Introduction

This book is meant to guide all internal, external, partner, alliance and member usage of the National CyberWatch Center brand, logo, name and/or identity. It should guide all print, production and digital design efforts.
National CyberWatch Center Logo

Important:
1. Do not size the National CyberWatch Center logo below 1". If applied any smaller the “National CyberWatch Center” wordmark will lose legibility.
2. Do not remove the “National CyberWatch Center” wordmark.

if 1” use small logo version
Don’ts

To preserve the integrity of the identity, use the National CyberWatch Center logo correctly and consistently in every application. Altering, distorting or redrawing the logo in any way weakens the power of the identity and what it represents.

1. Do not use multiple icons in close proximity;
2. Do not use the small logo if sized above 0.5”;
3. Do not alter the logo by adding effects;
4. Do not skew or physically alter the logo;
5. Do not alter the colors. Color specifications are on page 7;
6. Do not flip or reposition the wordmark;
7 & 8. Do not use the icon in a sentence structure;
9. Do not alter the sizes of the icon or wordmark;
10. Do not add ornamental shapes or containment forms;
11. Do not place the logo on a solid color background with low contrast;
12. Do not place the full color logo on a solid color. See page 8 for signature color usage.
Signature Colors

The primary colors for the National CyberWatch Center logo are National CyberWatch Center Dark Blue and National CyberWatch Center Light Blue. These colors are to be used only in the formation shown.

National CyberWatch Center
CyberWatch Dark Blue
- CMYK—99/74/45/40
- RGB—0/54/78
- Pantone®—7463 C

National CyberWatch Center
CyberWatch Light Blue
- CMYK—60/24/21/0
- RGB—107/162/185
- Pantone®—7695 C
Signature Colors: Alternatives

When the primary colors cannot be used, the National CyberWatch Center logo can be black or gray, or reversed to white. The use of gray is reserved for core internal pieces only or when there is an absence of color.

Black

CMYK—81/70/59/75  
RGB—17/24/32  
Pantone®—Black 6 C

Gray

CMYK—26/22/22/0  
RGB—188/187/186  
Pantone®—Cool Gray 4

White

CMYK—0/0/0/0  
RGB—255/255/255  
Pantone®—White
Color Specifications for National CyberWatch Center (NCC)

Color values for the National CyberWatch Center logo.

- **National CyberWatch Center Light Blue**
  - CYMK: 60/24/21/0
  - RGB: 107/162/185
  - Pantone® 7695C
  - Web: #6AA2B7

- **Gray**
  - CYMK: 26/22/22/0
  - RGB: 188/187/186
  - Pantone® Cool Gray 4C
  - Web: #CCCCCC

- **White**
  - CYMK: 0/0/0/0
  - RGB: 255/255/255
  - Pantone® N/A
  - Web: #FFFFFF

- **National CyberWatch Center Light Blue Dark Blue**
  - CYMK: 99/74/45/40
  - RGB: 0/54/78
  - Pantone® 7463C
  - Web: #01364E

- **NCC Gold**
  - CYMK: 22/31/100/1
  - RGB: 203/166/43
  - Pantone® 7753C
  - Web: #CBA62B

- **NCC Dark Green**
  - CYMK: 72/45/100/43
  - RGB: 56/80/17
  - Pantone® 574C
  - Web: #385D11

- **NCC Orange**
  - CYMK: 7/79/100/1
  - RGB: 226/88/8
  - Pantone® 166C
  - Web: #E25808

- **NCC Burgundy**
  - CYMK: 31/99/100/44
  - RGB: 116/11/5
  - Pantone® 7623C
  - Web: #740B05
Signature Color: Backgrounds

When the National CyberWatch Center logo is reversed it may be applied to colors other than black and gray.

It is important the reversed logo is applied only to the approved solid colors shown at right. For these color specifications see page 7.

Do not apply the full color logo against a solid color. See page 4 for more information.
Typeface

National CyberWatch Center typography consists of one typeface: Gotham. It comes in a variety of weights and offers flexibility of use. What is shown is only 3 of a potential 17 different styles and weights.

Commitment to this typeface will create a consistent and strong identity.

When Gotham is not available use Arial.

The application of these typefaces include, but is not limited to:
• Email settings and signatures
• All custom-designed business collateral (official letterhead, business cards, internal memos, envelopes, etc.)
• Signage
• Brochures
• Web design
• Publications
• Newsletters (digital and printed)
• Clothing
• Branded items (pens, mugs, mouse-pads, etc.)

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890
~!@#$%^&*()_+-\["?<>./

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890
~!@#$%^&*()_+-\["?<>./

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890
~!@#$%^&*()_+-\["?<>./

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890
~!@#$%^&*()_+-\["?<>./

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
1234567890
~!@#$%^&*()_+-\["?<>./
Email Signatures
(Template)

The National CyberWatch Center and all of its sub-brands should follow the same email signature format for a unified look and feel.

Always set the email signature in Arial to ensure it will remain consistent across most email clients.
National CyberWatch Center
Publication Covers

Publications for the National CyberWatch Center will utilize a different color for each type of publication as shown.

eBooks, and in some cases, special reports will use a custom design with an interchangeable photo.

NCC Orange: White Papers
NCC Gold: Resource Guides
NCC Dark Green: Resource Papers
NCC Burgundy: [available for future assignment]
Gray: [available for future assignment]

eBooks & Special Reports will have custom designed covers.