Brand Guidelines
July 2020
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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. The logo is always by itself and never appears with a tagline.
Primary Logo Placement

In a majority of use cases, the red square logo is flushed to 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 contact brand@8x8.com.
Logo Color

Our red is our standard logo color and is preferred for color applications.

8x8 Red
C 14, M 100, Y 87, K 4
R 203, G 34, B 51
HEX #CB2233
PMS 186 C
Logo Safe Space

Always strive to place the red square logo flush to the upper left corner wherever possible.

In use cases where the upper left corner is not optimal, please ensure the logo has sufficient ‘safe space.’ The logo should always have a ‘safe space’ surrounding it to avoid being cluttered or obstructed.

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.
Logo Usage

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

- **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 Global Cloud Communications logo.
- **DO NOT** use Communications Cloud logo.
Secondary Logo

Always strive to use the red square logo wherever possible.

However, depending on the environment in which the logo appears, the standalone 8x8 logo might be preferred.

8x8 Red
C 14, M 100, Y 87, K4
R 203, G 34, B 51
HEX #CB2233
PMS 186 C

DO NOT flip the logo in any way.
DO NOT use all caps.
DO NOT stretch the logo.
Tertiary Logo

Always strive to use the red square logo wherever possible.

However, depending on the environment in which the logo appears, the tertiary (white) 8x8 logo might be preferred.

**Identity: Tertiary Logo**

White
C 0, M 0, Y 0, K 0
R 255, G 255, B 255
HEX #FFFFFF
PMS 186 C

**DO NOT** flip the logo in any way.

**DO NOT** use all caps.

**DO NOT** stretch the logo.

**DO NOT** place the logo on busy imagery.

**DO NOT** place the logo on a cluttered background.

DO use imagery that is simple and clean so that the logo can be seen and read clearly.
Typography
Primary Typography

Headlines

Use Roboto Slab as the lead typeface for headlines when introducing ourselves and when speaking to our existing customers. Download the Roboto Slab fonts here.

Roboto Slab Regular

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

Subheads and body copy

Roboto is a clean and legible font used for subheads and body copy. Roboto Light is our primary choice. Download the Roboto fonts here.

Roboto Light

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

Although Roboto Slab Regular and Roboto Light are our preferred fonts, and should be used in most cases. There may be exceptions where you may need to use these different font weights, however. Download the Roboto Slab fonts here and Roboto fonts here.

Roboto Slab Bold

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

Roboto Slab Black

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

Roboto Regular

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

Roboto Bold

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

Our primary color is white. Think of a white canvas painted with black, various shades of grey, photography and spare uses of red.

Our colors are the core of our brand identity. The colors we use should evoke a sense of sophistication and confidence.

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.

White
Secondary Color

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

The red color for the 8x8 logo can be used also for accents, backgrounds, CTA buttons, etc.

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.
Partner Co-Branding
Co-Branded Banner Ads

Logo placement: The 8x8 logo in co-branded banners should have equal or greater weighting to the partner logo.

The specifics of logo placement will vary by the banner aspect ratio.

Contact Center Circle CX Conversations
How One of the UK’s Largest Retailers Went Remote

Getting the Lowdown on All Things Cloud, 5G and the Partnership
Co-Branded Emails

**Logo placement:** The 8x8 logo sits in the header area. The partner logo is specified for the email footer.
Co-Branded Landing Page

Logo placement: The 8x8 logo sits in the top left of the header area. The partner logo is specified for the top right of the header.

Partner logos should never be larger or more prominent than the 8x8 logo.

Join Us On June 9, 2020 For a Virtual Event

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Co-Branded Social

Logo placement: The 8x8 logo sits in the top left of the header area. The partner logo is specified for the top right of the header. Partner logos should never be larger or more prominent than the 8x8 logo.
For tips, updates and the latest information

8x8.com
@8x8
facebook.com/8x8Inc
linkedin.com/company/8x8
youtube.com/8x8Inc
instagram.com/8x8inc