

CYBERSECURITY CENTRE OF EXCELLENCE

Logo Guidelines

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ENGAGE. INNOVATE. SCALE

Explore Cybersecurity CoE's
Incubation Hub!



OVERVIEW

The Cybersecurity Centre of Excellence (CoE) is a glocal hub based in Hyderabad to catalyse innovation, entrepreneurship and capability building in cybersecurity and privacy. It is a joint initiative of the Government of Telangana and DSCI setup to fulfil DSCI's commitment towards creating a safe, secure and a trusted cyberspace.

LOGO

Clear Space Sizing

To maintain its position of prominence, the logo requires a minimum area of clear space around it. This clear space is equal to the width of the emblem in the logo which is highlighted as X indicator.

The logo should not be constrained in boxes or be placed extremely close to text or other design elements.



LOGO

Logo color variations

Depending upon the medium, the identity can be rendered in a number of color options.

Please note the appropriate Pantone number must be used to render the color of the logo accurately and consistently. (Refer following page)

Dark background



Light background



Black background



White background



COLORS

Logo color palette

Primary logo colors



C 100 R 0
M 100 G 0
Y 0 B 204
K 20

HEX: #0000CC



C 100 R 0
M 100 G 0
Y 0 B 204
K 20

HEX: #0000CC



C 0 R 0
M 0 G 0
Y 0 B 0
K 100

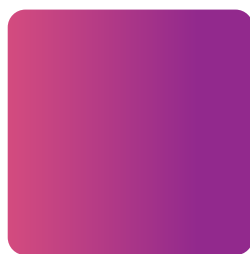
HEX: #000000



C 0 R 153
M 0 G 153
Y 0 B 153
K 40

HEX: #999999

Secondary logo colors



C 100 R 0
M 100 G 0
Y 0 B 204
K 20

HEX: #0000CC



C 100 R 0
M 100 G 0
Y 0 B 204
K 20

HEX: #0000CC



C 61 R 93
M 0 G 194
Y 46 B 164
K 100

HEX: #000000



C 0 R 241
M 76 G 100
Y 41 B 116
K 0

HEX: #999999

TYPOGRAPHY

Bookman Old Style

Aa Bb Cc
Aa Bb Cc

Aa Bb Cc
Aa Bb Cc

Brand Numeric Font

1 2 3
1 2 3

1 2 3
1 2 3

Bookman Old Style

Bookman Old Style

This font is only restricted to the brand logo, it should not be used for any marketing collaterals.

BRAND
TYPEFACE

TYPOGRAPHY

Poppins Family Font

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Aa Bb Cc

Poppins Family Font

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

SECONDARY
TYPEFACE

This font is to be used for all marketing collaterals.

IMAGERY

Image Style

Depending upon the medium, the image style can be used as an overlay of the secondary colors.

Please note the images used in the background needs to stand out with the overlay or else you can use the image with a hint of color tone element.



IMAGERY

Graphic Style

Depending on the digital platform, the graphic elements can be created with a set of colours defined.

Please note the graphic/illustration created need to be relatable to the message which is being conveyed.

