

BRAND GUIDELINES · v1.0 · 2026

The Ciphardom Brand System

One parent. Many domains. A single, trusted
identity.

One holding brand over many domains

Ciphardom Pty Ltd is the parent company for a family of specialist consultancies — IT services, hospitality software, retail software, digital marketing, and SaaS.

The brand exists to make that breadth feel like **strength, not sprawl**. Every domain inherits the same credibility: enterprise-grade, dependable, and technically sharp. The name itself — **cipher** (code, security, craft) + **dom** (domain, mastery) — is the idea in a word.

Personality

Trustworthy

Established and credible. We earn enterprise confidence.

Precise

Engineering-minded. Clean, structured, intentional.

Quietly modern

Contemporary without chasing trends.

The idea behind the mark

The logo is the “**Cipher Shield**”: a shield — trust, security, governance — holding an abstract “**C**” aperture/lock. It signals protection and software-assurance, the qualities that unify every Ciphardom domain.

The primary logo

The horizontal lockup is the default. Use it wherever there is room. It pairs the Cipher Shield mark with the **Ciphardom** wordmark, where **dom** carries the azure accent.



Anatomy



- **Shield** — trust, security and governance; the through-line across every domain.
- **"C" aperture** — an abstract C / lock at the centre: the cipher and the brand initial, the idea of access secured.
- **Centre point** — the locked core; focus and precision.
- **Wordmark** — Sora SemiBold, lowercase; **ciphar** (navy) + **dom** (azure), set tight to the shield with the accent on **dom**.

Use the right version for the background



Primary — light backgrounds



Reverse — dark backgrounds



Mono navy — single-colour print



Mono white — single-colour reverse



Stacked + PTY LTD descriptor



Icon only — avatars, app, favicon

Give the logo room to breathe

Maintain clear space of at least **half the height of the shield** on every side. Keep this area free of other logos, type, and graphics.



Minimum sizes



Icon · 24px



Favicon · 16–32px



Horizontal lockup · 120px wide

Protect the logo

The logo's integrity depends on consistency. Never modify it in these ways:



✗ Don't
recolour outside the palette



✗ Don't
stretch or distort



✗ Don't
rotate or skew



✗ Don't
place on low-contrast colour



✗ Don't
add shadows or effects


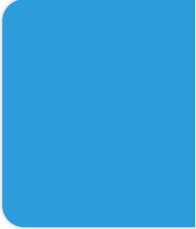




✗ Don't
rearrange mark & wordmark

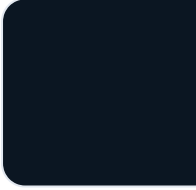

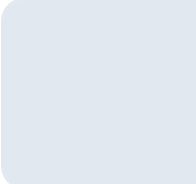
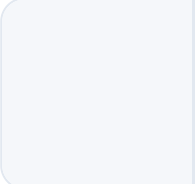
An enterprise palette

Navy carries the brand; azure is the single, deliberate accent. Neutrals do the quiet work of layout and text.

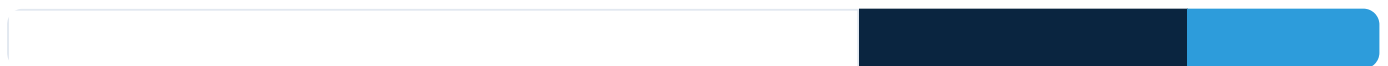
Core

	Navy #0A2540 · rgb(10,37,64) Primary. Logo, headings, dark surfaces.		Azure #2D9CDB · rgb(45,156,219) Accent. Links, highlights, "dom".
	Deep #0E3A5C · rgb(14,58,92) Depth, gradients, hover on navy.		Azure Dark #1B6FB3 · rgb(27,111,179) Accent-2, hovers, descriptors.

Neutrals

	Ink #0B1622 Body text.		Muted #64748B Secondary text, captions.
	Line #E2E8F0 Borders, dividers.		Paper #F5F7FA Surfaces, section fills.

Suggested balance



~62% light/neutral · ~24% navy · ~14% azure. Keep azure as a precise accent, never the dominant field.

Sora for voice, Inter for clarity

Sora

Display & headings · 600 / 700 / 800

AaBbCcDdEe

0123456789

Inter

Body & UI · 400 / 500 / 600

AaBbCcDdEe

The quick brown fox jumps over the lazy dog.

Type scale

Display / H1 — Sora 700, 40–56px

Section / H2 — Sora 600, 22–28px

Body — Inter 400/500, 15–17px, line-height 1.55

Caption / label — Inter 500, 12–13px, tracked +0.04em uppercase

Both are open-source (Google Fonts), so they're free for web, app and print, with matching web-font and desktop files. Fallback stack: Sora → "Helvetica Neue", Arial · Inter → system-ui, sans-serif.

One brand, five domains

The recommended model is **endorsed descriptors**: the master logo stays constant and each domain is named beneath the wordmark. Maximum recognition for the parent, clear specialisation per domain, and almost nothing extra to manage.

