



# Brand Guidelines

Issue 01\_10/2024

Narrative

## Our Brand's Story

# Infinite angles of attack require limitless options for defence

When it comes to cyber security, there's no one-size-fits-all. That's why our **Cyber Range** is flexible and scalable.

Identity

# Master Logo Variants

- 01. Master logo
- 02. Reversed logo
- 03. Greyscale reversed logo
- 04. Greyscale logo

CybExer

01.

CybExer

02.

CybExer

03.

CybExer

04.

Colours

# Primary Colour Palette

216.40.45  
#D8282D  
7.94.83.1

01.

0.15.68  
#000F44  
100.92.41.51

02.

42.59.78  
#2A3B4E  
87.67.44.44

03.

122.146.165  
#7A92A5  
56.33.25.8

04.

204.214.230  
#CCD6E6  
24.12.6.0

05.

Colours

# Web Accessibility Matrix

This tool evaluates the ADA compliance of your colour combinations. By inputting your brand's colours, you can generate a chart to see how well they work together for accessibility and discover similar colours that perform better.

<https://abc.useallfive.com/>

Text Background	#D8282D	#000F44	#2A3B4E	#7A92A5	#CCD6E6	#FFFFFF
#D8282D		Normal Large Bold Large ✓AA18 3.70	Normal Large Bold Large XDNP 2.32	Normal Large Bold Large XDNP 1.52	Normal Large Bold Large ✓AA18 3.36	Normal Large Bold Large ✓AA 4.93
#000F44	Normal Large Bold Large ✓AA18 3.70		Normal Large Bold Large XDNP 1.59	Normal Large Bold Large ✓AA 5.63	Normal Large Bold Large ✓AAA 12.44	Normal Large Bold Large ✓AAA 18.23
#2A3B4E	Normal Large Bold Large XDNP 2.32	Normal Large Bold Large XDNP 1.59		Normal Large Bold Large ✓AA18 3.53	Normal Large Bold Large ✓AAA 7.81	Normal Large Bold Large ✓AAA 11.45
#7A92A5	Normal Large Bold Large XDNP 1.52	Normal Large Bold Large ✓AA 5.63	Normal Large Bold Large ✓AA18 3.53		Normal Large Bold Large XDNP 2.21	Normal Large Bold Large ✓AA18 3.24
#CCD6E6	Normal Large Bold Large ✓AA18 3.36	Normal Large Bold Large ✓AAA 12.44	Normal Large Bold Large ✓AAA 7.81	Normal Large Bold Large XDNP 2.21		Normal Large Bold Large XDNP 1.47
#FFFFFF	Normal Large Bold Large ✓AA 4.93	Normal Large Bold Large ✓AAA 18.23	Normal Large Bold Large ✓AAA 11.45	Normal Large Bold Large ✓AA18 3.24	Normal Large Bold Large XDNP 1.47	+

## Typography

# Red Hat Display Google Font

Designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

It's a free, open source font, available to download from Google Fonts.

# Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 [(&amp;)]\*,:?!//@

Red Hat Display Light+ (*Italic*)

Red Hat Display Regular+ (*Italic*)

Red Hat Display Medium+ (*Italic*)

Red Hat Display Bold+ (*Italic*)

**Red Hat Display Bold+ (*Italic*)**

**Red Hat Display Extra Bold+ (*Italic*)**

**Red Hat Display Black+ (*Italic*)**

Imagery

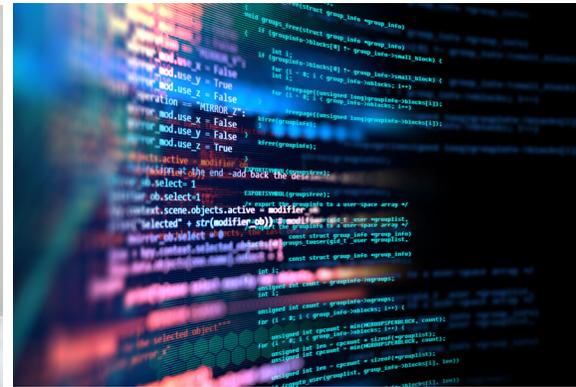
# Stock Photography

Stock can be used in marketing materials to support bespoke photography.

The style of photography should have a focal point that is highlighted with differential focus.

The content of the imagery should reflect Cybexer's product offering. The brand foundation for this photography is based around: observe, strategy, understanding, testing, analysis, engagement, tactics, deployment and success.

[stock.adobe.com](https://stock.adobe.com)





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limitless options for defence**

**[cybexer.com](https://cybexer.com)**

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