

Bitdefender®

Global Brand Maintenance Instruction Guide [2020]

February 2020

For more info and the latest version, visit

brand.bitdefender.com

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Bitdefender®

Brand Logo

The letters of the commercial font have been customized to obtain a unique logo.

It is potent and sleek, aggressive and reliable, and has nerve and a stupendous inner cadence.

Product communication will make extensive use of the logo.

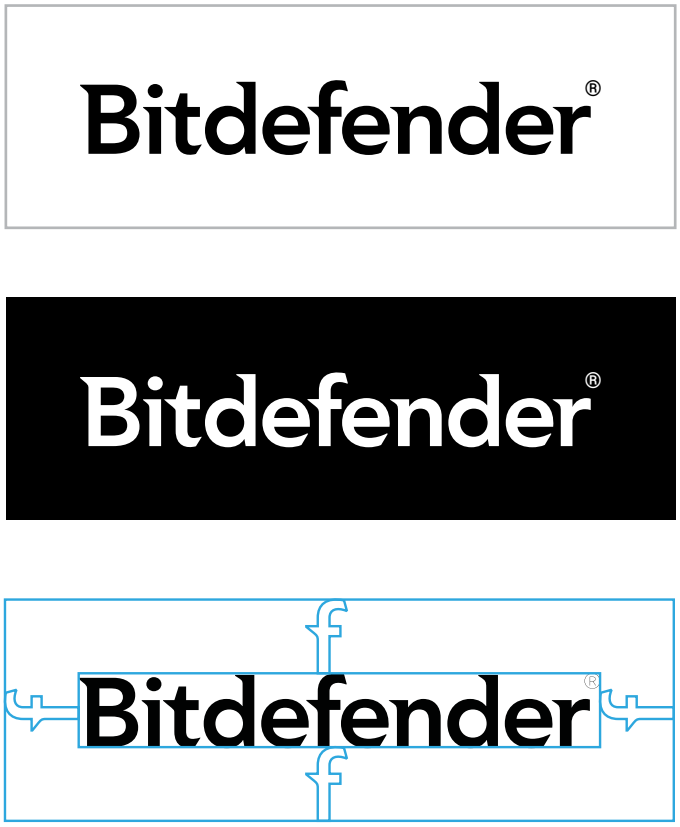
The positive, negative, black & white versions of the logo allow its application in a wide array of situations.

To preserve the readability of the logo, a minimum surrounding of free space is necessary.

The minimum safety area outside the logo is given by the height of the letter “f”.

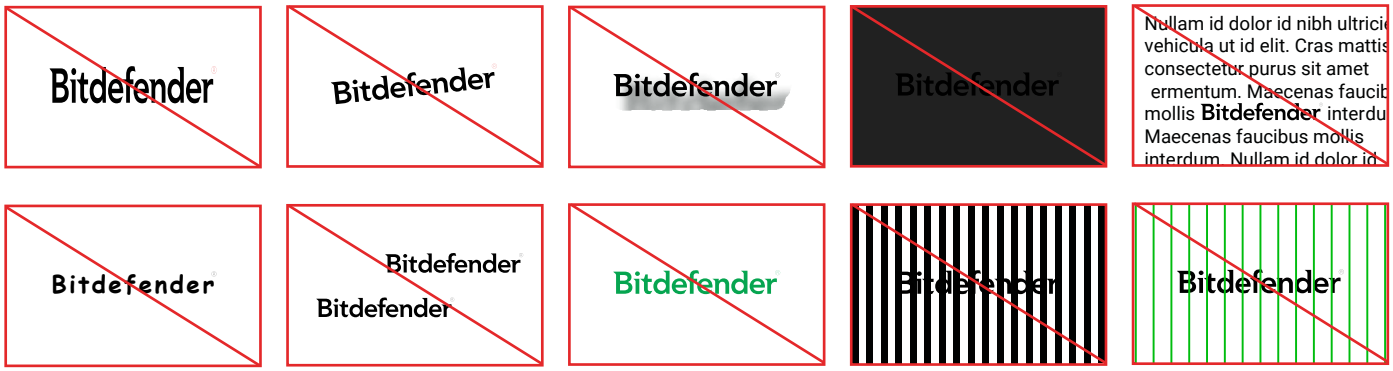
DO NOT place the logo in crowded areas that cannot support this minimal empty space.

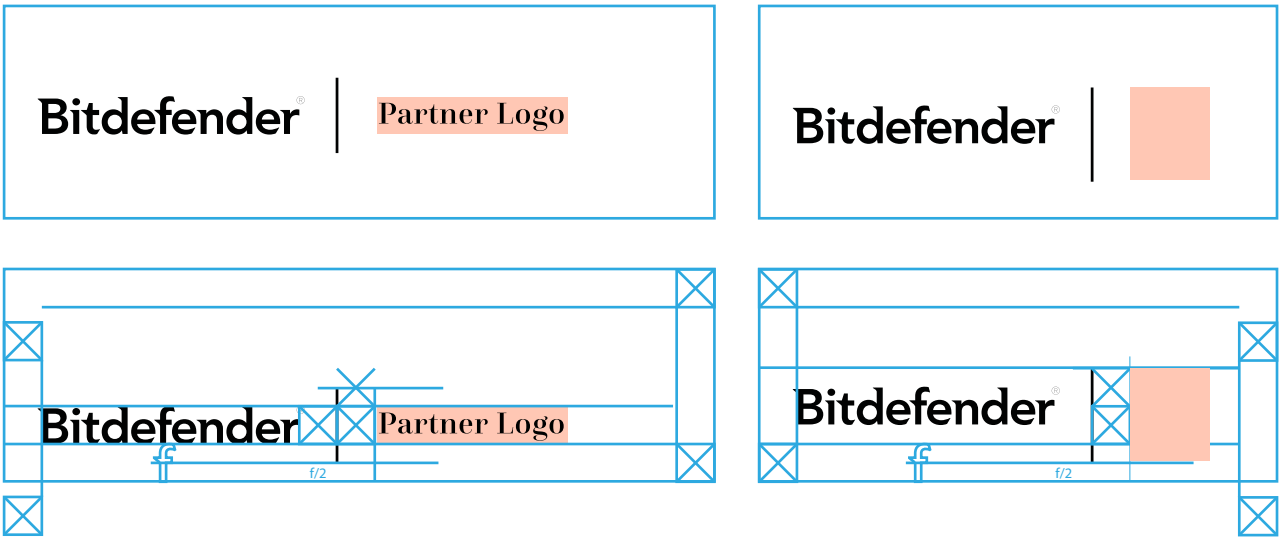
USAGE EXAMPLES



Logo usage interdictions

DO NOT use the logo in situations that could hinder visibility, prevent recognition, alter the logo shape, violate the safety area, use it in color or introduce new elements.





Co-Branding

In co-branded documents, the Bitdefender logo will always have the dominant position.

Consequently, it will be placed on the left of the partner's logo, according to the normal reading order. In any co-branded situations, the safety area will be determined by the height of the letter "f", as described in the above scheme.

Brand Colors

Bitdefender Red

Hex #FF0000
RGB 255-0-0
Pantone 485 C
CMYK 0-100-100-0

Blue

Hex #006EFF
RGB 0-110-255
Pantone 2387 C
CMYK 91-60-0-0

Black

Hex #000000
RGB 0-0-0
Pantone Black 6 C
CMYK 60-60-60-100

Gradient applied to Bitdefender images

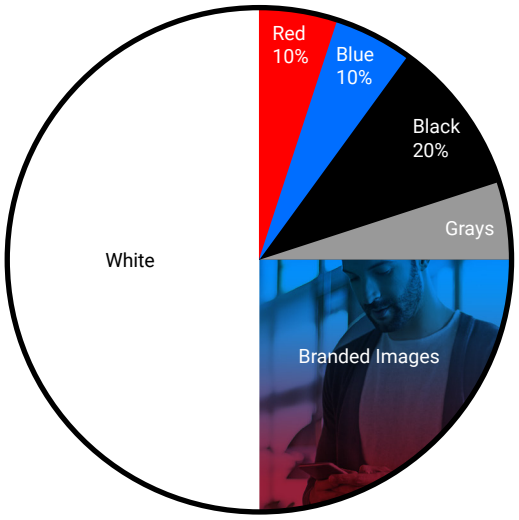
Hex #3FA1ED
RGB 63-161-237
Pantone 2727 C
CMYK 75-45-0-0

Hex #960000
RGB 150-0-0
Pantone 200 C
CMYK 0-100-76-13

Gradient 40% scale
Blending: Multiply



Color usage proportions



Brand Typeface

The Bitdefender brand typeface is Roboto — a powerful, strong and accurate font chosen to back two of the brand's values: integrity and heroism. Roboto will be universally used across all communication needs: B2B, B2C, corporate, headline, body copy etc.

