

Version 3

Black Box Network Services Corporate Identity & Style Guide




35th
ANNIVERSARY

Everything you need to
build, manage, optimize,
and secure your network.




211
New
Products



4-Port Single-Mode Fiber Optic USB 2.0 Extender

Break the 16-foot (5-m) USB distance barrier.

This local transmitter/remote receiver pair extends USB over a duplex single-mode LC fiber link up to 6 miles (10 kilometers).



Customer Support Information

Order toll-free in the U.S., Call 877-877-BBOX (outside U.S. call 724-746-5500)
 FREE technical support 24 hours a day, 7 days a week. Call 724-746-5500 or fax 724-746-6740.
 Mailing address: Black Box Corporation, 1000 Park Drive, Lawrence, PA 15055-1078
 Web site: www.blackbox.com • E-mail: info@blackbox.com



ServSwitch Freedom
Get seamless control of up to four CPUs and more desk space.



FREE shipping*

The new ServSwitch™ Freedom is the latest innovation in keyboard-video-mouse solutions. It enables a user to switch seamlessly between four individual CPUs and connected monitors simply by moving the mouse to the desired monitor. This KVM switch features exclusive Glide and Switch technology that provides fast control of up to four CPUs/monitors with a single keyboard and mouse.

To learn more, visit www.blackbox.com/go/Freedom.

- With Glide and Switch technology, the user's mouse and keyboard shift control to different CPUs when the mouse moves the cursor to the related monitor.
- Immediately access and switch instantly between multiple systems with one keyboard and one mouse.
- Ideal for command and control centers, such as E911 operations and financial trading desks.
- It's similar to an extended desktop operation, but it reduces the number of keyboard and mice needed—saving time, space, and money.
- Four-port, professional grade switch that supports quick-fire switching via hotkeys or front-panel



Twenty seconds to configure, two days to ship.

Choose from thousands of options and combinations.

CONFIGURATOR

Twenty seconds to configure, two days to ship.

» Build your ideal cabinet with the Cabinet Configurator from Black Box.

» Choose your base cabinet size, then click on options.

» Configured to your specifications and shipped in two business days.



configure your cabinet

Table of Contents

Introduction.....	3
Logo Usage.....	4
Colors	6
Fonts.....	7
Company Description	8
Writing Style & Formats.....	9
Layout Examples	
Ads (Print & Web).....	10
Brochures & White Papers	11
E-mails.....	12
Flyers.....	13
Product Data Sheets	14
Product Manuals	15
Product Faceplates & Logos	16
Web Site	
Index Pages	17
Product Search Results Pages.....	18
Product Details Pages	19
Dedicated Landing Pages.....	20
Recurring Graphics Elements	21
Diagrams & Icons	22
Photos.....	23
Contact Information.....	24

Why Is Branding Important?

A brand is a promise. Many consistencies go into building brand recognition: logo, font, color, phrasing, layout positioning, processes, pricing, data organization, frequency of communication, service availability, and style. When a company maintains these brand elements, a customer gains a comfort level with what to expect. This trust and confidence result in smoother business transactions and increased sales.

“Global brands transcend their origins and create strong, enduring relationships with consumers across countries and cultures.” — Wikipedia

The Objective of This Guide

Black Box Network Services is a global brand and it's incumbent upon all of us to protect and promote it. This guide is produced to provide a very concise, extremely high-level understanding of what defines the Black Box Network Services brand and help define accepted brand guidelines. It merely scratches the surface of the many details reviewed internally that go into making consistent Black Box marketing pieces.

Although a great deal of Black Box's marketing pieces are produced by the Marketing & Media Services Department, it's still helpful for other Team Members to be familiar with our branding. Reviewing this guide will help illustrate some of the elements we rely on to build brand recognition.



General Rule

The “Double Diamond” part of the Black Box Network Services logo is designed to be a black box with white outlines. See below. Our base Adobe Illustrator® logo file (bboxnetservlogo.eps) contains both black and white versions and notes to the left of the images labeling the colors used in each. Other formats (gif, jpg, etc.) are available as well.



On a white background, the outlines “disappear”.



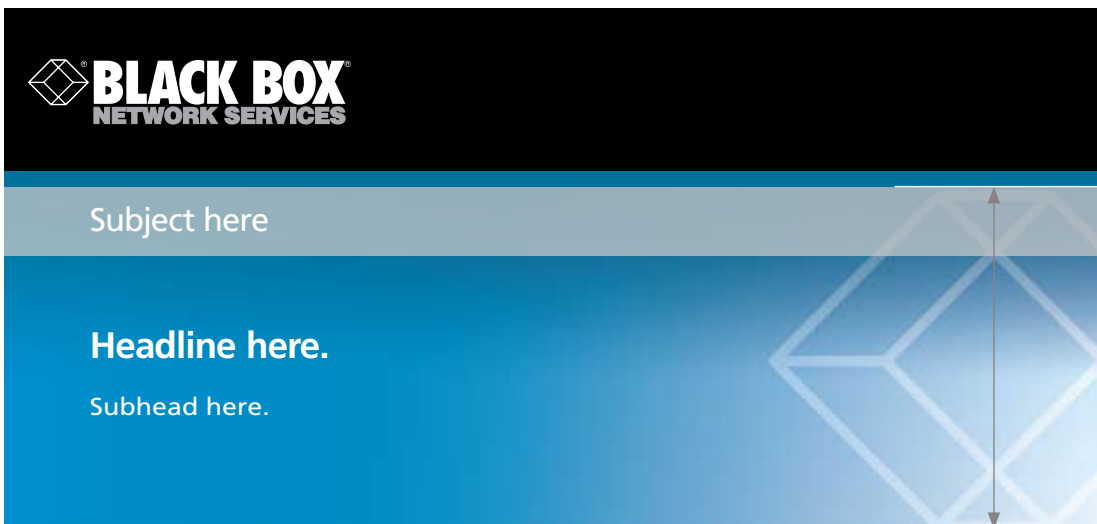
Reversed out of black; only the outlines appear.



On a color background, both the white outlines and black shapes will appear.

The Exception

The one exception to the general rule above is when the Double Diamond logo is used as our watermark background.



The top of this Double Diamond should align with the top of the translucent gray bar. The bottom should align with the bottom of the blue gradation.

