CLYROFOR
Keeping it locked

BRAND GUIDELINES

MISSION & VISION

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Our Mission

At Clyrofor, we protect what matters by delivering flexible, hands-on cybersecurity solutions. We don't just provide security we become part of your team, adapting to your environment and designing solutions that truly fit. One size never fits all, and neither do we.

Our Vision

To be the most agile and trusted cybersecurity partner in the world known for our tailored, human-first approach that fits seamlessly into the cultures we serve.

Our Strategy

Our strategy is built on agility, cultural alignment, and human connection. We:

- Take a hands-on, flexible approach to cybersecurity, ensuring quick responses and practical execution.
- Offer tailored solutions, built to suit each client's structure, risk profile, and business goals.
- Integrate into your team culture, making cybersecurity feel like a natural part of your business rather than a bolt-on.
- Maintain a relatable, accessible, and human brand personality, so clients feel supported, not intimidated, by cybersecurity.

COLORS

Hex Code:
#12172B

Hex Code:
#65E7DE

Hex Code:
#EBEBEE

Hex Code:
#DFDFE1

Hex Code:
#52BEC0

Hex Code:
#394E6C

TYPOGRAPHY

Aa

Regular
Medium
SemiBold
Bold
ExtraBold

Aa
Regular

Aa

Regular

PHOTOGRAPHY

LOGO

PRIMARY LOGO

SECONDARY LOGO

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LOGO MARK

Agraphic symbol or icon that represents a brand without the use of words or text.

BRAND VOICE AND MESSAGING

Our Brand Story

Tone: Professional, confident, innovative and inspiring.

Language: Clear, concise, and tech jargon. Focus on benefits and solutions.

- Key Messages:
    - DrivingInnovation for a Better Tomorrow
    - Integrating Technology with Human Potential
    - Empowering Businesses through Cutting-Edge Solutions

THANK YOU SO MUCH!