

8x8 Brand Book

External

The logo consists of a red square containing the text "8x8" in white, bold, sans-serif font.

8x8

One platform.
Every communications experience.

Contents

Identity

Primary logo	4
Logo safe space	5
Logo placement	6
Logo usage	7

Typography

Corporate font	9
Secondary font	10

Visual language

Primary colors	12
Secondary colors	13
Photography	14
Product imagery	15

XCaaS

Messaging	17
Bubble X	18
Bubbles	19

Identity

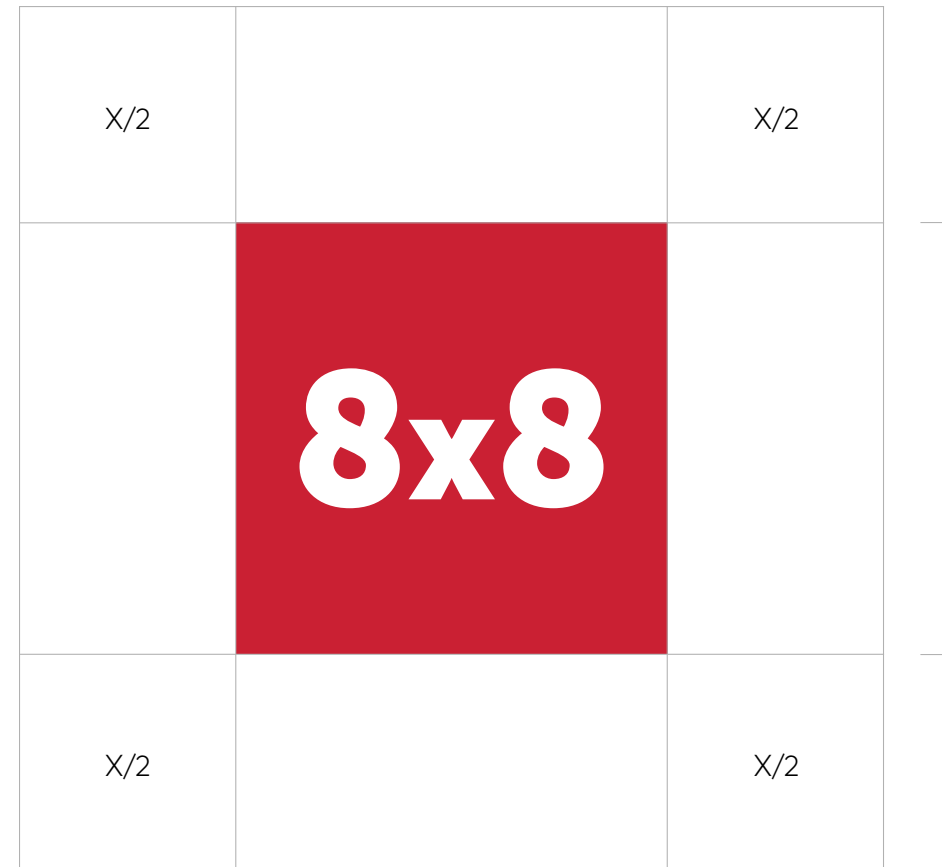
Identity | Primary logo

The red square 8x8 logo is our primary logo. Always strive to use this wherever possible. It represents our company and it is how our customers identify our products and services. The 8x8 logo should work across all media.



Identity | Logo safe space

The logo should always have a "safe space" surrounding it to avoid being cluttered or obstructed. Logo files can be downloaded from the [Marketing Team Drive](#).

