

WhiteBox
Networks

Brand Guide

Logo system, color, applications

Version 1.0 · May 2026

A Petabit Scale brand

What WhiteBox Networks is

WhiteBox Networks (WBN) is Petabit Scale's internal house brand for network hardware – optical transceivers, fiber optic cables, patch cords, and related infrastructure components that ship under the Petabit Scale flag.

It exists so the hardware Petabit Scale supplies has its own identity: stocked, spec'd, and shipped with WBN labels, packaging, and documentation, while the engineering, support, and customer relationship stay with Petabit Scale.

This is sub-brand, not separate company. WhiteBox Networks rides under the Petabit Scale operational and commercial umbrella; the differentiation is product-line, not corporate.

How it relates to Petabit Scale

Surface	Owner
Architecture, design, consulting, integration	Petabit Scale
Hardware product line (transceivers, fiber, cables, packaging, datasheets)	WhiteBox Networks
Customer relationship, quoting, SOWs, support	Petabit Scale
Parts list, BOM line items, SKU labels	WhiteBox Networks
Shared infrastructure (palette charcoal, typography, voice tone)	inherited from Petabit Scale

Petabit Scale tells you what network to build and helps you build it; WhiteBox Networks is the brand on the parts that show up in the box.

Lockups and variants

Three lockups, each in two color variants. The mark is a faceted cube – coral and gray planes meeting on a hidden top vertex, conveying constructed hardware and physical product.

Horizontal (primary)



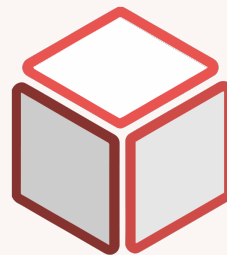
whitebox-networks-horizontal-color

Stacked (square-ish contexts)



whitebox-networks-stacked-color

Mark (icon only)



whitebox-networks-mark-color

Usage rules

Rule	Detail
Default	Horizontal-color on a light surface. Falls back to stacked-color in square contexts; mark-color for icon-only / favicon use.
Clearspace	Maintain padding equal to the height of the mark on all sides.
Minimum size	Horizontal: 120px web / 1" print • Stacked: 80px / 0.75" • Mark: 32px / 0.4"
Never	Recolor facets • stretch • skew • rotate • place color variant on busy or low-contrast surfaces • create a white-silhouette version

03 · LOGO

On dark backgrounds

On charcoal #1F272B the canonical color facets sit directly on the surface; the "WhiteBox" wordmark stays coral. The "Networks" wordmark is lifted from #727272 to #CBCCCB (gray_500, also the left-face cube fill) to clear legibility against the dark plate – the original master gray fails WCAG contrast on charcoal. There is no white-silhouette variant: the dark treatment is the color design on a charcoal plate.

Horizontal



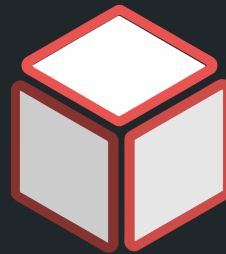
whitebox-networks-horizontal-on-dark · lifted 'Networks' gray for legibility against charcoal

Stacked



stacked-on-dark

Mark







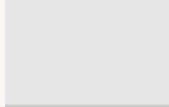
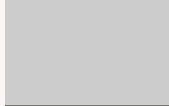
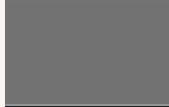
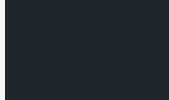
mark-on-dark

color vs on-dark files

Use the color SVG/PNG on light or cream surfaces. On any dark surface – including charcoal you control like this page – use the on-dark SVG/PNG: the baked-in #1F272B plate matches charcoal canvases seamlessly, and the lifted #CBCCCB 'Networks' wordmark is the only version that clears WCAG contrast on dark. On variable grounds (photography, gradients, textured surfaces) the on-dark plate also gives the mark a defined ground.

