Cyber Gear

www.cyber-gear.com

BRAND GUIDELINES

Version 1.0 / June 2024

Logo

Maintain the integrity of the logo by keeping it in its original form. Ensure it is always legible and not distorted. Use the logo on a white background for visibility.

Cyber Gear
THE INTERNET COMPANY

Cyber Gear
www.cyber-gear.com

Cyber Gear
www.cyber-gear.io

Cyber Gear
www.cyber-gear.ai

Colours

Colour provides the Cyber Gear brand with a powerful means of identification. Please follow these specifications for all print and digital usage. Ensure colour consistency across all media.

Primary Colours

Secondary Colours

HEX
#F22929

RGB
242 / 41 / 41

CMYK
0 / 96 / 93 / 0

HEX
#000

RGB
0 / 0 / 0

CMYK
75 / 68 / 67 / 90

HEX
#F2F2F2

RGB
242 / 242 / 242

CMYK
4 / 3 / 3 / 0

HEX
#A63737

RGB
166 / 55 / 55

CMYK
24 / 90 / 80 / 16

HEX
#3C3E40

RGB
60 / 62 / 64

CMYK
70 / 62 / 58 / 48

HEX
#A69D9C

RGB
166 / 157 / 156

CMYK
37 / 35 / 34 / 0

100	80	60	40	20	10

100	80	60	40	20	10

100	80	60	40	20	10

HEX
#3C3E40

HEX
#F22929

HEX
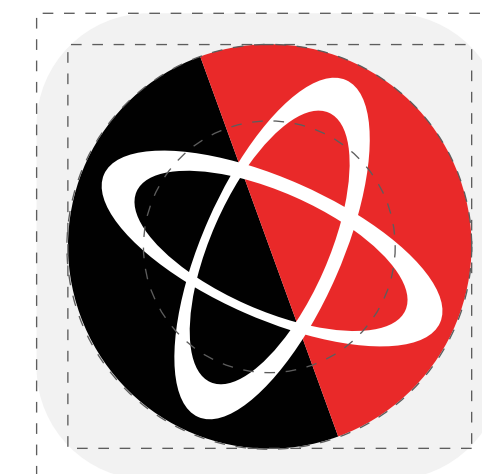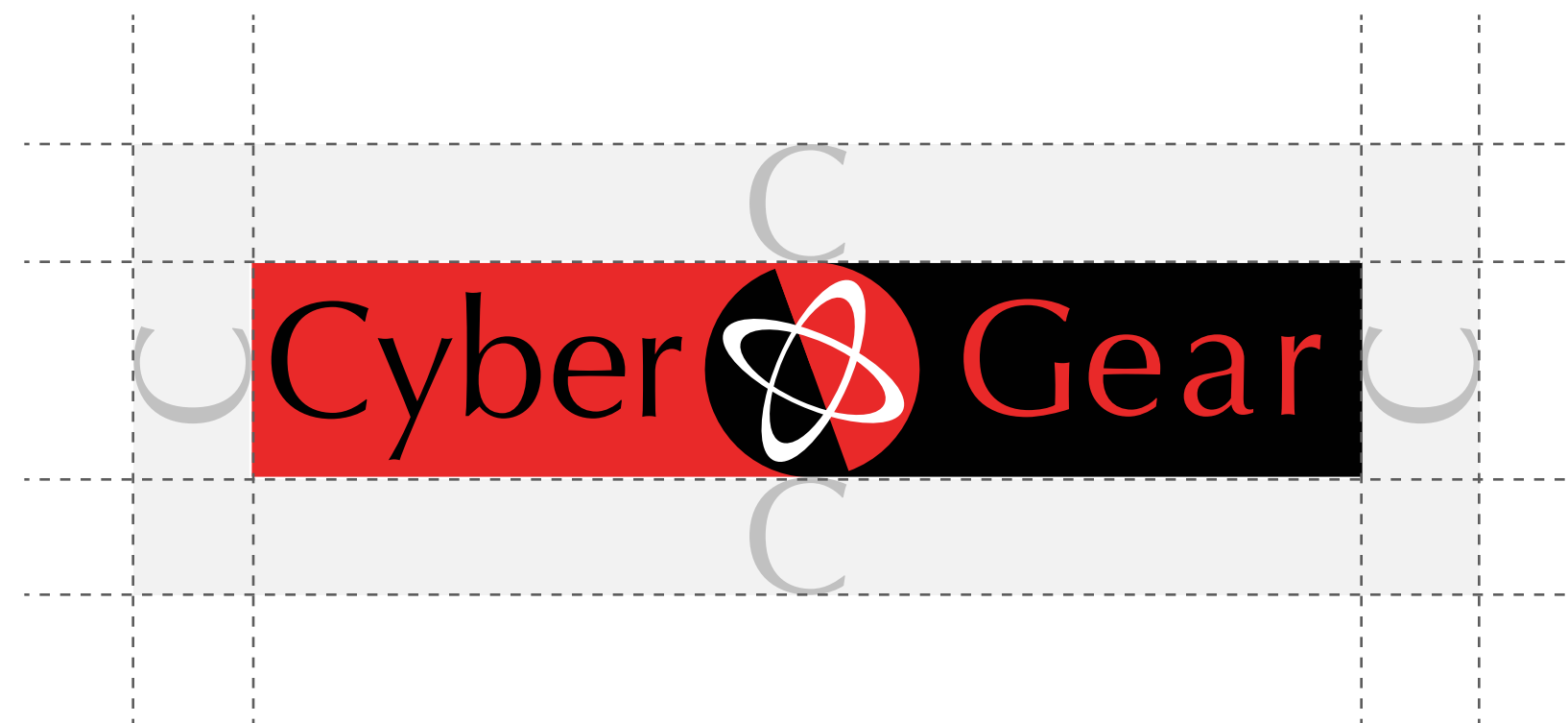#F2F2F2

