Cyber Aware
Brand Guidelines

Phase 1

Table of Contents

1. Logo

Primary logo: Stacked

The stacked logo is the primary logo and should be used in most instances.

Cyber Aware

1. Logo

Primary logo: Exclusion zone

The width of the stem on the letter 'r', multiplied by 5 equals exclusion zone around the logo.

The breathing space you give the logo is always proportionate to its size.

1x

Cyber Aware

1x

5 x

3x
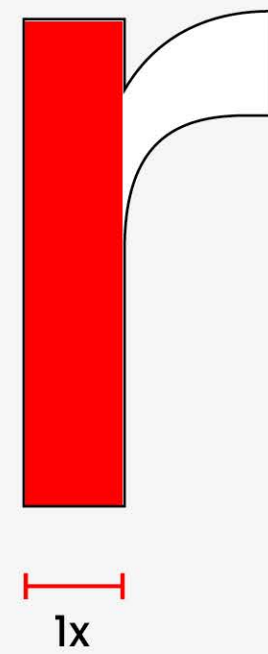
1. Logo

Primary logo: Positive/negative

Restricting use to only black or white affords us the highest contrast ratio, aiding accessibility.

1. Logo

Primary logo: Minimum size

Using the Instagram profile picture on social media we can demonstrate best practise for the minimum size of the logo on screen.

Don't centrally align the logo vertically within in a space, (1).

Adjust visually until the white space feels balanced from the cap height of 'Cyber Aware' as opposed to the height of the padlock (2).

Minimum sizing for the stacked logo on social media is 78px wide.

(1)
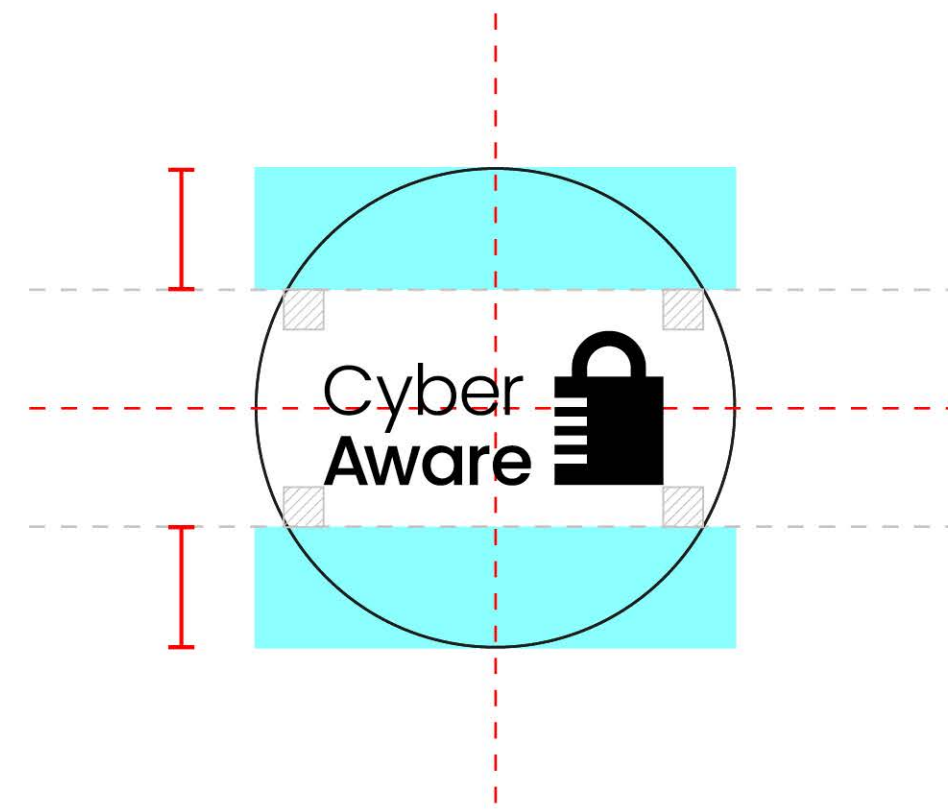
(2)
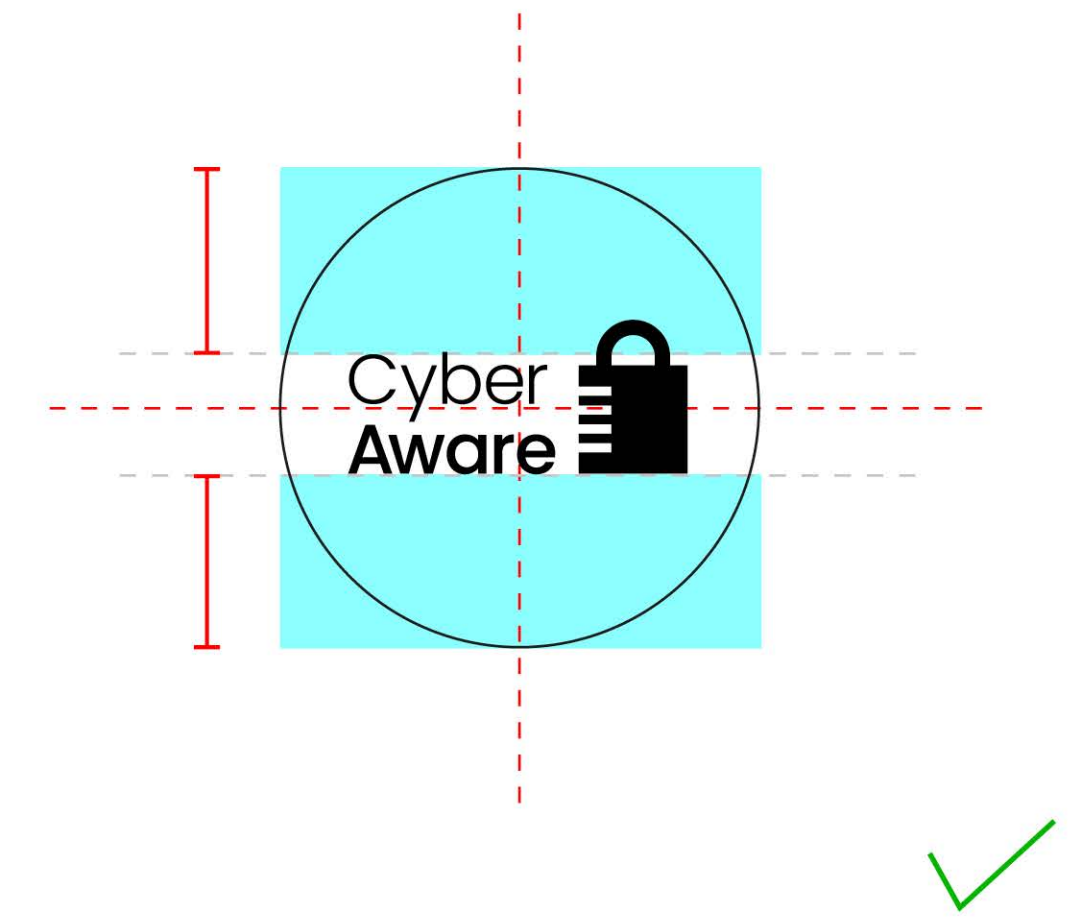
Instagram
Profile picture

Desktop
180x180px

Mobile
110x110px

Feed
40x40px

Minimum
78px wide

1. Logo

Secondary logo: Purpose/usage

The horizontal one line logo is for use on the Cyber Aware website.

It can also be used in other instances where the stacked version will not work within the dimensions, but the preferred logo is always the **Primary stacked logo** where possible.

Cyber **Aware**

1. Logo

Secondary logo: Exclusion zone

The width of the stem on the letter 'r', multiplied by 5 equals exclusion zone around the logo.

The width of the stem on the letter 'r', multiplied by 3 equals the space in between 'Cyber Aware' and the padlock icon.

5 x

3 x

1x

1. Logo

Secondary logo: Positive/negative

Cyber **Aware**

Cyber **Aware**

1. Logo usage

Overview

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Primary logo
Stacked version

Preffered choice, use in most instances.

- Social media
- Email signature
- Animated for endframes
- All print collateral, from larger
  formats such as 48$, 6$ to smaller
  formats like A3, A4 and A5

Secondary logo
One line, horizontal version

- Website

2. Logo lock up with NCSC

If the NCSC and Cyber Aware logos are both required, this lock up must be applied.

Do not swap the order around.
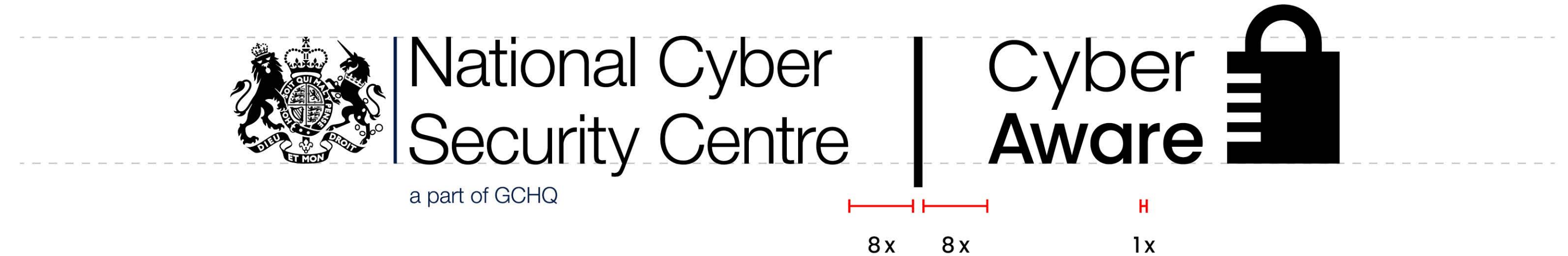
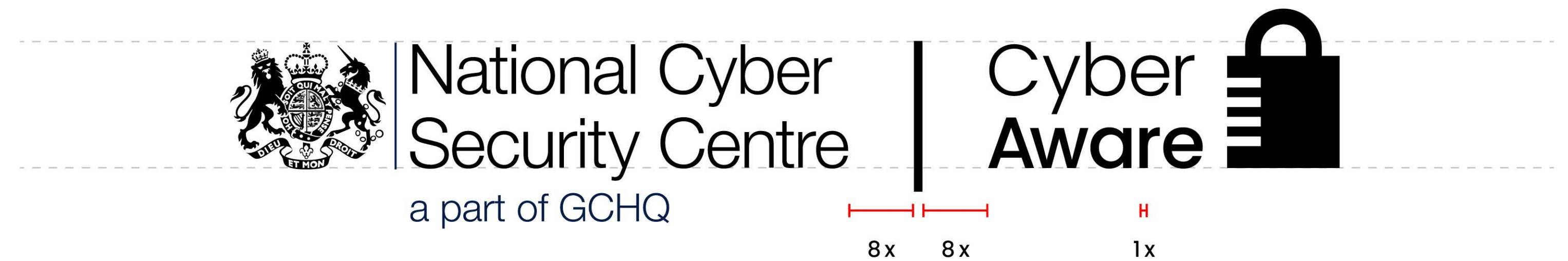This lock up is only to be used by NCSC.

2. Logo lock up with NCSC

Guide

The width of the stem on the letter 'r', multiplied by 8 equals the space in between the dash and the logos.

For larger formats
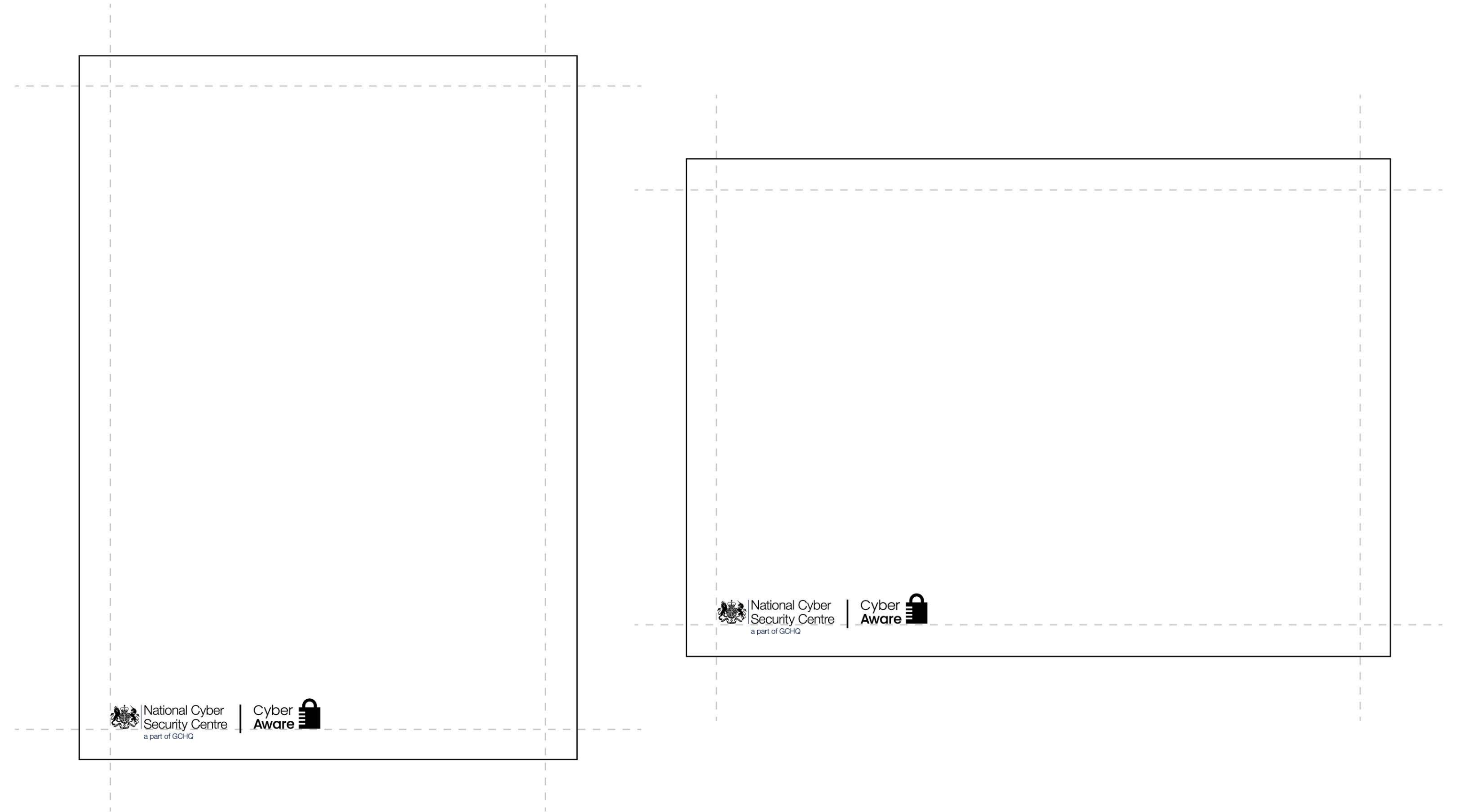'a part of GCHQ' is smaller

For smaller formats
'a part of GCHQ' is bigger

2. Logo lock up with NCSC

Positioning

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The placement of the logo lock up with the NCSC logo on collateral should always be positioned in the bottom left.

