

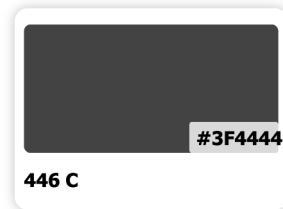
8 CUSHION®

The Main Logo



RED

Pantone : 185C
CMYK : 0, 100, 100, 0
HEX : #E4002B



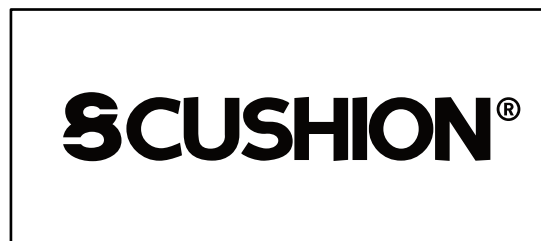
GRAY

Pantone : 446C
CMYK : 60, 60, 60, 40
HEX : #3F4444

The correct use example:



Reverse White Sample



Black or Shades of Grays on White Background Sample



Reverse White on Darker Background Sample



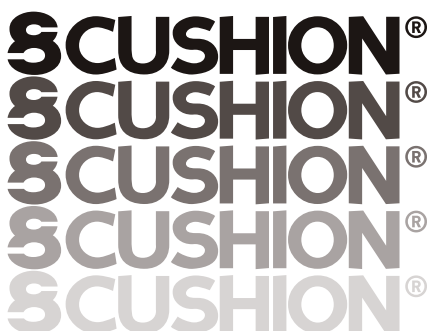
Black on Lighter Background Sample



Reverse White on Darker Colored Background Sample



Black on Lighter Colored Background Sample



Shades of Grays on the various background is possible only if the logo is prominent

Incorrect use example:



The Red blends too much with the Orange. Use a Black or Reverse White instead for this case.

Guidelines:

The Logo expressively belongs to 8 Cushion Pte. Ltd (us, we our).

The Logo is a Registered Trademark. Do not remove the "®" from the Logo.

Do not change color of the Logo which is not specified within this document.

Do not alter, adjust or change the shape of the Logo.

Do not dismantle any part of the Logo.

Do not distort, skew, flip, rotate the Logo.

Do not scale/transform the Logo unproportionally.

The Logo's "8" must be intact with the "Cushion" and be used as it is.

The Logo's "8" can only be a standalone for our own use such as uniform printing, meant for our own staffs to be worn.

Do not outline the Logo or have shapes on the background that may disturb or break the original shape of the Logo. If the background is causing disturbance, mute the color, blur out or draw an opaque box on the area below the intend position of the Logo.

Do not use the Logo on any project and media (digital or prints) such as Broadcasting, Websites, Photos, Videos, Prints, Catalogues, Brochures, etc., without the express written permission from us. Please send inquiries by email to support@8cushion.sg

The Logo can only be used freely if it is solely for your own, non-commercial purposes, which view shall not exceed more than 100 times. Therefore it is safer to use it offline, and not printed for distributions.

If you are unsure, please send inquiries by email to support@8cushion.sg