



THE SECURITY

INSTITUTE

Brand Guidelines

| | |
|------|--------------------|
| p.03 | Logo |
| p.15 | Additional Logo |
| p.17 | Colour |
| p.19 | Print Typography |
| p.25 | Print Paragraph |
| p.27 | Digital Typography |
| p.29 | Digital Paragraph |
| p.35 | Graphics |
| p.37 | Imagery |

Logo

01

1.0

Full



This is the full colour logo to be used, when appropriate, across The Security Institute branding, including web, mobile and print.

1.1

Watermark



The logo has an optional watermark, which is a 10% of the Full Syl logo.

Grid

02

2.0



Grid system

This is the grid system used to create the Syl logo design. The logo must not be manipulated out of this grid system.

Mark

03

3.0

Logomark

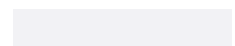
The Syl logomark works independently as a representation of the brand. Refer to 5.1.



HEX
#B1B1B1



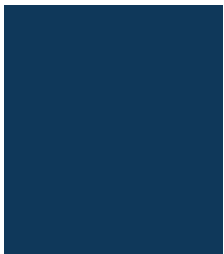
HEX
#0F3859



HEX
#F2F2F4

Type 04

4.0



THE SECURITY

INSTITUTE

HEX

#0F385A

Logotype

The Syl logotype may be used independently in the appropriate colour and scale. Refer to 5.2.

Scale

05

5.0

Full

As visualised, the full logo works at various scales. It can be scaled up to any size (if in vector form) but must not be reduced smaller than S1.

