Symantec™

Brand Guidelines

Volume

01

**For information on Norton brand refer to the
Norton Brand Guidelines.**

Introduction

Section

01

Symantec's Brand Guidelines provide a single visual system that allows for unified communication and brand personality across the entire Symantec Enterprise. By following these guidelines, we will build a consistently memorable, bold, and clear brand experience. Our customers will gain confidence in Symantec as they grow to trust our consistency, allowing them to explore our content further and become more knowledgeable about our leadership in the market.

Symantec Brand Guideline Overview

Our visual principles are rooted in classic Swiss design, also known as International Typographic Style. It is simultaneously timeless and modern. It strips away the excess and leaves only clean, bold layouts. This powerful, commanding design exudes strength and simplicity, delivering a clear and confident statement that is consistent with Symantec's status as the leader in cyber security.

The guidelines include detailed guides, templates, and a voice & tone manual. The instructions within each section serve as a framework for constructing any Symantec documents—both internal and external facing. The guidelines are here to ensure consistency and confidence in our branded communications. But like any language, Symantec's vocabulary will continue to evolve and expand. The Symantec brand team will continue to work to increase its versatility and ease-of-use.

Symantec Logo

Section

02

Symantec Logo Primary and Secondary Lockups

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

The Symantec check mark/circle symbol is the most important element of the identity for Symantec and its associated companies, reflecting Symantec's brand reputation of high quality products and services. Because the check mark/circle symbol unifies and strategically links all of our brands, proper and consistent use, as discussed in these Identity Guidelines, is critical in all of its applications, from advertising and packaging to website branding and product promotion.

With a few exceptions, as noted below, the symbol and name should not be separated. Position, size, and color, along with the spatial and proportional relationships of the signature elements, are predetermined and should never be altered.

The primary horizontal 'lockup' is the preferred format for the Symantec logo. Use the secondary vertical lockup only when the horizontal lockup cannot be accommodated in the space or is inappropriate for the design.

The logo should be produced in color when possible. For light backgrounds, Symantec Yellow is paired with black (c:0 m:0 y:0 k:100 or r:35 g:31 b:32). For dark backgrounds, Symantec Yellow is paired with White (c:0 m:0 y:0 k:0 or r:255 g:255 b:255). Logo file colors should not be altered.

↩ Download the Symantec logos here.

Primary Horizontal Lockup (preferred)

Symbol   Name

Symantec Logo

Secondary Vertical Lockup

Symbol

Symantec Logo

Name

On certain occasions, the symbol may be used alone, but only when reviewed and approved by Brand Creative.

Symantec Logo Clear Space and Minimum Size

Clear Space

Maintaining proper surrounding clear space ensures that the logo isn't crowded by other distracting graphic elements or typography. The minimum acceptable clear space is shown below. Keep all other text and graphic elements outside of this area.

The gray box illustrates the required minimum clear space surrounding the logo, where 'x' is equal to 1/2 the height of the symbol diameter.

The gray box illustrates the required minimum clear space surrounding the logo, where 'x' is equal to 1/3 the height of the symbol diameter.

Minimum Size

Although it can be reproduced in a variety of sizes, do not reduce
the logo smaller than the minimum size shown. Doing so will compromise its legibility
and reproduction quality.

27mm or 76 pixels

15mm or 42 pixels

Symantec Logo on Background Colors

Primary Logo Background Color

Symantec Blue is the primary background color for the Symantec Logo and should be used most of the time. Symantec Black, Symantec Slate and Symantec White are the secondary background colors for the logo.

Symantec Blue

If there is a special case where one of the logo background colors can't be used, always maintain a distinct contrast between the Symantec logo and the color of the background on which it appears.

Secondary Logo Background Colors

Symantec Black

Symantec Slate

Symantec White

Logo Background Colors for Grayscale Printing

For grayscale printing, white or 95% gray are the primary background colors for the Symantec logo.

White

90% Black

Symantec Logo on Photographic Background

While solid background colors are the preferred background for the Symantec logo, it may also appear on photographic backgrounds.

When placing the Symantec logo over an image, use the version of the logo with the name and check mark in white and an image that is dark enough to provide sufficient contrast.

Symantec Logo on Photographic Backgrounds: Prohibited Usage

Do not use photos that have inconsistent contrast and/or conflicting color combinations. The images used should be dark enough.

Symantec Logo Design Control

The logo files provided are lockups that must be used without alteration. None of the logo elements should be separated from each other, nor should their size relationship or placement in relation to each other be modified.

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.

Only use the logo files with digital artwork approved by Symantec Corporate Marketing for all applications. Do not alter the color, proportions, or alignments of any of the logo elements. The following examples demonstrate some of the possible abuses of the Symantec logo.

On certain occasions, the symbol may be used alone if it is accompanied by other Symantec Branding. If you are unsure of appropriate usage or if you have any questions please contact the Symantec brand team.

Do not use the symbol alone, unless it is accompanied by other Symantec branding. If you are unsure of appropriate usage or if you have any questions please contact the brand team.

Do not separate the symbol check mark from the circle or place it in another object or shape.

Do not alter the color of the check mark in the symbol.

Do not alter the proportion of the check mark to the circle.

☑ First bullet point
☑ Second bullet point
☑ Third bullet point
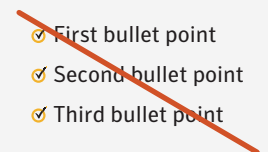
Do not use the symbol as bullet points, unless otherwise authorized by Corporate Marketing.

Symantec Logo Design Control

Only use the logo files approved by the Symantec brand team for all applications. Never alter the color, proportions, or alignment of any of the logo elements, including the word Symantec.

The examples on the right are inappropriate renditions of the Symantec Logo; all should be avoided.

Do not translate the word Symantec into other languages.

Do not change the size relationship between any of the logo elements.

Do not add text to the logo in violation of the clear space guidelines. The tag-line is the only exception.
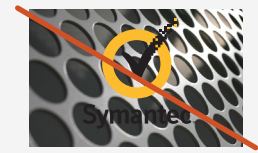
Do not place the logo on photographic backgrounds that compromise legibility.

Do not fill the center of the symbol with anything other than the background color.

Do not set the type for the name yourself. Always use the approved digital artwork provided, without alterations.

Do not distort the logo.

Do not enclose the logo in a shape.
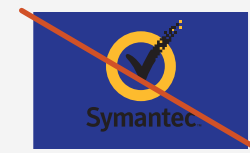
Do not place the logo on backgrounds that do not provide sufficient contrast, compromising legibility.
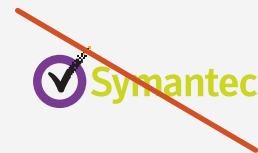
Do not alter the colors of the logo.

Color Palette

Section

03

Color plays a vital role in the Symantec branding strategy. Consistent use of color reinforces the Symantec brand identity and enhances brand recall.

Background Colors

Primary Background Color
Symantec Blue is the primary background color.
You should use it in most circumstances. It will
serve as the main background color in Symantec
communications. For example, the cover to a
report will be Symantec Blue while the interior
pages may be a secondary background color.

