Bitdefender Brand Basics
Version 2.0

B
PROTECTING OVER
500 MILLION USERS WORLDWIDE

In 2014, four years after the global launch of
Bitdefender's avatar — the Dacian Wolf, a new
stance of it has been created to better define
the true differentiation of Bitdefender — the
intelligence of its engineers, their imagination,
their minds.

Bitdefender Brand

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.

WE BELIEVE IN INTEGRITY.

We might look like a beast, but we fight for the Good. We are to the computer user what medication is to the patient. We are to the computer user what a policeman is to society's order. We are to the computer user what a fireman is to household safety.

Be fair, be honest, respect others and yourself.

Never give up on your principles.

WE BELIEVE IN THE INQUISITIVENESS OF OUR MINDS.

We love intellectual provocation, and we know that any riddle has its answer. We keep learning and searching until we find the right answer, with elegance and precision.

Be intelligent, be smart, be adaptable, keep learning.

Don't be lazy or wait for solutions from others. Don't be arrogant!

WE BELIEVE IN THE VIRTUES OF INNOVATION.

Being the avant-garde of the industry means running faster than the industry. We train ourselves everyday to observe, understand, and make connections that enable us to create new and better ways to do everything better than the rest.

Have a vision, be up-to-date, be open-minded, be imaginative.

Don't be ignorant.

WE BELIEVE IN HEROISM.

We know that the only thing gained by following others is mediocrity. We are not afraid of exploring uncharted territories. If we were to choose between two paths, we would definitely choose the one less traveled, or not traveled at all. This is our chance to discover new worlds and become heroes.

Be bold, have courage, dare yourself.

Don't be afraid to try.

A trade of brilliance, data security is an industry where only the clearest view, sharpest mind and deepest insight can win — a game with zero margin of error. Our job is to win every single time, one thousand times out of one thousand, and one million times out of one million.

And we do. We outsmart the industry not only by having the clearest view, the sharpest mind and the deepest insight, but by staying one step ahead of everybody else, be they black hats or fellow security experts.

The brilliance of our collective mind is like a luminous Dragon-Wolf on your side, powered by engineered intuition, created to guard against all dangers hidden in the arcane intricacies of the digital realm.

This brilliance is our superpower and we put it at the core of all our game-changing products and solutions.

ENGINEERED INTUITION

This is the expression of our unique software engineering capabilities and of our sixth sense when it comes to consumer insights. These two pillars make us the ultimate defender of the new digital world.

We are sharp-witted, talented, breakthrough, bold, insightful and assertive.

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

We deliver:
solutions, defense, trust, stability, security, intuition;

We're not afraid of superlatives:
the best, sublime, splendid, ultimate, invincible, unbreakable, perfect, absolute, faultless;

We use categorical affirmations:
always, undoubtedly, indisputable, definitely, proudly.

Keywords

creators

sharpest minds

deepest insights

brilliance

imagination

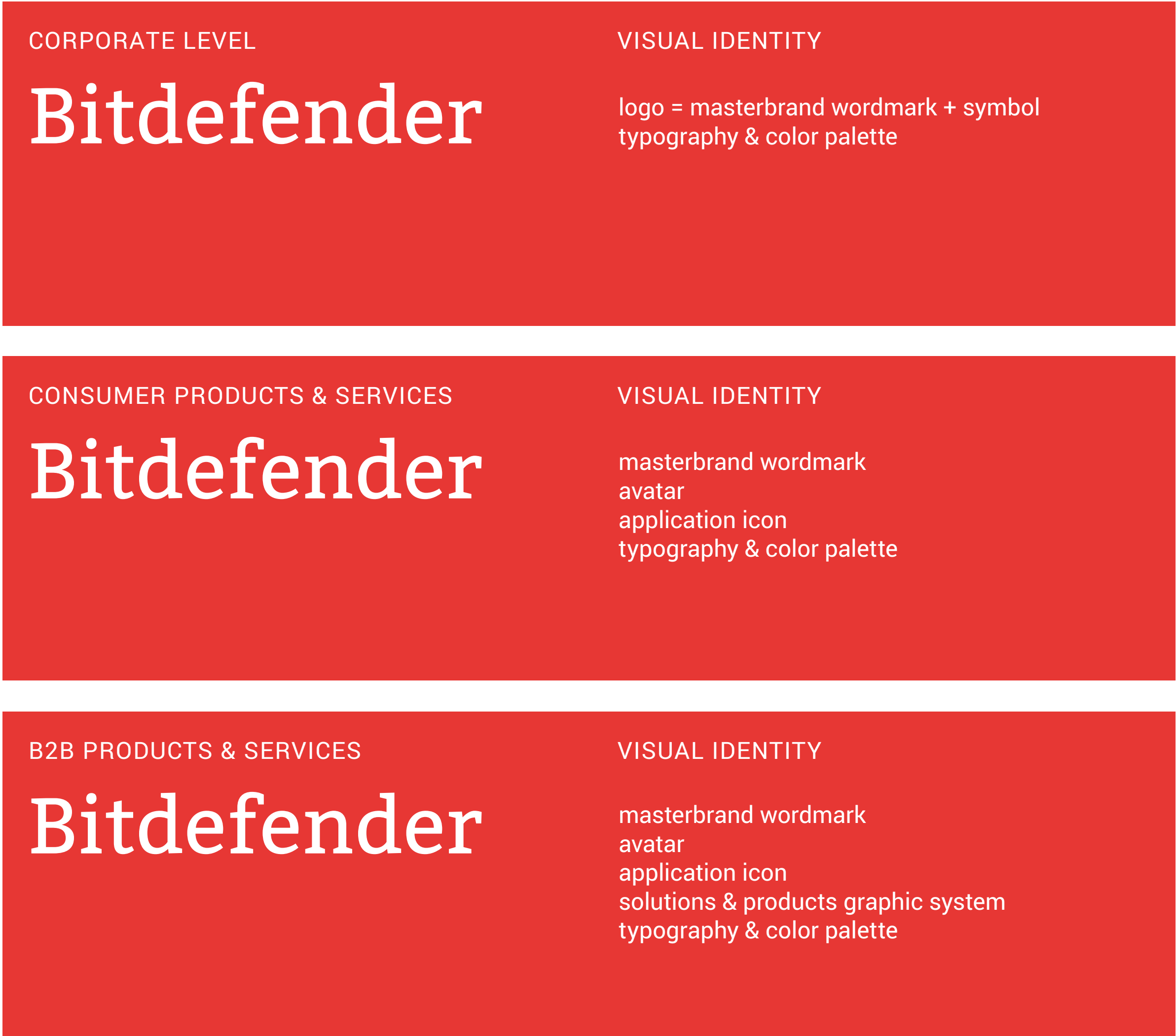collective minds

one step ahead of everyone

mastermind

superpower

game changers

The Bitdefender brand comprises the following mixed brand architecture:

• Bitdefender at corporate level;
• Bitdefender for consumer products and services;
• Bitdefender for B2B products and services.

CORPORATE LEVEL

Bitdefender

VISUAL IDENTITY

logo = masterbrand wordmark + symbol
typography & color palette

CONSUMER PRODUCTS & SERVICES

Bitdefender

VISUAL IDENTITY

masterbrand wordmark
avatar
application icon
typography & color palette

B2B PRODUCTS & SERVICES

Bitdefender

VISUAL IDENTITY

masterbrand wordmark
avatar
application icon
solutions & products graphic system
typography & color palette

Bitdefender Visual Identity

Bitdefender corporate logo, main version

The Bitdefender logo is subtly mixing dynamism, strength and boldness with tremendous control and focus, which makes it the forerunner and most concentrated manifestation of the brand.

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

Corporate logo, main version, color

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 exactly the determination and vigilance needed for accomplishing the very mission or the brand: the supreme defense.

The letters of the commercial font 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.

1 symbol

2 wordmark

3 registred trademark sign

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.

COLOR LOGO POSITIVE

B&W LOGO POSITIVE

COLOR LOGO NEGATIVE

B&W LOGO NEGATIVE

Safety area on main logo & exceptions

In order to preserve the readibility of the logo, a minimum surrounding free space is necessary.

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.

