

Check Point Corporate Identity
Usage Guidelines



Check Point[®]
SOFTWARE TECHNOLOGIES LTD.

total**security**[™]



Corporate Identity Usage Guidelines

These Corporate Identity Usage Guidelines have been created to provide the basic tools to maintain the Check Point identity. This identity enables customers, investors, employees, the media and business partners to recognize Check Point® as a strong, cohesive leader in the security industry. This tool serves as an essential component to ensure consistency across products, programs and solutions and to preserve the integrity of the Check Point brand.

These guidelines are a key tool for any individual or organization representing Check Point.

With Check Point's strategy and vision well under way, it is more important than ever that we present a clear, consistent message. The goals of Check Point's identity system can only be achieved through the active support of our communicators. It is the responsibility of every Check Point representative to promote the brand accurately. We look to these guidelines to aid you in that effort.

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1.0 The Check Point Name

Check Point Software Technologies Ltd. is the correct name of our company. Correct usage of our name throughout our communications enhances its value.

Always use our complete name the first time it appears in a document.

Check Point is always written as two separate words with a capital “C” and a capital “P.”

Following the first appearance of our company name, a shorter version may be used. The preferred shortened versions of the company name are Check Point Software or Check Point.

Correct company name for first usage in a document and for all Check Point offices except in the U.S.:

**Check Point Software
Technologies Ltd.**

Acceptable versions of company name after first usage
(Note: Check Point is always two separate words with initial capital letters):

**Check Point Software
Check Point**

Correct name for U.S. office of Check Point Software Technologies Ltd. (may be used with messages that only pertain to U.S. offices)

**Check Point Software
Technologies, Inc.**

- **Don't** use all lowercase letters
- **Don't** use part of the Check Point name to create other words
- **Don't** create new names with parts of the Check Point name
- **Don't** combine Check Point's name with parts of other words



2.0 The Check Point Logo

The Check Point logo is the most visible and recognizable symbol of our brand. It should appear on every piece of communication from Check Point—from the basic internal memo to the website and everything in between.

The corporate logo should always be placed in an unobstructed area on a clean, clear, solid background that provides maximum clarity and visibility.

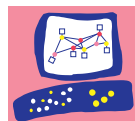
There are two acceptable formats for the corporate logo: the horizontal format and the vertical format. Choose the format that best suits the page layout and form of communication being used.

Horizontal format should be used when your layout is horizontally designed.



Check Point®
SOFTWARE TECHNOLOGIES LTD.

Vertical format should be used when your layout is vertically designed.



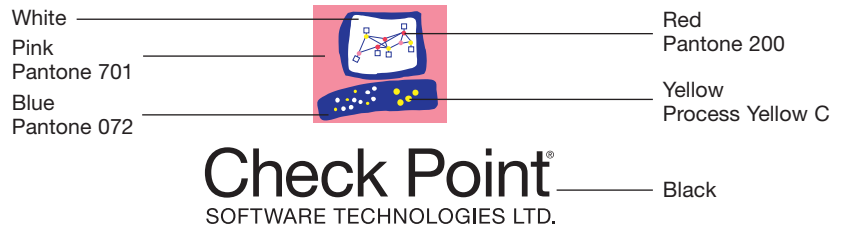
Check Point®
SOFTWARE TECHNOLOGIES LTD.



2.1 Corporate Logo Colors

Our audiences recognize Check Point by our colors as well as the design of our logo. This is why all of our communications must use a consistent color palette. Never change the color of the corporate logo.

The color of the logotype should only be black or white. Always use the approved Pantone (“PMS”) color or the equivalent Pantone CMYK or RGB mix to reproduce colors in the graphic mark.
(Please see chart on the following page for exact color formula percentages.)



*Full-color version:
Pantone Color Specifications*

2.1







Corporate Logo Colors (continued)

The Check Point Software logo color palette consists of six colors, including black and white.

When printing on a nonwhite background, white must be used as an extra color for the computer screen.

