

# Pixel 8 Group Logo Use Policy

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## Introduction

The Pixel 8 Group, Inc. – the company itself, and all other sponsored events and activities – now has a unified graphic identity. This unified graphic identity will help to strengthen the Pixel 8 Group name and image through a consistent branding, a distinctive mark used throughout all of our events, publications, and activities.

This document defines our logo use policy, describing the logo in clear terms, and then defining general classes of acceptable and prohibited use. It does not attempt to define every imaginable use of the logo, however, but provides a clear path to seek approval for variations on the standard logos.

The Pixel 8 Group logo and the subsidiaries are registered trademarks of the Pixel 8 Group, Inc. (“Pixel8”) these logos are valuable legal and intellectual assets, and unauthorized use of these logos is prohibited.

Questions regarding this policy should be directed to the Pixel 8 Group CEO.

## The Logo

The basic Pixel 8 Group logo consists of two parts: the main text element and the departmental text element.

The text element is font name “Scriptina” (see Figure 1), there is one space between “Pixel” and “8” separating the words “Pixel 8”. The departmental text is placed centered in the bottom of the “X” in Pixel and at the end of the “8” in Pixel 8. Departmental font is “Arial Black” (see Figure 1). Website address may be directly under the logo in black as shown in Figure 2. Proper use of the logo will incorporate both text elements.



Figure 1: Main Logo and Departmental Logo



Figure 2: Main Logo with Website Address

## Color, Texture and Background

The Pixel 8 Group logo shall use the following colors: The text element and departmental text shall be orange (Pantone PMS FF7900), the website address text shall be black (Pantone PMS 426). Backgrounds vary depending on application. Any background or texture may be used in accordance with Figure 3.



Figure 3: Examples of variations on the basic logo (courtesy Ikapono Asuncion).

# Guidelines for Internal Use

Committees and projects of Pixel 8 Group are free to use the organization and/or departmental logos, provided the following guidelines are considered:

- The logo and text should be used together, as defined, whenever possible.
- The typeface shall not be altered or replaced with another.
- The proportions of logo and text shall be retained.
- It is understood that certain design opportunities necessitate the use of the logo without the text.
- Decoration of the logo is acceptable as long as the basic logo remains clearly visible.  
(See Figure 3 above)

## Acceptable External Use

Entities associated with Pixel 8 Group are welcome to use the company logo, as appropriate, to promote their events and/or describe their activities.

Individuals may use the logos to acknowledge their membership in the company and/or their participation in a sponsored event.

It is also acceptable to grant permission to third parties, such as news organizations, to use the logos for promotional purposes.

## Prohibited Use

It is our policy that the Pixel 8 Group company logo be used without modification and in an appropriate manner. Examples of prohibited use include, but are not limited to, the following:

- Any implication of endorsement by the company or its activities;
- Commercial uses (placement of the logo on product packaging);
- An individual's use of the logo for purposes other than acknowledging membership or participation in our activities;
- Combination of the logo with another logo.

# Requests for Use Outside Described Scope

Requests for use of the name or logos which fall outside the scope of the policy, or proposed variations on the logo design are to be brought to the attention of the Pixel 8 Group CEO. Lack of response within two weeks can be construed as approval of the proposed use and/or variation.

## Obtaining The Logos

Variations on the Pixel 8 Group company logo and its subsidiaries - differing in color resolution, file format, and arrangement of the graphic and text elements - are available to download directly from the website below.

[Logos.pixel8group.com](https://Logos.pixel8group.com)

Your use of these logos implies acceptance of, and agreement with, the terms of this policy.