



Brandguide for external
partners – Summer 2014

be

inspired



AVG Brand Guide Table of Contents

	BRAND PLATFORM	VISUAL IDENTITY	APPLICATIONS			
2	AVG Brand Guide Table of Contents	20	AVG Logo	53	Citylights / Posters / Rollups	
3	Introduction to the Brand Guide	22	AVG Be Yourself	54	Press Advertising	
	5	Who We Are	23	The Be Yourself Lockup	55	Billboard
	6	AVG Mission Statement	26	AVG Logo (Color Backgrounds)	56	Banners
	7	AVG Functional Benefits	28	AVG Logo (Merchandising)	57	Online
	8	The AVG Brand Pillars	29	AVG Logo (Unacceptable Usage)	58	Branded Merchandise / Promotional Items
	9	The Brand Pillars Explained	30	AVG Be Yourself Color	59	Video Guidelines
	10	The AVG Promise	31	AVG Logo Alongside Another Brands	60	AVG Brand Assets
	11	AVG Manifesto	32	“Be Something Headline” Layout		
	12	AVG Personality	39	AVG Color		
	13	AVG Personality (The “Be Something Headline”)	40	AVG Fonts		
	14	Audience Messaging (Summary)	42	Typography Colors		
	15	Audience Messaging (Marketing and Retail Audiences)	44	Photography Style		
	18	Audience Messaging (Corporate Audiences)	48	AVG Icons		
			50	AVG Background		

Introduction to the Brand Guide

The AVG Brand Guide is a reference document designed to help us create consistent AVG brand communications worldwide. It is a resource for employees and all who are involved in AVG communications, which spans our communications with customers and partners, ATL and BTL advertising, in addition to our PR and activities online.

For ease of reference we divided the Brand Guide into three sections:

The Brand Platform defines key elements of the AVG brand - its mission, benefits, pillars, promise, and personality. In addition, this section of the guide profiles the target audiences of the AVG brand as well.

The next section contains the **Visual Identity** guidelines, which define the basic visual identity elements and the relationships between them.

Templates, codification, and examples of various corporate and marketing communications formats are listed in the third and final section – **Applications**.

We hope that the AVG Brand Guide will be a useful source of information and that it will help you to efficiently and correctly solve everyday challenges associated with communicating our brand.



**BRAND
PLATFORM**

Who We Are



AVG protects more than 172 million active users on their desktops and mobile devices every day. Together, all of the applications and solutions they use add up to one thing – their peace of mind. That's our focus, because that's what people want when they work and play online.

Our smart, simple solutions relieve the headaches of digital life, like privacy settings on social networks and mobile device security. We alleviate the worries of malware and the frustration of sluggish devices, and give people room to work, create, and play without fear.

AVG Mission Statement

Our mission is to provide frustration-free digital life to everyone.

That's why we deliver the products and services that make our digital world simpler to navigate, easier to secure, and more enjoyable to live in.

Protection and privacy are basic human rights, especially when so much of our lives depends on a safe online environment. In short, we protect people, not computers. This is why we offer a range of protection choices to fit the different ways that people work and play online on a range of devices.

AVG Functional Benefits

AVG products and services provide four primary benefits through which it delivers on its brand promise and pillars: Protection, Privacy, Performance, and Support.

Protection from any threat to full enjoyment of your digital life and work.

Privacy control to ensure that your personal and business data stays yours.

Performance enhancements for mobile and desktop devices, so you're never slowed down.

Support from real people who are only a phone call or email away.

The AVG Brand Pillars

The following pillars are fundamental to our growth. Acting on them consistently will help us make a positive impact in people's lives, and ultimately reinforce our place as a beloved global brand.

Respect

Respect for our customers, employees, partners, the media, and shareholders.

Simplify

A long-standing commitment to simplify everyone's digital lives and be easy to work with.

Enjoy

Our mission is to let people focus on what they enjoy without frustration.

The Brand Pillars Explained

Respect

It's often said that to gain respect, you need to give it first.

Respect means treating everyone from our investors to the media to your colleagues the way you would want to be treated. We do it in three specific ways:

- We listen. Only by listening and understanding our constituencies we can truly satisfy their needs.
- We speak clearly. Everything in language that people can understand.
- We deliver. When we make a promise, we keep it.

Simplify

AVG makes the complex simple so people can get the most out of life.

Our whole community wants simplicity to bring order and time to breathe to our increasingly busy, complex, connected lives. The new expectation is for technology to have a near-zero learning curve, simple enough that a child can figure it out. We do this by emphasizing exceptional user experience, speedy performance, and streamlined interaction design.

Always do the most with the least. Make it easy to interact with and understand AVG. We're not trying to be mysterious. We want to make sure we're understood and people understand how to work with us and use our products and services.

Enjoy

It's what we want everyone to do: Enjoy life and work with AVG.

We want them to enjoy every interaction with us from seeing an ad or web page to downloading a piece of software to speaking with a representative of AVG or partnering with us. We want to bring a smile to people's faces.

The AVG Promise

Be Yourself is the embodiment of our brand pillars. It shows respect for the individuality of our customers with a clear and simple promise – that they're in charge. We change to meet their needs, not the other way around.

For AVG, "Be Yourself" means that you're free to focus on what's important, personally and professionally. With problems and complexity set aside, you're free to simply enjoy life and get things done.

Be Yourself is the highest expression of our brand mission: to provide everyone with a frustration-free digital life they need.

It's also the expression of the chief benefit people get with AVG in their life: the ability to Be Yourself. To live fully.

Be Yourself is a nearly universal phrase. It's confident, optimistic, approachable, and memorable.

It positions us in ways that differentiate us sharply from our competition and even elevates us to having a more significant position in peoples lives.

It says that AVG:

- is a global brand that innovates to make our digital lives more enjoyable;
- appeals equally to men and women across the globe;
- sees the big picture because we emphasize bigger benefits than high virus detection ratings or free versions.



Be Yourself

AVG Manifesto

AVG is here

To let you live, work, and play frustration-free:

To be a builder of dreams
A rockstar mom
The master of your domain
Or the apple of somebody's eye
Mr. Masterchef
Organizer extraordinaire
Mischief maker
Power broker
Or passionista.

Whatever you are or want to be,
Be secure knowing
Your laptops and tablets
Your desktops and servers
Even your Androids and Galaxies -
And everyone on them -
Are safe and sound
Performing their best.

So go ahead and work in the cloud
Or have your head in the clouds.
Connect with old friends and new
Or buy a pair of cool shoes.

Share your passions...
Your pinterests
Your photos and tweets
And make everything rock.

Be Yourself with AVG

AVG Personality

AVG has always been a special brand with a unique voice and personality. We have a unique connection with many of our customers, a bond created over many years. However, there is a much larger group who don't know us and need to. We have to be especially crisp and disciplined in how we present ourselves. By demonstrating that AVG is Approachable, Inspiring, and Responsible (AIR – essential to life), we can attain the brand stature we aspire to.

Approachable

The hallmark of a great global brand is its approachability.

Does it communicate in a way that I can relate to? Does it connect clearly and across cultures?

Does it make me feel like I am a part of something greater? Am I happy to have it in my life – at work and at play?

Our imagery and written voice must always bring people in. They should excite the mind and stir the heart, but never drive people away.

Unapproachable is talking over someone, using extreme copy or imagery merely to shock, or fending someone off rather than talking to them.

Our approachability earns us loyalty and amazing word of mouth.

Inspiring

We want to inspire people to do great things made possible because AVG gives them relief from the anxieties of a connected world.

Our communications can help people get excited about the possibilities. To bring an extra level of comfort and enjoyment. An amazingly affordable luxury.

Use language and imagery that inspires people, show the life they aspire to, and the true benefits of AVG.

Uninspiring is using cliché or hackneyed expressions or imagery, relying on speeds and feeds, doing what the competition does.

Inspiring people makes us loved.

Responsible

Our customers trust us with some of their most prized possessions. Our investors, too. And everyone who works with us. They expect us to behave responsibly. This is as important in our brand as it is in our products and business practices.

Acting responsibly begins by caring for the wellbeing of others. This means sticking to the positives and looking for the best outcome. It also means never hiding from the negatives, and offering a solution when they arise.

Irresponsible is making exaggerated claims, using fear to motivate, communicating in jargon, being insensitive or offensive to cultural, ethnic, gender, or any other demographic differences.

