



Brand Visual Identity Guidelines

May 2024

YOU DESERVE THE BEST SECURITY

We make our world a safer place to live and work.

Since the emergence of the internet and our development of the world's first firewall 30 years ago, Check Point has become the trusted name in cybersecurity. To preserve and reinforce that trust, a strong brand is essential. What you will find in this guide are the elements to deliver a wide range of visual expressions for the Check Point Brand. The following five elements convey our core values and capture how we want to be perceived in the world.

Trustworthy | Intelligent | Relentless | Approachable | Innovative

Brand identity is the visible elements of a brand, such as colors, design and logo, that identify and distinguish the brand in the minds of all those we come in contact with. The consistent use of our brand identity plays a key role in establishing the right image with all our audiences, including customers, investors, press and potential new hires.

This guide aims to define and explain the elements of Check Point's brand identity and serve as a reference for the creation of new assets in any form, for any channel and for any audience.

All Check Point team members, creative agencies and partners must strictly follow these brand guidelines.

YOU DESERVE THE BEST SECURITY



TABLE OF CONTENTS

Logo System	5
Color Palette	10
Typography	14
Photography	17
Defined Textures, Shapes and Patterns	21
Check Point Product Categories	23
Bringing It All Together	27
PowerPoint Guidelines	34

Logo

Bold. Dynamic. Reaching.

Our logo conveys a sense of energy and limitless innovation. When sized and placed properly for maximum visibility, the Check Point logo establishes relevance and breaks through the sea of sameness.

The curve of our mark speaks to our approachability, while the inset graphic bursting forth imports intelligence and innovation. This is a logo that says who we are and what we stand for.

How to Use

Use the logo in full color when it is placed on white or a light-color background.

Use the logo with logo icon in color and logo text in white when it is placed on black or a medium-to-dark color background.

An alternative to the four-color Check Point logo are the black-and-white line art versions seen here. These should be used for print when Pantone colors or four-color process is not an option, and for digital purposes when the full color Check Point logo does not stand out strongly enough.



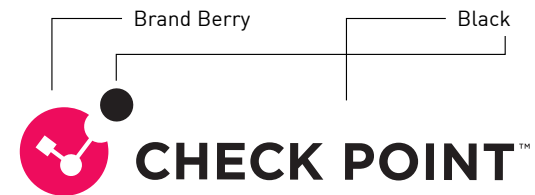
Logo (continued)



Consider the logo as an integral part of the design, rather than an element to be added after the design is complete. When in doubt, make the logo larger, rather than smaller.

Since the logo can serve as a first point of introduction to Check Point, think about its optimal size and placement relative to:

- Environmental constraints
- The context of the medium
- Who will be seeing it

Logo Color Palette



	Color	C	M	Y	K	R	G	B	Hex	PANTONE® [Coated]
Brand Berry		0	100	47	0	238	12	93	ee0c5d	1925 C
Black		0	0	0	100	35	31	32	231f20	Process Black

Clear Space Guidelines

Mandatory clear space around corporate logo. The clear space surrounding all sides of the Check Point logo is equal to the height of the bottom circular element of the logo icon.



Logo (continued)

To ensure readability and impact, we have created guidelines for sizing, proportion, and space.

Logo Co-Branding and Clear Space Guidelines

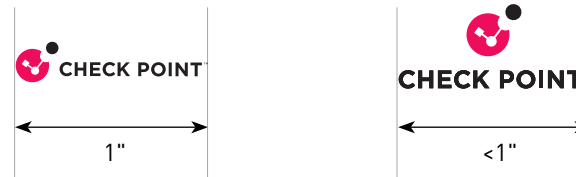
Always give the Check Point logo enough clear space to display presence on the page. Allowing for clear space around the logo ensures that it will not be crowded or overshadowed by other elements.

Keep illustrations, photography, and type outside the clear space surrounding the logo.

Minimum Logo Size

The minimum size for the logo is 1" wide.

In special circumstances, a smaller, stacked version of the logo may be used below 1" wide. Please seek guidance and approval from Corporate Marketing before use via brand-request@checkpoint.com.



Size Proportion for Co-Branding

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.

Where possible, separate horizontally aligned logos using a fine grey line the height of the combined logo height.

It is the responsibility of the designer to fully respect the brand guidelines of the other company regarding colors, clear space etc.



Logo (continued)

Consistent graphic standards protect our brand and our trademarks. Ad-hoc graphic treatments such as blurs and speed lines dilute the Check Point brand and lessen the value of our logo as a recognizable visual identity.