The chart on the right lists the formulas for the RGB colors for onscreen usage and the Pantone and process (CMYK) colors for print usage.

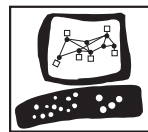
Check Point Software Logo Color Palette

	PANTONE	CMYK	RGB
	Pantone 072	cyan 100 magenta 79 yellow 0 black 0	red 0 green 40 blue 123
	Pantone 200	cyan 0 magenta 100 yellow 65 black 15	red 182 green 0 blue 50
	Pantone 701	cyan 0 magenta 56 yellow 18.5 black 0	red 228 green 112 blue 137
	Process Yellow C	cyan 0 magenta 0 yellow 100 black 0	red 255 green 217 blue 27
	Process Black	cyan 0 magenta 0 yellow 0 black 100	red 0 green 0 blue 0
	Opaque white	for logo monitor when reproducing on solid dark background	red 255 green 255 blue 255

2.1 Corporate Logo Colors (continued)

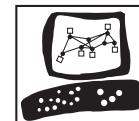
When use of Pantone colors or four-color process is not an option, the alternatives is, in order of preference:

Black and white line art



Check Point[®]
SOFTWARE TECHNOLOGIES LTD.

Black and White line art version: horizontal format



Check Point[®]
SOFTWARE TECHNOLOGIES LTD.

Black and White line art version: vertical format

2.2 Corporate Logo Sizing

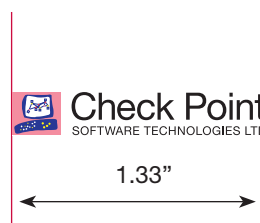
The size of the Check Point Software logo, when used in communications and signage, depends on many variables such as environment, emphasis, audience, etc.

Always consider the logo as an integral part of the design, rather than as an element to be added after the design is complete. If there is a question, make the logo larger rather than smaller.

With visibility and clarity as objectives in the use of the corporate logo, a minimum acceptable size has been established to ensure readability.

When appearing in conjunction with other company logos in an equal relationship, the Check Point corporate logo should be at least the same size and in an equally prominent position in the layout.

The minimum size for the horizontal format logo is 1.33 inches wide.



The minimum size for the vertical format logo is 0.8824 inches wide.

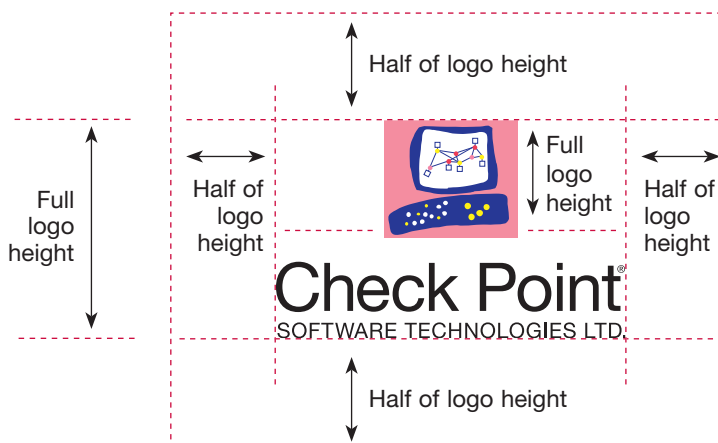
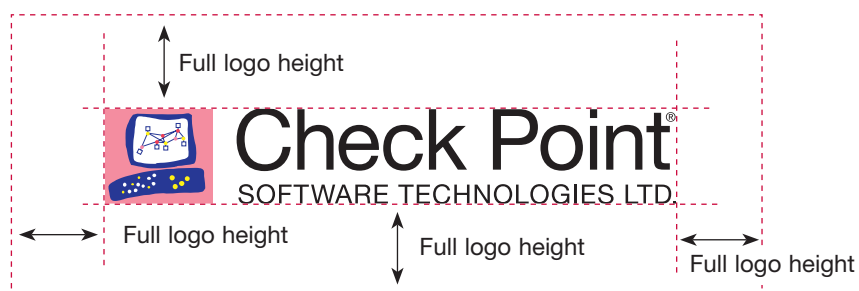


2.3 Corporate Logo Clear Space Requirements

Always give the Check Point logo enough clear space to garner “presence” on the page. A proper amount of clear space ensures that the logo will not be crowded by other elements and can be identified immediately.

