

Logo:



The logo shows the simplicity of what BASIX encompasses. It consists of the name of the business in white with a small grey 6 as the dot for the I, and it is surrounded by a blue box signifying the subscription box aspect of the company. The name itself, “BASIX” refers to the word basics, exhibiting the company's importance of basic necessities. The number 6 is placed in the name to identify the six important elements of the company, which include security, simplicity, affordability convenience, responsibility, and personal care.

Color Palette:

Red: 164	Red:140	Red: 255
Green: 204	Green: 156	Green: 255
Blue: 244	Blue: 180	Blue: 255

The two main colors for BASIX are blue and white, with an accent of grey. Baby blue signifies stability and health. White refers to safety and cleanliness. Grey represents balance. The combination of these colors creates the ambiance of what BASIX is about, which is providing people with their necessities for the month so that they do not have to be bothered to go out and shop for them.

Font:

**Montserrat
Semi-Bold**

The font Montserrat in semi-bold is a modern and simple font used in the logo. It creates a minimalistic presence that embodies what BASIX represents: simplicity for customers.

Roboto Regular

The font Roboto in regular is clear and goes well with the font Montserrat. It is easy to read and very aesthetically pleasing to the eye.

Letterhead and Company Description

BASIX is a subscription box that provides hygiene necessities and toiletries that people need in their everyday lives. Our mission is to provide our customers an easier way to receive everyday necessities while also providing help to those in need. Our company's purpose is to eliminate the constant stressful trips to the store. For every six boxes purchased, we donate one BASIX box to the homeless shelter. We also provide specific boxes such as a home box, a women's box, a men's box, a snack box and a custom box that you can design to your liking. Each box includes a total of six items.



Company Business Card:

Front



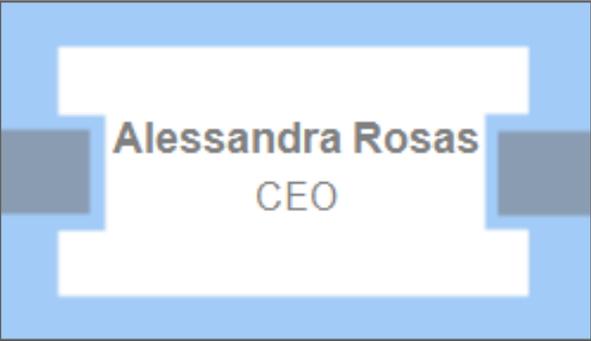
Back



Company Catalog Cover:



Company Name Tag:



Company Banner:

