

A large, stylized, dark green 'W' shape serves as the background for the entire page. The 'W' is composed of several sharp, angular segments, creating a modern and geometric look.

**WEBROOT®**

CORPORATE STYLE GUIDE



# introduction

Follow these Webroot® Brand Style Guidelines. They express who we are, how we look, and what we say. Whether you're in Sales or Marketing, designing a t-shirt or a banner ad, this guide should be your first point of reference for any Webroot branded material. Always follow the fonts, logos, colors, messaging, and design elements outlined here. If you can't find the answers you're looking for, please email us at [MarCom@webroot.com](mailto:MarCom@webroot.com).



A large, stylized letter 'W' composed of three overlapping, slightly offset 'V' shapes. The top and bottom 'V' shapes are dark green, while the middle 'V' shape is white, creating a layered effect.

**WEBROOT®**

BRAND PERSONALITY



### Traditional cybersecurity can't keep up.

The industry needs a really big change. It's time to change cybersecurity from selling do-it-yourself products that say, "Here, it's all up to you to figure your security out," to a service that says, "We'll keep you safe, no matter how or where you connect." It's time to change—from being one of those software companies people dread having to deal with, to becoming the only cybersecurity and threat intelligence provider that makes people love what we do for them.

### It's time for a smarter solution.

We see cybersecurity as a lot bigger than protection. We see it as predicting and preventing problems before they occur, not just fixing them afterward. We see it as an opportunity to free people to do more of what they want to do and less of what they don't. We see security as providing businesses with a way to spend less time, money, and resources on protecting themselves and more on everything that helps their businesses grow. We see cybersecurity and threat intelligence services as a phenomenal service experience for every one of our customers. We believe that we can deliver security in ways our customers will really love. We believe that making this happen will make the way everyone else does security obsolete. And we believe that making all this happen will make us number one.



### OUR GOAL

To be the market leader in intelligent endpoint security and cloud-based intelligence.

### OUR OBJECTIVES

Delight our customers in every way including superior efficacy, excellent service experience, and surprisingly wonderful support.

Grow our revenue much faster than the rest of the industry in each of our market segments.

Create a buzz that delivers widespread brand recognition for Webroot.

### OUR STRATEGY

Our strategy is to provide superior cybersecurity protection to consumers, small businesses, and enterprises through cloud-based SaaS services. We employ the latest technological innovations in our services to provide industry best protection and to create unique competitive advantages for Webroot and for our market partners. We use the success of our customers as the primary measure of our own success.

### OUR VALUES

#### **Integrity.**

We honor our commitments and we respect each other as individuals.

#### **Customer-focused.**

We measure our success by our customers' success.

#### **Excellence.**

We continually learn and grow to achieve excellence in everything we do.

#### **Innovation.**

We lead through ingenuity and creative problem solving.

### OUR PERSONALITY

#### **Agile.**

We are flexible, coordinated and responsive.

#### **Aligned.**

We work toward a common vision to achieve success.

#### **Disruptive.**

We redefine our markets in continually innovative ways.

#### **Frictionless.**

We make security intuitive and effortless.

#### **Focused.**

We have clarity of purpose in our company, products and operations.

#### **Simplified.**

No more complexity than needed.



### Writing copy for Webroot

MarCom is the central location for all Webroot messaging and outward communication of any kind. Whether it is an ad, an email, or a case study written by a client, all copy must be submitted to the MarCom department via a MarCom request form to ensure brand consistency and messaging. By allowing the all collateral and written communications to go through the MarCom department, Webroot will be able to maintain consistent and engaging communications which will go far in building and maintaining the Webroot brand.

### Webroot is helpful

We are there when our customers need us. We are their trusted advisors and their friends. They depend on our expertise, and we go the extra mile to maintain that trust. We make them feel safe and important. We make their lives easier. We care.

### Webroot is easy to understand.

We use everyday language to explain our technological advantages. We do not toss jargon around as if everybody knows as much about the technology as we do. We speak our customers' language and we always "keep it real."

### Webroot is agile.

We don't treat customers like they are "one of the pack." We recognize their uniqueness and adapt to their needs. We make it easy for them to do business with us.

### Webroot is trustworthy.

We don't exaggerate or rely on fear-based tactics to drive purchases. We do the right thing — whether it's returning money because a product didn't meet expectations or proactively telling customers about a problem we know exists. We make good on our promises and use facts to back up our claims.

### General writing guidelines

- » Talk to your audience. Copy should read like a letter from a trusted friend or colleague.
- » Simplify.
- » Single out your target. Understand their problems, hopes and needs. Ignore everyone else.
- » Don't exaggerate. Call a spade a spade, and a suspension a suspension — not something like "orbital cushioning."
- » Look to the customer to find the emotional reasons for purchase.
- » Facts are more persuasive than empty claims.
- » Be human. Joke about the product. These ideas can be turned into powerful words with an honesty the consumer appreciates.

*"If you don't enjoy writing it, nobody will enjoy reading it."  
Put a little bit of yourself into your writing, and it will make  
your words much easier to read.*

Bill Bernback, one of the greatest advertising copy writers of all time



A large, stylized, dark green 'W' shape serves as the background for the entire image. The 'W' is composed of several sharp, triangular peaks and valleys, creating a geometric pattern. The color is a solid, deep green.

**WEBROOT®**  
COLORS & FONTS



**Pantone 7741**

- The primary color for any corporate collateral and is the preferred color usage for the Webroot logo
- Use for headers and icons
- Use CMYK equivalent for print
- Use hex equivalent for digital

**80% Black**

- Use when building in CMYK mode
- Use for all body copy on a white background
- May be used for the Webroot logo when color is not available
- Use hex equivalent for email and digital art

**Pantone Cool Gray 11**

- Use only when a Pantone color is needed for printing

**PRIMARY COLORS**

	c 78 m 25 y 100 k 10 r 64 g 135 b 64 hex# 408740
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	c 66 m 57 y 51 k 29 r 84 g 86 b 91 hex# 54565b
--	--

	c 66 m 57 y 51 k 29 r 84 g 86 b 91 hex# 54565b
--	--

**Pantone 375**

- A secondary color and should be used sparingly and only to enhance the brand
- May be used for the Webroot logo only if Pantone 7741 will not work for the end purpose. (For example, if using it for marketing swag, Pantone 375 may be used if the imprint is on a black background and Pantone 7741 will not display well.)

**SECONDARY COLOR**

	c 47 m 0 y 100 k 10 r 148 g 214 b 0 hex# 94d600
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# Webroot Color Palette | Consumer Product Colors

- The product specific color palette represents the four consumer products and their variations
- These colors should be used to identify the product they represent on packaging and corporate collateral when appropriate
- These colors may also be used in presentations or videos as secondary colors to the primary color palette



Pantone 312  
c 96 m 5 y 15 k 0  
r 0 g 167 b 207  
hex# 00a7cf



Pantone 2597  
c 79 m 100 y 6 k 2  
r 92 g 15 b 140  
hex# 5c0f8c



Pantone 1585  
c 0 m 71 y 98 k 0  
r 255 g 109 b 16  
hex# ff6d10

# Webroot Color Palette | Business Product Colors

- The product specific color palette represents the four Webroot SecureAnywhere® Business products
- These colors should be used to identify the product they represent on packaging and corporate collateral when appropriate
- These colors may also be used in presentations or videos as secondary colors to the primary color palette



Pantone 2935  
c 100 m 68 y 4 k 0  
r 0 g 86 b 184  
hex# 0056b8



Pantone 166  
c 84 m 100 y 24 k 20  
r 73 g 14 b 103  
hex# 490e67



Pantone 2617  
c 84 m 100 y 24 k 20  
r 73 g 14 b 103  
hex# 490e67



Pantone 1235  
c 0 m 32 y 94 k 0  
r 255 g 184 b 29  
hex# ffb81d



These Webroot fonts are to be used for print, digital and brand design whenever possible.

These fonts include two typefaces – Neo Sans Std and News Gothic Condensed – designed to work together to create a consistent image and are the standard fonts when creating materials representing Webroot.

**Neo Sans Std** should be used for headlines in both print and digital advertising, as well as for corporate collateral. It may also be used as pull-out or highlighted text where appropriate.

Headlines »  
**Neo Sans Std Medium**

Pull-out text »  
*Neo Sans Std Italic*

News Gothic BT Condensed should be used as body copy for both print and digital advertising, as well as for all corporate collateral.

Body Text »  
News Gothic BT Condensed

# Neo Sans Std

Neo Sans Std Light		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
Neo Sans Std Light Italic		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
Neo Sans Std Regular		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
Neo Sans Std Italic		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
Neo Sans Std Medium		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
Neo Sans Std Medium Italic		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
Neo Sans Std Bold		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
Neo Sans Std Bold Italic		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789

# News Gothic BT Condensed

News Gothic BT Condensed		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
News Gothic BT Condensed Italic		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
News Gothic BT Bold Condensed		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789
News Gothic BT Bold Condensed Italic		
abcdefghijklmnopqrstuvwxyz	ABCDEFGHIJKLMNOPQRSTUVWXYZ	0123456789



A large, stylized green letter 'W' that serves as the background for the entire image. The 'W' is composed of several sharp, triangular peaks and valleys, creating a geometric pattern.

**WEBROOT®**  
LOGOS





The Webroot logo is the **primary logo** for all corporate materials, both print and digital. The logo should always be used in its pure form, and be unaltered in any way. Use this logo for letterhead, envelopes, forms, internal documentation, signage and for all other general uses not specific to marketing collateral or promotional campaigns. Place the logo to be effective and have maximum impact.

This style guide details the ways in which you may create materials with the Webroot logo and maintain a visually consistent brand impression.

**A Wordmark** – The Webroot wordmark is made up of ultra-modern and relaxed letterforms. The W, E, and R have been custom cut for Webroot to create a unique logotype. The thick, bold font proclaims strength and power and provides maximum legibility in all mediums. The registration symbol should always accompany the wordmark.



### Space and Proportion

- The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the “T” in the logo. It should never be less than that.
- The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area
- The boundaries of this negative space area apply to any graphic elements that are near the logo

### Minimum Width

- Keep the overall logo size at 1” (72px) wide or greater

### Nomenclature Standards

- In all materials, internal or public, the company name is to be typeset as Webroot
- Webroot is to remain in upper and lower case regardless of its position in a sentence
- The logo should never be used in running text to replace the company name



### MINIMUM LOGO WIDTH





## Webroot Wordmark Logo | Acceptable Color Usage

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**WEBROOT®**

### Primary Logo – First Choice

- This is the logo of choice to be used whenever possible for all corporate print and digital marketing.
- The standard logo should always be solid Pantone 7741 green, or CMYK equivalent.\*

\*See the Color Palette section for color breakdowns

**WEBROOT®**

### Primary Logo – Second Choice

- A secondary version of the logo for instances in which a dark background needs to be used.
- The white logo should only be used on a dark background. Preferably Pantone 7741\*, or 80% Black.

\*See the Color Palette section for color breakdowns

## Webroot Wordmark Logo | Acceptable Grayscale & Black Usage

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**WEBROOT®**

### Primary Logo – Gray – Use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.

**WEBROOT®**

### Primary Logo – Black – Use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable.





The Webroot Smarter Cybersecurity logo is the **secondary logo** and is used for all marketing and communication materials, both print and digital. The logo should always be used in its pure form, and be unaltered in any way. Place the logo to be effective and have maximum impact. DO NOT use the secondary logo (with the “Smarter Cybersecurity” tagline) unless you are creating marketing related materials. This style guide details the ways in which you may create materials with the Webroot Smarter Cybersecurity logo and maintain a visually consistent brand impression.

- A Wordmark** — The Webroot wordmark is made up of ultra-modern and relaxed letterforms. The W, E, and R have been custom cut for Webroot to create a unique logotype. The thick, bold font proclaims strength and power and provides maximum legibility in all mediums. The registration symbol should always accompany the wordmark.
- B Tagline** — The tagline Smarter Cybersecurity tells the world who we are and what we do. Except for instances where the logo will be reproduced under 2”, the tagline should always remain with the Webroot wordmark and should always be accompanied by the trademark symbol.



### Space and Proportion

- The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the “T” in the logo. It should never be less than that.
- The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area
- The boundaries of this negative space area apply to any graphic elements that are near the logo

### Minimum Width

- Keep the overall logo size at 1.75” (126px) wide or greater
- If smaller than 1.75” (126px), use the Webroot wordmark logo

### Nomenclature Standards

- In all materials, internal or public, the company name is to be typeset as Webroot
- Webroot is to remain in upper and lower case regardless of its position in a sentence
- The logo should never be used in running text to replace the company name





## Webroot Smarter Cybersecurity Logo | Acceptable Color Usage

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### Secondary Logo – First Choice

- This is the logo of choice to be used whenever possible for all print and digital marketing.
- The standard logo should always be solid Pantone 7741 green, or CMYK equivalent.\*

\*See the Color Palette section for color breakdowns



### Secondary Logo – Second Choice

- A secondary version of the logo for instances in which a dark background needs to be used.
- The white logo should only be used on a dark background. Preferably Pantone 7741\*, or 80% Black.

\*See the Color Palette section for color breakdowns

## Webroot Smarter Cybersecurity Logo | Acceptable Grayscale & Black Usage

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### Secondary Logo – Gray – Use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.



### Secondary Logo – Black – Use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable.



## Webroot Smarter Cybersecurity Logo | Incorrect Logo Usage

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- These examples demonstrate some of the possible improper uses of the Webroot logo. The proper color and configuration of the logo is essential for a consistent brand across a wide variety of media.
- To ensure correct reproduction of the Webroot logo, simply use the approved digital art file for all applications.

**Do not alter color, proportions or any logo elements.**

**The incorrect logo usage guidelines apply to ALL Webroot logo variations in this style guide**



Never place the 4-color logo over a photo or a distracting background



Never place the solid green logo on a color background other than black and light gray



Never place the logo inside a box



Never place effects behind the logo



Never make logo any other color than the approved logo colors



Never distort or skew the logo



Never extrude or add perspective to the logo as a 3-dimensional object



Never screen back the logo



## Webroot SecureAnywhere Logo | Wordmark & Tagline Usage

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The Webroot SecureAnywhere logo is the first association many new customers will have with the brand. It is, therefore, among our most enduring and valuable corporate assets. To ensure and enhance its value, we treat this corporate signature with respect and care.

This style guide details the ways in which you may create materials with the Webroot SecureAnywhere logo and maintain a visually consistent brand impression.

This logo is made up of two elements that work together to show strength and represent the unique facets of the Webroot Security offering.

- A Wordmark** – The Webroot wordmark is made up of ultra-modern and relaxed letterforms. The W, E, and R have been custom cut for Webroot to create a unique logotype. The thick, bold font proclaims strength and power and provides maximum legibility in all mediums. The registration symbol should always accompany the wordmark.
- B Product Logo** – SecureAnywhere should be placed approximately an .1” below the Webroot wordmark. The edge of the “S” in Secure should be lined up with the “R” in Webroot, and the ® lined up with the edge of the “T” in Webroot. The ® should be placed after SecureAnywhere when used with the Webroot wordmark.



## Webroot SecureAnywhere Logo | Acceptable Color Usage

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### SecureAnywhere Logo – First Choice

- This is the primary logo for all digital and print materials
- This logo should always be solid Pantone 7741 green\*

\*See the Color Palette section for color breakdowns



### SecureAnywhere Logo – Second Choice

- Use only when a background is needed
- The white logo should only be used on a dark background. Preferably Pantone 7741\*, or 80% Black.

\*See the Color Palette section for color breakdowns

## Webroot SecureAnywhere Logo | Acceptable Grayscale & Black Usage

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### SecureAnywhere Logo – Gray – use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.



### SecureAnywhere Logo – Black – use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable.



## Webroot SecureAnywhere Logo | Space and Proportion & Nomenclature Standards

### Space and Proportion

- The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the “T” in the logo. It should never be less than that
- The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area
- The boundaries of this negative space area apply to any graphic elements that are near the logo

### Minimum Width

- Keep the overall logo size at 1” (72px) wide or greater

### Nomenclature Standards

- In all materials, internal or public, the company name is to be typeset as Webroot
- Webroot is to remain in upper and lower case regardless of its position in a sentence
- The logo should never be used in running text to replace the company name



### MINIMUM LOGO WIDTH







The Webroot consumer product line consists of three products: AntiVirus, Internet Security Plus, Internet Security Complete. Each product has its own color assignment as shown in the color palette section of this style guide. The logos should always be used in their pure form, and be unaltered IN ANY way.

This logo is made up of three elements that work together to show strength and represent the unique facets of the Webroot SecureAnywhere® consumer product offerings.

- A Wordmark** — The Webroot wordmark is made up of ultra-modern and relaxed letterforms. The W, E, and R have been custom cut for Webroot to create a unique logotype. The thick, bold font proclaims strength and power and provides maximum legibility in all mediums. The registration symbol should always accompany the wordmark.
- B Product Logo** — SecureAnywhere should be placed approximately an .1" below the Webroot wordmark. The edge of the "S" in Secure should be lined up with the "R" in Webroot, and the ® lined up with the edge of the "T" in Webroot. The ® should be placed after SecureAnywhere when used with the Webroot wordmark.
- C Identifier** — The identifier for each consumer product. These logos are shown in the following pages.



## Webroot SecureAnywhere Consumer Product Logos | Acceptable Color Usage | Vertical Logos

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**WEBROOT**  
SecureAnywhere®  
AntiVirus

**WEBROOT**  
SecureAnywhere®  
Internet Security Plus

**WEBROOT**  
SecureAnywhere®  
Internet Security Complete

### Consumer Product Logos – First Choice

- This is the primary logo for all digital and print materials
- See color palette for individual product color breakdowns

**WEBROOT**  
SecureAnywhere®  
AntiVirus

**WEBROOT**  
SecureAnywhere®  
Internet Security Plus

**WEBROOT**  
SecureAnywhere®  
Internet Security Complete

### Consumer Product Logos – Second Choice

- Use only when a dark background is needed
- The white logo should only be used on a dark background.

## Webroot SecureAnywhere Consumer Product Logos | Acceptable Grayscale & Black Usage

---

**WEBROOT**  
SecureAnywhere®  
AntiVirus

**WEBROOT**  
SecureAnywhere®  
Internet Security Plus

**WEBROOT**  
SecureAnywhere®  
Internet Security Complete

### Consumer Product Logos – Gray – use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.

**WEBROOT**  
SecureAnywhere®  
AntiVirus

**WEBROOT**  
SecureAnywhere®  
Internet Security Plus

**WEBROOT**  
SecureAnywhere®  
Internet Security Complete

### Consumer Product Logos – Black – use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable.



## Webroot SecureAnywhere Consumer Product Logos | Acceptable Color Usage | Horizontal Logos

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WEBROOT  
SecureAnywhere® AntiVirus

WEBROOT  
SecureAnywhere® Internet Security Plus

WEBROOT  
SecureAnywhere® Internet Security Complete

### Consumer Product Logos – First Choice

- This is the primary logo for all digital and print materials
- See color palette for individual product color breakdowns

WEBROOT  
SecureAnywhere® AntiVirus

WEBROOT  
SecureAnywhere® Internet Security Plus

WEBROOT  
SecureAnywhere® Internet Security Complete

### Consumer Product Logos – Second Choice

- Use only when a dark background is needed
- The white logo should only be used on a dark background.

## Webroot SecureAnywhere Consumer Product Logos | Acceptable Grayscale & Black Usage

---

WEBROOT  
SecureAnywhere® AntiVirus

WEBROOT  
SecureAnywhere® Internet Security Plus

WEBROOT  
SecureAnywhere® Internet Security Complete

### Consumer Product Logos – Gray – use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.

WEBROOT  
SecureAnywhere® AntiVirus

WEBROOT  
SecureAnywhere® Internet Security Plus

WEBROOT  
SecureAnywhere® Internet Security Complete

### Consumer Product Logos – Black – use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable.



## Webroot SecureAnywhere Consumer Product Logos | Space and Proportion & Nomenclature Standards

### Space and Proportion

- The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the “T” in the logo. It should never be less than that
- The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area
- The boundaries of this negative space area apply to any graphic elements that are near the logo

### Minimum Width

- Keep the overall logo size at 1” (72px) wide or greater

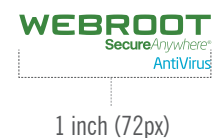
### Nomenclature Standards

- In all materials, internal or public, the company name is to be typeset as Webroot SecureAnywhere® [Product Name]
- Webroot is to remain in upper and lower case regardless of its position in a sentence
- The logo should never be used in running text to replace the company name

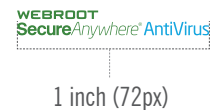
THIS APPLIES TO ALL OF THE CONSUMER PRODUCT LOGOS



MINIMUM LOGO WIDTH



MINIMUM LOGO WIDTH







The Webroot business product line consists of four products: Endpoint Protection, Mobile Protection, User Protection, Web Security Service. Each product has its own color assignment as shown in the color palette section of this style guide. The logos should always be used in their pure form, and be unaltered IN ANY way.

