



 **eightpoint**



Brand Guidelines



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1.1 Vision

1.2 Mission

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1.5 Values



01 Strategy

1.1 Vision



To turn ideas into groundbreaking digital products that lead the way forward.

Eightpoint's vision is to be the catalyst that transforms early-stage ideas into transformative digital products that lead the way forward. With our entrepreneurial spirit, data-driven insights, and relentless pursuit of innovation, we empower our partners to pioneer the next generation of user-centric digital experiences.

1.2 Mission

To build and scale world-class digital products that enrich everyday lives.

Eightpoint's mission is to launch, evolve, and scale world-class digital products that enrich the everyday lives of our users and partners. By developing these transformative products, we empower our partners and end-users to thrive in an ever-changing digital landscape.



1.3 Brand Purpose

Developing user oriented solutions that drive meaningful, scalable impact.

Eightpoint's brand purpose is to deliver innovative, user-centric digital solutions that drive meaningful, scalable impact for our partners and their audiences. By empowering growth through data-driven product development and audience insights, we enable our partners to achieve sustainable success in the evolving digital landscape.



1.4 Tone of voice

We're bold risk-takers,
embracing a spirit of adventure
and innovation.

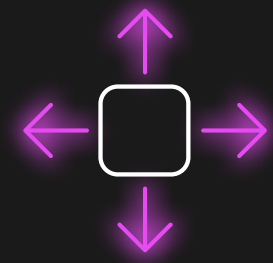
Our tone is confident and grounded, reflecting a deep understanding of our craft and a no-nonsense commitment to delivering results. Our driven energy inspires trust and engagement, while our fearless approach adds a touch of daring fun, making our brand unforgettable.



1.5 Values

Here's what drives us every day

Our values are at the heart of everything we do. They shape how we innovate, collaborate, and create meaningful solutions that make a real difference in your life.



Transformative Vision

We envision products that transform the way people live, work, and connect. By aligning our vision with consumer insights and leveraging data, we scale ideas that shape the future.



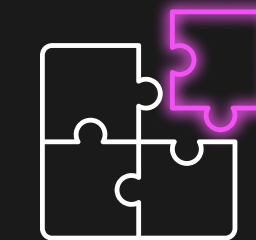
Consumer-Centric Agility

Our nimble, consumer-first approach drives rapid product evolution, ensuring we adapt swiftly to feedback and market dynamics, creating products that meet real needs.



Precision for Impact

We obsess over the details that matter most to people, ensuring every product delivers meaningful, high-quality experiences through meticulous execution and purpose-driven innovation.



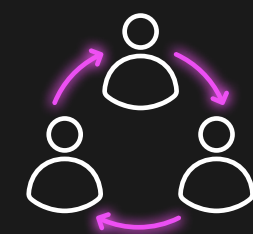
Meaningful Outcomes

We design with purpose, solving real problems for people and delivering products that create lasting value and enrich everyday lives.



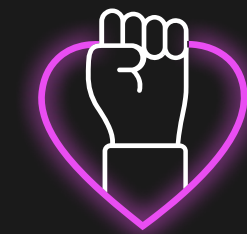
Bold, Consumer-Driven Innovation

We take bold steps to turn insights into groundbreaking innovations, ensuring our products resonate with consumers and deliver measurable benefits.



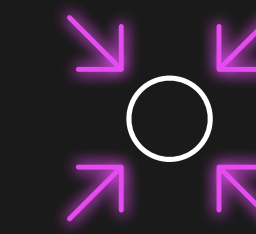
Co-Creation Culture

We build with and for people, embracing diverse perspectives and fostering strong partnerships to create products that truly matter.



Passion for People

Our passion lies in understanding people, crafting products that inspire loyalty, delight, and meaningful connections with those who engage with them.



Consumer-First Strategy

Every decision is made with consumers at the forefront, strategically prioritizing features and solutions that deliver the greatest value and impact.

2.1 Our Logo

2.2 Logo Variations

2.3 Logo Usage

2.4 Clearspace

2.5 Logo Misuse



02 Our Identity

2.1 Our Logo

Eightpoint's logo is clean and simple, consisting of a colorful sideways 8 that forms an infinity symbol alongside a contemporary wordmark. The vibrant colors represent our values, versatility and the diverse personalities that make up

our colorful culture. The infinity icon reflects the brand's forward-thinking mindset and its limitless potential, capturing the essence of innovation and continuous growth.



2.2 Logo Variations

We endorse three logo variations: a stacked variation, a horizontal variation and the standalone icon. These formats are important for brand consistency and recognition. Adhering to these variations ensures a cohesive visual identity across diverse platforms and materials, strengthening our brand's presence.

Stacked



Horizontal



Standalone



2.3 Logo Usage

This page outlines common examples that display correct usage for our logo. (Refer to section 4.0 for our brand colors)

1. Light logo on a dark or midnight magenta gradient background.
2. Dark logo on a light background
3. Our logo on our approved color palette
4. Light logo on a photograph (ensure photograph has a dark overlay to pass accessibility)

Note: It is crucial that all our applications meet accessibility standards. This means that we need to ensure high contrast when pairing colors.



1.



2.



3.



4.

2.4 Clearspace

Ensure that there is enough clearspace surrounding the logo to avoid any visual distractions and improve its visibility. The empty space should be at least the height of our icon.



2.5 Logo Misuse

It is important that the appearance of our logo remains consistent.

This page outlines ways to never use our logo.



Do not pair the icon with any other font or word. Only the wordmark and icon pairing provided should be used.



Do not stretch or manipulate the logo.



Do not change the color of the wordmark or icon. We've provided the logo in light and dark versions to get the maximum amount of contrast.



Do not alter the icon in any way including tilting, rotating or changing the size in ratio to the wordmark.



03 Typography

3.1 Our Typeface

Denim is a versatile sans-serif typeface characterized by its clean lines and modern aesthetic. Designed with functionality in mind, it offers a balanced mix of geometric shapes and humanist touches, making it ideal for both display and body text.

Denim

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+{|}":<>?.,/;'[]=-`

Heavy

Bold

Semibold

Medium

Regular

Light



4.1 Primary Colors

4.2 Brand Shades

4.3 Gradients

4.4 Text Colors



04 Our Colors

4.1 Primary Colors

Our primary color palette is the heart of the Eightpoint identity. These colors are the foundation of our visual expression, shaping how we communicate and connect with our audience.

Note: To ensure consistency and brand recognition, please adhere to the exact color values provided. Avoid modifying the colors in any way.

Black

#000000
RGB: 0, 0, 0
CMYK: 0, 9, 16, 82
PMS Black C

White

#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
PMS White C

Midnight Magenta

#832081
RGB: 131, 32, 123
CMYK: 61, 100, 0, 1
PMS 2612 C

#000000
RGB: 0, 0, 0
CMYK: 0, 9, 16, 82
PMS Black C

Magenta

#E74CF2
RGB: 231, 76, 242
CMYK: 11, 70, 0, 0
PMS 238 C

Nova

#9E4DFC
RGB: 158, 77, 252
CMYK: 71, 88, 0, 0
PMS 266 C

Spark

#FB7830
RGB: 251, 120, 48
CMYK: 0, 59, 90, 0
PMS 1575 C

Pacific

#4580FF
RGB: 69, 128, 255
CMYK: 75, 45, 0, 0
PMS 2727 C

Aurora

#31E7A9
RGB: 49, 231, 169
CMYK: 64, 0, 71, 0
PMS 7479 C

Neon

#BAFF66
RGB: 186, 255, 102
CMYK: 37, 0, 77, 0
PMS 367 C

4.2 Brand Shades

Our brand shades offer a nuanced extension of our primary color palette. These subtle variations provide even more depth and sophistication, allowing for a much wider range of design applications while maintaining brand cohesion.

