

# National CyberWatch Center Brand Guidelines (truncated)

January 2015



# 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.


1.




2.




3.




4.




5.




6.




7.




8.




9.




10.



11.



12.



# 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



National CyberWatch Center  
Dark Blue, reversed



National CyberWatch Center  
Light Blue, reversed

# 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



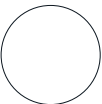
CMYK—81/70/59/75  
RGB—17/24/32  
Pantone®—Black 6 C

## 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



Black *positive*



Gray *positive*



Black *reversed*



Gray *reversed*

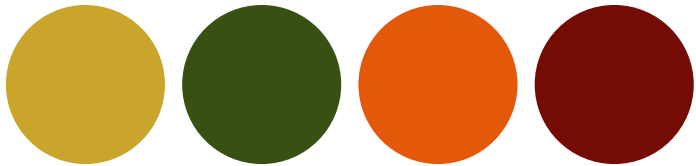
# Color Specifications for National CyberWatch Center (NCC)

Color values for the National  
CyberWatch Center logo.

primary palette



secondary palette



	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:#385011
	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

abcdefghijklmnopqrstuvwxyz

1234567890

~!@#\$%^&\*()\_+ = - \ [ : " ' ? > < , . /

**Gotham Medium**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 ~!@#\$%^&\*()\_+=-\\[":'><.,/

**Gotham Bold**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890  
 ~!@#\$%^&\*()\_+=-\\[:'><.,/

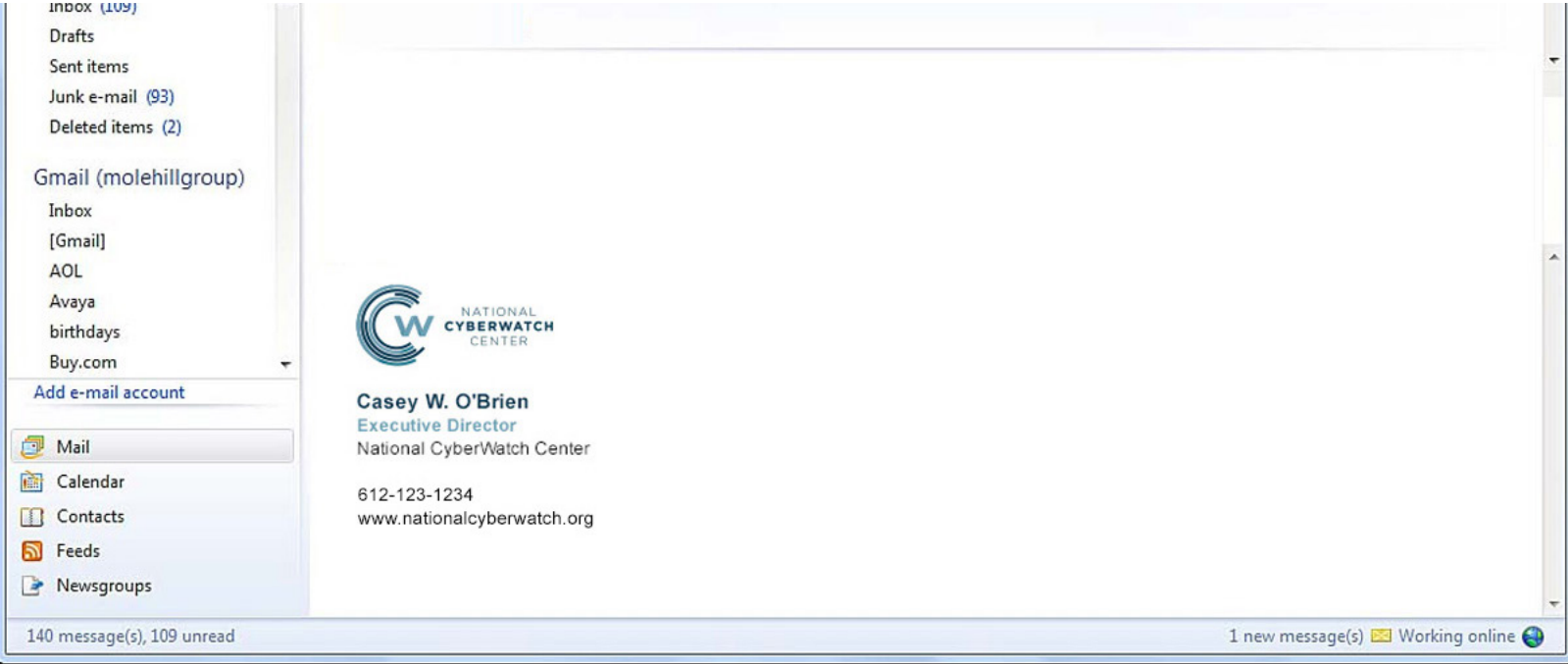
Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
~!@#\$%^&\*()\_+ = - \ | : " ? > < , . /

