avast

Avast logo manual

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.

White   Avast Dark Purple
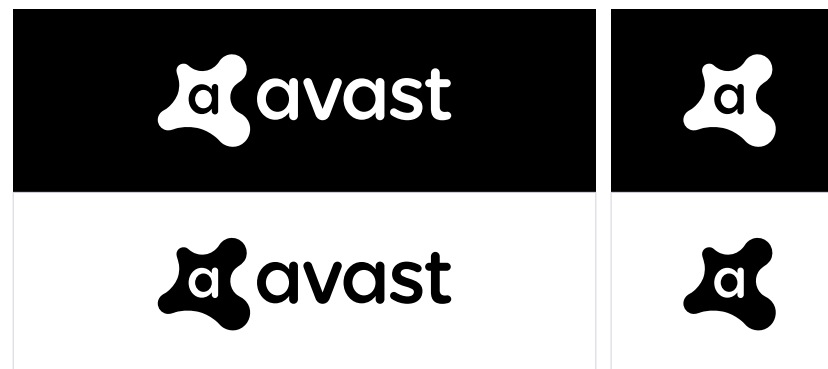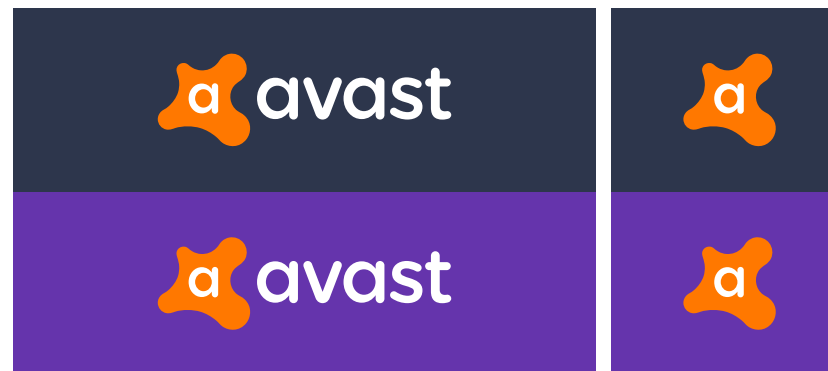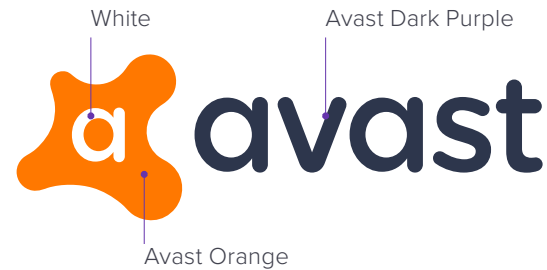
Avast Orange

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 Plum

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: FFFFFF

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.

X

X

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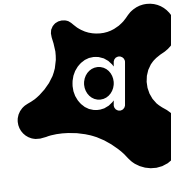
The small version of the logo artwork is available in full color and monochrome, and is for use within the context of the user interface, for example as a favicon in a web browser.

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

The small logo version can be utilitarian, yet still be a strong visual identifier of the Avast brand.
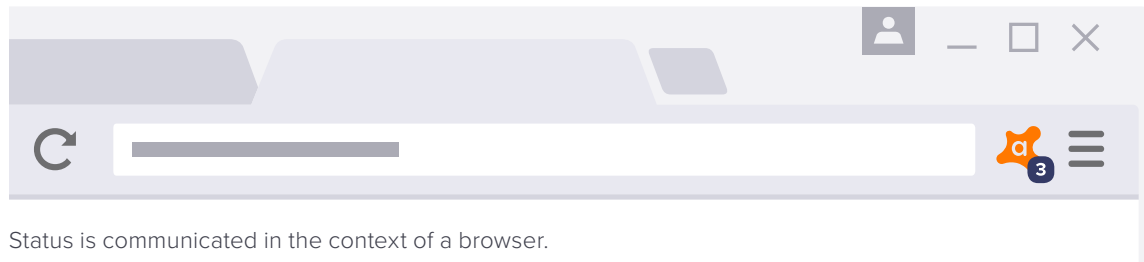
Status is communicated in the context of a browser.

