

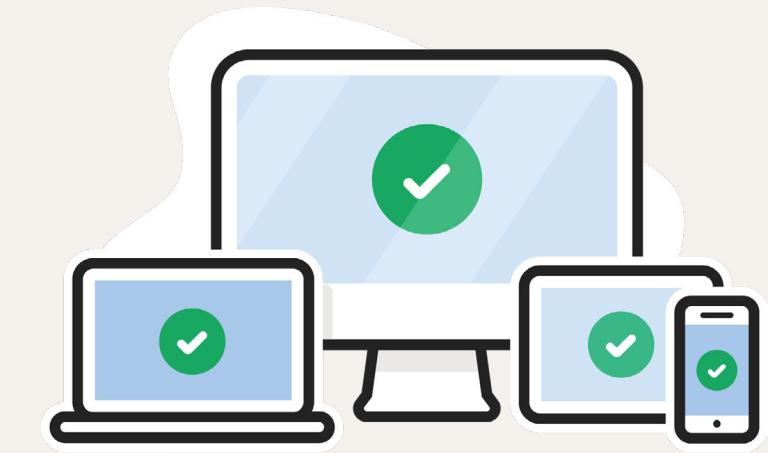
October 2025

# Brand guidance for Norton Empower Reseller Program



# Welcome to Norton Brand Guidance for Norton Empower Reseller Program

The Norton brand is a valuable strategic asset. Consumers trust our brands which allow us to further differentiate from the competition. We're committed to investing in our brands to shape positive experiences with our customers and partners.



The purpose of this guidance is to help protect both the Norton brand as well as the brands of our Partners from inappropriate use and to ensure consistency.

It is critical to understand and implement this guidance for our shared mutual success. We appreciate your partnership and the shared responsibility of maintaining the positive experience associated with the Norton brand.

# Norton Brand Overview & Description

**Brand Logo:****Brand Name:****Norton**

*Note: The Norton logo has a lowercase 'n' but the brand name is still capitalized.*

**URL:****norton.com****Short  
Description:**

Norton empowers people and families around the world to feel safer in their digital lives, so you worry less about the darkness of cybercrime. Whether it's protection for your devices, online privacy, identity, or everything all-in-one, we make it easier to keep your digital life safer.

# Norton Logo: Vertical



## Vertical Norton Logo

Our vertical Norton Logo is the alternative version to be used only when there's not enough space for the horizontal logo. It can be used in width constrained formats so the logo always remains singular and bold.



### Clear Space

Always maintain sufficient clear space around the Norton Logo. The clear space is equal to the height & width of the "n".



### Minimum Size

The horizontal Norton Logo should not be used at sizes smaller than 36px wide for digital applications and 0.5in wide for print.

The Norton Logo is provided as a brand asset. Do not try to recreate or adjust the size and/or placement relationship between the checkmark and wordmark. [Download the Norton Logos here.](#)

# Norton Logo: Vertical



## Vertical Norton Logo

Our vertical Norton Logo is the alternative version to be used only when there's not enough space for the horizontal logo. It can be used in width constrained formats so the logo always remains singular and bold.



### Clear Space

Always maintain sufficient clear space around the Norton Logo. The clear space is equal to the height & width of the "n".



### Minimum Size

The vertical Norton Logo should not be used at sizes smaller than 26px wide for digital applications and 0.36in wide for print.

The Norton Logo is provided as a brand asset. Do not try to recreate or adjust the size and/or placement relationship between the checkmark and wordmark. [Download the Norton Logos here.](#)

# Logo Usage Examples

Our logos should only be used in Off Black or White, and Norton Yellow. Here are some examples of how to use them correctly.



## Norton Yellow

Preferred usage for the 1-color Norton Logo is on Norton Yellow.



## Warm White

Lead with the 2-color Norton Logo on Warm White.

