

80eight Brand Assets & Guidelines

PRESS KIT

Logo & colour
Version 1.0 — 2026

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01

Logo

Primary logo

The 80eight wordmark is our primary logo for all communication. Use the full-colour purple mark wherever the background allows; the white mark is for dark and photographic backgrounds.

The wordmark '80eight' is displayed in a bold, sans-serif typeface. The '80' is a deep purple, while 'eight' is black. The letters are closely spaced, with the '0' being slightly larger than the other characters.

Primary — purple or black on light

The wordmark '80eight' is displayed in a bold, sans-serif typeface. The entire wordmark is white, set against a solid black background. The spacing and proportions are consistent with the primary logo.

Reversed — white on dark

Gradient wordmark

The gradient wordmark is an expressive variant used for selected brand materials where a more visual expression of the identity is appropriate. It is not the default: use the solid purple, black or white wordmark.

The wordmark '80eight' is displayed on a white background. The '80' is in a solid black sans-serif font. The 'eight' is in a gradient sans-serif font, transitioning from a teal color for the 'e' and 'i', through a purple for the 'g', to a magenta for the 'h' and 't'.

80eight

On white

The wordmark '80eight' is displayed on a black background. The '80' is in a solid white sans-serif font. The 'eight' is in a gradient sans-serif font, transitioning from a light cyan color for the 'e' and 'i', through a purple for the 'g', to a magenta for the 'h' and 't'.

80eight

On black

Gradient wordmark misuse

The gradient is fixed artwork. Never rebuild, recolour or reposition it and never place it where the gradient loses contrast against its background.



80eight

✗ Don't rebuild the gradient with your own colours.



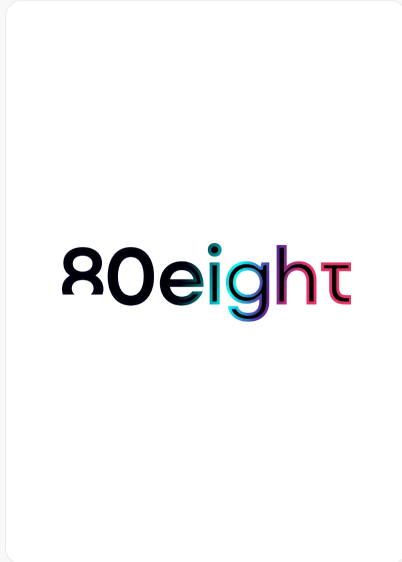
80eight

✗ Don't change the gradient angle or direction.



80eight

✗ Don't place the gradient wordmark on a coloured background.



80eight

✗ Don't apply the gradient to the wordmark as an outline.

The 88 glyph

The 88 icon is a standalone symbol within the 80eight identity that is used for the app icon. Use it alone only where the 80eight name is already established, or where space does not allow the wordmark.



App icon



Monochrome



Social & Web icon

RULES

- Never redraw or re-space the glyph.
- Keep the glyph centred in its container.
- Do not pair the icon and wordmark side by side.

Minimum clear space

An exclusion zone around the logo keeps surrounding elements from crowding it. The clear space on all sides equals 1x, the height of the 8 glyph.



Minimum size

For legibility, the logo may never appear smaller than the sizes shown below.

The logo consists of the text '80eight' in a bold, sans-serif font. A solid purple horizontal line is positioned directly beneath the text, extending across its full width.

25 mm

Print — measured across the full wordmark

The logo consists of the text '80eight' in a bold, sans-serif font. A solid purple horizontal line is positioned directly beneath the text, extending across its full width.

80 px

Digital — measured across the full wordmark

Misuse examples

Always use the master artwork. Keep the logo clearly visible against its background, and never edit or distort it.



✗ Don't rotate the logo.



✗ Don't stretch or distort it.



✗ Don't recolour outside the palette.



✗ Don't add gradients.



✗ Don't apply shadows or glows.



✗ Don't place it on busy or low-contrast backgrounds.



✗ Don't lock the icon and wordmark together.



✗ Don't retype 80eight in another typeface.

Partnership lockups

Partner logos vary, so each lockup needs individual consideration. This grid keeps the balance between the 80eight logo and the partner mark consistent.

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1x — default zone

Position the partner logo here by default.



0.5x — expansion zone

Expand into this zone only where the partner mark needs it.



0.25x — do not expand

The partner logo should never reach into this zone.

Lockup examples

80eight x **PARTNER**

Partner logo height aligned with the 80eight wordmark height.

80eight



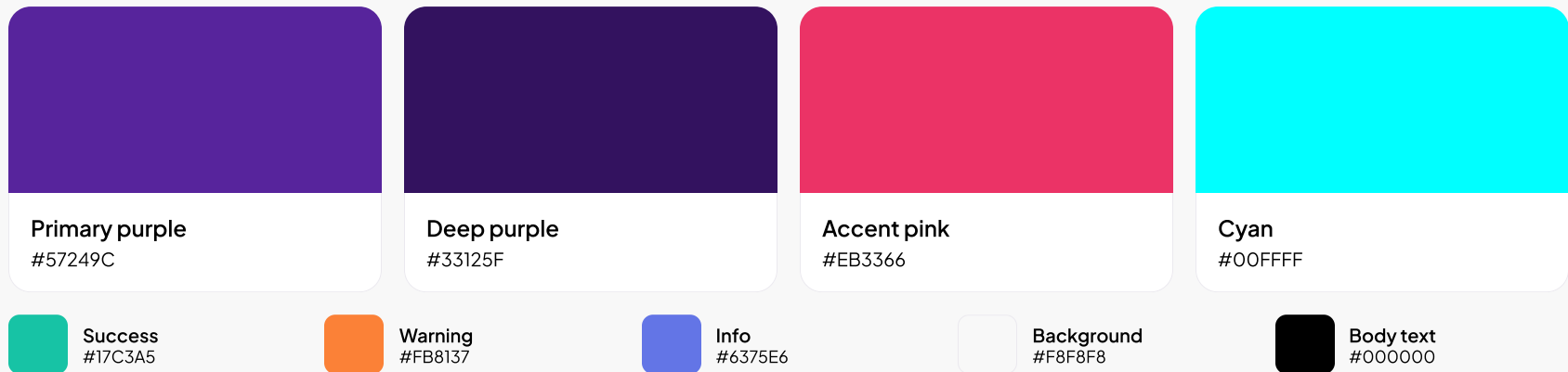
Square marks are capped at the 8 height.

02

Colour

Core brand colours

Purple carries the brand. Cyan and pink are accents, used sparingly for highlights and emphasis. Semantic colours are reserved for product states.



Colour usage — wordmark

The primary purple wordmark may appear on white, The black wordmark on the grey page background and on either purple the white wordmark. It is never placed on accent colours not in our colour palette.



80eight



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✗ Avoid placing the wordmark on accent colours not in our colour palette.



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✗ Avoid low-contrast pairings of any kind.

Thank You

Always use the supplied PNG logo files for digital applications.

Do not recreate or export the logo from this document.

QUESTIONS

hello@80eight.io