WEBROOT®

Corporate Style Guide

introduction

Follow these Webroot® Brand Style Guidelines. They express who we are, how we look, and what we say. Whether you're in Sales or Marketing, designing a t-shirt or a banner ad, this guide should be your first point of reference for any Webroot branded material. Always follow the fonts, logos, colors, messaging, and design elements outlined here. If you can't find the answers you're looking for, please email us at alliancemarketing@webroot.com.

WEBROOT®

Brand Personality

Traditional cybersecurity can't keep up.

The industry needs a really big change. It's time to change cybersecurity from selling do-it-yourself products that say, "Here, it's all up to you to figure your security out," to a service that says, "We'll keep you safe, no matter how or where you connect." It's time to change—from being one of those software companies people dread having to deal with, to becoming the only cybersecurity and threat intelligence provider that makes people love what we do for them.
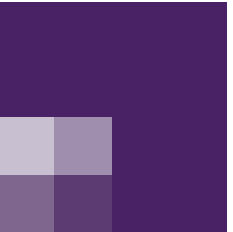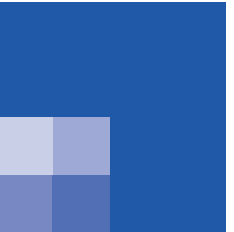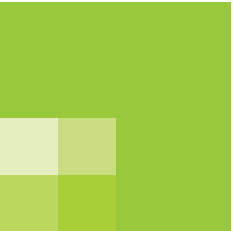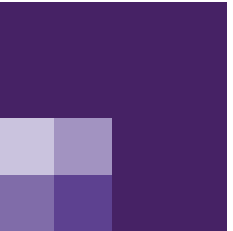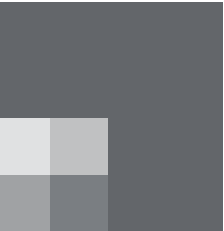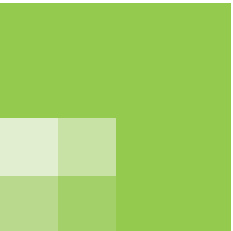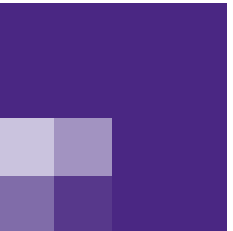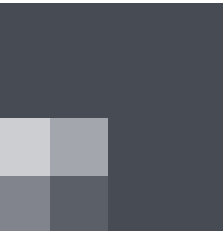
It's time for a smarter solution.

We see cybersecurity as a lot bigger than protection. We see it as predicting and preventing problems before they occur, not just fixing them afterward. We see it as an opportunity to free people to do more of what they want to do and less of what they don't. We see security as providing businesses with a way to spend less time, money, and resources on protecting themselves and more on everything that helps their businesses grow. We see cybersecurity and threat intelligence services as a phenomenal service experience for every one of our customers. We believe that we can deliver security in ways our customers will really love. We believe that making this happen will make the way everyone else does security obsolete. And we believe that making all this happen will make us number one.

WEBROOT®

Colors & Fonts

Webroot Color Palette | Primary

PANTONE

RGB

CMYK
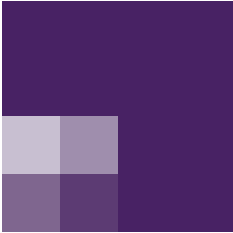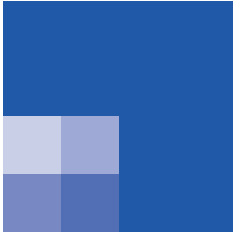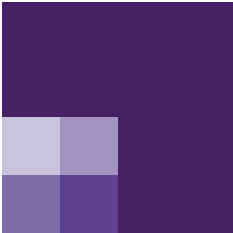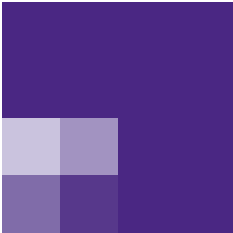
Pantone	7741 C	Pantone	375 C	Pantone	1585 C	Pantone	2617 C	Pantone	2935 C	Pantone	Cool Gray 10 C
RGB	68 136 62	RGB	151 215 0	RGB	255 106 19	RGB	71 10 104	RGB	0 87 184	RGB	99 102 106
CMYK	76 4 100 21	CMYK	46 0 90 0	CMYK	0 61 97 0	CMYK	84 99 0 12	CMYK	100 52 0 0	CMYK	40 30 20 66
Hex	408740	Hex	96D600	Hex	FF6A13	Hex	470A68	Hex	0057B8	Hex	63666A