Roboto

Primary font

Aa

Roboto Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Roboto Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

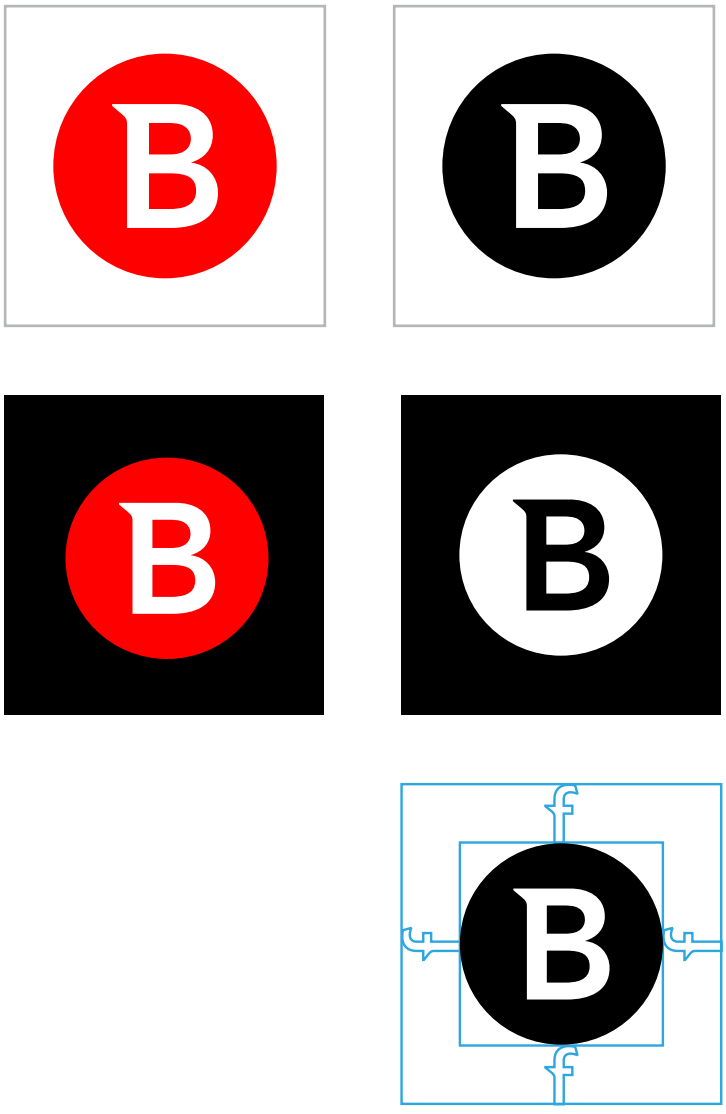
Brand Icon

The Bitdefender Icon was designed starting from the letter “B” from the wordmark and was optimized for a better reading experience, irrespective of the background color, pattern or extreme dimensions.

The minimum safety area outside the logo is given by the height of the letter “f”.

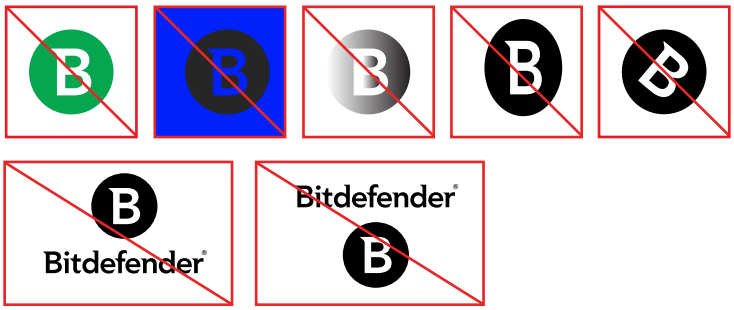
DO NOT place the icon in crowded areas that cannot support this minimal empty space.

