



Avast brand and  
logo guidelines  
August 2019



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## Brand mission

Keeping the online  
world safe and secure.



# Logo

## Overview

The Avast logo consists of a symbol (the amoeba) and a wordmark. Both elements of the logo have been carefully redesigned to work together for maximum legibility.

Do not redraw the symbol, typeset a new wordmark, or alter the logo in any way except to scale it proportionally. Do not use the wordmark alone. It must always be locked-up with the symbol.

Always use the original digital artwork, available through the Brand Center, to help maintain consistency and integrity.

The Avast logo is available to download via the Avast [Brand Center](#).



# Logo

## Color versions

The logo can be used in a limited number of color variations and only on certain color backgrounds.

### Primary color version

Full color positive

This color version works best on a white background, but may also be positioned on the lightest neutral background from the secondary palette, or on lighter uncluttered areas of photographs.

### Color versions

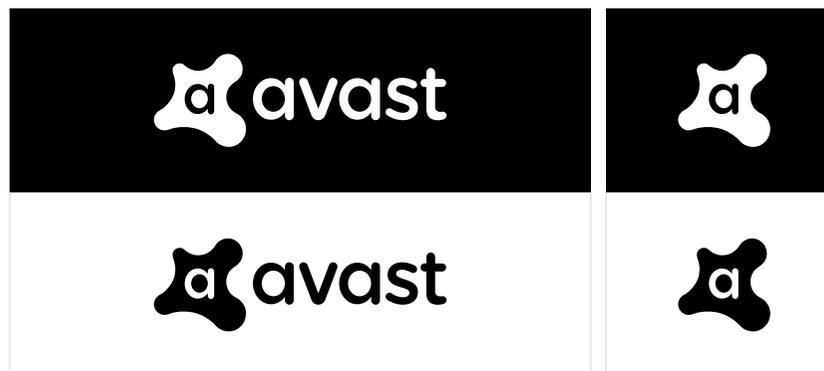
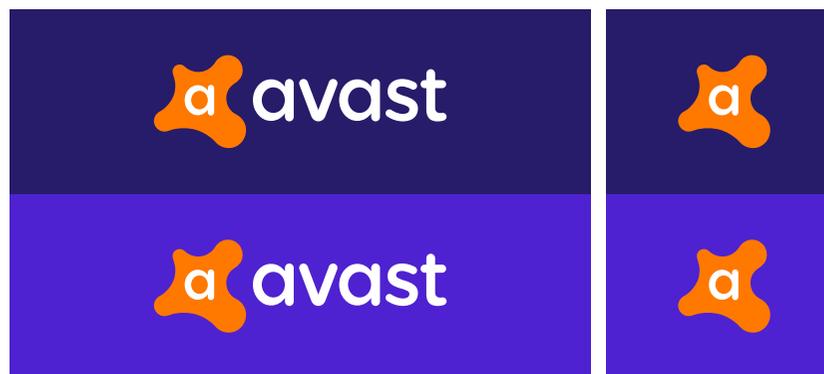
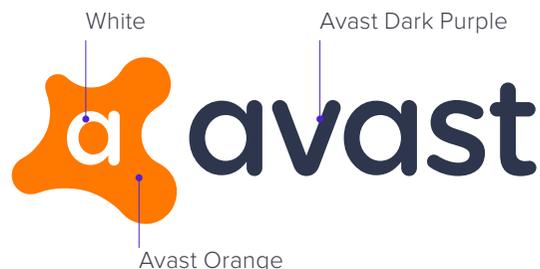
Full color negative

Use the full color negative version of the logo on the dark color backgrounds shown here and dark photographs that provide enough contrast with the logo, or the official Avast pattern. Do not use on unspecified background.

### Limited use versions

One-color

Use the one-color negative version of the logo on dark color backgrounds or over dark photographs for increased legibility. Use the one-color positive version of the logo for special applications like blind-embossing, foil stamping, embroidery or when color output is not available.



Avast Orange

RGB: 255 / 120 / 0  
 CMYK: 0 / 62 / 95 / 0  
 WEB: FF7800



Avast Dark Purple

RGB: 45 / 54 / 76  
 CMYK: 93 / 86 / 40 / 32  
 WEB: 2D364C



Avast Blue

RGB: 38 / 28 / 106  
 CMYK: 100 / 100 / 0 / 22  
 WEB: 261C6A



Avast Purple

RGB: 101 / 52 / 172  
 CMYK: 80 / 89 / 0 / 0  
 WEB: 6534AC



Black

RGB: 0 / 0 / 0  
 CMYK: 0 / 0 / 0 / 100  
 WEB: 000000



White

RGB: 255 / 255 / 255  
 CMYK: 0 / 0 / 0 / 0  
 WEB: FFFFFFFF

## Logo

### Clear space + minimum size

To maintain the integrity and visibility of the logo, avoid crowding it with type, imagery, or graphic elements. The minimum clear space surrounding the logo is proportional to the height of the 'a' in the amoeba. Always use this clear space — or more, whenever possible — when using the logo in communications.



