



Partner guide to co-branding with ESET

Guidelines for channel partners

About these guidelines

This guide provides the requirements and resources you need to create clear, compliant co-branded communications with ESET. It covers:

- **Requirements for using ESET Partner and Distributor logotypes**
- **Approved logotype uses with examples**
- **Common mistakes to avoid**
- **Downloadable brand resources and supporting materials**

Following these guidelines helps keep your marketing materials **consistent, credible, and easy to recognize** while protecting the integrity of both brands.

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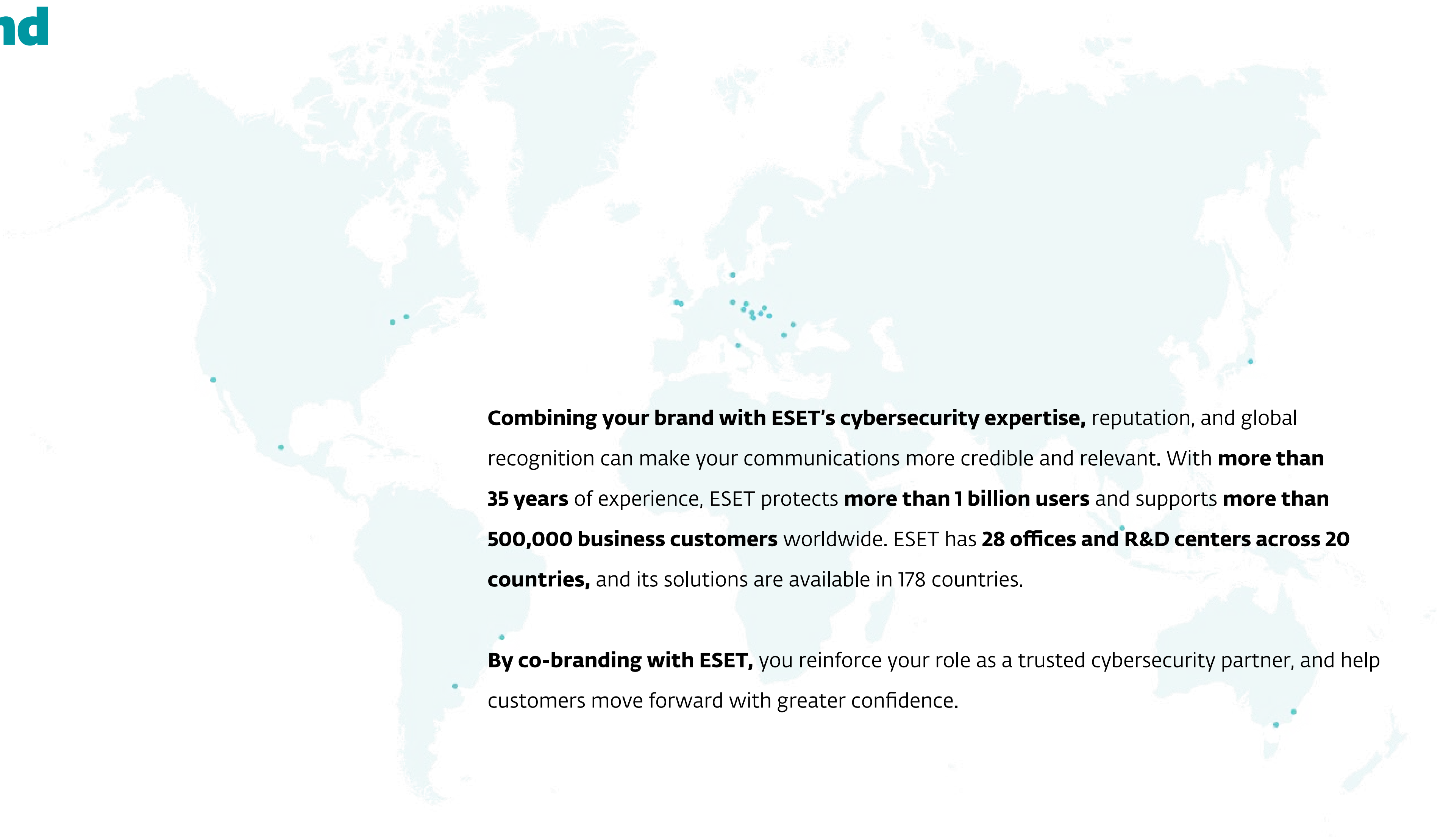
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CHAPTER 1

Introduction

This section explains the purpose and value of ESET co-branding from a marketing perspective, as well as the principles that help every communication feel clear, credible, and consistent.

Why co-brand with ESET?



Combining your brand with ESET's cybersecurity expertise, reputation, and global recognition can make your communications more credible and relevant. With **more than 35 years** of experience, ESET protects **more than 1 billion users** and supports **more than 500,000 business customers** worldwide. ESET has **28 offices and R&D centers across 20 countries**, and its solutions are available in 178 countries.

By co-branding with ESET, you reinforce your role as a trusted cybersecurity partner, and help customers move forward with greater confidence.

Purpose of co-branding

Co-branding with ESET enables you to promote your business while clearly communicating your relationship with a trusted global cybersecurity leader. With the appropriate approvals, you may use ESET's name, ESET Partnership logotypes, and selected brand assets alongside your own.

ESET provides approved resources and practical guidance to help you create communications that are clear, professional, and consistent with both brands. **Every marketing asset** must make it immediately clear whether the communication comes from your company, ESET, or both.

ESET partner roles and definitions

ESET Partner

A partner that sells or integrates ESET licenses, solutions, or services for end customers. This includes resellers, managed service providers, OEM partners, hardware vendors, device manufacturers, VARs and IT refurbishers, as defined by the applicable agreement.

ESET Distributor

A wholesale partner that supports a network of resellers and managed service providers by providing access to ESET products, provisioning platforms, and operational support.

CHAPTER 2

ESET positioning

Consistent positioning helps customers understand the value ESET brings to their organizations and digital lives. As an ESET Channel Partner, it is important to understand and use ESET's approved positioning and messaging in all communications.

Always use the approved B2B or B2C positioning statement that best aligns with your target audience and communication objective. To ensure consistency and brand integrity, these statements must not be modified, shortened, combined, or reinterpreted without prior approval from ESET.

This is ESET. Effortless cybersecurity built for confidence and control.

ESET protects organizations, critical infrastructure, and individuals, empowering them to be **digitally resilient and confident** in a world increasingly shaped by AI. **Headquartered in the European Union and privately owned**, ESET develops proprietary AI-driven cybersecurity technologies and **independent AI models** engineered to protect both digital infrastructure and the **broader AI technology stack**.

Every solution ESET builds is shaped by more than 35 years of cybersecurity expertise, **over 25 years of AI innovation**, and reflects experience, judgment, and **values that guide our decisions**. We take a preemptive approach, securing against both conventional and AI-driven cyber threats. Grounded in scientific rigor and **powered by 11 global R&D centers**, ESET continuously advances research and drives innovation to deliver cybersecurity that is effortless for users and always under **expert human oversight**.

Our technologies are consistently validated by leading independent analyst houses and testing labs. **ESET safeguards millions of users and organizations** across 178 countries. Guided by a commitment to **responsible AI** and customer trust, **ESET protects the progress** that technology enables.

Positioning statements for B2B and B2C

B2B communication

Trusted Cybersecurity-as-a-Service provider for the AI era.

ESET makes cybersecurity effortless, empowering organizations to confidently navigate the complex threat landscape through AI-powered protection, proactive threat prevention, and expert human oversight.

B2C communication

Leading Consumer Digital Life Protection for the AI era.

Built on a prevention-first approach, ESET combines artificial intelligence, human expertise, and decades of cybersecurity innovation to help individuals, families, home administrators, and small business owners embrace an AI-powered world with confidence.

CHAPTER 3

ESET brand elements

This section introduces the core ESET brand elements and explains how to use them correctly and consistently.



Cybersecurity
Progress. Protected.

ESET corporate logotype

Our logotype is at the heart of our visual identity. It is a primary expression of the ESET brand and plays an important role in building recognition and trust. The corporate logotype comprises the ESET logo, descriptor, and tagline.

Only ESET Offices and ESET Exclusive Partners are authorized to use the ESET corporate logo. ESET Distributors and ESET Partners have their own designated logos, which are presented on the following slides.

Always use approved artwork.

Never redraw, alter, or re-create the logotype.



ESET Partnership logotypes

The ESET Partnership logotypes combine the ESET logo with the designation “**Partner**” or “**Distributor,**” positioned either below the ESET logo or to its right. Approved horizontal and vertical versions are available to ESET partners and distributors in four color options:



Partner



Distributor



ESET Partner logotypes

The ESET Partner logotype is available to channel partners that sell or integrate ESET licenses, solutions, or services for end customers. This may include resellers, managed service providers, OEM partners, hardware vendors, device manufacturers, and IT refurbishers, as defined by the applicable agreement.

Always use approved artwork.

Never redraw, alter, or re-create the logotype.



