

Basic Identity Usage Guide



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Monogram/Symbol

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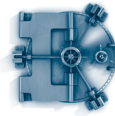
Color Palette

Keystones & Neutrals

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Icon System

Non-infringement
& Minimum Scale



Security



Insight



Focus



Community



Global Reach

Our Identity

For the CIS brand mark, capital serif letters were chosen to emphasize strength and trustworthiness, two attributes that speak to the proud history and solid reputation of the CIS organization, people, and products/services. The shape and form of the blue gradient circles are visual cues inspired by similar shapes that evoke CIS' brand attributes.

Inquiries

identity@cisecurity.org

Identifier

Non-infringement

Horizontal & Stacked

To ensure clarity when using the CIS identifier, there must be the proper amount of white space around the type and symbol.

The diagram at right presents a visual guide for ensuring the necessary white space.



Minimum Scale

Horizontal & Stacked

To preserve strong graphic recognition and legibility, the signature should conform to the minimum specifications diagrammed at right.



Incorrect Usage

Because of the growing complexity of the market environment, controlling exposure of the CIS identifier is vital. When displaying the identifier maintain consistency with its established configuration and the way in which it is displayed.

These examples represent misuses. Do not alter the identifier in any manner.



Don't add elements



Don't add drop shadow



Don't reorient



Don't reverse



Don't distort



Don't isolate monogram

Color Palette

Palette

Keystones

Keystones are comprised of the identifier colors and white. They should be prevalent in all CIS communications.



0 59 92
100 48 12 58



0 134 191
100 6 2 10



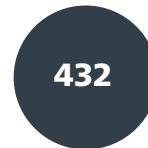
255 255 255
0 0 0 0

Neutrals

Neutrals serve as the supporting analogous tones to the Keystones. They should be liberally utilized.



16 24 32
100 79 44 93



51 63 72
65 43 26 78



124 135 142
33 18 13 40



193 198 200
10 4 4 14

Sub-brands

Non-infringement

To ensure clarity when using the CIS programs, solutions and communities icons, there must be the proper amount of white space around the type and symbol.

The diagram at right presents a visual guide for ensuring the necessary white space.

 **CIS Benchmarks™**

 **MS-ISAC®**

 **CIS-CAT Pro**

 **CIS SecureSuite™**

 **CIS Hardened Images**

 **CIS Services**

 **CIS WorkBench**

 **CIS CyberMarket**



Minimum Scale

To preserve strong graphic recognition and legibility, the icon lock-up should conform to the minimum specifications diagrammed at right.





Thank You