National Cyber Security Centre a part of GCHQ | Cyber Aware

National Cyber Security Centre a part of GCHQ | Cyber Aware

2. Logo lock up with partner logos

Example:
City of London Police

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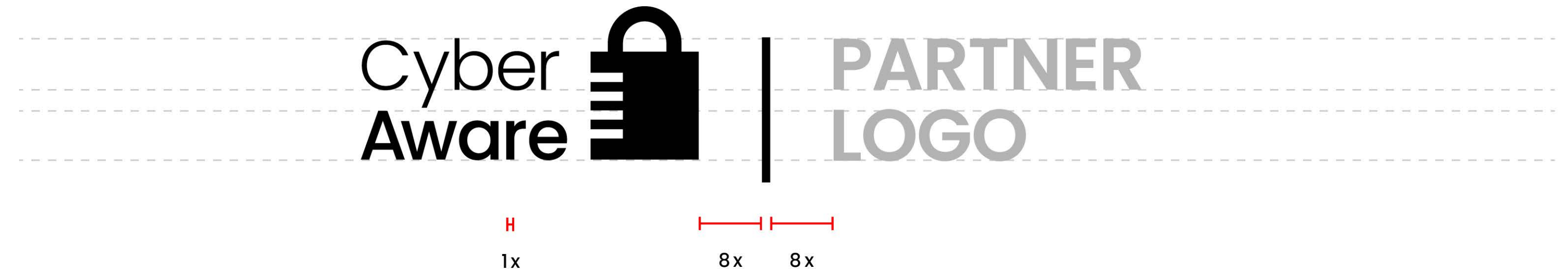The Cyber Aware logo should always appear on the left of the partner logo lock up.

2. Logo lock up with partner logos

Guide

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Partners should not use the **NCSC logo** alongside their logo on their collateral.

The width of the stem on the letter 'r', multiplied by 8 equals the space in between the dash and the logos.
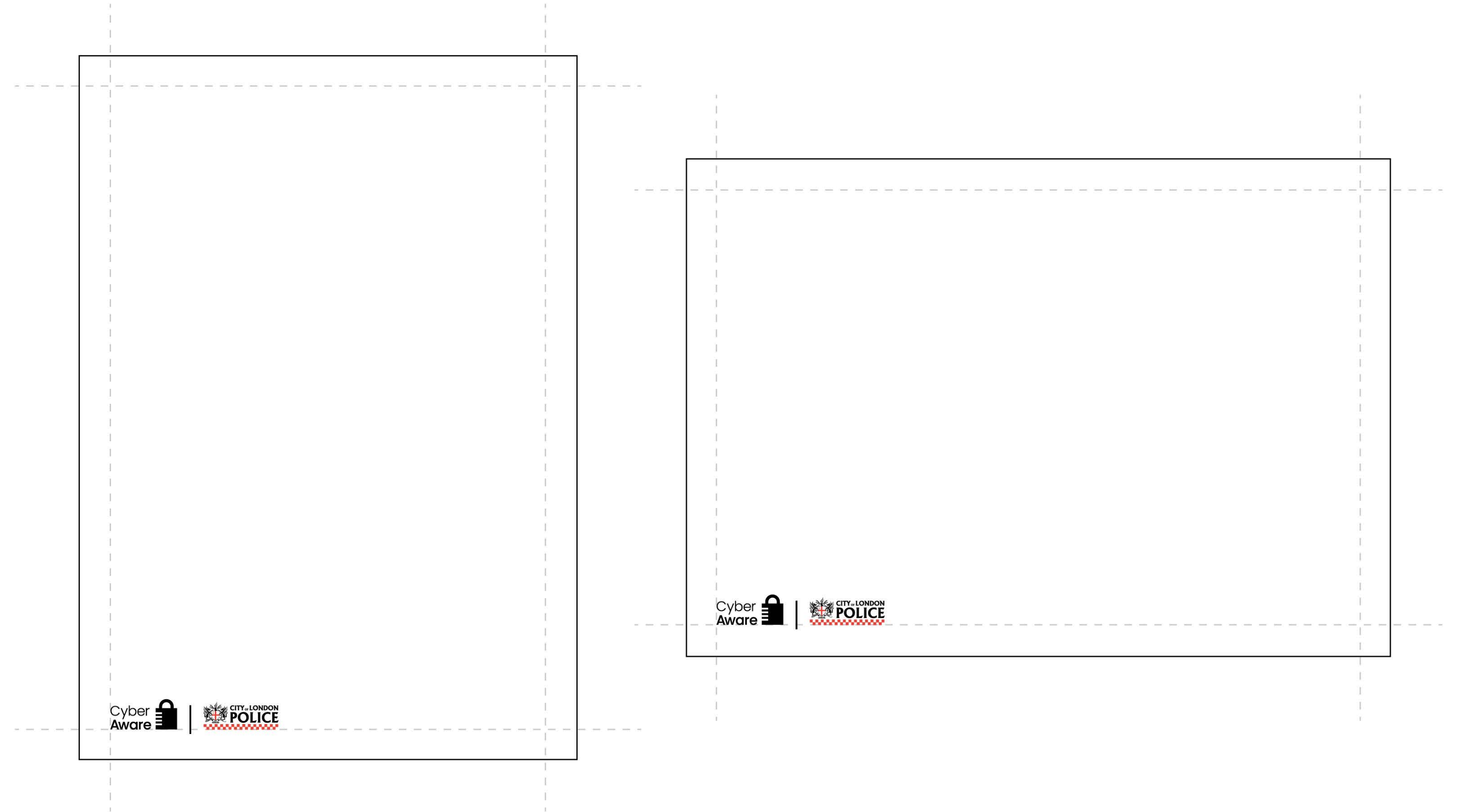
Stacked CA logo with partner logo

Example
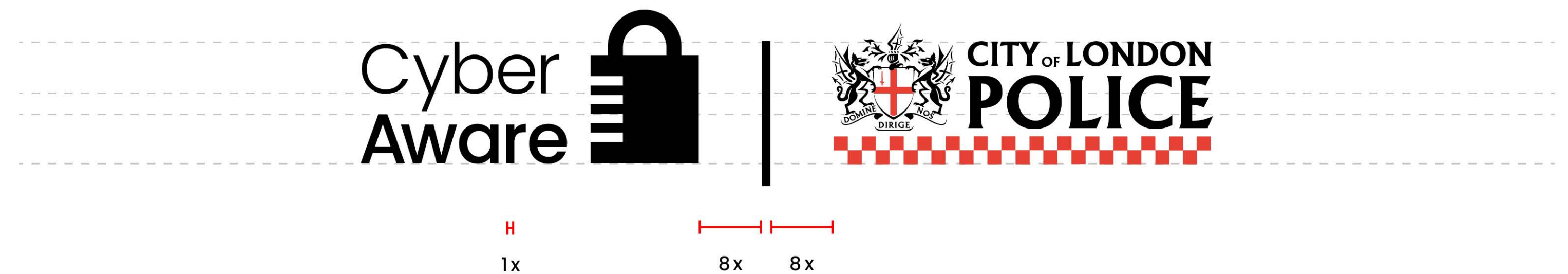
2. Logo lock up with partner logos

Positioning

The placement of the logo lock up with a partner logo on collateral should always be positioned in the bottom left.

3. Colour

RGB

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The following colour values are for digital, on-screen use only.

When reproducing for print please use the CMYK values on page 18.

Cyber Aware
Primary colour palette
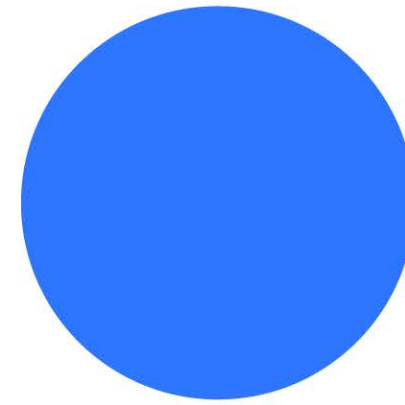
Bright blue
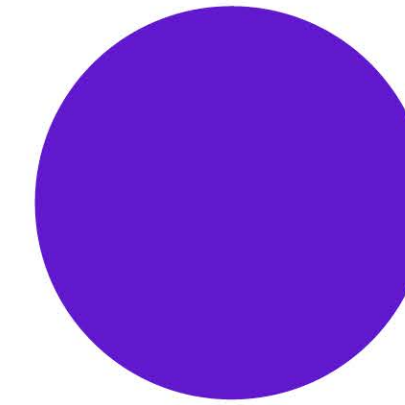RGB: 46 / 118 / 255
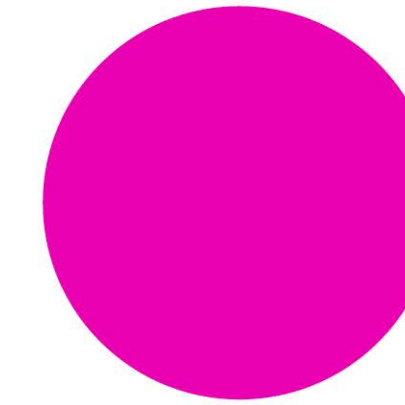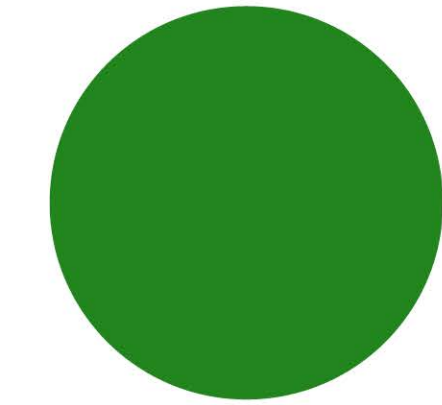HEX: 2e76ff
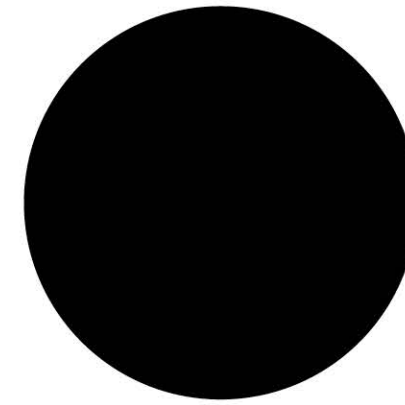
Black
RGB: 0 / 0 / 0
HEX: 000000

White
RGB: 255 / 255 / 255
HEX: ffffff
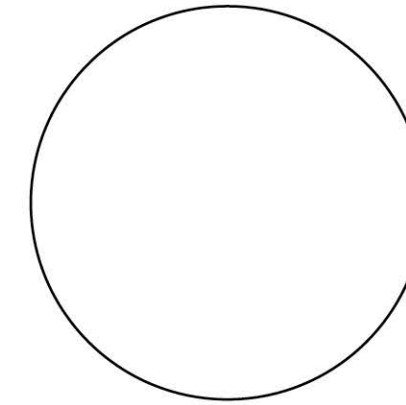
Dark blue
RGB: 14 / 71 / 177
HEX: 0e47b1

Cyber Aware
Secondary colour palette

Bright purple
RGB: 98 / 25 / 207
HEX: 6219cf

Bright pink
RGB: 235 / 0 / 178
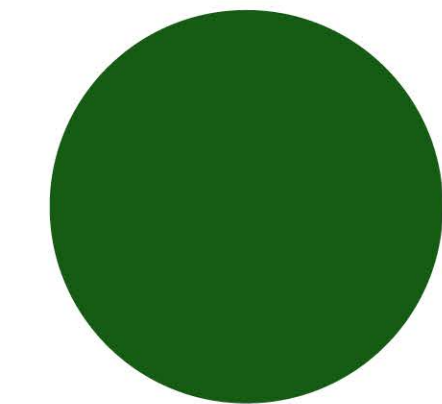HEX: eb00b2

