



CYBERGARDEN

One identity. Many places to grow.

A practical guide to the Cybergarden mark, colour, typography, imagery and voice.

Identity & mark

Cybergarden pairs technical clarity with the idea of growth. The leaf mark, forest palette and open horizons make the identity recognisable across web, documents and social formats.

Clear

Make the message easy to understand on first read.

Grounded

Use concrete language and real product context.

Forward looking

Show what can be built and what comes next.

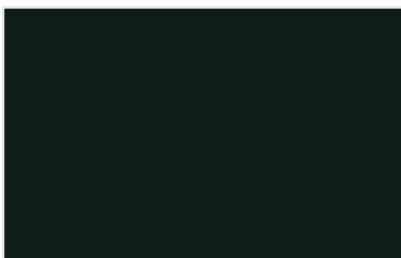


Usage rules

Use the original vector. Allow at least one leaf-width of clear space; keep the mark at 24 px or larger on screen. Do not distort, rotate, outline or add effects.

Colour & typography

Forest creates atmosphere; ink and paper carry information. Use solid, readable surfaces for long copy.



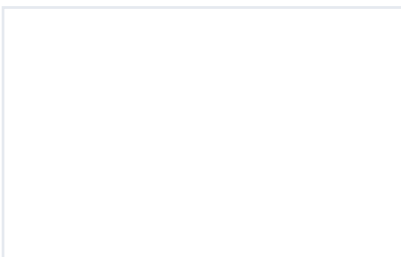
Forest
#101C17



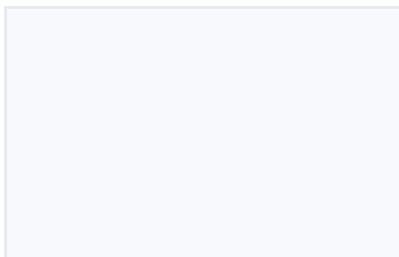
Forest light
#173C2A



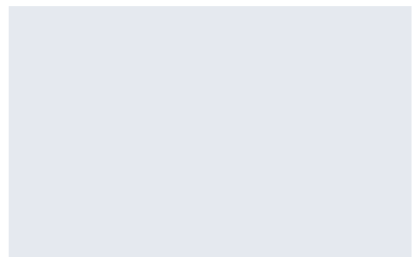
Ink
#17243B



Paper
#FFFFFF



Mist
#F8F9FC



Line
#E5E9EF

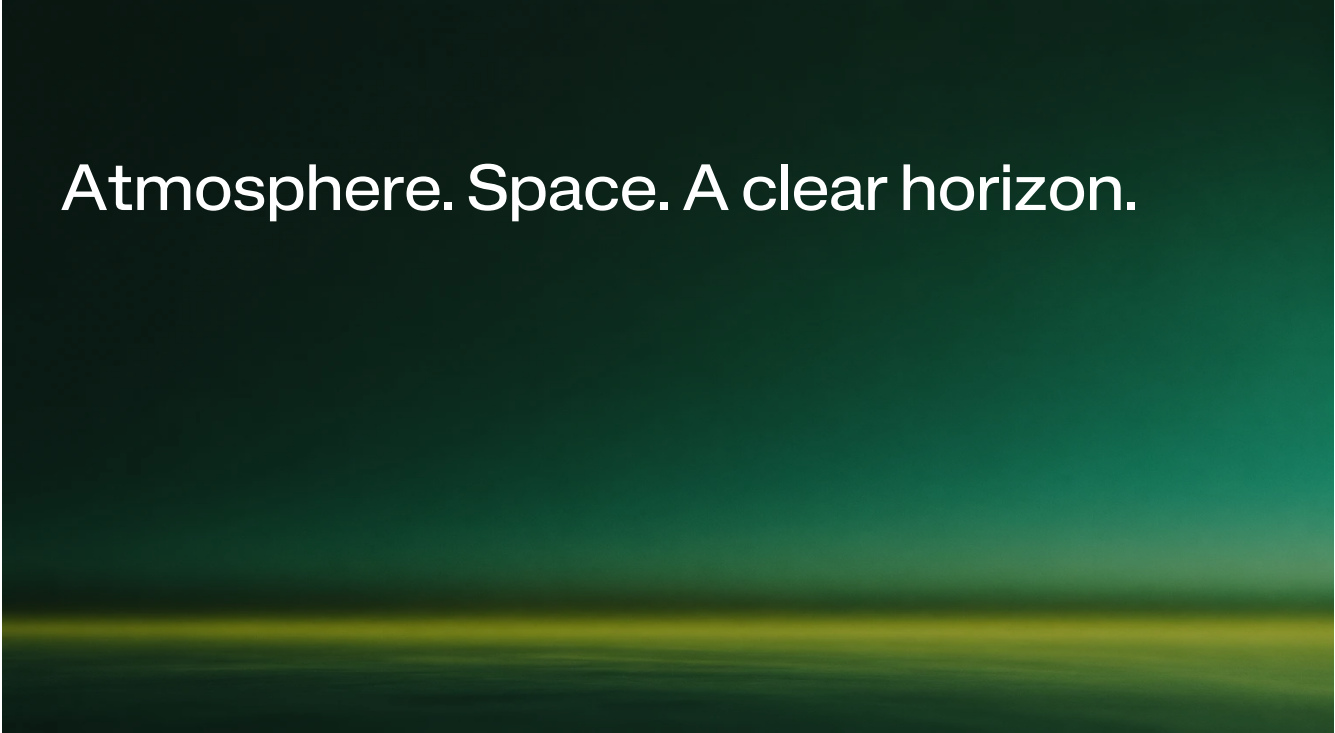
