

AN INTERIM VERSION OF
CERT VISUAL IDENTITY GUIDELINES

Centre of 
Excellence for Applied
Research & 
Training 

BY HCT MARCOMS DEPARTMENT

25 Years
That Shaped
Who We are Today!



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Our History

Since its foundation in 1996, CERT has been at the forefront of national development, through life-long learning and technology solutions that deliver value for leading organizations in the UAE and the region. We are uniquely positioned at the intersection of academia, industry, and government, offering integrated solutions that contribute to industry competitiveness and government excellence.



Centre of Excellence
for Applied Research
and Training

Visual Identity Concepts




CERT



The contemporary and sleek CERT corporate logo incorporates striking, yet **subtle, colors and design elements** including reference to the stylized **C** – reference to the **CERT** name and its Commercial heritage.

The sweeping nature of the **C** harks to the ancient tool – the **boomerang**. It evokes the concept of providing training and future proof upskilling, which is returned in the form of highly trained professionals & benefits to employers.

Aligned with HCT's Brand DNA, the new CERT identity will build awareness, engage and resonate with our market and key demographics and inspire loyalty in your partners and stakeholders.



**Returning you
to industry &
community.
Investing through
Upskilling!**

Visual Identity Overview

CERT



The modern aesthetics of the proposed CERT Visual Identities are highly conducive to being produced in a variety of scenarios, as well as being replicated in a simple monochrome (black & white) typeface, such as in photocopying.

The corporate blue of the shield can be simply matched with the CERT name in black or the same blue. These variations provide a visual corporate identity which is smart and elegant, with clean, crisp lines, yet also provides a strong, capable and assured identity, as evinced in the bold shapes and lines of CERT

Clear Space

The CERT logo needs to be surrounded by an area of uninterrupted clear space to allow it to remain prominent in all communications. Clear space is the non-print area surrounding the logo.

No other graphic elements (such as photography or typography) should appear within this zone. Wherever possible, apply more clear space than the minimum specified.



Logo Variations

The CERT logo is the key identifier of the organisation, consisting of two key elements: the CERT Icon and CERT wordmark. This section provides details on available logos and intended usage. The following logo formats highlight the correct usage of the brand identity system. The logos shall not be altered or modified in any other formats other than what is given below

Primary Logo: Stacked Centre Aligned



Logo Variations

The CERT logo is the key identifier of the organisation , consisting of two key elements: the CERT Icon and CERT wordmark. This section provides details on available logos and intended usage. The following logo formats highlight the correct usage of the brand identity system. The logos shall not be altered or modified in any other formats other than what is given below

Secondary Logo: Horizontal Align



Visual Identity Reverse Color

As a preference, the full-color positive logo should be used. Where this is not possible the mono CERT Blue positive logo should be used. The mono black and white logos should only be used when full color is not an option.

All CERT logo variations are eligible for Monochrome (black and white) colors.



Brand Typeface

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all CERT communications. We have selected Aktiv Grotesk and Tahoma which helps inject energy and enthusiasm into the entire CERT communications, as the primary and secondary corporate typefaces.

Aktiv Grotesk

is our typeface, and we use it in four weights:

Light, Regular,
Medium & Bold

In cases where we can't use our typeface, such as Microsoft Office applications, we use Tahoma.

أكتيف جروتيسك
هو خطنا الرئيسي،
ونستخدمه بأربعة أوزان:

الرفيع، العادي،
المتوسط والغامق

في الحالات التي لا نستطيع استخدام
خطنا، مثل تطبيقات مايكروسوفت
المكتبية، نستخدم خط تاهوما.

Primary Color Palette

CERT Blue

#0071CE
C91 M53 Y0 K0
R0 G113 B206
PMS 285 C

CERT Black

#3F4743
C0 M0 Y0 K85
R74 G74 B73

White

#FFFFFF

C0 M0 Y0 K0
R255 G255 B255

Black

#000000

C0 M0 Y0 K100
R0 G0 B0

Explanation:

The CERT primary palette contains Blue and Black. These colors have become a recognizable identifier for the organization.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

Secondary Color Palette

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for CERT. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.

CERT Orange #FC9147 PMS 715	C0 M54 Y87 K0 R252 G145 B71
#FEE3D1 PMS 25%	CMYK 25% R254 G228 B209
#FDC8A3 PMS 50%	CMYK 50% R254 G200 B163
#FCAC75 PMS 75%	CMYK 75% R253 G173 B117

CERT Green #AAD75F PMS 367	C41 M0 Y68 K0 R170 G215 B95
#E9F5D7 PMS 25%	CMYK 25% R234 G245 B215
#D4EBAF PMS 50%	CMYK 50% R213 G235 B175
#BFE187 PMS 75%	CMYK 75% R191 G225 B135

CERT Aster Blue #2A7DE1 PMS 2727	C79 M44 Y0 K11 R42 G125 B225
#D2DCF8 PMS 25%	CMYK 25% R210 G220 B248
#A4BBF0 PMS 50%	CMYK 50% R164 G187 B240
#739BE9 PMS 75%	CMYK 75% R115 G155 B233

CERT Purple #AA0082 PMS 241	C30 M100 Y2 K2 R170 G0 B170
#E9BDFD PMS 25%	CMYK 25% R234 G191 B224

CERT Yellow #FAC800 PMS 7406	C0 M20 Y100 K2 R250 G200 B00
#FDF1BF PMS 25%	CMYK 25% R254 G241 B191
#FCE37F PMS 50%	CMYK 50% R253 G228 B128
#FBD53F PMS 75%	CMYK 75% R251 G214 B64

CERT Aqua #00DCB4 PMS 570	C57 M0 Y36 K0 R0 G220 B180
#BFF6EC PMS 25%	CMYK 25% R191 G246 B236
#7FEDD9 PMS 50%	CMYK 50% R128 G238 B218
#3FE4C6 PMS 75%	CMYK 75% R64 G229 B199

CERT Azure #00AAFF PMS 284	C59 M17 Y0 K0 R0 G170 B255
#BFE9FF PMS 25%	CMYK 25% R191 G234 B255
#7FD4FF PMS 50%	CMYK 50% R128 G213 B255
#3FBFFF PMS 75%	CMYK 75% R64 G191 B255

CERT Lavender #C864C8 PMS 7441	C44 M70 Y0 K0 R200 G100 B200
#F1D8F1 PMS 25%	CMYK 25% R241 G216 B241

CERT Lemon #EEDC00 PMS 3965	C7 M0 Y100 K0 R238 G220 B0
#FAF6BF PMS 25%	CMYK 25% R251 G246 B191
#F6ED7F PMS 50%	CMYK 50% R247 G238 B128
#F2E43F PMS 75%	CMYK 75% R242 G229 B64

CERT Teal #7AE1AA PMS 345	C43 M0 Y41 K0 R122 G225 B170
#DDF7E9 PMS 25%	CMYK 25% R222 G248 B234
#BCF0D4 PMS 50%	CMYK 50% R189 G240 B213
#9BE8BF PMS 75%	CMYK 75% R156 G233 B191

CERT Arctic #50D2FF PMS 2905	C45 M1 Y0 K1 R80 G210 B255
#D3F3FF PMS 25%	CMYK 25% R211 G244 B255
#A7E8FF PMS 50%	CMYK 50% R168 G233 B255
#7BDDFF PMS 75%	CMYK 75% R124 G221 B255

CERT Pink #FFB199 PMS 1777	C0 M66 Y29 K0 R255 G129 B153
#FFDFE5 PMS 25%	CMYK 25% R255 G224 B230

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