Bright green
RGB: 34 / 133 / 30
HEX: 22851e
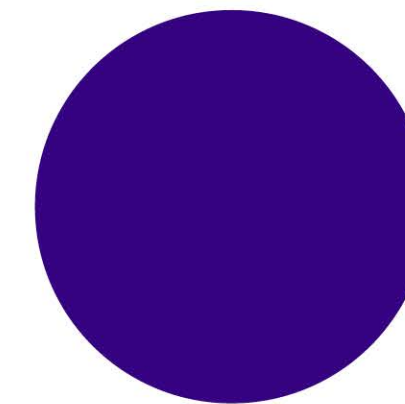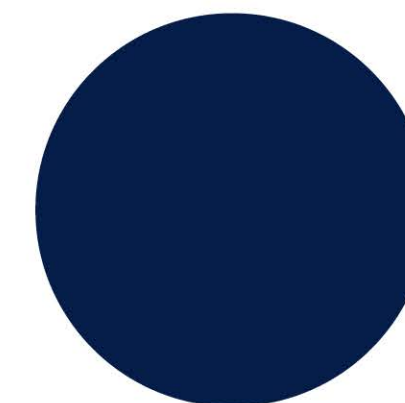
Dark purple
RGB: 54 / 3 / 130
HEX: 360382
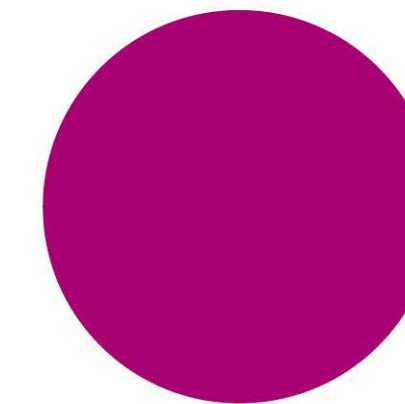
Dark pink
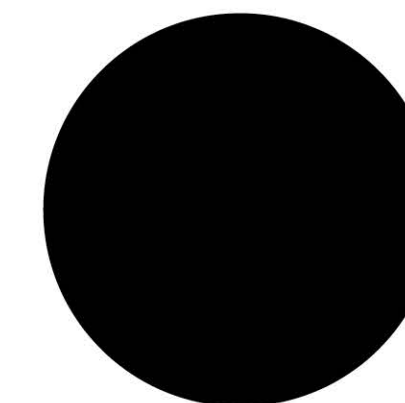RGB: 168 / 0 / 115
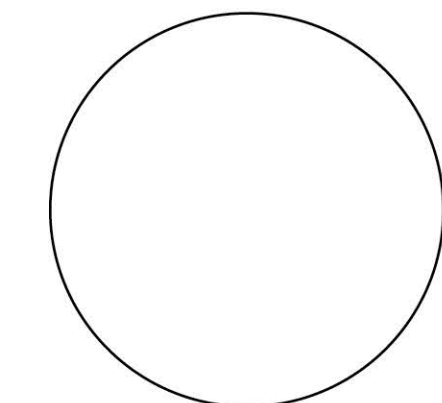HEX: a80073

Dark green
RGB: 22 / 92 / 20
HEX: 165c14

NCSC
Colour palette

NCSC blue
RGB: 5 / 29 / 73
HEX: 051d49
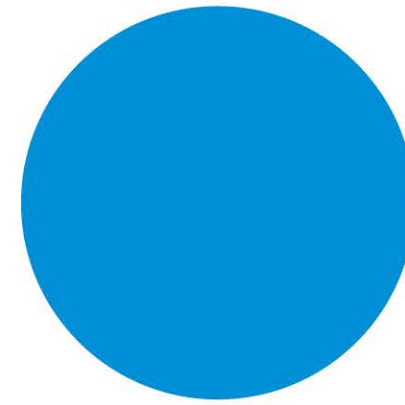
Black
RGB: 0 / 0 / 0
HEX: 000000

White
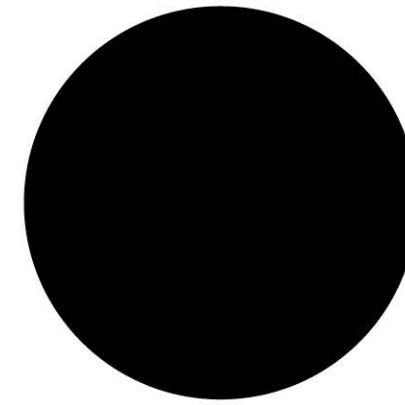RGB: 255 / 255 / 255
HEX: ffffff

3. Colour

CMYK

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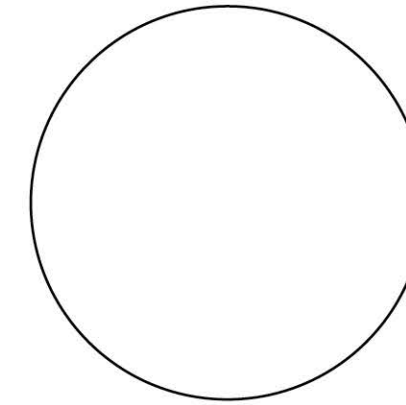The following colour values are for print only.
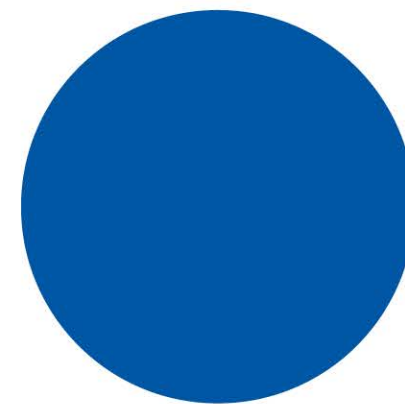
Cyber Aware
Primary colour palette

Bright blue
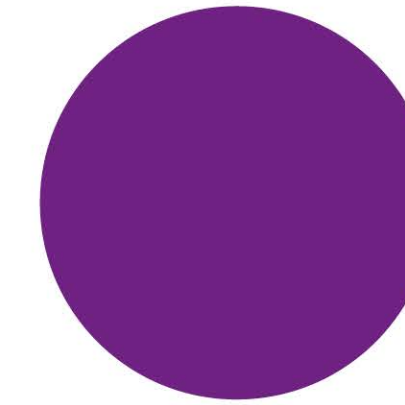CMYK: 100 / 15 / 0 / 0

Black
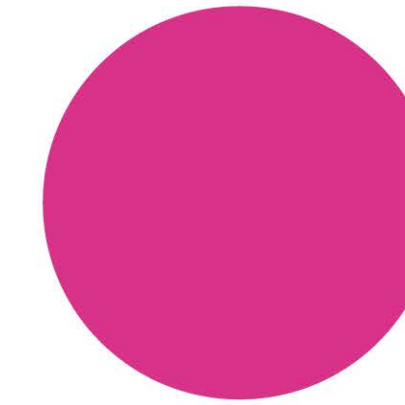CMYK: 0 / 0 / 0 / 100

White
CMYK: 0 / 0 / 0 / 0
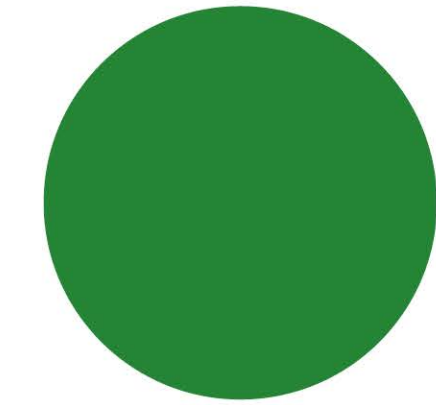
Dark blue
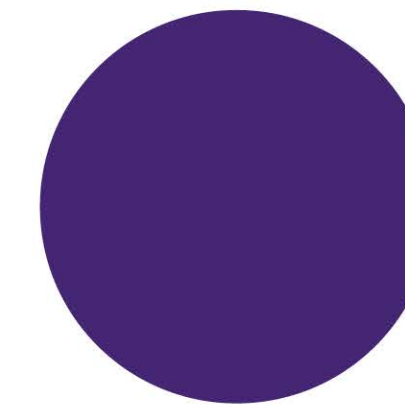CMYK: 96 / 65 / 0 / 0

Cyber Aware
Secondary colour palette
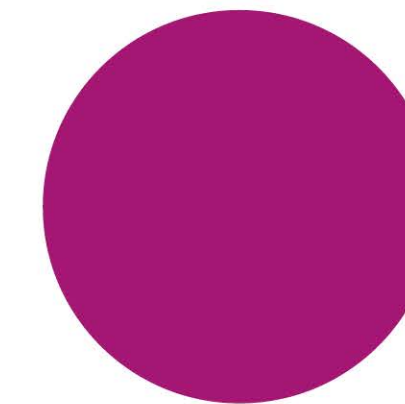
Bright purple
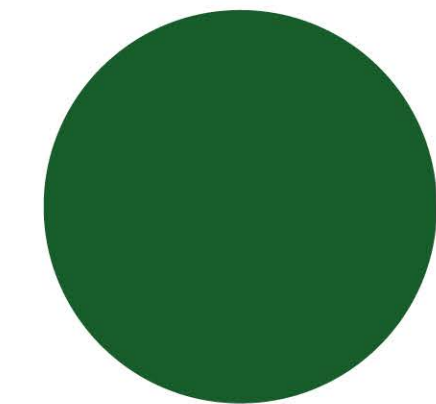CMYK: 70 / 100 / 0 / 0

Bright pink
CMYK: 10 / 90 / 0 / 0

Bright green
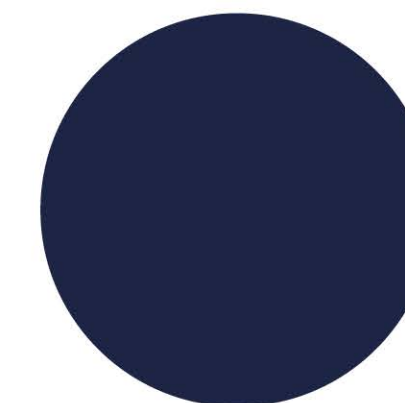CMYK: 83 / 22 / 100 / 8

Dark purple
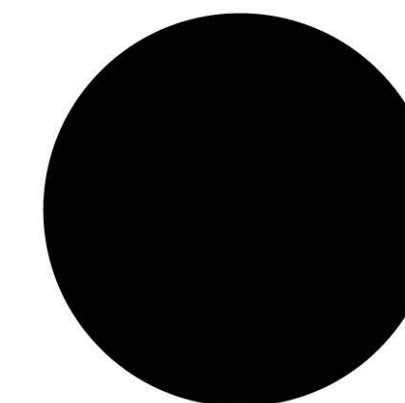CMYK: 90 / 100 / 13 / 6

Dark pink
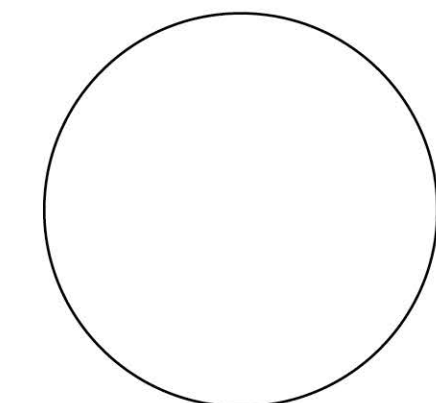CMYK: 38 / 100 / 11 / 4

Dark green
CMYK: 88 / 36 / 100 / 34

NCSC
Colour palette

NCSC blue
CMYK: 100 / 90 / 42 / 44

Black
CMYK: 0 / 0 / 0 / 100

White
CMYK: 0 / 0 / 0 / 0

3. Colour

Gradients

Subtle gradients are to be used in most instances where colour is required. It adds depth and texture, fading from one colour to another.

- Use the bright and dark swatches of a particular colour from the Cyber Aware colour palette and blend together subtly.
- Never mix different colours.
- If the fade is too harsh it can detract from the overall image and overpower the design.

