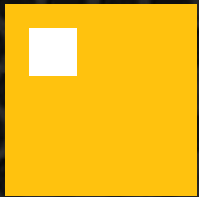




# BRAND PLAYBOOK

## APRIL 2013





You hold the Symantec brand in your hands.

As one of the more than 20,000 people serving Symantec customers in 50 countries around the world, no one has more impact on our brand than you.

Every decision you make, every action you undertake, every interaction you have directly impacts and defines the Symantec brand.

How important is that brand?

Our customers rely on us for the security and protection of data that powers their businesses and the information that enhances their personal lives.

Our brand needs to reflect the values you'd expect from a company charged with such an enormous responsibility.

To help familiarize you with those values and how they are best expressed, the team has developed this Brand Playbook.

I hope you find it informative, useful, practical, and above all, helpful.

As the threat landscape continues to become more targeted and toxic and as new technologies become more ubiquitous and complex, the care and protection of the Symantec brand has never been more important.

Along with our people, talent, and technological expertise, it is one of the most important assets we have. Guard it well.

We expect great things.

The brand playbook begins with our **Brand Strategy Overview**. This section describes our brand strategy, vision, and plan for the company. It outlines the key touch points for our brand and the methodology our company is using to drive brand decisions.

Next is **Creative Philosophy**. This section is less about rules and absolutes, and more about how the brand feels—the soul of Symantec. Here we'll describe how our brand should be expressed with tone of voice, photography, and illustration.

The third section is called **Brand Identity Guidelines**, which outlines the specific requirements when using the logo, typography, and color.

We conclude with **Brand Applications**, which describes how our brand manifests within PowerPoint® presentations, sponsorships, naming, email signatures, and corporate references.

In some sections, you'll see notations about where you can go online to obtain guideline or reference documents. This information is also compiled on the resources page at the back.

This document is about the Symantec brand. It's about who we are and what we stand for. It describes our spirit, personality, and values, and how we present ourselves to the world. The goal of the Brand Playbook is to give you the tools and confidence you need to champion our company brand. Every day, every decision you make, strategic or tactical, local or global, affects our customers' perceptions and behaviors. When we present our brand consistently, our efforts are more synergistic and effective.

Please review this playbook carefully, refer to it often, and don't be afraid to ask questions. It's vital that everyone in our company understands the brand strategy so that each employee can become a Symantec Brand Champion.

For inquiries, please contact us at [branding@symantec.com](mailto:branding@symantec.com).

A BRAND IS A PROMISE.  
A STRONG BRAND  
DELIVERS ON THAT  
PROMISE IN EVERYTHING  
IT DOES.



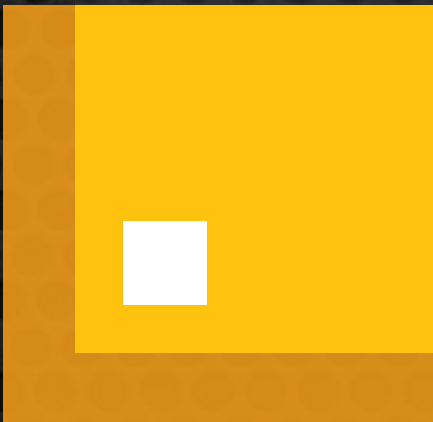
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# 1

“EFFICIENCY IS DOING THINGS  
RIGHT; EFFECTIVENESS IS DOING  
THE RIGHT THINGS.”

– PETER DRUCKER,  
MANAGEMENT “GURU” AND AUTHOR

## BRAND STRATEGY OVERVIEW



## ORIGINS OF OUR NAME

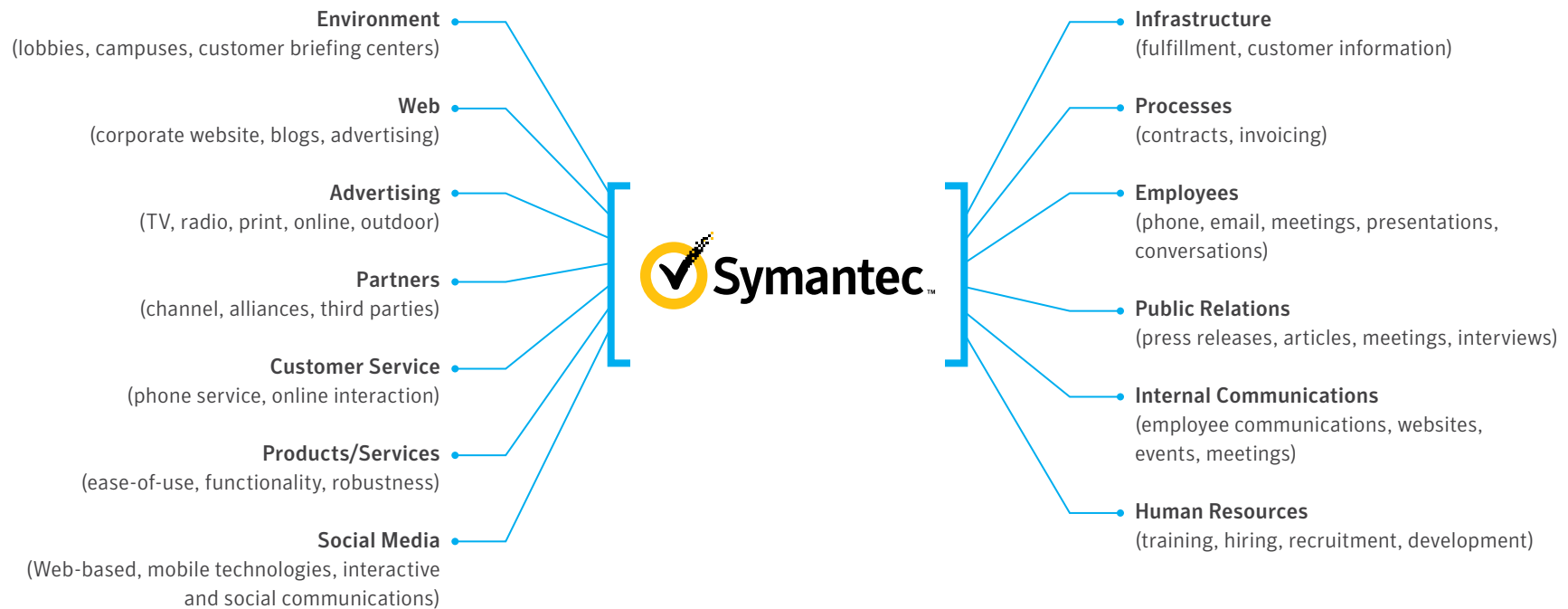
Gary Hendrix started the company in 1982 when he was working on a software product called Q&A that was designed to help computers understand standard English commands. The name “Symantec” is a combination of the words “syntax” and “semantics.”

### Brand is...

- The **PERCEPTION** you own inside the heart and mind of the customer
- The **PROMISE** a company makes, and keeps, to its customers, employees, and partners
- The total **EXPERIENCE** a customer has when interacting with the company and its employees

Ultimately, brand is the total experience a customer has whenever he or she interacts with the company. It's a promise that must be kept at every point of interaction. It's a consistent experience over time that demonstrates that a company has lived up to its brand promise.

Protecting the world's people and information is what we stand for.





### 1.1.1 BENEFITS OF A STRONG BRAND

A strong brand has incredible power. It redefines the competitive landscape, connects with prospects, creates memorable experiences, builds lasting relationships, and helps leaders better manage people, resources, and profits.

- **Adds value** to a company
- Leads to **increased perceptions** of quality, trust, and reliability
- **Builds trust** to ensure lasting customer relationships
- **Aids recognition** in a cluttered marketplace
- Has the ability to **command a premium** price
- Facilitates a **more predictable income** stream

### 1.1.2 BEST PRACTICES OF GREAT BRANDS

- Continual delivery of their brand promise
- Possession of superior products and services
- Clear ownership of a distinct position
- Commitment to “internal” branding for employee engagement
- Culture of improvement and innovation

### 1.1.3 WHY DOES THIS MATTER?

- An increase of customer loyalty of just 2 percent is equivalent to a **10 percent reduction in costs**.
- An increase of 5 percent in customer loyalty can deliver **95 percent greater profitability** over the lifetime of that customer.
- Over **50 percent** of your customers would be willing to pay a **20 to 25 percent price premium** to the brand that they are most loyal to before they would switch to a competitive brand.
- **Fifty percent** of your customers are willing to try a new product from a preferred brand because of the implied **endorsement, credibility, and trust**.
- It takes **seven times the cost and effort** to gain a new customer as it does to keep your existing customer.



