



Avira logo guidelines

Our logotype

Our logotype has been uniquely created and must never be altered in any way. Where possible our primary horizontal logotype should be used for greater brand consistency.

For color guidance please see page 11.

Primary color logotype

Our logotype is made up of a symbol and wordmark. To create clarity throughout this document we will refer to these elements as illustrated.

Our red square

Our wordmark



Avira

Our symbol

Symbol/favicon versions

The symbol/favicon is a key component of the Avira brand. When using the logotype at extremely small sizes the symbol/favicon should be applied.

Symbol color rule

The Avira symbol must never be any other color other than the example illustrated on this page.



Our logotype – Horizontal and vertical versions

To allow the Avira logotype to be flexible when applied across all marketing platforms two versions have been created. These are described as the primary horizontal and vertical versions.

For color guidance please see page 11.

Primary color
logotype (horizontal)

Where space permits these
logotype versions should be
used.



Primary color
logotype (vertical)

Where space restricts the
length of the logotype these
versions are available to use.



Our logotype – Exclusion zones

The exclusion zone is an invisible clear space that surrounds the Avira logotype. For absolute clarity, consistency and standout this guidance must be adhered to.

For color guidance please see page 11.

Standard exclusion zone guidance

To protect the integrity of the logotype please ensure the exclusion zone is the height of the square.

The same rule applies to the vertical versions.



Limited use digital exclusion guidance

When applying our logotype on digital applications such as website header and footer bars, it will be necessary to reduce the exclusion zone as illustrated in this example.

However, other elements such as typography must not encroach the standard exclusion zone guidance.



Our logotype – Single color versions

On occasion there may be color restrictions, e.g. newspaper ads, bespoke promotional collateral and gifts. In these circumstances please use the black and white versions illustrated on this page.

The same guidance applies for both space restrictions and exclusion zones.

Primary black and white
logotype



Primary black and white
logotype (horizontal)



Primary black and white
logotype (vertical)