MAIN LOGO
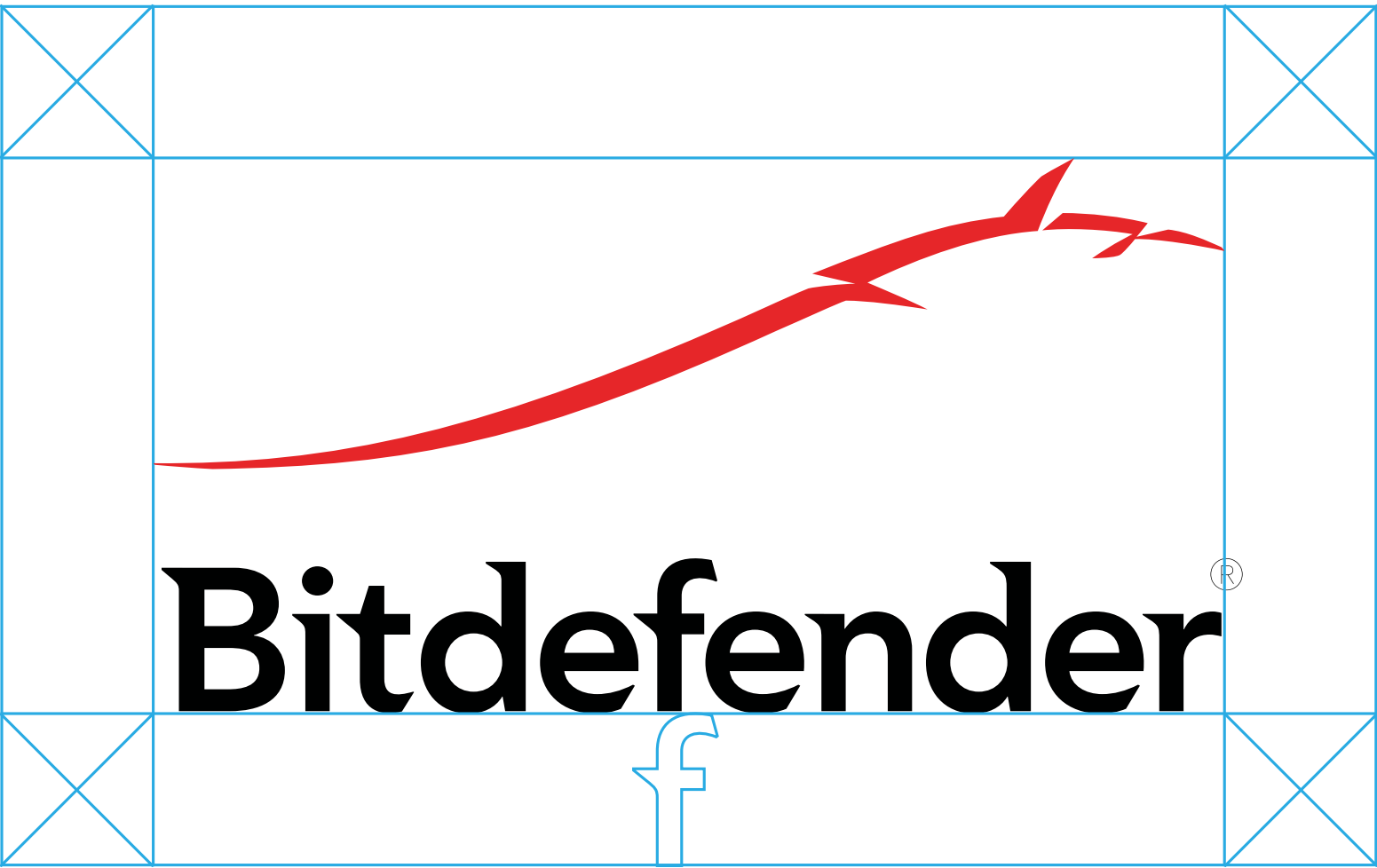
[f] height = safe area

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.
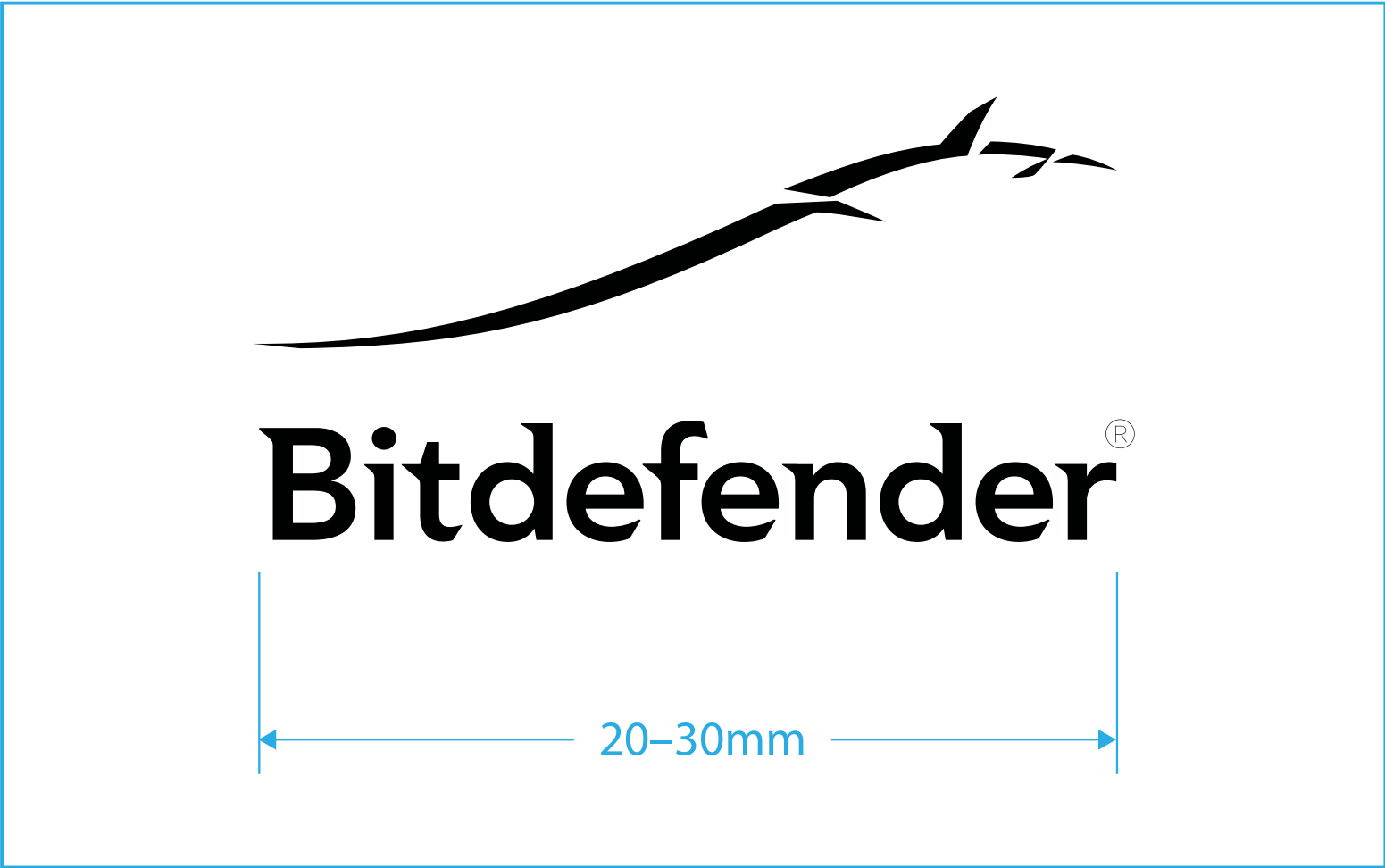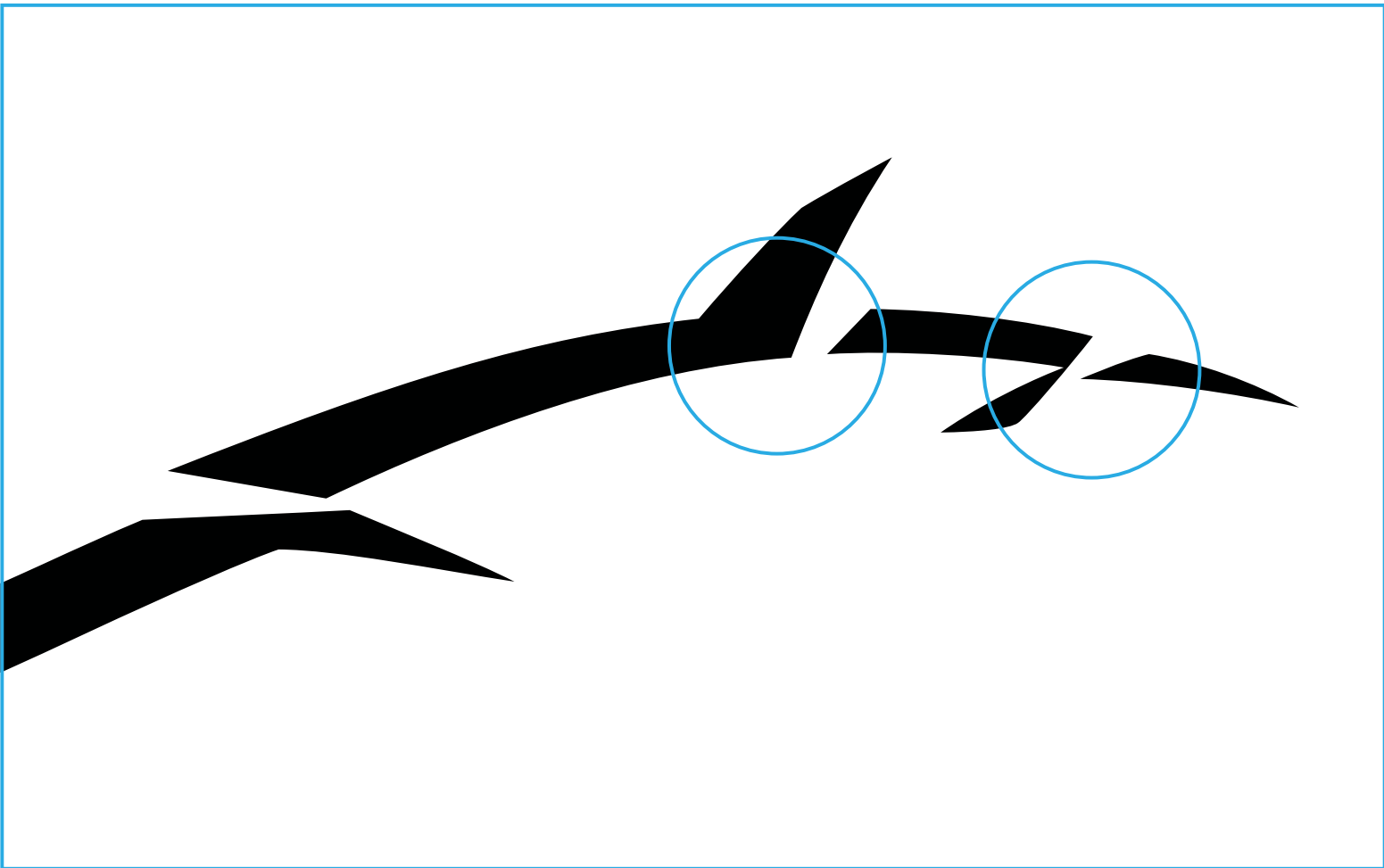
MAIN LOGO—STANDARD VERSION