Symantec is a global brand that is recognized as a strategic partner for companies and consumers alike. We understand that a strong brand creates more opportunities for the company and more value for shareholders. To achieve our goals, we have created one cohesive brand strategy to guide the entire company.

### 1.2.1 BRAND PROMISE

Our core mission is protecting the world's people and information. It is critical that our customers feel confident that their information is available and always backed up, that their identities are safe, and that their most treasured memories are protected. We work tirelessly, in over 200 countries to fulfill our promise, 24 hours a day, 365 days per year.

When people think of Symantec, they should think confidence. Ultimately, our brand is in the hands of every employee of the company. The brand is you.

### 1.2.2 CORPORATE TAGLINE

Confidence in a connected world.

Our primary focus is protecting information, but it is the confidence that our customers can live, work, and play freely in our connected world that inspires our tagline, "Confidence in a connected world." This confidence is enabled by our core mission of protecting the world's people and their information.

**Use of the word “trust”**

Asking to be trusted doesn't work well. Citing examples of trustworthiness can be effective.

Ineffective uses:

- “Trust Symantec for your security and data management needs.”
- “Symantec is a trusted company.”

Effective uses:

- “Every Fortune 500 company trusts Symantec for security.”
- “More companies trust Symantec than any other vendor.”
- “Symantec is regarded as the most trustworthy company by...”

**1.2.3 BRAND PLAN**

The brand is the heart of a business. It puts a name and a personality to a product or service.

Feedback from our customers, partners, and employees tells us that while we are generally seen as trustworthy, we are not consistently representing the full power of the Symantec portfolio to the world. Together, we must work to build a stronger, integrated brand that encompasses all of the powerful attributes that we have across the company.

**1.2.4 BRAND CHART**

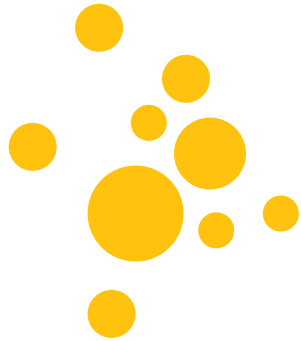
With the rapid changes experienced over the past years, our leadership team has strived to assert the Symantec brand. The principles that guide everything we do, our vision and our mission, remain unwavering.

This chart is a reference guide to help you consistently position the company. When you are developing a presentation or messaging on behalf of the company, these are the specific themes that we need everyone to use across the company. Keep in mind that this chart is for internal use only and is not for use with external vendors or customers.

### The Power of Symantec Chart

<b>VISION</b> Defines your long-term aspirations	<b>People should be able to work and play freely in a connected world.</b>			
<b>MISSION</b> Defines the purpose of your company	<b>Symantec relentlessly protects the world's people and information.</b>			
<b>TAGLINE</b> Defines how you want customers to feel	<b>Confidence in a connected world.</b>			
<b>VALUES</b>	<b>Innovation</b> We tirelessly seek new and better ways to help companies, organizations, and individuals protect, secure, and share their information.	<b>Customer-driven</b> In our information-driven world, protecting people's information means protecting their livelihoods, their personal finances, their family members, and even their memories. Nothing could be more important, so we remain relentlessly focused on making life even easier and more secure for our customers.	<b>Action</b> Innovation and customer focus have little meaning without action. The threat landscape changes by the minute. Digital assets become more important every day. We are intent on being first-to-market with the best tools, no matter what it takes. We're relentless.	<b>Trust</b> We are direct and honest, and always act with integrity.  We meet our goals, honor our commitments, and hold ourselves accountable at all times.
<b>DELIVERING TO CUSTOMERS</b>	<b>Confidence</b> We provide businesses the insight, tools, and direction to protect information in all its forms.  We educate, alert, and advise consumers about how to interact, shop, collaborate, and play safely online.	<b>Risk Mitigation</b> We help businesses assess, manage, and mitigate risks inherent in IT environments: security, backup, and availability.  We provide consumers essential protection for the stuff that matters most to them regardless of where or how they store, access, or share it.	<b>Reduce Complexity</b> We offer businesses products and services that simplify the management of complex environments to increase service levels and reduce costs.  We provide consumers integrated solutions that take the hassle out of safely using the Internet.	
<b>UNIQUE PORTFOLIO</b>	We offer a broad range of leading solutions that protect people and their information by ensuring that it is secure, backed up, and always available, which enables increased customer confidence in a connected world.			
<b>DIFFERENTIATORS</b>	<b>Heterogeneous</b> Our innovative, high-quality solutions work across platforms, operating systems, and storage environments to simplify and unify information protection.		<b>Insight</b> Our reputation-based security technology, Insight, provides us with unparalleled knowledge about the Internet and infrastructure that is applied to all of our security solutions.	
	<b>Focus</b> We're committed to developing the best protection solutions possible by leveraging the diversity of our people, our unique capabilities, and our extensive experience.		<b>Passion</b> We all are working toward one common goal: to relentlessly protect people and their information, from the smallest device to the largest cloud.	

### 1.2.5 FUTURE GOALS



#### **TODAY**

Symantec is viewed as a collection of products with little connection between them.



#### **18 MONTHS**

Symantec is the brand of choice to protect and manage identities and information for individuals and organizations.



#### **3 YEARS**

Symantec's Checkmark symbol represents confidence to customers worldwide and verifies that their identities and information are secured, stored, and accessible anytime, anywhere, and from any device.

## 1.3.1 MASTERBRAND/SUB-BRANDS/ACQUIRED BRANDS

**Symantec Brand Hierarchy**

Masterbrand		
Symantec		All product and service names must include the Masterbrand, either as a prefix or as an endorsement.
Consumer Sub-Brands	Enterprise Sub-Brand	
Norton, PC Tools	Symantec.cloud	Norton and PC Tools are the sub-brands at Symantec representing the consumer business. Symantec.cloud is a sub-brand in the enterprise representing cloud-based services.
Ingredient Brands		
Altiris, Brightmail, VeriSign		Some acquired brand names may live on as ingredient names, to reassure customers that acquired technologies are still present within Symantec solutions. These are not represented by a logo and are only used in context (first-reference).
Product Families or Categories		
Backup Exec, Storage Foundation, Data Loss Prevention, SAMG		Umbrella names may be used to describe a family of products or a functional category. These are not official brands and are not represented by a logo.

The Symantec brand architecture outlines the relationship between our company name, our sub-brands, and our product line names. Symantec is our masterbrand. It is our unique identifier in the marketplace. Because of the broad markets we cater to, it's sometimes necessary to create sub-brands that are meaningful to specific segments such as the consumer market. Underneath the masterbrand, our products and services are given simple, straightforward descriptors so that they simultaneously carry the promise and attributes of the Symantec brand, while making it easy for customers to understand what they are buying.

**Masterbrand:** A brand name that dominates all products or services in a range or across a business. Our masterbrand is Symantec.

**Sub-brands:** Separate, complementary brands that are developed when the masterbrand is too broad to differentiate unique benefits or attributes. Symantec uses sub-brands (for example: Norton, Symantec.cloud, and PC Tools), specifically for product or service areas.

**Acquired brands:** Our goal with all new acquisitions is to transfer the brand equity of the acquired brand to the Symantec name in order to maximize momentum and presence in the marketplace. The guiding principle of the transition is to not lose any of the equity or momentum of the acquired company. Branding will create specific transition plans with key internal stakeholders for each acquisition.