This logo is made up of three elements that work together to show strength and represent the unique facets of the Webroot SecureAnywhere® business product offerings.

- A Wordmark** — The Webroot wordmark is made up of ultra-modern and relaxed letterforms. The W, E, and R have been custom cut for Webroot to create a unique logotype. The thick, bold font proclaims strength and power and provides maximum legibility in all mediums. The registration symbol should always accompany the wordmark.
- B Product Logo** — SecureAnywhere should be placed approximately .1" below the Webroot wordmark. The edge of the "S" in Secure should be lined up with the "R" in Webroot, and the ® lined up with the edge of the "T" in Webroot. The ® should be placed after SecureAnywhere when used with the Webroot wordmark.
- C Identifier** — The identifier for each business product. These logos are shown in the following pages.



## Webroot SecureAnywhere Business Product Logos | Acceptable Color Usage | Vertical Logos

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**WEBROOT**  
SecureAnywhere® Business  
Endpoint Protection

**WEBROOT**  
SecureAnywhere® Business  
Mobile Protection

**WEBROOT**  
SecureAnywhere® Business  
Web Security Service

### Business Product Logos – First Choice

- This is the primary logo for all digital and print materials
- See color palette for individual product color breakdowns

**WEBROOT**  
SecureAnywhere® Business  
Endpoint Protection

**WEBROOT**  
SecureAnywhere® Business  
Mobile Protection

**WEBROOT**  
SecureAnywhere® Business  
Web Security Service

### Business Product Logos – Second Choice

- Use only when a dark background is needed
- The white logo should only be used on a dark background.

## Webroot SecureAnywhere Business Product Logos | Acceptable Grayscale & Black Usage

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**WEBROOT**  
SecureAnywhere® Business  
Endpoint Protection

**WEBROOT**  
SecureAnywhere® Business  
Mobile Protection

**WEBROOT**  
SecureAnywhere® Business  
Web Security Service

### Business Product Logos – Gray – use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.

**WEBROOT**  
SecureAnywhere® Business  
Endpoint Protection

**WEBROOT**  
SecureAnywhere® Business  
Mobile Protection

**WEBROOT**  
SecureAnywhere® Business  
Web Security Service

### Business Product Logos – Black – use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable.



## Webroot SecureAnywhere Business Product Logos | Acceptable Color Usage | Horizontal Logos

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WEBROOT  
**SecureAnywhere® Business** Endpoint Protection

WEBROOT  
**SecureAnywhere® Web Security Service**

WEBROOT  
**SecureAnywhere® Business** Mobile Protection

### Business Product Logos – First Choice

- This is the primary logo for all digital and print materials
- See color palette for individual product color breakdowns

### Business Product Logos – Second Choice

- Use only when a dark background is needed
- The white logo should only be used on a dark background.

WEBROOT  
**SecureAnywhere® Business** Endpoint Protection

WEBROOT  
**SecureAnywhere® Business** Mobile Protection

WEBROOT  
**SecureAnywhere® Web Security Service**

## Webroot SecureAnywhere Business Product Logos | Acceptable Grayscale & Black Usage

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WEBROOT  
**SecureAnywhere® Business** Endpoint Protection

WEBROOT  
**SecureAnywhere® Web Security Service**

WEBROOT  
**SecureAnywhere® Business** Mobile Protection

### Business Product Logos – Gray – use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.

WEBROOT  
**SecureAnywhere® Business** Endpoint Protection

WEBROOT  
**SecureAnywhere® Web Security Service**

WEBROOT  
**SecureAnywhere® Business** Mobile Protection

### Business Product Logos – Black – use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable.



## Webroot SecureAnywhere Business Product Logos | Space and Proportion & Nomenclature Standards

### Space and Proportion

- The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the “T” in the logo. It should never be less than that
- The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area
- The boundaries of this negative space area apply to any graphic elements that are near the logo

### Minimum Width

- Vertical logo: do not make the logo any smaller than 1” (72px) wide
- Horizontal logo: do not make the logo any smaller than 2” (144px) wide or greater

### Nomenclature Standards

- In all materials, internal or public, the company name is to be typeset as Webroot SecureAnywhere® [Product Name]
- Webroot is to remain in upper and lower case regardless of its position in a sentence
- The logo should never be used in running text to replace the company name

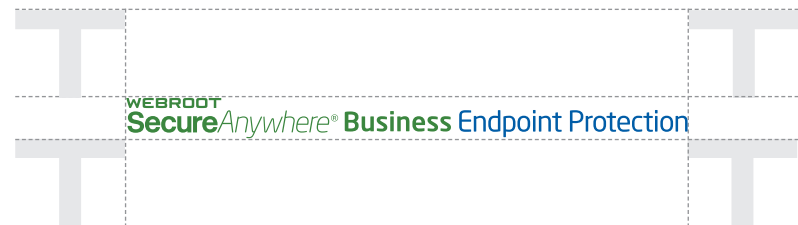
THIS APPLIES TO ALL OF THE CONSUMER PRODUCT LOGOS



MINIMUM LOGO WIDTH

**WEBROOT**  
SecureAnywhere® Business  
Endpoint Protection

1 inch (72px)



MINIMUM LOGO WIDTH

**WEBROOT**  
SecureAnywhere® Business Endpoint Protection

2 inch (144px)



## Webroot BrightCloud Threat Intelligence Logo | Wordmark & Tagline Usage

---



The Webroot BrightCloud Threat Intelligence logo is the primary logo for all marketing and communication materials, both print and digital. The logo should always be used in its pure form, and be unaltered in any way. Place the logo to be effective and have maximum impact.

This style guide details the ways in which you may create materials with the Webroot BrightCloud Threat Intelligence and maintain a visually consistent brand impression.

- A Wordmark** – The Webroot wordmark is made up of ultra-modern and relaxed letterforms. The W, E, and R have been custom cut for Webroot to create a unique logotype. The thick, bold font proclaims strength and power and provides maximum legibility in all mediums. The registration symbol should always accompany the wordmark.
- B Product Logo** – BrightCloud Threat Intelligence identifies Webroot's unique threat intelligence offering. BrightCloud should always be followed by the ® and should not be separated from the Webroot wordmark.