USAGE EXAMPLES



Icon usage interdictions

DO NOT use the icon in situations that could hinder visibility, prevent recognition, alter the logo shape, violate the safety area, use it in other color than Bitdefender Red or introduce new elements.



Luminous Bitdefender Brand Avatar





Bitdefender®



The Luminous Bitdefender Brand Avatar depicts the symbol of the Dacian wolf in a modern, technological and digital manner. Two worlds collide in this avatar, revealing the best of both: the strength and ferocity of the ancient beast with the Bitdefender team's brilliance and passion for perfection.

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Communications Layout

Font usage:

Headline: Roboto Bold
Body copy: Roboto Regular
Promotion dates: Roboto Medium, All Caps
Product name: Roboto Medium
Product features: Roboto Black, All Caps
Price/New Price: Roboto Light
Old Price: Roboto Regular, Strikethrough











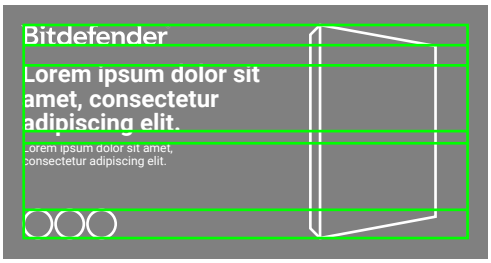


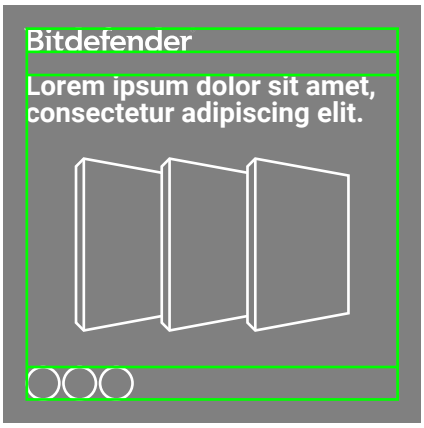


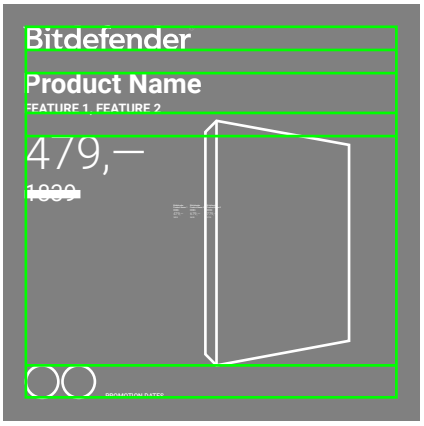


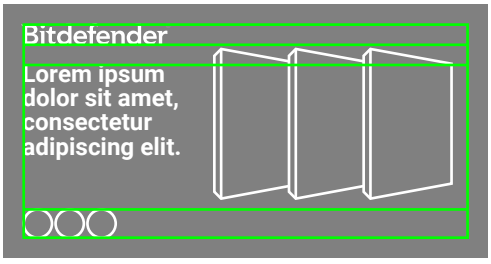


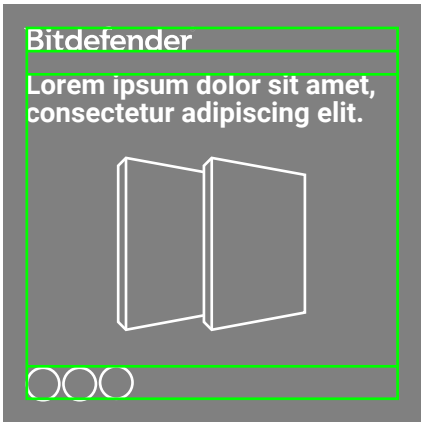


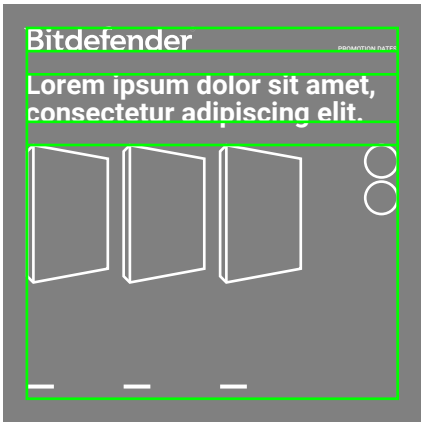

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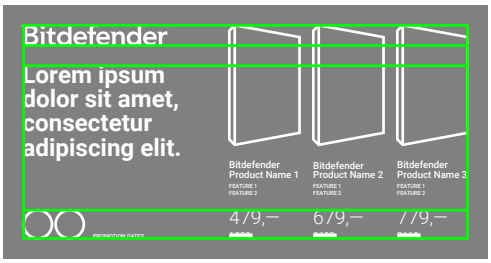