Bitdefender®

minimum 30mm
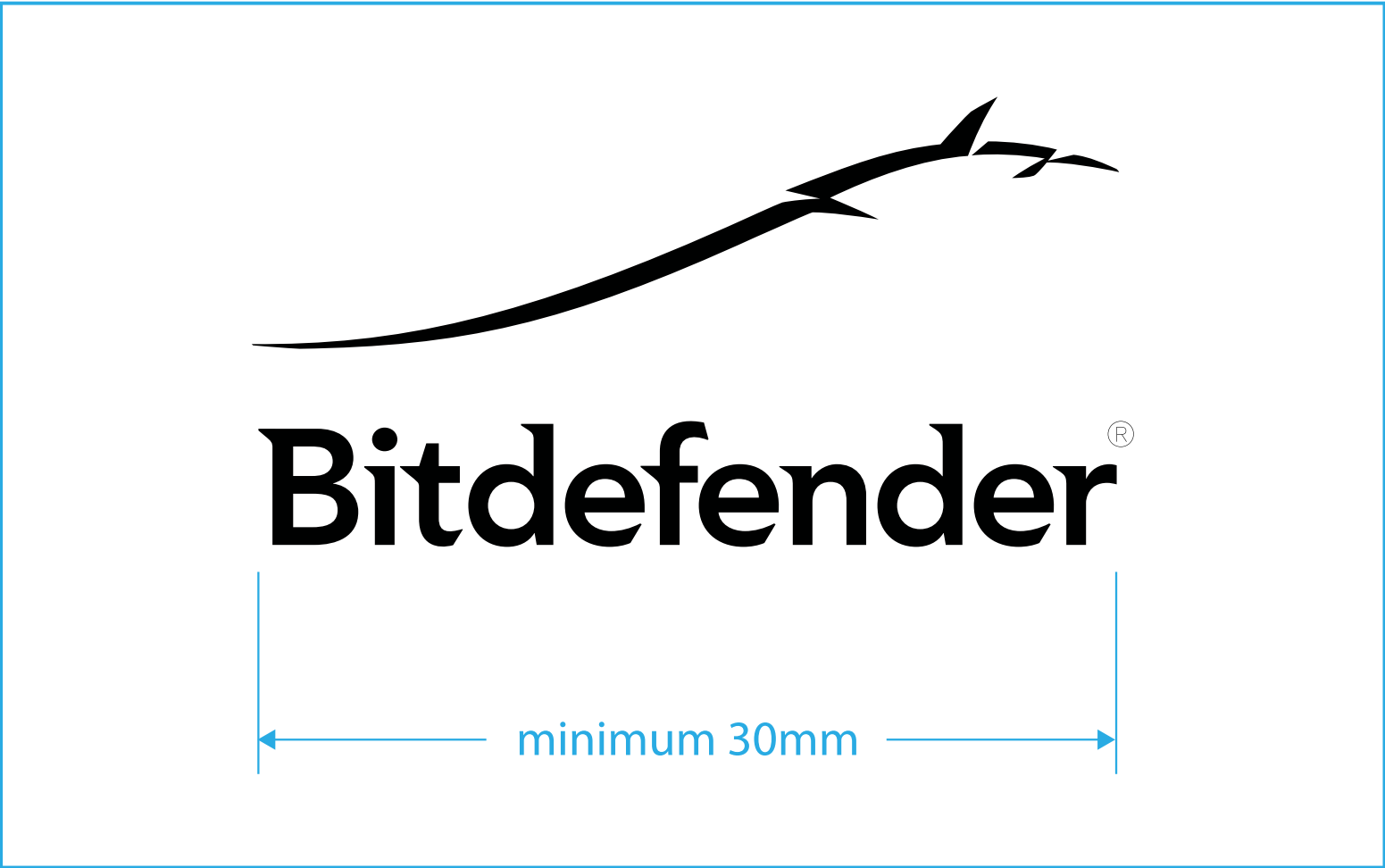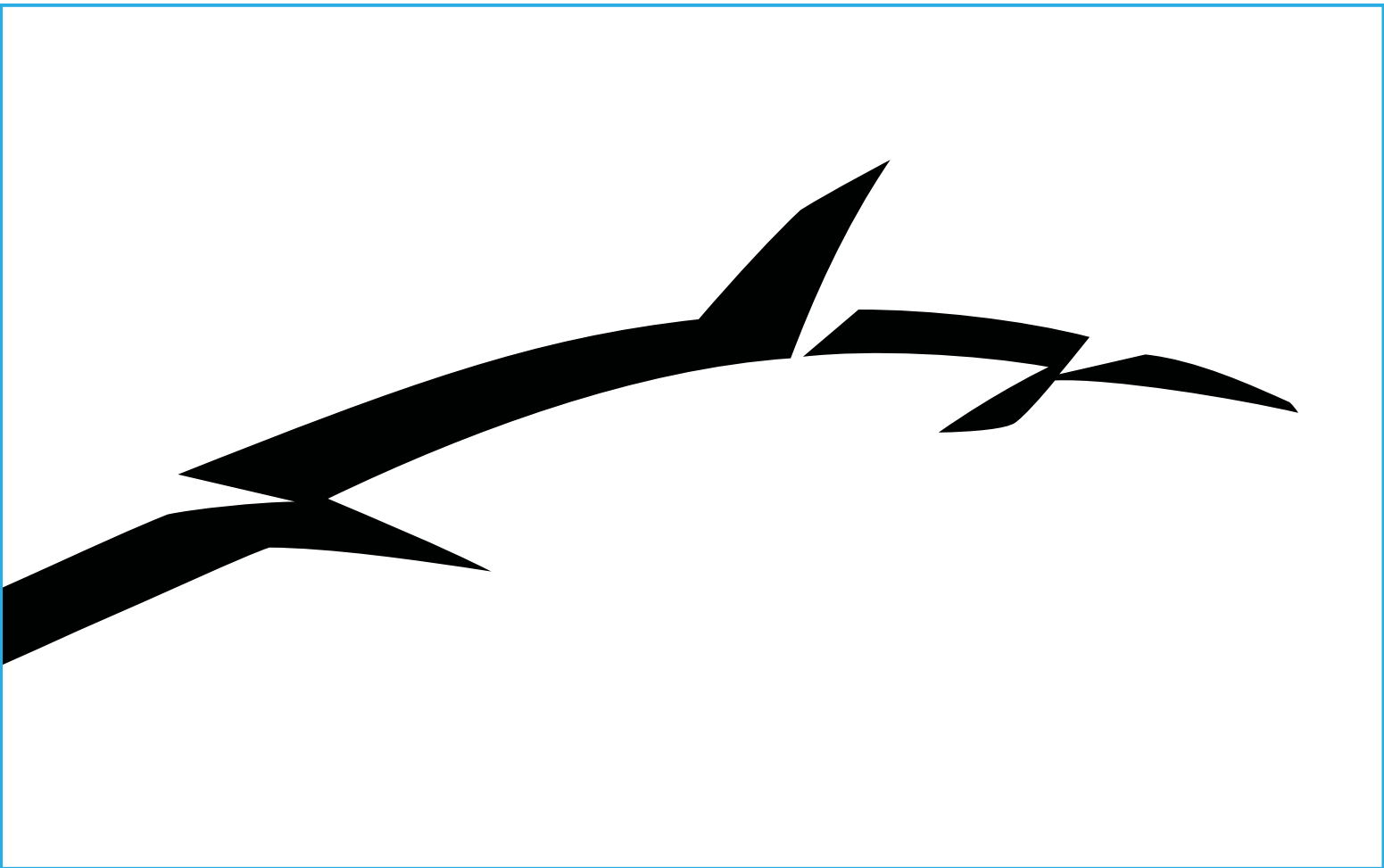
MINIMUM SIZE—OPTIMIZED VERSION FOR SMALL SIZED LOGO

Bitdefender®

20–30mm

DETAIL

DETAIL

Corporate logo color schemes

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.

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

On the product packaging and communication materials (such as POSM, website, retail, etc.), the main logo will be used solely in it's negative expression over product colored layouts.
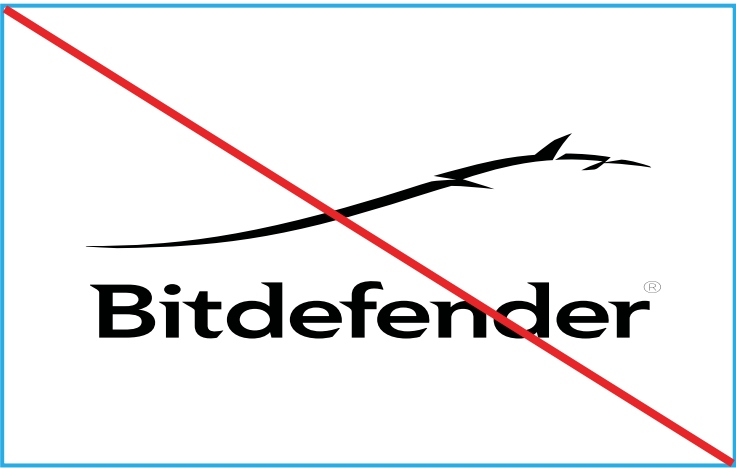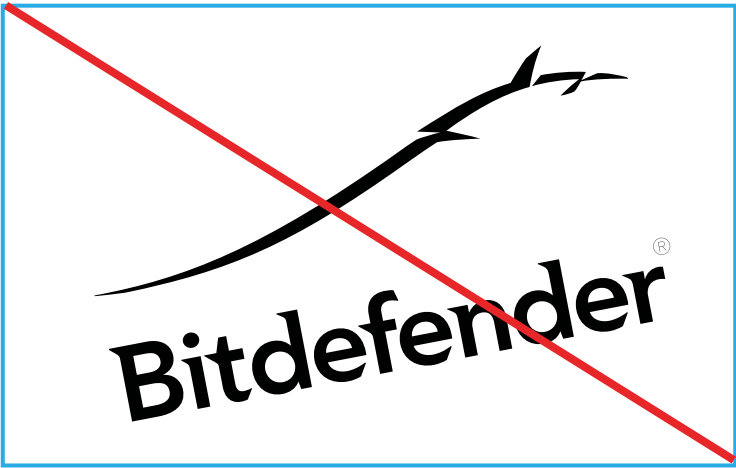
Logo usage interdictions

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.
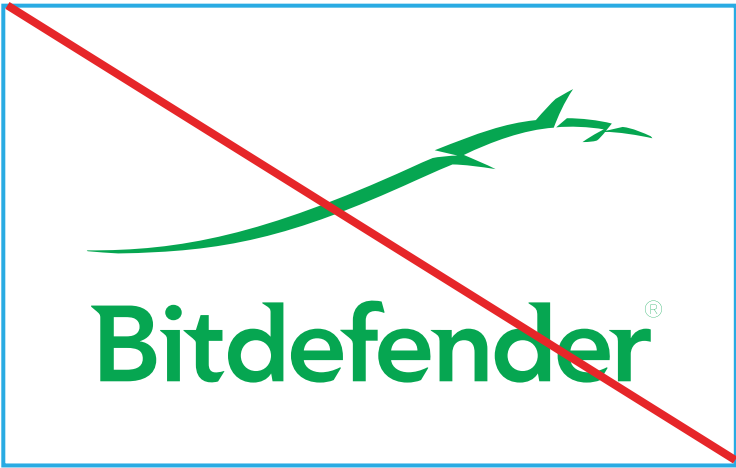
Here is a non-exhaustive list of bad practices:

Horizontal or vertical scaling.
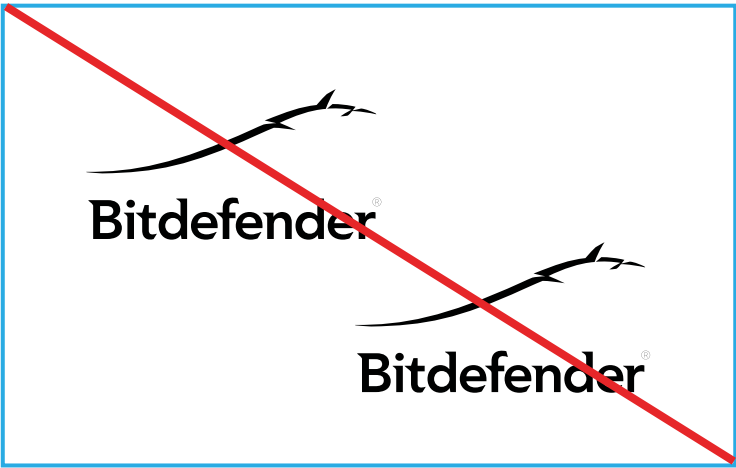
Random rotations.

