

Logo and Color Guidelines



Introduction

Making the most of our brand

Introduction

Logo

Color

Typography

The following interim Avast Brand Guidelines provide direction for our logo suite and give a full spectrum color pallet optimized to work across all mediums.

Whether you're a member of the Avast team or an external partner, please read and follow these guidelines carefully to keep our brand feeling consistent and looking beautiful everywhere it appears.



Introduction | Contents

Inside this document

Introduction

Logo

Color

Typography

Logo 04
Color 19
Typography 23



Logo



Logo | Introduction

A symbol for a brighter future

Introduction

Logo

Color

Typography

Our logo is our brand's most important visual asset.
It symbolizes everything that we stand for, representing
freedom, protection, optimism and empowerment.



Logo | Symbol

Our optimistic symbol

Our new brand icon has been developed to capture the optimistic spirit of our organization. It's a symbol that represents our purpose — protecting digital freedom for everyone.

The shape of our symbol points forward, indicating our desire to innovate, to explore, to grow, and to progress.

The rounded forms indicate our humanity, and the role we play as a caregiver — offering digital protection to all who need it.

Our unique 'A' is emboldened by its circle housing. Like a seal of approval, it forms a mark of trust, solidity, and honesty.





Introduction

Logo

Color

Typography

Logo | Wordmark

Our bold wordmark

Our ingenious wordmark combines custom, uniquely rounded and angular letterforms to represent humans and technology working in harmony. We always combine our dark dark blue wordmark with our symbol to form our lockup.



Avast



Introduction

Logo

Color

Typography

Logo | Lockup

Our primary logo lockups

Our primary logo lockups combine the Avast symbol and wordmark to form a graphic that reinforces our name and associates it with our symbol.

We use our single line lockup whenever possible, especially when interacting with new or prospective customers.

For applications, such as online banners, printed material, presentations, or any instance where space is limited, our primary stacked lockup should be used to reinforce our brand.

Trademarked primary logo lockups are also available.

Our primary single line lockup



Our primary stacked lockup





Introduction

Logo

Color

Typography

Logo | Lockup-colorways

Our lockup's colorways

On light colored backgrounds, we use our positive lockup. This features our bright orange symbol paired with a black wordmark.

On dark colored backgrounds, we use our white-fill 'negative' lockup. This features our bright orange white-fill symbol paired with our white wordmark.

On vibrant backgrounds, we use our white lockup. This ensures that our bright orange symbol doesn't clash with other colors.

Our positive lockup on a white background



Our negative white-fill lockup on a dark dark blue background



Our white lockup on a bright orange background





Introduction

Logo

Color

Typography

Logo | Symbol colorways

Our symbol's colorways

Our symbol comes in two colorways — bright orange and white. We use our bright orange symbol on light backgrounds, and our bright orange white-fill symbol on dark backgrounds.

We use our white symbol on vibrant backgrounds to ensure that our symbol doesn't clash with other colors.

Our bright orange symbol on a white background



Our bright orange white-fill symbol on a dark dark blue background



Our white symbol on a bright orange background





Introduction

Logo

Color

Typography

Logo | Clear space

Protecting our logos

To make sure our logo is always clear, legible and free of obstruction we have defined clear space — an area that surrounds our logo that we keep free of other elements.

Pay attention to these clear space guides when using our logo.

