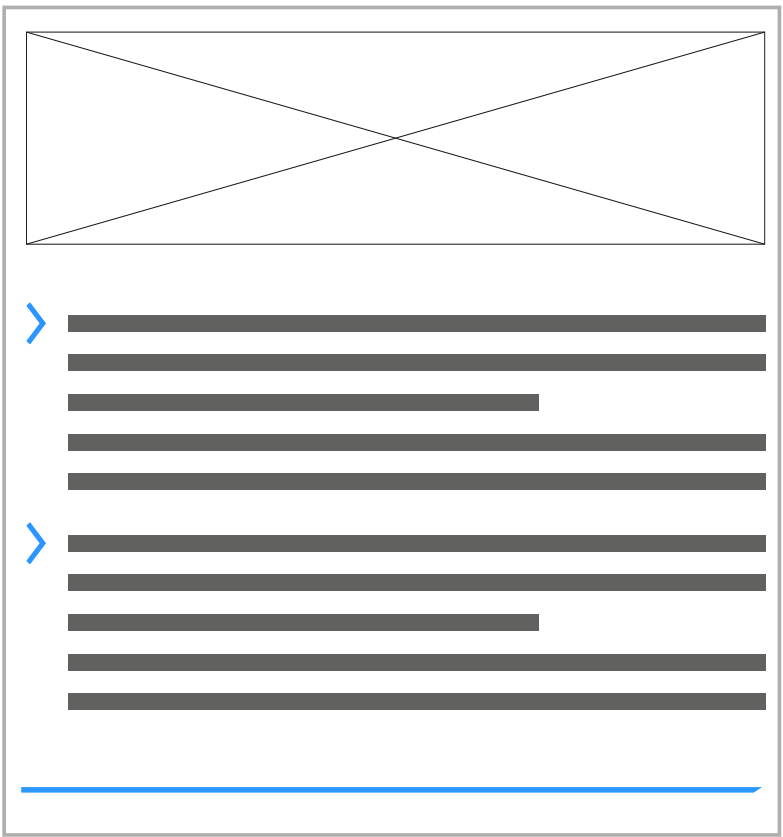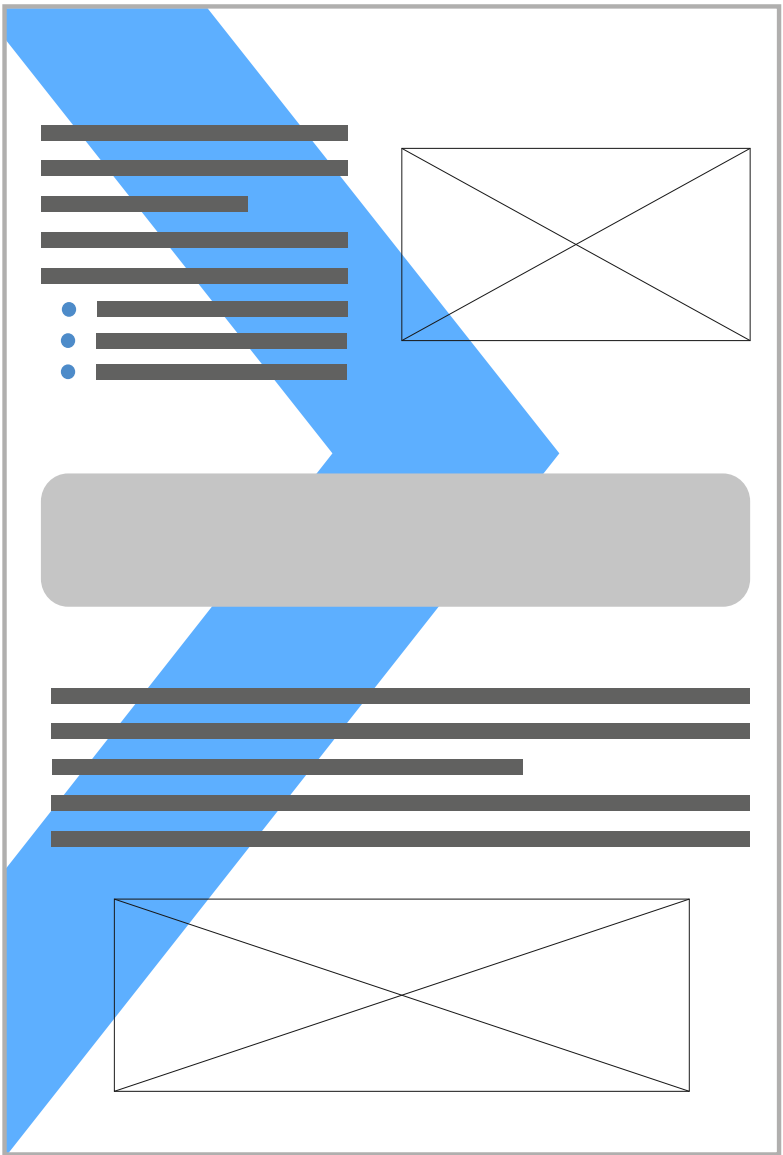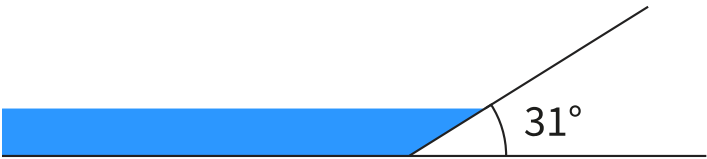
Font corporate

The corporate font is **Source Sans Pro**. With its clean and well-defined shapes, it conveys Qboxmail's technological and innovative philosophy in a clear and immediate way. It may be used in all weights, including italics.

Primary corporate font

A a

Source Sans Pro   Light

Source Sans Pro   Regular

Source Sans Pro   **Semibold**

Source Sans Pro   **Bold**

Source Sans Pro   **Black**

Email signature

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        <p style="margin-top: 0px;margin-bottom: 32px;font-family: Arial, Helvetica, sans-serif;font-size: 14px;line-height: 1;color: #000000;text-align: left;">Web Designer<br></p>
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        <br>
        </p>
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        </p>
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  <div style="color: black;font-size: 14px;"><br></div>
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```

Jane Doe
Web Designer

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www.qboxmail.it

Newsletter

Newsletters must adhere to the graphic and communicative style of the relevant publication.
The layout of the content may vary depending on specific communication requirements.

Centered logo

Source Sans Pro 16px
#777777

Article images

CTA block

Footer with social contacts

Disclaimer Global

Questions?

Contacts at info@qboxmail.it