

# Brand Guidelines





# Overview

## Purpose

The key to creating impact through our brand is consistency. Our work will only be meaningful to the world if people are able to identify, connect and relate when they interact with it. This document is designed to ensure every impression we make is positive and our communications are consistent in appearance, emotion and intention.

The purpose of the ISC2 brand guidelines is to provide a framework for a unified brand.

### **Brand Contact**

For brand-related questions or information not covered in this booklet, please contact:

[Brand@isc2.org](mailto:Brand@isc2.org)

# ISC2 Strategic Positioning

## Vision

**The change we want to see in the world.**

A safe and secure cyber world.

## Mission

**Why we exist and what we do.**

We strengthen the influence, diversity and vitality of the cybersecurity profession through advocacy, expertise and workforce empowerment that accelerates cyber safety and security in an interconnected world.

## Promise

**The essence of what we deliver.**

Steadfast leadership to navigate, strengthen and drive the future of cybersecurity.

## Positioning Statement

**The position we hold in the hearts and minds of our target audience.**

Our unrelenting efforts **ensure the vitality, quality, diversity and influence of the cybersecurity workforce.** Our in-demand certifications, incomparable support for members, impactful policy influence and international community of experts make us the global leader in advancing the cybersecurity profession.

# Our Narrative

## **Your Future. Secured.**

Our hyperconnected digital world offers extraordinary possibilities for people and societies to thrive. However, those same possibilities also create opportunities for bad actors to threaten our data, our critical infrastructures and even our identities. We expect our technology to be secure by default.

From ISC2's first days in 1989 at the dawn of the internet age, a small, forward-looking group of information and systems security professionals recognized, before all others, the role security plays in the rapid adoption of innovative technologies, and with it the need to create and nurture an emerging new profession with the expertise, standards and ethical practices necessary to secure our lives.

Today, ISC2 is the world's leading member organization for cybersecurity professionals, driven by the vision of a safe and secure cyber world. Our association comprises more than 500,000 members, candidates and associates who are safeguarding the way we live.

To support their efforts, ISC2 strengthens the influence, diversity and vitality of the cybersecurity profession through advocacy, expertise and workforce empowerment that accelerates cyber safety and security in an interconnected world.

Central to this work are ISC2's award-winning, independent and globally recognized certifications and continuing professional education, which support our global membership at every stage in their careers as they lead cybersecurity defense

across organizations of all sizes, in private and public sectors.

## **Answering the Need – for Individuals, Communities and Organizations**

Cyberthreats far outstrip the current capacity of skilled professionals to defend against them. That puts everyone's safety and security at risk. Today's global workforce gap exceeds 4 million cyber experts and is growing, creating a critical need to bring more qualified professionals into the field and advance their careers.

By ensuring the cybersecurity workforce has the knowledge and skills for today's information and system security demands, we help ensure the cybersecurity workforce thrives and positively impacts communities inside and outside the workplace.

For cybersecurity professionals, ongoing learning is critical as technologies and policies evolve at lightning speed. Certifications, supported by lifelong continuous professional education, enable long-term growth and career advancement.

For organizations, finding cybersecurity talent can be challenging. ISC2 certifications, including CISSP, CCSP, SSCP, CGRC and CSSLP, play a critical role during the recruitment process by demonstrating advanced knowledge, skills and abilities. Our premier entry-level certification, Certified in Cybersecurity (CC), provides assurance for employers that candidates understand fundamental security best practices, policies and procedures.

## (Our Narrative Continued)

ISC2 also represents our members to governments around the world, ensuring their needs are heard by policymakers and legislators, and that government agencies understand the importance of workforce development for the profession. We deploy research and influence to ensure regulation and policy reflects the needs of our members and the wider industry for the good of all.

### **Our Values.**

At ISC2, our values drive everything we do to support cybersecurity professionals and the industry at large.

We stand for **integrity**. As an educator, a representative body, a champion for the good that cybersecurity contributes to society, it all begins with the honesty, ethics, fairness and sincerity that form the basis for who we are and everything we do.

We **advocate** for our members to ensure they have a voice in critical decision-making and regulatory processes.

We are **committed** to our members and support them in what they stand for and the work they do.

We are dedicated to **diversity, equity and inclusion**, both internally and across our industry, to better serve our work and our world.

Everything we do as an organization is focused on achieving **excellence** and the highest possible standards.

### **Our Commitment.**

ISC2 brings a human approach to cybersecurity. Our chapters embody our public-facing approach as a global network of cybersecurity peer support, as do our digital communities, content publishing and volunteer opportunities.

In academia, we work closely with educators to ensure curricula at all stages are preparing students for the challenges and opportunities ahead of them.

Our charitable arm, the Center for Cyber Safety and Education, enables ISC2 and our members to serve the public by educating the most vulnerable about cyber risks and empowering access to enter and thrive in the cyber profession.

ISC2 certification is not the end of the journey, it is a window to the future and the beginning of a greater opportunity for cybersecurity professionals and the industry at large. Cybersecurity is ever-changing. Technology and tactics advance at a significant pace. Our history and experience affirm that tomorrow will bring new cyberthreats. Lifelong learning builds the knowledge and skills needed to defend and the confidence to lead.

# Verbal Identity

# Our Tone of Voice

How we convey ourselves through communications.

