



# CIPHER

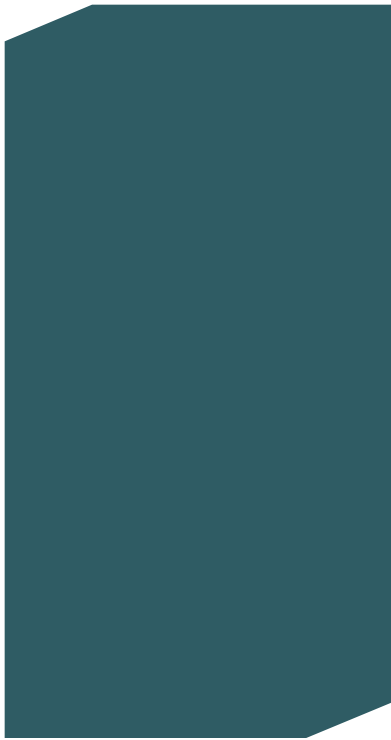
CENTRALIZED INTERACTIVE PHENOMICS RESOURCE



The symbol takes its visual inspiration from a physical cipher disk. It wraps around the type to convey safety and trustworthiness. The symbol contains many segments, representing data visualization and community. The single gradient section in the middle joins the segments and resembles a speedometer, giving the symbol a sense of connectivity and forward motion. The uncolored spaces represent opportunities for innovation and growth.



*Invented by an Italian architect in 1470, A cipher disk is an enciphering and deciphering tool. It consists of two concentric circular plates stacked on top of each other, labeled with the letters or numbers.*



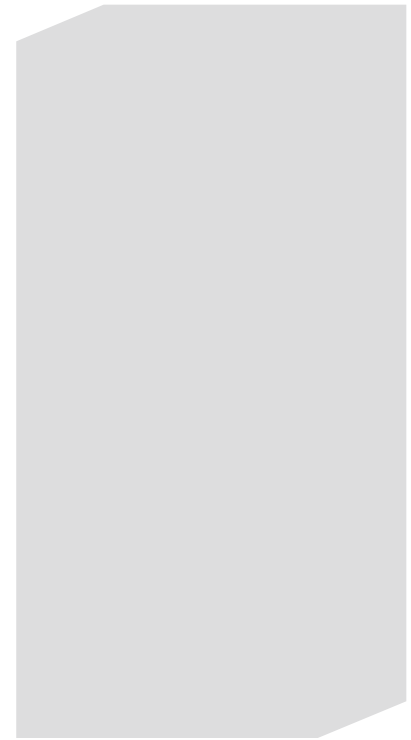
**PMS 5473 C**  
**CMYK:** 82, 51, 49, 25  
**RGB:** 49, 63, 100  
**Hex:** #305C64



**PMS 7461 C**  
**CMYK:** 98, 24, 1, 3  
**RGB:** 0, 141, 207  
**Hex:** #008DCF



**PMS 310 C**  
**CMYK:** 58, 0, 20, 0  
**RGB:** 92, 199, 207  
**Hex:** #5CC7D0



**PMS Cool Gray 3 C**  
**CMYK:** 12, 9, 9, 0  
**RGB:** 221, 222, 223  
**Hex:** #DDDEDF





