



Unbox.im Branding Playbook

品牌手册 · Version 1.0 · unbox.im

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Version: 1.0 · July 2026

Operator: Zeptun Intelligence Limited (Hong Kong SAR)

Website: <https://unbox.im>

1. Brand overview

Unbox.im is domain inbox management for startups and small teams. We host and manage email on customer-owned domains — `you@` , `support@` , shared team queues — in one workspace.

Unbox is **not** positioned as an AI product. Our core story is simpler operations: multiple domains at a flat fee, team mailboxes with **Shared Queues**, aliases, and forwarding — without paying a premium for every domain you add.

Field	Value
Product name	Unbox
Public brand	Unbox.im
Legal entity	Zeptun Intelligence Limited (Hong Kong SAR)
Primary URL	unbox.im
Support	hello@unbox.im
Brand / partnerships	hello@unbox.im

2. Positioning & audience

Who we serve

- Founders and one-person companies running mail on their own domains
- Startups with **multiple projects or brands** on separate domains
- Small teams that share addresses like `support@` and need clear handoffs

Primary value propositions

1. **Flat-fee multi-domain** — Manage every domain inbox at one flat fee; no extra charge per domain added.
2. **Multi-brand startups** — One platform when you run several projects, products, or brands.

3. **Shared Queues** — Team mailboxes, aliases, and forwarding in one place — easier setup, clearer ownership.

What we are not

- Not a generic AI inbox or “AI-first” mail client
- Not a newsletter or marketing-bulk send platform
- Not a Gmail/Outlook replacement for personal mail (external connect is optional convenience)

Competitive frame

Unbox competes with the **complexity** of running domain mail — DNS, mailboxes, shared inboxes, per-domain pricing — not with thread-unifier tools. Lead with **control, flat pricing, and team queues**.

3. Messaging

Master tagline

Your domain inboxes finally under control!

Use this as the default footer line, social bios, and short descriptions.

Hero headline (web)

Your domain inboxes, *finally* under control!

Italic emphasis on *finally* and *under control* in display typography.

Hero lead (web)

Manage every domain inbox at one flat fee — no extra charge per domain. Built for startups running multiple projects or brands, with Shared Queues for team mailboxes, aliases, and forwarding in one place.

Supporting lines

Context	Copy
Trust strip	No credit card · Free forever · Setup in under 15 minutes
Footer mission	Built for Entrepreneurs and One Person Companies! ❤️
Logo strip	Built for founders who run mail on their own domains
Meta description	Domain inbox management for startups

Product terminology (use consistently)

Term	Meaning
Shared Queue	A team-shared mailbox (e.g. <code>support@</code>) with claims, assignments, and internal notes
Domain inbox	Hosted mail on a customer-owned domain
Unbox ID	Platform identity (<code>name@unbox.im</code>) for login and platform mail
Flat fee	Pricing model — adding domains does not trigger per-domain premiums

Voice & tone

- **Clear** — Short sentences; one idea per line in marketing
- **Founder-friendly** — Practical, no enterprise jargon
- **Confident, warm** — Professional but approachable; avoid hype and buzzwords
- **Honest** — Say what the product does; optional features stay optional

Prefer: manage, host, control, flat fee, team, queue, domain, startup, brand

Avoid: revolutionary, AI-powered (as lead), disrupt, synergy, best-in-class

4. Logo

Primary mark

- **File:** `web/public/brand/unbox-logo.png` (source: `design/unbox_logo.png`)
- **Wordmark: Unbox.im** always with the logo mark when space allows
- **Regenerate assets:** `pnpm brand:assets`

Clear space

Keep at least the height of the logo mark as padding on all sides.

Minimum size

- Digital UI: 24px mark height minimum
- Marketing: 36px mark height preferred

Don'ts

- Do not stretch, rotate, or recolor the logo
- Do not place on busy backgrounds without a solid or soft surface behind it
- Do not use “Unbox” and “Unbox.im” interchangeably in formal legal copy (product vs. display name)

5. Color

Warm neutral surfaces with a terracotta accent. UI tokens live in `design/mockups/css/unbox-tokens.css` .