Our lockup's clear space is $\frac{2}{3}$ of our symbol's height



Our symbol's clear space is $\frac{2}{3}$ of its height





Introduction

Logo

Color

Typography

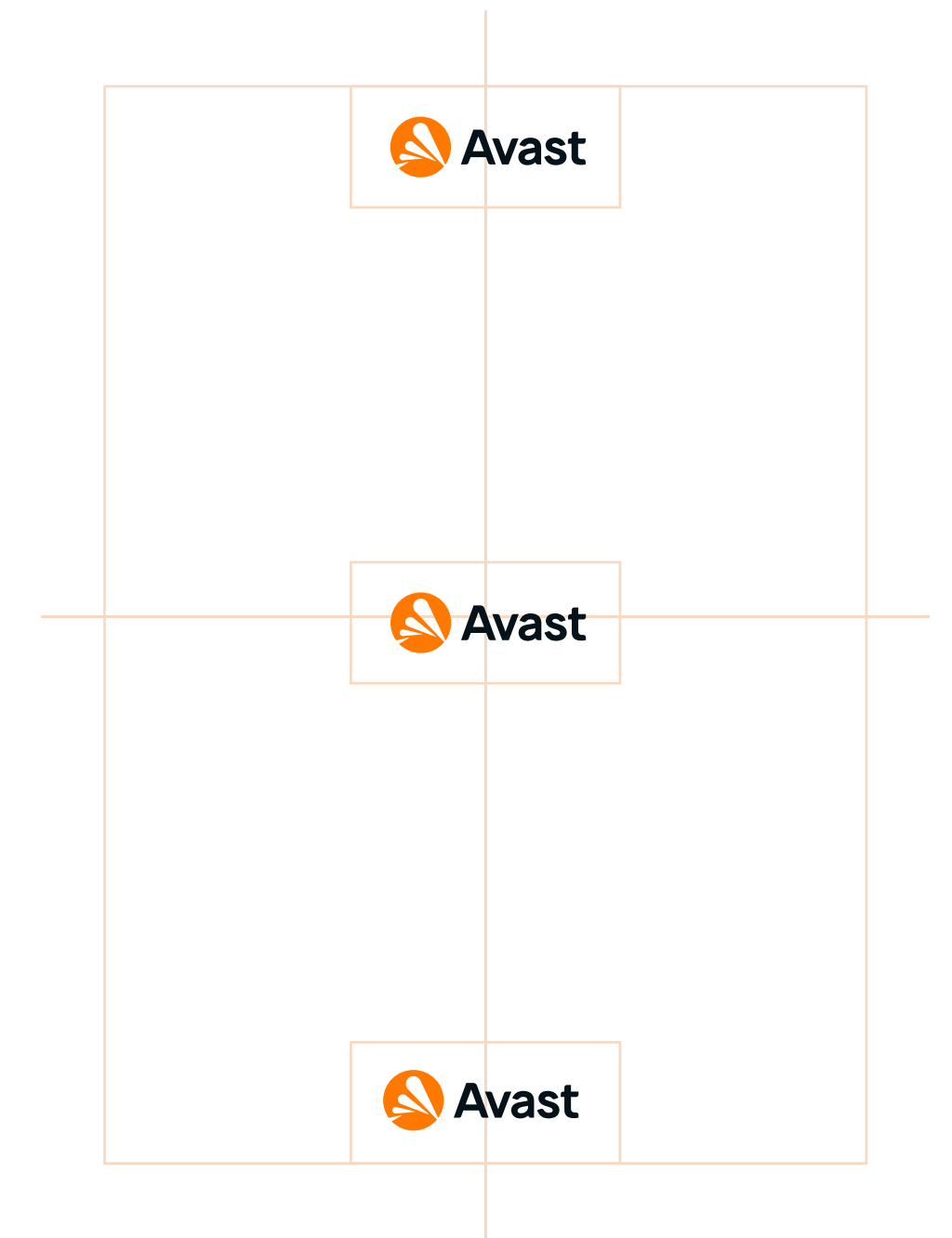
Logo | Placement

Pixel-perfect placement

We have set positions for our logos to sit within our layouts. These ensure that our logo doesn't float around, and where possible we match our logo placement with our type alignment. Use these placement guides for both lock-ups and symbols.

Always take note of our logo's clear space when placing it, and make sure never to position it too close to the edge of an application.

Corner and central logo positionings



We align our logo to an application's margin





Introduction

Logo

Color

Typography

Logo | Minimum size

Keeping our logo legible

To ensure our logo is always legible we have a minimum height for our lockup and symbol. This is 30px / 4mm.

Our wordmark's minimum size is 30px / 4mm



Our symbols minimum size is 30px / 4mm





Introduction

Logo

Color

Typography

Logo | Holding shapes

Containing our symbol

Our logo appears on a wide range of platforms, which use a variety of avatar or holding shapes.

Use these guides to size our symbol correctly within a variety of common holding shapes.