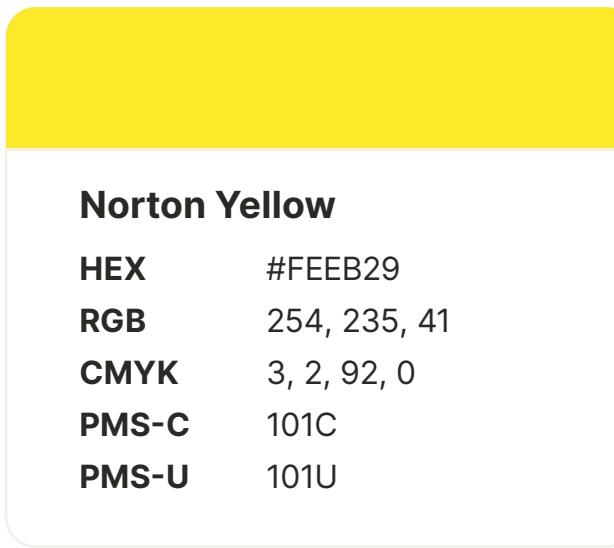


## Off Black

Use the reversed 2-color Norton Logo on Off Black.

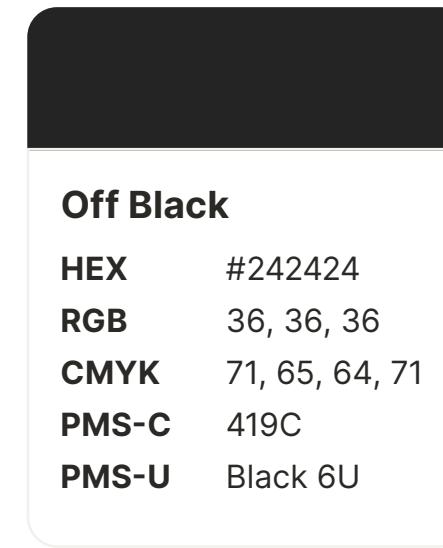
# Primary Colors

Our primary brand colors are neutral tones and yellow. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.



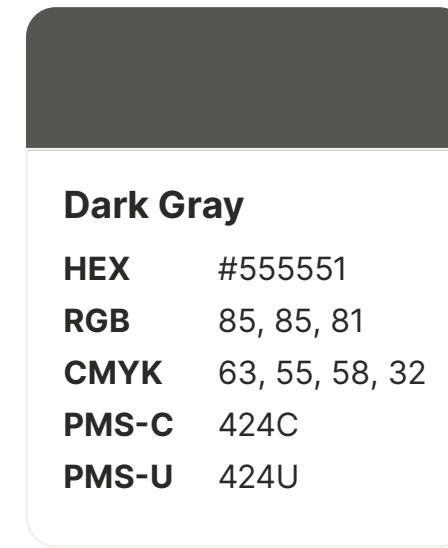
## Norton Yellow

<b>HEX</b>	#FEEB29
<b>RGB</b>	254, 235, 41
<b>CMYK</b>	3, 2, 92, 0
<b>PMS-C</b>	101C
<b>PMS-U</b>	101U



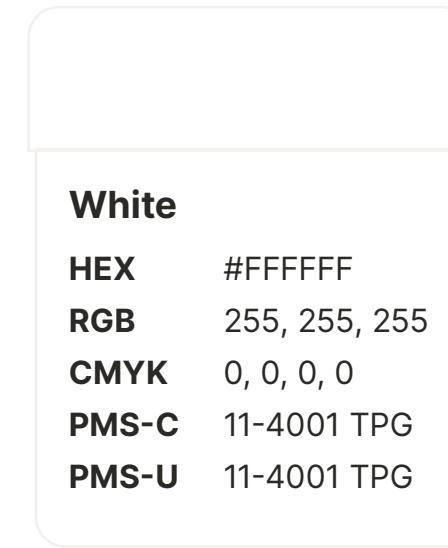
## Off Black

<b>HEX</b>	#242424
<b>RGB</b>	36, 36, 36
<b>CMYK</b>	71, 65, 64, 71
<b>PMS-C</b>	419C
<b>PMS-U</b>	Black 6U