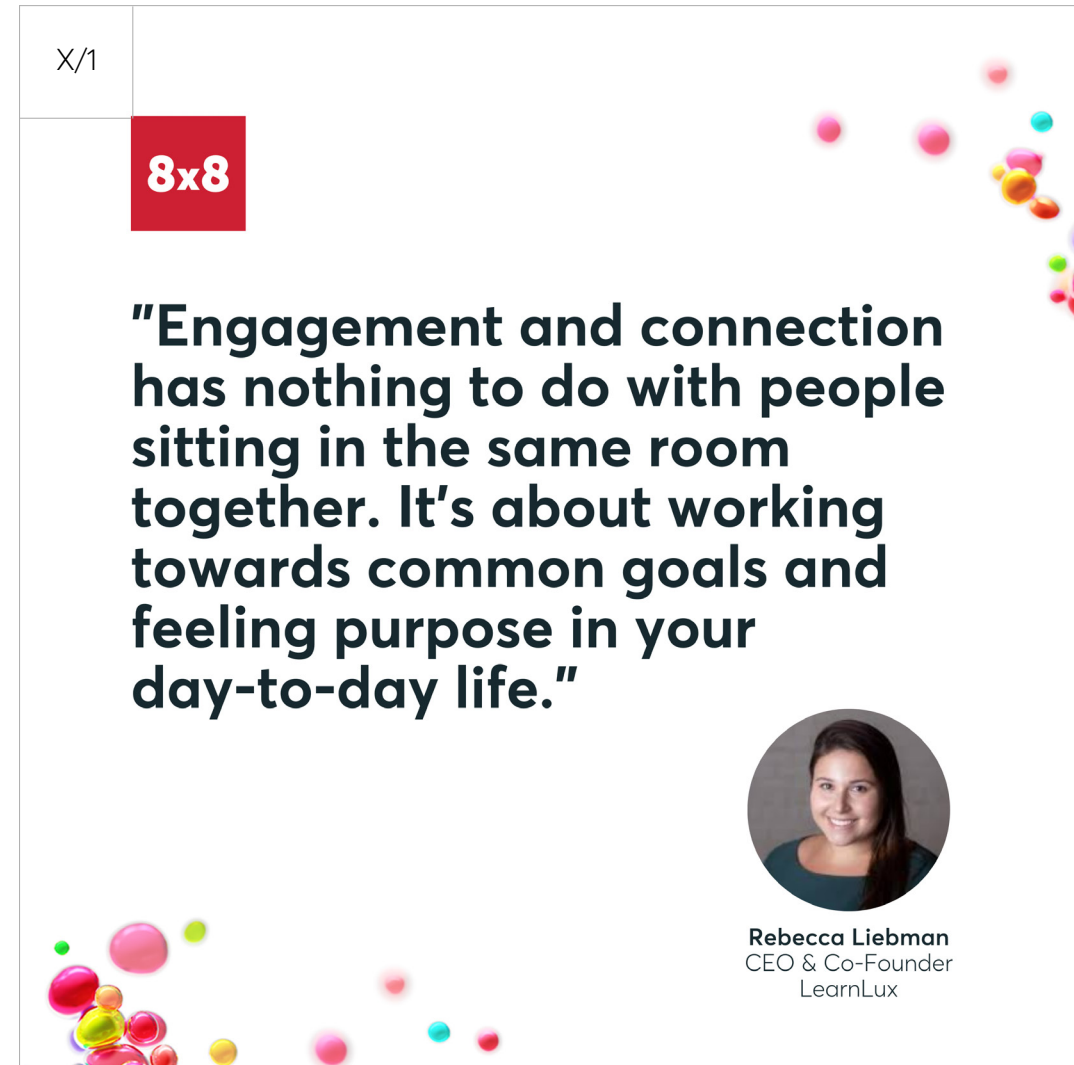


Logo clear space

The safe space is defined by the height of the logo (which is X). Vertical safe space is X/2, so half of the logo height above and below the logo.

Identity | Logo placement

In a majority of use cases, the red square logo is X/1 logo away from the upper left corner. There are exceptions to the rule, where it would not be in the upper left corner. If you think your use case is an exception, please contact brand@8x8.com.



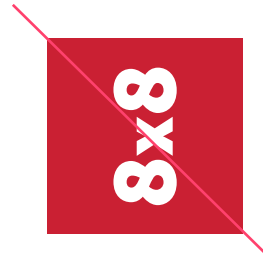
Example of social card using the X/1 logo placement in top left corner.

Identity | Logo usage

Our logo is versatile. It can be used in a variety of ways, however, there are a few things to consider to ensure it is presented in the best way possible.



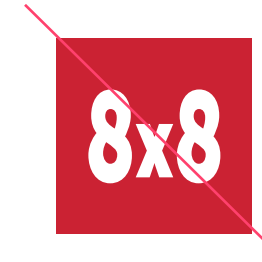
Primary logo



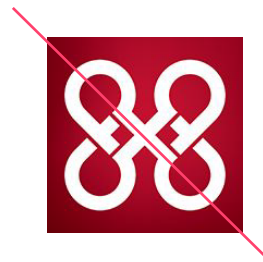
DO NOT flip the logo in any way.



DO NOT use all caps.



DO NOT stretch the logo.



DO NOT use the old 8x8 logo.



DO NOT use the Global Cloud Communications logo



DO NOT use the Communications Cloud logo

Typography

Typography | Corporate font

Averta is our primary brand font for print, digital, web, and video. Use Averta Semibold as the lead typeface for headlines. For subheads and body copy, Averta Light is our primary choice. Do not use italics to stylize text. Download the Averta fonts [here](#).

