

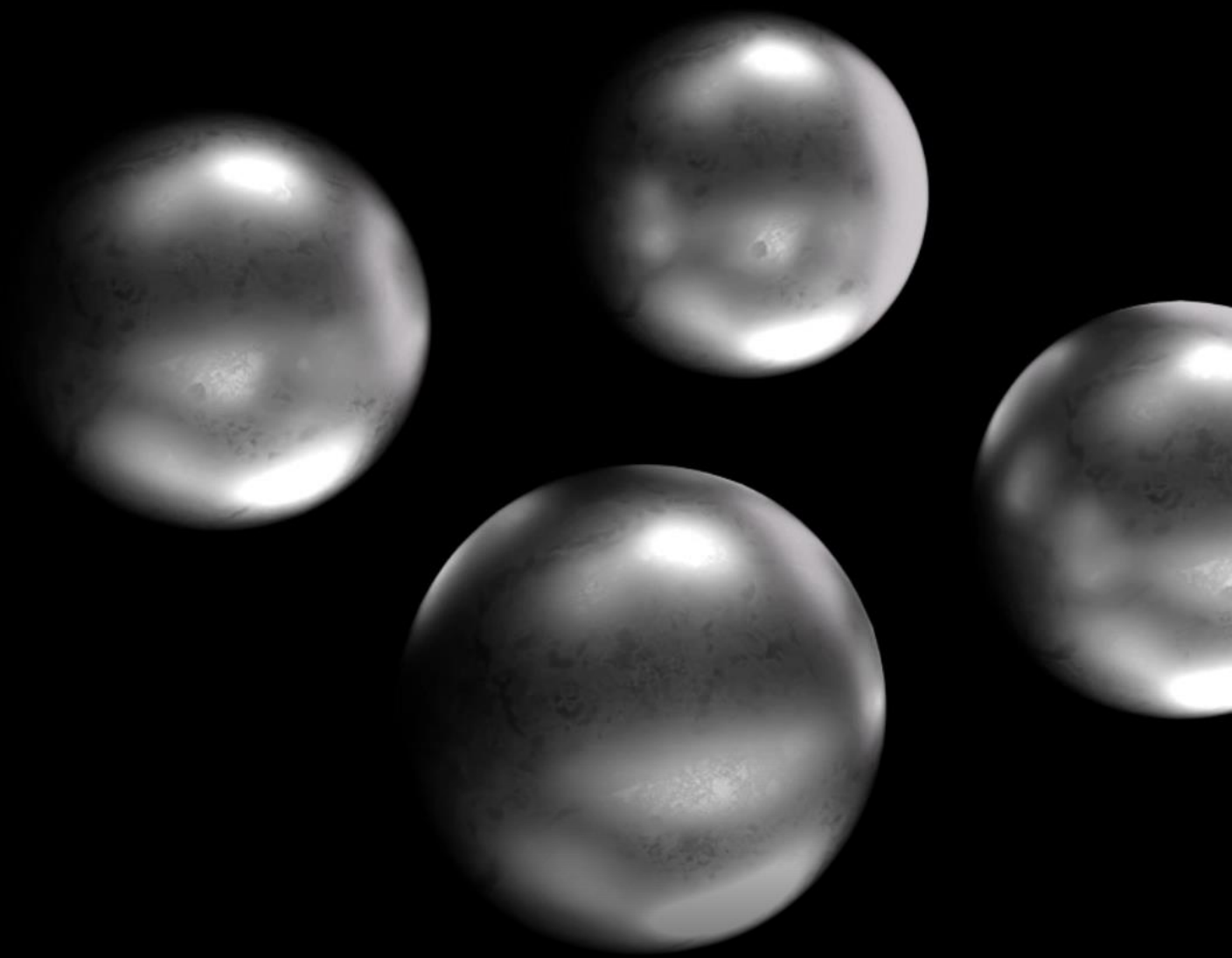
CYBEROO



SUMMARY

1. Inspirational figure
2. Brand Identity
3. The Logo
4. Documents & Presentations
5. Graphical Elements
6. The Font
7. Images Moodboard
8. Contacts

Keyvisual



Inspirational figure

BATMAN is the superhero that best represents Cyberoo values and style.

Unlike other heroes, Batman bases his strength solely on his intelligence and technology.

Bruce Wayne is distinguished by his elegance and determination to fight enemies.

