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The Symantec Brand Guidelines explain how to consistently and effectively apply the most visual elements of the Symantec brand. These elements are designed to convey elegance, simplicity, and sophistication—the hallmarks of the Symantec brand. They're how we project an image consistent with our standing as a leading technology company. As such, their integrity is vital, and the importance of complying with these guidelines cannot be overstated.

Keep in mind, however, our brand is much more than the mechanical application of these rules. It is no less than how we project ourselves onto the world and how the world perceives us. It's how we answer the phone, how we treat complaining customers, how we respond to a security crisis. It's what it feels like when you walk into a Symantec conference room or when you see our yellow box on a shelf. It's the confidence you experience after you've loaded the latest Symantec product on your desktop. The Symantec brand is an amalgam of all these things, and that's why each of us has a chance to make it stronger every day. Our core visual brand elements are simply meant to reinforce and extend the power of that brand through design and communications.

The Symantec logo



Symantec logo

The Symantec logo is the combination of two elements: the Symantec symbol and the name. These two elements should never be separated or altered in any way.

The Symantec logo is the graphic representation of our company and brand. It displays the Symantec symbol and name in a distinctive and proprietary form; think of it as Symantec's official signature on all our activities, products, and services.

The Symantec logo stands for balance and harmony and our commitment to quality and wholeness. It represents our tradition of integrating diverse ideas and solving complex problems.



The symbol and name should never be separated. Position, size, and color, along with the spatial and proportional relationships of the signature elements, are predetermined and should never be altered.



Logo clear space

The blue box surrounding the Symantec logo illustrates the required minimum clear space. As shown, clear space is based on a unit, “x”, equal to the x-height of the letters in the Symantec name.

1.0 in, 25.4 mm, or 72 px



Minimum size

The minimum size for any use of the Symantec logo is 1.0 inch, 25.4 mm, or 72 pixels wide.

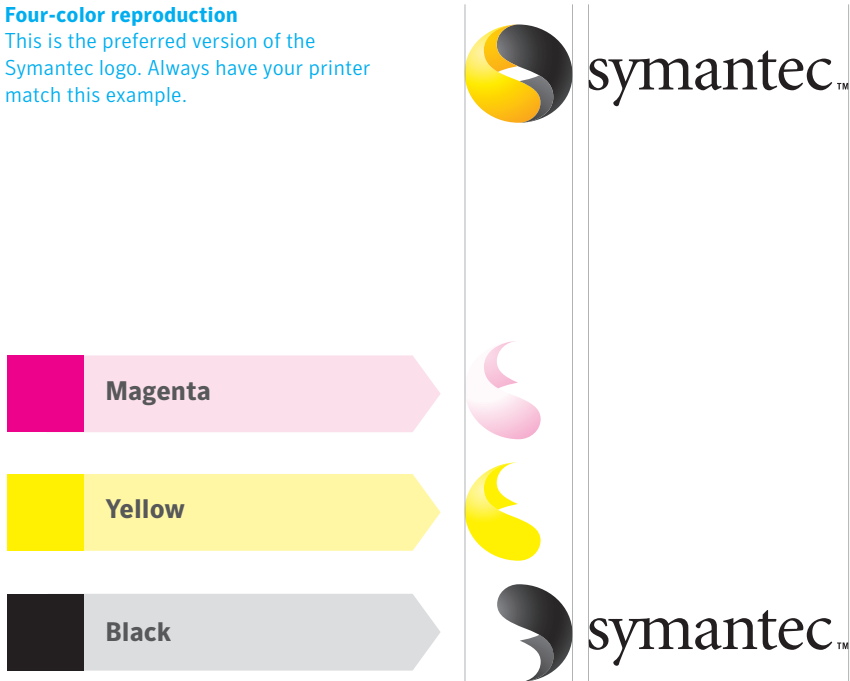
When using the Symantec logo, stage it to be effective and have impact. Maintaining proper surrounding clear space ensures that the logo isn’t crowded by other distracting graphic elements or typography. The minimum allowable clear space is shown in the example above. Keep all other text and graphic elements outside of this clear space.

Although the logo can be reproduced at a variety of sizes, 1.0 inch (25.4 mm) or 72 pixels wide is the minimum. Anything smaller compromises legibility.

