



# Avast, AVAST, or avast!

Avast in writing  
2015

# 1 Avast

Use “Avast” to refer to our products and the company. The “A” in Avast is always capitalized.

Correct:

Avast is the world’s most popular consumer protection.

Incorrect:

avast! is the world’s most popular consumer protection.

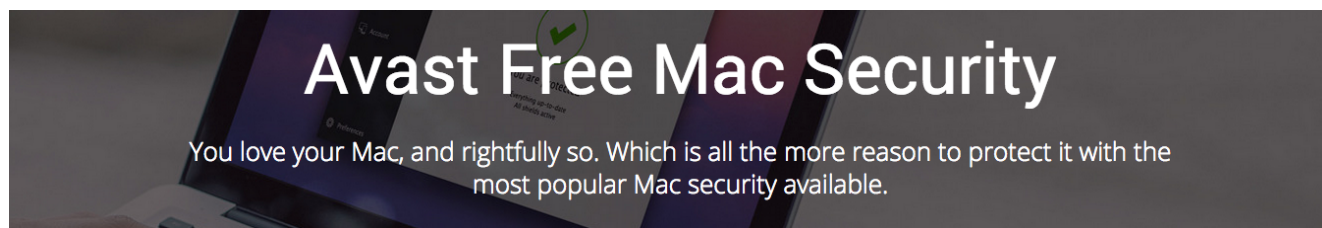
Correct:

Your Android’s battery life can be extended with Avast Battery Saver.

Incorrect:

Your Android’s battery life can be extended with avast! Battery Saver.

Example:



## 2 AVAST

Use "AVAST" in reference to the legal entity, "AVAST Software s.r.o."

Correct:

AVAST Software s.r.o. is registered in the Commercial Register, administered by the Municipal Court in Prague.

Incorrect:

Avast Software is registered in the Commercial Register, administered by the Municipal Court in Prague.

Example:

[Privacy Policy](#) [Acceptable Use Policy](#) [License Agreements](#) [Sitemap](#)

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### 3 avast!

Use "avast!" only in a graphic form of the logo, never in written text.

Correct:

I protect all my devices with Avast Free Antivirus.

Incorrect:

I protect all my devices with avast! Free Antivirus.

Examples:

