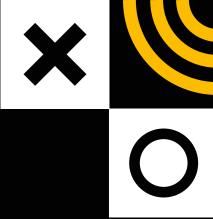


Brand Guidelines

Version 0.1 - April 2022



Content



Brand Foundation

Brand Narrative 4
Meaningful Role of the Brand 5
Brand Strategy Staples 6

> Brand Communication

Print ads
Digital Ads
Social Media Pages
Social Media Posts
22
24

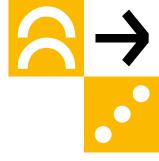
> Brand Elements

Primary Brandmark
Brandmark Variation
9
Brandmark Exclusion Zone
Brandmark Minimum Size
11
Brandmark Misuses
12
Latin Corporate Typefaces
13
Arabic Corporate Typefaces
14
Latin & Arabic System Typefaces
15
Color Palette & Color Usage
16
Graphic Elements
18
Iconography Library
Photography Style
20

> Brand Application

Business Card Letterhead & Continuation Sheet 29 30 31 32 33 34 35 36 Word document & MEMO Templates DL & C4 Envelopes **Email Signature** A5 Notebooks Screen Savers **Emailer Template** Company Profile Bio Template **37** Powerpoint Template ID Badges & Lanyards Brochure Template 40 Infographic Posters 41 Data Focused Reports Water Bottles 42 43 44 45 46 47 Company Mug Company Pens Shopping Bags T-Shirts Branding Polo Shirt Uniforms

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.

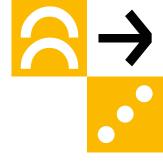
Organizations that invest in improving their 'cyber maturity' do better because they unlock growth opportunities and can gain a greater competitive edge. We believe that businesses and governments should see cybersecurity as an essential business investment that gives them the advantage to drive growth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

04

Brand Behaviors

Humble | Quietly Confidentsensitive | Dependable

02

Brand Promise

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

05

Tone of Voice

Genuine | Reassuringly Premium | Inclusive | Optimisitic

03

Archetype

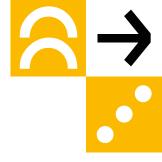
A character that inspires innovation rather than stroke fears and insecurities. Curious, helpful and humble.

06

Functional Attributes

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

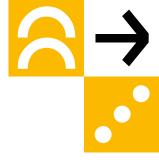
Brand Elements



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



Reverse B&W



Monocohrome - White



B&W (Grayscale)

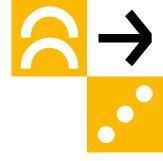


Monochrome - Black



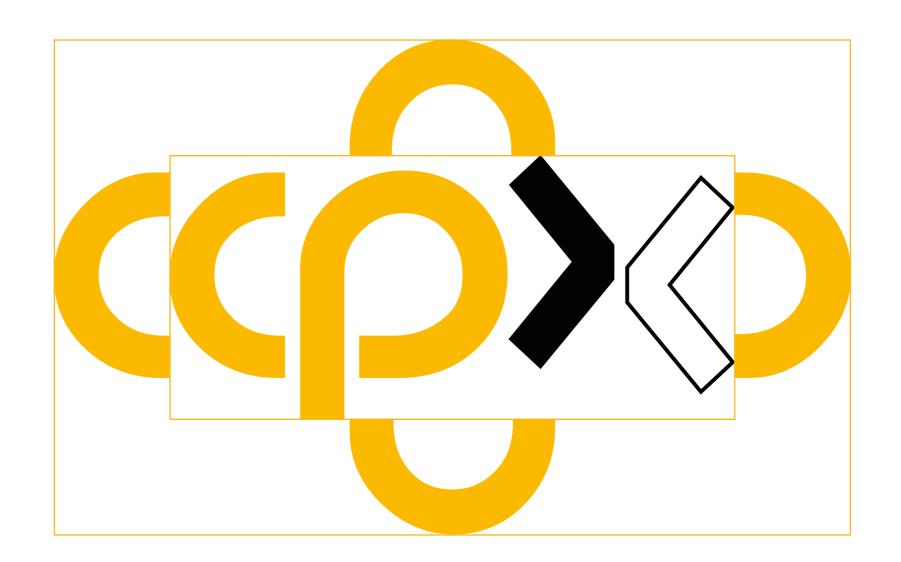
Monochrome - Yellow

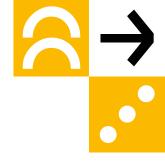




Brandmark Exclusion Zone

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.