Usage Guidelines

These colors may be used for for all Webroot BrightCloud Threat Intelligence (OEM/Tech Partners) marketing, collateral, and communicaiton materials for both print and online.

Pantone 2617 (purple) should be used as the primary color with the other three colors available as secondary accent colors.

Use the provided color breakdowns based on the medium being used.

	Primary	Accent	Accent	Accent

PANTONE

RGB

CMYK

Pantone 2617 C	Pantone 2935 C	Pantone Cool Gray 10 C	Pantone 7741 C
RGB 71 10 104	RGB 0 87 184	RGB 99 102 106	RGB 68 136 62
CMYK 84 99 0 12	CMYK 100 52 0 0	CMYK 40 30 20 66	CMYK 76 4 100 21
Hex 470A68	Hex 0057B8	Hex 63666A	Hex 408740

Usage Guidelines

These Webroot fonts are to be used for print, digital and brand design whenever possible.

These fonts include two typefaces – **Titillium** and **News Gothic Condensed** – designed to work together to create a consistent image and are the standard fonts when creating materials representing Webroot.

Titillium should be used for headlines in both print and digital advertising, as well as for corporate collateral. It may also be used for copy if the layout calls for it, and as pull-out or highlighted text where appropriate.

Headlines – Titillium Regular

Pull-out text – *Titillium Regular Italic*

News Gothic BT Condensed should as body copy for both print and digital advertising, as well as for all corporate collateral.

Body Text – News Gothic BT Condensed

Titillium

Titillium Light
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Titillium Light Italic
abcdefghijklmnopqrstuvwxyz *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *0123456789*

Titillium Regular
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Titillium Regular Italic
abcdefghijklmnopqrstuvwxyz *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *0123456789*

Titillium Regular Semibold
abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **0123456789**

Titillium Regular Semibold Italic
abcdefghijklmnopqrstuvwxyz ***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***0123456789***

Titillium Regular Bold
abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **0123456789**

Titillium Regular Bold Italic
abcdefghijklmnopqrstuvwxyz ***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***0123456789***

Titillium Regular Black
abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **0123456789**

News Gothic BT Condensed

News Gothic BT Condensed
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

News Gothic BT Condensed Italic
abcdefghijklmnopqrstuvwxyz *ABCDEFGHIJKLMNOPQRSTUVWXYZ* *0123456789*

News Gothic BT Bold Condensed
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

News Gothic BT Bold Condensed Italic
abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **0123456789**

Usage Guidelines

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Headlines – Titillium Regular

Pull-out text – *Titillium Regular Italic*

News Gothic BT Condensed should as body copy for both print and digital advertising, as well as for all corporate collateral.

Body Text, buttons – Open Sans

Titillium

Titillium Light
abcdefghijklmnopqrstuvwxyz   ABCDEFGHIJKLMNOPQRSTUVWXYZ   0123456789

Titillium Light Italic
abcdefghijklmnopqrstuvwxyz   *ABCDEFGHIJKLMNOPQRSTUVWXYZ*   *0123456789*

Titillium Regular
abcdefghijklmnopqrstuvwxyz   ABCDEFGHIJKLMNOPQRSTUVWXYZ   0123456789

Titillium Regular Italic
abcdefghijklmnopqrstuvwxyz   *ABCDEFGHIJKLMNOPQRSTUVWXYZ*   *0123456789*

Titillium Regular Semibold
abcdefghijklmnopqrstuvwxyz   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**   **0123456789**

Titillium Regular Semibold Italic
abcdefghijklmnopqrstuvwxyz   ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***   ***0123456789***

