
SIMPLEXITY GUIDELINES

Basic elements and design principles
January 2015
V 1.2



We are Panda Security

Our brand is Panda Security, our company name has not changed and remains as Panda Security, and our web is www.pandasecurity.com.

Only our visual identity has changed, and our new logo says just Panda. In order to avoid any confusion, it is very important to include also the company name “Panda Security” in any communication or marketing element where our new Panda logo is used.

If you need any help or further information, please contact: brand@pandasecurity.com

Panda Security | Simplexity Guidelines

1. Brand Strategy

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1. Brand Strategy | *Visual Expression*

Vision & Mission

Vision & Mission

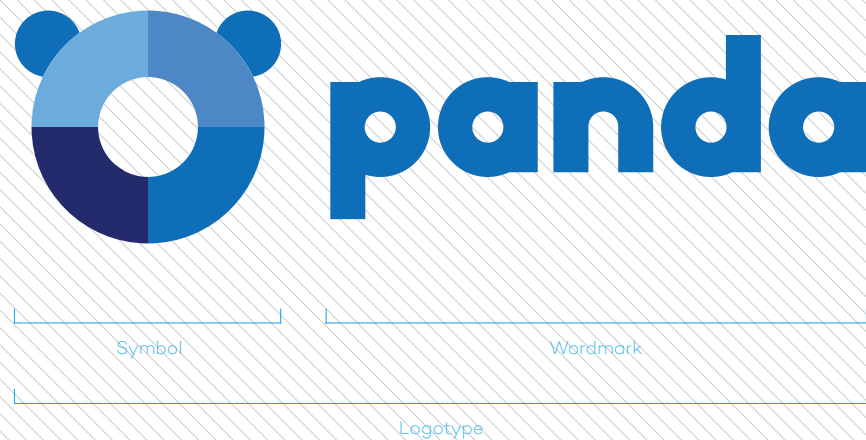
Our vision is to enable individuals and organizations to enjoy technology safely and securely. To consistently safeguard everyone's digital lives through high performance, secure, and effective systems that fight against all threats.

Our mission is to simplify complexity creating new and better solutions to safeguard the digital lives of our users.