How we contain our symbol in a square, rounded square and circle



A holding shape in use





Introduction

Logo

Color

Typography

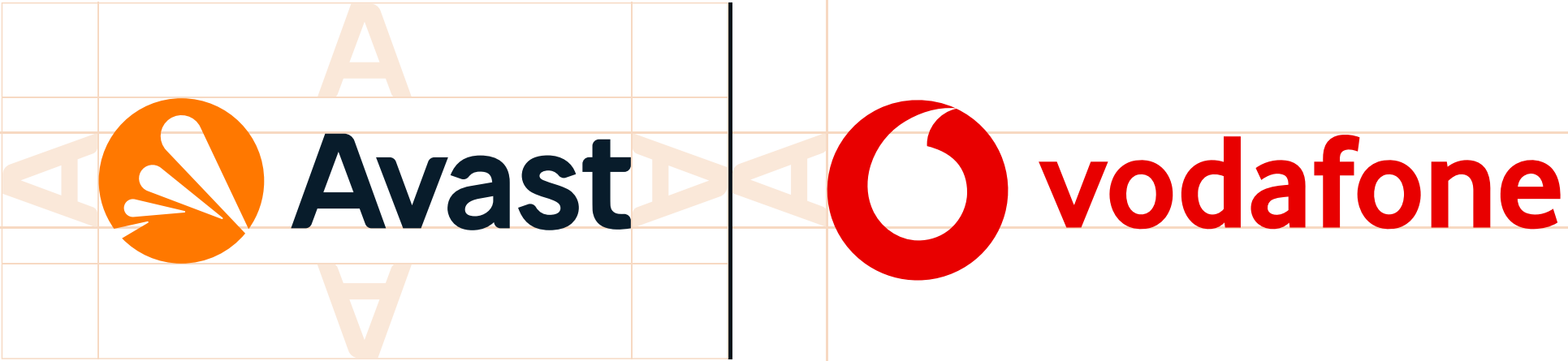
Logo | Lockup co-branding

Co-branding with our lockup

Our brand often appears alongside other prominent brands. When this happens, we create co-branding lockups.

While pairing logo lockups, we optically match the scale of both logos, separating them with a single vertical line.

