

CYBER **UX**CELLENCE **AWARDS**

Powered by Mindgrub

Brandguide

What are the Cyber UXcellence Awards?

The Cybersecurity Product UXcellence Awards, launched by Mindgrub, recognize outstanding UX design in cybersecurity products. Debuting at the 2025 RSA Conference, this program highlights the vital role of user experience in strengthening security. By celebrating innovative, user-friendly solutions and the product leaders behind them, the awards set new UX benchmarks for the cybersecurity industry.

Logo System

Primary

Our primary logo is a combination of the word mark and logo mark which makes it the best choice in most cases. The primary mark comes in two color variations as well as vertical and horizontal orientations.

Work Mark

You can use the word mark anywhere that you would use the full logo. It is sleeker, smaller, and more evenly weighted than the full logo which makes it useful for tight spaces and complex layouts.

Logo Mark

Since the logo mark is the only version of the logo that does not have the name of the award. It should be used in context with other brand elements. For example, you can use the logo mark as a social media profile image because it appears in context with our profile name and feed.

The context rule can be broken for more playful marketing collateral such as stickers, pins, and t-shirts.

Primary



Word Mark

CYBER
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Logo Mark



Typography

Inter - Primary

Inter is a steady and reliable typeface. The Cyber UXcellence Awards logo uses the Extra Bold and Light weights.

Roboto Mono - Secondary

Input Sans provides our brand team with a typeface option that compliments Inter with more character and a tech forward feel.

Accessing Fonts

Inter and Roboto Mono are available for free on Google fonts and are available for use in all Google Suite programs.

[↗ Download Inter](#)

[↗ Download Roboto Mono](#)

Recognizing outstanding UX design in cybersecurity products.

Primary Inter

Recognizing outstanding UX design in cybersecurity products.

Secondary Roboto Mono

Brand Colors

The Cyber UXcellence Awards
brand uses a subset of the
Mindgrub color palette.



MG Nearly Black
PMS -
CMYK -
RGB: 35, 31, 32
HEX: #231F20



MG Red
PMS -
CMYK -
RGB: 209, 44, 49
HEX: #D12C31



MG Orange
PMS: 1375
CMYK: 0, 75, 85, 0
RGB: 244, 108, 11
HEX: #F46C0B



MG Dark Purple
PMS -
CMYK -
RGB: 44, 33, 90
HEX: #2C215A



MG Light Purple 300
PMS -
CMYK: 37, 44, 0, 0
RGB: 175, 146, 248
HEX: #AF92F8



White
HEX: #FFFFFF

Gradients + Patterns

Gradients

These gradients are the two used in the logo variations but they are not the only allowed combinations. Feel free to combine colors from the brand to make new gradients.

Patterns

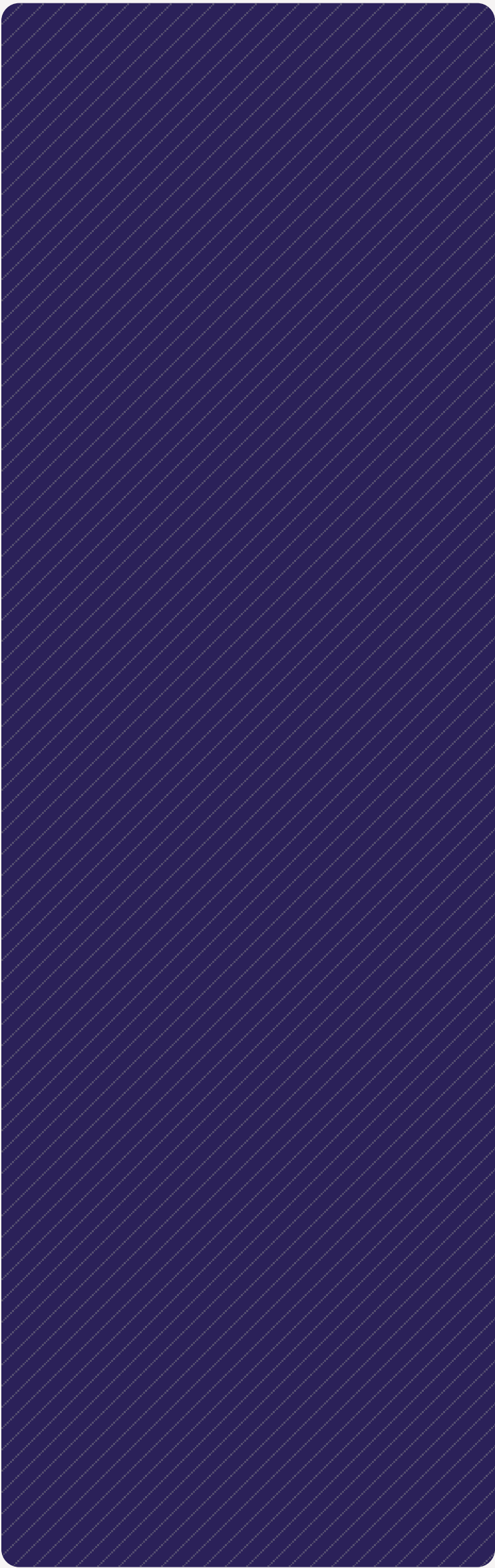
Patterns can add interest to any flat surface. Combining these patterns with a range of different colors, gradients, and design elements can elevate any branded collateral. Like the gradients, feel free to explore new options but they should have a similar feel.