Partner



[DOWNLOAD ALL APPROVED LOGOTYPES](#)

Partner Tier logotype usage guidelines

Organizations with an active contractual relationship with ESET or an authorized ESET distributor may be eligible to use an official ESET Partner Tier logotype. The four global tiers are Platinum, Gold, Silver, and Registered.

The Partner Tier logotype communicates a partner’s status within the ESET Partner Program. It is intended primarily for partner websites and may also be used in other approved marketing materials to demonstrate the partner’s engagement with and expertise in ESET solutions and services.

More information about when and how to use each logotype can be found in the table on slide number 30.

 [DOWNLOAD ALL APPROVED LOGOTYPES](#)

 **Platinum Partner**

 **Gold Partner**

 **Silver Partner**

 **Registered Partner**

ESET Distributor logotypes

The ESET Distributor logotype is available to authorized wholesale partners that support networks of resellers and managed service providers by providing access to ESET products, provisioning platforms, and operational support.

Always use approved artwork.

Never redraw, alter, or re-create the logotype.



[DOWNLOAD ALL APPROVED LOGOTYPES](#)



4 Key rules for using the logotypes

1

Correct partnership logotype

Choose the approved ESET Partnership logotype that provides **clear legibility** and **strong contrast against the background**.

Use the ESET Mid Turquoise version whenever contrast allows. When it does not, use the approved white or black version.



2

Correct logotype scale

Scale your company logotype and the ESET Partnership logotype so they **feel balanced and carry comparable visual weight.**

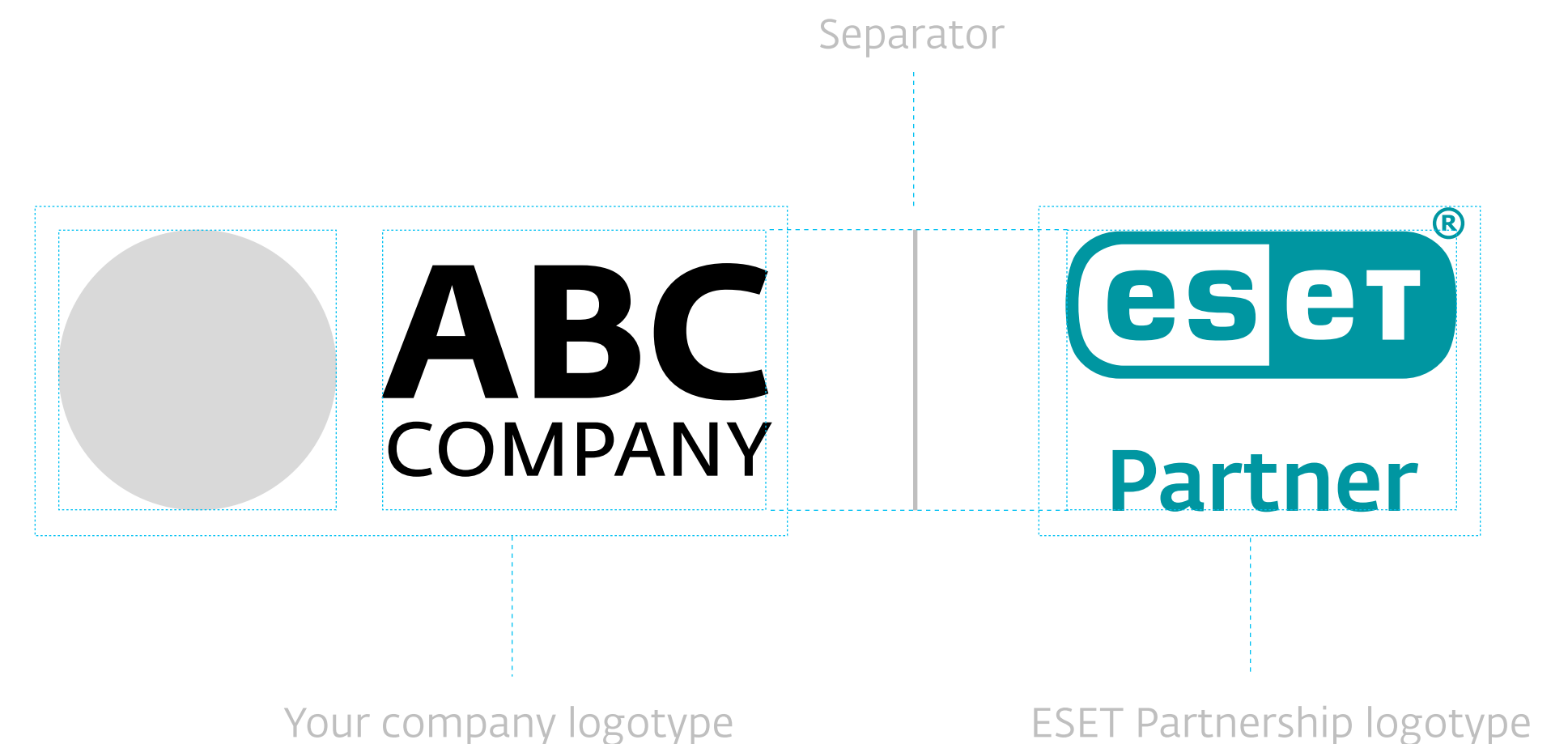
Because logotypes have different shapes and proportions, equal dimensions do not always create equal visual presence.

See the logotype scale and placement examples later in this guide for additional guidance.

3

Correct logotype placement and separation

When the logotypes appear together in a lockup, place **your company logotype on the left** and the **ESET Partnership logotype on the right**, separated by a vertical rule.

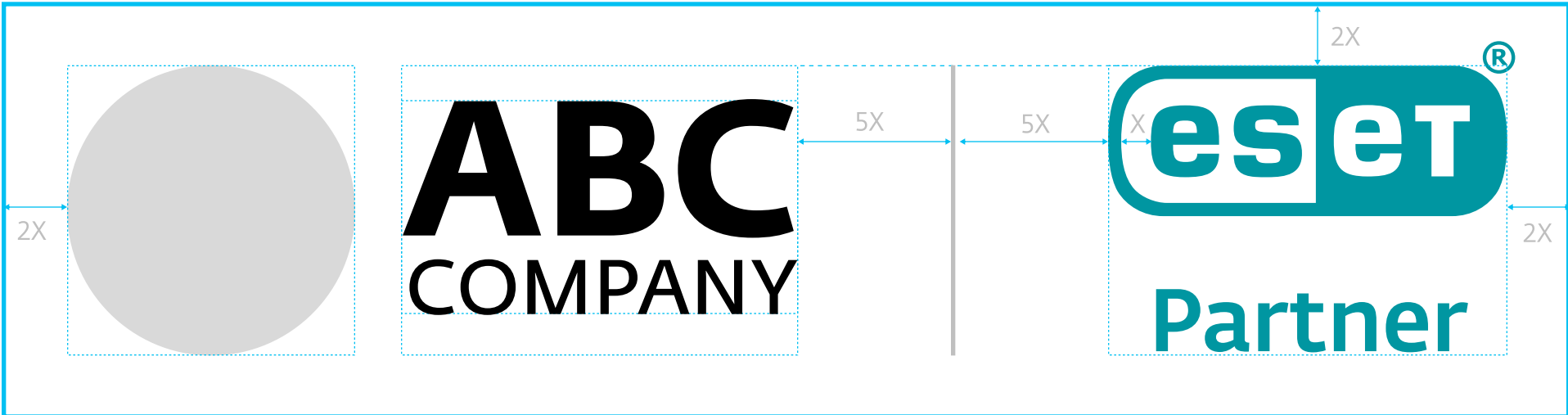


4

Correct logotype spacing

Maintain the required clear space around both logotypes.

Do not allow text, graphics, page edges, or other visual elements to enter this area.



Visual balance of Partner logotypes

Scale the two logotypes to create balanced visual weight. Because logotypes have different shapes and proportions, equal dimensions do not always create an equal visual presence.



Correct visual balance
Both logotypes carry comparable visual weight.



Correct visual balance
Both logotypes carry comparable visual weight.



Correct visual balance
Both logotypes carry comparable visual weight.