Print:
To achieve a smooth gradient in print use the same principle as above but with CMYK values as well as the following:
- Ensure the fade is suitably long otherwise you could end up with a harsh line midway through the gradient on your finished artwork. Poorly devised gradients can turn out looking patchy, pixelated or otherwise inconsistent.
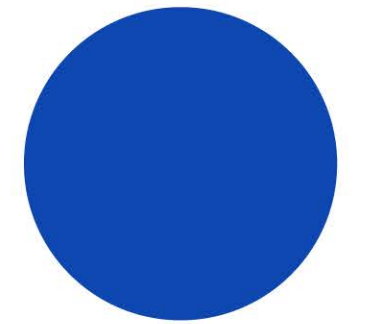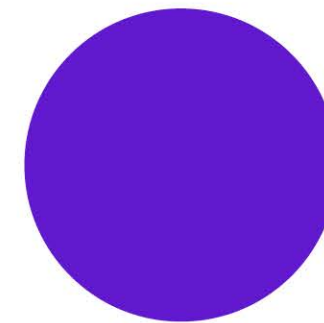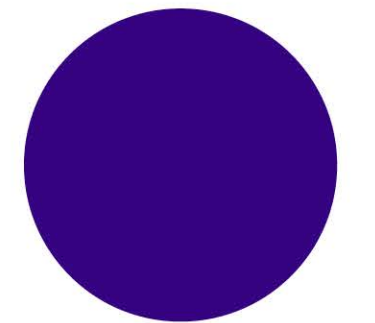- Rasterize the gradient to reduce bands of colour

Bright swatch
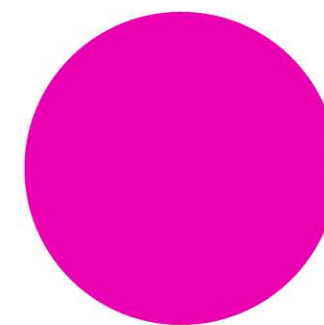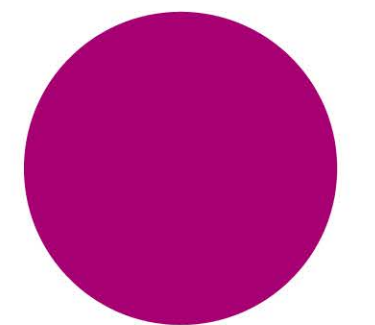
Dark swatch
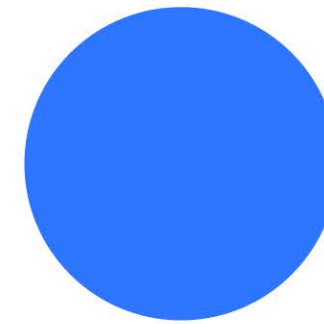
Bright blue
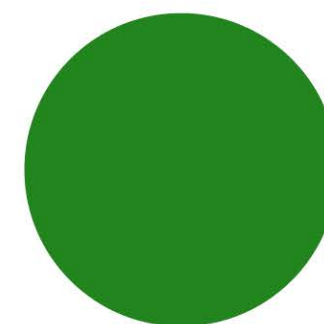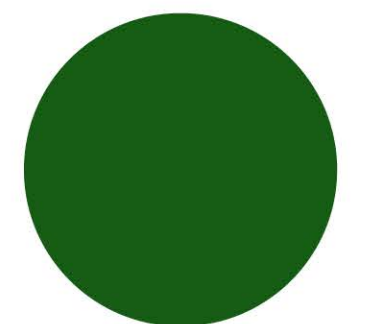
Dark blue

Bright purple

Dark purple

Bright pink

Dark pink

Bright green

Dark green

3. Colour

Gradients guide

Using the Cyber Aware logo and 'Get secure online' copy we can demonstrate the correct usage of gradients.

When using a logo (1) or copy (2) on top of a gradient, use a dark swatch underneath to ensure this adheres to WCAG accessibility guidelines (see more on accessible colour combinations on page 22.)

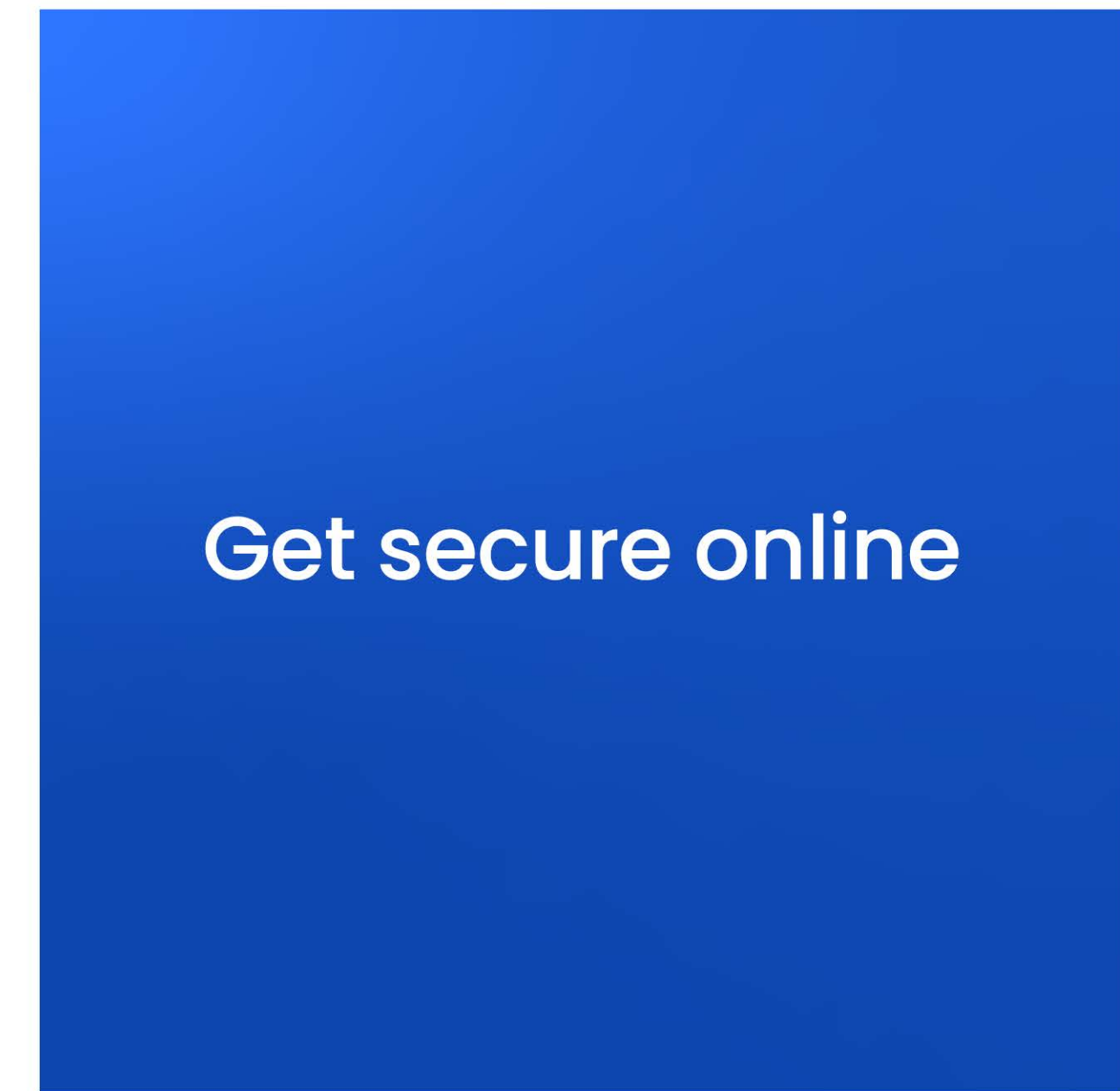Subtly transition the dark swatch to the bright swatch as show in the correct usages on (1) and (2).

DON'T
- Don't use flat colour
- Don't use a bright swatch
- Don't use harsh gradient transitions
- Don't use Thin/Extra Light/Light/ Regular Poppins

Technical guidelines for when creating gradients in Adobe Illustrator can be found on the next page.

Correct usage

(1) Cyber Aware logo

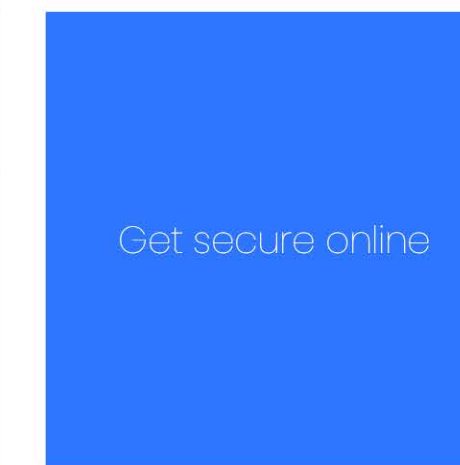

(2) Copy

Don'ts ✗

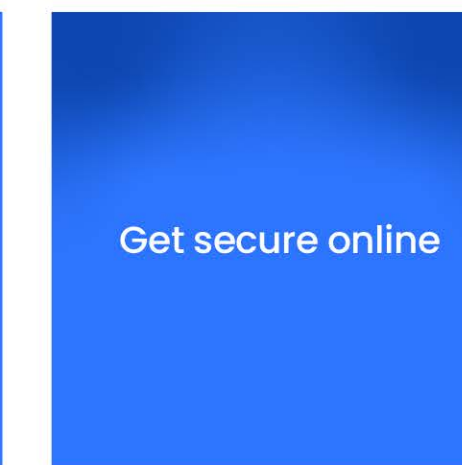Don't use flat colour or a bright swatch.
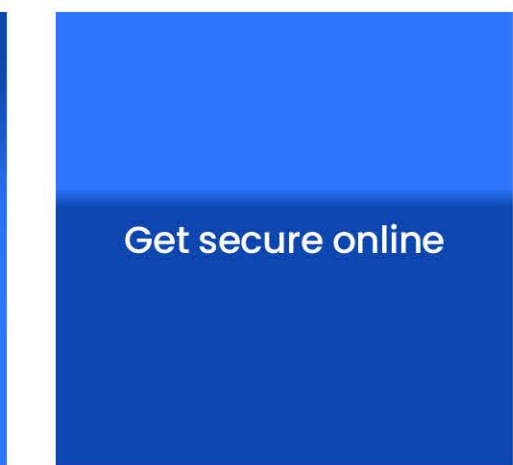
Don't use a bright swatch.

Don't use harsh gradient transitions.

Don't use Thin/Extra Light/Light/Regular Poppins.

Don't use a bright swatch.

Don't use harsh gradient transitions.

3. Colour

Gradients guide

Use **Adobe Illustrator** to create gradients and ensure:

• Gradient type is **'Freeform'** (3)
• Draw with **'Points'** not lines (3)
• Adjust the **'Spread'** (4) accordingly to visually create a fluid and smooth transition

Always ensure:

• The darkest swatch sits behind any copy
• The darkest swatch sits behind any logos
• A subtle gradient is created, never use a harsh one. Position the **'Stop'** and adjust the **'Spread'** (decrease/increase) accordingly to achieve this (1)(2)

(1)

(2)

Points

Freeform Gradient

Spread

Stop

(3)