## Webroot BrightCloud Threat Intelligence Logo | Acceptable Color Usage

---



### Primary Logo – First Choice

- This is the logo of choice to be used whenever possible for all print and digital marketing.
- The standard logo should always be solid Pantone 7741 green, or CMYK equivalent.\*

\*See the Color Palette section for color breakdowns



### Primary Logo – Second Choice

- A secondary version of the logo for instances in which a dark background needs to be used.
- The white logo should only be used on a dark background. Preferably Pantone 7741\*, or 80% Black.

\*See the Color Palette section for color breakdowns

## Webroot BrightCloud Threat Intelligence Logo | Acceptable Grayscale & Black Usage

---



### Primary Logo – Gray – Use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.



### Primary Logo – Black – Use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable.



### Space and Proportion

- The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the “T” in the logo. It should never be less than that.
- The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area
- The boundaries of this negative space area apply to any graphic elements that are near the logo

### Minimum Width

- Keep the overall logo size at 1.75” (126px) wide or greater
- If smaller than 1.75” (126px), use the Webroot wordmark logo

### Nomenclature Standards

- In all materials, internal or public, the company name is to be typeset as Webroot
- Webroot is to remain in upper and lower case regardless of its position in a sentence
- The logo should never be used in running text to replace the company name







This logo should ONLY be used for swag, as a favicon, in diagrams to represent Webroot, or in instances where an icon is needed.

When used for swag, the Webroot wordmark logo should always accompany the W icon.

Use this logo sparingly.



## Webroot Circle W Logo | Acceptable Color Usage

---



### Primary Logo – First Choice

- This is the logo of choice to be used whenever possible for all print and digital marketing.
- The standard logo should always be solid Pantone 7741 green, or CMYK equivalent.\*

\*See the Color Palette section for color breakdowns



### Primary Logo – Second Choice

- A secondary version of the logo for instances in which a dark background needs to be used.
- The white logo should only be used on a dark background. Preferably Pantone 7741\*, or 80% Black.

\*See the Color Palette section for color breakdowns

## Webroot Circle W Logo | Acceptable Grayscale & Black Usage

---



### Primary Logo – Gray – Use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.



### Primary Logo – Black – Use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable.



## Webroot Circle W Logo | Space and Proportion & Nomenclature Standards

---

### Space and Proportion

- The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the “T” in the logo. It should never be less than that.
- The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area
- The boundaries of this negative space area apply to any graphic elements that are near the logo

### Minimum Width

- Keep the overall logo size at 1.75” (126px) wide or greater
- If smaller than 1.75” (126px), use the Webroot wordmark logo

### Nomenclature Standards

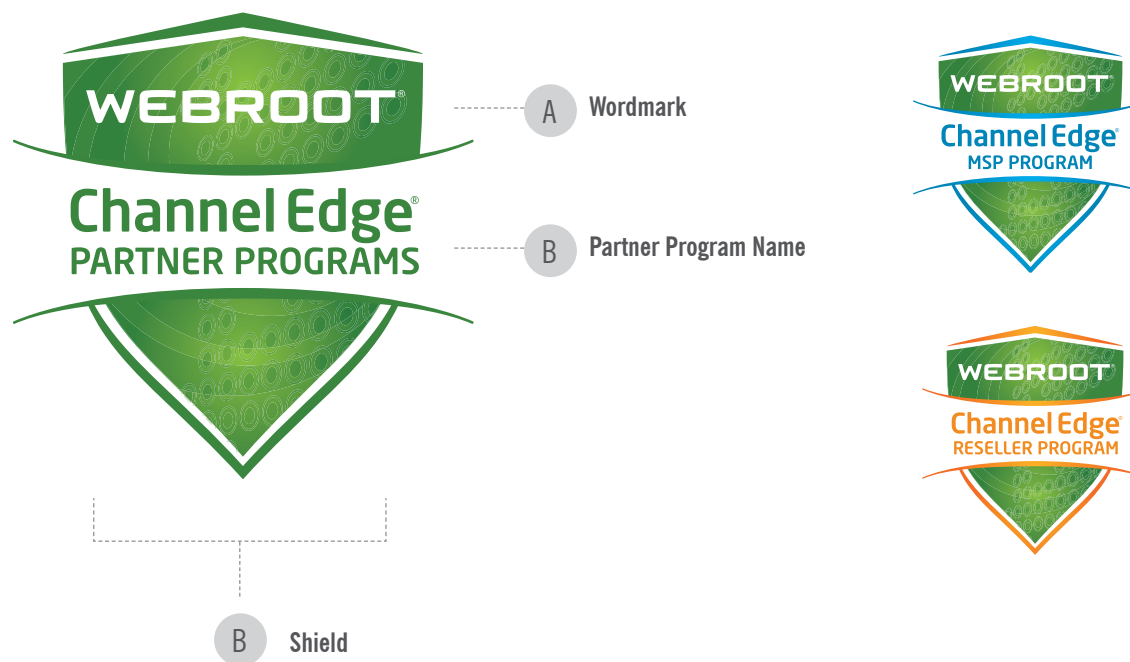
- In all materials, internal or public, the company name is to be typeset as Webroot
- Webroot is to remain in upper and lower case regardless of its position in a sentence
- The logo should never be used in running text to replace the company name



### MINIMUM LOGO WIDTH







The Channel Edge Partner logos are secondary Webroot logos and are used to represent the Webroot Channel Partner Programs.

- » The **Channel Edge Partner Programs** logo should be used when representing all channel programs.
- » The **Channel Edge MSP Program** logo should be used on any materials promoting the MSP Program.
- » The **Channel Edge Reseller Program** logo should be used on any materials promoting the Reseller Program.

These logos should always be used in their pure form, and be unaltered IN ANY way. Do not stretch the logo, alter letter spacing, add artistic effects, or otherwise change it in any way.

Always place the logos to be effective and have maximum impact.



## Webroot Channel Edge Logos | Acceptable Color Usage | Vertical Logos

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### Channel Partner Logos – First Choice

- This is the primary logo for all digital and print materials.



### Channel Partner Logos – Second Choice

- Use only when a dark background is needed.
- The white logo should only be used on a dark background or for swag.

## Webroot Channel Edge Logos | Acceptable Grayscale & Black Usage

---



### Channel Partner Logos – Gray – use only when color is unavailable

- 80% Black/Pantone Cool Gray 11
- Use this logo whenever possible for all grayscale print and digital marketing.



### Channel Partner Logos – Black – use only when color or grayscale is unavailable

- 100% Black
- May be used only if grayscale is unavailable or for swag.