Canonical palette

Eight colors. Extracted programmatically from the vector master drawing instructions (**WhiteBox-Networks-logo-v3.ai + v4.ai**) via PyMuPDF — not eyedropped. Coral carries the brand identity; grays carry the structure; charcoal is shared with Petabit Scale so WBN components match when they appear in PS contexts.

	Coral Primary	#E95350	233 · 83 · 80	Primary brand color; cube lid border, 'WhiteBox' wordmark, links
	Coral Mid	#CD4A47	205 · 74 · 71	Mid-tone coral; right-face cube outline, secondary accents
	Coral Dark	#86312E	134 · 49 · 46	Dark coral; left-face cube shadow, hover states
	Gray 50	#FDFDFD	253 · 253 · 253	Near-white; cube lid fill, panels on charcoal
	Gray 300	#E5E6E5	229 · 230 · 229	Light gray; right-face cube fill, dividers
	Gray 500	#CBCCCB	203 · 204 · 203	Medium gray; left-face cube fill; 'Networks' on dark
	Wordmark Gray	#727272	114 · 114 · 114	'Networks' wordmark on light; secondary text
	Charcoal	#1F272B	31 · 39 · 43	Dark surfaces; text on light; shared with Petabit Scale

Why coral. Optical transceivers and patch cords ship in a market where every datasheet looks the same — black background, blue accent, a stock photo of a fiber strand. WBN's coral is a deliberate departure: a saturated, warm primary that's instantly identifiable on a shelf, in a quote line item, on a label peeking out of a poly-bag. It pairs with charcoal for hardware seriousness and with the gray palette for technical-document neutrality.

Machine-readable values: **palette.json**, **palette.css** (CSS custom properties — `--wbn-coral-primary`), and **palette.scss** live in `assets/brand/whitebox-networks/palette/`.

Inherited from Petabit Scale

WBN uses the same three-tier typographic stack as Petabit Scale – by design, so WBN components in PS contexts read as one family.

Display – Raleway • datasheet covers, packaging hero lines, family-name banners.

Optical transceivers, built right.

Headers – Lato • spec table headers, callouts, navigation, label section titles.

WBN-OSFP112-800G-FR4

Medium weight carries spec structure without shouting.

Body – Lato / Open Sans • running spec text, captions, label fine print.

Lato regular is the default body face; Open Sans (variable) is available at </assets/fonts/opensans> for web use. Datasheet body copy lives here: complete sentences, no marketing voice, specifications stated as facts.

Pairing rules

Coral + Lato Bold for product names and SKUs. Charcoal + Lato Regular for running body. Wordmark Gray + Lato Light for label fine print and secondary annotations. Avoid Raleway below 14pt – it's a display face.

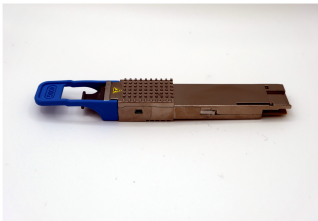
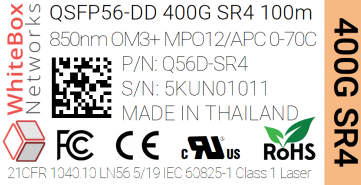

Where the brand appears

WBN identity appears on hardware product surfaces. It does not appear on Petabit Scale proposals, SOWs, architecture documents, customer correspondence, the petabitscale.com website, or anything where the relationship between Petabit Scale and the customer is the foreground.

