

# Cyber Defense & Response

It's what we do.



## Branding **Guidelines** & Graphic **Standards**

**CYDERES ©2022**

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# 1.0 CYDERES BRANDING

1.1 Introduction

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1.3 Key Differentiators

# 1.1 Introduction

Cyderes's brand is an important component to growing and protecting its reputation. This manual identifies all of the company's essential branding elements to ensure you are following the guidelines and standards around the use of Cyderes's image.

This document has been developed to help you become familiar with and use the company's identity with consistency and confidence across all communication platforms. It applies to Cyderes and all future Cyderes-named subsidiaries and portfolio companies.

## Company Overview

Cyderes is a global cybersecurity powerhouse offering comprehensive solutions around managed security, identity and access management, and professional services. Cyderes provides the people, process, and technology modern enterprises rely on to manage risk, maintain compliance, and respond to security threats with greater speed, scale, and cost-efficiency than traditional in-house solutions. Born from the merger of two award-winning cybersecurity firms, Herjavec Group and Fishtech Group, Cyderes has six security operations centers and three offices across the United States, Canada, the United Kingdom, and India.

## Basic Branding Vocabulary

### Brand

The impression made on a person or an audience related to his, her or its experience with or the reputation of an organization. An organization's brand is more than its logo—it's the emotional connection established with the audience.

### Branding

Process through which the organization communicates and protects its brand.

### Logo

An icon and/or wordmark graphic or designed element used as part of a branding program—the logo is not the brand.

### Graphic standards

Set of rules and guidelines for applying the logo and other graphic elements to a wide variety of print and digital materials.

## 1.2 Branding Guidelines

Cyderes's branding guidelines are meant to offer guidance and support for presenting a consistent and an integrated image of Cyderes, including all of its subsidiaries and operations, throughout the world.

The following branding guidelines are applicable to all communication materials, regardless of whether such materials are considered external or internal. Exceptions for specific and necessary purposes to these guidelines are possible when developed through Marketing.

### **General guidelines**

The company's primary brand is simply: Cyderes. The Cyderes brand should be dominant in most applications and should be represented by the Cyderes logo.

Only the Cyderes logo is to be used on materials — this includes stationery, business cards, email signatures and recruiting and marketing materials.

## 1.3 Key Differentiators

**At Cyderes, entrepreneurship is in our DNA.** Led by veteran cybersecurity expert and entrepreneur Robert Herjavec, we have grown across the U.S., Canada, the U.K., and beyond by expanding our service offerings and introducing emerging technologies.

**Cyderes Managed Services** delivers world-class security-as-a-service. We enable our customers to focus their resources on growing their business while we help address their threats in a way that's better, faster, more cost-effective, and more scalable than in-house solutions.

**The Cyderes Identity & Access Management (IAM) practice** offers wide-ranging solution sets that are available both for organizations that may just be getting their identity practices in place, as well as organizations that already have an identity program established, with offerings that continue to augment as they mature their overall identity programs.

**From Security Strategy to Digital Forensics & Incident Response (DFIR)** and beyond, our specialized Consulting & Professional Services teams have decades of experience assessing cybersecurity postures, mitigating incidents, and guiding our enterprise clients toward solutions that strengthen their security.

**We operate with speed and agility across multi-technology,** complex environments. Our cyber experts support the world's largest banks, gaming companies, and utility providers, offering customized and flexible solutions.

**With decades of cybersecurity experience,** our dynamic team is ushering in a specialized approach to cybersecurity that is designed to fit seamlessly within an organization's overall structure and existing technologies.



## 2.0 LOGO SYSTEM

- 2.1 Cyderes Logo
- 2.2 Logo Elements
- 2.3 Logo Specifications
- 2.4 Proportion, Clear  
Space & Minimum Size
- 2.5 Improper Use
- 2.6 Color Palette
- 2.7 Typography Specifications

## 2.1 Cyderes Logo

The graphic standards provided in this manual are essential elements of the Cyderes brand.

Do not create any other logos to represent a Cyderes-named product or service. These products and services may be represented graphically by the Cyderes logo only and the name identified as needed in text format only.

Our brand logo is the combination of the icon and the logotype.

**Fig. A – The Cyderes Logo**



## 2.2 Logo Elements

The elements that make up the Cyderes logo, must remain in the exact proportion and position that appear in the reproducible artwork.

