





As Symantec transforms its business, we take this opportunity to better define our identity and brand promise to our customers. Our core identity remains the same. We are still the trusted ally working to protect customers from disruptions. To reinforce this identity, we have focused our core philosophy on becoming a trusted partner with our customers. We have made a commitment to deliver innovative, results-oriented solutions. The total integration of our identity, behavior, and core values will allow us to uphold the essential promise of our brand: to provide pure confidence in a connected world. In one sentence, this is what we and our brand are all about.

This book has been created to reveal our newly refined identity, and introduce you to the personality, appearance, and voice of the new Symantec brand. The standards within were created to give you a technical understanding of the components and structure of our new image. Keep in mind that this is a living document and look for electronic updates and additions online.

I invite you to read and see for yourself the beginning steps of the new Symantec. With your attention and support we will continue to prove to our customers that they can always count on Symantec. Many thanks for your efforts.

Sincerely,



Pam Johnson  
Director, Corporate Marketing

The defining pillars of the Symantec brand are the values that we continuously strive to manifest through our work. Throughout this book, both in language and design, we have sought to simultaneously demonstrate and describe the composition, character, and integrity of our new identity. The basic values invigorating our brand are described below.

#### **customer-driven**

“Every decision we make will be based on customer needs” (John Thompson, CEO). We know that our success depends on consistently providing value for our customers. Consequently, we must always strive to be attentive listeners, able to respond compassionately, quickly, and decisively.

#### **trust**

“The greatest quality is to be considered dependable” (anonymous). Trust is earned through the consistent display of attentive consideration and delivery of effective solutions. By listening to customers, we show we care. By responding effectively to what we hear, we are dependable.

#### **innovation**

To be considered innovators, we have to stay a step ahead of the speeding high-tech revolution. To achieve this, we must focus on anticipating new developments and problems before they arise. Our reputation for innovation will emerge from our intuitive understanding of what will be needed before it is asked for.

#### **action**

Our success will flow from the effectiveness of our products and services. Effectiveness stems from the provision of appropriate, intelligent, responsive, and proactive solutions.

In the reconstruction of our brand, we have tried to exemplify in every respect a distinct identity and philosophy.

Throughout this book you will see and read about the exact guidelines governing the use and implementation of our signature, language, and graphic design.

Our signature was carefully created to encompass and represent our brand's philosophy. It embodies the idea of symbiotic relationships, protection and security, balance with flexibility, and the undeniable synergy of two halves uniting to create a greater whole.

In all of our communications and graphics, it is our wish to radiate a simple sense of elegance, sophistication, and harmony.

### **usage**

The Symantec brand is a promise of integrity and respect in all of our endeavors. Our values guide our behavior and the way in which we communicate. Our attitude is reflected through the usage and tone of our language.

Please follow these guidelines for communication:

- Be authoritative, but never arrogant, patronizing or dogmatic
- Speak clearly and concisely to demonstrate intelligence
- Speak knowledgeably in language the audience can relate to
- Use short and direct sentences
- Use factual evidence in supporting strong claims
- Always use the active voice
- Always use precise, instead of colloquial language
- Demonstrate loyalty, understanding and compassion

### **tone**

Our tone of voice conveys the attitude and demeanor of our personality.

Our preferred tone stems from our values:

- Empathetic, understanding, polite, positive, respectful
- Consistently portray Symantec as the insightful partner
- Adopt a friendly and approachable manner that will encourage interest
- Focus on providing confidence, not fear



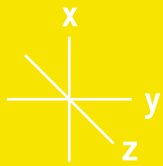
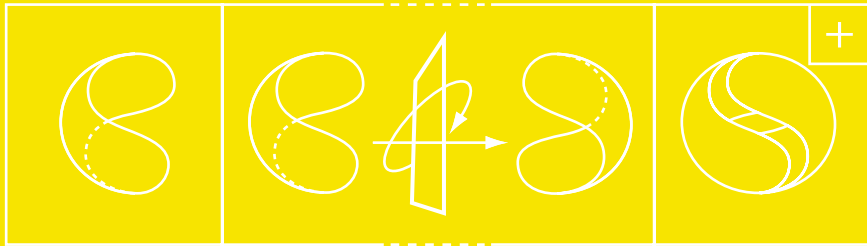
This new Symantec signature is the graphic representation of our company and the values for which it stands. It identifies us to the world, displaying an image that is both strong and discrete.

