



CYBERSECURITY AWARENESS MONTH
GRAPHIC STANDARDS MANUAL

Last modified: June 22, 2020

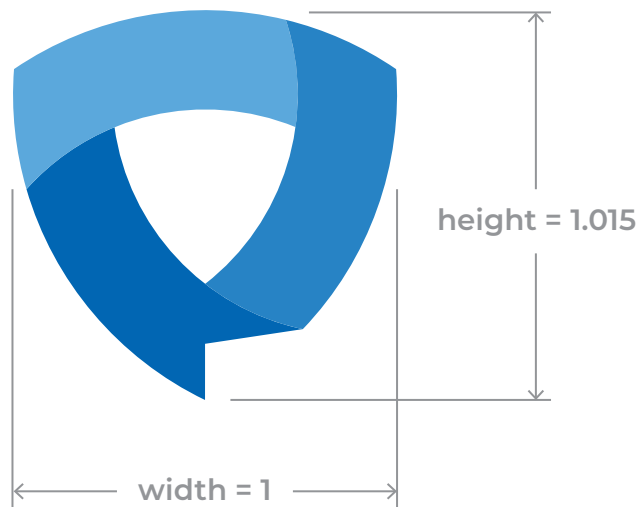


PRIMARY LOGO

PRIMARY LOGO DIMENSION

The logo is very close to square in dimension. The width is 1 unit wide ($w \times 1$ unit), the height is 1.015 of the width ($h \times 1.015$ unit).

At all times it is to be kept at this ratio.



PRIMARY LOGO

Full color



Grayscale





PRIMARY LOGO LOCKUPS - FULL COLOR

HORIZONTAL LOCKUP



VERTICAL LOCKUPS





PRIMARY LOGO LOCKUPS - GRAYSCALE

HORIZONTAL LOCKUP



**CYBERSECURITY
AWARENESS
MONTH**

VERTICAL LOCKUPS



**CYBERSECURITY
AWARENESS
MONTH**



COLOR PALETTE

	Blue 1	Blue 2	Blue 3	Gray 1	Gray 2	Gray 3
PANTONE	 PANTONE 300 C	 PANTONE 7689 C	 PANTONE 7689 C	 PANTONE COOL GRAY 10	 PANTONE COOL GRAY 7	 PANTONE COOL GRAY 3
CMYK BUILD	 C: 100 M: 60 Y: 0 K: 0	 C: 80 M: 40 Y: 0 K: 0	 C: 80 M: 40 Y: 0 K: 0	 C: 100 M: 75 Y: 0 K: 0	 C: 100 M: 50 Y: 0 K: 0	 C: 100 M: 25 Y: 0 K: 0
RGB BUILD	 R: 0 G: 102 B: 179	 R: 36 G: 132 B: 198	 R: 93 G: 169 B: 221	 R: 100 G: 100 B: 100	 R: 150 G: 150 B: 150	 R: 200 G: 200 B: 200
HEX VALUE	 #0066B3	 #2484C6	 #5DA9DD	 #646464	 #969696	 #C8C8C8



MINIMUM FREE SPACE

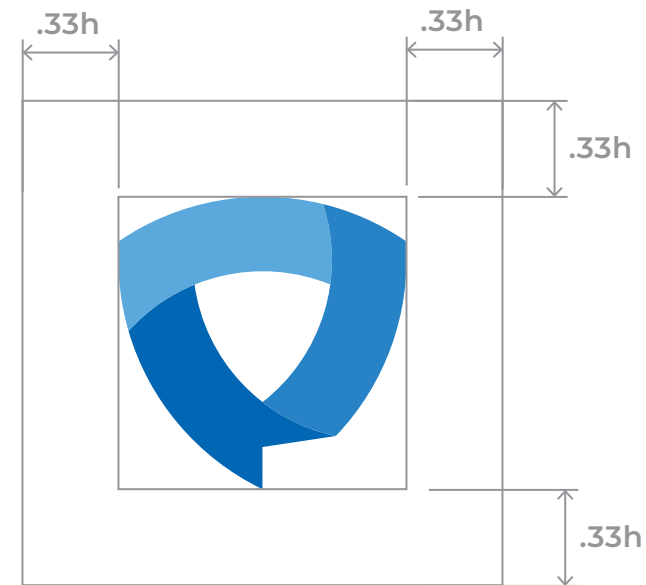
MEASUREMENT SYSTEM

The logo must have a visual buffer around it to maintain legibility and visual impact.

No other graphic elements, such as typography, rules, and pictures should infringe upon this space.

MINIMUM SPACE

The minimum free space needed is given relative to the height of the logo: Where the height is (h), the required buffer space is 0.33h.





TYPEFACES

Montserrat
ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%^&*()

Montserrat
SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%^&*()

Montserrat
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 !@#\$%^&*()

Montserrat
ExtraBold

HEADLINE

Montserrat
SemiBold

SUBHEAD

Montserrat
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim

Montserrat
ExtraBold

Smaller, bold detail.

Montserrat
ExtraBold
Italic

Italicized detail.



COLOR FORMATS

Full Color



Grayscale



REVERSE APPLICATIONS

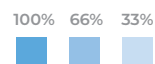
Dark Values



Color Photo



Medium Values



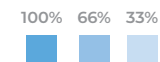
Dark Color Photo



Light Values



Bright Color Photo





UNACCEPTABLE USAGE

Don't screen it.



Don't change the color.



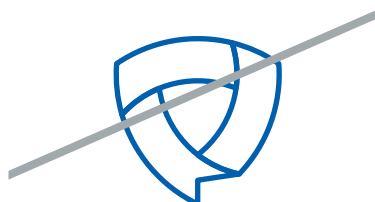
Don't skew it.



Don't crowd it with other elements.



Don't outline it.



Don't rotate it.



Don't fill it with a photo or texture.



Don't put an outline around it.



Don't combine it with other elements.





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