How we create a lockup co-branding lockup



A lockup co-branding lockup





Introduction

Logo

Color

Typography

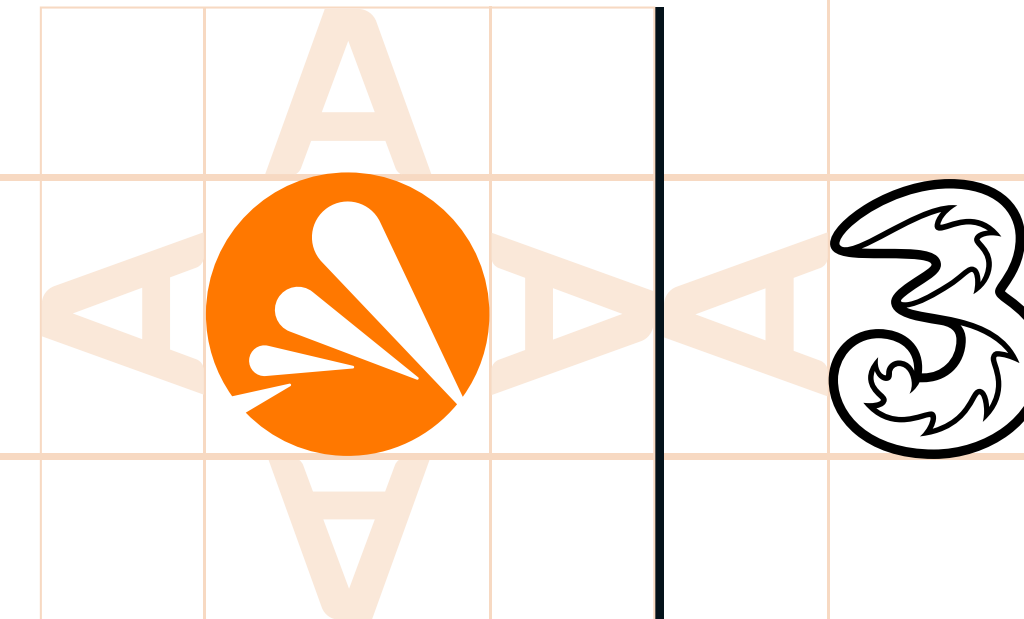
Logo | Symbol co-branding

Co-branding with our symbol

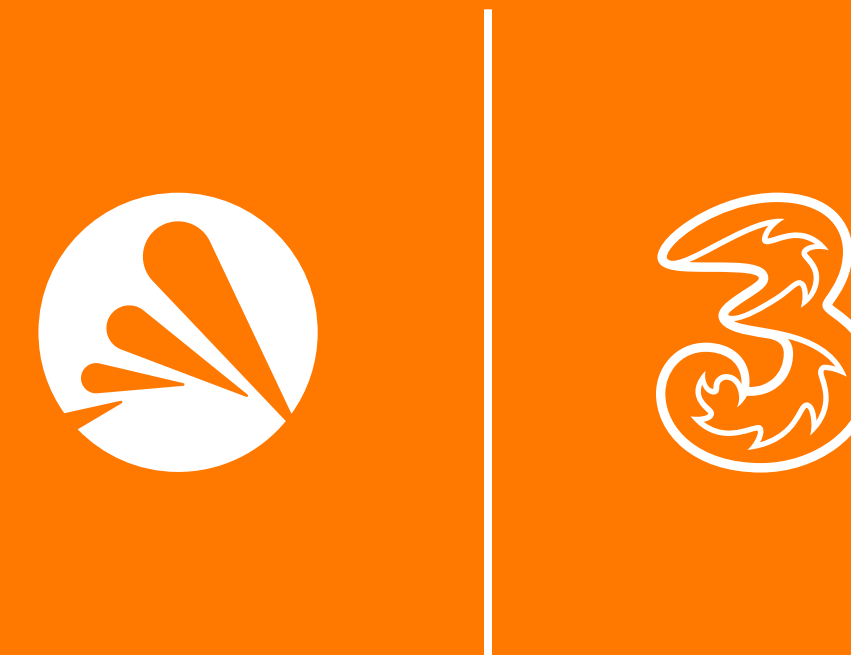
Our brand often appears alongside other prominent brands, and when this happens we create co-branding lockups.

When pairing symbols, we optically match the scale of both logos, separating them with a single vertical line.

How we create a symbol co-branding lockup



A symbol co-branding lockup





Introduction

Logo

Color

Typography

Logo | Sub-brand lockups

Beyond our master brand

In addition to our primary logos, we have a family of sub-brand logo lockups.

Available in single-line and stacked (double-decked) formats, these child variants can replace the parent logo depending on the division/sector of Avast they are to represent.

If creating a new sub-brand logo, please reach out to our brand team first. Do not attempt to make your own logo.

Our Avast Foundation single line lockup



Our Avast Foundation stacked lockup



Our Avast Partners single line lockup



Our Avast Partners stacked lockup



Our Avast Business single line lockup



Our Avast Business stacked lockup



Our Avast Business Hub lockup



Our Avast One lockup





Introduction

Logo

Color

Typography

Appendix | Special-use logo

Cut-out vs White-fill Symbol Options

All primary and sub-brand lockups are available with both cut-out and white-fill symbol variants.

As a general rule, use the white-fill variant when a placement over a dark or colored background results in blade-fill to a point where the contrast is brought into question.

A good example of where the cut-out can take preference would be when overlaying an image causing the blades to appear as a window, which in turn allows for both symbol and image to have an integrated flow.