The tone of our written and spoken communications with our audience should always position us as compassionate leaders who come across as:

## **Genuinely Compelling**

Our passion can be felt in everything we do. We evoke attention for all the right reasons.

## **Compassionately Confident**

We carry ourselves with earned pride but are never boastful. We speak and act with conviction and a composed boldness.

## **Human Focused**

Our approach is focused on people. We are empathetic, understanding and real.

## **Headline Examples**

- Making the Cyber World Safer Starts with You.
- Your Career in Cybersecurity Starts with Us.
- We Believe in a More Secure Cyber World. We Believe in People Like You.

# Proper Word and Grammar Usage

We use Associated Press Style for all writing, yet there are a few exceptions to fit our voice. Please review the official style guidelines here:

[https://isc2.service-now.com/esc?id=kb\\_article&sys\\_](https://isc2.service-now.com/esc?id=kb_article&sys_)

## Professional Titles

If the title precedes the individual's name, it should be capitalized; if it follows the individual's name, it should be lowercase. Proper nouns such as divisions should remain capitalized.

Examples:

- ISC2 Vice President of Professional Programs Fred Smith
- Fred Smith, vice president of professional programs at ISC2
- Fred Smith, director of cybersecurity advocacy at ISC2

## Serial Comma

Do not use serial commas. The serial (or Oxford) comma is the final comma in a list.

Example:

- ISC2 has offices in North America, Europe, Latin America and the Asia-Pacific.

## Sentence Structure Tips

Vary sentence length for readability. Consider a 17-word maximum for long sentences. Shorter paragraphs are generally easier to read and more effective for conveying information. Use subheads to convey the story. This allows readers to skim and get the basic information.

As a global organization, we must be direct and use simple language to convey complex topics. Delete unnecessary words (adjectives and adverbs). "That" is a commonly overused word you can often strike from copy.

## Use Title Case for Heads, Subheads and Calls to Action

This clarifies the most important portions of a document and presents our style consistently.

## Acronyms

In general, do not use an acronym on first reference unless it's well-understood and established, such as CEO or FBI.

## Trademarks

## Proper Word and Grammar Usage (continued)

Use the appropriate registration ®, TM, SM or CM symbols in the first instance of the body copy. In a case where no body copy is used, symbols should be used in the headline. If the document, web page or email contains a corporate and/or product logo with the proper trademark, that suffices as first reference and the mark is unnecessary on first reference in copy.

For textbook titles, always use the registration symbol since it is part of the published name of the book.

If you are using CISSP or another certification following a person's name in a formal title, do not use the registration symbol.

Examples:

- ISC2®
- The Center for Cyber Safety and Education™
- CGRC®

- CBK®
- CC<sup>SM</sup>
- CCSP®
- CGRC<sup>SM</sup>
- CISSP®
- CISSP-ISSAP®
- CISSP-ISSEP®
- CISSP-ISSMP®
- CSSLP®
- HCSSP®
- Safe and Secure Online®
- SSCP®

# Preferred Word and Phrase Usage

## **Cybersecurity**

Cybersecurity is considered the default, preferred descriptor of our members' profession and should be used as one word for consistency. It should only be broken into two words (Cyber Security) when used as a proper noun (members' titles, government agency names and department names).

## **Cyberattack**

One word.

## **Cybercrime**

One word.

## **Cyberthreat**

One word.

## **Do not use the term "Hacker"**

Instead, use "malicious actor," "threat actor" or "bad actor."

## **Login/Logon vs. Log in/Log on**

Log in (two words) should only be used as

## **Insecure vs. Nonsecure**

Both insecure and nonsecure are acceptable. Insecure directly means not sufficiently protected; easily broken into, while nonsecure means not free from danger or risk of loss. Do not use "unsecure."

## **We don't stop anything**

Nobody can stop cyberattacks. Threat actors attack of their own volition. Professionals can help respond to, mitigate, prepare for and harden defenses against attacks but not stop attacks.

## **Securing critical assets**

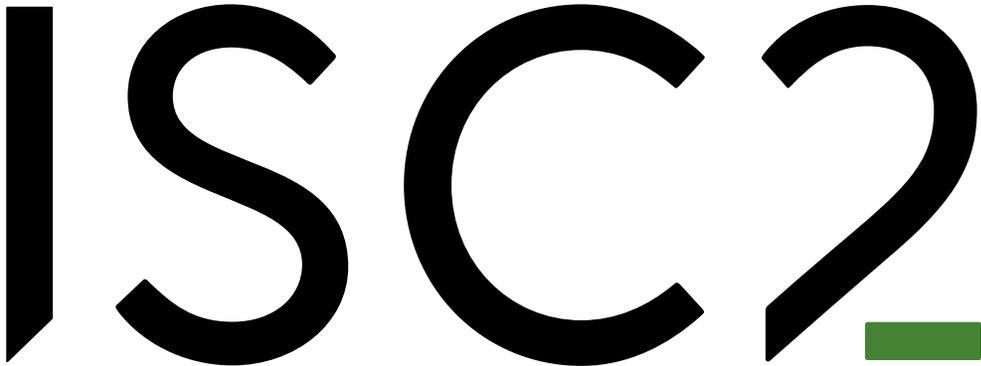
The preferred overarching phrase for what our members and cybersecurity professionals are protecting. Instead of protecting data, network, infrastructure, etc., use: ISC2 members enable organizations to better secure their critical assets.