Titillium Regular Bold
abcdefghijklmnopqrstuvwxyz   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**   **0123456789**

Titillium Regular Bold Italic
abcdefghijklmnopqrstuvwxyz   ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***   ***0123456789***

Titillium Regular Black
abcdefghijklmnopqrstuvwxyz   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**   **0123456789**

Open Sans

Open Sans Light
abcdefghijklmnopqrstuvwxyz   ABCDEFGHIJKLMNOPQRSTUVWXYZ   0123456789

Open Sans Light Italic
abcdefghijklmnopqrstuvwxyz   *ABCDEFGHIJKLMNOPQRSTUVWXYZ*   *0123456789*

Open Sans Regular
abcdefghijklmnopqrstuvwxyz   ABCDEFGHIJKLMNOPQRSTUVWXYZ   0123456789

Open Sans Regular Italic
abcdefghijklmnopqrstuvwxyz   *ABCDEFGHIJKLMNOPQRSTUVWXYZ*   *0123456789*

Open Sans Semibold
abcdefghijklmnopqrstuvwxyz   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**   **0123456789**

Open Sans Semibold Italic
abcdefghijklmnopqrstuvwxyz   ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***   ***0123456789***

Open Sans Bold
abcdefghijklmnopqrstuvwxyz   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**   **0123456789**

Open Sans Bold Italic
abcdefghijklmnopqrstuvwxyz   ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***   ***0123456789***

Open Sans Extrabold
abcdefghijklmnopqrstuvwxyz   **ABCDEFGHIJKLMNOPQRSTUVWXYZ**   **0123456789**

Open Sans Extrabold Italic
abcdefghijklmnopqrstuvwxyz   ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***   ***0123456789***

WEBROOT®

Logos

Webroot brand guidelines

When referencing the Webroot brand, please use the logos and follow the guidelines below.

Webroot hereby grants you a limited, non-exclusive, non-transferable, royalty-free, worldwide license to use the Webroot trademarks (the "Marks") in order to refer to Webroot or its products. By downloading and using the Marks you agree to use the Marks in accordance with all applicable laws and any applicable agreement between you and Webroot Inc. or its affiliates. Further, you agree not to modify the Marks or use the Marks in a way that could disparage Webroot or its products or wrongfully imply an endorsement by Webroot or relationship with Webroot. Webroot expressly reserves the right to revoke or modify this license at any time in Webroot's sole and absolute discretion.

WEBROOT®

A Wordmark

The Webroot logo is the **primary logo** for all corporate materials, both print and digital. The logo should always be used in its pure form, and be unaltered in any way. Use this logo for letterhead, envelopes, forms, internal documentation, signage and for all other general uses not specific to marketing collateral or promotional campaigns. Place the logo to be effective and have maximum impact.

This style guide details the ways in which you may create materials with the Webroot logo and maintain a visually consistent brand impression.

A **Wordmark** — The Webroot wordmark is made up of ultra-modern and relaxed letterforms The W, E, and R have been custom cut for Webroot to create a unique logotype. The thick, bold font proclaims strength and power and provides maximum legibility in all mediums. The registration symbol should always accompany the wordmark.

Space and Proportion

— The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the "T" in the logo. It should never be less than that.

— The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area

— The boundaries of this negative space area apply to any graphic elements that are near the logo

Minimum Width

— Keep the overall logo size at 1" (72px) wide or greater

Nomenclature Standards

— In all materials, internal or public, the company name is to be typeset as Webroot

— Webroot is to remain in upper and lower case regardless of its position in a sentence

— The logo should never be used in running text to replace the company name

MINIMUM LOGO WIDTH

1 inch

Webroot Wordmark Logo | Acceptable Color Usage

WEBROOT®

Primary Logo – First Choice
– This is the logo of choice to be used whenever possible for all corporate print and digital marketing.
– The standard logo should always be solid Pantone 7741 green, or CMYK equivalent.*

*See the Color Palette section for color breakdowns

WEBROOT®

Primary Logo – Second Choice
– A secondary version of the logo for instances in which a dark background needs to be used.
– The white logo should only be used on a dark background. Preferably Pantone 7741*, or 80% Black.