### 1.3.2 BRAND CONSISTENCY

#### **Everything contributes to the whole.**

Brand consistency attempts to communicate messages in a way that doesn't detract or stray from the core brand proposition. For example:

- A logo used in a similar way on all marketing materials
- A typeface used with particular guidelines on typography
- Using consistent colors that are applied along with similar design styles

#### **The power of brand consistency**

Brand consistency provides operational benefits in branding through cost control and efficiencies throughout the organization. It also:

- Creates consistency of image in your audience's mind
- Builds stronger brand value over time
- Delivers an accurate perception of your identity
- Improves customer confidence in your business
- Increases your profile
- Helps enhance your competitive advantage

**Brand consistency = recognition**  
**Recognition = familiarity**  
**Familiarity = trust and confidence**

### 1.3.3 CORPORATE/MARKETING BRAND

Corporate Marketing drives consistency and quality of our global messaging and brand. We are dedicated to developing a brand that will differentiate us from our competitors and unite employees, and will improve communications and create customer loyalty. Additional information can be found on our [Corporate Marketing Web page](#).

## 1.4 BRAND MESSAGING

### 1.4.1 BRAND PERSONALITY

We have the assurance and poise of a leader. We are not arrogant or boastful.

#### **Our personality is:**

##### **Enabling**

We provide essential protection and let customers focus on their customers and growing their businesses. We are not red tape or an all-consuming process.

##### **Innovative**

We are a market leader, constantly innovating and growing. We do not overpromise and we are not reckless.

##### **Sophisticated**

We have wisdom borne from deep experience and a strategic focus on our customers' needs. We are not esoteric or narrow-minded.

##### **Serious**

We are watchful and alert, constantly monitoring the connected world. We are not intrusive or pushy.



# 2

## CREATIVE PHILOSOPHY

“BRANDS ARE THE STORIES THAT  
UNITE US ALL IN A COMMON  
PURPOSE WITHIN AN ENTERPRISE,  
AND CONNECT US WITH THE PEOPLE  
WE SERVE ON THE OUTSIDE. THESE  
BRAND STORIES GIVE MEANING TO  
WHO WE ARE AND WHAT WE DO.”

– MARK THOMSON,  
DIRECTOR-GENERAL OF BBC

When we create a piece of communication, some decisions are easy. For example, where to place the logo, and how big it should be, what colors to use, or which typeface. We know that our design is modern, simple, and organized. We use a color palette that contains strong, confident, deeply saturated colors. For applying these elements, we have well-defined rules, but there are other choices to be made that can't be so clearly articulated.

What is the tone and feel of Symantec? How does it sound when we write about it? What is its visual language? When does a photograph that wants to be confident cross the line and become arrogant?

This section will help you better understand some of these tougher brand intangibles, including tone of voice and photography. It is important to remember that we are the fourth-largest independent software company in the world. Customers and partners entrust us with their most important, and fragile, asset: their information. We should always look and act like a company that is worthy of that responsibility.

Our tone of voice is one of understated confidence. Confidence stems from our unyielding focus and commitment. Confidence is built on integrity, is the confidence of a leader. A leader doesn't yell to be heard or alarm audiences with scare tactics to get attention. And a leader doesn't joke nor use sarcasm to curry favor.

We must always tailor our tone and messages for a global audience. Conventions that are acceptable in the United States may be nonexistent or inappropriate in other parts of the world.

Overall, our tone of voice should be natural, informative, and crisp. It's not overly technical, or strained with specifications and marketing jargon. We are pragmatic, but never dull. Our tone of voice should, above all, reflect our passion for our customers, our mission, and our work.

For more detailed information on tone of voice and copywriting, refer to our [Corporate Editorial Style Guide](#).

## 2.2 PHOTOGRAPHY

All photography should convey the confidence and quality that the Symantec brand stands for. Photography with people should capture the character, dynamic spirit, and vitality of each individual to help us represent Symantec positively to our customers. We want people who look real and authentic. Whether we're representing people through portraits, showing them in an environment, or capturing expressiveness through hands, feet, or body movements, photos must always appear natural and believable.

### 2.2.1 PHOTOGRAPHY: WHAT WORKS

#### Photography checklist:

- Positive expressions (naturally pleasant and confident, not overly happy or excited)
- Natural (not overly stylized)
- Believable (not contrived)
- Culturally/regionally appropriate
- Environment relevant to segment
- Rich color and strong contrast
- Single object on a black background

### 2.2.2 PHOTOGRAPHY: WHAT TO AVOID

When choosing photography, it is important to ensure that every aspect of the image reinforces the notion of provoking viewers to rethink the subject being presented to them.

1. People in our photography may never be shown as angry, frustrated, or screaming at their computers. This negative imagery is counter to our brand image.
2. Confidence or a problem solved must never be conveyed in an exaggerated or boastful way. These types of images are insincere advertising clichés, and are therefore off-brand.
3. People should always be portrayed as positive, vital, and confident, never defeated, bedraggled, or resigned.
4. Images of skull and crossbones or other toxic symbols may never be used. We need to always stress the positive, not the negative.
5. Confidence or peace of mind should never be shown as caricatures of people “kicking back.” This rings untrue and is disrespectful to our audience.
6. Never use an object that is not instantly identifiable.
7. Never use an image that has been distorted.

### 2.2.3 PHOTOGRAPHY: STOCK PHOTOGRAPHY

#### **How to source photography**

When you need to use a stock photo, get it from a source, such as Getty Images. It's always recommended that you select images that are royalty-free. This means you may use the images multiple times for multiple projects without incurring additional fees. You don't have to pay any additional royalties on a use-by-use basis. It's important to keep in mind that all royalty-free image licenses are always nonexclusive, which means the image is available for anyone to use.

### **Usage and copyright issues**

When you buy a stock photo, be aware there are basically two types of licenses: rights-managed (licensed on a use-by-use basis and usually more costly), and royalty-free (one-time fee for unlimited use). If you are in need of photography for a piece of collateral that is high profile, it is best to consider a custom photo shoot or purchase exclusivity rights for the stock image (within three specific industries; computer hardware, computer software, and computer and IT services). Never use an image from the Internet or any other source without proper rights and usage fees; this is illegal, and Symantec could be liable for unpaid compensation to the photographer or license owner.

## **2.3 HUMOR**

While humor can be an effective way to humanize communications, we believe it takes away from our fundamental message of pure confidence in a connected world. It undermines our image as a strategic, sophisticated partner. Therefore, it should not be used.

Remember, what's funny to you may be, in the eyes of another, a loaded political statement, a reason to sue, or even a gravely offensive act. If you think something has the potential to offend or work against our brand, don't use it.

