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.
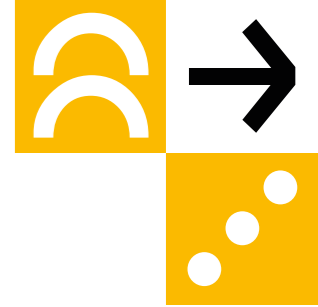
Brand Strategy Staples

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 Confidentsensitive | Dependable

05 Tone of Voice

Genuine | Reassuringly Premium | Inclusive | Optimisitic

06 Functional Attributes

Trusted, client centric partner giving confidence and adding value with agile and reliable responses.
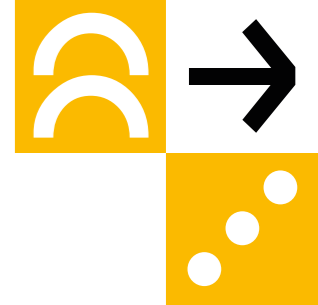
Brand Elements
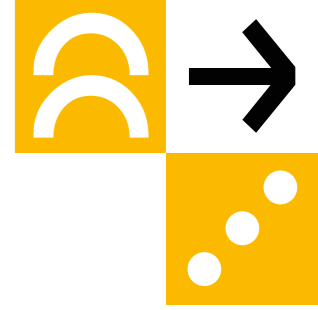
Primary Brandmark

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.
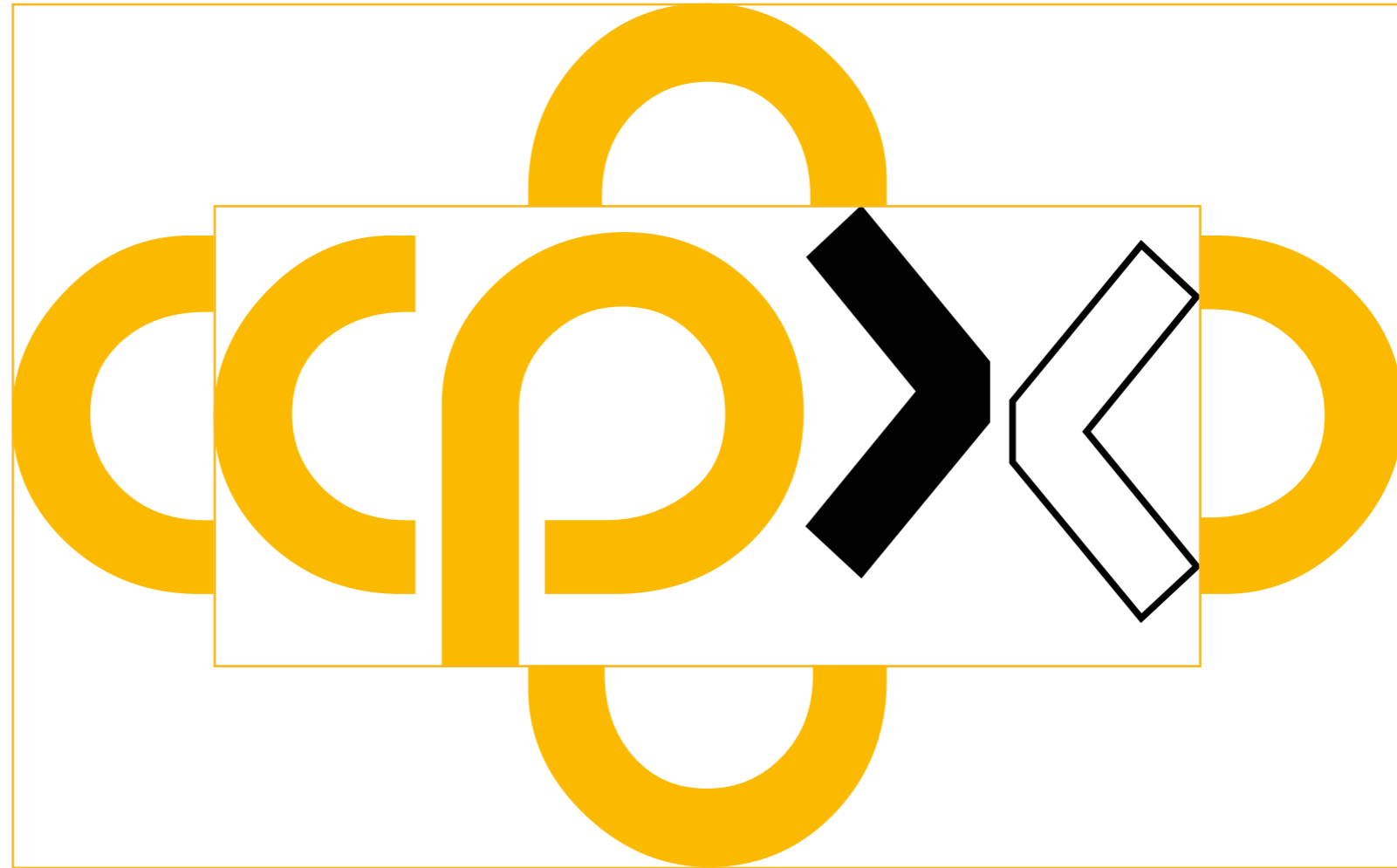
Reverse

B&W (Grayscale)

Reverse B&W

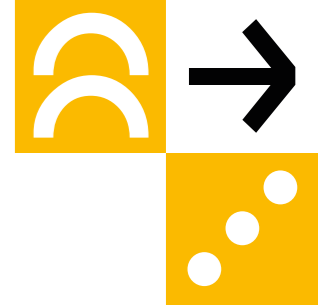Monochrome - Black

Monocohrome - 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.
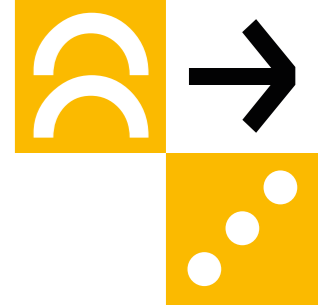
Brandmark Minimum Size

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.

≥ 20 mm

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.
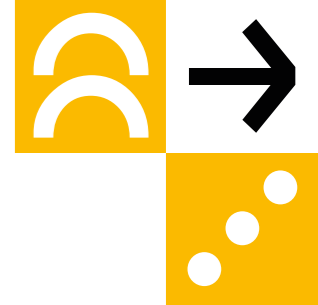
Latin Corporate Typefaces

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.

