

# The Cyber Essentials Certification Mark – Guidelines

## Two variations

Full colour



Mono



## Colour

The two main identity colours are:



C55.M2.Y1.K0  
R114.G200.B240



C48.M0.Y72.K0  
R152.G198.B105

## Exclusion zone

Logo exclusion zone is equal to the width of the tick graphic



## Digital logo size

Logo width should be a minimum 60px



## Positioning of the Cyber Essentials Certification Mark logo on a colour background



### Do not:

- 1 Modify the logo. The tick and logotype must always appear together in a fixed format
- 2 Place the logo on backgrounds such as busy photographs that don't provide the contrast necessary for readability
- 3 Alter the proportions of the logo (distort or stretch the logo)
- 4 Trim, crop or bleed the logo off the edge of the page
- 5 Place the logo at an angle
- 6 Add a filter or effect
- 7 Change the typeface
- 8 Change the colour of the typeface
- 9 Use as a watermark



## Typeface

Overpass should be used wherever possible.  
Arial can be used when Overpass is not available.

**Overpass**  
abcdefghijklmnopqrstuvwxy123456789

**Arial**  
abcdefghijklmnopqrstuvwxy123456789

## Co-branding

When using the Cyber Essentials Certification Mark logo with other logos, the accompanying logo should appear in equal proportion to the Cyber Essentials Certification Mark logo.

Further guidance on how to place the Cyber Essentials Certification Mark logo with respect to your own company's logo will be provided in due course.