Brand Identity

Cyberoo Logo



Cyberoo Palette



Cyberoo Font

SORA SEMIBOLD

SORA

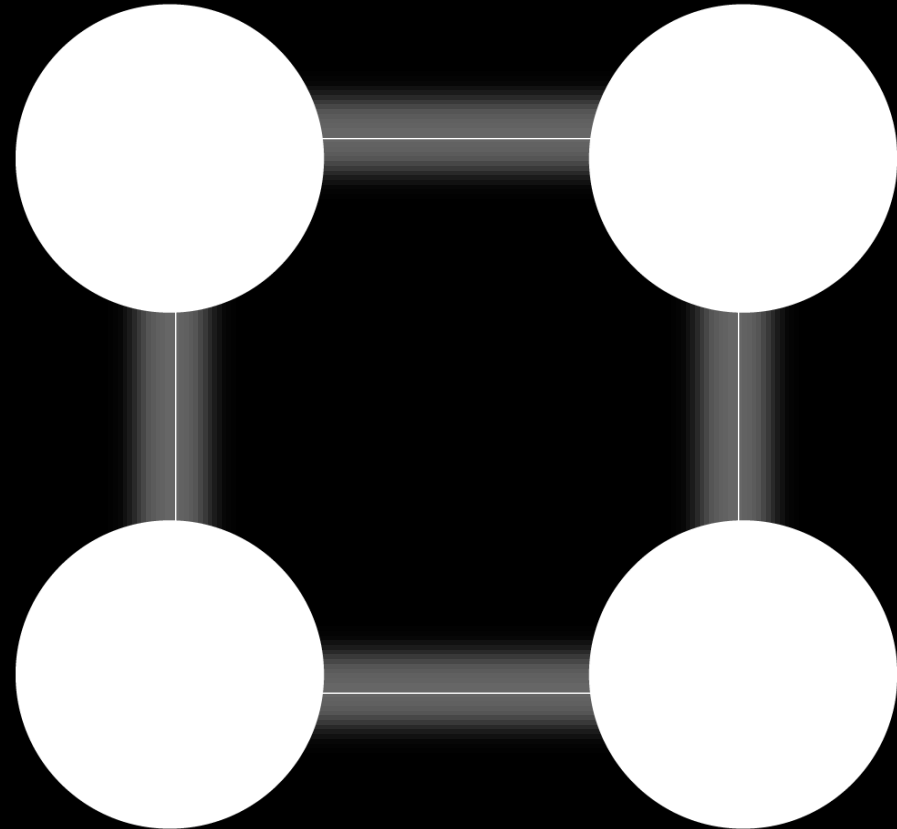
SORA LIGHT

The Logo



These are Cyberoo 4 lookout towers crucial to the cyber safeguarding of companies' business.

The 4 towers place themselves, also through the simplification of complexity, around companies and stand as guardians to protect information and data, a priority in today's scenario.



The Logo

CHROMATISM

The main version (Fig. 8)

It is qualified by the two grays shown opposite. The pictogram elements are in gradient*, while the logotype is in Dark Gray**.



White version (Fig. 9)

When used on a dark background or superimposed on dark-tone images, the logo is entirely white (CMYK:0000, RGB: 255, 255, 255, Websafe: #ffffff.)



The Logo

CHROMATISM



Gradient* between Light
Gray and Dark Gray



Light Gray

Pantone: Cool Gray 6C
CMYK: 65 – 58 – 53 – 34
Websafe: #a2a4a6
Ral: 9006
RGB: 162 – 164 – 166

Dark Gray*

Pantone: Cool Gray 11C
CMYK: 65 – 58 – 53 – 34
Websafe: #535151
Ral: 7043
RGB: 83 – 81 – 81

The Logo

REDUCED

Cyberoo S.p.A. has adopted the following logo for its brand identity.

The complete logo consists of the pictogram on the left and the CYBEROO logotype on the right, aligned on the horizontal axis (see Fig. 1).

The distances and proportions between logotype and pictogram cannot be varied (see Fig. 2).



Fig. 2

The Logo

REDUCED

A reduced version of the logo can be used, which consists of an isolated pictogram (Fig. 3).

It can be used to mark small areas such as the site's favicon, the footer corner in slides, details in the customization of gadgets and company assets.

