



BRAND GUIDELINES

HOT BOX



BUSINESS



OVERVIEW

Hotboxx is an innovative vending machine company dedicated to providing premium hemp-derived products, including CBD and THC-A, along with alcohol, through secure, cutting-edge automated solutions. Leveraging state-of-the-art technology such as biometric facial recognition and age verification, Hotboxx offers a seamless and safe purchasing experience for consumers seeking high-end hemp products and alcohol. Our mission is to revolutionize access to these age-restricted products by offering a modern, efficient, and convenient alternative to traditional retail, placing our machines in strategic, high-traffic areas like hotels, airports, event venues, and residential complexes.

Hotboxx not only focuses on customer convenience but also on operational efficiency by providing real-time data tracking, automated inventory management, and eCommerce integration. This allows business partners, such as hospitality venues and property managers, to easily manage their products and inventory without the need for extensive staff or resources. By becoming both a manufacturer and distributor of our vending machines and products, Hotboxx aims to streamline the supply chain, optimize revenue, and pass cost savings to customers and partners alike.

HOTBOXX



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01



MAIN LOGO

It is very important that the logo is always easy to see and read in all usage situations. According to needs and print method, the logo can be displayed in different color variations.



HOT BOX

02



LOGOMARK

To be iconic, you first need an icon. Logomarks depict certain concepts or ideals in the same way a stick figure depicts a person. In the right hands, a logomark can be a powerfully influential tool capable of reversing how people view your entire brand identity.

