

Corporate Identity

Quick Reference Guide



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Foreword

This guide is for all those who represent BitDefender: our team, outsourced contractors, and business partners. These standards will ensure that our brand stays consistent, clear and powerful. With this guide, and your commitment to the highest standards, everything that carries the BitDefender name will reinforce the strength of our brand.

This manual, in its present form, contains a set of guidelines for the use of the main BitDefender® brand identifiers, namely the colors, fonts, logo, stationery and 3D logo representation. Some use cases are also detailed, for reference.

To seek guidance on the use of BitDefender® corporate identity elements in cases that the corporate identity guide does not cover, please mail us at brand@bitdefender.com.

Who We Are

BitDefender is more than an enterprise. It represents the set of ideas, principles and values that materialize at every mention or appearance of our name.

With every expression of our brand, we contribute to the memorable and positive impressions of BitDefender in the minds of our partners, prospects, and customers, as well as our own.

The BitDefender brand represents the strength, innovation, and dedication of the people behind it. As we continue to nurture our growth as a team, so too should we protect and foster our brand image. To that end, it is critical that our emerging brand standards be embraced and applied in a cohesive, consistent manner. It is that consistency which will drive BitDefender's continued growth and positive equity.

The BitDefender® brand is one which speaks of simplicity of design combined with sophistication of technology and purpose.

Corporate Boilerplate

85 - word company description

"BitDefender is the creator of one of the industry's fastest and most effective lines of internationally certified security software since inception in 2001, BitDefender has continued to raise the bar and set new standards in proactive threat prevention. Every day, BitDefender protects tens of millions of home and corporate users across the globe—giving them the peace of mind of knowing that their digital experiences will be secure. BitDefender solutions are distributed by a global network of value-added distribution and reseller partners in more than 100 countries worldwide. More information is available at www.bitdefender.com"

50 - word company description

"BitDefender is the creator of one of the industry's fastest and most effective lines of internationally certified security software. Since our inception in 2001, BitDefender has continued to raise the bar and set new standards in proactive threat prevention. Every day, BitDefender protects tens of millions of home and corporate users across the globe."

25 - word company description

"BitDefender is the creator of one of the industry's fastest and most effective lines of internationally certified security software since our inception in 2001."

How We Speak

Our Voice

Our voice is the way we express our brand identity through the written and spoken word. It's what we say and how we say it. It should reflect who we are as a company. It should make clear our values and our personality. And it should deliver on our brand promise of inspiration through communication.

The style and tone of voice in our written and spoken communications should be approachable, direct, clear, personable and conversational.

When our audience thinks of BitDefender, we want them to think of it as Fresh, Exciting, Hip, and Knowledgeable. BitDefender is the Future of Security. It is not stuck in the past or mired in corporate hierarchy.

Overall Tone

The overall tone for written materials should be **light and slightly playful, while still remaining polished and professional.**

Audience Empathy


It is important to note that you should always write for your intended audience. Be sure to consider their feelings.

- While the market may consider a company of 250 employees to be an “SMB”, the company may feel this is insulting or pejorative. Some better choices may be:
 - “Growing company”
 - “Mid-sized organization”
- Larger companies that would still fall into the market definition of an SMB (500-1000 employees) should be given similar consideration.
 - “Growing company”
 - “Growing enterprise”
- Avoid terms like “small business”, “mom and pop shop”, and “corner store.” For those companies that fall within the very early range of the market definition for SMB (1-10 employees), consider alternative terms.
 - “Home-based business” (this works best for 1-3 employees)
 - “Incubation stage company”

02.1 COLORS


The BitDefender® Main Color Palette:

Pantone 485 cvc

| | | |
|--------------|---|---------|
| Cyan 0% |  | Red 204 |
| Magenta 100% | | Green 0 |
| Yellow 100% | | Blue 0 |
| Black 0% | | |

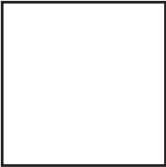
#cc0000

black

| | | |
|------------|---|---------|
| Cyan 0% |  | Red 0 |
| Magenta 0% | | Green 0 |
| Yellow 0% | | Blue 0 |
| Black 100% | | |

#000000

white













| | | |
|------------|---|-----------|
| Cyan 0% |  | Red 255 |
| Magenta 0% | | Green 255 |
| Yellow 0% | | Blue 255 |
| Black 0% | | |

#ffffff

02.1 COLORS

The BitDefender® Secondary Color Palette:

These colors are to be used as a general extension of the corporate palette. It is important that these colors be used purely as accents to the page, not as the dominant color. The colors have been carefully chosen to blend well with the corporate palette. Do not deviate from this palette.

