



# Avast

## Logo manual

### 2015

# 1 Logo variants, safe zones, colors and background treatment

## 1.1 Logo variants

Primary logo:



To be used:

- on websites
- for other digital purposes (such as social media, web banners)
- in the company's specified print materials (product datasheets, pricelists, comparison charts, etc.)
- on POS/POP materials
- in products (both desktop and mobile)

Secondary logo (with slogan):



To be used (optionally):

- for other digital purposes (such as social media, web banners)
- on POS/POP materials

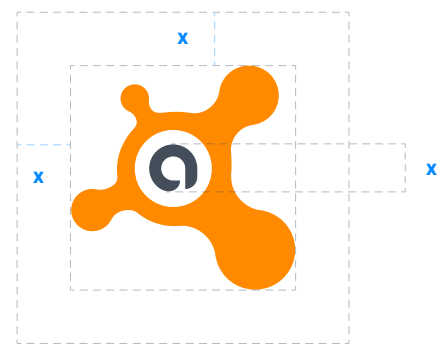
Amoeba only:



To be used:

- only in cases where logotype as a whole would become illegible
- always to be accompanied by the words "Avast" or "Avast SOFTWARE"

## 1.2 Logo safe zones



## 1.3 Logo colors



**#FF8A00**  
RGB: 255 | 138 | 0  
CMYK: 0 | 56 | 100 | 0  
PANTONE: 1505 C  
GRAYSCALE: 40%



**#A3ADB2**  
RGB: 103 | 114 | 128  
CMYK: 38 | 25 | 25 | 0  
PANTONE: 429 C  
GRAYSCALE: 40%



**#FFFFFF**  
RGB: 255 | 255 | 255  
CMYK: 0 | 0 | 0 | 0  
GRAYSCALE: 0%



**#444E5A**  
RGB: 68 | 78 | 90  
CMYK: 74 | 61 | 45 | 31  
PANTONE: 432 C  
GRAYSCALE: 80%



**#000000**  
RGB: 0 | 0 | 0  
CMYK: 75 | 67 | 67 | 90  
PANTONE: Black 6 C  
GRAYSCALE: 100%

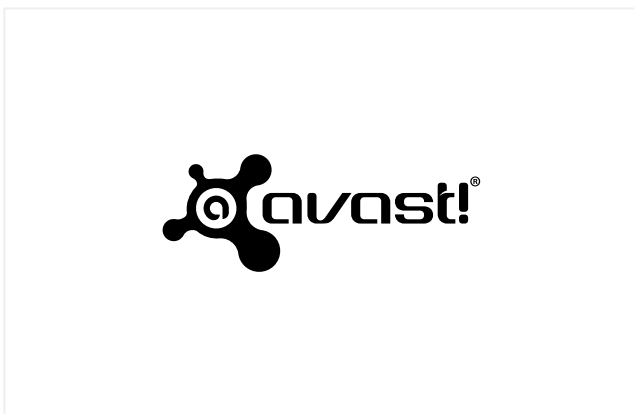
Grayscale and single color treatment:



The grayscale version for use on light backgrounds.



The grayscale version for use on dark backgrounds.



The single color version for use on light backgrounds.



The single color version for use on dark backgrounds.

To be used only in cases where there is no full color availability, such as on promotional merchandise or when printing in grayscale.

1.4 Background treatment



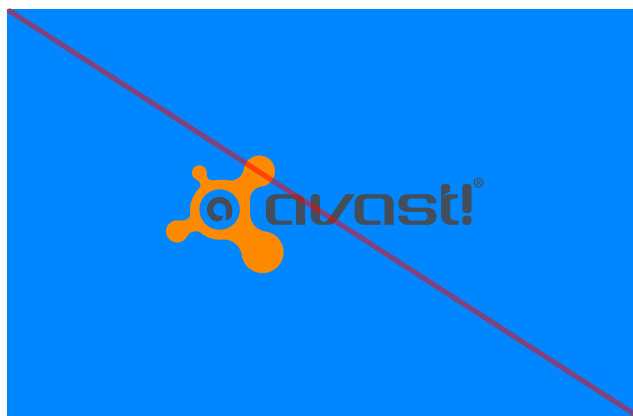
For any other solid color, it is always recommended to use either a white or black/dark version of the logo, depending on the color being used, in order to maintain visibility of the logo.

## 2 Don'ts

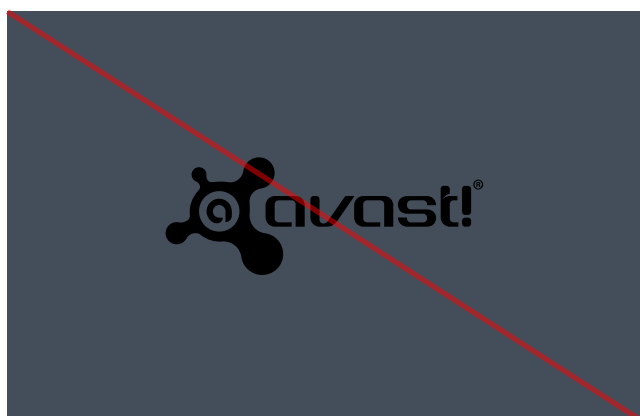
### 2.1 Don'ts Basics



Do not tilt the logo.



Use a proper color variant to avoid illegibility.



Use a proper color variant to avoid illegibility.



Do not use the logo on complicated backgrounds.



Do not use the logo as a substitute for the written word "Avast" when part of the copy.



Do not deform or alter any part of the logo.



Do not deform or alter any part of the logo.



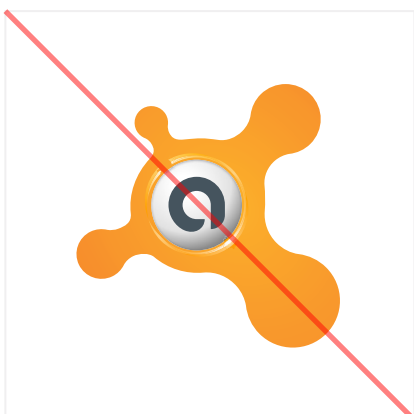
Do not alter the typeface.

## 2.2 What we don't use anymore (but have used before)

We don't use logo derivations anymore, such as:



We don't use any 3D version of the Avast logo:



### 2.3 Minimum logo size

The minimum logo(type) size is 90 x 33 pixels. Minimum size for the amoeba only symbol is set at 24 x 24 pixels.