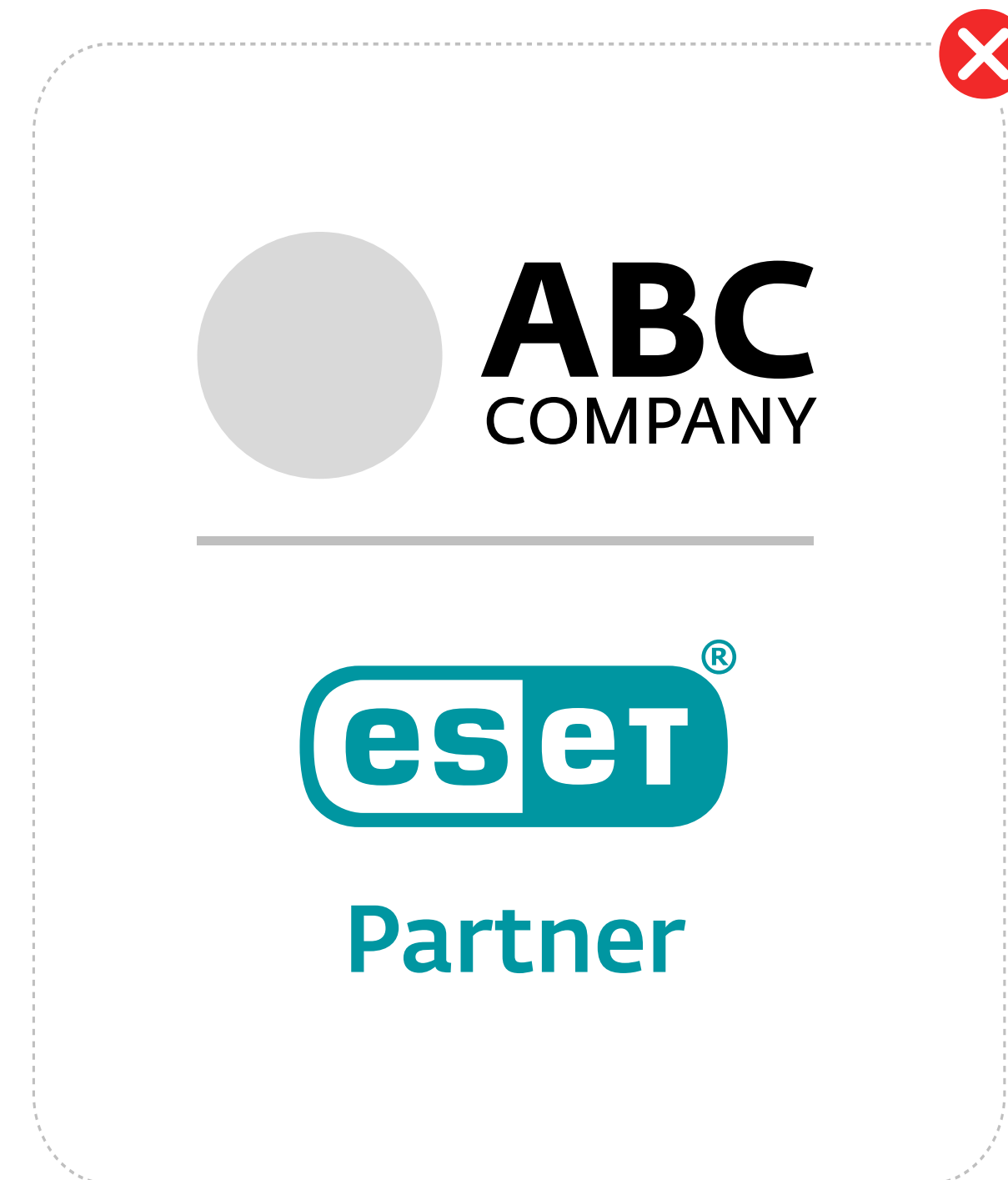
Incorrect visual balance
The ESET Partnership logotype is too small and has insufficient visual weight.

Incorrect logotype orientation

Incorrect vertical lockup orientation

Do not place the partner company logotype above the ESET Partnership logotype or stack the two at equal size.

Use the approved horizontal lockup: the partner company logotype on the left, the separator in the center, and the ESET Partnership logotype on the right.



Logotype don'ts

Always use the original, approved logotype artwork.
Do not modify it in any way.



Partner

Do not edit the colors of the ESET Partnership logotype or use colors outside the approved palette.



Partner

Do not change the typeface or lettering in any logotype.



Partner

Do not invert or otherwise change the color of the ESET logo.



Partner

Do not alter the proportions, stretch, distort, or transform the logotype.



Cybersecurity
Progress. Protected.

Do not use the ESET corporate logotype in place of an ESET Partnership logotype.



Do not combine the ESET corporate logotype with an ESET Partnership logotype.

Logotype don'ts

Do not place the ESET Partnership logotype on a background that reduces legibility or contrast.

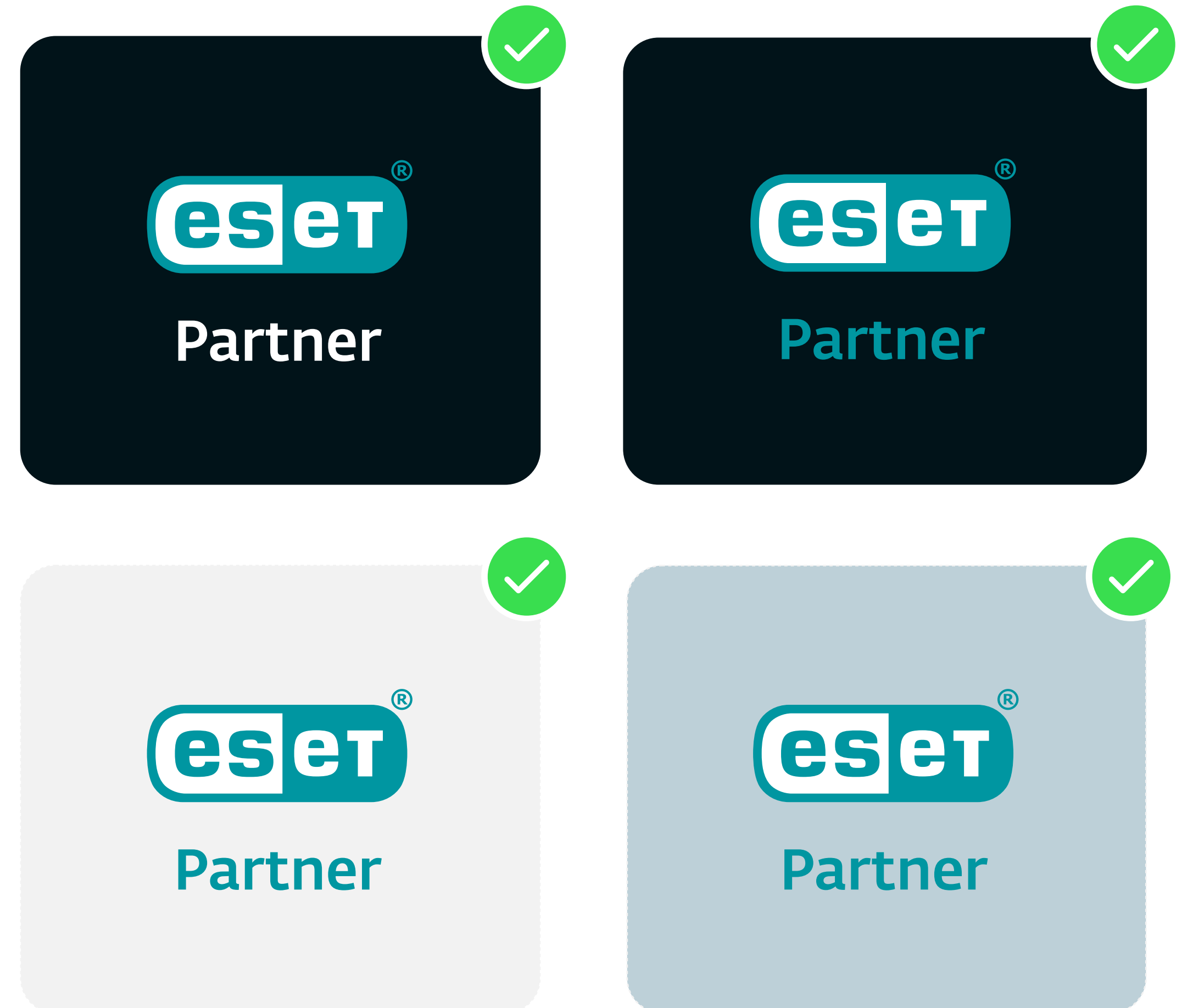


Approved logotype colors and backgrounds

Use the **ESET Mid Turquoise Partnership logotype** whenever the background provides sufficient contrast. **It is the preferred version.**

When Mid Turquoise does not provide sufficient contrast, use an approved white or black version.