| | | | | | |
|---|-------------------------------------|---|-------------------------------------|---|--|
|  | Red 214% Green 25% Blue 32% |  | Red 176% Green 16% Blue 22% |  | Red 121% Green 0% Blue 0% |
| Cyan 0% Magenta 100% Yellow 100% Black 10% | | Cyan 0% Magenta 100% Yellow 100% Black 30% | | Cyan 0% Magenta 100% Yellow 100% Black 60% | |
|  | Red 239% Green 64% Blue 35% |  | Red 216% Green 58% Blue 31% |  | Red 178% Green 47% Blue 22% |
| Cyan 0% Magenta 90% Yellow 100% Black 10% | | Cyan 0% Magenta 90% Yellow 100% Black 10% | | Cyan 0% Magenta 90% Yellow 100% Black 30% | |
|  | Red 238% Green 235% Blue 234% |  | Red 193% Green 190% Blue 175% |  | Red 128% Green 130% Blue 118% |
| Cyan 5% Magenta 5% Yellow 5% Black 0% | | Cyan 25% Magenta 20% Yellow 30% Black 0% | | Cyan 50% Magenta 40% Yellow 50% Black 10% | Cyan 60% Magenta 50% Yellow 60% Black 30% |
|  | Red 230% Green 231% Blue 232% |  | Red 209% Green 210% Blue 211% |  | Red 146% Green 148% Blue 151% |
| Cyan 0% Magenta 0% Yellow 0% Black 10% | | Cyan 0% Magenta 0% Yellow 0% Black 20% | | Cyan 0% Magenta 0% Yellow 0% Black 50% | Cyan 0% Magenta 0% Yellow 0% Black 80% |

02.2 LOGO

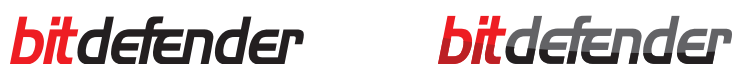
Logo Morphology:



Note: Using just one or two components of the logo, instead of all four together is not recommended; exceptions must be cleared with the BitDefender brand specialists. (mail to brand@bitdefender.com).
Don't use the BitDefender symbol as bullet point in any block text.



You must not modify the logo by changing its shape, composition, layout or the proportions of elements. Any other alterations are strictly prohibited as well.






BitDefender will be printed under the logo shape, but without the graphic symbol (as shown above), only when used as a product name on packaging materials.



02.2 LOGO

Background Colors for the Logo:

The logo should be placed on a white background.
If the logo must be placed on a coloured background, the following background colors should be used:

| | | | | | |
|---|---------------------------------|---|-------------------------------|---|-------------------------------------|
|  Red | Red 204% Green 0% Blue 0% |  Black | Red 0% Green 0% Blue 0% |  White | Red 255% Green 255% Blue 255% |
| Cyan 0% Magenta 100 % Yellow 100% Black 0% | | Cyan 0% Magenta 0 % Yellow 0% Black 100% | | Cyan 0% Magenta 0 % Yellow 0% Black 0% | |

If the logo is placed on a black background, within a polychromic setup, the following colors should be used:

| | | | |
|---|---------------------------------|---|-------------------------------|
|  Red | Red 204% Green 0% Blue 0% |  White | Red 0% Green 0% Blue 0% |
| Cyan 0% Magenta 100 % Yellow 100% Black 0% | | Cyan 0% Magenta 0 % Yellow 0% Black 0% | |

If the logo is printed in grayscale, depending on the background used, the nuances should be:

| | | | | | |
|--|-------------------------------------|---|-------------------------------|---|-------------------------------------|
|  Gray | Red 190% Green 190% Blue 190% |  Black | Red 0% Green 0% Blue 0% |  White | Red 255% Green 255% Blue 255% |
| Cyan 0% Magenta 0 % Yellow 0% Black 30% | | Cyan 0% Magenta 0 % Yellow 0% Black 100% | | Cyan 0% Magenta 0 % Yellow 0% Black 0% | |

