



Logo Manual

# Table of Contents



Introduction

Logo Elements

Typefaces

Brand Colors

Do's and Don'ts

Logo Variations

Logo Usage

Background Usage

# Introduction

This guide is designed to help us use correctly the Cyber-MAR logo. It will also be useful aid when instructing typographers and others employed to produce branded items, to design and create Cyber-MAR communications material.

In order to maintain the integrity of our identity and what it represents it is important to apply all the elements of the toolkit properly and consistently.



## Logo Elements

A combination of icons directly related to the subject of the project, convert the logo into a powerful trademark. Emphasis is given in the minimal design and the modern aesthetics, in a way that the logo can selectively represent the project in a wide range of applications, so in printed form as well as in web applications as it is flexible and distinct in each size.

The padlock combination = (Cyber Security Symbol), waves = (characteristic sea design and by extension MARitime ) compose the Cyber-MAR logo



The simple and modern font complements the logo, maintaining the same optical gravity with the signal.

## Primary Typeface

DinText

AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

£!@#\$%^&\*()\_+-=[]{};\.,/:"|'<>?

Light AaBbCcDdEe123

Regular AaBbCcDdEe123

**Bold AaBbCcDdEe123**

**Black AaBbCcDdEe123**

# Cyber-MAR Typefaces

## Secondary font

The Arial font should be used in all printed materials that are editable and can be sent outside of Cyber-MAR in an editable form. For all Official Cyber-MAR documents (i.e. memo, agreement, forms, etc.) the font size should be 11. Arial is available on most computers, as it is a system font.

Arial Font

Arial  
AaBbCcDdEe123

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
£!@#\$%^&\*()\_+~[]{};'\,./:"|<>?

Font weights

Regular AaBbCcDdEe123  
**Bold AaBbCcDdEe123**

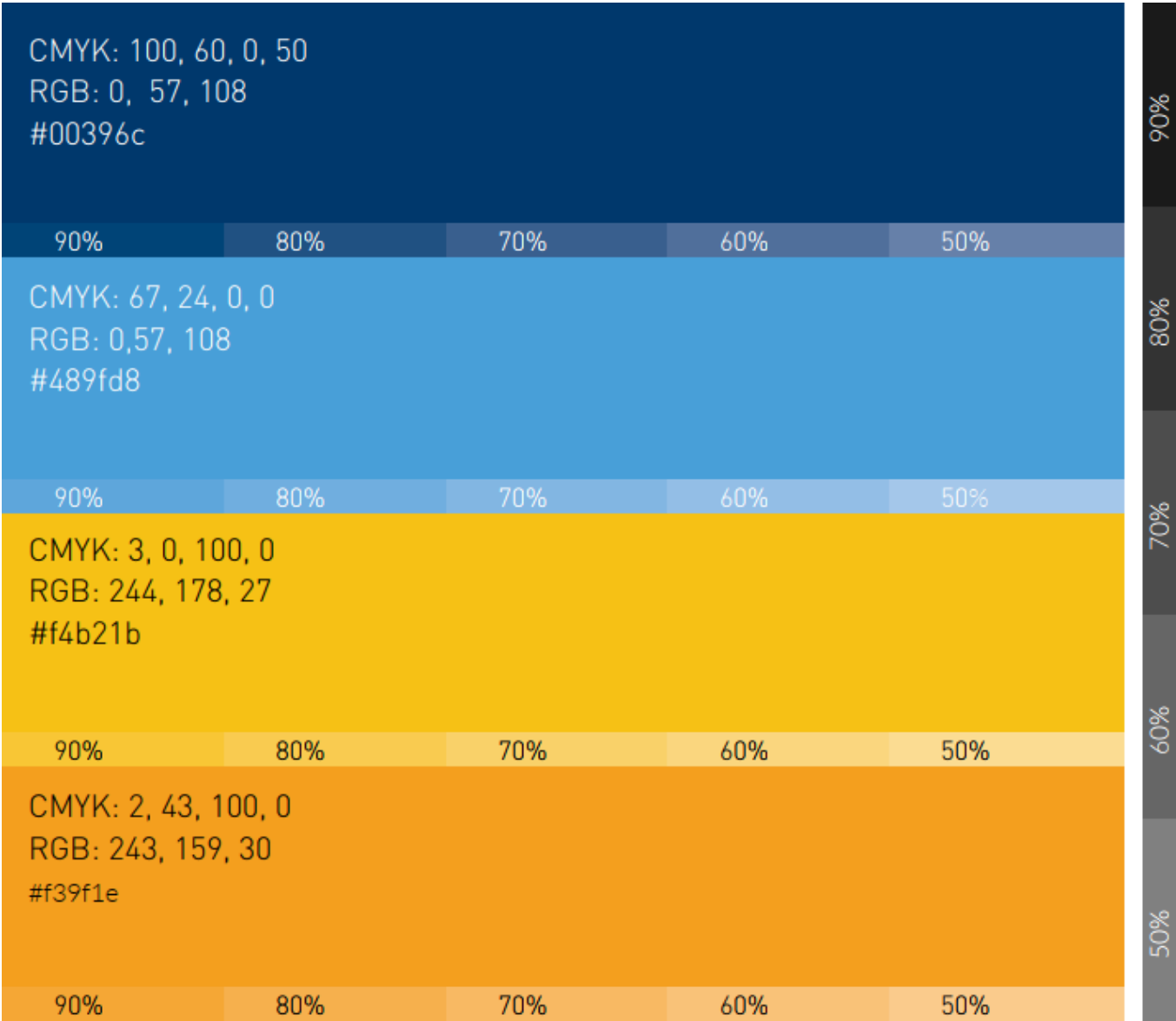
Arial supports most of the languages.