Illustrations, photography or type should not enter the clear space area around the logo.

Mandatory clear space around corporate logo



2.4 Unacceptable Uses of the Corporate Logo

These graphic standards have been created to protect our brand and our trademarks. They help define both authorized and unauthorized uses of the corporate logo.

Graphic treatments such as drop shadows, blurs and speed lines dilute the Check Point brand and lessen the value of our logo as a recognizable visual identity.

Using digital artwork downloaded from **My Check Point** under Production Materials is the best way to ensure proper use of the Check Point logo.

When you use the logo in a layout, do not alter the proportions, colors or angles; such deviations weaken our brand and negatively impact our identity.



Do not enclose the logo in a box or any other shape.



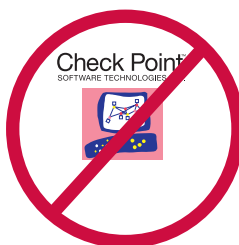
Do not alter or substitute any colors of the corporate logo.



Do not replace the graphical elements within the screen with other graphics.



Do not use typefaces other than the approved standard for the logotype.



Do not alter the proportions of the logotype or the graphic symbol in any way.



Do not transpose the logotype and the graphic symbol in any way.



Do not place the logo on a busy background or any solid background that does not provide strong contrast with the logo colors.






3.0 Corporate Colors

Color is a powerful visual tool. It provides a strong means of visual recognition and identity.

A specific color palette has been created for use in representing general corporate materials.

Corporate Colors—primary

Pantone 287, 279 and 278 (or their CMYK/RGB equivalents) should be used for all materials that reflect general Check Point interests.

PANTONE		CMYK		RGB	
	Pantone 287	cyan	100	red	0
		magenta	68	green	83
		yellow	0	blue	155
		black	12		
	Pantone 279	cyan	68	red	81
		magenta	34	green	145
		yellow	0	blue	205
		black	0		
	Pantone 278	cyan	39	red	150
		magenta	14	green	192
		yellow	0	blue	230
		black	0		



3.0 Corporate Colors (continued)

Corporate Colors—secondary

Pantone 1375 (or its CMYK/RGB equivalent) should be used as supporting secondary colors when appropriate.



Pantone 1375	cyan	0	red	250
	magenta	40	green	166
	yellow	90	blue	52
	black	0		



4.0 Corporate Tagline

The corporate tagline for Check Point Software Technologies is: Total Security.

Use Pantone 287 C version when placed on midvalue background colors/images.

Use Pantone 279 C version when its presence is part of the unified corporate branding system, such as in letterhead or business cards.

Use Pantone 278 C version when, in addition to its function of being a corporate branding message, the mark serves as a supporting graphic on white background.

Color options of corporate tagline word mark

total**security**™

Pantone 287 C

total**security**™

Pantone 279 C

total**security**™

Pantone 278 C



4.0 Corporate Tagline (continued)

Always use the white color of the mark on the Total Security heading/banner image.

Total Security heading/banner image lock-up



The Total Security word mark uses lower case only with no space between “total” and “security.”

Typographical specification

Helvetica Neue 45 Light

totalsecurity™

Helvetica Neue 75 Bold

When used in written communications and not as a word mark, Total Security should always be written with initial capitals: Total Security.

5.0 The NGX Platform Logo

A key component of Check Point's vision for the future of network security, the NGX platform delivers a unified security architecture for Check Point. The NGX platform logo should be used with the same rules as the Check Point logo. The elements and colors should not be modified in any way.

