

Cynthra

Confidence, engineered.

Cybersecurity & IT

Wordmark, palette, typography and digital usage.

EXPLORE CYNTHRA

QUIET CONFIDENCE.

CLEAR EXPRESSION.

The wordmark.

Cynthra

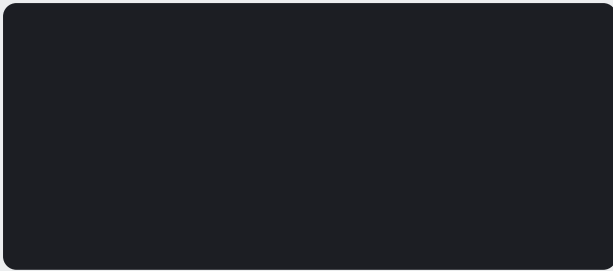


The English wordmark is the primary identifier.
Use the outlined SVG master for scalable reproduction.

Clear space: at least the height of the capital C.
Minimum width: 120 px digital / 28 mm print.
Arabic secondary wordmark: minimum width 140 px.
Never stretch, add shadows, crop or gradient-fill the wordmark.

سشرا

A restrained palette.

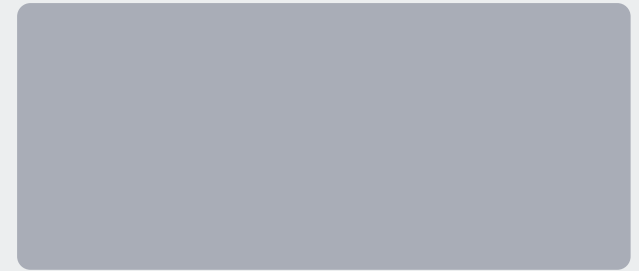


INK

#1C1E23

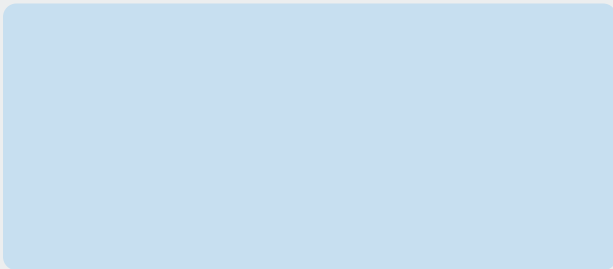
PAPER

#ECEEEF



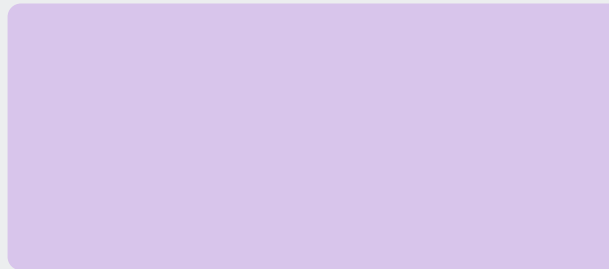
MUTED

#A9ADB7



PEARL BLUE

#C7DFF0



PEARL LILAC

#D8C5EB



PEARL PINK

#F4A7D5

Ink and paper are the core surfaces. Pearl colors are accents.
Keep primary text at a WCAG AA contrast ratio of at least 4.5:1.

Typography with breathing room.

Nimbus Roman

Wordmark master / outlined vector

Confidence, engineered.

Nimbus Sans Regular / headlines and English body copy

سنشرا

Arabic: DejaVu Sans, with connected shaping and right-to-left layout.

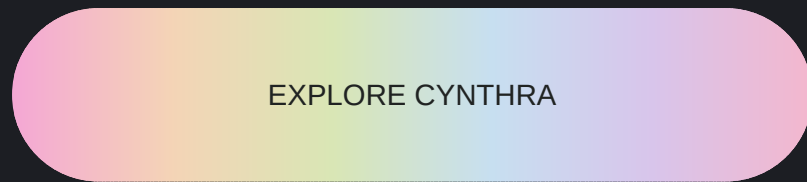
Headline size: 64-128 px desktop / 50-83 px mobile.

Body: 17-23 px. Use generous line height, especially for Arabic.

English tracking may be slightly tight in headlines; Arabic tracking stays at 0.

Included WOFF files are self-hosted. Keep accompanying font licenses.

The pearl call to action.



Use a full capsule with generous horizontal padding.

Dark charcoal text over softly blended pastel color.

One primary action per section; secondary actions use a fine outline.

Use uppercase tracking for English. Use normal tracking for Arabic.

Soft atmosphere / charcoal backdrop with diffuse pearl tones.

Keep the area behind text quiet. Avoid hard metallic forms, neon and clutter.

Provide a reduced-motion experience; visual motion is optional.

A consistent working system.

Voice: clear, practical and accountable.

State what will be delivered. Explain scope and responsibilities.

Avoid unverified certifications, client logos, statistics or guarantees.

Digital: use the same wordmark, palette and typography across all pages.

Reports: light surfaces, dark headings and restrained pearl accents.

Proposals: define objectives, scope, exclusions, deliverables and acceptance.

Business cards: use the supplied editable template after replacing placeholders.

Email: use real company contact details in the signature template.

Package includes SVG and PNG logos, Arabic and bilingual variants, fonts, background artwork, design tokens and editable contact templates.