Minimum size (on screen)  
w = 76px, h = 24px



Minimum size (on screen)  
w = 16px, h = 16px

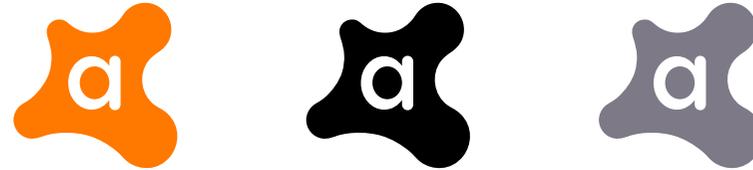
## Logo

### Shorthand versions

The Avast amoeba alone can be used as a shorthand version of our logo. It should be used selectively, such as on our UI, social signatures where space is limited, and when the Avast name has been used in type, to avoid duplication of the word Avast.

Always use the original digital artwork, to help maintain consistency and integrity.

When the small version of the logo is used to indicate states within a third party application, official status colors can be used.



The small version of the logo artwork is available in full color and monochrome, and is for use within the context of the user interface, for example as a favicon in a web browser.



App icon Dark Purple



App icon Plum



Desktop app icon

## Logo - small version

The small version of the Avast logo is reserved for use at extremely small sizes such as favicons, system tray icons, social signatures, or on menu bars. It is the short-hand identifier for Avast products and adapts to the context of different operating systems, yet is consistent across all platforms. It signals the presence of Avast software and gives users peace of mind.

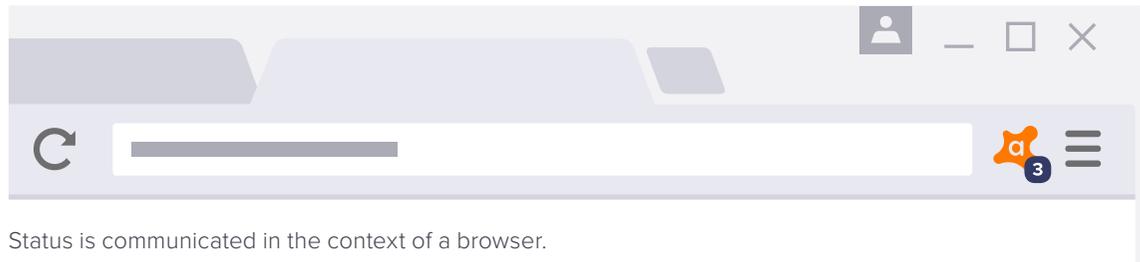
Please use the small logo size available through the [Brand Center](#), and do not attempt to resize.

If you require a new, smaller logo size, contact the [Brand Center](#).

If you'd like to use the logo as a standalone (without the wordmark) or would like to use it for a specific campaign, always discuss this with the brand team first: [brand@avast.com](mailto:brand@avast.com)



The small logo version can be utilitarian, yet still be a strong visual identifier of the Avast brand.



Status is communicated in the context of a browser.

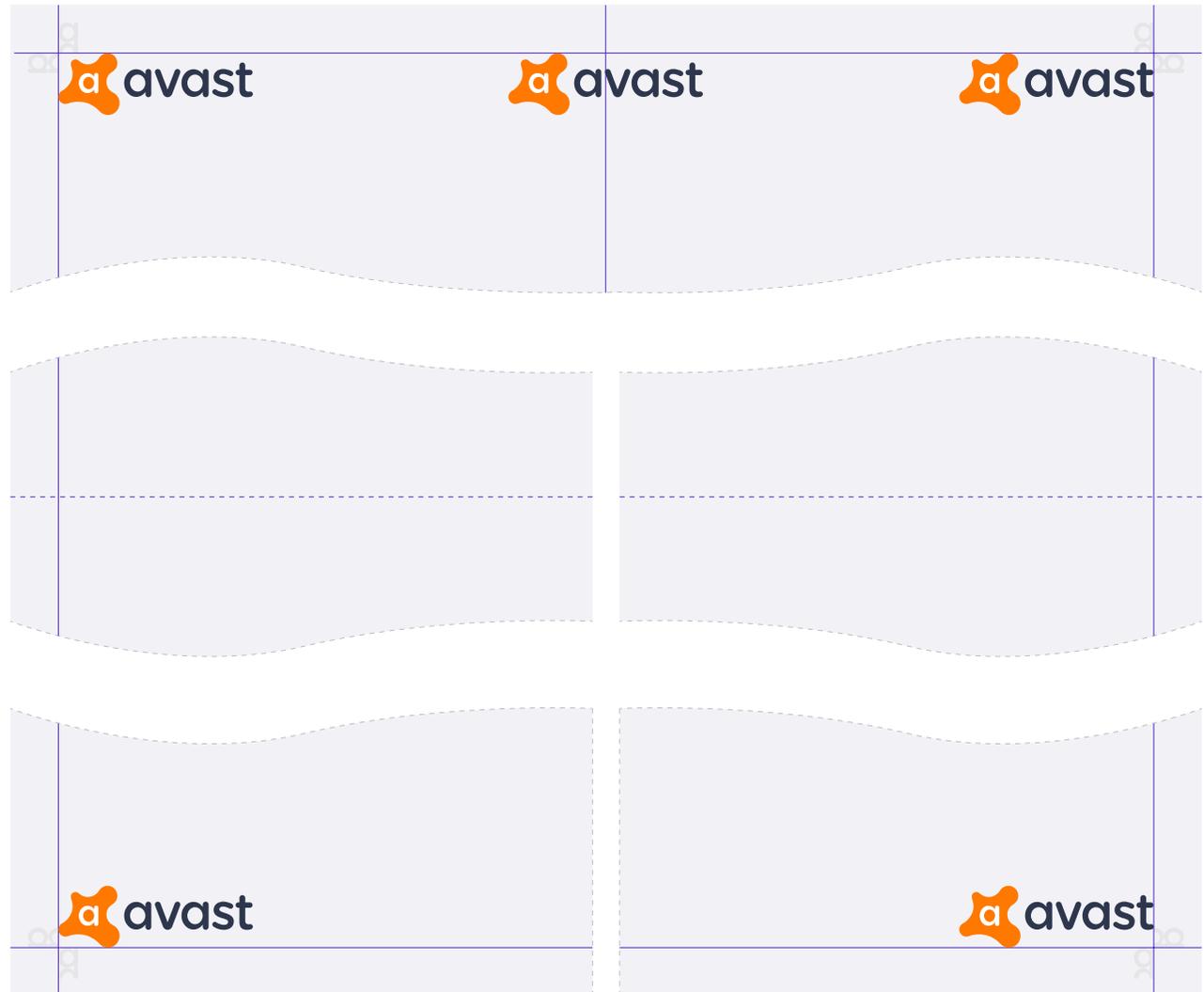
System files usage and operating system usage