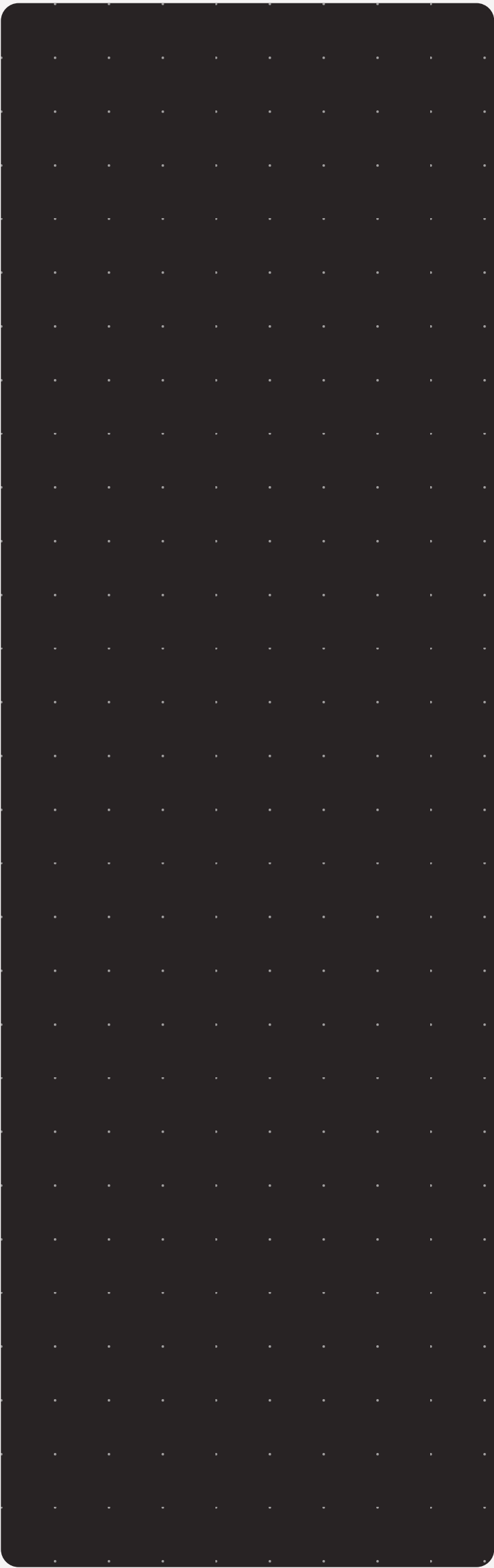
Orange Red Gradient



Purple White Gradient



Diagonal



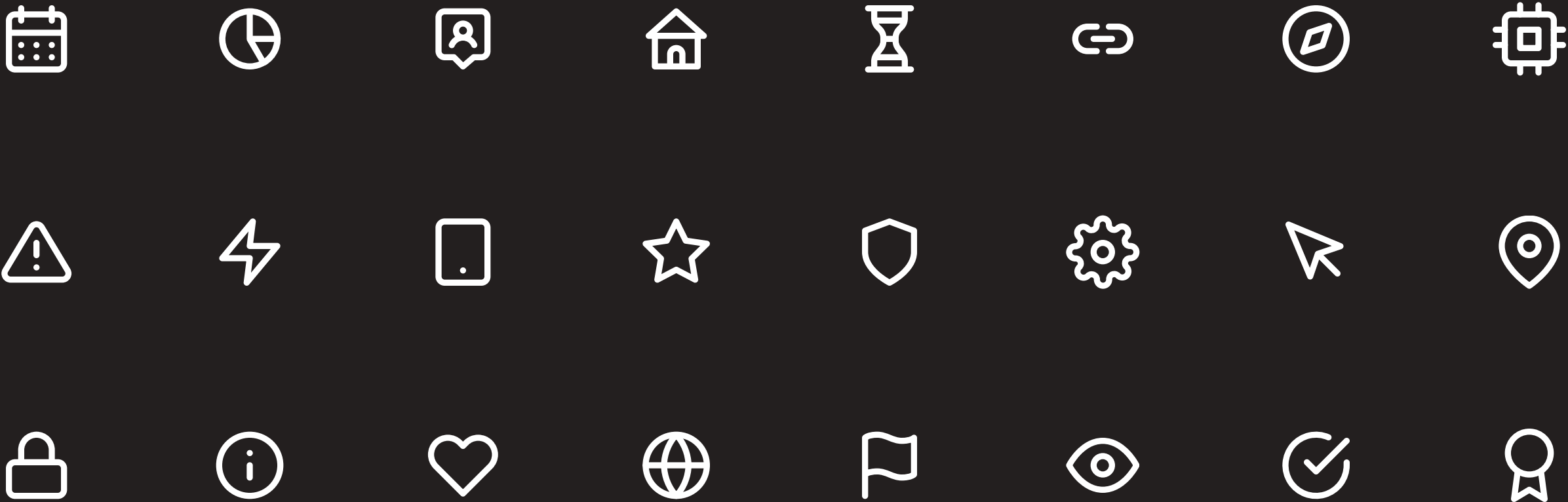
Dot Grid

Utility
Icons

Feather
Our brand uses the “Feather” icon style for utility icons in digital and print applications. This icon set (or the extended “Lucide” version) is available to sync to your Figma files in the Figma Community libraries.

Illustrative
Icons

Custom Icons
Additional custom icons can be crafted as needed in the style of the icons from the logo.



