

CyberWatch Brand Guidelines

August 2014



CYBERWATCH

Introduction

This book is meant to guide all internal, external, partner, alliance and member usage of the CyberWatch brand, logo, name and/or identity. It should guide all print, production and digital design efforts.

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Identity Construction

This book is a short overview of CyberWatch's guidelines, illustrating how to apply the visual components of our brand. It includes directions on how to use colors, typefaces and tone of voice in order to convey a unified and consistent presence.

Brand Attributes

Think of the CyberWatch brand as a living, breathing human being. It's more than just a logo.

Brand attributes make up personality; design acts as a wardrobe; messaging defines what CyberWatch says. It is not what CyberWatch communicates, but how; it is about communicating in a way that is unmistakably CyberWatch.

Whatever CyberWatch communicates—through words or visuals; in speeches or images—one or more of these attributes MUST be conveyed and reinforced.

Additionally, these attributes should guide all decisions around new partnerships and business opportunities, as any that fall outside these attributes will eat away at CyberWatch's brand equity.

Brand Attributes

Quality

Meaning: Freedom, creativity, inspirational, world-leading.

Overview: Quality is about freedom and creativity, allowing people to explore new ideas and make them happen. It's about setting new standards and leading the industry.

Progressive

Meaning: Inventive, thinking differently, being the first, inspirational, ambitious, passionate.

Overview: Progressive for us means genuinely pushing things. We do this through our collaborations and our world-leading knowledge base. It's about being creative and inventive and having the energy and dynamism to make it happen. We're not afraid to do things differently and to lead the way if it's something we believe in. We encourage debate and encourage each other to challenge and question – internally and externally.

Solution-Oriented

Meaning: Clear, uncomplicated, easy to understand and single minded in the pursuit of an answer.

Overview: We identify what is already working and amplify it to make useful changes. We focus on what is possible through cooperation and an emphasis on strengths, resources and abilities of the organization and its members. Possibilities are explored in the past, present and the future. Exceptions and even small changes are used to achieve desired goals.

Collaborative

Meaning: Joined-up thinking, being a team, mutual understanding, openness, cooperation, responsiveness.

Overview: Collaboration is very important to us. This is about our ability to bring people together and make exciting things happen. It's active and dynamic, not weak and unfocused. We can do this because of the sheer scale, size and diversity we offer. But it's also because of our culture - our collaborative way of working, our openness to new thinking and people, our willingness to share ideas and knowledge.

Trusted

Meaning: Believe in our reliability, truth, ability, or strength of knowledge.

Overview: Trust is an aspect of a relationship that is earned and based on the belief that someone can be relied on to live up to expectations. We have the history, industry knowledge and tenure to create, develop and maintain long term respectful relationships. Since the degree of our success greatly depends on the success of our partners, we are aimed at building open solid relationships.

Target Audiences

A target market is a group of customers that the business has decided to aim its marketing efforts. Not all targeted markets, or audiences, are equal; nor should be how they are reached out to be the same tactics... but the essence of the message should be the same.

Discovering the appropriate target audiences and aligning key messages, services and delivering in a way that is meaningful to that audience is one of THE most important activities in marketing.

The biggest mistake to make in targeting is trying to reach everybody and ending up appealing to no one.

Who CyberWatch Speaks to... And What Value CyberWatch Provides:

Students & Employees (Alumni)

CyberWatch is the industry leader in setting standards for cyber education, job preparedness and placement.

Academic Institutions

CyberWatch provides access to their vast network of assets and relationships in order to attract and retain key resources.

Government Professionals

CyberWatch is a network of industry and academic experts who are shaping the cyber field while providing practical and relevant cyber security solutions.

Businesses

CyberWatch is creating business solutions and a pipeline of quality frontline and specialized cyber security experts.

Primary Logo

This is the primary lockup of the CyberWatch logo. The term lockup refers to the logo being “locked” into this specific relationship to one another to form a single unit.

Our logo is the most prominent expression of the CyberWatch brand. That’s why it’s vitally important to use it correctly and consistently.



Clearspace

To ensure its integrity and visibility, the CyberWatch logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clearspace—a space equal in size to the cap height of the icon's "W", as shown at right.



Small Logo

In some instances the CyberWatch logo may need to be sized to 0.5". **If the logo must be sized to 0.5" or less the small logo should be used.**

This version exists to ensure the CyberWatch logo retains its unique form across all media applications and at any size.