## Webroot Channel Edge Logos | Space and Proportion & Nomenclature Standards

### Space and Proportion

- The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the “T” in the logo. It should never be less than that.
- The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area
- The boundaries of this negative space area apply to any graphic elements that are near the logo

### Minimum Width

- Keep the overall logo size at 1.75” (126px) wide or greater
- If smaller than 1.75” (126px), use the Webroot wordmark logo

### Nomenclature Standards

- In all materials, internal or public, the company name is to be typeset as Webroot
- Webroot is to remain in upper and lower case regardless of its position in a sentence
- The logo should never be used in running text to replace the company name



### MINIMUM LOGO WIDTH





A large, stylized letter 'W' in a dark green color, serving as a background for the entire page. The 'W' is composed of several sharp, angular shapes that create a sense of movement and depth.

**WEBROOT®**  
SOCIAL MEDIA ICONS



## Social Media Icons | Icons, Links & Usage



Social media icons for online should be monotone and reflect the official social media icon brand logo standards.



Social media icons for print must be the official color logos for each social media brand.

The social media icons should be consistently placed in the following order:

Top Row	Bottom Row	Linear
Facebook	Pinterest	Facebook
Twitter	Instagram	Twitter
YouTube	Blog	YouTube
LinkedIn	Community	LinkedIn
Google +	Spiceworks	Google +
		Pinterest
		Instagram
		Blog
		Community
		Spiceworks

The social media channel links should NOT be used as vanity URLs – only to link the social media icons themselves.

### Consumer WSA

- » **Facebook hyperlink:** <https://www.facebook.com/Webroot?ref=hl>
- » **Twitter hyperlink:** <https://twitter.com/Webroot>
- » **YouTube hyperlink:** [https://www.youtube.com/channel/UCfqdHh38\\_wniFjI7yWk16w](https://www.youtube.com/channel/UCfqdHh38_wniFjI7yWk16w)
- » **Google + hyperlink:** <https://plus.google.com/u/0/101998920516021024298/posts>
- » **Pinterest hyperlink:** <http://www.pinterest.com/webroot/>
- » **Instagram hyperlink:** <http://instagram.com/webroot>
- » **Blog hyperlink:** <http://webroot.com/blog>
- » **Community hyperlink:** <https://community.webroot.com/t5/Home/ct-p/consumer>

### Consumer Gamer

- » **Facebook hyperlink:** <https://www.facebook.com/WebrootGaming?fref=ts>
- » **Twitter hyperlink:** <https://twitter.com/WebrootGaming>
- » **YouTube hyperlink:** <https://www.youtube.com/playlist?>
- » **Google + hyperlink:** <https://plus.google.com/u/0/114304847400571362603/posts>
- » **Pinterest hyperlink:** <http://www.pinterest.com/webroot/>
- » **Instagram hyperlink:** <http://instagram.com/webrootgaming>
- » **Blog hyperlink:** <http://webroot.com/blog>
- » **Community hyperlink:** <https://community.webroot.com/t5/Webroot-SecureAnywhere-Antivirus/bd-p/Gamers>

### Business/Channel

- » **Twitter:** <https://twitter.com/Webroot>
- » **YouTube:** <https://www.youtube.com/channel/UC4smGhODLnbnm5I6WfBPcCrw>
- » **LinkedIn:** [https://www.linkedin.com/company/webroot?trk=hb\\_tab\\_compy\\_id\\_7434](https://www.linkedin.com/company/webroot?trk=hb_tab_compy_id_7434)
- » **Blog:** <http://webroot.com/blog>
- » **Community:** <https://community.webroot.com/t5/Business/ct-p/ent0> (SMB) and [https://community.webroot.com/t5/Channel-Partner/ct-p/Channel\(Channel\)](https://community.webroot.com/t5/Channel-Partner/ct-p/Channel(Channel))
- » **Spiceworks:** <https://community.spiceworks.com/pages/webroot>

### Enterprise

- » **Twitter:** <https://twitter.com/Webroot>
- » **YouTube:** <https://www.youtube.com/channel/UC4smGhODLnbnm5I6WfBPcCrw>
- » **LinkedIn:** [https://www.linkedin.com/company/webroot?trk=hb\\_tab\\_compy\\_id\\_7434](https://www.linkedin.com/company/webroot?trk=hb_tab_compy_id_7434)
- » **Blog:** <http://webroot.com/blog>





**WEBROOT®**  
CORPORATE IDENTITY



# PowerPoint Presentations | Guidelines

## Presentation Layout Guidelines

The layouts to the right are the approved and official Webroot presentation templates. Please delete all other themes from your local computer.

When creating presentations, the *Webroot Corporate PowerPoint Template 16:9* should be your default presentation layout option.

The only exception to this rule is if you have an **existing** 4:3 presentation (the old Webroot presentation format), you may update your layouts using the *Webroot Corporate PowerPoint Template – Regular*.

Both of these PowerPoint templates can be found in Brandfolder.

Also available in Brandfolder are *Commonly Used Slides* layouts for both 16:9 and 4:3 presentation sizes. Please look here first for commonly used slides that have already been prepared which you can easily drag and drop into your existing presentation.

### 16:9 Presentation Layout



### 4:3 Presentation Layout





## Email Signature | Fonts, Sizing & Usage

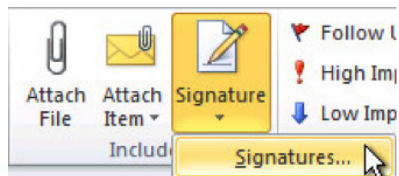
### Do's and Don'ts

*Please follow the guidelines below to ensure every employee's email signature remains consistent, accurate, and concise.*

- » **DO** choose either the Standard Email Signature or Optional Email Signature
- » **DO** use your mobile/cell number if you prefer
- » **DO** use any or all of the Social links if you prefer
- » **DO** include your personal LinkedIn link if you prefer
- » **DO NOT** add any logos including the Webroot logo
- » **DO NOT** modify font, color, size, style, line, or spacing in any way
- » **DO NOT** use the 800 number and your extension. **DO** use your direct line

### How to create a Webroot email signature

1. Open a new message. On the **Message** tab, click **Signature**, and then click **Signatures**.



2. On the **E-mail Signature** tab, click **New**.
3. Type a name for the signature, and then click **OK**.
4. In the **Edit signature** box, paste the email signature (from choices above) that you want to include in the signature.
5. To finish creating the signature, click **OK**.