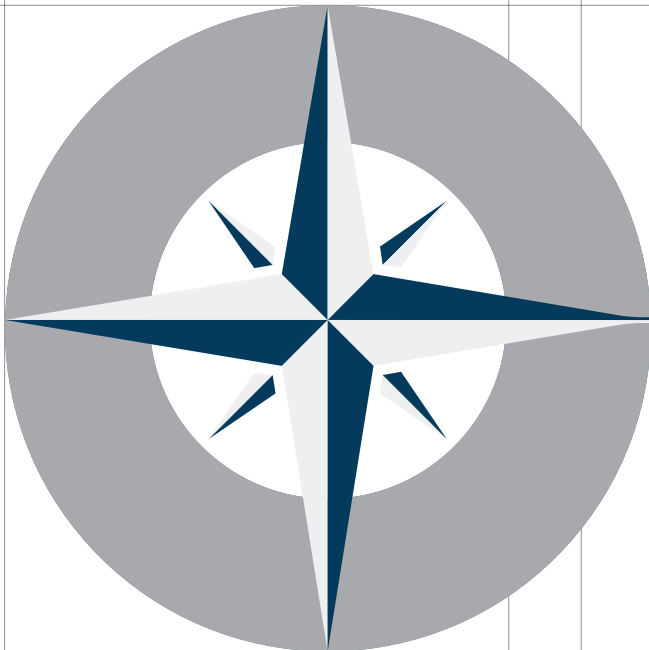




THE SECURITY
INSTITUTE



THE SECUR
INSTITU



THE SEC
INSTIT

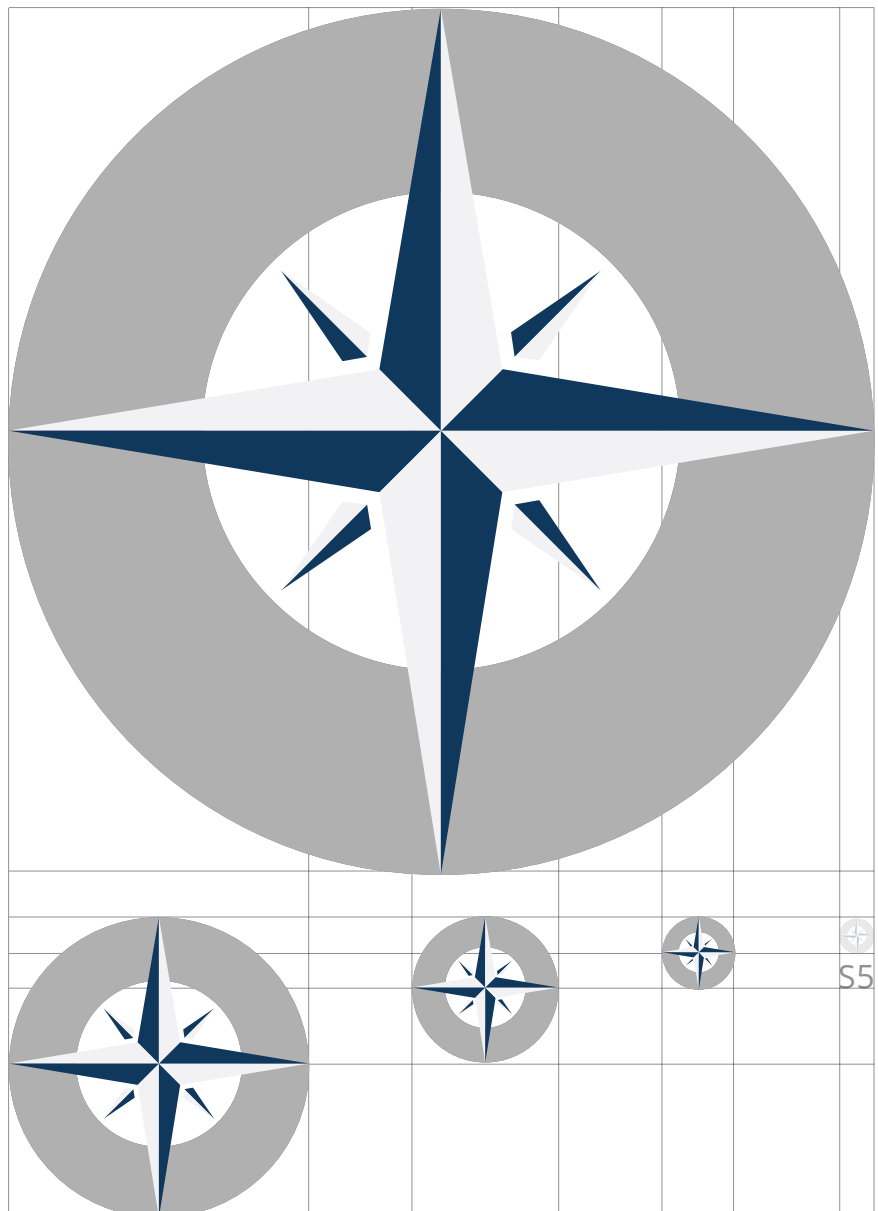
Scale

05

5.1

Logomark

The logomark can be scaled up to any size (if in vector form) but must not be reduced smaller than S5.