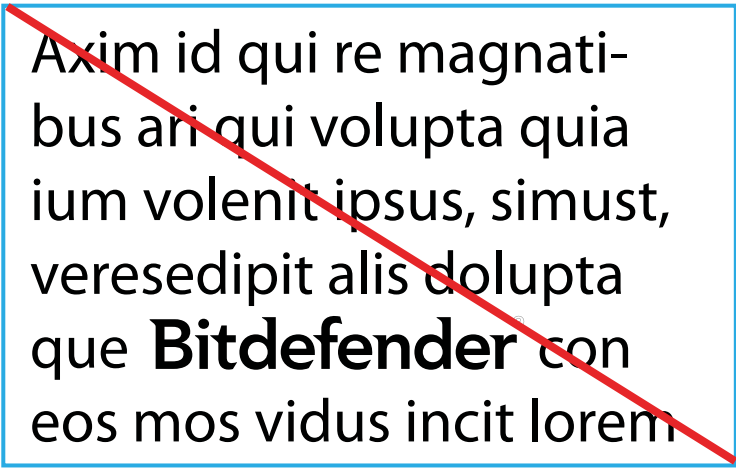Other colors than the corporate ones.

Backgrounds that affect legibility
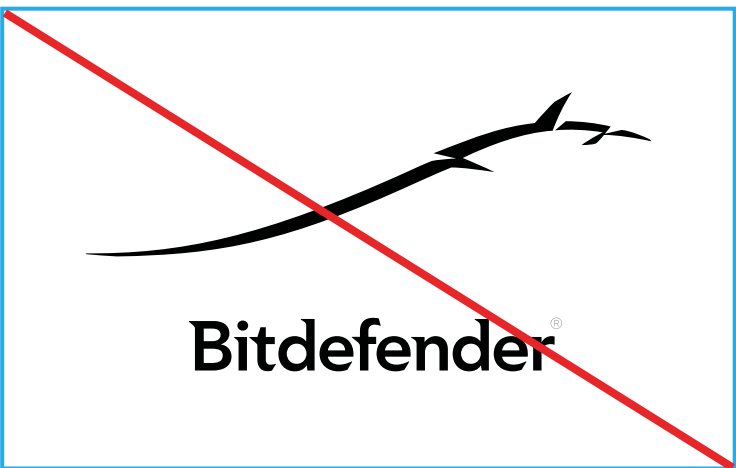
Modification of a logo element.

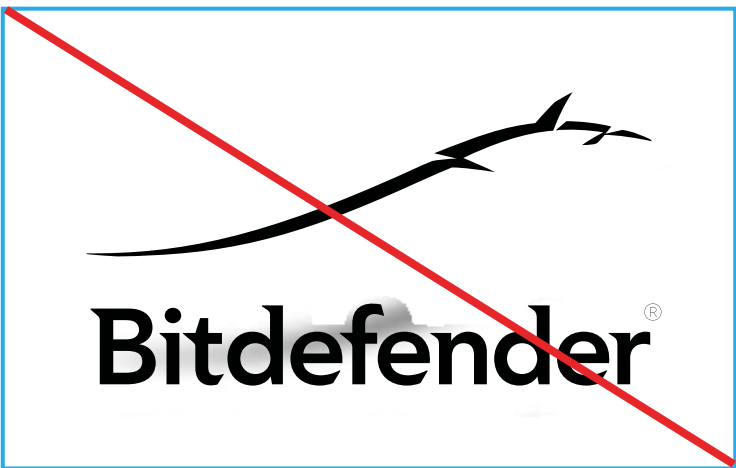Using two or more Bitdefender logos on the same page.
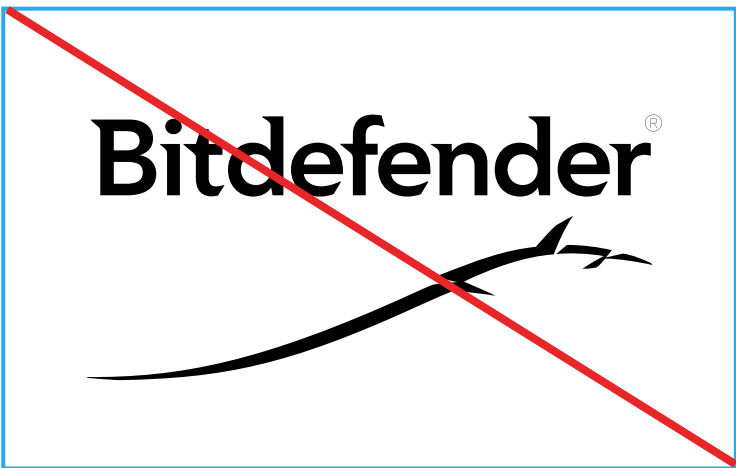
Using the wordmark in block-text.

Patterns or textures over the logo.

Modification of proportions between elements.

Effects: shadows, glows, etc.

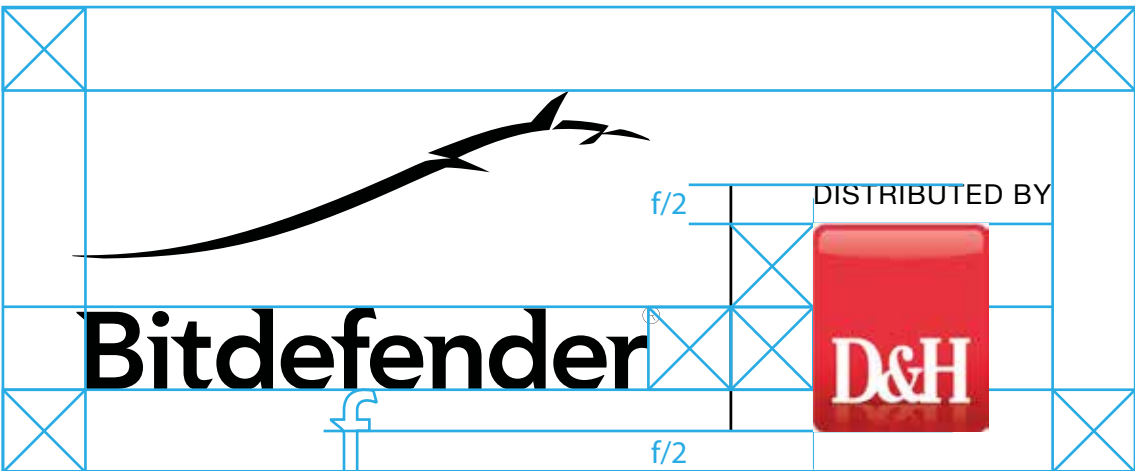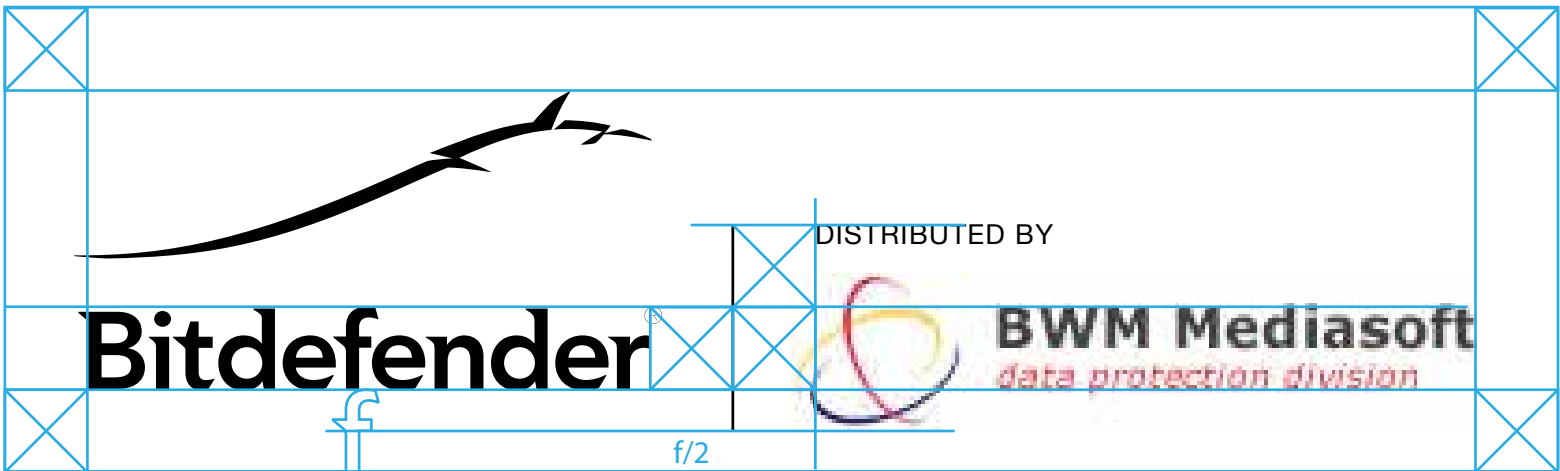Composition.

Dark backgrounds.

Co-branding with worldwide dealers.

