CYFERD

Brand Guidelines

Trademarks & Branding

Last updated: **February 2025**

Definitions:

In these Guidelines the following expressions will, unless the context otherwise requires, have the meanings opposite them:

- **Branding Guidelines** - this Brand Guidelines document and any other such guidance that Cyferd may provided from time to time as 'Brand Guidelines'.

- **Cyferd Inc or Cyferd** - the company Cyferd Inc. a company incorporated and registered in the State of Delaware, United States of America with Delaware State file number 2940887 and whose registered office is in the State of Delaware at 16192 Coastal Highway, Lewes, Delaware 19958, County of Sussex, United States of America ("Cyferd"); its subsidiaries, holding companies, group companies and/or affiliates from time to time and any subsidiary of any holding company from time to time.

- **Cyferd Trademarks** - any registered, pending, unregistered or not yet registered Trademarks owned by, or relating to Cyferd Inc.

- **Registered Trademarks** - any registered Trademarks owned by, or relating to, Cyferd Inc, or any of its Subsidiaries, Branches or Holding Companies.

CYFERD

The Cyferd Logo:
Specifications & Alteration Restrictions

The Cyferd logo is available in 3 different colours and 3 different layouts. Colour and layout can vary per project and can be dependent on space available as well as the background on which the logo will be used.

The Cyferd logo should not be animated, rotated or skewed, and no colour or effects may be applied. Recreating or staging the logo is not permitted. The logo font and proportions should not be changed.

The typography of the Cyferd logo is always upper case and all letters have the same height. The typography of the Cyferd logo must not be altered in any way.

The Cyferd Logo:
Logo Colour Options

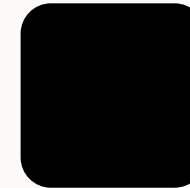The Cyferd logo is available in Dark Blue, Black, and White.

It's crucial to optimise the logo's visibility by choosing the appropriate logo for the background. Ensure a minimum contrast ratio of 4.5:1 to guarantee sufficient contrast.

- A dark blue logo should be the first choice to use. It should be used on light coloured backgrounds.

- A black logo should only be used on greyscale designs or where the dark blue logo does not suit.

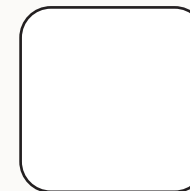- A white logo should only be used on dark coloured backgrounds.

Dark Blue

Hex: #000c59
RGB: 0, 12, 89
CMYK: 100, 97, 27, 38

Black

Hex: #000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90

White

Hex: #FFFFFF
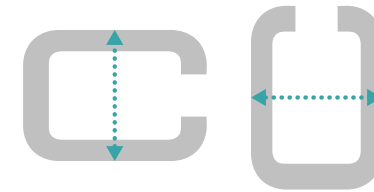RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

CYFERD

The Cyferd Logo:
Logo Layouts

The Cyferd logo can be displayed in 3 different layouts:

1. Icon In Front Of Name
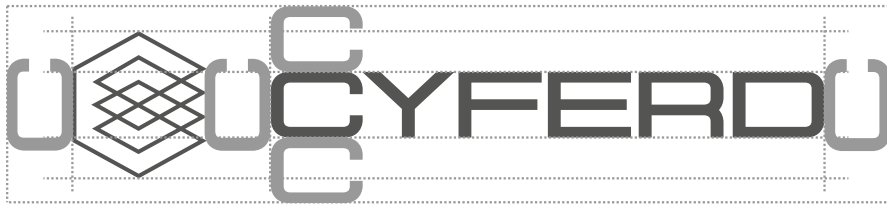
2. Icon Centred Above Name

3. Icon Only

The designated space surrounding the Cyferd logo, where no other text should be present, is referred to as the "exclusion zone." This clear space, as illustrated in the diagram, is determined by the height of the letter "C" in the word Cyferd surrounding the logo. The exclusion zone scales in proportion with the logo (i.e. the bigger the logo, the larger the exclusion zone).

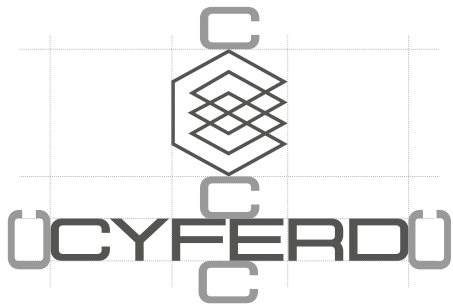# The Cyferd Logo:
Icon in Front

- The icon always sits in front of the name.

- The exclusion zone, as well as the distance between the icon and the name, will be the height of the letter "C" in Cyferd.

- The height of the exclusion zone is measured from the top and bottom of the logo's name rather than the top and bottom of the icon.

The Cyferd Logo:
Icon on Top

- The icon always sits above the name

- The exclusion zone, as well as the distance between the icon and the name, will be the height of the letter "C" in Cyferd.

- The width of the icon is equal to the distance between the letters "Y" and "R" in Cyferd, as per the diagram below.

