Dr.WEB®
since 1992

Dr.Web Anti-viruses

Visual standards

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Who are we?

Doctor Web Ltd. is the Russian developer of Dr.Web anti-virus software. Our products have been developed since 1992. The company is a key player on the Russian market for software that meets the fundamental need of any business — information security.

The company is one of the few anti-virus vendors in the world to have its own technologies for detecting and curing malware. Doctor Web has its own anti-virus laboratory, global virus-monitoring service, and technical support service.

Developing technologies to protect systems from both known and unknown threats is among our developers' top priorities. Our anti-virus protection system allows the information systems of our customers to be protected from any threat, even those still unknown. Dr.Web solutions fully satisfy a company's business needs for anti-virus protection.

Doctor Web creates innovative business models based on its own designs.

In 2007 we became the first company on the Russian market to offer the innovative anti-virus-as-a-service model. From then on, the Software-as-a-Service (SaaS) era in Russia's anti-virus industry got underway, and to this day, Doctor Web is still the undisputed leader in this segment of the market.

Home users from all over the world, small companies, large enterprises and backbone corporations have been loyal users of Dr.Web products for many years. Doctor Web has received state certificates and awards; our satisfied customers spanning the globe are clear evidence that the quality of our products, created by a talented team of Russian programmers, is undisputed.

The main Dr.Web logo

The spider is the graphic symbol of the Dr.Web brand. Choosing the spider to be the main visual element of the Doctor Web logo was no accident.

Since 1992

Spiders are one of the oldest species in existence—they have been on Earth for 2.5 billion years. The Dr.Web Anti-virus was one of the first anti-virus programs in the world. The year 1992 is considered the year Dr.Web was born. This was when its creator Igor Danilov wrote a new program—the Dr.Web Anti-virus.

A symbol of reliability... and hope

The spider is an exemplification of living nature. Performing a bio-forming role, it is one of the most significant links in the ecological chain. Like a spider, Dr.Web seamlessly integrates itself into structurally complex computer environments, becoming one with a computer and ensuring its health. The Dr.Web spider weaves an unbreakable web, encircling the user's PC with a durable sheath that keeps their information secure. The spider image is meant to instil confidence in users so that they feel secure against
Internet threats. The Dr.Web spider logo serves as a graphical representation of the principle behind the uncompromising fight against computer pests, the main promise of the Dr.Web brand.

The art of miniature technologies

Cobweb thread is a real technological marvel. A spider, like a real architect, uses it to build a strong net (web). The small scale doesn't prevent the spider from weaving a net that can withstand enormous tension. You don't need to be big to combat viruses effectively. A sophisticated technology created and upgraded by a devoted team of professionals is all that is really needed.

Protection of the IT environment

It's hard to find a corner of the Earth where spiders don't live. They can live anywhere. In places where other animals would die, spiders survive. Like a real spider, Dr.Web is exceptionally resistant to viruses. Dr.Web is one of the few anti-viruses in the world that can be installed on an infected computer and cure it.

Technological skill and diligence

For many centuries, humankind has lived alongside spiders. In the mythology of different peoples the spider is often associated with fruitful creative activities, craftsmanship, diligence, wisdom and even supernatural powers. Dr.Web software, to some extent, possesses similar qualities that allow it to safeguard one of the most precious assets of humankind—information.