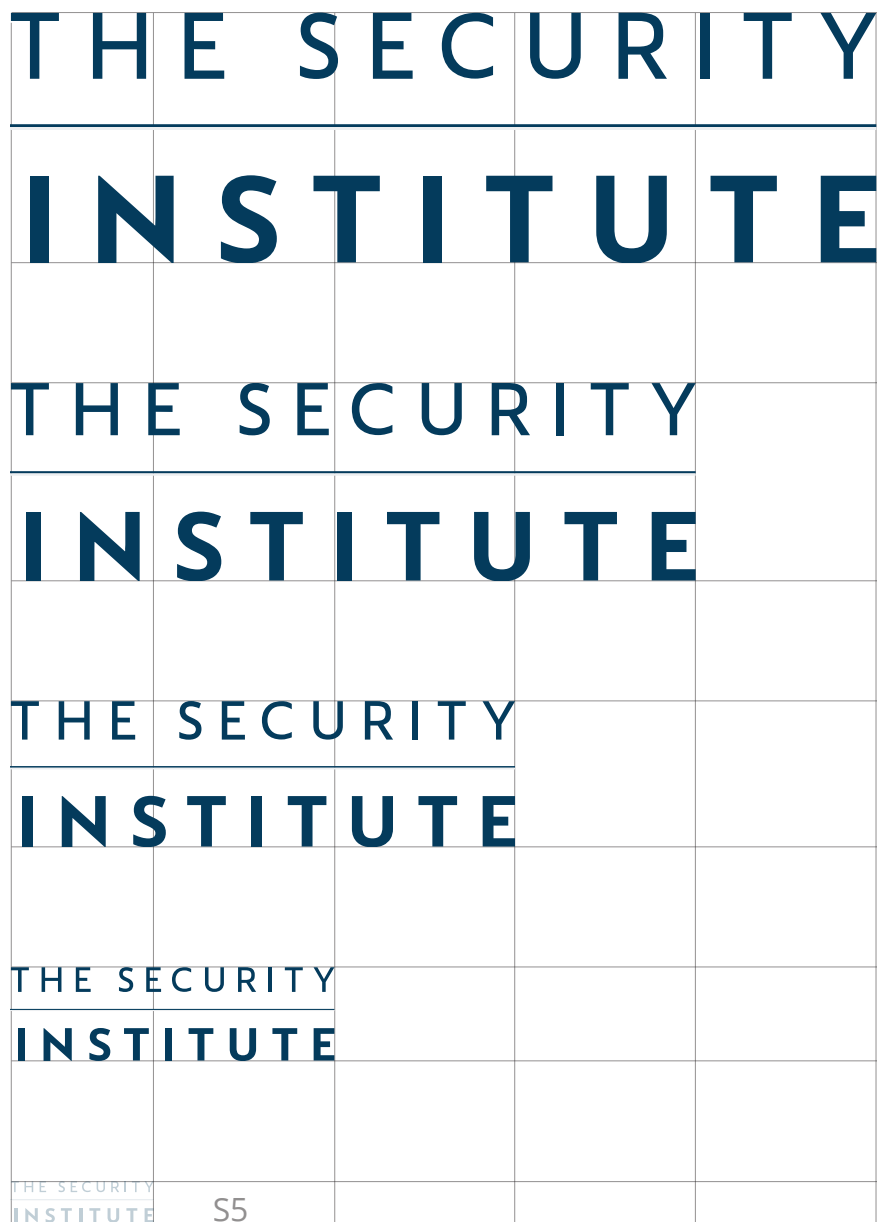


Scale 05

5.2

Logotype

The logotype can be scaled up to any size (if in vector form) but must not be reduced smaller than S5.



Space

06

6.0

Good space

As visualised, when using the Syl logo, it must keep at least 20mm of space all around the logo.



6.1

Bad space

This is an example of how not to place the logo. It must not be touching the edge of screen / print, or touch other elements (type, shape, spine, etc).



Alter

07

7.0

Retain property

The Security Institute logo must retain its original properties when used (including shape and colour).



7.1

Avoid

There is to be no rotation, cropping, flipping, overlapping or distorting of the logo. Examples are illustrated below.



Colour 08

8.0

Options

Colour

This is the colour version of the logo. It is to be used across all primary branding.



Monochrome

The monochrome logo is to be used in house only.



White

The white logo can be used when placing the logo onto the Syl blue background.



Opacity 09

9.0

Full

100%

The logo can be used at full 100% opacity. It is used across all primary branding.



Fade

15%

The logo can be used at full 100% opacity. It is used across all primary branding.



Avoid

16-99%

Any opacity between 16-99% must not be used.



CPD

01

1.0

CPD Badge

The CPD Badge is used to indicate the level of which a member has achieved. They range from 1-27 (a higher number suggests a higher level achieved).



RGB

R104 G183 B49

CMYK

C62 Y0
M100 K49

HEX

#68B731

CP Mark 02

2.0

CP Mark

The CP Mark (abbreviation of Corporate Partner) shows that an establishment or individual is a supporter of The Security Institute.



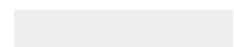
HEX

#B1B1B1



HEX

#0F3859



HEX

#F2F2F4

Primary 01

1.0



RGB

R15 G56 B90

CMYK

C100 Y39
M76 K32

HEX

#0F3859

The blue is the primary brand colour to represent The Security Institute. It can be used within the logo, for type and as backgrounds. An opacity of 75%, 50% and 25% can be used also.



