

Logo Guidelines

The Guidelines of CYBERSECURITY Luxembourg, the usage of the logo and all its derivatives are managed by SECURITYMADEIN.LU and validated by the CYBERSECURITY Luxembourg Committee.

Contact: info@cybersecurity-luxembourg.com



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01

Standard logo

This is the standard version of the logo.

The primary background colour is white.

The positive (standard) version of the logo should always be used.

However, when the background is the same colour as an element of the logo, the negative (white) version should be used.


The standard logo with the “Luxembourg” word in white can be used only on a black background.



02

Architecture

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The symbol is based on the [] of the Luxembourg brand.

In addition, the idea of cybersecurity is illustrated by a shield and a binary representation of the number 42 on the left side.

The lettering is created using the Fjalla One and Verlag typefaces.

The complete logo shall be used on printing and digital documents. The symbol alone can be used as a “reminder” on a document which already contains the complete logo, or on social media channels, app’s icons and pins.

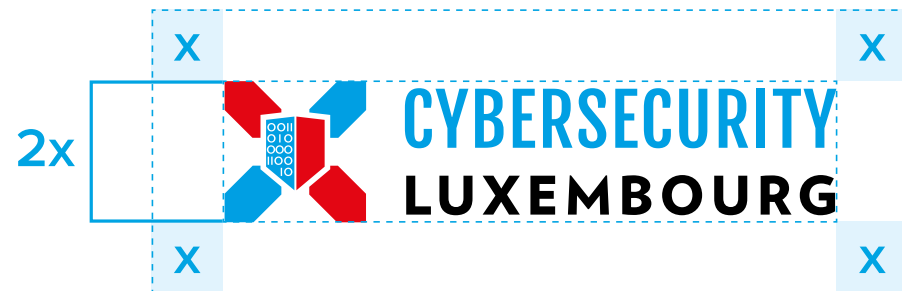


03

Clear space

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.

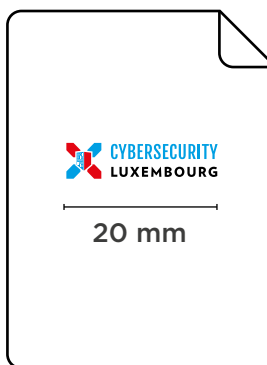
The height of the 1/2 of the logo's symbol is taken as a guide to define the exclusion zone.



04

Minimum size

The logo must be clearly visible across all the communications. To make sure it is visible to everyone, the minimum size for print and digital formats has to be respected.



PRINT



SCREEN

05

Achromatic & negative

Achromatic versions of the logo are allowed alternatively to the standard version.

The grayscale and the monochromatic versions have been specifically designed to meet some specific printing requirements.

Where technological limitations do not occur or where conceptual work does not say otherwise, the use of the standard version is recommended.



ACHROMATIC



POSITIVE
MONOCHROMATIC

NEGATIVE
MONOCHROMATIC

06

Don'ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

Further it is not allowed to add formulations like:

- with the support of
- sponsored by
- in the frame of
- etc.