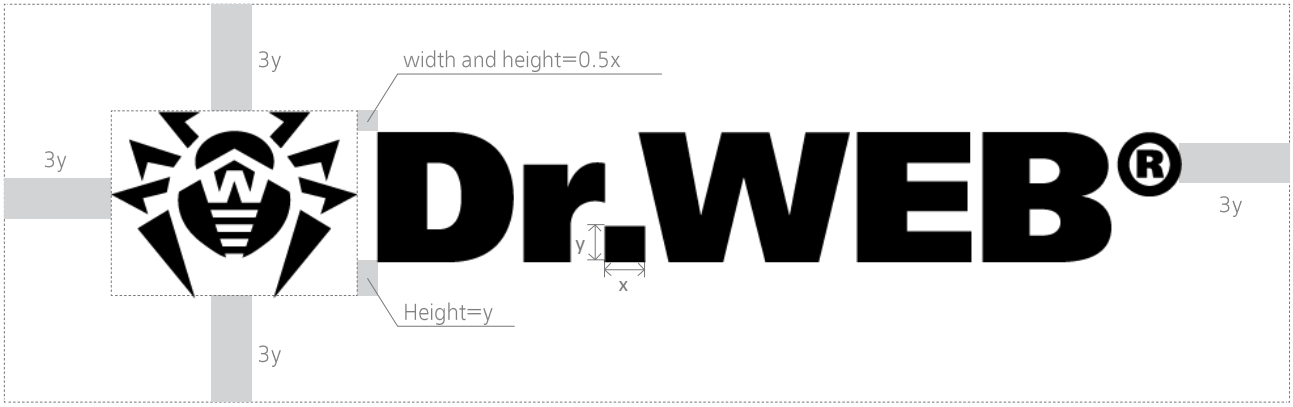
Key elements of the Dr.Web logo

The logo consists of two elements: the spider symbol is placed to the left, while the trademark name Dr.Web is located to the right.

The headset FreeSet ExtraBold is the principal logo font.

Layout and empty fields

Both parts of the logo are always in proportion, and their location in relation to each other is fixed:



The indentation around the logo is also exact. Other elements, if placed near the logo, can affect its graphical integrity. As the illustration shows, the indentation must be observed.

⚠ Altering the proportions and layout of the logo elements is not allowed:

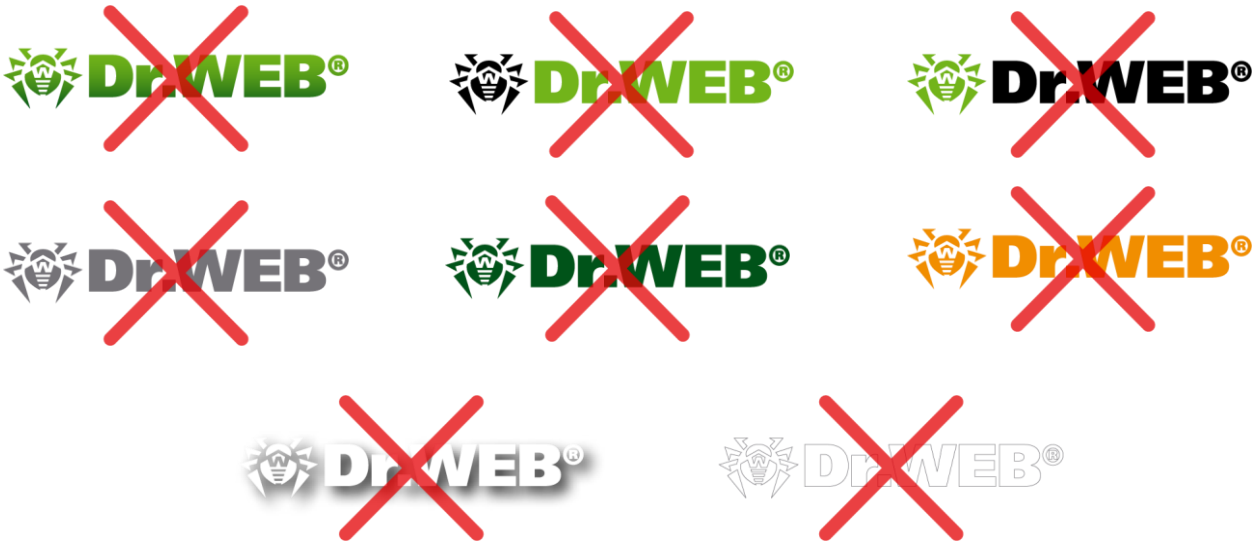
⚠ The logo is a single whole that must not be modified:

Note: freebies manufactured by partners can feature the logo symbol—the spider—without the trademark name.

⚠

The logo should always be placed horizontally. No other placement options are allowed:

⚠ The logo is a single whole that must not be modified:



Primary colours and colour combinations

Green is Doctor Web's corporate colour.
The company's main colours are green, black, and white.

These colours are used in the logo, and can be employed to highlight text or serve as a background colour.

Black is secondary, and may be used both as a background and a text colour. Black/white as logo colours are considered undesirable but are still acceptable in black and white documents.