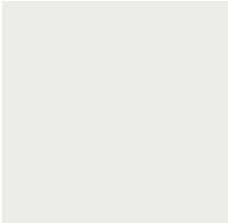
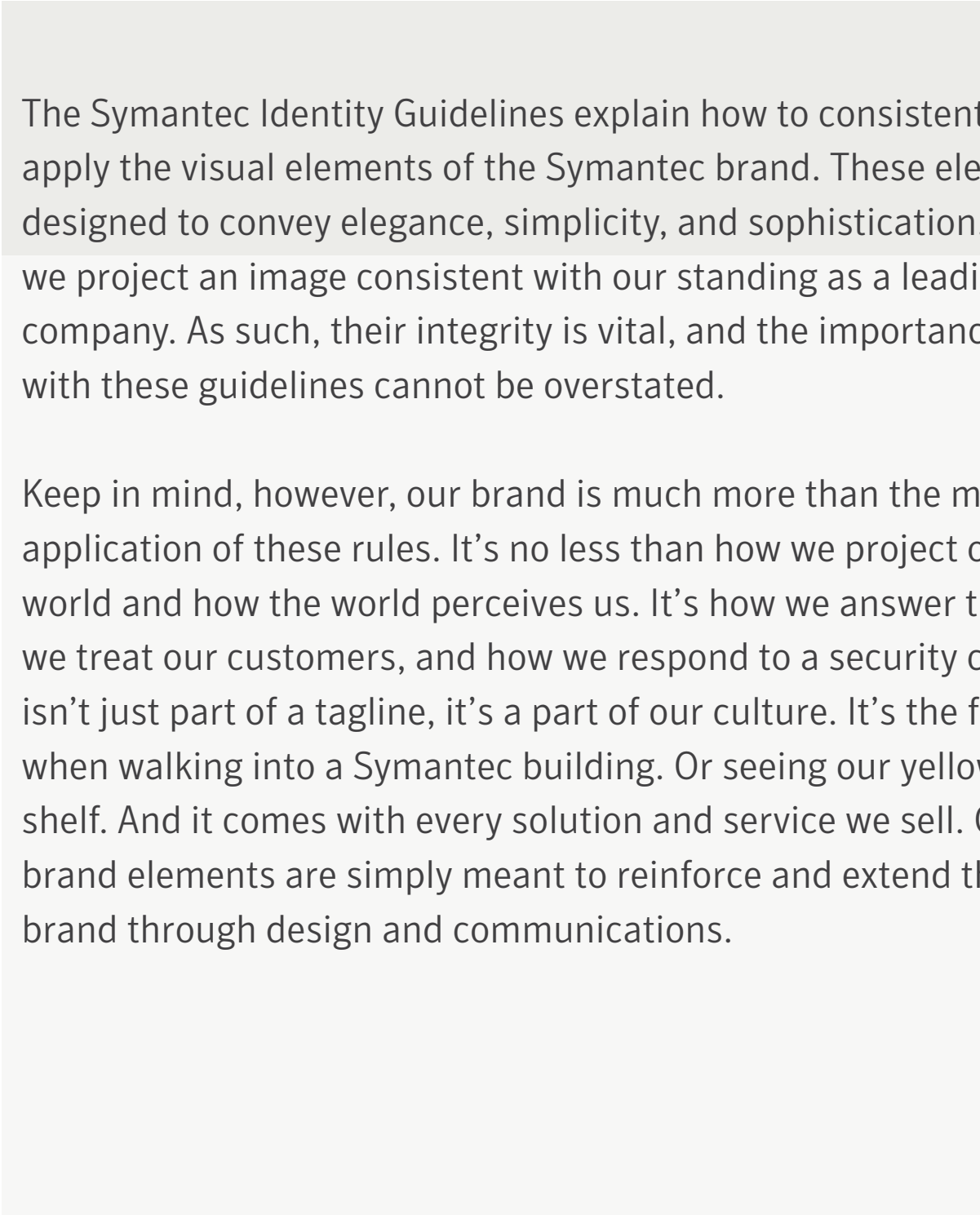


# 3

“YOUR GOAL IS NOT TO MAKE  
AN IMAGE. IT’S TO MAKE A  
STATEMENT.”

– TOM ASACKER,  
CRITICALLY ACCLAIMED AUTHOR

## BRAND IDENTITY



The Symantec Identity Guidelines explain how to consistently and effectively apply the visual elements of the Symantec brand. These elements are designed to convey elegance, simplicity, and sophistication. They're how we project an image consistent with our standing as a leading technology company. As such, their integrity is vital, and the importance of complying with these guidelines cannot be overstated.

Keep in mind, however, our brand is much more than the mechanical application of these rules. It's no less than how we project ourselves onto the world and how the world perceives us. It's how we answer the phone, how we treat our customers, and how we respond to a security crisis. Confidence isn't just part of a tagline, it's a part of our culture. It's the feeling one gets when walking into a Symantec building. Or seeing our yellow box on the shelf. And it comes with every solution and service we sell. Our core visual brand elements are simply meant to reinforce and extend the power of that brand through design and communications.



The Symantec Checkmark Logo is the graphic representation of our company and brand. It displays the Symantec symbol and name in a distinctive a proprietary form. Think of it as the official signature of Symantec on all our activities, products, and services.

The Symantec Checkmark visually reminds the viewer that they and their information are secure. The mark inspires confidence on every level, within any application.

The symbol and name should never be separated. Position, size, and color, along with the spatial and proportional relationships of the signature elements are predetermined and should never be altered.

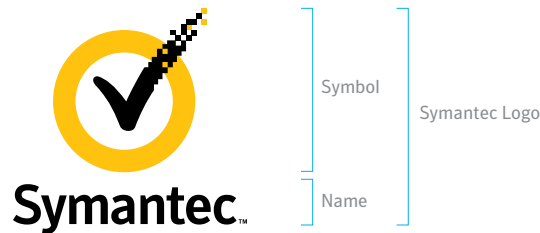
The primary horizontal “lockup” is the preferred format for the Symantec Logo. Use the secondary vertical lockup only when the horizontal lockup cannot be accommodated in the space or is inappropriate for the design.

On certain occasions, the symbol may be used alone, but only when reviewed and approved by Corporate Marketing.

#### PRIMARY HORIZONTAL LOCKUP (PREFERRED)



#### SECONDARY VERTICAL LOCKUP



### 3.1.1 CLEAR SPACE AND MINIMUM SIZE

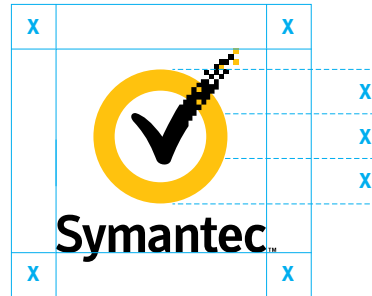
**Clear space:** Maintaining proper surrounding clear space ensures that the logo isn't crowded by other distracting graphic elements or typography. The minimum acceptable clear space is shown below. Keep all other text and graphic elements outside of this area.

**Minimum size:** Although it can be reproduced in a variety of sizes, do not reduce the logo smaller than the minimum size shown. Doing so will compromise its legibility and reproduction quality.

#### CLEAR SPACE



The gray box illustrates the required minimum clear space surrounding the logo, where "x" is equal to 1/2 the height of the symbol diameter.



The gray box illustrates the required minimum clear space surrounding the logo, where "x" is equal to 1/3 the height of the symbol diameter.

#### CLEAR SPACE



27 mm or 76 pixels



15 mm or 42 pixels

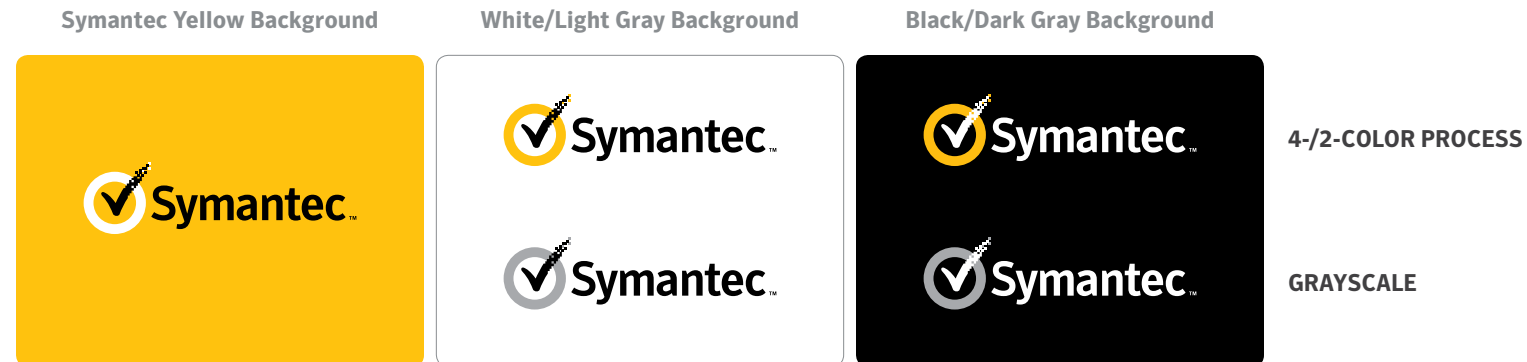
### 3.1.2 PREFERRED BACKGROUND COLORS

Always maintain a distinct contrast between the Symantec Logo and the color of the background on which it appears.

White, black, Symantec Yellow, and neutral gray are the preferred background colors for the Symantec Logo. The chart below shows the appropriate version of the logo to be used on the preferred background colors.

Use the version of the logo with the yellow circle whenever there is sufficient contrast and legibility. For white, black, or gray backgrounds, use only the version of the logo with the yellow circle.

Choose light and dark tones for neutral grays to maximize contrast. Do not place the logo on the background that does not provide sufficient contrast, compromising legibility.



### 3.1.3 ALTERNATE BACKGROUND COLORS

The Symantec Logo may also appear on any color background so long as there is sufficient contrast between the logo and the background and the logo elements are not obscured. Place the logo in an area free of clutter or distracting patterns to ensure the legibility of the logo.