Magenta 8 #601260 RGB: 96, 18, 96 CMYK: 69, 100, 29, 21	Nova 8 #401160 RGB: 64, 17, 96 CMYK: 87, 100, 27, 25	Spark 8 #603005 RGB: 96, 48, 5 CMYK: 40, 75, 99, 51	Pacific 8 #0E2660 RGB: 14, 38, 96 CMYK: 100, 93, 32, 26	Neon 8 #304613 RGB: 48, 70, 19 CMYK: 73, 47, 100, 50	Aurora 8 #034625 RGB: 3, 70, 37 CMYK: 89, 43, 95, 51	Black #000000 RGB: 0, 0, 0 CMYK: 0, 9, 16, 82 PMS Black C
Magenta 7 #952195 RGB: 149, 33, 149 CMYK: 50, 99, 0, 0	Nova 7 #612195 RGB: 97, 33, 149 CMYK: 78, 100, 1, 1	Spark 7 #95480E RGB: 149, 72, 14 CMYK: 29, 76, 100, 24	Pacific 7 #1C4195 RGB: 28, 65, 149 CMYK: 100, 87, 7, 1	Neon 7 #567B26 RGB: 86, 123, 38 CMYK: 69, 32, 100, 17	Aurora 7 #0B7B3E RGB: 11, 123, 62 CMYK: 88, 27, 100, 15	Charcoal 7 #1A1A1A RGB: 26, 26, 26 CMYK: 72, 66, 65, 73
Magenta 6 #B730B7 RGB: 183, 48, 183 CMYK: 38, 87, 0, 0	Nova 6 #8035CA RGB: 128, 53, 202 CMYK: 64, 82, 0, 0	Spark 6 #CA601D RGB: 202, 96, 29 CMYK: 16, 73, 100, 4	Pacific 6 #2E5FCA RGB: 46, 95, 202 CMYK: 83, 66, 0, 0	Neon 6 #91CA4A RGB: 145, 202, 74 CMYK: 47, 0, 92, 0	Aurora 6 #17AA57 RGB: 23, 170, 87 CMYK: 81, 4, 91, 0	Charcoal 6 #40403F RGB: 64, 64, 63 CMYK: 67, 60, 61, 47
Magenta #E74CF2 RGB: 231, 76, 242 CMYK: 11, 70, 0, 0 PMS 238 C	Nova #9E4DFC RGB: 158, 77, 252 CMYK: 71, 88, 0, 0 PMS 266 C	Spark #FB7830 RGB: 251, 120, 48 CMYK: 0, 59, 90, 0 PMS 1575 C	Pacific #4580FF RGB: 69, 128, 255 CMYK: 75, 45, 0, 0 PMS 2727 C	Neon #BAFF66 RGB: 186, 255, 102 CMYK: 37, 0, 77, 0 PMS 367 C	Aurora #31E7A9 RGB: 49, 231, 169 CMYK: 64, 0, 71, 0 PMS 7479 C	Charcoal 5 #5F5E5D RGB: 95, 94, 93 CMYK: 61, 53, 53, 25
Magenta 4 #FE76FF RGB: 254, 118, 255 CMYK: 17, 57, 0, 0	Nova 4 #B266FF RGB: 178, 102, 255 CMYK: 48, 64, 0, 0	Spark 4 #FF904D RGB: 255, 144, 77 CMYK: 0, 53, 75, 0	Pacific 4 #6298FF RGB: 98, 152, 255 CMYK: 58, 37, 0, 0	Neon 4 #CCFF7B RGB: 204, 255, 123 CMYK: 22, 0, 69, 0	Aurora 4 #5BFF9C RGB: 91, 255, 156 CMYK: 50, 0, 61, 0	Charcoal 4 #9C9B99 RGB: 156, 155, 153 CMYK: 41, 34, 36, 1
Magenta 3 #FF9DFF RGB: 255, 157, 255 CMYK: 10, 42, 0, 0	Nova 3 #C688FF RGB: 198, 136, 255 CMYK: 33, 49, 0, 0	Spark 3 #FFAB75 RGB: 255, 171, 117 CMYK: 0, 39, 57, 0	Pacific 3 #8CB8FB RGB: 140, 184, 251 CMYK: 41, 20, 0, 0	Neon 3 #DDFF98 RGB: 221, 255, 152 CMYK: 15, 0, 52, 0	Aurora 3 #88FFB9 RGB: 136, 255, 185 CMYK: 40, 0, 43, 0	Charcoal 3 #BBBAB7 RGB: 187, 186, 183 CMYK: 27, 22, 24, 0
Magenta 2 #FFCDDFF RGB: 255, 205, 255 CMYK: 4, 22, 0, 0	Nova 2 #DCB3FF RGB: 220, 179, 255 CMYK: 17, 31, 0, 0	Spark 2 #FFCBAE RGB: 255, 203, 174 CMYK: 0, 24, 29, 0	Pacific 2 #BCD9FF RGB: 188, 217, 255 CMYK: 23, 7, 0, 0	Neon 2 #EDFFBE RGB: 237, 255, 190 CMYK: 8, 0, 32, 0	Aurora 2 #BBFFD6 RGB: 187, 255, 214 CMYK: 24, 0, 24, 0	Charcoal 2 #D9D8D5 RGB: 217, 216, 213 CMYK: 14, 11, 13, 0
Magenta 1 #FFE8FF RGB: 255, 232, 255 CMYK: 1, 10, 0, 0	Nova 1 #EFDAFF RGB: 239, 218, 255 CMYK: 6, 15, 0, 0	Spark 1 #FFEFE8 RGB: 255, 239, 232 CMYK: 0, 6, 6, 0	Pacific 1 #E8F2FF RGB: 232, 242, 255 CMYK: 7, 2, 0, 0	Neon 1 #F7FFDE RGB: 247, 255, 222 CMYK: 3, 0, 15, 0	Aurora 1 #DDFFEA RGB: 221, 255, 234 CMYK: 11, 0, 12, 0	White #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 PMS White C

4.3 Gradients

Eightpoint's gradients create a dynamic and energetic feel, reflecting our forward-thinking approach. Fading from our primary colors to black, they add depth and reinforce our bold brand presence.

Midnight Magenta

#832081
RGB: 131, 32, 123
CMYK: 61, 100, 0, 1
PMS 2612 C

#000000
RGB: 0, 0, 0
CMYK: 0, 9, 16, 82
PMS Black C

Midnight Nova

#000000
RGB: 0, 0, 0
CMYK: 0, 9, 16, 82
PMS Black C

#9E4DFC
RGB: 158, 77, 252
CMYK: 71, 88, 0, 0
PMS 266 C

Midnight Spark

#000000
RGB: 0, 0, 0
CMYK: 0, 9, 16, 82
PMS Black C

#FB7830
RGB: 251, 120, 48
CMYK: 0, 59, 90, 0
PMS 1575 C

Midnight Pacific

#000000
RGB: 0, 0, 0
CMYK: 0, 9, 16, 82
PMS Black C

#4580FF
RGB: 69, 128, 255
CMYK: 75, 45, 0, 0
PMS 2727 C

Midnight Aurora

#000000
RGB: 0, 0, 0
CMYK: 0, 9, 16, 82
PMS Black C

#31E7A9
RGB: 49, 231, 169
CMYK: 64, 0, 71, 0
PMS 7479 C

Midnight Neon

#000000
RGB: 0, 0, 0
CMYK: 0, 9, 16, 82
PMS Black C

#BAFF66
RGB: 186, 255, 102
CMYK: 37, 0, 77, 0
PMS 367 C






4.4 Text Colors

This section shows how we use color to enhance text, maintaining readability while adding emphasis. We use subtle color variations to highlight key phrases and create visual hierarchy.

Light Background

Trusted by millions,
loved worldwide




We deliver a seamless, [optimized experience](#) that's trusted by millions and loved worldwide.

-   **Headline**
Black & Charcoal 5
-  **Body**
Black
-  **Hyperlinks**
Nova
-  **Background**
White

Gray Background

Trusted by millions,
loved worldwide

We deliver a seamless, [optimized experience](#) that's trusted by millions and loved worldwide.

-  **Headline**
White
-  **Body**
White
-  **Hyperlinks**
Magenta
-  **Background**
Charcoal 7

Dark Background

Trusted by millions,
loved worldwide

We deliver a seamless, [optimized experience](#) that's trusted by millions and loved worldwide.

-   **Headline**
White & Charcoal 4
-  **Body**
White
-  **Hyperlinks**
Magenta
-  **Background**
Black



05 Imagery

5.1 Photography

Our brand thrives on authenticity, and that is reflected in the imagery we use. We encourage the use of high-quality, professional photography that is well-lit, with a preference for natural lighting. This approach brings a sense of warmth and realness to our visuals, steering clear of any overly posed or artificial-looking shots. Whenever possible, we prioritize images of our team in action—candid, joyful moments that feel genuine and relatable. These images help humanize our brand and foster a sense of connection with our audience. The goal is to capture moments that are both authentic and approachable, showing the true spirit of our team. While stock photography can be used, it should align with our values by avoiding sterile, overly commercial-looking images. Instead, opt for stock photos that feel organic, natural, and in tune with our brand's warmth and authenticity. The goal is to maintain a genuine, welcoming feel in all our visual storytelling.



5.2 Photography Application

Photography is a fundamental aspect of the Eightpoint brand. While our imagery can be used in its original form, we often enhance its impact through creative treatments.

One approach involves isolating subjects by carefully cropping out backgrounds. These subjects can then be placed against colors from our brand palette.

Additionally, we may incorporate our distinct 3D elements or looping patterns.