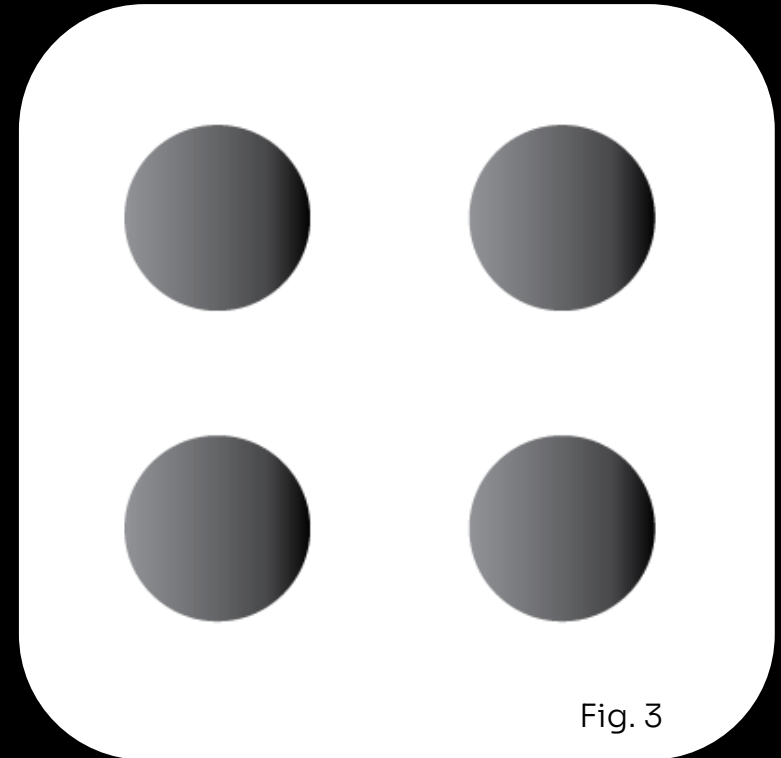


Fig. 3

The Logo

DIMENSION CONSTRAINTS

Minimum dimensions

On digital media, the logo must have a minimum height of 25px, while on printed media the minimum height is 8mm (Fig. 4).

In case of special logo reproduction techniques (embroidery on fabric, screen printing, engraving, embossing), the minimum dimensions must not compromise the readability and recognizability of the same.

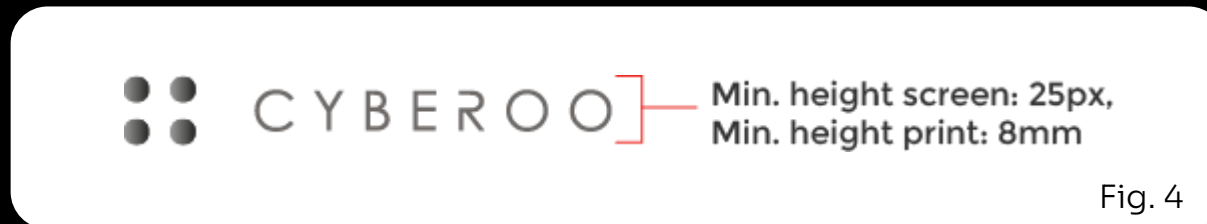


Fig. 4

The Logo

VERTICAL AND LATERAL MARGINS

In each of its placements, the logo must have a minimum margin equal to the height of the pictogram.

This minimum margin must be present on each side (Fig. 5).



Fig. 5

The Logo

INPUT ERRORS



1. The version of the logo chosen and the background on which it is placed must have contrast to maintain readability.



2. Do not present color versions of the logo that differ from the main version or white version.



3. Do not vary the arrangement between logo and pictogram.

The Logo

INPUT ERRORS



4. Do not distort or alter the proportions of the logo, or apply geometric transformations.



5. Do not impart graphic effects that compromise the readability of the original logo.



6. Do not replace the logotype with different lettering.

The Logo

LOGO USE CONTEXT



Logo main version:

- Letterhead
- Business cards and other elements of the company's internal communication system
- Publications White papers



Logo white version:

- Event communication products (brochures, flyers, invitations, totems, sails, printed banners)
- Gadget branding

Documents & Presentations

Cyberoo Palette



Cyberoo's color palette consists of three main colors:
white, charcoal gray, and black.

Documents & Presentations

THE WHITE

The light the company brings to the fight against cybercriminals.

It also represents our team of ethical hackers, cybersecurity specialists who use their skills to protect users and businesses from cyber threats.

Websafe: #ffffff
RGB: 255, 255, 255

Documents & Presentations

THE BLACK

The of the dark and deep web, all that is hidden and invisible.

The contrast between black and white also represents Cyberoo's determination to confront these threats and make them visible in order to counter them effectively.

Websafe: #000000
RGB: 0,0,0

Documents & Presentations

THE CHARCOAL GRAY

The "grey areas," or the nuances and shadow areas that need to be protected by our Cyber Security Suite.