Use the version of the logo with the checkmark and name in black on light backgrounds.

Use the version of the logo with the checkmark and name in white on dark backgrounds. For photographic backgrounds, the version of the logo with the yellow circle is preferred; however, use the version with the white circle when there is insufficient contrast to the yellow.

When using colors other than those in the primary color palette, choose neutral light and dark tones for background colors that provide sufficient contrast to the logo.



## 3.2 COLOR PALETTE











27

Color plays a vital role in the Symantec branding strategy. Consistent use of color contributes a great deal to the successful impression of the Symantec brand on the public mind.

Symantec Yellow and Symantec Black are the colors used in the Symantec Logo and will appear across all communications as the primary colors to represent the Symantec brand. Tints (screen values) of Symantec Yellow and Black can be used to enhance the use of the primary color palette.

When using colors other than those in the primary color palette, choose neutral tones, ensuring that the legibility of the logo or the Symantec brand is not compromised.

The accent color palette is just that: an accent. It is meant to complement the primary color palette with minimal use and should not be used for broad areas of color. Using the colors in the accent color palette as backgrounds for the Symantec Logo is discouraged.

COLOR	C	M	Y	K	PANTONE EQUIVALENT	R	G	B	HEX VALUE
 Symantec Yellow	0	25	100	0	1235C	253	187	48	#FDBB30
 Symantec Black	0	0	0	100	Black	0	0	0	#000000
 Symantec Dark Gray	21	14	14	38	423C	142	144	143	#8E908F
 Symantec Light Gray	3	2	4	5	Cool Gray 1C	224	225	221	#E0E1DD
 Symantec Tangerine	0	42	100	0	144C	233	131	0	#F7941D
 Symantec Blue	73	30	3	5	646C	84	130	171	#59788F
 Symantec Teal	47	6	28	18	624C	124	162	149	#7EA294
 Symantec Red Orange	0	82	100	0	1665C	232	73	32	#D84704
 Symantec Maroon	0	95	100	29	484C	179	35	23	#9C3022
 Symantec Forest Green	49	0	100	39	576C	92	135	39	#587921

### PRIMARY COLOR PALETTE



Symantec Yellow

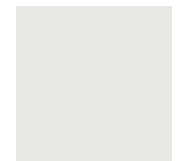


Symantec Black

### SECONDARY GRAY PALETTE



Dark Gray



Light Gray

### ACCENT COLOR PALETTE



Tangerine



Blue



Teal



Red Orange



Maroon



Forest Green

The logo files provided are lockups that must be used without alteration. None of the logo elements should be separated from one another, nor should their size relationship or placement in relation to one another be modified.

The proper color and configuration of the logo is essential to project a consistent image across a wide variety of communications and media. Adherence to these guidelines will ensure that the logo is used consistently and legibly.

Only use the logo files with digital artwork approved by Symantec Corporate Marketing for all applications. Do not alter the color, proportions, or alignments of any of the logo elements. The following examples demonstrate some of the possible abuses of the Symantec logo; all should be avoided.

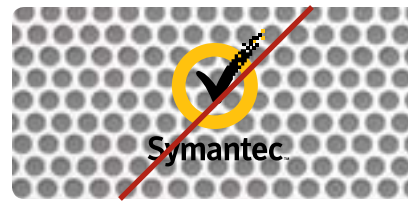
**DO NOT** alter the logos, use the checkmark separately, and recolor, or put type on or around them.



**DO NOT** change the size relationship between any of the logo elements.



**DO NOT** add text to the logo in violation of the clear space guidelines. The tagline is the only exception.



**DO NOT** place the logo on photographic backgrounds that compromise legibility.



**DO NOT** set the type for the name yourself. Always use the approved digital artwork provided, without alterations.



**DO NOT** distort the logo.



**DO NOT** place the logo on backgrounds that do not provide sufficient contrast, compromising legibility.



**DO NOT** alter the colors of the logo.

“Confidence in a connected world” is the corporate tagline. It was created based on extensive customer research and is designed to clearly and succinctly communicate what Symantec is. The tagline is used in conjunction with the Symantec Logo and cannot be used on its own. Use it as much as possible on your marketing communications so that customers continue to associate Symantec with confidence. However, there may be some instances where the tagline does not fit or looks awkward, so please use your discretion when placing the tagline. The more we use the tagline, the faster we help customers understand the value Symantec offers them. Below are recommendations on how to use the tagline. In some instances it may be necessary to use the tagline in different ways. Contact [Jami Cimbolo](#) for additional information regarding translating the corporate tagline.

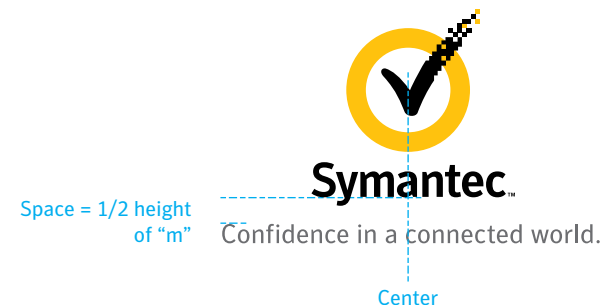
**ALIGNED TO LEFT** (tagline is Symantec Sans Regular, 70% screen of black; “C” is 1/2 height of “S”; -25 tracking)



**STAGGERED** (tagline is Symantec Sans Regular, 70% screen of black; “C” is 1/2 height of “S”; -25 tracking)



**CENTERED** (tagline is Symantec Sans Regular, 70% screen of black; “C” is 80% height of “m”; -25 tracking)





Written communications are an essential tool in projecting the Symantec brand, and consistent typography plays a significant role in achieving this goal.

With this in mind, we have developed proprietary typefaces that should be used in all external Symantec communications.

Our primary corporate typeface is Symantec Sans, a unique and versatile sans serif design suitable for most types of work. Our secondary corporate typeface is Symantec Serif, a contemporary typeface specially designed to complement Symantec Sans.

#### SYMANTEC SANS (PRIMARY TYPEFACE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Aa Aa Light/Light Italic

Aa Aa Regular/Italic

Aa Aa Medium/Medium Italic

Aa Aa Bold/Bold Italic

#### SYMANTEC SERIF (SECONDARY TYPEFACE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Aa Aa Regular/Italic

Aa Aa Bold/Bold Italic

Aa

The various weights of Symantec Sans make it ideal for a full range of applications such as headlines, subheads, captions, technical specifications, charts, and tables. Symantec Serif is well suited for text-heavy print publications, such as brochures, fact sheets, and white papers.

Ideally, general text, such as correspondence, should be set at 10 point on 13 point leading. Consider using other weights or italics for emphasis and contrast, rather than different sizes of type. Captions and similarly small text should never be set smaller than 6 point. Below this size, legibility becomes compromised.

Because the Symantec fonts are proprietary to Symantec and will not display properly when not hosted on a Symantec computer, for presentations, HTML emails, or websites, it is acceptable to use the Calibri font.

## Reversed-out Type

Type can be reversed-out (white text on a dark background) only when being used in a headline. Avoid reversing out large amounts of text or text below 14 point.

Large amounts of text below 12 point on a dark background is hard to read.

### INCORRECT USAGE

Use of yellow text of any size on a white background is illegible.

### INCORRECT USAGE

The Symantec Identity Guidelines explain how to consistently and effectively apply the most visual elements of the Symantec brand. These elements are designed to convey elegance, simplicity, and sophistication—the hallmarks of the Symantec brand. They're how we project an image consistent with our standing as a leading technology company. Their integrity is vital, and the importance of complying with these cannot be understated.

[Additional information can be found in the Brand Identity Guidelines.](#)

Sub-brands are separate, complementary brands that are developed when the masterbrand is too broad to differentiate unique benefits or attributes. Symantec uses sub-brand names specifically for product or service areas. These sub-brand have brand guidelines that align with our corporate brand and have been developed specifically for their market. Please reference the links below for sub-brand guidelines.

### 3.6.1 NORTON GUIDELINES

For information, please reference the [Norton Guidelines](#) located on SymInfo.

### 3.6.2 SYMANTEC.CLOUD GUIDELINES

For information, please reference the [Symantec.cloud Guidelines](#) located on SymInfo.

