

Logo Use GUIDELINES

About the Artwork

You may not use the logo or its likeness as a company logo or for any other commercial purpose without written expressed permission from 80 Below LLC.

Publication/advertisements secured by 80 Below LLC may use the logo in their materials, as long as they comply with usage guidelines. The logos of 80° Below are trademarks of 80 Below LLC whom is responsible for defending against any damaging or confusing uses.

Please contact the 80 Below LLC Marketing Director via email if you have any questions.

Approved Color/Use

The logo(s) may ONLY appear in four color choices: Black, white, grayscale, or in the native design colors depicted in the image located in this document. Do not use any other colors when presenting the logo or alter these color selections in any way - such as incorporating a tint, a fade or other devices. Alterations such as these may only be used if created by and/or approved by 80 Below LLC.

Multi-staged, approved use logos are provided to cover each "use" scenario. The standard process color, and one color version. All mentioned are provided in color as well as grayscale.

Approved Font

Logo artwork is provided with the organization name as part of the rendering. In the event that it is necessary to use type with the core artwork, the approved font is *Arial* regular, bold, italic, and bold italic. These typefaces may not be substituted.

ANY time the logo is used with a type re-set, it MUST be proofed/pre-approved by the 80 Below LLC.

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80° Below and 80 Below LLC reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in 80 Below LLC's sole judgment, does not comply with these guidelines or might otherwise impair 80 Below LLC's rights in the logo. 80 Below LLC further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

Symbol Colors



80 Below
Process Color



80 Below
Single One Color Use
Pantone: Reflex Blue
CMYK: 100/60/0/15
RGB: 0/89/157
HEX: 00599d



Download/Restricted Usage

The image library for 80 Below/80 Below LLC is freely available to download on www.80Below.net in the Media Section.

Copyright for the images is waived by 80 Below LLC on the conditions that:

- 80 Below LLC will be informed where and how the images will be used.
- The images are to be reproduced in print and web material that directly and exclusively promotes 80 Below products.
- The images are not to be used in an inappropriate or illegal manner, or any other way that may damage the image of the 80 Below products or
- The use of the images does not automatically constitute a binding agreement with 80 Below LLC.
- 80 Below LLC reserves the right to alter the images, the contents and the terms of use thereof
- To inform us of the images' use, kindly send us an email mentioning where and how they will be used.

If any additional material is required, please do not hesitate to contact us.

80 Below LLC

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