The Symantec signature combines the two most important visual elements of our brand, the Symantec logotype and the Symantec symbol. The diagram to the left illustrates the recognizable graphic features that make the Symantec signature unique.

The Symantec signature elements should never be separated. Position, size, and color, along with the spatial and proportional relationships of the Symantec signature elements are predetermined and should not be altered.

To ensure consistent representation of our brand identity always use high-quality vendors and reproduction methods.

To obtain electronic master signature artwork, go to our Intranet site at <http://syminfo.symantec.com> or our Extranet site at <http://marketing.symantec.com>.



The unique Symantec symbol stands for balance and harmony, and our commitment to quality and wholeness. It represents our tradition of integrating diverse ideas and solving complex problems.

The diagram to the left demonstrates the origin of the Symantec symbol design and construction. It is meant as historical information only, and does not imply that the symbol can in any way be manipulated.

The importance of this cannot be stressed strongly enough; modification or re-treatment of the Symantec symbol will detract from the integrity of the Symantec signature and, more importantly, the value of the Symantec brand.

our logotype

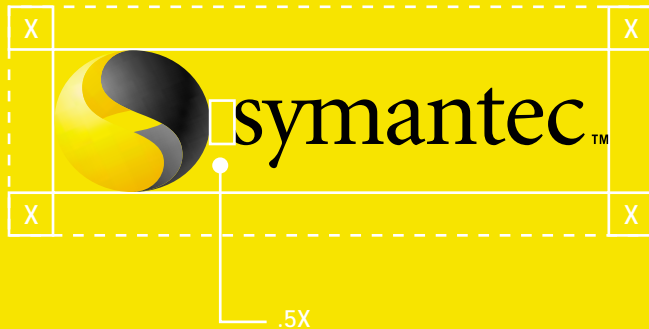
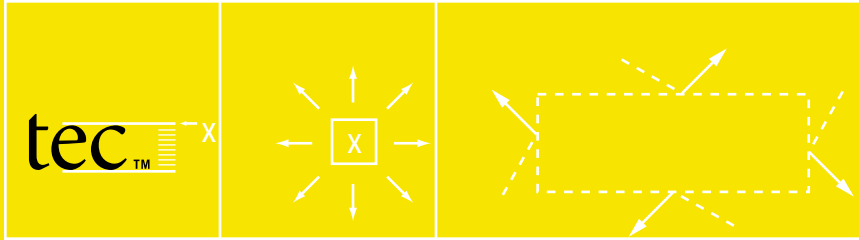
symantec™



The Symantec logotype was created as a specific artistic style to convey the personality and voice of the Symantec brand.

The serif style was favored for its flowing quality and ability to render a balance and symmetry that is complementary to the Symantec symbol.

In order to protect the integrity of our brand, the logotype must never be altered or replaced by any other type.



**Clear space** refers to a distance of "X", as a unit of measurement, surrounding each side of the Symantec signature. "X" equals the height of the letter "C" of the Symantec logotype. A minimum clear space requirement has been established to ensure the prominence and clarity of the Symantec signature. It is essential that the Symantec signature remains free of all graphics, taglines, identities, photography, and typography.



**Minimum size** refers to the smallest size at which the Symantec signature may be reproduced to ensure its legibility. The minimum reproduction size of the Symantec signature is 1/8" in height, based on the height of the letter "C" of the Symantec logotype. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact the Symantec Corporate Marketing Department for approval of those special applications. Observe the reproduction size requirements of the signature to avoid poor quality or distortion.

**The trademark symbol (™)** is a legal component of the Symantec signature and must always be present to protect our identity. Special consideration should be taken with respect to the sizing of the trademark symbol (™): when resizing the signature, please consider the context and use your best judgement to determine the appropriate size of the trademark symbol (™).