*See the Color Palette section for color breakdowns

Webroot Wordmark Logo | Acceptable Grayscale & Black Usage

WEBROOT®

Primary Logo – Gray – Use only when color is unavailable
– 80% Black/Pantone Cool Gray 11
– Use this logo whenever possible for all grayscale print and digital marketing.

WEBROOT®

Primary Logo – Black – Use only when color or grayscale is unavailable
– 100% Black
– May be used only if grayscale is unavailable.

WEBROOT®
Smarter Cybersecurity™

(A) Wordmark

(B) Tagline

The Webroot Smarter Cybersecurity logo is the **secondary logo** and is used for all marketing and communication materials, both print and digital. The logo should always be used in its pure form, and be unaltered in any way. Place the logo to be effective and have maximum impact. DO NOT use the secondary logo (with the "Smarter Cybersecurity" tagline) unless you are creating marketing related materials. This style guide details the ways in which you may create materials with the Webroot Smarter Cybersecurity logo and maintain a visually consistent brand impression.

(A) **Wordmark** — The Webroot wordmark is made up of ultra-modern and relaxed letterforms The W, E, and R have been custom cut for Webroot to create a unique logotype. The thick, bold font proclaims strength and power and provides maximum legibility in all mediums. The registration symbol should always accompany the wordmark.

(B) **Tagline** — The tagline Smarter Cybersecurity tells the world who we are and what we do. Except for instances where the logo will be reproduced under 2", the tagline should always remain with the Webroot wordmark and should always be accompanied by the trademark symbol.

Space and Proportion

— The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the "T" in the logo. It should never be less than that.

— The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area

— The boundaries of this negative space area apply to any graphic elements that are near the logo

Minimum Width

— Keep the overall logo size at 1.75" (126px) wide or greater

— If smaller than 1.75" (126px), use the Webroot wordmark logo

Nomenclature Standards

— In all materials, internal or public, the company name is to be typeset as Webroot

— Webroot is to remain in upper and lower case regardless of its position in a sentence

— The logo should never be used in running text to replace the company name

MINIMUM LOGO WIDTH

1.75" (126px)

Webroot Smarter Cybersecurity Logo | Acceptable Color Usage

WEBROOT®
Smarter Cybersecurity™

Secondary Logo – First Choice
— This is the logo of choice to be used whenever possible for all print and digital marketing.
— The standard logo should always be solid Pantone 7741 green, or CMYK equivalent.*

*See the Color Palette section for color breakdowns

WEBROOT®
Smarter Cybersecurity™

Secondary Logo – Second Choice
— A secondary version of the logo for instances in which a dark background needs to be used.
— The white logo should only be used on a dark background. Preferably Pantone 7741*, or 80% Black.

*See the Color Palette section for color breakdowns

Webroot Smarter Cybersecurity Logo | Acceptable Grayscale & Black Usage

WEBROOT®
Smarter Cybersecurity™

Secondary Logo – Gray – Use only when color is unavailable
— 80% Black/Pantone Cool Gray 11
— Use this logo whenever possible for all grayscale print and digital marketing.

WEBROOT®
Smarter Cybersecurity™

Secondary Logo – Black – Use only when color or grayscale is unavailable
— 100% Black
— May be used only if grayscale is unavailable.

— These examples demonstrate **some** of the possible improper uses of the Webroot logo. The proper color and configuration of the logo is essential for a consistent brand across a wide variety of media.

— To ensure correct reproduction of the Webroot logo, simply use the approved digital art file for all applications.

Do not alter color, proportions or any logo elements.

The incorrect logo usage guidelines apply to ALL Webroot logo variations in this style guide

Never place the 4-color logo over a photo or a distracting background

Never place the solid green logo on a color background other than black and light gray

Never place the logo inside a box

Never place effects behind the logo

Never make logo any other color than the approved logo colors

Never distort or skew the logo

Never extrude or add perspective to the logo as a 3-dimensional object

Never screen back the logo

WEBROOT

BrightCloud® *Threat Intelligence*

1 inch

(A) Wordmark

(B) Product Logo

The Webroot BrightCloud Threat Intelligence logo is the primary logo for all marketing and communication materials, both print and digital. The logo should always be used in its pure form, and be unaltered in any way. Place the logo to be effective and have maximum impact.

