

8 Fotos Logo Use Policy

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Introduction

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

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

The Logo

The basic 8 Fotos logo consists of two parts: the main graphic element and a text element below.

The main graphic element is placed centered over the 8 FOTOS text element (See Figure 1). The text element is font name “Calibri”, there is one space between “8” and “FOTOS” separating the words “8 FOTOS” (See Figure 2).



Figure 1: Graphic element



Figure 2: Main Logo

Color, Texture and Background

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

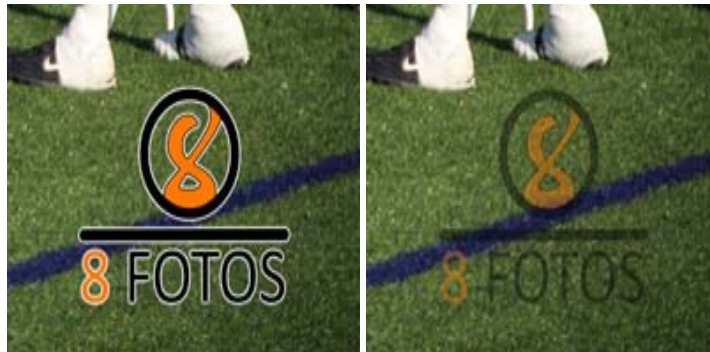


Figure 3: Examples of variations on the basic logo (courtesy Ikapono Asuncion).

Guidelines for Internal Use

Committees and projects of 8 Fotos are free to use the organization 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 8 Fotos 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 8 Fotos 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 8 Fotos 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

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