



Brand Guidelines

A concise reference for maintaining visual and verbal consistency across all communications for The Cyber Foundation — the nonprofit setting the standard for family office cybersecurity.

COLOR PALETTE

PRIMARY



Deep Teal
#0B4168 · RGB(11, 65, 104)

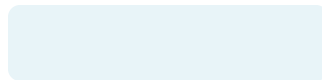


Foundation Gold
#867E33 · RGB(134, 126, 51)

EXTENDED PALETTE



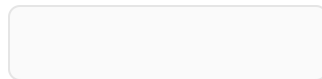
Accent Blue
#1F91B9



Light Tint
#E8F4F8



Ink Black
#171717



Off White
#FAFAFA

Usage: Deep Teal is the primary brand color for headlines, headers, and key UI. Foundation Gold is reserved for the badge, accent highlights, and premium touches. Never use gold as a background for body text.

TYPOGRAPHY

Nanum Myeongjo

Primary — Headlines, titles, display text
Weights: Regular (400), Bold (700), ExtraBold (800)

Afacad Flux

Secondary — Body copy, subtitles, UI text
Weights: Thin (100) through Bold (700)

TYPE SCALE

H1 — 30-33px Bold

H2 — 20px Regular

Subtitle — 18px Light

Body — 14px Regular

Caption — 12px Regular

LOGO USAGE



THE CYBER FOUNDATION

PRIMARY — LIGHT BG



THE CYBER FOUNDATION

REVERSED — DARK BG



BADGE — MONOGRAM

DO

Maintain minimum clear space equal to the height of the "C" in the logomark around all sides. Use approved color variations only.

DON'T

Stretch, rotate, add effects, or place the logo on busy backgrounds. Never alter the logo colors outside the approved palette.



MISSION STATEMENT

"The Cyber Foundation solves cybersecurity challenges family offices face by providing what the Information Technology industry hasn't: purpose-built standards, practical guidance, an ecosystem of experts, and advisory partnerships that actually work for teams protecting significant assets."

BRAND VALUES

ACCESSIBILITY

Making cybersecurity understandable

PRACTICALITY

Purpose-built, not repurposed

INTEGRITY

Vendor-agnostic, mission-driven

EXPERTISE

Practitioners, not academics

COMMUNITY

Peer learning & collaboration

VOICE & TONE

Authoritative

Approachable

Clear

Empowering

We speak as trusted advisors — knowledgeable but never condescending. Our language bridges the gap between technical security concepts and executive decision-making. We favor clarity over jargon, action over abstraction.

WRITING GUIDELINES

Prefer: "We help family offices build security programs that work for small teams."

Avoid: "We leverage synergistic cybersecurity paradigms to optimize threat mitigation posture."

KEY MESSAGING

POSITIONING STATEMENT

The Cyber Foundation is the first nonprofit dedicated exclusively to building cybersecurity standards, education, and advisory services purpose-built for family offices.

TAGLINE OPTIONS

"Purpose-built security for family offices."

"Cybersecurity is a fundamental right, not a luxury."

"Standards. Guidance. Expertise. Partnership."

AUDIENCE

Family office principals, executives, CISOs, CTOs, operations leaders, and the security providers who serve them.

DESIGN PRINCIPLES

8px

BASE UNIT

10px

BORDER RADIUS

1152px

MAX WIDTH

4:1+

CONTRAST RATIO

Layout: Use generous whitespace. Layouts follow an 8px spacing grid. Content containers max at 1152px. Prioritize readability and scanning — family office executives are time-constrained decision-makers.

Photography & Imagery: Use professional, understated imagery. Avoid generic stock photos of hooded hackers or neon green terminals. Prefer architectural, abstract, or editorial photography that conveys trust and sophistication.

QUESTIONS?

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WEB

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