Logo usage

Four-color reproduction

This is the preferred version of the Symantec logo. Always have your printer match this example.



The success of our brand efforts depend heavily on the consistent application of the Symantec logo throughout the company.

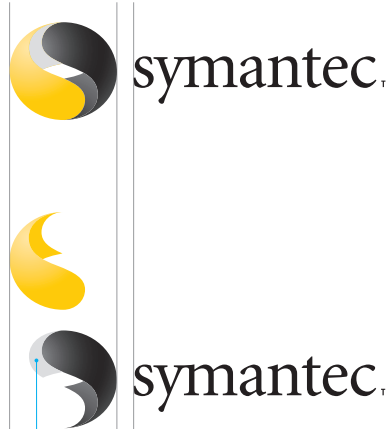
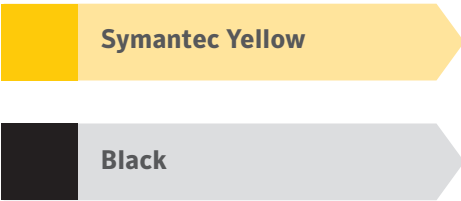
Full-color reproduction of the logo is always preferred. Use it whenever possible. For print applications, the logo should be reproduced using the four-color process version shown in the example above. Always make sure you have the correct digital artwork intended for four-color process printing.

Digital artwork is also available for two-color reproduction of the logo, using Symantec Yellow and black. Use this version on applications that will not allow full-color printing such as stationery.

Regardless of what method you use, it is important to work with your printer to carefully match the examples shown here. Please see page 14 of these guidelines for information on the correct color formulas.

Two-color reproduction

When four-color reproduction is not appropriate, the Symantec logo may be printed using a combination of Symantec Yellow and black, as shown in this example. Always have your printer match this example.



15% black fill overprints
Symantec Yellow

Grayscale reproduction

A grayscale version of the logo may be used when color is unavailable.



Use the two-color logo for print where Symantec Yellow and black are the only two colors used.

When color is unavailable, a grayscale version of the Symantec logo is an acceptable alternative. This version is printed in black only but retains the dimensional qualities of the symbol.

A simplified, line-art version of the logo is also available for special uses where the materials and/or reproduction methods will not allow a dimensional rendering such as etching on glass. It should only be used when directed by the corporate branding department.

The logo is also available in optimized RGB format for screen-based uses such as Web sites and videos. All versions of the logo are available for download on Symantec's internal Branding Web site.

Logo usage on backgrounds

4-Color logo

Grayscale logo

2-Color logo

White
Background



Black
Background



Symantec
Yellow
Background



Use the grayscale version of the logo when placing the logo on a background of 100% Symantec Yellow.

Symbol center

Whenever the logo is placed on a color background, always ensure the center of the symbol is transparent and reveals the background color as shown.



Always maintain a distinct contrast between the Symantec logo and the color of the background on which it appears.

Both the four- and two-color versions of the logo should appear on a white background whenever possible; however do not place the logo in a white box on a colored background. When the color logo is placed on a dark background, the Symantec name is reproduced in Symantec Yellow.

The same guidelines for background colors also apply when using the grayscale version of the logo. When the grayscale version is placed on a dark background, the Symantec name should be white.



For two-color applications, using the grayscale version of the logo is preferred when placing the logo on a background of 100% Symantec Yellow.

Symantec logo on secondary color backgrounds



The Symantec logo may also appear on colored backgrounds so long as there is sufficient contrast between the logo and the background, and the logo elements are not obscured.

For both color and grayscale applications, always ensure legibility by placing the logo in an area free of clutter or distracting patterns.



When using the color logo, the Symantec text on a dark background is Symantec Yellow, not white.

