Our logo is the most important branding tool at our disposal; therefore, we have a duty to treat it with care, attention, and respect. It is essential that the reproduction of the logo should follow the guidelines outlined in this manual.

The logo must not be manipulated or altered in any way, shape, or form. The various elements of the logo ("Macman graphic and logotype) must always be used together and should never be separated.

The Malwarebytes Logo may only be used to make reference to Malwarebytes, Malwarebytes Corporation, or to the products and services offered by Malwarebytes.
**Logo application**

**Usage Guidelines:**

**Mono**

- **Malwarebytes**

**Grayscale**

- **Malwarebytes**

**Colour (when using on white background)**

- **Malwarebytes**

**Colour (when using on black or dark coloured background)**

- **Malwarebytes**

**Do:**

- Use our official, unmodified “Macman” graphic to represent our brand
- Make sure the Macman’s mouth faces upwards
- Allow for at least 150% buffer space around the Macman

**Don’t:**

- Upside down
- Colors inverted
- Macman filled with black
- Never ever put an outline
Size of logo

To ensure quality reproduction, the logo should never be reproduced smaller than 33mm (width).

When applied to certain promotional items, the logo may need to be reproduced in a slightly different format.

If you have any difficulties with logo size when producing artwork for any publications or printed material, please contact the Marketing team.

Minimum Clear Space:

Minimum Size: 33mm
Logotype

The type face used in the wording 'MALWAREBYTES' is:

MICROSOFT SANS SERIF.

The type faces have been chosen to reflect our image and for its flexibility in reproduction.

In most instances, the logo will be supplied in jpeg format, as such it will not be possible to manipulate the design. Under no circumstances should any other type face(s) be used when reproducing the logo.
This section deals with the PANTONE colour references used on our logo. Please ensure that the correct colour references are used at all times by following the guidelines.

PANTONE is the recognized industry standard colour referencing guide for the reprographics and printing industry. The following PANTONE reference numbers have been selected for the Malwarebytes logo.

Example of our colour logo:

- Pantone Light Blue 284 C
- Pantone Dark Blue 2727 C
- Pantone Light Gray 877 C
- Pantone Cool Gray 10 C
## Color palette

**Process color separations**

Process separated colours are used in four colour process printing and are mixed to match as closely as possible to the PANTONE colour palette using basic inks: Cyan, Magenta, Yellow and Black.

**Examples of CMYK:**

- **Pantone 284 C process breakdown:**
  - Cyan: 56
  - Magenta: 21
  - Yellow: 0
  - K (Black): 0

- **Pantone 2737 C process breakdown:**
  - Cyan: 75
  - Magenta: 49
  - Yellow: 0
  - K (Black): 0

**RGB**

Additive primary colors (red, green and blue) are only to be used for digital publishing.

**Examples of RGB:**

- **Light Blue breakdown:**
  - R: 108
  - G: 180
  - B: 242

- **Dark Blue breakdown:**
  - R: 54
  - G: 140
  - B: 235

- **Light Gray breakdown:**
  - R: 128
  - G: 130
  - B: 133

- **Dark Gray breakdown:**
  - R: 83
  - G: 83
  - B: 83
PRODUCT FAMILY BRANDING
Products

Malwarebytes Anti-Malware

Always capitalized and written: Malwarebytes Anti-Malware

Do:

- Use our official, unmodified “Macman” graphic to represent our brand
- Make sure the Macman’s mouth faces upwards
- Allow for at least 150% buffer space around the Macman

Don’t:

- Upside down
- Macman filled with black
- Never ever put an outline

Note: Malwarebytes Anti-Malware should never be abbreviated (e.g. “MBAM”) in external communications.
on white backgrounds

Pantone 2737 C process breakdown:
Cyan - 75  Magenta - 49  Yellow - 0  K (Black) - 0

Blue RGB breakdown:
R: 54  G: 140  B: 235

Grey CMYK breakdown:
Cyan - 60  Magenta - 51  Yellow - 51  K (Black) - 20

Grey RGB breakdown:
R: 102  G: 102  B: 102
Malwarebytes
ANTI-MALWARE

Pantone 2737 C process breakdown:
Cyan - 75  Magenta - 49  Yellow - 0  K (Black) -0