We've earned the trust of more than 172 million people and counting. Being responsible will grow that figure even more.

AVG Personality – The “Be Something Headline”

Our brand allows the Be Yourself promise to be extended into a variety of headlines that can be fine-tuned for specific audiences and contexts. We refer to these as a “be something headline”.

When creating “be something headlines”, such as “be innovative”, follow these rules:

- Headlines should always sound optimistic and positive.
- **Adjectives are the preferred ‘Somethings’**, because they give greater latitude to the audience to imagine themselves in the story.
- Try to surprise and inspire with your headline – however always ensure your message is approachable, and responsible (AIR).
- Consider your target audience – your message should be relevant to those you are addressing.
- Subheads need to pay off headline and relate to product benefit.
- Use lowercase throughout.
- Keep it short.

Examples of “be something” headlines that follow these guidelines include (by category):

Consumer Brand Headlines

be fearless
be outrageous
be awesome
be original
be inventive
be unstoppable
be a step ahead
be a safe shopaholic
be the family superhero

Product Headlines

be faster = TuneUp
be safer = AV paid
be happy = Free
be private = Secure Search
be protected = Family
be organized = MultiMi

SMB Headlines

be effective
be fearless
be efficient
be innovative
be a rockstar
be inventive
be original
be creative
be organized
be the best practice
be a step ahead

Employee Headlines

be part of it

Pillar Supportive Headlines

Protection be protected
Performance be powered up
Privacy be confidential
Support be cared for

Examples of incorrect use of the ‘be something’ headline:



be moustache
be maniac
be reckless
be lazy
be an animal

Audience Messaging – Summary

We interact with several distinct audiences, ranging from individuals and families to businesses and investors. In each unique case, we should adapt our imagery and tone appropriately.

Our communication can basically be divided into three main groups:

The first is brand & marketing communication.

This is AVG for SMB Customers and Resellers and for all our (prospective) customers – boomers, women with families, students, techies, and others.

It's confident, playful, and exciting. It's all about the lifestyle. It's what we would see on a billboard or in a viral video or a social media campaign or book. It's also what drives the voice of our support interactions. It sells the big idea of AVG.

The second is our retail communication.

The target audience of our retail communication is the same as that of our marketing communication.

Here, our communications are more direct, focusing on specific offers, features, and value propositions. It's what you would find on our homepage, landing pages, and search ads. While no less tied to our brand values, our retail brand translates those values to transactional environments.

The last is our corporate communication.

This is AVG for employees, investors, trade press, and partners.

While the corporate brand assumes a quieter and more serious personality that's appropriate to the situation, it still adds a few touches of personality to help AVG stand out.

Audience Messaging – Marketing and Retail Audiences 1

The consumer technology market is changing radically and swiftly. What started as a desktops only found in workplaces has become a network of powerful smartphones and tablets and feather-weight laptops downloading billions of apps and accessing a wide variety of cloud services.

Our brand embraces the diversity of the people who are using technology today – young and old, expert and novice. As technology becomes easier to access and use, this audience grows, and so do their needs. More and more, they want to take control of their digital lives because technology is such a large part of their day.

Likewise, AVG is expanding to meet this demand. Across all of our audiences, our traditional focus on "Internet security" has expanded. Our focus today is putting them in control of their privacy, performance, and protection – and ultimately a frustration-free digital life.

For each segment the pillars remain the same. Some of the segments overlap.



SMB Customers and Resellers

Small and mid-sized businesses (SMB) are a core part of our business. Our communications with these organizations are somewhat different than the ones we have with individual consumers, yet Be Yourself absolutely still applies because of the way we alleviate frustration for this audience.

The benefits of a frustration-free digital business can be illustrated by addressing the particular needs of this segment, such as greater productivity, improved financial security, and reinforced data integrity, and how AVG allows businesses to focus on success instead.

The brand promise and pillars reflect the aspirations of SMBs. They compete for respect everyday. Naturally, AVG believes strongly in giving them that respect. Their vision and hard work makes them heroes to us and we want them to succeed.

Example of a "be something headline": be efficient



Boomers

In most of our primary markets the population is rapidly aging. Boomers are out to enjoy these years. They worked hard, raised families, and now it's time to get the dividends. By simplifying our products and services and our communications, we add value to this very important segment. It's a group that is ready and willing to pay to make their lives simpler. Emphasize AVG support, even lead with it.

Additionally, we should emphasize ease of use. Our products feature a user experience that is easier to understand and get around. They're interested in things that run well, not in spending time figuring out what to do or how to do it.

Example of a "be something headline": be connected

Audience Messaging – Marketing and Retail Audiences 2

Women with Families

Women make the technology decisions in more than 70 % of US households. It has become an important part of their role as parents. Consequently, our role is to support the well being of their families – and their desire to be themselves.

Respect the intelligence of these audience members, and help them feel that they can trust AVG to solve their challenges.

Like Boomers, women look for products and services that simplify their lives, so they can focus on their families.

Every communication is an opportunity to have this audience enjoy having AVG in their lives. Inspire women by showing them what they can accomplish because they have AVG. Answer their questions so they know.

Example of a “be something headline”: be a rockstar mom



Students

Students are our entry-level customers. They are our future core audience, and our first step with them is to help them succeed in their personal and educational lives – specifically by preventing the frustrations of lost time and lost work. We want to give them every opportunity to Be Yourself.

Respect the tech-savviness of students. They grew up in the networked world and they’re taking an active hand in shaping it. The Internet is their #1 playground.

They do almost everything possible on their devices from finding dates to organizing events. They are more likely to try new apps and services before others, too.

Pay special attention to any of the ways we can simplify their social media, digital entertainment, and their mobility overall. The simpler these things are, the more they will enjoy AVG.

Example of a “be something headline”: be inventive



Audience Messaging – Marketing and Retail Audiences 3



Techies

We will always have a small, but very important Techie audience. Not only does this audience influence others, it helps keep us focused on continuous innovation.

This audience demands respect by giving them the ability to get into the technical details of our products and services, because that is one way to Be Yourself – to be the expert.

While a techie may want a more complex and detailed user experience he wants the rest of his relationship with AVG to be as simple as possible, especially product selection, transactions, and support. He wants to know that he can recommend AVG to less tech-savvy friends, family, and colleagues, because it delivers on all counts, ensuring a great experience for all.

example of a “be something headline”:
be a step ahead

Other Segments

These are not our only user segments. As stated above, AVG and its brand appeal to everyone. However, these are the segments where we see the greatest opportunity to have more people experience and embrace AVG.

Audience Messaging – Corporate Audiences

In addition to our marketing and retail audiences, the AVG brand likewise applies to our corporate audiences – and to us as well.

Employees

For employees, Be Yourself is the embodiment of the existing AVG Core Values: Relationships, Absolute Honesty, and Disruptive. We respect each and every employee for who they are, as much as for what they do. We strive to simplify their work lives, so that they can better enjoy the fruits of their labor.

When communicating to employees, keep it short, specific, and relevant. Use a "be something headline" that speaks to the benefit of the communication. Pay it off with a succinct message and a call to action and invitation to dialog.

We encourage the HR department to consider team- and morale-building activities around Be Yourself, like giving everyone the ability to star in their own Be Yourself poster or describing the pillars in their own words. Such activities serve a dual purpose of growing the brand internally and generating excitement about working at AVG.

Investors and shareholders

Investors and shareholders experience the AVG brand in two ways: first as demonstrated in the way we interact with them, second as a valuable asset in which they have invested.

We have a special task here that Be Yourself helps accomplish: to educate investors and shareholders about the market shift that we are leading. Specifically, we are telling them that the market is shifting from a technology (feeds and speeds) decision to a lifestyle choice. We believe that we have the timing and product-fit right. People look continuously for easier solutions to their digital lives and we are there with them. We are poised to address a much wider market than ever before and do it before our competition. Be Yourself takes us to the lifestyle positioning that will make it possible.

Press, media, and industry analysts

We want the people who write about us to experience the AVG brand pillars for themselves. First and foremost, we must respect their opinions even when they differ with ours. We also have to allow them to Be Themselves. The greatest respect we can give is to listen and understand.

Second, we should keep our communications simple. Avoid hyperbole and jargon. Make it easy for them to understand what we are communicating, and understand the end audience they are communicating to as well – such as if they are talking to young consumers or to technical decision makers in a place of business. This will help fine tune the way you address this audience.