## Logo Placement

The preferred placement for the Avast logo is in the corner or the center top of a layout. Base this decision on the content and role of the logo in the communication. Notice the extra clear space around the logo in the diagram to the right, which avoids crowding the edge of the layout.

On occasion, considering context, it may be applicable to place the logo horizontally or vertically centered within the layout.



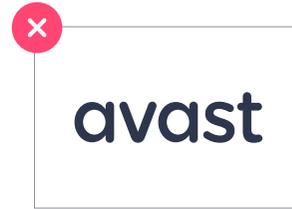
# Logo Incorrect use

The Avast logo has been designed to ensure optimal results when reproducing it at a variety of sizes across different types of media. Use the logo according to the specifications in these guidelines. Improper use of the Avast logo diminishes the impact of the brand identity and compromises our ability to protect it legally.

Take care to avoid the possible misuses of the Avast logo as shown here. The only acceptable alteration of the logo is increasing or decreasing its size through proportional scaling of the original vector artwork. The following incorrect uses apply to all logo versions.



Do not change the colors of the symbol or wordmark or add visual effects.



Do not use the wordmark on its own without the amoeba.



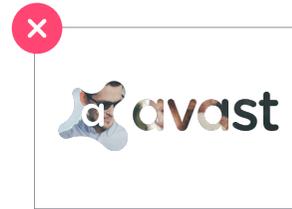
Do not change the logo or wordmark in any way.



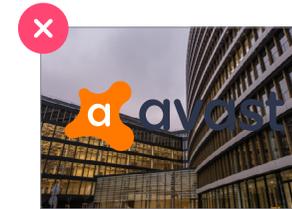
Do not compress or skew the logo.



Do not add color gradients within or behind the logo.



Do not use the logo as a holding shape for masking imagery or graphics.



Do not place the logo over complex, busy or low contrast imagery.



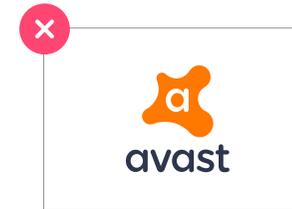
Do not place the logo over light or busy imagery.



Do not lock up any business lines or other text descriptions with the logo.



Do not use the white logo version on unspecified colors.



Do not stack the amoeba and wordmark.



Do not use on low contrast background colors.

# Logo Logo matrix

The logo artwork files cover a broad range of potential uses. These files follow a specific naming convention that will help identify the ideal logo version for every potential situation.

Each file name contains the following information, separated into sections by underscores: Company name, size version, background relationship, color system and file type.

Pantone® is a registered trademark of PANTONE, INC. The colors shown here are not intended to match the Pantone® Color Standard, although their values are based on Pantone® Solid to Process (for CMYK) and Pantone® Color Bridge (for RGB) conversions. See the current edition of the Pantone® Color Formula Guide for accurate color standards.

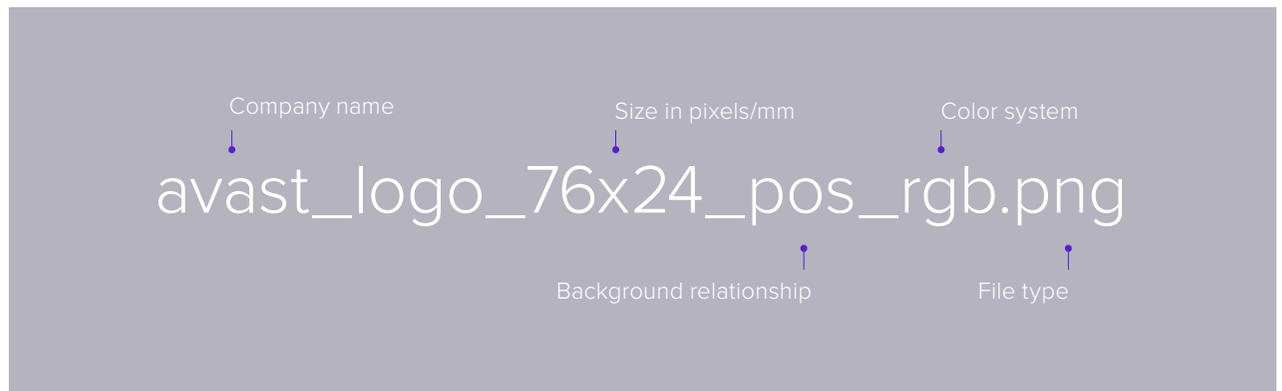
### Key

Each version of the logotype has a file name that follows the matrix shown here. It facilitates finding and organizing logo files.

