



Logo Guidelines

VERSION 1.1 // FEBRUARY 2020

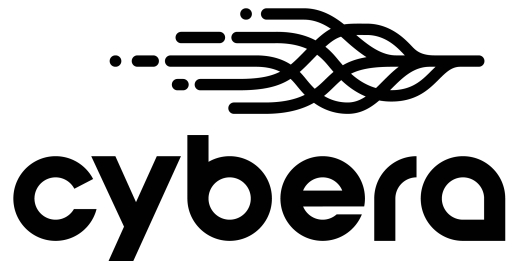
ABOUT THE LOGO

PRIMARY LOGO



Our logo was created to represent the idea of forward progress through an organic process of collaboration. The lowercase font speaks to our approachability. Within the last letter is a speech bubble that represents our approach of dialogue, communication and sharing ideas.

BLACK LOGO



WHITE (REVERSE) LOGO



LOGO CLEAR SPACE / MINIMUM SIZE



LOGO CLEAR SPACE

A minimum amount of space must always surround the logo to separate it from text and other graphic elements. This minimum space is indicated by the box surrounding the logo and is equal to the height of "y" which is measured from the "y" in the Cybera logo.



MINIMUM SIZE

Depending on usage, the size of the logo will change. To ensure legibility, the Cybera logo should never be reproduced smaller than 0.625" wide for print applications.

INCORRECT LOGO USAGE

DO NOT STRETCH LOGO



DO NOT TINT LOGO



DO NOT RECOLOUR LOGO



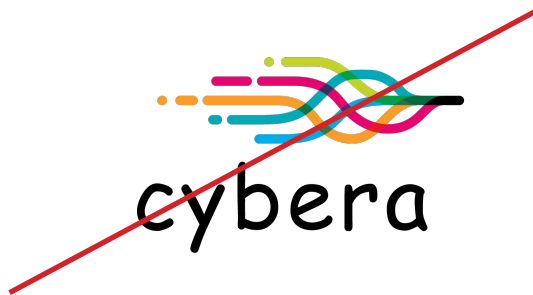
DO NOT ALTER ELEMENTS



DO NOT ROTATE LOGO



DO NOT CHANGE FONTS



The Cybera logo has been professionally designed with great attention to detail. Logo files are available in a variety of file formats (with full colour and one-colour options). Altering the logo in any way is a big 'no-no', as it seriously compromises the brand integrity.

We have included several common examples of improper logo usage for your reference and amusement.

DO NOT USE COLOUR LOGO ON A DARK BACKGROUND AS THE BLACK TIP DOES NOT SHOW.

CONTACT

Questions? Not seeing what you need?
We are here to help.
Please contact our Cybera Brand Specialist
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