### 3.6.3 PC TOOLS GUIDELINES

For information, please reference the [PC Tools Guidelines](#) located on SymInfo.

# 4

“BRAND EQUITY IS THE SUM OF ALL THE HEARTS AND MINDS OF EVERY SINGLE PERSON THAT COMES INTO CONTACT WITH YOUR COMPANY.”

– CHRISTOPHER BETZTER,  
BRAND STRATEGIST

## BRAND APPLICATIONS



The last section in this playbook is about helping you apply different elements of the brand correctly. How we apply the elements is as important as the elements themselves, perhaps even more so. If done well, all the work we do helps to deliver on the brand promise of confidence.

There are several new elements that you'll need to take the time to familiarize yourself with before applying them naturally. There are new advertising elements to understand, a dynamic Symantec PowerPoint presentation template to work with, and guidelines to assist you in naming, email signatures, internal and external logo usage, and co-branding opportunities with our partners.

It's all about creating a consistent brand experience at every customer touch point.

**4.1 ADVERTISING GUIDELINES**

For information, please reference the [Advertising Guidelines](#).

**4.2 ADVERTISING ELEMENTS**

To view Symantec's latest global creative and advertising, please view [Tumblr](#) (Password: 350Ellis).

**4.3 CORPORATE MASTER BRAND ELEMENTS GUIDELINES**

For information, please reference the [Corporate Master Brand Elements Guidelines](#).

**4.4 CORPORATE COLLATERAL GUIDELINES**

For information, please reference the [Corporate Collateral Guidelines](#).

**4.5 EVENTS**

For information, please reference [event resources](#) on SymInfo.

### 4.6.1 ELECTRONIC TEMPLATES

#### PowerPoint templates

To reinvigorate our most important communications with our customers, we have created an official Symantec PowerPoint template. This template should be used for all internal and external presentations. This is the only presentation template that should be used, and it may not be altered in any way. It is important that our presentations have a consistent look and feel to convey the image of one company. There is one main template, which contains a Title Slide, Content Slide, and Slide Library. Optional Title Slide images are also available as well as an Icon Library. All files can be downloaded from the [PowerPoint templates asset page](#) located on SymInfo.

#### Word and fax templates

All documents, internal or external, should have consistent branding. Based on the level of confidentiality of your document, you must follow the standards in the Information Classification and Handling Policy.

Additional information can be found on the [Corporate Templates](#) intranet page.



This policy has been put in place to ensure the consistent branding of Symantec with regard to promotional items. Our branding strategy focuses on sophistication, elegance, and high quality, so the promotional items we choose must fit within that strategy.

Before developing any promotional or giveaway item, it's important as a shareholder in Symantec to evaluate whether the money will be well spent. These items should only be developed if they will be used for an external customer-facing event in which the giveaway will drive real business value. Spending money on internal promotional items can be a waste of valuable company resources.

Our brand must always remain above reproach. Indiscriminately placing the Symantec Logo on promotional items without careful consideration devalues the brand. To ensure item selection and logo application is appropriate, follow the criteria listed below:

**Promotional items must:**

- Promote the Symantec brand within a relevant business context
- Be a high-quality item in terms of material, craftsmanship, etc.
- Exceed a threshold level of sophistication
- Display the Symantec Logo legibly
- Not be a food item
- Not be a disposable item, such as napkins, wrappers, etc.

### 4.7.1 PROMOTIONAL PROVIDERS

For single items or small quantities in the NAM regions (less than 12 pieces per item), orders should be placed via our [Symantec store](#).

If you do not see the item you need, or you have a large or custom order, you can place a custom order with one of the approved vendors below:

### **Americas region:**

#### **Brand Via**

Contact: [Cindy Kahl](#)

Phone: 1 (408) 955-1701

#### **Jack Nadel, Inc.**

Contact: [Joshua Ebrahemi](#)

Phone: (310) 815-5488

#### **Made to Order**

Contact: [Sandy Gonzalez](#)

Phone: (925) 484-0600 x114

#### **VOX**

Contact: [Daniel Clayton](#)

Phone: (801) 377-8595

### **EMEA region:**

#### **Jack Nadel International**

Account Managers for Symantec: [Valerie Demontis](#) and [Liz Venz](#)

Phone: +44 (0) 20 7535 3400

### **APJ regions:**

All Americas Suppliers can fulfill orders in the APJ regions or local vendors may be used as long as they are approved through procurement. All items produced within the APJ region that do not use an Americas vendor must be approved through branding before the order is placed. Please contact [Jami Cimbolo](#) for more information.

#### **For procurement questions, please contact:**

[Viviane Onofrio](#), Americas

[Matthew Dhainaut](#), EMEA

[Cynthia Lee](#), APJ

For additional information on ordering promotional items, please see the [Promotional Item intranet page](#) on SymInfo.

These guidelines have been put in place to ensure the consistent branding of Symantec with regard to email signatures. The goal is to keep emails as small as possible (in KB size), and have a consistent branded signature. This will communicate to the outside world that we are One Company, One Team. The rule of thumb is: If it doesn't go on our corporate business cards, it doesn't go in your email signature.

### Style

- Your first and last name must be in Arial Bold, 12 point. The remainder of type is in Arial Regular, 12 point. All type must be at 100 percent black.
- The only approved image to be used in the email signature is the Symantec Logo. No other graphics or images may be used.

### How to create your signature in Outlook

Your Outlook application has its own signature generator built. Simply follow these steps to create your signature:

- Click “Options” on the Outlook Tools menu.
- Click on the Mail Format tab, look under “Signatures.”
- Click the Signatures button. From there you can create a new signature or edit an existing one.

Do not use personal messages, quotes, event information, or any other text or graphics in the email signature. The only allowed text is the corporate tagline, “Confidence in a connected world.” The only allowed graphic is the Symantec Logo.

### Insert the Symantec Logo

- Download the Symantec Logo file from the Email Signature page on the Branding intranet site.
- The .jpg file must be placed in the following directory by the user for the signature to work: \Documents and Settings\<username>\Application Data\Microsoft\Signatures

For email signature instructions and templates, please visit the [email signature page](#).

### Symantec email signature

Standard format:

Arial Regular/Bold 10 pt.

#### Your Name

Your Title, Symantec Corporation  
www.symantec.com

---

Home Office: (000) 000-0000

Other: (000) 000-0000

---



Symantec, the Symantec Logo, and the Checkmark Logo are trademarks or registered trademarks of Symantec Corporation or its affiliates in the U.S. and other countries. VeriSign, VeriSign Trust and other related marks are the trademarks or registered trademarks of VeriSign, Inc. or its affiliates or subsidiaries in the U.S. and other countries and licensed to Symantec Corporation. These marks may not be used by anyone without written permission from Symantec or to benefit any other organization.

The Symantec Logo and the Norton Secured Seal may only be used in the exact form as received and displayed in the graphic that we provide to the requestor. The logo and seal may not be altered in any way nor may any individual part of them be used separately. The accompanying trademarks must always be locked up with these logos.

If an external requestor or a third party would like permission to use the Symantec Logo or the Norton Secured Seal, please have the requestor fill out and submit our [Trademark License Request form](#). The Symantec Legal Team will respond within one week. If there are questions that cannot be answered through the request form, please have the requestor send an email to [logorequests@symantec.com](mailto:logorequests@symantec.com).

## 4.10 INTERNAL, EXTERNAL, AND PROGRAM LOGOS

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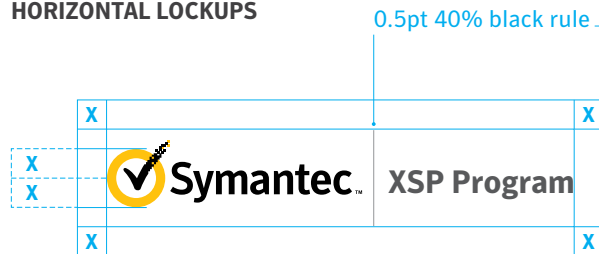
While Symantec is the primary logo used across all organizations, there are many variations of the logo and its usage. Please reference the guidelines for specific usage to ensure consistency.

Because consistent logo usage builds brand recognition and awareness, we have created logo templates for creating new logos. These templates must be used in the creation of new logos.