02.2 LOGO

True Colors:

color on white background



yellow 100%
magenta 100%

black 100%

color on black background



yellow 100%
magenta 100%

white

color on red background



black 100%

white

grayscale on black background



black 30%

white

grayscale on white background



black 30%

black 100%

black on white background*



black

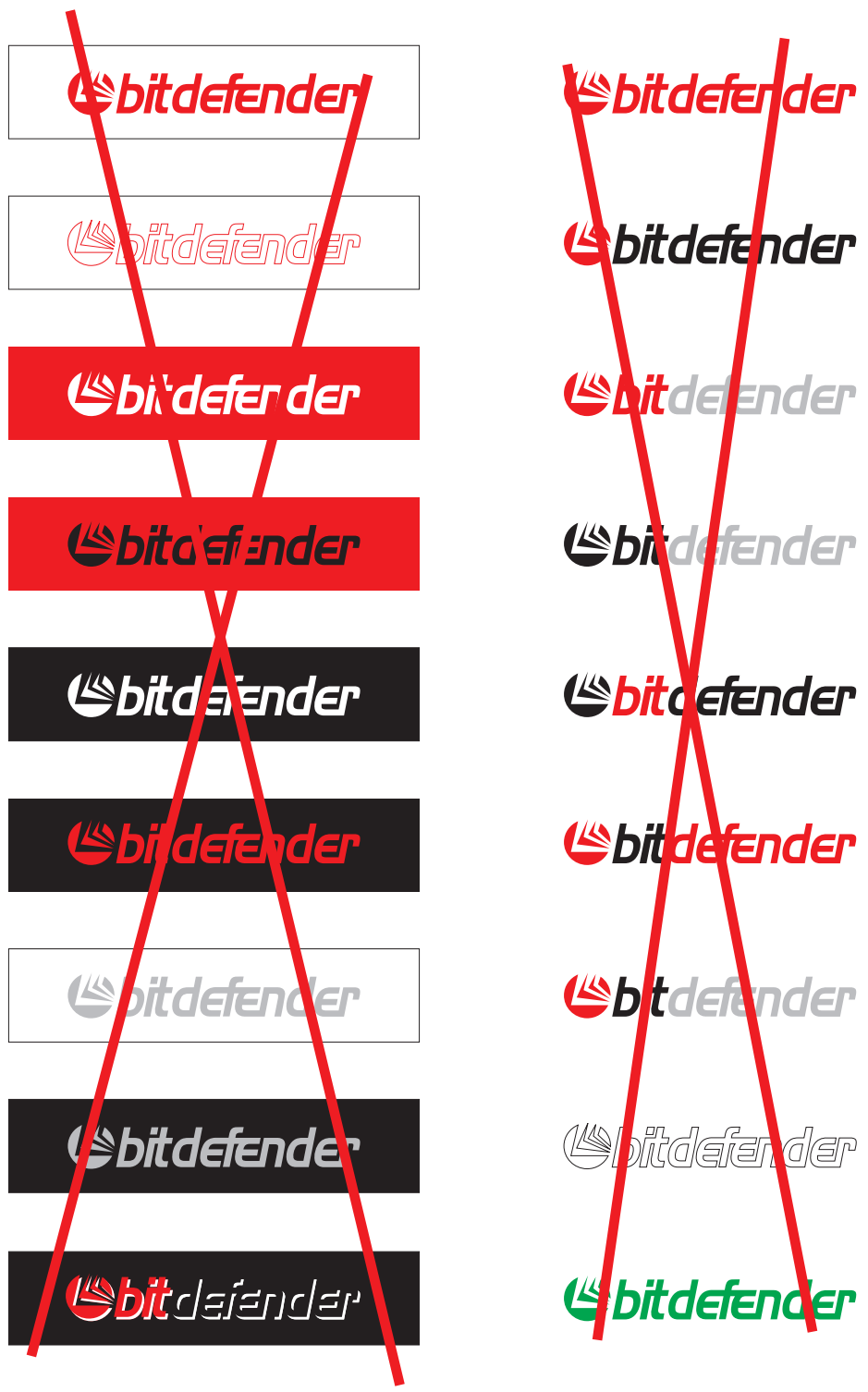
white

*Black on white must only be used when the medium does not support coloring or grayscale. Examples of such media include fax machines and some LED/LCD displays.

Other colors or color combinations must not be used for the BitDefender® logo.

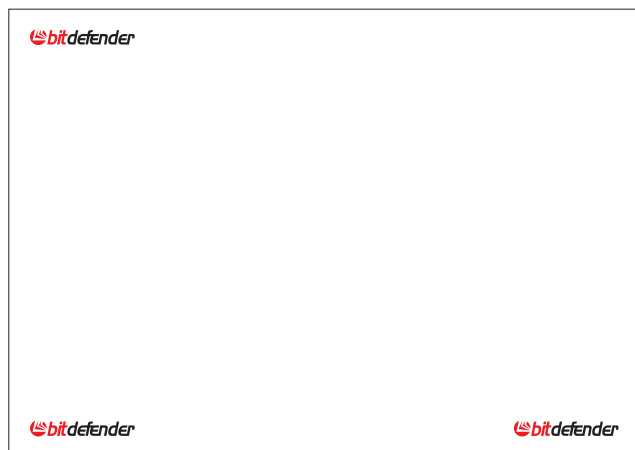
02.2 LOGO

The Wrong Colors:



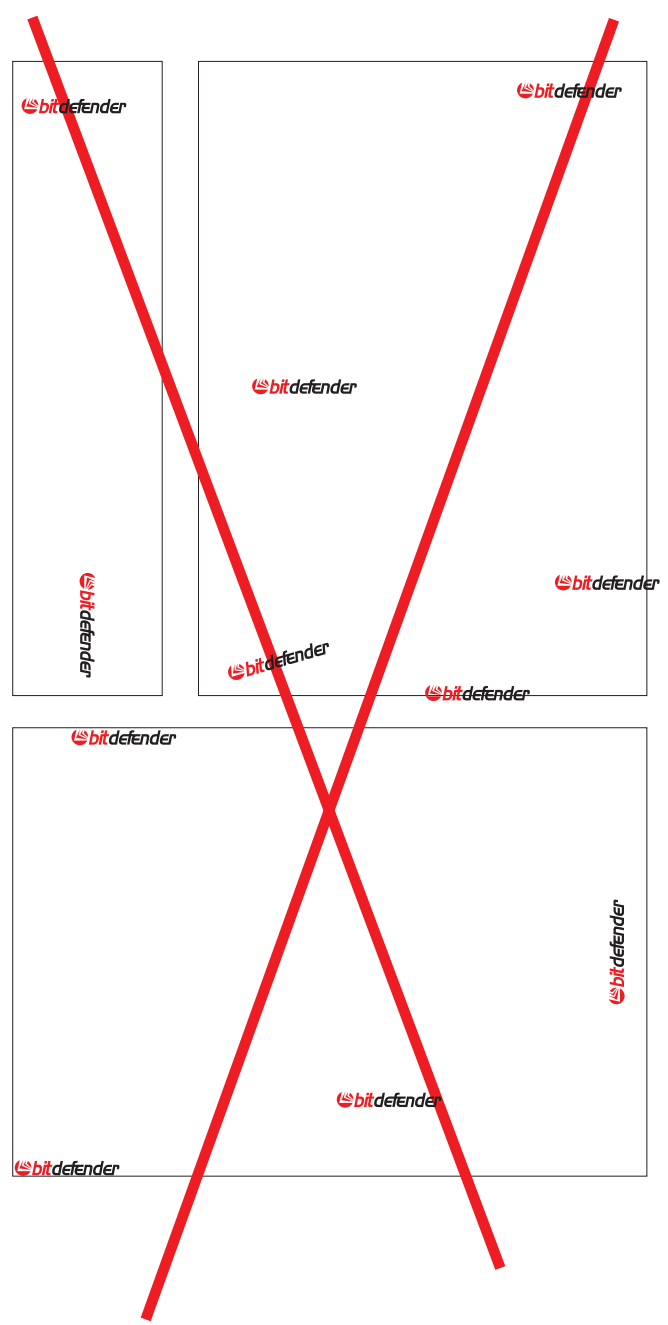
02.2 LOGO

Correct Logo Positioning :



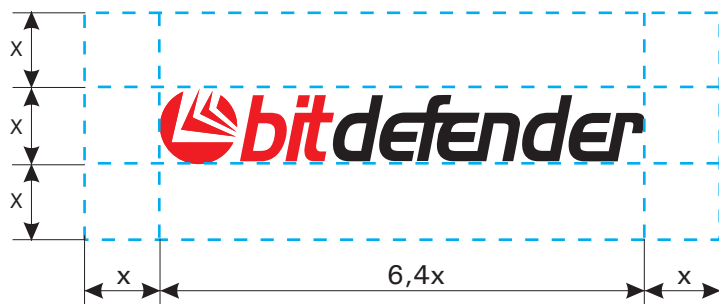
Please note that the BitDefender® logo should not appear more than once on the same surface. Thus, if one places it in the top-right corner, a second logo in the bottom left corner would not be recommended.

02.2 LOGO Incorrect Positioning:



02.2 LOGO

Correct Logo Proportions :



The proportions of the BitDefender® logo must remain unchanged. Please note that the blank space around the logo which extends to one-half x upwards and downwards, and to one and a half x to the sides, is an integral part of the logo, and must not be omitted.

02.2 LOGO

Logo Banners:



Banners and similar objects constitute a special use case. When the BitDefender® logo is used alone (i.e. not accompanied by any other text or graphical elements), it may be scaled to up to the maximum dimensions of the surface in question. Please note that the usual logo proportions must be kept. Please also note that the BitDefender® logo must not appear more than once on the same surface in such cases.

02.2 LOGO

Logo Sizes:



Sizes shown correspond to page sizes A5 and higher. For all page sizes, however, the logo should be scaled to no more than 2/10ths of page width. Page sizes smaller than A5 should not be used. Do not use the logo in print smaller size than 20 mm.

02.2 LOGO

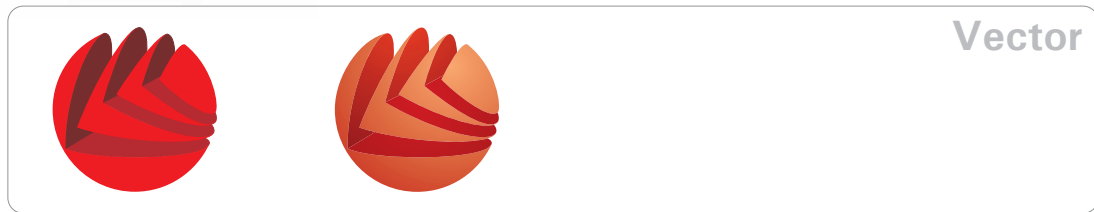
Logo Straplines:



Use the Univers Black Italic recommended font on gray 30% color for logo straplines.

02.2 LOGO

3D Graphic Symbol:



Note: This is a derivative 3D symbol from the BitDefender® logo. It must not be modified in point of shape, relative position, texture or lighting. Think of it as a still photo, to be used as such. It must not be used anywhere “near” the BitDefender® logo. The 3D image of the symbol is by no means intended to be used as a substitute of the BitDefender® logo, which must necessarily appear on every product of the company. Don't use it as bullet point in any text box.



02.3 BitDefender TECHNOLOGY LOGOS

B-HAVE - Behavioral Heuristic Analyzer in Virtual Environments

All BitDefender products include B-HAVE, a patent pending technology which analyzes the behavior of potentially malicious code, inside a virtual computer, eliminating false positives and significantly increasing detection rates for new and unknown malware.



Pantone 1807C
Cyan 0%
Magenta 100%
Yellow 100%
Black 30%
Red 177
Green 17
Blue 22
#b11116

color on white background



color on black background



color on red background



black on white background




02.3 BitDefender TECHNOLOGY LOGOS **NEUNET - Neural Network**

To better deal with new spam, the BitDefender Lab has created NeuNet, a powerful antispam filter. Inside the Antispam Lab, NeuNet is pre-trained on a series of spam messages so that it learns to recognize new spam by perceiving its similarities with the messages it has already examined.



Pantone 485 cvc
Cyan 0%
Magenta 100%
Yellow 100%
Black 0%




Red 204
Green 0
Blue 0
#cc0000

color on white background



Black
Cyan 0%
Magenta 0%
Yellow 0%
Black 100%



Red 0
Green 0
Blue 0
#000000

color on black background



color on red background

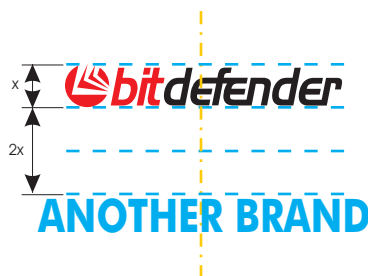
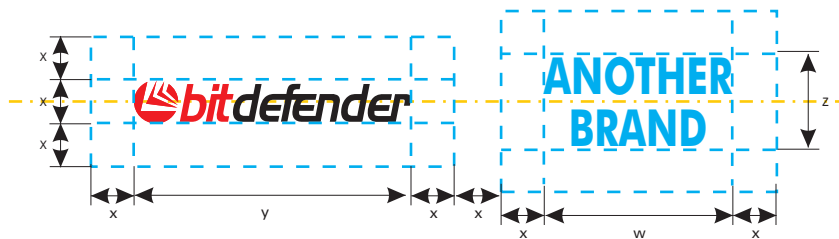
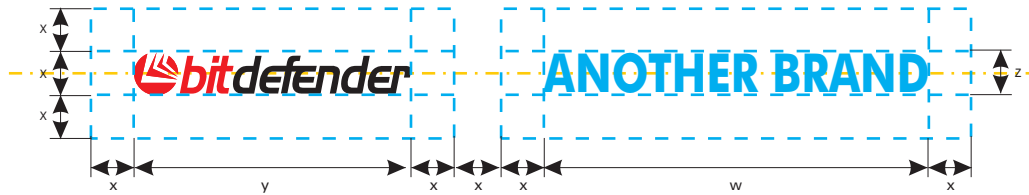


