

# Exit88 Brand Kit

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Our **brand name** is Exit88.

Our logo is the only time “88” is spelled out, but in a stylized manner (see Logos section). In all written copy, the brand is represented as “Exit88.”

The brand name can be shortened to E88 for visual design elements or when spoken orally.

## DO

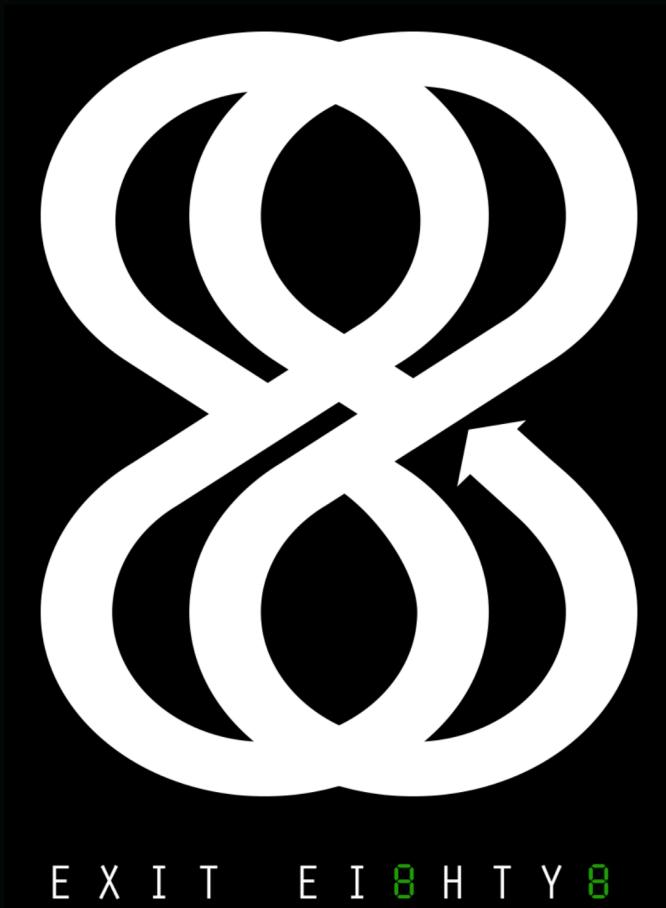
- Use numerals for the 8's.
- Capitalize the first E (e.g., Exit88)

## DON'T

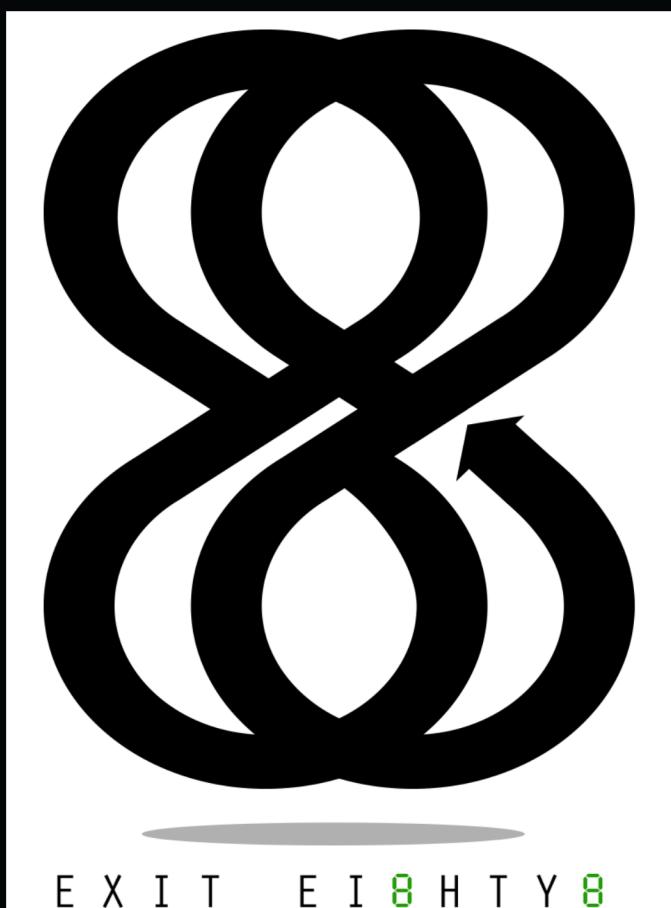
- Spell out the 8's.
- Alternative capitalizations (e.g., EXIT88)
- Hyphenate (e.g., Exit-88)
- Extra space (e.g., Exit 88)

**Sophistication, Competence, and Excellence** are the key character traits that make up the personality of Exit88.

## BRAND AESTHETIC



White full color logo for dark backgrounds



Black full color logo for light backgrounds

Our **logo** is the combination of our brand name and icon. The brand name is stylized as “EXIT E18TY8” with numeral 8's replacing both the first “G” in “EIGHTY” and the entire subsequent “EIGHT.” The icon above our brand name is the stylized composition of overlapping, vertical infinity signs with arrows pointing inward. See Brand Iconography.

The **logo** comes in all black, all white, or full color: a combination of black or white with our primary color E88 Green (see Color Psychology) accenting the 8's.

For internal documents, contracts, etc. use the **all black** logo. For all digital representations of the brand, use the **full color** logos.

## DO

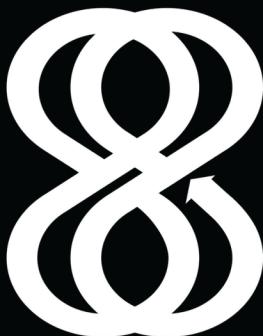
- All white or white full color logo on dark background.
- All black or black full color logo on light background.
- Ask the marketing department for the proper file.

## DON'T

- All white or white full color logo on light background.
- All black or black full color logo on dark background.
- Do not create your own or manipulate the original file.



## BRAND ICONOGRAPHY



The Exit88 icon represents:

1. **Innovation, regeneration, and rebirth** through the expression of **8** (the element of mastery and excellence in numerology)
2. Our dedication to collaborate **harmoniously** with artists, entrepreneurs, and organizations
3. The **cohesion** of joining technology and artistry, where **innovation** is achieved at the center of the union
4. The **journey** of venturing into exciting, new territory as artists and entrepreneurs, which always leads back to one's **true center**

The colors associated with Exit88 express the **universality** and **innovation** of our work.

### PRIMARY COLORS



Promotes the stimulation, activation, and expression of the channel between the throat chakra and the mind as we work to amplify the voices of artists, entrepreneurs, and organizations.



Appears in our full color logo.  
Similar to the green in a traffic light, E88 Green asserts our urgency to go forth into ambitious work.

### SECONDARY COLORS



Our neutral colors not only serve as a literal platform to support other colors, but also represent our role as a platform upon which artists, entrepreneurs, and organizations can reliably build upon as we collaborate.



### BRAND TYPOGRAPHY

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#### POPPINS SANS SERIF (primary font)

The readability of this font creates the sense of universality and the roundness of the characters evokes balance.

#### *Holiday* (secondary font)

This font evokes the artistic nature of our work. It appears in The Playlist. Do not use another script font (e.g., *Brittany*).

Exit88 expresses a **confident** and **perceptive** voice in alignment with the brand personality.

**Example:** *We provide comprehensive hardware, software + network solutions uniquely crafted for you. We find the most effective + efficient ways to solve and prevent interruptions.*

## BRAND VOCABULARY

**rule** Write all copy expressing our products, partnerships, and events in **exciting**, **descriptive** language.

**reason** To attract equally **passionate** partners and audiences.

**example** Use words like *rare, real, raw, electrifying, worldclass, exceptional, bold*. Use superlatives (e.g., *highest, truest, greatest*).

**rule** Use + in place of “and” for visual design elements. **Avoid** the use of hyphens as it can unintentionally communicate loss.

**reason** + speaks to our goal of creating **positive value exchanges** in our collaborations. The universal symbol emphasizes both the **plurality** (e.g. artistry + technology) of the brand and comprehensiveness of our services.

**example** *We build cutting edge applications with human centered approaches to web design + development.*

**rule** Express the diverse range of services provided by the brand by using the combining form “multi,” creating **compound words**.

**reason** This language invites **endless possibilities** for the brand to collaborate across various genres and fields, thus encouraging more artists, partners, and organizations to find a home in us.

**example** *multicultural, multisensory, multimedia.*

## SLOGAN

The road less traveled.

Informs the alternative interpretation of the logo as **intertwining roads**. Can be shortened to "Road less traveled."

## TAGLINE

The gateway where imagination + innovation meet expression for elevation.

Engages the **transformational** nature of our approach and services.

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## TRUELINE

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An immersive experience  
at the intersection of technology + artistry.

Asserts the brand's **unique** approach for delivering **engaging** solutions.

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## BRAND SPIRIT

**COLLABORATION & INTEGRITY** Every relationship requires a **mutual value exchange** to create a culture of **accountability** and **dependability**.

**INNOVATIVE THOUGHT IN ACTION** We challenge ourselves and our collaborators to be inventive **trailblazers**, spearheading new paths in the fields of art and technology. This is our calling card of distinction.

**EXCELLENCE & CREATIVITY** We maintain an **ambitious** work ethic with the expectation of meeting the highest level of our creative and professional selves.

**CARE FOR HUMANITY** **Human wellbeing** is at the center of our brand. Our goal is to raise the quality of life of all individuals we work with.

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## BRAND ENVIRONMENT

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We are a hybrid team of professionals with decades of experience in the art, technology, and business worlds. We expect our collaborators to maintain an ecosystem of **professionalism** through **cooperation** and an **appreciation** of the latest, most efficient technology. We thrive in **worldclass** venues where technology and artistry intersect.