A branding guide to Glassboxx and how we’re representing the business visually in 2022

**Colours**

- #AF1A42 Claret
- #EE2359 Pink
- #A3A3A3 Dark Grey
- #F0F0F0 Light Grey
- #1191E6 Blue

**Fonts**

- **Headings** - Georgia (Bold)
- **Online**
  - Highlights - Brandon Grotesque (Medium)
  - Body - Brandon Grotesque (Light)
- **Online, print**
  - Sub headings - Open Sans (Bold)
  - Body - Open Sans (Regular)

- **Logos**

- Glassboxx
- Glassboxx

**More**

- **Always use the registered trademark symbol whenever using the word Glassboxx or logo. But, it only needs to appear on the page once within text. E.g. if the R is already in the logo present on the page, you don’t need to include it in the text.**

- **The tone of voice** for Glassboxx is quippy, edgy, and tongue in cheek. We look classy, so we also want to sound classy. But first and foremost, Glassboxx is a disruptor, so our language can have a rhythm of disruption and humour. Puns welcome. It’s like... edgy but classy.

- **What is the brand?** Glassboxx is game-changing, innovative, forward-thinking. We’re on a mission to make publishing fairer for everyone, and we’re pioneering the technology with which to do it. We’re supportive to our publishers and we’re delightful to our customers (readers), but we don’t need to play nice with industry titans (passive aggression allowed).