

# Logo Guidelines

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The Guidelines of CYBERSECURITY Luxembourg, the usage of the logo and all its derivatives are managed by SECURITYMADEIN.LU and validated by the CYBERSECURITY Luxembourg Committee.

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# 01

## Standard logo

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This is the standard version of the logo.

The primary background colour is white.

The positive (standard) version of the logo should always be used.

However, when the background is the same colour as an element of the logo, the negative (white) version can be used.




# 02

## Architecture

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The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The symbol is based on the [  ] of the Luxembourg brand.

In addition, the idea of cybersecurity is illustrated by a shield and a binary representation of the number 42 on the left side.

The lettering is created using the Fjalla One and Verlag typefaces.

The complete logo shall be used on printing and digital documents. The symbol alone can be used as a “reminder” on a document which already contains the complete logo, or on social media channels, app’s icons and pins.



# 03

## Clear space

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An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.

The height of the 1/2 of the logo's symbol is taken as a guide to define the exclusion zone.

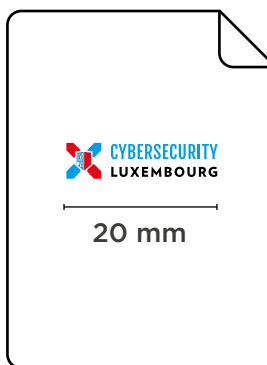


# 04

## Minimum size

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The logo must be clearly visible across all the communications. To make sure it is visible to everyone, the minimum size for print and digital formats has to be respected.



PRINT



SCREEN

# 05

## Achromatic & negative

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Achromatic versions of the logo are allowed alternatively to the standard version.

The grayscale and the monochromatic versions have been specifically designed to meet some specific printing requirements.

Where technological limitations do not occur or where conceptual work does not say otherwise, the use of the standard version is recommended.



ACHROMATIC



POSITIVE  
MONOCHROMATIC

NEGATIVE  
MONOCHROMATIC

# 06

## Don'ts

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It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

Further it is not allowed to add formulations like:

- with the support of
- sponsored by
- in the frame of
- etc.



Don't add shadows



Don't mix the colour versions



Don't move elements



Don't use the black version on a dark background



Don't stretch or transform



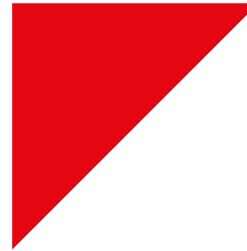
Don't use the standard version on a dark-image background



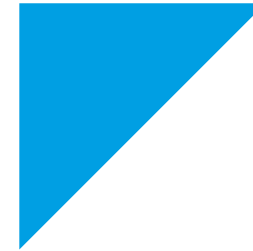
# 07

## Colour codes

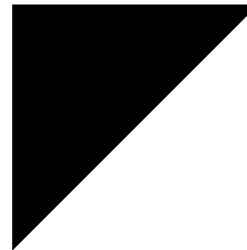
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**CMYK** C 0 M 100 Y 100 K 0  
**Pantone** 485  
**RGB** R 227 G 006 B 019  
**Hex** #E30613



**CMYK** C 100 M 0 Y 0 K 0  
**Pantone** Process Cyan  
**RGB** R 000 G 153 B 255  
**Hex** #0099FF



**CMYK** C 0 M 0 Y 0 K 100  
**Pantone** Process Black  
**RGB** R 000 G 000 B 000  
**Hex** #000000



# 08

## The usage of the logo

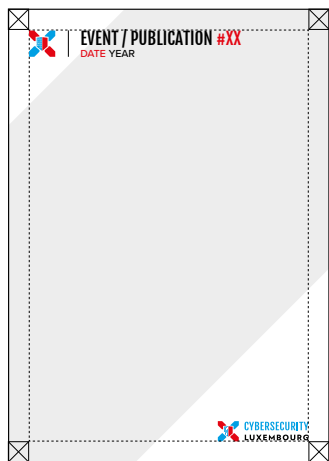
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The standard logo may be used, in respect with the rules of these guidelines, by anyone to brand any publication, event, or any other activity in relation with cybersecurity and related to Luxembourg, either in Luxembourg or abroad.

# 09 Derivates

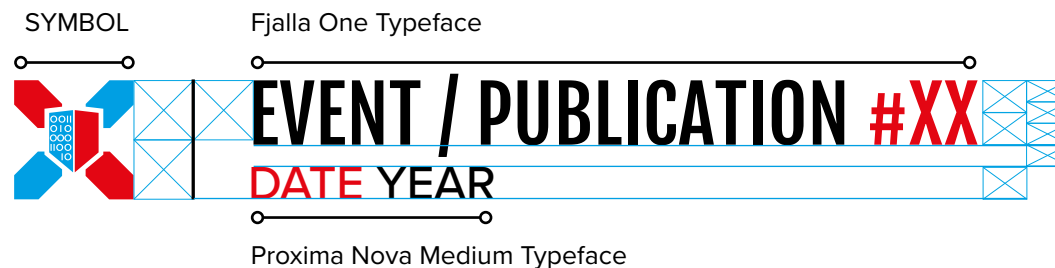
Portrait format




Landscape format



## Derivate logo construction



Only members of the cybersecurity ecosystem are allowed to use the symbol  to create a derivate logo for their own events and publications, in respect of the rules described in these guidelines, (i.e. fonts, colour codes restrictions, etc. Before it can be used, the so created “logo” has to be validated by the CYBERSECURITY Luxembourg Committee. (Find the detailed procedure here: xxx)

The standard CYBERSECURITY Luxembourg logo should be visible on the same (web)page, slide, documents etc, as the derivate. Minimum size for the print format is 20 mm, for the digital format 100 px.

