Logo and Color Guidelines
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.
A symbol for a brighter future

Our logo is our brand’s most important visual asset. It symbolizes everything that we stand for, representing freedom, protection, optimism and empowerment.
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.
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.
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 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 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.
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 1/3 of our symbol’s height

Our symbol’s clear space is 1/5 of its height
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.
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 symbol’s minimum size is 30px / 4mm
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.
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.
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.
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.
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.
Color
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.
## 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.

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
<th>RGB</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bright Orange</td>
<td>FF7800</td>
<td>R: 255 G: 120 B: 000</td>
<td>C: 000 M: 054 Y: 100 K: 000</td>
<td>151 C</td>
</tr>
<tr>
<td>Faint Orange</td>
<td>FFDDBF</td>
<td>R: 255 G: 221 B: 191</td>
<td>C: 007 M: 015 Y: 020 K: 000</td>
<td>726 C (50% tint)</td>
</tr>
<tr>
<td>Black</td>
<td>000000</td>
<td>R: 000 G: 000 B: 000</td>
<td>C: 000 M: 000 Y: 000 K: 100</td>
<td>N/A</td>
</tr>
<tr>
<td>White</td>
<td>FFFFFFF</td>
<td>R: 255 G: 255 B: 255</td>
<td>C: 000 M: 000 Y: 000 K: 000</td>
<td>N/A</td>
</tr>
</tbody>
</table>
To further improve flexibility and create harmonious color pairings, each of our bright colors have three lighter and darker tones.

**Creating flexibility with tints & shades**

<table>
<thead>
<tr>
<th>Color</th>
<th>Tints &amp; shades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bright Red</td>
<td>#FF5833 R: 255 G: 088 B: 051 C: 000 M: 074 Y: 070 K: 000 Pantone: 171 C</td>
</tr>
<tr>
<td>Mid Red</td>
<td>#D93511 R: 217 G: 053 B: 017 C: 000 M: 100 Y: 100 K: 000 Pantone: 485 C</td>
</tr>
<tr>
<td>Bright ‘Avast’ Orange</td>
<td>#FF7800 R: 255 G: 120 B: 000 C: 000 M: 054 Y: 100 K: 000 Pantone: 151 C</td>
</tr>
<tr>
<td>Mid Orange</td>
<td>#B15300 R: 177 G: 083 B: 000 C: 000 M: 073 Y: 100 K: 015 Pantone: 167 C</td>
</tr>
<tr>
<td>Deep Orange</td>
<td>#622E00 R: 098 G: 046 B: 000 C: 001 M: 085 Y: 095 K: 035 Pantone: 1685 C</td>
</tr>
<tr>
<td>Light Orange</td>
<td>#FF9D00 R: 255 G: 157 B: 000 C: 000 M: 036 Y: 100 K: 000 Pantone: 726 C</td>
</tr>
<tr>
<td>Bright Green</td>
<td>#9AE437 R: 154 G: 228 B: 055 C: 046 M: 000 Y: 100 K: 036 Pantone: 375 C</td>
</tr>
<tr>
<td>Mid Green</td>
<td>#388700 R: 056 G: 135 B: 000 C: 071 M: 000 Y: 100 K: 005 Pantone: 377 C</td>
</tr>
<tr>
<td>Deep Green</td>
<td>#141F00 R: 020 G: 031 B: 000 C: 078 M: 035 Y: 074 K: 078 Pantone: 553 C</td>
</tr>
<tr>
<td>Light Blue</td>
<td>#58DFED R: 088 G: 223 B: 237 C: 055 M: 000 Y: 001 K: 000 Pantone: 726 C</td>
</tr>
<tr>
<td>Bright Blue</td>
<td>#4096FF R: 064 G: 150 B: 255 C: 067 M: 021 Y: 000 K: 000 Pantone: 299 C</td>
</tr>
<tr>
<td>Mid Blue</td>
<td>#0070F6 R: 000 G: 112 B: 194 C: 082 M: 036 Y: 000 K: 000 Pantone: 796 C</td>
</tr>
<tr>
<td>Dark Blue</td>
<td>#071D2B R: 007 G: 162 B: 255 C: 100 M: 052 Y: 000 K: 058 Pantone: 795 C</td>
</tr>
<tr>
<td>Faint Blue</td>
<td>#E5FDFF R: 229 G: 253 B: 250 C: 012 M: 000 Y: 001 K: 000 Pantone: 796 C</td>
</tr>
<tr>
<td>Pale Blue</td>
<td>#000000 R: 000 G: 000 B: 000 C: 000 M: 000 Y: 100 K: 100 Pantone: N/A</td>
</tr>
<tr>
<td>White</td>
<td>#FFFFFF R: 255 G: 255 B: 255 C: 000 M: 000 Y: 000 K: 000 Pantone: N/A</td>
</tr>
<tr>
<td>Black</td>
<td>#000000 R: 000 G: 000 B: 000 C: 000 M: 000 Y: 000 K: 100 Pantone: N/A</td>
</tr>
</tbody>
</table>
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.
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.
We utilize four different weights — Regular, Demi, Bold, and Extrabold.

Combining these weights allows us to flex our tone and structure our information.
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.
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.
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.
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.
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.
If you have any questions regarding the implementation of the brand, please contact William:

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