Incorrect use of the Symantec logo

Never separate the symbol from name



Never re-scale logo elements



Never apply effects behind the logo



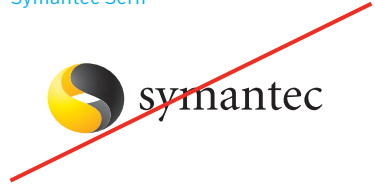
Never reposition logo elements



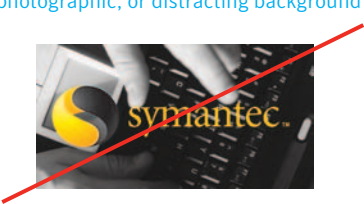
Never add type elements to the logo in violation of the clear space rules



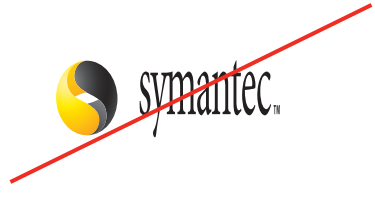
Never re-create the name using Minion or Symantec Serif



Never put the logo over a textured, photographic, or distracting background



Never distort the logo



Never enclose the logo in a shape



Never screen-back the logo



Never modify the symbol for any marketing, holiday, or promotional gimmick



Never change the color of the symbol



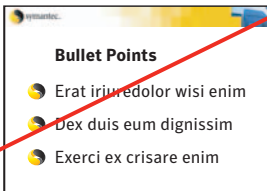
Never place the logo on a background color that compromises legibility



Never show the Symantec text in white when using the 4 or 2 color logo



Never use the symbol as a bullet



Never extrude or add perspective to the logo as a three-dimensional object



These examples demonstrate some of the possible abuses of the Symantec logo; all should be avoided.

The proper color and configuration of the logo is essential to project a consistent image across a wide variety of communications and media. Adherence to these guidelines will ensure that the logo is used consistently and legibly.

The simplest way to ensure correct reproduction of the logo is to use the approved digital artwork for all applications. Do not alter the color, proportions, or alignments of any of the logo elements, and do not animate the logo in any way.

Approved logo artwork is available for download on Symantec's internal Branding Web site.

Corporate typefaces

Symantec Sans (Primary typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZabcdefghijklmnopqrstuvwxyz
0123456789

Light/Italic

Aa

Regular/Italic

Aa

Medium/Italic

Aa

Bold/Italic

Aa

Symantec Serif (Secondary typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Regular/Italic

Aa

Bold/Italic

Aa

Written communications are an essential tool in projecting the Symantec brand, and consistent typography plays a significant role in achieving this goal.

With this in mind, we have developed proprietary typefaces which should be used in all external Symantec communications.

Our primary corporate typeface is Symantec Sans, a unique and versatile sans serif design suitable for most types of work. Our secondary corporate typeface is Symantec Serif, a contemporary typeface specially designed to complement Symantec Sans.

The Symantec Sans and Symantec Serif typefaces are available for download on Symantec's internal Branding Web site.

Use Symantec Sans Bold for emphasized messages

Type reversed-out correctly

Reversed-out Type

Type can be reversed-out (white text on a dark background) only when being used in a headline. Avoid reversing out large amounts of text or text below 14 point.

Type reversed-out incorrectly

Large amounts of text below 14 point on a dark background is hard to read.

The various weights of Symantec Sans make it ideal for a full range of applications such as headlines, subheads, captions, technical specifications, charts, and tables.

The secondary typeface, Symantec Serif, is well suited to text-heavy print publications, such as brochures, annual reports, and instructional manuals.

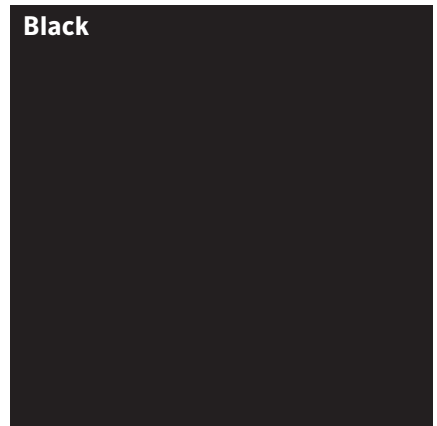
Ideally, general text, such as correspondence, should be set at 10 pt on 13 pt leading (like this paragraph). Consider using other weights or italics for emphasis and contrast, rather than different sizes of type.

Captions and similarly small text should never be set smaller than 6pt. Below this size, legibility becomes compromised.










In PowerPoint presentations, it is acceptable to use Arial, which is available on all computers.

Color

Primary color palette



Symantec Yellow is a custom color with no PMS equivalent. Please see color chart below for correct ink mixes.