Finally, we want the media communities to enjoy their time with us. Let our sense of fun through and we will stand out, making it more likely that they will come to embrace our vision as their own.

Partners

AVG works with a wide array of partners, such as suppliers and search engines. Each relationship is an opportunity to live the AVG brand pillars and the brand promise Be Yourself. No matter what a partner is bringing, big or small, to our business, each was chosen by us. It is our responsibility to show them the same respect that we show for one another, our customers, and others. Demonstrate this respect at every moment to ensure that we are living our brand.

Additionally, we should consistently look for ways to simplify our partnerships – from how to bid for work, to contracting, and to invoicing and payment, and to the work processes themselves. The simpler it is to work with us, the better talent we will attract and the better outcomes we will create.

Working with AVG has more than monetary value. It is a relationship that we want our partners to enjoy. That isn't common in business. Creating enjoyment doesn't have to be an expensive undertaking. It can be as simple as showing enthusiasm to be working together.



VISUAL IDENTITY

AVG Logo

Our logo is a symbol of our brand's humanity. We retained the interlocking hands which convey our pillars in a simple visual way. The hands embody our respect for the individual and, with simple more vibrant colors, it illustrates the diversity of our customers.

AVG logo

To be used whenever possible and ideally on a white or light background. The elements that comprise our logo must not be changed, recreated, distorted or separated in any way.

Core identity applications

PR announcements
E-mail signatures for executives
Legal documents
Technical and white papers
Thought leadership articles
Business system
Investor Relations Documents

Note:

The © marks must never be removed from the symbol or the AVG wordmark.

Always use the original logo artwork.



AVG Logo

Exclusion zone, minimum size, and positioning.



Exclusion zone

The exclusion zone is based on the height of the G in the AVG wordmark. No other design elements should encroach on this area.

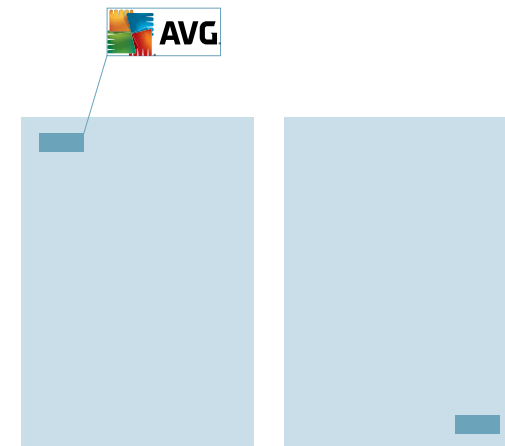


Minimum size

The AVG logo is capable of being reproduced at very small sizes while remaining legible.

You will of course look to balance the size ratio of the logo in context to the size of the piece being produced and the other assets being used.

The minimum size at which the AVG logo can be produced is governed by its width, which should never be less than 15 mm for print-based applications and 42 pixels for on-screen applications. However, you should always look to present our logo in as clear and prominent way as possible.



Positioning

Ideally the AVG logo should be positioned top left of a communication. Where this is not possible you can also position it bottom right. There will of course occasionally be projects where none of these positions apply, in which case your judgment needs to be guided by the overriding need to present it in a way that communicates with clarity and confidence.

AVG Be Yourself

Be Yourself injects new energy in our identity. With its free-form, hand-written style, expresses the feeling of enjoyment that comes with using AVG. It's a simple, powerful way to express the promise of AVG and the benefit that our customers receive.

Color:

AVG Gray

Uncoated

Pantone Cool Gray 10

CMYK

C26 M16 Y9 K43

RGB

R129 G131 B135

HTML

818387



Note:

We always use Be Yourself in English language only and is not to be translated.

Always use the original logo artwork.

The Be Yourself Lockup

All marketing and internal communications must use the strapline lockup. Lockup will not be used in products or on the website navigation.

Signoff

When promoting a theme or campaign is paramount, the vertical or horizontal lockup may be used in a recommended placement *Print ads, billboards, video, banner ads*

Templated collateral

On materials that are subject to changes and updates, the lockup will appear in a standardized placement *Data sheets, collateral*

Giveaways

Baseball caps, notebooks, bags, etc.

There are the same rules for positioning as for the AVG logo (see page 21).

Horizontal Lockup

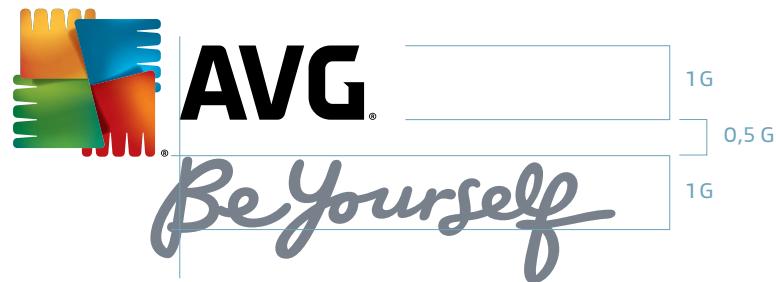


Vertical Lockup



AVG Be Yourself Vertical Lockup

Construction, exclusion zone, minimum size.



Construction

The AVG wordmark type size should be the same as the type size of the 'Be Yourself' strapline. The strapline should be left aligned below the wordmark. The line space between them should be half the height of the wordmark type size.



Exclusion zone

The exclusion zone is based on the 'G' in the AVG wordmark. For the vertical lockup the exclusion zone is defined at the top and at the left by the height of the 'G' and by its width at the bottom and at the right. No other graphic elements should enter the exclusion zone.



Minimum size

The minimum size of the vertical lockup is based on its width that should never be less than 25 mm for print-based applications or less than 70 pixels for on-screen applications.

AVG Be Yourself Horizontal Lockup

Construction, exclusion zone, minimum size.



Construction

The AVG wordmark type size should be the same as the type size of the 'Be Yourself' strapline. The wordmark and the strapline are next to each other and there is a space corresponding to half the height of the logo type size between them.

Exclusion zone

The exclusion zone is based on the 'G' in the AVG wordmark. For the horizontal lock-up the exclusion zone is defined at the top, left and at the bottom by the height of the 'G' and by its width at the right. No other graphic elements should enter the exclusion zone.

Minimum size

The minimum size of the horizontal lock-up is based on its width that should never be less than 35 mm for print-based applications or less than 100 pixels for on-screen applications.

AVG Logo – Color Backgrounds

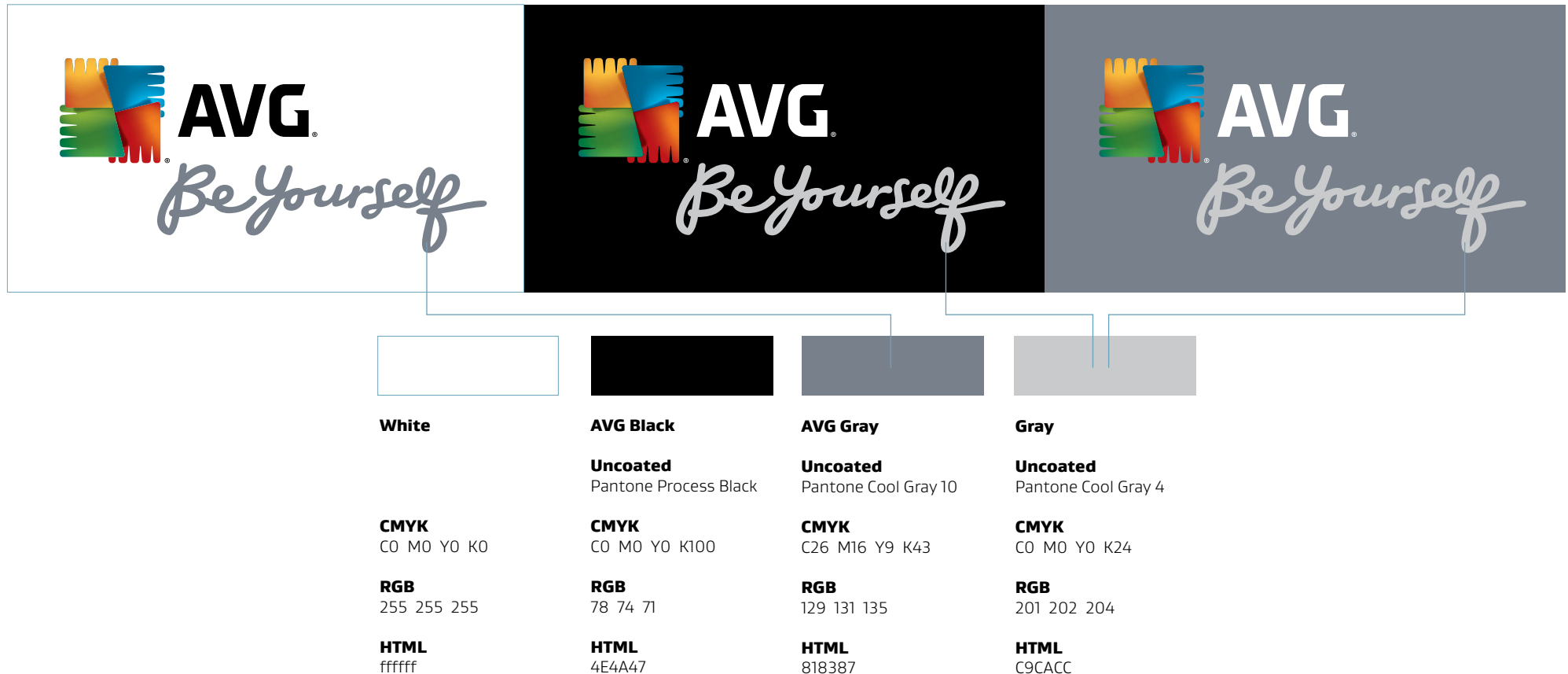
In most instances, the AVG Be Yourself lockup will be used against white. However, there may be situations where a background of gray or black is needed. The following uses are acceptable.

