

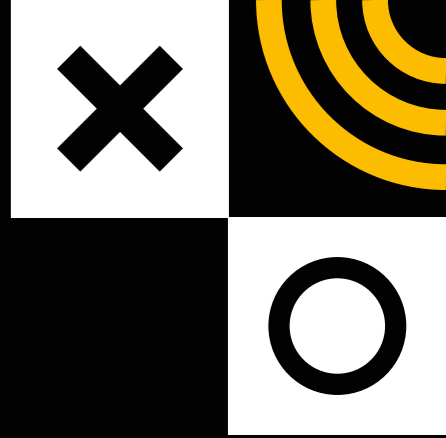


Brand Guidelines

Version 0.1 - April 2022



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> Brand Foundation



Brand Narrative

“The digital revolution is far more significant than the invention of writing or even of printing.”

Douglas Engelbart – Inventor of hypertext

Human curiosity and imagination – our desire to explore – is a strong human emotion and gives us a desire to go further than we’ve been before. This may be exploring the world around us, through new experiences, the digital revolution and the internet has been a strong proponent of this pursuit.

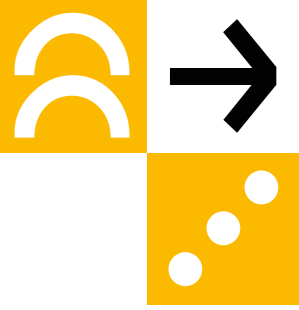
However, with the rapid rate of innovation we are also witnessing a rapid growth in cyberthreats, hence embracing a digital future comes with the threat of embracing new and emerging threats.

At CPX we partner with our clients during their digital journey limiting their exposure to cyber threats and increasing their opportunities to innovate and thrive.

For decades cybersecurity firms have operated out of the shadows and creating fear amongst business leaders. But we think that it’s time to bring cybersecurity out of the shadows and see it as an investment in the business that will deliver real value beyond reactive protection.

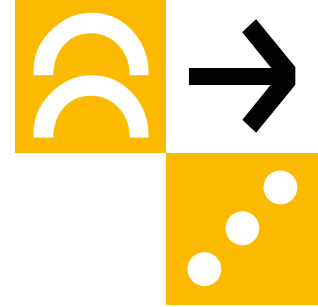
Organizations that invest in improving their ‘cyber maturity’ do better because they unlock growth opportunities and can gain a greater competitive edge. We believe that businesses and governments should see cybersecurity as an essential business investment that gives them the advantage to drive growth and profitability.

Our ambition is to help our partners unlock innovation within their organizations, we believe in giving our partners peace of mind so they can focus on what they do best.



Meaningful Role of the Brand

CPX is an investment that
limits your exposure to
threats and increases
exposure to opportunities.



Brand Strategy Staples

01

Brand Purpose

CPX is an investment that limits your exposure to threats and increases exposure to opportunities.

02

Brand Promise

A partner that gives you the peace of mind so that your business/institution can do what it does best.

03

Archetype

A character that inspires innovation rather than stroke fears and insecurities. Curious, helpful and humble.

04

Brand Behaviors

Humble | Quietly Confident | Sensitive | Dependable

05

Tone of Voice

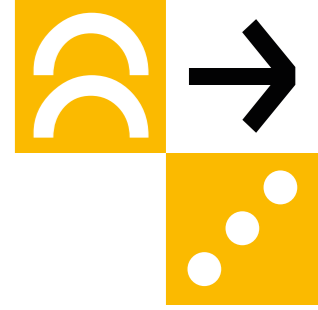
Genuine | Reassuringly Premium | Inclusive | Optimistic

06

Functional Attributes

Trusted, client centric partner giving confidence and adding value with agile and reliable responses.