# Visual Identity

# Primary Logo

The ISC2 wordmark with the green baseline dash is our primary logo. Please see the following pages for approved color variations.



## Logo Variations

The ISC2 logo is currently approved in four color variations and should never be used in any other color variations than what is shown here.

**Full-color Logo**



**Black Logo**

(only for 1-color printing cases)



**Full-color Knockout Logo**



**White Knockout Logo**

(only for 1-color printing cases and very small use)

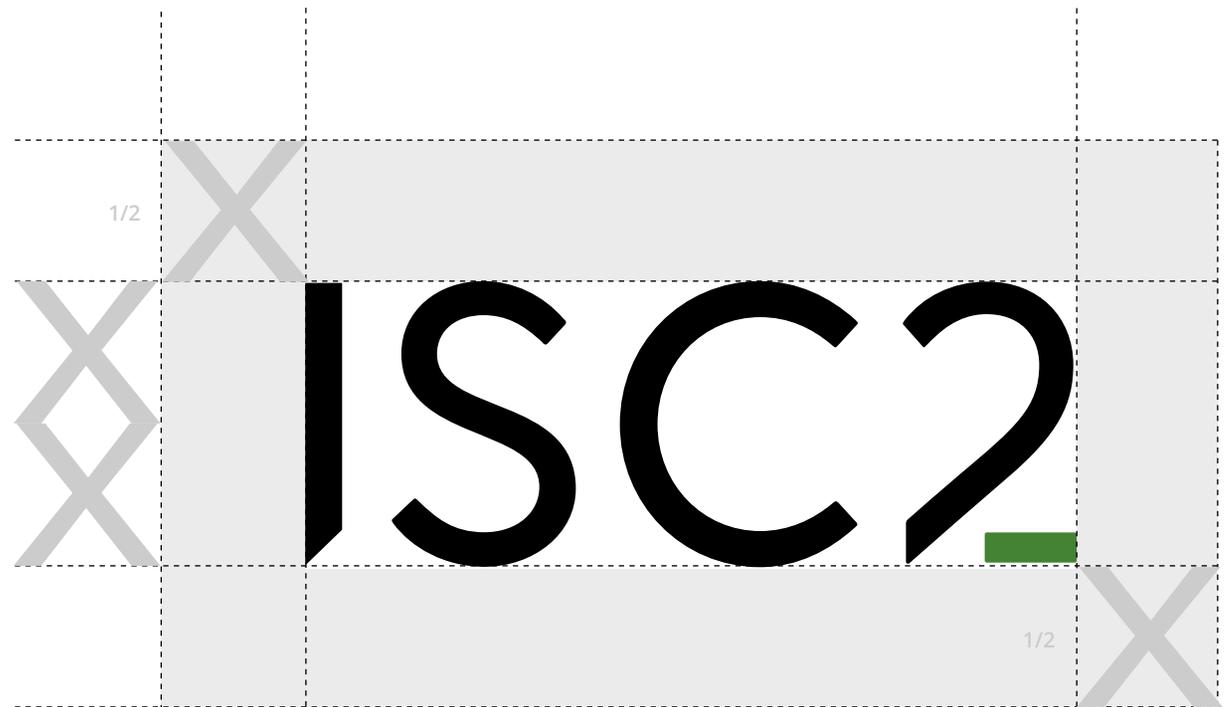


## Clear Space and Minimum Sizes

To give our logo the room it deserves please leave plenty of space around it.

At a minimum, leave clear space equal to  $\frac{1}{2}$  of the wordmark height.

### Minimum Logo Clear Space



### Minimum Logo Size

ISC2

Print –  $\frac{1}{2}$  inch minimum width

Digital – 65 pixels minimum width

# Recommended Backgrounds

These examples are the only approved background colors.

**Full-color Logo Knockout on ISC2 Rich Black**



Do not use at small sizes. The 2 is not readable.

**Full-color Logo on White**



**White Knockout Logo on ISC2 Green**



**Full-color Logo on ISC2 Gray**



## Misuse of Logo

Do not use the logo in any way other than what is described in these guidelines. Shown here are examples of how not to use the logo.

Do not add visual effects to logo.



Do not place logo inside shape.



Do not use colors other than approved colors.



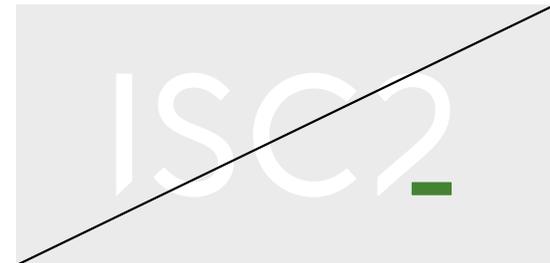
Do not use logo on busy backgrounds.



Do not warp logo.



Do not use logo in low-contrast colors.



# Primary Brand Color Palette

The color palette is vibrant and energetic, supporting the community-driven aspect of the brand.

Our primary brand colors are ISC2 Green, ISC2 Gray and ISC2 Rich Black.

The Lime, Cornflower and Marigold colors are secondary colors to be used as accents to the primary color palette.