Blue RGB breakdown:
R: 54  G: 140  B: 235
Malwarebytes Anti-Malware 1.75

Always capitalized and written: Malwarebytes Anti-Malware

Note: Malwarebytes Anti-Malware should never be abbreviated (e.g. “MBAM”) in external communications.
Malwarebytes Anti-Malware Pro (Retail Box)

Front

Back
Products

Malwarebytes Anti-Malware Mobile

Always capitalized and written: Malwarebytes Anti-Malware

Do:

- Use our official, unmodified “Macman” graphic to represent our brand
- Make sure the Macman’s mouth faces upwards
- Allow for at least 150% buffer space around the Macman

Don’t:

- Upside down
- Macman filled with black
- Never ever put an outline

Note: Malwarebytes Anti-Malware should never be abbreviated (e.g. “MBAM”) in external communications.
Malwarebytes
ANTI-MALWARE
MOBILE

THE SANS BOLD CAPS

Pantone 2737 C process breakdown:
Cyan - 75  Magenta - 49  Yellow - 0  K (Black) - 0

Blue RGB breakdown:
R: 54  G: 140  B: 235

Grey CMYK breakdown:
Cyan - 60  Magenta - 51  Yellow - 51  K (Black) - 20

Grey RGB breakdown:
R: 102  G: 102  B: 102

on white backgrounds
Products

Malwarebytes Secure Backup

Always capitalized and written: Malwarebytes Secure Backup

Do:

- Use our official, unmodified “cloud” graphic to represent Malwarebytes Secure Backup
- Allow for at least 150% buffer space around the graphic

Don’t:

- Upside down
- Center arrow black
- Never ever put an outline

For coloured backgrounds
For dark backgrounds
On white

Note: Malwarebytes Secure Backup should never be abbreviated (e.g. “MBSB”) in external communications.
SECURE BACKUP

Green CMYK breakdown:
Cyan - 75  Magenta - 0  Yellow - 100  K (Black) - 0

Green RGB breakdown:
R: 60  G: 180  B: 74

Grey CMYK breakdown:
Cyan - 60  Magenta - 51  Yellow - 51  K (Black) - 20

Grey RGB breakdown:
R: 102  G: 102  B: 102
Malwarebytes
SECURE BACKUP

Malwarebytes
SECURE BACKUP
Malwarebytes
SECURE BACKUP

TINT: 50%
Green CMYK breakdown:
Cyan - 75 Magenta - 0 Yellow - 100 K (Black) - 0

Green RGB breakdown:
R: 60 G: 180 B: 74
Products

Malwarebytes Anti-Exploit

Always capitalized and written: Malwarebytes Anti-Exploit

Do:
- Use our official, unmodified “shield” graphic to represent Malwarebytes Anti-Exploit
- Allow for at least 150% buffer space around the graphic

Don’t:
- Upside down
- Colors inverted
- Never put an outline

Note: Malwarebytes Secure Backup should never be abbreviated (e.g. “MBAE”) in external communications.
on white backgrounds
Other logos

Malwarebytes Chameleon

On white
On black
On colored backgrounds

Always capitalized and written: Chameleon

Malwarebytes Anti-Rootkit BETA

On white
On black
On colored backgrounds

Always capitalized and written: Malwarebytes Anti-Rootkit
Other logos

Malwarebytes FileASSASSIN

On white

On black

On colored backgrounds

Always capitalized and written: FileASSASSIN

Malwarebytes StartupLite

On white

On black

On colored backgrounds

Always capitalized and written: StartupLite
Other logos

Malwarebytes RegASSASSIN

On white  On black  On colored backgrounds

Always capitalized and written: RegASSASSIN
“Advertiser” means anyone marketing any product or service of Malwarebytes who is subject to these Guidelines.

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Malwarebytes Logo:

The name “Malwarebytes” is also a registered trademark with the United States Patent and Trademark Office and should be treated with the same guidelines as a Logo.

The Malwarebytes Logo may only be used to make reference to Malwarebytes Corporation or to the products and services offered by Malwarebytes.

The logo may be displayed wherever reference to Malwarebytes is made, but should not be published in a manner which suggests that a third party or third party’s products, including Advertiser, are associated with Malwarebytes.