Surface	Where + what	Lockup
Optical transceivers	SKU labels, anti-counterfeit holograms, individual product packaging (poly-bag, antistatic foam tray, retail box for higher-tier SKUs).	mark + horizontal lockup
Fiber optic patch cords	Printed cable jackets (where length allows), connector boot labels, hangtags, bulk-pack carton labels.	mark + horizontal lockup
Trunk cables & MPO assemblies	Connector boot color/print, hangtags, polarity diagrams, custom-length build labels.	stacked + mark
Bulk cable / structured fiber	Reel labels, datasheet covers, length-marked jacket print.	horizontal + mark
Datasheets & spec documents	Single-product PDFs, family overview docs, compliance/safety sheets.	horizontal (cover) + mark (footer)
Compliance & regulatory labels	RoHS / REACH / CE / FCC marks alongside the WBN mark on packaging.	mark
Internal SKU / parts references	Quoting, BOM, inventory, fulfillment paperwork where the PS-facing artifact cites a WBN SKU.	wordmark text only

Source-grounded reference set

The WBN system includes product-reference artifacts built from real XCVR Drive sources: BarTender label masters, O112/Q56D label PSD renders, Raw product photos, and the existing SmartOptics-style WBN datasheet reference. Use these sources before drawing new transceiver artwork.

Datasheet	Transceiver label	Packaging / hangtag
	 <p>WhiteBox Networks QSFP56-DD 400G SR4 100m 850nm OM3+ MP012/APC 0-70C P/N: Q56D-SR4 S/N: 5KUN01011 MADE IN THAILAND 21CFR 1040.10 LN56 5/19 IEC 60825-1 Class 1 Laser</p>	
<p>SmartOptics-style reference: SKU-led header, dense spec cards, tables, compliance footer.</p>	<p>BarTender label geometry plus O112/Q56D PSD renders; SKU, serial, compliance, QR/barcode.</p>	<p>Flat package graphics: product photo, carton label, bag label, insert fields, support route.</p>

Generated outputs: **WhiteBox-Networks-Datasheet-Template.pdf**, **WhiteBox-Networks-Transceiver-Label.pdf**, and **WhiteBox-Networks-Packaging-Mockup.pdf**. Builder: **scripts/build-wbn-product-artifacts.py**.

Source map: product photos from Drive Raw/IMG_0006.JPG, IMG_0008.JPG, IMG_0010.JPG, IMG_0012.JPG, IMG_0015.JPG, IMG_0016.JPG; BarTender masters from the WBN Optic Labels Drive directory; rendered label references from O112-2DR4-IN*, Q56D-DR4-SP*, and q112-blue.psd.

Datasheet-formal, with three local rules

WBN's own voice has not been written yet. Until it has, inherit Petabit Scale voice (`.claude/brand-voice-guidelines.md`) with three local adjustments tuned for hardware-line surfaces:

Rule	What it means
Datasheet-formal default	Most WBN surfaces are datasheets, spec tables, and label fine print – registers higher than a peer email, lower than a contract. Precision and completeness beat charm.
Drop the first-person plural	“We architect...” is Petabit Scale's voice. WBN-branded artifacts describe products, not relationships: “The WBN-OSFP112-800G-FR4 is...” not “We offer...”
Petabit Scale signposting	When a WBN datasheet references support, sourcing, or design help, point at Petabit Scale by name: “Supported through Petabit Scale (petabitscale.com).” This is the relationship surface; it routes the reader back to the parent brand.

Everything else from the Petabit Scale voice guide applies until WBN has its own: no marketing hype, specific gear over adjectives, candid technical language, no SaaS-speak.

“The WBN-OSFP112-800G-DR4 ships in OSFP112 hardware in a 4×200G-DR4 configuration. MPO-12 APC interface. 500m reach over single-mode parallel fiber. Class 3b laser, RoHS-compliant. Supported through Petabit Scale.”

– canonical datasheet voice example

What comes later. When WBN ships enough customer-facing artifacts to characterize its register, this section is rewritten with full voice attributes, tone-by-context guidance, and worked examples – mirroring the structure of the Petabit Scale voice guide, scaled for hardware-line surfaces.

Reference brands. Flexoptix is the voice-style reference: datasheet-formal, product-first, and engineer-to-engineer without generic marketing language. FS.com is the storefront-architecture reference: taxonomy, configurators, datasheets, and compatibility filtering rather than a copy tone to imitate.



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Generated 2026-05-13