The Double Diamond should be cropped to bleed off the right edge by having “first base” of the center diamond touch the right edge.

Sizing and Formats

The logo can be used at any readable size. Using the correct format for your specific logo application is necessary to achieve an acceptable result.

For press printing, tradeshow banners, silkscreening

eps—Because Adobe Illustrator eps files are vector- (or line-) based, they can be enlarged or reduced without losing resolution.

For Web site, Word or PowerPoint® docs

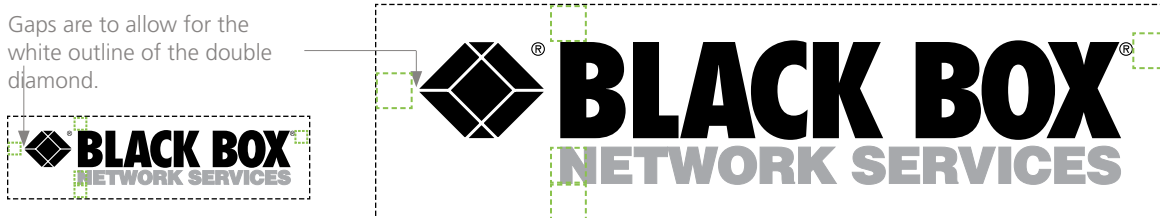
jpg, tif, or png—RGB Adobe Photoshop jpg or png files are pixel-based, therefore they will lose resolution when enlarged. However, these are recommended because of their small file size and PC compatibility.

For Web site, Word or PowerPoint docs with a color background

gif—A gif is also a pixel-based format, but it can be created with a transparent background without requiring the creation of a clipping path.

Margins

There should always be a margin around the entire logo that is as wide as the “N” in “NETWORK SERVICES” is high. A larger logo will demand a larger margin.



What NOT to Do to the Logo

Do not:

- Change the color.
- Skew (narrow or widen) the logo in any unproportional way.
- Alter the stacking of the words or the horizontal or vertical spacing between them..
- Change the spacing or position between the Double Diamond and the words.
- Attempt to redraw the logo or use different fonts.
- Outline the logo.
- Embed the logo in text in lieu of spelling out "Black Box Network Services."

DO:

- Use an official, approved logo file provided by corporate headquarters.
- Ask, if you have any questions at all. (For contact information, see page 24.)

Registration Marks

Both the Double Diamond and Black Box are registered trademarks, so the logo will always contain two ®s.

Color Palette

The following six colors make up the approved color palette. Use the appropriate specs below depending on the type of piece being created and the creation method used.



Green is to be used sparingly as an accent color.

CMYK

Blue = 100 / 49 / 26 / 0
Green = 51 / 2 / 92 / 0
Light Gray = 22 / 16 / 16 / 0
Dark Gray = 39 / 34 / 34 / 21
Black = 60 / 60 / 0 / 100
White = 0 / 0 / 0 / 0

RGB

Blue = 0 / 102 / 178
Green = 155 / 194 / 76
Light Gray = 227 / 227 / 227
Dark Gray = 79 / 79 / 79
Black = 0 / 0 / 0
White = 255 / 255 / 255

HEX

Blue = #0066b2
Green = #9bc24c
Light Gray = #e3e3e3
Dark Gray = #4f4f4f
Black = #000000
White = #FFFFFF

PMS

Blue = 90% 3015 C
Green = 80% 368 C
Light Gray = 100% 429 C
Dark Gray = 100% 431 C
Black = 100% 426 C
White = Paper

Color Palette for Product Faceplate Art

A different (lighter) blue is used when printing art on product faceplates because of printing on a textured black background. For more details about product faceplate art, see page 16.



PMS—for Faceplate Art:

White = 100% White
Blue = 100% Process Blue C

Frutiger for Print Media

Frutiger is the approved font family for print media. Black Box has chosen Frutiger 45 Light for its text to give the page a cleaner, more open appearance.

Approved Print Fonts

- Frutiger 45 Light—for text
- Frutiger 55 Roman—for subheads
- Frutiger 65 Bold—for headlines
- Italics of any of the above*

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !@#\$%^&*()

Arial for Electronic Media or Print Created on a PC

Although Frutiger is the best choice for print, Arial is used for electronic media (e-mails, Web site, Web ads, etc.).

Approved Electronic Fonts

- Arial Regular—for text
- Arial Bold—for subheads and headlines
- Italics of any of the above*

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !@#\$%^&*()

Describing Black Box Network Services

It's also important to define and describe our company using approved terminology. Below are samples that can be used verbatim. Please be sure to use the set of descriptions for the correct segment of our company.

Describing Communications and Infrastructure Services

35-Word Description (34 to be exact):

Black Box is a leading communications system integrator dedicated to designing, sourcing, implementing, and maintaining today's complete communications solutions. Black Box services more than 175,000 clients in 150 countries. To learn more, visit www.blackbox.com.

50-Word Description (46 to be exact):

Black Box is a leading communications system integrator dedicated to designing, sourcing, implementing, and maintaining today's complete communications solutions. Black Box services more than 175,000 clients in 150 countries with 200 offices throughout the world. To learn more, visit the Black Box Web site at <http://www.blackbox.com>.

100-Word Description (94 to be exact):

Black Box is a leading communications system integrator dedicated to designing, building, and maintaining a full range of communications technologies for unified communications and collaboration, VoIP, traditional telephony, and more. Black Box also provides start-to-finish services for wired, wireless, and hybrid data networks. In addition, Black Box offers an extensive range of products via its award-winning catalog and Web site—all backed by its free, 24/7 pre- and post-sale Tech Support. Founded in 1976, Black Box Corporation services 175,000 clients in 150 countries with 200 offices around the world. To learn more, visit www.blackbox.com.

Describing Technology Products

35-Word Description:

Black Box is a leading technology product solutions provider dedicated to designing, building, and maintaining today's data and voice infrastructure systems. Black Box offers an extensive range of products via its catalog and at www.blackbox.com.

50-Word Description (48 to be exact):

Black Box is a leading technology product solutions provider dedicated to designing, building, and maintaining today's complicated data and voice infrastructure systems. Black Box services 175,000 clients in 150 countries. In addition, Black Box offers an extensive range of products via its award-winning catalog and Web site, www.blackbox.com.