Positive version

The letters AVG are black on a white background and the 'Be Yourself' strapline is in AVG Gray (C26, M16, Y9, K43).

Negative version

The letters AVG are white on a dark background and the 'Be Yourself' strapline is in light Gray (C0, M0, Y0, K24).



AVG Logo – Color Backgrounds

Where possible, the AVG Be Yourself Lockup should not be used on a colored background.

The colored logo segments usually clash with background color reducing thus its legibility. On certain occasions the application of the logo on a colored background cannot be avoided (e. g. when printing on promotional merchandise). In such cases please consider using a positive or a negative version of the logo and carefully determine whether each of the color combinations is acceptable or not (all parts of the logo stand out sufficiently on the given background).



If you would like

to use our logo on a colored background please always contact our marketing department for review and approval of such application.

AVG Logo – Merchandising

When we print the logo on a promotional merchandise, we always prefer the use of the primary logo in a correct choice of colors and in the Be Yourself lockup. In instances where the primary logo cannot be used for technological reasons we can choose from the following options.

We only use these logo variations as a last resort.

The rendered logos presented so far are designed for digital and four color process print. For other processes of reproduction (e.g. single color print ads, signage, embroidery, engraving, blind embossing etc.), these Solid Color and Solid Black versions should be used instead.

Solid black

This version will be used to create a plate or die for single color reproduction, embossing, etching etc.



Solid color

This logo is made using colors from the Pantone® Matching System – these colors should be specified when providing the logo artwork for production.



AVG Yellow

Pantone 116 U

AVG Green

Pantone 360 U

AVG Blue

Pantone Process Blue U

AVG Red

Pantone Warm Red U

AVG Black

Pantone Process Black



AVG Logo – Unacceptable Usage

Take a few moments to understand what's OK and what's not and help avoid the costs and frustrations of last-minute push back from brand.

Avoid embellishments

Sorry, no drop shadows, no moving or resizing elements, no changing color. Also, please don't change the size relationship between any of the elements or add additional components such as product names.



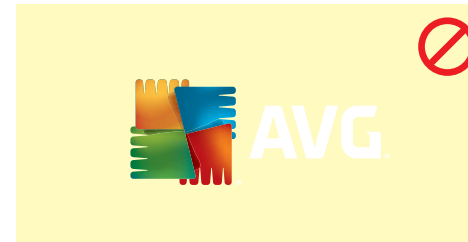
Retain logo proportions

However tempting it is, don't distort, stretch or rotate the AVG logo in order to make it work within your layout – there's always another way.



Protect legibility

Please don't place our logo on colors or backgrounds that obscure it and make it hard to read.



Our logo is one entity

Never break it up and never use either the symbol or the AVG wordmark in isolation.

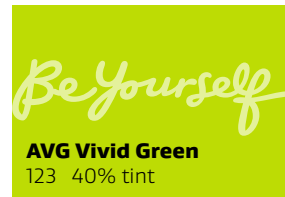
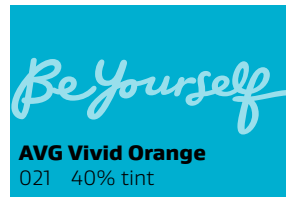


AVG Be Yourself Color

Contrast and legibility is critical when using the Be Yourself logo staged. When placing on top of a photograph it may be opaque, transparent or reversed.

Contrast

When using Be Yourself in color, be sure there is sufficient contrast, and avoid any vibration or noise with the background image or color.



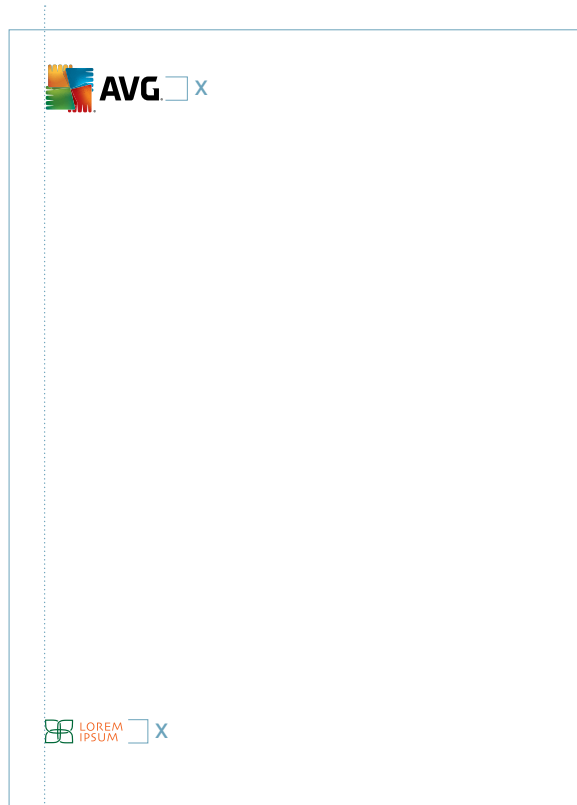
AVG Logo Alongside Another Brands - Co-branding and Sponsorship

Guidance on how to make the AVG logo work alongside another brands.

In the cases where our logo appears in partnership with other brands, the following guidelines will help ensure that our visual identity is presented clearly and consistently.

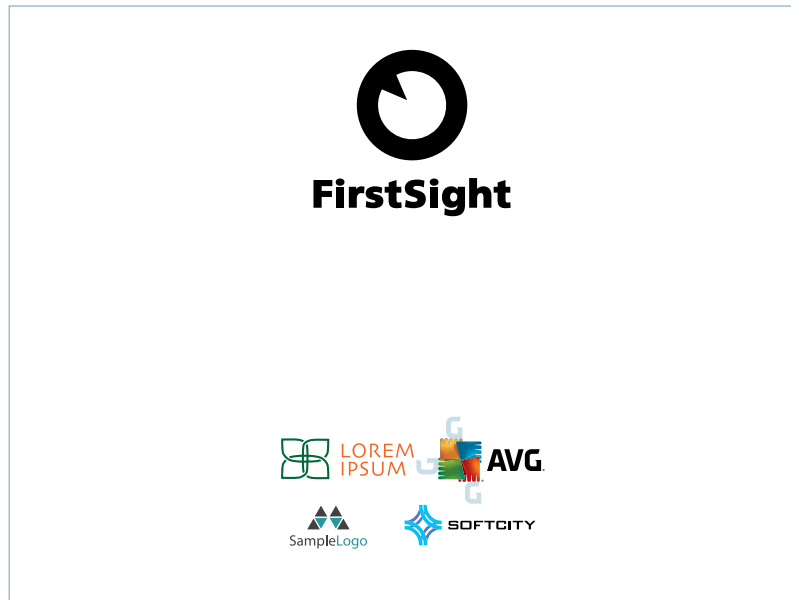
AVG as the lead brand

The AVG logo should sit top left (or right), the other logo is sized in proportion to the cap height of the AVG wordmark (X, or a ratio of 1:1) and ranged to the left and positioned below it. The position of the AVG logo ensures that the brand owns the communication.



