CYBEREINFORCE

Brand Guidelines

How we name, show, colour, write and present Cybereinforce, so every page, document, deck and post looks and sounds like one company.

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Who this is for

Everyone who makes something with our name on it: our team, partners and MSSPs, resellers, agencies, event organisers and journalists. If something is not covered here, ask **info@cybereinforce.com** before you publish.

01 · BRAND FOUNDATION

We enforce. Others report.

Most security tools tell a team what already happened. Cybereinforce stops the click in the browser, at the moment it matters, and gives the SOC and the auditor proof that it did.

Purpose

Make enforcement as universal as the browser itself, on every device, platform and browser an organisation uses.

Positioning

> For security and IT teams running Microsoft 365, **Cybereinforce Threat Enforcement** is the browser-level control that turns threat intelligence into a block, on every browser and device, with the evidence the SOC and auditors need. Unlike network filtering, it sees the full URL, and unlike Edge-only protection, it works everywhere users actually browse.

Brand personality

WE ARE	WE ARE NOT
Decisive: we block, we do not just alert	Alarmist or fear-driven
Precise: full URLs, real numbers, sourced claims	Vague or buzzword-heavy
Evidence-led: every verdict is explainable	A black box
Engineered: German engineering, ISO/IEC 27001	Playful or casual about risk
Partner-minded: we extend Microsoft, MSSPs and SOCs	Combative toward the stack customers own

02 · BRAND ARCHITECTURE & NAMING

One master brand. Clear names under it.

Cybereinforce is a branded house: every product carries the master brand, and capabilities are described in plain words rather than given brand names of their own.

Company

Cybeurope

Legal entity, Grünstadt, Germany. Used in imprint, contracts, invoices and legal notices only.

Master brand

Cybereinforce

The name customers buy, use and recommend. Leads every customer-facing touchpoint.

Product & capabilities

Cybereinforce Threat Enforcement (CTE)

Brand Protection · Threat Intelligence & Detections · Device Code Attack Protection · Browser Extensions · Integrations

Plans

Standard · SME · Corporate · Enterprise

Always capitalised. "Corporate+" means Corporate and above.

Writing the name

USE	NEVER
Cybereinforce (running text: capital C only)	CybeReinforce · CyberReinforce · Cyber Reinforce · cyber-einforce · cybereinforce
CYBEREINFORCE (logotype only, one colour)	CYBEREINFORCE or any split of the letters
Cybereinforce's (possessive)	Cybereinforces' · Cybereinforce´s
cybereinforce.com (web addresses: lower case)	Cybereinforce.com · www.Cybereinforce.com

> **The name is one word with one colour.** "Cyber" and "einforce" are never separated visually: not by colour, weight, case, spacing or a line break.

Product and capability names

- First mention in a document: **Cybereinforce Threat Enforcement**. After that: **Cybereinforce**, or **CTE** in technical material.
- Capabilities are written in title case as shown above, and never with ™ or ® unless legal confirms a registration.
- Do not invent sub-brands, nicknames or acronyms for capabilities ("CBP", "CTI Shield"). Describe what it does instead.
- The emblem's ring line "Threat Enforcement" is our descriptor. It can be used as a tagline under the wordmark.

Third-party names

- Write partner and platform names exactly as their owners do: **Microsoft Defender for Endpoint**, **Microsoft Sentinel**, **Microsoft Intune**, **Google Chrome**, **Mozilla Firefox**, **Safari**.
- Never use another company's logo or colours in a way that suggests endorsement or partnership that does not exist.
- Say "works with" or "integrates with", not "by Microsoft" or "Microsoft's".

03 · LOGO: EMBLEM & WORDMARK

The emblem and the wordmark.

Our logo has two parts. The **emblem** is the shield-shaped seal: the armoured fist holding the red strike that stops the threat. The **wordmark** is the name set in capitals, always in a single colour. Use them together wherever there is room.

CYBEREINFORCE
THREAT ENFORCEMENT

Primary lockup on light. Wordmark in Command Navy. Use for documents, website headers and slides.

CYBEREINFORCE
THREAT ENFORCEMENT

Primary lockup on dark. Wordmark in white. Use for covers, title slides, social and event graphics.

Emblem alone. App icons, favicons, social avatars, stickers, merch, where the name is already present.