The NGX logo below represents our unified security architecture platform for Check Point.



When space allows, the NGX platform logo should be accompanied by the message statement shown below in blue to maximize effectiveness of our messaging.



The NGX platform delivers a unified security architecture for Check Point.



When use of Pantone colors or four-color process is not an option, the alternatives are, in order of preference:

1. Black
2. White reversed on black or colored background







5.1 The NGX Platform Logo Color Palette

The NGX platform logo color palette is displayed on the right with the corresponding Pantone numbers specified.

We have also included the process color percentage equivalents and RGB values. The PMS colors that appear in this book should not be used for visual matching, since they have been printed in process colors. Consult a Pantone Color Formula Guide for an exact numerical match for all material being commercially printed.

Pantone		CMYK		RGB	
	Pantone 287 C	cyan	100	red	0
		magenta	68	green	83
		yellow	0	blue	155
		black	12		
	Pantone 151 C	cyan	0	red	248
		magenta	48	green	152
		yellow	95	blue	40
		black	0		

6.0

Typography

Typography is a key component of the Check Point identity that creates a recognizable look in our written communications. It is extremely important to use our typography consistently.

Our corporate typeface, Helvetica Neue, has been chosen for both distinctiveness and legibility. When working with any communications agency, always specify this typeface to be used in materials being produced.

Helvetica Neue 75 (Bold—For Main Headers)

Stateful Inspection, invented by Check Point Software Technologies, is the de facto technology standard for enterprise firewalls.

Helvetica Neue 76

Stateful Inspection, invented by Check Point Software Technologies, is the de facto technology standard for enterprise firewalls.

Helvetica Neue 65 (Medium—For Subheads)

Stateful Inspection, invented by Check Point Software Technologies, is the de facto technology standard for enterprise firewalls.

Helvetica Neue 66

Stateful Inspection, invented by Check Point Software Technologies, is the de facto technology standard for enterprise firewalls.

Helvetica Neue 55 (Roman—For Body Copy)

Stateful Inspection, invented by Check Point Software Technologies, is the de facto technology standard for enterprise firewalls.

Helvetica Neue 56

Stateful Inspection, invented by Check Point Software Technologies, is the de facto technology standard for enterprise firewalls.

7.0 Trademark and Copyright Usage

Every Check Point employee and partner who creates communications of any kind plays an important role in protecting our trademarks. Always refer to the product trademark list on **My Check Point** under Production Materials to stay current with the latest trademarked products and services.

Here are general rules:

- Always add the proper trademark symbol the first time it appears in text
- Never use trademarks as nouns, in the plural or possessive
- Always spell and capitalize trademarked names correctly. Never modify a trademarked name in any way
- Always acknowledge third-party trademarks at the end of credit lines

Always add a legal notice (also known as “mouse type” or “credit lines”) somewhere in your document. Here are some examples of legal notices:

Copyright Notice

The following copyright notice must appear on all material.

©2003–2008 Check Point Software Technologies Ltd. All rights reserved.

Trademarks

A trademark notice must appear when Check Point trademarks are mentioned in material to be copied or distributed. For space reasons, it is acceptable to list only the Check Point products that were mentioned. Example of a trademark notice on a document mentioning only VPN-1 and FireWall-1: VPN-1 and FireWall-1 are registered trademarks of Check Point Software Technologies Ltd.