إإآ 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 ييي ي ء ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Bold

إإآ 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 ييي ي ء ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic SemiBold

إإآ 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 ييي ي ء ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Medium

إإآ 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 ييي ي ء ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Regular

إإآ 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 ييي ي ء ٠١٢٣٤٥٦٧٨٩

IBM Plex Sans Arabic Light
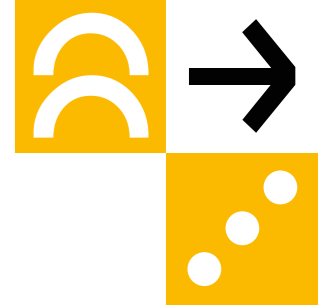
Latin & Arabic
System Typefaces

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

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 ههــــ ه ـوو يييي ي ء ٠١٢٣٤٥٦٧٨٩ ؟

Arial 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 ههــــ ه ـوو يييي ي ء ٠١٢٣٤٥٦٧٨٩ ؟

Arial
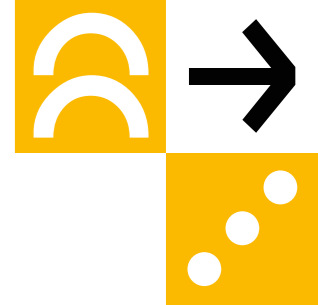
Color Palette
& Color Usage

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		**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
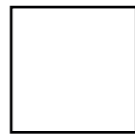
**White
Knockout**

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
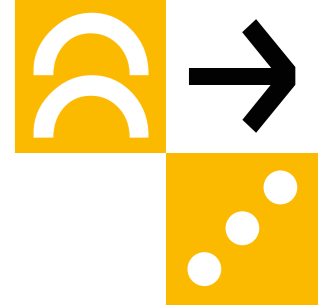
Graphic Elements

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   **A pixel**
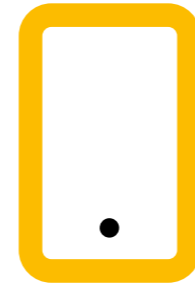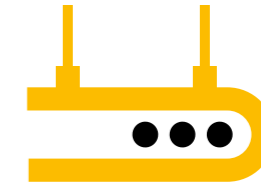
Iconography Library

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.

Calendar

Phone

Laptop

Router

Coding
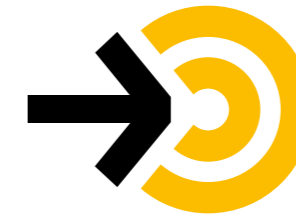
Cancel

System Access

Finance

Location

User

Wi-fi

Satellite

Time

Technician
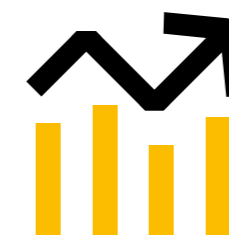
Performance

Done
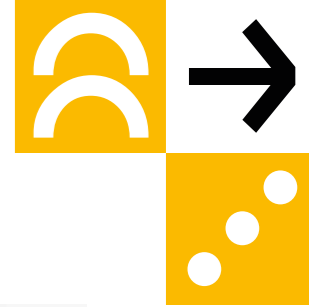
Photography Style

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.

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.

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

**The calmer the mind,
the bigger
the innovation.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras et ornare sem, id blandit neque. Integer posuere, nulla eleifend sodales ullamcorper, enim justo sollicitudin lorem, lobortis convallis turpis ante ut orci.

www.cpx.net

Digital Ads

Our digital ads are clean and simple. The use of graphic elememts is minimal, black text on white background is preferred for maximum legibility.

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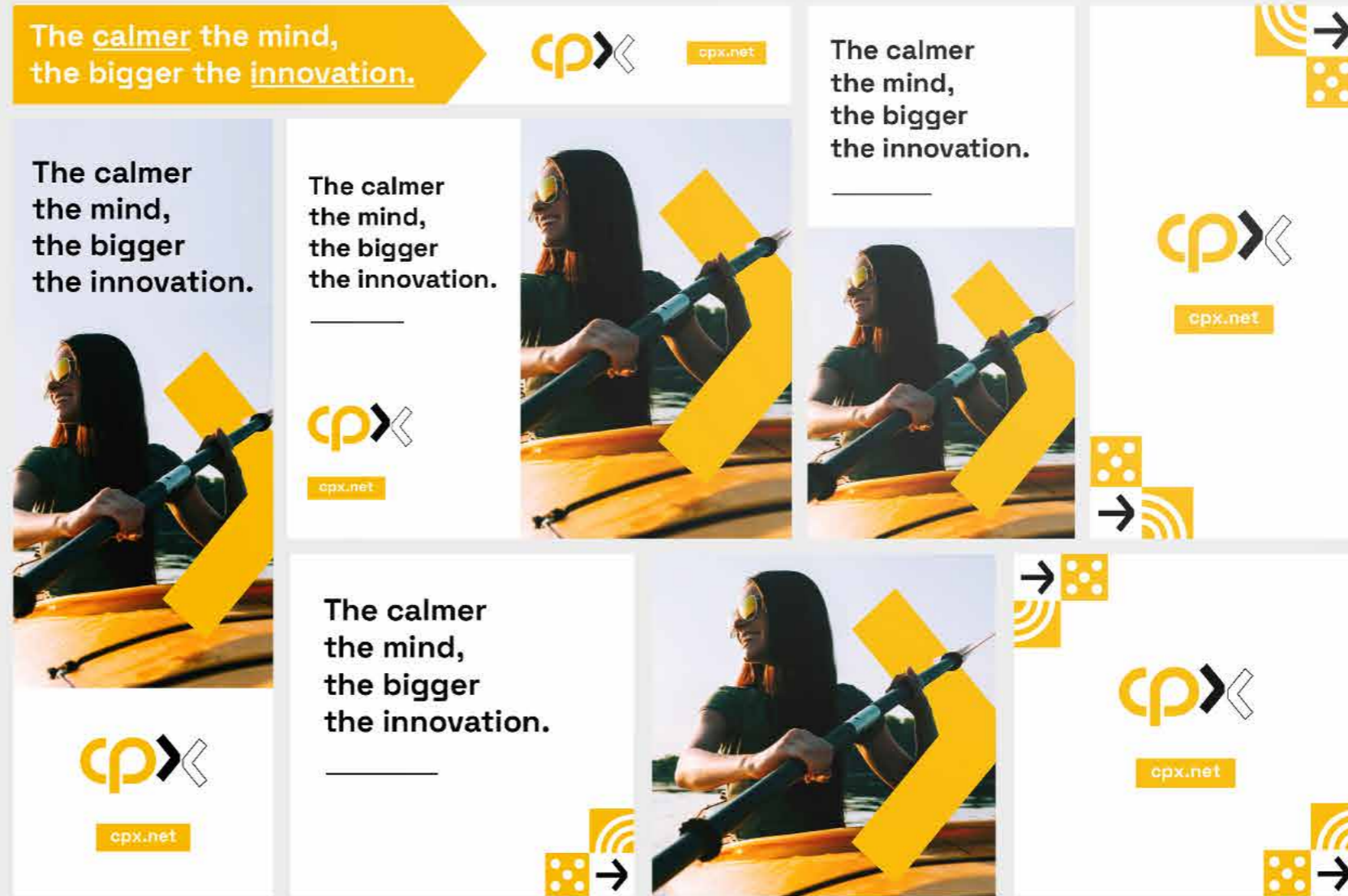
Social Media Pages

Clean and neat, with an optimistic statement.