Cropped Background



Patterns & Elements





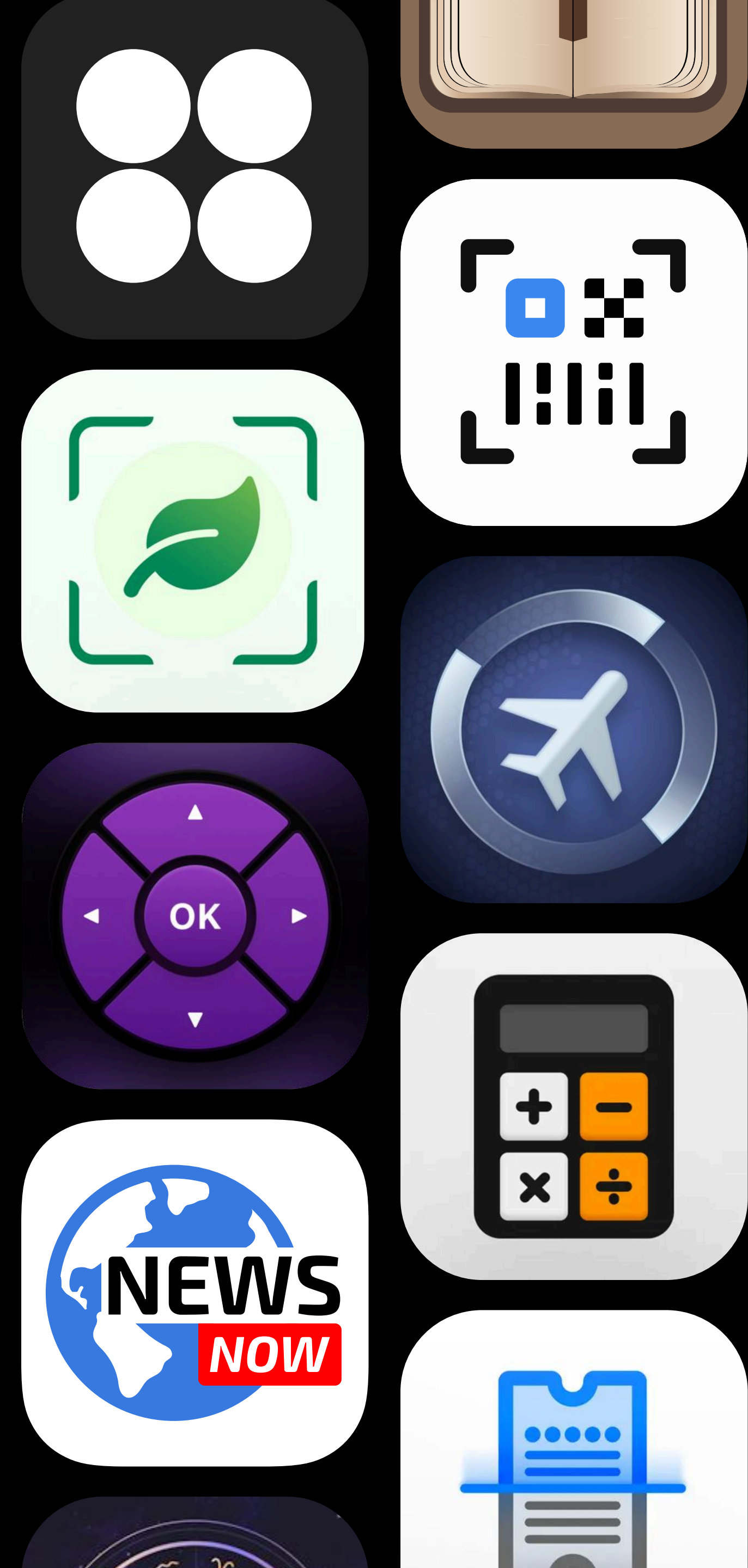
06 Our Apps

6.1 Introduction

Meet the products that are changing the game.

At the heart of Eightpoint are our products. We're a Digital Product Ecosystem, transforming and refining ideas into scalable, user-focused digital solutions. We specialize in rapidly developing and evolving tools that meet real-world needs, creating impactful solutions that engage users and drive meaningful growth for our partners.

We've developed innovative and valuable digital products across various sectors—whether it's travel, lifestyle, inspiration, fitness, utility, or productivity. Each product is thoughtfully designed to meet user needs while driving engagement and growth. The next slide will showcase how we can effectively highlight these products.



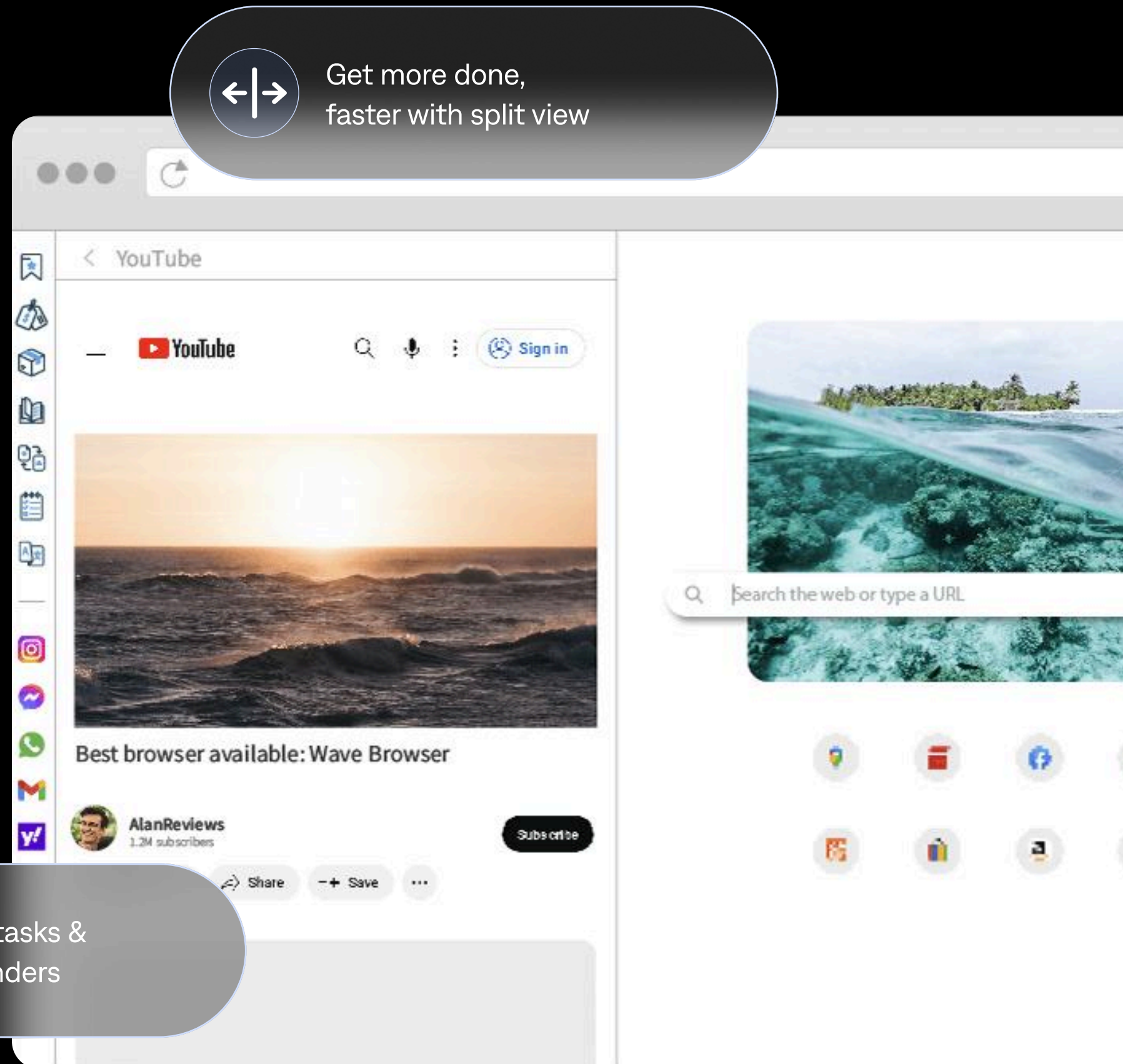
6.2 App Imagery

To effectively showcase our products, features, and benefits, we aim to frame the screens in visually appealing ways. This can include using a desktop-style window, a sleek, elongated app frame, or a simple shape with rounded corners.

Each framing option helps present our digital products in a clean and modern way, ensuring they remain the focal point while aligning with our brand's minimalistic aesthetic. To further emphasize the benefits of our products, we may

incorporate pop-ups (as seen below) that highlight key features of the apps. These pop-ups serve as dynamic callouts, providing additional information in a visually engaging and user-friendly manner.