Panda Security | Simplicity Guidelines

2. Basic Elements

Logotype



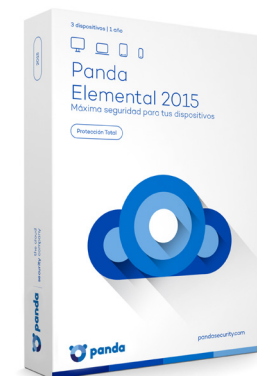
Primary Logotype A Horizontal Version

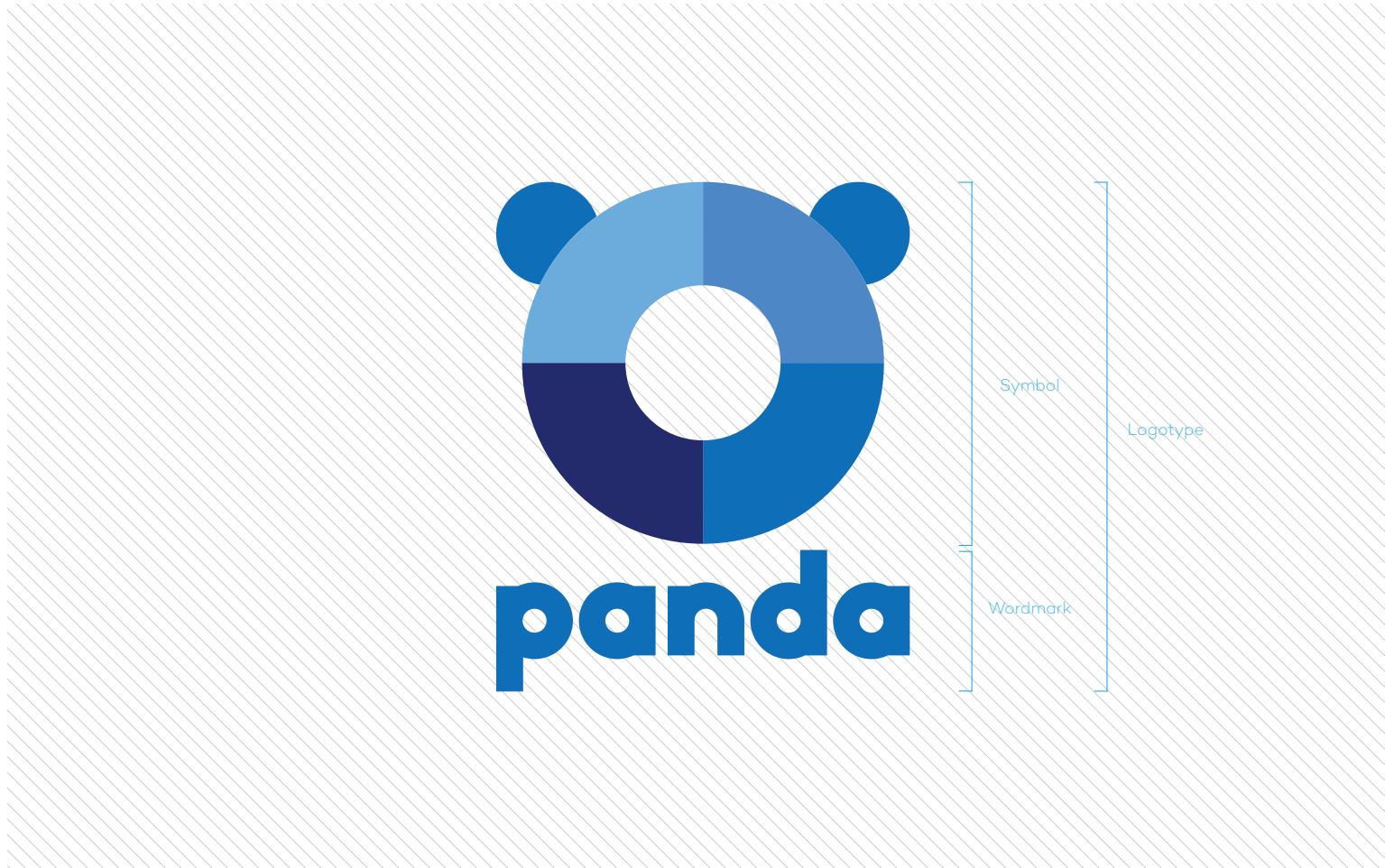
As Panda prepares to release a series of new products and connected experiences across PC's, smartphones and tablets, we felt our logo should evolve as well, visually accentuating this new era. The new Panda logo is familiar and welcoming, drawing upon the heritage of our brand values, typeface, and colors.

This logo version must appear on:

- 100% of all communications
- sponsoring
- advertising or press
- packaging

Always supporting a Background photo or Illustrative Icon.





Primary Logotype A Vertical Version

An alternative vertical version of the logo has been created for use on applications, where it is not possible or practical to use the horizontal version of the logo.

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2. Basic Elements | Logotype

Touchpoints	Primary Logotype A	Primary Logotype A vertical
Stationery	✓	
Corporate Communications	✓	✓
Advertising	✓	✓
Digital Media	✓	✓
Vehicles	✓	✓
Stand, Architecture	✓	✓
Products, packaging	✓	✓
Merchandising	✓	✓
Co-branding	✓	✓
PowerPoint™	✓	✓
Web	✓	

- Mandatory
- Optional



Choosing the right logo version

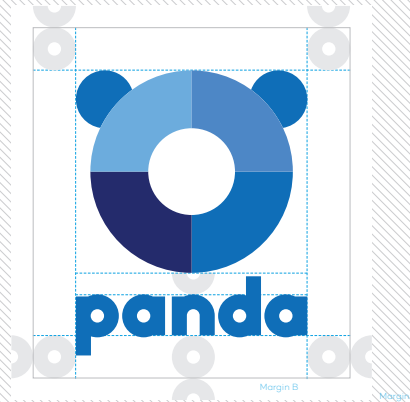
This chart gives you some recommendations on the usage of the right logotype version.

Aim to use the Primary Logotype A wherever possible. Reference to this table should be made when using the other versions, as in stationery or co-branding.

1. Primary Logotype Horizontal



2. Primary Logotype Vertical



Exclusion Zone

An area of clear space around the logotype prevents other elements from encroaching on it. We call this an exclusion zone. It ensures that the brand mark appears in a legible and consistent way.



Minimum size
2,0 cm / 57 px



Minimum size
1,2 cm / 34 px



1

Backgrounds and colour versions I

The Logotype only exists in two chromatic versions: black and blue.



2

Depending on the background, the colours white, black, or blue may be applied to the Logotype.



3

In some cases, a special white version of the secondary logotypes may be needed. This version should only be used in specific situations such as banners with a photographic background or for the favicon.



4

Always align the logotype to the image in a way that makes it perfectly visible.