Equal partners

As all brands differ in proportion, a common-sense approach should be taken to try to ensure a visual harmony exists between the two logos. Under no circumstances should the AVG logo be presented smaller than the other logo(s).



Multiple brands – sponsorship

Ensure that sufficient clear space is preserved for a clear and effective presentation of the brand.

“Be Something Headline” Layout

(“be something” within or without a square box)



Within square box

To emphasize the headline we use a background square box in a suitable color selected from the AVG marketing palette. The headline is set in Gustan black in white.



Without square box

To emphasize the image and to ensure no specific image detail is lost, we use the headline without the background square box. The headline is set in Gustan black in a suitable color selected from the AVG marketing palette.

"Be Something Headline" Layout – Construction

Construction and description of the basic reproduction of the "be something headline" including examples of supplementary labels.



Description of the construction within the background square box

A basic unit of the grid is defined by the height of the letters in the word (typically an adjective) below the heading "be". The height of the heading "be" is then 6 basic units. The size of the background square box is 12 x 12 units. The text within the background square is offset by one unit from the edge of the square.

Supplementary label is set 1 unit from the left and from the top edge of the background square. The letters are ½ unit high.



Description of the construction without the background square box

The height of the "be" is based on the height of the letters below as well as the distance between the two headings.

Basic Portrait Layout

Rules for A-type portrait layout construction.

Basic unit for portrait layout construction is 1X. To determine size of 'X' we divide the shorter side of the visual into 13 units. 1 unit then equals 'X'. The size of the "be something headline" equals to 8X and its distance from the border is 3/4X. The "be something headline" is always positioned bottom left. This ensures that the visual ratio to the "be something headline" remains constant.

Full image version

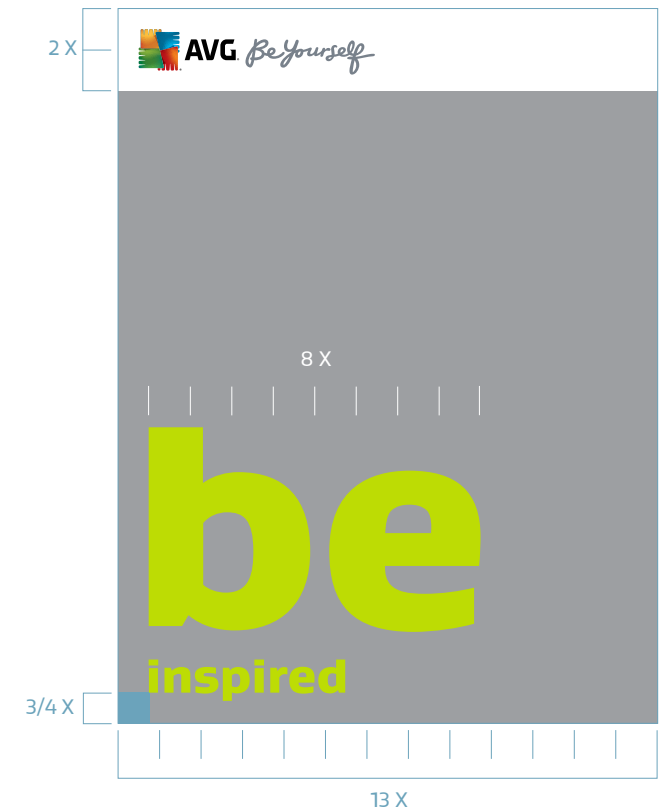
The size of the "be something headline" including the background square box is 8X; distance from the left and from the bottom border of the layout is 3/4X.

Version with a strip at the bottom including a short copy and a vertical AVG Logo variant

The strip with a copy is 3X high. If the bottom strip contains the AVG logo, we always place the logo to the right so that it forms a signature below the whole document.

Version with a strip at the top including a horizontal AVG logo

The top strip is 2X high. If the top strip contains the AVG logo, we always place the logo to the left so that the document commences with it. This 2X high strip can be placed also at the bottom of the document. In this case we always place the logo to the right.



Basic Landscape Layout

Rules for A-type landscape layout construction.

The calculation for a landscape layout with a strip is slightly more complicated.

1/ First we need to determine the height of the strip. When using a strip with a copy this is equal to $3X_v$, when using a strip just with a logo the height is $2X_v$.

2/ Second we determine X_v by dividing the height of the actual visual without the strip by 13. The size of the “be something headline” is equal to $8X_v$. We always place the “be something headline” bottom left.



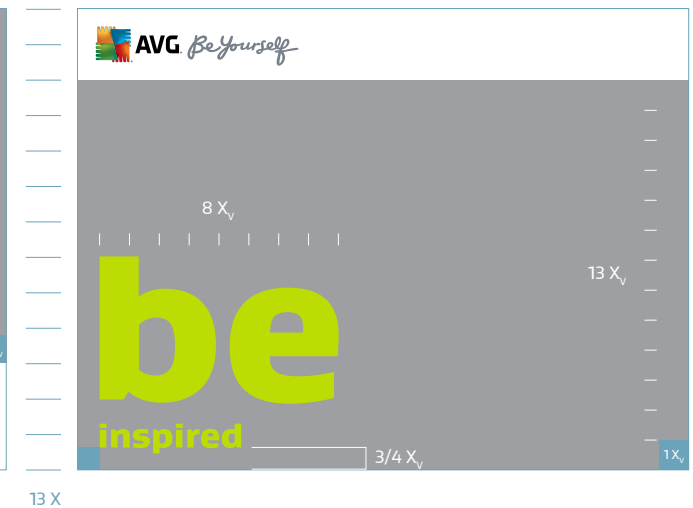
Full image version

The size of the “be something headline” including the background square box is $8X$; distance from the left and from the bottom border of the layout is $3/4X$.



Version with a strip at the bottom including a short copy and a vertical AVG Logo variant

If the bottom strip contains the AVG logo, we always place the logo to the right so that it forms a signature below the whole document. The “be something headline” including the background square box is $8X_v$ high (X_v equals to $1/13$ of the height of the visual excluding the strip).



Version with a strip at the top including a horizontal AVG Logo

If the top strip contains the AVG logo, we always place the logo to the left so that the document begins with it. The “be something headline” is $8X_v$ wide (X_v equals to $1/13$ of the height of the visual excluding the strip).

Space Saving Version of the “Be Something Headline”

Sometimes for various reasons we need more space for the visual. There is therefore a space saving version of the “be something headline”. We use the same rules for the construction of the space saving version as for the standard one however the height of the headline is reduced to 4X.

Non-standard layout

When using non-standard layout we can come across an issue where we cannot define the height of the strip. In such cases we can use the exclusion zone to determine this.

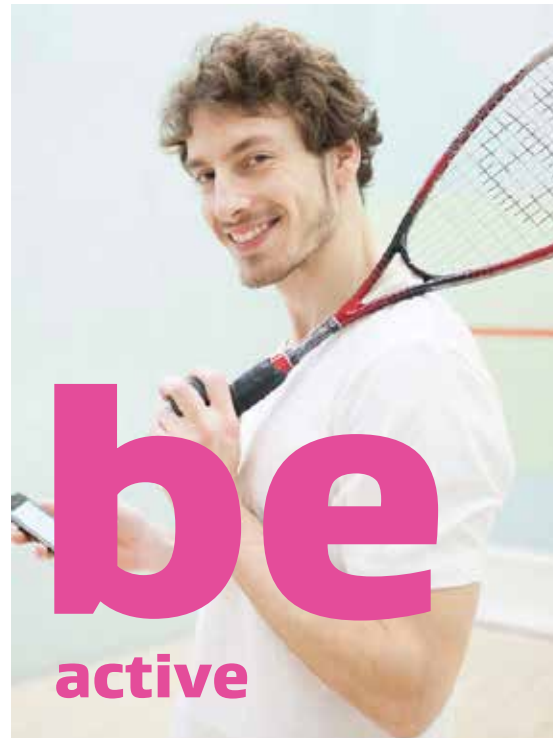


Examples of non-standard layouts

“Be Something Headline” – Examples

Correct use

The “be something headline” is always placed in the left bottom corner however not directly against the border. We use suitable colors from the AVG marketing palette. The headline within a background square box is always white.