Help reinforce and lift the power of our identity by following the prescribed guidelines.

This page shows examples of violations of Check Point graphic standards for logo use.

Do not misuse the Check Point logo in any of these ways.



Use obsolete versions of the Check Point logo.



Transpose the logotype and the logo icon in any way.



Enclose the logo in a box or any other shape.



Use any color other than black or white to create a one-color logo.



Alter or substitute any colors of the corporate logo.



Use the logo icon with different text.



Use typefaces other than the approved standard for the logotype.



Use the logo icon without logotype (except as web page favicon).



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



Do not modify or embellish the logo, or logo icon in any way



Alter the proportions of the logotype or the logo icon in any way.

02

Color Palette

Colors

The Check Point brand colors are balanced to suggest passion, urgency, and creative thinking. These are colors formulated by design, to uphold our brand values.

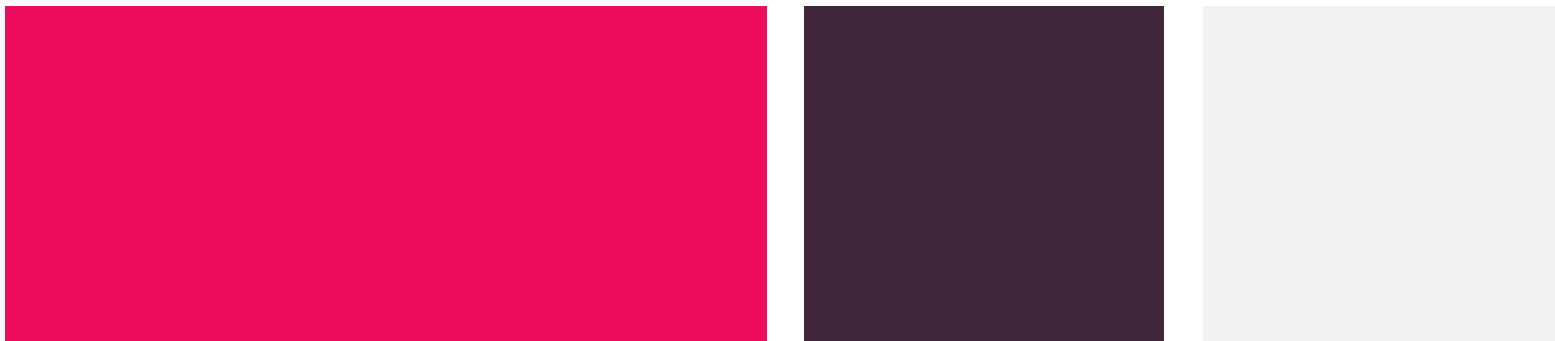
The primary color is Brand Berry and is often accompanied by Gravititas Grey and Clay.

The secondary colors can be used as accents to enhance designs. Use should be limited to approximately 10% to 20% coverage.

Pillar accent colors are not to be used for anything else except their respective pillar. For example, it's appropriate to use a pillar color in a chart when the data is referring to the performance of a product in that pillar.

Written communications such as letters or any forms should use black text exclusively.

Check Point Signature Brand Colors



Secondary Brand Colors



Pillar Accents






Color Specifications

Pantone coated spot color equivalents are provided for use in special applications where a solid ink color is desirable or required for reproduction purposes.





The colors on this printed page should not be used for color matching purposes. Always use the formulas provided in the charts to the right.

Note: The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE® color standards. For accurate reproduction, refer to the current edition of the PANTONE® Color Bridge™ Guide.




Check Point Signature Brand Colors

	Color	C	M	Y	K	R	G	B	Hex	PANTONE®
Brand Berry		0	100	47	0	238	12	93	ee0c5d	1925 C
Gravitas Grey		67	82	49	52	65	39	60	41273c	7448 C
Clay		4	2	2	0	242	242	242	f2f2f2	427 C



Secondary Brand Colors

	Color	C	M	Y	K	R	G	B	Hex	PANTONE®
Berry Dark		22	100	57	8	183	13	78	b70d4e	206 C
Orange		0	92	99	0	255	51	18	ff3312	1787 C
Purple		68	100	10	2	116	25	132	741984	2597 C
Yellow		0	34	100	0	252	177	23	fc b117	130 C

Pillar Accents

	Color	C	M	Y	K	R	G	B	Hex	PANTONE®
Quantum		0	74	100	0	255	103	0	ff6700	165 C
CloudGuard		64	12	0	0	0	183	255	00b7ff	299 C
Harmony		44	81	0	0	196	45	232	c42de8	Purple C

Web Specific Colors

	Color	R	G	B	Hex	NOTE
Brand Berry Click		228	12	91	e40c5b	Only to be used behind white text for call-to-action buttons. Needed to meet web accessibility standards
Purple Click		101	12	80	650c50	

Color Gradations

Colors can mix to create gradients.