100-Word Description:

Black Box is a leading technology product solutions provider that helps customers build, manage, optimize, and secure their networks. The company is a single source for cabling, enclosures, data comm, digital signage, infrastructure, KVM switching, networking, security, wireless, and more. Black Box is ISO 9001:2008 certified and has received numerous industry recognitions, including the following awards: *Info Security Products* Global Excellence, *CRN* Tech Innovator, *TMC* Product of the Year, *Network Products Guide* Product Innovation, *SC Magazine* Five Star rating, R&D 100, and a *Cabling Business Magazine* Award of Excellence. Black Box customers receive free, 24/7 pre- and post-sale tech support.

Writing Style

Black Box Network Services' writing style is to write in active voice. Additionally, we often write in the second person, addressing the customer as "you."

We use the serial comma.

Serial comma: • Works with Windows®, Mac® OS, and Linux® operating systems.

not: • ~~Works with Windows®, Mac® OS and Linux® operating systems.~~

Trademarks & Registered Trademarks

™s and ®s are to be noted the first time they appear in text. If they do not appear in text, add once to one of the following: bullets, specs, price block, or to the headline as the last resort.

Copyrights

The proper way to list a copyright is below. The country should be updated as needed or removed if the document is for electronic use only.

© Copyright 2011. Black Box Corporation. All rights reserved. Printed in U.S.A.

It is often followed by a trademark statement.

Black Box® and the Double Diamond logo are registered trademarks of BB Technologies, Inc. Any third-party trademarks appearing in this publication are acknowledged to be the property of their respective owners.

Styles

Notes - Notes are written in italics with "NOTE" in all caps.

Example: *NOTE: Must be used in pairs.*

Capitalization

- ALL CAPS are avoided in most cases. "FREE", "NOTE:", and BB.com ad headers are the common exceptions to this rule.

- Headlines should be capped using sentence style, not title style.

Sentence -- > Make networking easier than ever! not title style -- > ~~Make Networking Easier than Ever!~~

Other Elements

Bullets

- Use • (option-8 on an Apple® computer) for bullets in text

- Use » (shift-option-\ on an Apple computer) for bullets that are more of a featured list or are on the blue background

- Use ♦ (F and then Zapf Dingbats on an Apple computer) for bullets that list what's included in a product SKU.

- For bullets in PowerPoint®, please use the preset ones in our template.

Em-dashes

- Do not use a full space around an em-dash except when it is used in spec blocks after spec subheads. Do add kerning if it is touching letters that precede or follow it.

Best Bet Yet

Be sure to run spellcheck, but it's always best to have an editor at Black Box Corporate Headquarters edit your work. This can be done quickly and easily via e-mail. Please don't hesitate to ask.

Ads (Print and Web)

Third-Party Web Ad — 160x600



Twenty seconds to configure, two days to ship.

Custom cabinets FAST!



[configure your cabinet](#)

www.blackbox.com

Cabinets | Accessories
Wallmount Cabinets

Third-Party Web Ad — 728x90



Twenty seconds to configure, two days to ship.

Thousands of options and combinations.



[configure your cabinet](#)

www.blackbox.com

Print Ad Example

Are you one click away from disaster?

Get the facts. Then get the protection you can't live without.

Veri-NAC prevents unauthorized network connections.



- » One-box vulnerability management and network access control (NAC).
- » Agentless and non-inline design.
- » No infrastructure upgrade needed—works with existing switches.

Call 800-355-7996 or visit blackbox.com/go/Veri-NAC



Contact info in lower left.
Logo in lower right.

Text aligned flush left

For all Web ads, the green button serves as the call to action. It appears within the blue background on the third-party ads and in the gray footer on the BB.com ad. The text in the button is all lower case and uses no closing punctuation.

The Double Diamond watermark positioning is not consistent in the third-party ads because of the ad proportions.

Third-Party Web Ad — 300x250



www.blackbox.com

Twenty seconds to configure, two days to ship.

Choose from thousands of options and combinations.

[configure your cabinet](#)

Cabinets | Accessories | Wallmount Cabinets



BB.com Web Ad — 2.181x5.417

CONFIGURATOR

Twenty seconds to configure, two days to ship.

- » Build your ideal cabinet with the Cabinet Configurator from Black Box.
- » Choose your base cabinet size, then click on options.
- » Configured to your specifications and shipped in two business days.



[configure your cabinet](#)

ALL CAPS are used in the gray header of BB.com ads.

Brochures



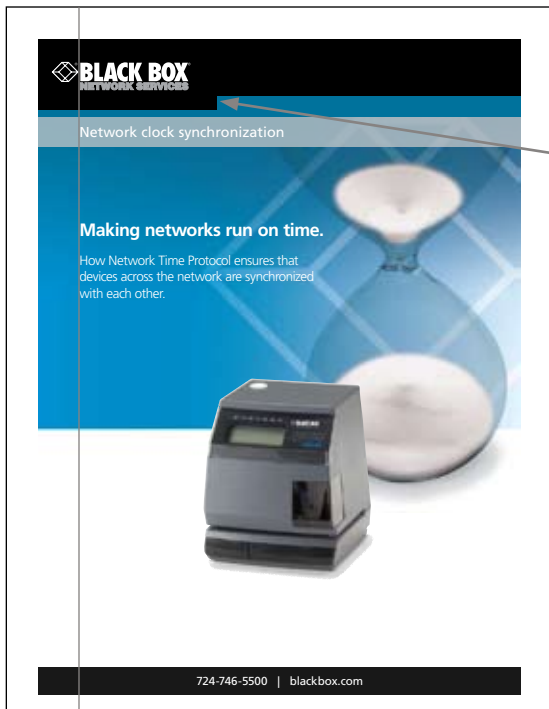
Tabbed banner design is used for the **front cover** of multipage documents.

Copyright and trademark statements, and file name and version number should appear on the **back cover**.

Text aligned



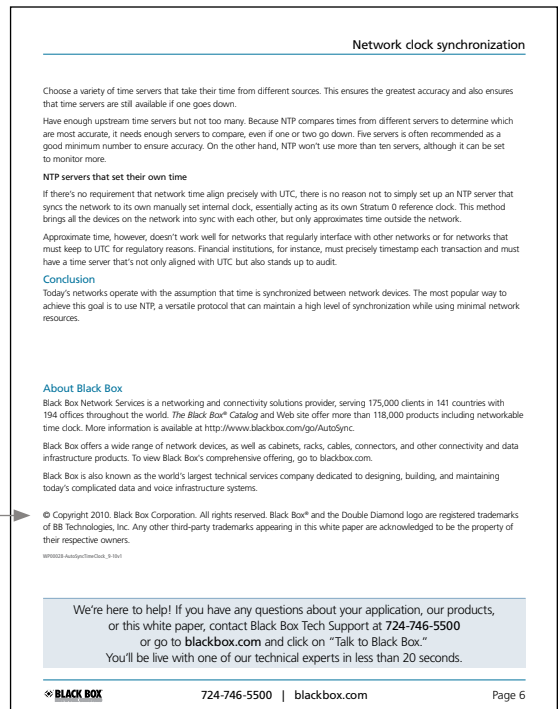
White Papers



Tabbed banner design is used for the **front cover** of multipage documents.

Copyright and trademark statements, and file name and version number should appear on the **back cover**.

Text aligned



E-mails

Header Information

- Header depths remain consistent. The blue and gray bars that typically appear under the black banner are eliminated from e-mail templates because of “above-the-fold” depth concerns (meaning the reader shouldn’t have to scroll extensively to get the main message).



ServSwitch Freedom
Get seamless control of up to four CPUs and more desk space.

FREE shipping*

The new ServSwitch™ Freedom is the latest innovation in keyboard-video-mouse solutions. It enables a user to switch seamlessly between four individual CPUs and connected monitors simply by moving the mouse to the desired monitor. This KVM switch features exclusive Glide and Switch technology that provides fast control of up to four CPUs/monitors with a single keyboard and mouse.

To learn more, visit www.blackbox.com/go/Freedom.

- With Glide and Switch technology, the user's mouse and keyboard shift control to different CPUs when the mouse moves the cursor to the related monitor.
- Immediately access and switch instantly between multiple systems with one keyboard and one mouse.
- Ideal for command and control centers, such as E911 operations and financial trading desks.
- It's similar to an extended desktop operation, but it reduces the number of keyboard and mice needed—saving time, space, and money.
- Four-port, professional grade switch that supports quick-fire switching via hotkeys or front-panel buttons.
- Setup is simple, and there is no software to install on the connected machines.
- The ServSwitch Freedom works with desktop and laptop machines running any known software and operating system.

Order a **ServSwitch Freedom** and get **FREE shipping**.* Use promo code **P116** at checkout.

*Orders must be completed by November 30, 2010 at 11:59 P.M. (ET) to receive this offer. Use promo code P116 at checkout. Offer cannot be combined with other offers or coupons. Standard discounts apply. FREE shipping offer is valid only in the continental United States, Alaska, and Hawaii, and applies to ground shipping and to the ServSwitch Freedom (KV0004A) only. This offer does not apply to special delivery services—inside delivery, lift gate, or turnkey services. Offer does not apply to previous purchases.

Forward to a friend—get \$10 off your next order and so will your friend.

Cables | Cabinets & Racks | KVM | Digital Signage & Multimedia
Networking | Datacom | Power | Security | Servers

Twitter | LinkedIn | YouTube | Facebook

© Copyright 2010. Black Box Corporation, 1000 Park Drive, Lawrence, PA 15055-1018. All rights reserved. Black Box® and the Double Diamond logo are registered trademarks, and ServSwitch™ is a trademark, of BB Technologies, Inc. Any third-party trademarks appearing in this e-mail are acknowledged to be the property of their respective owners. View our [privacy policy](#).



September Spotlight:
new products, resources, and promotions

- Improve communications, productivity, and security.
- Put new technologies to work for you.
- Stretch your IT budget with on-line promotions.

New Products

See some of our favorites below. Then check out the rest [here](#).

KVM ServSwitch™ Agility™ DVI, USB, and Audio Extenders over IP Kit (ACR1000A)
Go farther, do more with digital KVM extension over IP.

AlertWerks™ Environmental Monitoring Expansion Hubs (EME1DC16, EME1X8)
Add up to 16 sensors to the AlertWerks ServSensor V4E Hub, even if you don't have available ports.

Elite™ Cabinet Vertical Jack Panels (ECJACKPANEL46, ECJACKPANEL92)
Mount a patch panel on the side of an Elite cabinet rail to save racking space.

Wireless Video Presentation System II (AC1131A)
Transform a wired projector into a high-end wireless one—and stream from a PDA.

Secure Device Servers (LES1101A-LES1102A)
Conveniently manage devices right over your network.

DisplayPort Cable (EVNDP01-0003-MM, etc.)
The new standard digital video interface that carries audio and video in one cable.

Multi-Format Video Scan Converter (VSC-VGA-TV)
Convert high-resolution PC or HDTV video to interlaced Component, Composite, or S-Video.

CAT6 250-MHz Shielded, Stranded Cable SSTP (PIMF), PVC, Brown (EVNSL0272BR-0001, etc.)
Double-shielded CAT6 cable for noisy data center and desktop connections.

New Resources

See our latest technical information below. Access our entire **FREE** resources library [here](#).

Print catalog:
Black Box Big Book, 35th Anniversary Edition
Order your **FREE** 712-page catalog [now](#).

E-catalog:
Black Box Big Book, 35th Anniversary Edition
Click [here](#) for your **FREE** e-catalog.

Black Box Explains Tutorials
SFP, SFP+, and XFP transceivers
NAC
Access our entire library [here](#).

On-line Promotions
Stretch your IT dollar.

Buyer's Guides: expanded & updated!
Access our entire library [here](#).

Case Studies
Digital Signage—iCOMPEL™: Virgin Holidays
F3X Fiber Fault Finder Gun: Manufacturing
Access our entire library [here](#).

Videos
[White Paper: How to Test and Test CAT6 Cables](#)

(continued e-mail)

Footer Information

The following comprise the footer area:

- One of two alternating green banners: “Forward to a friend.” or “Forward to a friend—get \$10 off your next order and so will your friend.”
- A black banner that lists two lines of links to our general offerings or more specific areas relevant to the e-mail subject.
- Social networking graphics.
- Fine print that includes a copyright statement, physical address, and a trademark statement, and an invitation to view our privacy policy.

Latest News

Black Box Introduces Digital Signage Certification Program for System Integrators and Resellers.

