

Cyber Essentials Scheme Badge

Two variations

Full colour



Mono



Colour

The three 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

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 Scheme 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 Scheme Badge with other logos, the accompanying logo should appear in equal proportion to the Cyber Essentials Scheme Badge.

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