Symantec Blue, Pantone #534c, #295u
CMYK 95/79/37/27
RGB 33/60/96
HEX # 213c60

Secondary Background Colors
Symantec Black, Symantec Slate, and
Symantec White should be used as secondary
background options.

Note: Symantec White is only to be used
as a background color for 2-Color printing, multi-
page documents, or in documents where charts,
tables, statistics, features, etc. are cited.
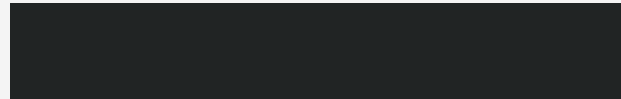
Symantec Black, Pantone #426c, #Black 3u
CMYK 73/65/64/71
RGB 33/36/36
HEX #212424

Symantec White
CMYK 3/2/2/0
RGB 244/244/244
HEX #f4f4f4

Symantec Slate, Pantone #7545c, #7546u
CMYK 68/50/40/40
RGB 67/81/92
HEX #43515c

Primary Accent Colors for All Background Colors

Primary Accent Colors

These accent colors should be used for headlines, rule lines, and simple graphics.

Symantec Yellow, Pantone #1235c, #109u
CMYK 0/25/100/0
RGB 253/187/48
HEX #fdbb30
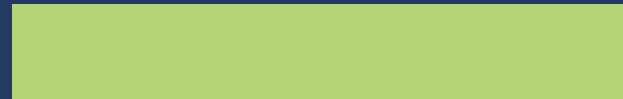
Pantone #366c, #2284u
CMYK 32/1/70/0
RGB 183/213/117
HEX #b7d575

Pantone #716c, #144u
CMYK 3/63/99/0
RGB 237/123/36
HEX #ee7b23

Pantone #Warm Grey 6c, #407u
CMYK 36/35/37/1
RGB 167/157/151
HEX #a79d97

Pantone #172c, #2028u
CMYK 0/86/90/0
RGB 251/74/41
HEX #fb4a29
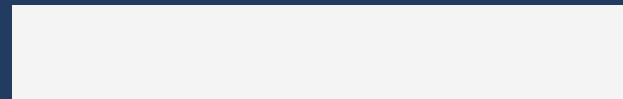
Symantec White
CMYK 3/2/2/0
RGB 244/244/244
HEX #f4f4f4

Accent Color Tints for Graphics on All Background Colors

Tints of the accent colors should be used for complex graphics such as charts, diagrams, and graphs. They should not be used for headlines or rule lines.

Symantec Yellow, Pantone #1235c, #109u
CMYK 0/25/100/0
RGB 253/187/48
HEX #fdbb30

70% Tint,
#135c,
#121u

50% Tint,
#134c,
#1205u

Pantone #366c, #2284u
CMYK 32/1/70/0
RGB 183/213/117
HEX #b7d575

70% Tint,
#2275c,
#365u

50% Tint,
#2281c,
#2274u

Pantone #716c, #144u
CMYK 3/63/99/0
RGB 237/123/36
HEX #ee7b23

70% Tint,
#714c,
#714u

50% Tint,
#712c,
#2015u

Pantone #Warm Grey 6c, #407u
CMYK 36/35/37/1
RGB 167/157/151
HEX #a79d97

70% Tint,
#Warm Grey 3,
#400u

50% Tint,
#Warm Grey 1,
#Warm Grey 1

Pantone #172c, #2028u
CMYK 0/86/90/0
RGB 251/74/41
HEX #fb4a29

70% Tint,
#2024c,
#2026u

50% Tint,
#2022c,
#2023u
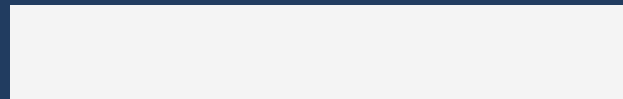
Symantec White
CMYK 3/2/2/0
RGB 244/244/244
HEX #f4f4f4

Secondary Accent Color Pairs on Only Symantec Black Background

Secondary Accent Color Pairs
These colors should only be used with Symantec Black as the background color.

When creating a graphic element or illustration you should use these color pairs to complement each other. You should not use more than one color pair for each graphic.

Symantec Yellow
Pantone #1235c, #109u
CMYK 0/25/100/0
RGB 253/187/48
HEX #fdbb30

Pantone #7506c, #7506u
CMYK 0/3/24/0
RGB 255/242/200
HEX #fff2c8

Pantone 306c, #306u
CMYK 78/15/26/0
RGB 0/164/183
HEX #00a4b7

Pantone Cool Gray 10c, #445u
CMYK 51/43/44/45
RGB 86/87/86
HEX #565655

Pantone #1665c, #166u
CMYK 13/82/100/3
RGB 208/81/39
HEX #cf5127

Pantone #4545c, #4545u
CMYK 14/17/44/0
RGB 221/203/155
HEX #ddcb9b
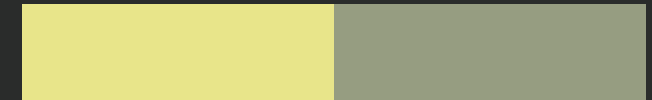
Pantone #607c, #607u
CMYK 11/2/58/0
RGB 232/229/138
HEX #e8e58a

Pantone #7538c, #7538u
CMYK 11/2/30/40
RGB 150/156/129
HEX #969b81

Special Accent Color for Black and White Printing

Special Accent Color
Use Symantec Black for text and
70% tint of Symantec Black as
an accent color for two-color headlines
on a white background.

Aa

Symantec Black, Pantone #Black 3c

Aa

Two Color Print Accent: Symantec Black 70% Tint

The first part of the Headline is set in Symantec Black and the second part is accentuated with Symantec Black 70% tint.

Approved Accent Color Use Examples

Headlines are placed in this space and accentuated with two colors.

Longer subheads use one key line across all of the copy blocks.

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design.

Symantec Sans is the primary typeface used for body copy. Copy sizes should start at 9pt text with 12pt leading in order to give the text plenty of room to breath on the dark background.

✅ Symantec.

Do use accent colors to highlight part of a headline.

Headlines are placed in this space and accentuated with two colors.

Longer subheads use one key line across all of the copy blocks.

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design.

Symantec Sans is the primary typeface used for body copy. Copy sizes should start at 9pt text with 12pt leading in order to give the text plenty of room to breath on the dark background.

✅ Symantec.

Do use a single accent color for headline and rule line.

Headlines are placed in this space and accentuated with two colors.

Longer subheads use one key line across all of the copy blocks.

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design.

Symantec Sans is the primary typeface used for body copy. Copy sizes should start at 9pt text with 12pt leading in order to give the text plenty of room to breath on the dark background.

✅ Symantec.

You can always use a yellow rule line and you can pair it with any accent color.

Accent Color: Prohibited Usage
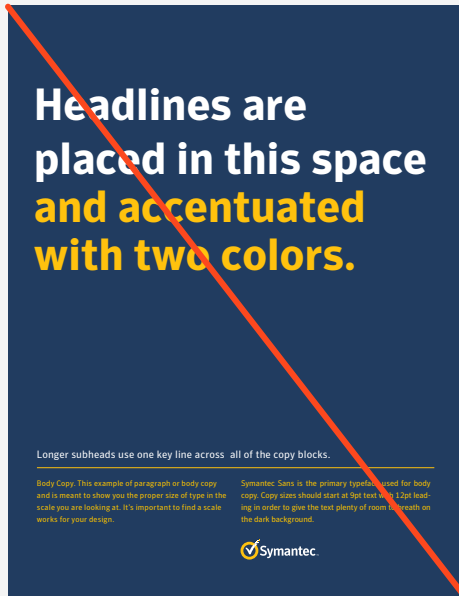
Do not use accent colors
for long text.
Symantec White should be used for
body copy on a dark background.

