Lazarus Alliance

Proactive Cyber Security©

STYLE GUIDE

TYPOGRAPHY

HEADERS

Myriad Pro Black

SMALL HEADERS

MYRIAD PRO SEMIBOLD ALL CAPS

ALTERNATE SMALL HEADERS

Myriad Pro Bold

BODY

Myriad Pro Regular

Lorem ipsum dolor

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TYPOGRAPHY

ALTERNATE VERSION

HEADERS

Avenir Next LT Pro

SMALL HEADERS

AVENIR NEXT LT PRO DEMI ALL CAPS

ALTERNATE SMALL HEADERS

Avenir Next LT Pro Demi

BODY

Avenir Next LT Pro Regular

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur dictum metus quam, nec convallis lorem vulputate ut.

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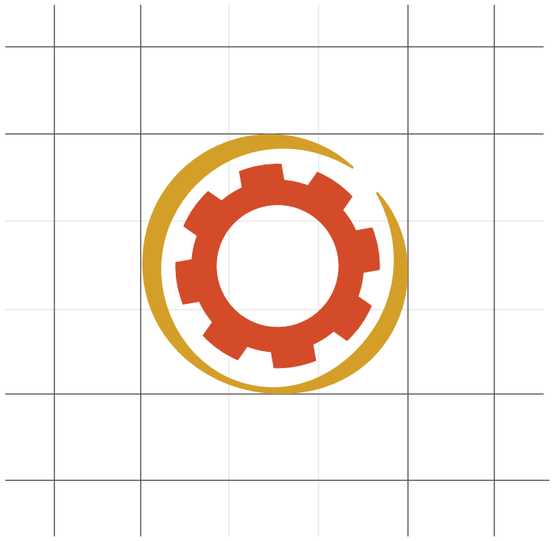
LOGO

HORIZONTAL VERSION

White space on each side of the whole logo equals to the height of the capital “L” of Lazarus, which in turn, corresponds to 1/3 of the outer diameter of the circle surrounding the gear.

LOGO

VERTICAL / SQUARE VERSIONS



White space on each side of the whole logo equals to the height of the capital “L” of Lazarus, which in turn, corresponds to 1/3 of the outer diameter of the circle surrounding the gear.

LOGO

ALTERNATE VERSIONS

Logo can be total black on white / light backgrounds and total white on black / dark backgrounds. It can also be total red or gold (brand colors) on black or white backgrounds. Black parts can be white on black or very dark gray backgrounds only.

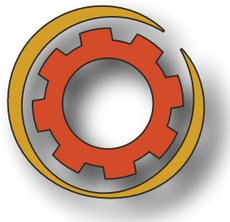
LOGO

CUSTOM BACKGROUND EXAMPLES

On images or video backgrounds, total black or white version have to be used (images have to be darkened or washed out not to clash with logo, see examples)

LOGO

WRONG USAGE



1) Don’t use brand colors differently than intended. 2) Don’t change layout. 3) Don’t add elements.
4) Don’t use on color backgrounds. 5) Don’t move elements from their original positions.
6) Don’t change colors. 7) Don’t use gradients. 8) Don’t add outlines effects (e.g., Drop Shadow).

PALETTE

BRAND COLORS / LOGO COLORS

LAZARUS RED - PANTONE 7555 CP
C: 12.10 - M: 84.94 - Y: 99.26 - K: 2.18
R: 211 - G: 75 - B: 40
HEX: #D34B28

100%	80%	60%	40%	20%

LAZARUS GOLD - PANTONE 173 CP
C: 17.86 - M: 36.93 - Y: 100.00 - K: 0.69
R: 211 - G: 159 - B: 40
HEX: #D39F28

100%	80%	60%	40%	20%

LAZARUS BLACK - PANTONE Black C
C: 67.01 - M: 63.82 - Y: 66.94 - K: 67.28
R: 45 - G: 42 - B: 38
HEX: #2D2A26

100%	80%	60%	40%	20%

Logo colors are also brand colors, to be used for various elements (headers, footers, watermarks, website buttons, icons, etc.). Different shades are obtained by varying the transparency of the color, at intervals of 20%