# our corporate colors

## primary color palette

		
symantec yellow	white	black
coated: C0 M20 Y100 K0		
uncoated: C0 M12 Y100 K0		
R255 G204 B000		
HEX# FFCC00		

## secondary color palette

				
symantec blue	symantec orange	symantec gray	symantec plum	symantec green
Pantone 5425	Pantone 144	Pantone Warm Gray 6	Pantone 437	Pantone 451
C34 M0 Y0 K38	C0 M47 Y100 K0	C0 M9 Y11 K30	C38 M38 Y43 K0	C34 M27 Y51 K0
R116 G143 B165	R242 G127 B26	R156 G149 B145	R125 G107 B120	R147 G147 B119
HEX# 748FA5	HEX# F27F1A	HEX# 9C9591	HEX# 7D6B78	HEX# 939377

Color provides a strong visual link to our brand identity across a wide range of applications.

Symantec yellow, white and black serve as our brand's corporate colors for print, electronic and environmental applications.



Symantec yellow is unique; there is no Pantone\* or other color matching system equivalent for this color. The color chips for the Symantec yellow provided with these standards are the color standards that all printed materials should match.

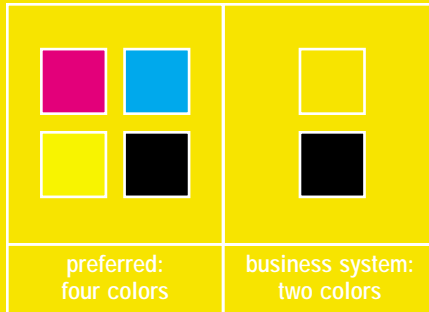
The secondary color palette has been created for use in presentations and other corporate materials.

To find colors that are consistent with the business needs of consumer, enterprise, and online applications, please refer to the relevant styleguides.

To ensure consistent representation of our brand identity always use high-quality vendors and reproduction methods.

\*In lieu of the Symantec colors, you may use the PANTONE® colors shown here, the standards for which can be found in the current edition of the PANTONE Color Formula Guide. **The colors shown in these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.** PANTONE® is a registered trademark of Pantone, Inc.

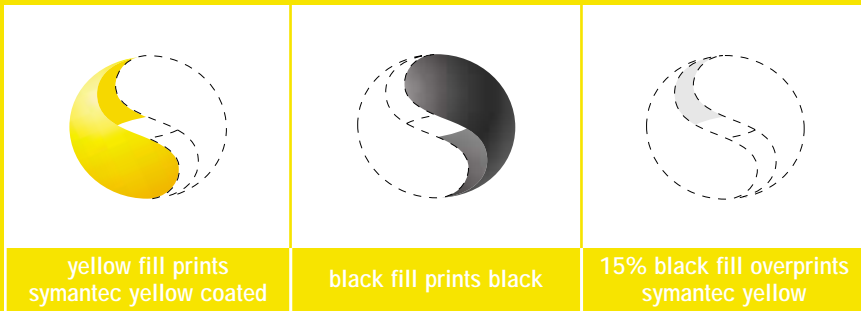
## our signature colors



### four-color reproduction



### two-color reproduction



Proper application of the Symantec signature is essential for promoting, maintaining, and protecting our brand. Adhere to the specifications in these standards and use high-quality vendors and reproduction methods to ensure consistent representation of our brand.

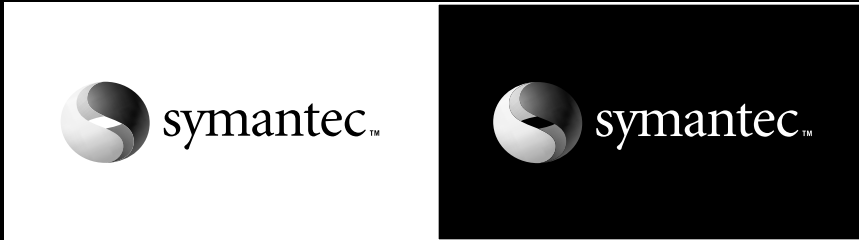
The preferred color configuration of the Symantec signature is in full color and should be used whenever possible.

Based on the applications and reproduction requirements, there are two ways to reproduce the Symantec symbol: for applications such as packaging, the Symantec symbol reproduces in four-color process. For applications such as stationery, the Symantec symbol reproduces in two colors, Symantec yellow and black (for reproduction instructions, see diagram to the left).



