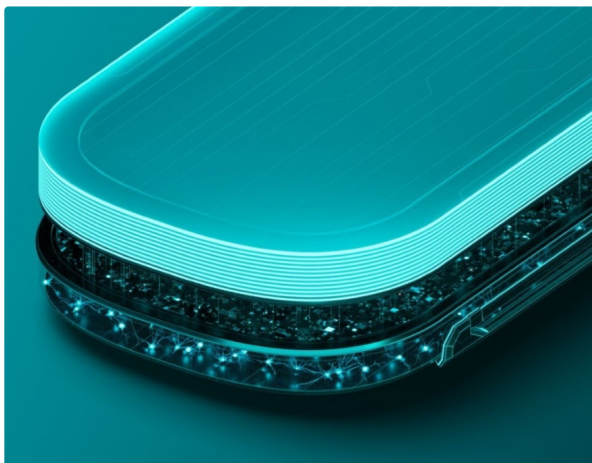


Introducing the ESET brand

This document provides an overview of who we are, what we stand for, and how we present ourselves to the world.

To get to know the ESET brand fully, we invite you to read the ESET Brand Book online. It describes the visual and verbal elements that make up the ESET brand identity and how they work together to create a consistent and inspiring whole.



Our brand essence

When technology enables progress, ESET is here to protect it.

Since its beginning, our digital security software has empowered people to use IT to improve their lives and grow their businesses. A lot has changed over the three decades of ESET's existence, but our ambition remains the same. We've grown into a **global brand, protecting millions of people and hundreds of thousands of companies worldwide**. We continue to develop ways to protect the technology that **enables progress and strive to make inevitable change a change for the better**.

Our brand persona

Wise Guardian—a trusted and reliable protector, driven by a sense of responsibility to keep its customers safe from cyber threats.

Our persona draws on the **Hero's** bravery to face digital challenges and the **Sage's** knowledge and wisdom to guide customers through cybersecurity complexities.





How our customers benefit

When technology is protected from threats—when it is reliable—customers can fully embrace its potential.

How ESET delivers on its brand promise

We provide powerful cybersecurity based on the latest technology, tools and research.

Our digital security empowers others to use IT to improve their lives and grow their businesses. We protect millions of people and thousands of companies worldwide. We continue to develop ways to protect the technology that drives humanity's progress.



Our brand voice

Our goal in communication is to create the feeling of one-to-one conversation. Our voice is an extension of our brand persona—the Wise Guardian. It has to reflect both aspects of this persona: the wise and the brave.

Our voice is always:

- Intelligent
- Understanding
- Bold
- Warm
- Dignified

We have one voice. And we have many tones. We cannot speak to young gamers in social media posts the same way we address the CISO of a large enterprise in an invitation email. But we still have the same brand persona—the Wise Guardian. We always have the same voice, never losing any of the five traits listed above.

Our logo

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 consists of the **ESET lozenge**, **tagline** and **descriptor**. The tagline 'Progress. Protected.' embodies our brand proposition. The 'Digital Security' descriptor provides an immediate statement about what we do. The tagline and descriptor should be included alongside the ESET lozenge wherever possible.



The ESET primary logotype—the version for white and light-colored neutral backgrounds



The ESET primary logotype—the version for turquoise backgrounds



The ESET primary logotype—a version for black and dark-colored neutral backgrounds



The ESET primary logotype—an alternate version for black and dark-colored neutral backgrounds

The Progress Shape

The Progress Shape is a **general brand-unifying element** and should be **used at least once per asset**, or per key part of the asset or touchpoint. The Progress Shape is derived from the ESET logotype outline and is positioned at a 30-degree incline to symbolize progress. Always ensure that the Progress Shape creates an incline and does **not point downwards** when scanning left to right.

You can use the Progress Shape in many ways, as long as the shape's curved corner and upward incline are visible. The Progress Shape can be used as a main image or as a part of other imagery—for example, typography or photographs framed by the Progress Shape.



© 2014 ESET, spol. s r.o. All rights reserved. ESET, the ESET logo and the Progress Shape are trademarks of ESET, spol. s r.o.

For more information, please contact us at info@eset.com or visit our website at www.eset.com.



Colors

ESET is turquoise, and its primary brand color is ESET Mid Turquoise. It is always used as the dominant color.

ESET Mid Turquoise
PANTONE 7713
C85 M0 Y26 K22
R0 G150 B161
#0096a1

There are several turquoise hues to support ESET Mid Turquoise—lighter and darker alternatives for tonal variety.

Furthermore, a range of neutrals and accent colors add flexibility, balance, and elegance.

Imagery

It is our long-term aim to connect ESET to the idea of progress. In visual terms, we express our belief in progress through three visual elements: the Protection Deck, the Progress Shape, and Photographic Imagery.

Typography

Our brand typeface is [Fedra Sans](#).

It humanizes our message and adds simple, informal elegance. As a contemporary, progressive, and vibrant corporate sans typeface, it embodies ESET's brand values and personality.

When there is a need for a system font that requires no special license and is available on all computers, our fallback choice is [Calibri](#) for Microsoft documents and [Segoe UI](#) for our webpage.