

Brand Standards

A guide to Integrated Cyber's Visual Brand



Integrated Cyber Logo Specifications

Logo



Logo in Reverse

The logo can be reversed out of a dark background. The background must bleed or flood the entire page. It should never be contained within a shape so that the shape reads as the logo.



Logo in Reverse (Single Color)

The guidelines above also apply to the single-color reversed logo option below.



Stacked Logo



Favicon



IMPROPER LOGO USAGE

Never use any of our logos in any color other than the approved 3-color and black (or white when reversed).



LOGO CLEAR SPACE

Space equal to the height of the text in “INTEGRATED” in the logo should remain free of any type or graphic on all four sides.



BRAND NAME USAGE WRITTEN

When using the brand name in written communications, it shall always be written as “Integrated Cyber”

- Never use ICS or IC
- The use of Integrated Cyber Solutions should be reserved for legal documentation only

Examples of **improper** name usage include:

- INTEGRATED Cyber
- INTEGRATED CYBER
- ICS or IC

PRIMARY COLOR PALETTE

The primary colors on Integrated Cyber material will be Queen Blue and Oxford Blue. Giants Orange will be used for call-to-action items in print and on the web. The shades of gray will be used heavily throughout all materials.



QUEEN BLUE
RGB (68, 104, 137)
CMYK (50,24,0,49)
HEX #446889



OXFORD BLUE
RGB (27, 37, 61)
CMYK (56,39,0,76)
HEX #1B253D



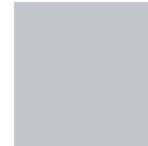
GIANTS ORANGE
RGB (254, 90, 29)
CMYK (0,65,89,0)
HEX #FE5A1D



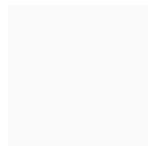
CHARCOAL
RGB (54, 69, 79)
HEX #36454F



SPANISH GRAY
RGB (153, 153, 161)
HEX #9999A1



LAVENDER GRAY
RGB (195, 198, 204)
HEX #C3C6CC



Light Gray
RGB (250, 250, 250)
#FAFAFA
Web Site color page

PRIMARY TYPEFACE

Arial is the standard font for all literature.

Website font is Avenir and Avenir Light, using the standard Avenir fonts loaded on web site CMS, Wix.com.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Do not use Arial Narrow

~~ABCDEFGHIJKLMNOPQRSTUVWXYZ~~

~~abcdefghijklmnopqrstuvwxyz~~

~~0123456789~~

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789