McAfee® Logo Usage Checklist

Our logo is the cornerstone of our visual identity. It creates immediate brand recognition and builds equity with every impression. The Shield symbolizes protection and our dedication to making life online safe and enjoyable for everyone. When used in text/body copy, the first mention must have a "Registered R" and appear as "McAfee®". When used as a visual, the McAfee logo has a "TM" as shown below. To maintain our logo's value and recognition, it is important to adhere to the logo guidance here.

[ ] **Formats:** Are you using the right format?

The horizontal format is the primary/preferred version and should be used in most instances.

The stacked format is used when its proportions fit better than the horizontal format.

[ ] **Color usage:** The following illustrates how we use color to bring vibrancy and energy to the McAfee logo. These colors are chosen intentionally for visibility and contrast. The Red dual-color is our legacy logo and used in existing implementations, but should be updated to the single-color primary logo during the normal refresh cycle of any product or communication vehicle and require no additional budget.

Red single-color logo (primary)

Red dual-color logo (legacy)

White mono-color logo

Soft Black mono-color logo

[ ] **Logo clear space:** To ensure maximum impact, the McAfee logo should always stand out from other graphic elements by using a defined "clear space." This space should be kept clear of all type and other graphic elements. The preferred clear space is illustrated to the right, equal to the height of the Shield in the McAfee logo.


[ ] **Minimum size:** 1.125 inches (or 75px for digital applications) is the minimum size for the logo. Below this size, the integrity of the logo is compromised, and the name becomes illegible.
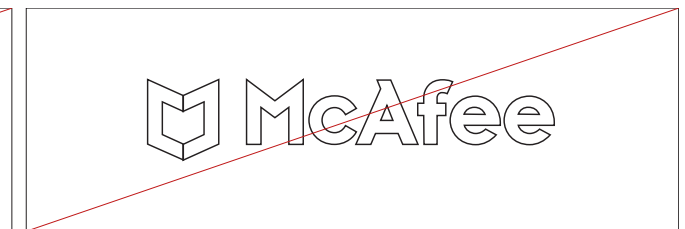

75 px / 1.125 in (28.575 mm)

[ ] **Logo misuse:** The integrity of the McAfee logo must be respected at all times. Ensure that our logo is clearly visible. Always use approved artwork in correct colors when working with our logo. DO NOT ALTER OUR LOGO IN ANY WAY.
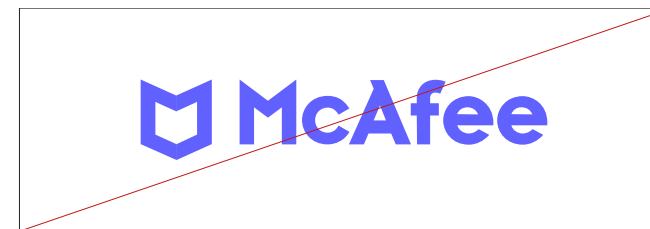
⊗ **Do not** add colorways to our logo beyond what is shown in the guidelines.

⊗ **Do not** outline our logo.

⊗ **Do not** apply any stylization or effects to our logo.

⊗ **Do not** fill our logo with gradien, photos, or graphics.

⊗ **Do not** stretch, skew, or rotate our logo in any way.

⊗ **Do not** enclose our logo in a shape.

[ ] See how your examples compare. For additional guidance contact Brand@McAfee.com.

Download the available logo file formats: EPS | JPG | PNG | SVG