



IDENTITY & LOGO

USAGE GUIDELINES



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

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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' ability to deploy private networks, reduce overages and data rate plans, and filter websites to protect our children.

CyberReef Solutions offers a solution called CyberReef Bandwidth 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.



The Logo



A **CyberReef Solutions**
word mark

B **CyberReef Solutions**
tagline

C **CyberReef Solutions**
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 in front 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



110 mm | 4.33"
CyberReef_logo 110mm.ai



90 mm | 3.5"
CyberReef_logo 90mm.ai



70 mm | 2.75"
CyberReef_logo 70mm.ai



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



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** communication. 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 240 / 129 / 2
Hex #f08102



CMYK 100 / 96 / 8 / 1
RGB 15 / 45 / 128
Hex #0f2d80



CMYK 35 / 32 / 32 / 0
RGB 180 / 170 / 164
Hex #b3aaa3



CMYK 30 / 23 / 21 / 0
RGB 191 / 190 / 191
Hex #bebdbbe



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 the company is **Raleway** designed by Multiple Designers of Principal design. These fonts should be used in all company 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 available 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 sim-
inti nusdaepellam solut debit eic
test utature riorro bea voluptate
pelest la sundese nus cuptatem
quo que nist fugia anihit minul-
lent quas pro mil mo con conse-
qui 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.**

*Is ea sunt facesequia si sitia sim-
inti 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.*