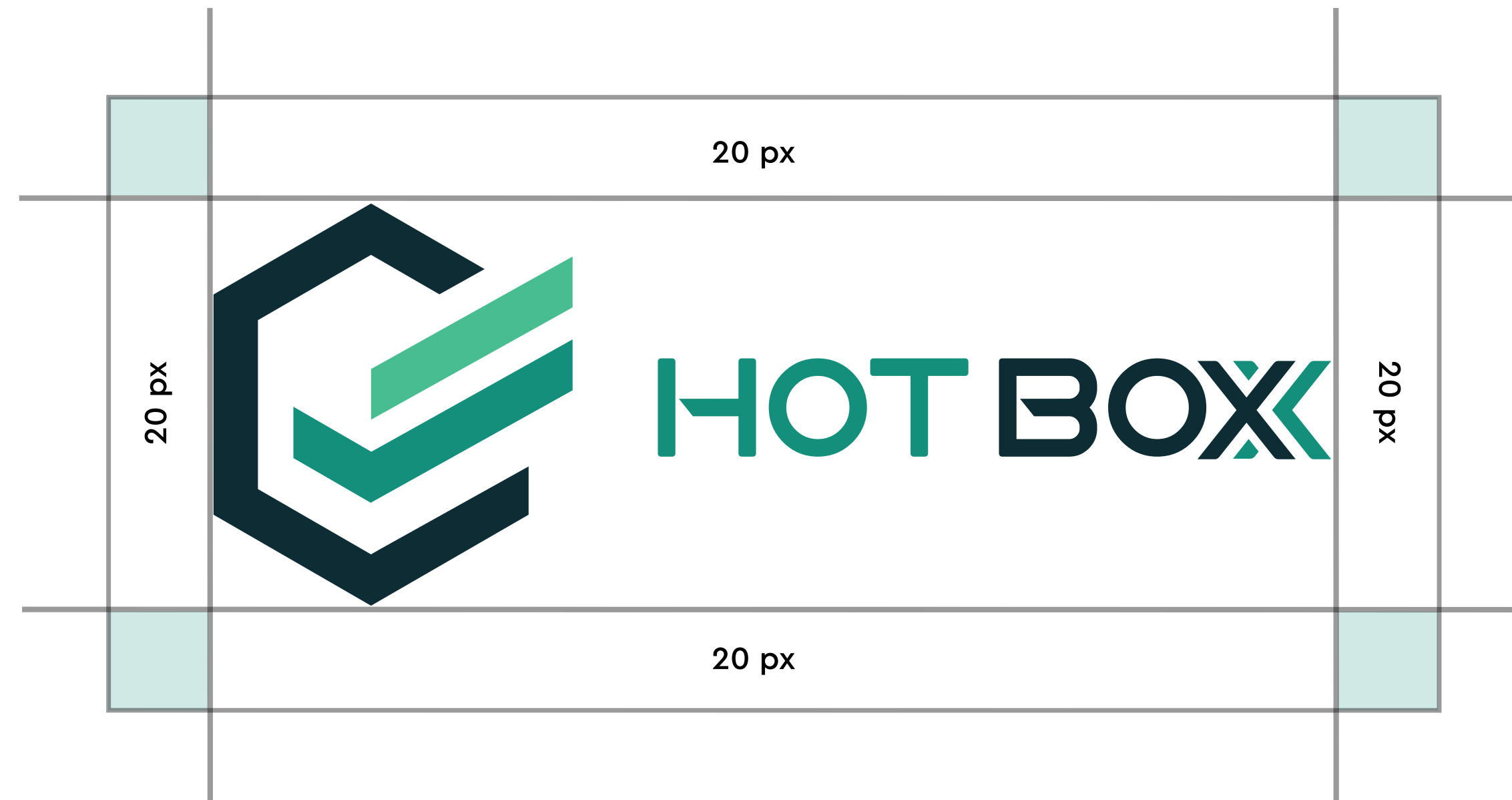


03



EXCLUSION ZONE

Give the exclusive zone. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It's an integral part of the design, and ensure the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text.





04

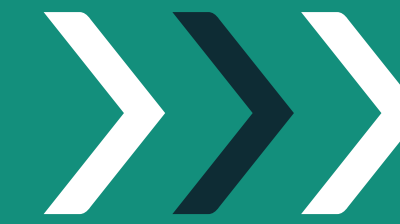


FAVICON

Fav icon is plays a big role in digital brand recognition. Appearing in browser tabs, bookmarks, and search results, it's a constant visual touchpoint.

