

BRAND GUIDELINES

8x8

LOGO

Clear Space



Variations



One Color



Reversed (for color backgrounds)



Black & White

COLOR

Red

#E52920
R229 G41 B32
C6 M98 Y100 K1
PMS 485 C

Yellow

#FFC204
R255 G194 B4
C0 M19 Y89 K0
PMS 123 C

Turquoise

#5BCEC3
R91 G206 B195
C53 M0 Y23 K0
PMS 325 C

Light Gray

#EBF2F2
R235 G242 B242
C7 M1 Y3 K2
PMS 7541 C

Dark Slate

#1D2A38
R29 G42 B56
C73 M45 Y24 K66
PMS 7546 C

Slate

#5F8AA0
R95 G138 B160
C56 M24 Y11 K34
PMS 5415 C

Primary

Color is an integral part of any brand. The 8x8 color palette uses a range of hues that not only work well with each other in various applications but also reflect the approachability and flexibility of the company itself. The treemap to the left displays the usage distribution that should be considered for each color. Although red is a primary color in our palette, it should be reserved for logo usage and special calls-to-action or buttons.

TYPOGRAPHY

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () _ + = [] \ { } ; " " ?

Whitney®

Excellent for signage, editorial settings and screen — Whitney's compact forms and broad x-height use space efficiently, and its ample counters and open shapes make it clear under any circumstances. Its extensive language support (covering more than 200 languages worldwide) has made it a mainstay of diversified brands that require localized typography.

For Microsoft® Office applications, please use Calibri® as an alternate typeface.

Light

Book

Medium

Semibold

Bold

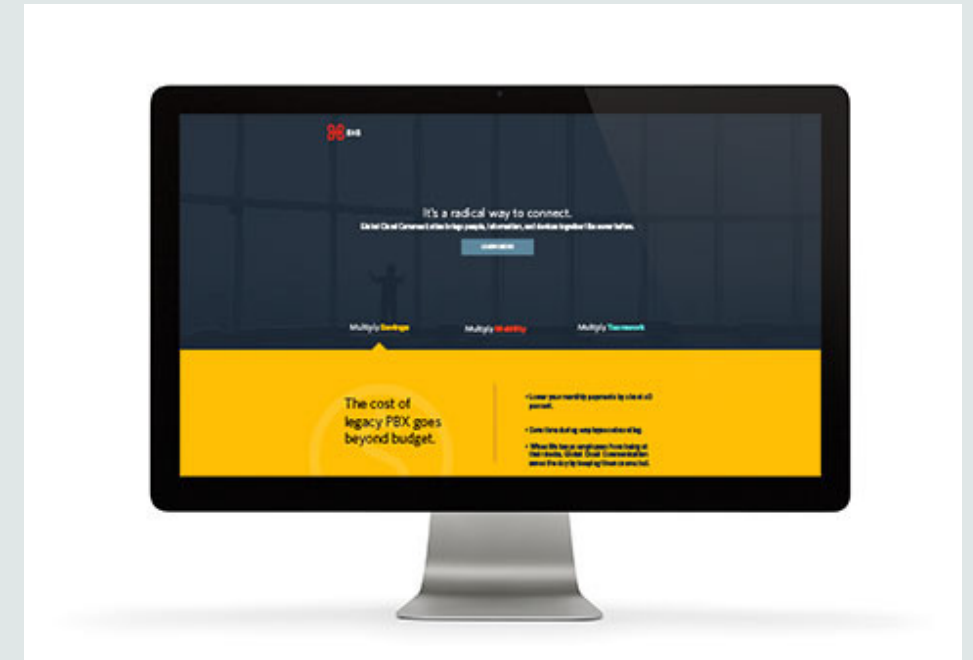
Black

ELEMENTS

Blocking

Because 8x8 unifies various forms of communication, it is imperative that the brand visually reflects that.

The use of blocking (grouping elements together) throughout our marketing materials is symbolic of that unification and can be used with many types of media — whether it be solid colors or photographs.



Bold Rules

Derived from the lines that form the “x” in our company name, these rules are used to stylize text and as a practical graphic device.