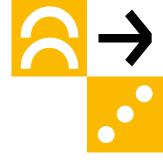
Do not switch the brackets design, our filled bracket is always the first one.



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 LI Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 #?!@:{}

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 #?!@:{}

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

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

Space Grotesk Light

Space Grotesk Regular

Space Grotesk Bold

Space Grotesk SemiBold



اإآ بتث ث جحخ خ ـدذ ـرز سسش ش صصض ض ططظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل ممم م ننن ن ههه ه ـوو يييي ي ء ١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Bold

اإآ بتث ث جحخ خ ـدذ ـرز سسش ش صصض ض ططظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل ممم م ننن ن ههه ه ـوو يييي ي ـ ١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic SemiBold

اإآ بتث ث جحخ خ ـدذ ـرز سسش ش صصض ض ططظ ظ ععغ غ ففف ف ققق ق ككك كـ للل ل ممم م ننن ن ههه ه ـوو يييي ي ء ١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Medium

اإآ بتث ث جحخ خ ـدذ ـرز سسش ش صصض ض ططظ ظ ععغ غ ففف ف ققق ق ككك كـ للل ل ممم م ننن ن ههه ه ـوو يييي ي ء ١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Regular

اإآ بتث ث جحخ خ ـدذ ـرز سسش ش صصض ض ططظ ظ ععغ غ ففف ف ققق ق ككك كـ للل ل ممم م ننن ن ههه ه ـوو يييي ي ء ١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic 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.





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

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 #?!@:{}

اإآ بتث ث جمخ خ دذ رز سسش ش صصض ض ططظ ظ ععغ غ ففف ف ققق ق ككك ك للل ل ممم م ننن ن هههه ه وو يييي ي ع ١٢٣٤٥٦٧٨٩ ؟

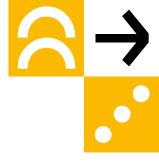
Arial

الآبتث ث جحخ خدد رز سسش ش صصض ض ططظ طعع غ ففف ف ققق ق ككك ك للل ل ممم م ننن ن هههه وو يييي ي ء ١٢٣٤٥٦٧٨٩ ؟

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.





Usage Percentage

50% CPX Yellow 25% Black 25% White

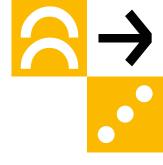
Color Palette & Color Usage

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.



Color Significance

CPX Yellow		Black	White
Ambitious	Energetic	Trustworthy	Calm
Optimistic	Positive	Powerful	Clear
Bright	Friendly	Modern	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

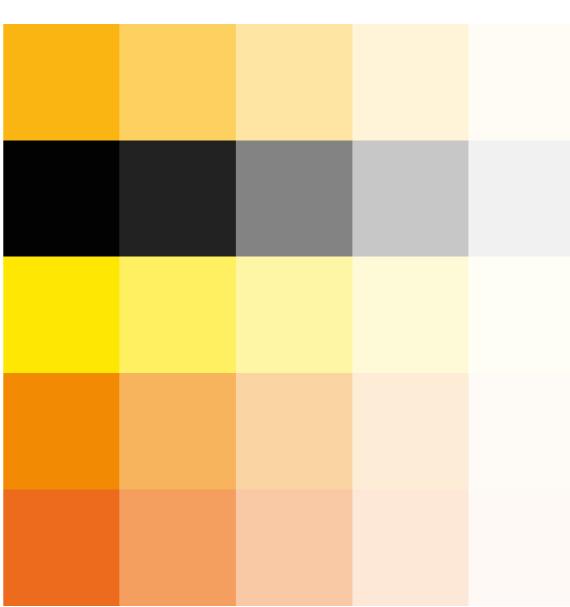
C 0 M 0 Y 0 K 0 R 255 G 255 B 255 HEX ffffff



Pantone Neutral Black C

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

Overall Palette Reference



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

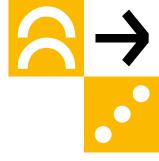
C 0 M 50 Y 100 K 0 R 240 G 145 B 30 HEX f1911f



