



Anti-Virus & Content Security

# BRAND MANUAL 2014

Corporate Identity & Brand Standards Manual

Document Last Updated: 29/3/2014 | Document Version-1.02.000

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**eScan CORPORATE IDENTITY STANDARDS**

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# OVERVIEW

## Welcome to eScan

This guide was developed to provide the guidelines for consistent usage of the eScan brand across all media including Web, Marketing Collateral, Promotions, Advertising & other materials.

Please follow these guidelines for the most effective expression of the eScan Brand.

## THE BRAND (eScan)

Today, eScan has become one of the preferred Information Security Solution that symbolizes innovation & technological advancements in eScan. The eScan brand also denotes THE NEXT GENERATION PROTECTION offered by it, the user experience & expectations from the product.

To further enhance the eScan brand value and ensure brand continuity, we are pleased to present the "eScan BRAND MANUAL" that contains terms of usage & the guidelines to be adhered to, when using the eScan & associated brands for all promotional & marketing related activities. Adherence to the guidelines of this manual will help us strengthen the eScan brand & establish the eScan brand as the most preferred Information Security Solution.

We would also like to take this opportunity to thank each of you for your persistent support & invaluable contribution in making eScan as one of the fastest emerging Anti-Virus Brand globally & it is our belief that in a short period we will make eScan the most preferred brand in Information Security.

Best Wishes,  
eScan Team

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# LOGO GUIDELINES

## eScan Logo Mark

These Guidelines are designed to help us present our logo and our image in a consistent way in all communication materials we need to produce.

The eScan Logo Mark is our most important Brand asset, When the logo is used, the standard position, proportion (aspect ratio) and relative size relationship between the logotype elements must be maintained.

The Logo Mark always serves as a Corporate & a Brand Identifier.

Followed by the Tagline for the eScan brand where it emphasize the relation of the Brand with an identity as eScan Anti-Virus & Content Security.

While using the eScan Logo Mark Please Do not modify or alter the marks or use them in a confusing way, including suggesting sponsorship or endorsement by eScan, or in a way that confuses eScan with another brand.

\*Note: Please Read the Terms & Usage of eScan Brand Manual Carefully before implementing them to the required designs.

# LOGO GUIDELINES

## eScan Logo Mark

eScan logo could be represented in 4 different ways :



eScan logo Mark with the Tagline  
Anti-Virus & Content Security



eScan logo Mark with the Tagline  
Anti-Virus & Content Security following with  
the Website [www.escanav.com](http://www.escanav.com)



eScan logo Mark with the Button Background  
followed with the Tagline of  
Anti-Virus & Content Security



eScan logo Mark with the Button Background  
following with its Website [www.escanav.com](http://www.escanav.com)



eScan logo Mark with the Button Background  
this could be used when the area of display is  
too small for the Tagline & the Website.



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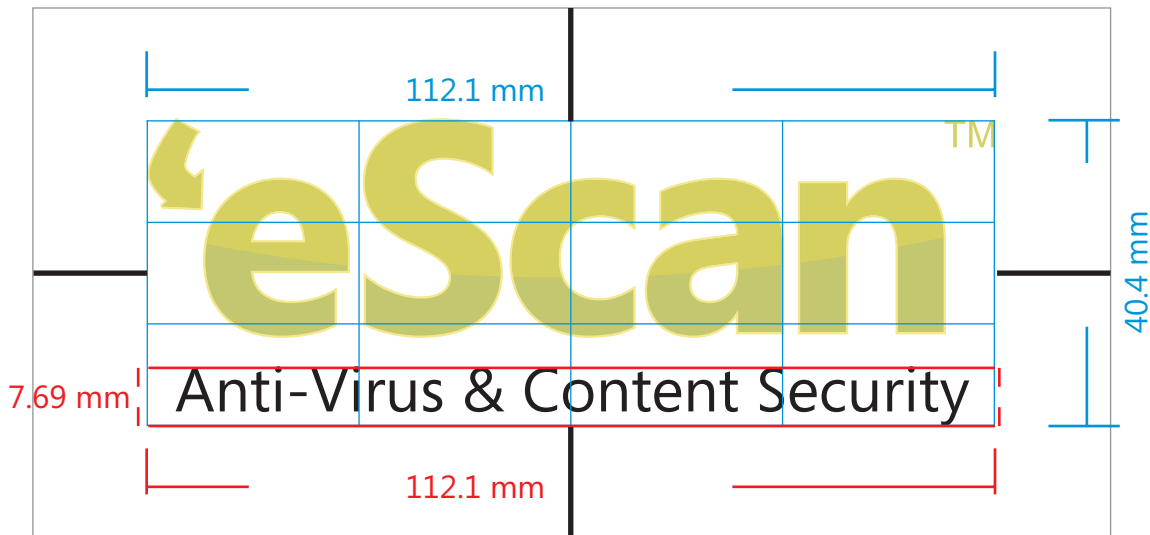
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# LOGO PROPORTIONS

## eScan Trademark Ratio (Usage) Guidelines

Surround the e logo with adequate clear space to ensure maximum prominence and visual impact.