Pantone	CMYK (Print)	RGB (Screen)	Grayscale
158 C	0 / 62 / 95 / 0	255 / 120 / 0	0 / 0 / 0 / 100
533 C	96 / 83 / 40 / 32	45 / 54 / 76	



Pantone	CMYK (Print)	RGB (Screen)	Grayscale
158 C	0 / 62 / 95 / 0	255 / 120 / 0	0 / 0 / 0 / 0
000C	0 / 0 / 0 / 0	255 / 255 / 255	

# Avast Business

Avast Business provides easy-to-manage, enterprise-grade security and network management solutions for SMBs and IT service providers. Backed by the largest, most globally dispersed threat detection network, the Avast Business security portfolio helps businesses and channel partners build trusted networks by quickly assessing vulnerabilities, securing weak points, monitoring anomalies, and seamlessly recovering data in the event of an attack.



# Logo

## Overview and configuration

The Avast Business logo consists of the original Avast logo with the business extension and claim. Both elements of the logo have been carefully redesigned to work together for maximum legibility. Do not redraw the symbol, typeset a new wordmark, or alter the logo in any way except to scale it proportionally.

Always use the original digital artwork, available through the Brand Center, to help maintain consistency and integrity.

The basic Avast Business logo configurations are shown below. Always use one of these approved configurations in your communications.

The choice of logotype configuration will depend on your layout and audience. The one-line logotypes are used in promotions when there is ample horizontal layout space. The two-line logotype is more compact. It can be used when both vertical space and horizontal space are limited.

The Avast Business logo is available to download via the Avast [Brand Center](#).

### Primary one-line logotype:

Use this version for all communications with Avast Business end customers.

### Secondary one-line logotype:

Use this version for all communication with channel partners.

### Two-line logotype:

Limited usage - when the horizontal space is less than 160px + clear space surrounding the logo is proportional to the height of the 'a' in the amoeba



# Logo

## Color versions

The logo can only have specific color variations, and be placed against specific colored backgrounds.

### Primary color version

Full-color positive

This color variation works best on white backgrounds, but may also be positioned on the lightest neutral background from the secondary palette, or on lighter, uncluttered areas of photographs.