### STANDARD EMAIL SIGNATURE

---

**Michael Johnson** | Director of Global Security  
**WEBROOT**

T: 720.123.4567  
youremail@webroot.com  
[www.webroot.com](http://www.webroot.com)

**Arial Bold 8 pt** | *Arial Italic 8 pt*  
**ARIAL BOLD 8 pt**

ARIAL REGULAR 8pt  
Arial regular 8pt  
[Arial regular 8 pt](http://www.webroot.com)

#### Font Colors:

Charcoal Gray or hex#54565b  
R: 84 G:86 B: 91  
Green or hex#408740  
R: 64 G: 135 B: 64

### OPTIONAL EMAIL SIGNATURE

---

**Michael Johnson** | Director of Global Security  
**WEBROOT**

385 Interlocken Crescent, Suite 800  
Broomfield, CO 80021 USA

T: 720.123.4567  
youremail@webroot.com  
[www.webroot.com](http://www.webroot.com)

[Become a fan](#) of Webroot on Facebook  
[Follow us](#) on Twitter  
[Subscribe](#) to the Webroot Threat Blog  
[Connect](#) with me on LinkedIn  
[Join](#) the Webroot Community

**Arial Bold 8 pt** | *Arial Italic 8 pt*  
**ARIAL BOLD 8 pt**

Arial Regular 8pt  
Arial Regular 8pt

Arial Regular 8pt  
Arial Regular 8pt  
[Arial regular 8 pt](http://www.webroot.com)

Arial Regular 8pt  
Arial Regular 8pt  
Arial Regular 8pt  
Arial Regular 8pt  
Arial Regular 8pt

#### Font Colors:

Charcoal Gray or hex#54565b  
R: 84 G:86 B: 91  
Green or hex#408740  
R: 64 G: 135 B: 64



## Tradeshow Apparel | Guidelines

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### Standard Tradeshow Apparel

While representing Webroot at tradeshow events, attendees are required to wear Webroot-branded business apparel.

Standard button-down dress shirts have been chosen for both men and women to maintain a clean, professional and consistent look across all segments.

Also available for women is a gray open cardigan with the green Webroot logo.

To order tradeshow apparel, please contact:

Alyssa Montoya  
[amontoya@webroot.com](mailto:amontoya@webroot.com)



Mens white button-down  
with green Webroot logo



Womens white button-down  
with green Webroot logo



Womens gray cardigan  
with green Webroot logo



A large, stylized letter 'W' in a dark green color serves as the background for the entire image. The 'W' is composed of several sharp, angular shapes that create a sense of depth and movement.

**WEBROOT®**

SPELLING & WORD  
TREATMENTS



## Spelling and Word Treatments

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**adware:** One word, normal capitalization rules apply.

**anti:** Do not use a hyphen unless the root word starts with an i—if it does, hyphenate. (e.g., antispyware, antispam, antivirus, antimalware, anti-intelligence.) Exception: Anti-Phishing.

**AntiVirus:** When used in the product name “SecureAnywhere AntiVirus,” “AntiVirus” is one word and the A and V are capitalized. When used as a generic noun (e.g., competing antivirus products), the V is lowercase. In this case, the A is only capitalized when at the beginning of a sentence (e.g., “Antivirus protection is essential. You should install antivirus software.”).

**backup:** One word when used as a noun (e.g., includes file backup); two words when used as a verb (e.g., make sure to back up your files).

**checkbox, checkmark:** One word, no hyphen.

**cleanup:** One word when used as a noun (e.g., includes system cleanup); two words when used as a verb (e.g., clean up your computer).

**cloud, the:** Normal capitalization rules apply (e.g., powerful protection from the cloud).

**cloud-based, web-based:** Hyphenate when used as an adjective (e.g., cloud-based security).

**cybercriminal, cybercrime, cyberattack, cyberdefense, cyberspace:** One word, no hyphen.

**cyber crooks, cyber threat, cyber thieves:** Two words.

**data center (US), data centre (UK):** Two words, no hyphen.

**datasheet:** One word, no hyphen.

**double-click:** Hyphenate (e.g., “double-click the icon”).

**email:** One word, no hyphen, normal capitalization rules apply.

**end-to-end:** Hyphenate when used as an adjective (“end-to-end security”).

**firewall:** One word, lowercase, no hyphen.

**internet:** Normal capitalization rules apply, uppercase only when at the start of a sentence (e.g., “When you surf the internet”, “Internet protection is essential”). Do capitalize when part of product name (e.g., Webroot SecureAnywhere Internet Security Plus).

**keycode:** One word, normal capitalization rules apply.

**login:** One word when used as a noun (e.g., enter your login credentials); two words when used as a verb (e.g., log in to your account).

**malware:** One word, normal capitalization rules apply. This term applies to all types of threats, including spyware, viruses, and adware. It means “malicious software,” Do not say “malicious malware”, as it is redundant.

**mobile device:** Generic reference to any mobile device. Could be a smartphone, iPad, Android tablet, Kindle, etc.

**online:** One word, no hyphen, normal capitalization rules apply.

**product names:** Spell out all product names, do not use acronyms.



## Spelling and Word Treatments

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**SecureAnywhere:** One word, do not hyphenate or split, and always use as an adjective, not a noun. See Trademark Guidelines for further information.

**smartphone:** One word, do not hyphenate, normal capitalization rules apply. Generic reference to a mobile phone that has advanced PC-like capabilities. Could be an iPhone, BlackBerry, Android, etc.

**Software as a Service (SaaS):** No hyphens, capitalize as shown. Use the full descriptor upon first usage, with the acronym in parentheses, then use only the acronym upon subsequent usage. For the acronym, capitalize the first S and the last S, lowercase aa, no hyphens.

**spyware:** One word, normal capitalization rules apply.

**Spy Sweeper:** Two words, do not hyphenate, use initial capitalization.

**sync (synchronization):** Don't use "sync" within text. Spell out "synchronize," unless you're mentioning a product function such as "Backup & Sync". For example: "The Backup & Sync feature allows you to synchronize files on your hard drive ..."

**third party, 3rd party:** Two words, do not hyphenate.

**web:** Do not capitalize.

**website, webinar, webcast:** Each is one word, do not capitalize unless part of a title or when it's the first word in a sentence.

**web security service:** Lowercase unless referring to the specific product name "Webroot SecureAnywhere Web Security Service."

**white paper:** two words, do not hyphenate.

**Webroot:** Never break the brand name or capitalize the r. See Trademark Guidelines for further information.

**World Wide Web:** Three words, do not hyphenate, use initial capitalization.

### LOCALIZ(S)ATION GUIDELINES

**Follow regional spelling standards.** For example, Europe uses an "s" in places where the United States uses a "z." And watch your "o"s and "ou"s, as well as "-er"s and "-re"s.

**Check paper size.** For materials like letters and datasheets, the United States uses 8 1/2" x 11" while Europe and Australia use A4. Our pre-designed regional templates reflect the correct paper sizes.

**Use local terminology as appropriate.** If you are producing content for a region other than your own, be sure to have a local team member review it for regional nuances and verbiage.

**Change images when needed.** Use photography and imagery that speaks to your market. However, do get approval from MarCom when using graphics that are not in Brandfolder.

**Do not translate product names.** Webroot SecureAnywhere® Internet Security Plus should always be referred to as Webroot SecureAnywhere® Internet Security Plus, no matter where it is being marketed or sold.

All localization of Corporate Marketing materials should be coordinated through Mike Barrowman, Director of Marketing & Communications. Please contact him with any questions or requests at [mbarrowman@webroot.com](mailto:mbarrowman@webroot.com).



