CORPORATE IDENTITY

Symantec

Symantec Corporate Identity
Launched 2010

In 2010, Symantec acquired VeriSign. Moving into the authentication business marked a turning-point for Symantec. Because of this, it was decided to redesign the Symantec logo and rebrand the company. I was one of the few disclosed on the acquisition, and because of my design background, was chosen to redesign the logo.

The new company logo brought together the Symantec name and color with the check mark from VeriSign. The check mark and circle are the common symbol used across Symantec brands including the Norton consumer brand and the Symantec Hosted Services brand. The logo unifies the breadth of Symantec's resources and amplifies Symantec's recognition across all customer segments from the individual consumer to the largest global organization. This was the first time a unifying symbol was used for all Symantec brands.

COLORS: PMS 1235C + BLACK

HORIZONTAL LOCKUP

Symantec™

Norton™
by Symantec

Hosted
Services
by Symantec™

VERTICAL LOCKUP

Symantec™

Norton™
by Symantec

Hosted
Services
by Symantec™

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