



OUR GUIDELINES



The Cyber Republic brand is more than just an idea on paper; it is the embodiment of our company, encompassing all of the experiences and expectations that people associate with us. To protect the integrity of the visual and verbal expression of the Cyber Republic brand, it is critical to follow the guidelines outlined.

This comprehensive communication system includes all of the elements you may need—logos, typefaces, colors, and more—to create a consistent tone, look, and feel for Cyber Republic’s communication materials. We invite you to absorb this information and reference it often to become an informed keeper of the brand.

SECTION 1: MASTER LOGO



This section covers the usage of the master logo, its construction, and the variety of layouts available to you. If you need something further defined please reach out to your Cyber Republic or Griflan contact.

MASTER LAYOUTS

CLEAR SPACE

MINIMUM SIZING

LIMITATIONS

LOGOTYPE

The Cyber Republic logotype carries the personality and professionalism of the brand while not being over complicated. Make sure to respect our logo by following the rules set out in this document.



HORIZONTAL MASTER LOGO

Cyber Republic has a variety of orientations to account for specific use cases.

A. HORIZONTAL FORM

A side-by-side layout works well for larger-width use cases and serves as main logo lockup.



B. HORIZONTAL EXPLANATION

The horizontal version allows for easy use in applications that limit available height of the logo.



Width based on the distance of the baseline & cap height of logotype.
Distance is measured between "R" and the edge of icon displayed above.

VERTICAL MASTER LOGO

Cyber Republic has a variety of orientations to account for specific use cases.

A. VERTICAL FORM

Stacking elements works well for smaller-width use cases and serves as an alternative to the horizontal main logo lockup.

B. VERTICAL EXPLANATION

The vertical version allows for easy use in applications that limit available width of the logo.



Cyber Republic



Cap Height

Cyber Republic

Spacing based on the baseline and cap height of the logotype.

CUSTOM INSTANCES

Cyber Republic has a variety of custom instance artwork to account for specific use cases. If you need something further defined please reach out to your Cyber Republic or Griflan contact.

A. BADGES

The badges allow for appealing visual interest in specific use applications.



LOGO WHITE SPACE

The importance of whitespace around brand elements and throughout all layouts cannot be overstated. It adds confidence and clarity to the visual messaging. The more, the better. These visuals are used to define minimums.

A. SPACING FOR LOGO

The minimum allowance for the master logo is equal to the height of the mark in the lockup. This holds true regardless of scale.



B. SPACING FOR MARK

For the mark, the minimum clear space allowance should be equal to half of the mark itself. Repeat the scale of half of the mark around it, regardless of the scale per circumstance.



LOGO ON A COLOR BACKGROUND

The Cyber Republic logo should only be placed on a white, or black background. Please do not use the logo against any other color set in the Cyber Republic family.

A. WHITE BACKGROUND



B. BLACK BACKGROUND



MINIMUM SIZE

For readability, scale needs close attention.

A. MASTER LOGO

The the logo should never be reduced below 120 pixels wide.



B. MARK

The mark can be reduced down to favicon size (20px wide). In print and other use cases it's recommended not to be reduced below 1/2".



C. VERTICAL LOGO

This lockup should never be reduced below 90 pixels wide.



INAPPROPRIATE LOGO USAGE

Cyber
Republic



Change the orientation of the mark

Cyber
Republic



Stretch forms to fill space



Cyber
Republic

Rotate the Icon



Cyber
Republic

Change the color of the mark



Cyber
Republic

Put layer effects on any brand materials



Cyber
Republic

Outline the logotype

SECTION 2: RGB WEB SPECIFIC COLORS



This section covers the usage of our web specific color system in RGB and some simple visual guides. If you need something further defined please reach out to your Cyber Republic or Griflan contact.

COLOR PALETTE

CORE PALETTE

RGB COLOR FAMILY

WEB (RGB)

This section covers the usage of our web specific color system in RGB and some simple visual guides. If you need something further defined please reach out to your Cyber Republic or Griflan contact.

COLOR PALETTE

FULL PALETTE



RGB COLOR FAMILY

WEB (RGB)

This full palette captures the complete RGB color needs in our brand.

