CYBAGE
Delivering Value. Scientifically.

Cybage Brand Identity Guidelines

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Brand Philosophy

The Philosophy

Cybage has traversed a unique journey in terms of growth and evolution—a journey that spans people, skills, technologies, clients, knowledge, and experience. This journey originates from the physical world of consultancy and strategy that converges into the online world of digital experiences.

How do we achieve this? From learning everything in the field, and unlearning it, to creating room for innovation and customizable solutions. From being defined in terms of know-how and expertise to breaking boundaries through research and strategic thinking. From being structured to staying agile in terms of product software development. From ordinary to simply extraordinary. From satisfactory to plain awesome. From yesterday to the future. Cybage is constantly in a state of flux that keeps it moving forward.

Creative Springboard

The inspiration of the logo design came from the key brand values of innovation, new-age technologies, digital transformation, and value delivery through operational excellence. The focus is on the letter 'A', which stands for 'excellence', 'advanced', 'apex', 'ace', and so on. The distinctive design language of the staggered slicing of the 'A' depicts: A cut above the rest—going above and beyond in the pursuit of excellence.

Typeface

The customized typeface of the logo is modern yet ageless in style. The strong, rounded, and mildly expanded font embodies the characteristics of maturity, stability, dependability, and innovation.

Color Palette

The proposed color palette comprises Navy Grey and Blue.

- Navy Grey is associated with confidence, stability, intelligence, innovation, and technology.
- Blue suggests maturity, logic, integrity and strength.

Navy Grey balances well with Blue and creates a sophisticated color palette.

Brand Identity

Logo

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Tagline

This Cybage logo is the graphic representation of our company and its values. The elements of the Cybage logo should never be separated. In case the tagline has to be omitted in any communication, prior approval with the Visual Communication or Marcom team is required. The position, size, and color, along with the spatial and proportional relationships of the Cybage logo elements are predetermined and should not be altered.

To ensure a consistent representation of our brand identity, always use a high-quality/resolution logo for reproduction.

Brand Identity

Please note: This Logo provides optimum legibility in all sizes and orientations. Do not attempt to recreate this artwork. These elements must always remain in the exact size, position, and proportion that appear in the reproducible artwork. The reverse Cybage logo can be used only on a Cybage navy grey or black background.
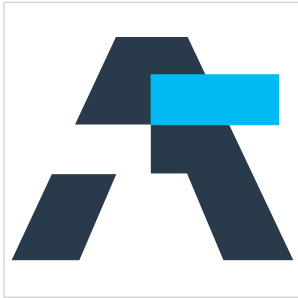
Preferred usage

Limited usage

A one-color logo is only acceptable when media reproduction is limited in case of B/W press ads. The logo may be reversed to white text on a black background with a grey dash in the letter 'A'. The grey dash should be 50% black.

Cybage Favicon

Favicons (short for favorite icon), are small square images usually 16×16 pixels which are used by web browsers to show a graphical representation of the site being visited at the left side of the browser's address bar.

The Cybage Favicon is the 'A' letter with the staggered blue dash. The favicon which is a part of the Cybage Logo will be easily recognizable and identifiable.

Company Name

Company Name CYBAGE SOFTWARE PVT. LTD when written in any collaterals should be in Montserrat (Regular/Bold) font only.
You have the option to use it in all Capitals or Title Case. Do not use Condensed, Expanded or Italic versions of the font.

Cybage Software Pvt. Ltd. | Small (Montserrat Regular Font)

CYBAGE SOFTWARE PVT. LTD. | CAPS (Montserrat Regular Font)

Cybage Software Pvt. Ltd. | Small (Montserrat **Bold** Font)

CYBAGE SOFTWARE PVT. LTD. | CAPS (Montserrat **Bold** Font)

Expressing Cybage Identity

What is the Cybage corporate logo?

The Cybage Corporate Logo is a powerful corporate identity tool by which the public recognizes the firm. The CYBAGE name becomes a recognizable graphic design element that represents the key values of the organization and its services. It defines our Brand and is more valuable than the physical assets of the firm.