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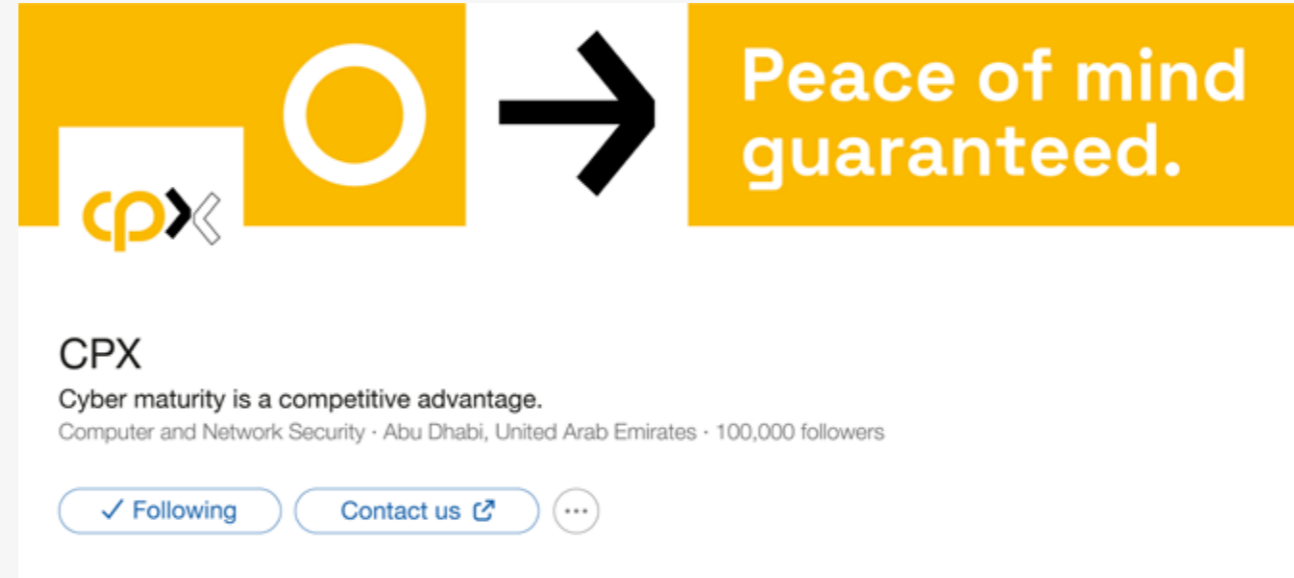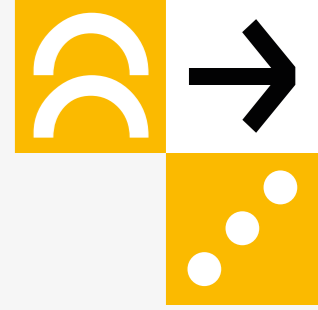
Social Media Posts

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.

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

The **calmer** the mind, the bigger the **innovation**.

cpx.net

The **calmer** the mind, the bigger the **innovation**.

Think big.
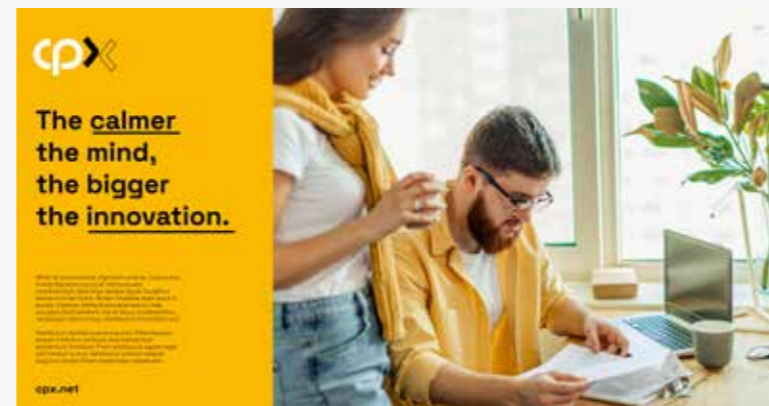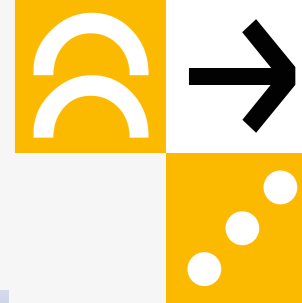
Brand Application

Business Card

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

Khaled Al Melhi
Chief Executive Officer

khaled.almelhi@cpx.net
M | +971 52 827 2287
Abu Dhabi, UAE

www.cpx.net
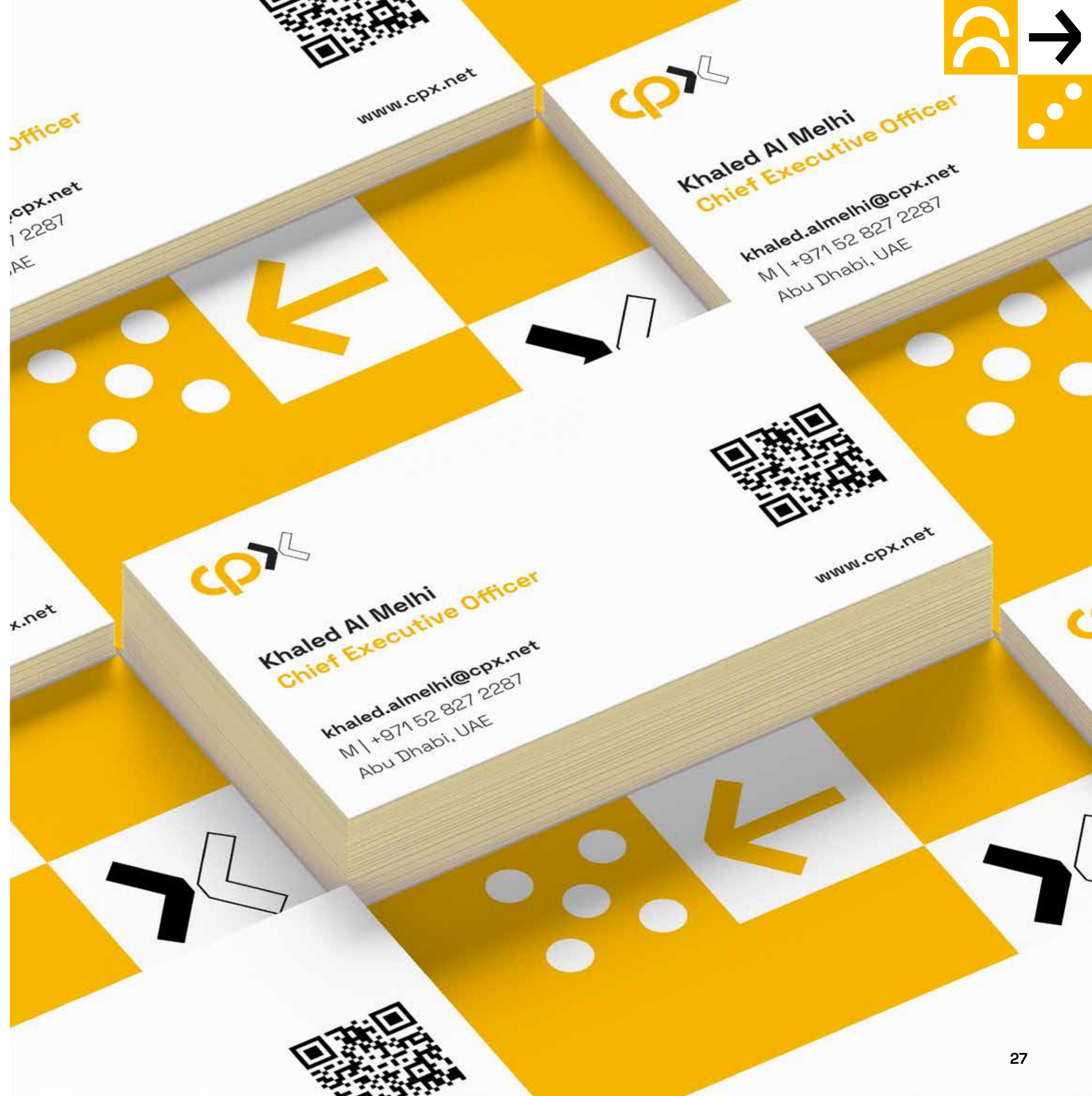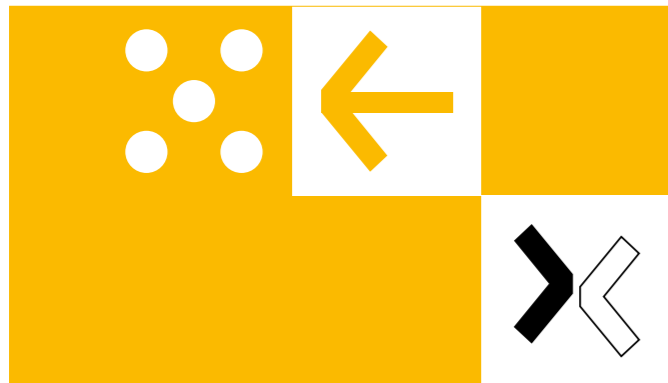
Letterhead & Continuation Sheet