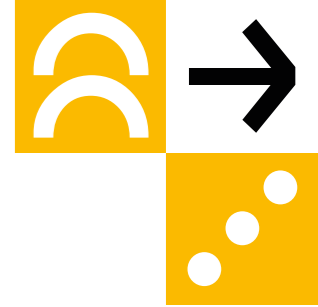
> Brand Elements



Primary Brandmark

The primary brandmark is always the most recommended for frequent usage. Customers should most frequently associate this brandmark with the business, and should therefore be used in preference to other versions of the brandmark whenever possible.





Brandmark Variation

These brandmark variations exist for specific use. They are to be considered only when our primary brandmark cannot be used.

Reverse



B&W (Grayscale)



Reverse B&W



Monochrome - Black

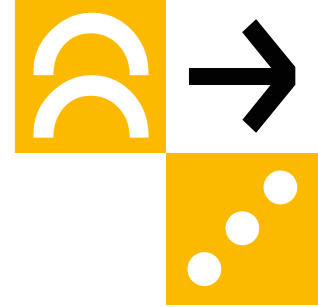


Monochrome - White



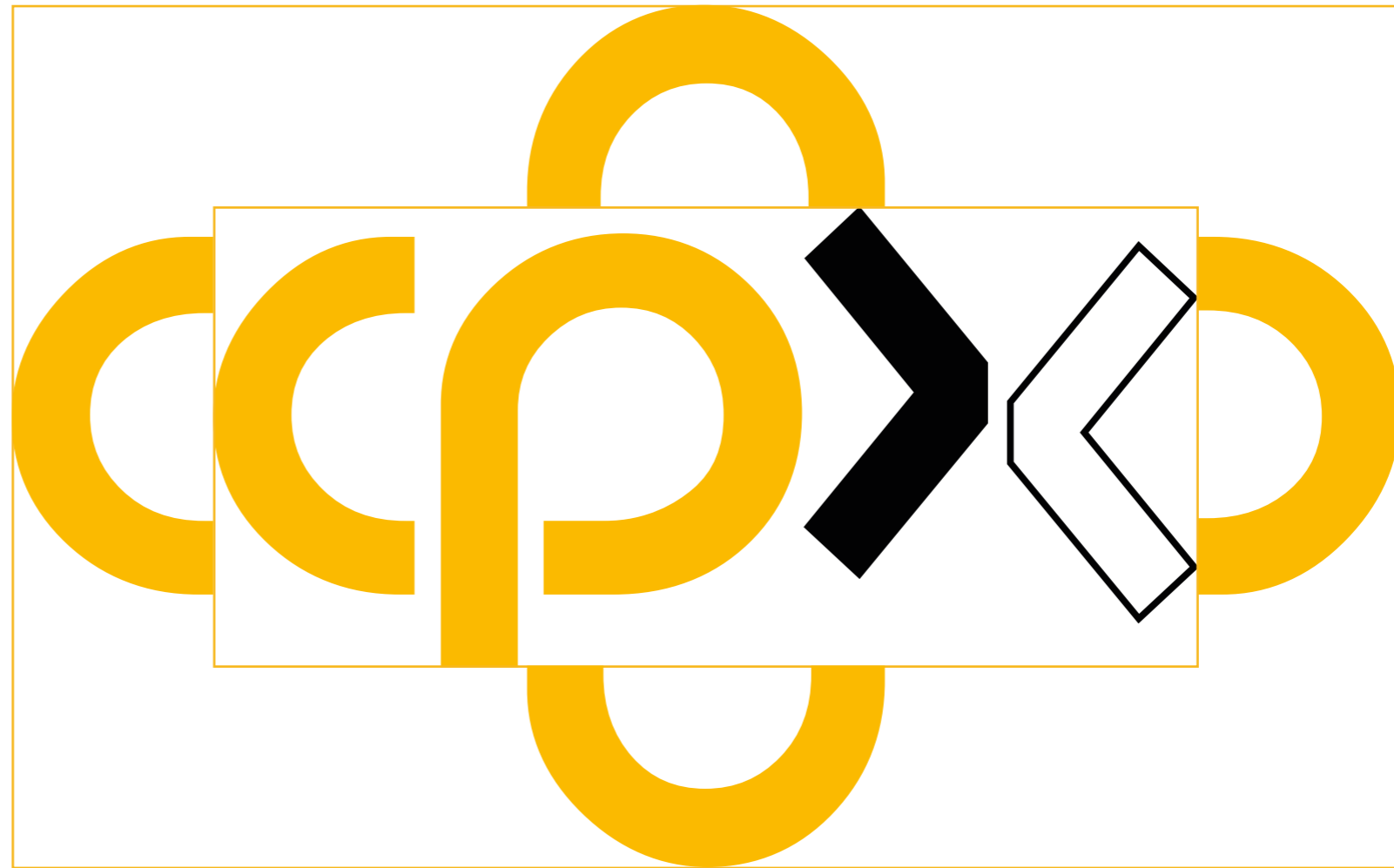
Monochrome - Yellow

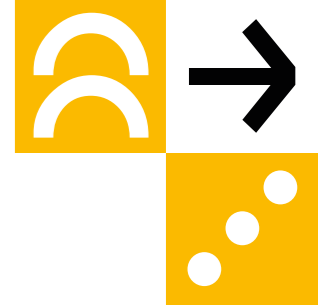




Brandmark Exclusion Zone

The brandmark is always surrounded by an area of clear space. This ensures it is unobstructed and consistently applied.

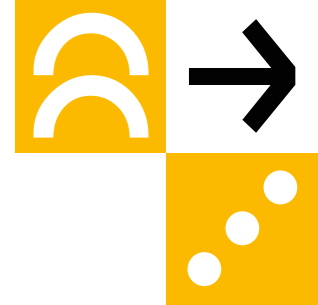




Brandmark Minimum Size

To ensure that the brandmark is always legible, it should never be reproduced smaller than indicated here. The brandmark should never be reproduced smaller than 20mm in width.





Brandmark Misuses

To ensure consistent usage, please refer to the master artwork provided. Do not alter or recreate the identity. These misuses should never be present/communicated.



Do not alter letter alignment.



Do not alter spacing of letters and elements.



Do not fill second bracket of x (<).



Do not rotate or filp an element of or entire brandmark.