Pop Ups



Windows



7.1 3D Elements

7.2 Buttons

7.3 Iconography

7.4 Pictograms

7.5 Corner Radius



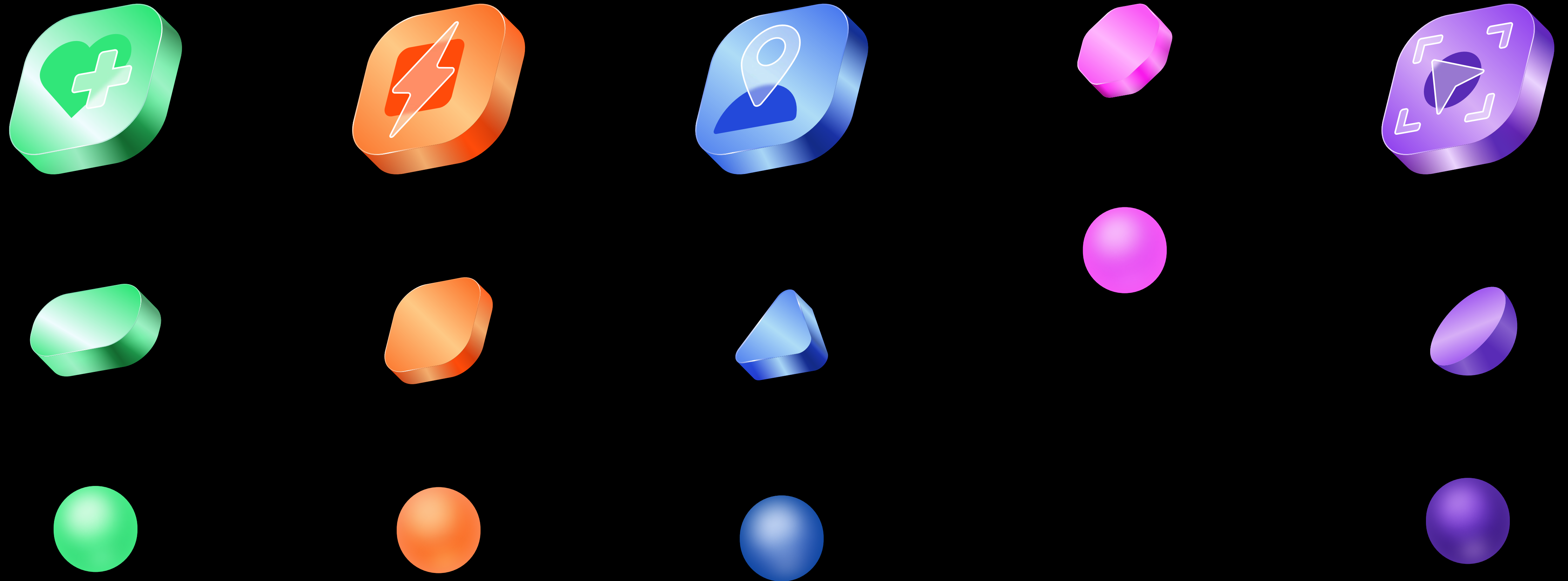
07 Brand Elements

7.1 3D Elements

One of the most recognizable parts of Eightpoint's visual identity is our 3D app illustrations. They visually represent our expertise across various areas of app development. We use them in a variety of ways, from freely floating elements to more structured compositions.

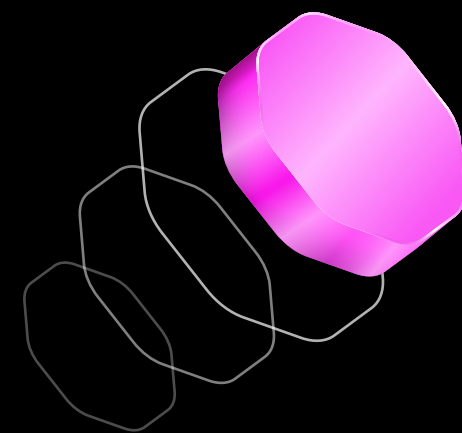
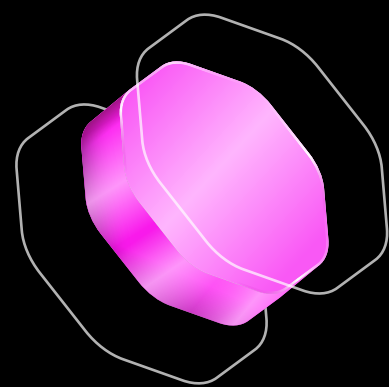
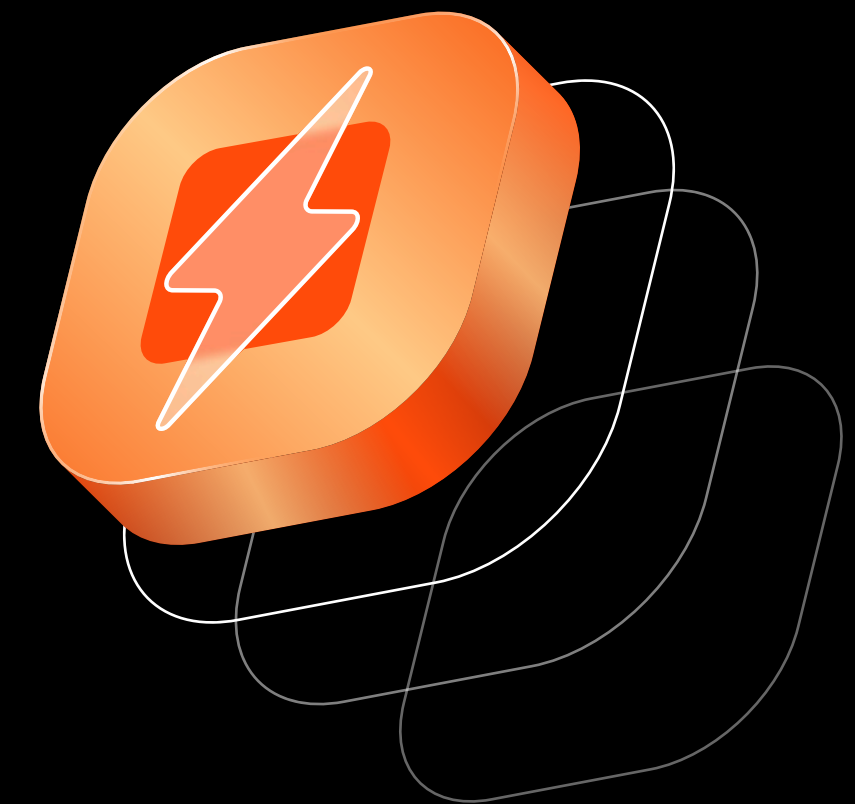
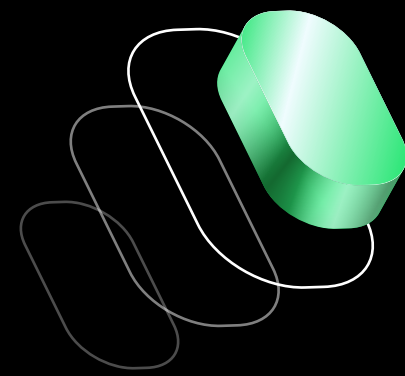
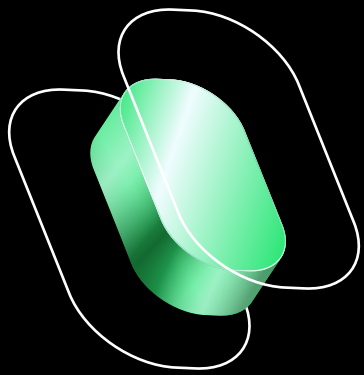
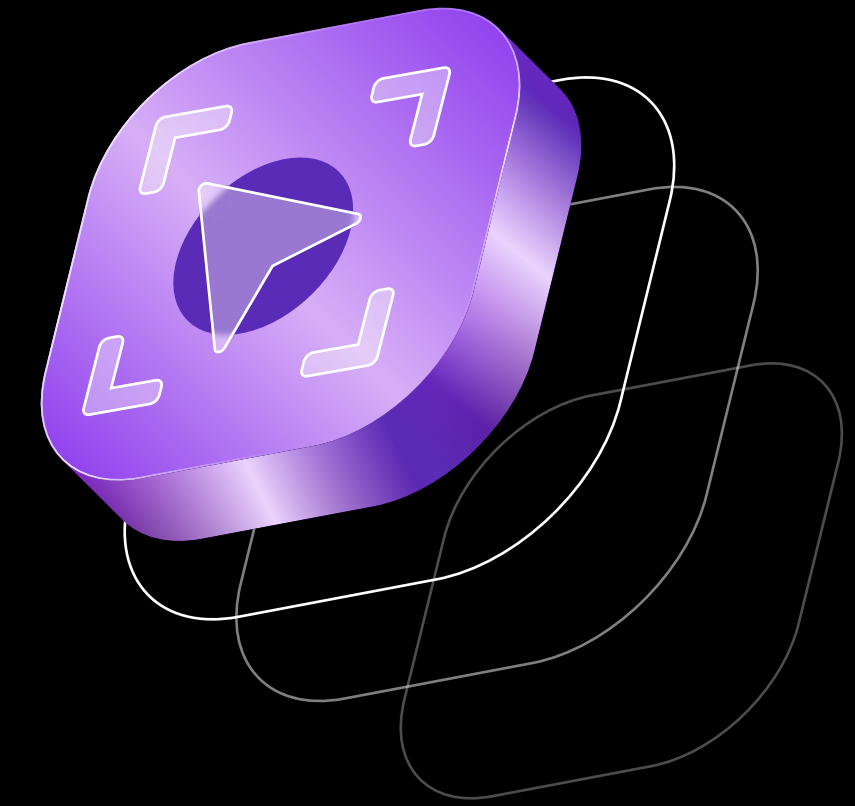
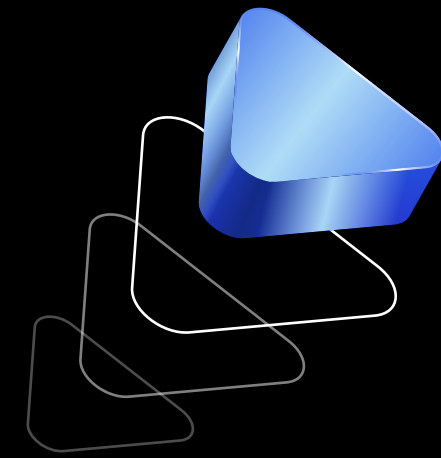
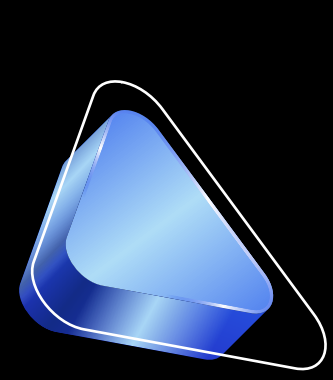
These 3D illustrations add a sense of movement and depth to our designs, embodying the dynamic and forward-thinking nature of our brand. They're a unique and eye-catching feature that really helps bring our brand to life. Accompanying our 3D app illustrations are 3D particles,