Rules should be a bold weight and never detract from the actual message at hand.

Styling Titles:
A Vertical Example

Rules add emphasis.

Horizontal Rules

Separate text nicely.

Table	A	B	C
Row 1	X	X	X
Row 2	X	X	X
Row 3	X	X	X

PHOTOGRAPHY

General

There are two general requirements that all photographs should fulfill.

The first is that all photographs should have a candid feel, and with the exception of portraits, subjects should not be looking directly at the camera.

Secondly, images should have a moderate-high contrast and subtle cool tone. If they are not already like this, a photo editor should be used to achieve the effect. This makes photography play well with our cool-toned color palette. Aside from this, photography subjects fall into three categories:

- Communication
- Possibility
- Product

Communication

8x8 is a global cloud communications company and it is important to translate that through photography. There are subcategories that portray types of communication. Examples of each subcategory are below.



Office Use



Contact Center



Mobility

Possibility

These are aspirational photographs depicting people looking out into the world imagining what could be.



Product

When displaying interfaces or focusing on products, make sure devices are current and modern.



IMAGE TREATMENTS

As a way to brand photographs, there are two primary treatments that can be applied to images:



Light Wash

This filter pulls from the two lighter neutrals in the color palette and subdues the photograph so that, when text is placed above, it is easy to read.

When creating print-pieces, use this treatment.