When applying the small logo, double the clearspace area around the perimeter of the logo as shown.



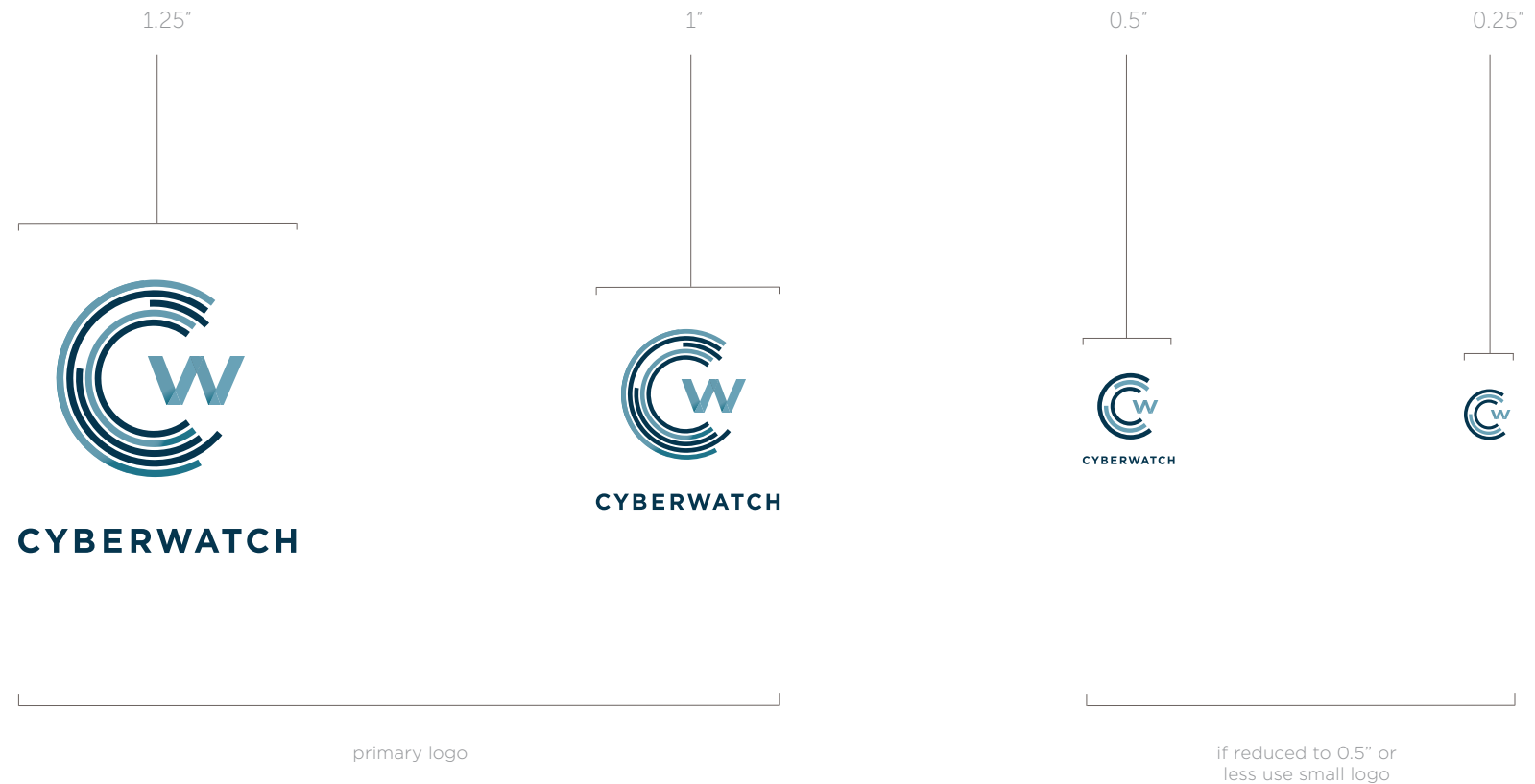
Minimum Size

The CyberWatch logo has two size versions: the primary version (large/ everyday version) and the small version (rare use based on format limitations).

The primary logo version can be sized down to a minimum of 1”.

The small logo version should be used when the CyberWatch logo needs to be sized below 1”.

The small logo version can be sized down to 0.25”. **If it needs to be applied at this size the wordmark “CyberWatch” must be removed.**



Horizontal Logo

In some instances the wordmark may be positioned to the right of the icon as shown.

