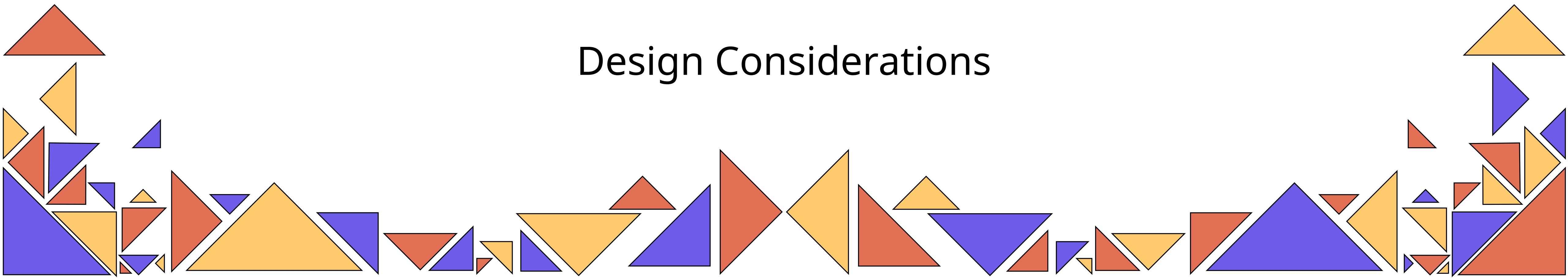


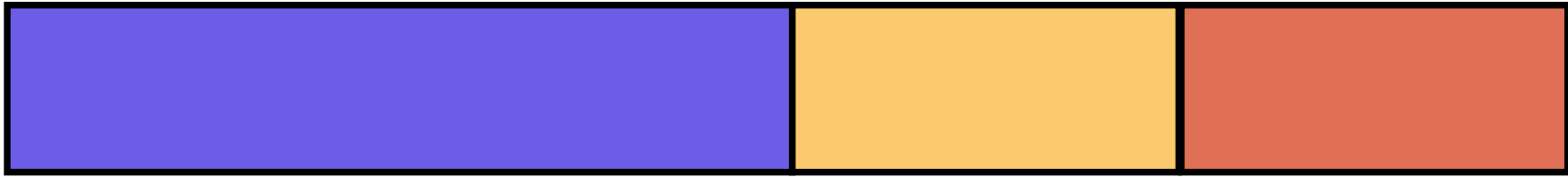


UnboxxEd is a unique subscription service specifically catered to college students. We began as a peer-to-peer gift exchange program at a university in 2017. UnboxxEd strives to provide the quickest and most reliable services in the industry through online marketing and advertising, implementation of social media, and development of a website and a mobile application.

## Design Considerations



# Colors



Medium Slate Blue  
#6c5ce7

Grandis  
#fdcb6e

Terra Cotta  
#e17055

## Primary Colors



Black  
#000000



White  
#ffffff

## Background and Text Colors

# Fonts

A commonly overlooked aspect of any company's brand is the typeface. After performing multiple levels of user testing, the typeface chosen for unboxxEd's brand is Gamma Orionis.