The Cybage corporate logo cannot be replaced in type with another font. It must not be used as part of body copy or headlines or in the possessive, plural, or as part of another word.

Who may use the Cybage corporate logo?

The Cybage corporate logo is available for use by Cybage employee communicators (referred to as 'Cybage communicators' henceforth) responsible for promoting Cybage and its products. The Cybage corporate logo may only be used by other parties with written authorization/ license for one-time use from Cybage.

Cybage corporate logo basics

- To reproduce the Cybage logo always download from the Cybage corporate website.
- Always use the Cybage corporate logo alone, never in conjunction with other words.
- Always use the Cybage corporate logo in its original form and never alter it in any way.

Applying the Cybage Logo

C Height

1C Clear space

1C Clear space

1C Clear space

1C Clear space

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Clear space
Clear space refers to a distance of 'C', as a unit of measurement, surrounding each side of the Cybage logo. "C" equals the height of the letter "C" of the Cybage wordmark. A minimum clear space requirement has been established to ensure the prominence and clarity of the Cybage logo. It is essential that the Cybage logo remains free of all graphics, taglines, identities, photography, and typography.

Minimum size
Minimum size refers to the smallest size at which the Cybage logo may be reproduced to ensure its legibility. The minimum reproduction size of the Cybage signature is "4mm" in height, based on the height of the letter "C" of the Cybage logo. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact the Cybage Visual Communication Department for approval. Observe the reproduction size requirements of the logo to avoid poor quality or distortion.

Registered trademark symbol ®
The registered trademark symbol ® (registration pending) is a legal component of the Cybage logo and must always be present to protect our identity. Special consideration should be taken with respect to the color and sizing of the registered trademark symbol ®: when resizing the Cybage logo, please consider the context and use your best judgement to determine the appropriate size of the registered trademark symbol ®.

In text
When the word Cybage is used in text (such as this paragraph), you must use the same typeface, style, and color as the rest of the text. Use sentence case (a capital C followed by lower case letters). Do not use the standardized Cybage wordmark in body text, headlines, pay-offs, slogans, or a repetitive pattern. Never use uppercase only.

Do's

The Cybage logo is the foundation of our brand identity, an expression of the company's personality and basic values. It represents quality, reliability, and leadership. An important piece of intellectual property, the logo must be protected through proper use. Always review the guidelines to ensure its clear and accurate reproduction.
When using the Cybage logo, apply the following basic rules.

Cybage Logo

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Use the cybage logo in its standardized form on a white background.

When the word Cybage is used in text

- The word Cybage should start with a capital C followed by lower-case letters.
- Do not use the standardized Cybage logo in body text.

Don'ts

- Do not place a logo within text or headlines.
- Do not combine a logo with any other element such as other logos, words, graphics, photos, slogans, or symbols.
- Do not display the Cybage company logo in any way that suggests that a third party's product is a Cybage product, or that Cybage is part of a third party's product name.

Don't change the size proportion of the symbol or the tagline

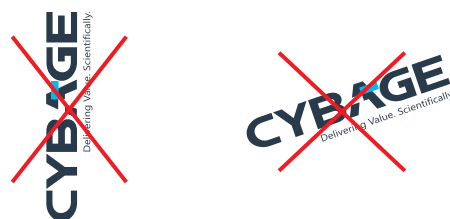Don't add effects such as shadows, dimensions and gradients to the logo.

Don't create logo 'lockups' by adding text in close proximity of the logo.

Media Partners

Don't stretch or compress the logo.

Don't rotete, move, delete, or rearrange any elements of the logo from their respective positions.