While white is usually used as the primary brand canvas there are specific instances when the color Hex# 0f2631 is used.

Please note, Hex# 0f2631 color is used for body copy.



SECTION 3: CMYK PRINT SPECIFIC COLORS



This section covers the usage of our print specific color system in CMYK and some simple visual guides. If you need something further defined please reach out to your Cyber Republic or Griflan contact.

COLOR PALETTE

CORE PALETTE

CMYK COLOR FAMILY

PRINT (CMYK)

This section covers the usage of our print specific color system in CMYK and some simple visual guides. If you need something further defined please reach out to your Cyber Republic or Griflan contact.

COLOR PALETTE

FULL PALETTE



PRIMARY CMYK COLORS

PRINT (CMYK)

This full palette captures the complete CMYK color needs in our brand.

While white is usually used as the primary brand canvas there are specific instances when the color Hex# 102632 is used.

Please note, Hex# 102632 color is used for body copy.

CMYK: 71, 7, 54, 0
HEX#: 42af92

CMYK: 56, 0, 52, 0
HEX#: 71c599

CMYK: 50, 0, 15, 0
HEX#: 76ced9

CMYK: 88, 70, 59, 70
HEX#: 091f28

CMYK: 89, 70, 55, 63
HEX#: 102632

CMYK: 92, 75, 48, 47
HEX#: 183045

CMYK: 88, 74, 42, 33
HEX#: 2b3d58

CMYK: 82, 72, 32, 16
HEX#: 444e73

CMYK: 23, 15, 9, 0
HEX#: c3cad7

SECTION 4: PANTONE PRINT SPECIFIC COLORS



This section covers the usage of our print specific color system in Pantone colors and some simple visual guides. If you need something further defined please reach out to your Cyber Republic or Griflan contact.