Pantone 1505 C

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





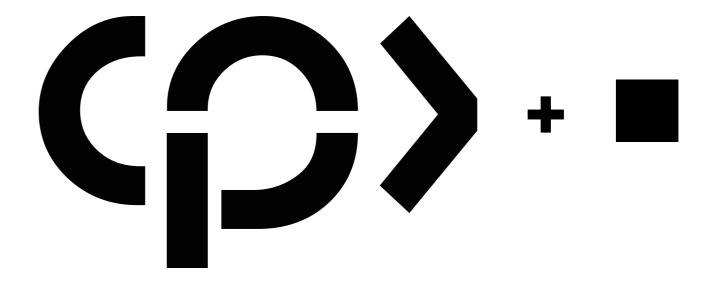
Graphic Elements

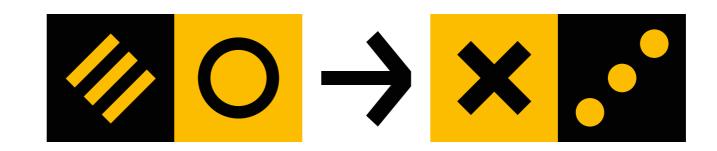
Our graphic elements stem from our core: our brandmark, and the unit that makes up the digital world - the pixel.

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





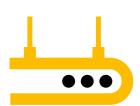












Calendar

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







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.



> Brand Communication



Print Ads

The below is our main template for printed communication. All of our elements are left aligned, leaving the right side for an interesting composition between our brand element and visual.



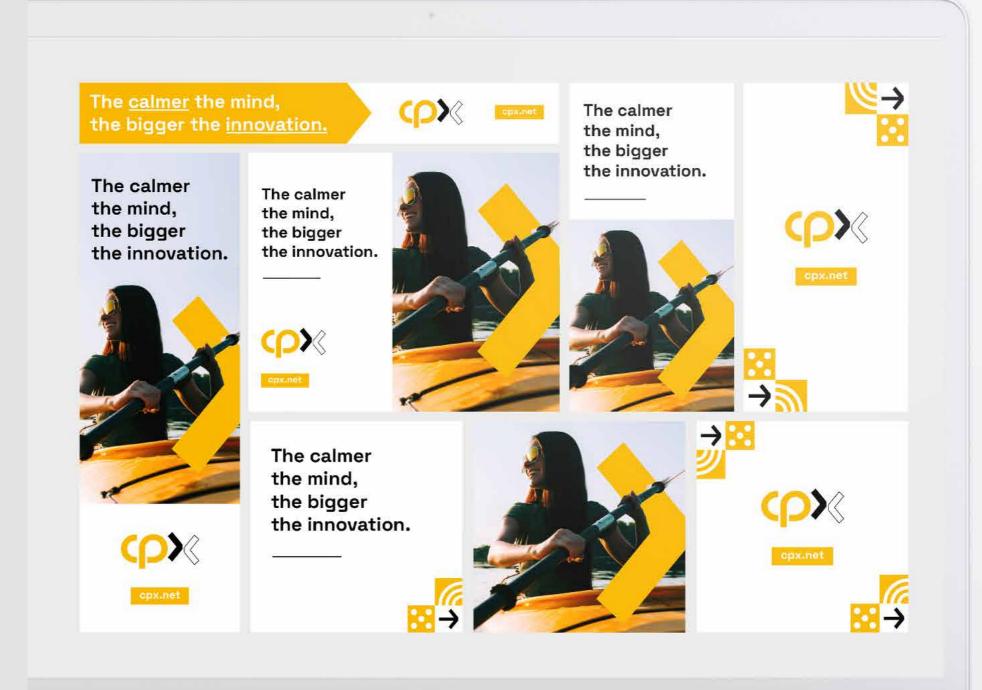




Digital Ads

Our digital ads are clean and simple.

