



A comprehensive guide to maintaining brand consistency across all touchpoints.

01 - Logo

Primary Logo



CDMA
SERVICES

Clear Space

Maintain minimum clear space equal to the height of the "C" in CDMA around all sides of the logo.

Minimum Size

The logo should never be reproduced smaller than 120px wide for digital or 30mm for print.

Placement

Always place the logo on clean backgrounds. Avoid busy imagery or patterns behind the mark.

02 - Minimum Size

Minimum size of Logo

To ensure legibility and brand integrity, the logo must never be reproduced below the minimum sizes specified below.

Digital — Minimum 120px wide



Print — Minimum 30mm wide



Favicon

Use the simplified icon mark at sizes below 32×32px. The full wordmark should not be used.

Social Avatars

For profile images and avatars ($\leq 48\text{px}$), use the icon mark only to maintain clarity.

Merchandise

On physical items, the logo width must be at least 30mm to ensure readability on any material.

03 - Do's & Don'ts

Logo Usage

Do

- Use the logo on solid backgrounds with sufficient contrast
- Maintain the proper clear space around the logo
- Use approved color variations only
- Scale proportionally when resizing

Don't

- Stretch, rotate, or distort the logo in any way
- Change the logo colors outside approved palette
- Place the logo on busy or low-contrast backgrounds
- Add effects such as shadows, outlines, or gradients

04 - Colors

Color Palette

Cyan	Navy	Light	Black
Hex Code #00e1fc	Hex Code #053a75	RGB 0, 0, 0	RGB 0, 0, 0
CMYK 100, 10, 0, 0	CMYK 100, 86, 28, 13	CMYK 0, 0, 0, 100	Hex Code #000000
RGB 0, 229, 255	RGB 5, 58, 117		

05 - Colors

Color Usage

Primary Navy

Used for headers, primary text, and key brand elements. This is the dominant brand color.



Accent Cyan

Reserved for highlights, CTAs, accents, and interactive elements. Use sparingly for maximum impact.

06 - Type System

Typography

Inter

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

0123456789

Thin

Extra Light

Light

Regular

Medium

SemiBold

Bold

Extra Bold

Black

Heading 1 — Bold 48px

CDMA Services

Heading 2 — Semibold 36px

Brand Identity

Heading 3 — Medium 24px

Visual Guidelines

Body — Regular 16px

CDMA Services delivers innovative communication solutions with a commitment to excellence and professionalism across every interaction.

Caption — Light 14px

Supporting text uses lighter weights for hierarchy and readability in extended content areas.

Label — Semibold 12px / Tracking Wide

BRAND GUIDELINES 2026

**Logo
safezone**





Simplifying IT
Complexity
for Business
Growth







**The IT Services
Buyer's Guide
2026**

CDMA SERVICES

Chapter #01

The 5 big technology evolutions affecting businesses like ours

11 Strategic Decisions That Separate Secure, Scalable Businesses from Costly IT Mistakes

www.cdma.com.cy

By Michael Nicolaou
CEO & Co-Founder

Chapter #01

Not All IT Is Built The Same

Hello, my name's **Michael Nicolaou**, and I'm the CEO and Founder of CDMA.

Wow... what a crazy few years it's been for business owners and managers like you and me. Whether you're doing well today or fighting for every bit of new business, you can't have missed the dramatic changes in the technology we all rely on.

I believe we're in the middle of a series of massive and interrelated technological revolutions. There are 5 areas that I see are directly affecting the businesses my team and I look after:

Revolution 1) AI

Go back a few years to late 2022. And to most people, AI was still a science fiction concept... something that would happen "in the future". Then ChatGPT was released to the public, and the AI race started.

AI tools have been in development for years. But it's only been recently that many people have become aware of them and have been able to access them through their browsers. You're using Microsoft's Copilot, ChatGPT, or Google's Gemini, right? 90% of businesses now use AI tools.

Perhaps you use them for research, to find answers more easily, generate images, or create documents?

Or maybe you rely on AI to summarise calls or pull meeting notes together. Many people are benefiting from AI built into the tools they use every day. It's been an exciting start to this revolution. And just wait till the tools can figure out what needs to be done, then do it without being asked.

This is known as agentic AI. It's like giving a smart robot its own task list. It can decide what steps to take, then get jobs done without needing help.
How could that improve your business?

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We thank you.

cdma.com.cy