Avast primary single line cut-out lockup

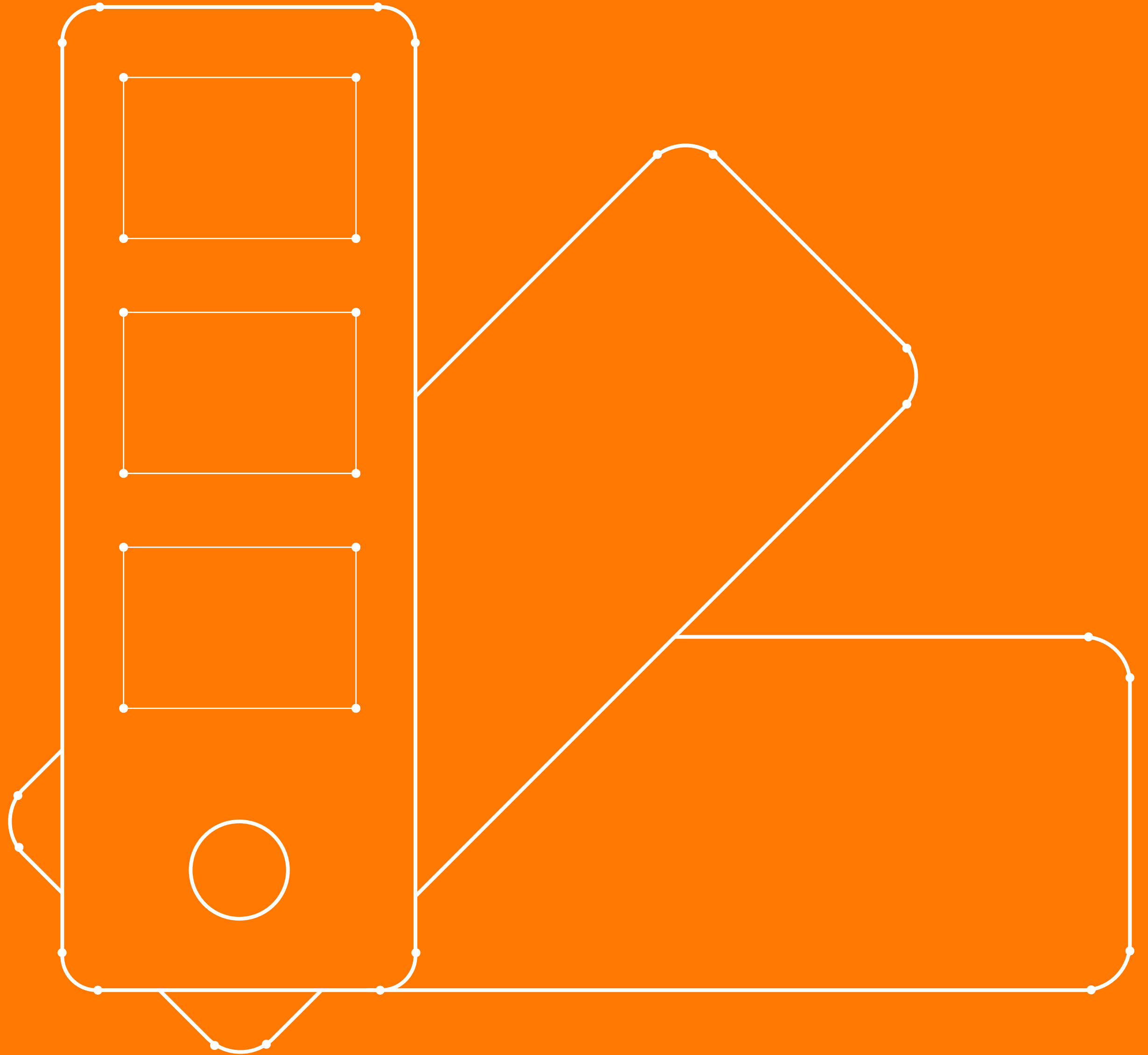


Avast primary single line white-fill symbol lockup





Color





Bringing color to the world

Introduction

Logo

Color

Typography

Our vibrant, bright orange makes our brand come alive. Building on the spirit of our brand strategy, this bold color is joyful, memorable, and optimistic — championing a brighter future for all while helping us stand out from the crowd.



Introduction

Logo

Color

Typography

Color | Primary palette

Our distinctive primary palette

We’re an orange brand, so our primary palette showcases our bright orange color.

We pair it with complimentary light and dark tones to create bold, impactful brand expressions.

Bright Orange
#FF7800
R: 255 G: 120 B: 000
C: 000 M: 054 Y: 100 K: 000
Pantone: 151 C

White
#FFFFFF
R: 255 G: 255 B: 255
C: 000 M: 000 Y: 000 K: 000
Pantone: N/A

Faint Orange
#FFDDBF
R: 255 G: 221 B: 191
C: 007 M: 015 Y: 020 K: 000
Pantone: 726 C (50% tint)

Dark Dark Blue
#04121A
R: 004 G: 018 B: 026
C: 092 M: 073 Y: 029 K: 089
Pantone: 532 C

Black
#000000
R: 000 G: 000 B: 000
C: 000 M: 000 Y: 000 K: 100
Pantone: N/A



Introduction

Logo

Color

Typography

Color | Tints & shades

Creating flexibility with tints & shades

To further improve flexibility and create harmonious color pairings, each of our bright colors have three lighter and darker tones.

