



Brand Guidelines

In order to maintain the integrity of the 8th Wall brand, the following standards have been established. 8th Wall partners and developers may use the following badges in accordance with these guidelines.

Using the Powered by 8th Wall Badge

The primary use of the “powered by 8th Wall” badge is to signify to end users that they are about to experience a WebAR interaction that delivers on quality, performance and engagement.

Do:

- ✓ Download the official “powered by 8th Wall” badges for use on the mobile splash screen and desktop landing page (“Almost There”) of your WebAR project.
- ✓ Use the black badge against a light background, or the white badge against a dark background. **The color of the badge may be customized to suit your project’s theme as long as a minimum contrast ratio of 4.5:1 (Level AA) is maintained for accessibility.**
- ✓ Maintain the proportions of the badges and keep them at a minimum mobile CSS width of 35vw (viewport width) to preserve legibility.
- ✓ Maintain the following clear space around the badges, whereas $x = \text{half the height of the badge}$.



Do Not:

- ✗ Use the badge to represent a product that does not use 8th Wall technology.
- ✗ Distort or modify the badge in any way, including by changing the font, distorting the proportions, or separating or rearranging any of the elements of the badge (ie. separating “powered by” from the 8th Wall logo.)
- ✗ Use the white badge on a light background, or the black badge on a dark background.
- ✗ Feature badge on materials associated with obscene content, illegal activities, or other materials that violate the 8th Wall Terms and Conditions.