(4)
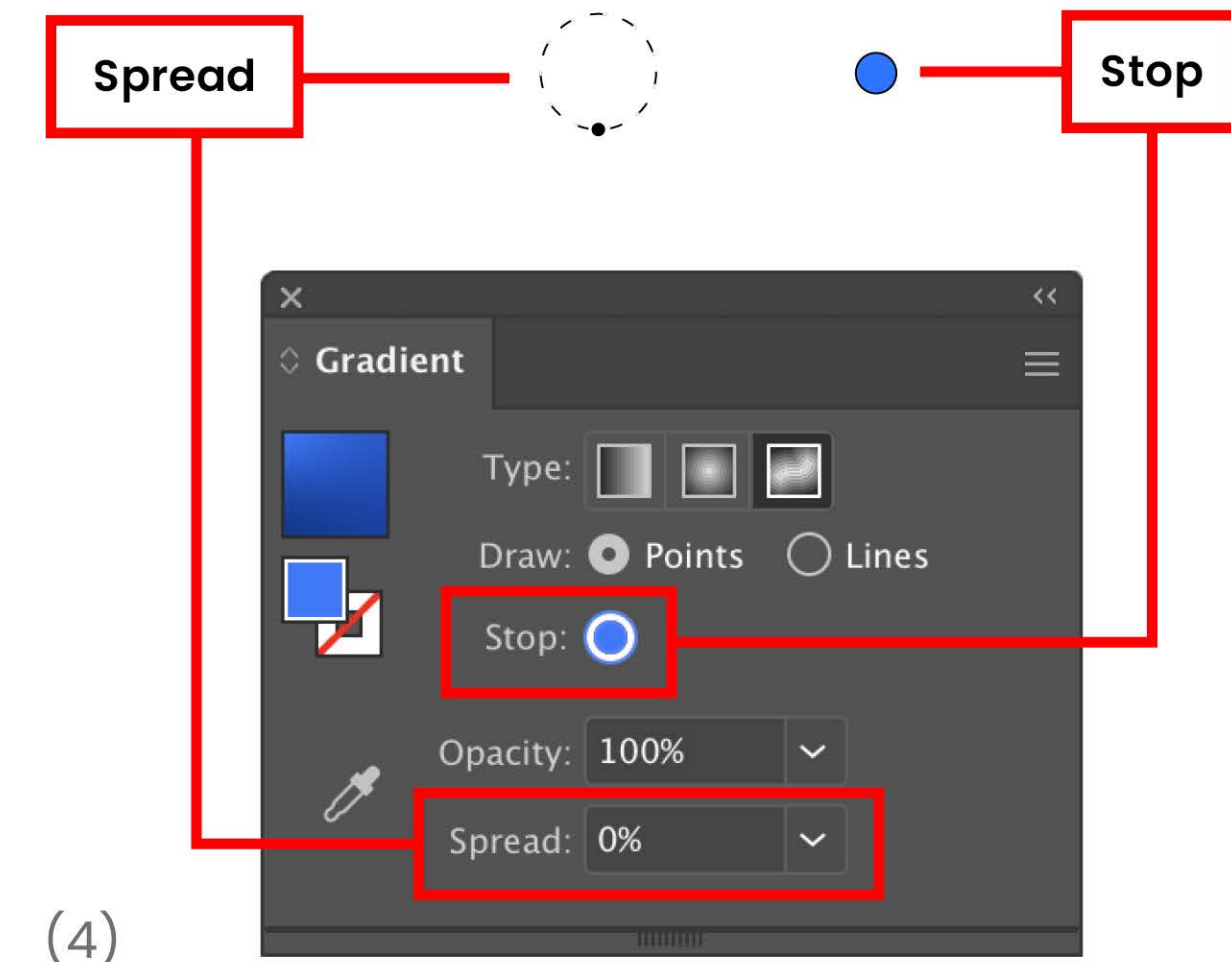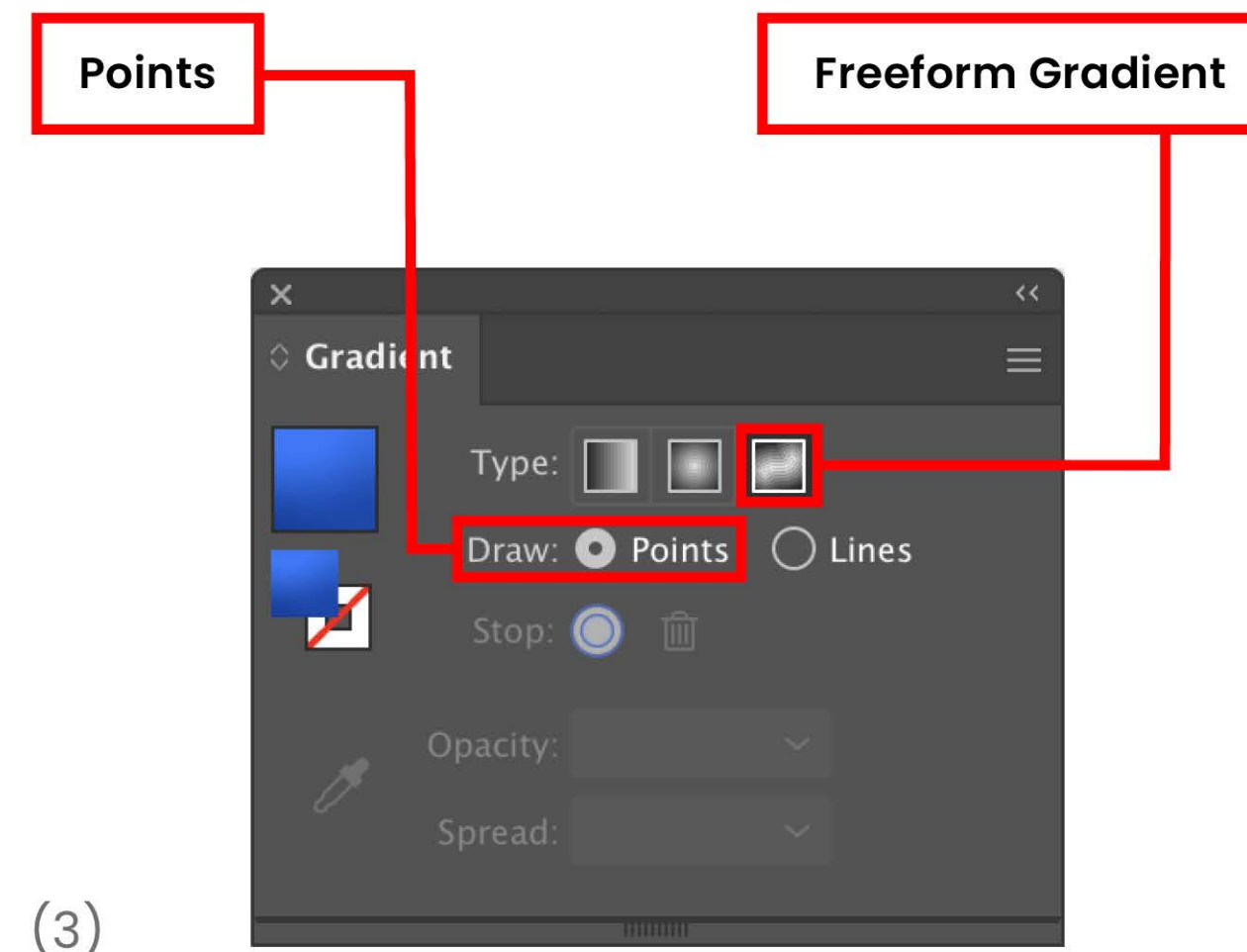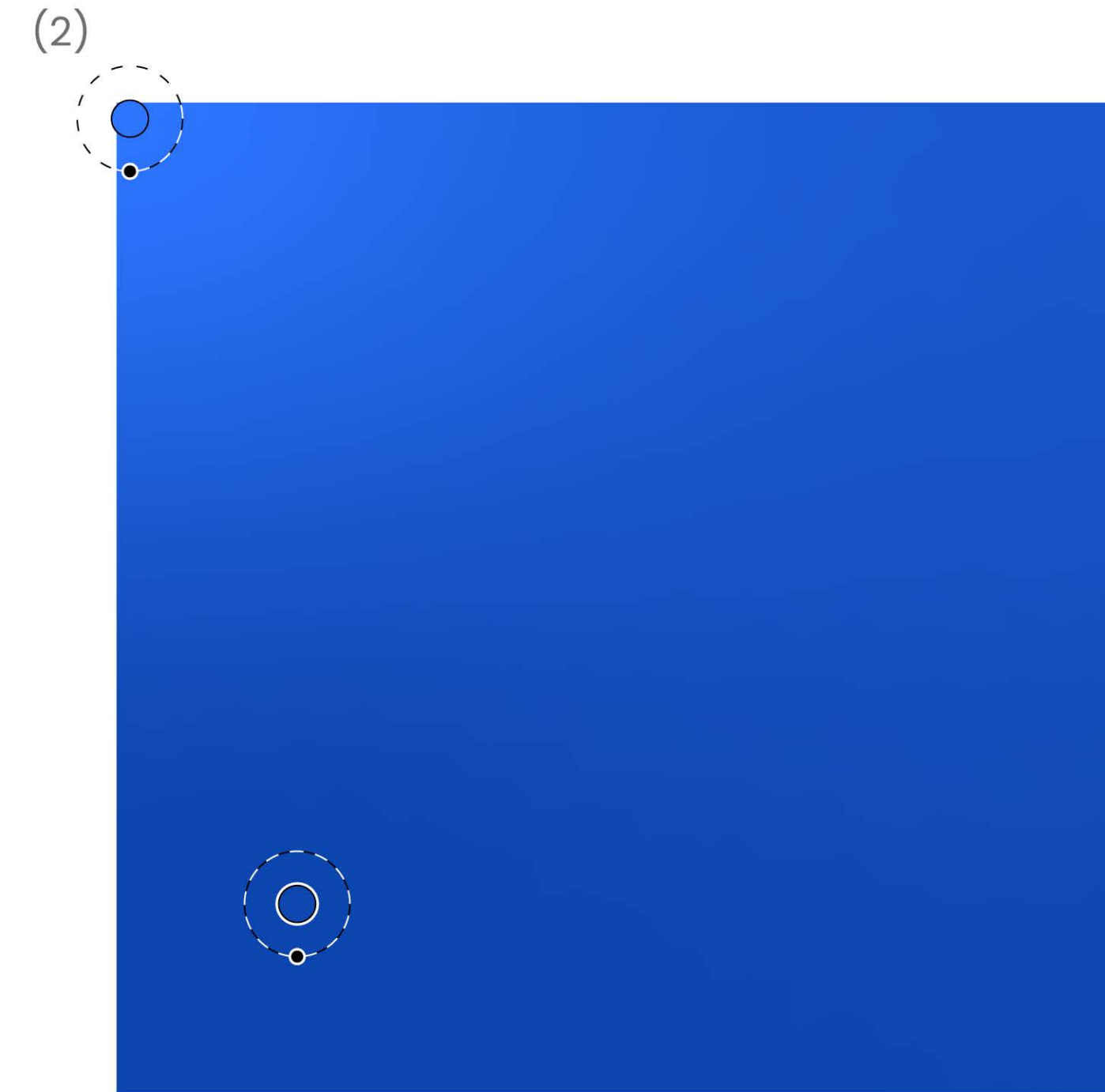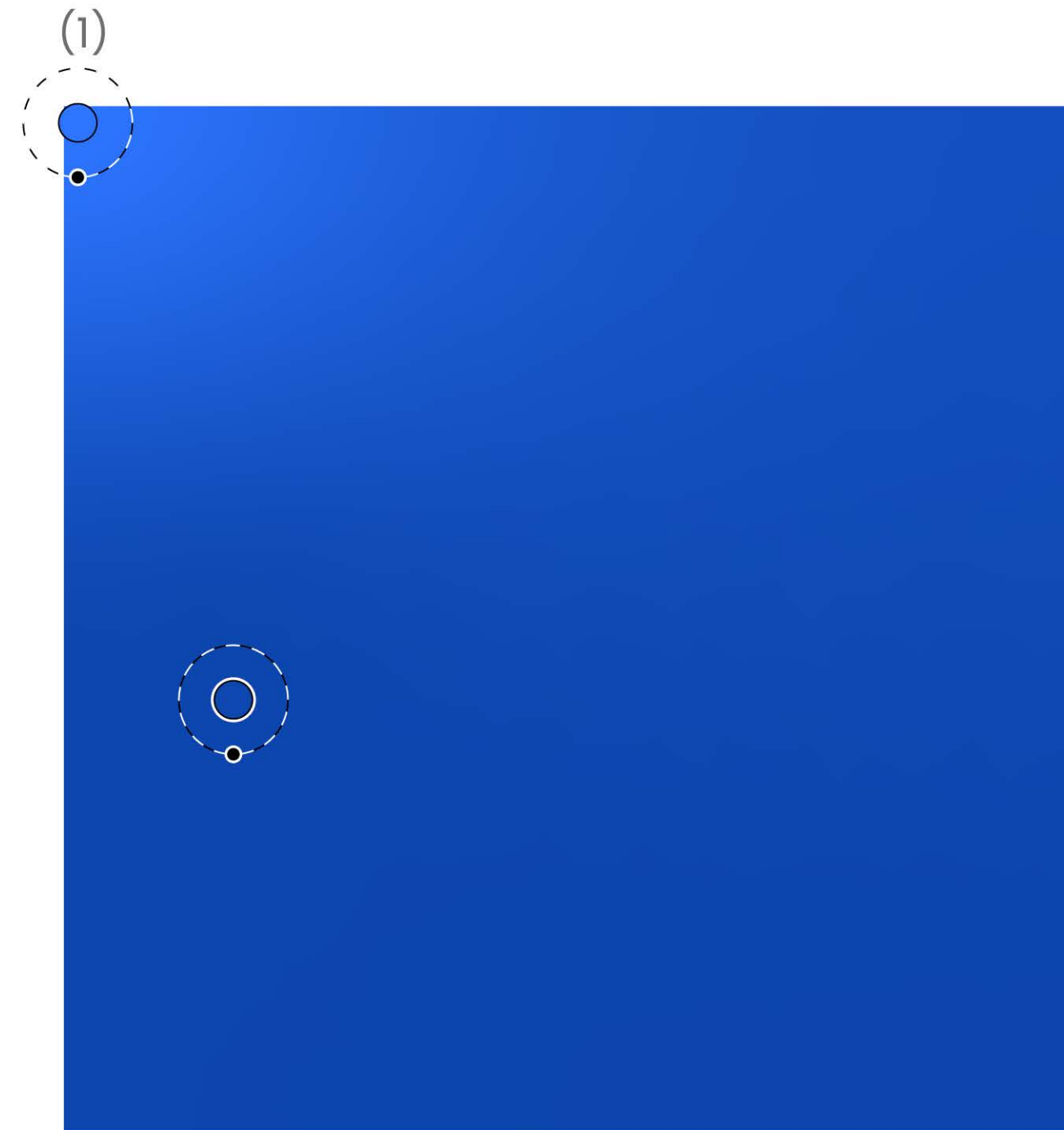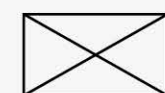
3. Colour

Accessibility

These are the approved on-screen colour combinations that are WCAG (Web Content Accessibilty Guidelines) 2.0 standard AA/AAA compliant.

When using colours digitally please adhere to these recommended combinations. The Poppins typefaces have also been tested for legibility when using these colours.