This style guide details the ways in which you may create materials with the Webroot BrightCloud Threat Intelligence and maintain a visualy consistent brand impression.

(A) **Wordmark** – The Webroot wordmark is made up of ultra-modern and relaxed letterforms The W, E, and R have been custom cut for Webroot to create a unique logotype. The thick, bold font proclaims strength and power and provides maximum legibility in all mediums. The registration symbol should always accompany the wordmark.

(B) **Product Logo** – BrightCloud Threat Intelligence identifies Webroot's unique threat intelligence offering. BrightCloud should always be followed by the ® and should not be separated from the Webroot wordmark.

Webroot BrightCloud Threat Intelligence Logo | Acceptable Color Usage

Primary Logo – First Choice

— This is the logo of choice to be used whenever possible for all print and digital marketing.

— The standard logo should always be solid Pantone 7741 green, or CMYK equivalent.*

*See the Color Palette section for color breakdowns

Primary Logo – Second Choice

— A secondary version of the logo for instances in which a dark background needs to be used.

— The white logo should only be used on a dark background. Preferably Pantone 7741*, or 80% Black.

*See the Color Palette section for color breakdowns

Webroot BrightCloud Threat Intelligence Logo | Acceptable Grayscale & Black Usage

Primary Logo – Gray – Use only when color is unavailable

— 80% Black/Pantone Cool Gray 11

— Use this logo whenever possible for all grayscale print and digital marketing.

Primary Logo – Black – Use only when color or grayscale is unavailable

— 100% Black

— May be used only if grayscale is unavailable.

Space and Proportion

— The logo should be surrounded by negative space on all sides. The space required is roughly the equivalent to the height and width of the "T" in the logo. It should never be less than that.

— The diagram on the right illustrates how this measurement is applied to define the boundaries of this negative space area

— The boundaries of this negative space area apply to any graphic elements that are near the logo

Minimum Width

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Nomenclature Standards

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— Webroot is to remain in upper and lower case regardless of its position in a sentence

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WEBROOT
BrightCloud® Threat Intelligence

MINIMUM LOGO WIDTH

WEBROOT
BrightCloud® Threat Intelligence

1.75" (126px)

A Icon

B Wordmark

This logo should ONLY be used for swag, as a favicon, in diagrams to represent Webroot, or in instances where an icon is needed.

When used for swag, the Webroot wordmark logo should always accompany the W icon.

Use this logo sparingly.

Webroot Circle W Logo | Acceptable Color Usage

Primary Logo – First Choice

— This is the logo of choice to be used whenever possible for all print and digital marketing.

— The standard logo should always be solid Pantone 7741 green, or CMYK equivalent.*

*See the Color Palette section for color breakdowns

Primary Logo – Second Choice

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*See the Color Palette section for color breakdowns

Webroot Circle W Logo | Acceptable Grayscale & Black Usage

Primary Logo – Gray – Use only when color is unavailable

— 80% Black/Pantone Cool Gray 11

— Use this logo whenever possible for all grayscale print and digital marketing.

Primary Logo – Black – Use only when color or grayscale is unavailable

— 100% Black

— May be used only if grayscale is unavailable.

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company name

MINIMUM LOGO WIDTH

.75"

WEBROOT®

Social Media Icons

Social Media Icons | Icons, Links & Usage

Social media icons for online should be monotone and reflect the official social media icon brand logo standards.

Social media icons for print must be the offical color logos for each social media brand.

The social media icons should be consistently placed in the following order:

Top Row	Bottom Row	Linear
Facebook	Pinterest	Facebook
Twitter	Instagram	Twitter
YouTube	Blog	YouTube
Linkedin	Community	Linkedin
Google+	Spiceworks	Google+
		Pinterest
		Instagram
		Blog
		Community
		Spiceworks

The social media channel links should NOT be used as vanity URLs — only to link the social media icons themselves.