Use of this lockup is discretionary per the CyberWatch team and specifications of the media it is applied to. It is intended to be used whenever clearspace and visual recognition is limited vertically.



National CyberWatch Center Logo

The National CyberWatch Center logo is subject to the same clearspace specifications as the primary CyberWatch logo. Its construction is shown in detail at far right.

Important:

1. Do not size the National CyberWatch Center logo below 1". If applied any smaller the "National CyberWatch Center" wordmark will lose legibility.

2. Do not remove the "National CyberWatch Center" wordmark.



if 1" use small logo version



Future CyberWatch Sub-Brands

The CyberWatch logo is designed to accommodate sub-brands as the CyberWatch grows.

All future sub-brands should be equal in purpose and brevity as the National CyberWatch Center, or stand alone organizations that work to support the mission of CyberWatch.

When creating a new sub-brand follow the same clearspace specifications for the National CyberWatch Center logo on **page 12**.

3-line name



if less than 0.75" use small logo version



2-line name



if less than 0.75" use small logo version

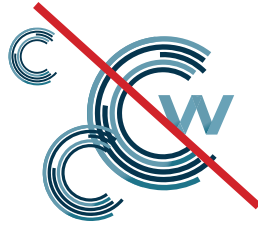


Don'ts

To preserve the integrity of the identity, use the CyberWatch logo correctly and consistently in every application. Altering, distorting or redrawing the CyberWatch logo in any way weakens the power of the identity and what it represents.

1. Do not use multiple icons in close proximity;
2. Do not use the small logo if sized above 0.5”;
3. Do not alter the logo by adding effects;
4. Do not skew or physically alter the logo;
5. Do not alter the colors. Color specifications are on **page 18**;
6. Do not flip or reposition the wordmark;
- 7 & 8. Do not use the icon in a sentence structure;
9. Do not alter the sizes of the icon or wordmark;
10. Do not add ornamental shapes or containment forms;
11. Do not place the logo on a solid color background with low contrast;
12. Do not place the logo on a busy image with a lot of visual noise.

1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



example photo

Visual Elements

The CyberWatch brand requires careful treatment and attention for all graphic elements. The use of these guidelines will assure CyberWatch's visual system is reinforced over time, and as a result of consistency, CyberWatch's identity and reputation will be strengthened.

Signature Colors

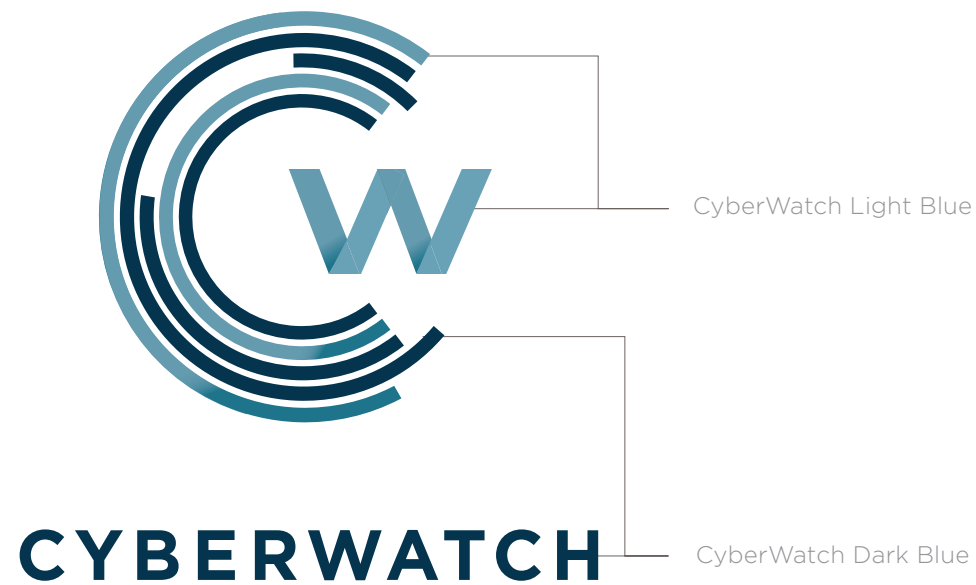
The coloration of the CyberWatch logo is an essential element in setting a recognizable tone and look for the identity. Consistent use of color enhances the strength of the identity.

The primary colors for the CyberWatch logo are CyberWatch Dark Blue and CyberWatch Light Blue. These colors are to be used only in the formation shown.