Averta Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()'?<>

Averta Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()'?<>

Typography | Secondary font

Montserrat is our working font for Google Workspace. Use this font in Google Docs, Google Slides, and other Google Workspace apps.

Montserrat Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()'?'<>

Montserrat Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()'?'<>

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()'?'<>

Visual language

Visual language | Primary colors

Red is a powerful and bold color, so please use sparingly and as an accent. Do not use as a flood or for large amounts of copy.



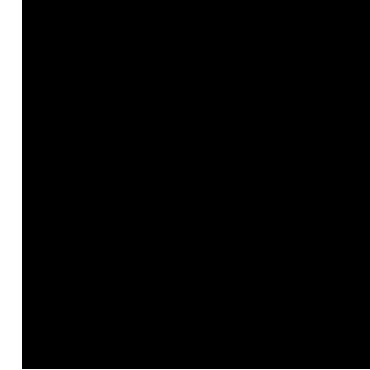
8x8 Red

CMYK: 14 100 87 4

RGB: 203 34 51

HEX: #CB2233

PMS: 186 C



8x8 Black

CMYK: 0 0 0 100

RGB: 0 0 0

HEX: #000000

Visual language | Secondary colors

The secondary colors may be used to support our primary color but are used sparingly to bring a pop of color when required.

As 8x8's colors are a foundation of the brand, we ask that you use the colors as provided. Do not change any of the values, apply tints, change opacities or apply blending modes other than described in these guidelines.



CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000



CMYK: 16 100 35 0
RGB: 206 15 105
HEX: #CE0F69



CMYK: 0 31 98 0
RGB: 255 185 28
HEX: #FFB81C



CMYK: 45 0 100 0
RGB: 151 215 0
HEX: #97D700



CMYK: 0 89 55 0
RGB: 229 69 92
HEX: #E5455C



CMYK: 75 0 78 0
RGB: 0 191 111
HEX: #00BF6F



CMYK: 58 0 4 0
RGB: 49 215 249
HEX: #31D7F9

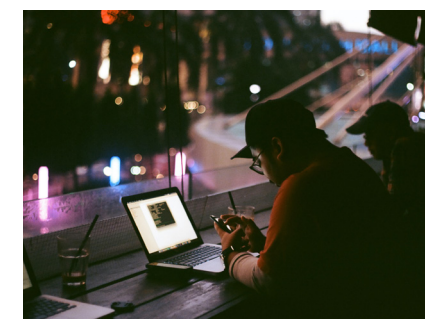
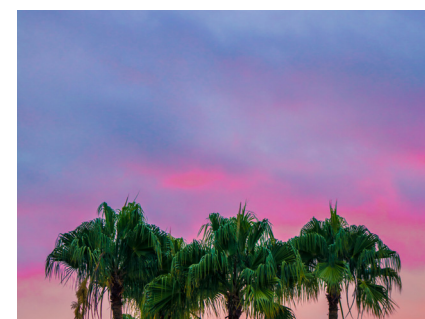
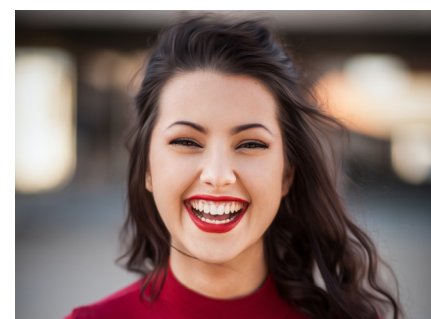
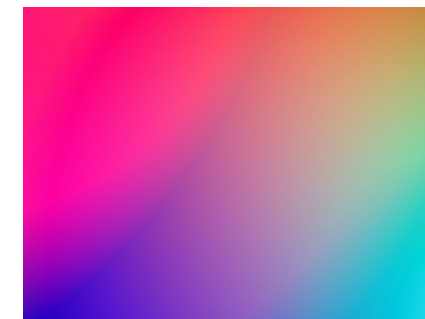
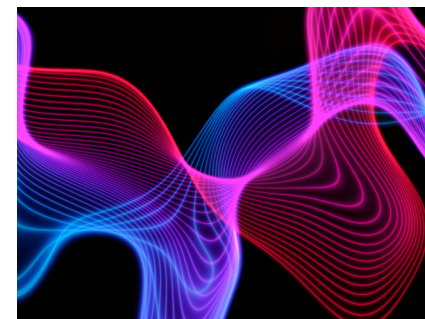
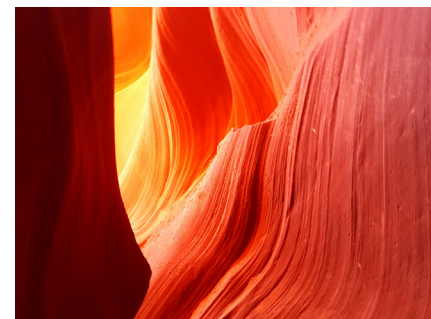


