

# GregoCys

## Brand Guidelines



**GREGOCYS**

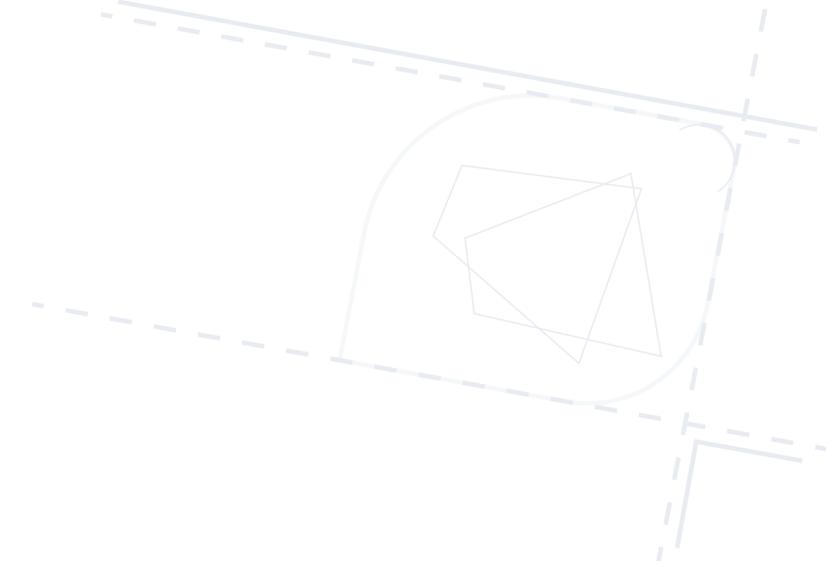
CYBERSECURITY PROFESSIONAL

# BRAND GUIDELINES

Consistency is the key to successful branding. The brand image depends on how the company is presented. Brand guidelines help companies to stay consistent across different channels by following a certain set of rules and visual guidelines.

With these standards and rules, it will be easier to maintain the brand image independent of who uses the visual assets. The brand guidelines include general information about the company logo, its usage, color variations, and typography.

# PAGINATION



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Logo Name: **GregoCys**

Tagline: CYBERSECURITY PROFESSIONAL

Always keep enough space around the logo to maintain its presentable look and feel. Find more unpreferable usage examples of the logo on page06.

# COLOR VARIATIONS



Color logo on a white background



Color logo on a black background



Color logo on a transparent background



White logo on a black background



White logo on a transparent background



Black logo on a white background



Color logo on a background

# DON'TS

## INCORRECT WAYS TO USE THE LOGO



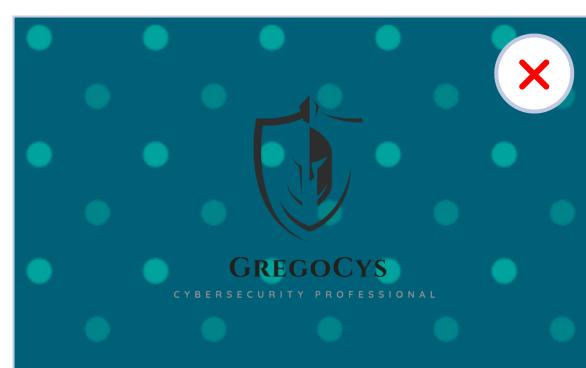
**Do not** tilt or rotate the logo in any direction.



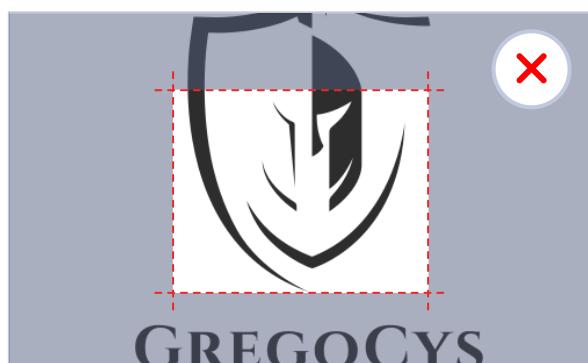
**Do not** reverse or flip the logo.



**Do not** put irrelevant shapes and texts around or on the logo.



**Do not** put disturbing or low-contrast backgrounds behind the logo.



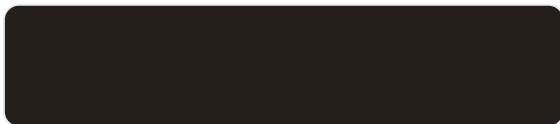
**Do not** crop the logo in any way.