black on white background



02.4 CO-BRANDING

Placing the BitDefender logo next to another brand's logo



- if the other brand's logo is built on the horizontal, its maximum height z must not exceed 1.5 times x (where x is the height of the BitDefender logo), whereas its maximum length w must not exceed 1.5 times y (where y is the length of the BitDefender logo).
- if the second brand's logo is built on the vertical, its height must not exceed 3 times x (where x is the height of the BitDefender logo), whereas its width w must not exceed $2/3$ of y (where y is the width of the BitDefender logo).
- the distance between logos must be of at least 3 times x on the horizontal (where x is the length of the BitDefender log), and at least 2 times x on the vertical (where x is the height of the BitDefender logo).
- the logos must be centered when lined up on the horizontal or on the vertical, as the case may be (see the yellow axis).
- the proportions of the two logos must be chosen such that they both have an equal visual impact. Treat other brands with as much respect you would like yours to be treated with.

02.5 BitDefender TYPOGRAPHY

Fonts:

Headlines:

Univers Bold

Univers-Black-R

Univers-Black-Italic

SwitzerlandCondensed RO Bold I

Body Copy:

Univers

Univers Bold

Univers Condensed

Univers Condensed Bold

SwitzerlandCondensed RO Bold

Note: The **HandelGothic** font must not be used, since the BitDefender® logo is based on a custom variant, and using it elsewhere would create confusion. It is not recommended to use fonts other than the ones listed above.

02.5 BitDefender TYPOGRAPHY

Fonts and Colors:

Univers Bold

Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre. Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre. Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre.

Univers Bold

Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre. Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre. Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre.

Univers Bold

Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre. Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre. Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre.