Do not apply any effect on brandmark.



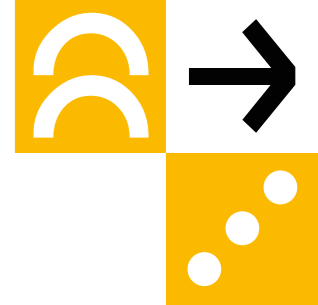
Do not switch the brackets design, our filled bracket is always the first one.



Do not use of busy backgrounds that compromise brandmark readability.



Always use the correct brandmark variation on each background to ensure maximum legibility and clarity.



Latin Corporate Typefaces

Space Grotesk is our main corporate Latin typeface family. Please use the five weights shown on this page only.

We don't want to limit the weight usage to one specific use or combination. A suggested combination however would be Space Grotesk Medium for headlines and Space Grotesk Light for body copy.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789 #?!@:[]**

Space Grotesk Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789 #?!@:[]**

Space Grotesk SemiBold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789 #?!@:[]**

Space Grotesk Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789 #?!@:[]**

Space Grotesk Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789 #?!@:[]**

Space Grotesk Light



Arabic Corporate Typefaces

IBM Plex Sans Arabic is our main corporate Arabic typeface family. Please use the five weights shown on this page only.

We don't want to limit the weight usage to one specific use or combination. A suggested combination however would be IBM Plex Sans Arabic Medium for headlines and IBM Plex Sans Arabic Light for body copy.