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

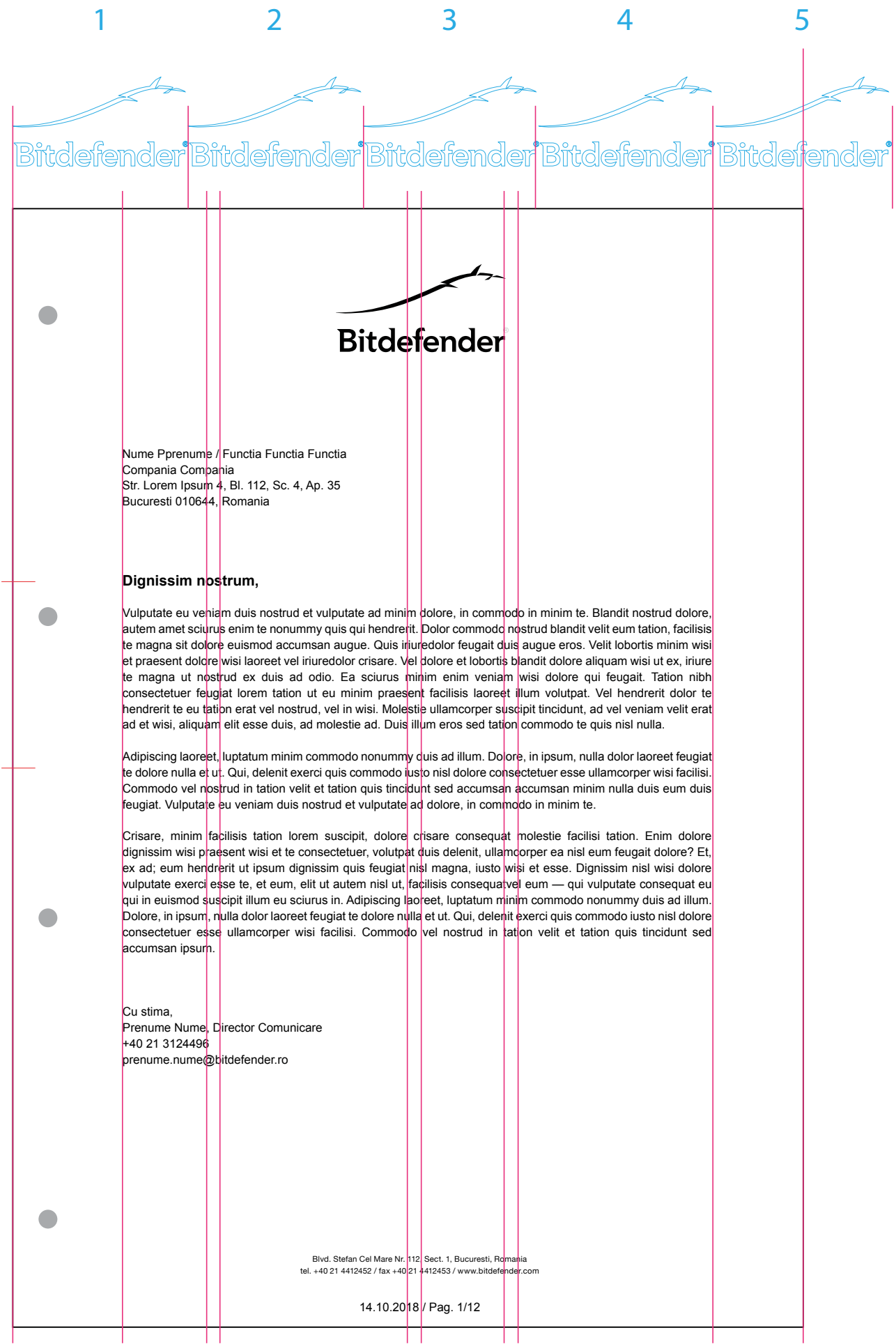Consequently, it will be placed on the left of the partner's logo, according to the normal reading order.

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.

Logo usage 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

Learn more at bitdefender.com.
Emergency?
See bitdefender.com/help-now.

1 2 3 4 5

1   2   3   4   5

Bitdefender

Nume Pprenume / Functia Functia Functia
Compania Compania
Str. Lorem Ipsum 4, Bl. 112, Sc. 4, Ap. 35
Bucuresti 010644, Romania

Dignissim nostrum,

Vulputate eu veniam duis nostrud et vulputate ad minim dolore, in commodo in minim te. Blandit nostrud dolore, autem amet sciurus enim te nonummy quis qui hendrerit. Dolor commodo nostrud blandit velit eum tation, facilisis te magna sit dolore euismod accumsan augue. Quis iriuredolor feugait duis augue eros. Velit lobortis minim wisi et praesent dolore wisi laoreet vel iriuredolor crisare. Vel dolore et lobortis blandit dolore aliquam wisi ut ex, iriure te magna ut nostrud ex duis ad odio. Ea sciurus minim enim veniam wisi dolore qui feugait. Tation nibh consectetuer feugait lorem tation ut eu minim praesent facilisis laoreet illum volutpat. Vel hendrerit dolor te hendrerit te eu tation erat vel nostrud, vel in wisi. Molestie ullamcorper suscipit tincidunt, ad vel veniam velit erat ad et wisi, aliquam elit esse duis, ad molestie ad. Duis illum eros sed tation commodo te quis nisl nulla.

Adipiscing laoreet, luptatum minim commodo nonummy quis ad illum. Dolore, in ipsum, nulla dolor laoreet feugiat te dolore nulla et ut. Qui, delenit exerci quis commodo iusto nisl dolore consectetuer esse ullamcorper wisi facilisi. Commodo vel nostrud in tation velit et tation quis tincidunt sed accumsan accumsan minim nulla duis eum duis feugiat. Vulputate eu veniam duis nostrud et vulputate ad dolore, in commodo in minim te.

Crisare, minim facilisis tation lorem suscipit, dolore crisare consequat molestie facilisi tation. Enim dolore dignissim wisi praesent wisi et te consectetuer, volutpat duis delenit, ullamcorper ea nisl eum feugait dolore? Et, ex ad; eum hendrerit ut ipsum dignissim quis feugiat nisl magna, iusto wisi et esse. Dignissim nisl wisi dolore vulputate exerci esse te, et eum, elit ut autem nisl ut, facilisis consequat vel eum — qui vulputate consequat eu qui in euismod suscipit illum eu sciurus in. Adipiscing laoreet, luptatum minim commodo nonummy duis ad illum. Dolore, in ipsum, nulla dolor laoreet feugiat te dolore nulla et ut. Qui, delenit exerci quis commodo iusto nisl dolore consectetuer esse ullamcorper wisi facilisi. Commodo vel nostrud in tation velit et tation quis tincidunt sed accumsan ipsum.

Cu stima,
Prenume Nume, Director Comunicare
+40 21 3124496
prenume.nume@bitdefender.ro

Blvd. Stefan Cel Mare Nr. 112, Sect. 1, Bucuresti, Romania
tel. +40 21 4412452 / fax +40 21 4412453 / www.bitdefender.com

14.10.2018 / Pag. 1/12

Bitdefender corporate logo, secondary version

The letters of the commercial font 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.

The product communication will make extensive use of the masterbrand wordmark (name alone, name together with brand slogan).

Bitdefender®

Masterbrand wordmark

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

The negative version of the wordmark 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.

COLOR MASTERBRAND WORDMARK POSITIVE

B&W MASTERBRAND WORDMARK POSITIVE

COLOR MASTERBRAND WORDMARK POSITIVE

B&W MASTERBRAND WORDMARK POSITIVE

Masterbrand wordmark

In order to preserve the readibility of the logo, a minimum surrounding free space is necessary.

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.

COLOR MASTERBRAND WORDMARK POSITIVE

EXAMPLES
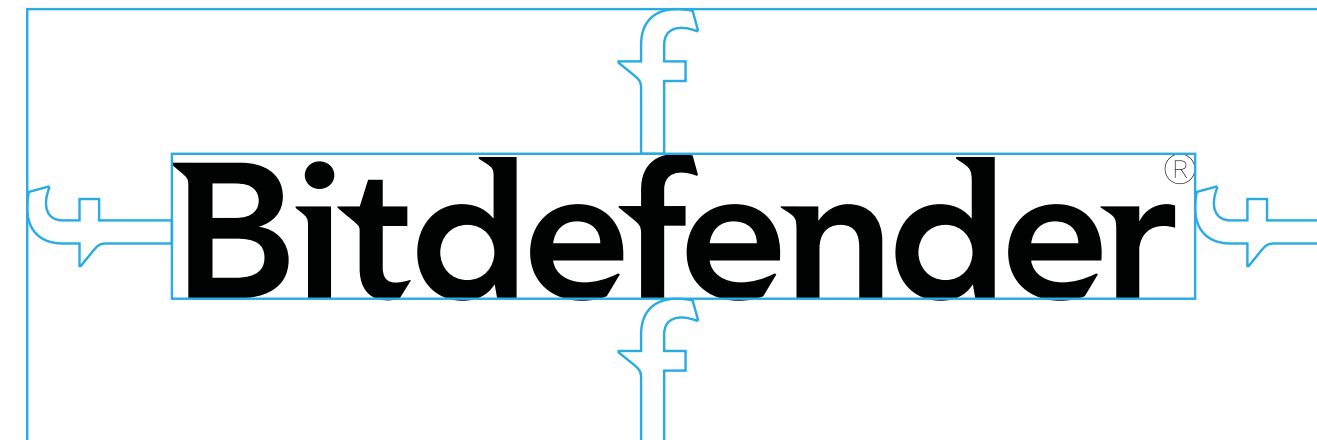
Masterbrand wordmark usage —interdictions