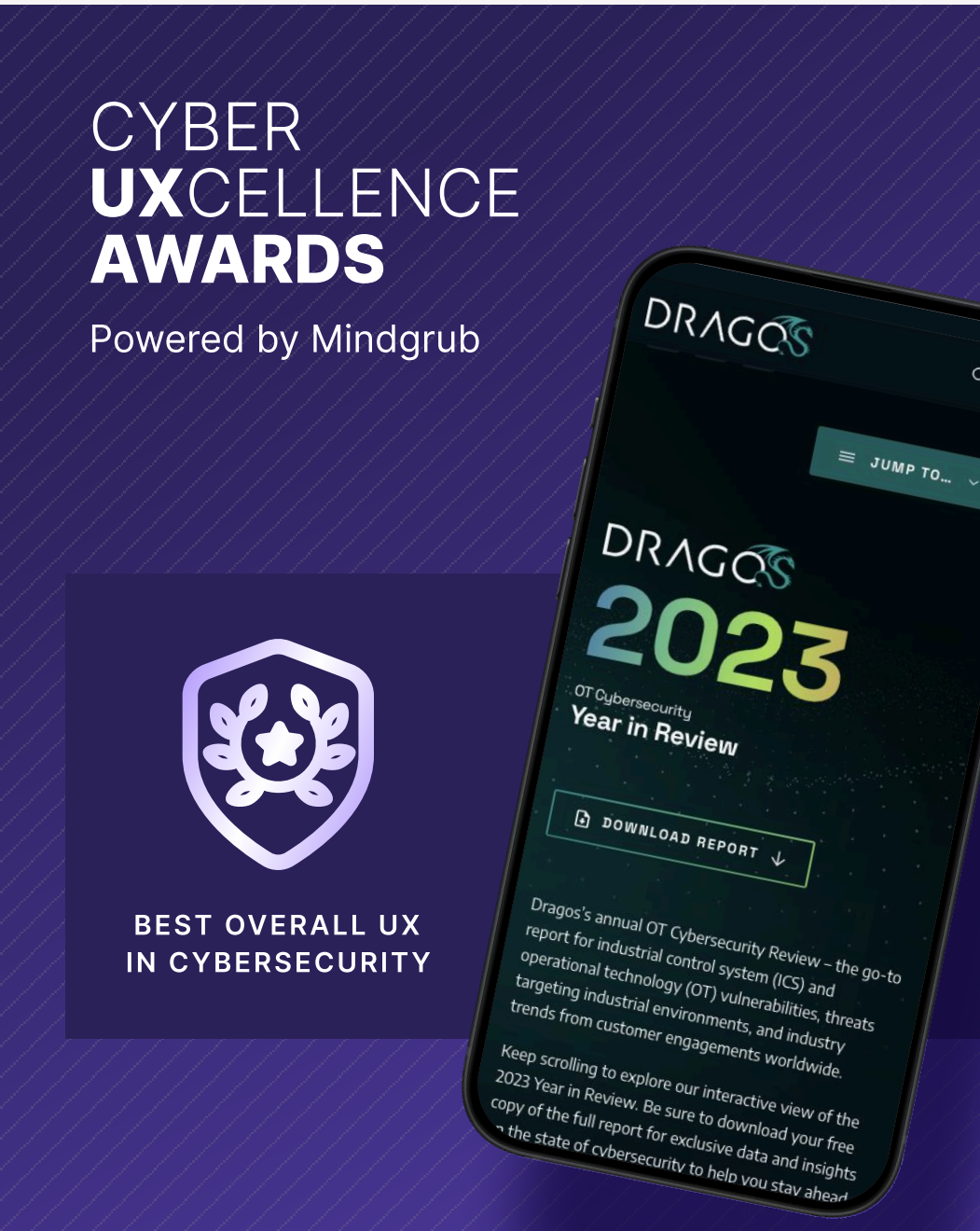
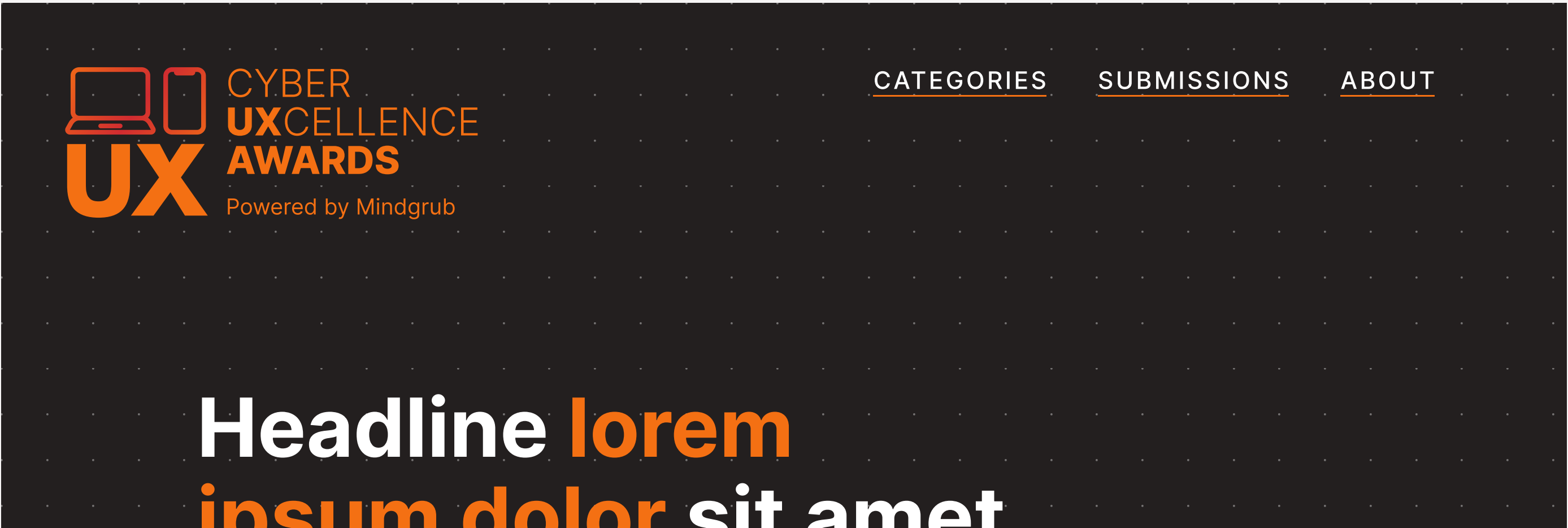
Applications

Web Design

Example of how the horizontal logo could be used for a landing page and how the dot pattern could be applied.

Social Media

Example of logo, pattern, and icon usage in a social post.



How does this brand differ from the Mindgrub brand?

While the Cyber UXcellence Awards brand has a basis in the Mindgrub brand there is more freedom in how colors can be applied and there should be a greater use of dark backgrounds.

Icons and buttons should have slightly rounded corners but larger shapes and backgrounds should have sharp corners like the logo background.

There shouldn't be any use of the hand drawn shapes or font from the Mindgrub brand.