CMYK: 77 65 0 0
RGB: 66 97 241
HEX: #4261F1

Visual language | Photography

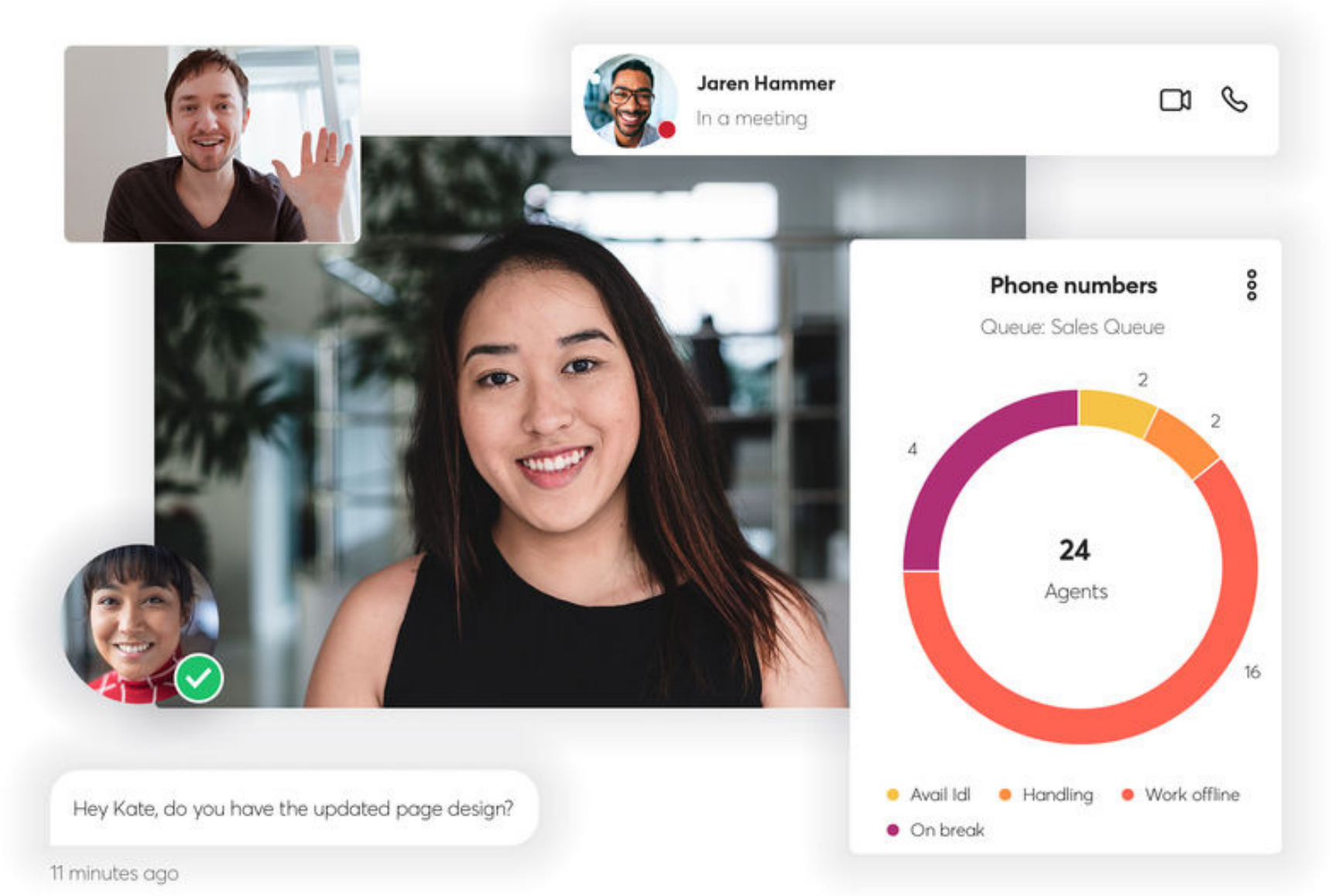
Photography is an important way we express the 8x8 brand. Our images should feel natural, stylistic, un-staged, and lit with natural or colorful light. The primary goal of our photography should be to depict the concepts of humanity, communications, freedom, and empowerment. Images should feel modern and editorial. They should implicitly or explicitly depict movement, progress, forward direction, optimism. And when possible, feature unique perspectives, unexpected textures, and interesting architectures.