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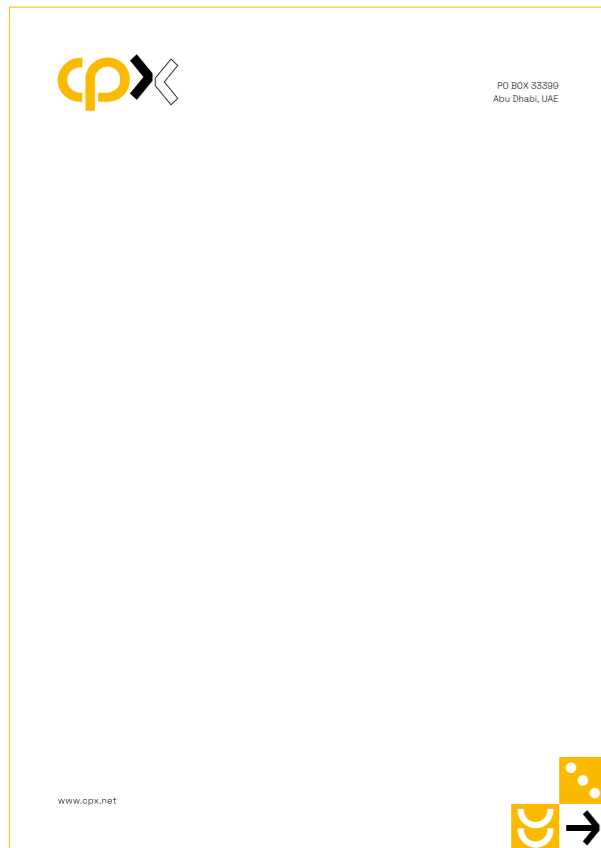
[Letterhead]

[Continuation Sheet]
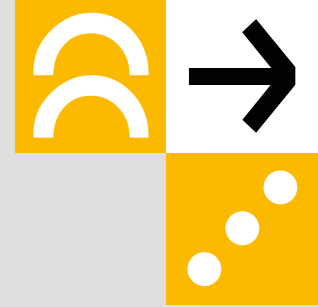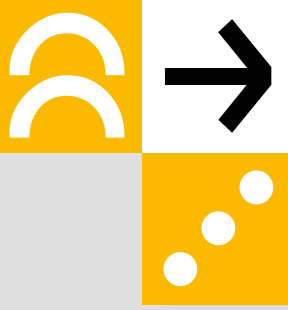
Word Document & MEMO Templates

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

[Word Document Template]

[MEMO Template]