Gradients should only use colors from the Primary and Secondary palettes. All gradients should be minimal and not overpower the Check Point primary colors.

Note that these are only to be used by design professionals at Check Point and approved agencies. Please do not use them for general communications.



03

Typography

Typography

Typography is the unsung hero of a brand. While marks, colors, and imagery might grab the attention, it's the typography that quietly asserts identity. Used properly, it projects authority, approachability, trust.

Conversely, improper and inconsistent use of typography can make even the finest content appear amateurish and untrustworthy. Your work deserves better.

For designed communications, DIN Pro is the preferred font. For body text, use DIN Pro Light. DIN Pro Regular, Medium and Bold may be used for display situations or text emphasis. DIN Pro condensed variants can also be used to optimize the design. Do not use the Extra Light or Black weights.

Note that DIN Pro is only to be used by design professionals at Check Point and approved agencies.

For all other uses, please stick to the general use fonts listed on the following page.

Stylistically, typography for the Check Point brand follows these principles:

- Body Text - Flush left, ragged right
- Titles & Headings - Initial capitals with upper and lower case (sentence case)
- Use default tracking and kerning values.
- Deviations from this should be approved by Corporate Marketing.
- Avoid the use of italics unless for a specific convention such as indicating the use of a different language

DIN Pro Light

ABCDEF abcdef 0123456789

DIN Pro Regular

ABCDEF abcdef 0123456789

DIN Pro Medium

ABCDEF abcdef 0123456789

DIN Pro Bold

ABCDEF abcdef 0123456789

DIN Pro Condensed light

ABCDEF abcdef 0123456789

DIN Pro Condensed

ABCDEF abcdef 0123456789

DIN Pro Condensed Medium

ABCDEF abcdef 0123456789

DIN Pro Condensed Bold

ABCDEF abcdef 0123456789

General Use Fonts

For PowerPoint and Word documents, use Arial, a default font on both Windows and Macintosh systems.

Arial (System)

ABCDEF abcdef
0123456789

For code snippets, where a monospace font is required, use Consolas.

Consolas (System)

```
with torch.Session(model, optimizer) as session:  
    for epoch in range(num_epochs):  
        for step, batch in enumerate(train_data_loader):  
            optimizer.zero_grad()
```

For equations, use Cambria Math.

Cambria Math (System)

$$+ a)^n = \sum_{k=0}^n \binom{n}{k} x^k a^{n-k}$$

For Japanese, use Yu Gothic.

Yu Gothic (System)

チェック・ポイント・ソフトウェア
1234567890

For Korean, use Noto Sans.

Noto Sans

체크포인트 소프트웨어
1234567890

For Simplified Chinese, use Microsoft YaHei.

Microsoft YaHei (System)

检查点软件
1234567890

For Traditional Chinese, use Microsoft YaHei.

Microsoft YaHei (System)

檢查點軟體
1234567890

04

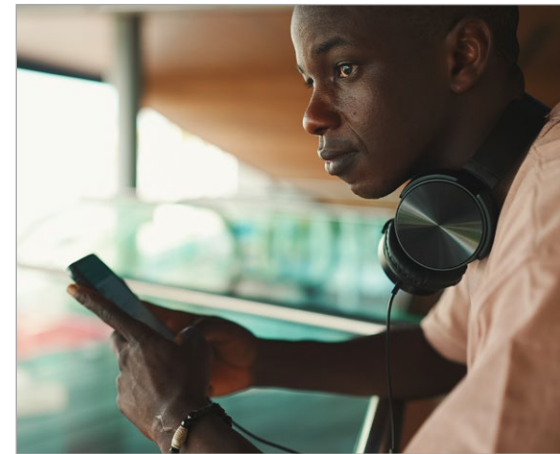
Photography



Photography

Photography can be a powerful asset in promoting the brand, and Check Point's specific security features. Imagery should focus on everyday situations involving contemporary people. We want to inspire our audiences with images that project confidence, peace of mind, innovation, and intelligence. Imagery should capture realistic lifestyle scenes in the world at large or in business settings. Color schemes should take visual cues from the photos themselves.