CYBEREINFORCE

Wordmark alone. Running headers, document top bars, footers and small spaces.

x
x CYBEREINFORCE x
x

Clear space. X = half the emblem's height, kept free on every side. Nothing enters this zone.

Minimum sizes

ELEMENT	DIGITAL	PRINT
Emblem	32 px	12 mm
Wordmark	96 px wide	25 mm wide
Full lockup	160 px wide	40 mm wide

Below 32 px, use the prepared favicon files (`icon16.png`, `icon32.png`) rather than scaling the master artwork down.

Files

ASSET	WHERE
Emblem, master (862 px PNG)	`/icons/logo.png`
Emblem, sized (16 to 1024 px)	`/icons/icon16.png` … `icon1024.png`
"Engineered in Germany" seal	`/icons/EngineeredinGermany.png`
ISO/IEC 27001 badge	`/icons/iso27001banner.png`

Always use these files. Never redraw, trace or regenerate the emblem with an AI image tool.

04 · WORDMARK RULES & MISUSE

One word. One colour. Every time.

A consistent name is the cheapest trust signal a security company has. The single most common mistake is colouring part of the name differently. Splitting the name makes it read as two words ("Cyber" + "einforce") and weakens recognition.

CYBEREINFORCE

✓ Command Navy on white or Cloud.

CYBEREINFORCE

✓ White on Deep Navy or Command Navy.

CYBEREINFORCE

✓ Solid black, only for one-colour print, fax or engraving.

CYBEREINFORCE

✗ Never give part of the name a different colour.

CYBEREINFORCE

✗ No gradients, glows, textures or shadows on the name.

CybeReinforce

✗ No camel case or capital R. Running text is "Cybereinforce".

CYBER EINFORCE

✗ No spaces, hyphens or mixed weights inside the name.

CYBEREINFORCE

✗ Do not stretch, condense, rotate or skew.

CYBEREINFORCE

✗ No low-contrast or off-palette colours (Red is never the name colour).

✗ Never recolour, crop or edit the emblem.

CYBEREINFORCE

✗ Do not place on busy photos or patterns without a solid panel.

Cybereinforce

✗ Do not reset the name in another typeface or italic.

Wordmark specification

PROPERTY	VALUE	CSS
Typeface & weight	Segoe UI Bold (800); fallback system sans	`font-weight: 800`
Case & tracking	All capitals, +60 tracking	`text-transform: uppercase; letter-spacing: .06em`
Colour	One colour only: Command Navy, White or Black	`color: #0B1E45` (light) · `#FFFFFF` (dark)

05 · COLOUR

Navy leads. Red strikes. Blue acts.

Our colours come from the emblem. Navy carries authority and calm, Enforcement Red is the strike that stops a threat and is used sparingly, and Signal Blue marks what people can click or do.

Core palette

Command Navy

#0B1E45
RGB 11 30 69
CMYK 84 56 0 72
Primary brand colour, wordmark, headings

Deep Navy

#06122A
RGB 6 18 42
CMYK 85 57 0 83
Covers, dark panels, hero backgrounds

Enforcement Red

#E5302F
RGB 229 48 47
CMYK 0 79 79 10
Accent: blocks, threats, key highlight

Steel Silver

#B8BCC2
RGB 184 188 194
CMYK 5 3 0 23
Secondary text on dark, rules, frames

Digital & neutrals

Signal Blue

#0F62FE
Hover / pressed #0647BD
Links, buttons, interactive states, product UI

Ink

#0F172A
Body text on light backgrounds

Slate

#5B667A
Secondary text, captions, metadata

Cloud

#F6F8FB
Lines #E5EAF1
Page tint, cards, table headers

Proportion

Roughly 60 / 30 / 10: mostly light space, navy for structure and type, blue and red together under 10%. Red is a scalpel, not a paint roller: one red element per view is usually enough.

Verdict colours

BLOCK · WARN · SUSPICIOUS · ALLOW · UNKNOWN

Used only to show a verdict or status, never for decoration. Block **#C8242B** · Warn **#A15C00** · Allow **#0B7A55**. All pass WCAG AA with white text and as text on white.