Don't add shadows



Don't mix the colour versions



Don't move elements



Don't use the black version on a dark background



Don't stretch or transform

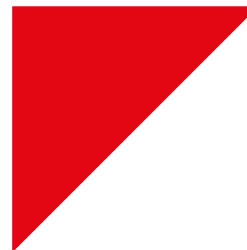


Don't use the standard version on a dark-image background



07

Colour codes

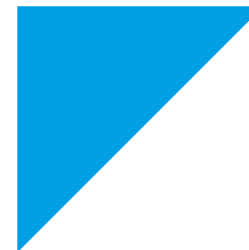


CMYK C0 M100 Y100 K0

Pantone 485

RGB R227 G006 B019

Hex #E30613

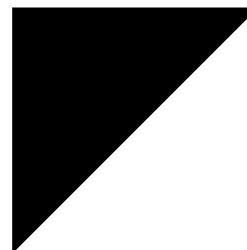


CMYK C100 M0 Y0 K0

Pantone Process Cyan

RGB R000 G153 B255

Hex #0099FF



CMYK C0 M0 Y0 K100

Pantone Process Black

RGB R000 G000 B000

Hex #000000

08

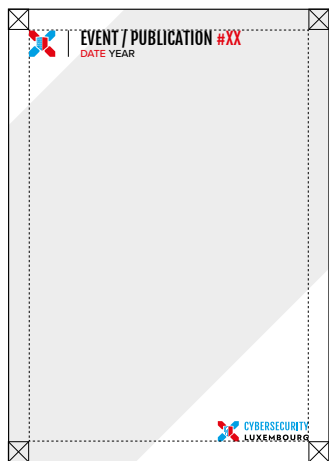
The usage of the logo



The standard logo may be used, in respect with the rules of these guidelines, by anyone to brand any publication, event, or any other activity in relation with cybersecurity and related to Luxembourg, either in Luxembourg or abroad.

09 Derivates

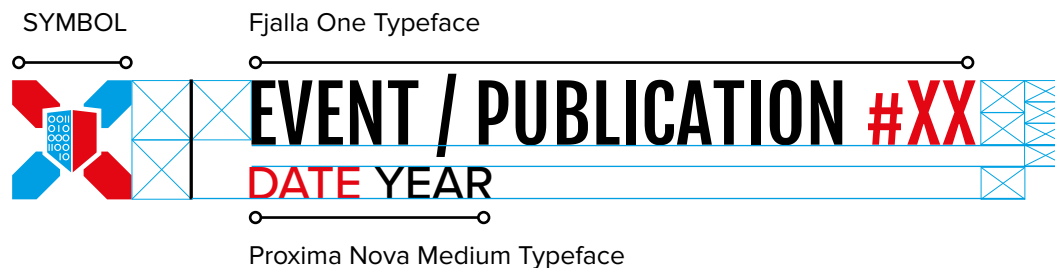
Portrait format




Landscape format



Derivate logo construction



Only members of the cybersecurity ecosystem are allowed to use the symbol  to create a derivate logo for their own events and publications, in respect of the rules described in these guidelines, (i.e. fonts, colour codes restrictions, etc. Before it can be used, the so created “logo” has to be validated by the CYBERSECURITY Luxembourg Committee by sending an email to info@cybersecurity-luxembourg.lu.

The standard CYBERSECURITY Luxembourg logo should be visible on the same (web)page, slide, documents etc, as the derivate. Minimum size for the print format is 20mm, for the digital format 100px.

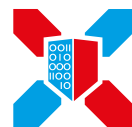
The symbol alone or derivate logo has to be placed in the header on the left side; the standard logo in the footer on the right side.

/ Existing derivatives

Derivates shown opposite are part of these guidelines.

Dates are being updated regularly, this does not change the logos.

All activities and publications branded by a derivate will be communicated on CYBERSECURITY Luxembourg websites.



MEMBER
SINCE 2019

Members of the cybersecurity ecosystem will get this logo and only they are allowed to use it below their signature, in publications, events, on visuals and websites as soon as their membership is confirmed.



CYBERSECURITY WEEK
19//29 OCTOBER 2020

Participants of the CYBERSECURITY Week can use the “CSWL logo” in all their communications and/or to brand their event during the week.



BREAKFAST #37
25 JUNE 2020

Participants of the Cybersecurity Breakfast can use the “Breakfast logo” for referencing and communication purpose.



NEWSLETTER
JUNE 2020

Partners mentioned in the monthly newsletter can use the “Newsletter logo” for referencing and communication purpose.

10

Typography

The primary typeface for any printing communication is Proxima Nova. Use the Regular weight for standard copy and the Bold weight for anything more important than that. For the main headings, we recommend the Proxima Nova Bold or Fjalla One. For the web, the Open Sans font is recommended.

Fjalla One can also be used for headlines, quotes or to highlight important ideas for both printing and web communication.

