

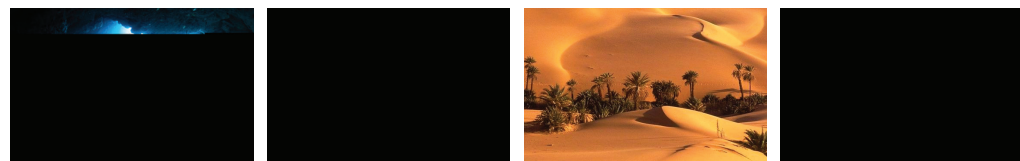
BRAND GUIDELINES

مجلس الأمن السيبراني
CYBER SECURITY COUNCIL



● COLOUR PALETTE

PRIMARY COLORS



DARK BLUE HEX : #1A162E C : 87% Y : 85% M : 50% K : 65%	CYAN HEX : #31C0C7 C : 67% Y : 0% M : 25% K : 0%	GOLD HEX : #C88A27 C : 20% Y : 47% M : 100% K : 3%	SAND HEX : #F5E3C0 C : 3% Y : 9% M : 26% K : 0%

MEANING

Knowledge, authority, reliability, consciousness and intellect.

It calms down emotions and makes people feel safe, and represent balance.

Strength, success, achievement and triumph.

Calm, relaxing, and dependable.

SECONDARY COLORS



ORANGE HEX : #F48A06 C : 1% Y : 55% M : 100% K : 0%	CORNFLOWER HEX : #7397F5 C : 54% Y : 38% M : 0% K : 0%	TIFFANY HEX : #00CDBA C : 69% Y : 0% M : 46% K : 0%	WHITE HEX : #FFFFFF C : 0% Y : 0% M : 0% K : 0%

MEANING

Optimism and energy, attention-grabbing and many brands use orange to convey a message of positivity.

Cobringing together the calmness and tranquility of blue and the balance and organic tone of green.

Serenity and stability, as well as clarity and peace of mind.

It associated with good things, has a favorable reputation, doesn't threaten or endanger.

● ICONOGRAPHY



● TYPOGRAPHY

ARABIC

DUBAI

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

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ENGLISH

READEX PRO

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

● SAMPLE