Cyferd Branding:
Colours

Rich Black

Hex: #06080f

RGB: 11, 12, 17

CYMK: 77, 70, 63, 84

Oxford Blue

Hex: #000529

RGB: 0, 5, 41

CYMK: 90, 84, 52, 70

Space Cadet

Hex: #15204D

RGB: 26, 33, 76

CYMK: 100, 94, 39, 39

Blue Pantone

Hex: #101FA3

RGB: 40, 55, 148

CYMK: 100, 95, 0, 1

French Blue

Hex: #3978AD

RGB: 58, 121, 175

CYMK: 80, 48, 11, 0

Cadet Blue

Hex: #39A4A8

RGB: 57, 164, 168

CYMK: 73, 16, 35, 0

Yellow Orange

Hex: #FF9900

RGB: 255, 153, 0

CYMK: 0, 47, 100, 0

Ochre

Hex: #CD6E0C

RGB: 205, 110, 12

CYMK: 16, 65, 100, 3

Bone

Hex: #DAD2BF

RGB: 218, 210, 191

CYMK: 14, 13, 24, 0

NHS Blue

Hex: #005EB8

RGB: 0, 94, 184

CYMK: 91, 67, 0, 0

The Cyferd brand colours can be used for any design element, excluding the Cyferd logo which is available in three predefined colours.

Cyferd Branding:
Gradients

Cadet Blue > Rich Black   **Yellow Orange > Blue Pantone**   **French Blue > Space Cadet**   **Blue Pantone > Space Cadet**   **Space Cadet > Oxford Blue**

Gradients are intended to be used as a background or as an image overlay; but may be used for other design elements - excluding the Cyferd logo.

Cyferd Branding:
Typography

- The Cyferd Logo font is KONEXY

- The Cyferd copy font is **Inter**
  Any weight of this font may be used as long as it remains legible.

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Attribution of Ownership:

Trademarks

When using or referring to, Cyferd Trademarks; be they registered or not yet registered, licensees must use a standard legal attribution statement and disclaimer, such as the following:

'Trademarks, including, but not limited to Cyferd, Cyferd logos and Cyferd emblems; are the Trademarks or Registered Trademarks of Cyferd Inc, used under license, and the exclusive rights to such Trademarks are expressly reserved.'

The above, must be used in all instances when using or referring to Cyferd Trademarks including, but not limited to: wordmarks and logos.

Disclaimer

When using wordmarks, trademarks and/or logos of Cyferd, its subsidiaries, holding companies, group companies and/or affiliates, an attribution statement or disclaimer such as the below must be used:

'Trademarks, including but not limited to Cyferd, Cyferd Inc, and the Cyferd logo are the trademarks or Registered Trademarks of Cyferd Inc, its subsidiaries, holding companies, group companies and/or affiliates, used under license, and the exclusive rights to such trademarks are expressly reserved.'

Third Party Content

If the content also includes Trademarks of any third parties, you should include their recommended attribution statements; or, disclaim that Cyferd is not the owner of the aforementioned trademarks, using a disclaimer such as the following:

"All other Trademarks are the property of their respective owners"

If you have any questions, please contact legal.department@cyferd.com

Trademarks:
Cyferd Trademark Words

Please note that the status of Cyferd Trademarks is subject to change. The absence of a trademark from a sample list does not constitute a waiver of any rights Cyferd may have in any of its trademarks, product names, service names, logos, and/or product series numbers. It should also not be inferred by such absence that Cyferd does not use the mark, that the mark is not a registered trademark by Cyferd or that the Cyferd product or service is not actively marketed or is not significant within its relevant market.

The Cyferd Trademarks must comply with these guidelines, noting the following:

When referring to Cyferd as a company it is always a non-countable noun:

Acceptable:	*"Cyferd is changing the way..."*
	"Cyferd's proprietary AI..."
Not Acceptable:	*"Cyferd are..."*
	"Cyferds..."

When referring to the Cyferd Platform, both words are capitalised:

Acceptable:	*"The Cyferd Platform is..."*
Not Acceptable:	*"The cyferd platform is..."*

When referring to Neural Genesis it is not abbreviated to 'NG' unless preceding a branded function of Neural Genesis e.g. **NG**Generate, **NG**Assimilate, **NG**Search, **NG**Analyse, **NG**Predict:

Acceptable:	*"Cyferd's Neural Genesis..."*
	*"**NG**Search allows the user..."*
Not Acceptable:	*"NG is Cyferd's AI..."*
	"Neural Genesis Search..."

CYFERD

Copyright & Legal Disclaimers

Protection

In addition to Trademark rights, Cyferd has acquired copyright protection, including obtaining registrations for Cyferd logos in some jurisdictions.

For information concerning copyright in Cyferd assets, please contact legal.department@cyferd.com

Legal

Cyferd Inc is the owner of several Registered Trademarks and Cyferd Trademarks including word marks, logos, trade dress, service marks and product imagery.

The Cyferd Trademarks represent the reputation and goodwill of Cyferd and serve to identify and distinguish Cyferd's products and services from those of others.

To maintain the distinctiveness of Cyferd Trademarks as representing Cyferd products, software, and services, we must ensure that these assets are properly used.

Approval

If the content also includes Trademarks of any third parties, you should include their recommended attribution statements; or, disclaim that Cyferd is not the owner of the aforementioned trademarks, using a disclaimer such as the following:

"All other Trademarks are the property of their respective owners"

If you have any questions, please contact legal.department@cyferd.com