When printing the Symantec signature, always use the coated stock color specifications for the Symantec yellow.

grayscale



line art



For restricted or one-color applications, the Symantec signature appears in black and white.

Specifically, there are two ways to reproduce the one-color Symantec signature: with either grayscale or line art. The grayscale version employs the use of a black and white gradient to render shading and depth within the image. It is a far better representation of the original three-dimensional Symantec symbol and should be used whenever possible in one-color applications.

In contrast, the two-dimensional line art version merely depicts the outlines of the symbols; it is “a symbol of the symbol”. The line art version should only be used in situations where the materials and/or reproduction methods prevent the rendering of dimension and shading (e.g., embroidery, engraving, glass, wood, vinyl, etc.).

## our signature backgrounds



The Symantec signature must always appear clearly and legibly on its backgrounds. Always observe clear space specifications and use high-quality vendors and reproduction methods.

The preferred color configuration of the Symantec signature in full color should appear on a white background whenever possible.

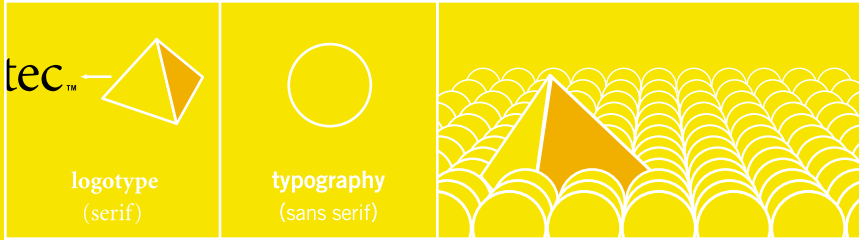
The Symantec signature may also be placed on a Symantec yellow background. In this case, the Symantec logotype always appears in black.

The Symantec signature may also appear on black, dark-colored, and light-colored backgrounds as long as sufficient contrast is provided. In situations where the background color is a grayscale somewhere between absolute black and white, please observe the following recommendation: when the background shifts to more than 50% gray in density, the Symantec logotype must appear in Symantec Yellow. A gray background density of less than 50% requires the use of the black Symantec logotype.

When placing the signature on a background other than the ones specified in these standards, use your best judgement to determine whether black or yellow Symantec logotype renders the highest contrast.

Always ensure legibility by placing the signature in an area that is simple and uncluttered.

## our typography



TradeGothic light  
the leader in internet security

TradeGothic regular  
the leader in internet security

TradeGothic bold  
**the leader in internet security**

TradeGothic bold no.2  
**the leader in internet security**

Minion  
**the leader in internet security**

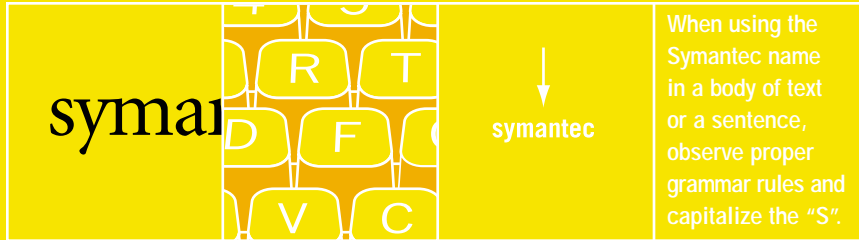
Our primary font family is TradeGothic and it is widely used in both internal and external Symantec communications (mostly print). This sans serif font is available in various weights. For our purposes, however, the most commonly used are Light, Regular, Bold, and Bold no.2.



Electronic communications (e.g., Word templates) require the use of the TrueType version of this font (for more information, see page 29 of these standards).

Our secondary font family is Minion. This serif font is used only to complement the primary font family (e.g., in the body of text).

## our typographic style



lowercase (preferred)

**the leader in internet security**

upper-, lowercase (preferred for body text only)

**The Leader in Internet Security**



uppercase (not recommended)

**THE LEADER IN INTERNET SECURITY**

The new Symantec voice is best expressed with the highly distinct all-lowercase version shown to the left (top example). The use of regular upper-, lower case (middle example) is recommended only for the body of the text.