Mono

02

2.0



RGB

R178 G178 B177

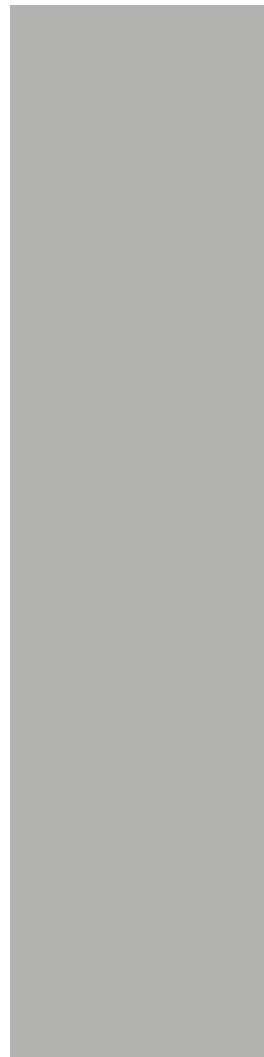
CMYK

C33 Y26
M25 K5

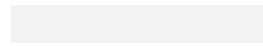
HEX

#B1B1B1

The darker grey is the secondary mono brand colour. It can be used within the logo, for type and as backgrounds.



2.1



RGB

R242 G242 B245

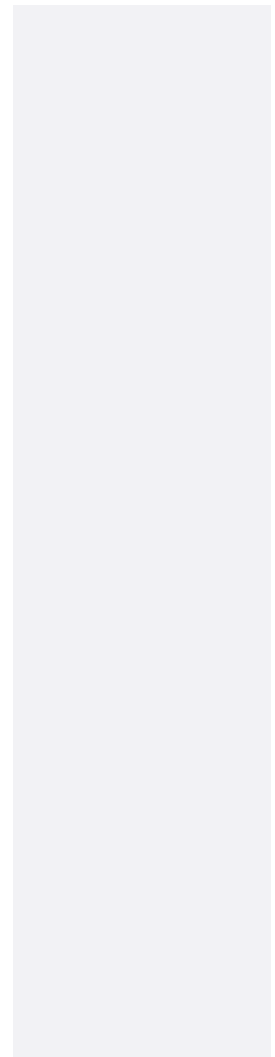
CMYK

C6 Y3
M5 K0

HEX

#F2F2F4

The lighter grey is the secondary mono brand colour. It can be used within the logo, for type and as backgrounds.



Body

01

1.0

Font size

The font for the print body type is Lucida Grande, which can be used as Regular at both 9pt or 11pt.

Ut eserro omnit ut int fuga.
Ga. Lorest alitis simodio 9pt

Mustio to maximagnam
dollanti cor minianihil 11pt

Lucida Grande

Regular

1.1

Line lengths

The optimum line length for Lucida Grande Regular, at 9pt and 11pt, is between 6 - 11 words. It is advisory to stick to this amount for ultimate usability.

Mihiliciemus noc caelumentem simuscr emquam inatiquo
Hum iaequit ductus fin det vasdram us vena ortionde confecon bonsimiline

6 - 11 words

Titles

02

2.0

Titles

Titles should be displayed in Lucida Grande Bold, anywhere between 18 - 32pt. It is advisory to stick to these font sizes for brand consistency and typographic hierarchy.

Title 18pt

Title 32pt

Lucida Grande

Bold

2.1

Sub-titles

Sub-titles should be displayed in Lucida Grande Bold, between 12 - 16pt. It is advisory to stick to these font sizes for brand consistency and typographic hierarchy.

Sub-title 12pt

Sub-title 16pt

Lucida Grande

Bold

Weights 03

3.0

Lucida Grande

Regular

This is the appearance of Lucida Grande Regular. This font weight is to be used for body type. It must not be used for titles or sub-titles.

3.1

Lucida Grande

Bold

This is the appearance of Lucida Grande Bold. This font weight is to be used for titles and sub-titles. It must not be used for body text.

Avoid

04

4.0

Italics

This is the appearance of Lucida Grande in Italics. This font style is not for use across any of the Syl branding.

4.1

Underlined

This is the appearance of Lucida Grande, underlined. This font style is not for use across any of the Syl branding.

4.2

Strikethrough

~~This is the appearance of Lucida Grande, with strike-through. This font style is not for use across any of the Syl branding.~~

4.3

Stroke

This is the appearance of Lucida Grande as a stroke instead of fill. This font style is not for use across any of the Syl branding.