**Icon:** Elements include the wax halo, sun, C, ring graphics, ring, and ring letter C.

**Logotype:** “Cyderes” to the right of the icon is displayed in Fira Mono Bold and UPPERCASE.

**Halo:** Circular melt shape surrounding the ring, separating the sun element of the icon from the outside background.

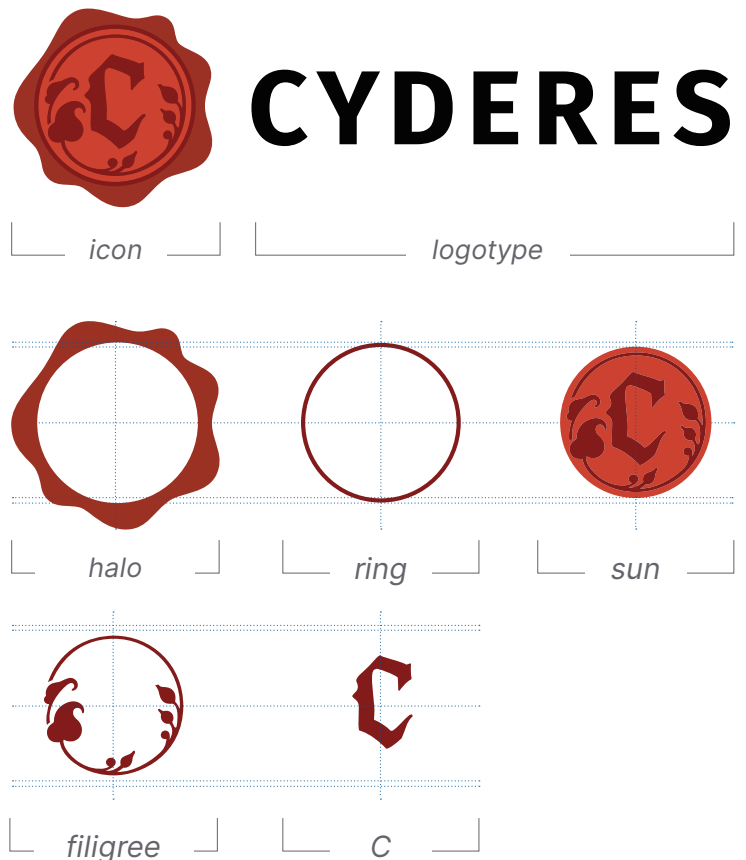
**Sun:** Inner circular shape of the ring containing the “C” and the embellishment filigree.

**Ring:** Outer circular shape of the icon containing the ring text and ring graphics.

**Filigree:** Decorative branch elements contained in the ring.

**C:** Stylized Blackletter C for Cyderes, contained within the sun.

**Fig. B – Logo Elements**





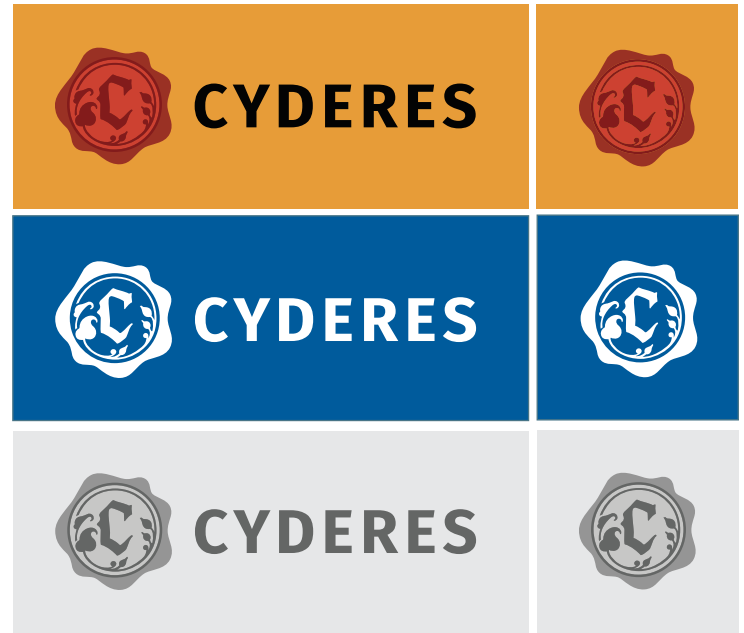
## 2.3 Logo Specifications

The Cyderes logo must always appear with high contrast from its background — this gives the logo the best visibility.

When the logo appears on a dark background, the inverted or white logo variants should be used.

A visual guide for using the correct logo with different backgrounds is shown in Fig. C

**Fig. C – Contrast**



## 2.4 Proportion, Clear Space and Minimum Size

### Proportion

For consistency, the logo must remain in the same width to height ratio for all applications (Fig. D).

The logotype or wordmark, may not be used independently from the Cyderes logo. Refer to section 2.2 – Logo Elements for more information.

