cyberglobal

Brand Guidelines

JUNE 2024

Contents

Introduction

The CyberGlobal Brand Guidelines serve as a guide for internal team members as well as external contributors assisting with content creation.

They are designed to inform you about how to use the CyberGlobal identity effectively, ensuring that all brand communications and touchpoints look, feel, and sound their best.

This guide will cover the use of our logo, color scheme, typography, art direction, iconography, and overall brand expression.

Logo Design

Logo
Overview

Heart, soul, and the centerpiece of visual identity. Our logo is how we set ourselves apart in a crowded world. It's a promise of innovating, safety, connectivity, and trustworthy.

It is composed of an icon - *the arrow* - and the wordmark.

The arrow symbolizes our guidance, helping clients navigate cybersecurity risks.

☁ **Download logo files**

Logo
Color
Variations

Each version of the logo offers multiple color variations tailored for various backgrounds, tones, and color schemes.
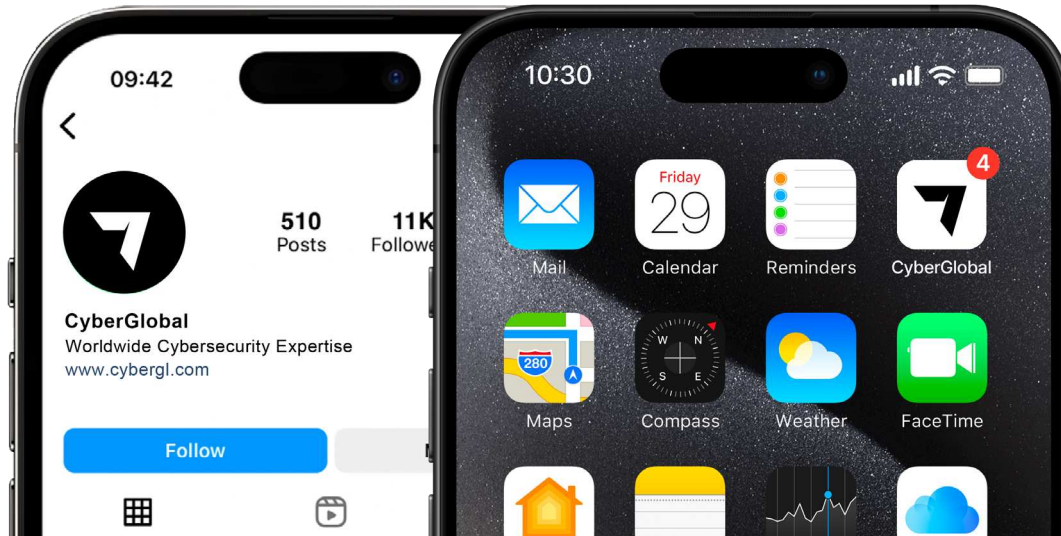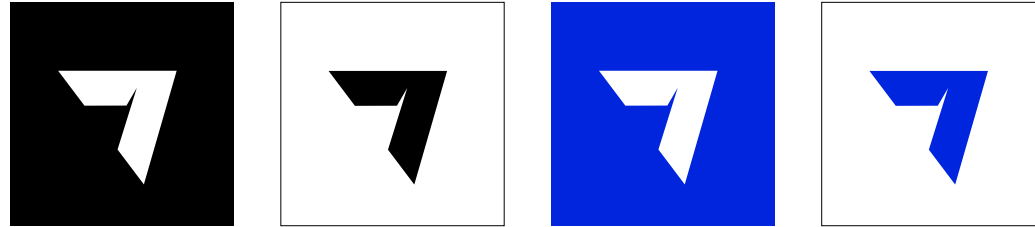
Shortform Logo

Our shortform logo should only be used for small-format purposes when the full version would be difficult to read. The most common uses of a shortform logo are on social media as a user image, or within a web browser as a favicon.

Our shortform logo is an arrow. Please do not use other colours for shortform logos.

Logo
Colors
Background

When using the logo, always choose a high-contrast background to ensure readability and quick visibility.

❌ **Don't** use backgrounds with colors similar to the logo.

The original logo should be used on a white, black and blue background.
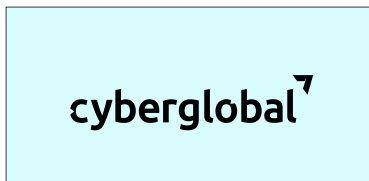
In exceptional cases, where the recommended backgrounds cannot be used, it can also be used on light/dark colored

When we use the logo on the images, this can be it use provided that there is sufficient contrast in the chosen image to ensure the visibility of the logo.