Additional colors have been established for the brand to represent the different certifications in the certification section that follows.

## Primary Color Palette

<b>ISC2 Green</b>  RGB: 63.142.68 HEX: #3f8e44 CMYK: 78.22.99.7 Pantone 2426 C Pantone 2426 U	<b>ISC2 Rich Black</b>  RGB: 0.0.0 HEX: #000000 CMYK: 76.65.66.90 Pantone 419 C Pantone Black 6 U
	<b>ISC2 Gray</b>  RGB: 235.235.235 HEX: #EBEBEB CMYK: 0.0.0.8 8% Rich Black

## Secondary Color Palette

<b>Lime</b>  RGB: 154.194.60 HEX: #9AC23C CMYK: 37.0.77.0 Pantone 367 C Pantone 2298 U	<b>Cornflower</b>  RGB: 84.102.174 HEX: #5466AE CMYK: 71.51.0.0 Pantone 2130 C Pantone 2738 U	<b>Marigold</b>  RGB: 236.198.35 HEX: #ECC623 CMYK: 0.2.80.0 Pantone 114 C Pantone 107 U
<b>Dark Green</b>  RGB: 36.46.33 HEX: #242e21 CMYK: 73.56.76.68	<b>Dark Blue</b>  RGB: 21.41.50 HEX: #152932 CMYK: 87.68.57.62	<b>Dark Gray</b>  RGB: 51.51.58 HEX: #33333a CMYK: 73.67.56.54

# Web Color Accessibility

Shown here are the recommended color combinations for compliance with Web Content Accessibility Guidelines (WCAG) 2.1 AA. The rectangle indicates background color and the text indicates text color.

The color combination marked with an asterisk (\*) at right is accessible only as large text (equal to or larger than 18 points or 14 points when bold).

White and black are the preferred colors for body copy text. However, the following combinations may be used for headlines and subheads as long as they meet the WCAG size requirements for accessibility.

For details on WCAG 2.1 AA, please visit [w3.org/WAI/WCAG21/quickref](http://w3.org/WAI/WCAG21/quickref).

## Colored Text on ISC2 Rich Black Backgrounds



ISC2 Green

Lime

Marigold

Steel

ISC2 Gray

White

## Colored Text on ISC2 Gray Backgrounds



ISC2 Green \*

Cornflower

ISC2 Rich Black

## Colored Text on White Backgrounds



ISC2 Green

Cornflower

ISC2 Rich Black

## ISC2 Rich Black Text on Colored Backgrounds



ISC2 Green

Lime

Marigold

Steel

## White Text on Colored Backgrounds



ISC2 Green

Cornflower

# Brand Typography

Open Sans is an easy-to-read open source font born for digital use. Its numerous weights allow great versatility for a variety of applications. It has a mainstream feel with just enough personality to be unique and ownable.

Our content should always be clear, elegant and easy-to-read. Classic brand typography is a big part of conveying that.

- Use typography in the simplest ways possible.
- Create bulleted lists to read as simply as possible. Keep bulleted items to a few words. Use classic bullets, never odd versions such as stars or emojis.
- Use as few styles, sizes and weights as possible.
- Use bold or italic for emphasis. Do use both.
- Group content together in as few type blocks as possible to make it

Eyebrow

**OPEN SANS BOLD**

Headline

Open Sans  
Regular

Subtitle

**Open Sans Bold**

Body copy

Open Sans Regular

All characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()=+~/~:;'"

## System Font

Brand fonts should be used wherever possible, but in cases where they are unavailable, this system font selection may be substituted.

Eyebrow

**ARIAL BOLD**

Headline

**Arial Bold**

Subtitle

**Arial Bold**

Body copy

Arial Regular

All characters

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%&\*()=+~/~:;“”**

# Photography

When choosing people to represent the ISC2 brand in photography, always opt for imagery that conveys a sense of authenticity and appears candid, never posed or staged. Talent should be selected with DEI initiatives in mind. Group shots should focus on people working together and collaborating. Portraits should feature confident individuals. In both cases, talent should never look directly at the camera.

Photography should be bright and airy with simple backgrounds. Photos should aim to limit the amount of computer screens and use of dark “techy” backgrounds in an effort to combat the narrative that cybersecurity is a field of reclusive individuals in dark rooms. By incorporating pops of green into the imagery, we are able to create and maintain a strong connection to the brand in a subtle and natural way.



# Gradient Dash Pattern

The dash pattern used throughout the brand represents connection.

It may be cropped, scaled and expanded as needed.

The pattern should most often be used as the secondary light green placed on primary green backgrounds. It should be set at a 50% opacity on top of a solid green, white or black background color.

Please see the following pages for guidelines on how the pattern should interact with typography and photography.



# Gradient Dash Pattern Usage

When being used with headlines, the dash pattern should never overlap the headlines themselves. Rather, the pattern should act as a dynamic background and framing mechanism for copy. The pattern indicates forward motion with the gradient transitioning from transparent on the left to full color on the right.

The color chosen for both the pattern and typography should also follow accessibility guidelines.