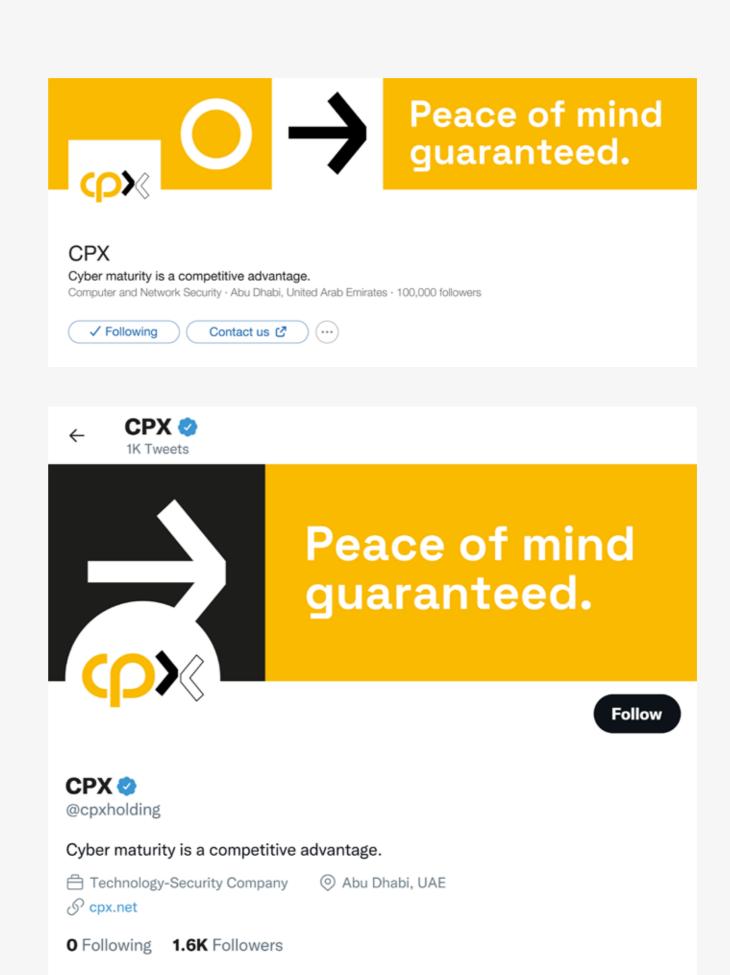
The use of graphic elements is minimal,
black text on white background is preferred
for maximum legibility.



......

Social Media Pages

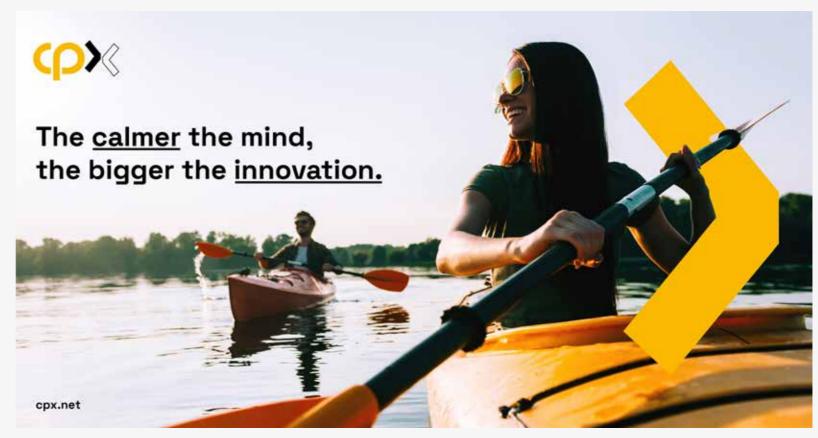
Clean and neat, with an optimistic statement.





Social Media Posts

Our communication needs to be very calming. If we have a headline, then it can go on the visual directly. However, if we have body copy, the visual needs to be more of a relaxed mood shot, or we use a solid color background for the text.







