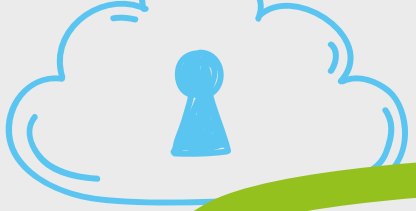
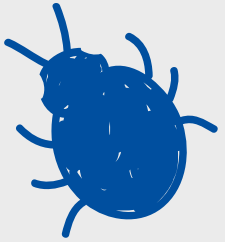
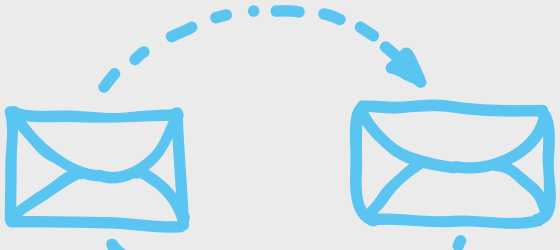
Cyber Security Month

EUROPEAN CYBER SECURITY MONTH

Visual Identity







Colours

BLUE
CMYK: 100 / 70 / 0 / 0
RGB: 0 / 79 / 159

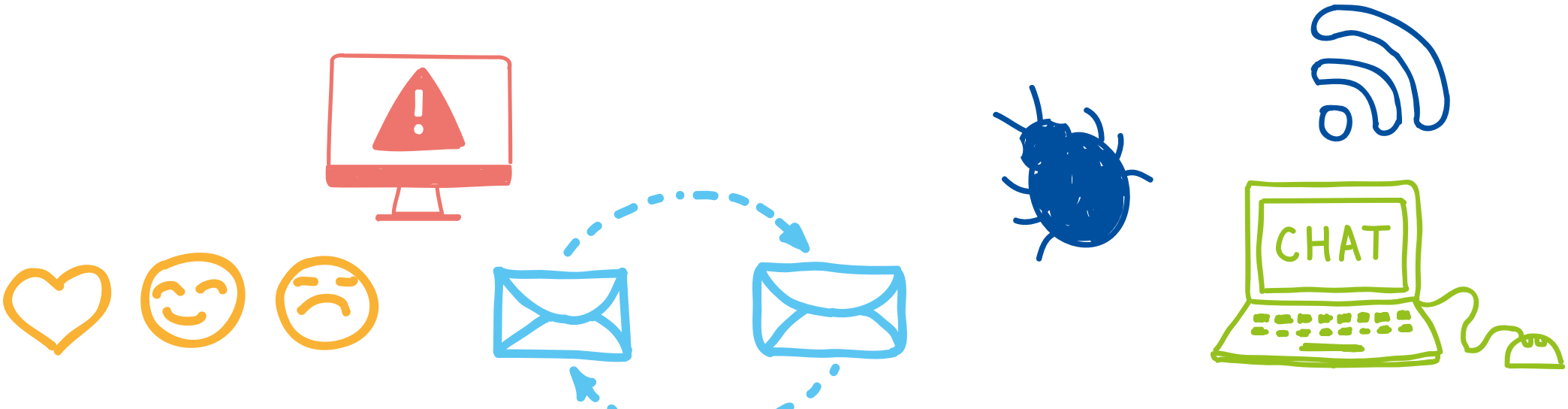
RED
CMYK: 0 / 66 / 50 / 0
RGB: 238 / 117 / 109

GREEN
CMYK: 50 / 0 / 100 / 0
RGB: 149 / 193 / 31

ORANGE
CMYK: 0 / 35 / 85 / 0
RGB: 249 / 178 / 51

BLUE-LIGHT
CMYK: 60 / 0 / 0 / 0
RGB: 91 / 197 / 242

BACKGROUND GREY
CMYK: 0 / 0 / 0 / 11
RGB: 235 / 235 / 235



Typography

Open Sans Light.

Open Sans Light Italic.

Open Sans Regular.

Open Sans Italic.

Open Sans Semibold.

Open Sans Semibold Italic.

Open Sans Bold.

Open Sans Bold Italic.

Open Sans Extrabold.

Open Sans Extrabold Italic.

Open Sans – primary corporate identity type family

The font family Open Sans is used in all ENISA corporate materials. It is a widely available and compatible type family which is well suited for its modern and elegant look as well as for its variability and free license from the Google family (https://fonts.google.com/specimen/Open+Sans). It is an “open type” font and can be used on all software platforms.

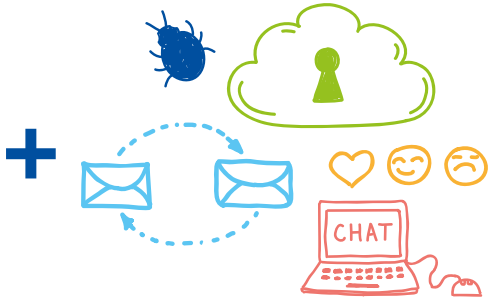
Symbols

Symbols

The symbols are created in a children's drawings style. Should it be necessary to create new ones, they should be made in the same style.