4.4

Capitals

THIS IS THE APPEARANCE OF LUCIDA GRANDE IN CAPITALS. CAPITALS ARE PERMITTED IF RELEVANT. LOWER-CASE IS THE ADVISED TREATMENT OF TYPE.

4.5

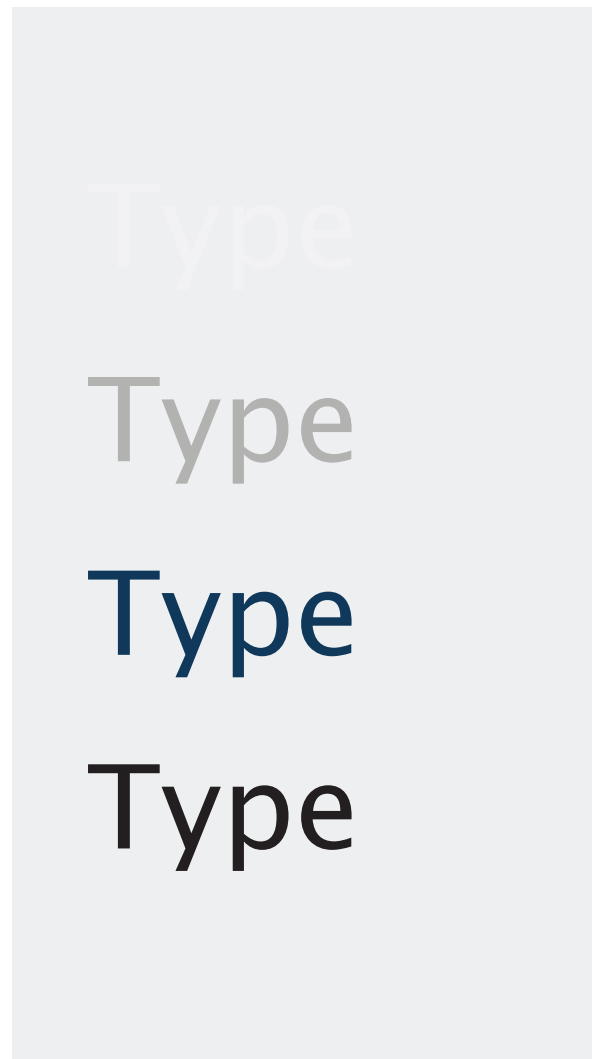
Small caps

THIS IS THE APPEARANCE OF LUCIDA GRANDE, AS SMALL CAPS. THIS FONT STYLE IS NOT FOR USE ACROSS ANY OF THE SYL BRANDING.