Images should not over-promise or feature staged, stock-like, or inauthentic emotion. Emotions should also fit the scene e.g., not be overly enthusiastic or chosen solely for style.



Visual language | Product imagery

These are examples of our product imagery style. Please contact the brand team for reviews or additional content needs.



XCaaS

XCaaS (eXperience Communications as a Service) | Bubble X



8x8

**Meet XCaaS: The eXperience
Communications Platform**

XCaaS | Bubble X

Experiences are colorful and dynamic—and so is our X art. The art reinforces the XCaaS category and the messaging behind the 8x8 eXperience Communications Platform. The X art should not be repurposed for other meanings, e.g., multiply.

Also available in video form and on a black background.



Bubble X Select 1 (Primary)



Bubble X Select 2



Bubble X Select 3



Bubble X Select 4



Bubble X Select 5

XCaaS | Bubble X

The accent bubble art is meant to be used alongside or independently of the X art.



XCaaS | Messaging extension draft examples

Example only messaging extensions.

“eXperience communications” extensions

Experience **the freedom**
of Frontdesk

Experience **the new face**
of Agent Workspace

Experience **working from anywhere,**
while feeling right there

Experience **the power of finding**
the right words at the right time
with AI call assist

Experience **the power of bringing**
together customers and
employees in a whole new way

Experience **8x8 Communications**

XCaaS | What customers say

CAROLINA UNIVERSITY
TERRILL GILLEY, DIRECTOR OF
EDUCATIONAL TECHNOLOGY

Today's students expect to communicate with universities the same ways they connect with their friends but we couldn't provide that **personalized touch.**

CHRISTIAN BROTHERS SERVICES
JOHN DESMOND, OPERATIONS MANAGER

8x8 is not just a vendor, but a long-term partner. It's really an **investment in our future.**

DMV VETERINARY CENTER
NOEL GROSPÉILLER, VP, CLIENT AND
EMPLOYEE EXPERIENCE

Knowing instantly when owners are happy or unhappy, we can **improve the customer experience with emotional feedback.**

CUSTOM GLASS SOLUTIONS
MATT COX, IT MANAGER

The synergies that we gained by having all **communication and collaboration in one place gives us a competitive edge.**

TOWN OF MORRISVILLE
RICK RALPH, CIO

With 8x8, we have the flexibility to explore programs and services that we couldn't in the past. Plus, we're always connected. If a **citizen or employee needs us, wherever we are, we're available.**

ACOMMERCE
LEENA CHANVIRACH, REGIONAL HEAD
OF DATA & ANALYTICS

I would highly recommend 8x8 if you are looking for a **robust, easy-to-integrate system that is actually fuss-free to use.**

SHAW TRUST
ALAN WEBB, DIRECTOR OF BUSINESS
TECHNOLOGY AND INFORMATION
SYSTEMS

8x8 has given us a **modern, secure, and stable platform that's always improving — with a host of extra features we can explore.**

THE PLUS GROUP
DAVE REED, PROJECT MANAGER

With 8x8, our remote employees can be included in the phone group and answer phones **just like people in the office. Our customers can't tell the difference, which is great. And if we ever face another pandemic lockdown, we'll be ready**

SYNERGEYES
VISHAL MEHTA, SVP OF
OPERATIONS

Our greatest asset is our employees, so we care about keeping them happy. Giving them effective tools like 8x8 **avoids frustration and improves morale.**

ST. PAUL'S CATHEDRAL
GARRY HUNTER, HEAD OF IT

The move from on-premise to the 8x8 cloud solution has delivered much more than a new phone system for St Paul's. Enhanced features that are easy to use and integrate with our other systems have **revolutionised the way we work. The multiple benefits from 8x8 have been far reaching and are fundamental in helping us to continue in our mission.**

SPARKHOUND
DAVE BAXTER, VP OF SALES

8x8 helps us ensure that our people are giving the right information in the right way. We are also able to optimize our self-service options to reduce overall call volume and while **ensuring a positive customer experience.**