### Clear space

For legibility, it is essential to maintain adequate clear space around the logo (Fig. E).

The clear space around the Cyderes logo is defined by 75% of the height of the Blackletter (also known as Gothic or Old English) “C” in the icon.

### Minimum size

For readability, it is critical for the logo to remain an adequate size. The minimum size for print, embroidery and online applications is shown in Fig. F.

Fig. D – Proportion

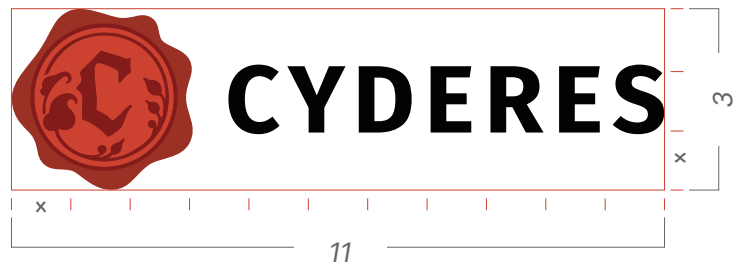


Fig. E – Clear Space

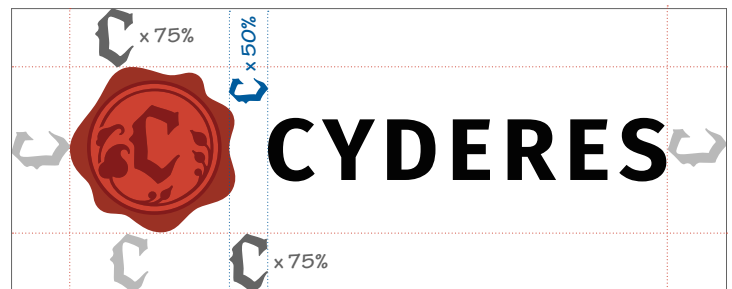


Fig. F – Minimum Size



## 2.5 Improper Use

This page illustrates some incorrect uses of the Cyderes logo. To maintain the strength and consistency of the Cyderes brand, do not alter or manipulate the logo. Please adhere to the guidelines illustrated in this manual.



NO



NO



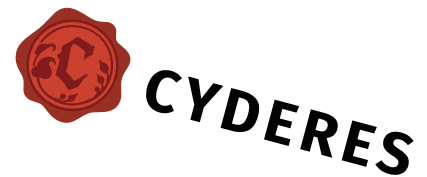
NO



NO



NO



NO



NO



NO



NO

The  **CYDERES** Managed Services

NO



NO



NO



NO



NO



NO

## 2.6 Color Palette

Cyderes's brand is an important component to growing and protecting its reputation. This manual identifies all of the company's essential branding elements to ensure you are following the guidelines and standards around the use of Cyderes's image.

This document has been developed to help you become familiar with and use the company's identity with consistency and confidence across all communication platforms. It applies to Cyderes and all future Cyderes-named subsidiaries and portfolio companies.

Fig. G – Color Palette

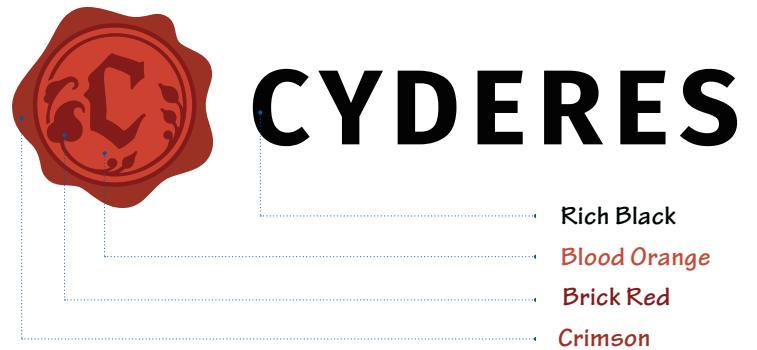


Fig. H – Primary Color Palette



**BRICK RED**

CMYK	29 / 97 / 96 / 35
RGB	130 / 28 / 27
HEX	#821C1B

*Letter C, the filigree and the ring elements contained within the sun of the Cyderes icon.*



**CRIMSON**

CMYK	26 / 91 / 95 / 23
RGB	154 / 49 / 37
HEX	#9A3125

*Halo surrounding the ring, separating the sun element of the icon from the outside background.*



**BLOOD ORANGE**

CMYK	14 / 89 / 92 / 3
RGB	205 / 65 / 49
HEX	#CD4131

*The sun or inner circular shape of the ring containing the "C" and the embellishment filigree.*



