



# Logo



# Logo

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Optical alignments, balanced letterforms, defined clear space, and a glimpse of transparency all help to make our logo as instantly recognizable as possible at all sizes and in all contexts. Our logo is our most recognizable and valuable brand asset. It's how we signify ourselves visually to the rest of the world. It must be treated with great care and responsibility.

Our logo is based on Process Type Foundry's Stratum typeface. Its crisp and powerful capitals provide a strong foundation. Custom adjustments to letterform strokes, stems, and joints allow for increased balance, alignment, and legibility at any size.

In a nod to video watermarks commonly used in broadcast media, the BoxCast O is 25% transparent. This intentional design treatment allows for the O in the logo to function as a subtle window to whatever background, color, or media it resides on.

Never alter the logo. Never set the logo in any color other than BoxCast Blue, White, or Black.

All BoxCast logos can be found [here](#).

## Construction

BOXCAST

BOXCAST

BOXCAST

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In order to preserve the integrity of our logo, it's important that no other logos, type, or elements infringe on its space. Clear space, or space around the logo, is equal to half of the height of the O.

## Minimum clear space



## Logo

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Alignment of co-brands or partnership logos should follow clear space rules. A separating line may be used to help balance and optically align elements. If logo colors clash or vibrate in full-color mode, consider using monochromatic or one-color versions of logos.

### Co-branding



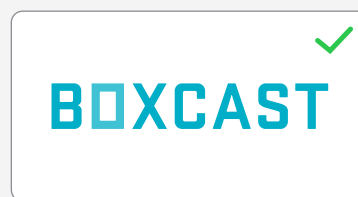
**BOXCAST**

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**STREAM MONKEY**

# Logo

## Logo use



**Yes**  
BoxCast logo in blue  
on light background



**Yes**  
BoxCast logo in white  
on dark background



**Yes**  
BoxCast logo in black  
on light background



**Yes**  
BoxCast logo in white on  
simple photo background

# Logo

## Logo misuse



**No**  
BoxCast logo rotated



**No**  
BoxCast logo outlined



**No**  
BoxCast logo with  
the BoxCast tagline



**No**  
BoxCast logo in a color  
that is not approved



**No**  
BoxCast logo at a lower  
transparency than 100%



**No**  
BoxCast logo not including  
necessary clear space



**No**  
BoxCast logo with  
a drop shadow



**No**  
BoxCast logo warped