Fill

05

Type
Type
Type
Type



5.0

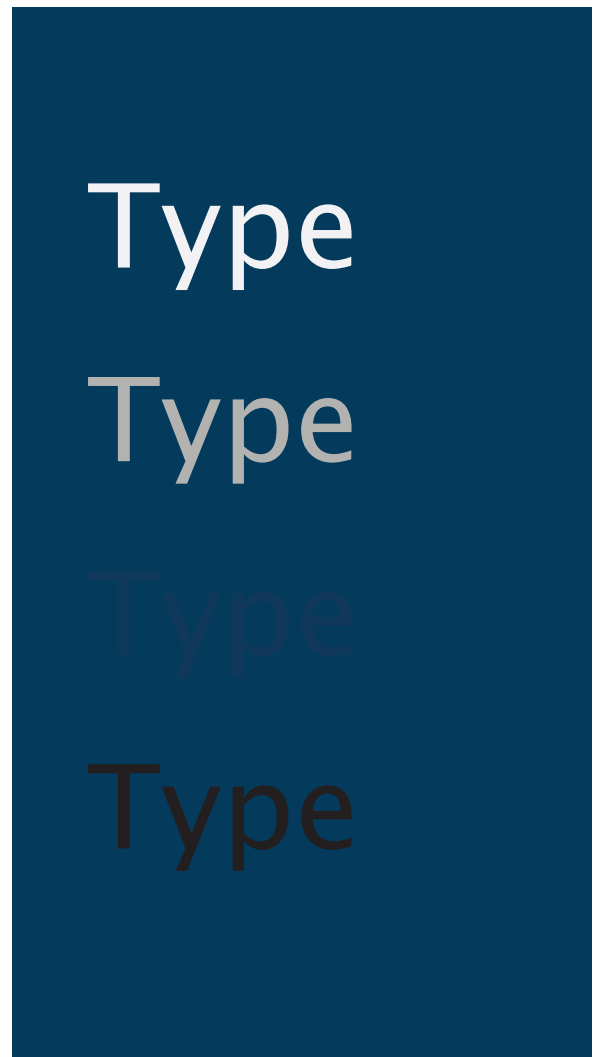
5.1

When adding colour to body type, titles or subtitles, ensure that the colours used are within the primary and mono, colour guides and are easily visible and legible on background colour or image.

Below are coloured type on coloured backgrounds, to display examples of visibility restrictions caused by colour layering.



5.2



5.3

Align

01

1.0

Left align

All type should be left aligned, whether is it body type, titles or sub-titles.

**Orest, et ea parum
suntia velit ligenis ex
essuntur sitis alibus.
Menditis aliqua il ex
eum qui cuscid ullupta
tiores quunt el es
expelicti dolupitionem
adi offictibus, que
nonseditas eumquia
denimoluptum
vendes aute possimus
voleserio volla.**

Avoid

02

2.0

Align centre

This is the appearance of body type as centre aligned paragraph. This paragraph alignment is not for use across any of the Syl branding.

2.1

Right align

This is the appearance of body type as left aligned paragraph. This paragraph alignment is not for use across any of the Syl branding.

2.2

Justified

This is the appearance of body type as a justified paragraph. This paragraph alignment is not for use across any of the Syl branding.

2.3

Hyphenation

Hyphenation of text should be avoided unless absolutely necessary.

2.4

Drop cap

Drop caps are not to be used across any of the Syl branding.

2.5

Indent

Indents are not to be used across any of the Syl branding.

Body

01

1.0

Open Sans
Regular

I am a piece of
grey body text

Font size 16.946pt
Leading 20.335pt

Font size

The font for the digital body type is Open Sans, which can be used as Regular in grey and Semibold in blue, between 16.946pt and 18pt.

Open Sans
Semibold

I am a piece of
grey body text

Font size 18pt
Leading 25pt

I am a piece of
blue body text

Font size 16.946pt
Leading 20.335pt

I am a piece of
blue body text

Font size 18pt
Leading 25pt

1.1

Button font

The Button font for the digital body type is Open Sans, which can be used as Bold, in light grey, dark grey and blue, at 16.946pt.

Button

16.946pt

Open Sans

Bold

Titles

02

2.0

Titles

Titles should be displayed in Open Sans Bold, at 45.188pt for a screen size of 1920px by 974px. It is advisory to stick to these font sizes for brand consistency and typographic hierarchy.

Title

45.188pt

Open Sans

Bold

2.1

Sub-titles

Sub-titles should be displayed in Open Sans Semibold, between 26.605pt to 33.891pt for a screen size of 1920px by 974px.

Sub-title

26.605pt

Sub-title

33.891pt

Open Sans

Semibold

Weights 03

3.0

Open Sans

Light

This is the appearance of Open Sans Light. This font weight is to be used for body type. It must not be used for titles or sub-titles.

3.1

Open Sans

Regular

This is the appearance of Open Sans Regular. This font weight is to be used for body type. It must not be used for titles or sub-titles.

3.2

Open Sans

Semibold

This is the appearance of Open Sans Semibold. This font weight is to be used for sub-titles only. It must not be used for body type or titles.

3.3

Open Sans

Bold

This is the appearance of Open Sans Bold. This font weight is to be used for titles only. It must not be used for sub-titles or body type.

3.4

Open Sans

Extrabold

This is the appearance of Open Sans Extrabold. This font weight is not for use across any of the Syl branding.

Avoid

04

4.0

Italics

This is the appearance of Open Sans in Italics. This font style is not for use across any of the Syl branding.

4.1

Underlined

This is the appearance of Open Sans, underlined. This font style is not for use across any of the Syl branding.