5

- 1. Blue on white versions
- 2. Black on white versions
- 3. White on photography
- 4. White on blue
- 5. White on black
- 6. One ink on white versions

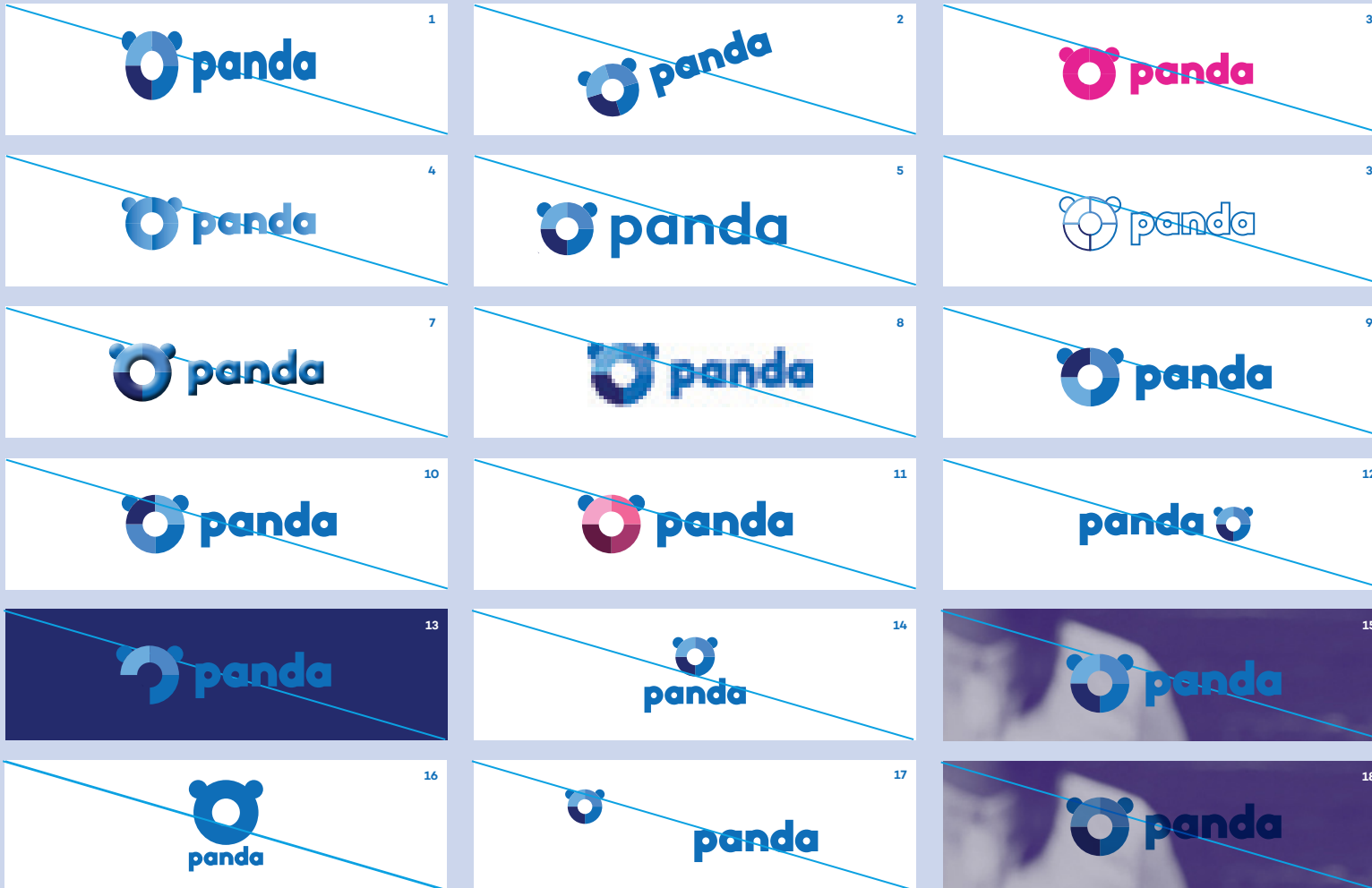


6



7

Primary logotype



Don'ts

With all the thousands of communication materials Panda will produce, there is a very real risk of the Logotype being squeezed, stretched, or generally mistreated. It is imperative that all staff, third parties and providers take great care not to 'experiment' with the logotype.