Black Box Publishes 35th Anniversary Black Box® Catalog

Black Box Catalog Wins Multichannel Award. Receives Award in Its Category for 15th Consecutive Year.

SpaceGAIN Cables and Patch Panels from Black Box Win Network Products Guide Reader Trust Award for Best in IT Infrastructure

Black Box Recognized by CRN Magazine—2010 VAR 500.

Forward to a friend—get \$10 off your next order and so will your friend.

Cables | Cabinets & Racks | KVM | Digital Signage & Multimedia
Networking | Datacom | Power | Security | Servers


Twitter | LinkedIn | YouTube | Facebook

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Flyers

Header Information

- Header depths remain consistent.
- If additional space is needed, the blue watermark / photo area may be removed.

Black Box® GigaBase® CAT5e 350-MHz Solid Bulk Cable (UTP)

ETL-Verified cable for 350-MHz runs.



Features

- Tested to 350 MHz.
- Meets or exceeds CAT5e standards.
- Cable is marked in two-foot increments.
- Easy-to-dispense pull box.
- Low attenuation and high power-sum crosstalk over a wide frequency sweep.
- Longitudinal rip cord for easy jacket opening.
- Double Diamond™ Warranty Lifetime.

Applications

- 10/100/1000BASE-T (IEEE 802.3)
- 100BASE-VG
- 100BASE-TX/PMDD
- 155-Mbps and 622-Mbps ATM
- High-performance cable applications
 - Backbone
 - Floor-to-floor backbone
 - Horizontal cabling to desktop

Compliance

- ISO/IEC 11801
- TIA/EIA-568-B.3 Category 5e
- ANSI/TIA-568-A.3 Category 5e
- NEMA WC63.1 (Category 5)
- UL® listed and FCC compliant
- PVC, CMR, UL® 1666; Plenum; CMP; NFPA 262

Specifications

Capacitance Unbalance (Maximum): 3300pF/km (pair to ground)

Characteristic Impedance: 1-350 MHz: 100 ± 15 ohms

Conductor: 24 AWG, solid, bare copper

Conductor Resistance: 93.3 ohm/1000 ft maximum

Delay Skew (Maximum): 1-350 MHz: 40 ns/100 m

Return Loss: 20.1 dB @ 100 MHz

Velocity of Propagation (Minimum): 62.1% @ 350 MHz

The backbone of your channel solution.

GigaBase® 350 CAT5e, 350-MHz Solid Bulk Cable (UTP) is tested to 350 MHz so you can use it in 100BASE-T to 1000BASE-T networks and other high-performance applications. Plus, it has plenty of extra headroom over the CAT5e standard, giving you lots of room for growth.

Easy pull.

The cable comes in easy-to-use pull-boxes and features the Accu-Pull Measuring System. The cable is marked in descending two-foot increments so you always know exactly how much cable is in the box.

Construction facts.

The PVC cable features polyolefin insulation and a flame-retardant jacket. The plenum cable has FEP insulation and features a compound jacket that's rated to 325°F (163°C) for low-temperature handling.

Guaranteed for life.

To fully back up our claims of quality, we guarantee—for life—this cable and all the products in our GigaBase line.

Proven performance.


You can be assured of proven performance as Black Box has its products independently tested by Intertek Testing Services/ETL Semko, Inc. An Intertek inspector visits Black Box once a quarter and randomly selects cable and cabling products for testing.

The GigaBase CAT5e Solid Bulk Cable is ETL Verified at the component level. The ETL Verified Program verifies that the cable conforms to the applicable industry standards.

The GigaBase CAT5e Channel (4 point, 100 meters), consisting of bulk cable, patch cable, jacks, patch panels, and wiring blocks, is tested and verified in a LAN environment under Intertek's Cabling System Channel Verification Program. This ensures that the system is of the highest quality and performs to the latest industry specifications.

For the latest test results and specifications, contact us at 724-746-5500 or go to blackbox.com.

724-746-5500 | blackbox.com



Fact Sheet for Black Box Customers

Avaya Partner Assurance Support Services (PASS) Program.

Effective July 2010, Avaya has announced a new program called PASS that all Avaya partners, such as Black Box Network Services, must comply with in order to receive Avaya software support for their heritage Nortel customers.

This required PASS program provides Black Box with access to Avaya for:

- Level 3 Technical Support
- Patches
- Corrective Content
- Upgrades (subject to option being purchased)

Avaya technical support elements are crucial in enabling Black Box to ensure your system software performs optimally and also to help maximize and extend your investments in your heritage Nortel systems.

How It Works: It's Easy.

At the time you renew your maintenance service contract with Black Box, Black Box will automatically enroll any qualifying system in the Avaya PASS program. Black Box will handle everything for your enrollment.

Depending on your agreement with Black Box, you might see a price increase in your maintenance costs because of the incremental costs for Black Box to comply with the Avaya PASS program requirements.

Get the Facts:

- This is not an optional Avaya program, nor is it unique to Black Box. All heritage Nortel systems are required by Avaya to be enrolled in PASS to receive manufacturer support.
- Only heritage Nortel systems enrolled in PASS will receive software support from Avaya Global Services. This includes Black Box inquiries to Avaya on your behalf.
- Only heritage Nortel systems enrolled in PASS will have access to Avaya software patches, updates, and upgrades (subject to option being purchased).
- Covered systems:
 - CS1K release 3.0 and above
 - Call Pilot release 4.0 and above
 - Contact Center release 6.0 and above
 - Data products
 - BCM product lines

If your heritage Nortel system does not fall within the releases listed above, Black Box will receive coverage on your system under an Avaya Time and Materials policy.

Black Box Network Services remains focused on delivering exceptional customer service to you. As an Avaya Platinum partner and previous Nortel Elite Advantage partner, Black Box Network Services remains committed to helping you get the most from the technology investments you have made as well as providing you with knowledgeable guidance for future technology investments in products and solutions that best fit your individual needs and growth.

Learn More.

If you have any questions about the Avaya PASS program or need additional information about service and support for the Black Box communications portfolio of solutions, talk to your Black Box Customer Care Department at 310-737-7369 or e-mail customercare@blackbox.com. Thank you for being a Black Box customer. We appreciate your business.

310-737-7369 | blackbox.com

Black Box and the Double Diamond logo are registered trademarks of BB Technologies, Inc. The Avaya Platinum Partner logo is acknowledged to be the property of Avaya.

