NCSI
national cyber security index

GUIDELINES

Internal use only
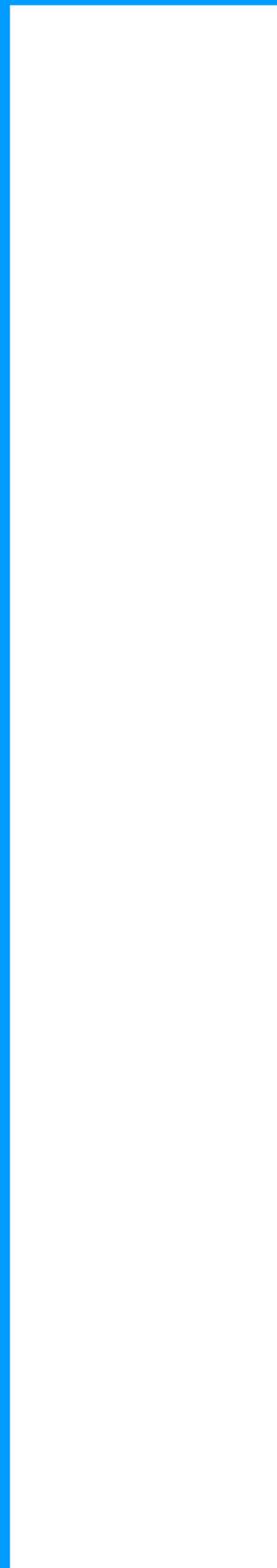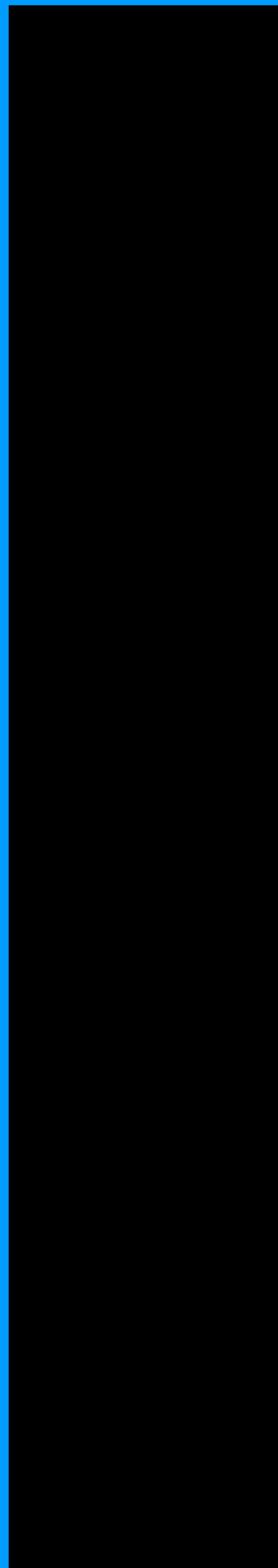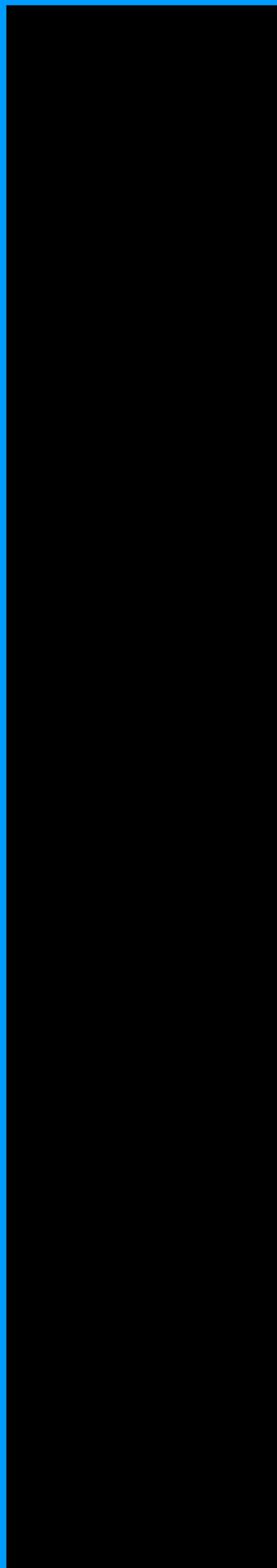
ESTONIA
DEVELOPMENT COOPERATION