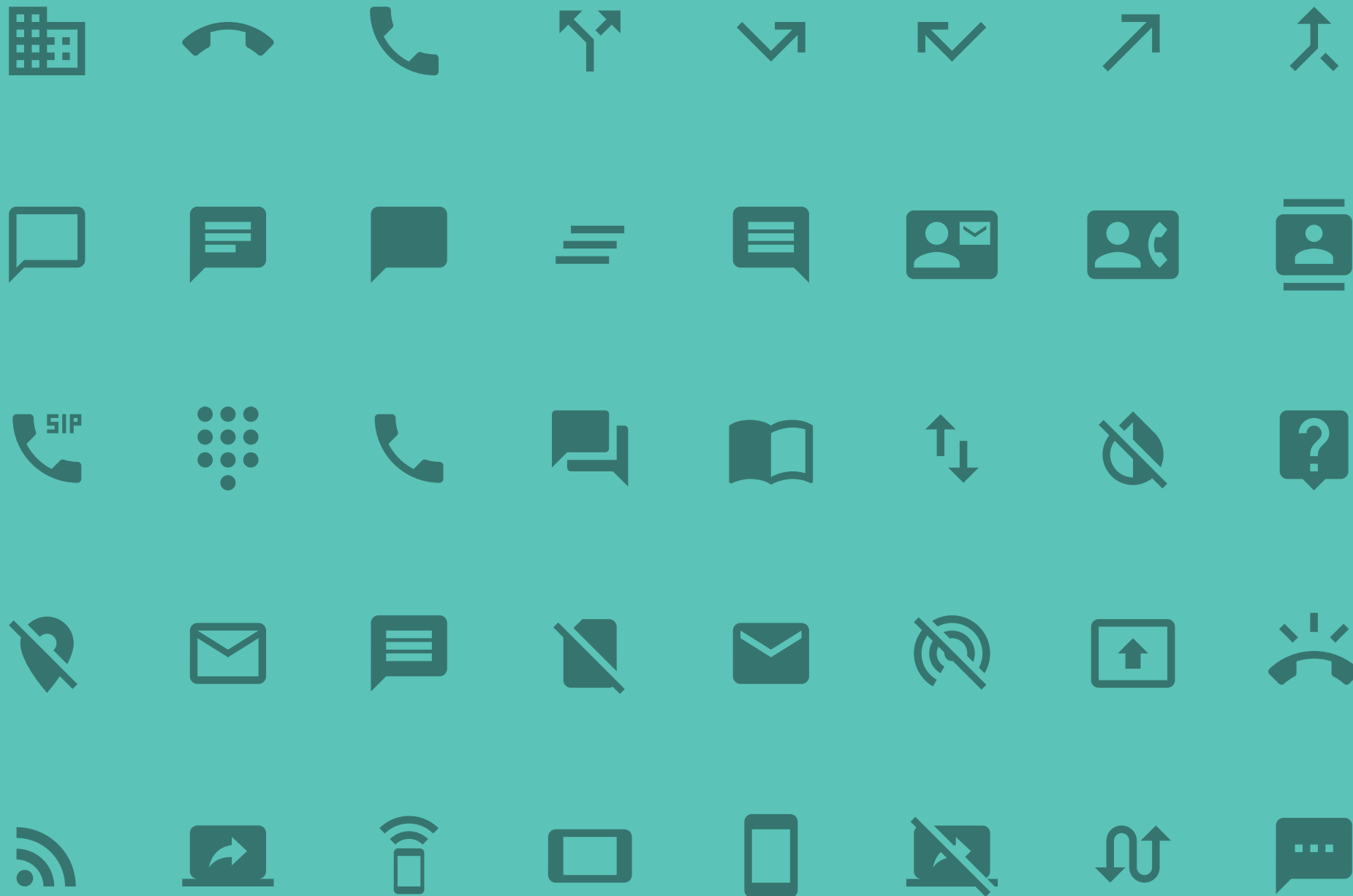


Dark Wash

This filter pulls from the two darker neutrals in the color palette and subdues the photograph so that, when text is placed above, it is easy to read.

Treatment is for digital application use.

ICONS




Material Design Icons

Material icons are beautifully crafted, delightful and easy to use in all projects. They are open-source icons, which means they are free to use, remix and re-share in products. They can be downloaded and accessed at:

<https://design.google.com/icons/>

EXAMPLES Whitepaper & Datasheet




8x8

The 8 Criteria for Enterprise-Grade Communications as a Service

Companies of all sizes have realized the strategic and transformative value of the cloud in their IT stacks. Today, it's common to use cloud services for email, CRM, file sharing, DevOps and a host of other applications. Typical business and IT benefits include lower costs, better scalability and a simpler, outsourced infrastructure.

Interestingly, although the telephone network was probably the original cloud environment, many companies are reluctant to move their voice communications to today's cloud.

WHITEPAPER



8x8

Build Better Customer Relationships with a Cloud-Based Contact Center

8x8 Virtual Contact Center is a cloud-based solution that eliminates the need for on-premises equipment and lets you focus on what's really important: your customers.

Whether you're an up-and-coming business or running 24/7, follow-the-sun operations, you can waste valuable time and money maintaining, upgrading, and troubleshooting a contact center system. And when customers need support, if outdated technology gets in the way, you can lose much more than just today's sales. You miss opportunities to build long-term customer relationships, eroding the value of your company's most essential asset: customer loyalty and the repeat business it brings.