**RICH BLACK**

CMYK	70 / 50 / 30 / 100
RGB	1 / 2 / 3
HEX	#010203

*Logotype.*

**Fig. H – Primary Color Palette** (cont.)



**DARK GRAY**

CMYK	62 / 53 / 47 / 19
RGB	99 / 101 / 107
HEX	#63656B

*Grayscale variant of the Cyderes logo.*



**MIDDLE GRAY**

CMYK	44 / 35 / 35 / 1
RGB	150 / 152 / 153
HEX	#969899

*Grayscale variant of the Cyderes logo.*



**LIGHT GRAY**

CMYK	22 / 16 / 17 / 0
RGB	198 / 200 / 200
HEX	#C6C8C8

*Grayscale variant of the Cyderes logo.*

**Fig. I – Secondary Color Palette**



**CYDERES BLUE**

CMYK	96 / 69 / 10 / 1
RGB	0 / 91 / 157
HEX	#005B9D

*Accents, technical writing and drawings.*



**CYDERES GOLD**

CMYK	14 / 40 / 98 / 0
RGB	218 / 156 / 44
HEX	#E69B3A

*Design.*

## 2.7 Typography System

The Inter font family featured in Fig. J is the preferred font when creating professionally-built web and digital materials, like the Cyderes website and social media graphics. Inter is a variable font family carefully crafted and designed for computer screens. It features a tall x-height to aid in readability of mixed-case and lower-case text. The full family is packaged through Google and is easily accessible.

**Note:**

*When custom typefaces are not an option (e.g. email, PowerPoint, etc.), Avenir is the official alternate typeface.*

**Fig. J – Inter Font Specimen**



Inter Light  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !€(\*)%&:

*Inter Light Italic*  
*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789 !€(\*)%&:*

**Inter Bold**  
**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 !€(\*)%&:**

***Inter Bold Italic***  
***abcdefghijklmnopqrstuvxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789 !€(\*)%&:***

For all Cyderes business documents, proposals, presentations and correspondence, Avenir is the preferred font featured in Fig. K. The word Avenir means "future" in French. Avenir is not purely geometric; its thicker vertical strokes and shortened ascenders aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.

**Fig. K – Avenir Font Specimen**

Aa

Avenir Book  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !€(\*)%&:

*Avenir Oblique*  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !€(\*)%&:

**Avenir Heavy**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !€(\*)%&:

***Avenir Heavy Oblique***  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !€(\*)%&:

Often, different font families are paired to create cleaner design and allow for better readability. Open Sans shown in Fig. L is our preferred font when Inter requires a complimentary body font and should be used any time body text, quotes, or small text are required. It is a round, simple typeface that complements the Cyderes brand.

**Fig. L – Open Sans Font Specimen**

Aa

Open Sans Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !€(\*)%&:

*Open Sans Light Italic*  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !€(\*)%&:

**Open Sans Bold**  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !€(\*)%&:

***Open Sans Bold Italic***  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789 !€(\*)%&:



## 3.0 TEMPLATES

3.1 Template Specifications

3.2 Letterhead

3.3 Proposal

3.4 Presentation



## 3.1 Template Specifications

Marketing has built close to a dozen decks and documents that are fully populated with text and graphics and ready to be adapted for delivery by the Cyderes team to prospective customers and other interested parties.

These include overview decks for the company itself and each of the three services areas, as well as service- and (in some cases) practice-specific proposal templates that only need the date, sender and prospective customer's name to be filled out before sending.

The latest versions of these customizable files can be found on our new Enablix platform, and all new files will likewise be uploaded to Enablix in the future as a sharable content repository to augment SharePoint. See the Sales Playbook for more details on pre-built content.

But sometimes a proposal or a presentation needs to be built entirely from scratch, rather than using existing content. For this reason, we have also produced a series of blank templates that can form the basis of such documentation. Here's a closer look.

## 3.2 Letterhead

All letterhead, digital and printed, for Cyderes must follow the specifications detailed in this manual.

Only the approved Cyderes logo may be printed on stationery. The group name or legal entity name may not be part of the Cyderes logo. See page 10.

Only the legal Cyderes entity may be represented on stationery. A department or project name may not appear in the address.

When the line “Equal Opportunity Employer” is required for compliance, it must be positioned in the lower right-hand corner as defined in Fig. M.

Contact Marketing to order printed stationery.