Do not use multiple accent colors on
a single page. On this page we see a
prohibited use of a red headline with
a green rule line.
There is one exception: Symantec
Yellow rule lines may be paired with
other accent color headlines.
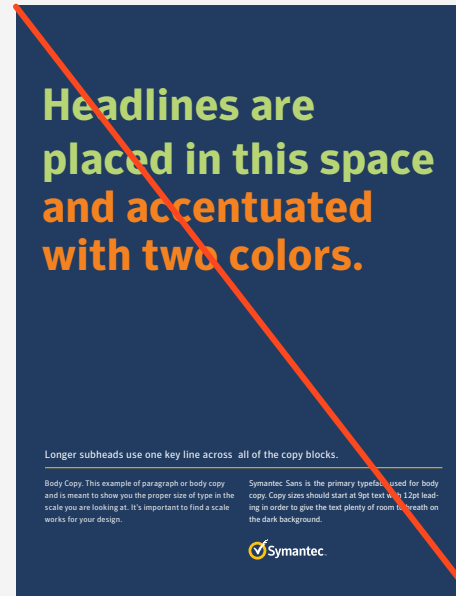
Do not use multiple accent colors
together for headlines unless one
of the colors is Symantec White. For
headlines, always use Symantec
White as the first accent color when
breaking up the headline.
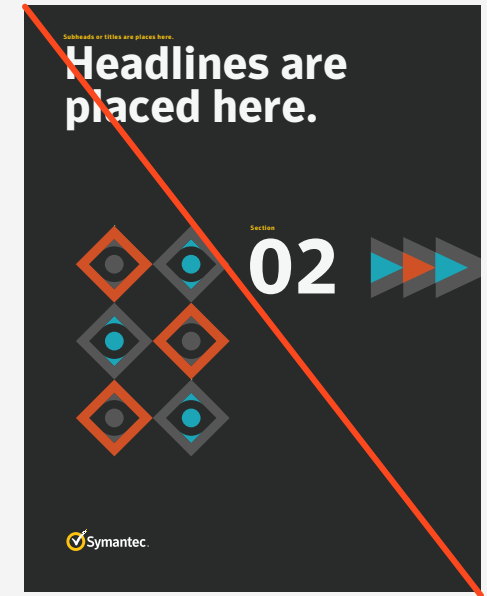
Do not use multiple
secondary accent color pairs for
a single graphic.
Only use one prescribed pair of
accent colors.

Approved Background Color Use Examples
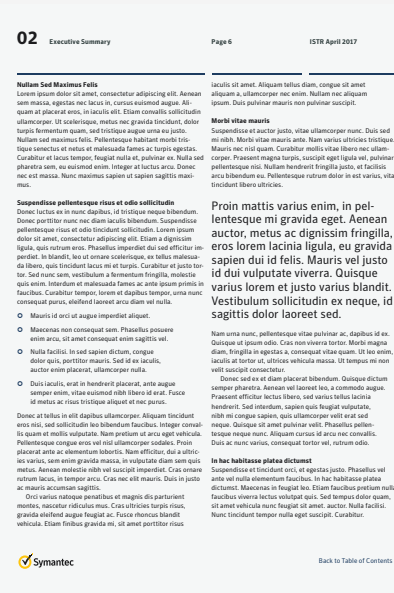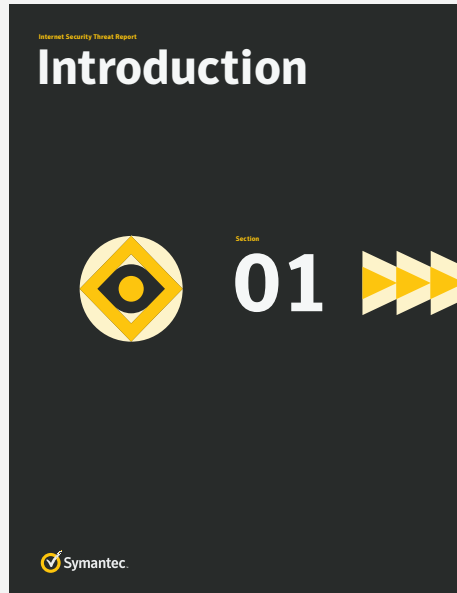
Symantec Blue is the primary background color. In this example, we lead with Symantec Blue for the cover and we use Symantec Black for the divider pages. Symantec White is used for the interior/content pages.
(*Left:* Front Cover, *Middle-left:* Section Divider, *Middle-right*: Interior/Content Page, *Right:* Back Cover)

Background Color: Prohibited Usage

Headlines are placed in this space and accentuated with two colors.

Subheads are placed here.

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design.

Symantec Sans is the primary typeface used for body copy. Copy sizes should start at 9pt text with 12pt leading in order to give the text plenty of room to breath on the dark background.

✓Symantec.

Headlines are placed in this space and accentuated with two colors.

Subheads are placed here.

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design.

Symantec Sans is the primary typeface used for body copy. Copy sizes should start at 9pt text with 12pt leading in order to give the text plenty of room to breath on the dark background.

✓Symantec.

Headlines are placed in this space and accentuated with two colors.

Subheads are placed here.

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design.

Symantec Sans is the primary typeface used for body copy. Copy sizes should start at 9pt text with 12pt leading in order to give the text plenty of room to breath on the dark background.
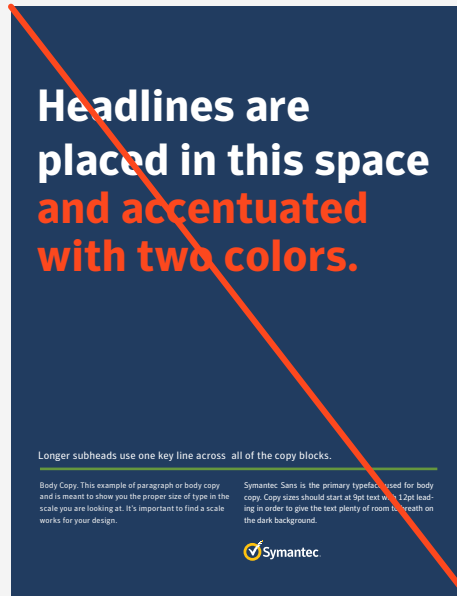
✓Symantec.