Avast Orange  
 RGB: 255 / 120 / 0  
 CMYK: 0 / 62 / 95 / 0  
 WEB: FF7800



Avast Dark Purple  
 RGB: 45 / 54 / 76  
 CMYK: 93 / 86 / 40 / 32  
 WEB: 2D364C



Secondary 1  
 RGB: 118 / 118 / 131  
 CMYK: 57 / 49 / 37 / 8  
 WEB: 767683



Secondary 2  
 RGB: 170 / 171 / 182  
 CMYK: 34 / 28 / 21 / 0  
 WEB: AAABB6



Black  
 RGB: 0 / 0 / 0  
 CMYK: 0 / 0 / 0 / 100  
 WEB: 000000



White  
 RGB: 255 / 255 / 255  
 CMYK: 0 / 0 / 0 / 0  
 WEB: FFFFFFFF

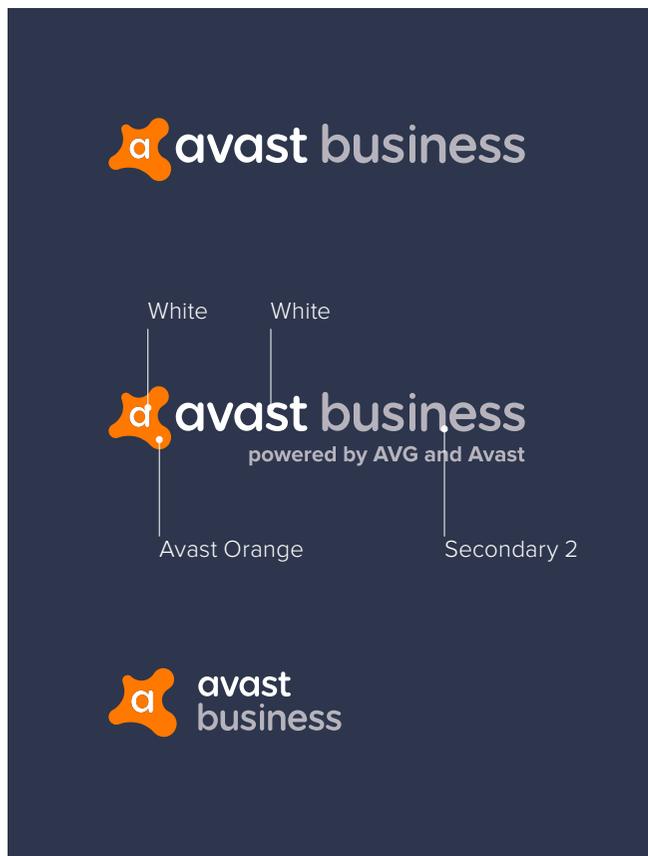
# Logo

## Color versions

### Color versions

#### Full-color negative

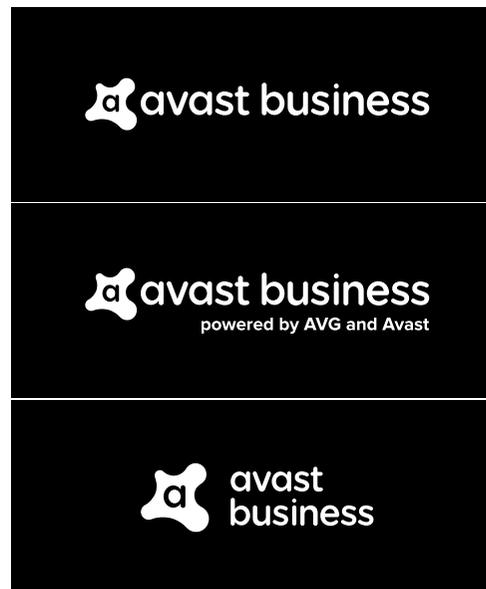
Use the full-color negative version of the logo on Avast Dark Purple colored backgrounds, dark photographs that provide enough contrast with the logo, and the official Avast pattern. Do not use it on unspecified backgrounds.



### Limited use versions

#### One-color

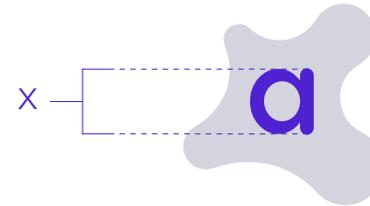
Use the one-color negative version of the logo on dark-color backgrounds or over dark photographs for increased legibility. Use the one-color positive version of the logo for special applications, like blind embossing, foil stamping, embroidery, or when color output is not available.



## Logo

### Clear space + minimum size

To maintain the integrity and visibility of the logo, avoid crowding it with type, imagery, or graphic elements. The minimum clear space surrounding the logo must be proportional to the height of the 'a' in the amoeba. When using the logo in communications, always give it this much or more clear space.