DL & C4 Envelopes

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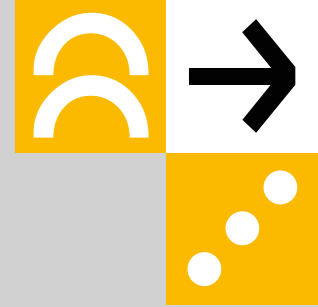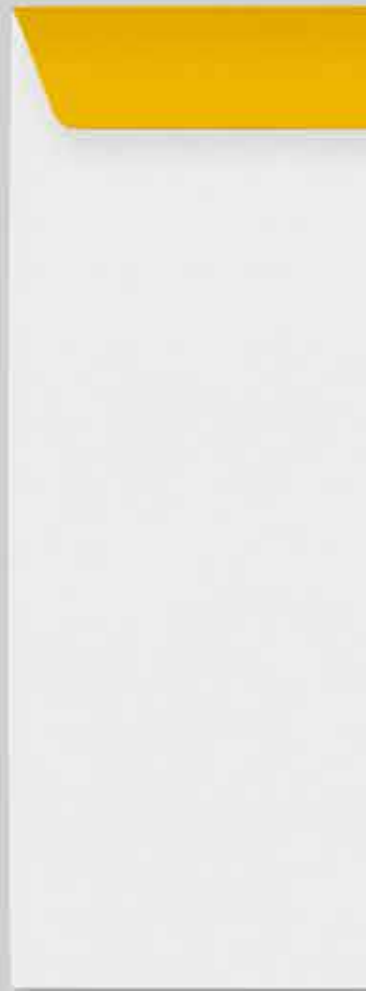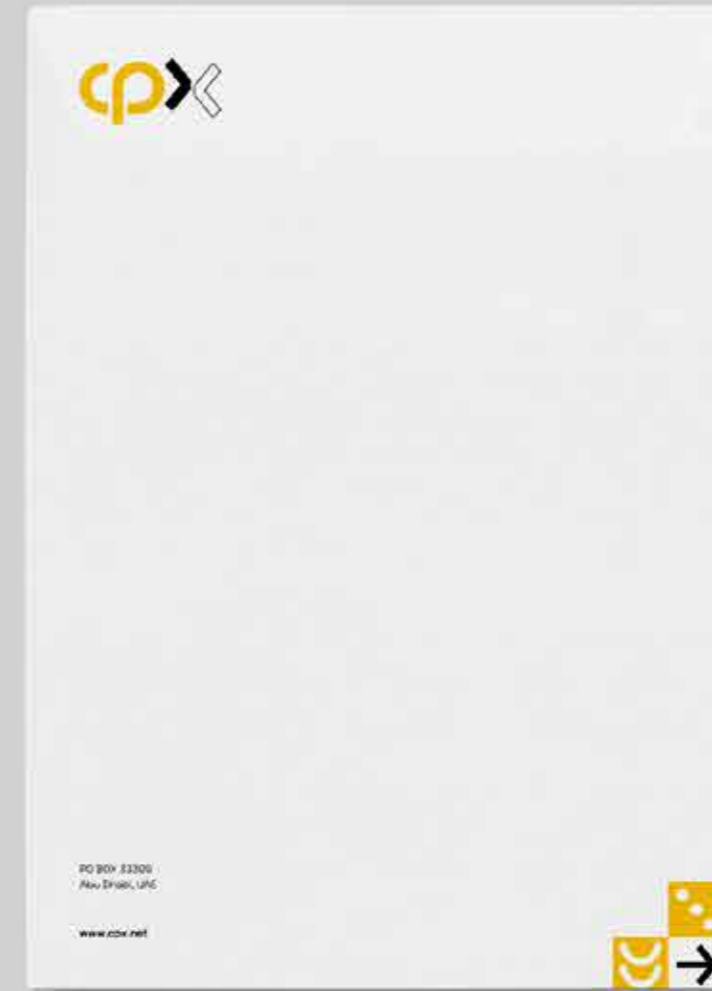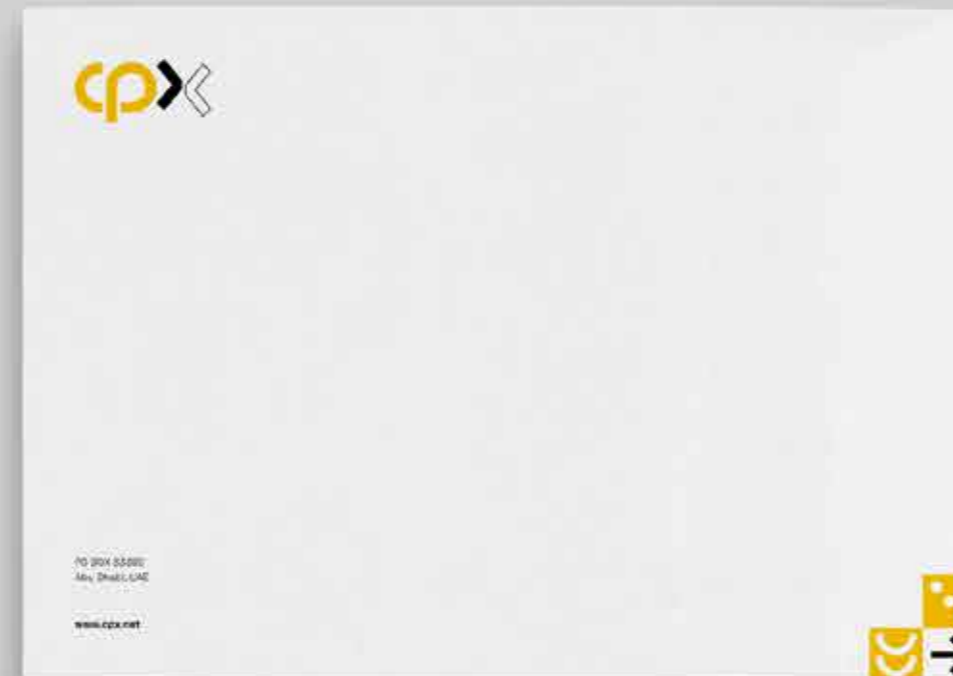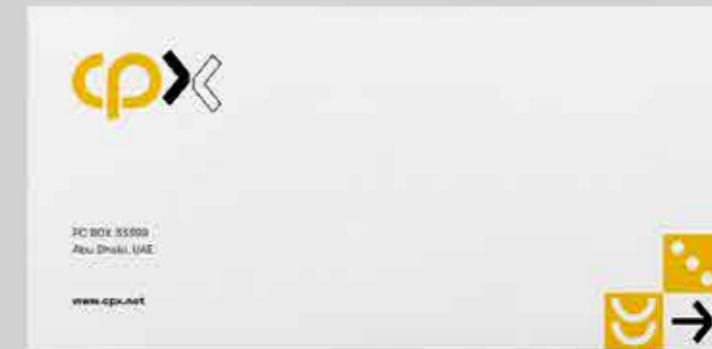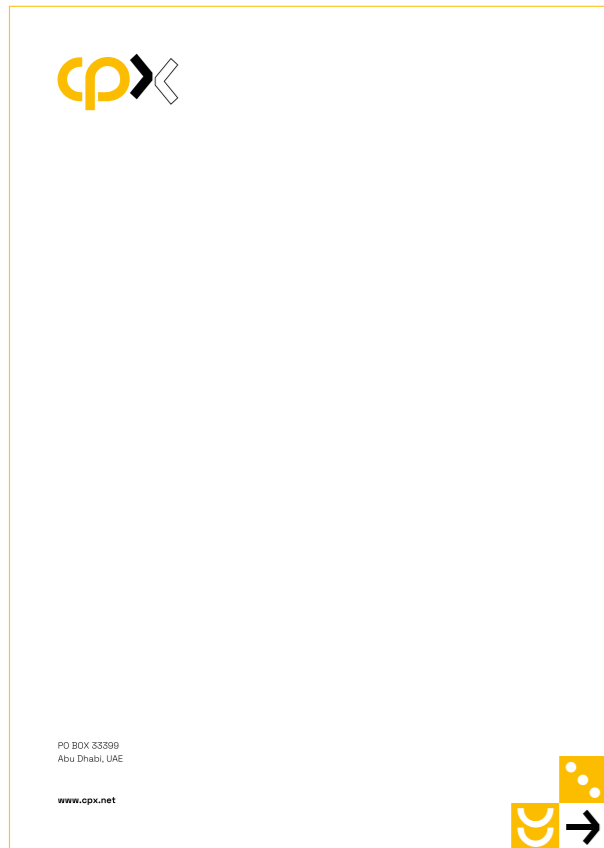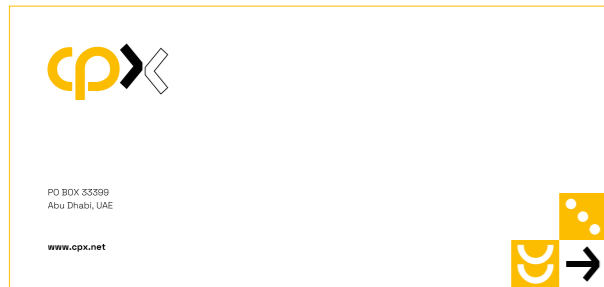
Email Signature