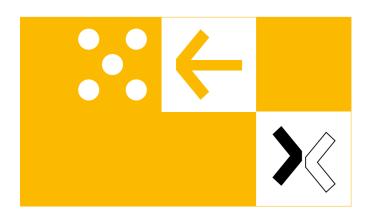




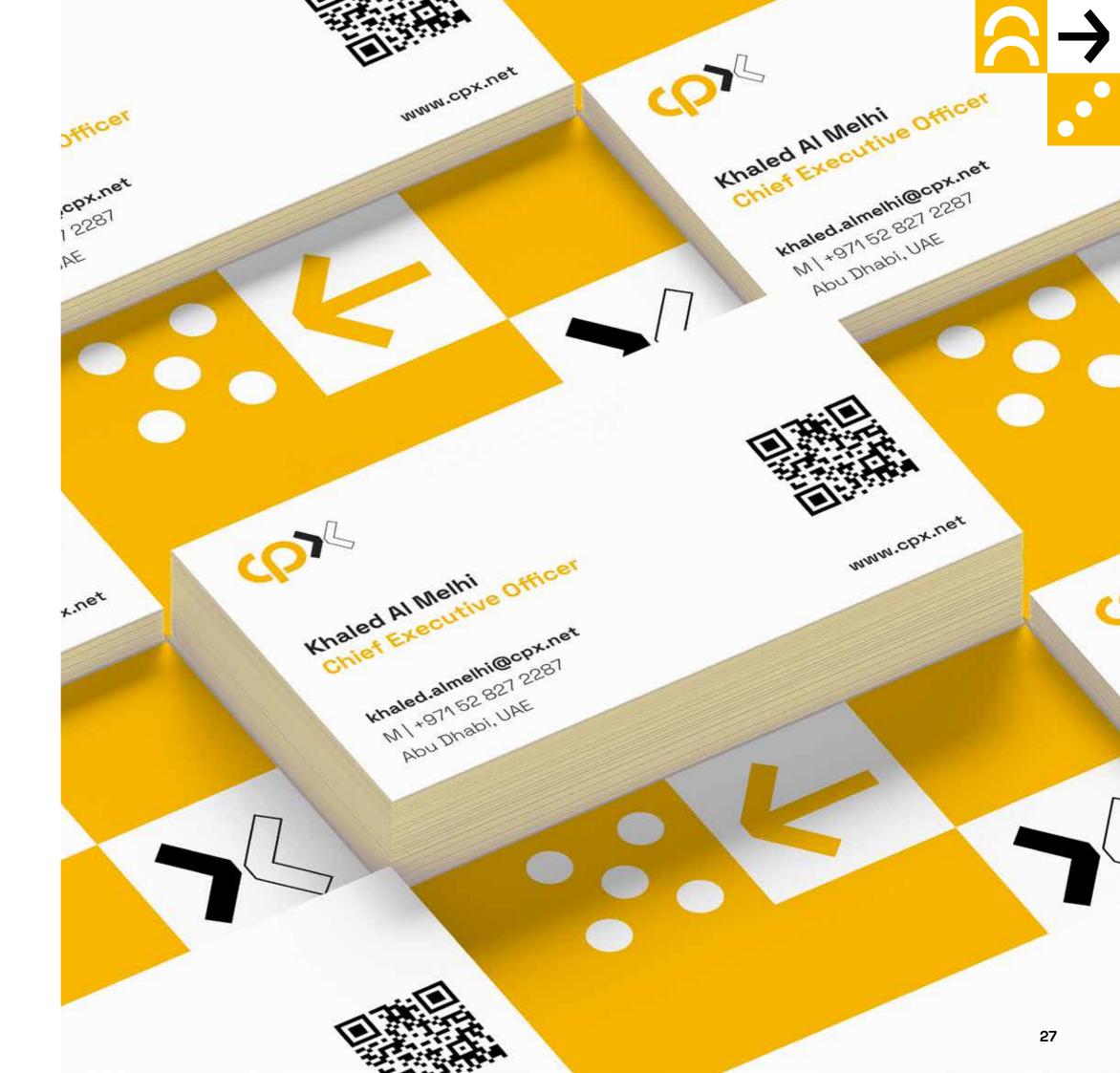


Brand Application

Business Card







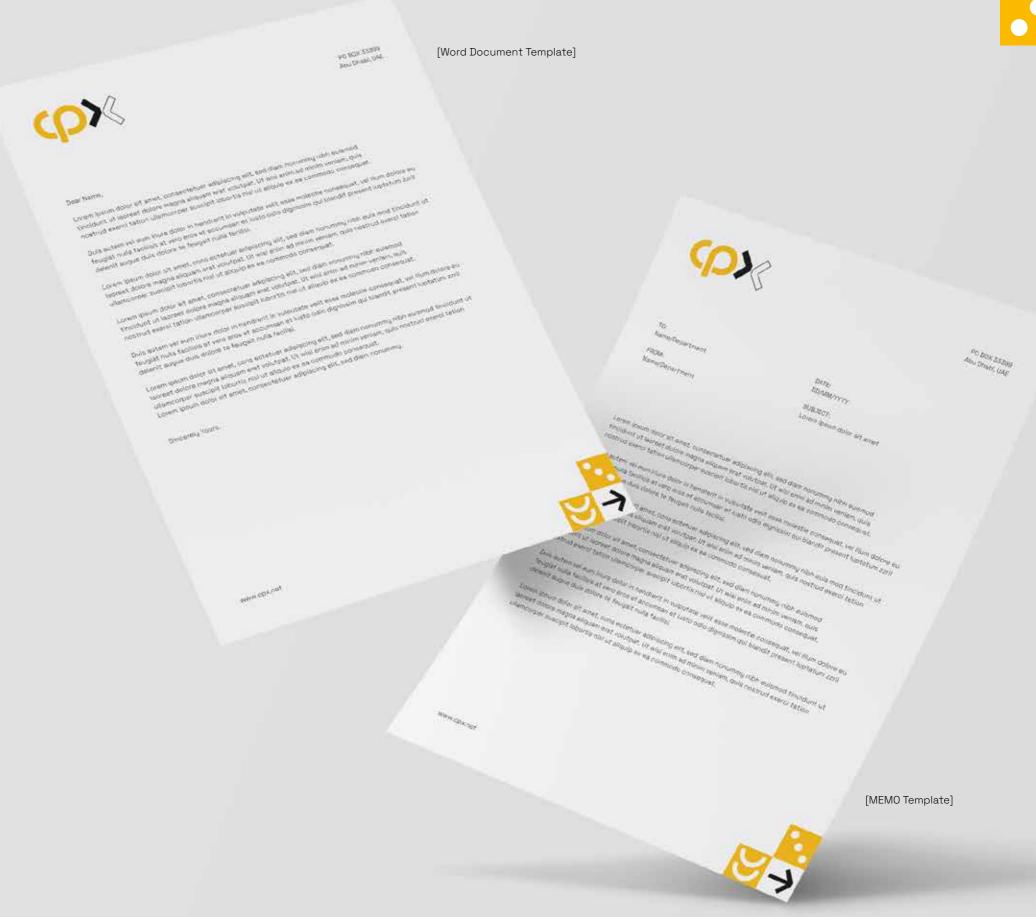
Letterhead & Continuation Sheet





Word Document & MEMO Templates







DL & C4 Envelopes







Email Signature

Please contact marketing department to assist you in crafting this if you need assistance.