## Headers

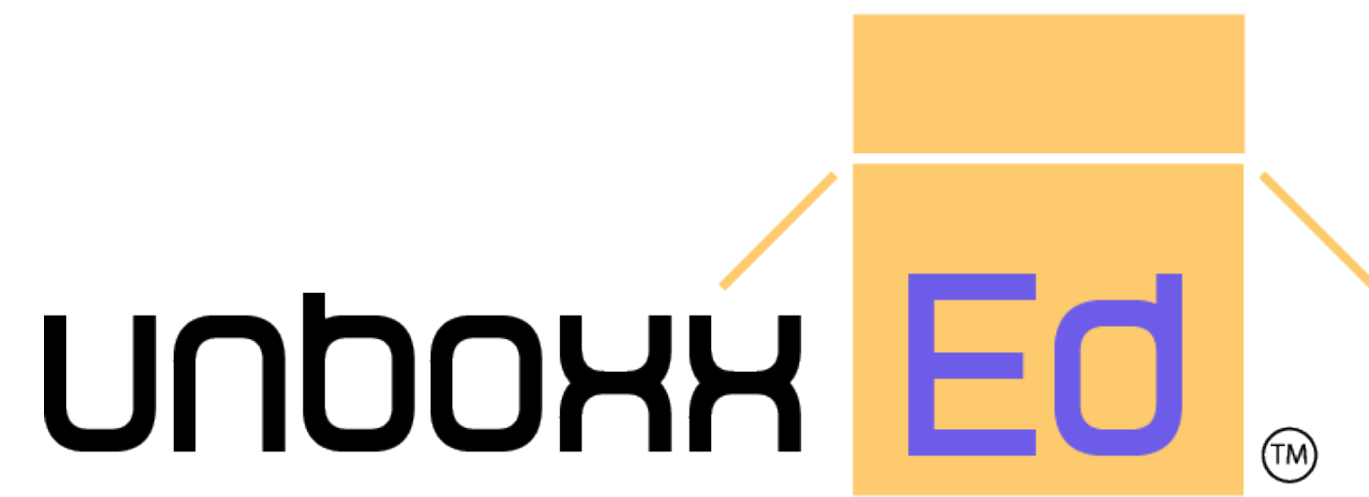
**Gamma Orionis  
Regular  
36 pt.**

## Body Text

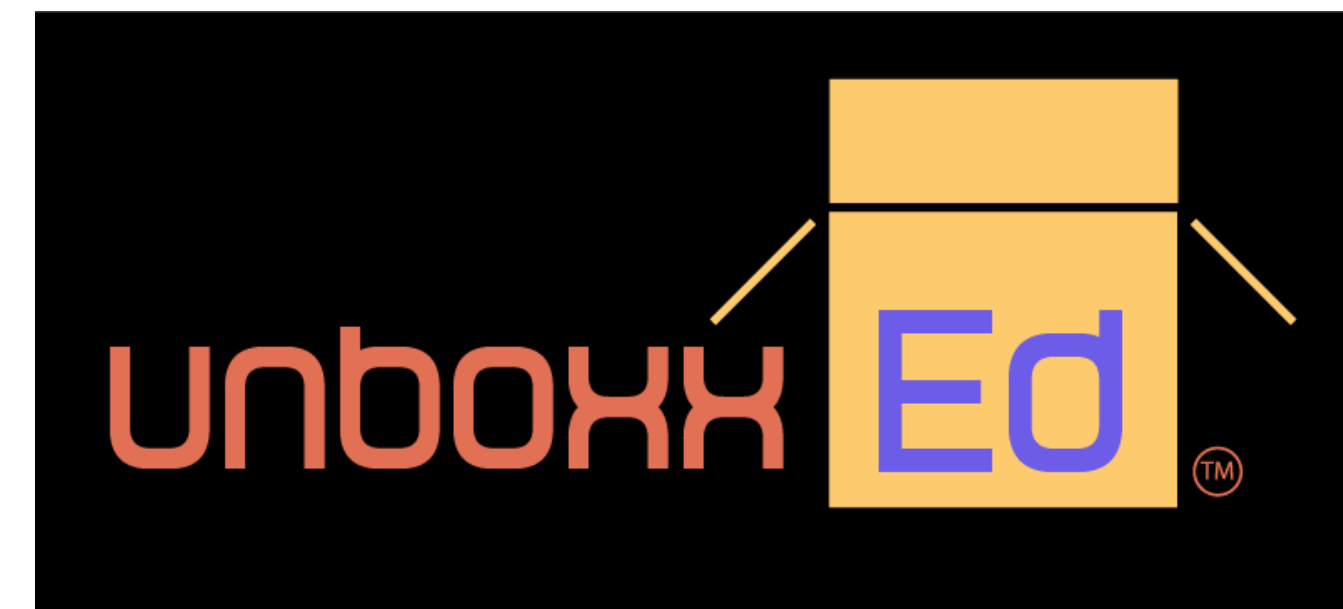
**Gamma Orionis  
Regular  
16 pt.**

# Logos

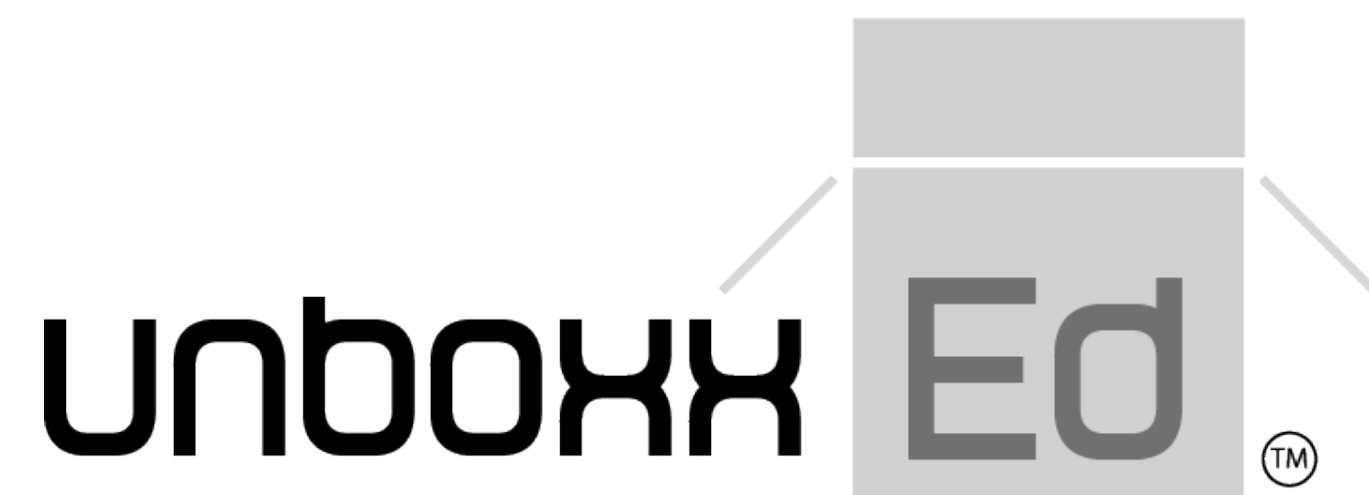
One of the most significant aspects of creating a brand for a company is the development of a logo system. We utilized some of the site's existing color scheme and combined it with a modern, sleek typeface to provide an up-to-date and stylish first impression.



Primary Logo



Reversed Logo



Black & White Logo



Mobile App Logo

# Display Ads

Our design team created these display advertisements which will be used across Facebook, Twitter, and Instagram. These will be used to engage users about Unboxed and encourage them to visit our website.