“Be Something Headline” – Incorrect Uses

Incorrect placement

Do not place the “be something” headline anywhere else than the left bottom corner.



Incorrect color and incorrect placement

Do not place the “be something” headline against the border. Always reproduce the headline in single color.



Incorrect background

Do not use colors outside of the AVG marketing palette.



AVG Color

Our palette is bright, playful, and full of optimism – exactly the feelings that come with using AVG.

Marketing – Uncoated

AVG Vivid Yellow Uncoated Pantone Yellow CMYK C0 M0 Y93 K0 RGB R255 G232 B0 HTML FFE800	AVG Vivid Orange Uncoated Pantone 021 CMYK C0 M45 Y86 K0 RGB R255 G108 B47 HTML FF6C2F	AVG Vivid Green Uncoated Pantone 389 CMYK C24 M0 Y79 K0 RGB R189 G220 B4 HTML BDDC04	AVG Vivid Blue Uncoated Pantone 312 CMYK C74 M0 Y12 K0 RGB R0 G175 B208 HTML 00AFD0	AVG Vivid Magenta Uncoated Pantone Rhod. Red CMYK C11 M66 Y0 K0 RGB R228 G76 B154 HTML E44C9A	AVG Vivid Purple Uncoated Pantone Violet CMYK C52 M60 Y0 K0 RGB R119 G88 B179 HTML 7758B3
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Complementary colors – Designated mainly for typography use.

AVG Black Uncoated Pantone Process Black CMYK C0 M0 Y0 K100 RGB R0 G0 B0 HTML 4E4A47	AVG Gray Uncoated Pantone Cool Gray 10 CMYK C26 M16 Y9 K43 RGB R129 G131 B135 HTML 818387
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Primary Font: Gustan

Gustan's clean, readable lines respect our customers' desire for simplified communications, while having just enough character that anyone can enjoy reading it. It is available in eight different fonts.

Gustan is fresh, modern, and designed in 2011 to support all media.

One simple way of showing customers that the technology AVG provides is the most innovative is through the typeface and use of typography.

Gustan embodies the pillars of Respect, Simple, and Enjoy with its lyrical, open characters. It reflects much of the type coming out of the Netherlands and University of Reading in the UK, often characterized by a tall x-height.



Gustan Black
(charts/information design)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gustan Bold
(heads)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gustan Light
(text, body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gustan Light Italic
(text, body)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Examples of Gustan font use in typography.

Secondary Font: Verdana

A typeface designed specifically for digital use. Great at small sizes and compatible with all operating systems. Verdana typeface is an alternative to Gustan in all situations where Gustan cannot be used.

Verdana

We use Verdana for all online text with the exception of headings sized over 15px which can use Gustan.

Verdana is also our default replacement for Gustan in all PowerPoint applications and for the body of letters, envelopes, and mailing labels.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Additional Font: Hand Of Sean

We can use this handwriting font for supplementary image labels.

Hand Of Sean

This typeface has a friendly, informal character that is well suited for communicating direct user benefits embedded in visual elements.

We never use Hand of Sean for headings and body copy.

Hand Of Sean Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Examples of use of Hand of Sean alternative typeface.

Typography Colors

AVG Black and AVG Gray are our primary typography colors. Secondary colors are AVG Vivid colors.

We use AVG Black for main headings and subheadings in structured text and perex. Text set under 7 points due to space or other considerations should appear in black to maintain legibility.

We use AVG Gray for headlines and short supplementary text on posters, flyers, outdoor communications, etc. Gray color combined with other predominantly light elements softens the visual impact of typography where using true black color would have overly hard and stern effect.

We use AVG Vivid colors as a complementary colors for subheadings and highlights.

AVG Black

AVG Black

Uncoated
Pantone Process Black

CMYK
C0 M0 Y0 K100

RGB
R78 G74 B71

HTML
4E4A47

AVG Gray

AVG Gray

Uncoated
Pantone Cool Gray 10

CMYK
C26 M16 Y9 K43

RGB
R129 G131 B135

HTML
818387

AVG Vivid



Complementary color palette for AVG typography.



Examples of using primary color palette in typography.

Typography Colors

Use bright colors wisely and your communications come to life.

Correct use

In typography we use AVG Black and AVG Gray colors.
Text on a colored background is set in white or at 40% opacity.

**Whatever you are or
want to be,
Be secure knowing
Your laptops
and tablets
Your desktops and
servers
Even your Androids
and Galaxies**

yes

**So go ahead and work
in the cloud
Or have your head in
the clouds.
Connect with old
friends and new
Or buy a pair of cool
shoes.**

yes

Incorrect use

Do not use other colors in typography – the result would come across as disorganised and chaotic.

On a very light background where white text would blend with the background we set the text in either AVG Black or AVG Gray – there always has to be sufficient contrast between the text and the background.



**To be a builder
of dreams
A rockstar mom
The master
of your domain
Or the apple of
somebody's eye
Mr. Masterchef
Organizer
extraordinaire**

no



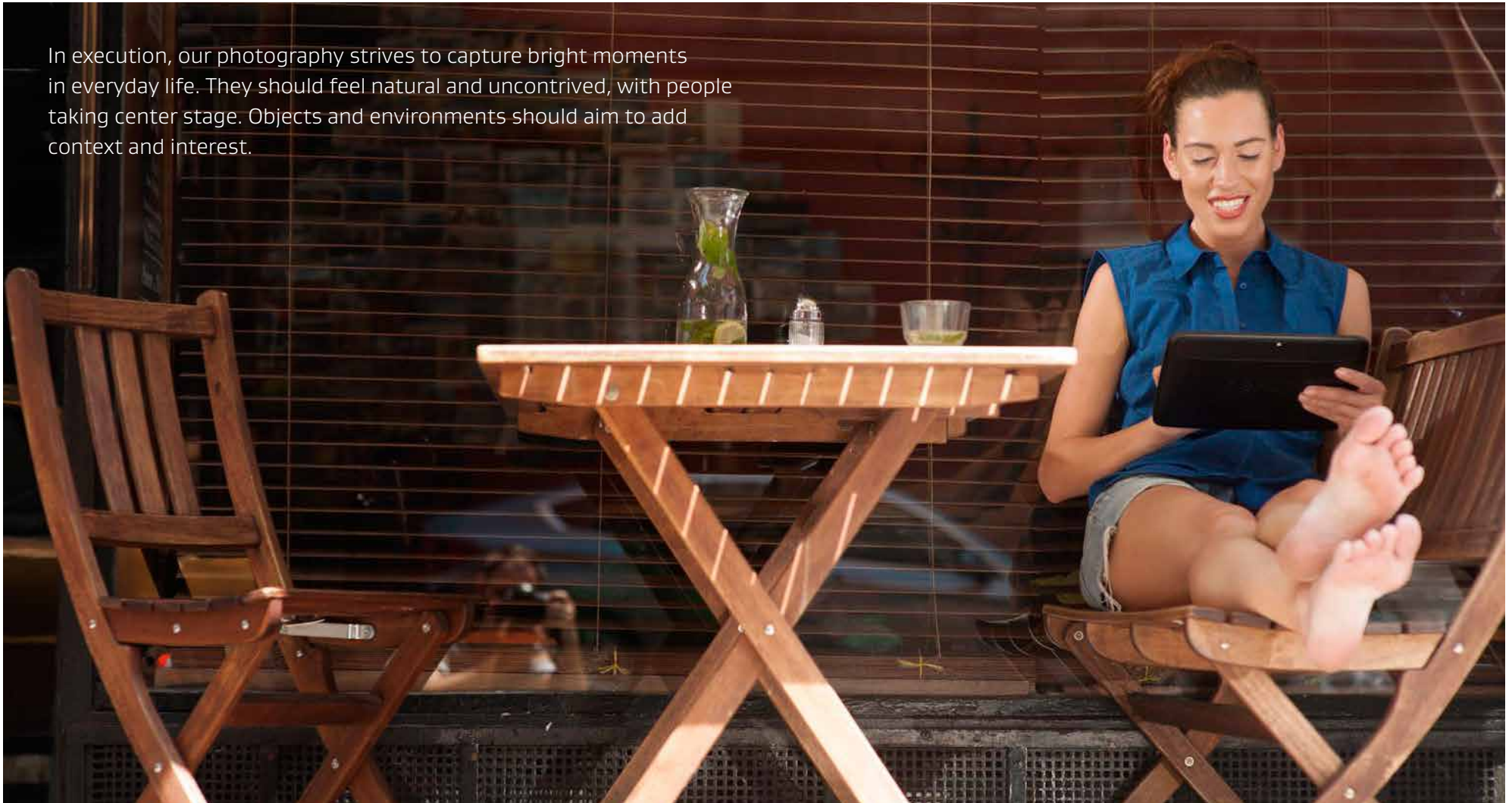
**Share your passions...
Your pinterests
Your photos and
tweets
And make everything
rock.**

no

Photography – Style

Our photographic style depicts people doing great things, big and small, without worry. Our aim is to show people enjoying the best that life has to offer, whether at work or at play, indoors or out, and on desktop or mobile devices.