CyberWatch Dark Blue



CyberWatch Light Blue



CyberWatch Dark Blue, reversed



CyberWatch Light Blue, reversed

Signature Colors: Alternatives

When the primary colors cannot be used, The CyberWatch logo can be black or gray, or reversed to white. The use of gray is reserved for core internal pieces only or when there is an absence of color.

Black



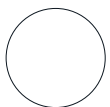
CMYK—81/70/59/75
RGB—17/24/32
Pantone®—Black 6 C

Gray



CMYK—26/22/22/0
RGB—188/187/186
Pantone®—Cool Gray 4

White



CMYK—0/0/0/0
RGB—255/255/255
Pantone®—White



CYBERWATCH

Black positive



CYBERWATCH

Gray positive



Black reversed



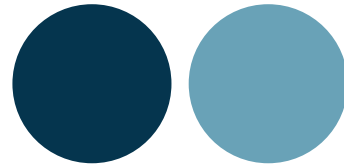
Gray reversed

Color Specifications

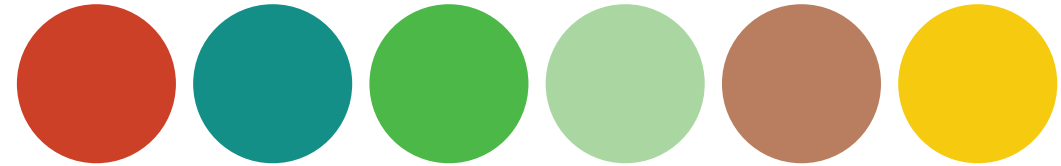
Color plays a prominent role in all of CyberWatch communications and is one of the cornerstones of the graphic vocabulary. It is a visual element that quickly identifies the CyberWatch design system.

The colors in this palette are the only colors that may be used. Always use the exact color values listed.

primary palette



secondary palette



	CyberWatch Dark Blue	CYMK: 99/74/45/40	RGB: 0/54/78	Pantone® 7463C	Web:#01364E
	CyberWatch Light Blue	CYMK: 60/24/21/0	RGB: 107/162/185	Pantone® 7695C	Web:#6AA2B7
	Black	CYMK: 75/68/67/90	RGB: 0/0/0	Pantone® Black 6C	Web:#000000
	Gray	CYMK: 26/22/22/0	RGB: 188/187/186	Pantone® Cool Gray 4C	Web:#CCCCCC
	White	CYMK: 0/0/0/0	RGB: 255/255/255	Pantone® N/A	Web:#FFFFFF
	CyberWatch Red	CYMK: 14/89/100/4	RGB: 203/64/39	Pantone® 173C	Web:#CB4027
	CyberWatch Teal	CYMK: 83/24/50/4	RGB: 18/143/136	Pantone® 7473C	Web:#128F88
	CyberWatch Green	CYMK: 70/0/100/0	RGB: 80/183/72	Pantone® 361C	Web:#50B748
	CyberWatch Light Green	CYMK: 35/0/47/0	RGB: 169/214/161	Pantone® 358C	Web:#A9D6A1
	CyberWatch Tan	CYMK: 25/53/65/6	RGB: 183/125/95	Pantone® 4645C	Web:#B77D5F
	CyberWatch Gold	CYMK: 4/18/99/0	RGB: 246/203/14	Pantone® 116C	Web:#F6CB0E

Signature Color: Backgrounds

When the CyberWatch logo is reversed only use the approved solid colors on [page 18](#).



Typeface

CyberWatch typography consists of one typeface: Gotham. It comes in a variety of weights and offers flexibility of use. What is shown is only 3 of a potential 17 different styles and weights.

Commitment to this typeface will create a consistent and strong identity.

When Gotham is not available use Arial.

The application of these typefaces include, but is not limited, to:

- Email settings and signatures
- All custom-designed business collateral (official letterhead, business cards, internal memos, envelopes, etc.)
- Signage
- Brochures
- Web design
- Publications
- Newsletters (digital and printed)
- Clothing
- Branded items (pens, mugs, mouse-pads, etc.)

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~!@#\$%^&*()_+ = - \] [: " ' ? > < , . /

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Arial Regular

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Spatial Layout Relationship Don'ts

Do not use both logos together.

The NCC logo has been designed to also communicate (visually) the CyberWatch brand at the same time it is distinguishing the academic, research and curriculum-development “engine” of the organization.