Accessible pairings

TEXT / BACKGROUND	CONTRAST	USE
Navy on White	16.3 : 1	Any size
White on Deep Navy	18.6 : 1	Any size
Silver on Deep Navy	9.8 : 1	Any size
Signal Blue on White	5.0 : 1	Links, buttons
Slate on White	5.8 : 1	Secondary text
Enforcement Red on White	4.4 : 1	18 pt+ or graphics only
Block Red #C8242B on White	5.6 : 1	Red text at small sizes

Target WCAG 2.2 AA: 4.5 : 1 for body text, 3 : 1 for large text and UI shapes. Never put red text on navy or blue.

06 · TYPOGRAPHY

Clear, technical, built for screens.

Our brand typeface is **Segoe UI**, the system face of Windows and Microsoft 365, where most of our customers work. It is legible at small sizes, has a full weight range and needs no licence or download. Indicators, URLs and code are set in **Consolas**.

Aa

Segoe UI

Regular 400 · Semibold 600 · Bold 700 · Black 800/900

Fallback: `system-ui, -apple-system, Roboto, Arial, sans-serif`

hxxps://

Consolas

For IOCs, URLs, hashes, KQL, PowerShell and log samples.

Fallback: `ui-monospace, SF Mono, Menlo, monospace`

Type scale

Display · 800 · −2.5% Covers, hero	**Stop the click.**
H1 · 800 · −2.5% Page and slide titles	**Every browser, every device.**
H2 · 700 · −1% Sections	**Full-URL enforcement for Defender indicators**
Eyebrow · 800 · +12% caps Labels above titles	THREAT INTELLIGENCE & DETECTIONS
Body · 400 · 1.55 line Running text	Cybereinforce checks the full URL in the browser and blocks it before the page loads, then sends the event to Microsoft Sentinel.
Caption · 400 Slate Notes, sources	Source: Microsoft Learn, Web protection overview, checked October 2026.
Data · Consolas Indicators	`hxxps://rnicrosofte-login[.]com/oauth2` · BLOCK

Rules

- Sentence case for titles and buttons ("Start free trial").
- All caps only for the wordmark, eyebrows and verdict labels.
- Left-align text. Do not justify or centre long paragraphs.
- Keep lines to 60–80 characters on screen.
- Always defang live indicators in published material: `hxxps` and `[.]`.
- Numbers as figures: "5,000 rules", "2 minutes".

07 · VOICE, TONE & MESSAGING

Confident, specific, on the customer's side.

We write like a senior security engineer explaining a decision to a CISO: calm, exact, no drama. Our voice stays the same everywhere; our tone adjusts to the moment.

Three messaging pillars

ENFORCE

Stop it in the browser

Full-URL blocking on Chrome, Edge, Firefox and Safari, on Windows, macOS, Linux, iOS and Android, from your own Defender indicators and our intelligence.

SEE

Give the SOC the full picture

Every block, warning and gap becomes a structured event in Microsoft Sentinel, with the full URL, device and user, ready for investigation.

PROVE

Show it working

Timestamped, device-level evidence mapped to ISO 27001, NIS2, DORA, NIST CSF and SOC 2, from an ISO/IEC 27001 certified, German-engineered platform.

Voice principles

PRINCIPLE	WRITE	NOT
Specific	"Blocks the full URL in Chrome, Firefox and Safari."	"Next-gen protection everywhere."
Calm	"Attackers are using device code sign-ins. Here is how we stop them."	"Your company is under attack RIGHT NOW!"
Honest	"Blocks known and newly registered phishing domains."	"Stops 100% of phishing." "Guaranteed."
Plain	"Rolled out with Intune in minutes."	"Leverages synergistic deployment paradigms."
Respectful	"Extends Microsoft Defender beyond Edge."	"Defender is broken."

Tone by moment

MOMENT	TONE
Website & marketing	Confident, benefit-first, strengths only
Technical briefs & docs	Precise, sourced, step by step
Block & warning pages	Short, reassuring, tells the user what to do next
Incident & outage notices	Direct, factual, owns the problem, gives a time
Social & Insights	Timely, human, tied to a real current attack

Mechanics

- British or American English, consistently within one piece. Product UI uses American English.
- Active voice. "We block", "Cybereinforce sends".
- Claims we make in public must match the live product and price list. When in doubt, leave it out.
- Our approved contact address in material is **info@cybereinforce.com**.

08 · IMAGERY, ICONS & DATA

Show the product. Show the proof.

