

Brand Guidelines

Issue 01_10/2024



CybExer

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
87.67.44.44X

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 [(&)]*,.:?!/@

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





Infinite angles of attack require
limitless options for defence

cybexer.com

Contact: jaakko.jalkanen@cybexer.com