

Protected by Deflect badge

Usage guidelines

Available file formats



Preferred version

Badge 1: Red Fill

For use against any backgrounds or image



Badge 2: Cream Fill

For use against dark coloured backgrounds or images



Badge 3: Red Stroke

For use against white or light coloured backgrounds or images



Badge 4: Cream Stroke

For use against dark coloured backgrounds or images

Badge variants

There are four variants of the “Protected by Deflect” badge that may be used. The preferred version is badge 1. Contextual considerations are provided under each badge to help you select the most appropriate variant. The badge is normally placed in the footer or header of your site.



Optimal size
80px wide



Minimal size
60px wide

Optimal and minimum size

To maintain logo legibility, the “Protected by Deflect” badge should not be displayed smaller than 60px wide. We recommend displaying it at 80px wide or larger.



Clear space

To preserve the integrity of the “Protected by Deflect” badge, always maintain a minimum clear space around it. This isolates the badge from competing elements. The clear space is defined as half the width of the badge, and should be maintained on all sides.