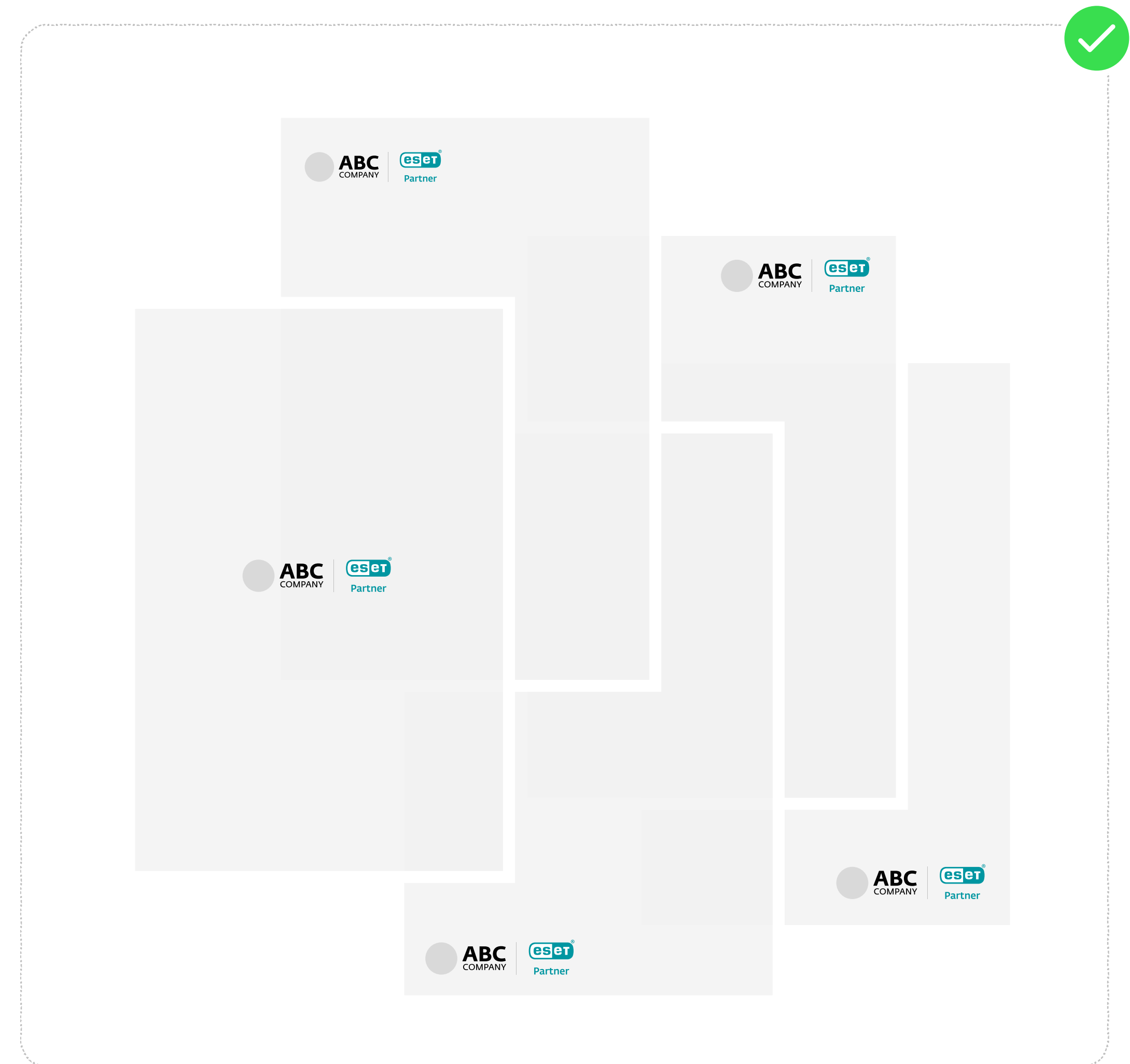
Always choose the approved version that keeps every element of the logotype clear, legible, and immediately recognizable.



Co-branding placement

Place the co-branding lockup **in a corner or centered along an edge of the asset**, as shown.

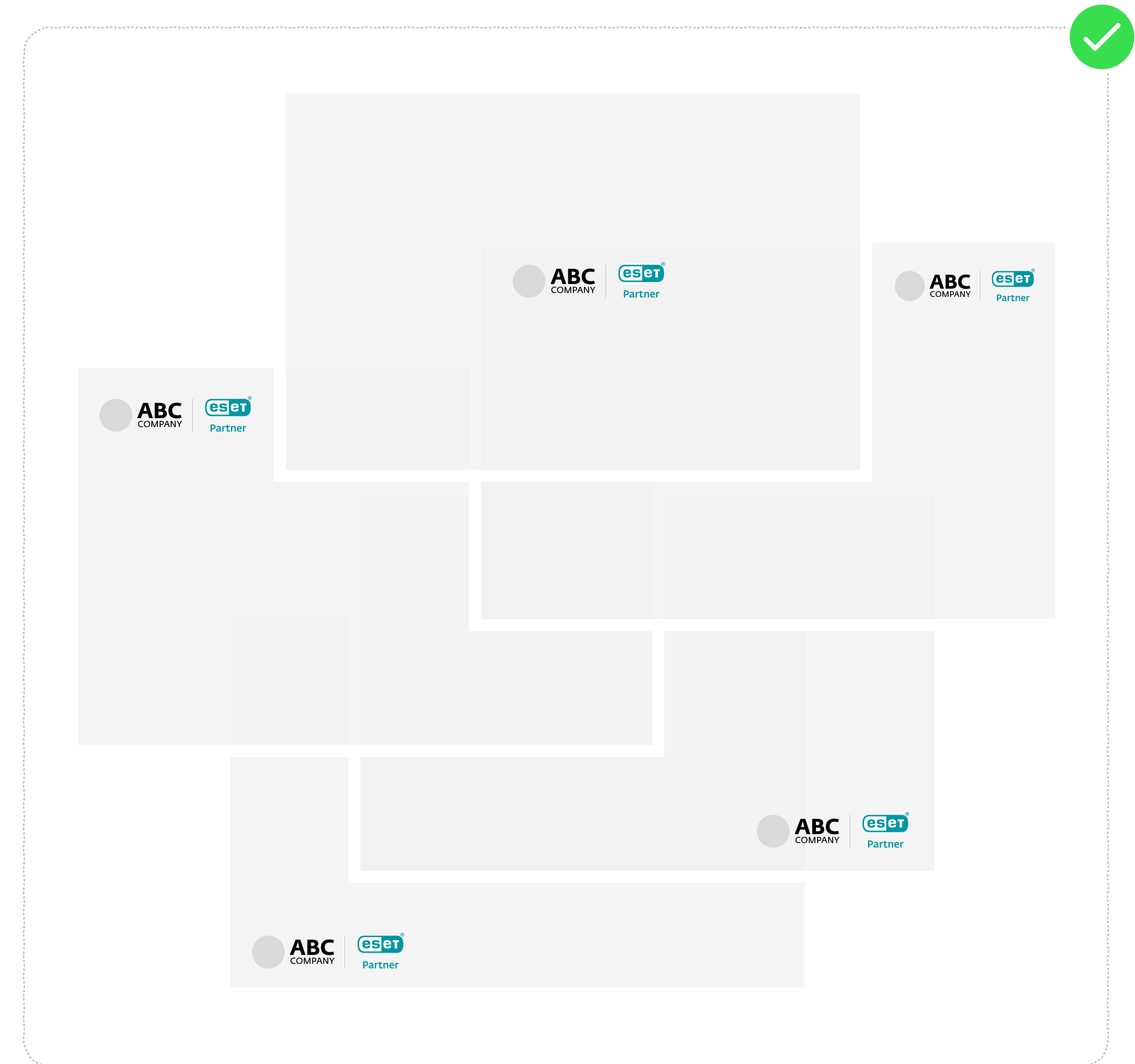
Keep the **partner company logotype on the left** and the **ESET Partnership logotype on the right**. Scale the logotypes for **balanced visual weight**, and preserve the **required clear space**.



Co-branding placement

Apply the same placement principles across portrait, landscape, and square formats.

When using the co-branding lockup, treat it as one unit and do not separate its elements. The partner company logotype must remain on the left, with the ESET Partnership logotype on the right.



Co-branding placement

Common digital asset formats used in this guide:

LinkedIn image post: 1200 x 1200 px

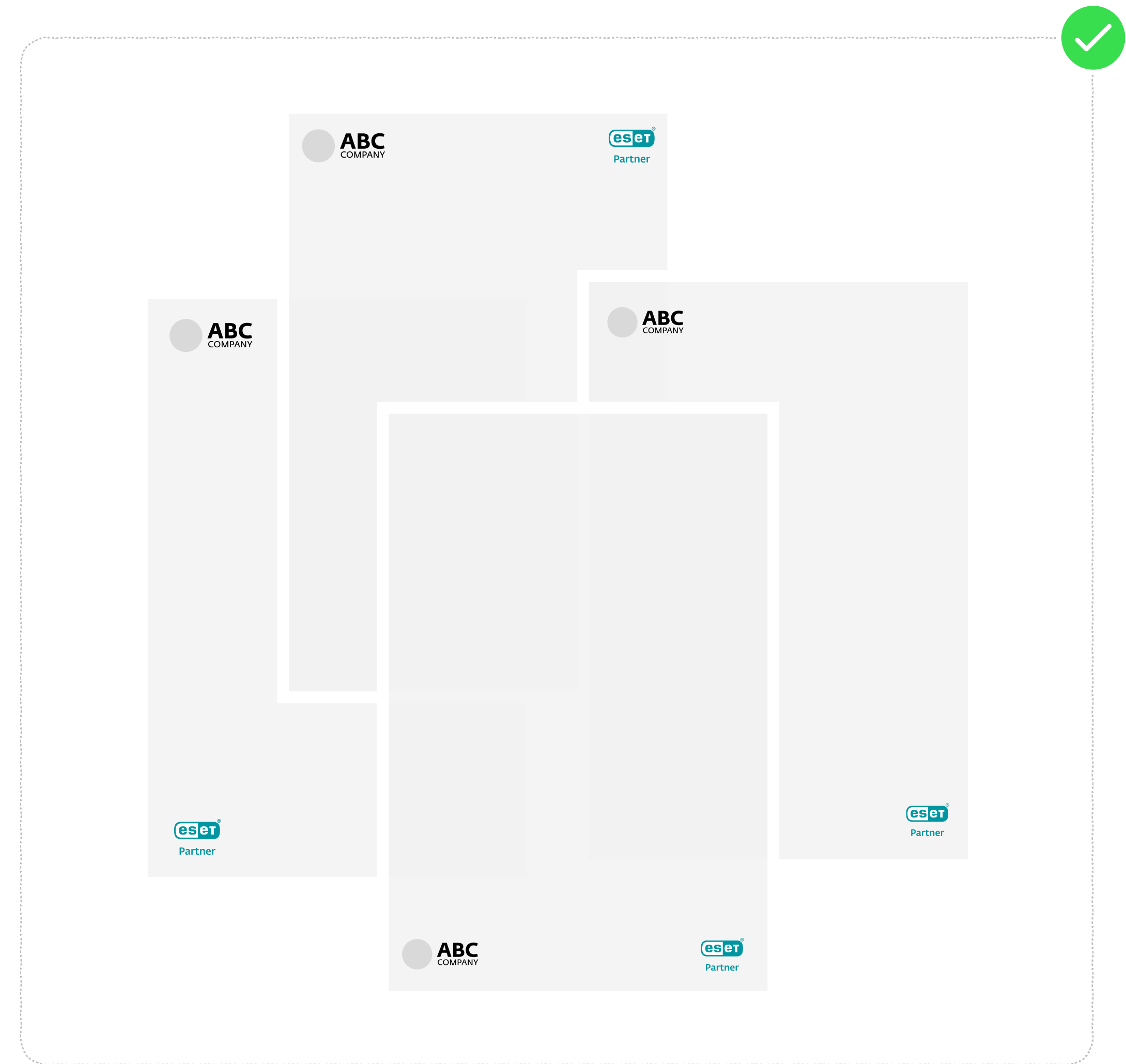
LinkedIn Sponsored Update: 1200 x 627 px

Instagram image or video post: 1080 x 1080 px

Co-branding placement

The partner company and ESET Partnership logotypes **may also be placed separately across the layout**, provided the partner company logotype remains to the left of the ESET Partnership logotype.

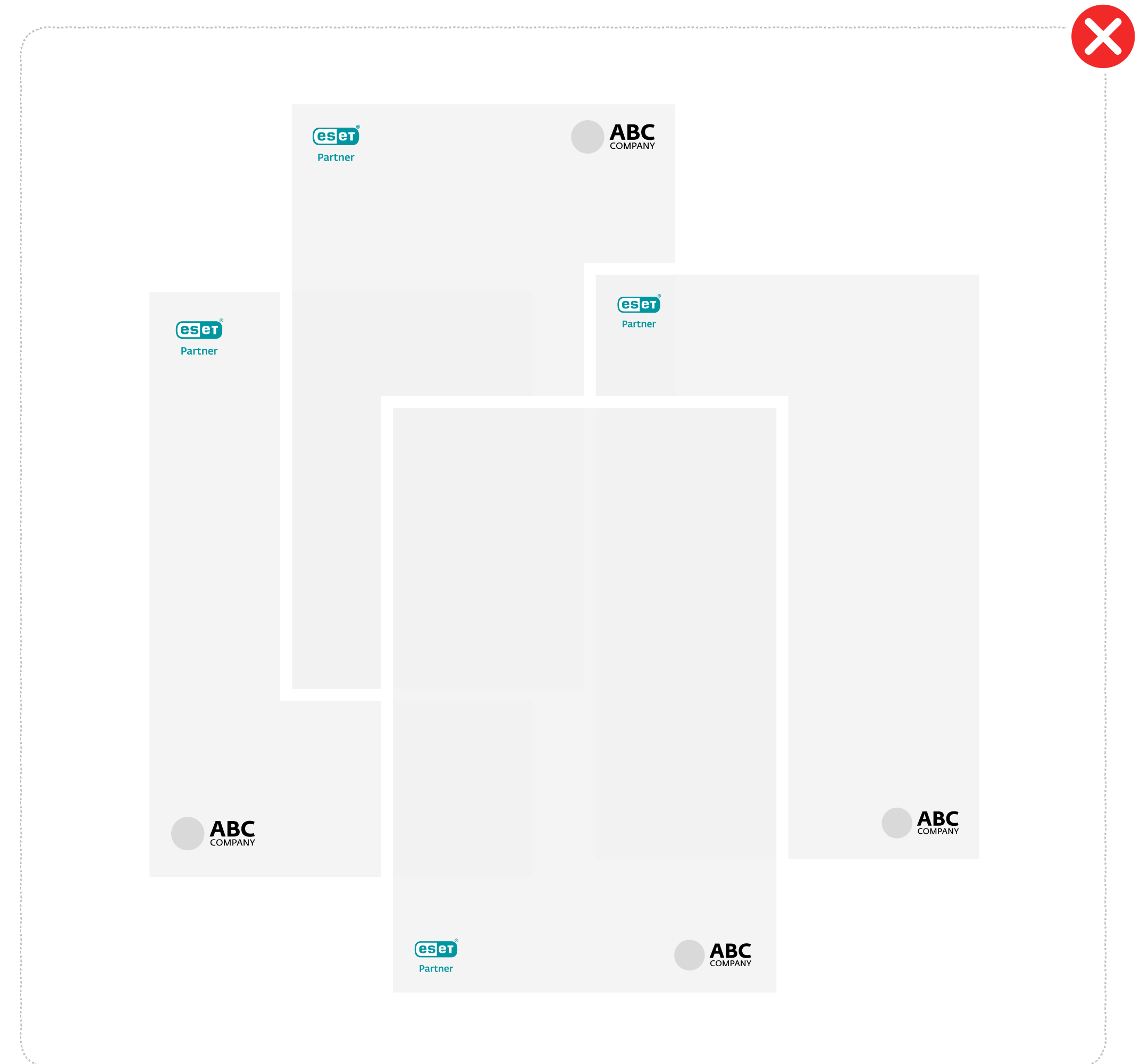
They may appear **along the same edge or diagonally across the asset, as shown**. Always maintain balanced visual weight and the required clear space.



Incorrect co-branding placement

Do not place the ESET Partnership logotype before the partner company logotype.

In every approved lockup, the **partner company logotype appears first, on the left**, followed by the **ESET Partnership logotype on the right**.



Co-branding application

Marketing and promotions collaterals	ESET Partner logotype	ESET Distributor logotype	ESET Partner Tier Logotype	ESET Corporate logotype	Digital platforms	ESET Partner logotype	ESET Distributor logotype	ESET Partner Tier logotype	ESET Company logotype
Printed merchandise T-shirts, mugs, water bottles, pens, notebooks, bags, and similar items	✔	✔	✘	✘	Websites Corporate websites, microsites, and partner portals	✔	✔	✔	✔
Specialty merchandise Embroidered items such as jackets, shirts, and blankets; engraved items such as awards and plaques	✔	✔	✘	✘	Email signatures and templates	✔	✔	✘	✘
Vehicle wraps – ESET approval required Branding or promotional messaging applied directly to a vehicle	✔	✔	✘	✔	Social media profiles and posts	✔	✔	✘	✘
Retail displays – ESET approval required Physical marketing fixtures or in-store displays	✔	✔	✘	✔	E-commerce platforms – ESET approval required	✔	✔	✘	✔
Press releases and press kits – ESET approval required	✔	✔	✔	✘	Online advertising Display ads and paid social creative	✔	✔	✘	✘
Presentations Microsoft PowerPoint and Google Slides	✔	✔	✔	✘	Sponsored content Paid partner content, advertorials, and campaign integrations	✔	✔	✔	✘
Event materials Badges, lanyards, agendas, and schedules	✔	✔	✘	✘	Webinars and virtual presentations	✔	✔	✔	✘
Trade show materials Booths, backdrops, displays, tablecloths, and pop-up banners	✔	✔	✘	✘	Digital newsletters and e-books	✔	✔	✔	✘