Footer Information

- Size and position of footer bars should remain consistent. The contact information is always listed as the phone number first followed by four spaces, a vertical bar, four more spaces, then the Web address or the contact's e-mail address or the address of a dedicated landing page, such as: <http://www.blackbox.com/go/Intelli-Pass>. For more information about dedicated landing pages, see page 20.

724-746-5500 | blackbox.com

- If trademark information must be listed, it should be 7-point type, BBNS Dark Gray, and centered beneath the black bar.

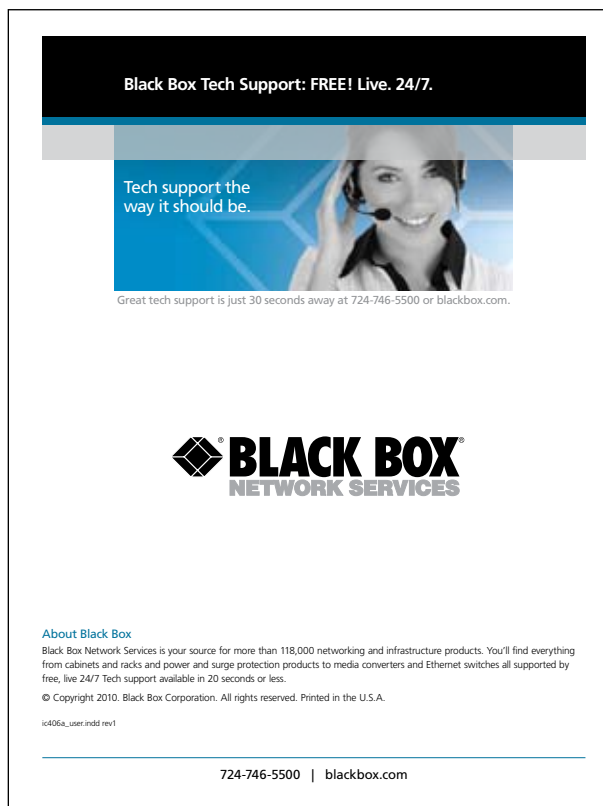
Product Manuals

Product manuals can be full-color or black-and-white. Various sizes exist because of the varying sizes of our products and their packaging. Product manuals have several introductory pages that precede the product information.

- If applicable, one of three FCC statements will appear next.
- The Normas Oficiales Mexicanas Electrical Safety Statement (NOM Statement) will follow the FCC statement for any equipment that plugs into AC power.
- The trademark statement should be placed on page 4 or on the inside front cover if no FCC or NOM statements are included.
- The Table of Contents is next.

For complete details, see the Vendor Branded Purchase Agreement (ISO Document PURC-F-002).

Back Cover



- Ad and elements on back cover are standard and remain consistent.
- About Black Box, the copyright statement, and the file name and revision number appear at the bottom of the page.

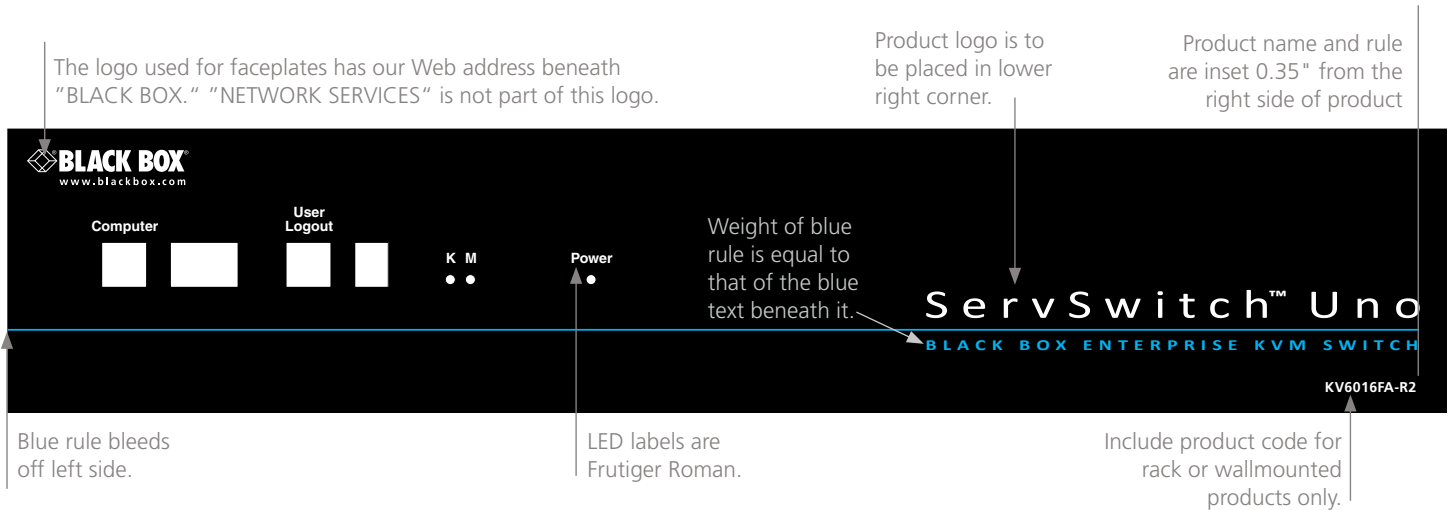
Front Cover



- Formatting on the front cover is also to remain consistent.
- The tabbed header is used because these are multipage documents. The date and the SKU(s) appear in the upper right.
- The photo is to be an outlined image with no background.

Product Faceplates

Below is a best-case scenario for faceplate art. Because our products vary greatly in size, shape, and proportion, adjustments will be made. Every effort should be made however, to stay as close to these standards as possible.



Product Logos

Products that are expected to be top performers may also have an icon included to the left of the text.

ServSwitch™ Uno
BLACK BOX ENTERPRISE KVM SWITCH

The spacing between the logo and tagline is to remain consistent. This space is needed for the blue rule line used on the product faceplate. See above.

AlertWorks™
PHYSICAL AND REMOTE PREMISE SECURITY MONITORING

Product name font and point size remain consistent. Tracking adjustments are made to both the name and the tagline to maintain left and right alignments.

MediaCento™ IP
BLACK BOX MEDIA DISTRIBUTION

As a last resort, the point size of the tagline may be reduced.