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
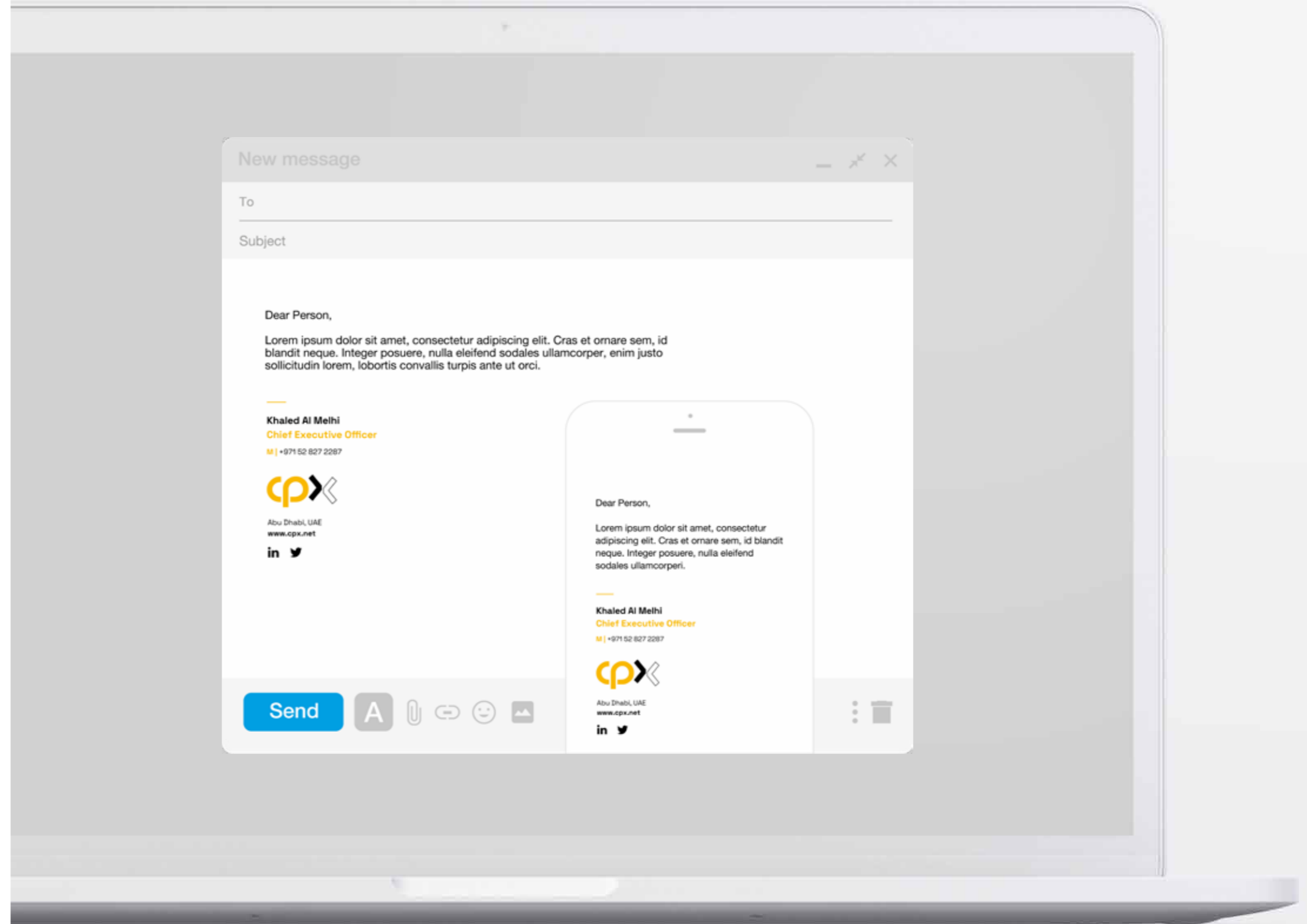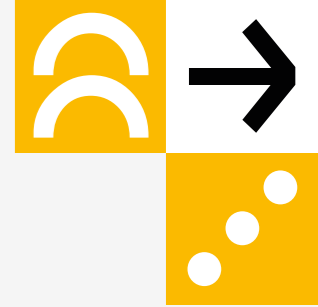
A5 Notebooks

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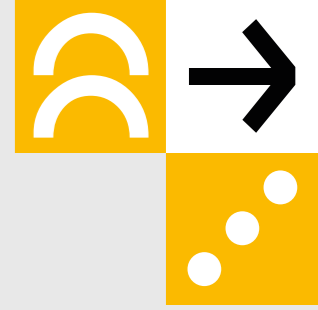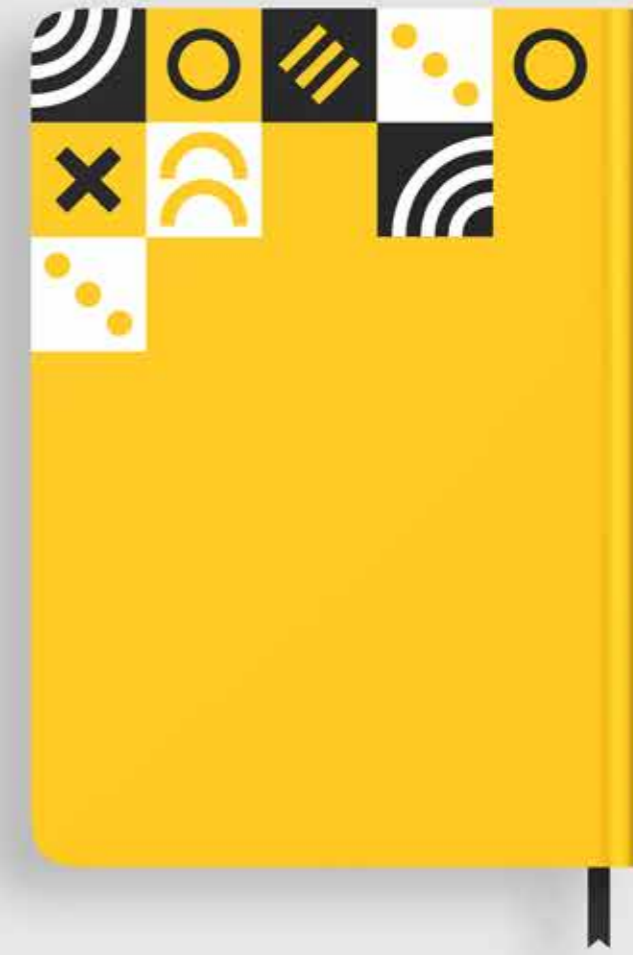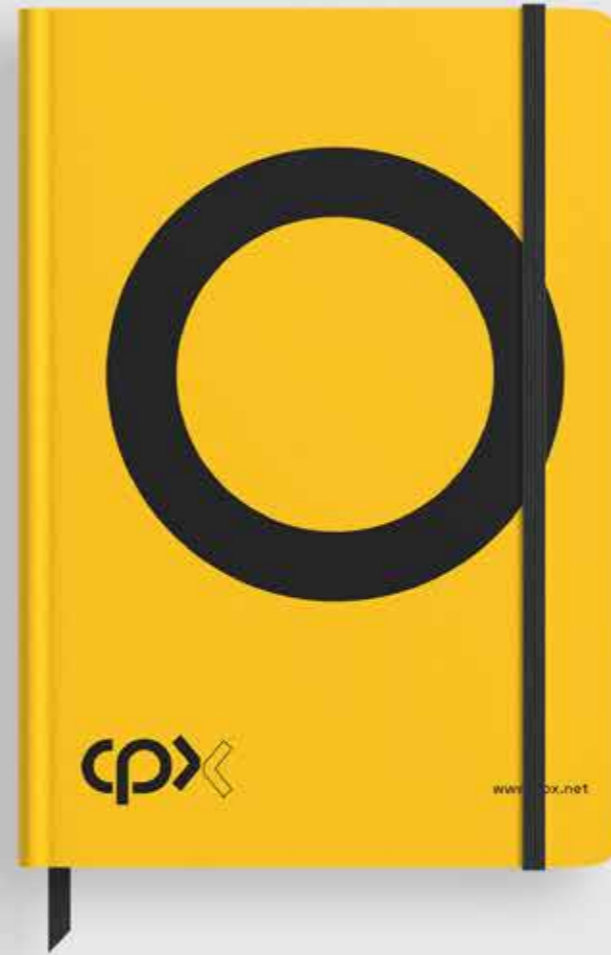
Screen Savers