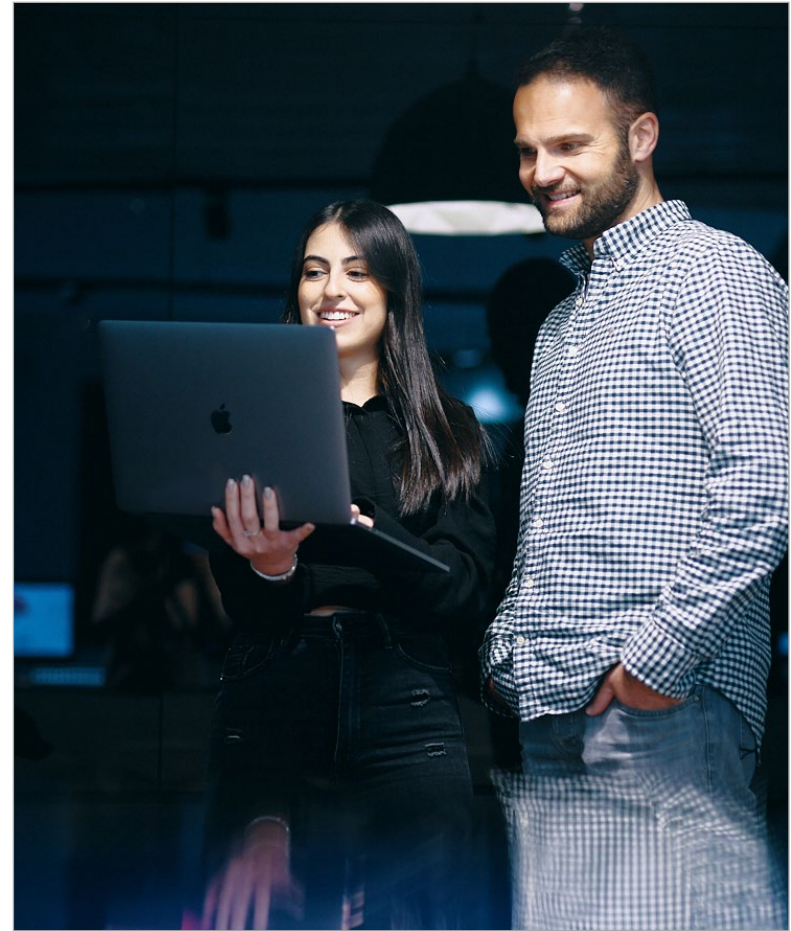
It is acceptable to crop library images and add neutral overlays to make text stand out. Please do not otherwise modify images from our library. At this time, please do not create images using generative AI tools.



Photography (continued)



Photography (continued)



Do not “borrow” images from the internet. Using someone else’s images and content without approval and appropriate citations subject the company (and you) to fines and lawsuits for copyright violation.

In certain circumstances it is permissible to republish figures from third-party publications, especially technical publications. Use of these images can reinforce industry perspectives or add credibility to our own work. In these cases, you must strictly adhere to the use and attribution policies of the source. Always cite the source and provide an online link where possible.

If in doubt reach out to the Brand team for guidance.