**Do not** stretch or change the original shape of the logo.

# COLOR PALETTE

Logo name color



HEX #241F1B

RGB A 36,31,27,1

Tagline color



HEX #909090

RGB A 144,144,144,1

Symbol colors



HEX #2D2D2D

RGB A 45,45,45,1

Background color



HEX #D1D1D1

RGB A 209,209,209,1

# TYPOGRAPHY

AA

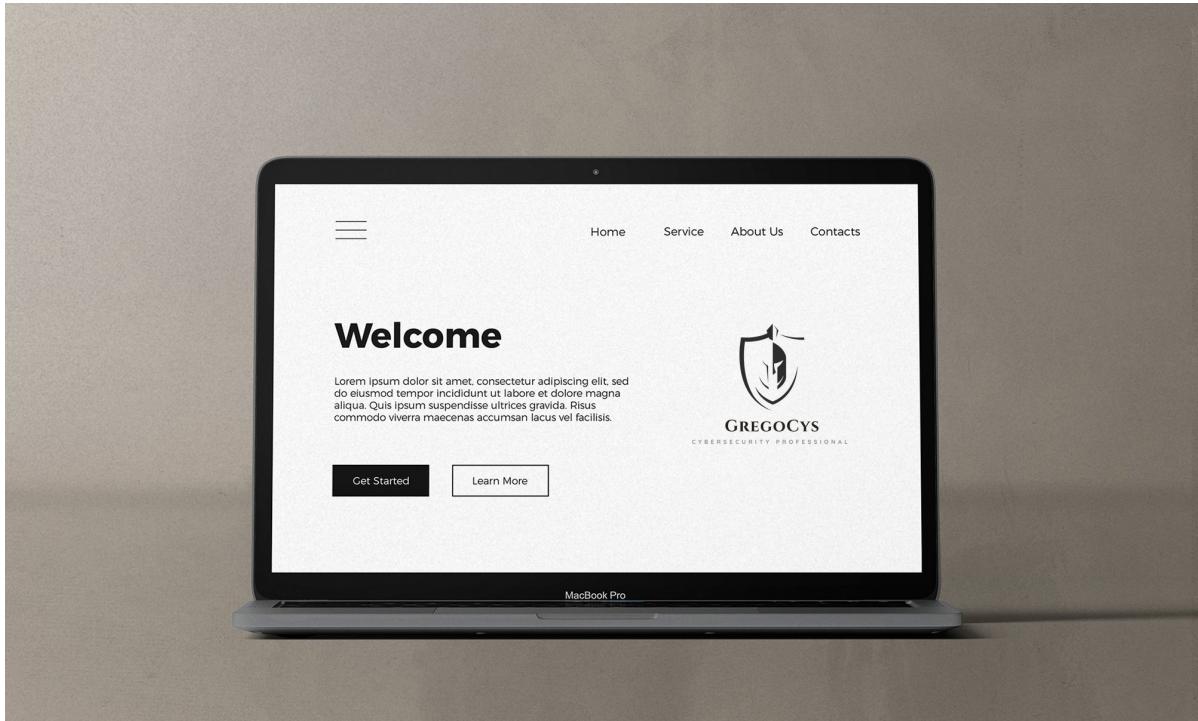
**GregoCys**  
**Cinzel-Bold**

AA

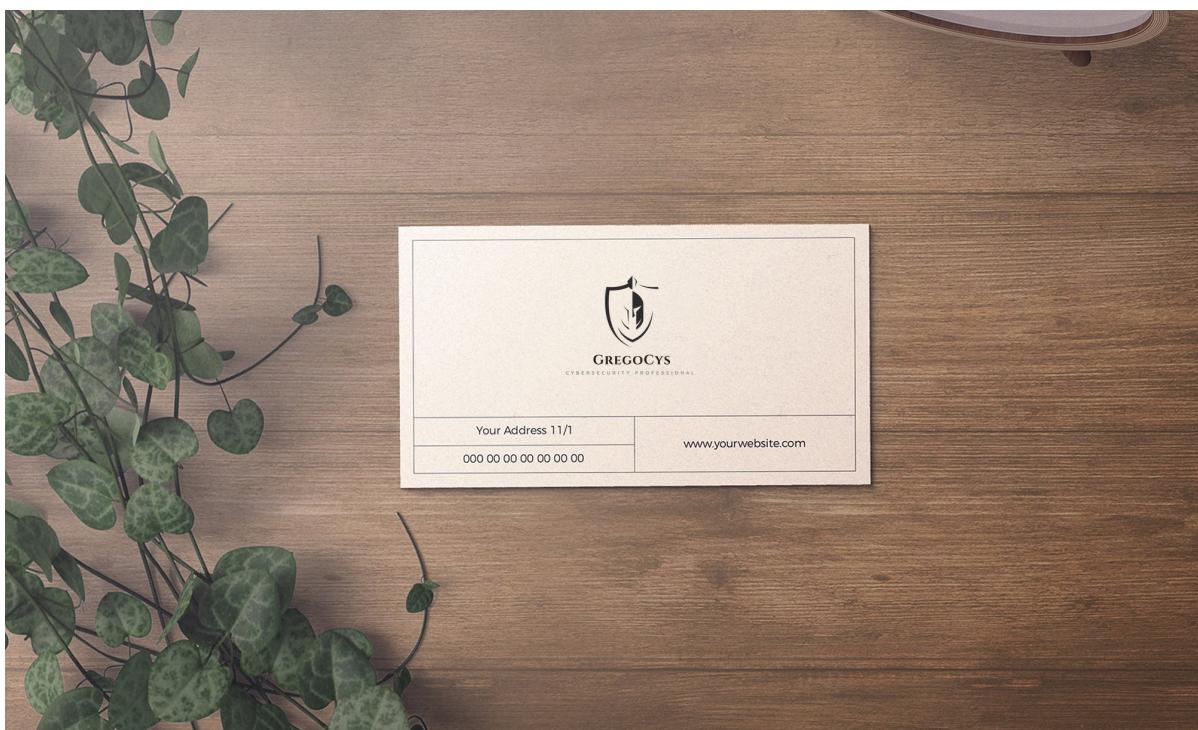
**CYBERSECURITY PROFESSIONAL**  
**Quicksand Bold**