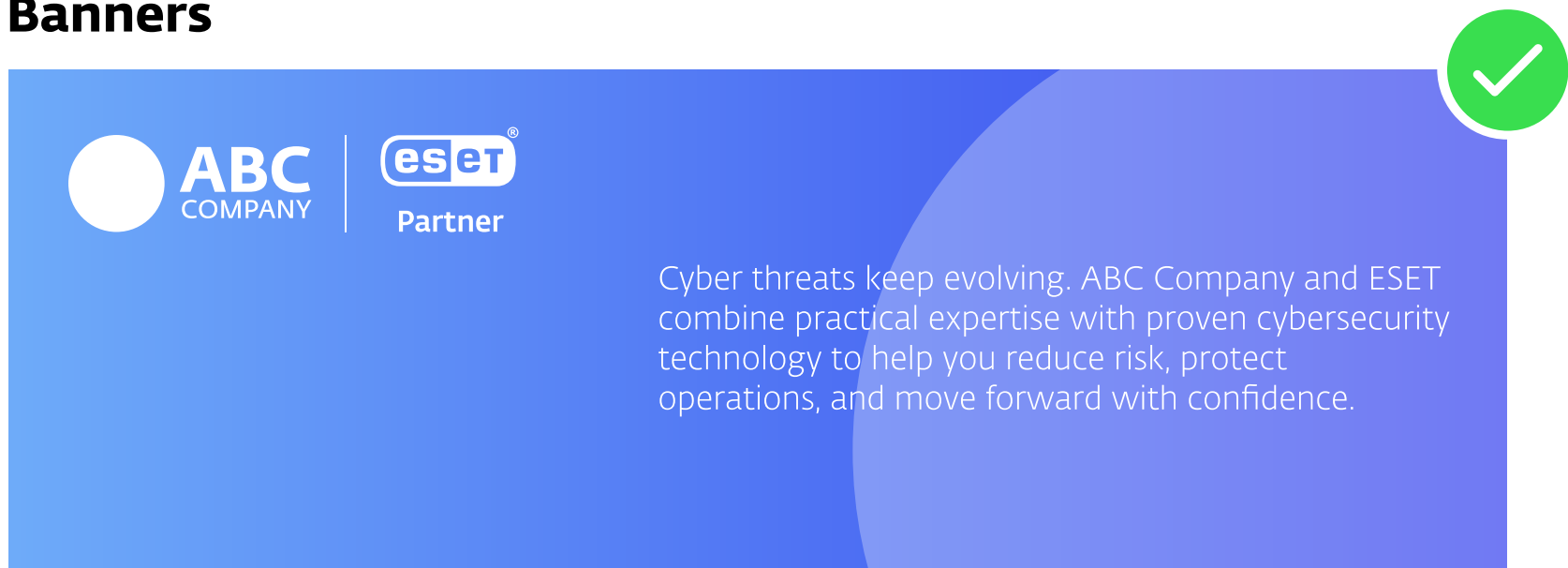
CHAPTER 4

Co-branding examples

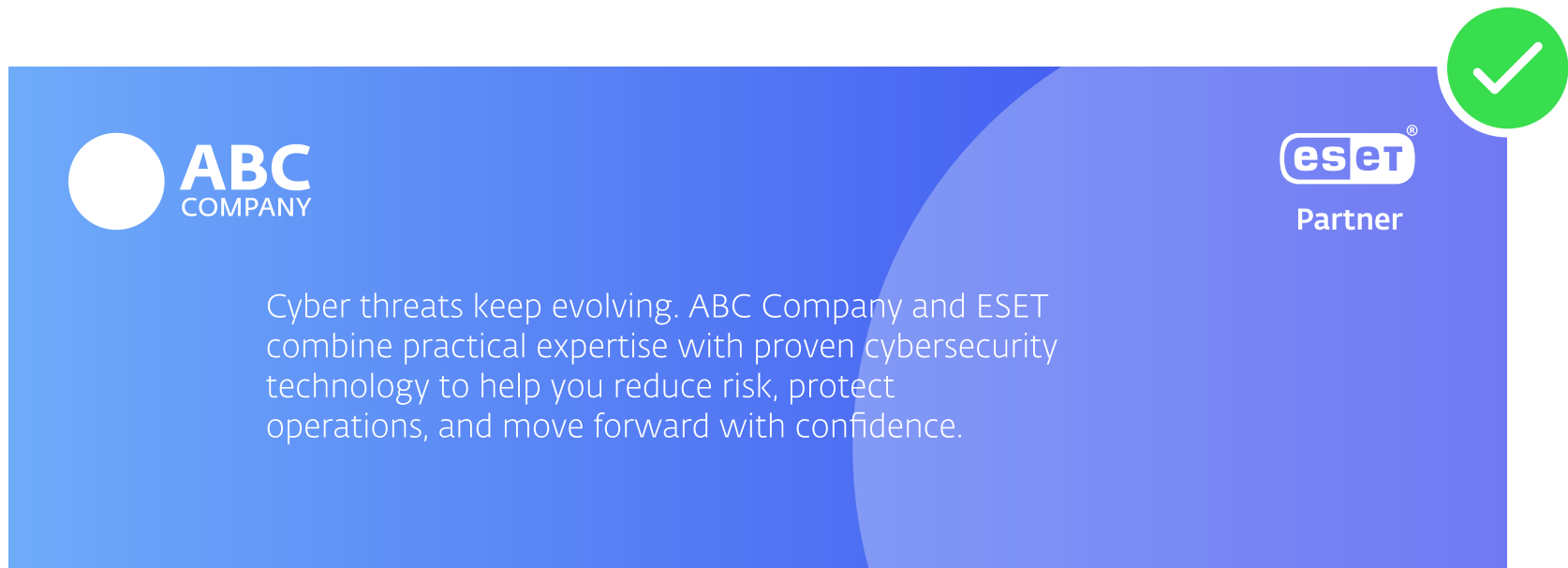
See how to apply ESET Partnership logotypes across common marketing materials. The examples highlight approved applications and common mistakes to avoid.

Co-branding examples 1/5

Banners



Correct logotype orientation: The partner company logotype appears on the left, and the ESET Partnership logotype appears on the right. The logotypes are aligned and visually balanced.



Correct logotype orientation: The partner company logotype appears on the left, and the ESET Partnership logotype appears on the right. The logotypes are aligned and visually balanced.



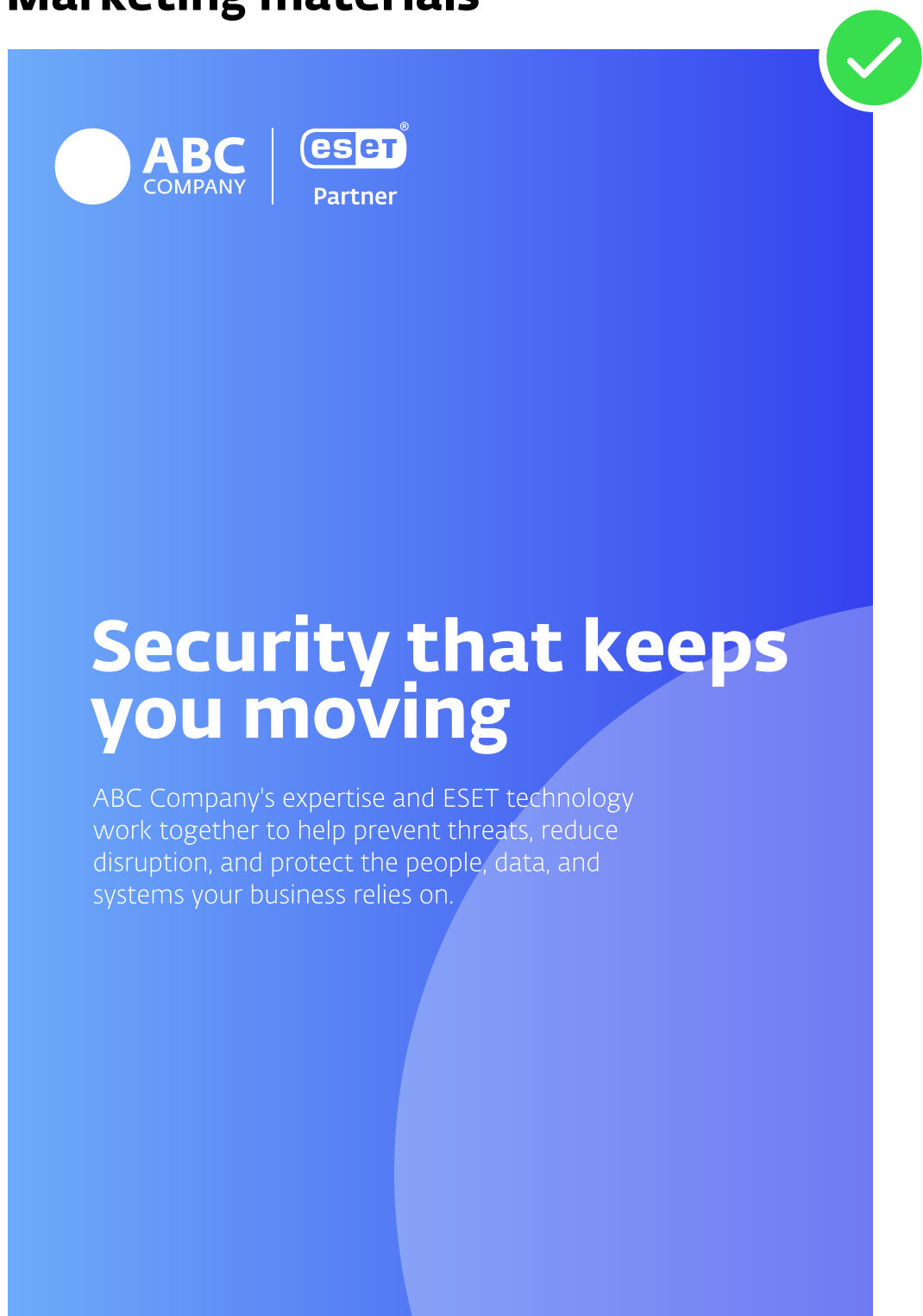
Incorrect logotype orientation: The ESET Partnership logotype appears first. Always lead with the partner company's logotype.