Our brand

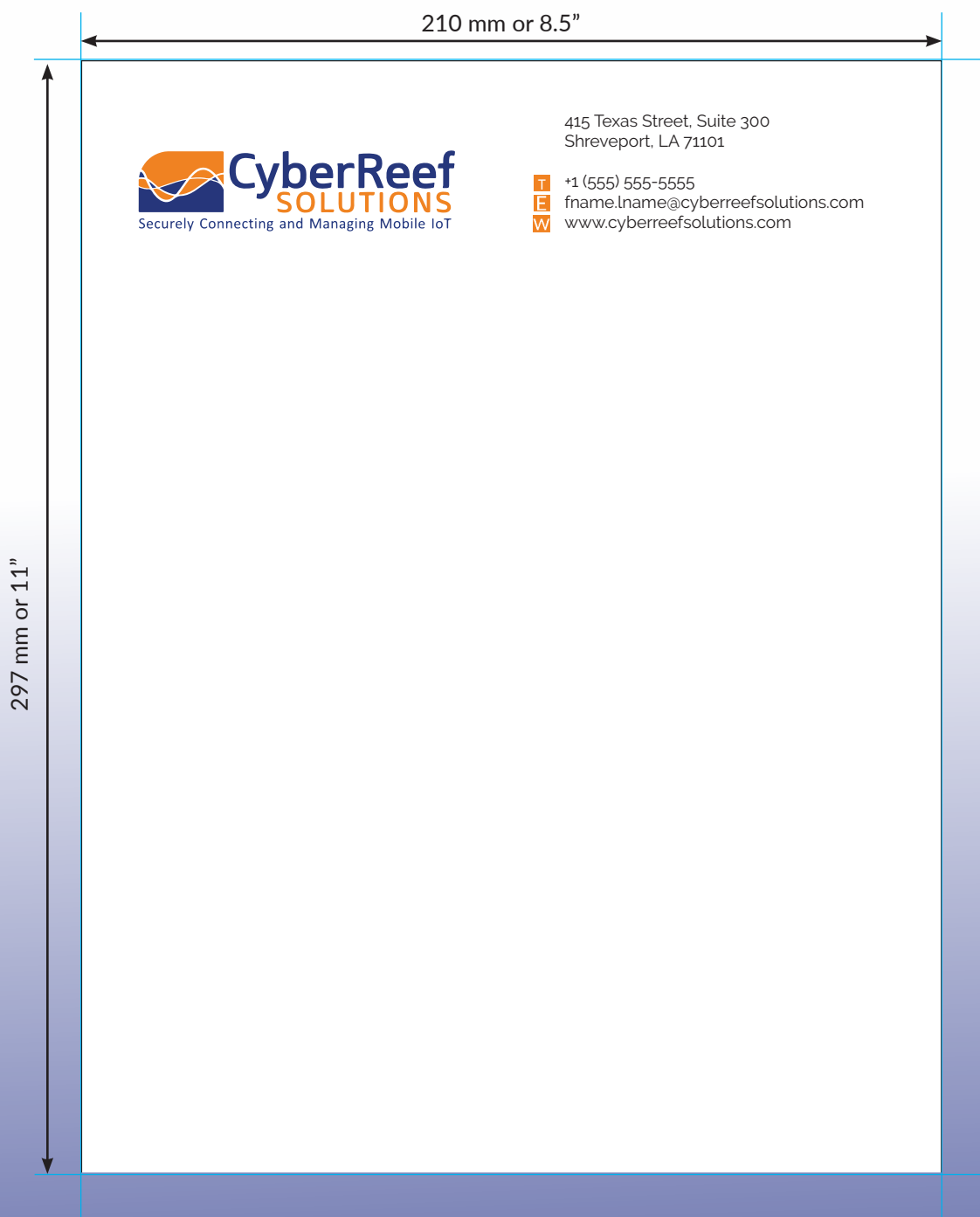
Business card

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



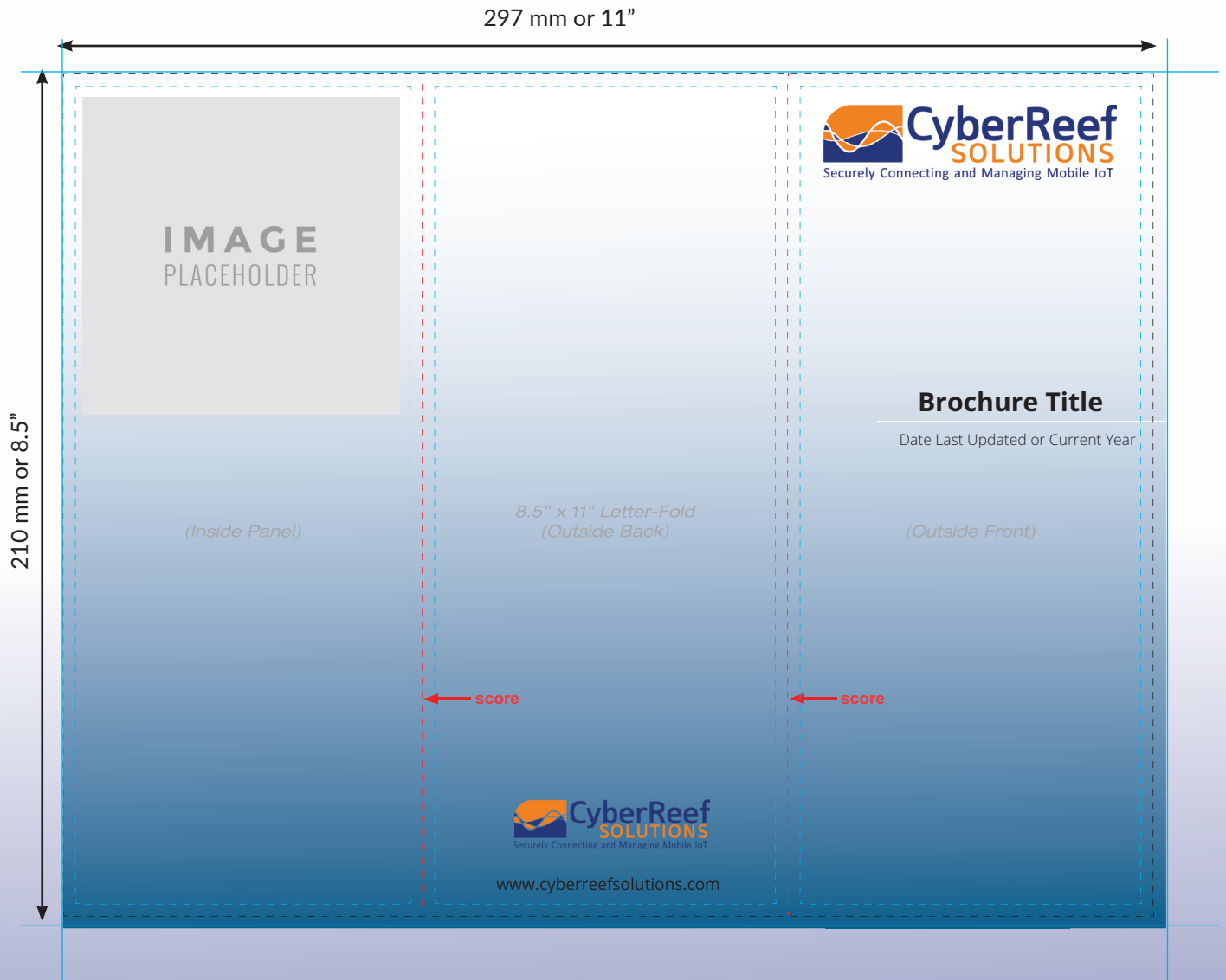
Format:
Width 85mm x Height 55mm | 3.35" x 2.5"
Color

The letterhead



Traditional 8.5" x 11" (215.9 mm x 279.4 mm) letter sized paper,
Color or Black and White

Brochure Guidelines



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 should 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 preferred.

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 meaningful 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.

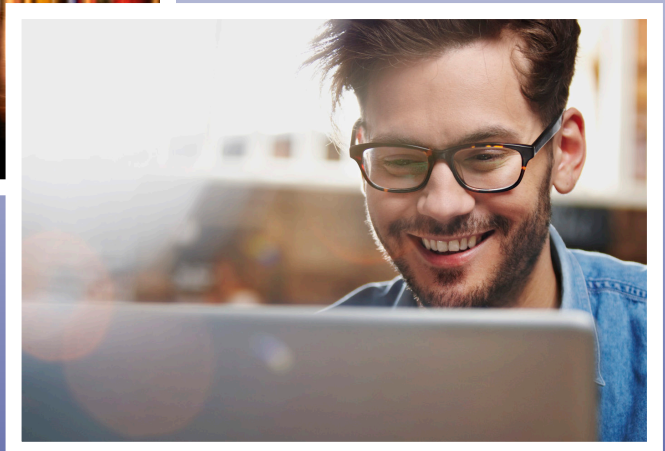
Imagery

*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 consistency.



Example of logo used ontop of colored image





www.cyberreefsolutions.com