CyberReef
SOLUTIONS
Securely Connecting and Managing Mobile IoT

IDENTITY & LOGO
USAGE GUIDELINES

designed by
xentientLABS LLC™

Simplifying and accelerating customers' ability to deploy secure VPN for the Internet of things communications on the Verizon Wireless Network.

Contents

Why is this brand so important?

With escalating mobile data usage and costs, CyberReef Solutions provides IT Managers with tools to control individual employee's bandwidth usage. Its managers can improve their productivity and decrease mobile data costs at the same time!

About the company
CyberReef Solutions

CyberReef Solutions is a Managed Service Provider that offers affordable secure networking services for Machine (M2M) and Internet of Things (IoT) communications over the mobile network.

CyberReef Solutions is a privately held telecommunications industry that was founded in 2012 by Hilton Nicholson. The high-tech data security business relocated from Alabama to downtown Shreveport
CyberReef Solutions simplifies and accelerates our cellular data customers' abiliy to deploy private networks, reduce overages and data rate plans, and filter websites to protect our children.
CyberReef Solutions offers a solution called CyberReef Banwidth Manager (CBM) that provides IT Managers the tools to establish mobile data usage limits for employees, application throttling or blocking as well as blocking websites that reduce employee productivity.
An example of the CBM in action: Pipeline

Construction Engineering Firm. The customer was ready to leave current wireless provider due to unexplainable high mobile bills and overages exceeding $7,000 per month. Our solution was to block Social Media, Streaming Audio and Video, and iCloud Backup. Detail reports provided customers insights as to which websites to block to maximize cost savings while minimizing impact on getting their job done!
The results were outstanding! The company reduced data consumption by nearly 40% and rate plan by nearly 25%, without impacting the flow of field data required for their pipeline projects.sw

The Logo

A	**CyberReef Solutions**	B	**CyberReef Solutions**	C	**CyberReef Solutions**
	word mark		tagline		graphical element

The **CyberReef Solutions** logo combines three elements: the **CyberReef Solutions** logotype, the tagline and the graphical element. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the **CyberReef Solutions** logo elements, are predetermined and should not be altered. Used consistently, they will reinforce public awareness of the company.

Spacing around the logo

The CyberReef Solutions logo requires separation from the other elements around it. The space required on all sides is 1/2" or 12.7 mm . It never should be less than that. Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.

This is the Negative image of the logo. This logo should only be used when placed infront of a distracting or colorful background. The creator must use best judgment when deciding when to use this logo.

Do not alter the logo

Please note: The logo cannot be changed!
Although creativity is appreciated please do not alter the logo in anyway!

Do NOT rotate the Logo

Don't use stroke shadows

Don't change relationship between height and width

Do NOT use different colors

Position of elements can NOT be changed

Don't leave off graphical element

Don't use photoshop effects

The logo sizes

CyberReef SOLUTIONS
Securely Connecting and Managing Mobile IoT

110 mm | 4.33"
CyberReef_logo 110mm.ai

CyberReef SOLUTIONS
Securely Connecting and Managing Mobile IoT

90 mm | 3.5"
CyberReef_logo 90mm.ai

CyberReef SOLUTIONS
Securely Connecting and Managing Mobile IoT

70 mm | 2.75"
CyberReef_logo 70mm.ai

CyberReef SOLUTIONS
Securely Connecting and Managing Mobile IoT

50 mm | 1.96"
CyberReef_logo 50mm.ai

Minimum sizes
CyberReef Solutions Logo can be reduced in printing to 50 mm (width),it can be used on screen (72 dpi) up to 150 pixels (width).

Color system

![CyberReef Solutions logo — Securely Connecting and Managing Mobile IoT]

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.
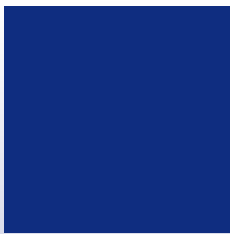
Logo color palette

Use of color for the printed and digital logo

The following palette has been selected for use in **CyberReef Solutions** communcation. Lighter tints of these colors are also allowed, however the **Logotype may only be used with a 100% tint.**

	CMYK	0 / 59 / 98 / 0
	RGB	253/ 103 /5
	Hex	#fd6705

	CMYK	0 / 59 / 98 / 0
	RGB	253/ 103 /5
	Hex	#fd6705

	CMYK	0 / 5.02 / 8..93/ 29.8
	RGB	179 /170/ 163
	Hex	#b3aaa3

	CMYK	0/ 0 / 0 / 25.09
	RGB	191/ 191 / 191
	Hex	#bfbfbf

	CMYK	0/ 0 / 0 / 100
	RGB	0 / 0 / 0
	Hex	#000000

The typography

The font

The primary typeface used for CyberReef Solutions is **Open Sans** designed by Steve Matteson of Principal design.. The secondary typeface used for CyberReef Solutions is **Raleway** designed by Multiple Designers of Principal design. These fonts should be used in all CyberReef Solutions communication to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

These sans serif fonts are available in various weights. **CyberReef Solutions** logotype uses regular weights. The tagline is written in the light weight.