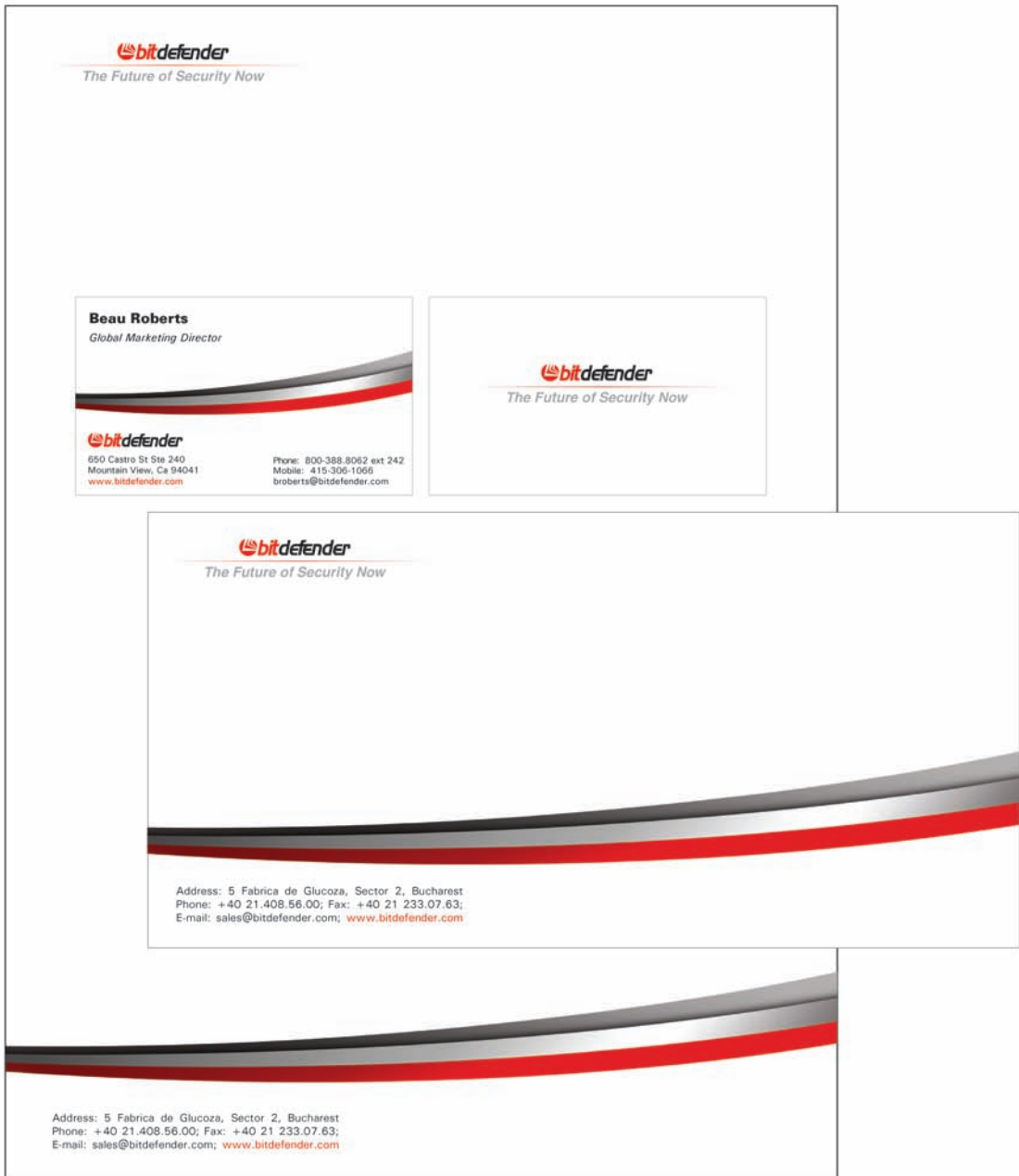
Univers Bold

Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre. Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre. Lorem ipsum etera dolores ectarie per tolerare dominus spare et luvaure laio perlour fonre.

Only use the BitDefender fonts. The examples above are recommendations on the font-background contrast to be used. Use red fonts to emphasize one word.

02.6 STATIONERY

Letterhead, Envelope, Business Card:



02.6 STATIONERY

Fax Letterhead:



Guidelines

General

Most readers skim rather than read every word. So make it easy for people to pick out the main ideas: Use keywords, subheads, summaries, bullets and images.

- Use **first-person, active tense** in all external writing. (Tip: Use the readability option in MS Word to check for passive sentences in a document).
- **Sentences should be short, action-oriented, and descriptive.**
- Use good **storytelling skills** to convey your thoughts and invite the reader into your writing. Don't just tell about the company or its products; develop an image in your reader's mind. Use descriptive adjectives and steer clear of overly technical or dry writing.
- Write for **skimmers**. Anchor paragraphs with key words. Use bullets when possible.
- Never make a claim without including **proof**.
- **Avoid jargon and acronyms.**
- **Use contractions like "it's" and "don't"** for a conversational tone.
- Address the reader as **"you."**
- Keep **paragraphs short and crisp**
- Use **serial commas** in sentences that feature a list of nouns, verbs, or adverbs.
- Edit materials to their most **spare use of words**.

Commonly Used Words

- Antivirus
- Antispam
- Antiphishing
- Antispyware
- Firewall
- Real-time
- Whitelist
- Blacklist
- E-mail
- Hassle-free
- Update

This list is intended to serve as an example of how these technical terms should be written in the company documents. To insure the consistency of such documents, it is not recommended to write these terms in any other way (e.g. AntiVirus, AntiSpam,

Capitalization

The Brand Name

BitDefender®

The BitDefender® brand name must be written as shown above: capital B, capital D, one word, no hyphen or other separator. The “®” symbol must be used when referring to BitDefender products, or the brand itself. Recommended fonts have been detailed in section 04, and are also reproduced here, for convenience. The BitDefender® brand name should not be written in italics.

Technologies

B-HAVE

The B-HAVE (Behavioral Heuristic Analyzer in Virtual Environments) technology name must be written as shown above: all capital letters, with a hyphen between B and H. The B-HAVE technology name should not be written in italics.

NeuNet

The NeuNet technology name must be written as shown above: capital Ns, one word, no hyphen or other separator. The NeuNet technology name should not be written in italics.

Others

- Capitalize major words and all other words of four letters or more, in headings, titles, subtitles
 - “A Study of No-Win Strategies”, “Securing Your Small Business in a Big World”
- Capitalize the major words of corporate taglines and campaign slogans, EXCEPT when artistically necessary
 - “small business should never mean lightweight security.”, “BE BOLD. Be BitDefender! Join the Biggest Small Security Company in the World.”
- Capitalize corporate employment titles
 - “Stefan Rosan, Lunch Purchasing Manager”
- Do not capitalize when referring to generalities
 - “BitDefender marketing department”