Advertisements can clarify that Advertiser is not affiliated with Malwarebytes either by context, or else through the use of an explicit disclaimer such as the following:

"Advertiser is in no way affiliated with Malwarebytes except that it offers Malwarebytes products for sale. No partnership, joint venture or agency relationship is intended by the use of Malwarebytes name or logo in this advertisement."
Malwarebytes Logo:

The Malwarebytes Logos should not be pictured larger than Advertiser’s own name or logo in the same website or catalogue and should be placed wherever the most prominent reference to Malwarebytes is made.

The Malwarebytes Logo should not be modified in any way except sizing, so long as the ratio of width to height is not changed by the resizing.

Wherever the Logos are used, they should include a border not less than 1/20 of the width of the image, which should be colored the same as the background of the advertisement. This requirement does not apply to use of the plain text name “Malwarebytes.”

The Malwarebytes Logo should never be pictured as grouped together with the name or logo of the Advertiser. The Malwarebytes Logo may be printed as part of a group of Logos of other manufacturers of advertised products, so long as it is clear that Malwarebytes is not affiliated with any of those manufacturers.
Product Comparisons:

Advertiser may publish comparisons of its own pricing of Malwarebytes products or services to those of Advertiser's competitors, including comparisons to pricing available directly on Malwarebytes' own website.

Advertiser may also publish comparisons of its own "value added" services such as telephone support or installation help which are related to Malwarebytes products or services to those of Advertiser's competitors, including comparisons to "value added" services offered directly by Malwarebytes itself.

Advertiser may not publish any comparison of Malwarebytes’ products or services to similar products or services sold by competitors without the express, written permission of Malwarebytes, unless:

The comparison relates only to the price of the products;

The comparison relates only to the availability of the products, such as the fact that Advertiser carries one product and not another;

The comparison relates only to published features of the products, such as file size, license term, or software compatibility;

The comparison has been published by Malwarebytes or a third party, not affiliated with Advertiser, within 90 days of the publication of the advertisement and attribution is made to the name of the publisher and date of the comparison;

or

Malwarebytes has approved publication of the comparison in writing within 90 days of the publication of the advertisement.
Product Claims:

Advertiser may not publish any factual claims as to the functionality or reliability of Malwarebytes’ products or services without the express, written permission of Malwarebytes, unless:

The claims relate only to published features of the products, such as file size, license term, or software compatibility;

The comparison has been published by Malwarebytes or a third party, not affiliated with Advertiser, within 90 days of the publication of the advertisement and attribution is made to the name of the publisher and date of the comparison.

Malwarebytes has approved publication of the claims in writing within 90 days of the publication of the advertisement.

Nothing in this section is intended to limit Advertiser’s ability to advertise its own “value added” services, pricing, or other features that are not claimed to be part of the Malwarebytes products and services themselves.

Nothing in this section is intended to limit Advertiser’s ability to make opinion-based claims as to the functionality or reliability of Malwarebytes products or services.

Example: Advertiser cannot publish that “Malwarebytes catches 99% of all Malware on the first scan” or that “Malwarebytes is preferred over Competitor ABC by 7 out of 10 IT professionals.”

Example: Advertiser can publish that “Malwarebytes is my favorite product for cleaning up Malware” or “Malwarebytes is great at what it does.”
Internet Advertising:

All of the above guidelines apply equally to internet advertising as to print advertising. However, internet advertisements carry some additional restrictions due to the prevalence of scams and malicious sites that target Malwarebytes.

As such, Advertiser may not engage in pay per click advertising campaigns that are triggered by the words “malware,” “anti-malware,” “malwarebytes,” or any variations thereof, such as “malwarebites.”

Furthermore, Advertiser may not advertise its products on any domain that uses the term “malwarebytes,” unless it is clear from the web address that the domain is not owned by Malwarebytes.

Example: The following domain would be acceptable
www.advertisersstorename.com/products/malwarebytes

Example: The following domain would not be acceptable
http://malware.bites.com/advertisersstorename

False or Misleading Advertising:

In the event that an Advertiser is found to have intentionally used false or misleading advertising to induce customers to purchase Malwarebytes products or services from that Advertiser, then Malwarebytes reserves the right to terminate the licenses sold by that false or misleading advertising and to terminate Advertiser’s rights to sell or distribute Malwarebytes products.