



Brand Guide

December 2018

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Brand Platform

About the AVG brand

Our AVG brand is a reflection of our promise to our customers, what we stand for, and where we're going. As such, any communication, be that visual or verbal, should respect the brand guidelines when representing AVG anywhere in the world.

For 30 years, we've developed, engineered, coded, analyzed, calculated, recalculated, and continually evolved, to keep the world safe online.

We're part of the largest threat detection network in the world, with hundreds of millions of sensors.

But we know the complex world of online security may not be for everyone.

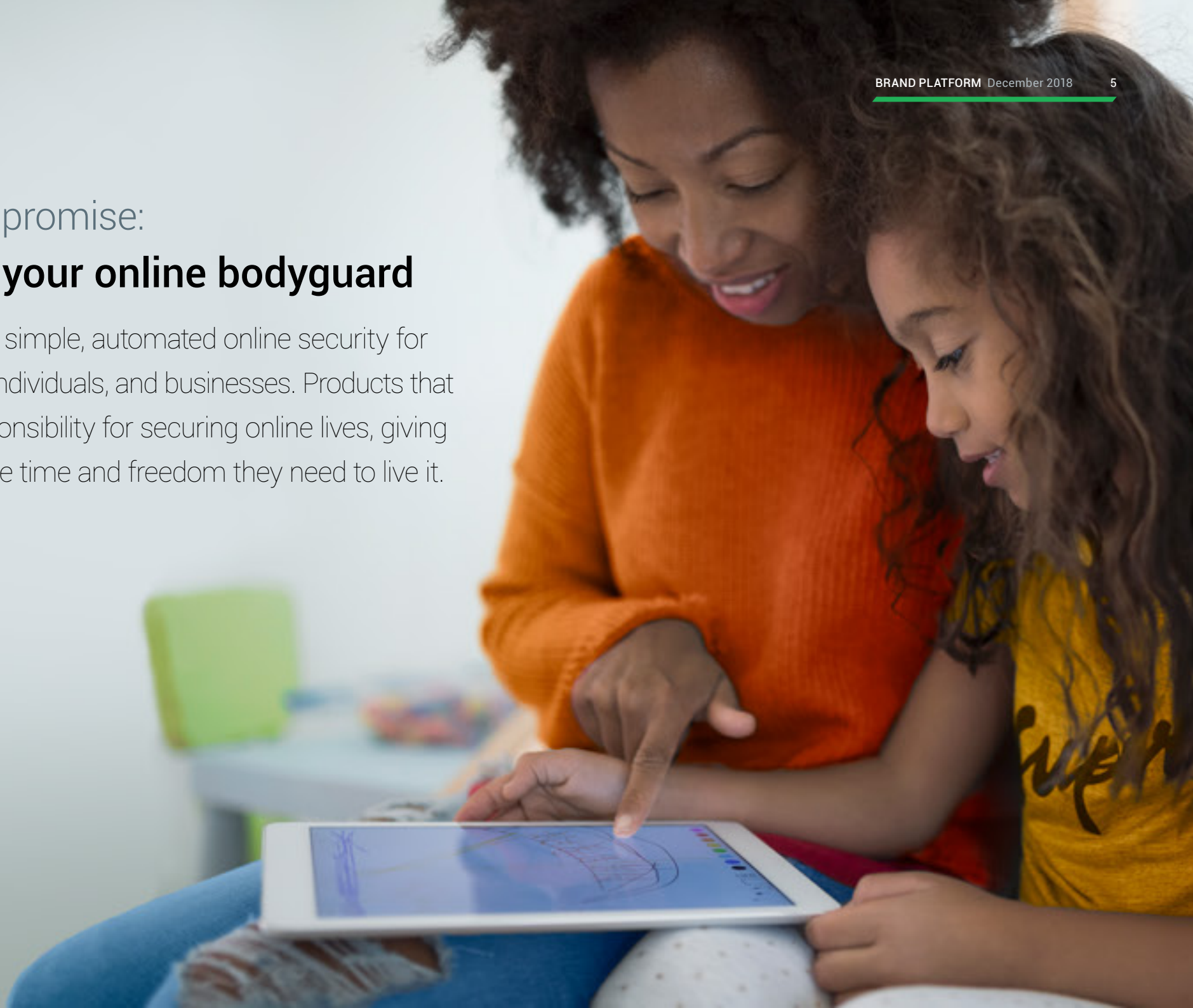
So our job is to make it easy for people to stay safe; by simplifying and automating online security as much as possible. As best as we can. Because we're in the business of creating a secure world — for families, friends, and business owners.

And safety, actual and perceived, means protecting people from complexities, stress, worry, and anything else that stands in the way of carefree connected living. The AVG brand should always be a reflection of that.

Brand promise:

To be your online bodyguard

To create simple, automated online security for families, individuals, and businesses. Products that take responsibility for securing online lives, giving people the time and freedom they need to live it.



Brand values

We value the power of

simplicity

And reducing the complex; be that in product journeys or in facing the latest threats

We're

committed

to a safer tomorrow

As technology evolves, as people's lives change, as threats come and go, we're committed to securing every step of the way forward.

We take

responsibility

for your security so you don't have to

Our job is to make security as effortless and forgettable as we can. That means we do as much as possible for you.

We're

optimistic

about the world

Doing the impossible to keep people happy and safe, every day. Positive thinking keeps us friendly, cheerful, and carefree. There's always a way.

About the AVG customer

Security may be fascinating for us, but it's less so for our users.

Our users may come across information through searches, articles, and recommendations, but fundamentally they don't want to spend hours reading about the intricate workings of malware, or figuring out how to best improve their online security. They're not experts when it comes to security — nor do they want to be. They live a connected life, and simply want to enjoy it.

As family guardians they're not only concerned with their personal safety online, but with protecting their family, and having control over their children's connected experience.

Our small business and startup customers, who have so many tasks to contend with and wear many hats, will appreciate simplicity and ease-of-use in a security solution.

No business can ignore cybersecurity, but AVG can make managing it as efficient as possible to ensure they get the maximum protection while taking as little time away from their schedules as possible.