In execution, our photography strives to capture bright moments in everyday life. They should feel natural and uncontrived, with people taking center stage. Objects and environments should aim to add context and interest.



Photography Style – Lifestyle Imagery

Lifestyle photography depicts the highest expression of our brand promise, pillars, and benefits. It shows people living the AVG life, free from frustration, re-energized, full of enjoyment.

Sample photography has been used for illustrative purposes only. Photos on this page are not cleared for actual use, except in the instances where the photographs shown are custom AVG images.



Photography Style – Life Activities

In many marketing situations, it makes sense to use photography to help illustrate a specific situation in which using AVG provides a benefit.

Sample photography has been used for illustrative purposes only. Photos on this page are not cleared for actual use, except in the instances where the photographs shown are custom AVG images.



Photography Style – Things to Avoid

Across all of our photography, there are certain layouts and executions that should be avoided. Likewise, there are certain types of imagery and subject matter that must not be used at all.

Avoid the unnatural and contrived

We want our imagery to be positive, but nobody is that delighted to be doing online banking! And remember over-posed images are not real world or natural.



Visual metaphors

Avoid clichéd imagery at all costs, they do not represent our brand values and can slow down rather than speed the message we are trying to convey.



Scary pictures

While bad things can happen, we avoid illustrating them with imagery that instills fear or causes upset.



Montages

It can be tempting to use montages when trying to communicate multiple messages, but it is likely to result in confusion and a loss of clarity.

















AVG Icons – Feature, Benefit, Functional Icons

AVG uses the following icons to represent specific features, benefits, and actions in our user experience design.

Icons within applications should follow the same guidelines as Application Icons. Clear and simple forms help achieve recognition and reinforcement of the AVG brand both within and outside of an application.

For detailed information about icons please refer to AVG Iconography Guidelines.

	Protection	Performance	Privacy	Support
Benefits	 Detect and Stop Viruses	 Spam-free Mail	 Mobile Protection	 Free Support
Features	 Firewall	 Link Scanner	 Antivirus	 Search
Actions (buttons)	 Download	 Learn More	 Need Help?	
Notifiers	 Chat	 Phone Support	 Mail Us	

AVG Icons – Product and Application Icons

All AVG product and application icons fall into four groups according to Functional Benefits (see p. 7), each differentiated by color: Protection; Performance; Privacy; and Support.

Application and Product Icons are always designed as a white icon on one of our four colored backgrounds.

All product and application icons are built using the a common background platform and employ the color relating to their product family.



Protection



Performance



Privacy



Support



For detailed information about icons please refer to AVG Iconography Guidelines.

Background Construction

Our backgrounds are defined by distinct colors and composition, yet share common design themes that make them unmistakably AVG.



The main AVG backgrounds are in gray, light blue and dark blue color.

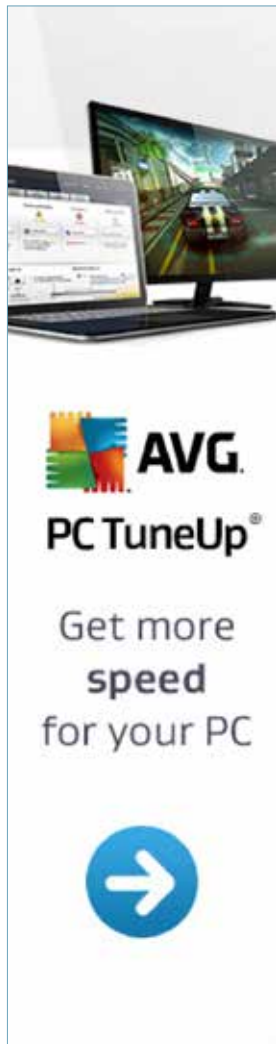
While additional backgrounds can be created using the existing ones as a reference and applying colors from the AVG Vivid palette, please ensure that they are balanced effectively to avoid clashing with any other elements that you are using.

Backgrounds are always created such that the darkest portion is in the upper left of any area that we want to enrich with a background. When creating backgrounds, do not distort or rotate the background image.



Cross Background Usage

For presentations, press advertising and online communications we use the original AVG background.



Example of the cross background used in an online advertisement.

An advertisement for AVG Family Safety. The top left corner features the AVG logo. The main background is a photograph of a young girl looking at a smartphone. Text on the image includes 'AVG Family Safety for iPhone, iPad, iPod touch' and 'Keep your children protected online'. A handwritten-style note says 'Helps your family make the right choices online'. Below the photo is a pink box with 'be confidential'. The bottom section contains four features: 'Protection for the whole family', 'Free & easy browsing', 'Privacy protection', and 'AVG Family Safety account'. At the bottom, there is a footer with compatibility information for iOS and a copyright notice for AVG Technologies.



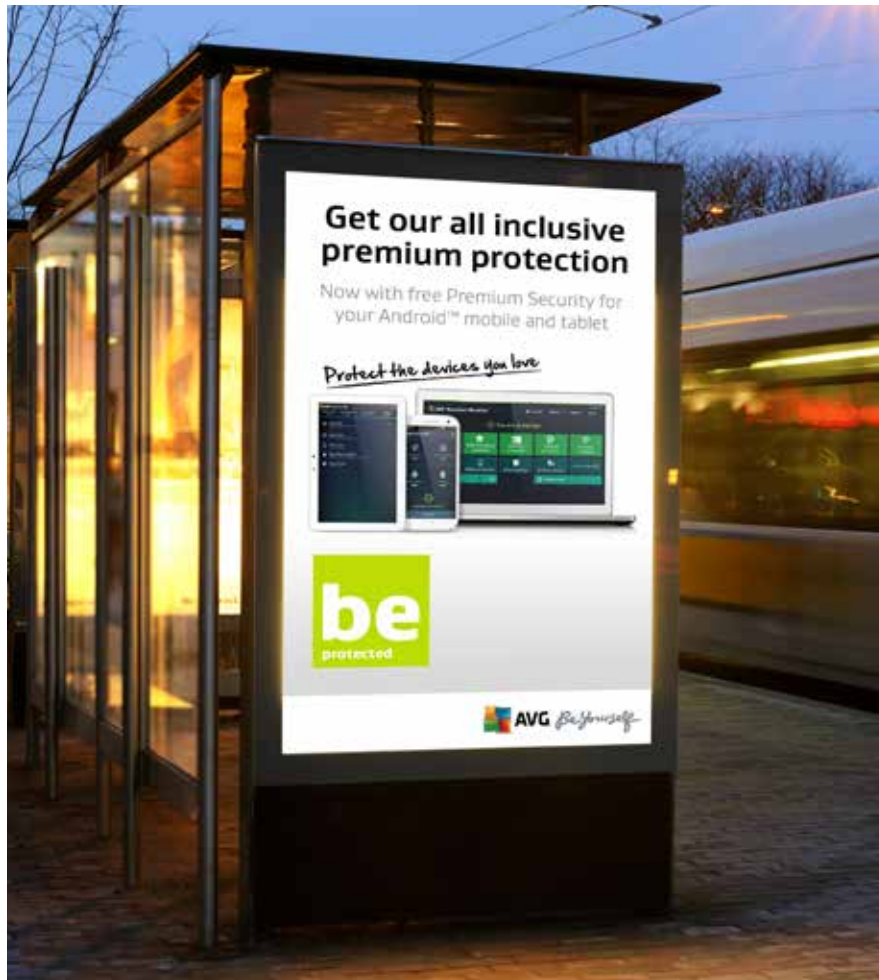
Example of the cross background used in a PowerPoint presentation.

