

LAST UPDATED: JUNE 2020

# The AV-TEST Institute Brand Guidelines



We are pleased that you would like to publish our content. For this purpose, we would like to provide you with this document as a guide. In it you will find general instructions for proper use of content, certificates, seals of approval and logos for presentation and publication of AV-Test Institute corporate design materials. The guidelines stated below are applicable to all media and also apply to the display on packaging, in digital media and in TV programming.

# Here is how you can use AV-TEST logos

## The logo versions of AV-TEST

The following AV-TEST logos are our unique corporate identity with a high recognition factor. They reflect the AV-TEST brand as an independent research institute and stand for uninfluenced and neutral tests, along with an innovative and transparent methodology. For proper display of our logos, and in order to ensure that your publications have the desired impact, we kindly request that when using the logo, you only choose the following display formats:



File: 01AV-TEST-Claim-4C.eps  
01AV-TEST-Claim-pantone.eps  
01AV-TEST-Claim-4C.tif



File: 02AV-TEST-4C.eps  
02AV-TEST-pantone.eps  
02AV-TEST-4C.tif



CMYK: 100/0/0/65  
Pantone: 3025C  
RGB: 14/87/122  
HEX: 0e577a



CMYK: 0/100/100/20  
Pantone: 1795C  
RGB: 201/8/22  
HEX: c90816

The color codes



File: 03AV-TEST-black.eps

All versions of the AV-TEST logo are available here for download:  
<https://www.av-test.org/en/press>

## The notation of the logo

The proper notation of the AV-TEST logo is in an "Interstate" font in capital letters. For use in running text, please adhere to the notation of "AV-TEST", i.e. the name components are set in capital letters and joined with a standard hyphen.

## The logo protected zone

In using the logo, maintain the protected zone around it, ensuring that the logo is always placed on a white background. When colored backgrounds are used, a white background must be included according to the parameters set up for the protected zone.



# Here is how you can use AV-ATLAS logos

## The logo versions of AV-ATLAS

The following AV-ATLAS logos are our unique corporate identity with a high recognition factor. For proper display of our logos, and in order to ensure that your publications have the desired impact, we kindly request that when using the logo, you only choose the following display formats:



File: 01AV-ATLAS-Claim-4C.eps  
01AV-ATLAS-Claim-pantone.eps  
01AV-ATLAS-Claim-4C.tif



File: 02AV-ATLAS-Claim-white.eps



CMYK: 100/0/0/65  
Pantone: 3025C  
RGB: 14/87/122  
HEX: 0e577a



CMYK: 0/100/100/20  
Pantone: 1795C  
RGB: 201/8/22  
HEX: c90816

The color codes



File: 03AV-ATLAS-black.eps

All versions of the AV-ATLAS logo are available here for download:

<https://www.av-test.org/en/press>

## The notation of the logo

The proper notation of the AV-ATLAS logo is in an "Interstate" font in lower case lettering with additional modifications.

## The logo protected zone

In using the logo, maintain the protected zone around it, ensuring that the logo is always placed on a white background. When colored backgrounds are used, a white background must be included according to the parameters set up for the protected zone.



# Here is how you can use the certificates from AV-TEST in product communication

AV-TEST certificates provide confirmation to you as a manufacturer that your product has successfully completed our comprehensive tests and the AV-TEST certification procedure. Accordingly, we are pleased when you capitalize on this success and apply our certificates towards promoting your product.

- As proof of successful participation, each certificate states the time when the test was completed and issue of the relevant test report.
- The rights to use the certificates expire no later than one year after issuance and completion of the test agreement (see AV-TEST General Terms and Conditions, Section 12).

Please do not make any of your own modifications to the data or appearance of the certificates we have issued without prior consultation with our marketing department. We are happy to support you in the use of our certificates, and we stand ready to assist you at any time.

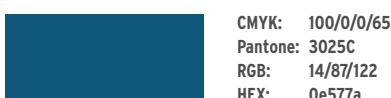
## AV-TEST Certified - Certificates for consumer users



## AV-TEST Approved - Certificates for corporate users



The color codes



# The use of IoT certificates and seals of approval

AV-TEST certificates and seals of approval provide confirmation to you as a manufacturer that your product has successfully gone through our comprehensive tests or even the AV-TEST certification procedure. Accordingly, we are pleased when you capitalize on this success and apply our certificates and seals of approval towards promoting your product.

- As proof of successful participation, each certificate and each seal of approval states the time when the test was completed and issue of the relevant test report.
- The rights to use the certificates expire no later than one year after issuance and completion of the test agreement (see AV-TEST General Terms and Conditions, Section 12).
- The AV-TEST "Security Status" seals of approval are allowed to be used for a maximum of 6 months after receipt.

Please do not make any of your own modifications to the data or appearance of the certificates and seals of approval we have issued without prior consultation with our marketing department. We are happy to support you in the use of our certificates and seals of approval, and we stand ready to assist you at any time.

## AV-TEST Approved - Certificates for Internet of Things products



## AV-TEST Security Status - Seals of approval for Internet of Things products



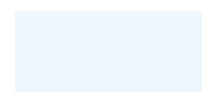
The color codes



CMYK: 100/0/0/65  
Pantone: 3025C  
RGB: 14/87/122  
HEX: 0e577a



CMYK: 0/100/100/20  
Pantone: 1795C  
RGB: 201/8/22  
HEX: c90816



CMYK: 9/0/1/0  
Pantone: 650C  
RGB: 237/247/252  
HEX: edf7fc

# In a class of their own: the AV-TEST Awards

With AV-TEST Awards, the institute recognizes the best products in their class. To be honored with one of the internationally renowned awards, IT security products have to score the highest ratings in comprehensive tests throughout the test period of one full year. As a leading research institute, the AV-TEST Innovation Award also recognizes milestones in the field of IT security.



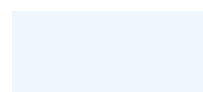
The color codes



CMYK: 100/0/0/65  
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RGB: 14/87/122  
HEX: 0e577a



CMYK: 0/100/100/20  
Pantone: 1795C  
RGB: 201/8/22  
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CMYK: 9/0/1/0  
Pantone: 650C  
RGB: 237/247/252  
HEX: edf7fc

# About the AV-TEST Institute

The AV-TEST GmbH is the independent research institute for IT security from Germany. For more than 15 years, the security experts from Magdeburg have guaranteed quality-assuring comparison and individual tests of virtually all internationally relevant IT security products. In this, the institute operates with absolute transparency and regularly makes its latest tests and current research findings available to the public free of charge on its website. By doing so, AV-TEST helps manufacturers towards product optimization, supports members of the media in publications and provides advice to users in product selection. Moreover, the institute assists industry associations, companies and government institutions on issues of IT security and develops security concepts for them.

Over 30 select security specialists, one of the largest collections of digital malware samples in the world, its own research department, as well as intensive collaboration with other scientific institutions guarantee tests on

an internationally recognized level and at the current state of the art. AV-TEST utilizes analysis systems developed in-house for its tests, thus guaranteeing test results uninfluenced by third parties and reproducible at all times for all standard operating systems and platforms.

Thanks to many years of expertise, intensive research and laboratory conditions kept up-to-date, AV-TEST guarantees the highest quality standards of tested and certified IT security products. In addition to traditional virus research, AV-TEST is also active in the fields of security of IoT and eHealth products, applications for mobile devices, as well as in the field of data security of applications and services.