About the AVG consumer audience

24/7 protection that's easy to work with and is reliable. The free option is appreciated, but may not address all their needs. Paid protection is seen as more comprehensive—and, they don't mind paying for value.

Characteristic behaviors

- Unlikely to customize settings or look into the workings of the product too deeply
- Will ask others for advice and recommendations
- Will search online to solve problems or seek support
- Will research what experts say, as well as what people like themselves have said online.

What they look for

- Commitment to security
- Multi-device protection
- A history of success
- Protection 24/7
- Simplicity

What they might say

"Just protect me."

Jon - Carpenter - Age 31

"Don't tell me how it works, tell me what to do."

Mary - Lawyer - Age 39

"If anything goes wrong, I want to know exactly what to do."

Mia - Midwife - Age 51

"Friendliness matters."

Brian - Truck Driver - Age 44

AVG consumer

What they look for

24/7 protection that's easy to work with and is reliable. The free option is appreciated, but may not address all their needs. Paid protection is seen as more comprehensive—and, they don't mind paying for value.

They want:

Always-on protection

Peace of mind wherever/whenever/whoever

Ease of use

Complexity hampers breadth of usage

Unobtrusiveness

If it 'gets in the way', it legitimizes pleas to uninstall

History

Proof of success/expertise gives confidence

Support

Good customer service/tech expertise

AVG Business customer

The AVG business customer is either a small business owner, a professional that wears many hats including taking care of IT for the company, or is an IT manager with little or no staff and is strapped for time and working with a limited budget. They could be time-poor entrepreneurs and are not security experts.

What they look for

- **Simplicity**
Protection should be straightforward to deploy and run for small businesses without security expertise
- **Trust**
"Ticking the box" with a trustworthy security brand gives them peace of mind to focus on other tasks
- **Time-saving**
Business owners and/or IT admin have enough on their plate
- **No bothersome maintenance**
They may be in charge of security but have no time for ongoing management

What they might say

- "Is it easy to use?"*
Celia - Etsy store owner - Age 29
- "How long have they been around?"*
Erik - Warehouse Manager - Age 45
- "Will it save me time?"*
Janice - IT manager/Office Manager for a Dental Office - Age 32
- "Do I have to do much for it to work?"*
Jackson - CEO of a Silicon Valley startup - Age 39

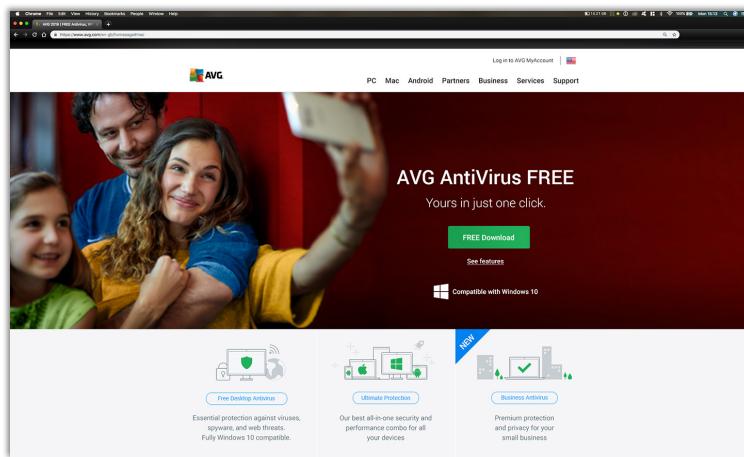


Communication

Campaign communication

Sometimes, space is limited. If you say nothing else, remember to convey powerful protection, simplicity, dedication to family, and warmth.

Web page example



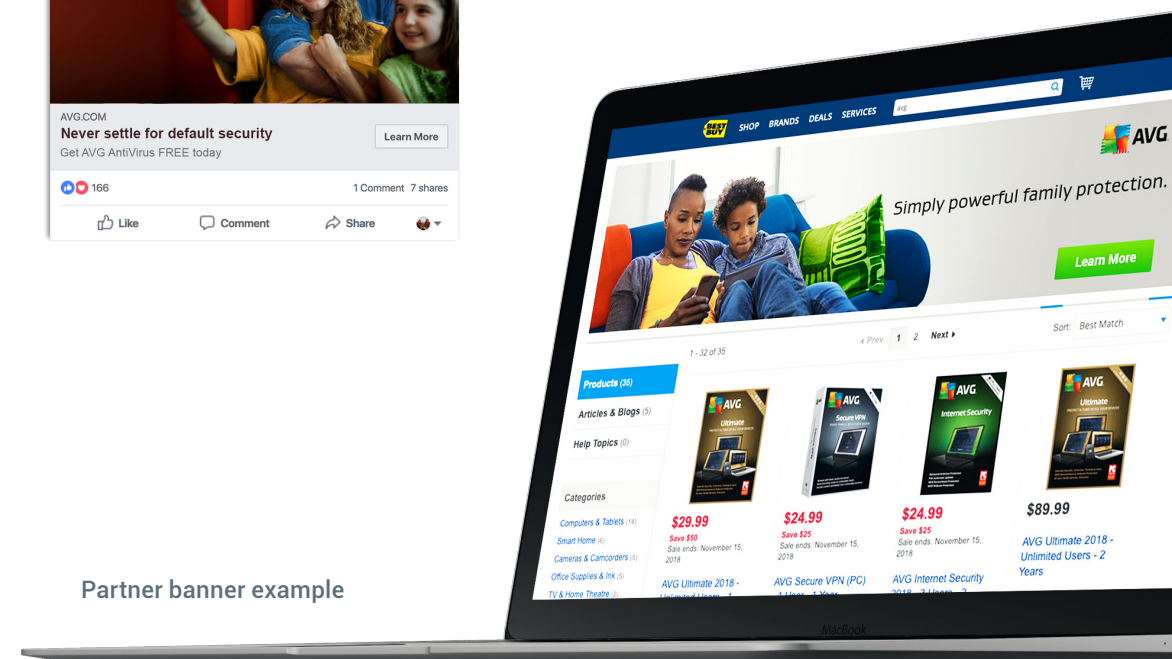
Social Media Facebook posting example



Banner example



Partner banner example



Writing guide

Tone of Voice (TOV)

Ask yourself: what does the user need to know to feel safe, carefree, and confident? Anything that doesn't hit these three points, shouldn't live in your copy. Period.