The copyright notice and full Check Point trademark notice must appear on the copyright page of lengthy material being produced in mass quantities. Example of a full Check Point trademark notice:

©2003–2008 Check Point Software Technologies Ltd. All rights reserved. Check Point, AlertAdvisor, Application Intelligence, Check Point Endpoint Security, Check Point Endpoint Security On Demand, Check Point Express, Check Point Express CI, the Check Point logo, ClusterXL, Confidence Indexing, ConnectControl, Connectra, Connectra Accelerator Card, Cooperative Enforcement, Cooperative Security Alliance, CoreXL, CoSa, DefenseNet, Dynamic Shielding Architecture, Eventia, Eventia Analyzer, Eventia Reporter, Eventia Suite, FireWall-1, FireWall-1 GX, FireWall-1 SecureServer, FloodGate-1, Hacker ID, Hybrid Detection Engine, IMsecure, INSPECT, INSPECT XL, Integrity, Integrity Clientless Security, Integrity SecureClient, InterSpect, IPS-1, IQ Engine, MailSafe, NG, NGX, Open Security Extension, OPSEC, OSFirewall, Pointsec, Pointsec Mobile, Pointsec PC, Pointsec Protector, Policy Lifecycle Management, Power-1, Provider-1, PureAdvantage, PURE Security, the puresecurity logo, Safe@Home, Safe@Office, SecureClient, SecureClient Mobile, SecureKnowledge, SecurePlatform, SecurePlatform Pro, SecuRemote, SecureServer, SecureUpdate, SecureXL, SecureXL Turbocard, Security Management Portal, Sentivist, SiteManager-1, SmartCenter, SmartCenter Express, SmartCenter Power, SmartCenter Pro, SmartCenter UTM, SmartConsole, SmartDashboard, SmartDefense, SmartDefense Advisor, Smarter Security, SmartLSM, SmartMap, SmartPortal, SmartUpdate, SmartView, SmartView Monitor, SmartView Reporter, SmartView Status, SmartViewTracker, SMP, SMP On-Demand, SofaWare, SSL Network Extender, Stateful Clustering, the totalsecurity logo, TrueVector, Turbocard, UAM, UserAuthority, User-to-Address Mapping, UTM-1, UTM-1 Edge, UTM-1 Edge Industrial, UTM-1 Total Security, VPN-1, VPN-1 Accelerator Card, VPN-1 Edge, VPN-1 Express, VPN-1 Express CI, VPN-1 Power, VPN-1 Power Multi-core, VPN-1 Power VSX, VPN-1 Pro, VPN-1 SecureClient, VPN-1 SecuRemote, VPN-1 SecureServer, VPN-1 UTM, VPN-1 UTM Edge, VPN-1 VSX, Web Intelligence, ZoneAlarm, ZoneAlarm Anti-Spyware, ZoneAlarm Antivirus, ZoneAlarm ForceField, ZoneAlarm Internet Security Suite, ZoneAlarm Pro, ZoneAlarm Secure Wireless Router, Zone Labs, and the Zone Labs logo are trademarks or registered trademarks of Check Point Software Technologies Ltd. or its affiliates. ZoneAlarm is a Check Point Software Technologies, Inc. Company. All other product names mentioned herein are trademarks or registered trademarks of their respective owners. The products described in this document are protected by U.S. Patent No. 5,606,668, 5,835,726, 5,987,611, 6,496,935, 6,873,988, 6,850,943, and 7,165,076 and may be protected by other U.S. Patents, foreign patents, or pending applications.

7.1 Trademark List

Our trademarked names can only be protected as long as we follow the trademark guidelines. Failure to follow trademark guidelines could result in loss of trademark protection for our product and service names, allowing others to adopt or misuse them.

Trademarks and the guidelines for their use are subject to change. These guidelines address general trademark issues and list current trademarked product names. Consult the legal department or **My Check Point** under Production Materials for the most current guidelines.

Each trademark should be properly superscripted with the appropriate registration (®) or trademark (TM) when it appears in subject material at the first point of reference.

