BRANDING GUIDELINES

CYBER ESSENTIALS BRAND BADGE

The badges will be used as the primary identifier for the Cyber Essentials scheme. Consistent application of this brand identity will strengthen the scheme identity.

The Cyber Essentials Badge can only be used by organisations that have passed the relevant assessment.

The badge will be issued to successful companies by their Certification Body. It will be the responsibility of the Certification Body to ensure that the Badge is used in accordance with the certification and these guidelines.

Badges
There are two levels of Badge, Cyber Essentials and Cyber Essentials PLUS. Cyber Essentials will be awarded to organisations gaining tier 1 certification and PLUS to those attaining tier 2.

Validity of the Badge
The Badge is only valid if it is displayed in accordance with these guidelines

Use of the Badge
The Badge can be used by authorise organisations on:
• Websites
• Promotional Material
• Letter Heads
• Email Signatures
in line with the guidance contained in this Appendix

Use on Websites and Email Signatures
When the badge is used on websites or email signatures it should be protected against unauthorised copying
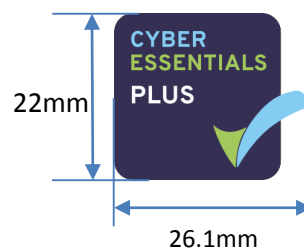
Minimum Clear Space Requirements

The minimum clear space surrounding the badge should be equal to two letter 'C' in Cyber Essentials. This will ensure that the badge is easily identified.	

Minimum Reproduction Size

The minimum reproduction size of the badge is 26.1 mm in length by 22mm high

22mm

26.1mm

Background
The Cyber Essentials colour Badge should always be displayed on a plain white background

Black and White Version
There is a black and white version of the badge. The rules above also apply to this version

CYBER ESSENTIALS LEVEL 1 2014

Colour Palette

Colour

Navy	Green
R: 36 G: 33 B: 81	R: 153 G: 204 B: 102
C: 98 M: 97 Y: 37 K: 34	C: 44 M: 0 Y: 79 K: 0
Hex: #242151	Hex: #99CC66

Blue	White
R: 113 G: 200 B: 241	R: 255 G: 255 B: 255
C: 50 M: 3 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 0
Hex: #71C8F1	Hex: #FFFFFF

Black and White

Black	Dark Grey
R: 36 G: 33 B: 81	R: 109 G: 110 B: 113
C: 0 M: 0 Y: 0 K: 100	C: 0 M: 0 Y: 0 K: 70
Hex: #231F20	Hex: #6D6E71

Mid Grey	Light Grey
R: 147 G: 149 B: 152	R: 199 G: 200 B: 202
C: 0 M: 3 Y: 0 K: 50	C: 0 M: 3 Y: 0 K: 25
Hex: #939598	Hex: #C7C8CA

White

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
Hex: #FFFFFF

Background

The badge should only be displayed on a white background. Where there is a requirement to include the badge on a coloured graphic a white background should be included immediately behind the badge as follows:

Colour

Black and White

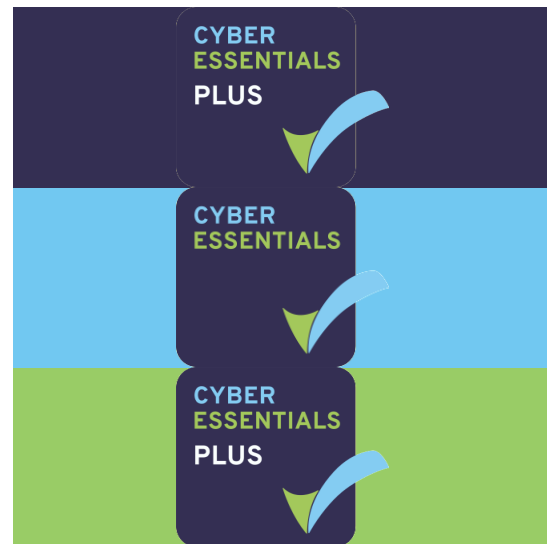**What Not To Do**

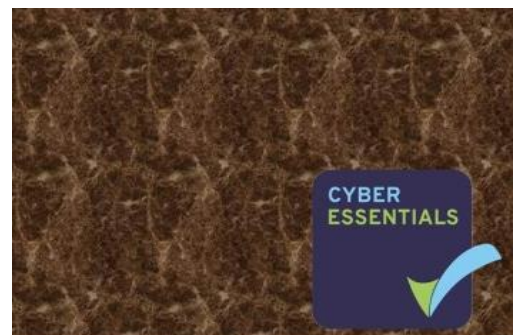Do not use only parts of the Logo

Or

Do not add any text

Do not stretch or distort

Do not use coloured backgrounds containing colours in the logo

Do not use textured backgrounds

Text and Fonts

Text Treatment of Cyber Essentials
When referring to Cyber Essentials the 'C' in Cyber and 'E' in Essentials should always be capitalised.

Fonts and Text
Any text associated with the logo should be True Type Font Overpass or Overpass Bold. This font is available on request from cybersecurity@bis.gsi.gov.uk