And while some people are interested in security enough to learn how to remove ransomware or undo the damage done by Trojans, our customers are more interested in their lives

being made easier. So get to the point. And fast. Tell people what we can do for them, and then do it. The less they have to do, the better.

Checklist

- Be direct, easy to understand, and empathetic
- Acknowledge the problems people face
- Instill empathy, not judgement, or fear
- Use layman's terms
- Create metaphors
- Build trust in our expertise
- Stay away from unnecessary details
- Give back the most valuable thing we can: time, for people to use their own way

Writing guide

Examples: In product messaging (IPM)

A note on you vs. we

We make people's lives safer and easier. The emphasis is therefore on what we can do for our users. The active 'I' is the Avast way: as Early Adopters, these users are more interested in technology and enjoy a higher level of control than our AVG audience, who want to stay safe, but prefer we do things for them.

Correct

We'll stop hackers from getting their hands on what's yours.

Vs.

Incorrect

Stop hackers from getting their hands on what's yours.

Writing guide

Examples: web

Simple. Secure. Free. AVG has been securing families and lives for over 25 years. Now it's your turn.

Stay connected

You would never shout out your bank PIN in a coffee shop, so keep your phone from doing the same. Connect your PC or mobile through our powerful AVG Secure VPN service, and we'll mute your devices so they can't reveal any valuable data — even by accident.

Stay private

Do you double lock your door and hang curtains on your windows? Then do the same for your digital home with AVG Webcam and Ransomware Protection. We'll automatically keep you safe from any hackers or malware that try to make your private life their business.

Stay fast

Cars need to be in good shape to run their best, and PCs are no different. AVG PC TuneUp quickly improves your PC's performance, creates more space for the things you care about, and updates your outdated software for you. No stress, no mess.

Writing guide

Examples: email

Subject:

Your VPN is ready: Here's how to turn it on

Preheader:

Easy and quick — welcome to Secure VPN!

Body:

Your VPN is (almost) ready to go!
Just turn it on

Thank you for picking AVG Secure VPN.
It's great and now you're ready to enjoy truly private browsing.

Follow these 2 easy steps

- Open your **AVG Secure VPN**.
- Tap the **OFF** slider so that it changes to **ON**.

We connect you to the most optimal location by default, but you can change your virtual location to whichever place suits your needs — or your mood.

Tip: Don't forget to turn your VPN on again after restarting your PC!

We'll drop by later with a few tips you may like. For now, a very warm welcome from your Secure VPN team. We're thrilled you chose us.

Need help?

Check out our [Secure VPN FAQs](#), or contact our [Support Team](#)

Writing guide

A note on technical detail

In general, the AVG user mainly wants their connected life to be secure and seamless. Therefore, the level of detail required for a feature description, product, or threat should be minimal. However, it should, if possible be offered (as a link, for example) if they want to learn more — the user can then decide if they wish to delve deeper.



Visual Identity

AVG logo

Our logo is a symbol of our brand's humanity. We retained the interlocking hands that convey commitment to our customers in a simple visual way. The vibrant colors illustrate our dedication to supporting customers around the globe.

AVG logo

To be used ideally on a white or light background.

The elements that comprise our logo must not be changed, recreated, distorted, or separated in any way.

There is no tagline associated with the AVG logo.

Core identity applications

- Website Social Media Blog Posts
- Product UI
- Booths & Events
- Advertisements
- Product related collateral
- Packaging
- Technical and white papers



AVG logo | Exclusion zone, minimum size, and positioning



Exclusion zone

The exclusion zone is based on the height of the "G" in the AVG wordmark. No other design elements should encroach on this area.



Minimum size

The AVG logo is capable of being reproduced at very small sizes while remaining legible.

Look to balance the size of the logo in relation to the size of the piece being produced and the other assets being used.

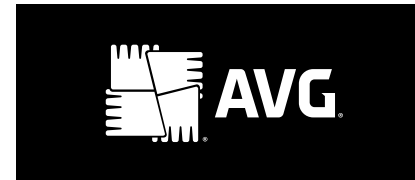
The minimum size at which the AVG logo can be produced is governed by its width, which should never be less than 15 mm for print-based applications, and 42 pixels for on-screen applications. However, you should always look to present our logo in as clear and prominent a way as possible.

AVG logo | Solid version

When we print the logo on promotional merchandise, we require that you use the primary logo in a correct choice of colors. In instances where the primary logo cannot be used for technical reasons, we can choose from the following options.

Solid black

This version will be used to create a plate or dye for single color reproduction, embossing, etching, etc.



AVG logo | Unacceptable Usage

Take a few moments to understand what's OK and what's not.

Avoid embellishments

No drop shadows, no moving or resizing elements, no changing color. Also, please don't change the size relationship between any of the elements or add additional components such as product names.

Retain logo proportions

However tempting it is, don't distort, stretch, or rotate the AVG logo in order to make it work within your layout – there's always another way.

Protect legibility

Please don't place our logo on colors or backgrounds that obscure it and make it hard to read.

Our logo is one entity

Never break it up, and never use either the symbol or the AVG wordmark in isolation.

Don't use lock-ups

Don't use the AVG logo with other symbols, taglines, or logos.

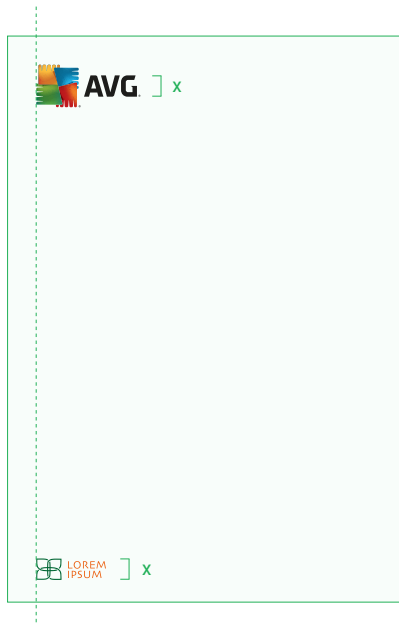


AVG logo | Co-branding and sponsorship

The following provides guidance on how to make the AVG logo work alongside other brands. In cases where our logo appears in partnership with other brands, the following guidelines will help ensure that our visual identity is presented clearly and consistently.