Do not use Symantec Yellow as a background color.
Only use approved primary and secondary background colors.
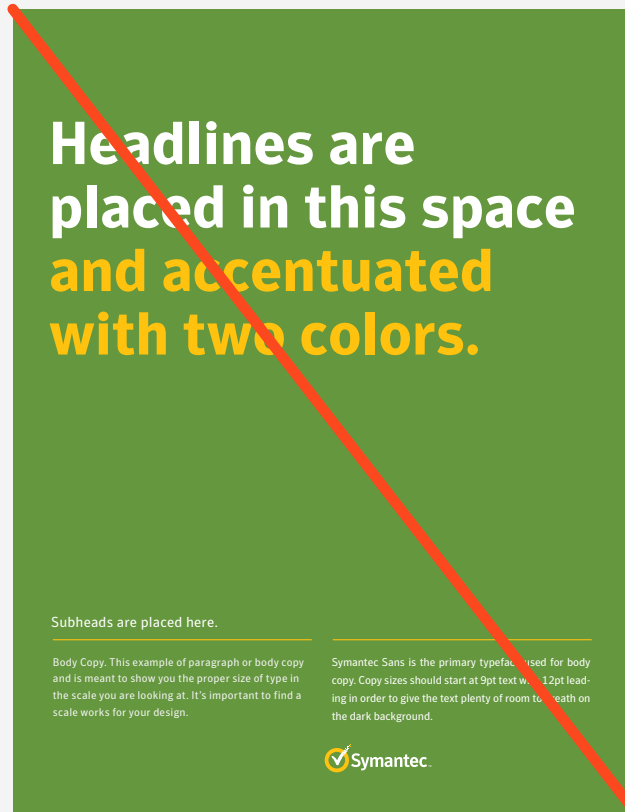
Do not use accent colors as a background color. Only use approved primary and secondary background colors.
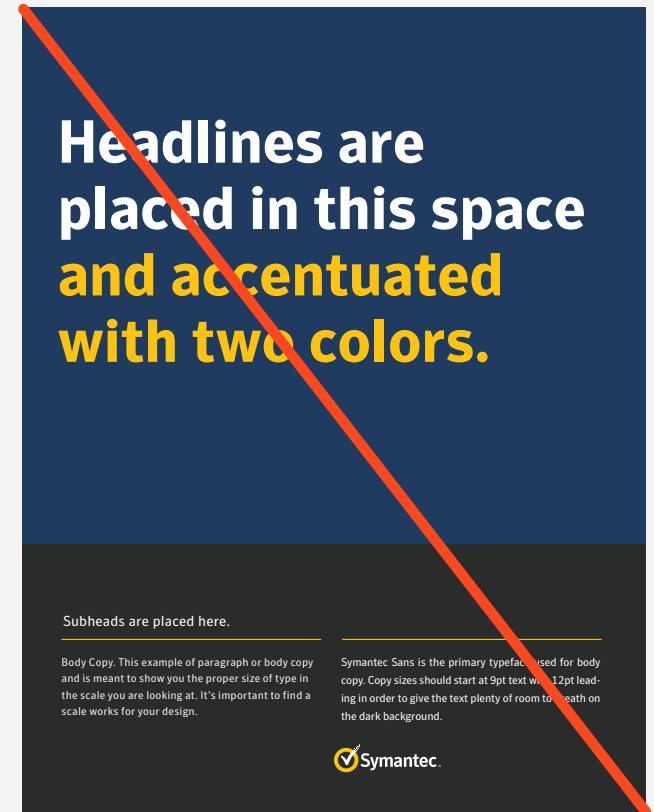
Do not use multiple background colors on a single page.
Only use one background color per layout.

Symantec Yellow Print Production Considerations

Symantec Yellow on uncoated paper.
When printing transparent inks on paper, the color of the ink will vary depending on the paper stock. This variation is more extreme between coated and uncoated paper.

When custom color matching is not available, use Pantone 109U when printing on uncoated paper to more closely match the hue of Symantec Yellow.

Whenever possible, have a custom ink formulated specifically for the substrate to be used so that it matches Pantone 1235c.

Additional Symantec Yellow print production notes.

For all packaging, use 0c25m100y0k. (Generally, gravure printing is done with spot colors.)

For publications, use 0c10m100y0k. Color tends to gain 10-15% on press.

For all sheet-fed printing, use 0c10m100y0k. Sheet-fed color tends to gain 10-15% as well.

For digital printing, use 0c10m100y0k.

In order to avoid a dirty brownish yellow, the amount of magenta will need to be adjusted for publications, sheet-fed printing, and digital printing. This should ensure a consistent look throughout different media.

Symantec Yellow paint color.
For tradeshows, events, and other environmental applications,
use Benjamin Moore Sunshine 20121-30.

Symantec Yellow for Uncoated Paper
Pantone #109u

Symantec Yellow for Packaging
CMYK 0/25/100/0

Symantec Yellow for Publications,
Sheet-fed Printing, and Digital Printing
CMYK 0/10/100/0

Typography

Section

04

Consistent typography conveys our brand identity.
Our propriety typefaces should be used in all external
Symantec communications. Our primary corporate
typeface for titles and headlines is Symantec Sans.

Symantec Brand Typeface

Symantec Sans was custom designed for the Symantec brand. It is a humanist san-serif with a confident structure and bold angles. It has a variety of weights and italics to provide emphasis and hierarchy.

[Download the Symantec fonts here.](#)

Headlines & Inline Titles

Symantec Sans Bold

Body Copy

Symantec Sans Regular

Captions

Symantec Sans Italic

Optical Kerning
All instances of Symantec Sans should be set with Optical Kerning. This can be set through the Paragraph Style Options or through the Character Palette.

Tracking
All Symantec Sans paragraph styles have specific tracking. Headlines are tracked to -12. Inline titles, body copy are tracked to -2. Captions are tracked to 0. Tracking for individual lines should be adjusted manually in order to prevent orphans and widows or to smooth out paragraph rags— this adjustment shouldn't extend past 10 above or 10 below original setting.

Note:
Symantec Serif has been retired.

Typographic Scale

Scale creates consistency and rhythm within layouts by using a set ratio when selecting type sizes—Symantec uses the perfect fourth scale. A portion of the scale is featured below. If you need type larger than 49 points, see the instructions to the right. Type sizes should be used strategically to convey content hierarchy. In general, no more than 4 type sizes should be used in a single layout. Body copy should be set at 9 pt and above when designing print materials.

Perfect Fourth Scale

Headline
Size: 49pt | Leading: 48pt | Tracking: -12

Headline
Size: 37pt | Leading: 36pt | Tracking: -12

Headline
Size: 28pt | Leading: 30pt | Tracking: -12

Headline
Size: 21pt | Leading: 24pt | Tracking: -12

Subhead, Intro Paragraphs & Pull Quotes

Size: 16pt | Leading: 18pt | Tracking: -2

Bold for Titles
Size: 9pt | Leading: 12pt | Tracking: -2

Body Copy. This example of paragraph or body copy is meant to show you the proper size of type in the perfect fourth scale. It's important to find a scale that works for your design.

Size: 9pt | Leading: 12pt | Tracking: -2

Italics for Graphic and Image Captions

Size: 9pt | Leading: 12pt | Tracking: -2

Calculate Your Own Visual Scale
To calculate the type sizes in your layout, use a factor of 1.333. You simply multiply 1.333 by any given type size you are currently working with. For the example on the left, we start with 9pt body copy and 12pt leading. We multiply 9x1.333 for a product that rounds to 12. Then we multiply 12x1.333 for a product that rounds to 16 and so on. This math yields the following increments of type size you can choose from: 9, 12, 16, 21, 28, 37, 49, 65, 87, 116, 154, and so on.

