Logo Miniguide

Published: December 1, 2023 | Version 1.0
Applicable: from December 1, 2023

ESET® Digital Security
Progress. Protected.

Dear user

Our logotype is at the heart of our identity. It is a primary representation of our brand and is vital in establishing brand awareness. It should therefore be used in all communications in its correct and approved form.

Thank you for adhering to our branding rules.

The primary logotype

This is the main logotype used for ESET communications. It is called the 'horizontal version' and has the following attributes:

- It is set in flat ESET Mid Turquoise (PANTONE 7713, C85 M0 Y26 K22, R0 G150 B161, #0096a1),

- Always has a white infill inside the lozenge,

- Contains the descriptor 'Digital Security' and the tagline 'Progress. Protected.' (both always in English),

- Needs to be displayed against a white or a light **neutral** (shades of grey) background,

- Requires a clear space around it, free from any other text or design elements,

- Must always be reproduced from the original artwork and never altered in any way.

Secondary logotypes: other compositions

The **compact** and **centered versions** are available for situations where space is limited. They should be used only if the preferred horizontal layout does not fit the available space.

Compact version

Centered version

Secondary logotypes: other color versions

You can alternatively use the ESET logo in the white version applied to the ESET **turquoise background**. Such background is defined as follows: PANTONE 7713, C85 M0 Y26 K22, R0 G150 B161, #0096a1. **No other colours**, including other shades of turquoise are allowed to be used with the white ESET logotype.

For a **neutral dark-colored background**, use the ESET Mid Turquoise with white infill logotype and a white tagline and descriptor.

Exclusion zone

To protect the integrity of the ESET logotype, the logotype must always be surrounded by a clear space. The minimum exclusion zone is determined as shown below. No text, graphics or colors other than neutral tones may encroach on this area.

Dual branding

These compositions are used to display the ESET logotype alongside third-party logotypes, such as when ESET branding appears on another company's packaging, advertising or at events.

It is crucial to always ensure that ESET is presented in a positive light and not associated with anything violent, unpleasant or offensive.
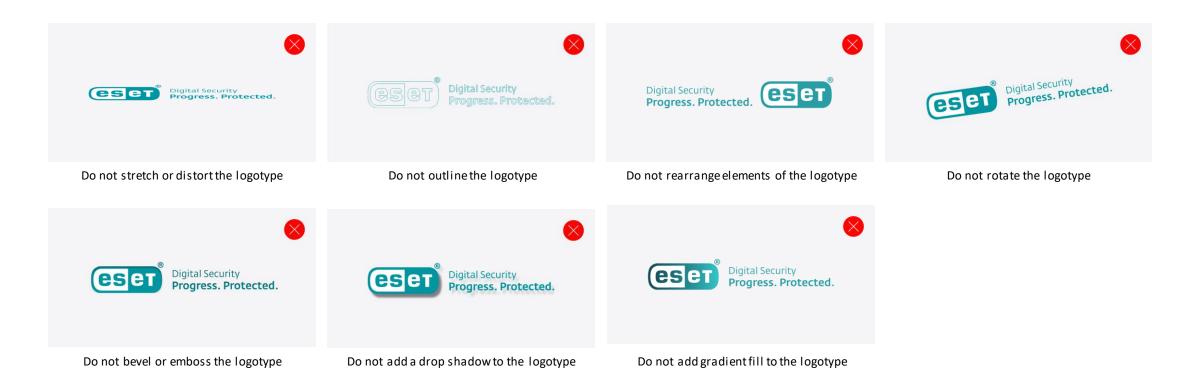
Logotype misuse

The ESET logotype should never be modified, misinterpreted, or added to. The following examples flag the most common mistakes:

Do not stretch or distort the logotype

Do not outline the logotype

Do not rearrange elements of the logotype

Do not rotate the logotype

Do not bevel or emboss the logotype

Do not add a drop shadow to the logotype

Do not add gradient fill to the logotype

Resources for you

To download the logotype files, click here