AVG as the lead brand

The AVG logo should sit top left (or right), with the other logo sized in proportion to the cap height of the AVG wordmark (X, or a ratio of 1:1) and ranged to the left and positioned below it. The position of the AVG logo ensures that the brand owns the communication.



Equal partners

As all brands differ in proportion, a commonsense approach should be taken to try to ensure a visual harmony exists between the two logos. Under no circumstances should the AVG logo be smaller than the other logo(s).



Multiple brands – sponsorship

Ensure that sufficient clear space is preserved around the logo for a clear and effective presentation of the brand.



AVG Business logo | Basic composition of the AVG Business logo

AVG Business logo

To be used ideally on a white or light background.
The elements that comprise our logo must not be changed, recreated, distorted, or separated in any way. There is no tagline associated with the AVG logo.

Core identity applications

- AVG partner portals
- AVG Business sales assets
- Product UI
- Email signatures
- Email templates
- Product related collateral
- Technical and white papers



AVG Business logo | Exclusion zone, construction, minimum size, and positioning

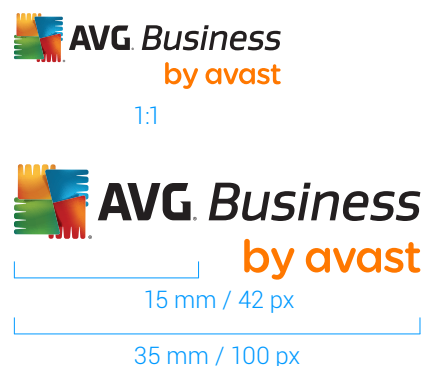


Exclusion zone

The exclusion zone is based on the height of the "G" in the AVG wordmark. No other design elements should encroach on this area.

Construction

The AVG wordmark type size should be the same as the type size of the "Business" strapline. The wordmark and the strapline are next to each other and there is a space corresponding to half the height of the logo type size between them.

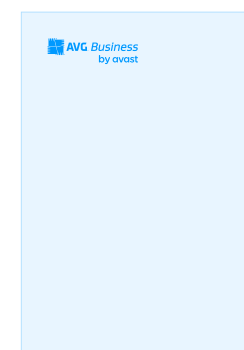


Minimum size

The AVG Business logo is capable of being reproduced at very small sizes while remaining legible.

Look to balance the size of the logo in relation to the size of the piece being produced and the other assets being used.

The minimum size of the AVG Business logo is based on its width, which should never be less than 35 mm for print-based applications or less than 100 pixels for on-screen applications. However, you should always look to present our logo in as clear and prominent a way as possible.



Positioning

Ideally the AVG Business logo should be positioned top left of a communication. Where this is not possible, you can also position it bottom right.

There will, of course, occasionally be projects where none of these positions are appropriate, in which case your decision should always be guided by the need to present the logo in the clearest and most effective way possible.

AVG Business logo | Color backgrounds

In most instances, the AVG Business lockup will be used against white.

However, there may be situations where a background of black or blue is needed.

The following uses are acceptable. Also, you can place the logo on a photo background.



Positive version



Negative version

The letters AVG are white on a dark background and the Business strapline is in AVG Blue (C100, M40, Y0, K0).

AVG Business logo | Limited usage

When we print the logo on promotional merchandise, we always prefer the use of the primary logo in a correct choice of colors. In instances where the primary logo cannot be used for technical reasons, we can choose from the following options.

Solid black

This version will be used to create a plate or dye for single color reproduction, embossing, etching, etc.



AVG logo | Unacceptable usage

Take a few moments to understand what's OK and what's not.

Avoid embellishments

No drop shadows, no moving or resizing elements, no changing color. Also, please don't change the size relationship between any of the elements or add additional components such as product names.

Retain logo proportions

However tempting it is, don't distort, stretch, or rotate the AVG logo in order to make it work within your layout – there's always another way.

Protect legibility

Please don't place our logo on colors or backgrounds that obscure it and make it hard to read such as red.

Our logo is one entity

Never break it up and never use either the symbol or the AVG wordmark in isolation.

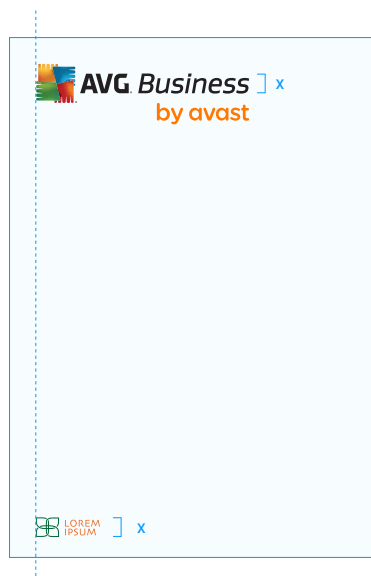


AVG Business logo | Co-branding and sponsorship

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AVG as the lead brand

The AVG Business logo should sit top left (or right), with the other logo sized in proportion to the cap height of the AVG wordmark (X, or a ratio of 1:1) and ranged to the left and positioned below it. The position of the AVG logo ensures that the brand owns the communication.



Equal partners

As all brands differ in proportion, a commonsense approach should be taken to try to ensure a visual harmony exists between the two logos. Under no circumstances should the AVG Business logo be smaller than the other logo(s).



Multiple brands – sponsorship

Ensure that sufficient clear space is preserved around the logo for a clear and effective presentation of the brand.



AVG Colors

Our palette is bright, fresh, and full of optimism – exactly the feelings we want to associate with AVG.

