The Cyber Essentials Certification Mark – Guidelines

Two variations

Full colour

Mono

Colour

The two main identity colours are:

C55.M2.Y1.K0
R114.G200.B240

C48.M0.Y72.K0
R152.G198.B105

Exclusion zone

Logo exclusion zone is equal to the width of the tick graphic

Digital logo size

Logo width should be a minimum 60px

Positioning of the Cyber Essentials Certification Mark logo on a colour background

Do not:

1   Modify the logo. The tick and logotype must always appear together in a fixed format
2   Place the logo on backgrounds such as busy photographs that don't provide the contrast necessary for readability
3   Alter the proportions of the logo (distort or stretch the logo)
4   Trim, crop or bleed the logo off the edge of the page
5   Place the logo at an angle
6   Add a filter or effect
7   Change the typeface
8   Change the colour of the typeface
9   Use as a watermark

Typeface

Overpass should be used wherever possible.
Arial can be used when Overpass is not available.

Overpass
abcdefghijklmnopqrstuvwxyz123456789
Arial
abcdefghijklmnopqrstuvwxyz123456789

Co-branding

When using the Cyber Essentials Certification Mark logo with other logos, the accompanying logo should appear in equal proportion to the Cyber Essentials Certification Mark logo.

Further guidance on how to place the Cyber Essentials Certification Mark logo with respect to your own company's logo will be provided in due course.