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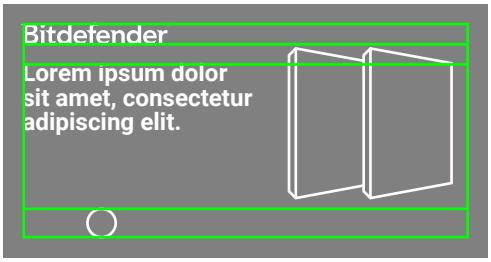

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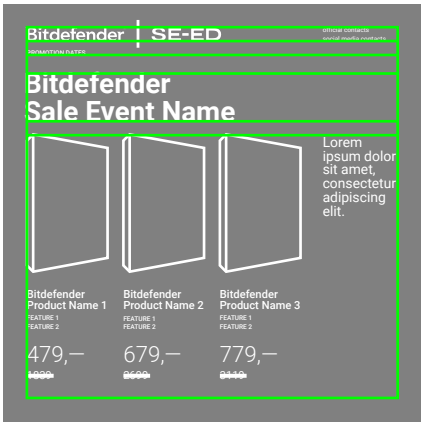

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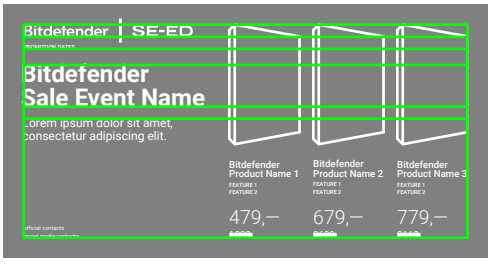

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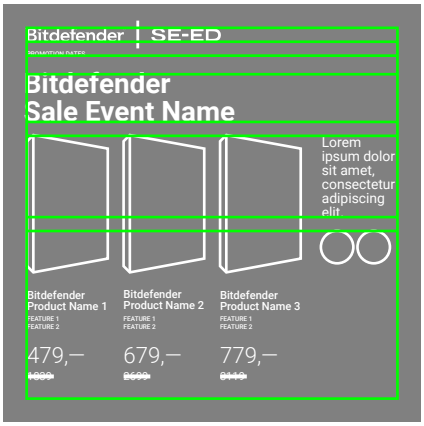

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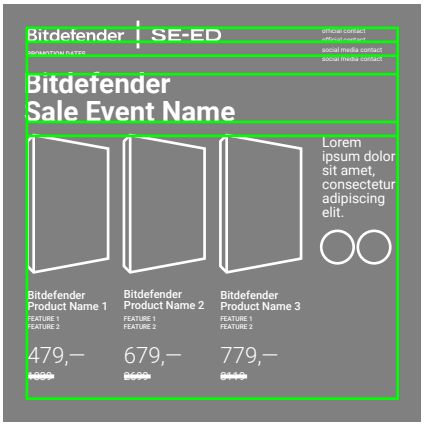

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social media contact
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Brand Jargon

Below the brand claims and product benefits that are to be used in commercial and brand image communication:

Consistent top positioning in attacks / threats detection tests in the last 8 years.

End to end breach detection: @endpoint @cloud @network

Most effective security.

Most effective protection.



Imagery

To convey the Bitdefender spirit and essence, only the following imagery approach and treatment will be employed:

images pertaining to the digital universe, depicting technology, coding, gadgets and digital communication devices

images with positive characters engaged in action / interaction with other characters or with objects related to the digital universe
images with digital patterns or lines that create a digital contour or shape

images with the same look & feel as the Luminous Bitdefender Brand Avatar — a powerful inner luminescence that denotes strength, character and intelligence.

All images will receive the branded treatment of the Bitdefender gradient (see page 13) so as to clearly signal and differentiate themselves as Bitdefender communication



Moodboard
Global Brand Maintenance Instruction Guide [2020]





Contact

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