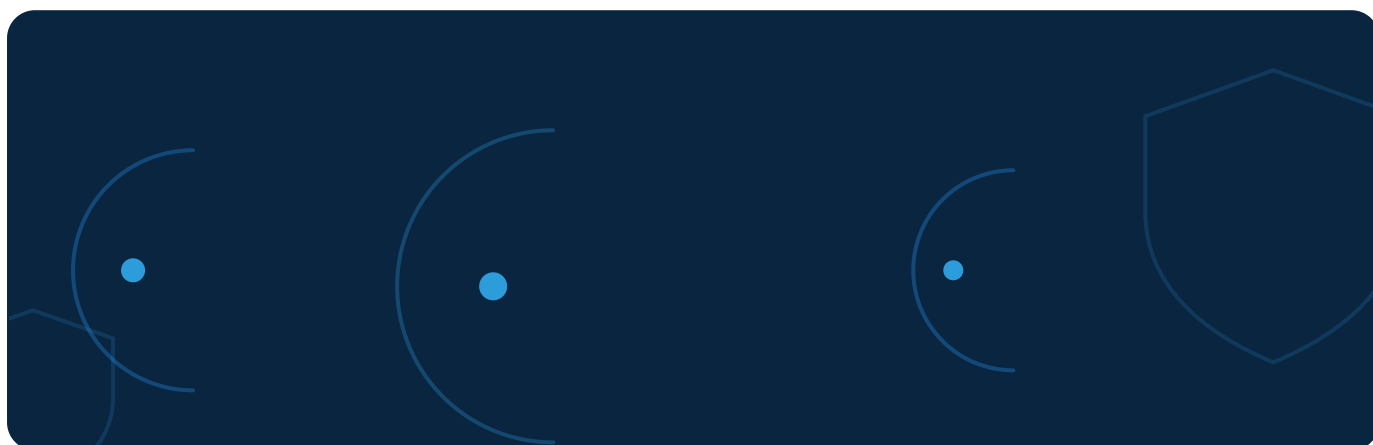


+ your next domain

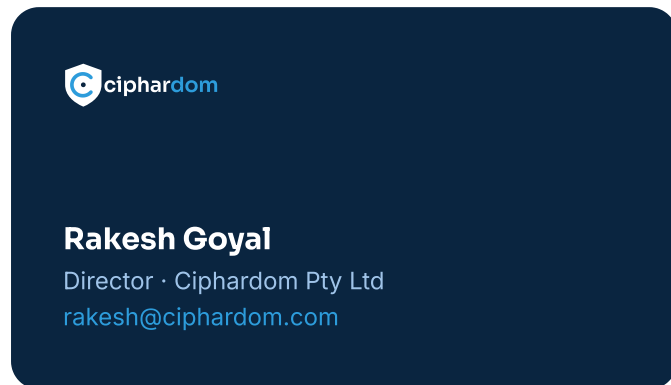
How it can grow. If a domain ever needs more independence, the system extends two ways without breaking the parent: **(1) Named divisions** — give a domain its own product name locked under “a Ciphardom company”; or **(2) Colour-coded domains** — assign each domain a secondary accent while keeping the same lockup. Start endorsed; escalate only when a domain earns it.

The aperture motif

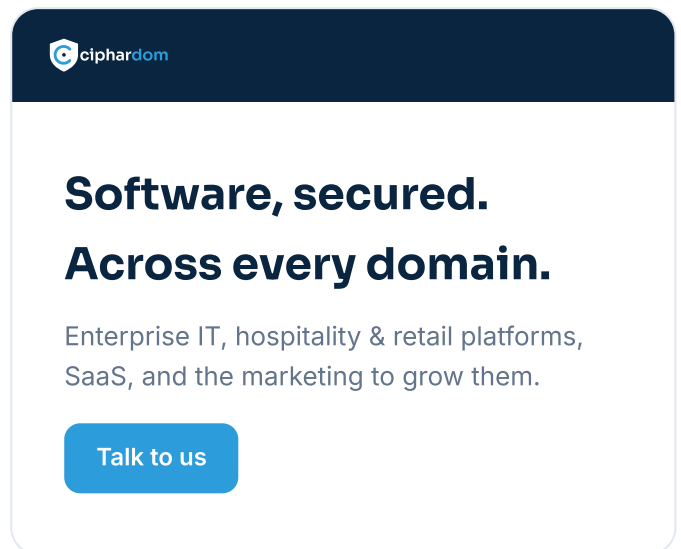
Beyond the logo, the **shield silhouette** and the **"C" aperture arc** form a flexible graphic device — for hero backgrounds, section dividers, slide corners and patterns. Use it subtly, low-contrast, never competing with content.



The brand in the world



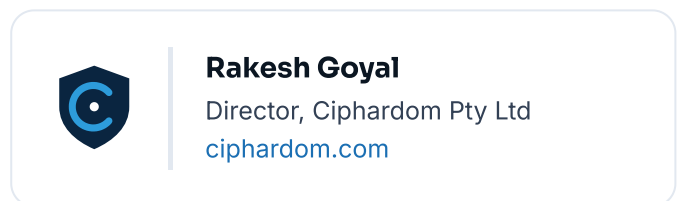
Business card



Website hero



Social / app avatar
(app icon)



Email signature

What's in the kit

SVG masters plus PNG exports and a complete favicon set. SVGs have the Sora font embedded, so they render correctly everywhere; convert text to outlines for professional print.

logo/ – 6 lockups (SVG)

logo/subbrands/ – 5 domain lockups

icon/ – mark variants (SVG)

favicon/ – svg, ico, apple-touch, PWA,

manifest

png/ – raster exports

README.md · brand-sheet.html

Web <head>: favicon.ico + favicon.svg + apple-touch-icon.png + site.webmanifest + theme-color #0A2540. Full snippet in assets/README.md.