External logo files can be found on the brand intranet or SDL. Please contact the [Internal Design Team](#) for internal logo files or to have a new logo created.

For specific detail on partner logos, please contact [branding@symantec.com](mailto:branding@symantec.com).

### HORIZONTAL LOCKUPS



### VERTICAL LOCKUPS (CENTERED)

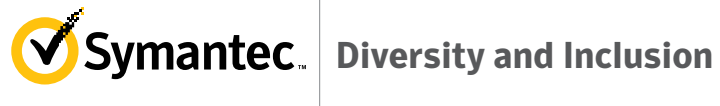


### VERTICAL LOCKUPS (LEFT ALIGNED)



#### 4.10.1 DIVERSITY AND INCLUSION

##### MAIN GROUP LOGO



##### BADGES



Visual badges have been created for the various groups under the diversity and inclusion program. These badges may only be used or created with the approval of the [Brand team](#).

SYMANTEC VISION 2012



EVENT LOGOS WITHOUT SYMANTEC

**Achievers** | 2012

**President's Forum** | 2012

EVENT LOGOS



**Backup Exec  
SE Interlock**



**Customer Advisory Board  
Control Compliance Suite**



**Worldwide Industry Analyst  
Conference 2012**



**President's Forum &  
Worldwide Sales & Marketing  
Leadership Conference**

EVENT EMAIL SIGNATURE EXAMPLES

**Worldwide Industry  
Analyst Conference**



**Customer Advisory Board  
Control Compliance Suite**  
January 25-26, 2012  
Palm Desert, CA



**President's Forum &  
Worldwide Sales & Marketing  
Leadership Conference**  
April 16-19, 2012 in Dallas, TX



**Worldwide Industry  
Analyst Conference**



**Customer Advisory Board  
Control Compliance Suite**  
January 25-26, 2012  
Palm Desert, CA



**President's Forum &  
Worldwide Sales & Marketing  
Leadership Conference**  
April 16-19, 2012 in Dallas, TX



## 4.12 NORTON SECURED SEAL

The Norton Secured Seal is the graphic representation of Symantec and its brand. It displays the Symantec symbol, combined with the Norton and VeriSign names, in a distinctive and proprietary form. Think of it as the official signature of Symantec.

The symbol and name should never be separated. Position, size, and color, along with the spatial and proportional relationships of the signature elements, are predetermined and should never be altered.

### MARKETING VERSION COLORS

Full-color



Full-color Reverse



Full-color on Color Background



### PRODUCT VERSION COLORS

Full-color



Full-color on Color Background





#### 4.13.1 CO-BRANDING: SYMANTEC, SUB-BRANDS, AND GROUPS

Occasionally at events and in collateral we may co-brand with other brands or groups within Symantec. Symantec is the masterbrand and should always have the primary position in branding opportunities.

##### HORIZONTAL ALIGNMENT



##### STACKED ALIGNMENT



## VERTICAL ALIGNMENT



#### 4.13.2 CO-BRANDING: PARTNERS

Marketing jointly with our partners is one of the key ways that we reach our customers. To ensure that we are delivering a consistent Symantec message through our partners' marketing activities, it is critical to set some guidelines to help manage those communications.



0.5pt 40% black rule

##### Clear purpose

When forming a partnership with another company, it is important to establish the joint value proposition that the combination is delivering to the customer. The marketing messaging must outline what the relationship is between Symantec and the partner, and why it is delivering something unique to meet the customer need. It also must be clear that the communication, whether in copy or design, is coming from the partner and not from Symantec. We need to ensure that Symantec is protected from inappropriate material or inadvertent promises made so that Symantec is not liable for our partners' marketing.

##### Equal positioning

The way we position Symantec both in copy and in logo placement sets the tone for the partnership. Our logos must be of the same size or smaller than the partners. The amount of copy describing both companies should also be of equal length.

### Identity guidelines

The Symantec brand identity guidelines outlined in Section Three of this playbook must be followed when conducting any marketing activities with partners. Make sure to use the approved company boilerplate text on page 56 of this playbook in any written communications positioning the company.

### General communications

Any co-branded communication that is not created or owned by Symantec must be designed in a way that makes it clear to the reader that the communication is owned by the partner and not by Symantec.

### License agreements

To protect Symantec, a logo license agreement must be put in place and signed with the partner before proceeding with any co-branding plans. To initiate an agreement, or to confirm that one has been put in place, contact the Legal department. You can also obtain a logo license agreement from the Legal Team.

### Website or online communications

Any co-branded website hosted by a partner or online communication originating from a partner must be designed in a way that makes it clear to visitors that the website is owned and hosted by the partner, or that the communication is coming from the partner, and not Symantec. The content in these communications cannot originate from Symantec servers or IP addresses. Partner websites and online communications may not incorporate Symantec Web design elements such as navigation bars, graphic designs, footers, etc., so that visitors are clear they are not at a Symantec website, but a partner's website. Each of the pages of co-branded online communications must also include the following information:

- The partner's terms of use for the co-branded site, not Symantec's terms of use
- The partner's online privacy policy, not Symantec's privacy policy
- The partner's contact information, not Symantec's contact information

For questions, please contact [Sandra Hergenroether](#) in EMEA Legal, or [Gerard Chan](#) in APJ Legal.

## 4.14 PRODUCT REPRESENTATIONS

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### 4.14.1 PRODUCT ICONS

Products, product families, and services do not have logos. In instances where a visual representation of the product requires a box shot, a photograph of the product or a product icon may be used. Product icons should not be used on promotional items or as a logo. In order to maintain a consistent look and feel for all Symantec product icons, please follow this guide. This [Process Guide](#) shows how to create the source files for basic ICO icon sizes.

Please contact [Peter Phinney](#) for more information.

### 4.14.2 PRODUCT BOX SHOTS

Box shots are generated on a case-by-case basis.

Please contact [Jami Cimbolo](#) for enterprise- and SMB-related products, and [Michael Kulich](#) for consumer-related products.

## 4.15 MOBILE APPS

Please reference the [guidelines](#) on mobile app naming, design, and submission.

Please contact [Edward De Melo](#) for more information.

# 5

“A PRODUCT CAN BE QUICKLY  
OUTDATED, BUT A SUCCESSFUL  
BRAND IS TIMELESS.”

NAMING

– STEPHEN KING,  
AMERICAN AUTHOR AND FILM DIRECTOR



Symantec has an extensive portfolio of products and services, with more than 300 different offerings under the corporate brand. Symantec also continues to add new companies to the Symantec portfolio, which have their own names and brands. With a portfolio this extensive, it is a major challenge to package and communicate our offerings to customers in ways that are clear and concise. The names for products and services are critical communication tools, and should be thought of as important brand assets.

In order to maximize the clarity, coherence, and value of product and service names, Symantec has developed a corporate naming strategy. This strategy, which is detailed in comprehensive guidelines, governs the types of names in use at Symantec, the principles of naming, the components of product and service naming, and the process for either creating new names or assimilating acquired brands.

The naming guidelines explain our nomenclature structure for all products (including appliances and mobile apps) and services, as well as product families and acquired brands.

All external-facing names (including program names and advertising taglines) must be approved by corporate branding and be submitted for legal clearance.

**A naming strategy is important to Symantec because it:**

- Reinforces the corporate brand, through ongoing acquisition and product development
- Simplifies Symantec's complex list of products and services
- Helps customers find and purchase the right products and services to meet their needs
- Enables sales teams to better understand and explain what they are selling
- Helps sales teams and customers correctly differentiate between multiple offerings
- Provides guidance on what products and services should, and should not, have new names
- Reduces the cost, time, and energy required to name new products and services

Naming guidelines and other tools, listed below, are meant to guide the efficient creation and approval of product names, and can be found on the Branding intranet site.

Please reference the [Naming Strategy site](#) for additional information and step-by-step instructions on naming assistance and submissions.



# 6

## COMMUNICATIONS, COPYRIGHTS

“THE MORE YOU ENGAGE WITH CUSTOMERS THE CLEARER THINGS BECOME AND THE EASIER IT IS TO DETERMINE WHAT YOU SHOULD BE DOING.”