COLOR PALETTE

CORE PALETTE

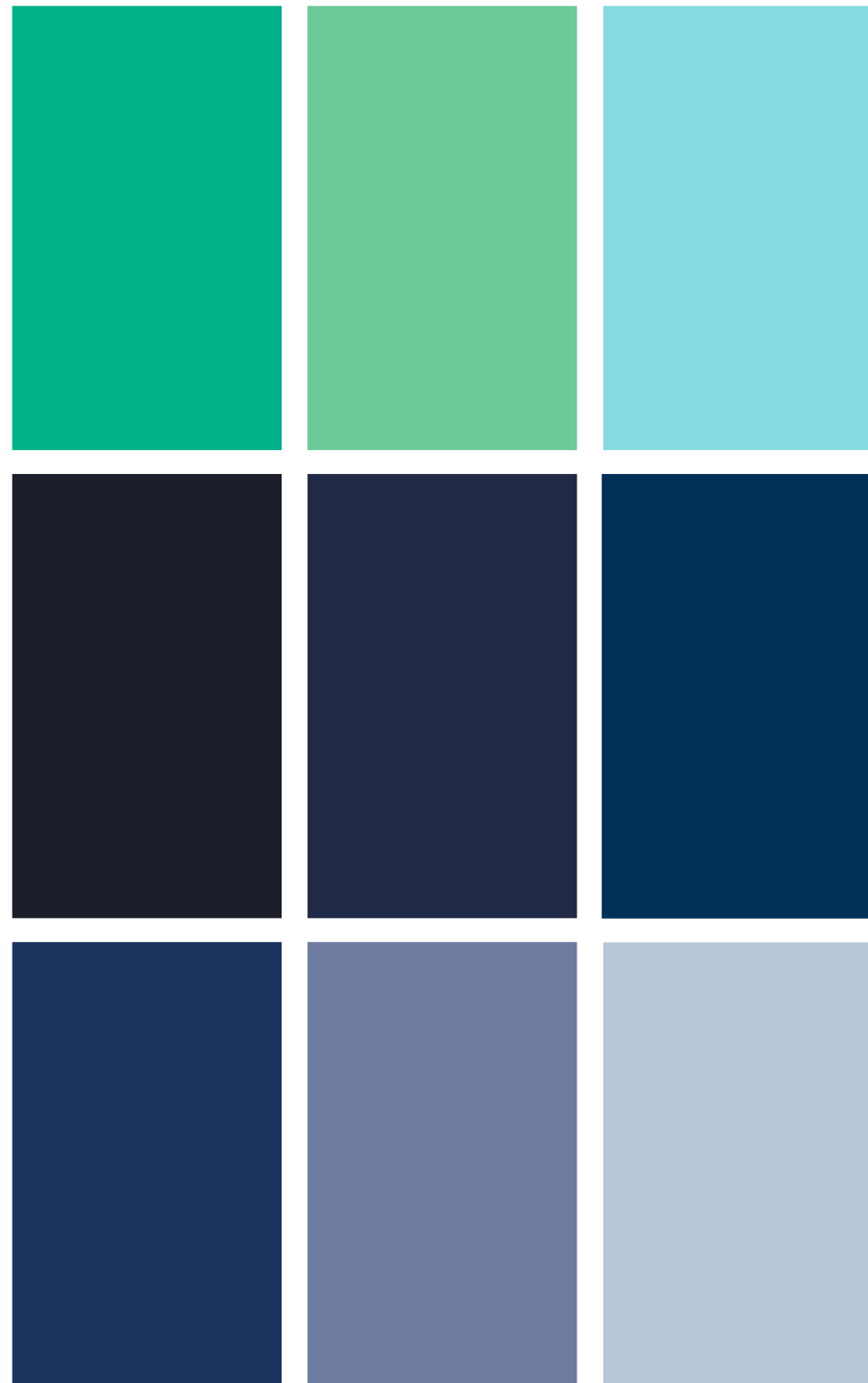
PANTONE COLOR FAMILY

PRINT (PANTONE)

This section covers the usage of our print specific color system in Pantone colors and some simple visual guides. If you need something further defined please reach out to your contact.

COLOR PALETTE

FULL PALETTE



PRIMARY PANTONE COLORS

PRINT (PANTONE)

This full palette captures the complete Pantone color needs in our brand.

While white is usually used as the primary brand canvas there are specific instances when the color Pantone# 533C is used.

Please note, Pantone# 533C color is used for body copy.

PANTONE: 339C

PANTONE: 346C

PANTONE: 318C

PANTONE: 532C

PANTONE: 533C

PANTONE: 540C

PANTONE: 534C

PANTONE: 7667C

PANTONE: 537C

SECTION 5: TYPOGRAPHY



This section covers the usage of our typography system. Because of the simplicity in our brand, type plays an important part. If you need something further defined please reach out to your Cyber Republic or Griflan contact.

SYNTHESE

KOMU

SYNTHESE

Synthese is the main typeface in our system and is used to compliment and contrast Komu. Its main use cases are headers, subheaders, details, and body copy.

WEIGHTS

The full set contains 10 weights, which adds great range for all of our needs.

FONT RESOURCES

Typekit:

<https://typekit.com/fonts/synthese>

Purchase:

<https://www.fontspring.com/fonts/bat-foundry/synthese>

Aa

AaBbCcDdEeFf GgHhIiJjKk

AaBbCcDdEeFf GgHhIiJjKk

AaBbCcDdEeFf GgHhIiJjKk

AaBbCcDdEeFf GgHhIiJjKk

AaBbCcDdEeFf GgHhIiJjKk

0123456789!@#%^&*

KOMU

VERSION (A)

Komu (A) is the second typeface in our system and is used to compliment and contrast Synthese. Its main use cases are large headers and subheaders.

WEIGHTS

The full (A) set containing 1 bold weight fonts.

FONT RESOURCES

Typekit:
<https://typekit.com/fonts/komu>

Purchase:
<https://www.myfonts.com/fonts/dizajndesign/komu/a/>

AA

AABBCCDDEEFFGGHHIIJJKKLL

AABBCCDDEEFFGGHHIIJJKKLL

AABBCCDDEEFFGGHHIIJJKKLL

AABBCCDDEEFFGGHHIIJJKKLL

AABBCCDDEEFFGGHHIIJJKKLL

0123456789!@#%^&*

TYPE USAGE EXAMPLE

THE BREAKDOWN

HEADING 1
Komu, 70 pt

HEADING 2
Synthese, Book, 27 pt

SUB-HEADING
Synthese, Bold, 14 pt

BODY
Synthese, Book, 14 pt

TO PROVIDE USERS

The Cyber Republic Model

Providing users with a trustful runtime environment

Enables wealth generation through the ownership and exchange of data and digital assets.