It is forbidden to use the masterbrand wordmark 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.
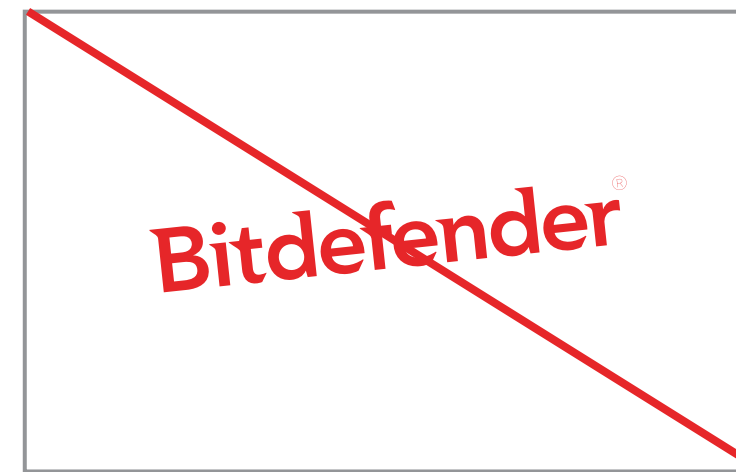
Random rotations.
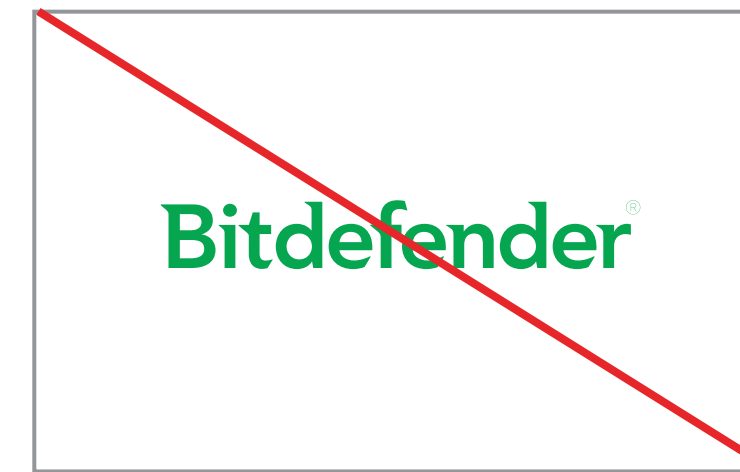
Other colors than the corporate ones.
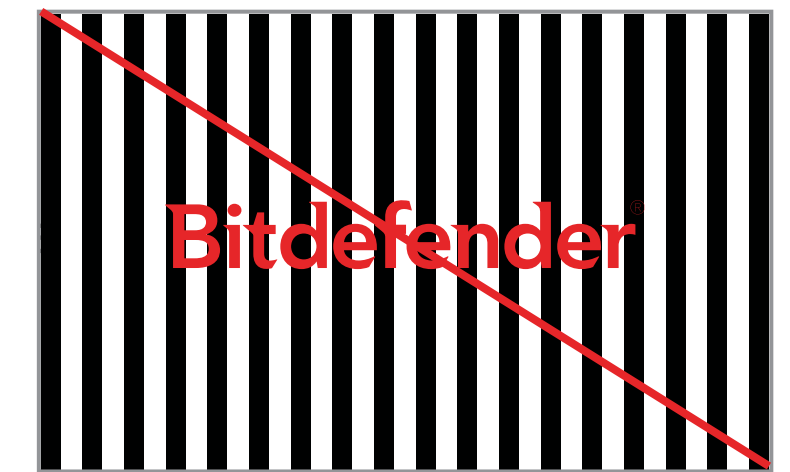
Backgrounds that affect legibility
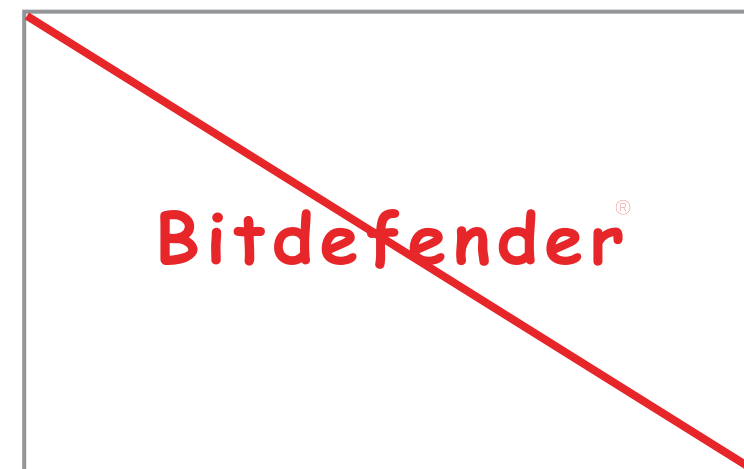
Modification of the wordmark typeface.
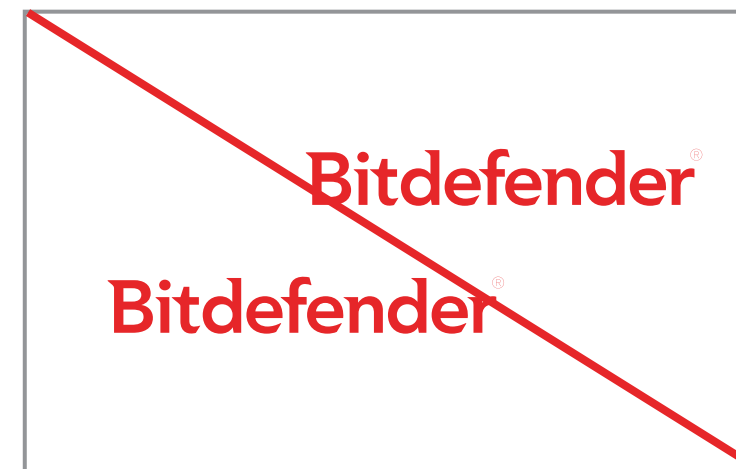
Using two or more Bitdefender logos on the same page.
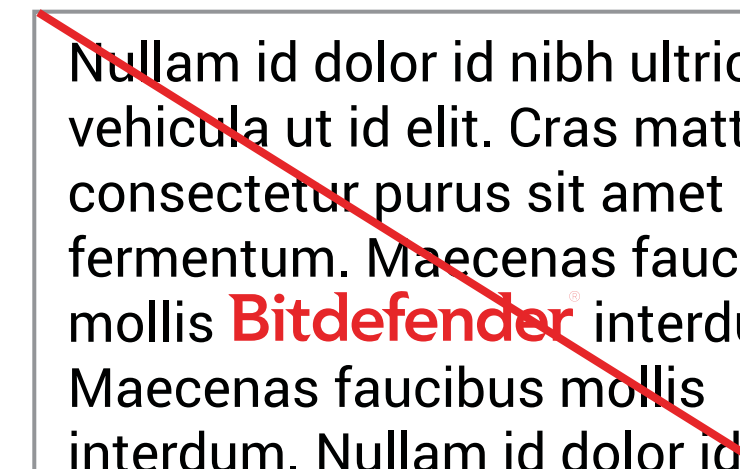
Using the wordmark in block-text.
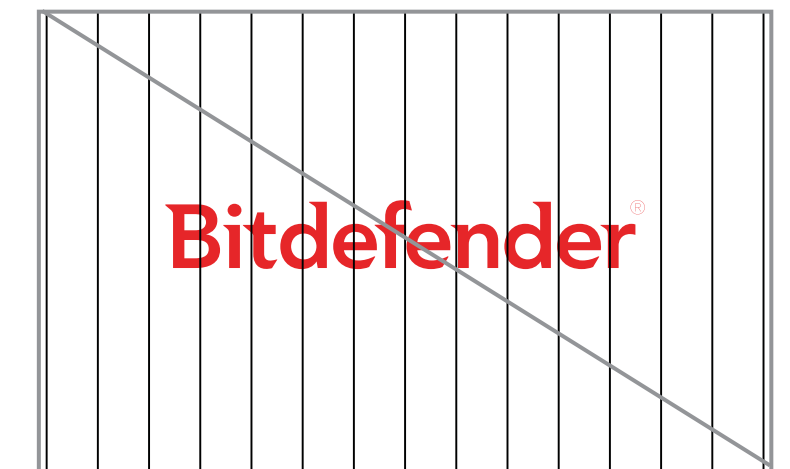
Patterns or textures over the logo.

Effects: shadows, glows, etc.

Dark backgrounds.

Bitdefender's typography, together with the other brand elements, secures the coherence of all brand expressions.

BRAND TYPEFACE **BITTER**

Aa

Bitter Regular
Bitter Bold

Bitdefender's brand communication font is Bitter, 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.

BODY COPY TYPEFACE **ROBOTO REGULAR**

Aa

Roboto Thin
Roboto Regular
Roboto Bold
Roboto Black

Bitdefender's font used in body copy of the B2C communication is Roboto, a powerful, strong and accurate font chosen to back two of the brand's values: integrity and heroism. This font will also be used in all corporate applications, so the masterbrand communication will be consistent.

TECHNICAL TYPEFACE **EXO 2**

Aa

Exo 2 Light
Exo 2 Regular
Exo 2 Bold
Exo 2 Black

Bitdefender uses Exo 2 typeface for a technical, crisp look and perfect legibility even at very small sizes. Exo 2 conveys the hi-tech side in Bitdefender's brand image and is used in the graphic system mostly for informational content.

The new Bitdefender avatar — the Luminous Dacian Wolf, the symbol of our brilliant mastermind in security solutions.

The brand avatar is the main visual expression in brand communication and will be used on dark backgounds.

The Luminous Bitdefender 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 Bitdefender team's brilliance and passion for perfection.

Brand avatar secondary positions

The Luminous Bitdefender brand avatar came in 3 main positions developed in order to accomodate any layout needs [portrait and landscape] in the brand communication.