Registered Trademarks

Check Point®
Check Point logo
ClusterXL®
Cooperative Enforcement®
Eventia®
FireWall-1®
FloodGate-1®
IMsecure®
IQ Engine®
Pointsec®
Provider-1®
Safe@Home®
Safe@Office®
SecureKnowledge®
SecuRemote®
SecureXL Turbocard®
SmartLSM®
SofaWare®
TrueVector®
UserAuthority®
User-to-Address Mapping®
VPN-1®
Zone Labs®
ZoneAlarm®

7.1

Trademark List (continued)

Trademarks

AlertAdvisor™
 Application Intelligence™
 Check Point Endpoint Security™
 Check Point Endpoint Security Full Disk Encryption™
 Check Point Endpoint Security Media Encryption™
 Check Point Express™
 Check Point Express CI™
 Confidence Indexing™
 ConnectControl™
 Connectra™
 Connectra Accelerator Card™
 Cooperative Security Alliance™
 CoreXL™
 CoSa™
 DefenseNet™
 Dynamic Shielding Architecture™
 Eventia® Analyzer
 Eventia® Reporter
 Eventia® Suite
 Firewall-1® GX
 Firewall-1® SecureServer
 Hacker ID™
 Hybrid Detection Engine™
 INSPECT™
 INSPECT XL™
 Integrity™
 Integrity Clientless Security™
 Integrity SecureClient™
 InterSpect™
 IPS-1™
 MailSafe™
 NG™
 NGX™
 Open Security Extension™
 OPSEC™
 OSFirewall™
 Pointsec® Mobile
 Pointsec® PC
 Pointsec® Protector
 Policy Lifecycle Management™
 Power-1™
 PureAdvantage™
 PURE Security™
 The puresecurity logo
 SecureClient™
 SecureClient Mobile™
 SecurePlatform™
 SecurePlatform Pro™
 SecureServer™
 SecureUpdate™
 SecureXL™
 Security Management Portal™
 Sentivist™
 SiteManager-1™
 SmartCenter™
 SmartCenter Express™
 SmartCenter Power™
 SmartCenter Pro™
 SmartCenter UTM™
 SmartConsole™
 SmartDashboard™
 SmartDefense™
 SmartDefense Advisor™
 Smarter Security™
 SmartMap™
 SmartPortal™
 SmartUpdate™
 SmartView™
 SmartView Monitor™
 SmartView Reporter™
 SmartView Status™
 SmartView Tracker™
 SMP™
 SMP On-Demand™
 SSL Network Extender™
 Stateful Clustering™
 Total Security™
 Turbocard™
 UAM™
 UTM-1™
 UTM-1 Edge™
 UTM-1 Edge Industrial™
 UTM-1 Total Security™
 VPN-1® Accelerator Card
 VPN-1® Edge
 VPN-1® Express
 VPN-1® Express CI
 VPN-1® Power
 VPN-1® Power Multi-core
 VPN-1® Power VSX
 VPN-1® Pro
 VPN-1® SecureClient
 VPN-1® SecuRemote
 VPN-1® SecureServer
 VPN-1® UTM
 VPN-1® UTM Edge
 VPN-1® VSX
 Web Intelligence™
 ZoneAlarm® Anti-Spyware
 ZoneAlarm® Antivirus
 ZoneAlarm® ForceField
 ZoneAlarm® Internet Security Suite
 ZoneAlarm® Pro
 ZoneAlarm® Secure Wireless Router
 The Zone Labs logo



8.0 Other Check Point Identities

Every time a name or a graphic image is created for a Check Point product or program, it becomes a subidentity within the Check Point corporate brand system.

In our efforts to develop a strong brand for Check Point Software, we have created a cohesive system for the other identities.

Always contact Marketing Communications before creating a name or graphic mark for a new program. All new identities or naming of subprograms must be approved by Marketing Communications.

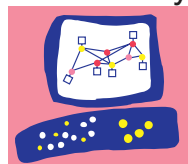
The corporate logo is the primary identity for Check Point Software Technologies Ltd.



Check Point®
SOFTWARE TECHNOLOGIES LTD.

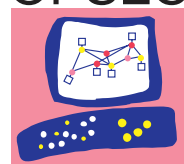
Check Point Software has numerous program identities, including identities for certifications, partners, programs and services.

