



LUXBOX

LUXURY BALLPIT & SOFT PLAY

BRAND IDENTITY STYLE GUIDE

LOGOS

FOR LIGHT BACKGROUND



LUXURY BALL PIT &
SOFT PLAY RENTAL



LUXURY BALL PIT &
SOFT PLAY RENTAL

LOGOS

FOR DARK BACKGROUND



LUXURY BALL PIT &
SOFT PLAY RENTAL



LUXURY BALL PIT &
SOFT PLAY RENTAL

FONT USE

GOTHAM FONT FAMILY

Gotham Thin:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Thin Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Book Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Medium Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Black Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOUR PALETTE & SPECIFICATIONS



HEX CODE: #c8882a
RGB: (R: 200 G: 136 B: 42)
CMYK: (C: 11 M: 43 Y: 94 K: 0)



HEX CODE: #f7dc87
RGB: (R: 247 G: 220 B: 135)
CMYK: (C: 2 M: 8 Y: 48 K: 0)



HEX CODE: #000000
RGB: (R: 0 G: 0 B: 0)
CMYK: (C: 60 M: 40 Y: 40 K: 100)

WRONG USE OF BRANDING/LOGO



Do not distort by constricting
or expanding either horizontally
or vertically



Do not rotate or skew logo



Do not alter or scale any
element within the logo

ABOUT US

The idea behind LuxBox was started by two women entrepreneurs, Airah and Karla, who have always shared a common goal - to reduce the stress of party hosting and offer families and their little ones a safe and fun space to enjoy at the convenience of their home or venue. Our friendship dates back since tenth grade when we met in gym class. We quickly hit it off, and the rest was history. From classmates turned into best of friends, the desire of sharing a business together had always been in our minds. In highschool, we both worked together at a local amusement centre and hosted several children's parties and private functions. From there, we learned that entertaining kids is key to throwing a memorable party. After all...no child enjoys standing around doing nothing for hours at the event right?

Fast forward to 2019, little did we know that a catch-up over dinner with our husbands Gab and Kevin, resulted into a creation of a business that we have grown to love and be passionate about. We thought of having a mobile play area set-up at parties that can be very beneficial for parents and young families like ours. And instead of creating a space for just kids, we wanted to cater to everyone EVEN adults! This brought the concept of a mega ballpit using chic, modern, and in-style equipments that can be utilized by adults, youth, and children at all ages! Our setups will surely be a staple to your events given its minimalistic colour and versatility to any party theme or colour choices!

LUXBOX INC.

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