Primary colors

Consumer

Business

Auxiliary colors

AVG Green
Pantone C 7481 C
CMYK C91 M0 Y97 K0
RGB R0 G180 B81
HTML 00B451

AVG Blue
Pantone C 2727 C
CMYK C77 M49 Y0 K0
RGB R42 G125 B225
HTML 2A7DE1

AVG Red
Pantone C 185 C
CMYK C2 M100 Y92 K0
RGB R234 G0 B41
HTML EA0029

AVG Yellow
Pantone C 7549 C
CMYK C0 M31 Y100 K0
RGB R255 G182 B0
HTML FFB600

Status Green
HTML 44CC88

Status Blue
HTML 33AAEE

Status Red
HTML EE4466

Status Yellow
HTML FFB910

Status colors

Designated for status indication on UI

AVG Green
HTML 44CC88

AVG Blue
HTML 33AAEE

AVG Red
HTML EE4466

AVG Yellow
HTML FFB910

Complementary colors

HTML 4D5566 CMYK C73 M61 Y43 K23

HTML B2B2B2 CMYK C31 M25 Y25 K0

HTML BBC1CC CMYK C27 M18 Y13 K0

HTML EBECF0 CMYK C6 M5 Y3 K0

HTML D6DAE0 CMYK C15 M10 Y7 K0

HTML F5F6F7 CMYK C3 M1 Y1 K0

HTML D9D9D9 CMYK C14 M10 Y11 K0

Primary font: Roboto

Roboto's clean, readable lines respect our customers' desire for simplified communications, while having just enough character that everyone will enjoy reading it.

Roboto is fresh, modern and designed to support all media.

Roboto is a neo-grotesque sans-serif typeface developed by Google, originally as the system font for its mobile operating system Android. Google describes the font as "modern, yet approachable" and "emotional".

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890#?!@\$&*°

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890#?!@\$&*°

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890#?!@\$&*°

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890#?!@\$&*°

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890#?!@\$&*°

Secondary font: Arial

Arial is a typeface designed specifically for digital use. Great at small sizes and compatible with all operating systems, Arial is an alternative to AVG Sans in all situations where AVG Sans cannot be used.

Arial

We use Arial for all online text with the exception of headings sized over 15px which can use AVG Sans.

Arial is also our default replacement for AVG Sans in all PowerPoint applications and for the body of letters, envelopes, and mailing labels.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#?!@\$%^*

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890#?!@\$%^**

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#?!@\$%^*

Photography | Style

Natural, vibrant, and simple, our photography places people front and center. It feels bright and familiar, like a moment we could easily happen upon in our day.



Photography | Reflecting the AVG brand

To help distinguish AVG photography from other brands, and from lifestyle and business photography in general, all AVG photography achieves three primary goals:

1. It expresses our brand values of simplicity, optimism, and expertise.
2. It tells a story that our customers can identify with.
3. It conveys emotion by depicting human, relatable moments in our customers' lives.



Photography | AVG flag colourization

Our 2019 lifestyle imagery enforces brand recognition by taking inspiration from the AVG color scheme.

By carefully selecting imagery that already contains base AVG tones, we touch up our photography further to subconsciously evoke AVG brand colors. This distinguishes AVG from the vast majority of competitors using the same tired, stock images.



Photography | Attributes of AVG photography

In addition to the broader brand guidelines above, use the following as a checklist when creating and selecting shots.

Positivity

True to our brand, our photography conjures up good feelings. We focus on everyday life that's simply going great in a variety of settings, whether it's in a home, an office, or somewhere in between.

People, not Devices

While we do feature our products in our photography, please note that devices primarily play a supporting role. People are the stars, and they are enjoying themselves. We want to see their faces and their expressions. However, there are occasional exceptions to this rule. For example, we may want to feature what is on the screen of a device while a person is using it, such as in a series of photos where we are taking our audience on a visual journey across a user scenario. In these cases, we include the device to show the image on the screen while also including enough of the user to provide natural context and to preserve the flow of the story.

Relevancy

When appropriate, our photo compositions depict people using our products. For example, in a photo that is intended for one of our product pages, we may be able to see the home screen of AVG Zen on a tablet. Consider who is using the product and what they are using it for to help determine the best setting and tone.

Story

With a little imagination, it's easy to see what the subject or subjects are up to, and how our product fits into their story. For example, we may feature a photo of a couple who are sightseeing and using a device to map out their next stop.

Empathy

We want people to look at a photo and feel like they can see a bit of themselves in it, or at least something that feels like a familiar part of their daily life.

Authenticity

We want our photos to feel like a little snapshot of life. Specifically, we steer clear of propping devices into our shots in any way that looks contrived. We make sure to show people using them in ways that we might use them ourselves.

Context

We differentiate between the photographs we use for hero images and the photographs we use for blogs, social media, and other general news items. In other words, an image that may work well for marketing may not work well for a blog—and vice versa. While our emphasis is typically on photography that can be used for a hero image, we will also use close-ups, half-details, and three-quarter compositions as needed.

Clarity

There's a simplicity to our compositions. While we look for opportunities to add visual interest, we exclude jarring details or overly aggressive elements that could distract the viewer's attention from the story we want to tell.

Bright

In addition to creating an overall positive atmosphere, the tone of our photography is bright. In execution, this means that we use light to contribute to the atmosphere of the photograph while avoiding too many shadows, and that we look for combinations of colors that evoke a vibrant look and feel. In short, "bright" doesn't necessarily mean "white." We don't need to use white props, backgrounds, and clothes to achieve this effect.

Photography | Things to avoid

Across all of our photography, there are certain layouts and executions that should be avoided. Likewise, there are certaintypes of imagery and subject matter that must not be used at all.

Avoid the unnatural and contrived

We want our imagery to be positive but nobody is that delighted to be doing online banking! And remember overly posed images are not real world or natural.

Visual metaphors

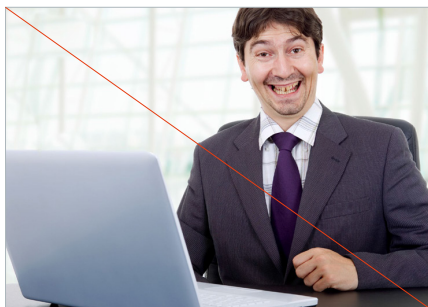
Avoid clichéd imagery at all costs, they do not represent our brand values and can slow down rather than speed up the message we are trying to convey.