Incorrect logotype orientation: The ESET Partnership logotype appears first. Always lead with the partner company's logotype.

Co-branding examples 2/5

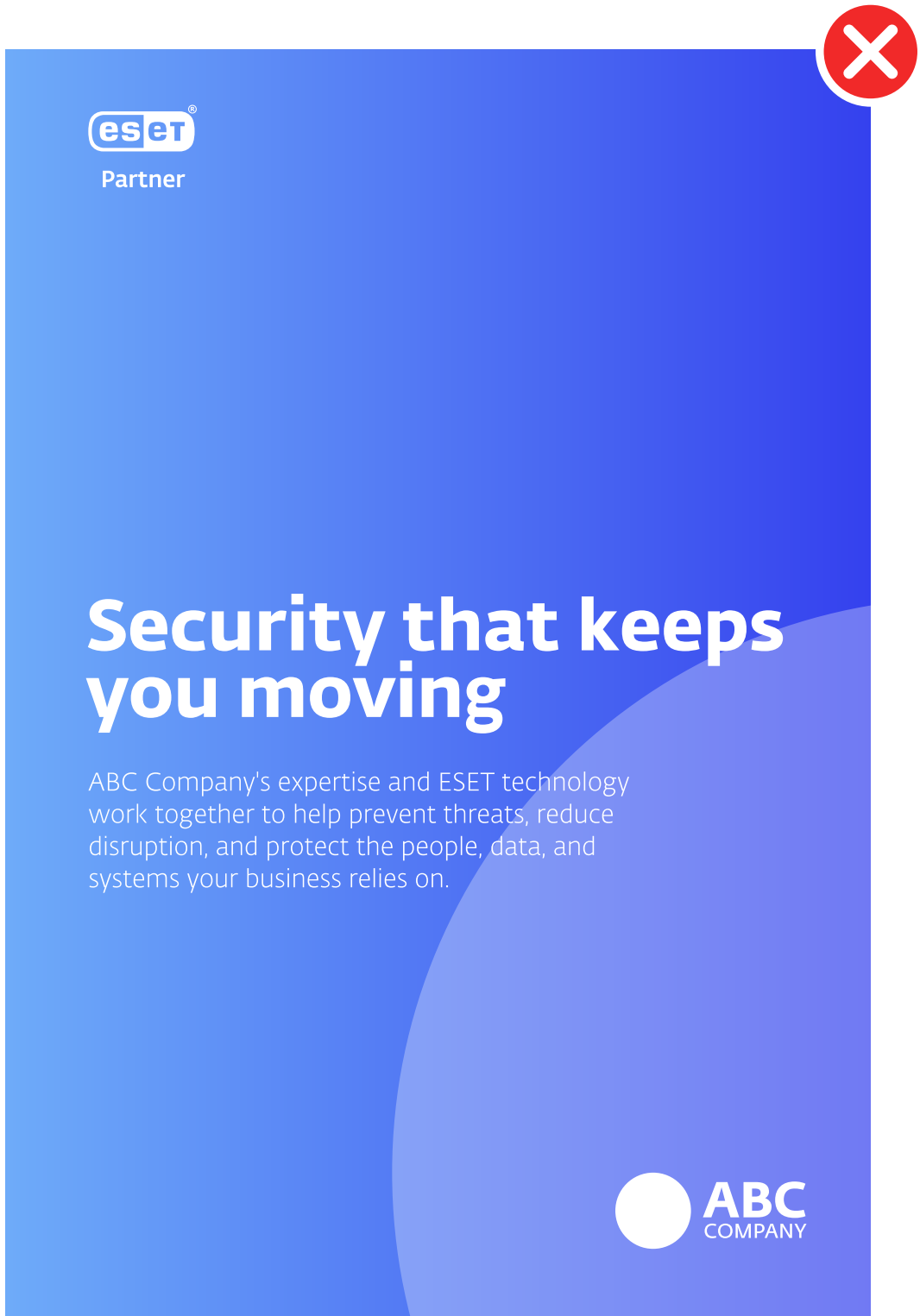
Marketing materials



Correct logotype placement and orientation: The partner company logotype appears on the left, and the ESET Partnership logotype appears on the right. The logotypes are aligned and visually balanced.



Incorrect logotype color: The ESET Partnership logotype uses a color outside the approved palette. Use only approved artwork and color versions.



Incorrect logotype orientation: The ESET Partnership logotype appears first. Always lead with the partner company's logotype.

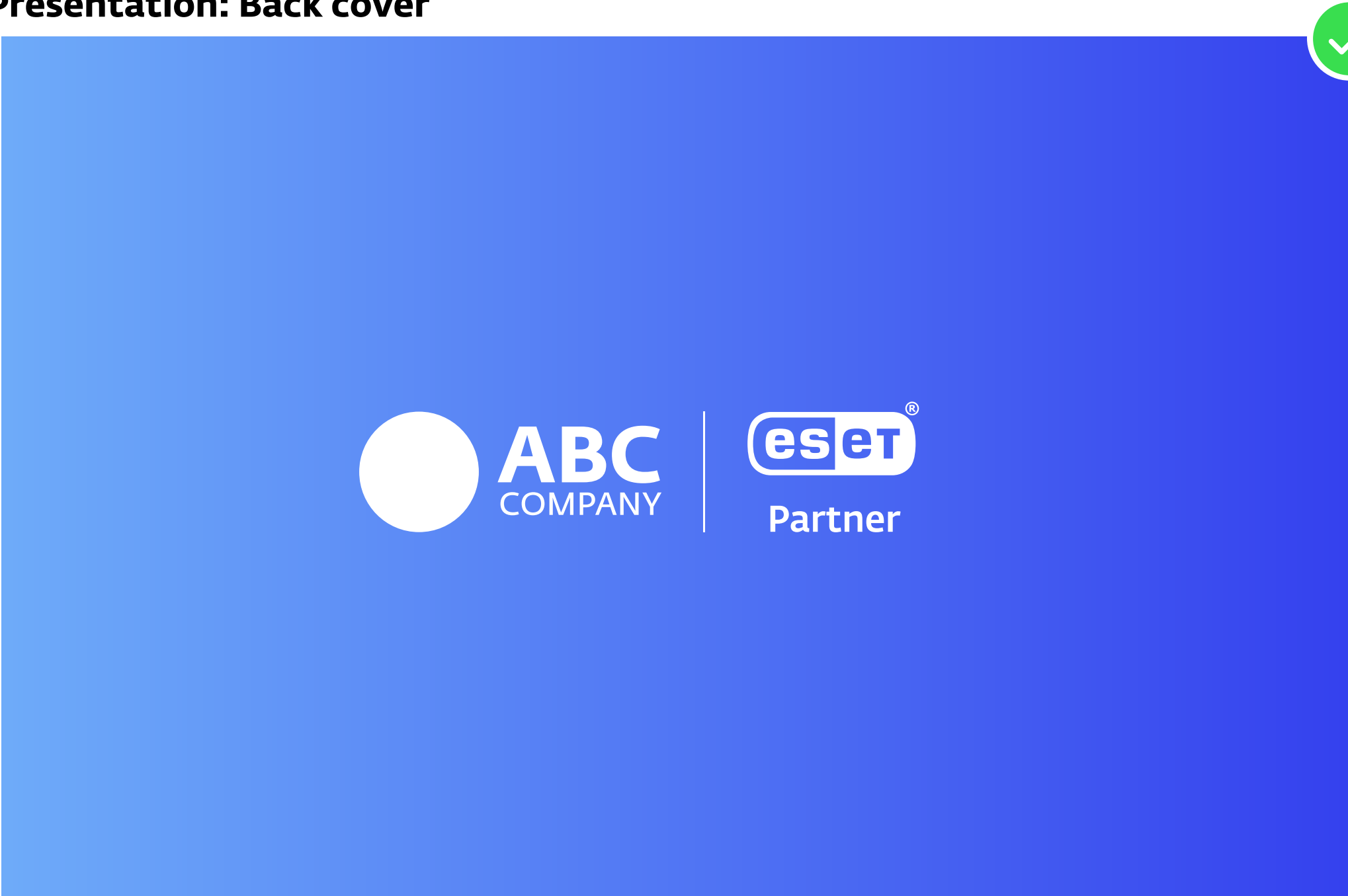
Co-branding examples 3/5

Presentation: Cover



Correct logotype placement and orientation: The co-branding lockup is clear, aligned, visually balanced, and positioned with adequate space from surrounding content and page edges.