Secured by



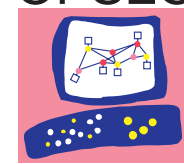
Check Point

OPSEC™

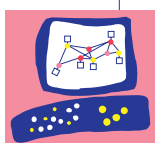


CERTIFIED

OPSEC™



PARTNER



Check Point®
Certified
Professional



8.1 Program Logos

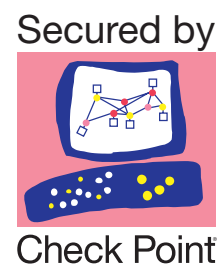
Check Point Software has created logos for our programs for third-party applications and platforms. The exact Pantone (PMS) colors for print and online reproduction are specified.

Do not alter or attempt to recreate these logos. Always use the digital art provided by Check Point Software.

The OPSEC Certified logo is for software applications that have passed Check Point's integration testing.



The Secured by Check Point logo is for hardware platforms that have passed Check Point's integration testing.



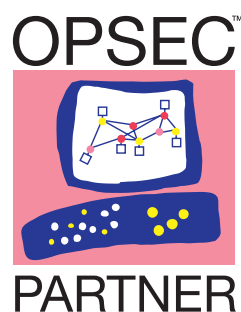
8.2 Partner Program Logos— Solution Provider

Our partners and our employees have a mutual respect for brand standards. A consistent use of the partner identity helps customers identify Check Point sanctioned partners and reduces confusion.

Always use the digital file of the partner identity found on **My Check Point** under Production Materials to ensure correct usage.

Treat the partner identity with the same sensitivity that you would for our corporate logo. Follow clear space requirements, minimum size, contrasting backgrounds and all of the other corporate logo guidelines.

OPSEC Partners:





8.2 Partner Program Logos— Solution Provider (continued)

Our partners and our employees have a mutual respect for brand standards. A consistent use of the partner identity helps customers identify Check Point sanctioned partners and reduces confusion.

Always use the digital file of the partner identity found on **My Check Point** under Production Materials to ensure correct usage.

Treat the partner identity with the same sensitivity that you would for our corporate logo. Follow clear space requirements, minimum size, contrasting backgrounds and all of the other corporate logo guidelines.

Partner Program Logos:










8.3 Partner Program Logos— Solution Provider Color Palette

Pantone 279 C is used for the flowing Check Point Part Program logos:

- Partner Program
- Distributor Partner
- Small Business Elite
- Government Certified Partner

The color specification for Check Point Metal partner logos is listed on the right.

Category	Pantone	CMYK	RGB		
Partner Program					
Distributor Partner	 Pantone 279 C	cyan	68	red	81
Small Business Elite		magenta	34	green	145
		yellow	0	blue	205
		black	15		
Government Certified Partner					
Platinum Partner		cyan	0	red	133
		magenta	0	green	133
		yellow	0	blue	133
		black	48		
Gold Partner	 Pantone 7407 C	cyan	0	red	229
		magenta	22	green	181
		yellow	85	blue	58
		black	11		
Silver Partner		cyan	0	red	212
		magenta	0	green	212
		yellow	0	blue	212
		black	10		
		cyan	0	red	99
		magenta	0	green	100
		yellow	0	blue	103
		black	75		
Bronze Partner	 Pantone 117 C	cyan	0	red	176
		magenta	42	green	118
		yellow	45	blue	96
		black	34		



8.4 Partner Program Logos— Specializations

The color used for the Partner Program logos listed on the right is:
Pantone 279.

Partner Program Logos:



Authorized Training Center



Collaborative Support Provider



Certified Service Provider



Collaborative Enterprise Support Provider

8.5

Certification Logos

Our certification identities help ensure authenticity and extend the Check Point brand. That's why it is essential that the certification identities be used consistently and according to the specified guidelines.

The color used for the Check Point Certification logos are:

Pantone 072 Blue





Check Point®
SOFTWARE TECHNOLOGIES LTD.

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Fax: 650-654-4233