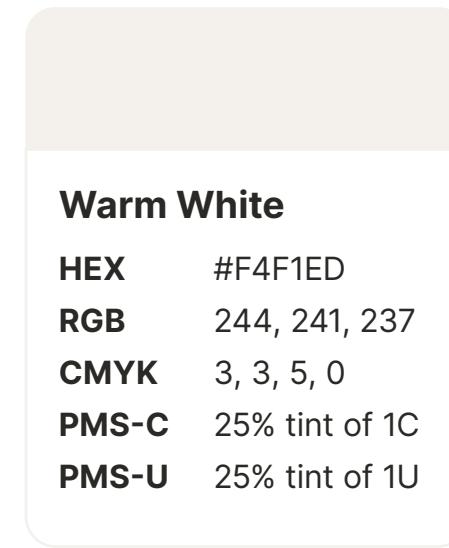
## Dark Gray

<b>HEX</b>	#555551
<b>RGB</b>	85, 85, 81
<b>CMYK</b>	63, 55, 58, 32
<b>PMS-C</b>	424C
<b>PMS-U</b>	424U



## White

<b>HEX</b>	#FFFFFF
<b>RGB</b>	255, 255, 255
<b>CMYK</b>	0, 0, 0, 0
<b>PMS-C</b>	11-4001 TPG
<b>PMS-U</b>	11-4001 TPG



## Warm White

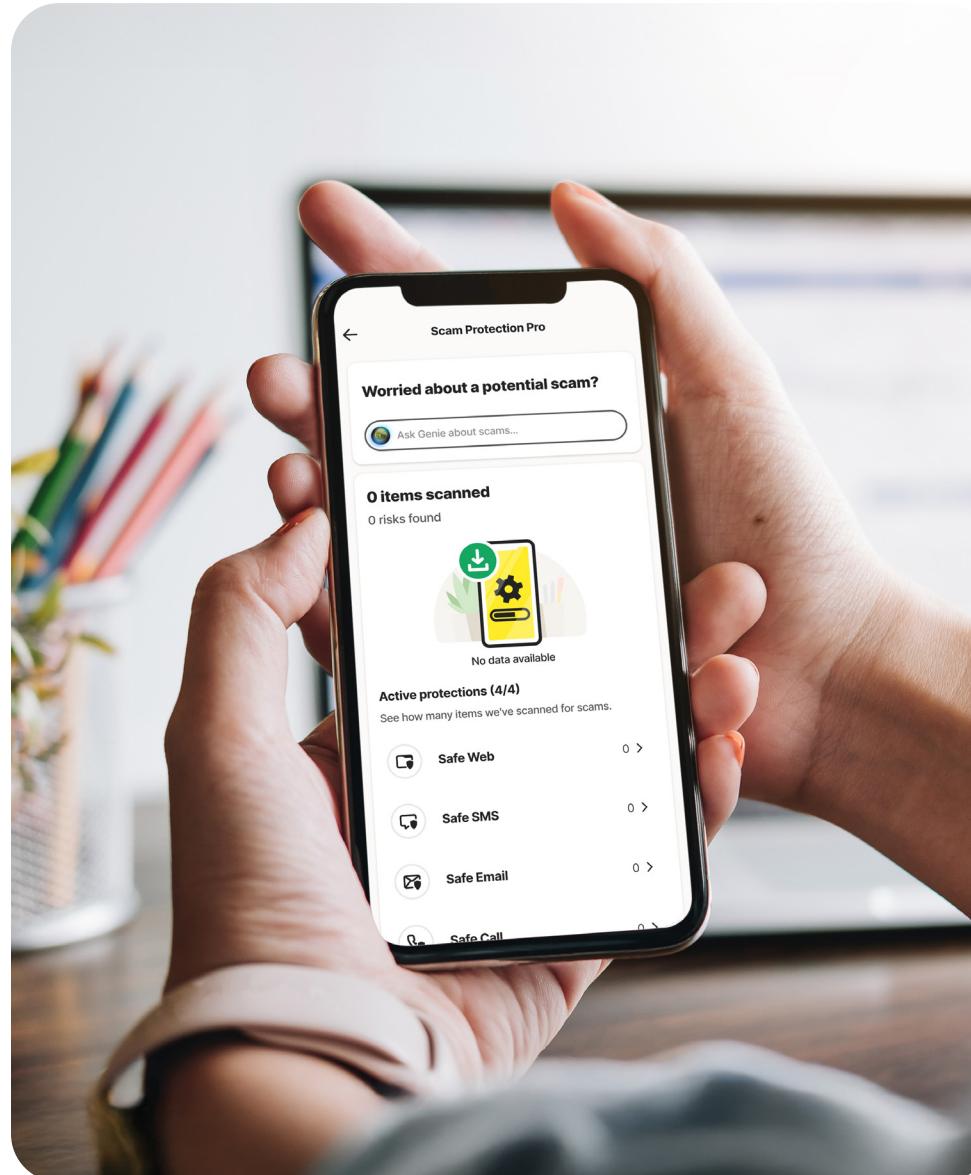
<b>HEX</b>	#F4F1ED
<b>RGB</b>	244, 241, 237
<b>CMYK</b>	3, 3, 5, 0
<b>PMS-C</b>	25% tint of 1C
<b>PMS-U</b>	25% tint of 1U

