Brand Guidelines.
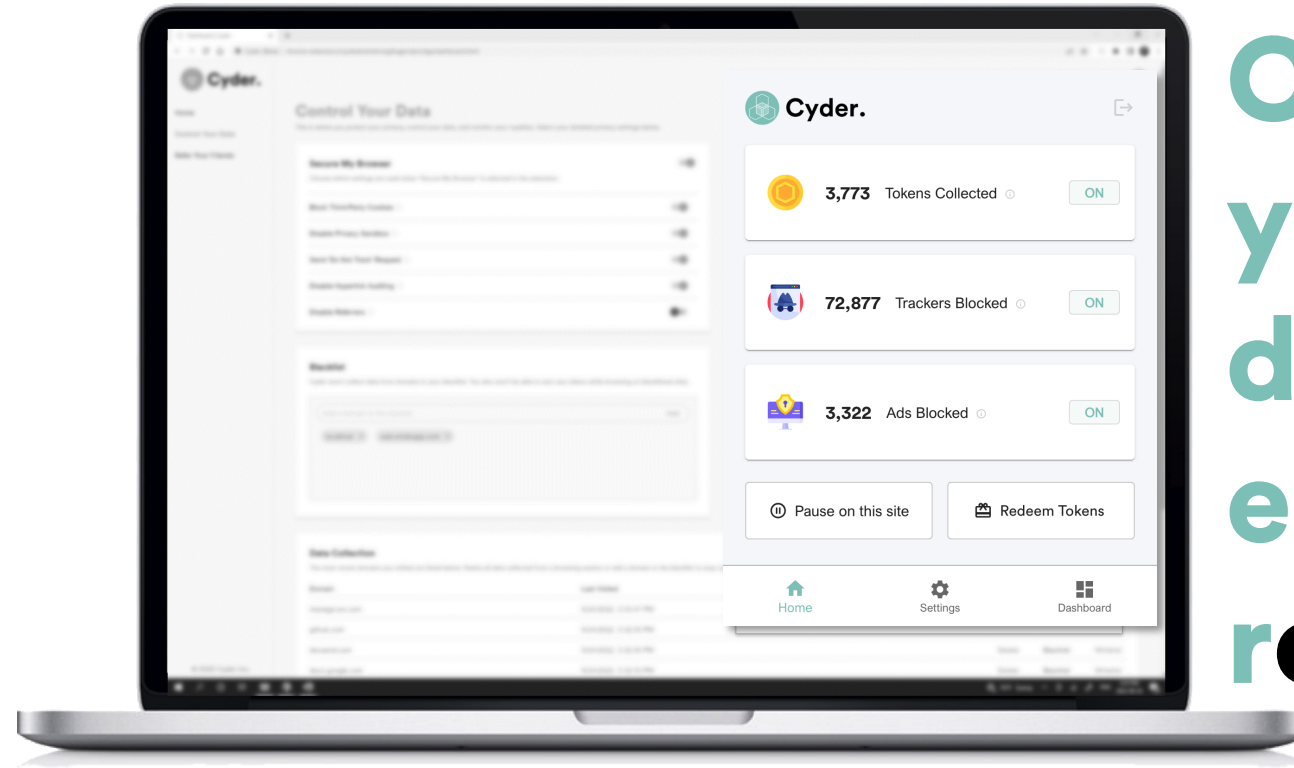
Cyder.

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.

Our logo is one our most important assets. It's what makes Cyder identifiable. We have three variations of our logo, each having a specific design usage.

Logo A

Use with blank and light backgrounds.
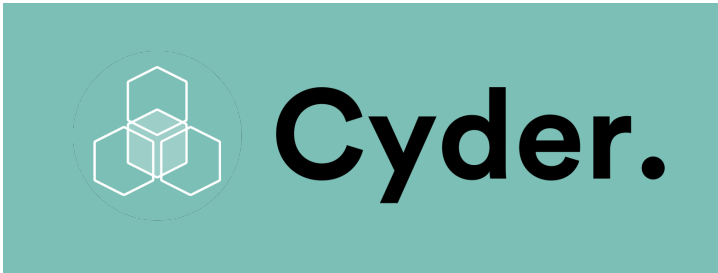
Logo B

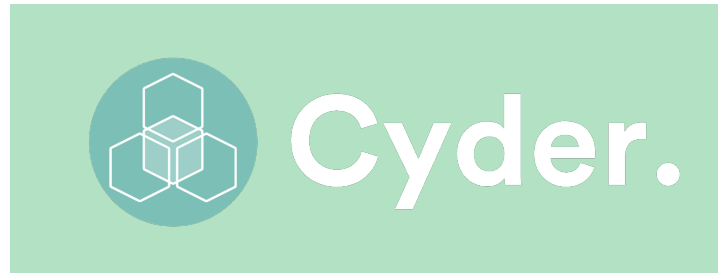Use with saturated backgrounds.