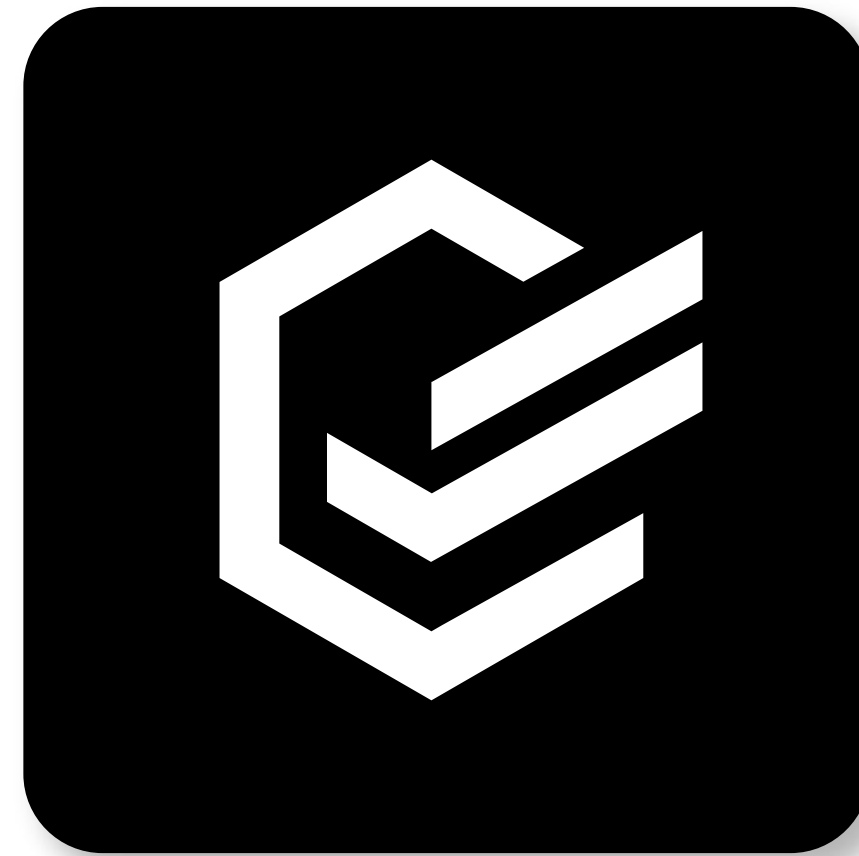


05



APP ICON

The app icon plays crucial role of brand identity on mobile devices. It's the first impression users have on their home screen and in app stores. It serves as the first point of contact for users on their home screens and app stores.



06



LOGO SIZE

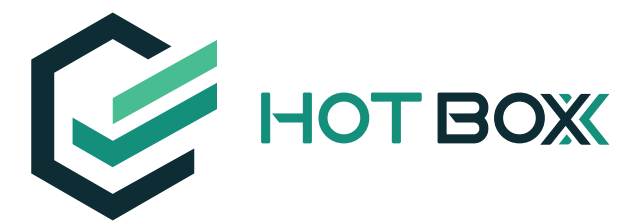
For the logo to be reproduced as clearly as possible do not use the logo in less than 20 mm for printed media and 60 px for digital interfaces.



70mm | A2



45mm | A3

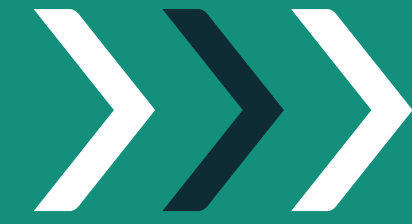


30mm | A4/A5

Minimum Size



20mm | 60px



07

COLOR PALETTE

Color provides a strong visual link to our brand Identity across a wide range of applications. It is important to follow the color specifications carefully selected by the designer. Never let a software application translate from one color system to another.



RGB: 19, 143, 124
CMYK: 83%, 23%, 59%, 04%

#138f7c

RGB: 72, 189, 145
CMYK: 67%, 00%, 57%, 00%

#48bd91

RGB: 14, 44, 52
CMYK: 90%, 66%, 58%, 60%


#0e2c34



08

TYPOGRAPHY

Our main font is Neometric this strong and versatile font perfectly reflects the style of our brand. The fonts which have been used for heading are Neometric, General Text is Montserrat.





Aa

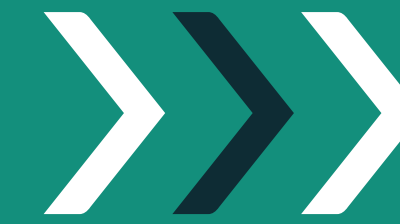
NEOMETRIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 * / ! @ # \$ % ^ & * () _ + } { | " :