The leading (line spacing) will need to be set tighter as the point size increases. This rule yields negative leading (line spacing less than the type's point size) for type set over 28 points. For type over 28 points start with leading at the nearest multiple of six. If the line spacing looks too loose, reduce by increments of 6 until just before the decenders of the line above and acenders of the line below begin to touch or run into each other. For the example on the left, when the type size reaches 37pt, the leading is set at 36.

Baseline Grid
All hand-held sized print materials are built on a 6pt baseline grid which helps to create consistent alignments throughout the system. The leading (line-height) of all character styles should be divisible by 6pt.

Typographic Scale Examples

Headlines are placed in this space **and are accentuated with two colors.**

Headline Size: 49pt
Leading: 48pt
Tracking: -12

This space is used for a short intro paragraph. It should make a secondary point that encourages the reader to continue to the body copy.

Intro Paragraph Size: 16pt
Leading: 18pt | Tracking: -2

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design. Symantec Sans is the primary typeface used for body copy. Copy sizes should start at 9pt text with 12pt leading .
Start of FPO copy, I am extremely proud of the

EMEA leadership team who volunteered at Elevate Me, an initiative that offers mentoring programs for 16 to 24 year-olds to support their efforts in education and employment. Mock interviews and speed networking activities were held to help the participants increase their confidence and improve their communication skills.

For those of you who know me personally, it comes as no surprise that giving back to the community is something I am truly passionate about. Working at Symantec gives me the opportunity to change the world by giving back.

Body Copy Size: 9pt
Leading: 12pt | Tracking: -2

Symantec.

This is an example of large headline usage.
A large headline is used to attract attention to the layout and a small icon is used to lead an engaged reader's eye to the intro and body copy.

Headlines are placed in this space **and accentuated with two colors.**

Symantec.

Headline Size: 28pt
Leading: 30pt
Tracking: -12

This is an example of small headline usage.
Since a large photo/graphic is used to attract the eye to the layout, a smaller point size is used for the headline.

Typographic Scale Examples Continued

Headlines are placed in this space and are accentuated with two colors.

Symantec.

03

This space is used for a short intro paragraph. It should make a secondary point that encourages the reader to continue to the body copy.

I am extremely proud of the EMEA leadership team who volunteered at Elevate Me, an initiative that offers mentoring programs for 16 to 24 year-olds to support their efforts in education and employment. Mock interviews and speed

networking activities were held to help the participants increase their confidence and improve their communication skills. The team were impressed with how engaged the young people were and feedback showed that

100% felt more prepared for their next interview and 78% said the speed networking was very useful.
Forv those of you who know me personally, it comes as no surprise that giving back to the

community is something I am truly passionate about. Working at Symantec gives me the opportunity to change the world by giving back and working alongside my colleagues to help non-profits and local organizations.

Headline Size: 65pt
Leading: 60pt
Tracking: -12

Number Size: 116pt
Leading: 114pt
Tracking: -12

Intro Paragraph Size: 16pt
Leading: 18pt | Tracking: -2

Body Size: 9pt
Leading: 12pt | Tracking: -2

This is an example of large headline usage. The large headline and number are used to attract attention and the intro and body copy provides supporting information.

---

02   Executive Summary   Page 6   ISTR April 2017

Nullam Sed Maximus Felis
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean sem massa, egestas nec lacus in, cursus euismod augue. Aliquam at placerat eros, in iaculis elit. Etiam convallis sollicitudin ullamcorper. Ut scelerisque, metus nec gravida tincidunt, dolor turpis fermentum quam, sed tristique augue urna eu justo. Nullam sed maximus felis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur et lacus tempor, feugiat nulla et, pulvinar ex. Nulla sed pharetra sem, eu euismod enim. Integer at luctus arcu. Donec nec est massa. Nunc maximus sapien ut sapien sagittis maximus.

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○ Duis iaculis, erat in hendrerit placerat, ante augue semper enim, vitae euismod nibh libero id erat. Fusce id metus ac risus tristique aliquet et nec purus.

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iaculis sit amet. Aliquam tellus diam, congue sit amet aliquam a, ullamcorper nec enim. Nullam nec aliquam ipsum. Duis pulvinar mauris non pulvinar suscipit.

Morbi vitae mauris
Suspendisse et auctor justo, vitae ullamcorper nunc. Duis sed mi nibh. Morbi vitae mauris ante. Nam varius ultricies tristique. Mauris nec nisl quam. Curabitur mollis vitae libero nec ullamcorper. Praesent magna turpis, suscipit eget ligula vel, pulvinar pellentesque nisi. Nullam hendrerit fringilla justo, et facilisis arcu bibendum eu. Pellentesque rutrum dolor in est varius, vitae tincidunt libero ultricies.

Proin mattis varius enim, in pellentesque mi gravida eget. Aenean auctor, metus ac dignissim fringilla, eros lorem lacinia ligula, eu gravida sapien dui id felis. Mauris vel justo id dui vulputate viverra. Quisque varius lorem et justo varius blandit. Vestibulum sollicitudin ex neque, id sagittis dolor laoreet sed.

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In hac habitasse platea dictumst
Suspendisse et tincidunt orci, et egestas justo. Phasellus vel ante vel nulla elementum faucibus. In hac habitasse platea dictumst. Maecenas in feugiat leo. Etiam faucibus pretium nulla, faucibus viverra lectus volutpat quis. Sed tempus dolor quam, sit amet vehicula nunc feugiat sit amet. auctor. Nulla facilisi. Nunc tincidunt tempor nulla eget suscipit. Curabitur.

Symantec.   Back to Table of Contents

Number Size: 21pt
Leading: 24pt
Tracking: -12

Title Size: 9pt
Leading: 12pt Tracking: -2

Pull Quote Size: 16pt
Leading: 18pt Tracking: -2

Body Copy Size: 9pt
Leading: 12pt | Tracking: -2

This is an example of content with no headline. A smaller section number, pull quote, and body copy is used to allow the content to comfortably fit on the page while maintaining legibility.
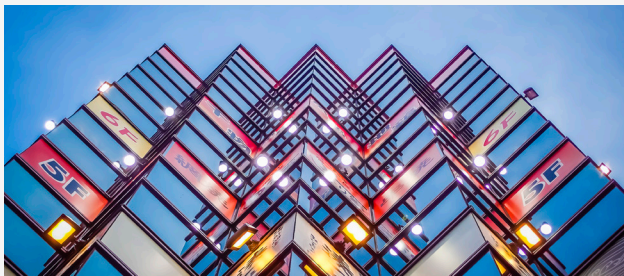
Photography

Section

05

In keeping with our Symantec brand, photography follows
our general design aesthetic—graphic, geometric,
simple. While photography can add interest and excitement
to a layout, photography should only be used to visually
add to the story.

Photography Overview

Symantec photography follows the objectives of Swiss design. It is graphic, geometric, and simple, while also approaching subject matter from a unique perspective. As is the process with Swiss design, always start with nothing. Then add in only what is necessary. If it is entirely necessary to use an image to help tell a story or support a headline, then use the approved images from the image library to do so.