Logo
Clearspace &
Minimum Sizes

For optimal visual harmony and spacing between the logo and other elements, we establish specific parameters to prevent any intrusion into the designated free space. The consistent unit of measurement, denoted as "o," ensures uniformity in maintaining this essential balance.

When scaling our logo do not make it smaller than the sizes listed on this page.

Clearspace

Minimum sizes for screen

80px width minimum

Minimum sizes for print

16mm width minimum

Logo
Co-branding

When incorporating a partner logo alongside the CyberGlobal brand, ensure proper alignment with the CyberGlobal logo on the left and the partner logo on the right.

We separate the logos by the distance of 25% x where x is the width of our logo. If the logo is exceptionally tall, scale the partner logo so the overall height is 150% of the height of the CyberGlobal logo.

x   25% x

cyberglobal   Horizontal partner logo

x   25% x

cyberglobal   Vertical partner logo   150% of the height of the CyberGlobal logo
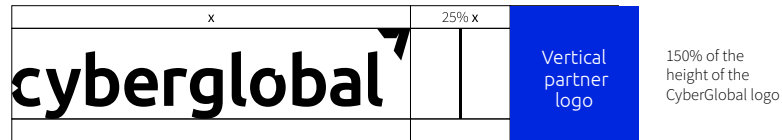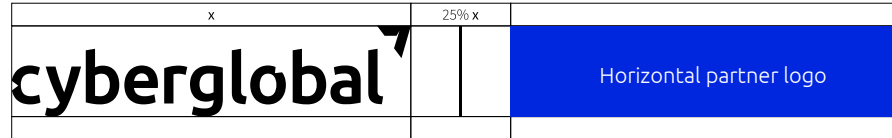
Examples

cyberglobal | **accenture**

cyberglobal | SentinelOne™

Logo
Unsuccessful Examples

Avoid the examples mentioned on the right at all times.

This is not a complete list of errors. These are just the most common.

Don't stretch, flatten, tilt or distort the logo in any way.

Don't rotate or angle the logo.

Don't change the colors of the logo and do not reduce its opacity.

Don't change the order of the elements.

Don't change the color of the logo symbol.

Don't change the symbol size.

Don't outline the logo.

Don't add effects to the logo, including drop shadows.
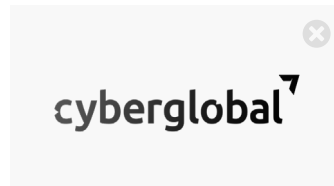
Don't add gradient to the logo.

Don't add taglines to the logo.

Don't use the wordmark in a sentence.

Brand Colors

Primary Colors

Brand colors are a key factor in brand differentiation and recognition.

The colors black, cobalt blue, and white are central to our visual identity and must be included in every form of media we publish.

Black

HEX #000000
RGB 0,0,0
CMYK 0,0,0,100
HSV 0,0,0

Cobalt Blue

HEX #0125dc
RGB 1, 37, 220
CMYK 100,83,0,14
HSV 230,99,43

White

HEX #ffffff
RGB 255, 255, 255
CMYK 0,0,0,0
HSV 0, 0, 100

Secondary Color

Overall, the brand should be built around our primary colors, using the secondary colors to highlight certain texts in social media and website posts.

The green color will be used to highlight and mark some keywords, both in social media posts, website or print materials.

Green

HEX #07d799
RGB 7,215,153
CMYK 97,0,29,16
HSV 162,97,84

Color Ratio

The predominant color in the use of brand materials is black in proportion of 50%. The color white and cobalt blue are used in proportion of 25% each.

The colors Burning Orange and Cantaloupe are used only to underline or mark some words in titles, subtitles or other additional texts.

25%

50%

25%

Tints

We prefer brand colors to be used unedited, but some situations require the use of shades, especially on the web.

For example, when a user hovers over a button on our site, using a shade helps them confirm the action they are taking.

If necessary, use shades in 20% increments and keep legibility in mind.