## Use Case: Headlines



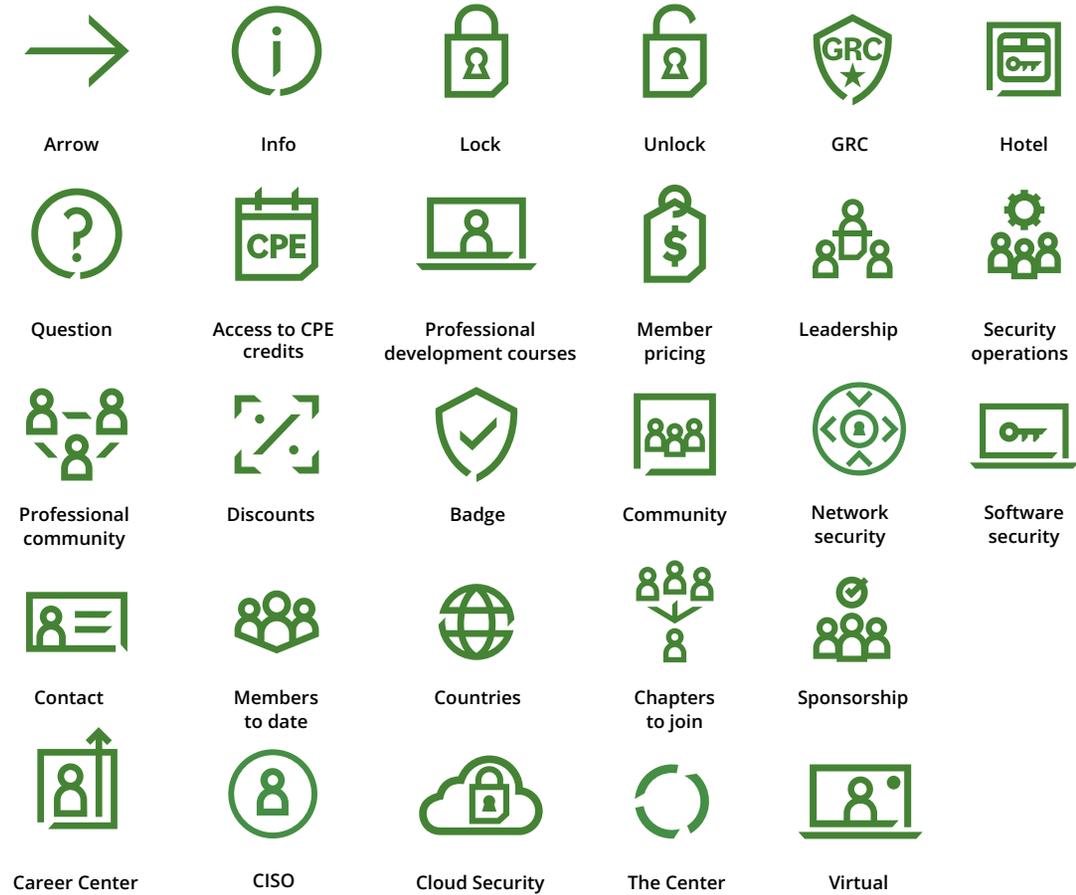
## Use Case: Photography



# Iconography

These geometric icons were created with design features that mimic the angles found in the logo.

Additional icons can be created in this same style as the brand evolves.



# Certification Branding

# Preferred Certification Lockups

## Horizontal Versions

The certifications have various lockups for different space limitations.

As one of our strategies is to better connect ISC2 with the certifications, please use the preferred lockups (on pages 29 and 31) incorporating the corporate identity.

The following pages show examples of how each lockup should be rolled out by certification.

### Preferred Certification Marks



# Preferred Certification Lockups

## Stacked Versions

As one of our strategies is to better connect ISC2 with the certifications, please use the preferred lockups (on pages 29 and 31) incorporating the corporate identity.



**Certified in Governance  
Risk and Compliance**



**Certified  
in Cybersecurity**



**Certified Cloud  
Security Professional**



**Certified Information  
Systems Security Professional**



**Certified Secure Software  
Lifecycle Professional**



**HealthCare Information  
Security and Privacy Practitioner**



**Systems Security  
Certified Practitioner**

# Certification Marks

The certifications have various lockups. Shown here is every certification as a 2-dimensional and 3-dimensional standalone mark.

As one of our strategies is to better connect ISC2 with the certifications, please use the preferred lockups incorporating the ISC2 identity for most cases.

These standalone marks should only be used as support graphics and other uses when the full certification name is mentioned elsewhere or we're certain the audience is very familiar with the certification name and its association with ISC2.

The following pages show examples of how each lockup can be used when space is limited.

## 2-dimensional Standalone Certification Marks



## 3-dimensional standalone certification marks used primarily for the web. The bottom shadow is optional.



# Secondary Certification Lockups

## Horizontal Versions

### Secondary Certification Marks

- ISC2  **Certified in Governance Risk and Compliance**
- ISC2  **Certified in Cybersecurity**
- ISC2  **Certified Cloud Security Professional**
- ISC2  **Certified Information Systems Security Professional**
- ISC2  **Certified Secure Software Lifecycle Professional**
- ISC2  **HealthCare Information Security and Privacy Practitioner**
- ISC2  **Certified Cloud Security Professional**

# Tertiary Certification Lockups

For use only when space is limited.

As one of our strategies is to better connect ISC2 with the certifications, please use the preferred lockups (on pages 28 and 31) incorporating the corporate identity. The tertiary versions are designed for use when space is limited.