FiCOMPEL™
BLACK BOX DIGITAL SIGNAGE

Index Pages

The five major areas of our site—Services, Products, Resources, Support, and About—are listed in the black header. After selecting one of these, visitors land on an index page.



The black header and footer and three navigation options remain consistent throughout our entire Site.

Top Navigation in blue bar.

Index pages have a large banner ad at the top of the page.

Left-Column Navigation links are blue.

Text is gray.

Center Navigation links are blue.

Ads can be positioned in the left- or right-hand columns.

Product Search Results Pages

Below is an example of a page resulting from keying in a search term for products—*kvm extenders* in this case.

The screenshot displays the Black Box Network Services website's product search results for 'kvm extenders'. The page layout includes a top navigation bar with links to Services, Products, Resources, Support, and About. Below this is a search bar and a filter section on the left. The main content area shows a grid of product listings, each with an image, title, and price. On the right side, there are additional sections for 'Hot Sellers at Black Box', 'New at Black Box', and 'Get Questions?'. The footer contains contact information and a list of services offered.

Search results can quickly be narrowed down by using the left-hand navigation or by making a selection from lists that can be inserted above the results.

Common list headers are Most Popular Subcategories, Resources, and Related Categories.

Hot Sellers and New Product areas are populated.

Both BB.com Web ads and text ads can appear in the left- or right-hand columns.

Blue call-to-action buttons can be used.

Helpful related resources are also listed.

Product Details Pages

Clicking on one of the search results will take the visitor to a product details page.

The screenshot shows the Black Box Network Services website. The main product is a DB9 Extension Cable with EM/RFI Hoods, Male/Female, 10-FL (3.0-m). The product page includes a detailed description, a table of similar products, and a footer with contact information. Annotations highlight key features and design elements:

- Product SKU, warranty info, stock availability, and price are populated by Wizard.** (Points to the product title and price area)
- These areas are ad spaces.** (Points to the 'Add to Cart' and 'Shipping Info' sections)
- Green call-to-action buttons are used.** (Points to the 'Add to Cart' button)
- The Similar Products tab is displayed as a default. This lists other SKUs within the same product family to enable customers to choose the best option for their specific needs.** (Points to the 'Similar Products' table)
- Carousels can be added to highlight specific products. The following needs to be provided to create a carousel:**
 - the URL where it should appear
 - the specific SKUs to be included
 - the order in which the SKUs should appear

Dedicated Landing Pages

Short, easy-to-remember URLs can be set up to redirect to a longer URL. In the example below:

<http://www.blackbox.com/go/iCOMPEL> has been set up to send a customer to

<http://www.blackbox.com/Store/Results.aspx/Digital-Signage-Multimedia/Digital-Media-Digital-Signage-Players/iCompel/n-4294957319/p-0>

Because of how we name the short URLs, we refer to these special pages as “/go” pages.

These shortened URLs can simply redirect to a standard search results page.

For higher-profile products, however, a banner ad and three columns of text are added above search results.

A banner ad appears at the top of the page.

A call-to-action Web directional appears in the bottom left of the ad.

Three columns of text appear under the ad. Links to related resources should always be included (if applicable).

Search results

Redirects can be set up for Products section index pages, subsection index pages, search results pages, or even directly to a product module (product details page).

The screenshot shows the Black Box Network Services website. The top navigation bar includes links for Services, Products, Resources, Support, and About. The main content area is titled "The Black Box Store" and features a search bar. Below the search bar, there's a section for "Digital Signage & Multimedia > Digital Media / Digital Signage Players". A large banner ad for iCOMPEL is displayed, featuring a man looking at a screen. Below the banner, there are three columns of text providing information about the product. At the bottom left of the banner, there's a call-to-action button that says "Contact us". Below the text columns, there are search results for iCOMPEL products, including "iCOMPEL HD Digital Signage Submodule Only (100 GB)", "iCOMPEL HD Digital Signage Submodule Only (200 GB)", and "iCOMPEL HD Digital Signage Submodule Only (400 GB)".

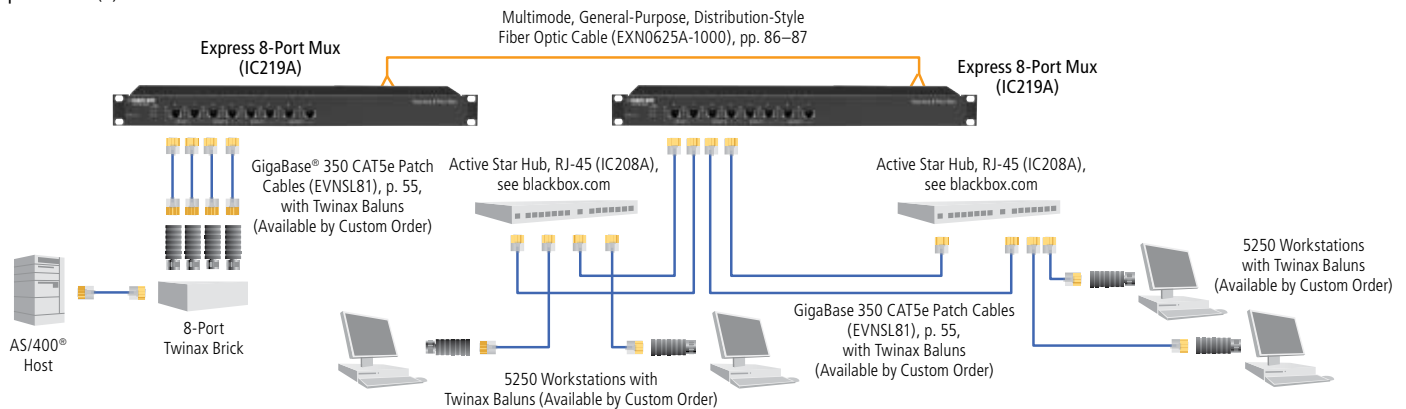
(continued search results)

Diagrams

Diagrams are built in Adobe Illustrator using what we call the D8 style.

Featured Products

- Rear view photos of the featured product are used within the diagram. This ensures an exact representation of the product.
- Connectors are included on the ends of the cables and cables align directly with the ports they connect to on the featured product(s).



Peripherals

- Peripheral, or non-featured connections, are drawn in grayscale and at a 3/4-view angle. Some of the most common ones are shown below.