Aa

MONTSERRAT

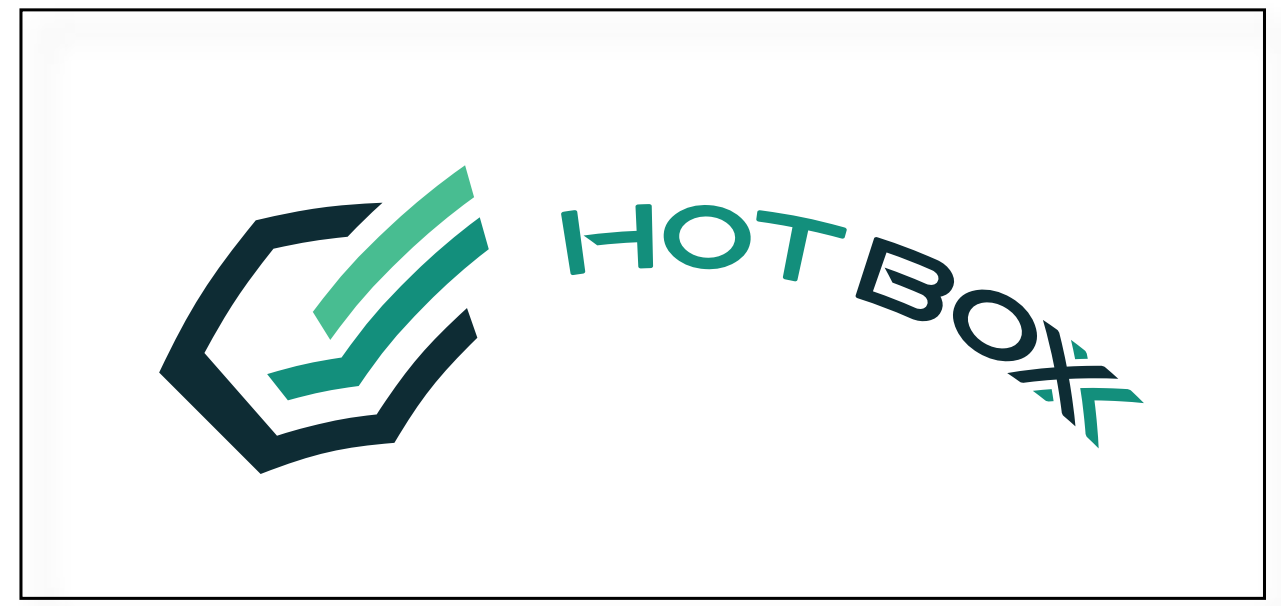
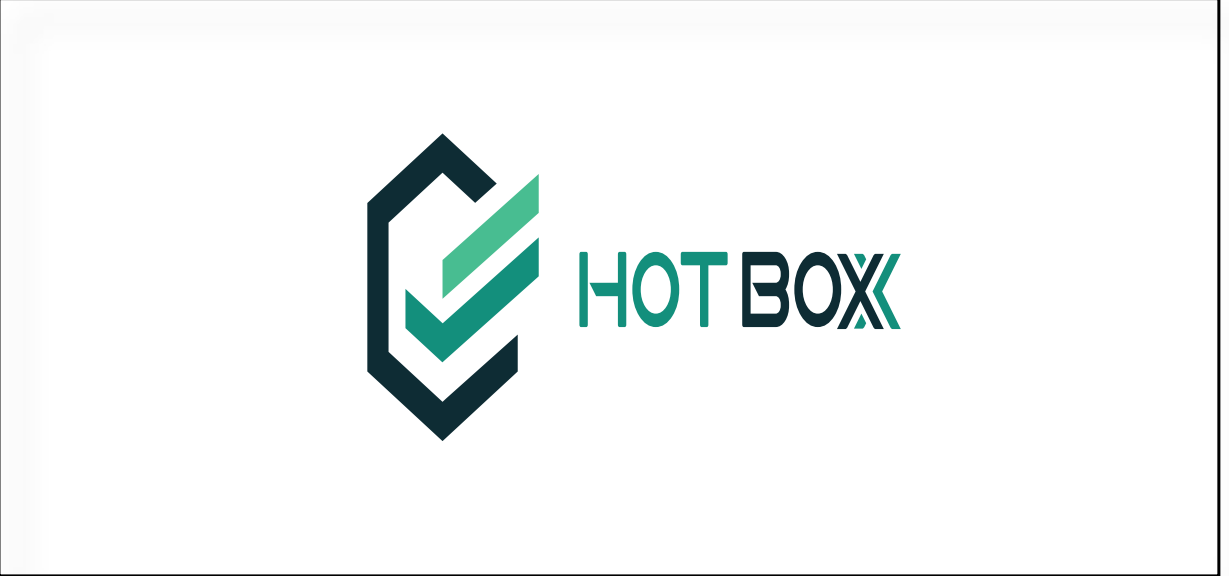
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 * / ! @ # \$ % ^ & * () _ + } { | " :



09

LOGO DON'T

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not rotate, warp, or disproportionately scale the logo. Its orientation, color and composition should remain as indicated in this document.



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MOCKUPS

Mockups are for the better representation of the logos used for demonstration, education or promotion



HOT BOX





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