LogoRules.
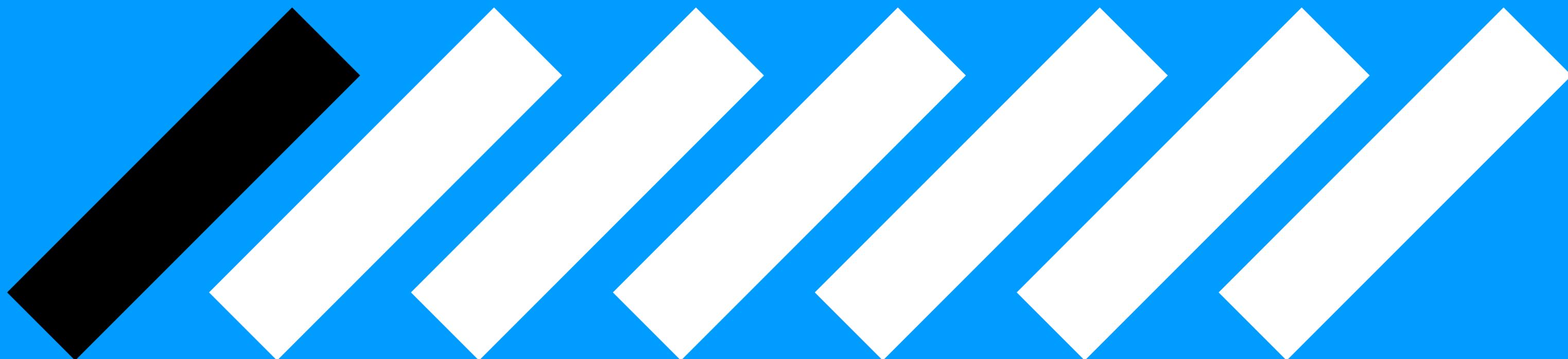
Main logo

The new NCSI logo forms part of a new logo family. Drawing upon the heritage of brand values, typeface and colours, the symbol is built for the digital world, representing company services. The NCSI logo must be used on all internal and external communications.

The logo has two components: a symbol with multiple bars, intended to symbolise the key element of the brand, statistics bars; and the logotype, which is common to the entire eGA logo family.

The symbol must be used as part of the logo in all communications. The symbol alone is only used as a favourites icon by the NCSI site and for corporate sites: Facebook, Twitter and Linkedin.
No other use is allowed.

As well as the main version of the logo, there are additional versions of the logo.

The version without a descriptor can be used for communication where the use of a descriptor is not necessary or the logo is so small that the descriptor cannot be read.

There are two versions of the logo with a site instead of a descriptor: standard; and for use on a very small scale. They can be used where there is no other opportunity to place the site address, but it is needed for general communication.

NCSI
ncsi.ega.ee

With site descriptor

NCSI
ncsi.ega.ee

For small merchandise

NCSI

Without descriptor

The logo always needs some space around it. The minimum clear space that must surround the logo is equivalent to the width of one bar from the sign.

The logo has a minimum size for digital use (height: 50 px).

The logo has a minimum size for printing (height: 8.5 mm).

As a favicon, use the sign part of the logo.

NCSI
national cyber security index

Logo safe area

NCSI
national cyber security index
| 50px

NCSI
national cyber security index
| 8.8 mm

III
| 32 px

Minimal digital size   Minimal print size   Favicon size

The logo has multiple variations of colour use.
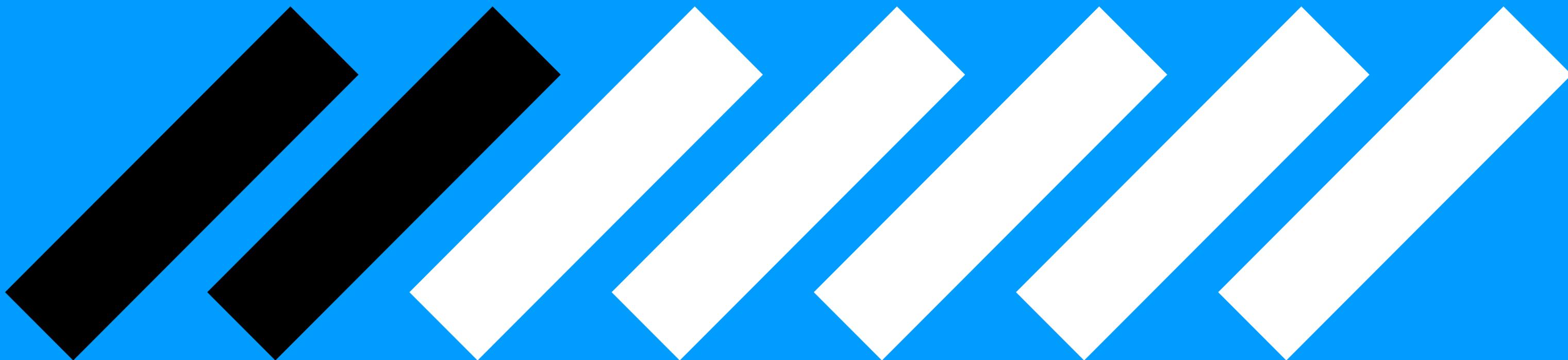
Use of the full-colour logo:
The full-colour reverse logo may be used on dark backgrounds, as well as in dark areas within photographs.

The single-colour white, black or blue logos are available for limited use. The monochrome versions may be shown on any colours if necessary.