Khaled Al Melhi

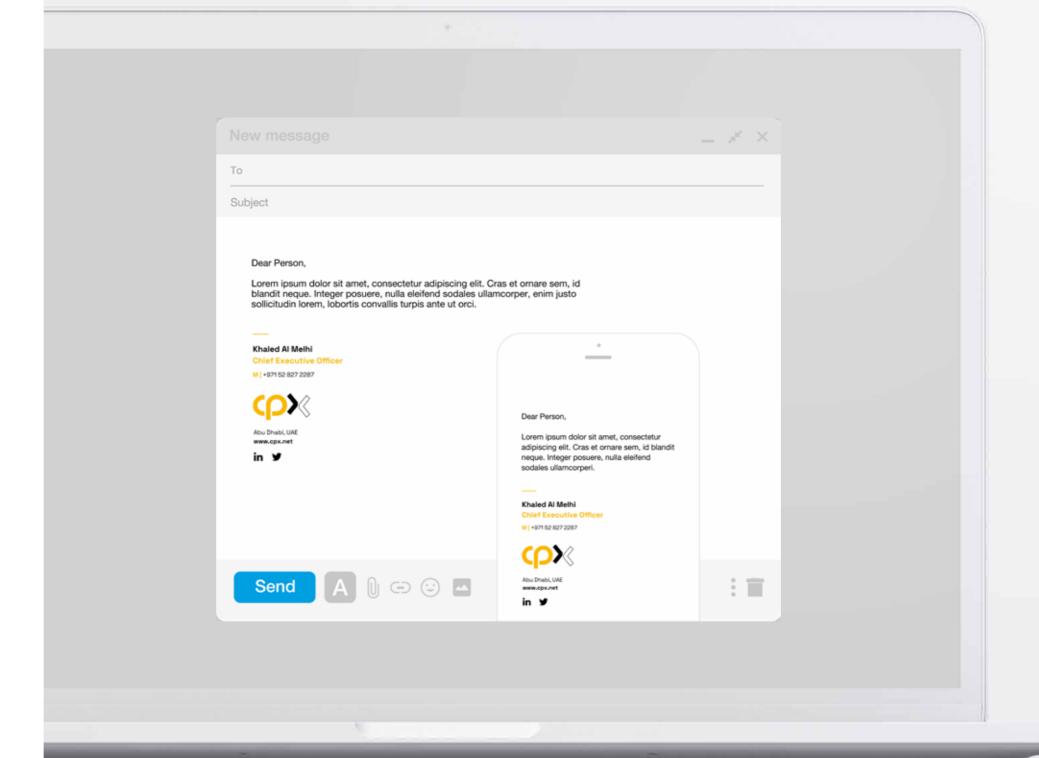
Chief Executive Officer

M | +971 52 827 2287



Abu Dhabi, UAE www.cpx.net

in 🛭



A5 Notebooks







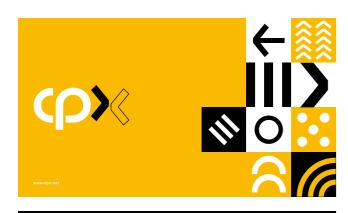








Screen Savers

















Emailer Template

Please contact marketing department to assist you in crafting this if you need assistance.



The <u>calmer</u> the mind, the bigger the <u>innovation</u>.



Focus on your next venture.

Morbi at urna pulvinar, dignissim urna ac, cursus nisi. Fusce dignissim purus at nibh posuere condimentum. Sed vitae tempor ligula. Curabitur elementum lec lorem. Nullam molestie eget lacus a auctor. Vivamus eleifend posuere neque vitae volutpat. Sed hendrerit nisi at lacus condimentum, vel aliquam diam cursus. Vestibulum id portitor orci.

Vestibulum facilisis posuere auctor. Pellentesque aliquet interdum vehicula. Duis elementum elementum tincidunt. Proin vestibulum sapien eget crci tempor luctua. Vestibulum pretium aliquet augue in ornare. Etiam scelerisque massa ac vestibulum fringilla. Vivamus cursus sem libero, nec posuere augue sollicitudin eed. Etiam ex tellus, eulsmod sed orci ut, interdum dictum erat.

Duis justo quam, sagittis nec nunc ac, egestas hendrerit purus. Phasellus lacinis vitae sapien eu interdum.

Aenean sagittis neque a libero faucibus, sed sagittis diam facilisis. Mauris quis vulputate dui. Nam tincidunt mauris eget tortor efficitur tristique. Pellentesque eu nisi commodo, conque est eget, tempor risus. Mauris non varius sem, eu cursus erat. Aenean semper tellus a nisi dapibus semper. Suspendisse quis termentum nulla. Mauris leo eros, finibus tempus nisi id, consectetur venenatis ipsum. Duis cursus hendrerit libero, id rhoncus magna efficitur non. Vestibulum et dapibus tellus.

Read more)

Month at time position, dignes in one of, curious Hill. Excee dignes in pouce of the possers condimentum Bod vitae removing to Contribute elementum Wolfers and Contribute elementum Wolfers and Contribute elementum Wolfers

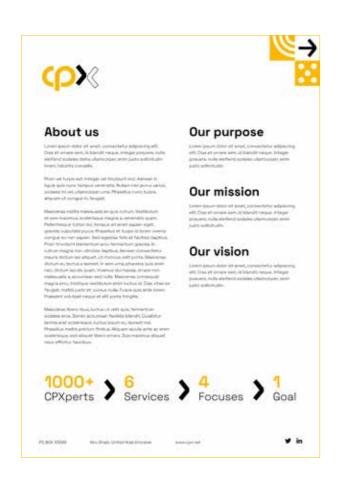
cpx.net

in y





Company Profile







Bio Template

Please contact marketing department to assist you in crafting this if you need assistance.