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

Emailer Template

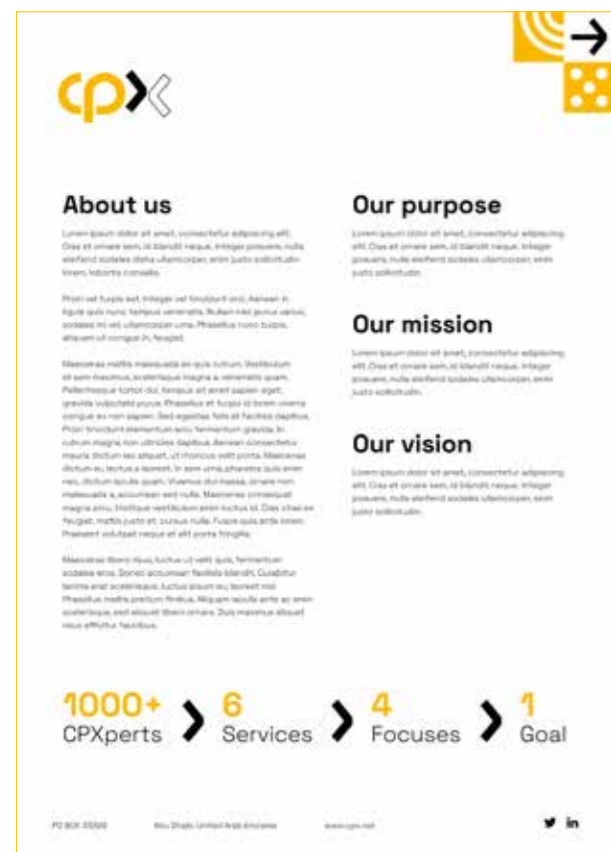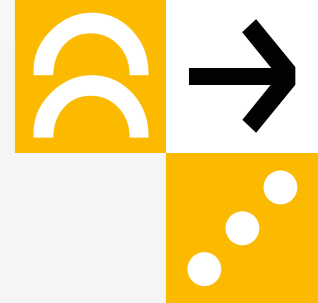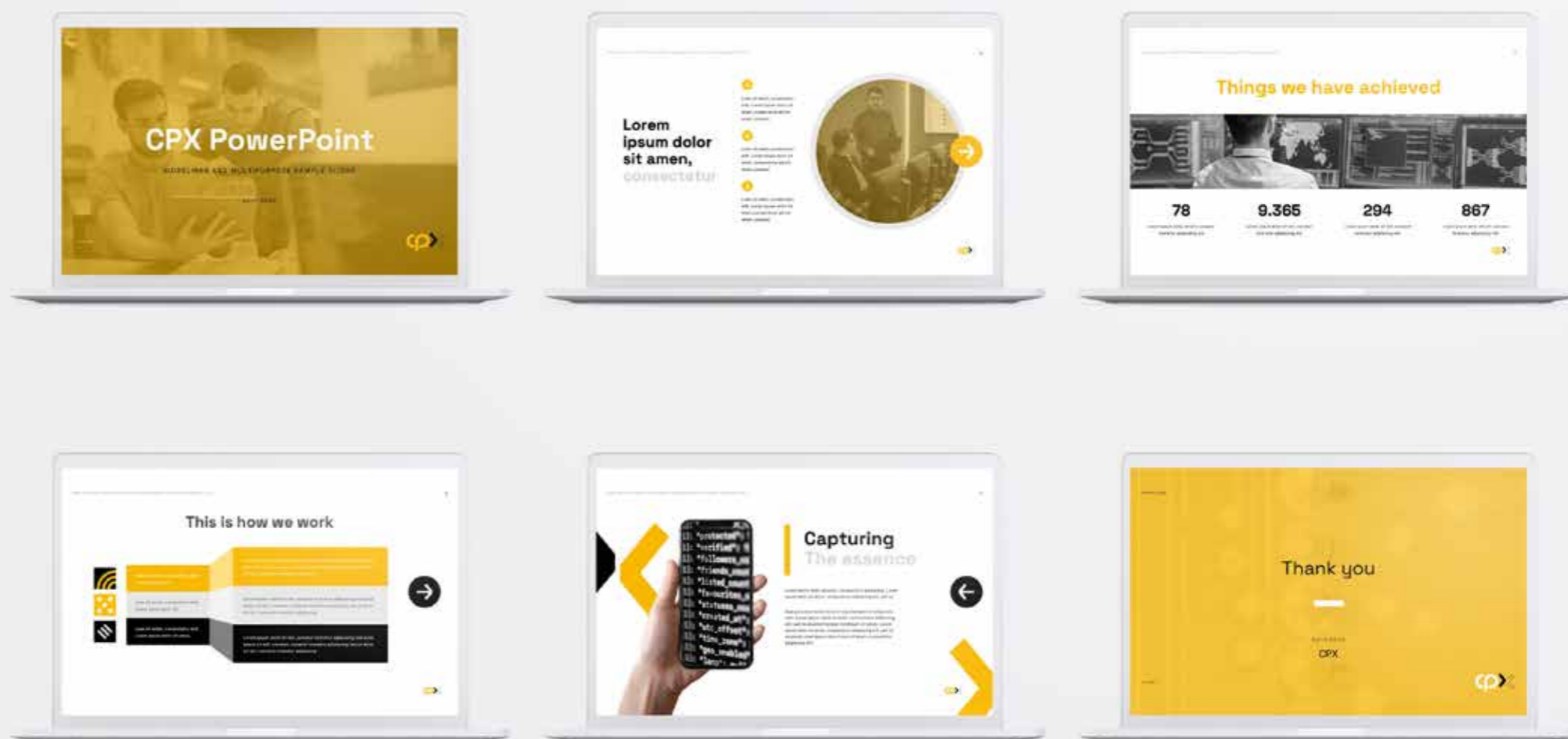Please contact marketing department to assist you in crafting this if you need assistance.