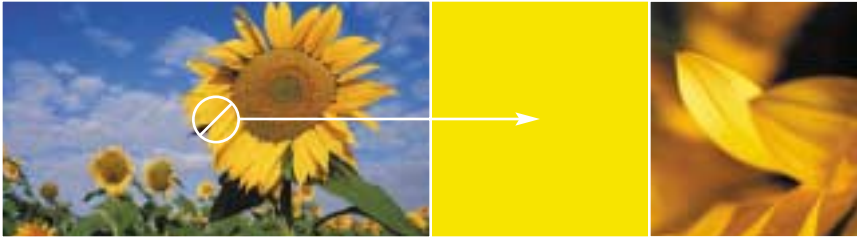


The use of all-caps, or uppercase style, is discouraged as its tone conflicts with the new voice that Symantec has adopted.

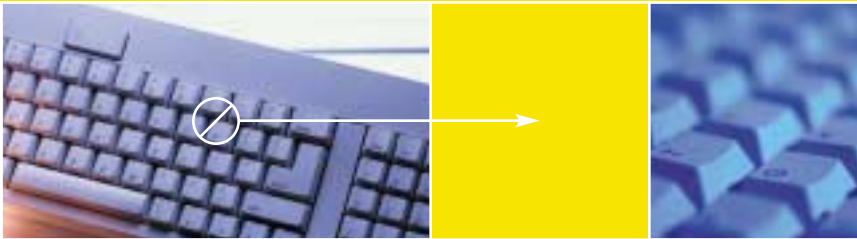
When "Symantec" appears in the body of text it should always be capitalized to visibly distinguish its importance from the surrounding text. However, when appearing as a part of a title or a heading, it may appear in lowercase.

## our image style

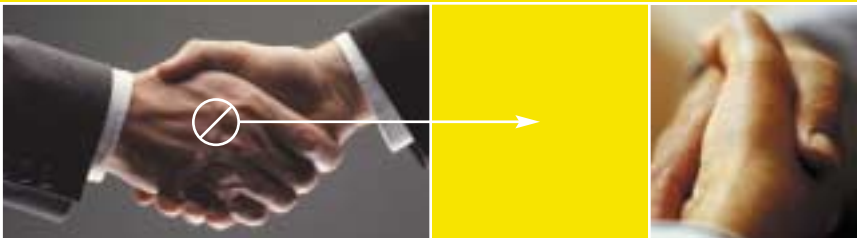
### nature



### technology



### humanity

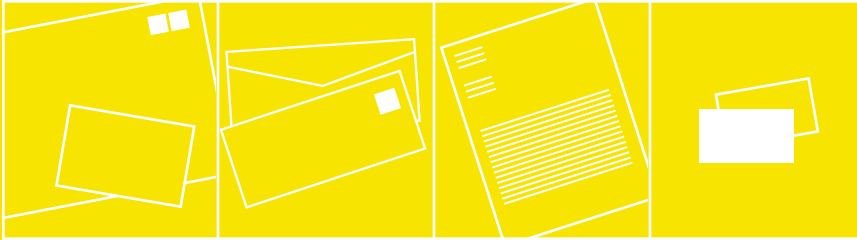


The images shown to the left demonstrate the creative distinction necessary to promote our style of communication.

Specifically, we emphasize a creative style that conveys our desire to express intimacy, harmony, and an insightful attention to detail.

Avoid the use of images that are strongly generic and impersonal.

Instead, choose images that embody a strong focus and personal view of the relevant objects and metaphors.



To maintain a consistent look across all Symantec internal and external communications, we have created a distinct stationery system.

These representative examples to the left correctly display the Symantec signature on a variety of materials.

Our Microsoft Word® templates require the use of the TrueType font—NewsGothic. For our purposes, the common weights of this font are Regular, Bold and Italic.

To obtain Microsoft Word® templates for our letterhead, news release, and fax, and to download the NewsGothic font family, go to our Intranet site at <http://syminfo.symantec.com> or Extranet site at <http://marketing.symantec.com>.



Consistent use of approved reproduction art is essential to effective Symantec identity management. Color sample sheets are provided for use in specifying colors for printing.

Ink formulas and process formulas are provided on the back of the color chips; however, your printer may find it necessary to adjust the formulas according to substrate and printing methods.

To reorder reproduction materials, contact the Symantec Corporate Marketing Department.