NAME LAST NAME

Position

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus molestie velit nec lectus pulvinar, ac portitior lacus suscipit. Fusce ut ornare mi. Quisque et tellus non risus faucibus sodales eu eget lectus, Fusce in pellentesque lectus, facilisis lacinia leo.

Quisque non iaculis elit. Integer vitae lorem tempor, portitior metus in, conque mi. Ut finibus, orci sed rutrum elementum, tortor eros consectetur arcu, sit amet dapibus (paum tortor vel augue. Nam cursus neque sit amet tellus euismod varius.

Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Ut porta lorem eu lectus interdum, quis conque leo pulvinar. Nulla fermentum lorem pharetra lacreet venenatis, Vivamus lectus elit, elementum eu risus et, tempor consequat neque. Ut viverra dui nibh, tristique finibus urna dignissim non. Sed blandit orci sit amet lorem dignissim, sed consequat arcu consectatur. Aenean finibus quam massa, nec blandit quam dictum eget. Nulla molestie dui at leo commodo, aliquam aliquet felis maximus.

Maecenas ut fringilla dolor, Mauris viverra nunc diam, vitae sagittis massa auctor vel. Etiam ullamcorper faciliais ipsum, a semper ante aliquam vel. Nulla lobortis libero a hendrerit consectetur. Aenean posuere orci arcu, quis auctor augue luctus sed. Class aptent taciti sociosqu ad litora torquent per conubla nostra, per inceptos himenaeos. Mauris sed consequat dui. Donec nunc nunc, iaculis nec quam eget, faucibus varius justo. Curabitur facilisis non sem vitae ultricies. Vestibulum maximus mauris et enim sodales, ut aliquam est pulvinar. Donec faucibus metus vel ipsum Imperdiet, di porta nunc imperdiet. Quisque vel nunc metus.

Morbi at urns pulvinar, dignissim urns ac, cursus nisi. Fusce dignissim purus at nibh posuere condimentum. Sed vitae tempor ligula. Curabitur elementum leo lorem. Nullam molestie eget lacus a auctor. Vivamus eleifend posuere neque vitae volutpat. Sed hendrerit nisi at lacus condimentum, vel aliquam diam cursus. Vestibulum id portititor orci.



Powerpoint Template

















ID Badges & Lanyards











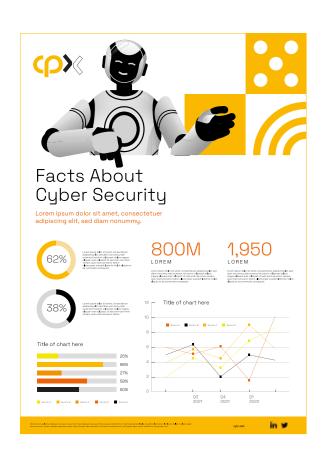
Brochure Template







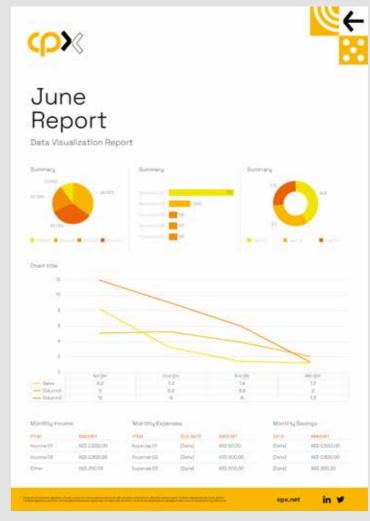
Infographic Posters





Data Focused Reports









Water Bottles

Please contact marketing department to assist you in crafting this if you need assistance.



Staying hydrated guarantees better focus, skin and mood.





Company Mug



3 →

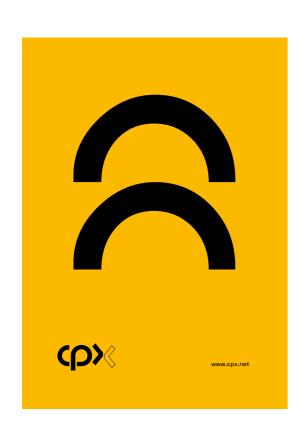
Company Pens







Shopping Bags







T-Shirts Branding





Polo Shirt Uniforms

Please contact marketing department to assist you in crafting this if you need assistance.



www.cpx.net











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