(as indicated in Blue markings) The Size specs of the Logo Mark following with the Text Spacing dimension.(as indicated in Red markings)



➡ \*Note Kindly leave at least **15 mm** Clear space area on all the sides of the Logo mark



➡ eScan Logo Mark Text should always have an outline of 1 Pixel  
The color value for the text outline  
C 5 | M 4 | Y 71 | K 0

## eScan Reverse Logo Usage



➡ eScan Logo Mark on a Reverse Background followed with the Tagline in White color  
C 0 | M 0 | Y 0 | K 0 (White Text on Dark Background)

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# LOGO PROPORTIONS

## eScan Guidelines & TM (TradeMark) Specs

eScan Anti-Virus has significant commercial value, for example, through use on merchandising and promotional items. The LogoMark and the logo type are registered trademark and may only be used with permission of the company or by registered licence holders. The LogoMark is used to identify an official publication, presentation or website of the eScan Anti-Virus. If the use falls outside official use, you will need to gain permission from the appropriate office before publication.

The Trademark (TM) symbol gives notice of our legal Trademark Rights. The eScan logo should consist of (TM) on right side of the corner with the Brand name.

Do not alter, move, or delete any of these key elements.



The Trademark (TM) shouldn't exceed more than the eScan logomark it should be proportionate

\*Note:- The TM size depends on the proportion of the eScan Logomark

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# LOGO COLOR

## eScan Color Palette

Primary Color  
(as indicated in Color Bar markings)



← Process colour reference C 24 | M 4 | Y 94 | K 0  
Pantone colour reference 382C  
Web-safe colour reference R 176 | G 206 | B 43

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Anti-Virus & Content Security

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# LOGO COLOR

## eScan Color Palette

Darker Color (Shades of Black)  
(as indicated in shades of Black & Grey Bar markings)

← Process colour reference C 12 | M 9 | Y 10 | K 75  
Pantone colour reference 8403C  
Web-safe colour reference R 78 | G 77 | B 76



← Process colour reference C 0 | M 0 | Y 0 | K 100  
Pantone colour reference 8624C  
Web-safe colour reference R 31 | G 26 | B 23

The eScan LogoMark is meant to be used as a complete unit when required. It works well with different backgrounds maintaining its distinct identity and contrast.

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# TYPOGRAPHY

## eScan Font Usage (Font Color & Typeface)

A single typeface is represented by a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry, but not by size. Segoe has been selected as the Primary Typeface, and is used for promotional materials that are produced in-house.

← **eScan**  
Logo Type has been generated by Segoe Bold Typeface

← **Anti-Virus & Content Security**  
Logo Type has been generated by Segoe Normal Typeface

# Segoe

(a quick brown fox jumps over the lazy dog)

# Segoe Light

(a quick brown fox jumps over the lazy dog)

# Segoe UI

(a quick brown fox jumps over the lazy dog)

# Segoe UI Light

(a quick brown fox jumps over the lazy dog)

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# GRAYSCALE LOGOMARK

## Logo in Single Color & Grayscale

The LogoMark should be used in its brand colour palette as far as possible. However, in applications where colour reproduction is not possible, as in the case of black and white newspaper advertisements, the logo can be used in either of the gray scale versions shown below.



← eScan LogoMark in single colour

Process colour reference C 0 | M 0 | Y 0 | K 100

Pantone colour reference 8624C

Web-safe colour reference R 31 | G 26 | B 23



← eScan LogoMark in single colour reverse with Dark (Black Background)

Process colour reference C 0 | M 0 | Y 0 | K 0

Web-safe colour reference R 255 | G 255 | B 255



← eScan LogoMark in GrayScale with Dark (Black Background)

← GrayScale R 197 | G 197 | B 197

← GrayScale R 186 | G 186 | B 186

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# LOGOMARK ON BACKGROUND

## Brand Usage on Backgrounds

The eScan LogoMark always appears in white when used on backgrounds. On photos or patterned backgrounds make sure the logo mark is easily readable. Avoid using the Logo mark on the decorative patterned background as it may clash with the logo, but not giving proper prominence to the Brand.