Scary pictures

While bad things can happen, we avoid illustrating them with imagery that instills fear or that causes upset.

Montages

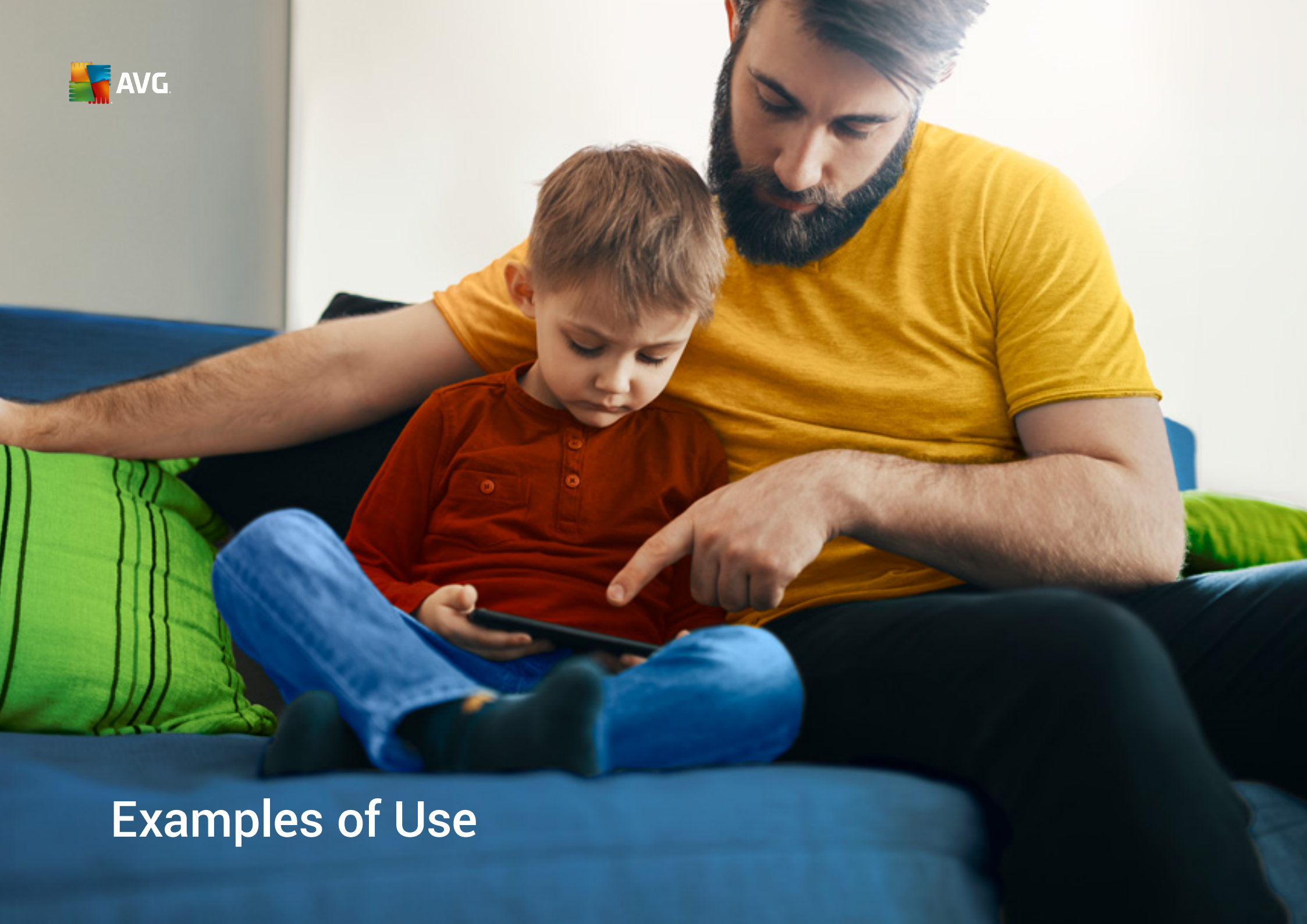
It can be tempting to use montages when trying to communicate multiple messages, but it is likely to result in confusion and loss of clarity.



Business Photography | Style

For AVG Business, our photographic style captures moments when people are accomplishing great things in the workplace and collaborating. Here, technology is the companion, not the star.





Examples of Use

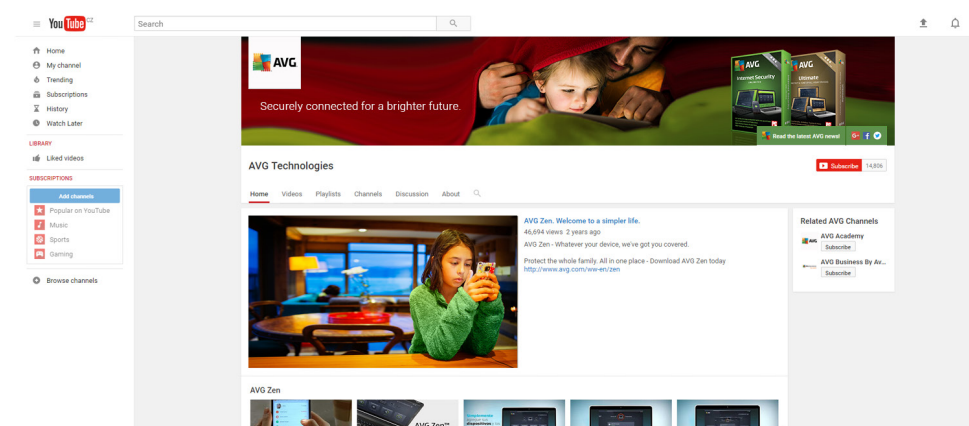
Online | Social media

When an AVG logo is used as an avatar on a social media page, do not use the logo again in the design of the banner.