Photography is only to be used when it supports a headline or adds to the concept. In some special cases, you may need to purchase stock imagery; follow the guidance of graphic, geometric, simple, and a unique perspective. Always avoid the typical stock images. If you need to show a building, use an image that uses a fresh, unexpected perspective. If you need to show people, make sure they are not all smiling in a meeting as you see in most stock photos. If you need to show a device, make sure it is crucial to the story and it is not just a default tech product. Most important, always make sure the image you choose helps to further the story you are telling. If you need guidance, contact the Symantec brand team.

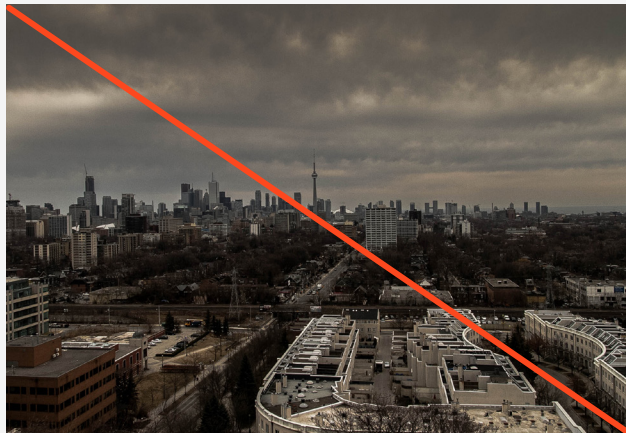## General Photography Don'ts

Do not use images of graffiti, posters or urban blight.

Do not use images focused on hands using technology.

Do not use images of happy/fake meetings that are clearly stock images.

Do not use hazy or overcast city images.

Do not use images unrelated to your industry.

Do not use images of people in consumer or casual settings.

Graphics

Section

06

Graphics are a compelling way to engage your reader. They also organize information and direct the viewer's eye. If you decide to incorporate graphics into your communications, make sure they work in the Symantec brand style—simple, iconic, geometric.

Refer to the color section of the brand guidelines for appropriate color usage.

Concept Graphics

Concept Graphics can help tell a story or illustrate a specific point, create interest, and lead the eye around your layout. They use familiar shapes and should be used to complement related content. You should only create new graphics with a design professional. If you need help, speak with Symantec Brand Creative.

See the examples to the right for inspiration.

↳ Download graphics here.

Introduction

Ransomware

Email Threat

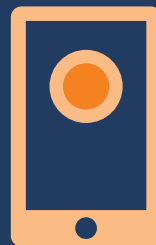Targeted Attacks

Cyber Crime

Web

Mobile

Summary

Abstract Graphics

Abstract graphics should be used to attract attention, create interest, and lead the eye around your layout. These graphics should be used judiciously, with purpose, as design elements and never confuse the message.

If you're unsure about how to use a graphic, contact Symantec Brand Creative.

[Download graphics here.](#)
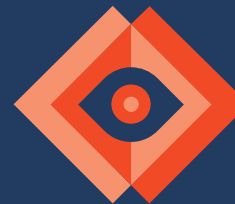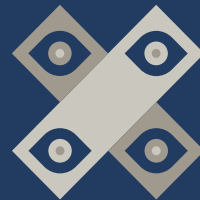
Layout Design Guidelines

Section

07

The Symantec brand is inspired by classic Swiss Design, also known as International Typographic Style. Simplicity is key. As a general rule, we try to avoid extraneous elements. This creates a modern and bold, yet timeless design that gives focus to the copy or image.

General Layout Overview

Consistent application of the visual elements of the Symantec brand guidelines across all media will maintain an effective and recognizable brand personality. The following pages guide you through our visual identity which relies on strong typographic elements, bold headlines, rule lines, graphics, and photography when appropriate. We use three types of layouts in our brand communications: typography layouts, photography layouts, and graphic layouts. (Examples below.)

The following pages contain links to download templates that you can use.

If you are a design professional, contact Symantec Brand Creative for a supplemental guide that has detailed grid information on how you can build your own layouts.
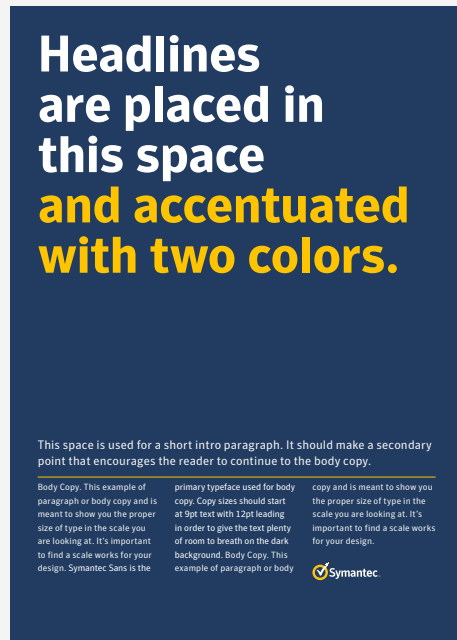
Typography layout

Photography layout

Graphic layout

Typography Layouts

Typography layouts should be used to relay news or make a strong statement.

[Download templates here.](#)

Short, strong headline is placed **here.**

Headlines are placed in this space **and are accentuated with two colors.**

01 This space is used for a short intro paragraph. It should make a secondary point that encourages the reader to continue to the body copy.

Headlines are placed **in this space.**

Learn More

Headlines are placed **in this space.**

Tagline is placed in this space.

Learn More

Headlines are placed in this space **and are accentuated with two colors.**

Headlines are placed in this space **and are accentuated with two colors.**

Photography Layouts

Photography layouts should be used to visualize a point or communicate a feeling.

[Download templates here.](#)

Headlines can be divided horizontally **with shorter vertical space.**

Subheads are placed in this space.

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design.

Symantec Sans is the primary typeface used for body copy. Copy sizes should start at 9pt text with 12pt leading in order to give the text plenty of room to breath on the dark background.

Headlines are placed in this space **and accentuated with two colors.**

Headlines are placed in this space.

Learn More

Headlines are placed in this space.

Learn More

Headlines are placed in this space **and are accentuated with two colors.**

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scale you are looking at. It's important to find a scale works for your design. Symantec Sans is the primary typeface used for body copy. Copy sizes should start

at 9pt text with 12pt leading in order to give the text plenty of room to breath on the dark background.

Headlines are placed in this space **and accentuated with two colors.**

I am extremely proud of the EMEA leadership team who volunteered at Elevate Me, an initiative that offers mentoring programs for 16 to 24 year-olds to support their efforts in education and employment. Mock interviews and speed networking activities were held to help the participants increase their confidence and improve their communication skills. For those of you who know me personally,

it comes as no surprise that giving back to the community is something I am truly passionate about. Working at Symantec gives me the opportunity to change the world by giving back and working alongside my colleagues to help non-profits.

Graphic Layouts

Graphic layouts should be used to relay a concept or illustrate an idea.

Headlines are placed in this space and are accentuated with two colors.

This space is used for a short intro paragraph. It should make a secondary point that encourages the reader to continue to the body copy.