## Norton Yellow

Yellow is Norton. Yellow creates identification for both employees and clients, and has a strong relationship to our heritage. You should try and use Norton Yellow wherever and whenever possible.

## Neutrals

Having multiple gray hues gives each design the opportunity for nuance and meaningful moments of color. Each experience should be mostly dominated by the grays and Norton Yellow. In cases where it is not, it allows the other color families to have vibrancy and provide purpose.



# Trademarks

Our brands are some of our most valuable assets. They distinguish our products and services from those of our competitors and they signify to the public the high quality of those products and services. To maintain and protect these assets it is important that we and our partners use the NortonLifeLock trademarks properly.

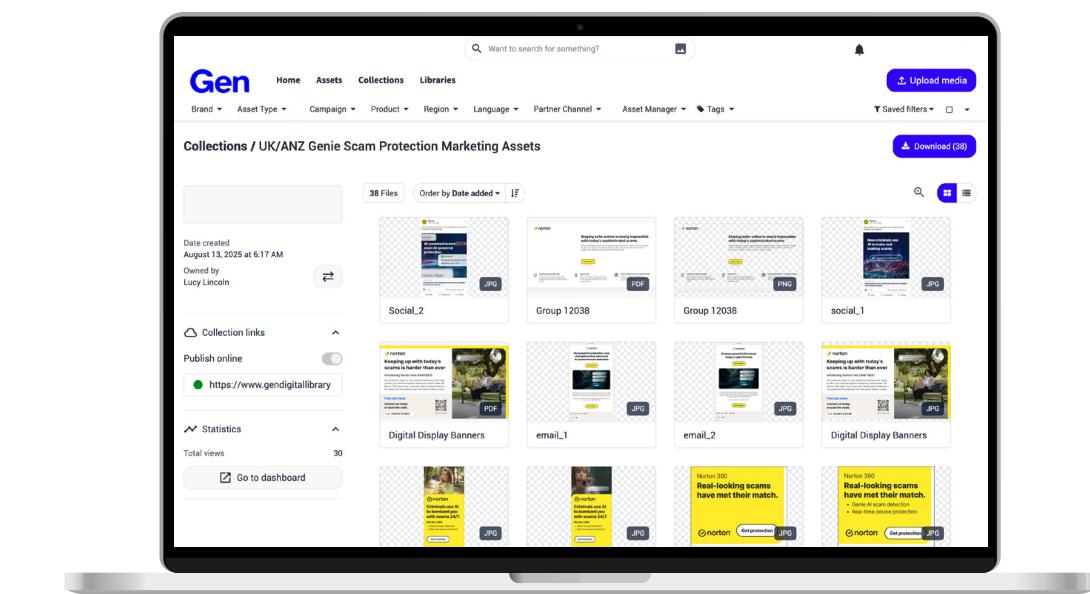
Our trademarks include all registered or unregistered trademarks, including but not limited to those trademarks listed on the [NortonLifeLock Trademark List](#). Most of the trademarks are either:

- “Word Marks” (e.g., Norton or LifeLock)
- “Design Marks” or “Logos” (e.g.,  **norton**)

All uses of our trademarks, including in Co-Branded assets, should be made in accordance with our [Trademark Usage Guidelines](#).

# Partner toolkits

The Team will create Product related Marketing Toolkits for your use in order to assist you with specific creative such as landing pages, banner and social media adverts, customer emails, printed and digital flyers. You will be able to find the most up-to-date Toolkits available through the Marketing Section on the Empower Portal.





# Thank you

For additional questions, contact  
[Lucy.Lincoln@gendigital.com](mailto:Lucy.Lincoln@gendigital.com)