Example of the cross background used in a print advertisement.

APPLICATIONS



Citylights / Posters / Rollups



Example of a CLV



Example of a poster for internal communication



Example of a rollup

Press Advertising

Get our all-inclusive premium protection

Now with free Premium Security for your Android™ mobile and tablet

Protect the devices you love



Headline

Gustan Bold

Line Spacing:
1.12 × the font size

Therefore
51 pt × 1.12 = 57.12 pt

Font color: Black

Body copy/Sub-headline

Gustan Light

Line Spacing:
1.2 × the font size

Therefore
31 pt × 1.2 = 37.2 pt

Font Color: AVG Gray

Example of press advertising for a product with full frame imagery.



AVG Family Safety®
for iPhone®, iPad®, iPod touch®
Keep your children protected online

Helps your family make the right choices online



Protection for the whole family

Prevents children accessing unsuitable websites.

Free & easy browsing

Get added benefits by linking to an AVG Family Safety PC account for desktop computers.

Privacy protection

Helps you identify and block sites that are tracking your family when browsing the web on iPhone®, iPad®, or iPod touch®

AVG Family Safety account

AVG Family Safety is free and easy to use.

Compatible with iPhone 5, iOS 4.3 & above

The AVG Family Safety PC software can be purchased at www.avg.com/avg-family-safety

avg.com



© 2013 AVG Technologies CZ, s.r.o. All rights reserved. iPhone®, iPad®, iPod Touch® are trademarks of Apple, Inc. registered in the United States and in other countries.

Example of press advertising for a number of products with original AVG background.

Headline

Gustan Bold

Line Spacing: 1.12 × the font size

Therefore 18 pt × 1.12 = 20.16 pt

Font Color: Black

Body copy

Gustan Light

Line Spacing: 1.2 × the font size

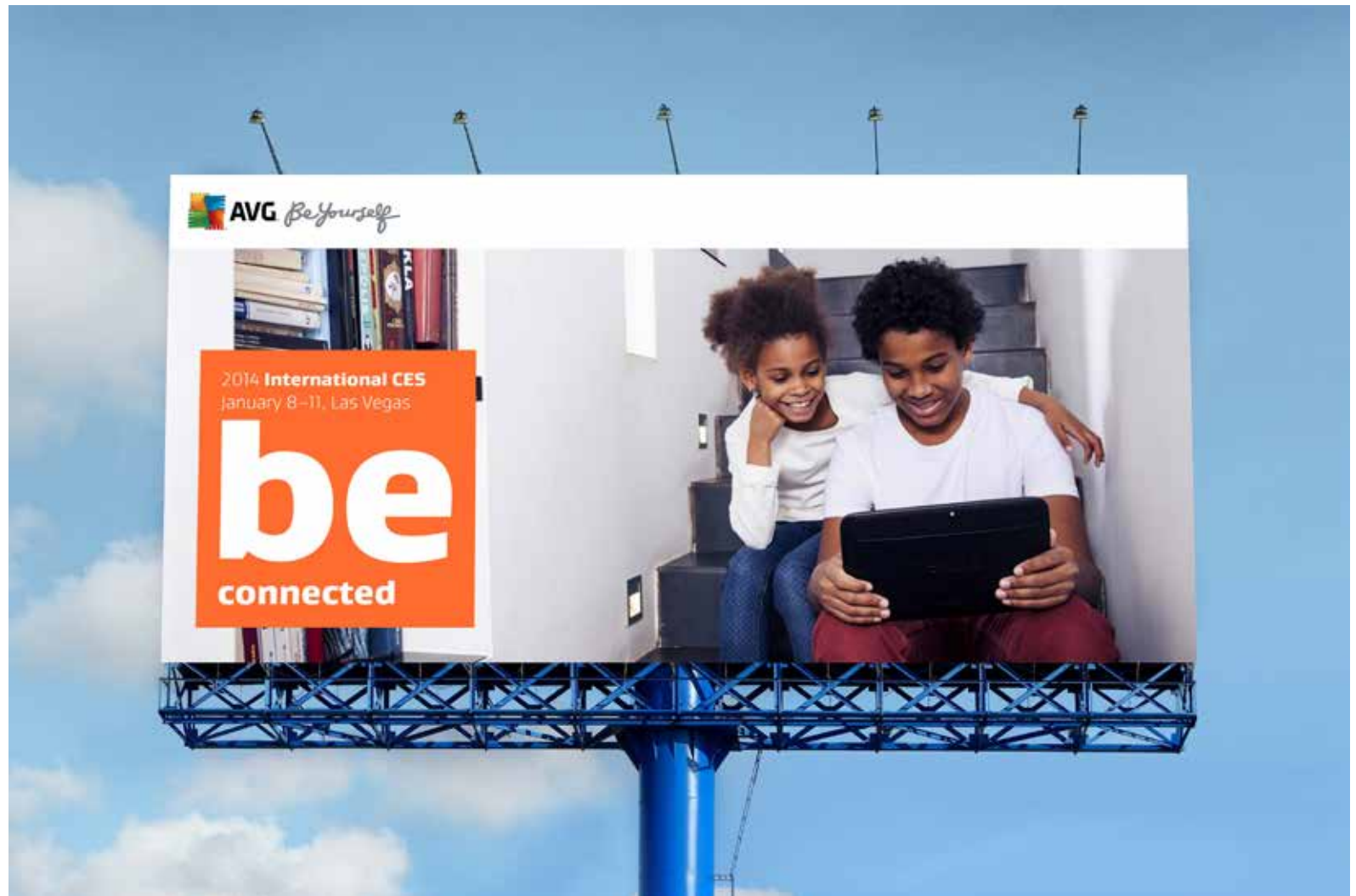
Therefore 11 pt × 1.2 = 13.2 pt

Font Color: AVG Gray

Billboard

Billboard with full frame imagery

The space above the “be something headline” can be used for a simple message.



Banners



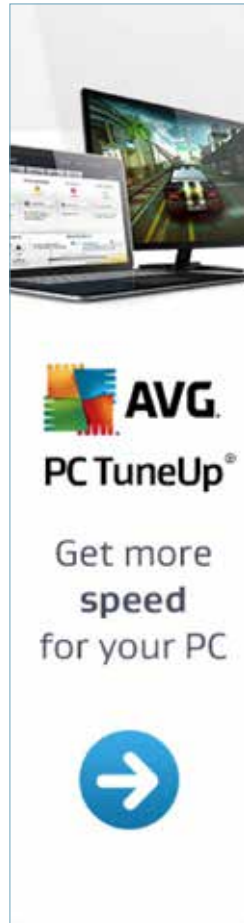
Example of an outdoor banner

Online – Banners

We do not include a standalone logo on a banner where the logo is embedded in the product name. Vice versa, when there is a standalone AVG logo on a banner we do not use the logo again in the product names.

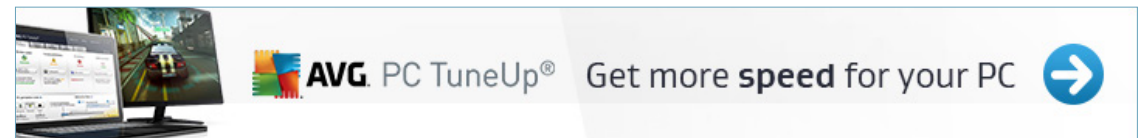
Existing Google Banners AVG TuneUp 2013

336 × 280
300 × 250
200 × 200
250 × 250
120 × 600
160 × 600
468 × 60
728 × 90



Example of a vertical banner

Example of a horizontal banner



Example of a square banner



Branded Merchandise / Promotional Items

The AVG Vivid color range allows an attractive colorful presentation of promotional items.



Video Guidelines

All video content should be preceded and concluded by the approved AVG Be Yourself logo. The video text is set in a Gustan font and on a semi-transparent background to improve legibility. Look to asset bag where you can download standardized video assets. For more information please refer to AVG Video Brand Guidelines.



AVG Brand Assets

This document, along with the AVG assets, is available for download from <http://avg.assetbag.com>.
Items are added constantly when they are completed.

To obtain login details, please contact brand@avg.com.

If you have any question regarding this manual and his impementation, please contact
AVG Brand Department, brand@avg.com.