Cyder.
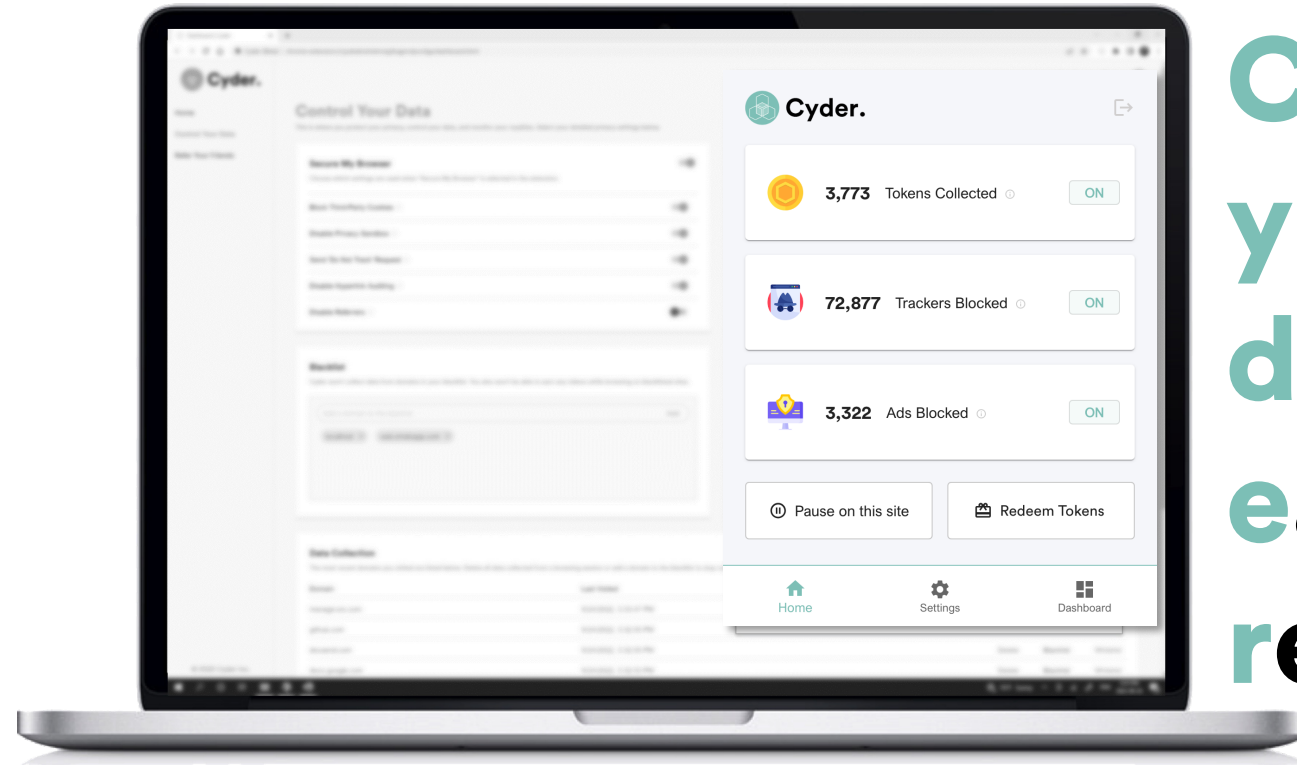
Brand Guidelines

Our Brand.

Cyder is the world's first bank for consumer data. We are a white-label browser extension that balances businesses' need for data with people's right to privacy.

Our mission is to create an internet where users own and get compensated for their data.

Control
your
data
earn
rewards

Logos

We have three logo variations
for different backgrounds.

Logo A

Use with blank and light
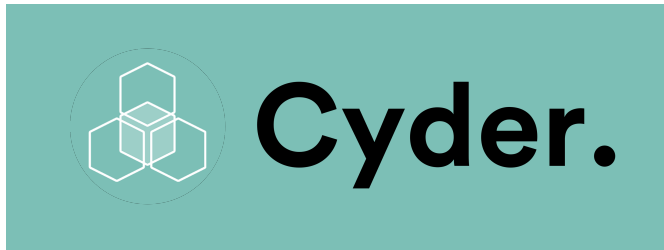backgrounds.

Logo B

Use with saturated backgrounds.
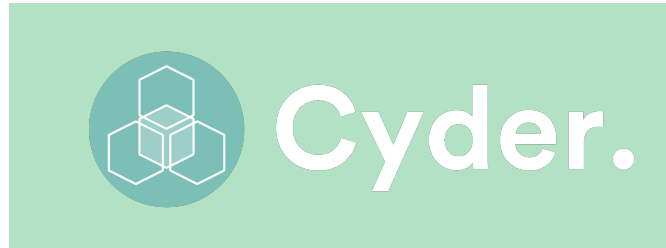
Logo C

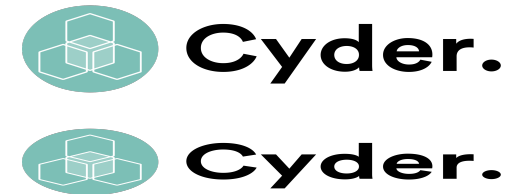

Use with black or dark
backgrounds.

Incorrect Usage

Do not use Logo A on saturated backgrounds.

Do not use Logos B and C on light backgrounds.

Do not alter logo dimensions.

Colour Palette.

Cyder Teal
#7CBFB6
RGB: 124/191/182
C 26%   M 0%   Y 4%   K 25%

Light Grey
#F1F1F3
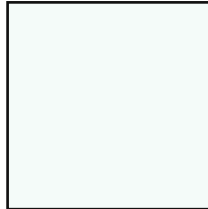RGB (241, 241, 243)
C 1%   M 1%   Y 0%   K 5%

Accent Colours

Purple
#684D94
RGB (104, 77, 148)
C 17%   M 28%   Y 0%   K 42%

Light Green
#F4FAF9
RGB (244, 250, 249)
C 2%   M 0%   Y 0%   K 2%

Forest Green
#38776C
RGB (56, 119, 108)
C 25%   M 0%   Y 4%   K 53%

Black
#000000
RGB (0, 0, 0)
C 0%   M 0%   Y 0%   K 100%

Typefaces.

Circular STD (Black) is our primary font. We use it for headings and subheadings.

Helvetica is used paragraphs and long-form text.

Aa Circular Std Black (20-80 PT)

ABCDEFGHIJKLMNOPQRSTUVWYZ

1234567890

Aa Helvetica (20-40 PT)

ABCDEFGHIJKLMNOPQRSTUVWYZ

1234567890