Threat Intelligence

» **Twitter:** https://twitter.com/Webroot
» **YouTube:** https://www.youtube.com/channel/UC4smGh0DLnbm5I6WfBPsCrw
» **LinkedIn:** https://www.linkedin.com/company/webroot?trk=hb_tab_compy_id_7434
» **Blog:** http://webroot.com/blog

Spelling & Word Treatments

Spelling and Word Treatments

adware: One word, normal capitalization rules apply.

anti: Do not use a hyphen unless the root word starts with an i—if it does, hyphenate. (e.g., antispyware, antispam, antivirus, antimalware, anti-intelligence.) Exception: Anti-Phishing.

AntiVirus: When used in the product name "SecureAnywhere AntiVirus," "AntiVirus" is one word and the A and V are capitalized. When used as a generic noun (e.g., competing antivirus products, the V is lowercase. In this case, the A is only capitalized when at the beginning of a sentence (e.g., "Antivirus protection is essential. You should install antivirus software.").

backup: One word when used as a noun (e.g., includes file backup); two words when used as a verb (e.g., make sure to back up your files).

checkbox, checkmark: One word, no hyphen.

cleanup: One word when used as a noun (e.g., includes system cleanup); two words when used as a verb (e.g., clean up your computer).

cloud, the: Normal capitalization rules apply (e.g., powerful protection from the cloud).

cloud-based, web-based: Hyphenate when used as an adjective (e.g., cloud-based security).

cybercriminal, cybercrime, cyberattack, cyberdefense, cyberspace: One word, no hyphen.

cyber crooks, cyber threat, cyber thieves: Two words.

data center (US), data centre (UK): Two words, no hyphen.

datasheet: One word, no hyphen.

double-click: Hyphenate (e.g., "double-click the icon").

email: One word, no hyphen, normal capitalization rules apply.

end-to-end: Hyphenate when used as an adjective ("end-to-end security").

firewall: One word, lowercase, no hyphen.

internet: Normal capitalization rules apply, uppercase only when at the start of a sentence (e.g., "When you surf the internet", "Internet protection is essential".) Do capitalize when part of product name (e.g., Webroot SecureAnywhere Internet Security Plus).

keycode: One word, normal capitalization rules apply.

login: One word when used as a noun (e.g., enter your login credentials); two words when used as a verb (e.g., log in to your account).

malware: One word, normal capitalization rules apply. This term applies to all types of threats, including spyware, viruses, and adware. It means "malicious software," Do not say "malicious malware", as it is redundant.

mobile device: Generic reference to any mobile device. Could be a smartphone, iPad, Android tablet, Kindle, etc.

online: One word, no hyphen, normal capitalization rules apply.

product names: Spell out all product names, do not use acronyms.

Spelling and Word Treatments

smartphone: One word, do not hyphenate, normal capitalization rules apply. Generic reference to a mobile phone that has advanced PC-like capabilities. Could be an iPhone, BlackBerry, Android, etc.

Software as a Service (SaaS): No hyphens, capitalize as shown. Use the full descriptor upon first usage, with the acronym in parentheses, then use only the acronym upon subsequent usage. For the acronym, capitalize the first S and the last S, lowercase aa, no hyphens.

spyware: One word, normal capitalization rules apply.

sync (synchronization): Don't use "sync" within text. Spell out "synchronize," unless you're mentioning a product function such as "Backup & Sync". For example: "The Backup & Sync feature allows you to synchronize files on your hard drive . . ."

third party, 3rd party: Two words, do not hyphenate.

web: Do not capitalize.

website, webinar, webcast: Each is one word, do not capitalize unless part of a title or when it's the first word in a sentence.

web security service: Lowercase unless referring to the specific product name "Webroot SecureAnywhere Web Security Service."

white paper: two words, do not hyphenate.

Webroot: Never break the brand name or capitalize the r. See Trademark Guidelines for further information.

World Wide Web: Three words, do not hyphenate, use initial capitalization.

Legal

What does a trademark do? A trademark is primarily used to identify the origins of goods or services in connection with which the trademark is used. Trademarks also provide quality assurance by inducing the owner to maintain a consistent level of quality that allows customers to rely on it.