PALETTE

BRAND COLORS / OTHER COLORS

#F2A0E3	#62ACCC	#C1B05F
#FCCF5E	#2F7F9B	#847842
#AFD147	#174E5B	#473E26
#53A008	#85659B	#A56D2B
#336300	#402B51	#704F2F

These additional colors can be freely used for various purposes. Also, any imagery or stock photos, videos and cliparts should be color corrected to match these tints as much as possible

Lazarus
Alliance
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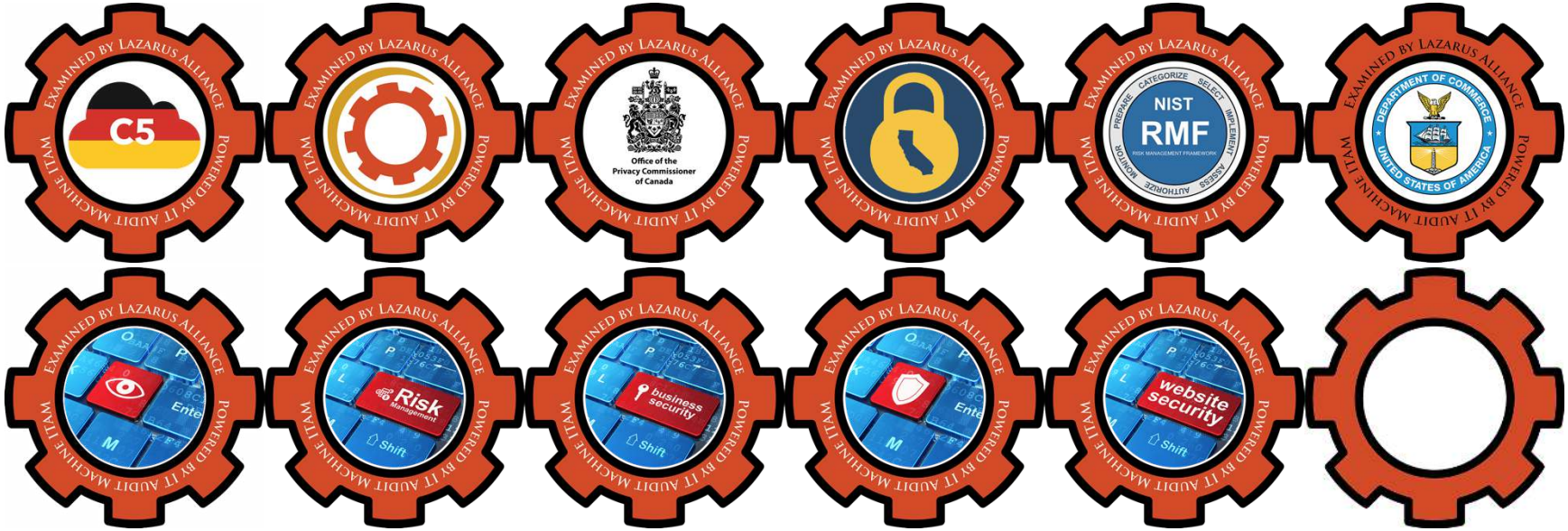
EXAMINED BY LAZARUS ALLIANCE
POWERED BY IT AUDIT MACHINE I.T.A.M.
StateRAMP
CYBERSECURITY MATURITY MODEL
CERTIFICATION
FISMA
HIPAA
ISO
PCI
NERC
CIP
DEPARTMENT OF DEFENSE
UNITED STATES OF AMERICA
International Organization for Standardization
ISO
27001
DEPARTMENT OF DEFENSE
DEFENSE FINANCE AND ACCOUNTING SERVICE
AICPA
SOC
FR
DEPARTMENT OF JUSTICE
FEDERAL BUREAU OF INVESTIGATION
FINRA
GXP
HIPAA
NFA
NIST
U.S. SECURITIES AND EXCHANGE COMMISSION
MCMXXXIV
SARBANES-OXLEY
US
404
CYBERSECURITY MATURITY MODEL CERTIFICATION
CMMC-AB
C3PAO


EXAMINED BY LAZARUS ALLIANCE
POWERED BY IT AUDIT MACHINE TEAM
C5
Office of the Privacy Commissioner of Canada
NIST
RMF
RISK MANAGEMENT FRAMEWORK
PREPARE
CATEGORIZE
SELECT
IMPLEMENT
ASSESS
AUTHORIZE
MONITOR
DEPARTMENT OF COMMERCE
UNITED STATES OF AMERICA
Risk Management
business security
website security