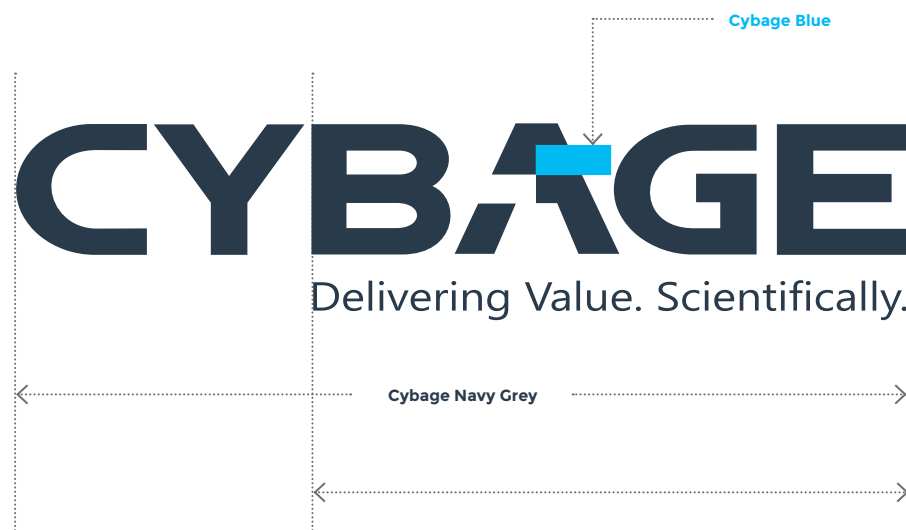Don't change Cybage logo shade by adding opacity or transparancy

Don't create a new name or visual device using the cybage wordmark or any part of it.

Don't place the logo over any other solid, multi-colored, textured, or photographic background.

Corporate Colors

Cybage Blue

Cybage Navy Grey

Color

You must always reproduce the Cybage logo in Cybage Navy Grey and Cybage Blue on a white background.
The specifications are as follows:

Cybage Navy Grey
CMYK: C85, M70, Y50, K40
RGB: R43, G59, B75
Pantone 432 C
#2B3B4B

Cybage Blue
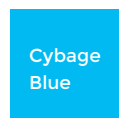CMYK: C80, M0, Y0, K0
RGB: R0, G185, B241
Pantone 306 C
#00B9F1

Corporate Colors

Primary Color Palette / Brand Colors

Cybage Navy Grey	C85 M70 Y50 K40 R43 G59 B75 Pantone 432 C #2B3B4B

Cybage Blue	C80 M0 Y0 K0 R0 G185 B241 Pantone 306 C #00B9F1

Secondary Color Palette

C0 M35 Y100 K0
R252 G175 B23

C20 M25 Y90 K0
R210 G181 B63

C0 M65 Y90 K0
R244 G121 B50

C15 M95 Y70 K0
R210 G51 B75

C25 M100 Y90 K10
R175 G34 B47

C0 M65 Y65 K65
R115 G52 B35

C65 M10 Y85 K0
R101 G174 B91

C50 M10 Y85 K65
R59 G87 B35

C75 M0 Y30 K0
R0 G186 B190

C90 M60 Y0 K0
R18 G104 B179

C45 M70 Y0 K0
R150 G101 B170

C80 M90 Y15 K0
R90 G64 B137

C10 M10 Y10 K0
R226 G221 B219

C40 M40 Y45 K0
R162 G147 B137

C0 M0 Y0 K30
R188 G190 B192

C0 M0 Y0 K85
R77 G77 B79

Corporate Font

For Corporate Communications:

All corporate stationery, corporate communications, internal communication & collaterals should use the corporate font family of 'Montserrat'. You can download this font from our corporate website or ask the UX – Visual Communications team / Marcom Team for the same.

Montserrat thin

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Montserrat thin italic

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Montserrat extralight

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Montserrat extralight italic
The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Montserrat light

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Montserrat light italic

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Montserrat regular

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Montserrat italic

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Montserrat medium

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Montserrat medium italic

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Corporate Font

Montserrat semibold

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Montserrat semibold italic

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Montserrat bold

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Montserrat bold italic

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Montserrat extrabold

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Montserrat extrabold italic

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Montserrat black

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Montserrat black italic

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

For Corporate Presentations:

In company presentations use the font 'Tahoma' only as it is compatible to PC & Mac formats.

Tahoma regular

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Tahoma bold

The Cybage corporate signature refers to a specific, stylized graphic image which has been developed to represent the company. 1234567890

Thank You

For any questions related to these corporate guidelines, please contact:
Cybge Visual Communication Team | visual_comm@cybage.com
Cybage Marcom Team | marcom@cybage.com

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