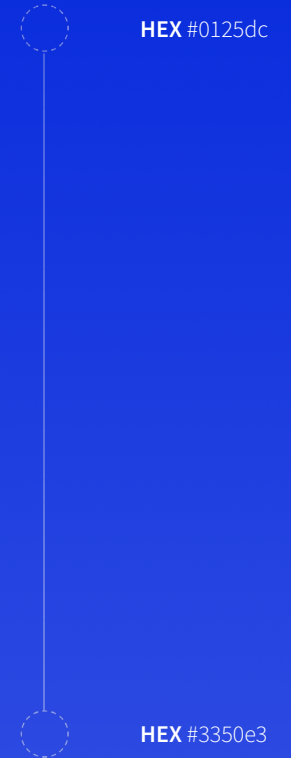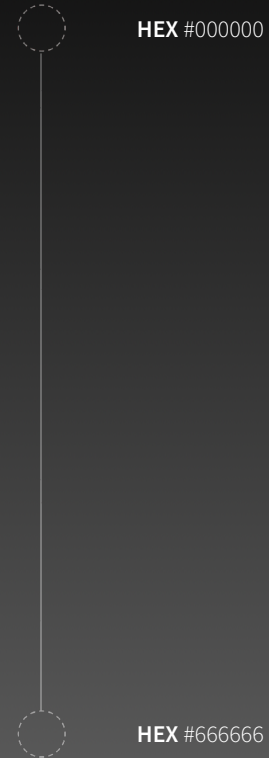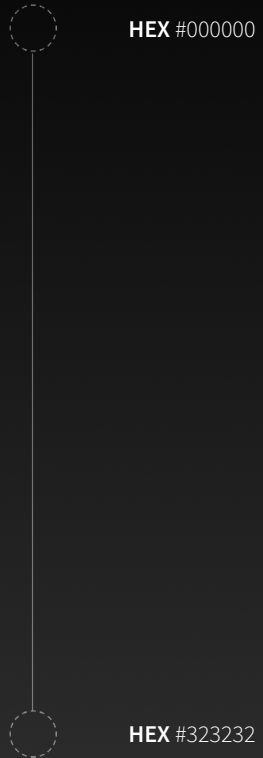|		
100% **HEX** #000000	100% **HEX** #0125dc	100% **HEX** #ffffff
80% **HEX** #323232	80% **HEX** #3350e3	
60% **HEX** #666666	60% **HEX** #667cea	
40% **HEX** #999999	40% **HEX** #99a7f1	
20% **HEX** #cccccc	20% **HEX** #ccd3f8	

Gradients

Certain primary brand colors can be combined to form gradients. All the possible options are presented on this page.

HEX #000000

HEX #323232

HEX #000000

HEX #666666

HEX #0125dc

HEX #3350e3

Typography

Overview Typefaces

Ubuntu (Primary)

The Ubuntu typeface, also known as the Ubuntu Font Family, is a distinctive, open-source sans-serif typeface designed by Dalton Maag for Canonical Ltd, creators of the Ubuntu operating system. Crafted to be modern, humanist, and highly legible on screen, it embodies the Ubuntu brand's ethos and style. This versatile font, with its clean, contemporary design, suits a wide range of digital and print applications.

Source Sans Pro (Secondary)

Source Sans Pro, an open-source sans-serif typeface designed by Paul D. Hunt for Adobe and released in 2012 under the SIL Open Font License, blends modern aesthetics with functional design principles. Its open-source nature fosters collaboration and adaptability, making it popular among designers for various digital and print applications. Emphasizing legibility and clean lines, Source Sans Pro stands out as a reliable and professional font family.

Strategic resileince.

CyberGlobal provides the expertise, advanced technologies, and tailored solutions to help you fortify your organization's

Global expertise to safeguard digital landscapes from cyber threats.

The Most Cohesive Cybersecurity Network Worldwide Everywhere Global.

Where Boundaries Dissolve, Security Prevails. That's a fact. Our brand stands at the forefront of cyber innovation, offering our expertise to safeguard your hard earned business.

REQUEST INFO

Primary Typeface
Ubuntu

Our primary font is Ubuntu which reflects modernity and humanist values. Its clean lines and varied styles ensure legibility for digital and print use. Released under the Ubuntu Font License, it supports multiple languages, embodying openness and versatility in design.

We use this font for headings.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Ubuntu Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Ubuntu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Ubuntu Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Ubuntu Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

⬇ **Download Ubuntu Typeface**

Secondary Typeface
Source Sans Pro

Our secondary font is Source Sans Pro, Source Sans Pro, an open-source sans-serif by Paul D. Hunt for Adobe, released in 2012 under the SIL Open Font License, blends modern aesthetics with functionality. Its open-source nature fosters adaptability, making it popular for digital and print. Emphasizing legibility, it stands out as a reliable, professional font family.