– JOHN RUSSEL,  
PRESIDENT, HARLEY-DAVIDSON



Many times in our marketing communication programs, we need copy to help position the breadth of Symantec. Use this specific paragraph as the closing text for any Symantec press release, brochure, or any place where you need to describe the whole company. Our partners also use this standard language in any of their marketing activities about the company.

This copy must be used exactly as written, and no changes may be made unless otherwise approved by [Cris Paden](#) in Corporate PR.

### About Symantec

Symantec protects the world's information, and is a global leader in security, backup and availability solutions. Our innovative products and services protect people and information in any environment – from the smallest mobile device, to the enterprise data center, to cloud-based systems. Our world-renowned expertise in protecting data, identities and interactions gives our customers confidence in a connected world. More information is available at [www.symantec.com](http://www.symantec.com) or by connecting with Symantec at: [go.symantec.com/socialmedia](http://go.symantec.com/socialmedia).

Headquartered in Mountain View, Calif., Symantec has operations in 40 countries. More information is available at [www.symantec.com](http://www.symantec.com).

For specific country offices and contact numbers, please visit our website.

### Symantec World Headquarters

350 Ellis St.  
Mountain View, CA 94043 USA  
+1 (650) 527-8000  
1 (800) 721-3934  
[www.symantec.com](http://www.symantec.com)

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XX/XXXX [part # if applicable]

External communications are just as important to the vitality of the brand as internal communications. External communications place focus on the relationship and audiences who interact with the Symantec brand. External communications' main channel of expression is through public relations, corporate communications, media relations, and marketing/advertising. A successful Symantec brand is one that uses effective internal and external communications to accomplish our company's goals and missions.

For more information on external communications, please visit the [Corporate Communications & PR intranet](#).

## 6.3 SYMANTEC ONLINE

Please reference the [Online Guidelines](#) when branding any page linked to www.symantec.com.

This resource provides Symantec, Symantec-managed groups, and third-party vendors with the necessary guidelines to maintain and, as necessary, extend the symantec.com website.

The goal of these guidelines is to ensure the consistency of symantec.com branding, messaging, and online design and experience. The pages in this resource reference a design system, including styles and usage, color palettes, and grids that are carried out through all levels of the design.

A number of layered Photoshop files accompany and are referenced in the pages. To ensure consistency and maintain the integrity of the overall design system, the files must be used in conjunction with these guidelines.

Some CSS fonts/styles are referenced, and CSS will be added to the below location at a later date. Please use the dev kits for all current CSS styles or contact the [Online Operations and Development Team](#).

There are also guidelines around Twitter, and a "to-come" placeholder for PartnerNet.

#### **6.4 CORPORATE SOCIAL MEDIA**

Our mission is to enable a coordinated social media strategy across the company that aligns to long-term business objectives. The Corporate Social Media Team provides the infrastructure, training, and guidance to empower business units to use social media in an effective and safe way. To learn more about social media training, policies, and best practices, please visit the [Social Media Center on SymInfo](#) or contact the [Corporate Social Media Team](#).

#### **6.5 INTERNAL COMMUNICATIONS**

Please contact [Yvonne Thomson](#) for more information.

#### **6.6 SYMANTEC CORPORATE EDITORIAL STYLE GUIDE**

Please contact [Brian Heckert](#) for more information.

#### **6.7 REFERENCE GUIDELINES**

The Symantec brand is a valuable asset that other companies may want to exploit. We are responsible for protecting the Symantec brand from unauthorized and inappropriate use.

Due to the high volume of requests we receive, Symantec has a fairly strict policy regarding participation in reference activities. We do not typically participate in success stories or press releases for our vendors. If approved by an internal stakeholder (senior director-level and above), vendors may list Symantec as a customer on their website.

Employee stakeholders can also be a peer-to-peer reference for vendors (talking to their potential customers), if they choose. Employees who are not designated Symantec spokespeople are not permitted to speak with media or analysts on behalf of vendors or Symantec.

In some cases, if executives have deemed the relationship as highly strategic to the company, we may engage in some form of reference activity, but this is rare and requires executive-level support.

Contact [Cris Paden](#) in Corporate Communications for approval.

## 6.8 COPYRIGHT COMPLIANCE

### Respect for third-party intellectual property

Symantec has very specific rules to protect its copyrights, trademarks, and other intellectual property. We go to great lengths to make sure that when our partners reference Symantec, or use any of its intellectual property, that they represent Symantec in an appropriate manner.

It is vital that we do the same for others. We must treat other companies' copyrighted material (e.g., videos, music, photographs, computer programs, and any written materials) and trademarks (e.g., logos, product names, slogans) with care. Here are some guidelines about when and how to use others' copyrighted materials and trademarks and how to make sure that we keep our marketing activities above reproach.

### Copyrights

A copyright protects original works of authorship including literary, dramatic, musical, and artistic works, such as poetry, novels, movies, songs, and computer software. Copyright protection is afforded automatically after the work of authorship is created—a copyright registration is not necessary for protection. Accordingly, works that appear to be free or in the public domain, such as videos, music, images, and written materials that are available on the Internet, are not necessarily available for use without permission from the owner.

You must ensure that you do not incorporate a third party's copyrighted material in any internal or external presentations, videos, marketing programs, and sales/marketing contests without permission from the third party. The fair use doctrine provides only a narrow exception allowing use of limited portions of copyrighted materials for purposes of commentary, criticism, news reporting, and scholarly reports, generally not for commercial purposes. Whether a particular use qualifies as fair use depends on all circumstances, so please check first with Legal.

## Trademarks

A trademark is any word, logo, phrase, slogan, or symbol that identifies the source of goods or services. Before Symantec uses new words or phrases for any product, option, feature, technology, or service, Legal must conduct a clearance search to be sure that these new words do not infringe someone else's trademark rights.

You may not use a third party's logo without permission in any external facing marketing or advertising collateral. Although it is permissible to use a third party's trademark to identify that party's product or service, you may not (1) use more of the mark than is absolutely necessary to identify the product or service, and (2) use the mark in a manner that would suggest the sponsorship or endorsement of the third-party trademark owner. Use of a third party's logo generally would be considered use of a trademark that is more than absolutely necessary—use of the word mark without the design/logo element is usually sufficient—and might imply sponsorship or endorsement by the third party.

If you have any questions about how to use another company's trademarks or copyrighted material appropriately, please contact [Liza Garibaldi](#) in the Legal department.

## 6.9 CONTACTS AND RESOURCES

Please visit the Branding intranet site—it has useful tools to keep you on-brand and is always being updated. You can find the site by going to SymInfo, looking in the upper-right corner for the Departments tab, and clicking on the Branding link.

## Contacts

- Brand Management: [Jami Cimbolo](#)
- Naming: [Jennifer Dominquez](#), phone: (916) 543-3146
- Legal, Trademarks/Copyrights: [Liza Garibaldi](#), phone: (650) 527-7915
- Legal, Marketing/Co-branding
  - Americas: [Anna Brannan](#), phone: (650) 527-7915
  - EMEA: [Sandra Hergenroether](#) (Enterprise), phone: +49 89 9 43 02 415;  
[Vanessa De Spiegeleer Delort](#) (Consumer), phone: +33 1 41 38 59 11
  - APJ: [Vivian Tan](#), phone: +65 6413 4283
- Corporate Communications, PR Boilerplate, References: [Cris Paden](#),  
phone: (424) 750-7588
- Corporate Editorial Style Guide: [Brian Heckert](#), phone: (801) 995-7859
- Procurement:
  - Americas: [Michelle Barr-Billhartz](#), phone: (407) 357-5434
  - EMEA: [Anne Stewart](#), phone: +35 3 18 03 53 16
  - APJ: [Lucy Ng](#), phone: +65 6427 3212

Our brand is a dynamic, living, evolving thing. We are constantly thinking about how we can improve not only the brand, but also the tools we use, such as this playbook. If you have any suggestions, comments, or need help, please contact us at [branding@symantec.com](mailto:branding@symantec.com).

That's it, the Symantec Brand Playbook. Thanks for looking. We hope you've found it interesting, illuminating, and useful. The fact that we're calling this a playbook is no accident; we have intended this to be an important reference tool in helping you to build the Symantec brand and success.