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.
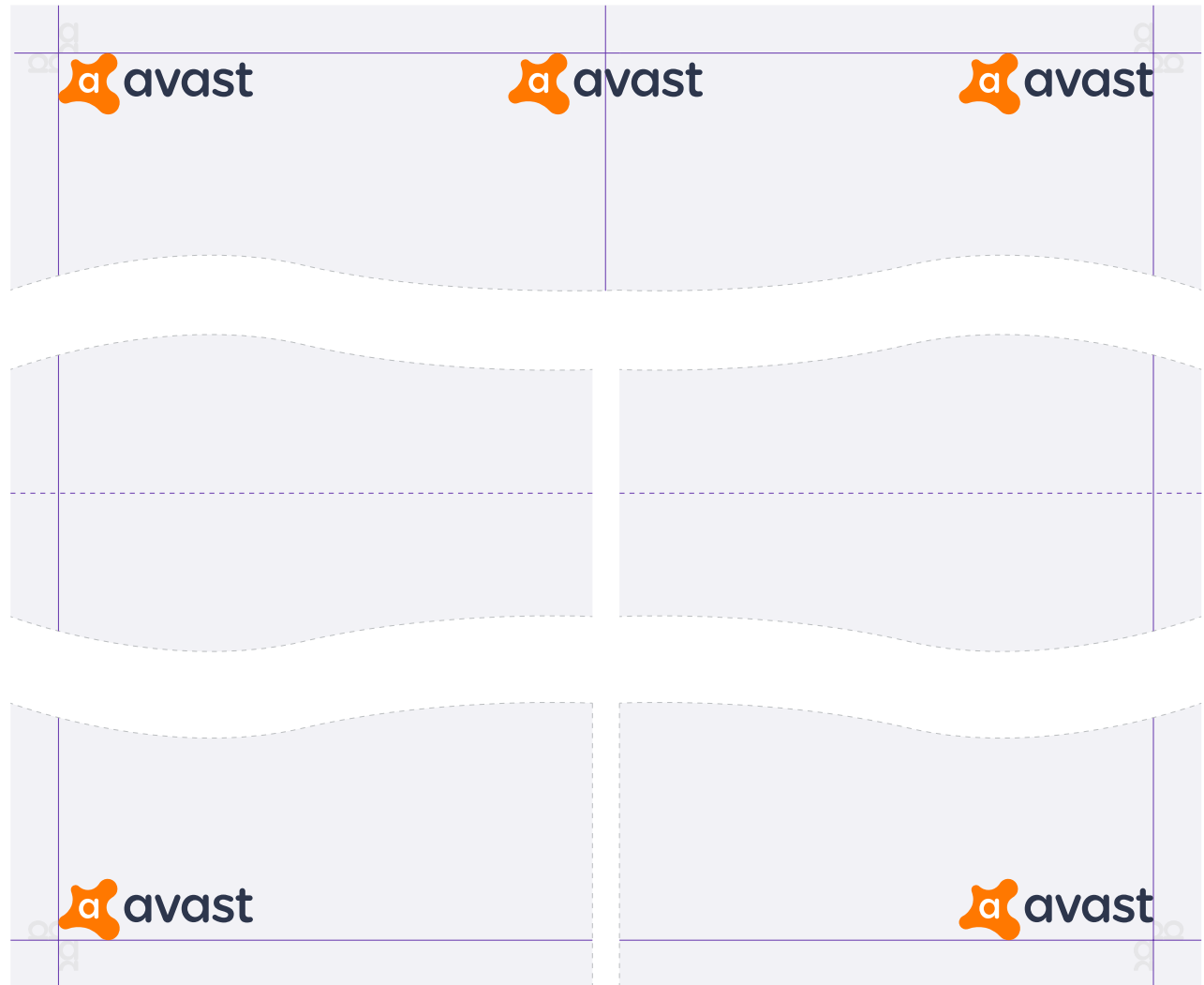
Logo
Incorrect use

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.

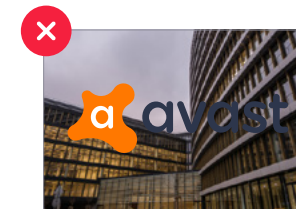Do not change the logo or wordmark in any way.

Do not compress or skew the logo.

Do not add color gradients within or behind the logo.
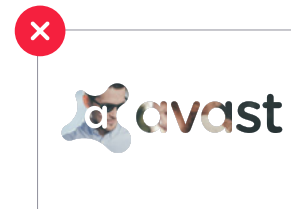
Do not use the logo as a holding shape for masking imagery or graphics.

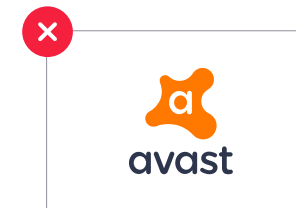Do not place the logo over complex, busy or low contrast imagery.

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	

Company name   Size in pixels/mm   Color system

avast_logo_76x24_pos_rgb.png

Background relationship   File type

![avast logo]

Need help?
Contact us at brand@avast.com