A large, stylized letter 'W' in a dark green color, serving as a background for the logo.

**WEBROOT®**  
LEGAL



**What does a trademark do?** A trademark is primarily used to identify the origins of goods or services in connection with which the trademark is used. Trademarks also provide quality assurance by inducing the owner to maintain a consistent level of quality that allows customers to rely on it.

**Why is it important to use trademarks correctly?** Rights to a trademark can last indefinitely if the owner continues to use the mark to identify its goods and services. If trademarks are not used properly, they may be lost and one of the company's most important assets may lose all of its value. Rights may be lost not only because of a trademark owner's improper use of the mark, but through improper use of the trademark by the public.

**Use trademarks upon first usage in text.** When using the ®, SM, or TM in text (for example, press releases and editorials), such symbols only need to appear once, upon the first reference to the product or service. When used in design, the logo with the ®, SM, or TM should always stay the same regardless of the number of times it is used. When in doubt, err on the side of over-marking. For product packaging, be sure to mark the most prominent uses of the mark. If you are using a mark on materials or content that is specific to a foreign country, the marking may need to be changed to reflect the status of registration in that country.

**Only use trademarks as an adjective.** When used properly, a trademark is always an adjective, never a noun or verb. For example, in using "Webroot SecureAnywhere® software" the trademark is used as an adjective that modifies the term "software," whereas in "the amazing SecureAnywhere" the name is used improperly as a noun.

**Do not use a trademark symbol when you are using Webroot as a company name.** "Webroot" functions not only as a trademark mark and service mark identifying goods and services offered by Webroot Inc., but also as a trade name or company name referring to Webroot Inc. Trade names are nouns and, therefore, should not be followed by a generic descriptor and may be used in the possessive form. When used as a trade name, "Webroot" should not be followed by a trademark symbol. (e.g., "I love working for Webroot" or "Bracknell is one of Webroot's office locations.")

**Do not use trademarks in the possessive or plural forms.** To maintain the integrity of the trademark, never use it in a possessive, plural, hyphenated, or abbreviated form. Also never alter it by adding letters or numbers. Avoid using "Webroot's SecureAnywhere products" or "SecureAnywhere 2014" and instead say, "With the 2014 release of Webroot SecureAnywhere® products..."

It is fine to use "Webroot" in the possessive form when referring to the company, but avoid it when referring to the brand ("Webroot's ability to attract the brightest..." is acceptable, but "Webroot's SecureAnywhere® technology" should be phrased, "Webroot SecureAnywhere® technology").

**Never alter a trademark.** Use trademarks only in the form in which they have been registered or are being claimed. So don't say, "You can be secure anywhere...", as this undermines our brand.

**Use the proper trademark attribution statement.** All marketing collateral, advertisements, product packaging, web pages, manuals, and studies that include Webroot trademarks also must include the proper trademark attribution statement crediting ownership of the Webroot trademarks to Webroot Inc. Typically, the attribution statement is displayed at the end of the material, in the footer of the document, or on the back of the package.

**The correct trademark attribution statement is:** Webroot, the [Webroot] logo [if applicable] [and any other Webroot trademark(s) that is/are referred to or displayed in the document] [is/are] trademark[s] or registered trademark[s] of Webroot Inc. or its affiliates in the U.S. and/or other countries. All other trademarks are properties of their respective owners [if applicable].



## Legal | Commonly Used Trademarks

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- » Webroot®
- » SecureAnywhere®
- » Webroot SecureAnywhere®
- » BrightCloud®
- » Channel Edge® Partner Program
- » SecureWeb™
- » Smarter Cybersecurity™

### For consumer products:

- » Webroot SecureAnywhere® AntiVirus
- » Webroot SecureAnywhere® Internet Security Plus
- » Webroot SecureAnywhere® Internet Security Complete

### For mobile products:

- » Webroot SecureAnywhere® Mobile Free
- » SecureAnywhere® Mobile Free
- » Webroot SecureAnywhere® Mobile Premier
- » SecureAnywhere® Mobile Premier
- » Webroot SecureAnywhere SecureWeb™ Browser

### For features:

- » Webroot Infrared™ feature

### For business products:

- » Webroot SecureAnywhere® Business Mobile Protection
- » Webroot SecureAnywhere® Business Endpoint Protection
- » Webroot SecureAnywhere® Business User Protection
- » Webroot SecureAnywhere® Web Security Service

### For technology solutions:

- » BrightCloud® Web Classification Service
- » BrightCloud® Web Reputation Service
- » BrightCloud® IP Reputation Service
- » BrightCloud® Real-Time Anti-Phishing Service
- » BrightCloud® File Reputation Service
- » BrightCloud SecureWeb™ Browser SDK
- » BrightCloud® Mobile App Reputation Service
- » BrightCloud® Mobile Security SDK
- » Webroot BrightCloud® Threat Intelligence Services
- » BrightCloud® Threat Intelligence Services

### For partner programs:

- Webroot Channel Edge® Reseller Program
- Channel Edge® Reseller Program
- Webroot Channel Edge® MSP Program
- Channel Edge® MSP Program

**NOTE:** Full details can be found in the Trademark Use and Marketing Guidelines document in the “Policies” folder in the Legal Function site on WeConnect. Contact a member of the Legal Team if you have any questions regarding these guidelines or proper usage of marks.



**Use only the approved master artwork.** The Webroot logos are single, standalone pieces of artwork. When reproducing the logos, use only the master artwork. Do not alter or distort the appearance of the logo in any way, for example, by adding your own design elements or colors or changing the font.

**Do not combine the logo with other elements.** The Logo must not be incorporated or used in any manner as part of, or in close proximity to, another company's name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks. The Logo should not appear with any other symbol or icon (except the registered trademark symbol); contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

**Do not use Webroot logos as a decorative device.** Do not use any Webroot logos for purely decorative purposes in any marketing collateral, packaging, or website without first consulting with the Legal Department.

**Use the appropriate trademark symbol.** Logos are trademarks, so they should always be accompanied by the appropriate trademark symbol.

**See the logos section for additional guidelines on proper logo usage.** For all the latest legal guidelines, please visit the Legal Department page on the Webroot employee Intranet.



A large, stylized letter 'W' composed of three overlapping, slightly offset 'V' shapes. The top and bottom 'V' shapes are dark green, while the middle 'V' shape is white, creating a high-contrast, geometric logo.

**WEBROOT®**  
RESOURCES



## Resources

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### Questions about Brandfolder »

Casey Wopat - [cwopat@webroot.com](mailto:cwopat@webroot.com) x3380

### Questions about Branding and Design »

Erin Sands - [esands@webroot.com](mailto:esands@webroot.com) x3609

### Questions about Product Messaging »

Justine Kurtz - [jkurtz@webroot.com](mailto:jkurtz@webroot.com) x3265

### Questions about Trademarks »

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### Questions about Tradeshows/Events and Promotional Items »

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