which serve as a complementary element, enhancing the overall visual experience of our apps. These particles add variety and texture. Subtle yet impactful, they help create a sense of movement and flow.



7.1 3D Elements

While our 3D illustrations and particles look great on their own, adding halos can enhance them even further. These subtle glows add depth, texture, and movement, creating a more immersive experience. The examples below show how this effect works and how it complements our brand.



7.2 Buttons

Primary Buttons

A button with rounded corners and a slight pink gradient fill.

Secondary Buttons

A button with a narrow, slender stroke and rounded corners.

Tertiary Buttons

An underlined CTA using our approved color palette.

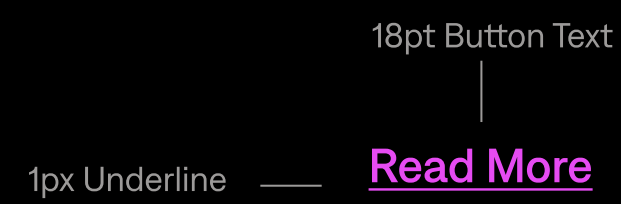
Primary Button on Dark Background



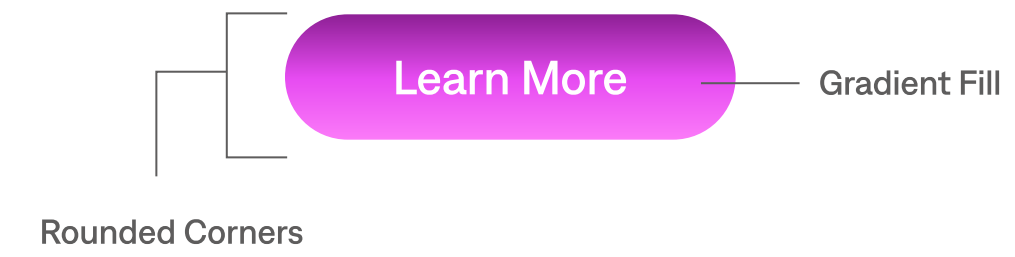
Secondary Button on Dark Background



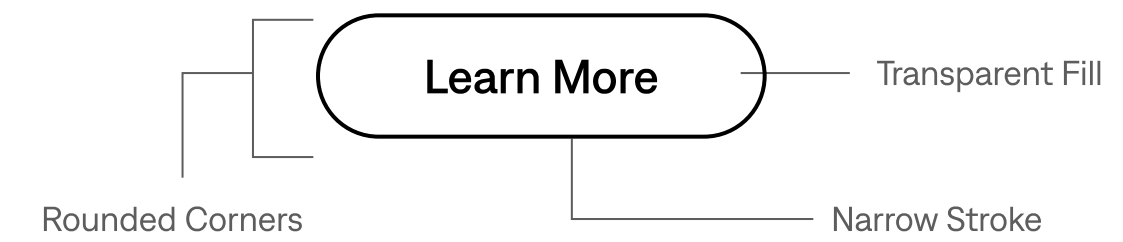
Tertiary Button on Dark Background



Primary Button on Light Background



Secondary Button on Light Background



Tertiary Button on Light Background



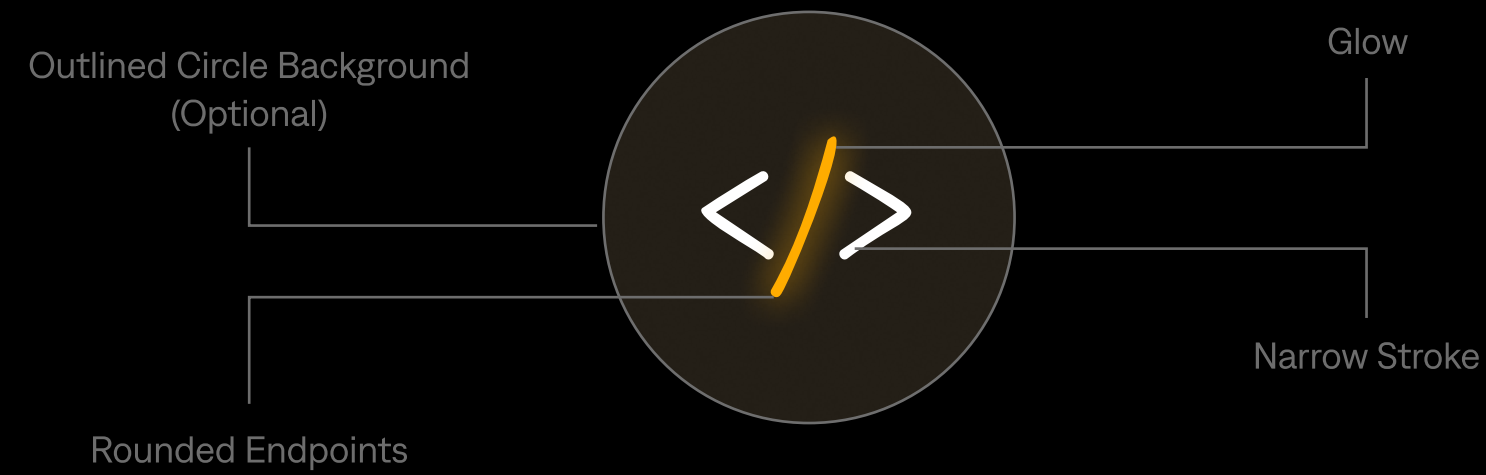
7.3 Iconography

Eightpoint's iconography stands out with its slender and narrow stroke, creating a sleek and modern aesthetic that aligns with our overall brand identity. Our icons are clean and minimal, allowing them to be versatile across various mediums while maintaining a cohesive look.

A key element of our visual identity is the use of glow in our icons. We love incorporating a subtle glow, as it adds a unique touch that sets us apart. We encourage selectively applying the glow effect to certain parts of the icon to create emphasis and depth. However, if it's not feasible to isolate specific parts, it's acceptable to have the entire icon glow.

We endorse two variations of icons: glowing and traditional. This allows for flexibility in design while maintaining the integrity of our brand. However, it's important to not overuse the glow effect to avoid visual fatigue or repetitiveness.

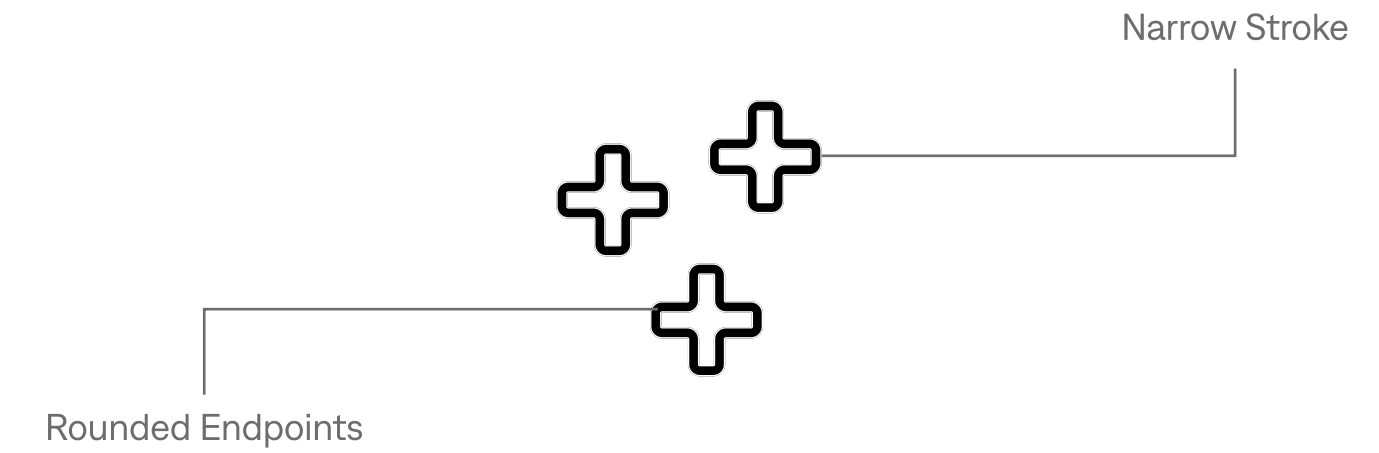
Primary Iconography on Dark Background



Further Examples of Iconography



Secondary Iconography on Light Background



Further Examples of Iconography



7.4 Pictograms

To make our content more digestible and easier to navigate, we highly encourage the use of pictograms and infographics. These visual elements help convey information in a clear and engaging way, enhancing the overall user experience.