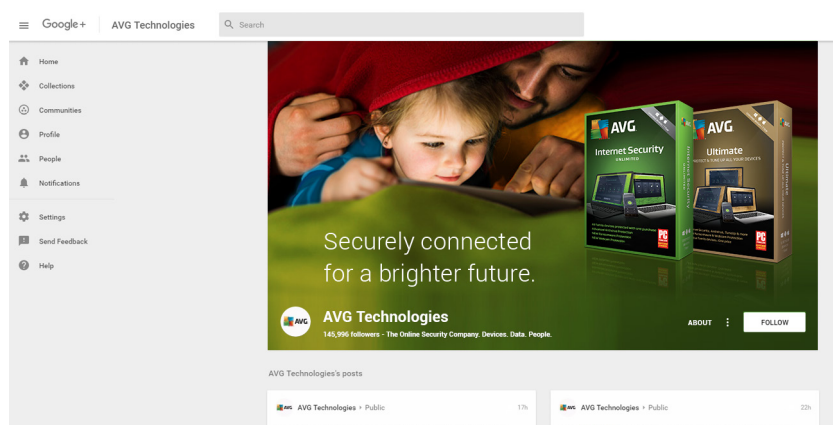
Facebook



YouTube



Google+

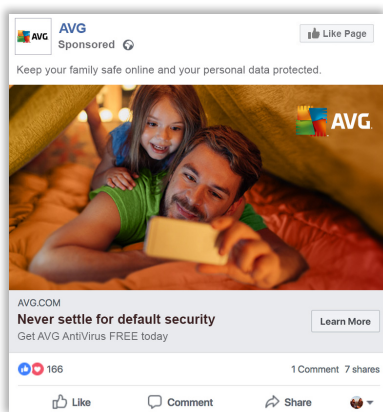


Twitter



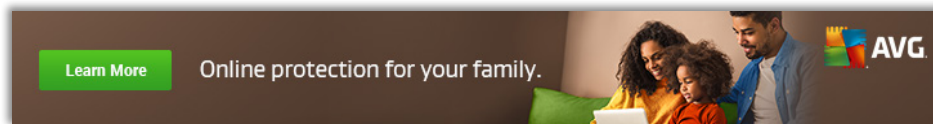
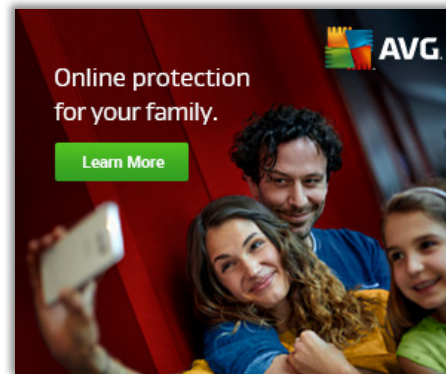
Online | Social media

Examples of Posts



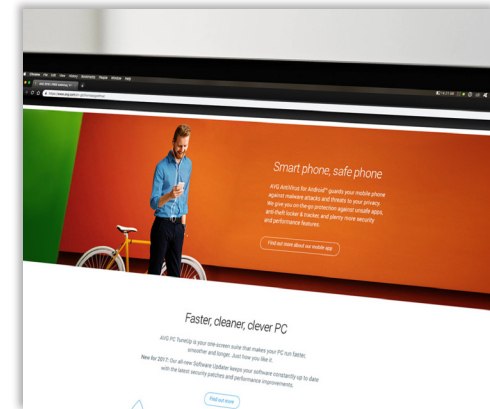
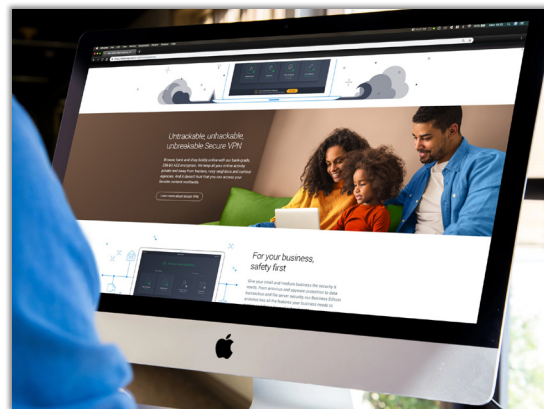
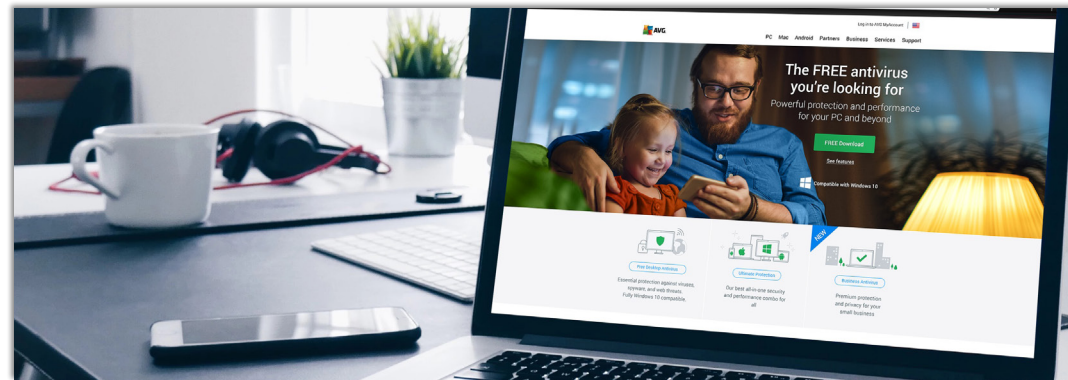
Online | Banners

When our logo is embedded in a product name, do not use our logo again in the online banner. Vice versa, when there is a standalone AVG logo on a banner, we do not use the logo again in the product name.