PRINT

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fjalla One

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WEB

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Bold

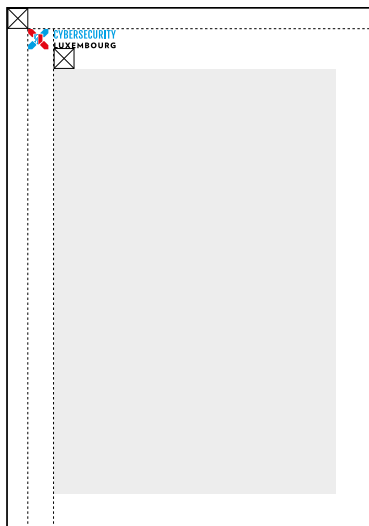
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fjalla One

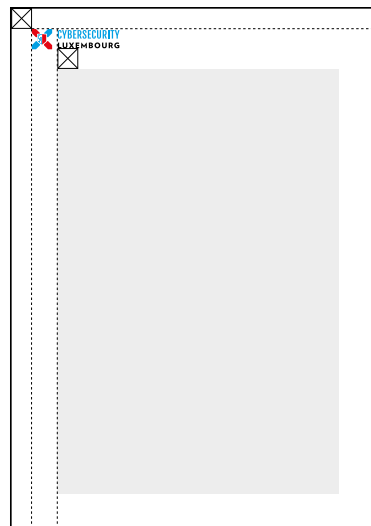
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

11 Stationery

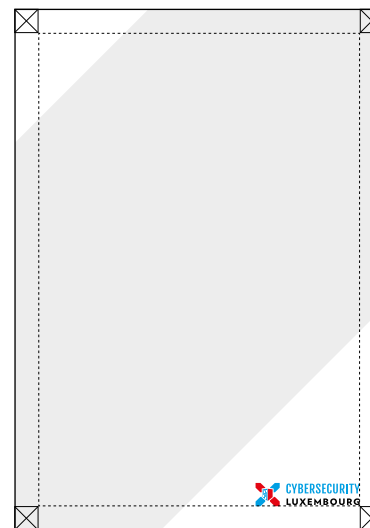
A4 - Letterhead



A4 - Press release & press kit



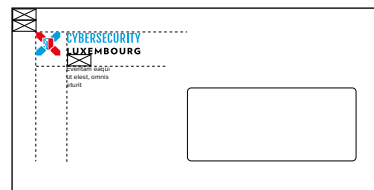
Poster portrait format



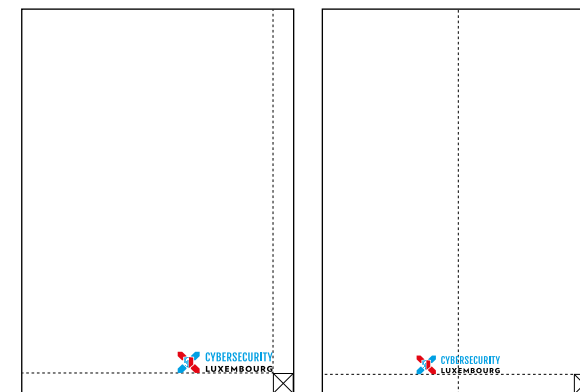
Poster landscape format



DL envelope



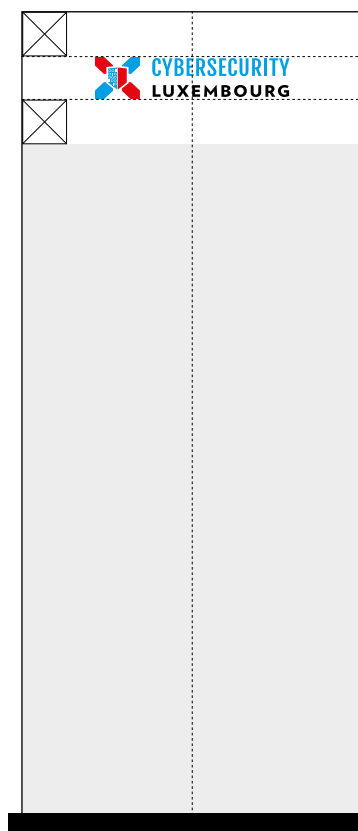
A5 - Brochure



12

Banners

Roll Up banner



Backdrop



13 Web