إآ بتث ث جحخ خ دذ رز سسش ش صصض ض
طظظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل
ممم م نون ن ههه ه وويي ي ء ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Bold

إآ بتث ث جحخ خ دذ رز سسش ش صصض ض
طظظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل
ممم م نون ن ههه ه وويي ي ء ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic SemiBold

إآ بتث ث جحخ خ دذ رز سسش ش صصض ض
طظظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل
ممم م نون ن ههه ه وويي ي ء ٠١٢٣٤٥٦٧٨٩

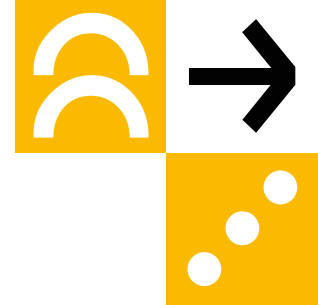
IBM Plex Sans Arabic Medium

إآ بتث ث جحخ خ دذ رز سسش ش صصض ض
طظظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل
ممم م نون ن ههه ه وويي ي ء ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Regular

إآ بتث ث جحخ خ دذ رز سسش ش صصض ض
طظظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل
ممم م نون ن ههه ه وويي ي ء ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Light



Latin & Arabic System Typefaces

Use Arial and Arial Bold for internal communications only. This system typeface is reserved for desktop applications in a nongraphic artwork environment such as Microsoft Word and PowerPoint.

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789 #?!@:}**

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789 #?!@:}

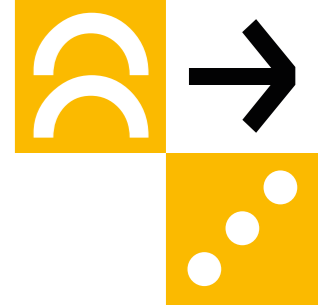
Arial

ا ا بتث ث ججخ خ دذ رز سسش ش صصض ض
ططظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل ممم م
ننن ن ههه ه ووي يي ي ي ء ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ؟

Arial Bold

ا ا بتث ث ججخ خ دذ رز سسش ش صصض ض
ططظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل ممم م
ننن ن ههه ه ووي يي ي ي ء ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ؟

Arial



Color Palette & Color Usage

Our primary color palette consists of our CPX Yellow, surrounded by black and white. CPX is a consistent brand, the usage of our primary color palette is portrayed in our logo.

Usage Percentage

50% CPX Yellow

25% Black

25% White



Color Significance

CPX Yellow

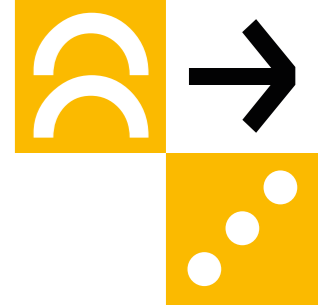
Ambitious
Optimistic
Bright
Energetic
Positive
Friendly