When producing collateral, for legibility reasons never use white Regular copy on the Bright Blue and Bright Pink swatches.
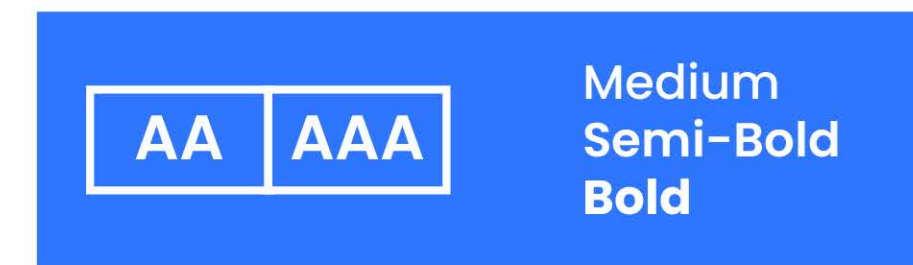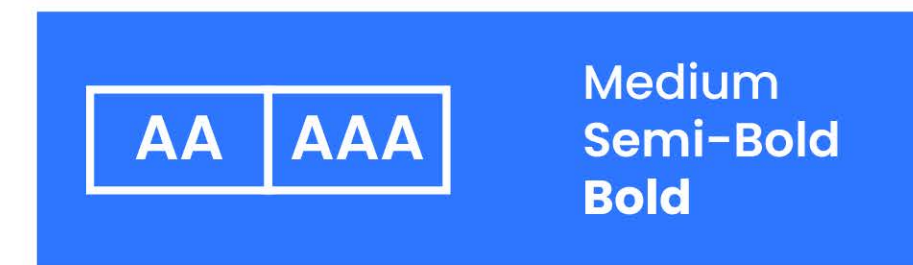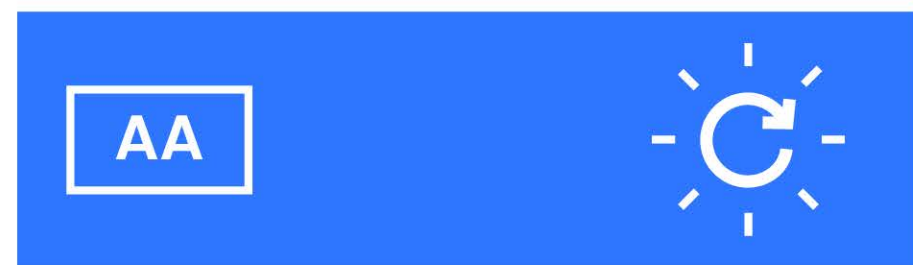
If unsure, use this website to check
https://webaim.org/resources/contrastchecker/

Fail

AA WCAG 2.0 standard AA compliant

AAA WCAG 2.0 standard AAA compliant

Regular Text
14pt+

Large Text
24pt+

Graphic Objects and User Interface Components

Bright Blue
Regular (Fail)

AA AAA Medium Semi-Bold **Bold**

AA

Dark Blue
AA AAA Regular

AA AAA Medium Semi-Bold **Bold**

AA

Bright Purple
AA AAA Regular

AA AAA Medium Semi-Bold **Bold**

AA

Dark Purple
AA AAA Regular

AA AAA Medium Semi-Bold **Bold**

AA

Bright Pink
Regular (Fail)

AA Medium Semi-Bold **Bold**

AA

Dark Pink
AA AAA Regular

AA AAA Medium Semi-Bold **Bold**

AA

Bright Green
AA Regular

AA AAA Medium Semi-Bold **Bold**

AA

Dark Green
AA AAA Regular

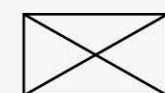AA AAA Medium Semi-Bold **Bold**

AA

3. Colour

Accessibility

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Reverse colour usage

These are the approved on-screen colour combinations that are WCAG (Web Content Accessibilty Guidelines) 2.0 standard AA/AAA compliant.

When using colours digitally please adhere to these recommended combinations. The Poppins typefaces have also been tested for legibility when using these colours.

When producing collateral, for legibility reasons never use Bright Blue and Bright Pink swatches in Regular for copy on white.
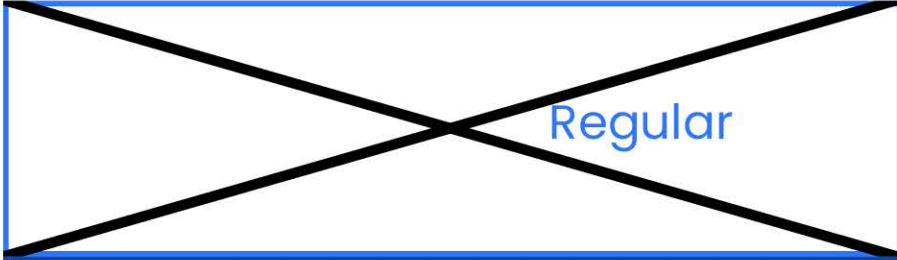
If unsure, use this website to check **https://webaim.org/resources/contrastchecker/**

⊠	Fail
AA	WCAG 2.0 standard AA compliant
AAA	WCAG 2.0 standard AAA compliant

Regular Text
14pt+

Large Text
24pt+

Graphic Objects and User Interface Components

Bright Blue

Regular

AA | Medium / Semi-Bold / **Bold**

AA | ⟳

Dark Blue

AA | AAA | Regular

AA | AAA | Medium / Semi-Bold / **Bold**

AA | ⟳

Bright Purple

AA | AAA | Regular

AA | AAA | Medium / Semi-Bold / **Bold**

AA | ⟳

Dark Purple

AA | AAA | Regular

AA | AAA | Medium / Semi-Bold / **Bold**

AA | ⟳

Bright Pink

Regular

AA | Medium / Semi-Bold / **Bold**

AA | ⟳

Dark Pink

AA | AAA | Regular

AA | Medium / Semi-Bold / **Bold**

AA | ⟳

Bright Green

AA | Regular

AA | AAA | Medium / Semi-Bold / **Bold**

AA | ⟳

Dark Green

AA | AAA | Regular

AA | AAA | Medium / Semi-Bold / **Bold**

AA | ⟳

4. Typography

Font sheet

The full suite of Poppins is available to download at **https://fonts.google.com/ specimen/Poppins**

Poppins Light

Poppins Regular

Poppins Medium

Poppins SemiBold

Poppins Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

4. Typography

Hierarchy

Get secure online

Heading
SemiBold

Follow these 6 practical steps to improve your cyber security and help protect your data and devices against cyber threats.

Get secure online at **cyberaware.gov.uk**

Body copy
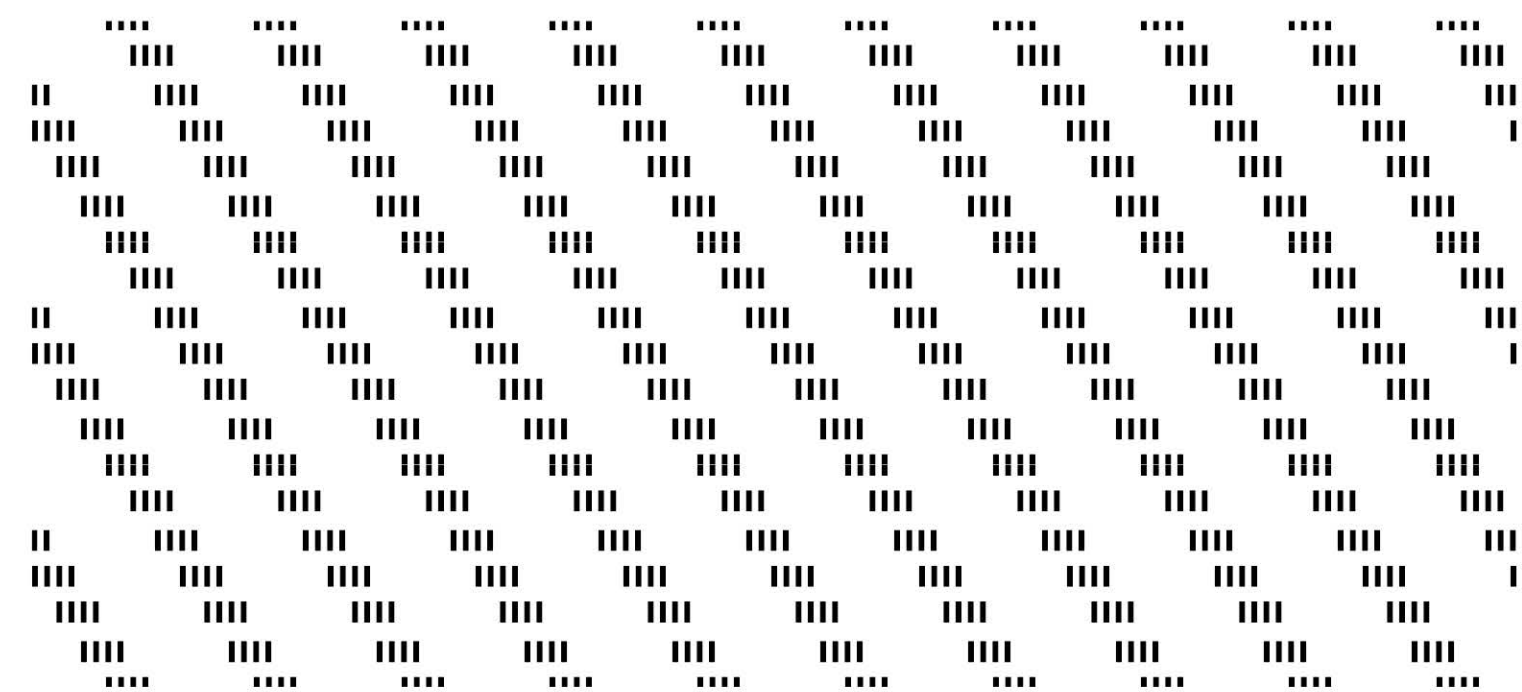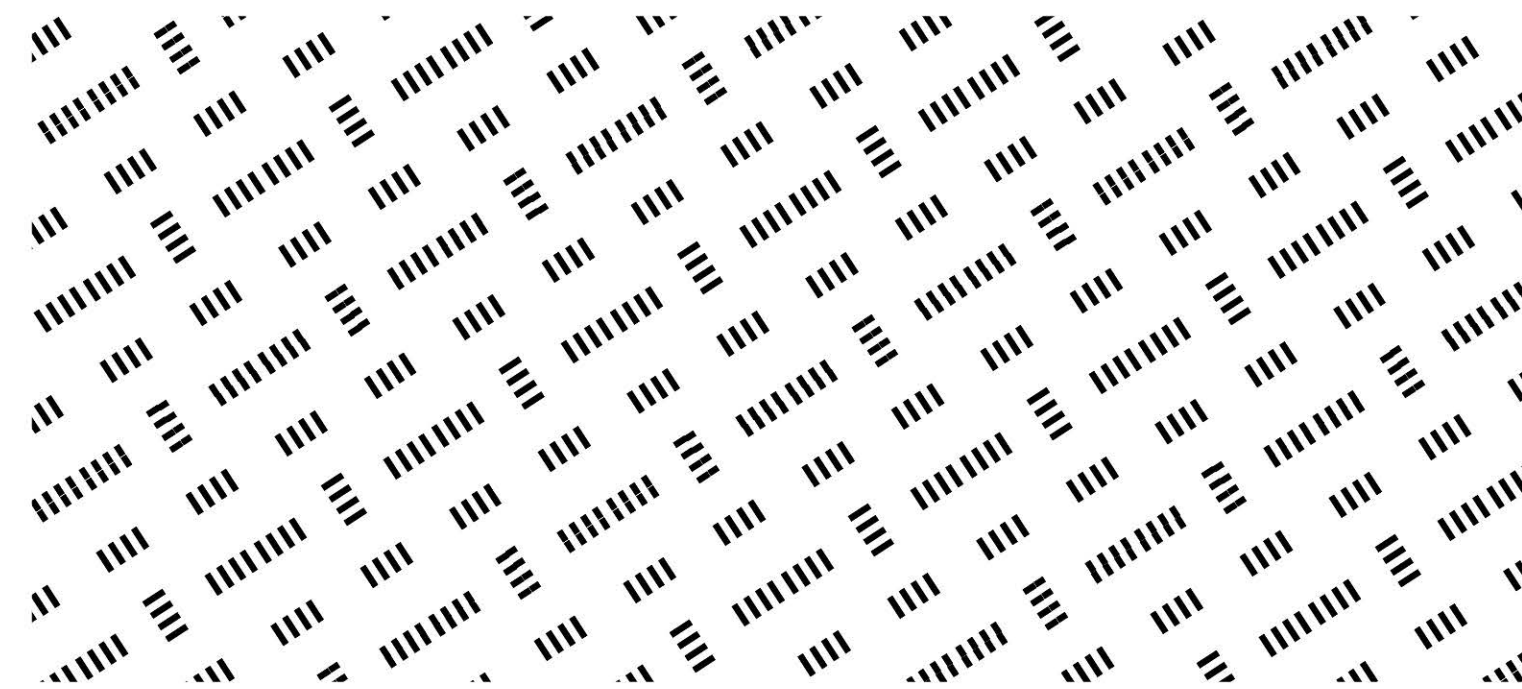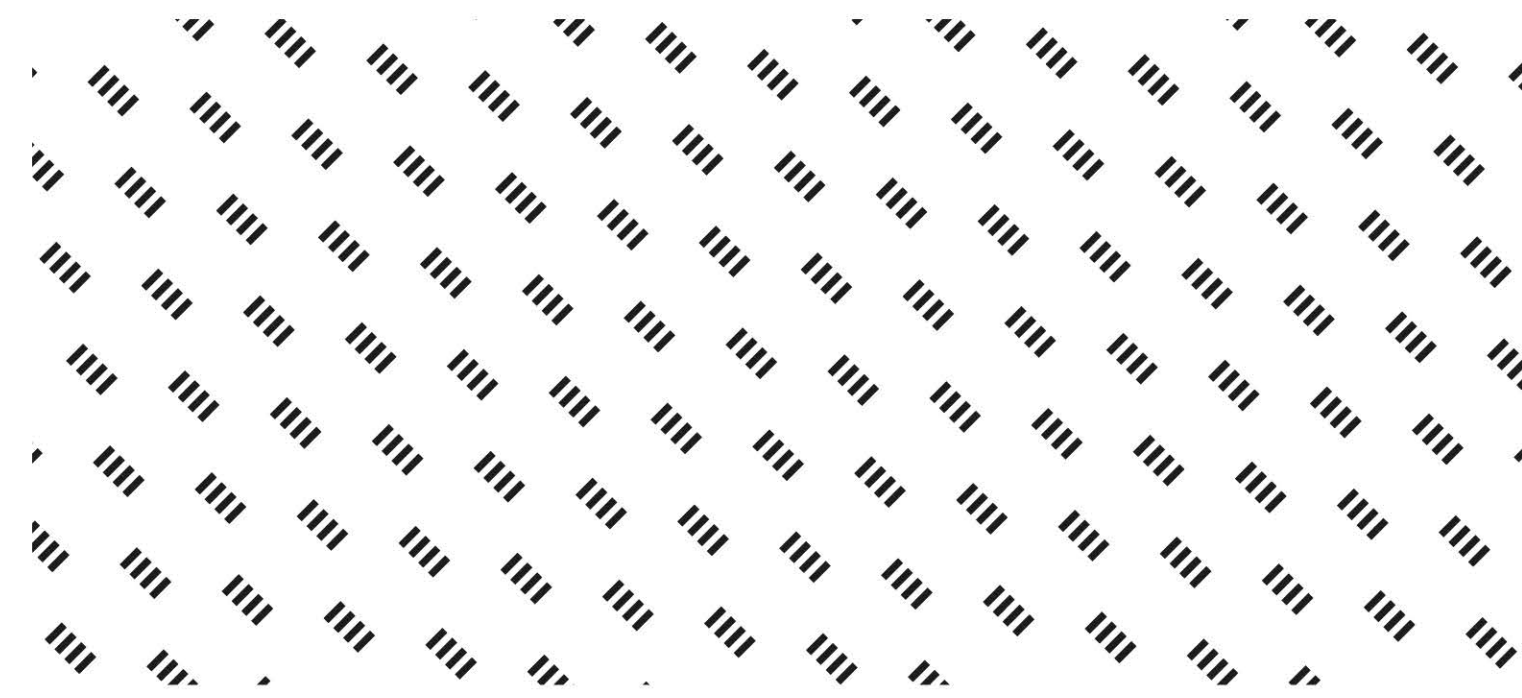Regular