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz01234567890

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz01234567890

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz01234567890

Print and web

As a general rule, Raleway regular is used for body text and Open Sans bold or light is used for headings or sub-headings. Italic versions of the font can also be used. All text should always be set in upper and lower case. All text should be left justified wherever possible. This font is also avaiable as web font and can be found on Google fonts.

Paragraph styles and font sizes

Heading 1

Open Sans bold 36pt
OPEN SANS LIGHT 36PT UPPERCASE

Heading 2

Open Sans bold 22pt, color orange
Open Sans bold 22pt, color blue
Open Sans bold 22pt, color black

Heading 3
Open Sans regular 24pt, color orange
Open Sans regular 24pt, color blue
Open Sans regular 24pt, color black

Intro Text
Raleway regular italic 12pt, color black

Basic Text
Raleway regular 10pt, **Raleway bold 10pt** or *Raleway italic 10pt*

Text examples

Is ea sunt facesequia si sitia siminti nusdaepellam solut debit eic test utature riorro bea voluptate pelest la sundese nus cuptatem quo que nist fugia anihit minullent quas pro mil mo con consequi aut evelique audae es etum dolut es que quae lantus.

Is ea sunt facesequia si sitia siminti nusdaepellam solut debit eic test utature riorro bea voluptate pelest la sundese nus cuptatem quo que nist fugia anihit minullent quas pro mil mo con consequi aut evelique audae es etum dolut es que quae lantus.

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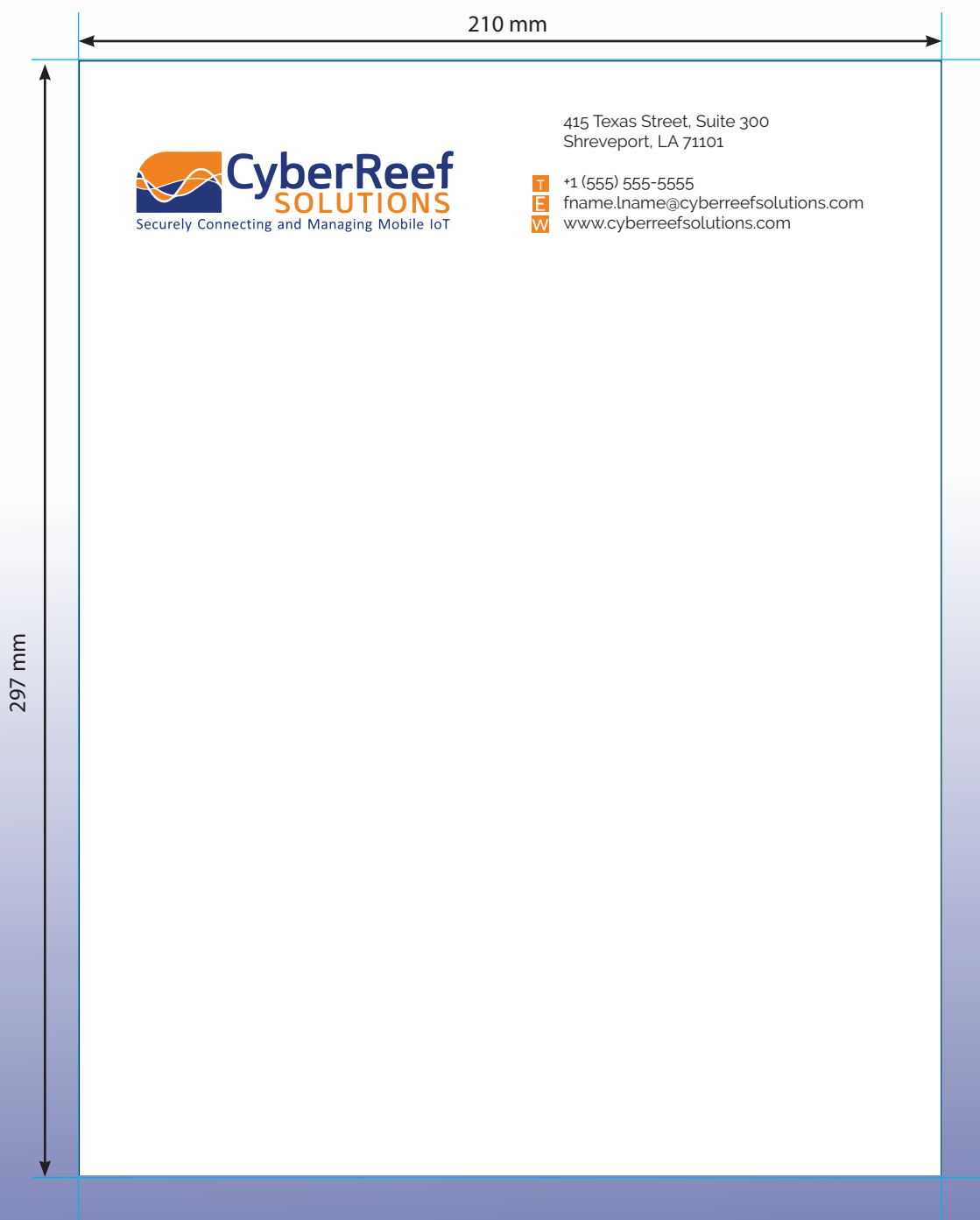
Our brand