Company Profile

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

Bio
Template

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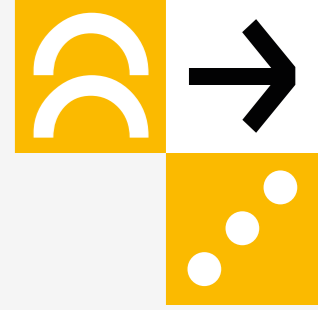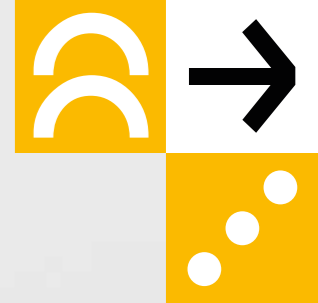
Powerpoint Template

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

ID Badges & Lanyards

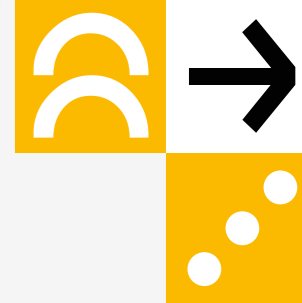Please contact marketing department to assist you in crafting this if you need assistance.

Brochure Template

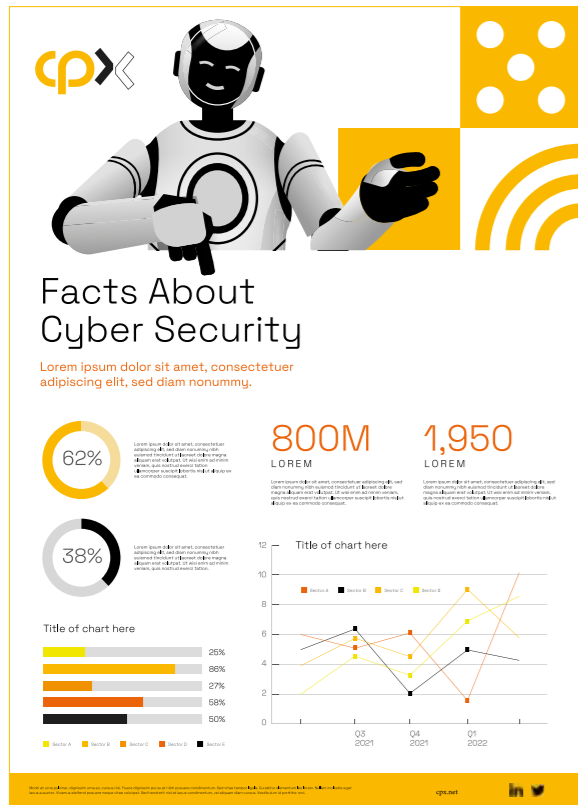Please contact marketing department to assist you in crafting this if you need assistance.

Infographic Posters

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

Data Focused Reports

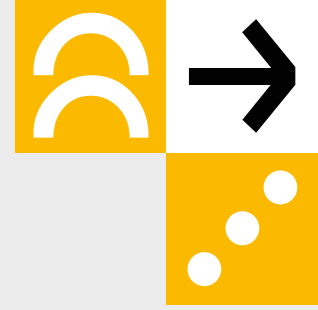Please contact marketing department to assist you in crafting this if you need assistance.
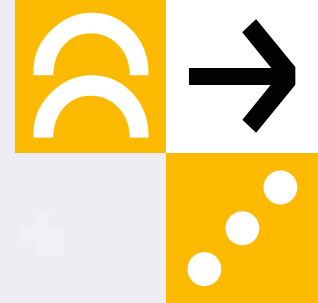
Water
Bottles

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

DRI
NK
UP

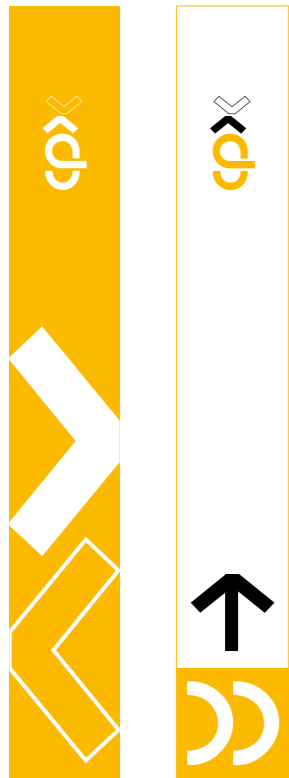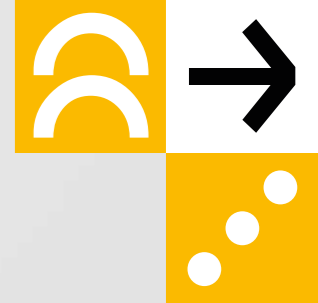Staying hydrated guarantees better focus, skin and mood.

Company Mug

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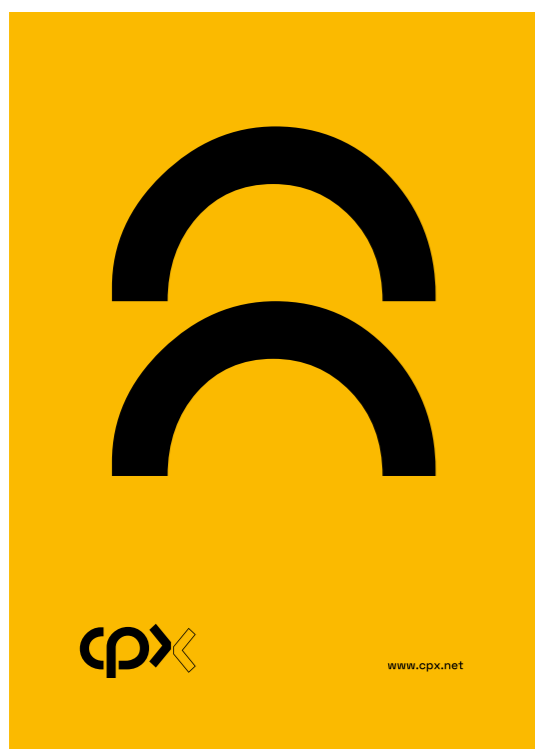
Company Pens

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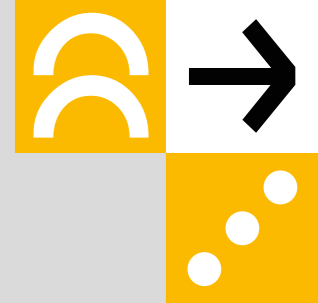
Shopping Bags

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T-Shirts Branding

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Polo Shirt Uniforms

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