CTA
Regular
SemiBold for URL

5. Graphic elements

Patterns

A graphic pattern is to be used in instances where space is limited (such as digital formats) or as an alternative to when photography is not available.

Never use patterns in combination with photography, gradients **and** body copy, all at the same time.
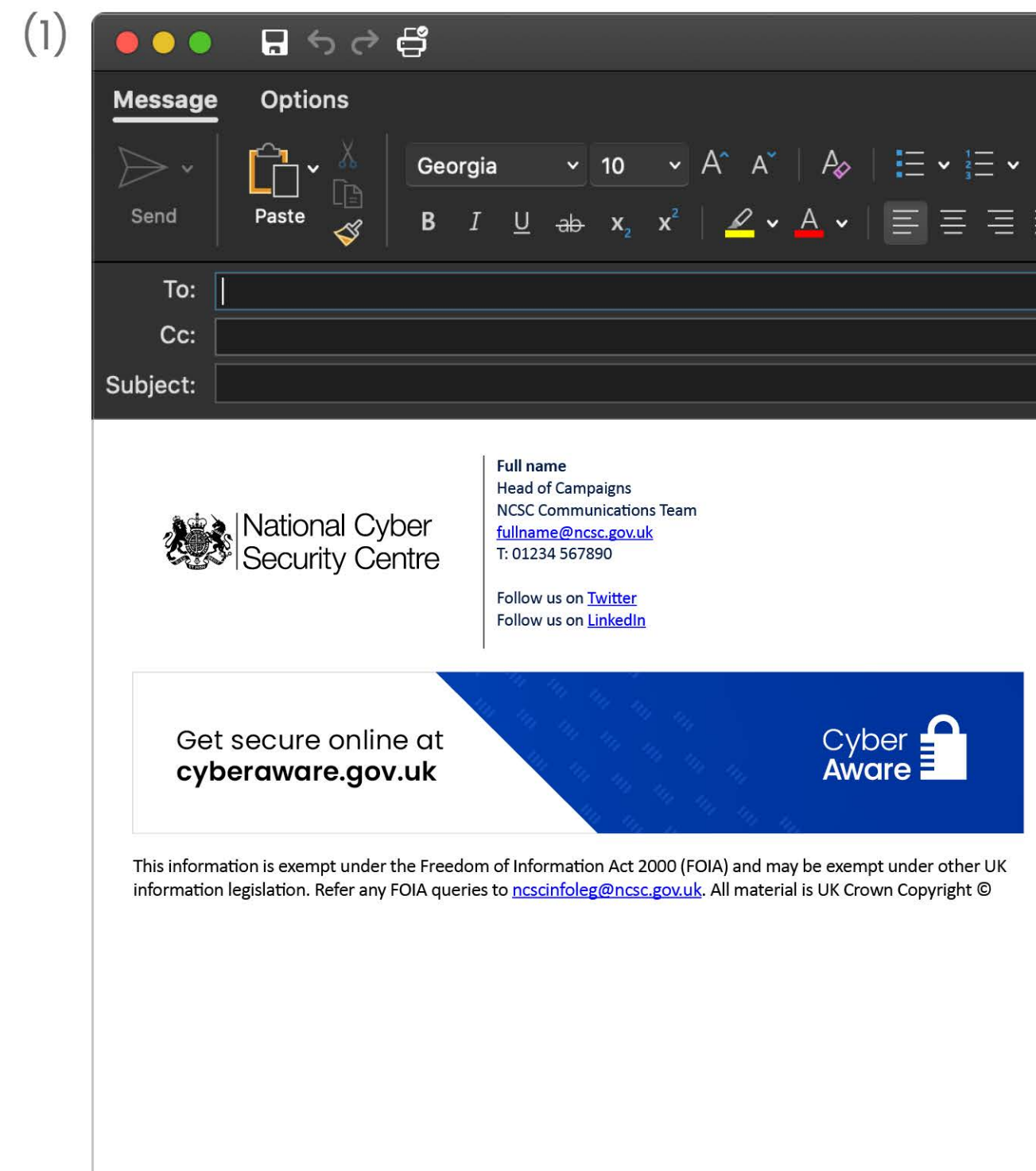
6. Applications

Email signature

For NCSC staff:

Insert the Cyber Aware banner in between the NCSC email signature and any legal copy (1).

Ensure there is sufficient clear space above and below the Cyber Aware banner (2). A minimum of half the size of the padlock is required.
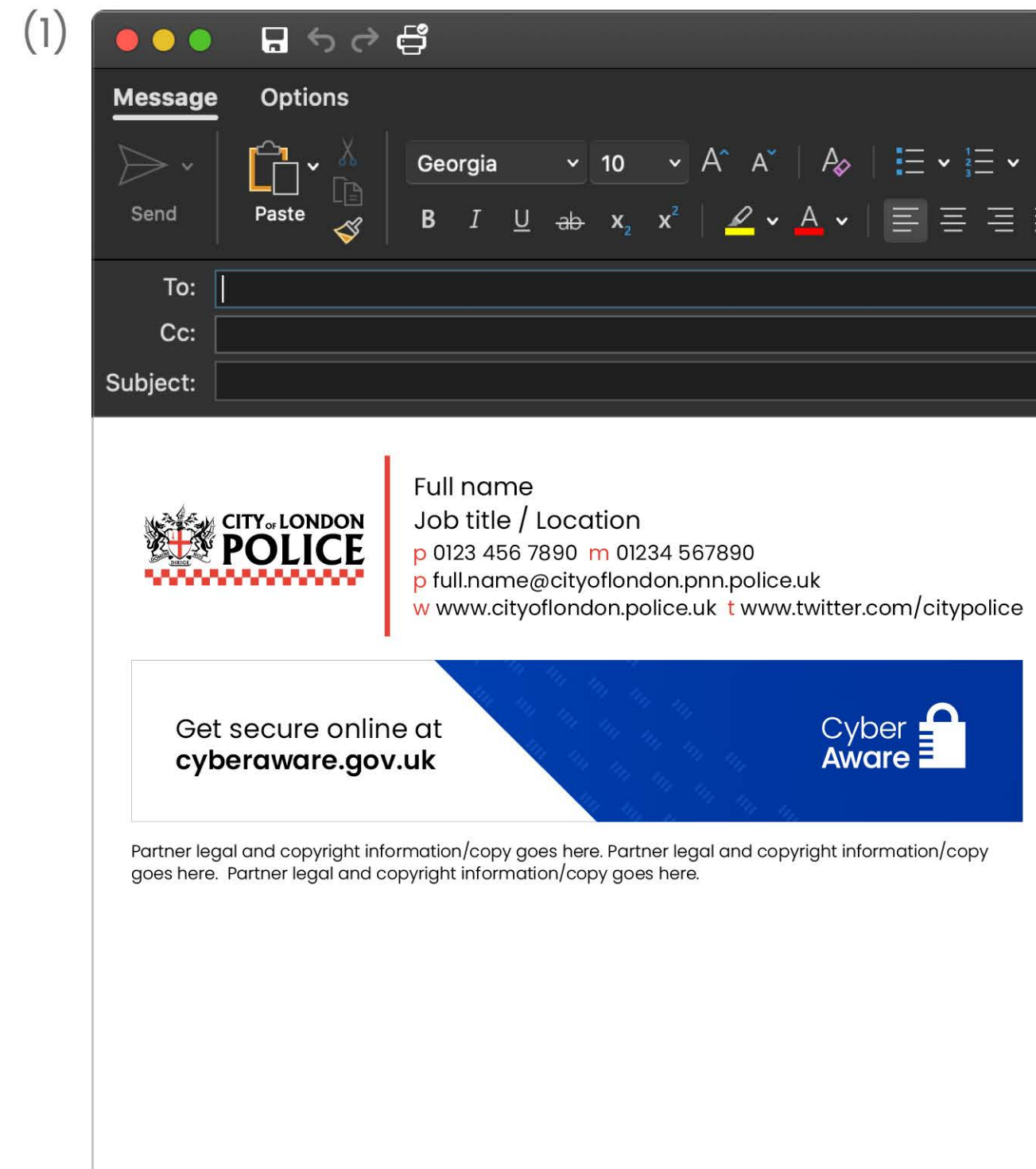
(1)

(2)

Alternative colours

6. Applications

Email signature

For Partners:
Insert the Cyber Aware banner in between your email signature and any legal copy (1).

Ensure there is sufficient clear space above and below the Cyber Aware banner (2). A minimum of half the size of the padlock is required.

(1)

(2)

Alternative colours

6. Applications

Endframe animation

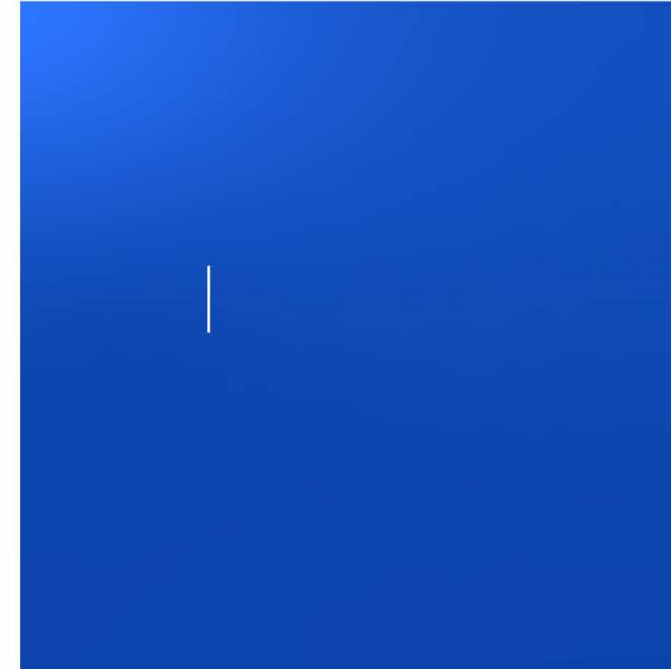This is how to treat the end frames of social animations.