Afical Neue Medium

Built on what works.

Lab Grotesque Regular

Good systems make the next decision easier. Write with detail, restraint and room to breathe.

Imagery & voice



Atmosphere. Space. A clear horizon.

Image direction

Choose natural green depth, strong focal points, authentic context and crops with quiet space for copy. Avoid clutter, generic technology stock art and low-resolution exports.

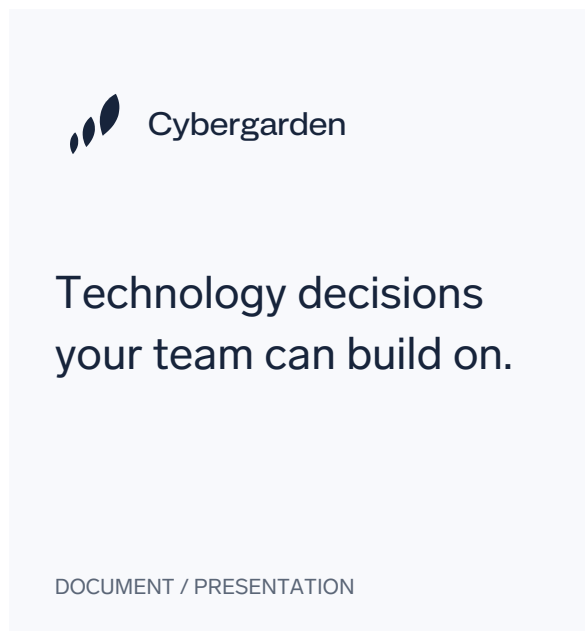
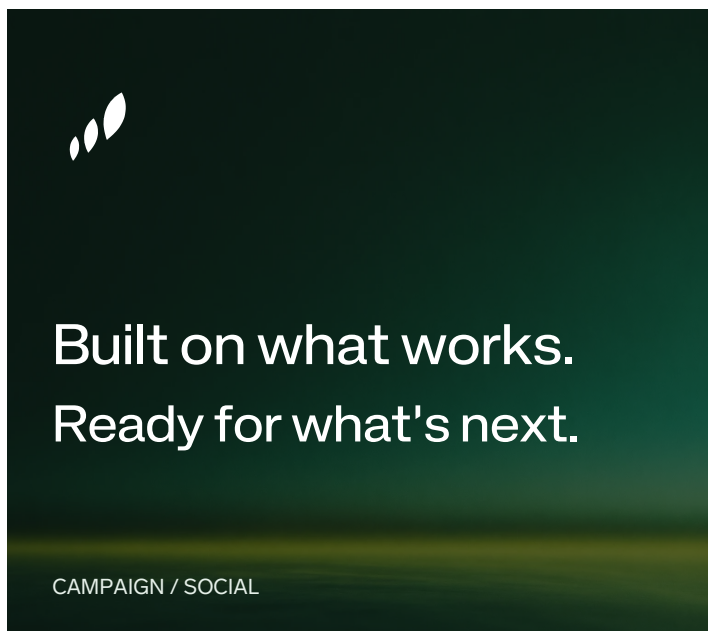
Voice

Speak plainly and confidently. Explain the work, the trade-offs and the next step without overstating outcomes. Use sentence case and write Cybergarden as one word.

Example: Review your systems and decide what to change first.

Applications & handoff

The same system should feel coherent in a browser, a social crop and a simple document.



Asset handoff

Use the vector mark for crisp output, the named local fonts for website work and the exact colour values in this guide. Export raster versions at the final destination size.

Files

leaf-mark-dark.svg / leaf-mark-white.svg
cybergarden.au/brand-kit