Black

Trustworthy
Powerful
Modern

White

Calm
Clear
Youthful

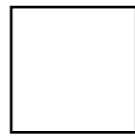


Primary Color Palette



**Pantone
7549 C**

C 0 M 30 Y 100 K 0
R 250 G 185 B 0
HEX fbbb00



**White
Knockout**

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX ffffff



**Pantone
Neutral Black C**

C 100 M 100 Y 100 K 100
R 0 G 0 B 0
HEX 000000

Secondary Color Palette



**Pantone
803 C**

C 10 M 0 Y 100 K 0
R 240 G 225 B 15
HEX f0e30f



**Pantone
144 C**

C 0 M 50 Y 100 K 0
R 240 G 145 B 30
HEX f1911f

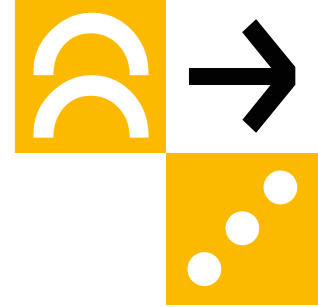


**Pantone
1505 C**

C 0 M 70 Y 100 K 0
R 235 G 105 B 35
HEX ea6921

Overall Palette Reference





Graphic Elements

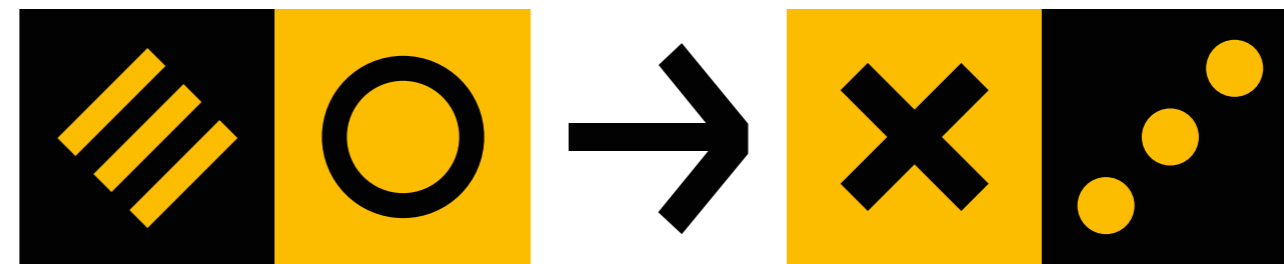
Our graphic elements stem from our core: our brandmark, and the unit that makes up the digital world - the pixel.

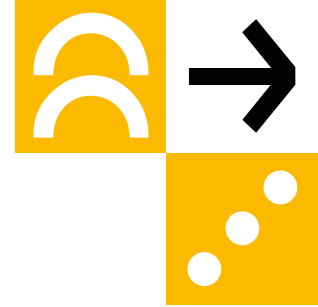
These elements give us a visual language that is best described as boldly optimistic, they're modern and confident, with a tech feel at their core. They also give a friendly UX/UI feel and represent building blocks that our partners can use to focus on creating new and exciting forward-thinking opportunities.

Deconstructed CPX brandmark

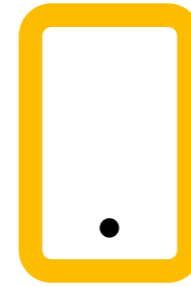


A pixel





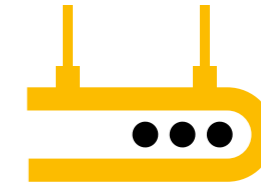
Calendar



Phone



Laptop



Router

Iconography Library

Continuing with the same rationale behind our graphic elements, the icon library is simply an extension of that.

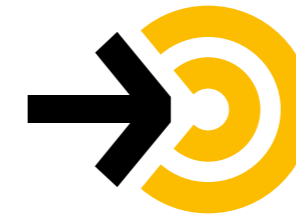
Bold yet friendly, tech yet optimistic, clear yet modern.



Coding



Cancel



System Access



Finance



Location



User



Wi-fi



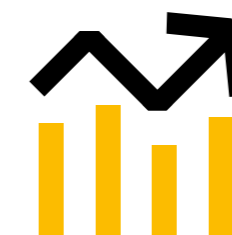
Satellite



Time



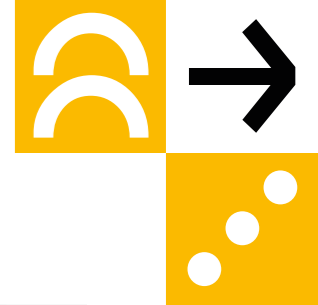
Technician



Performance



Done



Photography Style

The imagery we use should reflect our rationale and core idea: since we believe in giving our partners peace of mind so they can focus on what they do best, we should not aim to show our partners the system binaries, the locks, the heavy digital codes, the threatening and busy visuals.

We should aim for people thriving, bright smiles, uplifting visuals with positive, warm, calming scenarios. We also have to include people expressing a sense of accomplishment, hustlers who are achieving goals. We can also use calming mood shots to reinforce our core belief further.



Feel free to ask any question or for more information on the brand guidelines by contacting corporatecomms@cpx.net