As shown on this page, we recommend stylizing these graphics to align with our brand identity. This includes incorporating our distinct glow elements and utilizing colors from our designated color palette. The illustrations should be simple and minimal, avoiding overly detailed or complex designs.



Agility and speed to market

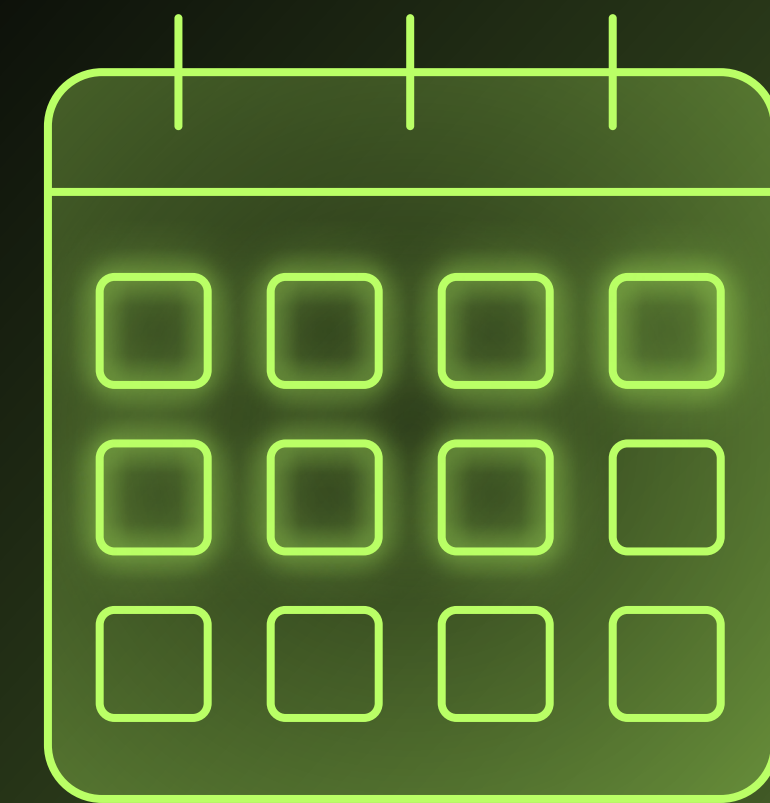
The ability to quickly develop and launch new products and iterate based on user feedback, compared to larger, more cumbersome competitors.



Data-driven approach

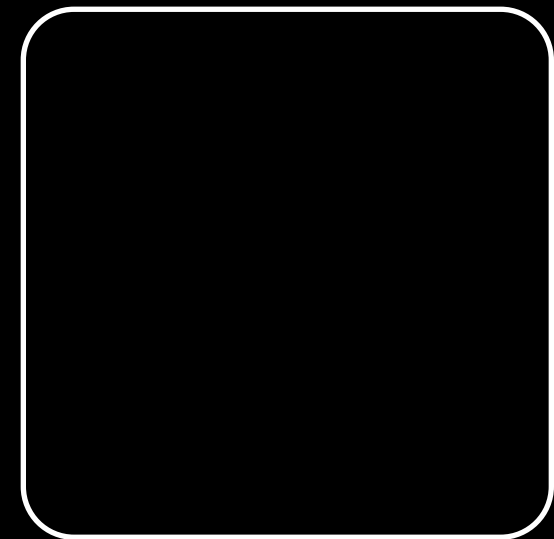
The company's focus on using data to make informed decisions about product development and monetization, rather than just chasing growth.