Logo C

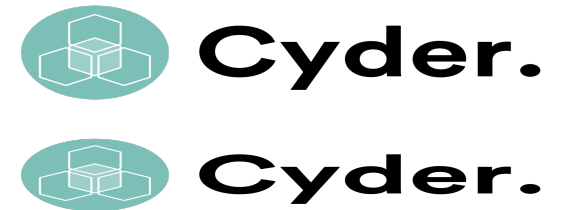

Use with black or dark backgrounds.

Incorrect Usage

Do not use Logo A on saturated backgrounds.

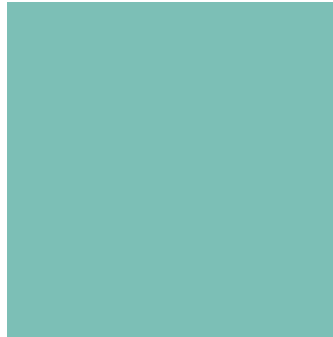Do not use Logos B and C on light backgrounds.

Do not alter logo dimensions.

Colour Palette.

Our brand colours are what makes Cyder's visual identity distinct. Our primary colours consist of Cyder Teal and Light Grey.

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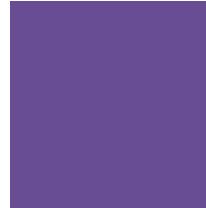#7CBFB6
RGB: 124/191/182
C 26%   M 0%   Y 4%   K 25%

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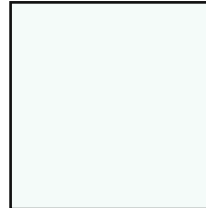RGB (241, 241, 243)
C 1%   M 1%   Y 0%   K 5%

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 large pieces of text, such as headings and subheadings.

Our secondary font is Helvetica, which we use for paragraphs and long pieces of text.

Aa

Circular Std Black (20-80 PT)

ABCDEFGHIJKLMNOPQRSTUVWYZ

1234567890

Aa

Helvetica (20-40 PT)

ABCDEFGHIJKLMNOPQRSTUVWYZ

1234567890

Tone of Voice.

Whether you're reading a caption or one of our pitch decks, our tone of voice is what sets Cyder apart from all the noise.

• Use clear and simple language.
• Use active voice if possible.
• Define complex terms when mentioned.

Innovative

"Cyder is the worlds first bank for consumer data"

Positive

"Companies need data and consumers need privacy. Cyder is the win-win solution."

Trustworthy

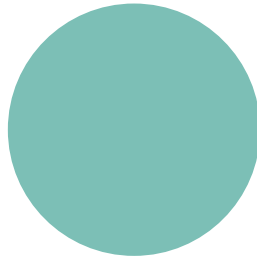"Cyder provides businesses with real time first-party data while upholding user's right to privacy."

Words We Like.

• Data Ownership
• Empower
• Compensation
• Change
• Accuracy
• Solution
• Trust
• Insights
• Transparency
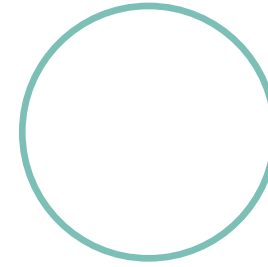• Privacy Rights

Design Elements.
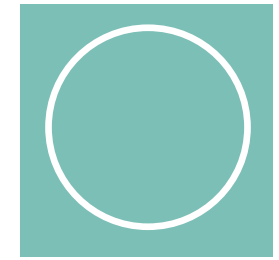
Circle Design Variations
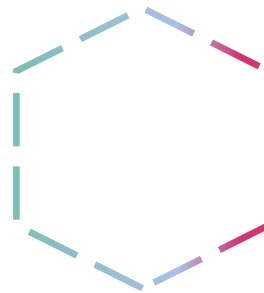
Solid Fill

Dashed Gradient

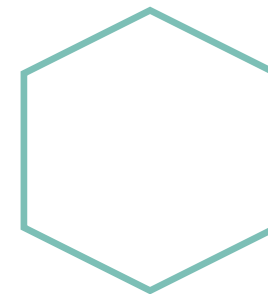Solid Line

Solid Line (White)

Hexagon Design Variations

Solid Fill

Dashed Gradient

Solid Line

Solid Line (White)