

# Cyber Essentials Plus Scheme Badge

## Two variations

Full colour



Mono



## Colour

The four main identity colours are:



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



C99.29.M90.88.Y39.33.K44.7  
R31.G35.B70



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



C74.06.M40.02.Y30.23.K13.19  
R69.G119.B143

## Exclusion zone

Logo exclusion zone is equal to the height of the button graphic



## Digital logo size

Logo width should be a minimum 150px



## Positioning of the CE+ Badge 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 Plus Badge with other logos, the accompanying logo should appear in equal proportion to the Cyber Essentials Plus Badge.

Further guidance on how to place the Cyber Essential Plus Badge with respect to your own company's logo will be provided in due course