

# Cyient Logo Usage Guidelines

## Logo Usage

Our logo includes a dot called— The Enhancer — within the letter E. It is a symbol of how we work with our clients to create interventions that solve problems and produce better outcomes.

### Slate version: external and internal

#### Positive

CYIENT

#### Negative



### Aqua version: internal use only

#### Positive

CYIENT

#### Negative



To ensure legibility and reproduction at smaller sizes, logo should not be smaller than 10 mm width (print) or 28 pixels width (on-screen).

CYIENT

Small size for use between  
10mm (28px) - 20mm (57px)

When our logo is used as a standalone (not as part of our extended visual system), four 'N's denote the mandatory required clear space around our logo.

### Standalone



## Co-Branding

Cyient is the dominant partner

- Cyient logo should be 2x the length/height of the partner logo
- Do not lock up Cyient and partner logos, use logo separately
- Include a vertical dividing rule between Cyient and its external partner; the line should be slate grey

CYIENT || LOGO

Equal partners, but Cyient-led

- Cyient and partner logos should be the same relative size
- Depending on context, logos should either be locked up or used separately environment and

CYIENT || LOGO

Equal partners, but partner-led

- Cyient and partner logos should be the same relative size
- Depending on environment and context, logos should either be locked up or used separately
- Include a vertical dividing rule between Cyient and its external partner; the line should be slate grey

LOGO || CYIENT

Cyient as a supporting partner

- Ensure that the partner logo does not exceed twice the size of the Cyient logo
- Depending on environment and context, logos should either be locked up or used separately
- Include a vertical dividing rule between Cyient and its external partner; the line should be slate grey

LOGO || CYIENT

All uses of the Cyient logo for co-branding need to be approved IN ADVANCE by the Cyient Corporate Marketing Communications team. All new logo lock ups require approval in advance by the brand team.