CODA PAYMENTS
ANTHONY THORNTON, SENIOR PRODUCT
MANAGER

8x8's solution has had a positive impact on our workflow by making it **quick and easy to switch between preferred communication methods, and that has freed up resources for us to focus on other aspects of our product.**

PROXIMIE
AURI VIZGAITIS, VP OF INFRASTRUCTURE AND
MEDIA

We can **scale into new markets globally, support more calls, and provide data around more participants**

KALIX
FELIX JORKOWSKI, COFOUNDER AND CTO
Overall, Jitsi as a Service allows us to deliver a smooth user interface and **a great experience, both for our clinician customers and their patients [...] I'm confident it will meet our requirements for many years to come.**

VERSE GROUP JEFF GRBELJA, DIRECTOR
As the city isn't always a convenient place to meet on many occasions, **our virtual meeting space has become more important than ever before. To have our own branded virtual private rooms has made a massive difference.**

Activation examples

Email



A 10-time Leader in the Gartner® Magic Quadrant™ for UCaaS, Worldwide

Get the Report



We wanted you to be the first to know!

2021 marks the 10th year in a row that 8x8 is a Leader in the Gartner Magic Quadrant for Unified Communications as a Service, Worldwide. As the only Leader to also be named in the CCaaS Magic Quadrant, we believe this recognition makes 8x8 unique.

The combination of employee and customer experience is the future. Our XCaaS solution, the 8x8 eXperience Communications Platform, can transform your business communications with integrated contact center, voice, video, chat, and APIs. With 8x8, your business can:

- Empower every employee
- Delight every customer
- Power business agility

Don't make critical decisions about your cloud unified communications solution without first



A 10-time Leader in the Gartner® Magic Quadrant™ for UCaaS, Worldwide

Get the Report

2022 marks the 11th year in a row that 8x8 is a Leader in the [Gartner Magic Quadrant for Unified Communications as a Service, Worldwide](#).

Our XCaaS solution, the 8x8 eXperience Communications Platform, can transform your business communications with integrated contact center, voice, video, chat, and APIs. With 8x8, your business can:

- Empower every employee
- Delight every customer
- Power business agility

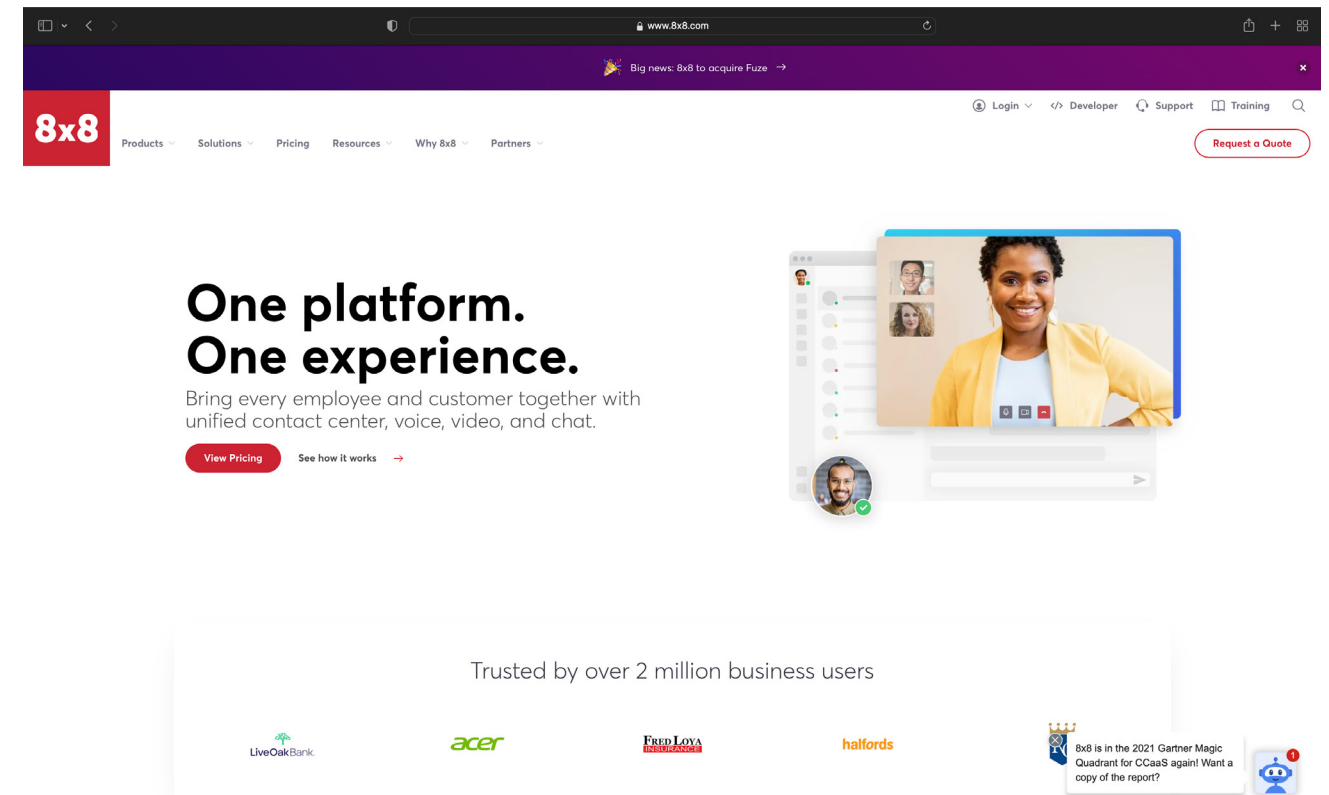
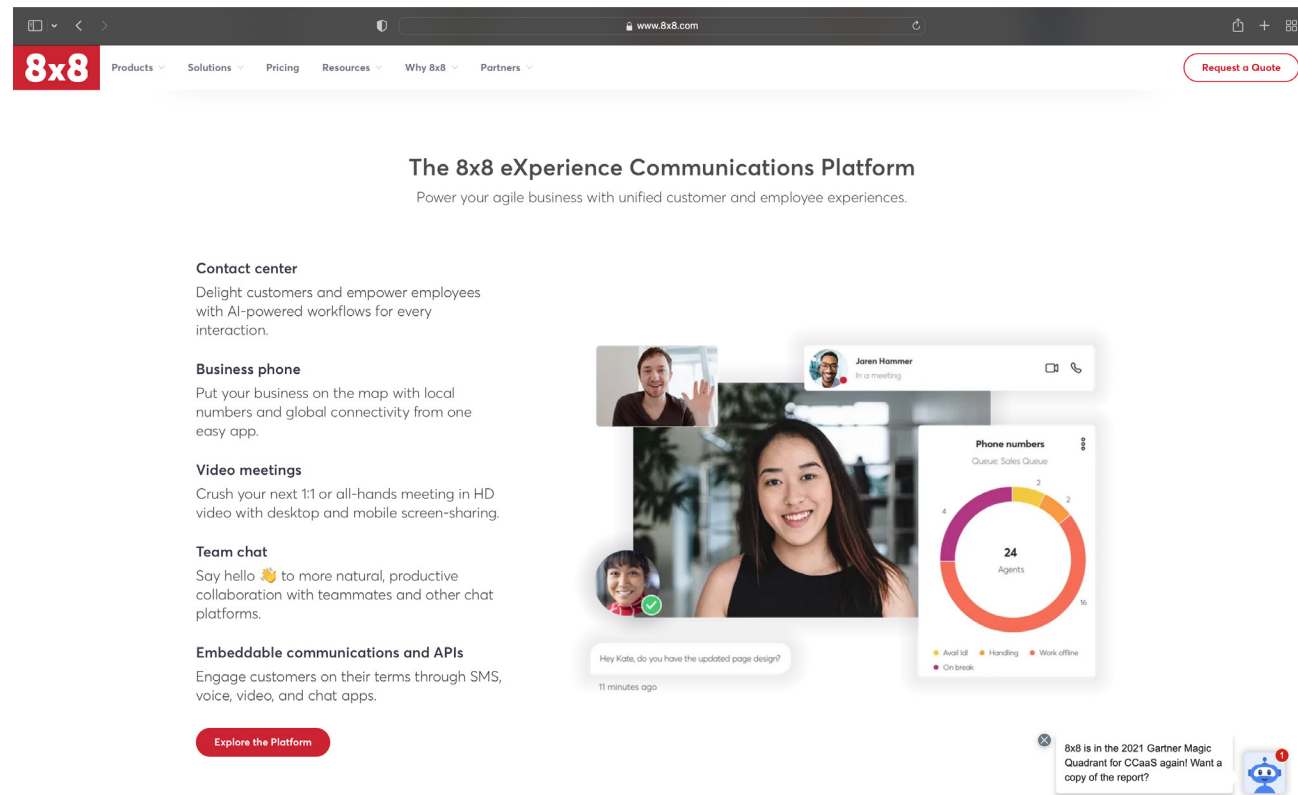