Why is it important to use trademarks correctly? Rights to a trademark can last indefinitely if the owner continues to use the mark to identify its goods and services. If trademarks are not used properly, they may be lost and one of the company's most important assets may lose all of its value. Rights may be lost not only because of a trademark owner's improper use of the mark, but through improper use of the trademark by the public.

Use trademarks upon first usage in text. When using the ®, SM, or TM in text (for example, press releases and editorials), such symbols only need to appear once, upon the first reference to the product or service. When used in design, the logo with the ®, SM, or TM should always stay the same regardless of the number of times it is used. If you are using a mark on materials or content that is specific to a foreign country, the marking may need to be changed to reflect the status of registration in that country.

Only use trademarks as an adjective. When used properly, a trademark is always an adjective, never a noun or verb. For example, in using "Webroot SecureAnywhere® software" the trademark is used as an adjective that modifies the term "software," whereas in "the amazing SecureAnywhere" the name is used improperly as a noun.

Do not use a trademark symbol when you are using Webroot as a company name. "Webroot" functions not only as a trademark mark and service mark identifying goods and services offered by Webroot Inc., but also as a trade name or company name referring to Webroot Inc. Trade names are nouns and, therefore, should not be followed by a generic descriptor and may be used in the possessive form. When used as a trade name, "Webroot" should not be followed by a trademark symbol.

Do not use trademarks in the possessive or plural forms. To maintain the integrity of the trademark, never use it in a possessive, plural, hyphenated, or abbreviated form. Also never alter it by adding letters or numbers.

It is fine to use "Webroot" in the possessive form when referring to the company, but avoid it when referring to the brand ("Webroot's ability to attract the brightest…" is acceptable, but "Webroot's SecureAnywhere® technology" should be phrased, "Webroot SecureAnywhere® technology").

Never alter a trademark. Use trademarks only in the form in which they have been registered or are being claimed. So don't say, "You can be secure anywhere…", as this undermines our brand.

Use the proper trademark attribution statement. All marketing collateral, advertisements, product packaging, web pages, manuals, and studies that include Webroot trademarks also must include the proper trademark attribution statement crediting ownership of the Webroot trademarks to Webroot Inc. Typically, the attribution statement is displayed at the end of the material, in the footer of the document, or on the back of the package.

The correct trademark attribution statement is: Webroot, the [Webroot] logo [if applicable] [and any other Webroot trademark(s) that is/are referred to or displayed in the document] [is/are] trademark[s] or registered trademark[s] of Webroot Inc. or its affiliates in the U.S. and/or other countries. All other trademarks are properties of their respective owners [if applicable].

Legal | Commonly Used Trademarks

» Webroot®

» BrightCloud®

» SecureWeb™

» Smarter Cybersecurity™

For technology solutions:

» BrightCloud® Web Classification Service

» BrightCloud® Web Reputation Service

» BrightCloud® IP Reputation Service

» BrightCloud® Real-Time Anti-Phishing Service

» BrightCloud® File Reputation Service

» BrightCloud® Streaming Malware Detection

» BrightCloud® SecureWeb™ Browser SDK

» BrightCloud® Mobile App Reputation Service

» BrightCloud® Mobile Security SDK

» Webroot BrightCloud® Threat Intelligence Services

» BrightCloud® Threat Intelligence Services

NOTE: Full details can be found in the Trademark Use and Marketing Guidelines document in the "Policies" folder in the Legal Function site on WeConnect. Contact a member of the Legal Team if you have any questions regarding these guidelines or proper usage of marks.

Use only the approved master artwork. The Webroot logos are single, standalone pieces of artwork. When reproducing the logos, use only the master artwork. Do not alter or distort the appearance of the logo in any way, for example, by adding your own design elements or colors or changing the font.

Do not combine the logo with other elements. The Logo must not be incorporated or used in any manner as part of, or in close proximity to, another company's name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks. The Logo should not appear with any other symbol or icon (except the registered trademark symbol); contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

Do not use Webroot logos as a decorative device. Do not use any Webroot logos for purely decorative purposes in any marketing collateral, packaging, or website.

Use the appropriate trademark symbol. Logos are trademarks, so they should always be accompanied by the appropriate trademark symbol.