DATASHEET

EXAMPLES Presentation Cover



8x8

8x8 Enterprise
Communication as a Service

Subtitle or Presenter Name Goes Here

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MULTIPLY THE POSSIBILITIES

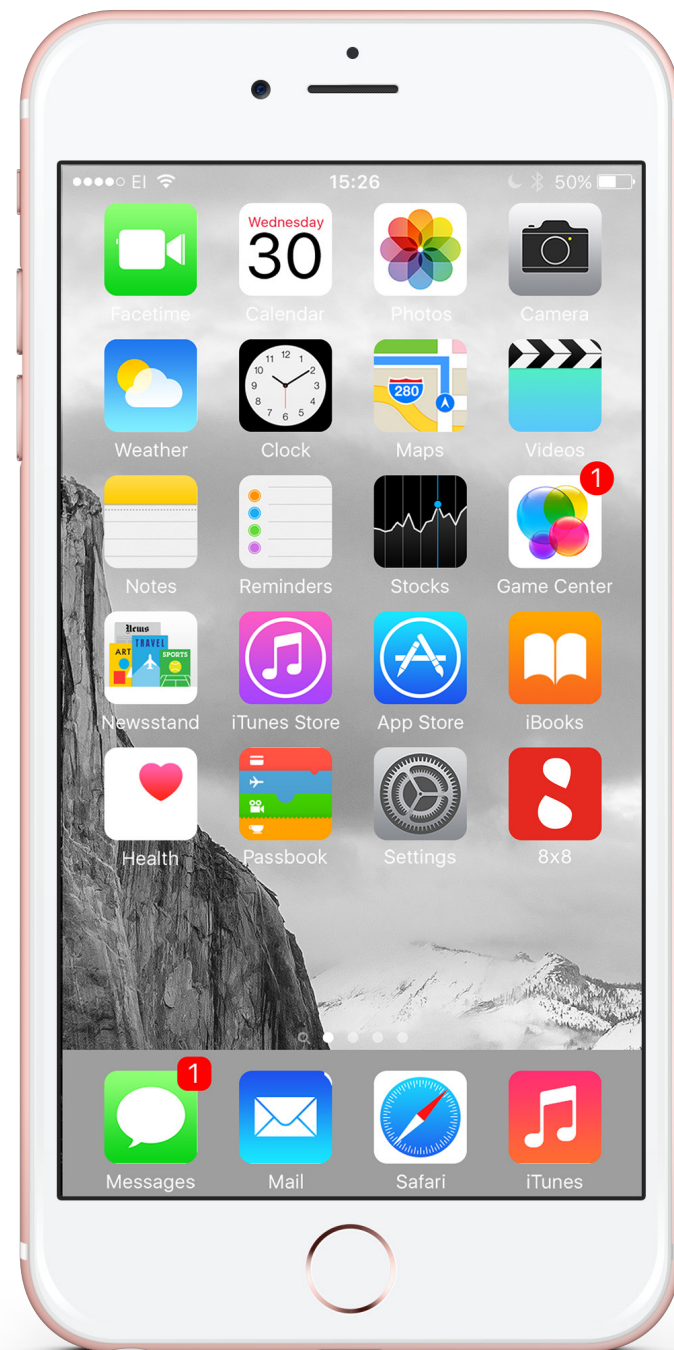
MEETING TODAY

- SUMMER VACATION
- WEEKLY AGENT

- BONUS
- BASED ON P
- COMPANY 11

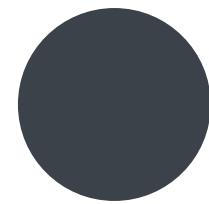
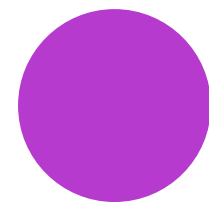
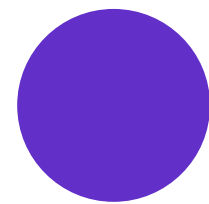
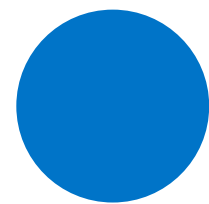
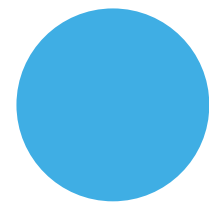
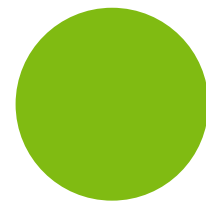
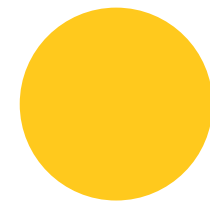
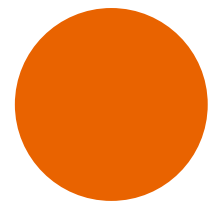
FRIENDLY

EXAMPLES Mobile App Icon



SECONDARY COLORS

When additional colors are needed, please use the above colors. These colors are complementary to our palette but should be used sparingly. Acceptable instances of use include complex illustrations or graphs that already use all of the colors available in the primary palette.