**Certified in Governance  
Risk and Compliance**

ISC2 Certification



**Certified  
in Cybersecurity**

ISC2 Certification



**Certified Cloud  
Security Professional**

ISC2 Certification



**Systems Security  
Certified Practitioner**

ISC2 Certification



**Certified Information  
Systems Security Professional**

ISC2 Certification



**Certified Secure Software  
Lifecycle Professional**

ISC2 Certification



**HealthCare Information  
Security and Privacy Practitioner**

ISC2 Certification

Certifications:  
Full lockups  
Stacked Vertical  
+ Concentration  
Center Stacked



**Certified Information  
Systems Security Professional**

**ISSAP** Architecture

ISC2 Certification



**Certified Information  
Systems Security Professional**

**ISSEP** Engineering

ISC2 Certification



**Certified Information  
Systems Security Professional**

**ISSMP** Management

ISC2 Certification

Certifications:  
Full Lockups  
Stacked Vertical  
+ Concentration  
Left Aligned  
Stacked



**Certified Information  
Systems Security Professional**  
**ISSAP** Architecture  
ISC2 Certification



**Certified Information  
Systems Security Professional**  
**ISSEP** Engineering  
ISC2 Certification



**Certified Information  
Systems Security Professional**  
**ISSMP** Management  
ISC2 Certification



**Certified Information  
Systems Security Professional**  
ISC2 Certification

**ISSAP** Architecture  
**ISSEP** Engineering  
**ISSMP** Management

# Certifications: Mark + Concentration



# Certification Color Palette

Additional colors have been established for the brand to showcase specific certifications.

Each color is assigned to a certification and should only be used in marketing communications for that certification.

## Primary Certification Color

Steel

RGB: 136.192.193  
HEX: #88C0C1  
CMYK: 45.9.3.0  
Pantone 3577 C  
Pantone 290 U

## Supporting Certification Colors

**CISSP**  
ISC2 Green

RGB: 63.142.68  
HEX: #3f8e44  
CMYK: 78.22.99.7  
Pantone 2426 C  
Pantone 2426 U

**CCSP**  
Cobalt

RGB: 0.163.215  
HEX: #0099d7  
CMYK: 91.17.0.0  
Pantone 2192 C  
Pantone 640 U

**CGRC**  
Cornflower

RGB: 84.102.174  
HEX: #5466AE  
CMYK: 71.51.0.0  
Pantone 2130 C  
Pantone 2738 U

**CC**  
Lime

RGB: 154.194.60  
HEX: #9AC23C  
CMYK: 37.0.77.0  
Pantone 367 C  
Pantone 2298 U

**CSSLP**  
Marigold

RGB: 236.198.35  
HEX: #ECC623  
CMYK: 0.2.80.0  
Pantone 114 C  
Pantone 107 U

**SSCP**  
Tangerine

RGB: 240.113.51  
HEX: #F07133  
CMYK: 0.68.96.0  
Pantone 165 C  
Pantone 1585 U

**HCISSP**  
Azalea

RGB: 198.69.136  
HEX: #C64588  
CMYK: 31.100.0.1  
Pantone 2405 C  
Pantone 2405 U

# Certification Anatomy

This shows the anatomy of a certification logo lockup and how future logos can be developed for additional certifications in the stacking versions.

Additionally, five recommended colors are shown here for future certification additions. These colors should never be used for anything else within the brand. They were chosen based on their distinctiveness from existing certification colors.

For future certification branding only:

RGB: 197.42.51  
HEX: #C52A33  
CMYK: 16.97.87.5

PANTONE 4060 C  
PANTONE 3517 U

RGB: 199.169.208  
HEX: #C7A9D0  
CMYK: 20.35.0.0

PANTONE 2563 C  
PANTONE 2563 U

RGB: 39.149.149  
HEX: #279595  
CMYK: 79.25.43.0

PANTONE 2236 C  
PANTONE 2235 U

RGB: 247.166.133  
HEX: #F7A685  
CMYK: 0.42.46.0

PANTONE 487 C  
PANTONE 488 U

RGB: 102.32.90  
HEX: #66205A  
CMYK: 62.100.33.23

PANTONE 260 C  
PANTONE 2355 U

Certification Logo + Mark Stacked



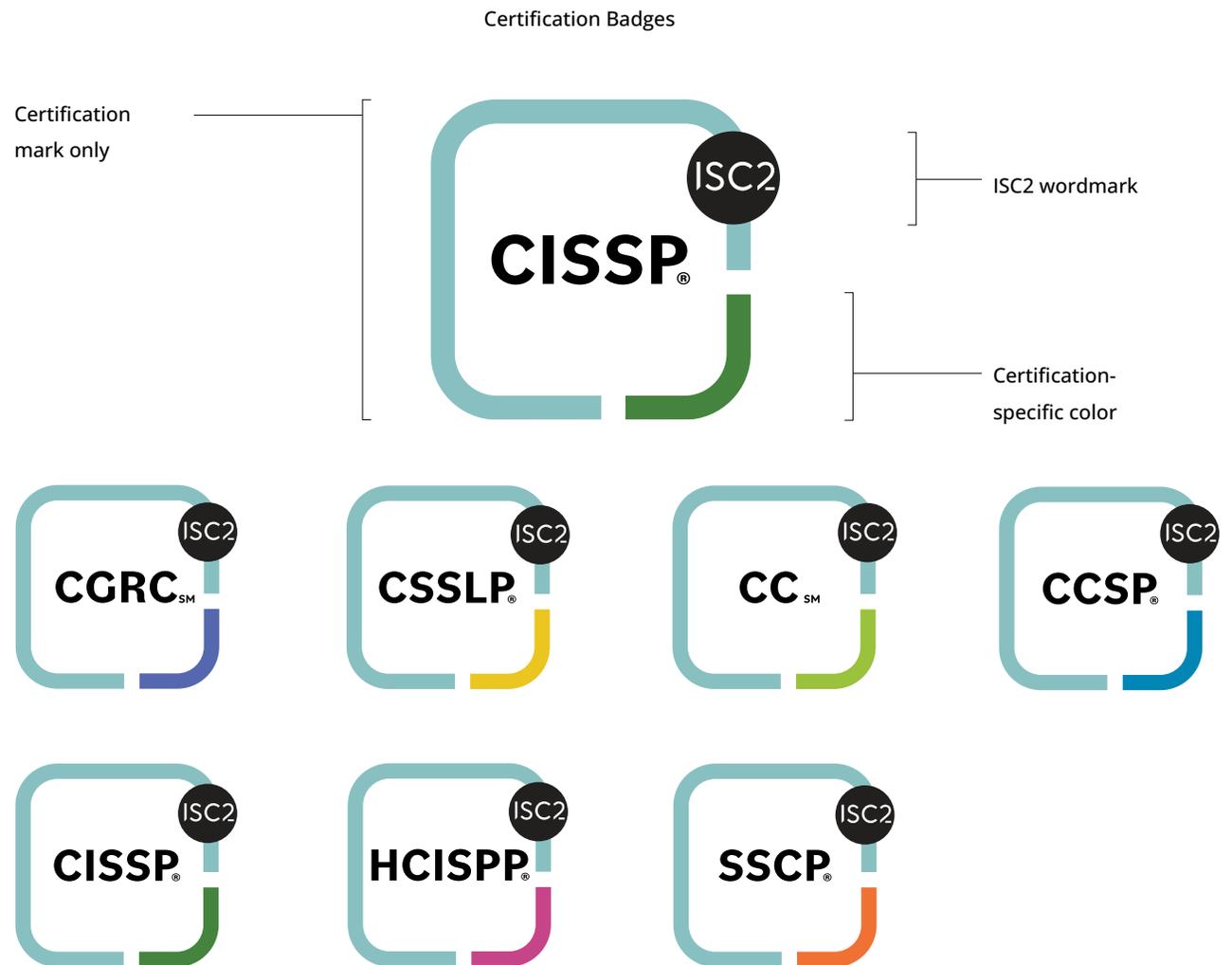
Certification Logo Stacked



# Certification Badge Anatomy

This shows the anatomy of a certification badge appropriate for certification holders to use on their profiles and social channels.

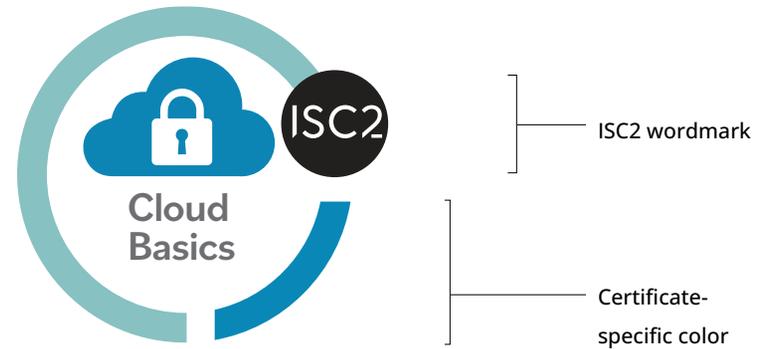
When working with our credentialing partner Credly, the minimum badge size is 600 x 600.



# Certificate Badge Anatomy

This shows the anatomy of a certificate badge appropriate for certificate earners to use on their profiles and social channels.

Certificate Badges



# Sample Executions

# Stationery Set



# Business Cards



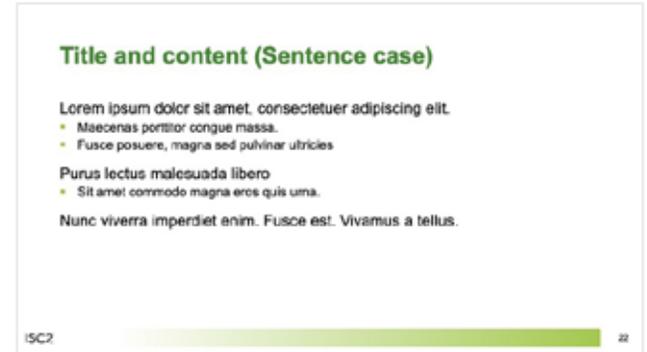
# Presentation Template Samples

Our presentation template is fresh and bold. Included in the template are some branded lifestyle photos (as seen on page 23) to use as a visual option.

Also included in the template are our logo options for ISC2 and certifications and our branded icons.

Downloaded template [here](#).