Using black in reasonable proportions is very important. The right combination of black, white, and green help emphasise modernity and lightness and the high profile of the brand.

Green	Black	White
Pantone 368 CMYK: 64, 0, 100, 0 RGB: 136, 179, 50	Pantone Process Black CMYK: 0, 0, 0, 100 RGB: 0, 0, 0	CMYK: 0, 0, 0, 0 RGB: 255, 255, 255

Green in combination with white. White against a green background or vice versa instils lightness and freedom.

Black is combined with white for contrast. This combination is also used for black and white materials.

Additional combinations are used when the logo's integrity needs to be emphasised. They are used for promotional products when there is minimum time to interact with people.

Requirements for using the main Dr.Web logo together with partner logos

If Doctor Web's logo needs to be combined with the logo of the partner company, the following rules must be observed:

— The partner's logo must not be larger than Doctor Web's logo.

— If the partner's logo differs from Doctor Web's logo and the proportion requirements cannot be complied with, the length of the partner's logo must be reduced to the same length of Doctor Web's logo or to a smaller size, but at the same time, the size or height of the partner's logo must not exceed the size of the letters on Doctor Web's logo.

Designs featuring combinations of partner logos and Doctor Web's logo must be approved by Doctor Web Ltd.

Colour coding of business products in documents

Dr.Web Desktop Security Suite

CMYK: 0, 81, 81, 0 WEB: #CB4D32	25%	15%

Dr.Web Server Security Suite

CMYK: 0, 31, 100, 0 WEB: #E8B400	25%	15%

Dr.Web Mail Security Suite

CMYK: 55, 0, 77, 0 WEB: #94BB63	25%	15%

Dr.Web Gateway Security Suite

CMYK: 72, 0, 0, 0 WEB: #6CBBED	25%	15%

Dr.Web Mobile Security Suite

CMYK: 70, 90, 0, 0 WEB: #63338A	25%	15%

Company logo

Corporate logos

Business product logos

An individual graphical symbol is available for each Doctor Web product. Each of them is unique, allowing a product to easily be identified.

Examples of a product logo

Commercial product logos

Dr.Web Desktop Security Suite

Dr.Web Server Security Suite

Dr.Web Mail Security Suite

Dr.Web Gateway Security Suite

Dr.Web Mobile Security Suite

Utility logos

Dr.Web Anti-virus service logos

Formation

Layout and empty fields

Here the field guidelines are consistent with those available for the general Dr.Web product logo. In accordance with the general rules, the indentations must be strictly observed.

Alignment

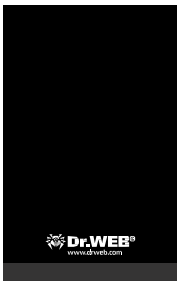
Fonts

The headset FreeSet Extra Bold is the principal logo font.

The word "Anti-virus" in the product name should always appear in bold FreeSet Extra Bold. In other cases, FreeSet DemiBold should be used. This rule must be followed at all times without exception.

Examples of using the logo in the design of freebies

External hard drive



Wireless headphones featuring the logo

USB drive featuring the logo

MP3 AXP3 109G featuring the logo

Wireless optical mouse featuring the logo

Colours and colour combinations

The colours and colour combinations used in Doctor Web product logos are subject to the same rules as the common logo. Please note that a product title's font colour can differ from that of Dr.Web®.

Registered trademarks

The following trademarks are the property of Doctor Web Ltd:

Dr.Web®

SpIDer Mail®

SpIDer Gate®

KATANA®

Dr.Web CureIt! ®

Dr.Web CureNet! ®

Dr.Web VxCube®

WebIQmeter®

AV-Desk®

In text, these trademarks must be accompanied by the registered trademark sign—®.

Other requirements for using these trademarks correspond to the rules regarding the abovementioned names of Doctor Web products and solutions.

Corporate identity typography, font

If the product title or Doctor Web's partner status needs to be indicated under the logo, use demi-bold fonts. In some cases, FreeSet DemiBold and FreeSet ExtraBold can be employed. FreeSet Light should be used for large portions of text.

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

FreeSet Light

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

FreeSet

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

FreeSet DemiBold

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

FreeSet Bold

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

FreeSet ExtraBold

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