401K Matching up to 5% fully vested from day 1

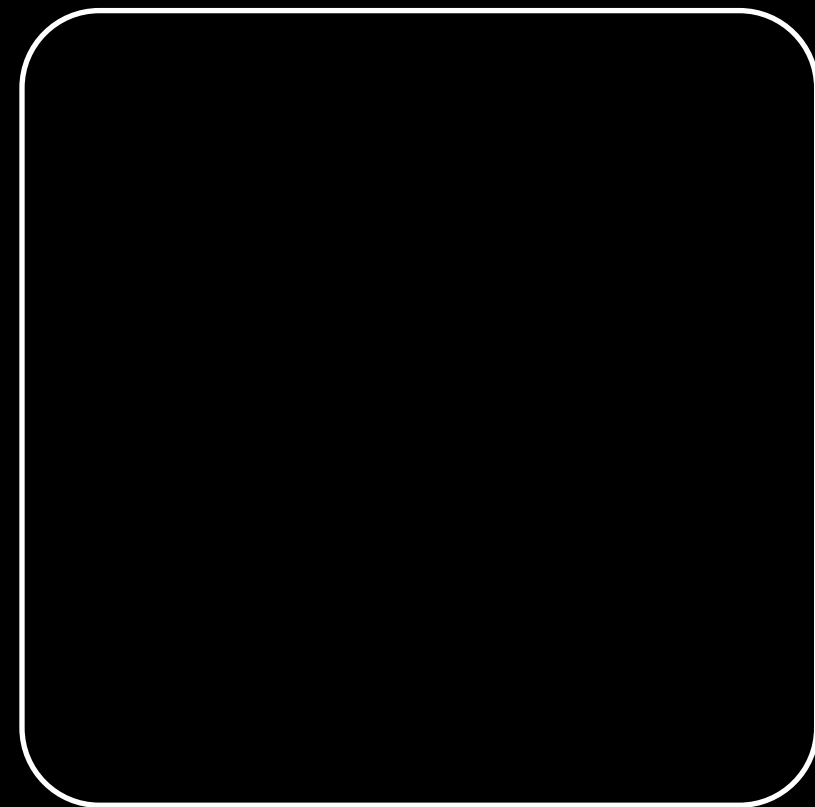


Unlimited Vacation Time

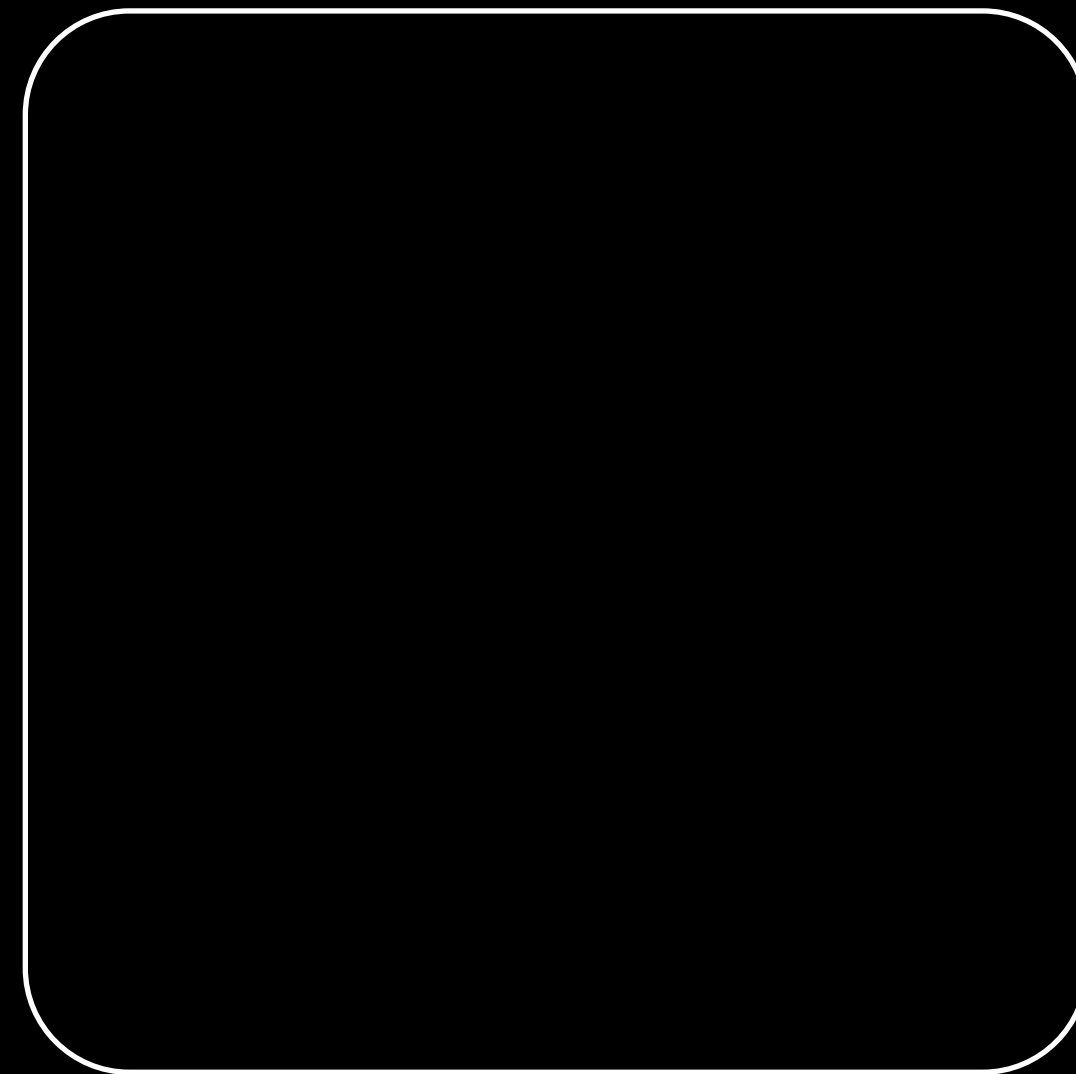
7.5 Corner Radius



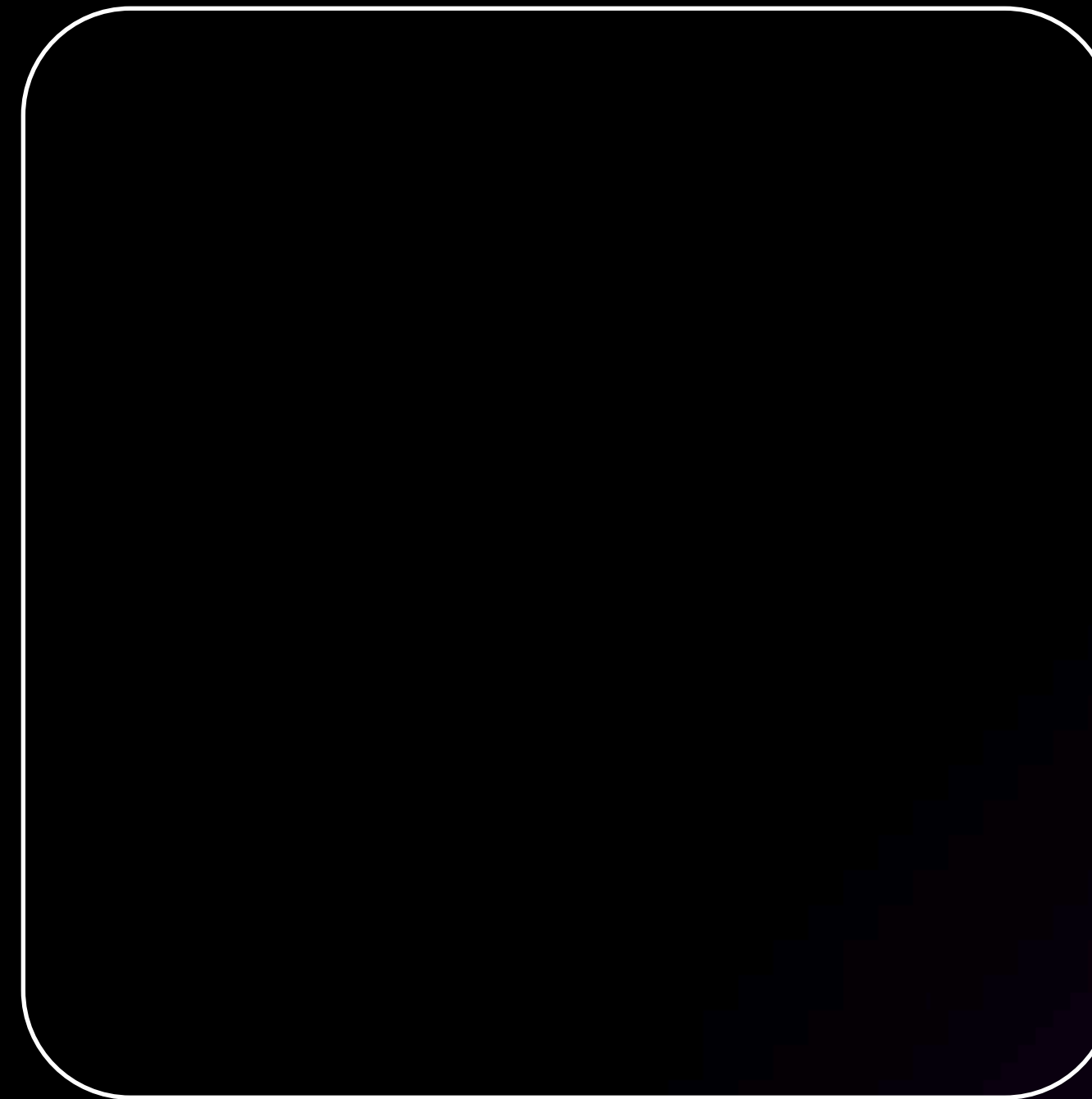
200px with 20px radius



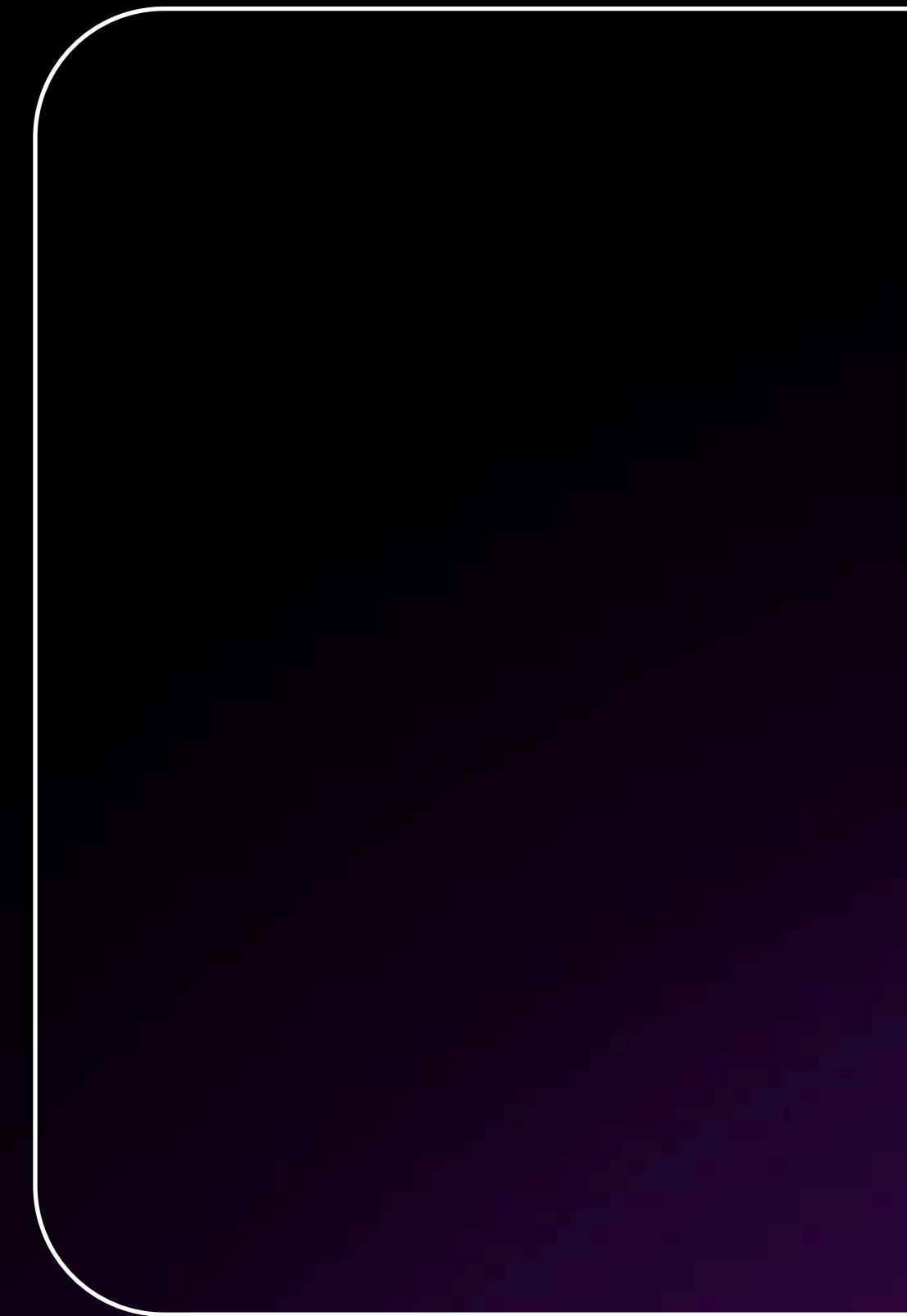
300px with 30px radius



400px with 40px radius



500px with 50px radius



600px with 60px radius

8.1 Website

8.2 Social Media

8.3 OOH & Events

8.4 Merch



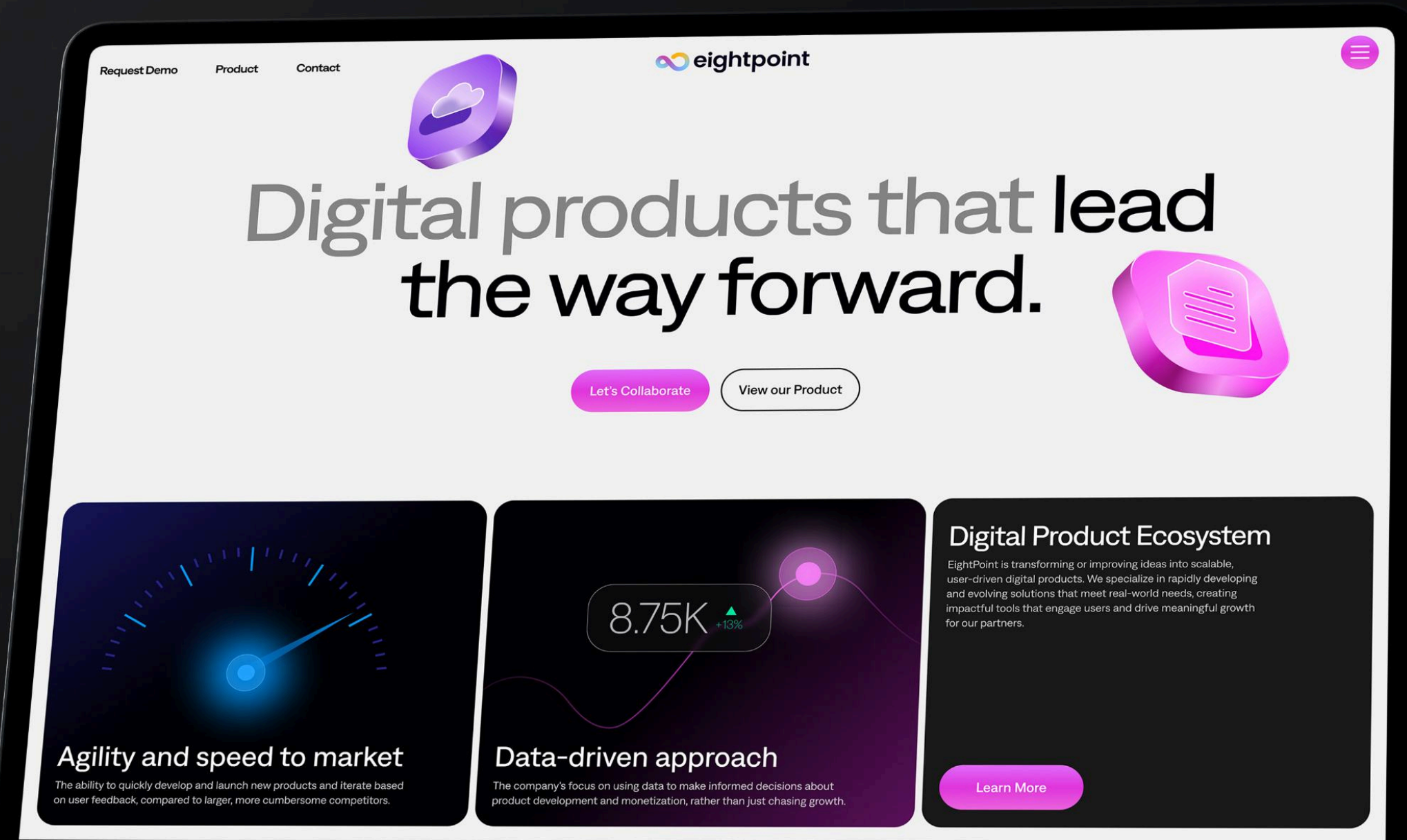
08 Brand in Use

8.1 Website

These designs give you a sense of how the Eightpoint website could look, incorporating our brand elements, colors and typography. It's a great example of how all our visual assets can work together harmoniously to express our brand.

The layouts are designed to be captivating and engaging, striking a balance between creativity and clarity for a user-friendly experience that aligns with our brand.