1. Don't distort the logotype.
2. Don't twist the logotype.
3. Don't use different colour versions
4. Don't make gradients.
5. Don't re-create the logo with a different font.
6. Don't create outline versions
7. Don't use 'drop shadows' or similar effects.
8. Don't use the logotype in low resolution.
9. Don't change the position of the colour wheel.
10. Don't modify the colour wheel.
11. Don't mix spectrum colours.
12. Don't change the position of the panda.
13. Don't place a coloured logo over a coloured background.
14. Don't change the proportions of the logotype.
15. Don't use a coloured logo over a photo.
16. Don't create new mono versions of the logo
17. Don't separate the symbol from the logo
18. Don't use the multiply effect on the logo



Suffix (Optional)

The idea behind the concept is to attach a memorable phrase that will sum up the tone and premise of the product, to reinforce and strengthen the audience's memory.

Here is a reference to work with a suffix. This is optional.





My name is Bamboo

Panda is pleased to introduce you its mascot Bamboo. This beautiful, simple and cute icon in our logo is called Bamboo. You can count on it whenever you need it, because it will always be there.

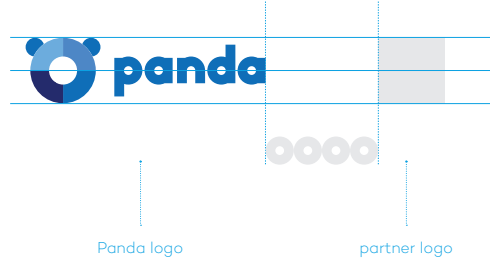
Co-branding

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2. Basic Elements | Co-branding



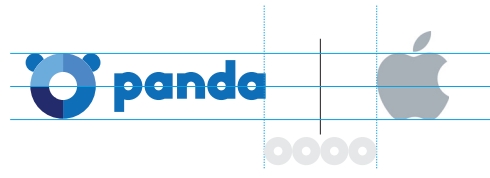
Panda logo + partner logo



Equal relationship

When both partners have the same level of importance and whenever possible the Panda logo should be placed before the partner logo.

Both logos should be balanced to occupy the same visual area.



There are occasions when it is necessary to visually separate Panda from another partner logo. This can be achieved with a simple dividing line.

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2. Basic Elements | Co-branding



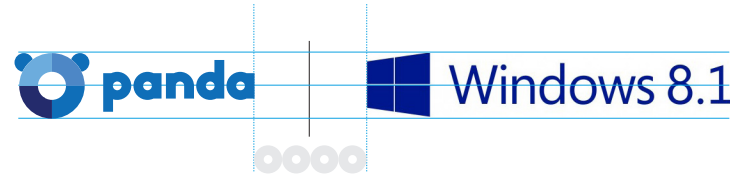
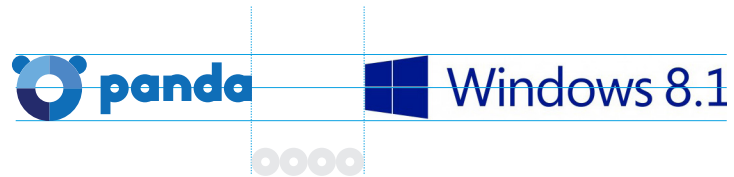
Panda logo

partner logo

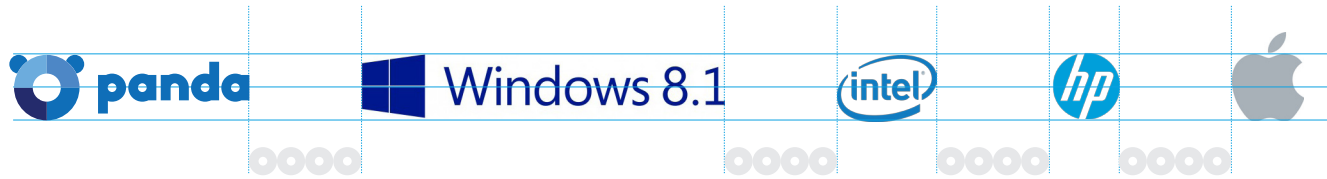


Panda logo

partner logo



The dividing line, previously mentioned, can also be used for these configurations if it helps the visual division between the logos.



Equal relationship

Having several elements coexisting, the height of the Panda logo should be taken into account as a measure for the logo sequence.



The dividing line, previously mentioned, can also be used for these configurations if it helps the visual division between the logos.

Contact

We hope that you will find these guidelines clear and easy to use. If you need any help or further information on the Panda Security Simplicity, or if you'd like to share anything with us, please contact: brand@pandasecurity.com