The symbol alone or derivate logo has to be placed in the header on the left side; the standard logo in the footer on the right side.

## / Existing derivatives

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Derivates shown opposite are part of these guidelines.

Dates are being updated regularly, this does not change the logos.

All activities and publications branded by a derivate will be communicated on CYBERSECURITY Luxembourg websites.



**MEMBER**  
**SINCE 2019**

Members of the cybersecurity ecosystem will get this logo and only they are allowed to use it below their signature, in publications, events, on visuals and websites as soon as their membership is confirmed.



**CYBERSECURITY WEEK**  
**19//29 OCTOBER 2020**

Participants of the CYBERSECURITY Week can use the “CSWL logo” in all their communications and/or to brand their event during the week.



**BREAKFAST #37**  
**25 JUNE 2020**

Participants of the Cybersecurity Breakfast can use the “Breakfast logo” for referencing and communication purpose.



**NEWSLETTER #01**  
**JUNE 2020**

Partners mentioned in the monthly newsletter can use the “Newsletter logo” for referencing and communication purpose.

# 10

# Typography

The primary typeface for any printing communication is Proxima Nova. Use the Regular weight for standard copy and the Bold weight for anything more important than that. For the main headings, we recommend the Proxima Nova Bold or Fjalla One. For the web, the Open Sans font is recommended.

Fjalla One can also be used for headlines, quotes or to highlight important ideas for both printing and web communication.

## PRINT

### Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Proxima Nova Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Proxima Nova Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Fjalla One

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## WEB

### Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Open Sans Bold

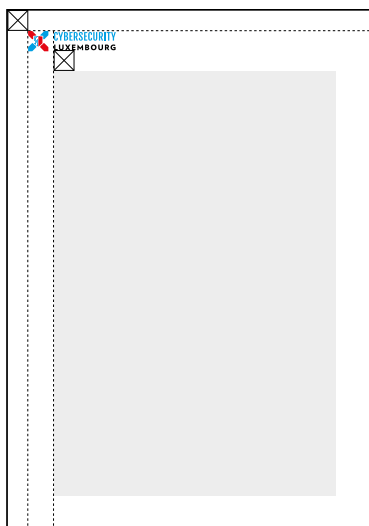
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Fjalla One

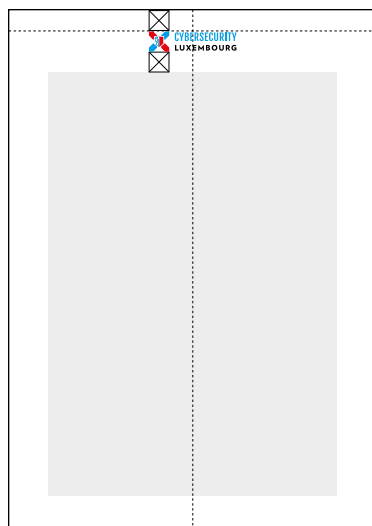
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# 11 Stationery

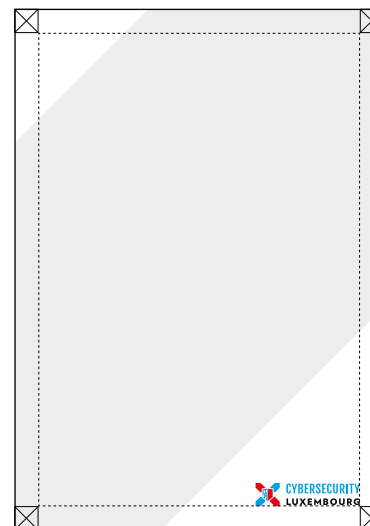
A4 - Letterhead



A4 - Press release & press kit



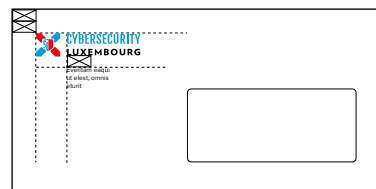
Poster portrait format



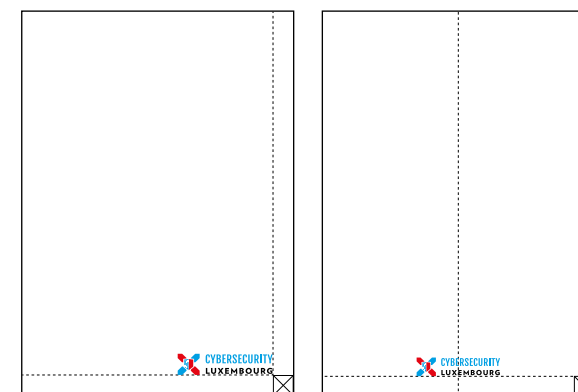
Poster landscape format



DL envelope



A5 - Brochure



# 12

## Banners

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Roll Up banner



Backdrop



# 13 Web

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