Minimum size (on screen)  
w = 160px, h = 25px



Minimum size (on screen)  
w = 160px, h = 30px

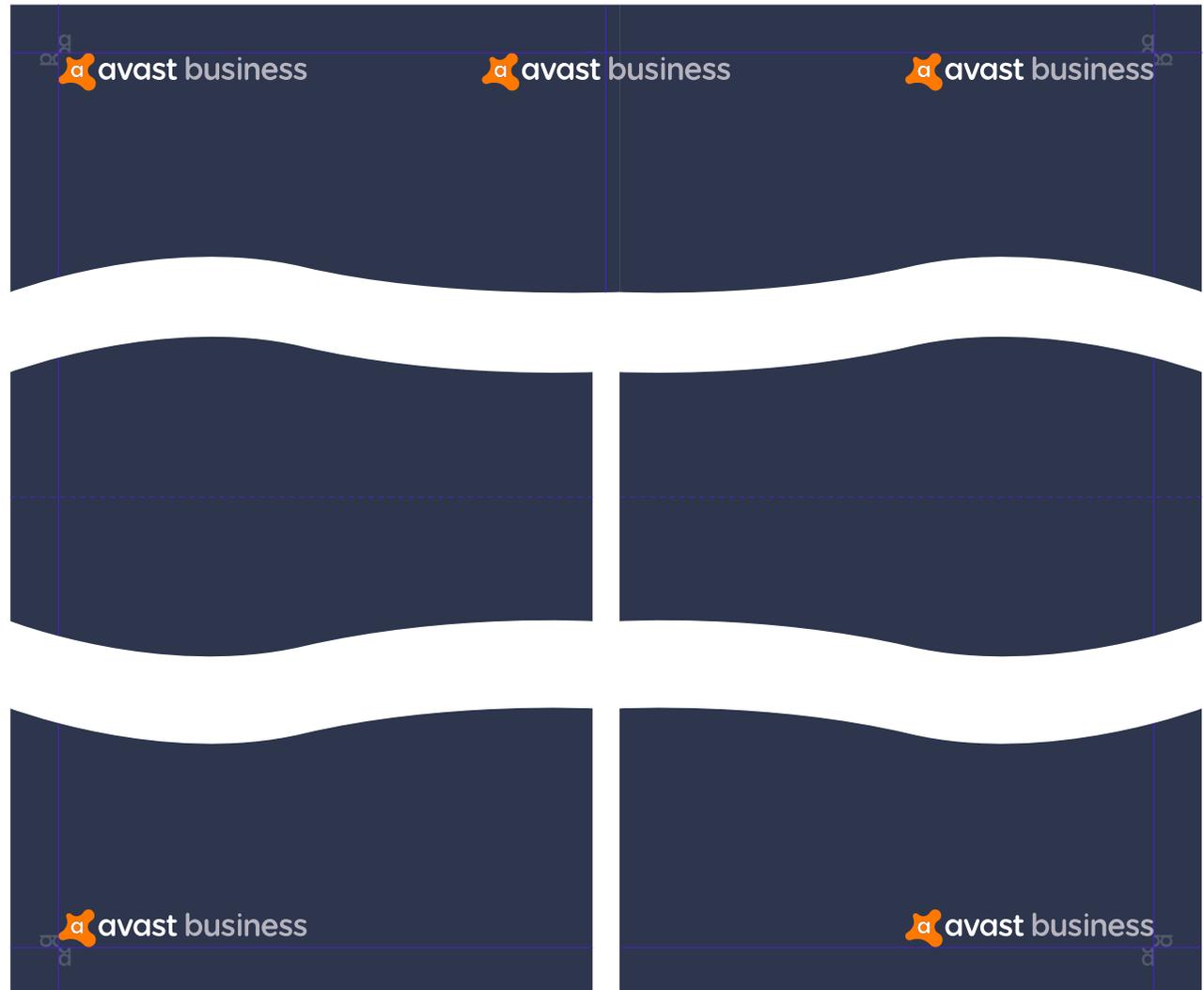


Minimum size (on screen)  
w = 85px, h = 25px

# Logo Placement

The preferred placement for the Avast Business logo is in the corner or center top of the layout. Use context, page content, and the role of the logo in the communications piece to decide which of these spots work best. Notice the extra clear space around the logo in the diagram to the right, which avoids crowding the edge of the layout.

On occasion, considering context, it may be applicable to place the logo horizontally or vertically centered within the layout.



# Logo

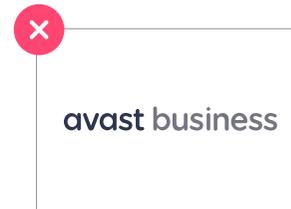
## Incorrect use

The Avast Business logo has been designed to ensure optimal results when reproduced in a variety of sizes across different types of media. Use the logo according to the specifications in these guidelines. Improper use of the Avast Business logo diminishes the impact of our brand identity and compromises our ability to protect it legally.

Take care to avoid any possible misuses of the Avast Business logo as shown here. The only acceptable alteration of the logo is increasing or decreasing its size through proportional scaling of the original vector artwork. The following incorrect uses apply to all logo versions.



Do not change the colors of the symbol or wordmark or add visual effects.



Do not use the wordmark on its own without the amoeba.



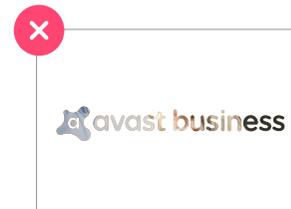
Do not change the logo or wordmark in any way.



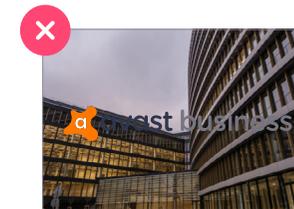
Do not compress or skew the logo.



Do not add color gradients within or behind the logo.



Do not use the logo as a holding shape for masking imagery or graphics.



Do not place the logo over complex, busy or low contrast imagery.



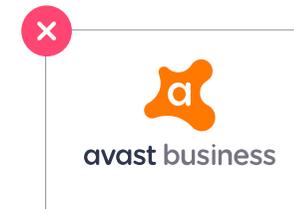
Do not place the logo over light or busy imagery.



Do not make the text disproportionate to itself or the amoeba



Do not use the white logo version on unspecified colors.



Do not stack the amoeba and wordmark.



Do not place the logo on low contrast background colors.

# Logo

## Logo matrix

The logo artwork files cover a broad range of potential uses. These files follow a specific naming convention that will help identify the ideal logo version for every potential situation.

Pantone® is a registered trademark of PANTONE, INC. The colors shown here are not intended to match the Pantone® Color Standard, although their values are based on Pantone® Solid to Process (for CMYK) and Pantone® Color Bridge (for RGB) conversions. See the current edition of the Pantone® Color Formula Guide for accurate color standards.

Pantone	CMYK (Print)	RGB (Screen)	Grayscale
158 C	0 / 62 / 95 / 0	255 / 120 / 0	0 / 0 / 0 / 100
533 C	96 / 83 / 40 / 32	45 / 54 / 76	
Cool Gray 9 C	57 / 49 / 37 / 8	45 / 54 / 76	



# Logo

## Logo matrix

The logo artwork files cover a broad range of potential uses. These files follow a specific naming convention that will help identify the ideal logo version for every potential situation.

Pantone® is a registered trademark of PANTONE, INC. The colors shown here are not intended to match the Pantone® Color Standard, although their values are based on Pantone® Solid to Process (for CMYK) and Pantone® Color Bridge (for RGB) conversions. See the current edition of the Pantone® Color Formula Guide for accurate color standards.

Pantone	CMYK (Print)	RGB (Screen)	Grayscale
158 C	0 / 62 / 95 / 0	255 / 120 / 0	0 / 0 / 0 / 0
000C	0 / 0 / 0 / 0	255 / 255 / 255	
429 C	34 / 28 / 21 / 0	170 / 171 / 182	






