Keep the brand alive—allow flexibility and let it gently adapt and fine-tune to the cultural specifics of a given market—while preventing verbal and visual dilution.
Corporate brand

BRAND PLATFORM
Vision

OUR PURPOSE
We are here to defend the welfare of all computer users—no matter the platform, the nature of the user, nor the magnitude of the challenge. We will do whatever it takes to keep computer users safe from harm and help the Good prevail. Always.
Values

INTEGRITY—THE VERY REASON OF OUR EXISTENCE
When integrity was invented, our business became possible. Ethics is in our DNA, a drive for rightness is our stamina. We are here to make a better world. In no other way, by no other means.
Values

HEROISM—THE WAY WE PRACTICE OUR CHALLENGE
In our job we don’t just do it: we fight for it. In our thinking we don’t assume: we dare.
In our walk we don’t reach lines: we push boundaries.
Our name is endurance.
Values

INNOVATION—THE FINAL FRONTIER OF OUR BUSINESS
When others just start, we are there already. To stay in the avant-garde of the industry we must always feed our minds on the best of the present, if not on the future. Our inquisitive minds boil breakthrough ideas. Let’s stay thirsty. Always.
Brand Idea

SLEEK DEFENSE

We stay out of sight when not needed, yet act with swift elegance and decisive accuracy when the first sign of risk presents itself. Defense is in our instinct. Sleekness is in our method.
Brand Promise

AWAKE

Our stand against evil does not cease, not ever, not even for a split-second. We are always geared up and ready for action. Wide awake. As our intelligence constantly updates, we stay on the leading edge, always one step ahead. In control.
Brand Personality

We are heroic, sharp, confident, assertive, outspoken, bold, astute. We enjoy being witty and we employ the techie jargon in an intelligent way.
BRAND RHETORIC
Verbal Territory

We are a genus like no other:
pure breed, new species;

We deliver:
defense, trust, stability, security;

We’re not afraid of superlatives:
sublime, splendid, ultimate,
invincible, unbreakable, perfect,
absolute, faultless, top, best,
worldwide award winning;

We use categorical affirmations:
always, undoubtedly, indisputable,
definitely, proudly;
Verbal Territory

**Rhythm:**
split copy into short sentences, use repetition, create rhythm;

**Accent:**
build towards a strong conclusion and be dramatic—just like a movie poster;

**Keywords and slogan (Awake):**
will be injected into headlines and body copy as often as possible; keep the slogan in English—do not translate.
CORPORATE IDENTITY
Main Logo

Corporate logo, main version, color

The Bitdefender logo is a highly abstracted symbol focused on encapsulating the edge and energy of the Dragon-Wolf, more than its shape, representing a new chapter in the history of the organization.

The logo is made of 3 parts: symbol (1), wordmark (2) and registered mark icon (3).

The symbol is a geometrical, sinuous and precise interpretation of the Dacian wolf, from which it recuperated the determination and vigilance needed for accomplishing the very mission or the brand: supreme defense.

The glyphs of the commercial typeface have been customized in order to obtain an unique wordmark, congruous with the precise angles and smooth curves of the symbol. It is in the meantime potent and sleek, aggressive and reliable, has nerve and a stupendous inner cadence.

© Symbol
© Wordmark
© Registered trademark sign
Main Logo

Positive and negative logo versions

The positive, negative, color and black & white versions of the principal logo allow its application on a wide array of situations.

The negative version of the logo on red background will be used with predilection in the corporate communication.

The positive black & white version will only be used when the production conditions are limited.
Main Logo Exception

Alignment exception of the main logo

There is only one exception allowed in the composition of the principal logo.

This particular composition has been conceived for the brand vectors that require more dynamism, such as livery.

COLOR LOGO—ALIGNMENT EXCEPTION, POSITIVE

COLOR LOGO—ALIGNMENT EXCEPTION, NEGATIVE

B&W LOGO—ALIGNMENT EXCEPTION, POSITIVE

B&W LOGO—ALIGNMENT EXCEPTION, NEGATIVE
Main Logo Safety Area

Safety area on main logo & exceptions

The minimum safety area outside the logo is given by the height of the “f” letter. It is strictly forbidden to place the logo in crowded areas that cannot support this minimal empty space.

In the case of the logo exception, which has a more prolonged composition, the safety area is also given by the height of the “f” letter as it follows:

“f” x 1 – on the left side;
“f” x 2 – on the right side, up and down.

[f] height = safe area
Main Logo Sizes

Different logo design versions for different usage sizes

The minimum width of the logo is 30 mm.