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design. Symantec Sans is the primary typeface used for body copy. Copy sizes

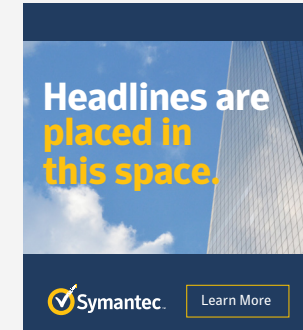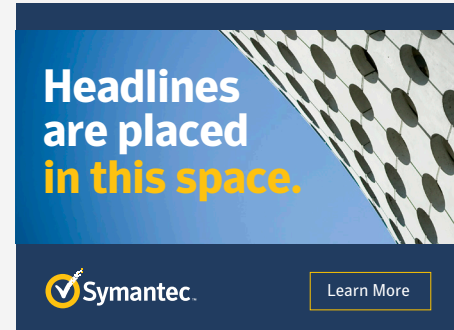should start at 9pt text with 12pt leading. Start of FPO copy, I am extremely proud of the EMEA leadership team who volunteered at Elevate Me, an initiative that offers mentoring programs for 16 to 24 year-olds to support

their efforts in education and employment. Mock interviews and speed networking activities were held to help the participants increase their confidence and improve their communication skills. For those of you who know

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Learn More

Headlines are placed here.

Learn More

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start at 9pt text with 12pt leading in order to give the text plenty of room to breath on the dark background.

Headlines are placed in this space and are accentuated with two colors.

This year Global Service Week was introduced, during which 6200 volunteer hours were logged and $195k was donated in a single day by Symantec employees.

I am extremely proud of the EMEA leadership team who volunteered at Elevate Me, an initiative that offers mentoring programs for 16 to 24 year-olds to support their efforts in education and employment. Mock interviews and speed networking activities were held to help the participants increase their confidence and improve their communication skills.

Forv those of you who know me personally, it comes as no surprise

that giving back to the community is something I am truly passionate about. Working at Symantec gives me the opportunity to change the world by giving back and working alongside my colleagues to help non-profits and local organizations.

General Layout Details: Headlines

Headlines should be broken into two colors when possible. The division should come at a natural break; between a set up and punchline, question and answer, or at a natural break in the sentence. If you determine a headline is too short or does not have a natural break, you may simply use Symantec White or another accent color.

All type should be set in sentence case; capitalize the first letter. Type should be justified left, with the exception of split headlines (Example 2). In the case of type that is justified right in a split headline, always kern with hanging punctuation. For specific information on typography, refer to the typography section.

Example 1:

Headlines are placed in this space and are accentuated with two colors.

Example 2:

Headlines can be divided horizontally, with shorter vertical space.

(How to treat punctuation when type is justified right)

General Layout Details: Rule Lines

We use rule lines as a design element to ground body copy and graphics. They should be used judiciously. It is okay to use one rule line to span multiple columns or multiple rule lines that align with each column depending on the layout. The decision of how many rule lines to use is up to the designer's discretion. Rule lines should be Symantec Yellow or match the color of the headline. If you are unsure how many rule lines to use, please use an established template or contact the Symantec brand team.

Headlines are placed in this space **and accentuated with two colors.**

Body Copy. This example of paragraph or body copy and is meant to show you the proper size of type in the scale you are looking at. It's important to find a scale works for your design. Symantec Sans is the primary typeface used for body copy. Copy sizes should start

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EMEA leadership team who volunteered at Elevate Me, an initiative that offers mentoring programs for 16 to 24 year-olds to support their efforts in education and employment. Mock interviews and speed networking activities were held to help the participants increase their confidence and improve their communication skills.

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For those of you who know

me personally, it comes as no surprise that giving back to the community' is something I am truly passionate about. Working at Symantec gives me the opportunity to change the world by giving back.

General Layout Details: Sequential Layouts

When several executions will be viewed in tandem, you can use numbering as a design element. This could be in the case of several print executions in the same publication, multiple posters or banners in an event space, when more than one web banner exists on a page at a time, or other instances. Large numbers are used to denote the order of the layout's appearance.

Headlines are placed in this space and are accentuated with two colors.

Symantec.

01 This space is used for a short intro paragraph. It should make a secondary point that encourages the reader to continue to the body copy.

I am extremely proud of the EMEA leadership team who volunteered at Elevate Me, an initiative that offers mentoring programs for 16 to 24 year-olds to support their efforts in education and employment. Mock interviews and speed

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Symantec.

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Symantec.

03 This space is used for a short intro paragraph. It should make a secondary point that encourages the reader to continue to the body copy.

I am extremely proud of the EMEA leadership team who volunteered at Elevate Me, an initiative that offers mentoring programs for 16 to 24 year-olds to support their efforts in education and employment. Mock interviews and speed

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community is something I am truly passionate about. Working at Symantec gives me the opportunity to change the world by giving back and working alongside my colleagues to help non-profits and local organizations.

Color variations
If you have more than five layouts, use the accent colors in a repeating pattern.

Product Icons

Section

08

Overview

A product icon is a visual representation of a product or product family that may appear in a user interface, desktop or mobile environment, online, or print. Utilizing a single iconographic system for all Symantec products helps customers immediately associate all Symantec products with the Symantec brand while also conveying a product's function.

Product icons are designed to convey elegance, simplicity, and sophistication—the hallmarks of the Symantec brand. Icons are developed with the stewardship of the Symantec brand team. To initiate a product or solution icon project, please contact branding@symantec.com. This iconography style is available only for Symantec products and should not be used for internal applications, tools, etc.

Requesting an Icon

Icon development for new products should begin once the legally approved product name has been approved, typically 6-8 months prior to launch. Following project kick-off, allow approximately 4 weeks for icon creation depending on the complexity of the product/product family.

1. Contact branding@symantec.com for the Icon Request form.
   Identify key stakeholders: PM and PMM are required. PM may include Engineering and/or UI.

2. Global Brand will schedule a kick-off meeting to begin the ideation process. Global Brand also invites Global UI/UX team leads to participate.

3. Following the selection of the final icon, a complete set of files is delivered (.png, .eps, .ai, plus formats for mobile as needed).

Clear Space

Maintaining proper surrounding clear space ensures the icon isn't crowded by other distracting graphic elements or typography. The minimum acceptable clear space is shown below. Keep all other text and graphic elements outside of this area.

Symantec Yellow and Symantec Black are the colors used in the Symantec product icons.

Symantec Yellow, Pantone #1235c
CMYK 1/25/99/0
RGB 253/193/49
HEX #fdc131
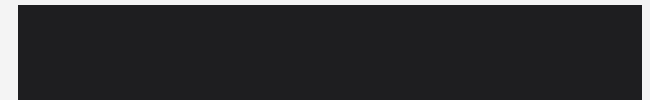
Symantec Black, Pantone #Black 3c
CMYK 71/63/64/65
RGB 38/44/43
HEX #2a2c2b

Minimum Size

Although it can be reproduced in a variety of sizes, do not reduce the icon beyond the minimum size shown. Doing so will compromise its legibility and reproduction quality.

Minimum for Print

6.35mm/0.25in

Minimum for Screen

16 x 16 pixels

Symantec Voice and Tone

Voice and Tone Introduction

Hello. This is the place to learn about the voice and tone of Symantec.

Defining Our Voice

Our voice is what we use to communicate both internally and externally. Internally, our voice gives our employees a place to stand. Externally, our voice communicates the essence of who we are in the world.