This color represents the complexity of the digital world and emphasizes the importance of detecting and preventing vulnerabilities in networks and information systems.

Websafe: #262626
RGB: 38,38,38

Documents & Presentations

LAYOUT AND FORMATS

A4 letterhead

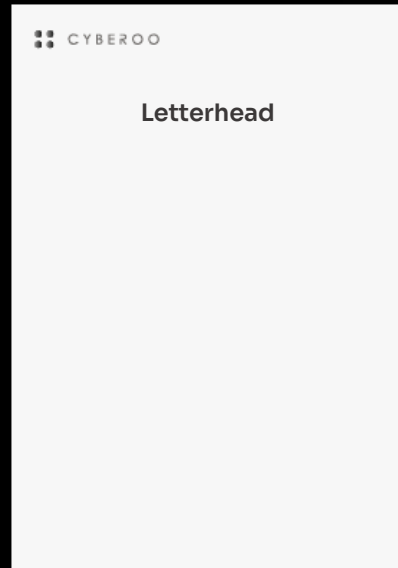
Top left logo insertion

Whitepaper

Logo insertion top center

Slide presentation

Pictogram insertion at bottom right



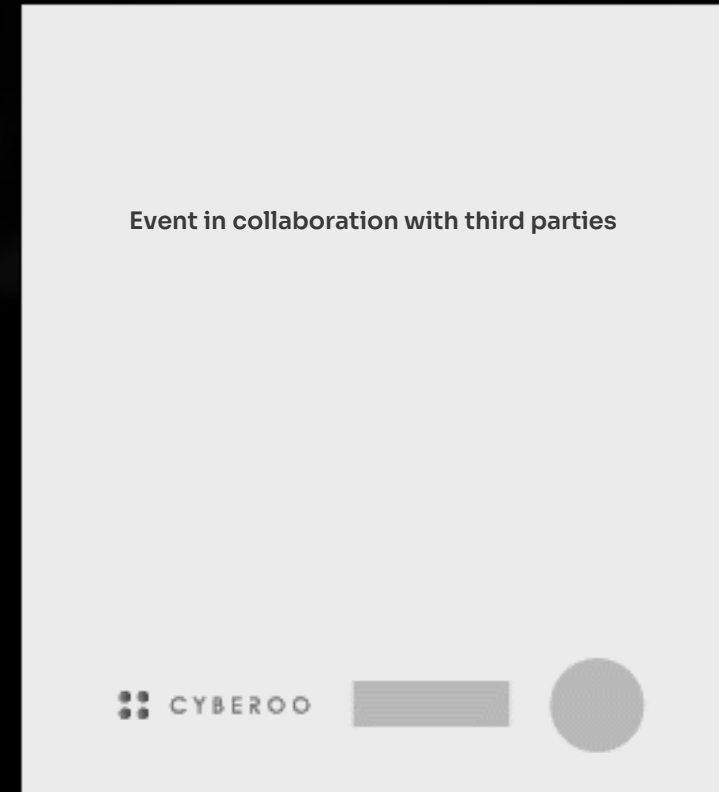
Documents & Presentations

CO-PRESENCE OF THIRD-PARTY LOGOS

Juxtaposition of the logo with third-party logos

The logo should maintain the horizontal arrangement of pictogram and logotype.

Its size must be proportionate with the footprint of each other logo it is juxtaposed with.



Graphical Elements

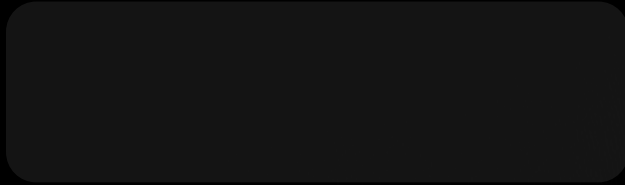
Cyberoo Shapes & Styles



Cyberoo Icons



Graphical Elements



CHARCOAL GRAY
RECTANGOL



NEON CIRCLE



NEON DOT AND LINE

Graphical Elements

This form serves as a container for descriptive text and/or interactive buttons from websites or Google ADS.

The rectangle is formed by the union of sharp but still rounded lines used to resemble the circle, Cyberoo's main symbol.



Specially used to surround icons or numbered lists, this shape reflects Cyberoo logo in a different guise.

The circle is formed by a black fill, surrounded by a thin ½ pt white line. The neon effect is achieved by applying a 6pt white "halo" shape effect, with 60% transparency.