However, for exceptional situations, an optimized version has been created, in order to be legible at dimensions inferior to 30 mm. This version can only be used for logos from 20 mm to 30 mm.
Main Logo Do's

In order to ensure maximum visibility of the corporate logo, only the following color schemes can be used. The applications that mitigate visibility and legibility are not allowed.

Corporate communication
In most corporate applications, the main logo will be used in its colored or black & white version on white or on the corporate color, positive or negative, following the specific rules.

Product and advertising communication
On the product packaging and communication materials (such as POSM, web site, retail, etc.), the main logo will be used solely in its negative expression over product colored layouts with a vignette effect.
Main Logo Don’ts

Logo usage interdictions

It is forbidden to use the principal corporate logo in situations that could hinder visibility, prevent recognition, alter the logo shape, violate the safety area or introduce new elements.

Here is a non-exhaustive list of bad practices:

- Horizontal or vertical scaling.
- Random rotations.
- Modification of a logo element.
- Using two or more Bitdefender logos on the same page.
- Modification of proportions between elements.
- Effects: shadows, glows, etc.
- Other colors than the corporate ones.
- Using the wordmark in block-text.
- Backgrounds that affect legibility.
- Patterns or textures over the logo.
- Dark backgrounds.

Examples
Co-branding with worldwide dealers.

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 of the co-branded situations, the safety area will be given by the height of the “f” letter as described in the above scheme.
Secondary Logos

Logo with Slogan version

The brand slogan “Awake” is designed by the same rules as the wordmark and placed immediately after the brand name, in order to intrinsically link the slogan to the brand. The font size used for the slogan is the same as for the name Bitdefender.

The logo with the slogan can be used in a wide range of internal materials, as well as in B2C or B2B.

The Slogan Logo version

In the situations where the brand promise needs to be emphasized, there is a logo version composed of the symbol and slogan. It is not recommended to use this version in the launching phase (at least 1–2 years after the launch of the new identity).
**Secondary Logos**

Logos with slogan, positive and negative versions

The positive, negative, color and black & white versions of the secondary logos allow their application on a wide array of situations.

The negative version of the logo on red background will be used with predilection in the corporate communication, while the positive black & white version will only be used when the production conditions are limited.
**Secondary Logos**

**Alignment exception of the secondary logo**

Just as in the case of the principal logo, the composition of the secondary logos can be modified by a slight slide to the left of the symbol for the environments that require higher dynamism.
Secondary Logos

Safety area on secondary logos & exceptions

The minimum safety area outside the logo is given by the height of the “f” letter. It is forbidden to place the logo in crowded areas that cannot support this minimal empty space.

In the case of the logo exception, which has a more prolonged composition, the safety area is also given by the height of the “f” letter as it follows:

“f” x 1 – on the left side;
“f” x 2 – on the right side, up and down.
Secondary Logos

Wordmark only

Wordmark can be used alone, without symbol or avatar.
Secondary Logos Don’ts

Secondary logo usage interdictions

It is forbidden to use the secondary logos in situations that could alter their visibility, recognition, shape, safety area.

The application of the secondary logos has to follow the rules described in the case of the main logo.

In addition to the bad practices from page 21, please find here a series of specific interdictions that apply to the secondary logos:

- Different color of the slogan
- Different opacity of the slogan
- Different size of the slogan
- Different font
Logo Usage

Logo in both corporate & advertising layouts

The position and dimensions of the logo are not arbitrary.

Advertising communication (left): Depending on the dimension of the layout, the logo will be a divisor of the page mirror. Whether it is a portrait or a landscape layout, the Bitdefender logo will be equal to the 5th part of the page width and it will always be placed in the right side of the layout.

Corporate communication (right): The logo will be centered in the upper side of the layout. Its dimension will be calculated based on the page width according to the grid described at right.
Bitdefender’s typography, together with the other brand elements, secures the coherence of all brand expressions.

Bitdefender’s corporate communication font is Helvetica Neue, a powerful, strong and accurate font chosen to back two of the brand’s values: integrity and heroism. This font will be used in all corporate applications, as well as at the level of body-copy in product communication.

Bitdefender’s brand communication font is Le Monde Courrier PTF, a font with powerful, aggressive serifs that strengthen the brand’s heroic behavior and its ability to deliver defense. On the same grounds, the font in the headline will be subject in capital letters.

Neuton Regular is a fallback variant for Le Monde Courrier PTF that can only be used when Le Monde Courrier is not available due to technical limitations.
Typography Example

For headlines:
- Le Monde Courrier PTF;
- All Caps;
- Weights: Demi version or Regular and Bold versions combined to highlight a certain part of the text.

For sub-headlines: Le Monde Courrier PTF Regular;

For body-copy: Helvetica Neue.

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LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

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Color Palette

The chromatic palette is vital element of the brand identity.