Main Logo

Logogram

Clear Space

The clear space around the logo should be at least the height of the "C" in Cyber Gear. No other elements should infringe on this space. This ensures the logo remains uncluttered and prominent.

English Typeface

Arabic Typeface

Our Typeface

The typefaces have been carefully selected to strengthen the recognition of the Cyber Gear brand. Used consistently, they create a powerful and instantly recognisable typographic style that combines sans serif and serif typefaces. Maintain consistent font sizes and spacing for a cohesive appearance.

Headline style – Inter Extrabold

This is a headline

Sub-head style – DM Sans Bold

This is a subhead

Body copy style – DM Sans Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Headline style – Noto Kufi Arabic Black

هذا هو العنوان

Sub-head style – Noto Kufi Arabic Semi Bold

هذا عنوان فرعي

Body copy style – Noto Kufi Arabic Regular

تعتبر شركة الشارقة للتأمين علامة بارزة في تاريخ التأمين داخل دولة الإمارات العربية المتحدة، حيث تأسست عام 1970 بموجب مرسوم صاحب السمو حاكم الشارقة وهي مسجلة لدى دولة الإمارات العربية المتحدة. وزارة الاقتصاد الاتحادية تحت التسجيل رقم 12. تتميز شركة الشارقة للتأمين (سيكو) بكونها أول شركة تأمين وطنية يتم تأسيسها في الشارقة.