### Pattern Background

On pattern backgrounds, make sure that the pattern is of relatively even value and allows the LogoMark to be easily read. The overall value of the pattern must be within 40-100% on the gray scale.



### Photo Background

On photo backgrounds, make sure that the background color value is darker than 40%. Please don't use the LogoMark on high-contrast photographs that will interfere with readability of the LogoMark. With these kind of photographs.



### Lighter shade of Gray Backgrounds

Don't use the LogoMark on the Lighter Shades / Tints of white & Gray as it is not easily readable. The overall value of the Gray Scale must be within 70-100%.



### Silver Backgrounds

If the LogoMark is going to be screen printed on any Metal sheet / Silver Foil then the LogoMark will be printed in 100% Grey to make the LogoMark clearly visible and easily readable.



### Solid Background

On Solid Colored / Shades (Black backgrounds the LogoMark could be easily readable at a distance.

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# UNAUTHORIZED USAGE

## Prohibited LogoMark Usages

The integrity of the Logo must always be respected. It should not be altered or reinterpreted in any way. Use only the approved master art for the eScan Brand Logo found in the Corporate Identity Toolbox.

Below are some examples of unauthorized usages.



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# LICENSE AGREEMENT

## For the Year 2014-15

- Logo(s) Usage License Agreement MicroWorld ("the Licensor") & eScan Partner(s) ("the Licensee").

This license grants the licensee the right to use MicroWorld logo and its product brands in any medium (print or electronic) in the respective region as per the Partner Agreement till it is in effect. The MicroWorld logo and the Product brands (eScan, MailScan and X-SPAM) will hereby be referred to as logo(s). MicroWorld ("the Licensor") confirms that the application to use the logo(s) has been accepted. This license to use the logo(s) is subject to the terms and conditions in this license agreement.



- The logo(s) should be included prominently on all marketing and product communications as per the guidelines and shall not be modified in any manner unless a written approval is undertaken from the Licensor.(refer to the annexed document for guidelines)
- The licensee will not use the MicroWorld and its brand's logos in any other product or material apart from the products and materials specified in the Partner Agreement.

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- The MicroWorld logo & eScan Logo, remains the sole property of the Licensor.
- Copies of the logo(s) in .JPG, .TIF, .EPS, .PDF or .GIF format will be supplied by the Licensor to the licensees within a reasonable period following request.
- The Licensor reserves the right to change the design/specifications of usage of the logo(s) and the Licensee must remove all use of the previous design as soon as is reasonably practicable.
- The logo(s) may be used in the promotion and marketing of product(s) – including advertisements, product packaging and promotional brochures/ products.
- The logo(s) may not be used as part of a corporate name or identity.
- Multiple copies of the logo(s) must not be printed on the same item unless and other wise specified in the guidelines documents or prior approval from the Licensor.
- The logo(s) may be used by partners, resellers or any other organization connected with the Licensee subject to approval from the Licensor.
- The logo(s) may not be assigned, sub-licensed, transferred or otherwise disposed to any third party, without prior consent of Licensor failing which will attract legal action.
- The logo(s) may not be used in connection with a product other than the product(s) specified in the Partner Agreement.

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## For the Year 2014-15

- The Licensee shall not do anything or omit to do anything likely to prejudice the Licensor's rights.
- The logo(s) may not be modified or copied by the Licensee in whole or in part.
- At the end of this licensing period the license must be renewed based on the agreement.
- On termination of this license all products/materials bearing the logo(s) must be withdrawn from circulation and/or destroyed within 21 days.
- Any communication relating to this license should be addressed to **marketing@escanav.com**
- All disputes are subject to jurisdiction of the specification mentioned as per the Partner Agreement.

I have read and agreed to abide by the terms and conditions.

Signed .....

Name : .....

Position: .....

Company: .....

Address: .....

MicroWorld ( Marketing Department )

Please fax the completed form to us or scan and mail to **marketing@escanav.com** as your acceptance.  
or you could go to our Web site [www.escanav.com](http://www.escanav.com) for further details

India: +91 22 2830 4750

USA: +1 248 855 2024

Germany: +49 7240 944909 92

Malaysia: +603 2333 8911

South Africa: +086 502 0482

Middle East: +971 4 3515129

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# THANK YOU

# eScan<sup>TM</sup>

## Anti-Virus & Content Security

### The Next Generation ANTI-VIRUS

Comprehensive Protection for  
SOHO • SMB • CORPORATE • ENTERPRISE



## Sold Worldwide

Web site: [www.escanav.com](http://www.escanav.com) , Email: [marketing@escanav.com](mailto:marketing@escanav.com)

India • USA • Germany • Malaysia • South Africa • Philippines • Middle East • Oceania • Russia

Awards



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