White	#FFFFFF	R: 255	G: 255	B: 255	C: 000	M: 000	Y: 000	K: 000	Pantone: N/A	PRIMARY
Faint Blue	#E5FDFF	R: 229	G: 253	B: 255	C: 012	M: 000	Y: 000	K: 000	Pantone: 290 C (50% tint)	
Pale Blue	#C1F3F7	R: 193	G: 243	B: 247	C: 025	M: 001	Y: 000	K: 000	Pantone: 290 C	
Light Blue	#58DFED	R: 088	G: 223	B: 237	C: 055	M: 000	Y: 001	K: 000	Pantone: 305 C	
Bright Blue	#4096FF	R: 064	G: 150	B: 255	C: 067	M: 021	Y: 000	K: 000	Pantone: 299 C	
Mid Blue	#0070F6	R: 000	G: 112	B: 246	C: 082	M: 036	Y: 000	K: 000	Pantone: 7461 C	
Deep Blue	#0F4062	R: 015	G: 064	B: 098	C: 100	M: 052	Y: 000	K: 058	Pantone: 2955 C	
Dark Blue	#071D2B	R: 007	G: 029	B: 043	C: 100	M: 046	Y: 000	K: 089	Pantone: 296 C	
Dark Dark Blue	#04121A	R: 004	G: 018	B: 026	C: 092	M: 073	Y: 029	K: 089	Pantone: 532 C	PRIMARY
Faint Green	#F7FFE5	R: 247	G: 255	B: 229	C: 013	M: 006	Y: 018	K: 000	Pantone: 580 C (50% tint)	
Pale Green	#E5F7C1	R: 229	G: 247	B: 193	C: 021	M: 000	Y: 038	K: 000	Pantone: 580 C	
Light Green	#BBED58	R: 187	G: 237	B: 088	C: 023	M: 000	Y: 069	K: 000	Pantone: 374 C	
Bright Green	#9AE437	R: 154	G: 228	B: 055	C: 046	M: 000	Y: 086	K: 000	Pantone: 375C	
Mid Green	#388700	R: 056	G: 135	B: 000	C: 071	M: 000	Y: 100	K: 005	Pantone: 377C	
Deep Green	#314D00	R: 049	G: 077	B: 000	C: 059	M: 000	Y: 100	K: 043	Pantone: 364 C	
Dark Green	#141F00	R: 020	G: 031	B: 000	C: 078	M: 035	Y: 074	K: 078	Pantone: 553C	
Faint Yellow	#FFFBE9	R: 255	G: 251	B: 233	C: 004	M: 005	Y: 022	K: 000	Pantone: 600 C (50% tint)	
Pale Yellow	#FFF8CC	R: 255	G: 248	B: 204	C: 001	M: 000	Y: 044	K: 000	Pantone: 600 C	
Light Yellow	#FFFB73	R: 255	G: 251	B: 115	C: 002	M: 000	Y: 059	Y: 000	Pantone: 602 C	
Bright Yellow	#FFD900	R: 255	G: 217	B: 000	C: 000	M: 002	Y: 099	K: 000	Pantone: 108 C	
Mid Yellow	#FFBF00	R: 255	G: 191	B: 000	C: 000	M: 020	Y: 100	K: 000	Pantone: 7548 C	
Deep Yellow	#967100	R: 150	G: 113	B: 000	C: 000	M: 034	Y: 100	K: 036	Pantone: 132 C	
Dark Yellow	#272100	R: 039	G: 033	B: 000	C: 048	M: 053	Y: 084	K: 084	Pantone: Black 2 C	
Off-White Orange	#FFFCFA	R: 255	G: 252	B: 250	C: 002	M: 003	Y: 001	K: 000	Pantone: 726 C (20% tint)	
Faint Orange	#FFDDBF	R: 255	G: 221	B: 191	C: 007	M: 015	Y: 020	K: 000	Pantone: 726 C (50% tint)	
Pale Orange	#FFBB80	R: 255	G: 187	B: 128	C: 006	M: 030	Y: 030	K: 000	Pantone: 726 C	PRIMARY
Light Orange	#FF9D00	R: 255	G: 157	B: 000	C: 000	M: 036	Y: 100	K: 000	Pantone: 137 C	
Bright 'Avast' Orange	#FF7800	R: 255	G: 120	B: 000	C: 000	M: 054	Y: 100	K: 000	Pantone: 151 C	PRIMARY
Mid Orange	#B15300	R: 177	G: 083	B: 000	C: 000	M: 073	Y: 100	K: 015	Pantone: 167 C	
Deep Orange	#622E00	R: 098	G: 046	B: 000	C: 001	M: 085	Y: 095	K: 035	Pantone: 1685 C	
Dark Orange	#36342E	R: 054	G: 052	B: 046	C: 061	M: 068	Y: 050	K: 070	Pantone: 412 C	
Light Red	#FF9780	R: 255	G: 151	B: 128	C: 000	M: 040	Y: 020	K: 000	Pantone: 487 C	
Bright Red	#FF5833	R: 255	G: 088	B: 051	C: 000	M: 074	Y: 070	K: 000	Pantone: 171 C	
Mid Red	#D93511	R: 217	G: 053	B: 017	C: 000	M: 100	Y: 100	K: 000	Pantone: 485 C	
Deep Red	#8E230B	R: 142	G: 035	B: 011	C: 005	M: 100	Y: 070	K: 015	Pantone: 7526 C	
Black	#000000	R: 000	G: 000	B: 000	C: 000	M: 000	Y: 000	K: 100	Pantone: N/A	PRIMARY