SECTION 6: ILLUSTRATION STYLE



The Cyber Republic illustration style consists of shapes and line-work. It is of the utmost importance that we keep this illustration style consistent throughout the brand. While there are no specific set of rules on how thick or thin the given line-work should be, it is important that we keep lines “looking” consistent.

All illustrations should be created from scratch rather than taken from stock websites.



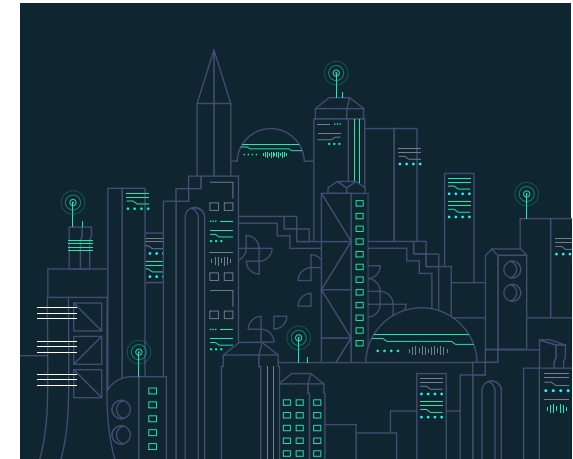
INAPPROPRIATE ILLUSTRATION USAGE



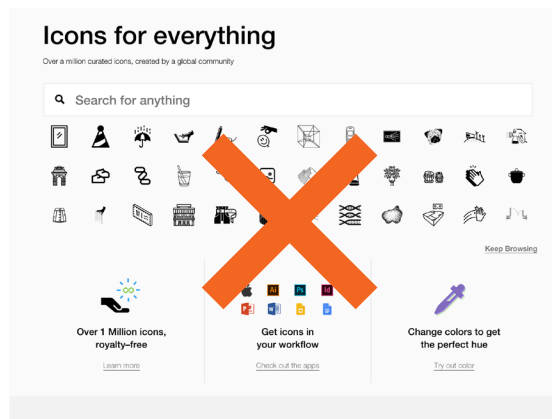
Add outlines to shapes
inconsistent with brand



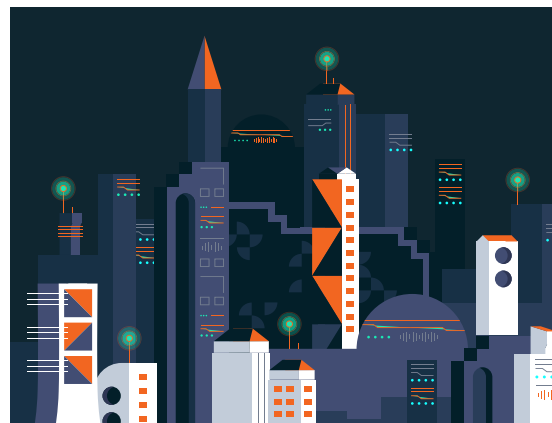
Add gradients to shapes
inconsistent with brand



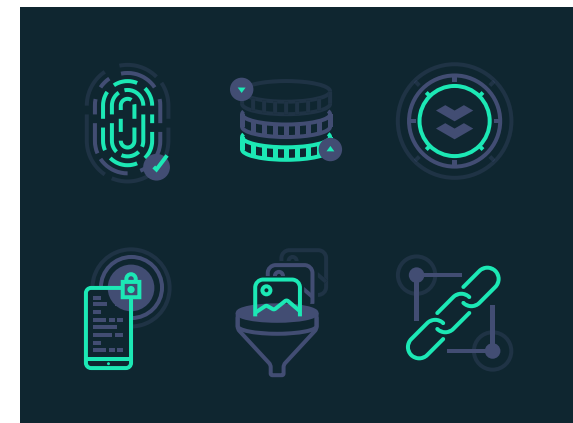
Change filled shapes to line-work



Find or take illustrations
from other stock sites



Add colors outside of brand



Make icon line-work
inconsistent with brand