8x8 675 Creekside Way, Campbell CA, 95008 USA +1 866 879 8647

Update your email preferences to choose the types of emails you receive. Unsubscribe from all future emails

© 2022 8x8, Inc. All rights reserved. | [Privacy Policy](#) | [Forward to a Friend](#)

Web



Co-branding

Partner logo placement area.
Right of separator bar

Partner logo placement area.
Right of separator bar



Channel Partners.
CONFERENCE & EXPO



KEYNOTE

Meet XCaaS: A New Era of Cloud Communications

Level 3, South Seas Ballroom A
Tuesday, November 2
12:50pm–1:10pm




Bobby Hall, Global Vice President
and Channel Chief, 8x8



Channel Partners.
CONFERENCE & EXPO

Join 8x8 at #CPEXpo!

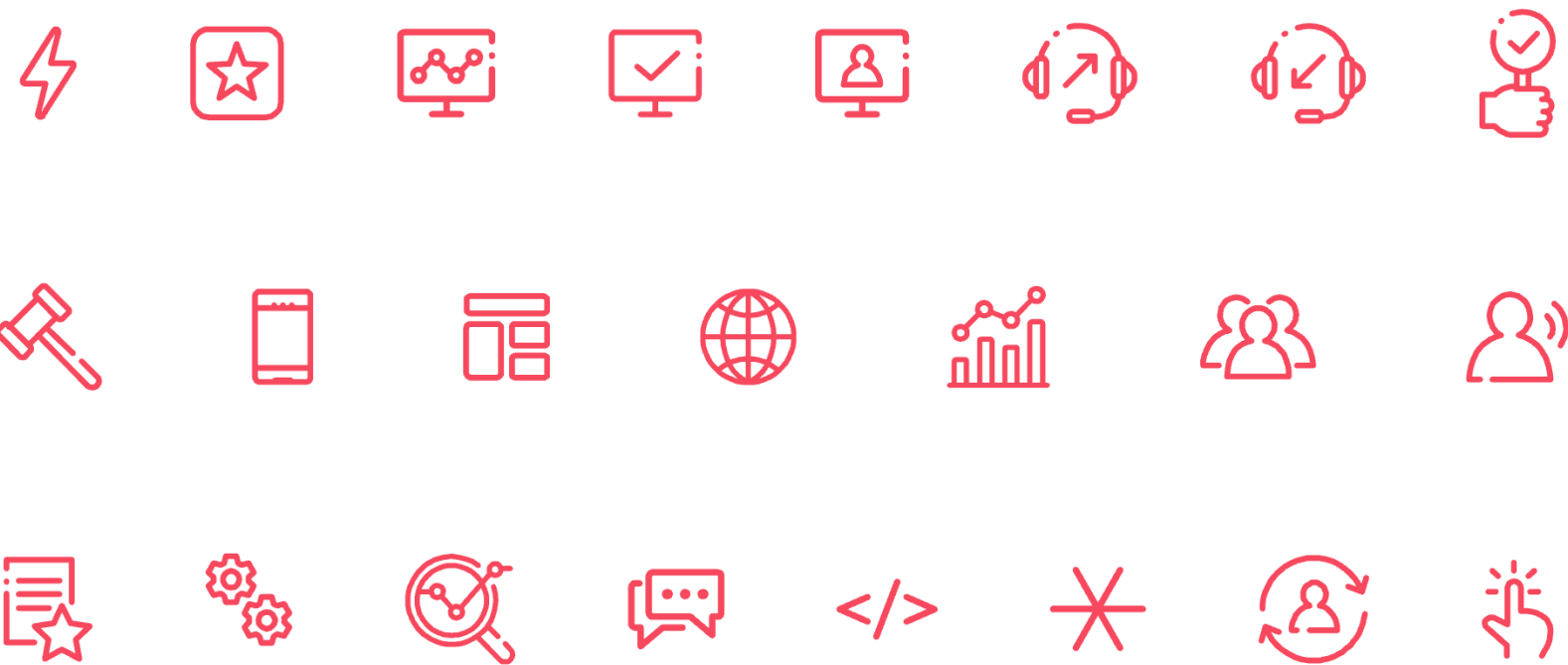
Hear from 8x8 Channel Chief Bobby Hall, meet 8x8 Frontdesk, and come say hi at the eXperience Lounge!



Event experience



Iconography (in development)



Thank you

Please contact brand@8x8.com with any comments or questions.

The logo consists of the text "8x8" in white, bold, sans-serif font, centered within a red square.

One platform.
Every communications experience.