Icons

Icons have been created for the KVM and Digital Signage product lines. Both sets of icons are used to identify connectors, cables, peripherals, switching, and features at a glance. The KVM icons identify platforms, as well. These appear in our print and e-catalogs in the upper-right-hand corner of the presentation.

CONNECTORS

CABLE

PERIPHERALS

SWITCHING

PLATFORMS

CONNECTORS

CABLE

PERIPHERALS

SWITCHING

FEATURES

Digital Signage & Multimedia

VGA Matrix Switches

These programmable switches make it easy to route VGA and 1080p HD video to multiple digital screens!

Supports 1080p HD video!

• Ideal for digital signage systems worldwide

Top: KV7021A, front view; Bottom: KV7021A, rear view

Item Code List Price

2-Port KV7021A \$179.95

4-Port KV7021A \$219.95

8-Port KV7021A \$319.95

16-Port KV7021A \$419.95

32-Port KV7021A \$519.95

64-Port KV7021A \$619.95

128-Port KV7021A \$719.95

256-Port KV7021A \$819.95

512-Port KV7021A \$919.95

1024-Port KV7021A \$1019.95

2048-Port KV7021A \$1119.95

4096-Port KV7021A \$1219.95

8192-Port KV7021A \$1319.95

16384-Port KV7021A \$1419.95

32768-Port KV7021A \$1519.95

65536-Port KV7021A \$1619.95

131072-Port KV7021A \$1719.95

262144-Port KV7021A \$1819.95

524288-Port KV7021A \$1919.95

1048576-Port KV7021A \$2019.95

2097152-Port KV7021A \$2119.95

4194304-Port KV7021A \$2219.95

8388608-Port KV7021A \$2319.95

16777216-Port KV7021A \$2419.95

33554432-Port KV7021A \$2519.95

67108864-Port KV7021A \$2619.95

134217728-Port KV7021A \$2719.95

268435456-Port KV7021A \$2819.95

536870912-Port KV7021A \$2919.95

1073741824-Port KV7021A \$3019.95

2147483648-Port KV7021A \$3119.95

4294967296-Port KV7021A \$3219.95

8589934592-Port KV7021A \$3319.95

17179869184-Port KV7021A \$3419.95

34359738368-Port KV7021A \$3519.95

68719476736-Port KV7021A \$3619.95

137438953472-Port KV7021A \$3719.95

274877906944-Port KV7021A \$3819.95

549755813888-Port KV7021A \$3919.95

1099511627776-Port KV7021A \$4019.95

2199023255552-Port KV7021A \$4119.95

4398046511104-Port KV7021A \$4219.95

8796093022208-Port KV7021A \$4319.95

17592186444416-Port KV7021A \$4419.95

35184372888832-Port KV7021A \$4519.95

70368745777664-Port KV7021A \$4619.95

140737491555328-Port KV7021A \$4719.95

281474983110656-Port KV7021A \$4819.95

562949966221312-Port KV7021A \$4919.95

1125899932442624-Port KV7021A \$5019.95

2251799864885248-Port KV7021A \$5119.95

4503599729770496-Port KV7021A \$5219.95

9007199459540992-Port KV7021A \$5319.95

18014398919081984-Port KV7021A \$5419.95

36028797838163968-Port KV7021A \$5519.95

72057595676327936-Port KV7021A \$5619.95

144115191352655872-Port KV7021A \$5719.95

288230382705311744-Port KV7021A \$5819.95

576460765410623488-Port KV7021A \$5919.95

1152921530821246976-Port KV7021A \$6019.95

2305843061642493952-Port KV7021A \$6119.95

4611686123284987904-Port KV7021A \$6219.95

9223372246569975808-Port KV7021A \$6319.95

18446744493139951616-Port KV7021A \$6419.95

36893488986279903232-Port KV7021A \$6519.95

73786977972559806464-Port KV7021A \$6619.95

1475739598451196128-Port KV7021A \$6719.95

2951479196902392256-Port KV7021A \$6819.95

5902958393804784512-Port KV7021A \$6919.95

11805916787609569024-Port KV7021A \$7019.95

23611833575219138048-Port KV7021A \$7119.95

47223667150438276096-Port KV7021A \$7219.95

94447334300876552192-Port KV7021A \$7319.95

188894668601753104384-Port KV7021A \$7419.95

377789337203506208768-Port KV7021A \$7519.95

755578674407012417536-Port KV7021A \$7619.95

1511157348814024835072-Port KV7021A \$7719.95

3022314697628049670144-Port KV7021A \$7819.95

6044629395256099340288-Port KV7021A \$7919.95

12089257990512198680576-Port KV7021A \$8019.95

24178515981024397361152-Port KV7021A \$8119.95

48357031962048794722304-Port KV7021A \$8219.95

96714063924097589444608-Port KV7021A \$8319.95

193428127848195178889216-Port KV7021A \$8419.95

386856255696390357778432-Port KV7021A \$8519.95

773712511392780715556864-Port KV7021A \$8619.95

1547425022785561431113728-Port KV7021A \$8719.95

3094850045571122862267456-Port KV7021A \$8819.95

6189700091142245724534912-Port KV7021A \$8919.95

12379400182284491448069824-Port KV7021A \$9019.95

24758800364568982896139648-Port KV7021A \$9119.95

49517600729137965792279296-Port KV7021A \$9219.95

99035201458275931584558592-Port KV7021A \$9319.95

198070402916551863169117184-Port KV7021A \$9419.95

396140805833103726338234368-Port KV7021A \$9519.95

792281611666207452676468736-Port KV7021A \$9619.95

1584563223332414905452937536-Port KV7021A \$9719.95

3169126446664829810905875072-Port KV7021A \$9819.95

6338252893329659621811750144-Port KV7021A \$9919.95

12676505786659319243623500288-Port KV7021A \$10019.95

Concept Photos

Non-product photos are to be black and white. When using images of people, look for images that appear to be unposed. As a general rule, images where the person is smiling and looking directly at the camera are to be avoided. Additionally, whenever possible, avoid images that have become cliché: handshakes, people talking on cell phones, etc. Use royalty-free, not rights-managed images.



Product Photos

Product photos are to be full-color. Products facing left are preferred to balance the headline. Having the image drop below the bottom of the blue glow adds dimension to the page.



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