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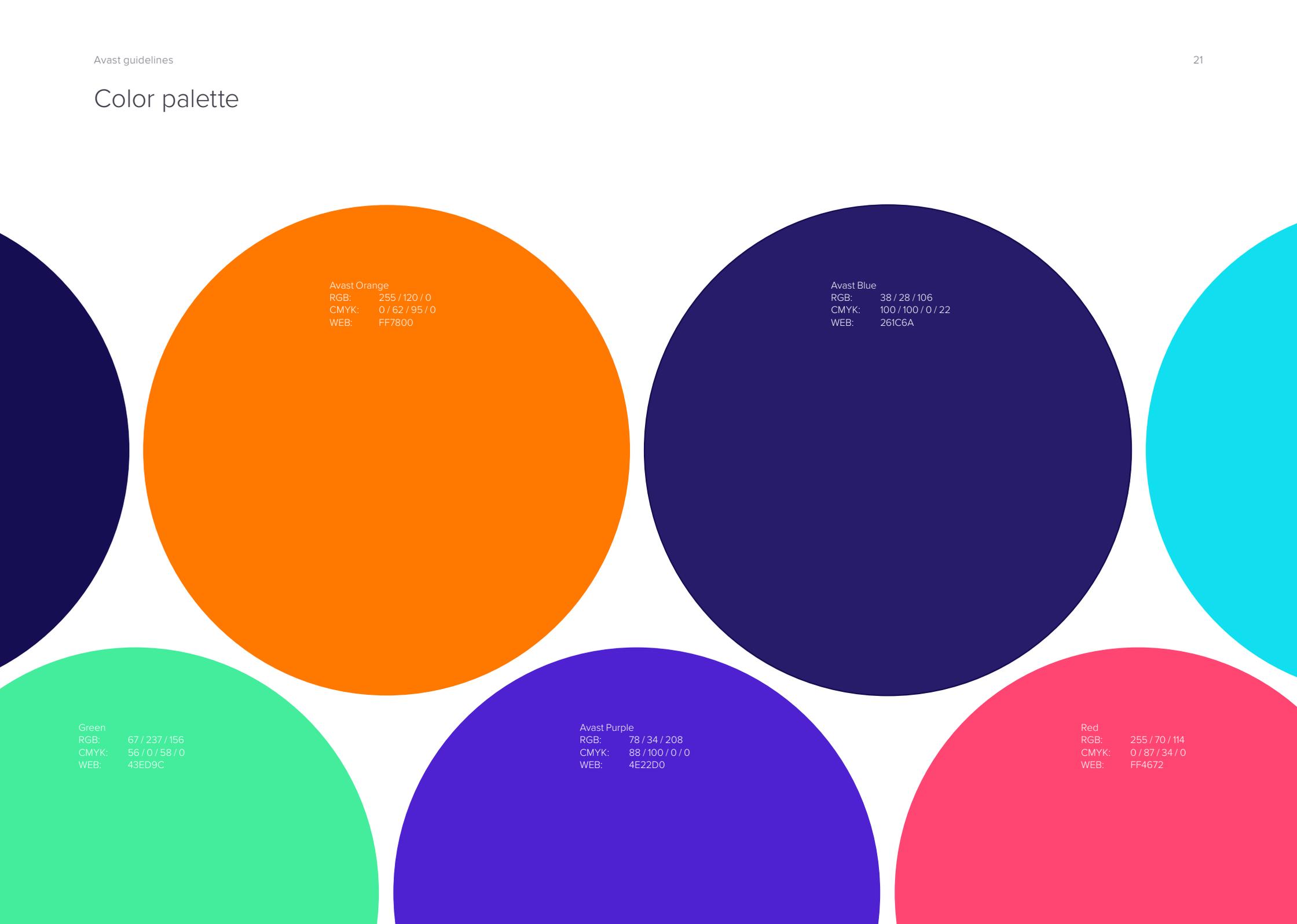



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## Color palette



Avast Orange  
RGB: 255 / 120 / 0  
CMYK: 0 / 62 / 95 / 0  
WEB: FF7800

Avast Blue  
RGB: 38 / 28 / 106  
CMYK: 100 / 100 / 0 / 22  
WEB: 261C6A

Green  
RGB: 67 / 237 / 156  
CMYK: 56 / 0 / 58 / 0  
WEB: 43ED9C

Avast Purple  
RGB: 78 / 34 / 208  
CMYK: 88 / 100 / 0 / 0  
WEB: 4E22D0

Red  
RGB: 255 / 70 / 114  
CMYK: 0 / 87 / 34 / 0  
WEB: FF4672

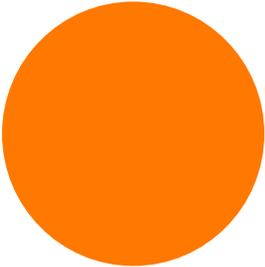
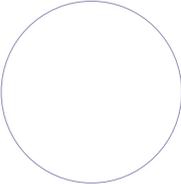
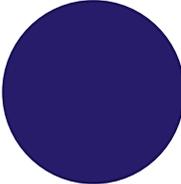
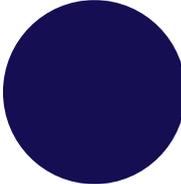
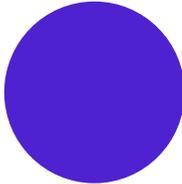
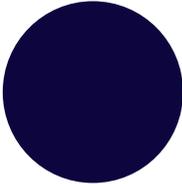
# Avast consumer Color palette

Orange is the primary color for use in the Avast icon as well as for brand communications and marketing.

The primary and secondary background colors have been carefully chosen to boost visual potency and ensure texts are highly readable across all channels and platforms. The palettes allow for strong contrast in light usage (e.g websites, emails, packaging) and dark usages (e.g product UI and in-product-messaging).

Colors, such as red, yellow and green must not be employed for anything but 'status' indicators within the UI or website, and other marketing materials.