Typography





Clean, clear and characterful typography

Our typography is the visualization of Avast's human and confident voice. We use it to communicate with audiences in a range of tones — from functional in-product information to expressive out-of-home inspiration.

Introduction

Logo

Color

Typography



Introduction

Logo

Color

Typography

Typography | Our typeface

Our distinctive typeface

Our typeface is Mier B.

Mier B is a unique typeface combining geometric and grotesque letterforms.

We love our typeface, so we use it wherever possible, from digital advertising to printed materials.

Mier B
AaBbCcDd
FfGgHhIiJj
LlMmNnOo
QqRrSsTtUu



Introduction

Logo

Color

Typography

Typography | Weights

A range of weights

We utilize four different weights —
Regular, Demi, Bold, and Extrabold.

Combining these weights allows us to flex
our tone and structure our information.

Regular
Demi
Bold
Extrabold



Introduction

Logo

Color

Typography

Typography | Leading & tracking

Leading & tracking

Leading is the space between the baselines of two lines of type.

When our type scale changes, so does our leading value, and as a general rule we keep our leading size at 120-130% the height of our type. We reduce our leading for large headlines, using between 100-120% the size of our type.

Tracking is the space between letters for a line or block of text.

We adjust our typeface's tracking to aid legibility at a range of scales. As a general rule, we loosen tracking for small type and tighten tracking for large type.

Leading set at 120%

Perfect is overrated

No one and nothing is perfect. Not even your favorite streaming shows, websites, bank or email platforms. And all are vulnerable to cyberthreats. But, here's the good news: Avast alerts you to sketchy websites, blocks unsafe downloads, stops dangerous email attachments, and prevents web tracking — giving you a better internet.

Tracking set at 0 and -20

Perfect is overrated.

Perfect is overrated.



Introduction

Logo

Color

Typography

Typography | Kerning

Spacing our headlines

Kerning is the space between characters. When creating large headlines we take extra care to ensure that letters always appear evenly spaced, and we adjust the spacing between letters as required.

Kerning

Space



Introduction

Logo

Color

Typography

Typography | Alignment

Aligning our type

We have a flexible approach to aligning type: center, or left aligning across our applications.

We use left-aligned type for most of our applications, as left alignment is best for readability, especially suiting longer pieces of copy.

We use center-aligned type for headlines, and single sentences of supporting copy.

Where possible, we match our type and logo alignments.

Center and left-aligned design elements



**Checking your
bank balance.
Checking in
with friends.**

We're making it safer for everyone.



**It's about time to
free the future**

Discover the app

Center and left-aligned design elements



**Checking your
bank balance.
Checking in
with friends.**

We're making it safer for everyone.



**It's about time to
free the future**

Discover the app



Introduction

Logo

Color

Typography

Typography | Hierarchy

Expressing hierarchy

To make sure our type is always clear and easy to digest we pay attention to how we express a hierarchy of information.

We use these values when setting type to indicate differentiation between copy types.

**Headlines
use Bold with
100% leading
-20 tracking**

**Titles
use Demi with
110% leading
-10 tracking**

**Subheadings
use Bold with
120% leading
0 tracking**

Body copy
uses Regular with
120% leading
0 tracking



Introduction

Logo

Color

Typography

Typography | Our product typeface

Our product typeface

Our product typeface is Proxima Nova. It's a modern geometric typeface that's legible at small sizes due to its larger x-height.

Proxima Nova comes in a wide range of weights. We use four of them: Regular, Semibold, Bold and ExtraBold.

Proxima Nova
Regular AaBbCc
Semibold AaBbCc
Bold AaBbCcD
ExtraBold AaB
0123456789(!
@#\$%^&*\/<`~



If you have any questions regarding the implementation of the brand, please contact William:

William Bloor
Creative Director
william.bloor@avast.com