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

Incorrect Usage

- Don’t reverse
- Don’t add elements
- Don’t add drop shadow
- Don’t distort
- Don’t isolate monogram
- Don’t reorient
Color Palette
Palette

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

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

Minimum Scale

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