# Cyber-MAR Brand Colors

## Corporate colors

The main colors of cyber-MAR are blue, light blue and orange. Black is mainly used for typography. The colors in blue tone define the maritime sector.

The colors in yellow tone create a pleasant contrast and represent the warm colors that are usually used in security icons.





# Cyber-MAR Do's and Don'ts

Display the Cyber-MAR logo only in the forms specified in this guide.

The Cyber-MAR logo may not appear in any colour. Do not rotate, skew, scale, redraw, reproduce, alter or distort the Cyber-MAR logo in any way.

Do not combine the Cyber-MAR logo with any other element such as other logos, words, graphics, photos, slogans or symbols.



✓ Always use logo files from the Brand Guidelines respective folders. Never try to recreate them from the guidelines.



✗ Never stray from the color palette



✗ Never stray from the color palette



✗ Never rearrange elements of the design



✗ Never stretch or distort the Logo



✗ Never change or alter any fonts.



✗ Never change the orientation of the logo with angles different than 0 or 90



# Cyber-MAR

## Logo Variations



### Positive

This is the primary format of the CyberMAR logo and is used in every occasions except from the ones specifically mentioned in this guide



### Greyscale

Greyscale logos are for use in printed black and white publications such as newspapers. They are also used for internal documents that you know will be printed on black and white printers such as internal memos.



### Negative

This format of the CyberMAR logo is only used when placing the logo on an image, a colored background or a pattern.

# Cyber-MAR

## Logo Usage

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign.

The module used to determine the safe area around the logo is the width of the letter “C”.



### Clear space

The Clear Space has been determined to ensure the proper visibility of the CyberMAR logotype. Maintaining the Clear Space zone between the logo and other graphical elements such as typefaces, images, other logos, etc. ensures that the CyberMAR logo always appears unobstructed and distinctly separate from any other visuals.



### Minimum size

The Minimum size has been carefully determined to ensure that the CyberMAR logo is reproduced correctly in smaller sizes. At Minimum size, the logo is still clearly legible and easily identifiable. When using a lower quality printing technique (i.e. screenprinting), the usage of the logo in a larger size is strongly recommended.

# Cyber-MAR

## Background Usage

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background.

The logo must not be placed on backgrounds that distract from or compete with the logo.