Color	C	M	Y	K	PANTONE equivalent	R	G	B	Hex value
 Symantec Yellow (C)*	0	20	100	0	95% 012 + 5% 021	255	204	0	FFCC00
 Symantec Yellow (U)**	0	12	100	0	99% 012 + 1% 021	255	204	0	FFCC00
 Black	0	0	0	100	PANTONE Black	0	0	0	000000
 Symantec Navy	34	0	0	38	PANTONE 5425	103	139	168	678BA8
 Symantec Tangerine	0	47	100	0	PANTONE 144	242	127	26	F27F1A
 Symantec Gray	0	9	11	30	PANTONE Warm Gray 6	154	145	140	9A918C
 Symantec Plum	38	38	43	0	PANTONE 437	127	99	119	7F6377
 Symantec Olive	34	27	51	0	PANTONE 451	147	148	106	93946A
 Symantec Brick	0	91	100	23.5	PANTONE 1805	196	18	0	C41200

* C = Coated paper

** U = Uncoated paper

Secondary color palette



! These colors have been printed as spot PMS colors.

Color plays a vital role in the Symantec branding strategy. Consistent use of color contributes a great deal to the successful impression of the Symantec brand on the public mind.

Symantec Yellow has been specially formulated as a proprietary color unique to Symantec; always use the color formulas shown here when reproducing it. Symantec Yellow and black are the colors used in the Symantec logo and will appear across all communications as the primary colors to represent the Symantec brand.

A secondary corporate palette is also available for use in corporate presentations, print collateral, and other materials. These colors compliment the primary branding colors.

Specialty logos
Embossing



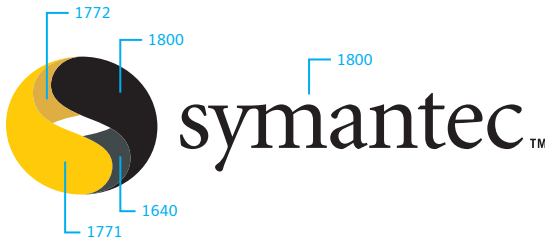
Use the embossing logo to create a three-dimensional logo on a raised surface. In most cases paper, leather, and vinyl are ideal candidates for embossment.

The embossing logo file is available for download on Symantec's internal Branding Web site.

! The black area in the logo file are the parts that are embossed.

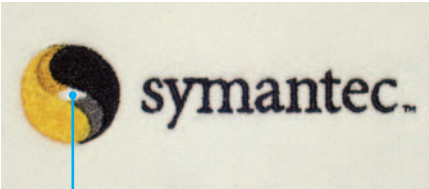
Specialty logos

Embroidery



Thread Colors (Madera Poly Neon No. 40)

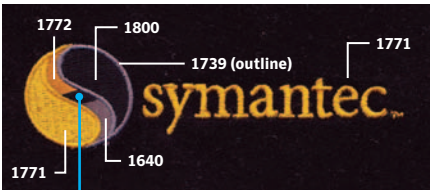
■	1640
■	1772
■	1771
■	1800



Center of sphere must match the color of the garment.

On light background

This version of the logo is to be used on light colored garments.



Center of sphere must match the color of the garment.

On dark background

This version of the logo is to be used on dark colored garments.

Use the embroidery logo to brand softgoods including shirts, baseball caps, laptop cases, and other fabric surfaces. Because the production process for embroidery differs so drastically from other printing processes, it is important that the correct logo file be used for acceptable results.

The embroidery logo file is available for download on Symantec's internal Branding Web site.

Specialty logos
Etching

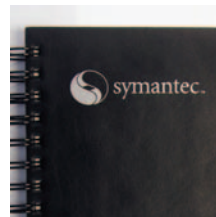


Use the etching logo when you need to scratch the logo onto a hard surface like metal, glass, or plastic, or re-create the likeness, thereof.

The etching logo file is available for download on Symantec's internal Branding Web site.

Specialty logos

Silkscreen



Use the silkscreen logo to brand a variety of surfaces, including t-shirts, binders, and specialty packaging. Silkscreening is most suitable for surfaces such as vinyl, fabric, and plastics. The silkscreen logo is comprised of four flat spot colors and is only appropriate when a gradient fill is not possible.

The silkscreen logo file is available for download on Symantec's internal Branding Web site.

! The PMS colors listed above pertain only to the silkscreen logo.

