CYBERITH 2014
CORPORATE IDENTITY
& BRANDING GUIDE

DESIGN STYLE

BRAND STYLE
PHOTOGRAPHIC STYLE
SUPPORT GRAPHICS
WEBSITE

Brand design style
Whenever possible, CYBERITH collateral should maintain a recognisable influence from the Swiss Style (or International Typographic Style), which emphasizes cleanliness, readability and objectivity. Features of this style include asymmetric layouts, the use of grids, sans-serif typefaces and flush left/ragged right typesetting.

At a minimum, all CYBERITH collateral should include generous amounts of white space, both in and around text.

It is recommended that body text, including headings and highlights, be in black in all applications, however white may also be used sparingly if aesthetically appropriate. Limiting the use of additional colour serves to strengthen the bold but simple and consistent application of the brand's corporate identity.

Photographic Style
To create and maintain a classic, high end and emotive photographic style

for CYBERITH, it is recommended that photography be restricted to medium contrast black and white. Whether images are black and white or colour, all photography must be of a high quality. It is expected that images be clean, crisp and in focus. The subject matter of imagery should be relevant to the gaming and/or virtual reality industry; with care taken to ensure an artistic composition to avoid 'snapshot' like images.

Images of equipment or people should never be cut and pasted onto another background, rather, photographed in place to maintain the quality in CYBERITH's photographic style.

Support Graphics
It is acceptable to use the CYBERITH C-shaped logo graphic as a stand-alone support graphic in marketing collateral. It should not be used in place of the complete CYBERITH logo.

Whenever possible, geometric shapes, rather than detailed illustrations, should

be used in support graphics. Whilst vector line-art icons are acceptable for use as support graphics, illustrations, clip art or vector line-art in an illustrative style, are forbidden.

It is recommended that large, attention-drawing banners and graphics (like ribbons and arrows) should be avoided, as they will lessen the quality and value of the CYBERITH brand.
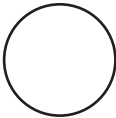
BRAND ELEMENTS

COLOURS
TYPEFACES
TYPOGRAPHY

	cmyk	0 : 0 : 0 : 0
	rgb	255 : 255 : 255
	hex #	ffffff

	cmyk	0 : 0 : 0 : 100
	rgb	0 : 0 : 0
	hex #	000000

PREFERRED

Kozuka Gothic Pro   **Bold**   Light

ALTERNATE

Arial   **Bold**

Typography
Text for CYBERITH correspondence and publications should preferably be set in uppercase, and flush left with ragged right. Capital letters should never be used for body text, but is acceptable for headings. Whenever it is reproduced, the 'CYBERITH' name should always be reproduced in full.

LOGO

CLEAR SPACE
MINIMUM SIZE
COLOUR TREATMENT

Clear space
In all CYBERITH logos, a clear space of the x-height of 4mm must be maintained on all sides.

Minimum size
Landscape logos: 10mm in height.
Stacked logos: 20mm in height.

Colour treatment
The CYBERITH logo on the white field should be used whenever possible.