McAfee Logo Usage

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.

The first mention of McAfee in text/body copy 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.

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

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

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 horizontal McAfee logo.
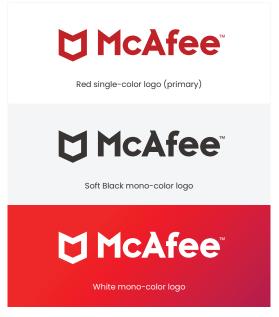
Minimum size

75px for digital applications (1.125 inches/28.575 mm) is the minimum size for the logo. Ensure that our logo is clearly visible and legible

75 px / 1.125 in (28.575 mm)

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.

Red single-color logo (primary)

Soft Black mono-color logo

White mono-color logo

McAfee Red
PMS   1805
CMYK 17 100 100 8
RGB   192 24 24
HEX   c01818

Soft Black
PMS   Black 6
CMYK 100 61 32 96
RGB   56 52 52
HEX   383434

White
PMS   NA
CMYK 0 0 0 0
RGB   255 255 255
HEX   ffffff

Logo misuse

The integrity of the McAfee logo must be respected at all times. Always use approved artwork in correct colors when working with our logo. Do not alter our logo in any way.

⊗ Do not use legacy 2-color logo or old tagline.

⊗ Do not the color of the logo.

⊗ Do not outline our logo.

⊗ Do not fill our logo with gradient or photos.

⊗ Do not apply stylization or effects to our logo.

⊗ Do not distort or rotate our logo in any way.

For additional guidance, please contact Brand@McAfee.com.

Download the available logo file formats:

EPS | PNG | SVG