# MOCKUPS

## LAPTOP MOCKUP



## BUSINESS CARD MOCKUP

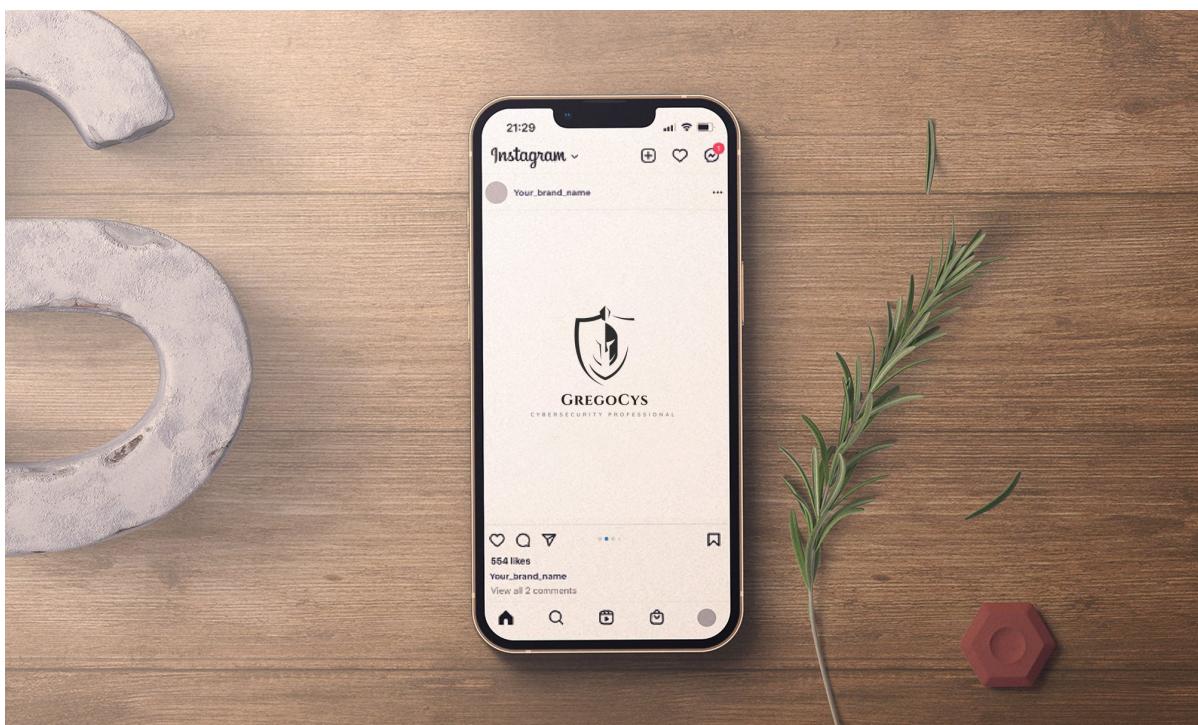


# MOCKUPS

## NOTEBOOK MOCKUP



## SMARTPHONE MOCKUP





A large, faint dashed circle is centered on the page, partially overlapping the text area. The background is a light gray color with a subtle grid pattern of small, light-gray dots.

**THANK YOU**

**GregoCys**

Brand Guidelines