4.2

Strikethrough

~~This is the appearance of Open Sans, with strikethrough. This font style is not for use across any of the Syl branding.~~

4.3

Stroke

This is the appearance of Open Sans as a stroke instead of fill. This font style is not for use across any of the Syl branding.

4.4

Capitals

THIS IS THE APPEARANCE OF OPEN SANS IN CAPITALS. CAPITALS ARE PERMITTED IF RELEVANT. LOWERCASE IS THE ADVISED TREATMENT OF TYPE.

4.5

Small caps

THIS IS THE APPEARANCE OF OPEN SANS, AS SMALL CAPS. THIS FONT STYLE IS NOT FOR USE ACROSS ANY OF THE SYL BRANDING.

Fill

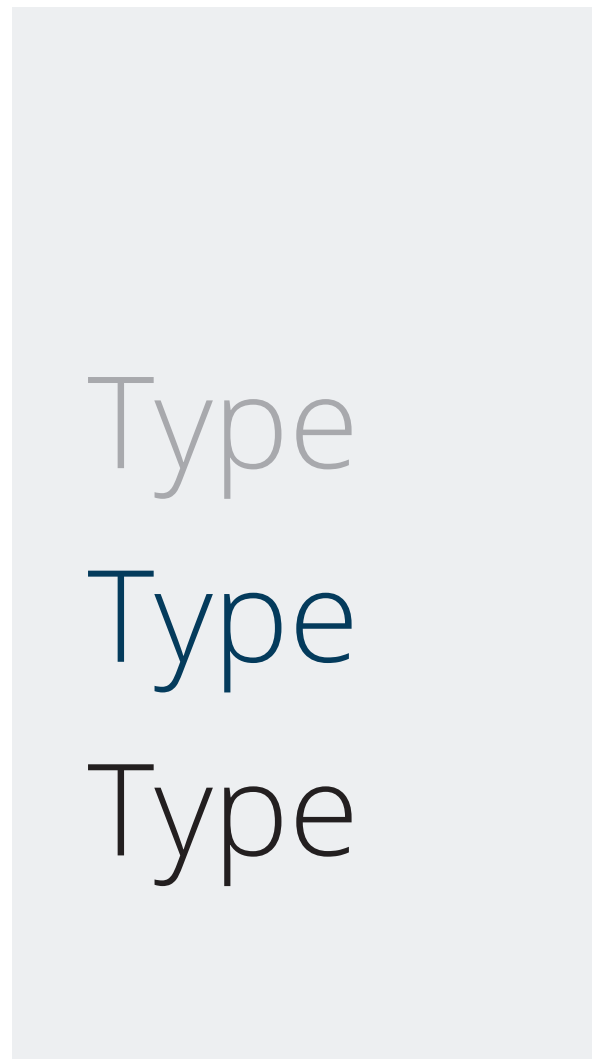
05

Type

Type

Type

Type



5.0

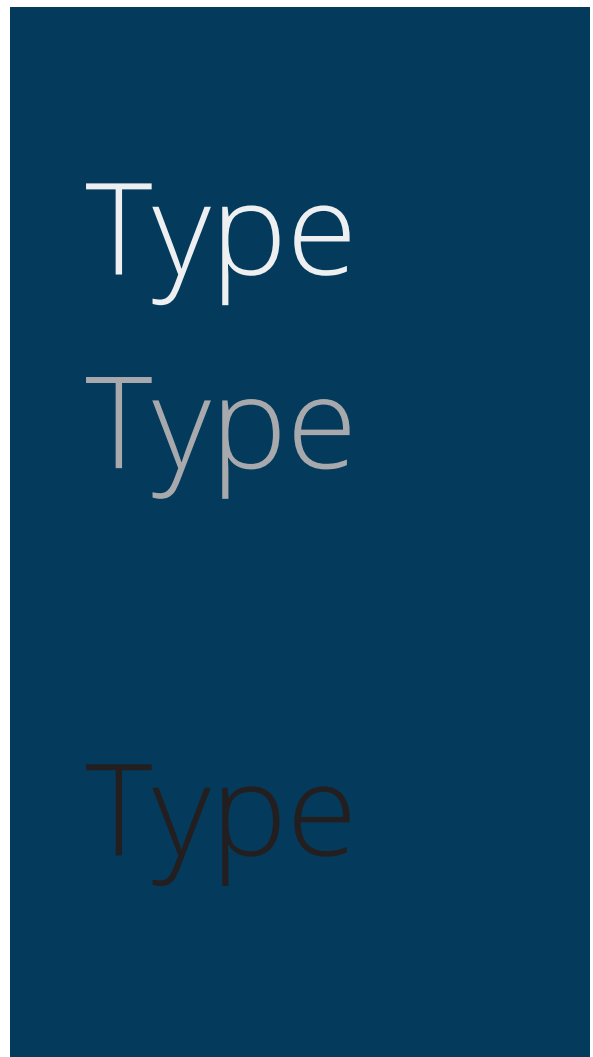
5.1

When adding colour to body type, titles or subtitles, ensure that the colours used are within the primary and mono, colour guides and are easily visible and legible on background colour or image.

Below are coloured type on coloured backgrounds, to display examples of visibility restrictions caused by colour layering.



5.2



5.3

Align

01

1.0

Left align

All type should be left aligned, whether is it body type, titles or sub-titles.

Ovidis assimen emporehent dignia voluptiduntiator mos as num quid et ut quia con cullaccus que nemoluptatem as doloria eatempo risque repta doloratemqui doluptamus eaqui con con secaturia cus, corita saew llis nulparum que plitem. Aspicti andio. Eque doluptamus vendunt eliqui ilique laut ut est, aborem.

Avoid

02

2.0

Align centre

This is the appearance of body type as centre aligned paragraph. This paragraph alignment is not for use across any of the Syl branding.

2.1

Right align

This is the appearance of body type as left aligned paragraph. This paragraph alignment is not for use across any of the Syl branding.

2.2

Justified