**Arial Bold**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 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.



**Casey W. O'Brien**  
**Executive Director**  
National CyberWatch Center

612-123-1234  
www.nationalcyberwatch.org

Name: Arial Bold, 14 pt, National CyberWatch Center Dark Blue


Title: Arial Bold, 12 pt, National CyberWatch Center Light Blue


Sub-brand designation and contact information:  
Arial, 12 pt, Black


# 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

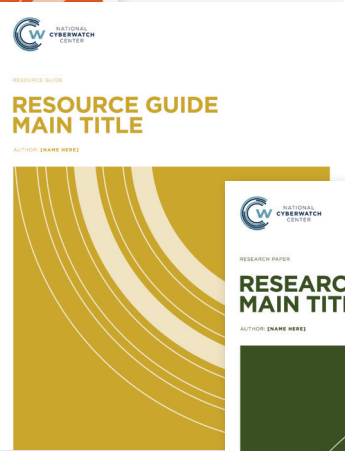
NCC Dark Green: Resource Papers

NCC Burgundy: [available for future assignment]


Gray: [available for future assignment]




WHITE PAPERS  
**WHITE PAPERS**  
MAIN TITLE  
AUTHOR: [NAME HERE]



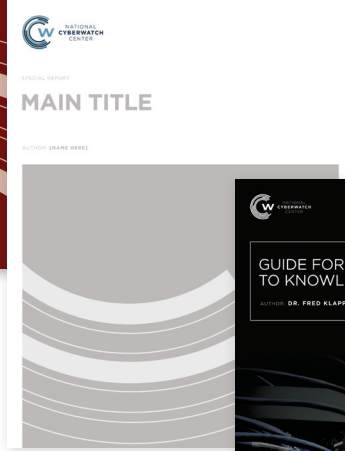
RESOURCE GUIDE  
**RESOURCE GUIDE**  
MAIN TITLE  
AUTHOR: [NAME HERE]



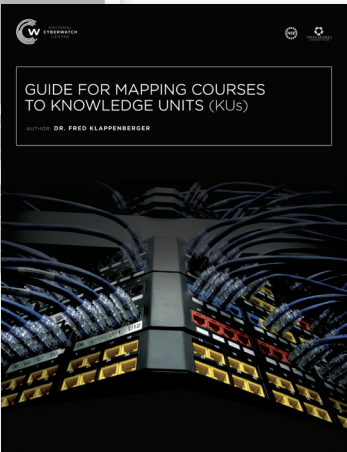
RESEARCH PAPER  
**RESEARCH PAPER**  
MAIN TITLE  
AUTHOR: [NAME HERE]



REPORT  
**MAIN TITLE**  
AUTHOR: [NAME HERE]



SPECIAL REPORT  
**MAIN TITLE**  
AUTHOR: [NAME HERE]



**GUIDE FOR MAPPING COURSES  
TO KNOWLEDGE UNITS (KUs)**  
AUTHOR: DR. FRED KLAPPENBERGER

eBooks & Special Reports  
will have custom designed covers.