Defining Our Tone

Tone is the way that we bring our voice to life.

Voice Overview

Our voice is composed of a number of key attributes. If at any time you want to know if a communication is in our voice, look back at these attributes. If they fit, you nailed it.

Consistency is essential in developing a strong brand voice customers appreciate, understand, and trust. Consistency makes our communication more efficient while building affinity for the brand.

Symantec protects some of the world's biggest companies from existential threats. It's a role we take very seriously. But it doesn't mean we can't communicate in a captivating, enjoyable way. So what is our voice exactly?

Confident

Symantec is confident. We're confident we can protect any enterprise from attack. We're confident that our security is the best option for you. We're confident that no one does what we do as well as we do.

Explanation of Confident—Our challenge is to simply occur as the dominant leader—as we always have been. We aren't cocky; we simply trust in our ability to deliver unrivaled protection. Our confidence allows us to define what's important and relevant in cyber security.

What Confident looks like

Not Confident: Unlike the hot new upstarts in the endpoint protection sector, Symantec has been recognized as a Leader in the Gartner Magic Quadrant. This is the 15th year in a row of being recognized.

Confident: Symantec Endpoint Protection has been a Leader in the Gartner Magic Quadrant for 15 years running.

Innovative

Symantec is innovative. It's how we continue to be the market leader year after year. Our size affords us the resources to research and develop ahead of the curve. We need to constantly innovate ahead of the competition as well as everything attackers are doing. Even though we've been defining cyber security for years, it doesn't preclude us from continually redefining its future as well.

Explanation of Innovative—Symantec is an innovator, leading the direction of the entire industry and redefining the ways security and protection are approached. Attackers are successful when they embrace innovation, flexibility, and originality. We must constantly innovate one or two steps ahead of even the most advanced threats. We have deeper resources than any competitor and the most complete coverage. This is what allows us to remain the true leader in cyber security.

What Innovative Looks Like

Not Innovative: Our Endpoint Security helps you take control of the threat defense lifecycle with technologies that communicate and learn from each other in real time to combat advanced threats and deliver insights with actionable threat forensics—all in language you can easily understand.

Innovative: Choose what Gartner calls far better protection and much less complexity. Or what we call Symantec Endpoint Protection.

Memorable

Every piece of communication, every note, banner, billboard, packaging that we release should be memorable. Sometimes humor is what will make something memorable. Other times it can be an interesting fact or 3rd party test. But it will always be something that sticks in people's heads.

Explanation of Memorable—There are many ways to be memorable, but the results are the same. People remember you. We stretch our communications as far as possible. It can be memorable by being funny because it is true. It can be memorable because it's relevant to you. There is no point to create something that's safe, neutral, or simply defensible. What we're saying can be memorable for many reasons, but what it can never be is forgettable.

What Memorable looks like

Not Memorable: Symantec integrated cyber defense solutions deliver prevention, detection, and response at scale.

Memorable: Nobody delivers prevention, detection, and response like our integrated cyber defense. Well, except us.

Honest

Honesty earns respect. If you're honest about your strengths and your weaknesses, it creates respect for your brand. And by being completely honest about competitors'offerings, we become a trusted resource for our entire industry.

Explanation of Honest—Honest is about so much more than simply telling the truth. Honest forces you to be simple so that your audience understands you, even within the complex world of cyber security. Honesty means being transparent about our strengths and weaknesses as well as those of our competitors.

What Honest Looks Like

Not Honest: Manage your entire mobile workforce from a single pane of glass.

Honest: Our Mobile Management Suite gives you the insight and clarity to control a mobile workforce without sacrificing your employees' productivity.

Bold

Symantec is not afraid to throw down. We are tough and stand up to any attacks that come our way. All of our communications carry this sense of strength. We're not afraid to break a category norm or defy convention. Don't shy away from making huge claims, as long as they can be backed up with facts and numbers. We'll call out our competitors when they come up short and highlight our strengths to let people know that no one protects like Symantec. Avoid conditional verbs like, "Symantec can help."

Explanation of Bold—Our language embodies the strength and power of our security. It doesn't shy away from being provocative. And always come from a position of strength and be assertive, never passive.

What Bold Looks Like

Not Bold: Symantec presents a sophisticated ecosystem of technologies working together to protect your organization in the cloud, from the web, to social media, to mobile networks.

Bold: Symantec completely conquers the chaos of the cloud.

Tone Overview

Our tone is composed of a number of key attributes. If at any time you want to know if a communication is in our tone, look back at these attributes. If they fit, you nailed it.

Speak Human

All of our language is conversational. Use the language we would use if we were talking with a work colleague. **But don't use clichéd, trite, overused marketing terms, especially, but not limited to**:

- leverage
- best-of-breed
- proactive
- solutions
- unified
- end-to-end
- comprehensive
- next-gen
- single pane of glass

Not Speaking Human: Our Mobile Management Suite seamlessly leverages best-of-breed personal and professional solutions to deliver next-gen innovations in comprehensive application management, all from a single pane of glass.

Speaking Human: Our Mobile Management Suite gives you insight and clarity to control a mobile workforce.

Jargon-free

Always refrain from using industry jargon and marketing speak. We should use real words that have real meaning. And NUABPMNKWTM. Or said more clearly, Never Use Acronyms Because People Might Not Know What They Mean. Better to simply write the words you want people to understand.

Not Jargon-free: SEP 14 supports ML, EP, EDR, and MEM from a SA.

Jargon-free: Symantec Endpoint Protection 14 combines machine learning, exploit prevention, and endpoint detection and response, all from one single agent.

Positive

This one is pretty obvious, as there are very few pessimistic companies. But even when we're taking out or calling out our competitors, we should always remain positive, especially about ourselves.

Not Positive: Not choosing Symantec for your security needs means attackers will deploy rapidly mutating malware against you, costing your company millions.

Positive: Our multilayered defense stops advanced threats and rapidly mutating malware regardless of how they attack your endpoint.

Relatable

In all the conversations we have with customers, clearly demonstrate that we understand them. By putting ourselves in their shoes, we relate to the needs and challenges they face. Getting this right connects us with them, as we may be the ones to ease their pain.

Not Relatable: For IT security professionals today, the pace of change has accelerated dramatically. Trends such as virtualization, cloud computing, and the use of consumer mobile devices raise new security challenges every passing day.

Relatable: Welcome to the Cloud Generation, where employees demand flexibility and access wherever they are, but expose your most sensitive data to risk.

Concise

Be brief. Make your point in as few words as possible. Eliminate everything that is nonessential to communicating your message.

Not Concise: Try an SSL Certificate, risk-free for 30 days, when you enroll for any Symantec SSL Certificate. Symantec will charge your credit card or debit card after the initial trial period has ended. If you're not satisfied with your SSL Certificate for any reason, you can revoke your trial certificate from within your Trust Center account.

Concise: Try an SSL Certificate free for 30 days. To end the trial and avoid charges, revoke your certificate from your Trust Center account within the trial evaluation period.

Contact

Section

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Have questions about logos, colors, clear space, etc.?
Need a name for a product, tool, app, or program?
Need a product icon? Have questions about localization?

Contact branding@symantec.com.
This mailbox is monitored by the Symantec brand team.