Abbreviations

- Always give the full name for lesser-known technology terms, BitDefender technologies, or products first before using an acronym or abbreviation
- Explain what an abbreviation means the first time it occurs:
 - "Institute of Electrical and Electronic Engineers (IEEE)"
- If an abbreviation is commonly used as a word, it does not require explanation
 - "RAM", "MHz", "MB"
- The following abbreviations should be avoided whenever possible:
 - cf. [use "compare"]
 - e.g. [use "for example"]
 - etc. [use "and so forth"]
 - i.e. [use "that is"]
 - viz. [use "namely"]
 - vs. [use "versus"]
- Do not use periods with a product version number. Use a lower-case "v".
 - "v10"
- To form plurals of abbreviations, add "s" alone, without apostrophe
 - "CDs", "SMBs", "Pcs"

Capitalization

- Capitalize major words and all other words of four letters or more, in headings, titles, subtitles
 - "A Study of No-Win Strategies", "Securing Your Small Business in a Big World"
- Capitalize the major words of corporate taglines and campaign slogans, EXCEPT when artistically necessary
 - "small business should never mean lightweight security.", "BE BOLD. Be BitDefender! Join the Biggest Small Security Company in the World."
- Capitalize corporate employment titles
 - "Stefan Rosan, Lunch Purchasing Manager"
- Do not capitalize when referring to generalities
 - "BitDefender marketing department"

Commas

- Use commas before "and" in lists
 - "Height, width, and depth"
- Use commas between groups of three digits
 - "1,453" (not 1453)
- Use commas for seriation within a paragraph or sentence
 - "Three choices are (a) true, (b) false, and (c) don't know."
- Follow European date system whenever possible
 - "27 September 2006 "

Hyphenation

- Hyphenate prefixes that require clarification or awkward when written without a hyphen
 - "Pre-test", "post-review", "co-worker"
- Hyphenate adjectival phrases
 - "Role-playing technique", "high-anxiety group", "two-way analysis"
- Hyphenate compound adjectives preceding nouns
 - "Client-centered security", "t-test scores"
- Unless the compound adjective involves a superlative
 - "Best written review"
- Hyphenate if the base is an abbreviation or compounded
 - "Pre-UCS", "non-college bound"
- Hyphenate if the base word is capitalized or a number
 - "Pre-Freudian", "post-1990"

Italics and Underlining

- Do not italicize or underline common foreign abbreviations
 - "Vice versa", "et al.", "a priori"
- Do not italicize or underline for mere emphasis.
- Italicize or underline the titles of books and articles, species names, introduction of new terms and labels (the first time only), words and phrases used as linguistic examples, letters used as statistical symbols, and volume numbers in reference lists.

Italics and Underlining

- Do not italicize or underline common foreign abbreviations
 - "Vice versa", "et al.", "a priori"
- Do not italicize or underline for mere emphasis.
- Italicize or underline the titles of books and articles, species names, introduction of new terms and labels (the first time only), words and phrases used as linguistic examples, letters used as statistical symbols, and volume numbers in reference lists.

Colons, Dashes, and Pluralized Latin Terms

- Do not use "and/or." Write things out.
 - "Monday, Tuesday, or both" (not "Monday and/or Tuesday.")
- Use a dash when there is a sudden interruption like this one--zoiks!--in the flow of a sentence. This should be used sparingly.
- Use appendixes (appendices) as the plural of appendix. Use datum as singular, data as plural. Use matrix as singular, matrices as plural. Phenomenon is the singular form of the plural phenomena. Use schema as singular, schemas (not schemata) as plural.

Numbers

- Spell out common fractions and common expressions
 - "One-half", "Fourth of July"
- Spell out large numbers beginning sentences
 - "Thirty days from today,..."
- Spell out numbers which are below 10 and not grouped with numbers over 10
 - "Eight awards", "five new features"
- Use numerals for numbers 10 and above, or lower numbers grouped with numbers 10 and above
 - "From 6 to 12 hours of sleep"
- Exceptions may be made for artistic purposes
 - "2 PCs for 2 years"
- Write out the whole year (four digits) for an initial use. You may use a shortened version for later reference if it is in keeping with the tone of the document
 - "He began coding in the early 1990s. The industry began to mature by the late 90s."
- To make plurals out of numbers, add s only, with no apostrophe
 - "The 1980s"
- Use combinations of numerals and written numbers for large sums
 - "Over 9 million people have downloaded the software"
- Use the percent symbol (%) only with figures (5%) not with written numbers (five percent).

Contact Information

Efficient communication is the key to a successful business. During the past 10 years BitDefender has established an unquestionable reputation by constantly striving for better communication so as to exceed the expectations of our clients and partners. Should you have any questions related to the use of any BitDefender corporate identity element, do not hesitate to contact us at: brand@bitdefender.com