Primary palette

Name	Hex	Usage
Accent	#c24e2e	Primary CTA, links, Unbox ID accent
Accent hover	#a84328	Button hover
Accent soft	#f5e8e3	Soft highlight backgrounds
Ink	#1c1b18	Primary text, dark footer
Ink muted	#6f6860	Body secondary
Background	#f4f0e8	Page background
Surface	#fffcf7	Cards, panels
Border	#e2dcd2	Dividers

Semantic colors (in-app)

Name	Hex	Usage
Hosted	#2f6b52	Hosted domain badge
External	#3d5f8a	Connected Gmail/Outlook
Team	#5b4f9a	Shared queue / team
Marketing	#8a7355	Marketing category pill

Accessibility

- Body text on `--bg` or `--surface` : use `--ink` or `--ink-muted`
- White text on `--accent` buttons: passes for large text; keep buttons ≥ 14 px semibold

6. Typography

Role	Font	Weights
Display / headings	Fraunces	500, 600, 700
Body / UI	IBM Plex Sans	400, 500, 600, 700

- Headlines: Fraunces, letter-spacing `-0.02em` , weight 600
- Body: 15px / 1.55 line-height on web
- CSS classes: `.unbox-display` for display headings

Google Fonts import (already in design tokens):

7. Visual style

- **Warm paper aesthetic** — Cream backgrounds, soft shadows, rounded corners (8–28px radius)
- **Product UI screenshots** — Prefer real inbox UI over abstract illustrations
- **Photography** — If used, natural light, founder/workspace context; avoid stock “handshake” clichés
- **Icons** — Lucide-style line icons in product; keep marketing simple

Corner radii

Token	Value
<code>--radius-sm</code>	8px
<code>--radius</code>	14px
<code>--radius-lg</code>	22px

8. Social & growth assets

Product Hunt

Featured badge (footer):

<https://www.producthunt.com/products/unbox-im>

Alt text: `Unbox.im – Your domain inboxes finally under control! | Product Hunt`

Suggested social bios

Short (≤ 160 chars):

Your domain inboxes finally under control! Flat-fee multi-domain mail for startups — Shared Queues, aliases, forwarding. `unbox.im`

Medium:

Unbox.im hosts domain mail for startups with multiple projects or brands. One flat fee, Shared Queues for team inboxes, no per-domain premium. Free to start.

Hashtags (use sparingly)

`#startup` `#founder` `#domainemail` `#saas` — avoid `#AI` as primary tag

9. Channel guidelines

Website & landing

- Lead with tagline + flat-fee / multi-domain / Shared Queues story
- CTA: **Start free** · secondary: **See live demo** / **Inbox demo**
- Footer tagline + Product Hunt badge under brand column

Email & outreach

- From addresses on verified customer domains or `@unbox.im` for official comms
- Subject lines: specific and calm — e.g. “Run support@ and hello@ without per-domain fees”

Press & partnerships

- Always name **Zeptun Intelligence Limited (Hong Kong SAR)** in legal/footer context
- Link to <https://unbox.im/en/branding> for assets and this playbook PDF

10. Asset checklist

Asset	Path / URL
Logo PNG	<code>/brand/unbox-logo.png</code>
Favicon 32	<code>/brand/favicon-32x32.png</code>
Branding playbook PDF	<code>/brand/unbox-branding-playbook.pdf</code>
Branding web page	<code>https://unbox.im/en/branding</code>
Design tokens	<code>design/mockups/css/unbox-tokens.css</code>

11. Quick reference card

Brand: Unbox.im
Tagline: Your domain inboxes finally under control!
Accent: #c24e2e
Fonts: Fraunces (headlines) · IBM Plex Sans (body)
Audience: Founders, OPCs, multi-domain startups
Lead with: Flat fee · Multi-domain · Shared Queues
Not: AI-first · Marketing bulk · Per-domain premium
Contact: hello@unbox.im

This playbook is maintained in the repository at `docs/branding-playbook.md` . Generate an updated PDF with `pnpm brand:playbook` .