This is the appearance of body type as a justified paragraph. This paragraph alignment is not for use across any of the Syl branding.

2.3

Hyphenation

Hyphenation of text should be avoided unless absolutely necessary.

2.4

Drop cap

Drop caps are not to be used across any of the Syl branding.

2.5

Indent

Indents are not to be used across any of the Syl branding.

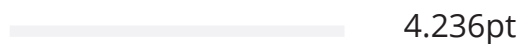
Stroke 01

1.0

Line



Any dividers should have a line stroke of 4.236pt for both print and digital.

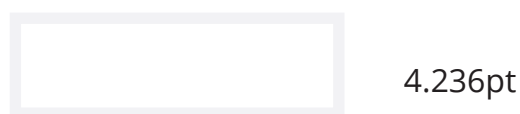


1.1

Button



The button outlines are to have a stroke of 4.236pt for both print and digital.



Fill

02

2.0

Button

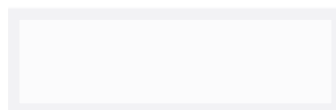
The button's have an optional fill of 50% of the stroke colour (either blue, dark grey or light grey).



HEX
#0F3859 **Opacity**
50%



HEX
#B1B1B1 **Opacity**
50%



HEX
#F2F2F4 **Opacity**
50%

Image 01

1.0

Original

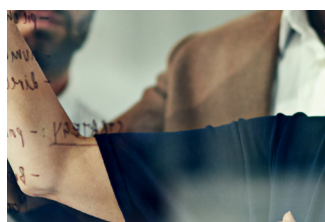
All images are sourced from iStock or by professional external photographers. Ensure that images used fit within the Syl brand themes and are relevant to the content.



1.1

Avoid

Ensure images are functional by avoiding: Orientation (images are the right way up for visibility), Rotation (images sit straight without odd cropping), Zoom (content must be understood), Fade (do not reduce opacity).



Filter

02

2.0

Digital

Ensure that the images are linked to designs and have a resolution of at least 72dpi for digital to ensure the best quality. Overlay dark grey at 75%.



HEX
#B1B1B1

Opacity
75%

2.1

Print

Ensure that the images are linked to designs and have a resolution of at least 300dpi for print to ensure the best quality. Overlay dark grey at 20%.



HEX
#B1B1B1

Opacity
20%