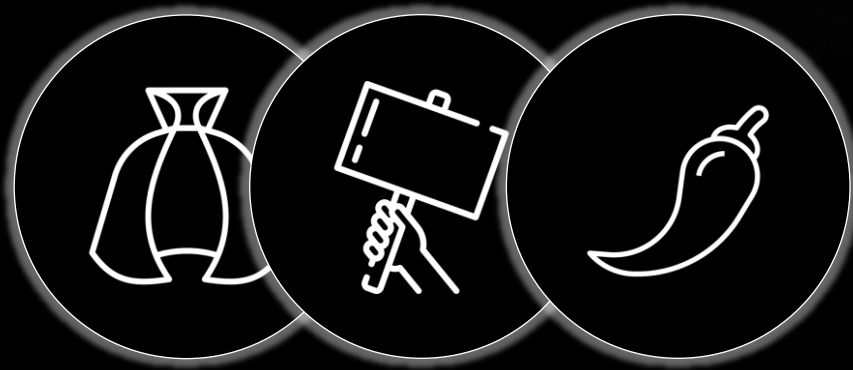


As represented, these shapes are used indicate the path of maps or infographics.

Both shapes are created using from a white fill and halo effect as shown above.

Graphical Elements

Cyberoo Icons



We use icons to facilitate the reading of long or more complex content. Icons visually reproduce the key message of the text content.

Cyberoo icons are ALWAYS white in color and arranged in the center of neon circles.

The Font

Cyberoo Font

SORA SEMIBOLD

SORA

SORA LIGHT

This font fully reflects Cyberoo's identity, its nevertheless soft and sinuous lines blend with the decision of a clear and incisive structure.

The Font

Main Font: Sora (Regular, Light, SemiBold)

This font is used in:

- Letterheads
- Business offer documents
- Presentations for clients and prospects
- Electronic signaturesInternal company communication elements (nametags, badges, business cards)
- Event communications (invitations, totems, sails)
- Gadgets

Font Website: Sora (Regular, Light e SemiBold)

SORA SEMIBOLD

ABCDEFGHIJK
abcdefghijkl

SORA
AÉÈÏOU

SORA LIGHT
123456789

Brand Identity

Cyberoo Font

SORA SEMIBOLD

Used to emphasize the importance of keywords, text and for titling.

SORA

Used for headings and subchapters.

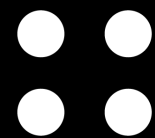
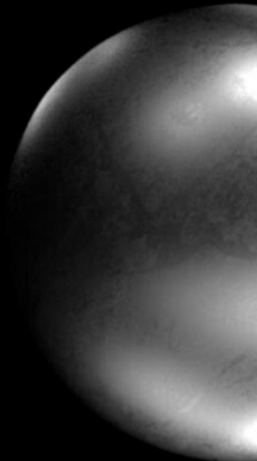
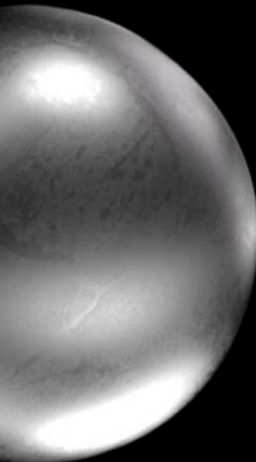
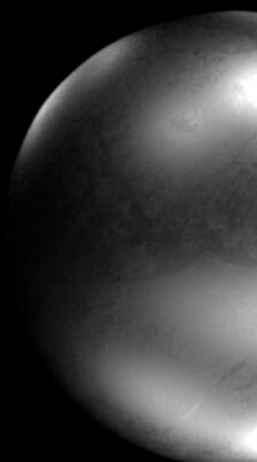
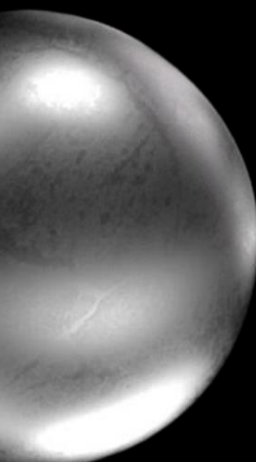
SORA LIGHT

Used for the body of any text present in the documentation.

Images Moodboard

In Cyberoo communication system, the accompanying photographic elements must reflect certain canons:

- Abstract, geometric subject, 3D illustrations;
- Dominant hues: white, black, anthracite;
- Formal register, belonging to the realm of technology, minimalism and luxury;
- Do not show figurative subjects, except for infographics or precise iconographic references;
- In images accompanying the blog, figurative subjects may be shown if they refer to a precise theme. Such images must, however, maintain a clean and essential cut.



CYBEROO

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