### Required

- Cyderes logo
- Legal entity name
- Physical address
- Mailing address (if different)
- Main phone number

### Electronic template

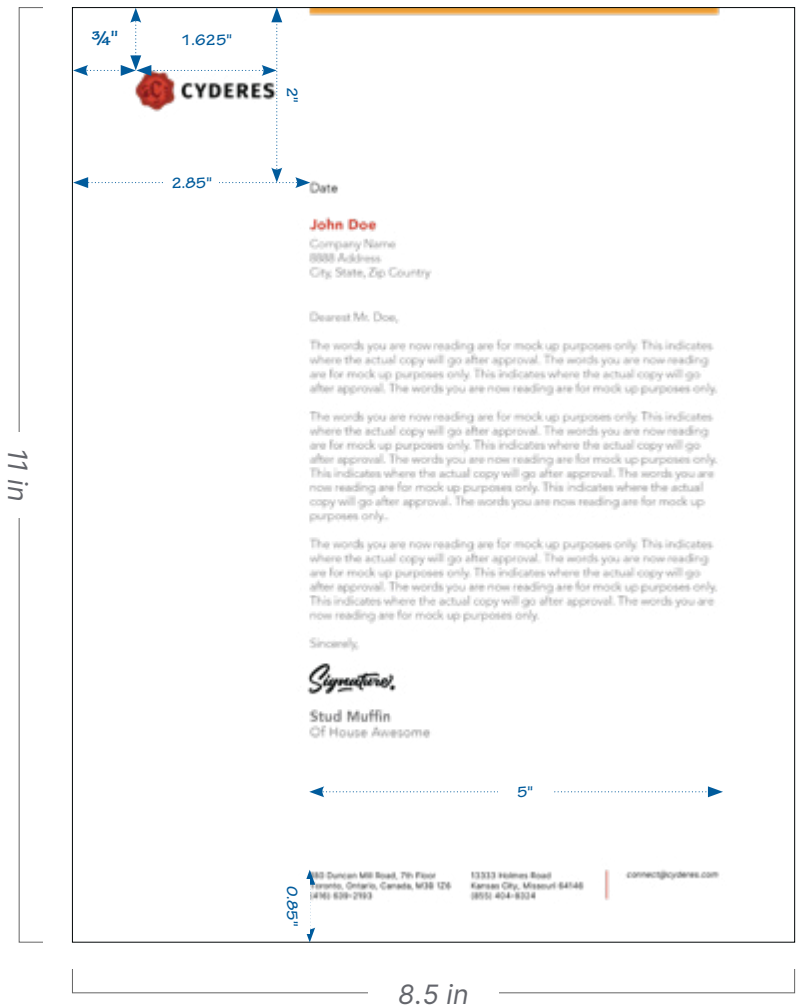
An electronic template — a combined U.S. and Canadian version — is available for letterhead on the [Marketing SharePoint](#) site.

Any stationery not depicted in this manual must be approved by the Marketing department.

### Paper stock

- (Domtar) Cougar Opaque Recycled paper
- 70-pound white
- Smooth text

**Fig. M – Cyderes Letterhead Dimensions**



## 3.3 Proposals

Cyderes proposals can take more than one form. Accordingly, we have created two different blank proposal templates in PowerPoint — one in portrait mode to resemble a Word document (only with better color and graphics) and the other in landscape mode, for reps that may find themselves presenting a proposal directly after a services overview deck and need the visuals to be consistent.

As with presentations, each blank proposal template converts from .potx to .pptx upon opening, and contains the same Cyderes logos, fonts and color palette. One major difference from presentations is that the font sizes are smaller and more document-like. Many of the same slide templates are available plus a lot more (28 total to be exact), but they are optimized for the type of content found in proposals. Another difference is that there are five custom divider slides for introducing standard proposal sections: Executive Summary, Scope, Services, Pricing and About Cyderes.

Each of the Managed Services, IAM and Professional Services documents uses one of these proposal templates as its starting point, to ensure visual consistency with any custom proposal using them in the future.

## 3.4 Presentations

Often the first contact with a third party will involve a simple presentation. As a complement to our pre-populated Corporate Overview deck and Managed Services, IAM and Professional Services Overview decks, we have created a blank PowerPoint presentation that is pre-configured with the Cyderes logo, Avenir fonts and approved graphics colors.

The filename extension of this blank template is .potx, but when the user opens a file it reverts to a 'Presentation 1.pptx' filename and is ready for populating. Visible in the open document are eight commonly used slides such as Cover, Agenda, Table of Contents, Title and Content and Back Cover (see screen shot). There's even a graphics slide that can be linked to an Excel file for easy creation of bar graphs and pie charts.

Underneath those visible slides are more even templates. Clicking on the Layout menu in the upper left of the screen will reveal a total of 21 blank slide templates. These come in both light and dark backgrounds and contain several additional content slide configurations, such as Two-Column, Three-Column, Text-Plus-Image, Top Image/Bottom Header, Title Only, Blank and several more.