Orange
#E96300
R233 G99 B0
C4 M75 Y100 K0
PMS 166 C

Bright Yellow
#FFC91D
R255 G201 B29
C0 M21 Y96 K0
PMS 122 C

Green
#80BB12
R128 G187 B18
C56 M4 Y100 K0
PMS 368 C

Blue
#3FAEE4
R63 G174 B228
C66 M14 Y0 K0
PMS 298 C

Dark Blue
#0074C8
R0 G116 B200
C85 M52 Y0 K0
PMS 285 C

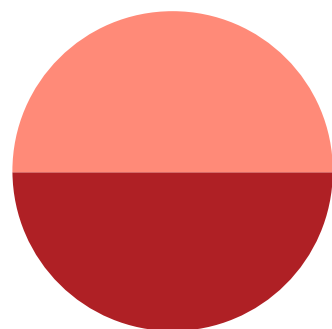
Violet
#622FC8
R98 G47 B200
C75 M83 Y0 K0
PMS 2090C

Purple
#B53ACD
R181 G58 B205
C44 M82 Y0 K0
PMS 2592 C

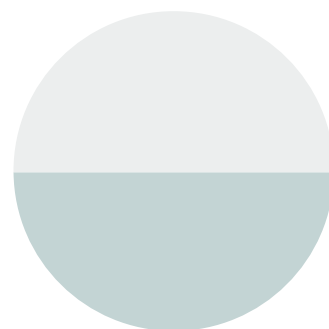
Dark Gray
#3B4249
R59 G66 B73
C74 M63 Y54 K42
PMS 432 C

TINTS AND SHADES

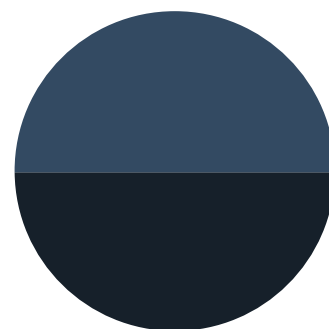
Our primary color palette can be extended with the use of tints and shades of the original colors. Please use the above in instances that require a variation of a primary color, such as when vertical and horizontal rules are used.



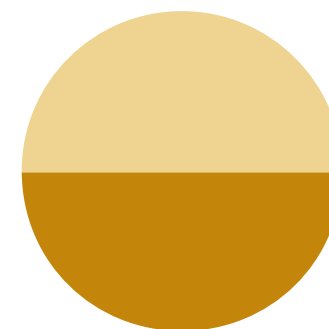
Red Tint
#FF3A1E
R255 G58 B30
C0 M90 Y95 K0



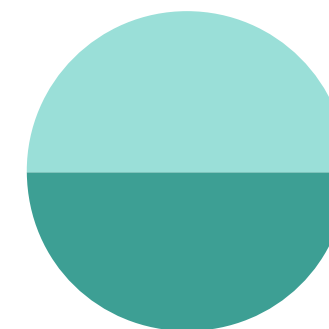
Light Gray Tint
#ECEEEE
R236 G238 B238
C6 M3 Y4 K0



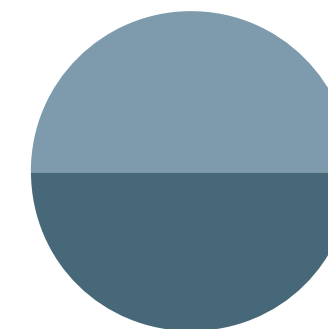
Dark Slate Tint
#334A62
R51 G74 B98
C85 M67 Y41 K27



Yellow Tint
#EED490
R238 G212 B144
C7 M14 Y51 K0



Turquoise Tint
#9ADFD8
R154 G223 B216
C37 M0 Y19 K0



Slate Tint
#7D9BAC
R125 G155 B172
C54 M31 Y25 K0

Red Shade
#AF2025
R175 G32 B37
C22 M100 Y98 K13

Light Gray Shade
#C3D4D4
R195 G212 B212
C23 M9 Y14 K0

Dark Slate Shade
#16202A
R22 G32 B42
C84 M71 Y57 K69

Yellow Shade
#C3860B
R195 G134 B11
C22 M48 Y100 K4

Turquoise Shade
#3D9F94
R61 G159 B148
C74 M18 Y47 K1

Slate Shade
#476878
R71 G104 B120
C76 M50 Y41 K15