**NOTE:** ALL colors can be used on or offline except the Avast Dark purple logo color which is only to be used offline and in the logo.

<b>Primary logo, background and accent color</b>	<b>Primary background colors</b>	<b>Secondary background colors</b>			
					
Avast Orange	White	Avast Blue	Avast Dark Blue	Avast Purple	Avast Dark Purple
RGB: 255 / 120 / 0 CMYK: 0 / 62 / 95 / 0 WEB: FF7800 Pantone: 158C	RGB: 255 / 255 / 255 CMYK: 0 / 0 / 0 / 0 WEB: ffffff	RGB: 38 / 28 / 106 CMYK: 100 / 100 / 0 / 22 WEB: 261C6A Pantone: 2685C	RGB: 22 / 14 / 83 CMYK: 100 / 100 / 7 / 56 WEB: 160E53 Pantone: 275C	NB: Can also be used as an accent color. RGB: 78 / 34 / 208 CMYK: 88 / 100 / 0 / 0 WEB: 4E22D0 Pantone: 267C	NB: To only be used offline and in the Avast logo RGB: 45 / 54 / 76 CMYK: 93 / 86 / 40 / 32 WEB: 2D364C Pantone: 533C

### Auxiliary colors

 RGB: 103 / 96 / 150 WEB: 676096 CMYK: 73 / 75 / 0 / 2	 RGB: 212 / 210 / 230 WEB: D4D2E6 CMYK: 33 / 23 / 0 / 0	 RGB: 248 / 248 / 252 WEB: F8F8FC CMYK: 4 / 4 / 0 / 4
 RGB: 125 / 119 / 166 WEB: 7D77A6 CMYK: 73 / 62 / 0 / 2	 RGB: 233 / 232 / 243 WEB: E9E8F3 CMYK: 23 / 18 / 0 / 0	 RGB: 17 / 223 / 239 WEB: 11DFEF CMYK: 74 / 0 / 10 / 0
 RGB: 168 / 164 / 195 WEB: A8A4C3 CMYK: 65 / 50 / 8 / 0	 RGB: 244 / 243 / 250 WEB: F4F3FA CMYK: 17 / 10 / 1 / 0	

### Status colors

 RGB: 255 / 70 / 114 WEB: FF4672 CMYK: 0 / 87 / 34 / 0
 RGB: 250 / 219 / 75 WEB: FADB4B CMYK: 3 / 10 / 82 / 0
 RGB: 67 / 237 / 156 WEB: 43ED9C CMYK: 56 / 0 / 58 / 0

# Avast Business Color palette

Avast Business incorporates all of the Avast colors in its visual identity, but to distinguish our brand from consumer's, we've adopted dark purple and orange as our predominant colors.

Dark purple combines the stability of blue and the energy of red. Purple is associated with wisdom, independence, and creativity.

**NOTE:** The color palette for Avast Business does not differ on or offline.

<b>Primary logo, background and accent color</b>	<b>Primary background colors</b>	<b>Secondary background colors</b>				<i>NB: Can also be used as an accent color.</i>
Avast Orange	White	Avast Dark Purple	Avast Blue	Avast Dark Blue	Avast Purple	
RGB: 255 / 120 / 0 CMYK: 0 / 62 / 95 / 0 WEB: FF7800 Pantone: 158C	RGB: 255 / 255 / 255 CMYK: 0 / 0 / 0 / 0 WEB: ffffff	RGB: 45 / 54 / 76 CMYK: 93 / 86 / 40 / 32 WEB: 2D364C Pantone: 533C	RGB: 38 / 28 / 106 CMYK: 100 / 100 / 0 / 22 WEB: 261C6A Pantone: 2685C	RGB: 22 / 14 / 83 CMYK: 100 / 100 / 7 / 56 WEB: 160E53 Pantone: 275C	RGB: 78 / 34 / 208 CMYK: 88 / 100 / 0 / 0 WEB: 4E22D0 Pantone: 267C	

### Auxiliary colors

 RGB: 103 / 96 / 150 WEB: 676096 CMYK: 73 / 75 / 0 / 2	 RGB: 212 / 210 / 230 WEB: D4D2E6 CMYK: 33 / 23 / 0 / 0	 RGB: 248 / 248 / 252 WEB: F8F8FC CMYK: 4 / 4 / 0 / 4
 RGB: 125 / 119 / 166 WEB: 7D77A6 CMYK: 73 / 62 / 0 / 2	 RGB: 233 / 232 / 243 WEB: E9E8F3 CMYK: 23 / 18 / 0 / 0	 RGB: 17 / 223 / 239 WEB: 11DFEF CMYK: 74 / 0 / 10 / 0
 RGB: 168 / 164 / 195 WEB: A8A4C3 CMYK: 65 / 50 / 8 / 0	 RGB: 244 / 243 / 250 WEB: F4F3FA CMYK: 17 / 10 / 1 / 0	

### Status colors

 RGB: 255 / 70 / 214 WEB: FF4672 CMYK: 0 / 87 / 34 / 0
 RGB: 250 / 219 / 75 WEB: FADB4B CMYK: 3 / 10 / 82 / 0
 RGB: 67 / 237 / 156 WEB: 43ED9C CMYK: 56 / 0 / 58 / 0



Need help?  
Contact us at  
[brand@avast.com](mailto:brand@avast.com)