Security buyers trust what they can verify. Our visuals favour real product screens, real (defanged) indicators and clear diagrams over stock fear imagery.

Use

- Real screenshots of the console, block page and Sentinel workbook, on a Cloud or Deep Navy frame.
- Clean architecture diagrams: navy lines, blue for data flow, one red mark for the blocked step.
- Subtle circuit and network textures in navy, as in the emblem, at low opacity behind type.
- People at work in real offices, natural light, devices visible.

Avoid

- Hooded hackers, skulls, padlocks on keyboards, green "Matrix" code.
- Red-dominant or alarm imagery. Red marks the threat we stop, not the mood.
- Live, clickable malicious URLs or unredacted customer data in any screenshot.
- Competitor logos, or Microsoft logos used as decoration.
- AI-generated versions of our emblem, or of real people presented as customers.

Icons

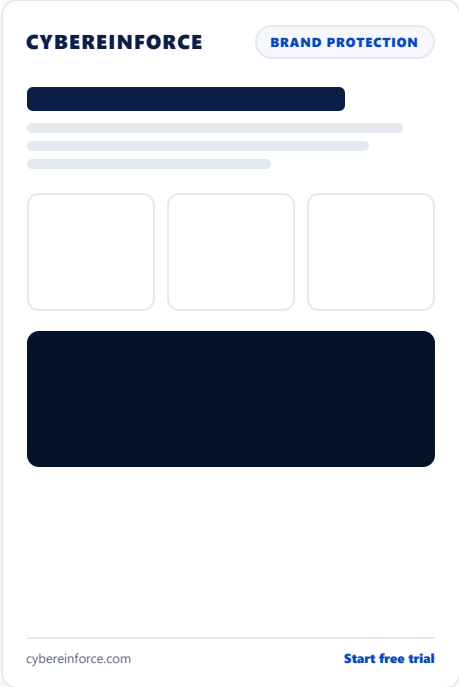
- Outline icons on a 24 px grid, 1.8 px stroke, rounded joins.
- Command Navy by default. One accent stroke at most: Red for a block, Blue for data or action.
- Never mix filled and outline styles in one view.

Charts & data

- Series order: Command Navy, Signal Blue, Steel Silver, then tints of navy. Highlight one point in Red.
- Verdict data always uses the verdict colours (Block, Warn, Allow).
- Label directly, state the source and the date, start bar axes at zero.

09 · APPLICATIONS

Putting it together.



Documents & one-pagers

1. **Top bar:** wordmark top left in Command Navy, one colour; eyebrow pill top right names the topic.
2. **Headline:** one claim, H1, Command Navy, sentence case, a full stop is welcome.
3. **Body:** cards on a 0.5 in margin, 12–16 px radius, 1 px Cloud lines.
4. **Proof panel:** one Deep Navy panel per page for the key evidence or quote.
5. **Footer:** cybereinforce.com left, one call to action right in Signal Blue.

Formats: US Letter or A4 portrait for documents, 16:9 for slides. Exported PDFs are named `Cybereinforce_<Type>_<Topic>.pdf`.

Slides

- Title and closing slides on Deep Navy with the dark lockup.
- Content slides on white, wordmark top left in one colour.
- One message per slide, as a sentence headline.

Email signature

Firstname Lastname
Role · Cybereinforce
info@cybereinforce.com ·
cybereinforce.com

CYBEREINFORCE

Partners & co-branding

- Partner logo left, our lockup right, divided by a 1 px line, equal visual weight.
- Each logo keeps its own clear space and colours.
- MSSPs may say "Powered by Cybereinforce" with the one-colour wordmark.

10 · BRAND CHECKLIST: BEFORE ANYTHING GOES OUT

- [ ] The name is spelled **Cybereinforce** and is **one colour**, everywhere.
- [ ] Logo files come from `/icons/`, with clear space and minimum size respected.
- [ ] Colours are from the palette; red is used once, for the threat or block.
- [ ] Text passes AA contrast; type is Segoe UI / Consolas.
- [ ] Product, capability and plan names match section 02.
- [ ] Every claim matches the live product and price list; no "100%" or "guaranteed".
- [ ] Indicators are defanged; no customer data is visible.
- [ ] Footer shows cybereinforce.com and one clear call to action.