We use this font for body copy.

Download Source Sans Pro Typeface

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#$%^&*()

Type Hierarchy

For headlines and subheads across all creative executions, always use sentence case with proper punctuation to ensure that the copy reads clearly and in a more conversational tone. The main font is Ubuntu, and these are used for headings. The secondary font is Source Sans Pro, and these are used for body copy.

This page consists of a few examples of how we pair our fonts together. Additionally, you can see these fonts paired together in the application section of this document.

Main Heading
UBUNTU BOLD

This is a Title

Secondary Heading
UBUNTU MEDIUM

with a second line

Secondary Heading
UBUNTU REGULAR

This is an introductory lorem ipsum dolor sit

Body Copy
SOURCE SANS PRO LIGHT
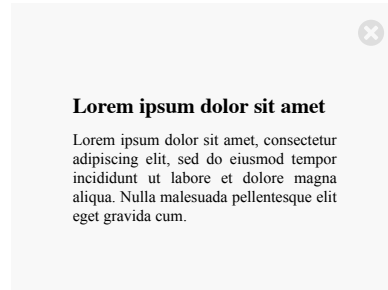
This is body copy. Equiatia veliquis dolupta dolor as autem rem. Ut fuga. Quamusandam am, con cus volor alissequi nost, torrunt iumenis essitae stectis ciaepud ignihillabor rem vel et mod et haruntibus doleste recus coria doluptatium re laut fugitio. Itaqui deliqua menima inciasi mporem quibusaperum quas restione venda aliqui custe dolenem eicaes eictotatinum hillabo. Ernam, officimincia con.

Typography
Unsuccessful Examples

Avoid the examples mentioned on the right at all times.

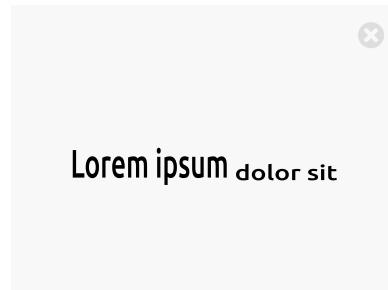This is not a complete list of errors. These are just the most common.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nulla malesuada pellentesque elit eget gravida cum.

Do not use unauthorized fonts. The only exception is some stylized material or case illustrations.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nulla malesuada pellentesque elit eget
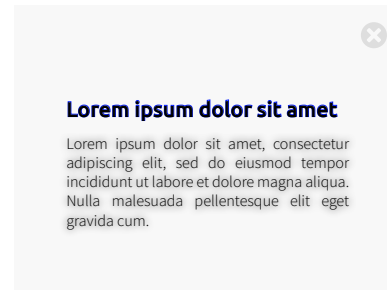
Tracking, kerning and leading should be kept at reasonable and readable values. Do not deviate from the examples found in this guide.

Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nulla malesuada pellentesque elit eget gravida cum.

Do not center or justify text that spans multiple lines.

Lorem ipsum dolor sit

Do not remove, flatten or damage the typography in any way. Use the appropriate thickness instead.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nulla malesuada pellentesque elit eget gravida cum.

Don't use outline. Avoid at all costs shadows on text bodies.

Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Nulla malesuada pellentesque elit eget gravida cum.

Do not use text at angles other than 0° or 90°.

Brand Asset

Iconography

Icons are the visual language of our technology brand. These visual elements simplify communication, showcase our technological expertise, and strengthen the brand's identity.

The icons will respect the three colors of the brand: black, cobalt blue and white.