Social Media

Design with a clean, minimal aesthetic. Use bold visuals and text to highlight key messages. Ensure brand colours and typography are consistently applied.
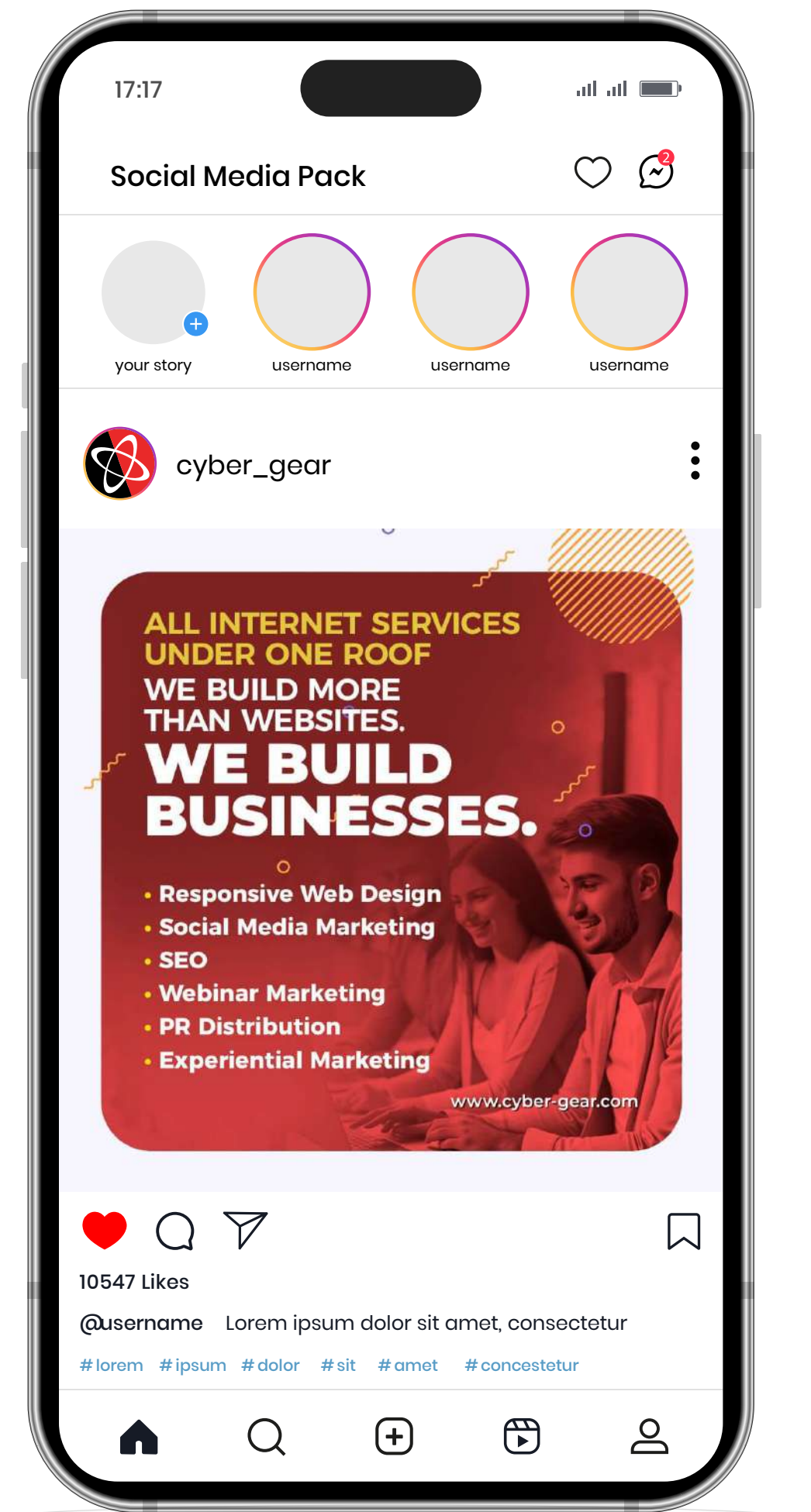
Digital Marketing Banners

Utilize vibrant visuals to capture attention. Include clear, concise calls to action. Ensure all elements align with the overall brand aesthetic.

Billboard – 970x250 pixels

Leaderboard – 728 x 90 px

Standard Banner – 468 x 60 px