## Master Brand Slides



# Website and Mobile Examples



# Brand Platform

# Your Future. Secured.

Forward-thinking, definitive, comes from a place of strength.

Communicates ISC's commitment to securing individuals' personal and professional lives.

Provides a clear benefit by offering security and peace of mind.

Carries the aspirational element of the promise of a secure future.

## Copy

Our copy should always appear confident, compelling and clear.

As a global organization, we make sure words are appropriate at all levels.

Also adding to our readers' accessibility is using few type styles and sizes. Always design copy to be simple and elegant.

## Hero Images

Our brand represents global accessibility and a future-forward cybersecurity profession with models appearing:

- Authentic
- Confident
- Diverse

## The 2 Device

The 2 device is an important graphic element in our visual platform that unifies our look and reinforces our logo.

## Don't Forget the Windows

To better connect our brand platform with "Windows to the Future," always show the shadows cast by a window coming from the right side.



**B2B concept uses mostly green. By separating our looks into B2B and B2C channels, we better define the benefits to specific channels.**

# Your Future. Secured.

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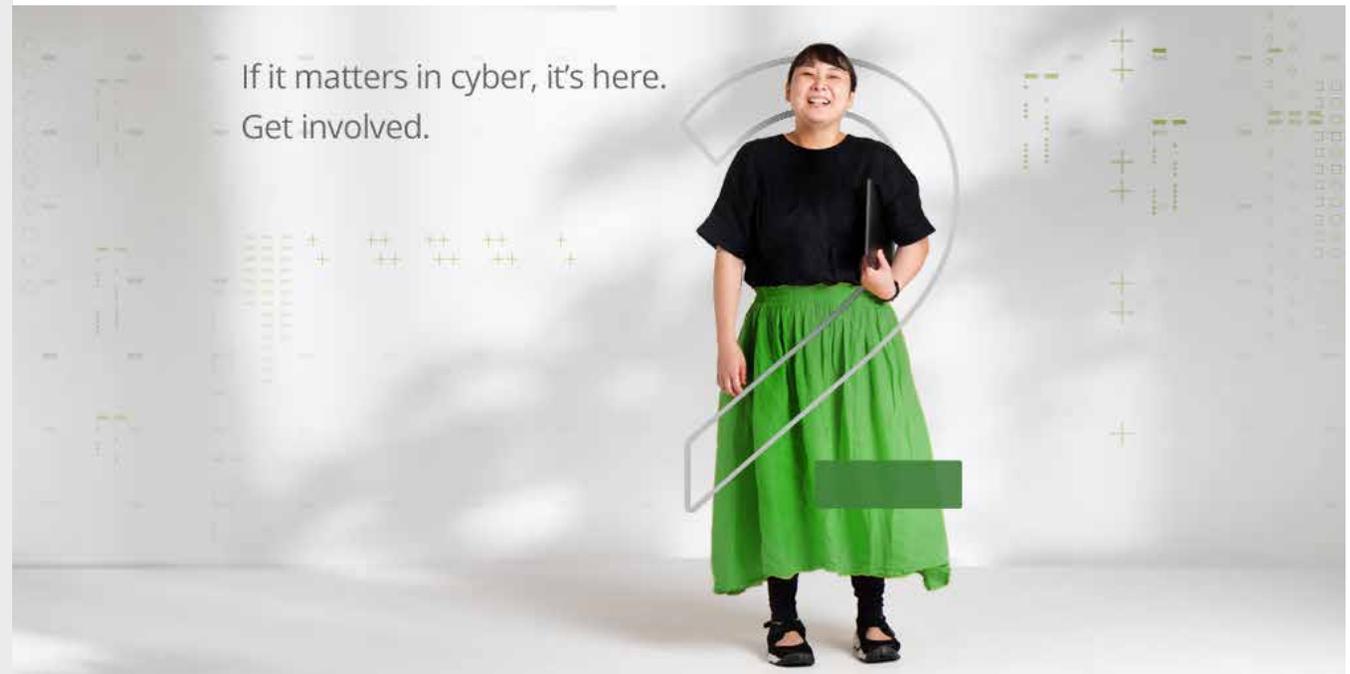
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The 2 device is an important graphic element in our visual platform that unifies our look and reinforces our logo.

## Don't Forget the Windows

To better connect our brand platform with "Windows to the Future," always show the shadows cast by a window coming from the right side.



**B2C concept uses mostly white with bright colors. By separating our looks into B2b and B2C channels, we better define the benefits to specific channels.**

# Your Future. Secured.

Forward-thinking, definitive,  
comes from a place of strength.

Communicates ISC's commitment  
to securing individuals' personal  
and professional lives.

Provides a clear benefit by  
offering security and peace of  
mind.

Carries the aspirational element  
of the promise of a secure future.

Lead the way in cybersecurity

**Your Future. Secured.**

**ISC2**

The world's leading  
cybersecurity professional  
organization.

Cyber strong for the long term.  
Secure career longevity.

**Your Future. Secured.**

The B2C concept uses  
mostly white with bright  
colors. By separating our  
looks into B2B and B2C  
channels, we better define  
the benefits to specific  
channels.

The ISC2 logo is rendered in a large, white, sans-serif font. The '2' is stylized with a horizontal line through its middle. The logo is positioned in the upper right corner of the page.

# ISC2

Your Future.  
Secured.

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