Key visual

Background (grey or white)



Symbols

Image

=

Social media examples

Twitter cover

Facebook cover

Facebook feed

European Cyber Security Month

LOGO

VISUAL STYLE GUIDE

The concept of the logo

The European Cyber Security Month logo comprises two inseparable components:

- symbol
- logotype

The two part together form the message of the European Cyber Security Month - THE KEY- symbolising security.

The typeface used for the logotype is DIN Pro Medium. It has been specially chosen and must never be recreated or typeset in an alternative font.

It is important to use the logo properly and consistently across all media to maintain a unified brand image.

Two versions of the logo have been developed, one in full colour and the other in grayscale.

EUROPEAN
CYBER
SECURITY
MONTH

EUROPEAN
CYBER
SECURITY
MONTH

Reproduction of the logo in full colour

The combination of colurs were specially chosen to symbolise security and the European Union.

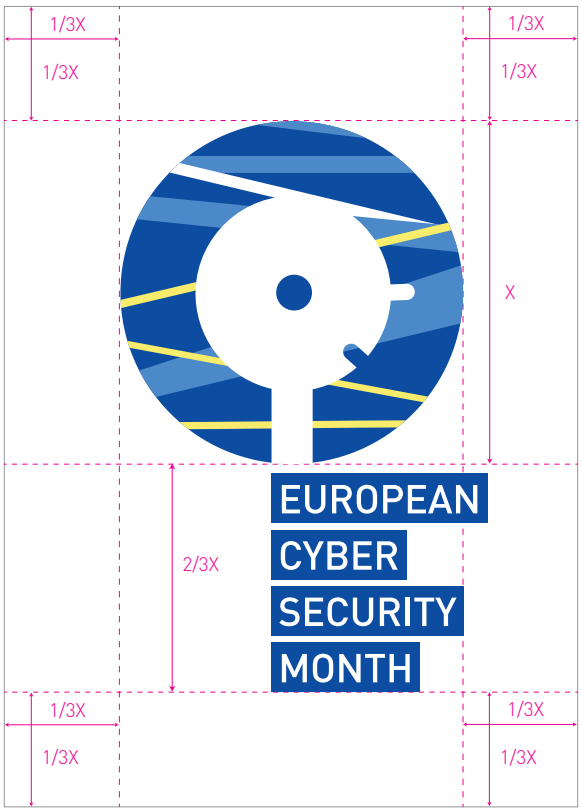
Wherever possible is recommended to use the full colour version of the logo.

C	100	**C**	70	**C**	0
M	80	**M**	38	**M**	0
Y	0	**Y**	0	**Y**	70
K	0	**K**	0	**K**	4
R	3	**R**	78	**R**	250
G	78	**G**	138	**G**	234
B	162	**B**	201	**B**	105

K 100	K 50	K 10
R 32 G 32 B 32	R 150 G 150 B 150	R 232 G 232 B 232

Reproduction of the logo in grayscale

The grayscale version is to be used where there is no possibility to use the full colur logo.



Proportion and clear space

The logo should always have a clear space around it, between the logo and other elements or the margin of the document.

The clear space is to be calculated as shown here.

Minimum size

The logo should be reproduced in a minimum size which ensures that the elements are recognizable and the text is readable.

Background rules

Whenever if possible place the logo on solid colour background. Please ensure that the components of the logo are always clearly visible.

Avoid placing the logo on images, where the background colours are hindering the visibility of the logo.

Available formats and usage

The logo has been delivered in a variety of formats.

Depending on the way you intend to distribute your document, please use the appropriate logo format for the best output.

Vector format: **.AI, .EPS**

A vector file can be reduced and enlarged using the correct software without any loss of quality.

Bitmap formats: **.JPG, .PNG**

The quality of a bitmat format depends on its resolution.

! Please avoid any resizing of the logo (without maintaining the proportions) in MS Word, Paint, or any other image editing software available on your PC.
The proportions of the logo must at all times be kept intact in order to maintain the quality of the logo!

PRINT:

.AI, .EPS

WEB:

.JPG, .PNG

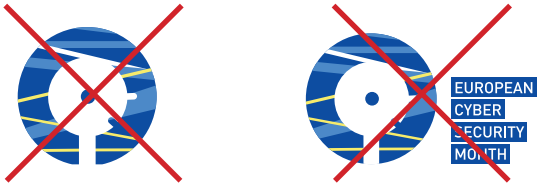
the .PNG format has transparent background

IN HOUSE:

.JPG

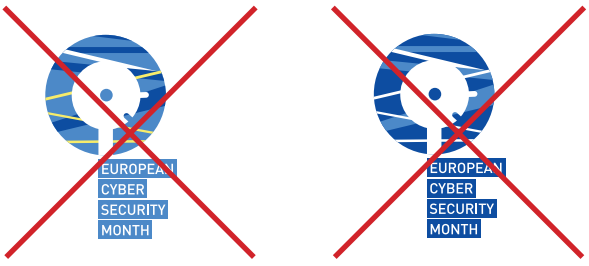
for MS Word and other documents to be emailed

• do not distort the logo



• do not separate the components of the logo and do not change their position

• avoid placing the logo on images



• do not change the colour of the logo

What not to do

Correct and consistent usage of the European Cyber Security Month logo will establish and maintain the strength of the brand.

! Please avoid recreating the logo!