Note: These icons are style suggestions meant to assist designers in selecting the right icons.
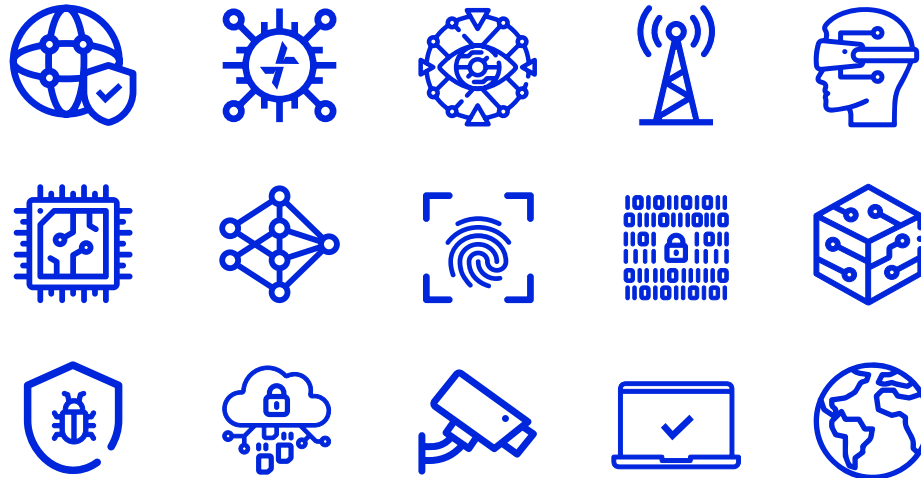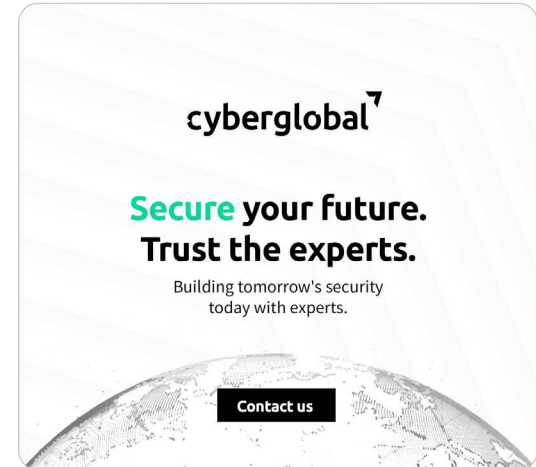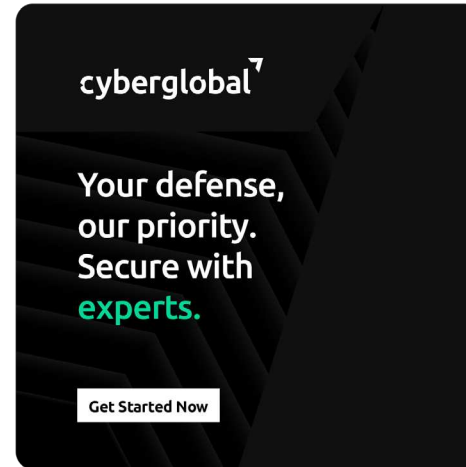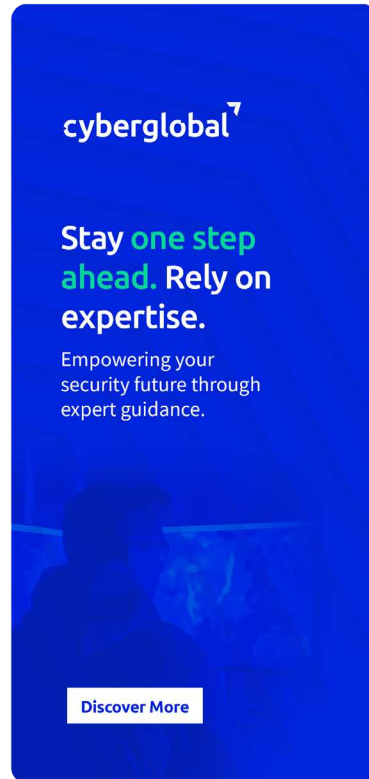
Vector Forms

The vector forms you see on this page can be used for any form of media where a background is needed. They use the CyberGlobal color pallete.

Applications

Digital Banners

Note: These banners are style suggestions intended to help designers in creating templates.

cyberglobal

Stay one step ahead. Rely on expertise.

Empowering your security future through expert guidance.

Discover More

cyberglobal

Your defense, our priority. Secure with experts.

Get Started Now

cyberglobal

Secure your future. Trust the experts.

Building tomorrow's security today with experts.

Contact us

cyberglobal

Superior Cybersecurity Solutions. For Your Business.

Branding Materials

Note: These materials are style suggestions intended to help designers in creating templates.

Stationery

Note: These materials are style suggestions intended to help designers in creating templates.

Thank you!

This guide was created for designers, managers, advertisers and anyone who cooperates with the company.

Following this set of rules guarantees the correct use and interpretation of the CyberGlobal brand visual identity.

cyberglobal