Desktop

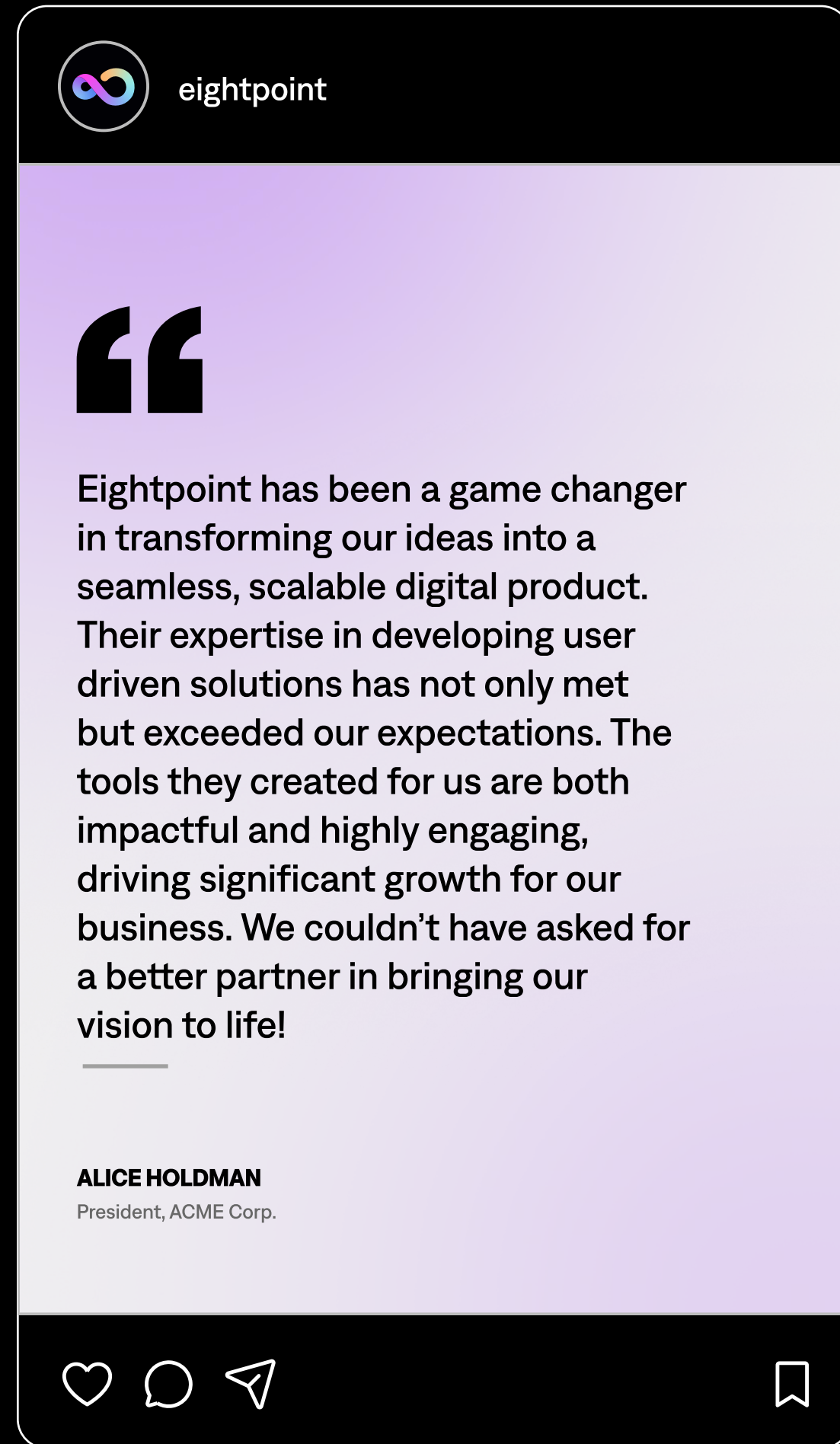


Mobile



8.2 Social Media

Below are examples of how social media posts can look like for Eightpoint. While we typically discourage over-designing social media content, these examples demonstrate how all of our brand elements can come together cohesively when a design-focused post is needed.



8.3 OOH & Events

Here are examples of how Eightpoint could look like in an out of home setting.



8.4 Merch

Below are examples of how print and merchandise for Eightpoint could look. We encourage a simple and minimalist approach, as less is more when it comes to creating impactful designs for these mediums.

While keeping the designs clean and uncluttered, we ensure that all pieces adhere to our brand guidelines by incorporating our designated color palette, typography, iconography, etc...