Business card

Here are examples of our brand applied on various promotional mediums, products and internal works.

85 mm

55 mm

CyberReef
SOLUTIONS
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John Doe

T +1 (555) 555-5555
E fname.lname@cyberreefsolutions.com
W www.cyberreefsolutions.com

415 Texas Street, Suite 300
Shreveport, LA 71101

www.cyberreefsolutions.com

Format:
Width 85mm x Height 55mm
Color

The letterhead

210 mm

297 mm

CyberReef
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415 Texas Street, Suite 300
Shreveport, LA 71101

T +1 (555) 555-5555
E fname.lname@cyberreefsolutions.com
W www.cyberreefsolutions.com

Traditional 8.5 x 11 letter sized paper, Color or Black and White

Brochure Guidelines

297 mm

210 mm

IMAGE
PLACEHOLDER

CyberReef
SOLUTIONS
Securely Connecting and Managing Mobile IoT

Brochure Title

Date Last Updated or Current Year

(Inside Panel)

8.5" x 11" Letter-Fold
(Outside Back)

(Outside Front)

← score

← score

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SOLUTIONS
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www.cyberreefsolutions.com
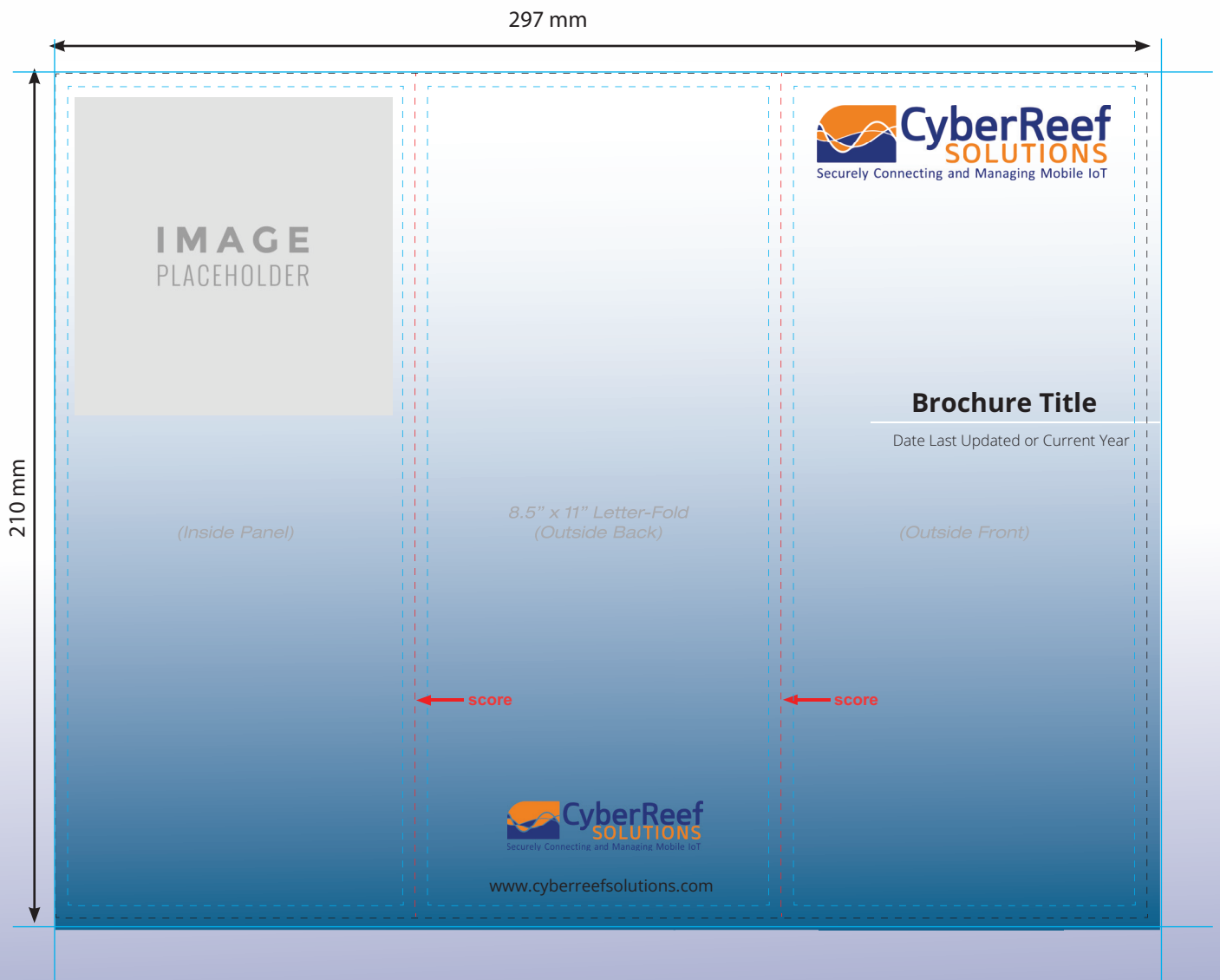
Vertical Tri-fold 8.5 x 11 letter sized paper, Color or Black and White
Minimum border thickness must be 1/4 (0.25") thick plus the 1/8 (0.125") bleed for correct print ready work.
All text must be kept within the blue line. The red dotted lines indicates where the brochure should be folded.
The logo should be visible on the back of the brochure with the web address listed below.
The logo shoudl also be placed at the top middle of the front page followed by the Title of the brochure and the last current update approx. 92 mm or 3.5" down the page.