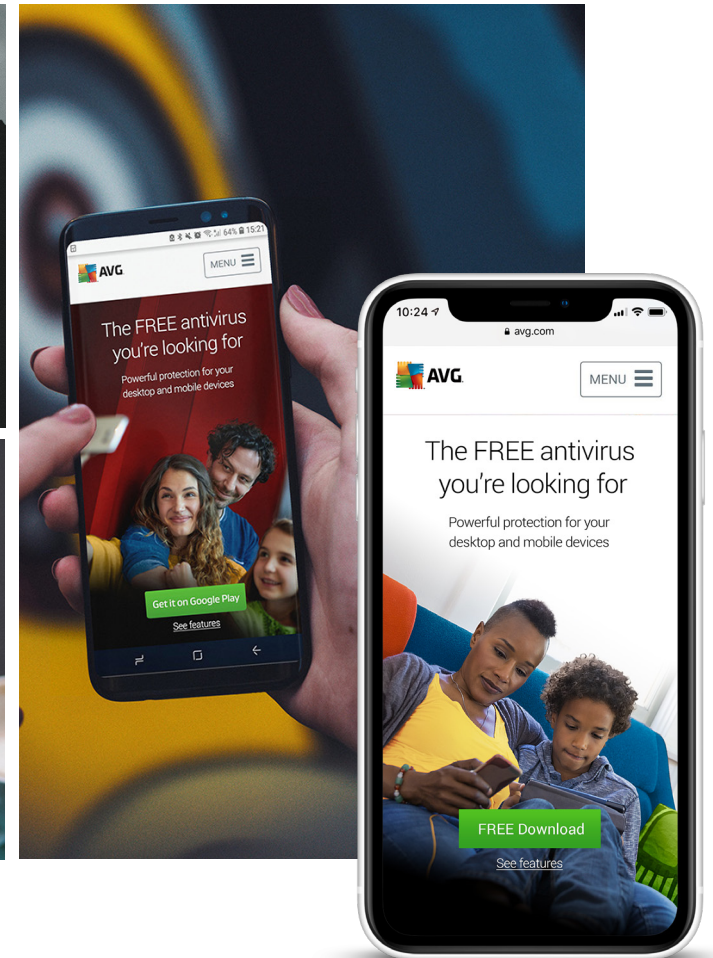
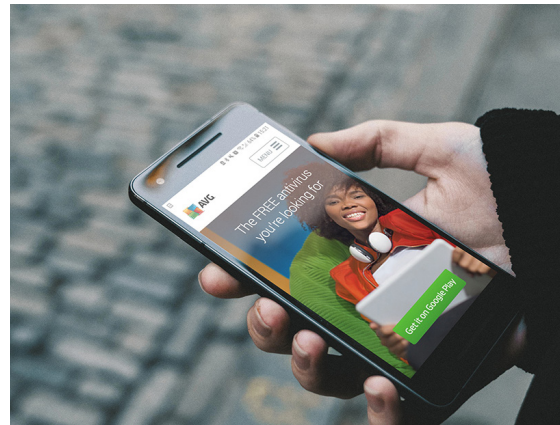
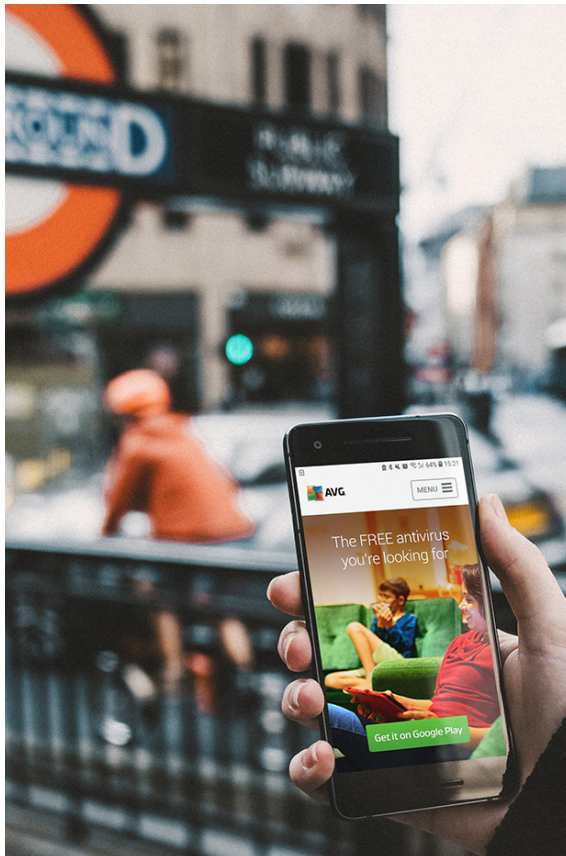


Online | Web page

When the AVG logo appears in web page navigation, we do not use the logo again in banners or hero images. All photography on the page must conform to the AVG photo style. Do not place text over people in the photos. Do not put an overlay on the photo.



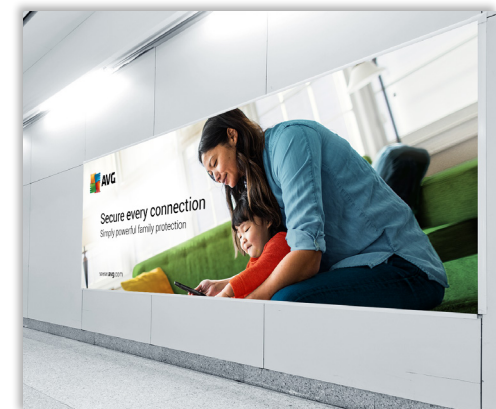
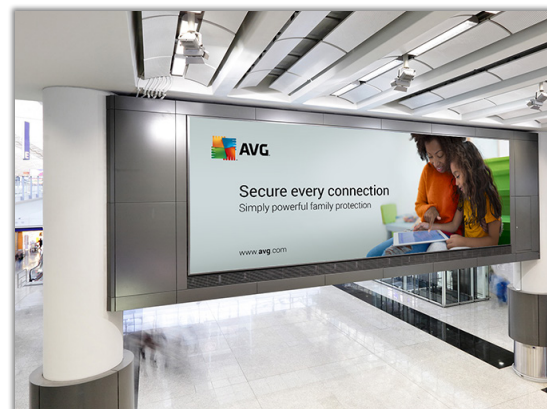
Mobile | Mobile UI's



Display | Large format advertising

Use photography that leaves space for the marketing message.

Do not place text over the main subjects.





AVG brand assets

This document, along with the AVG assets, is available for download from brandcenter.avast.com. Items are added on a regular basis.

To obtain login details, please contact brand@avast.com.

If you have any question regarding this manual and its implementation, please contact the Avast Brand Department, brand@avast.com.