Brand avatar
secondary positions

Brand avatar
secondary positions

Application Icon

Bitdefender Application's 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.
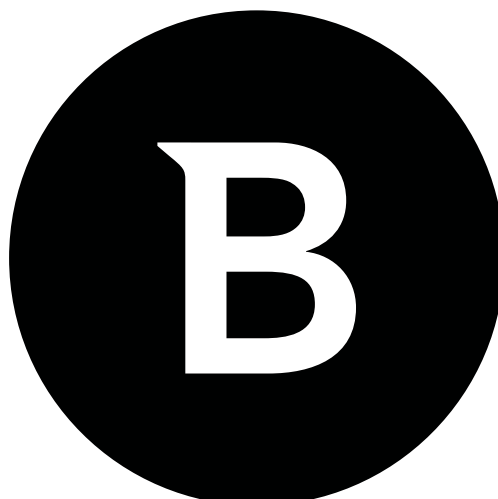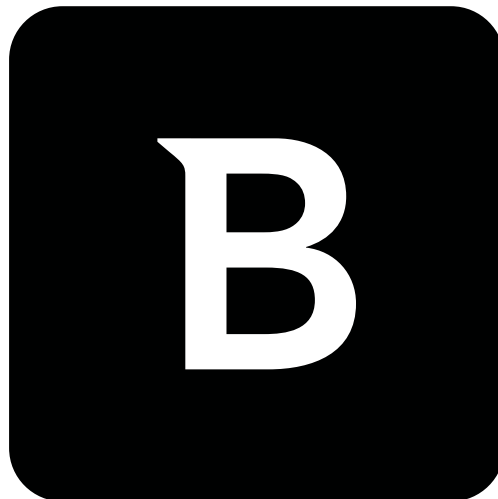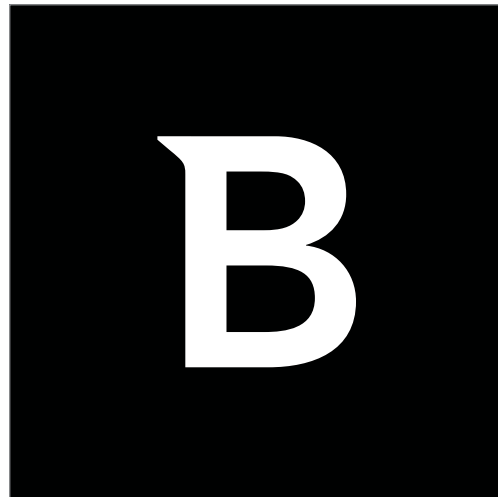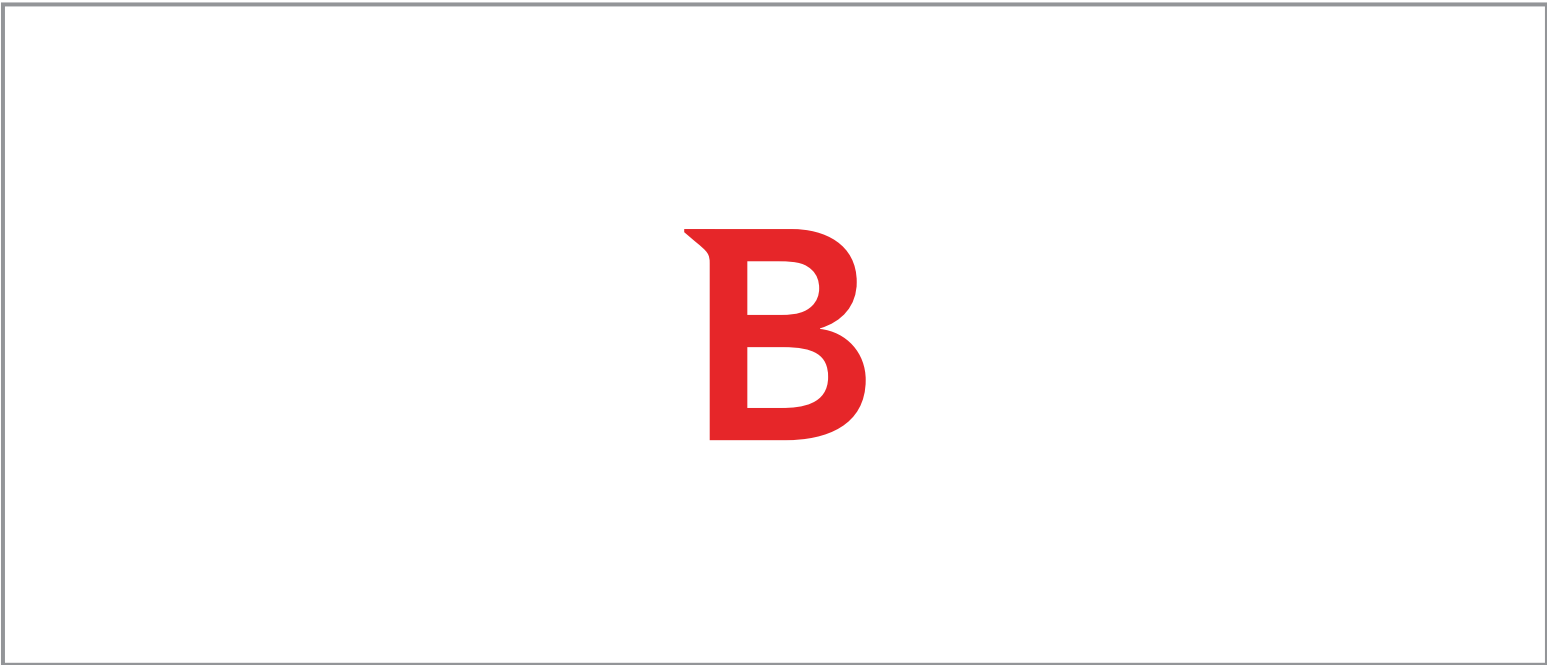
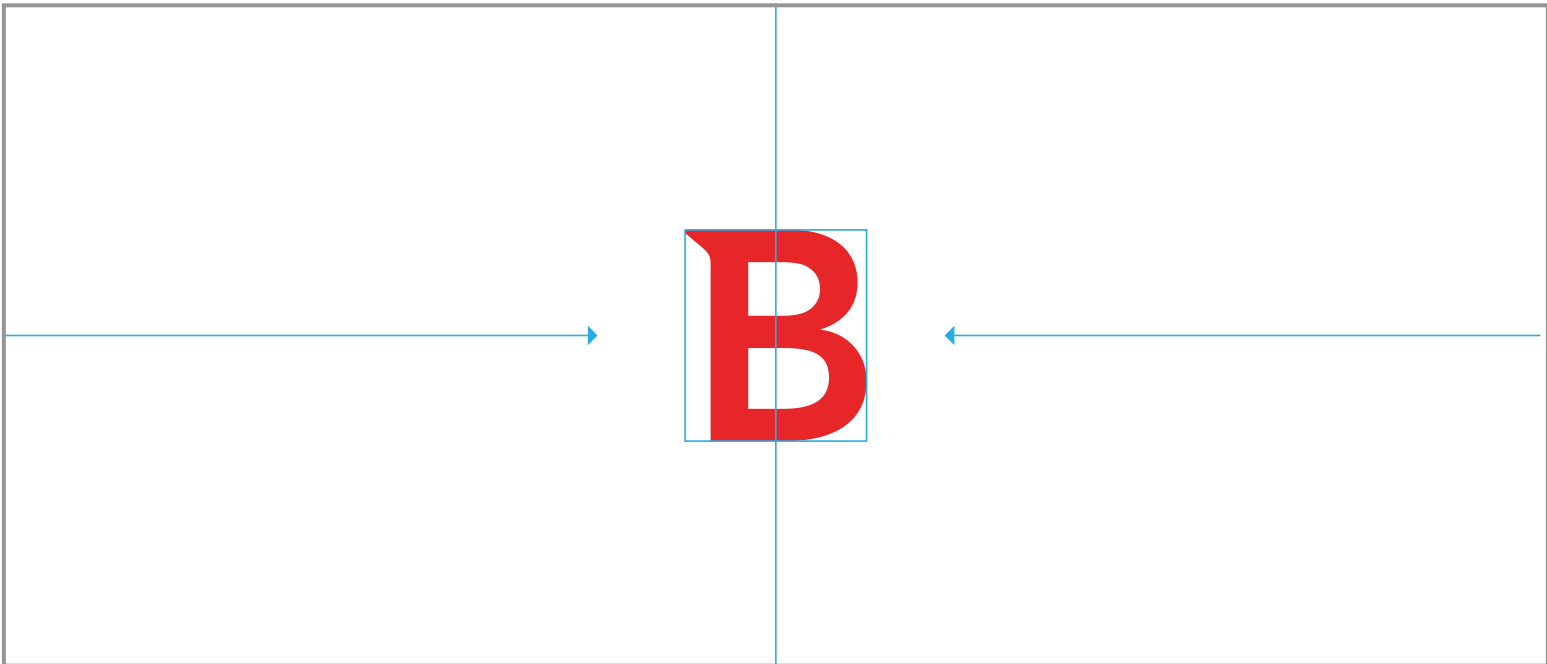B&W LOGO NEGATIVE
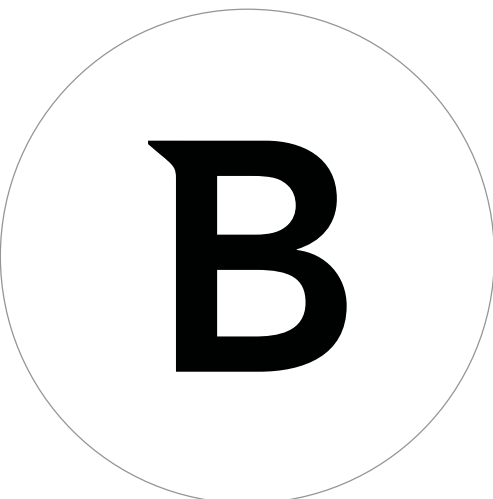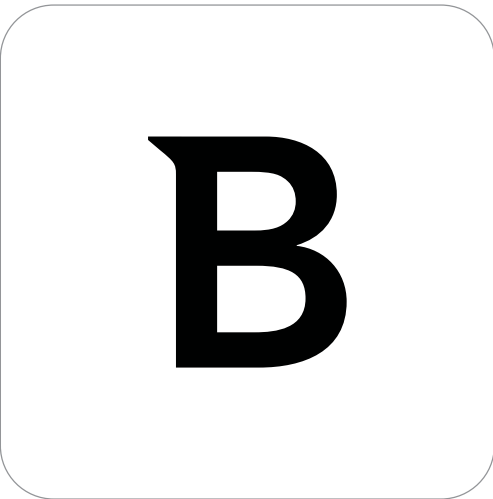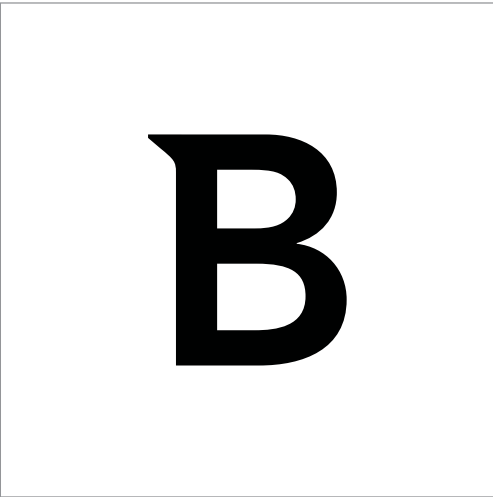
COLOR LOGO NEGATIVE

B&W LOGO NEGATIVE

Application Icon
— Usage

In order to enhance the importance of the Bitdefender Application Icon, a wide free space is necessary.

