



Dr.WEB®

since 1992

Dr.Web anti-viruses
Visual standards

Contents

Who are we?

The main Dr.Web logo

Logos of Dr.Web products

Registered trademarks

Typography

Who are we?

Doctor Web is a Russian developer of information security software. Dr.Web anti-viruses have been developed since 1992.

Dr.Web anti-virus products are based on a unique technology of detection and curing which few anti-virus vendors can boast. Doctor Web is one of a few anti-virus vendors in the world that owns its technologies for detecting and curing malware, has its own virus monitoring service and analytical laboratory. This provides a rapid response to latest threats and allows to solve any problems of customers in a few hours.

The novelty of technological solutions offered to the cyber world became the key factor of Dr.Web' success. Many functionalities implemented in Dr.Web became de-facto standards for the whole AV-industry.

The Dr.Web development team responds on-the-fly to market requirements and continuously offers new efficient components and applications for cyber protection. Our strategic goal is the development of the highest grade anti-virus protection, providing an insuperable barrier to all present-day and future computer threats without exception.

Numerous certificates and awards received by the Dr.Web anti-virus, as well as the geography of our customers are the best evidence of exceptional trust to the products created by the talented Russian programmers.

The main Dr.Web logo

A spider is a graphical representation of the Dr.Web brand. The spider as a part of the logo of Doctor Web was not picked up by chance.

...since 1992

A spider is one of the oldest species on our planet that existed as long as several billion years ago. Dr.Web was one of the first anti-virus programs in the world. It appeared in 1992 when its author – Igor Daniloff – created Dr.Web anti-virus.

Reliable and durable

A spider is a part of the wild-life. So the Dr.Web spider weaves a computer into its protection web. The spider logo aims to assure reliable protection against Internet threats. The spider on the Dr.Web logo declares an uncompromising fight of the company against malicious programs. It is the main promise of the Dr.Web brand.

The art of small complexity

A silken thread used by spiders to weave a web is a technological miracle. Nature gave a spider its unique ability to produce silk for construction of webs with the tensile strength exceeding that of the steel of equal mass. And to counteract viruses you don't need to be big. All you really need is a good technology created and perfected by a team of people devoted to cyber-security.

Protect life on your computer

It's hard to find a place on the face of our planet a spider couldn't inhabit. Where other species die, a spider will survive. So does Dr.Web with its exceptional resistance to viruses. It is one of the few anti-viruses that can be installed on an infected computer and is capable of curing it.

Technical mastery and industry

Humankind and spiders have been living side by side for centuries. Mythology of various peoples associated a spider with creative and productive hard work, proficiency, wisdom and supernatural capabilities. In some ways Dr.Web anti-viruses possess all these qualities with their web guarding the most important values of human civilization – the information.

Main elements of the general Dr.Web logo

The logo consists of two elements: the spider placed on the left side and the Dr.Web trademark on the right.



The trademark lettering is based on the FreeSet Extra Bold face.

Arrangement Positioning and free space

Both elements of the logo, as well as their positioning against each other should be retained for elements of the logo.



The margin size should also be considered. Other elements surrounding a logo may have a negative impact on its graphical unity. Margins and padding should be set strictly as shown on the image above.

! Changes of positions and proportions specified above are not allowed:



! The logo is a single piece of graphics that must not be modified:



Note: If a company decides on goodies, it can use the symbol of a spider only, as it sees fit.

! The logo can be placed only horizontally. No other placements are accepted:



! The logo is a single piece of graphics that must not be modified:



Colours and combinations of colours

Green is the company colour.

Green, black and white are basic colours.

These colours can be used in the design of the logo, can highlight blocks of text or employed for a background.

Black colour is secondary and can be used as a font colour or as a background colour. It is undesirable to use black and white for a logo but is acceptable for black and white printing.

Reasonable use of black is very important. Combining green, white and black may emphasize novelty, lightness and prestige of the brand.

Green

Pantone 368
CMYK: 64, 0, 100, 0
RGB: 136, 179, 50

Black

Pantone Process Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



Green combined with white. Lightness and freedom. Preferably white is used against the green background or vice versa.

Black combined with white enhance contrast. Also used when print black and white.

Additional colour schemes are used only when it is absolutely necessary to emphasize the integrity of the logo. Used for goodies with a short-term exposure to people.

No other combinations of colours are allowed.

Requirements for the main Dr.Web logo used along with logos of partners

If the logo of Doctor Web is accompanied by a logo of a partner:

logos should be proportioned – the size of a partner logo should not exceed the size of the logo of Doctor Web;

if a logo of a partner has a shape different from that of the logo of Doctor Web so no proportion between them can be established, make the width of the partner logo equal or less than the width of the Dr.Web logo, however the point size and height of the partner logo should not exceed those of the logo of Doctor Web;

usage of a partner logo along with the logo of Doctor Web should be agreed upon with a responsible staff member of Doctor Web in writing.

Logos of Dr.Web products

Each product by Doctor Web has its own graphical symbol. Each of them is unique in some way making a product easy to identify.

The example of a product logo:



The following product logos are available:



 **Dr.WEB®**
CureIt!™

 **Dr.WEB®**
LiveCD

 **Dr.WEB®**
Anti-virus for Windows
file servers

 **Dr.WEB®**
Anti-virus for Unix
file servers

 **Dr.WEB®**
Anti-virus for Novell NetWare
file servers

 **Dr.WEB®**
for Unix mail server

 **Dr.WEB®**
Mail Gateway

 **Dr.WEB®**
for MS Exchange

 **Dr.WEB®**
for IBM Lotus Domino

 **Dr.WEB®**
for MIMESweeper

 **Dr.WEB®**
Anti-virus for Internet
gateways Unix

 **Dr.WEB®**
для Kerio WinRoute

 **Dr.WEB®**
Anti-virus
for Windows Mobile

 **Dr.WEB®**
Office Shield

 **Dr.WEB®**
for Symbian OS

 **Dr.WEB®**
Anti-virus service

Arrangement

Positioning and free space

Margins and padding are set the same way as for a general products logo.

Padding and margins should be set in strict compliance with the rules.



Fonts

The FreeSet Extra Bold face is applied for the lettering.

"Anti-virus" or "Anti-virus&Anti-spam" in names of products should always be marked using FreeSet Extra Bold. In other cases FreeSet DemiBold is used. The rule must not be violated.



Colours and their combinations

The rules set for the main logo are applied to logos of products by Doctor Web where “Dr.Web” may have a font colour different from the name of a product.



Registered trademarks

Doctor Web holds rights to the following registered trademarks:

CureIT!®

Dr.Web Shield®

Dr.Web Inside®

Dr.Web AV-Desk™

Origins Tracing™

SpiDer Mail®

SpiDer Guard®

The listed trademarks can only be used in text with ® and ™ symbols. Other requirements to use of specified names are identical to requirements to names of products and solutions by Doctor Web given above.

Typography

FONT

In case a name of a product or the status of a partner need to be specified under a logo, use semi-bold fonts. Sometimes FreeSet DemiBoldC and FreeSet ExtraBoldC can be used.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

FreeSetC

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

FreeSetDemiBoldC

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

FreeSetBoldC

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

FREESETEXTRABOLDC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

ITALIC

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww

Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww

Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww

Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww

Xx Yy Zz



© Doctor Web
125 124, Russia, Moscow, 3-ja ulitsa Yamskogo polya 2-12A

www.drweb.com
www.freedrweb.com
www.av-desk.com