Signage specifications

This section contains basic guidance on specifications for various signage elements. Care should be taken to match the color and with **CyberReef Solutions**' color palette.

Door Signage in Color with hours of operation.

Plaque Signage in Color with hours of operation.

Basic Guidelines:

The thickness and height of the sign should be determined by the sign company based on the sign being structurally sound and should be able to withstand wind without bowing.

Signage height, overall size, and locations should be determined in compliance with local restrictions.

On glass doors, Vinyl may be applied to the surface of the glass. Hours of operation are optional. A single decal configuration per set of doors is recommended.
NOTE: Vinyl may be either full color as long as it corresponds with the color palette OR frosted opaque (to resemble etched glass) but never both at the same time.

If Singnage must be place on other type of door or wall, a plaque may be installed on the wall, next to the doors. The plaque may contain hours of operation if prefered.

Additional

Iconography

settings	heart	star	plus	minus	checkmark
remove	mail	calendar	page	tools	globe
cloud	error	right-arrow	left-arrow	up-arrow	down-arrow

The CyberReef Solutions brand uses multiple design forms to express itself. From meaninful images to typography based layouts or smart icons, all iconography should be chosen based on the visual style that works best for the message you're communicating.

CyberReef Solutions' icons should clearly represent what they stand for. Avoid overly minimal types of icons or icons that are too abstract.

CyberReef Solutions can make use of any of the icons available on http://fontawesome.io/icons. While monochromatic, the icons can exist in any of the colors of CyberReef Solutions' color palette.
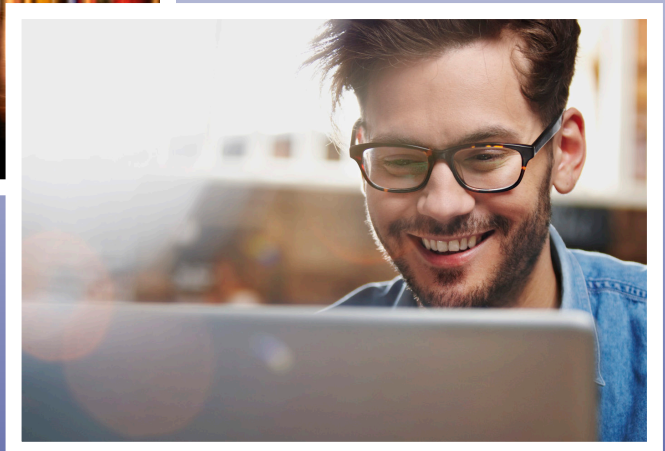
Imagery

Please keep the following guidelines in mind when creating and using photography for **CyberReef Solutions**:

1. Use photography or illustration that is appropriate for the content, tone and production level.
2. Use gray, blues, and brown colored images. Also, any images that are primarily made up of the color scheme may be used.
3. Use imagery that demonstrates the creativity of the employees of **CyberReef Solutions**.
4. The people in the photographs should be representative to **CyberReef Solutions**.
5. If a logo is placed on top of a color image, make sure to use the negative logo to avoid conflict with colors and achieve consistancy.

Example of logo used ontop of colored image

![CyberReef Solutions logo]

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