For a more consistent communication, the Bitdefender Application Icon will always be centered in layouts.

A wide free space is necessary.

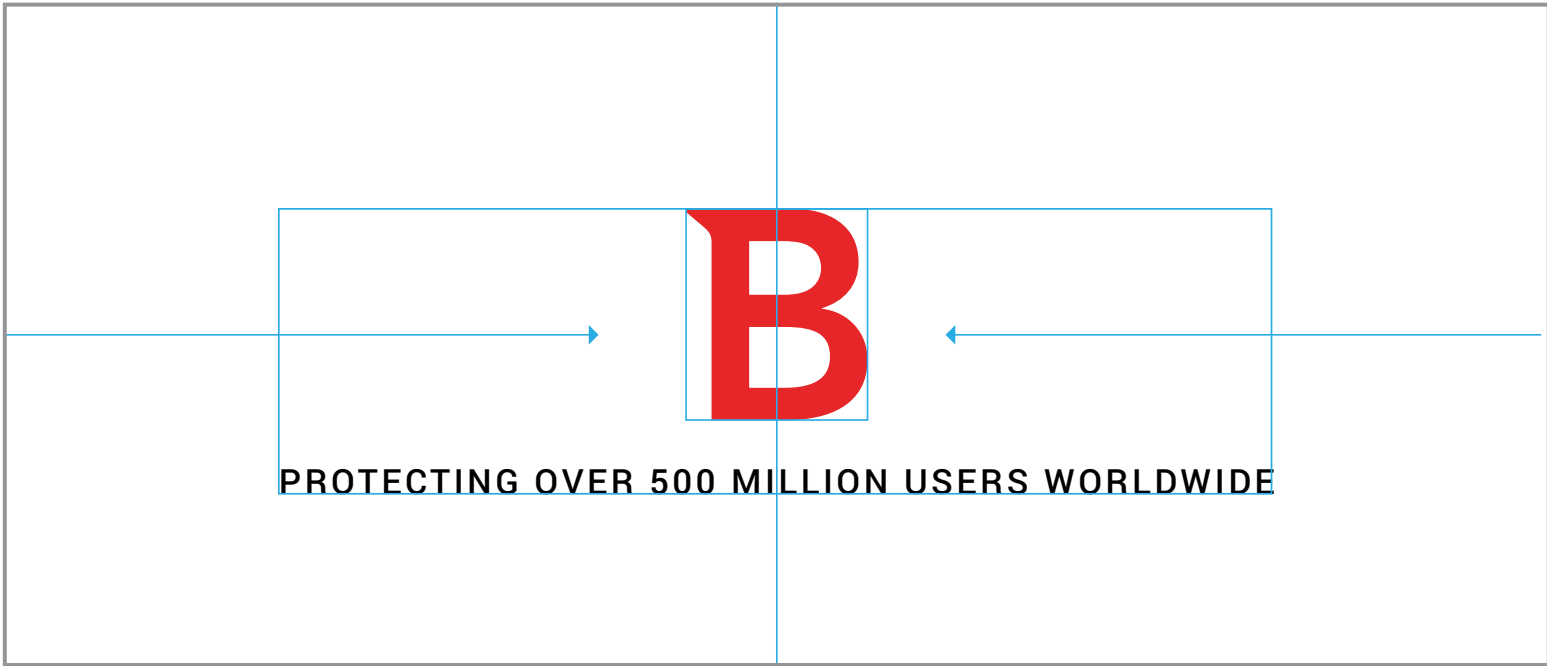Bitdefender Application Icon will always be centered in layouts.

Application Icon
— Usage

Bitdefender Application Icon can be accompanied only by "Protecting 500 million users worldwide" line, placed under it and witten in Roboto Medium All Caps typeface.

The communication line under the Application Icon can fill up to 3 lines, for different layout needs, but will always be centered.

B

PROTECTING OVER 500 MILLION USERS WORLDWIDE

Application Icon and "Protecting 500 million users worldwide" line.

B

PROTECTING OVER 500 MILLION USERS WORLDWIDE

Bitdefender Application Icon will always be centered in layouts.

B

PROTECTING OVER
500 MILLION USERS WORLDWIDE

Application Icon plus communication line filling up 2 lines.
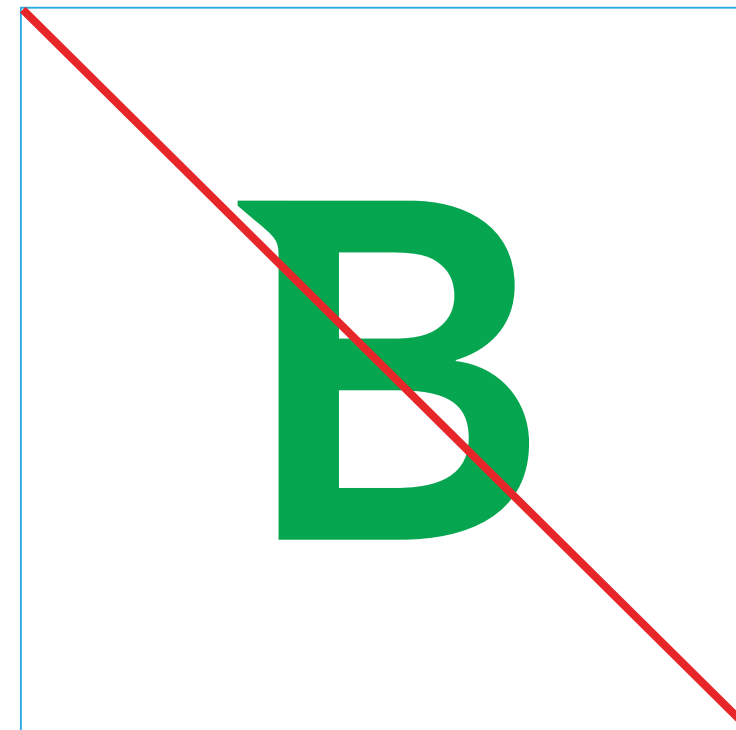
B

PROTECTING OVER
500 MILLION USERS
WORLDWIDE

Application Icon plus communication line filling up 3 lines.

Application Icon
— Interdictions

It is forbidden to use the Application Icon in situations that could alter its visibility, recognition, shape, safety area.
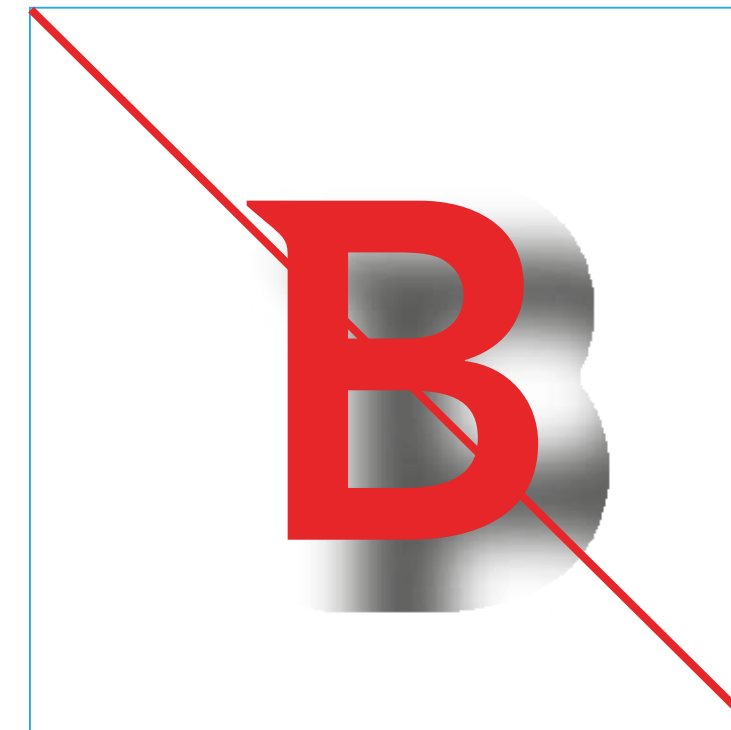
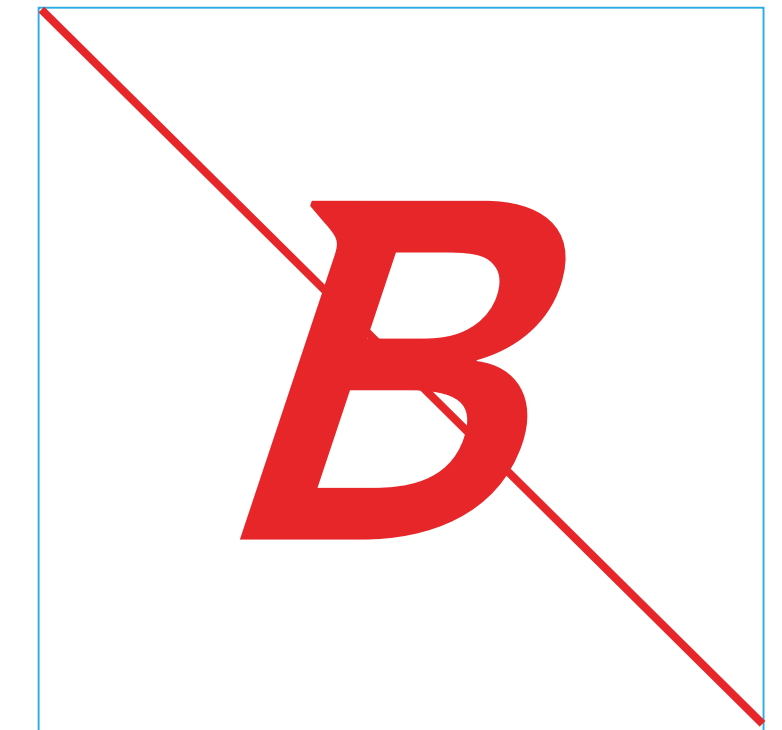Please find here a series of specific interdictions:

Do not color the icon in other colors than Bitdefender red.

Do not place the icon on similar colors that will cumber the legibility of the icon.

Do not apply any effect to the icon (Drop Shaddow, Gradient, Stroke, etc.)

Do not alter the shape of the icon in any way.

Brand avatar together with the Application Icon