Opposite is the endframe broken down into frames and also shows how we bring the Cyber Aware logo to life.
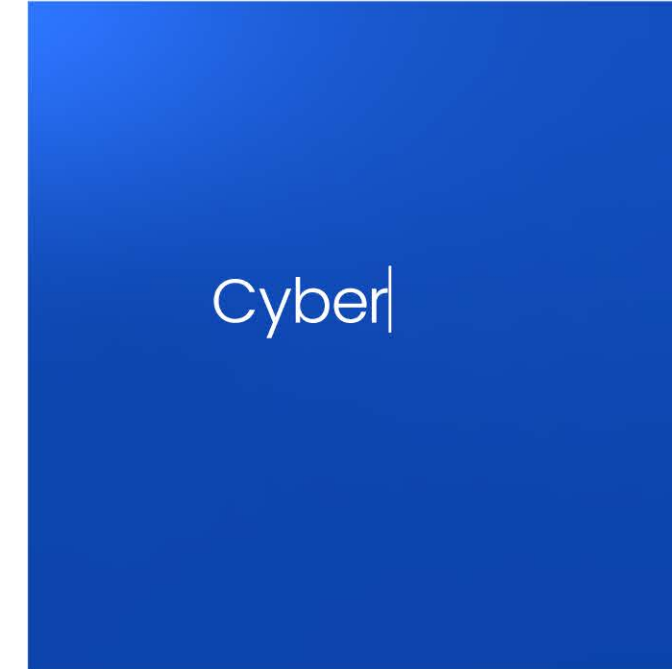
–

Source files:

Please refer to After Effects project file titled **Endframe animation.aep**

Or use video render of the endframe animation titled **Endframe animation.mp4** or **Endframe animation.mov**
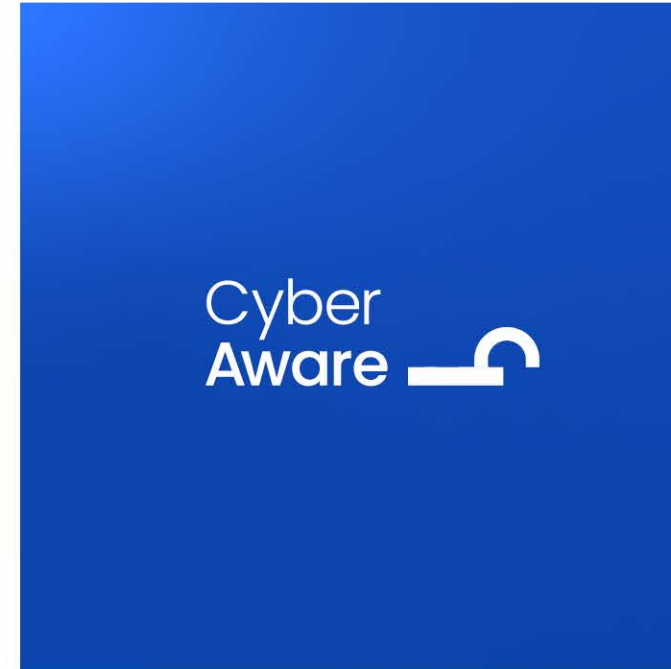
Frame 1

Frame 2

Frame 3

Frame 4

Frame 5

Frame 6

Frame 7

Frame 8

Frame 9

Frame 10

Frame 11

Frame 12

6. Applications

Online static banners

Protect your data and devices

Discover the 6 practical steps you can take to get secure online ⊙

National Cyber Security Centre
a part of GCHQ | Cyber Aware 🔒

6 practical steps to get **secure** online

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Are you **Cyber Aware?**

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6. Applications

Online static banners for Partner use

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Cyber Aware

6 practical steps to get **secure** online

Get secure online ⊙

Cyber Aware

Are you **Cyber Aware?**

Get secure online with these 6 practical steps ⊙

Cyber Aware
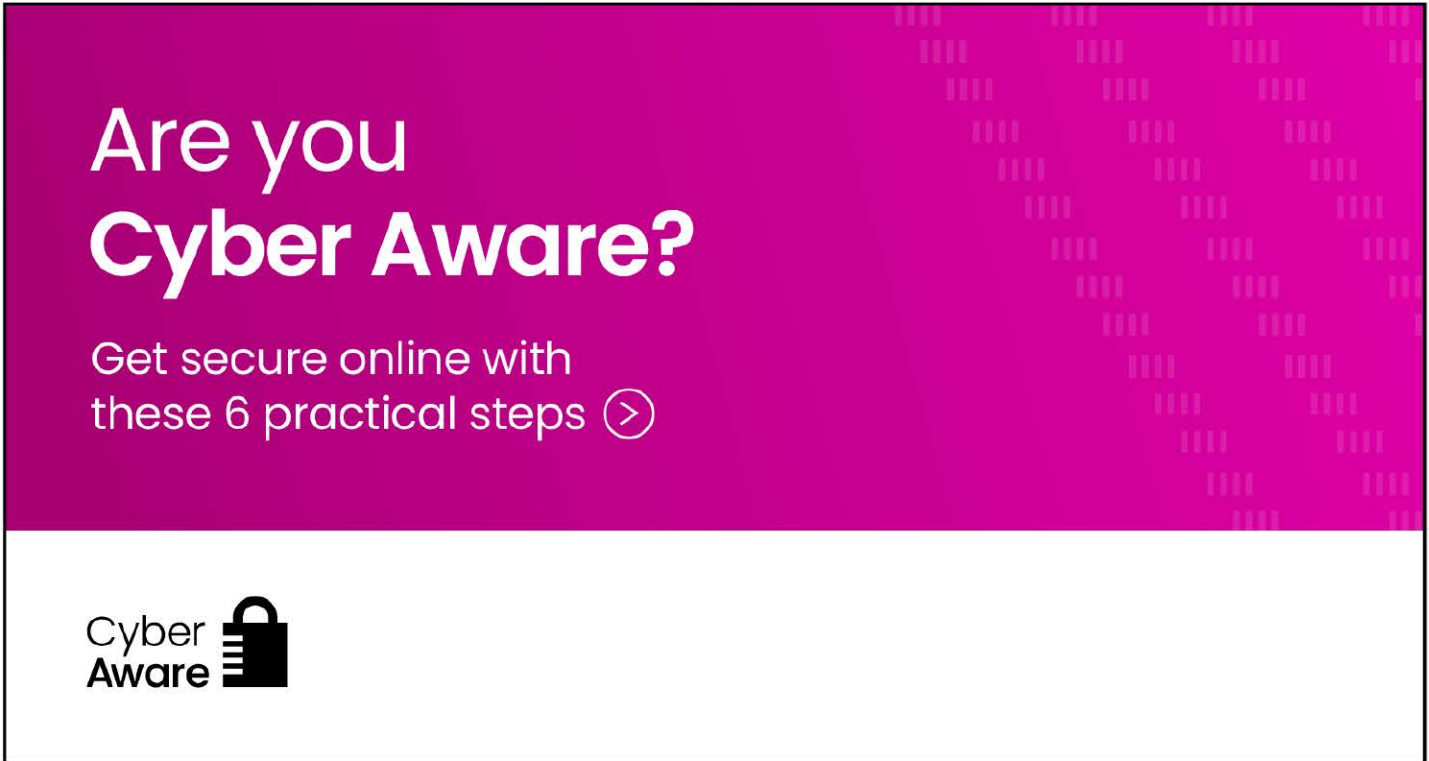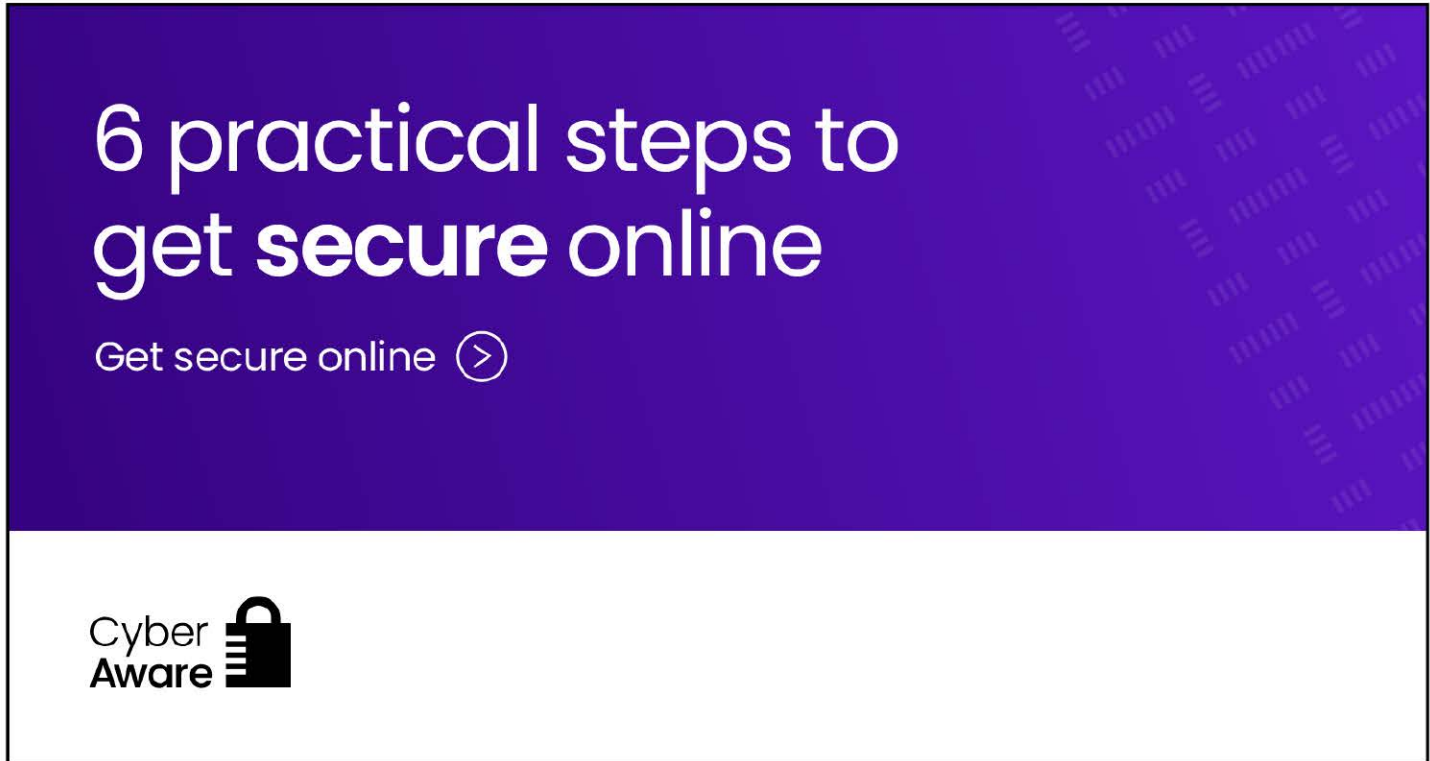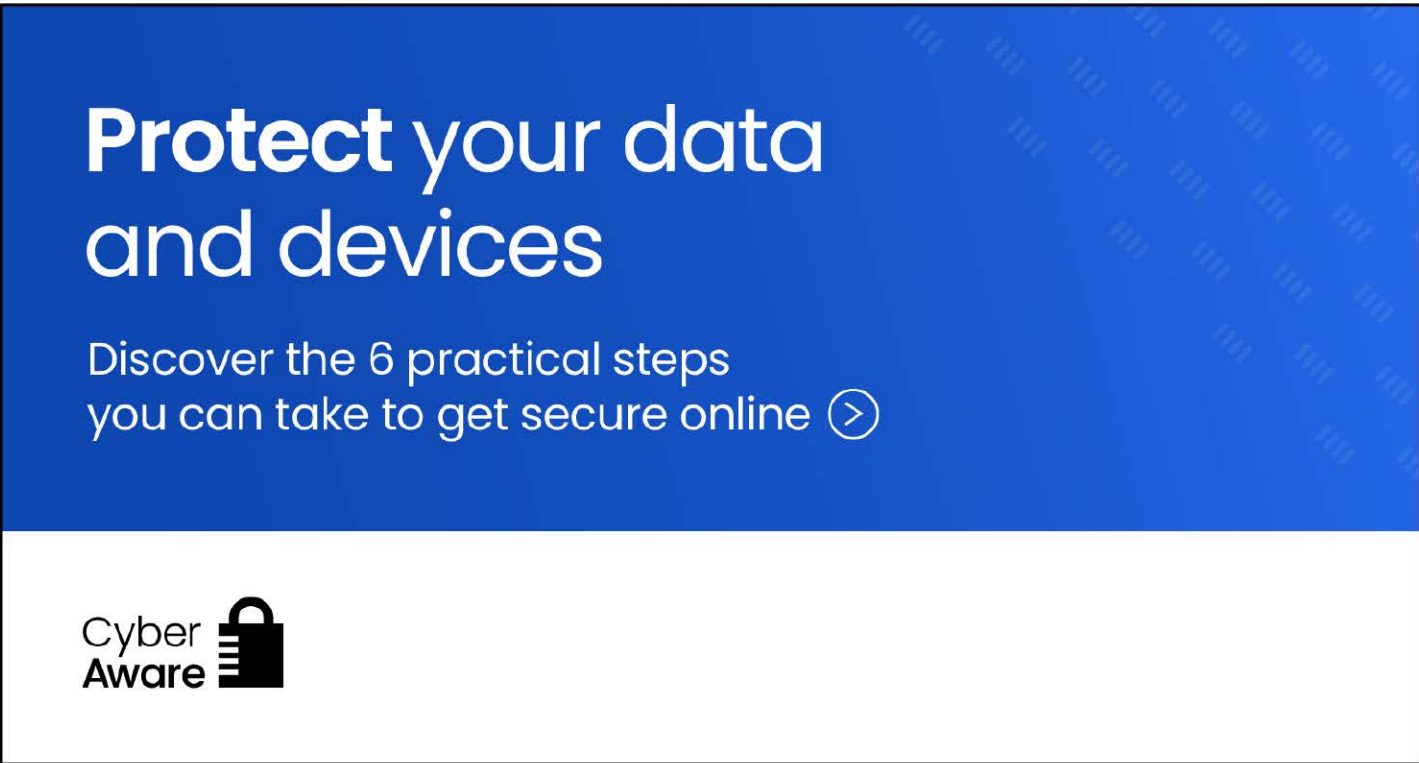
6. Applications

Online static banners for Partner use

In-situ