Bitdefender’s corporate color is Pantone Red 485 C, even if it isn’t the dominant color.

White backgrounds will be used extensively in corporate layouts. Black will be mainly used for the typeface.

The chromatic range of Bitdefender products contains saturated colors whose intensity describes the product’s superiority (Red for Antivirus Plus, Purple for Total Security). The colors are also related to the category (Blue for Internet Security, Green for Mobile Security, Grey for Antivirus for Mac).

<table>
<thead>
<tr>
<th></th>
<th>PANTONE</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEXA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bitdefender Red</td>
<td>485 C</td>
<td>0, 100, 100, 0</td>
<td>255, 0, 0</td>
</tr>
<tr>
<td>2.</td>
<td>Bitdefender Black</td>
<td>Black C</td>
<td>0, 0, 0, 100</td>
<td>30, 30, 30</td>
</tr>
<tr>
<td>3.</td>
<td>Bitdefender Blue</td>
<td>Process Cyan C</td>
<td>100, 0, 0, 0</td>
<td>0, 158, 224</td>
</tr>
<tr>
<td>4.</td>
<td>Bitdefender Purple</td>
<td>248 C</td>
<td>50, 100, 0, 0</td>
<td>126, 24, 122</td>
</tr>
<tr>
<td>5.</td>
<td>Bitdefender Green</td>
<td>354 C</td>
<td>100, 0, 100, 0</td>
<td>0, 150, 50</td>
</tr>
<tr>
<td>6.</td>
<td>Bitdefender Silver</td>
<td>877 C</td>
<td>0, 0, 0, 20</td>
<td>215, 215, 215</td>
</tr>
</tbody>
</table>
Graphic Elements

The consistent application of the graphic elements family is vital for marking the brand territory.

**VIgNETTE**

The vignetting effect of the backgrounds will always be used in brand communication to confine the product's sleek behavior.

Red backgrounds will be used for displaying the whole product range. For presenting each product individually, its own color will be applied.

**DOTTED PATTERN**

The dotted pattern will be used in brand and product communication for signaling the digital, technical component of the product, as well as its vitality and dynamism.

The dotted pattern can be used on a vignette background with multiply transparency. The other elements of the layout will be used on the foreground.

**ROUNDED BOX**

For technical tables, features list or other product specific information will be used rectangular frames with rounded corners. If more of these frames appear in the same layout, the same rounding rate will be used, regardless of their dimension.

Engage Autopilot for Silent Defense
No pop-ups. No configuring. No interruptions. When Autopilot is active, BitDefender makes all the security-related decisions for you giving you silent, award-winning protection.
PRODUCT IDENTITY
Brand Avatar

The brand avatar has been created with the aim of helping brand communication by boosting impact, differentiation and memorability.

Usage

The brand avatar depicts the symbol of the Dacian wolf in a modern, technological and digital manner. In this avatar two worlds collide, revealing the best of them: the strength and ferocity of the ancient beast with the sleekness and perfection of the machine.

The sleekness of the brand avatar will be potentiated by the usage of partial lighting and dark backgrounds.

Never diminish the heroism and mystery of the avatar by improper application.
The new-old composition is a graphic element meant to explain the myth of the Dacian wolf.

It can be used in both product and corporate communication, externally and internally.

The positive version of the composition is the only case when the brand avatar can be used on white background.
The brand avatar will be used together with the brand wordmark.

The Brand Combo is a construct comprising the avatar, the wordmark and the brand slogan on vignette red background. Main combo is top left.

The core brand visuals will be used as much as possible in the form of the brand combo composition for the following reasons:
— The brand visuals will help each other accelerate building brand indicators
— Due to the inherent aggressiveness of the avatar, there is a marginal danger to be perceived as hostile in the phase of low awareness. By using the combo the avatar is described as the Bitdefender avatar.
Brand Avatar Do's

1. The brand avatar can be placed in front of the wordmark, paying attention not to obliterate the wordmark.

2. The brand avatar will preferably be placed on a dark, vignette background using the corporate colors.

3. The brand avatar can be used in brand communication in classic prints, banners, animations, 3D maquettes and other materials.
(1) If the avatar needs enlargement, keep its “eyes” inside the frame. It is forbidden to use only non-essential parts of the avatar’s body.

(2) Avoid using the avatar at small dimensions.

(3) It is forbidden to use the brand avatar alongside the corporate logo.

(4) The avatar loses part of its mystery when used on light backgrounds. Do not use as such if other options are available.
Product identity **Brand manifestation**
Bitdefender product icon

Bitdefender product’s icon was designed starting from the letter “B” from the wordmark and it was optimized for a better reading experience, no matter the background color, pattern, etc. and at any extreme dimensions.
Contact

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