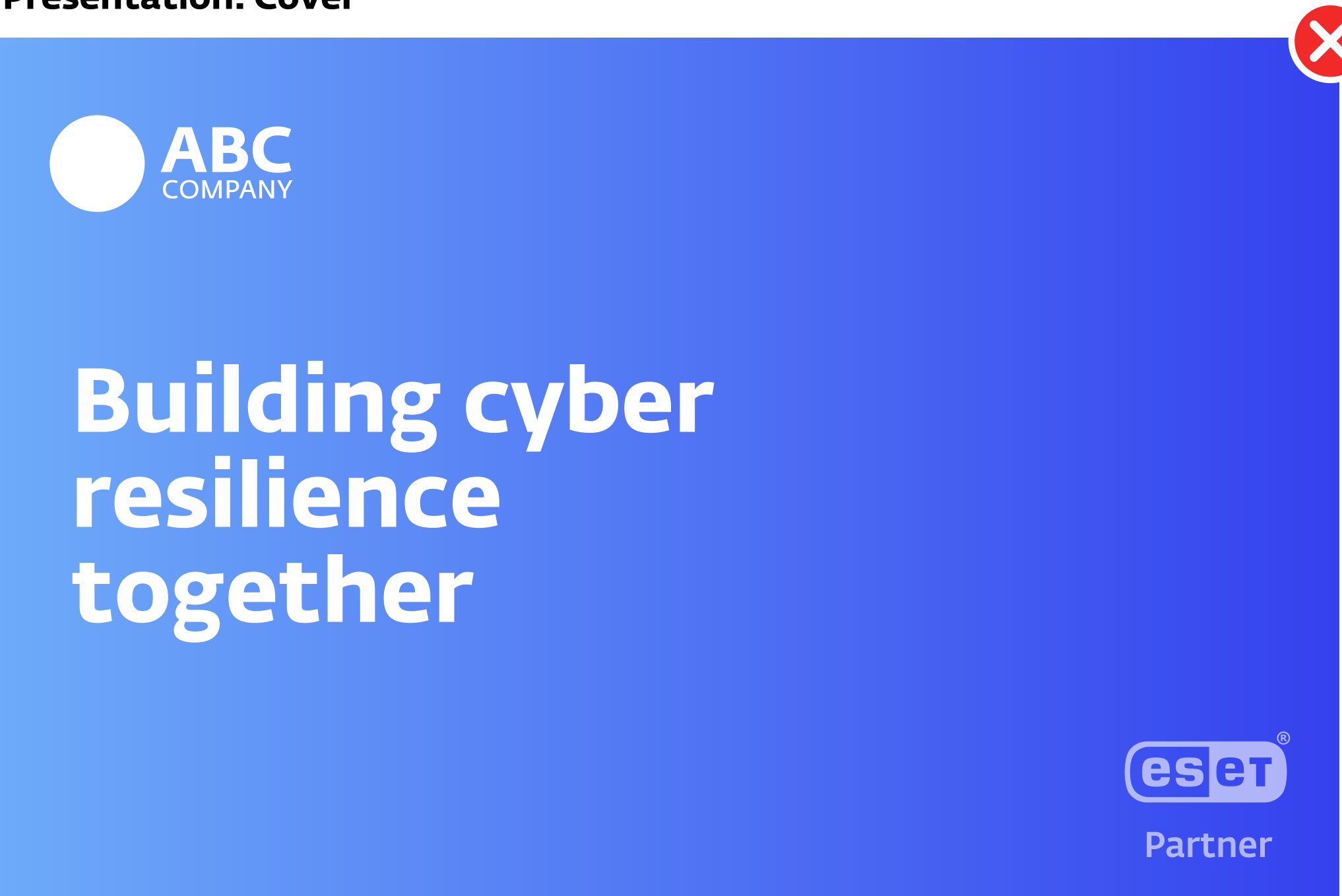
Presentation: Back cover



Correct logotype placement and orientation: The co-branding lockup is clear, aligned, visually balanced, and positioned with adequate space from surrounding content and page edges.

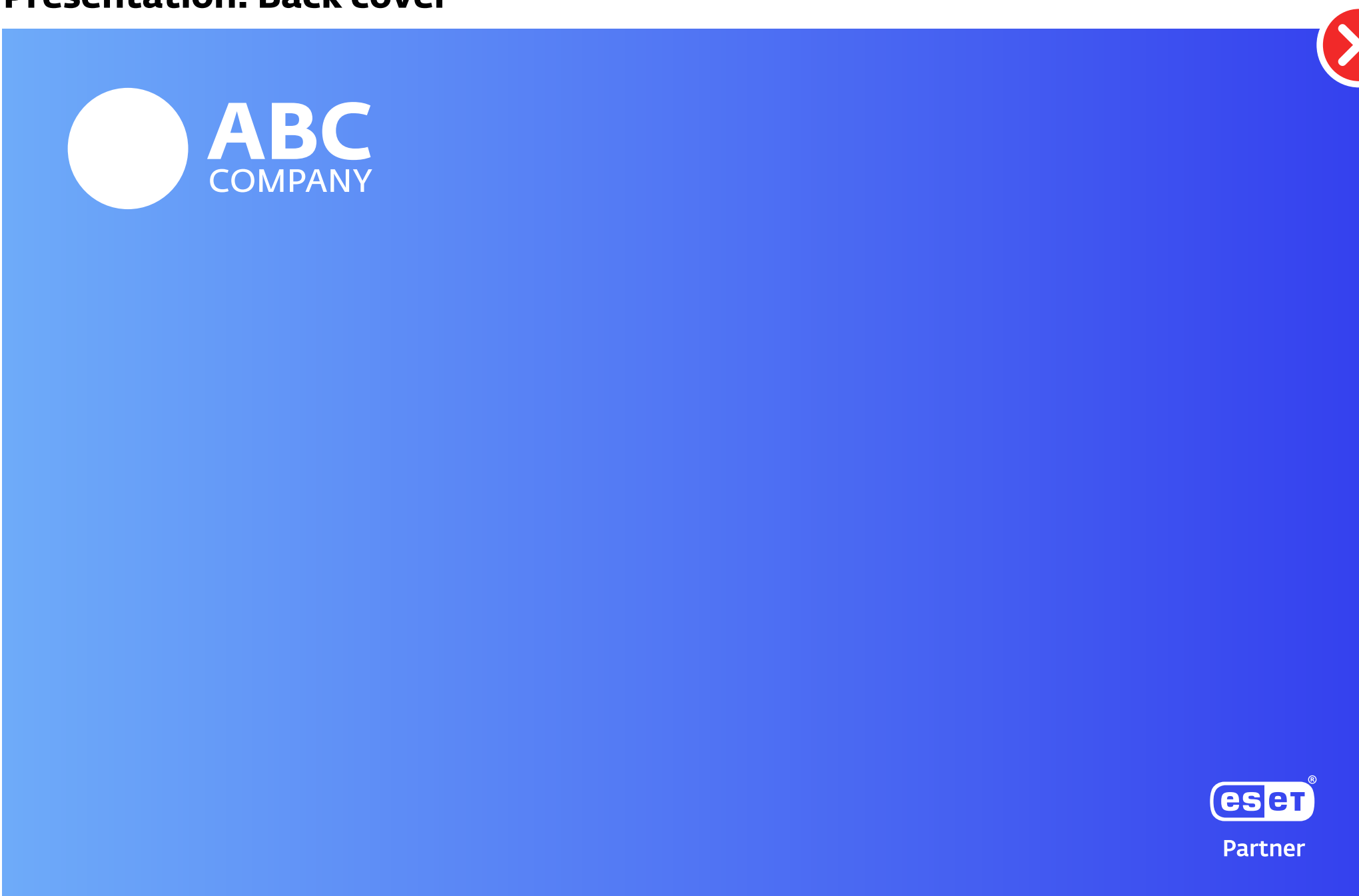
Co-branding examples 4/5

Presentation: Cover



Insufficient logotype contrast: The ESET Partnership logotype is positioned correctly, but the background does not provide enough contrast for clear legibility.

Presentation: Back cover



Incorrect ESET Partnership logotype size: The ESET Partnership logotype is too small relative to the partner company logotype and lacks sufficient visual weight.

Co-branding examples 5/5

Video: Intro



Correct logotype placement and orientation: The partner company logotype appears on the left, and the ESET Partnership logotype appears on the right. The lockup remains clear, aligned, and visually balanced on screen.

Video: Outro



Correct logotype placement and orientation: The partner company logotype appears on the left, and the ESET Partnership logotype appears on the right. The lockup remains clear, aligned, and visually balanced on screen.

Legal Information

The ESET, ESET Partner and ESET Distributor logos, trademarks and other ESET brand elements may be used exclusively in accordance with this guidance and the applicable partner agreements. The ESET Partner and ESET Distributor logos may be used only by entities to which ESET has expressly authorized such use.

Use only current, approved ESET brand elements. Do not modify or distort the logos or other brand elements, or create derivative versions of them. Co-branding materials must truthfully and accurately reflect the user's relationship with ESET and must not create the impression of support, approval, representation or authorization beyond the user's current authorized status within the ESET partner network.

ESET retains all rights to its trademarks and brand elements and reserves the right to require the modification, cessation of use or withdrawal of materials that do not comply with this manual or the applicable partner agreement. Upon the termination or expiration of the authorization to use them, you must immediately remove the ESET designations from the relevant materials and communication channels.

This is without prejudice to any other rights of ESET under the applicable agreements and applicable laws.

Contact Information

For guidance or additional support with these guidelines or your co-branded materials, contact:

globalchannelmarketing@eset.com



Thank you