Colored version

Colored version

Colored version

Monochrome version

Monochrome version

Monochrome version

1. Do not add effects like shadows, dimensions or gradients to the logo.

2. Do not use the outline for the logo.

3. Do not use the type part of the logo separately without the sign.

4. Do not use gradient fill for the logo.

5. Do not change the size relationship of the symbol to the logotype.

6. Do not stretch or compress the logo.

NCSI
national cyber security index

1

NCSI
national cyber security index

2

NCSI
national cyber security index

3

NCSI
national cyber security index

4

NCSI
national cyber security index

5

NCSI
national cyber security index

6

FontStyle.

Type is more than a design element. It articulates our message, expressing both what we say and how we say it: modern, expressive, and humanist, TT Travels, geometric grotesque with wide proportions and specific shapes of circles and fillets. Use it for all communication across the eGA family. TT Travels is straightforward, allowing our messages – from the enthusiastic to the practical – to be easily understood.

The font supports Unicode, which means communication can be carried out in any language.

TT Travels

Display Font for external use

ŎЯᵹ.

Multilanguage support

TT Travels is the brand font used for most print and graphic applications.

For communications, use two typefaces:
TT Travels DemiBold for headlines
TT Travels Medium for body text

abcdefghijklmn opqrstuvwxyz

TT Travels Medium

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

TT Travels DemiBold

For cases where the use of the main font is not possible (internal communication, MS Word Documents, e-mails, etc.), the Tahoma cross-system font is used. This will affect most computers and does not require additional installation. This font is the most similar in its characteristics to the brand font.

Tahoma

System font for internal use

ÕЯ&.

Multilanguage support

Lorem ipsum

Tahoma is the brand font used for internal communication, MS Word Documents, e-mails, etc.

For communications, use two typefaces:
Tahoma Bold for headlines
Tahoma Regular for body text

abcdefghijklmn opqrstuvwxyz

Tahoma Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

Tahoma Bold

Montserrat has been selected for use on the website. These are Google fonts. One hundred means that this font is free to use and will correctly display in all versions of browsers, which ensures that the site will look equally good everywhere. This font in its characteristics is most similar to the brand font.
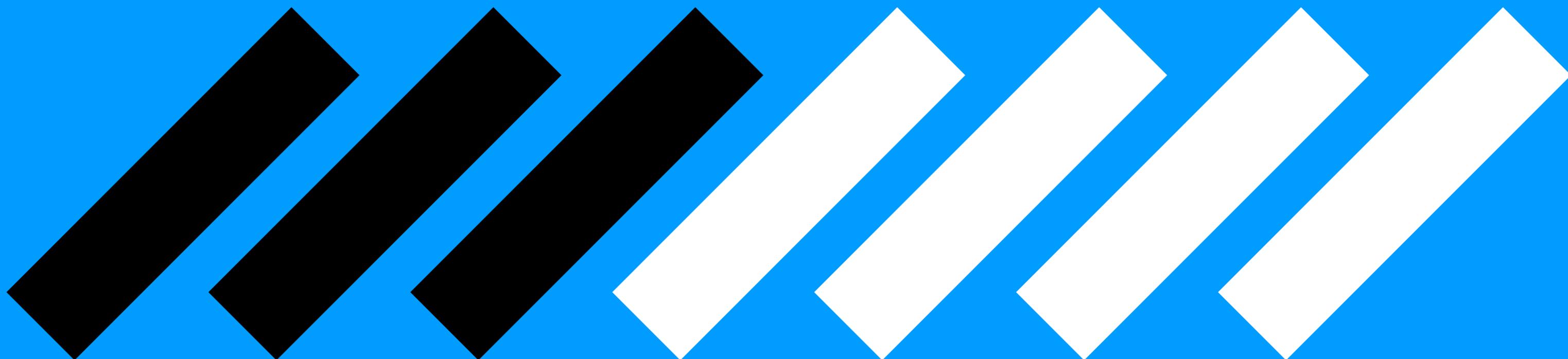
Montserrat

Google Font for web use

ÕЯ&.

Multilanguage support

Montserrat is the brand font used for the website.

For communications, use two typefaces:
Montserrat Semi Bold for headlines
Montserrat Medium for body text

abcdefghijklmn opqrstuvwxyz

Montserrat Medium

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890

Montserrat SemiBold

ColorPalette.

The brand's palette is sufficiently monochrome and focuses on black and white with an accent of azure blue, which is an indicator of the brand. It is used to highlight headings, text blocks and solid fills.

Grey is used as an auxiliary colour. It is needed if you require the ability to somehow additionally highlight secondary elements in the design.

Pure Black

RGB 0 0 0
CMYK 30 85 85 100
Pantone Black 6 C

Concrete Grey

RGB 201 201 201
CMYK 25 19 18 0
Pantone P 172 -2 C

Azure Blue

RGB 0 156 255
CMYK 70 33 0 0
Pantone P Process Cyan C

ThankYou.