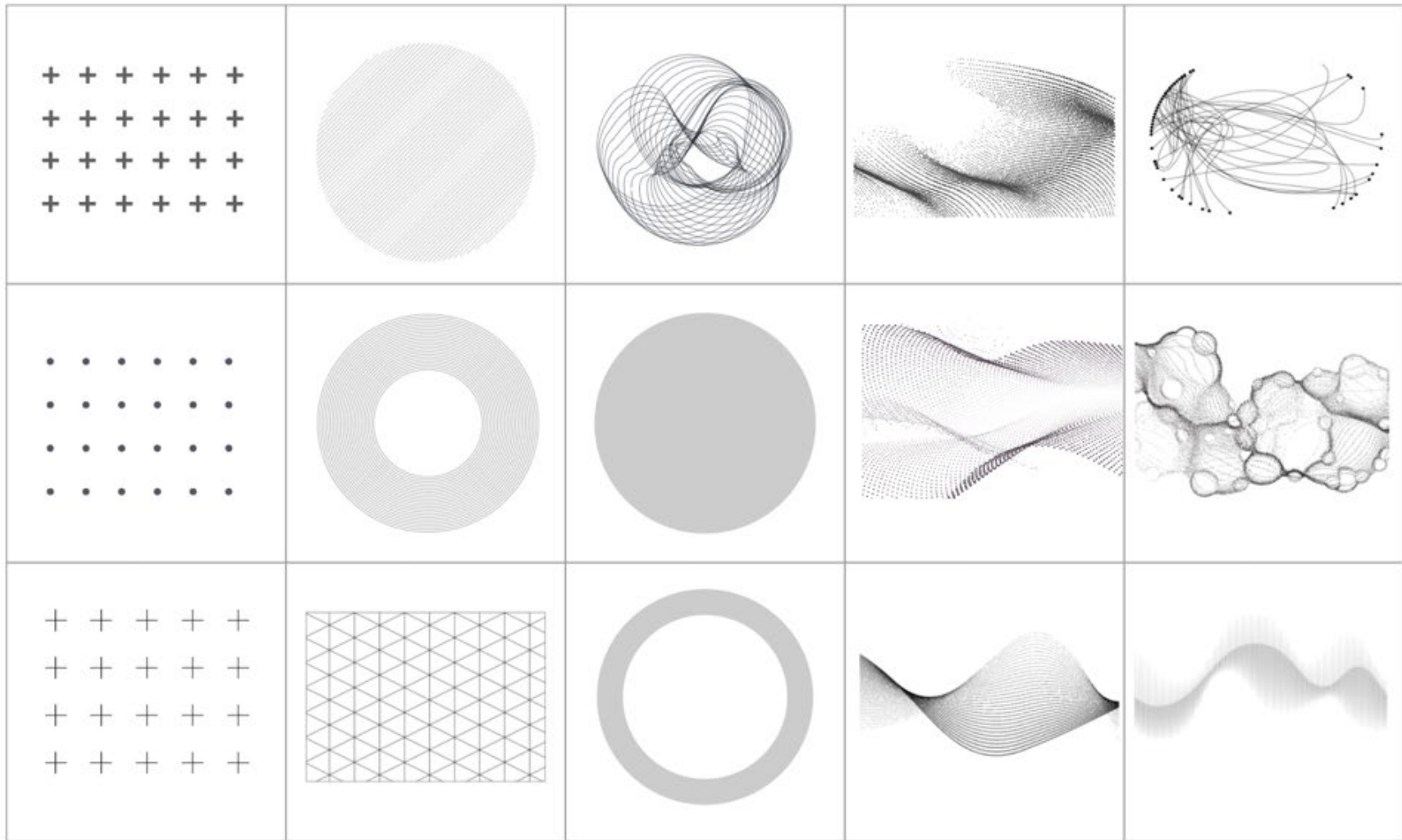
05

Defined Textures, Shapes and Patterns

Texture

A set of abstract elements to visually communicate complex cyber security topics and to add depth and interest.

Note that like gradients, these are only to be used by design professionals at Check Point and approved agencies.



06

Check Point Product Categories

Check Point Product Category Logos

Check Point has over 80 products and technologies, organized into four main pillars: Quantum, CloudGuard, Harmony and Infinity Core Services, which are all part of the Check Point Infinity Platform. Within the four pillars is an array of Check Point products, which each have their own logos.

Please do not use the old multi-colored versions of the product logos.

Note that these logos are the only Brand element unique to each product family. All other design elements should be the same. We want our customers to buy across pillars; the branding should be the same.



Check Point Infinity Platform

Two acceptable formats exist for the Check Point Infinity Platform.

Depending on the design, you can use either the horizontal format or the vertical/stacked format.

The color for the Infinity symbol and the "Platform" text is Brand Berry.

Horizontal format:



Vertical/Stacked format:



Pillar Logos Formats

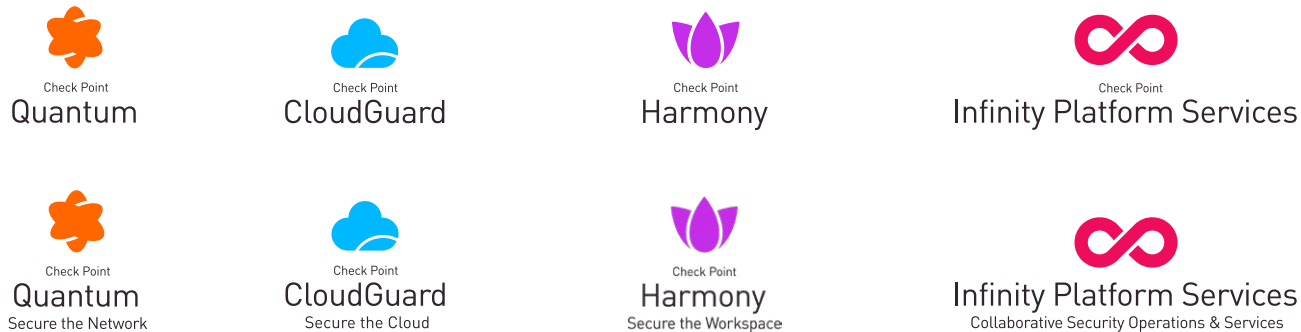
There are two acceptable formats for the pillar logos one with the icon and pillar name, and one with the icon, pillar name, and tagline. Depending on the design, you can use either the horizontal format or the vertical/stacked format.

There are many versions of these logos for individual products in each pillar. Please visit the Brand Identity Resources page to download the complete library.

Horizontal format:



Vertical/Stacked format:



Pillar Logo Formats (Continued)

When you use the logos in a layout, do not alter the proportions, colors or angles.

**Please only use the logo files supplied.
Do not create new versions.**

Clear Space Guidelines

The clear space surrounding all side of the Check Point product logos is equal to the height of 2X the capital letter in the logo type.

Unacceptable Uses of Check Point Product Logos



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



Do not alter or substitute any colors of the logo icons or logo type.



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



Do not place the logos on a busy background.



Do not use the logo icon without the logo type (product name).



07

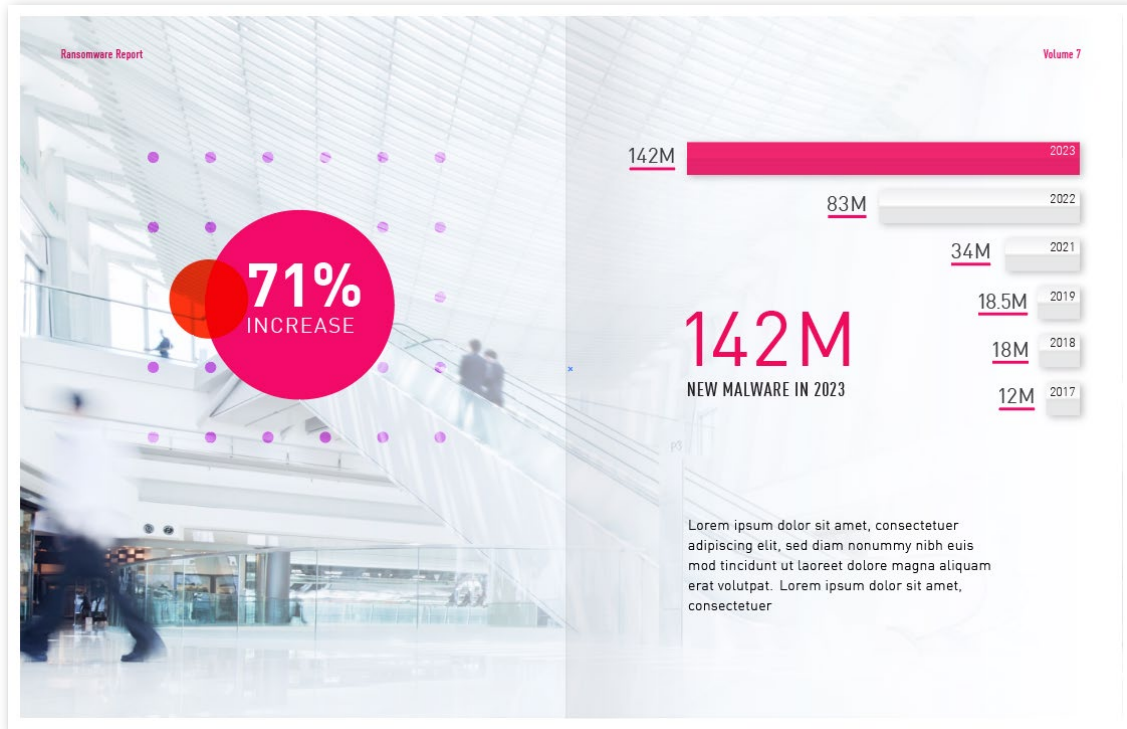
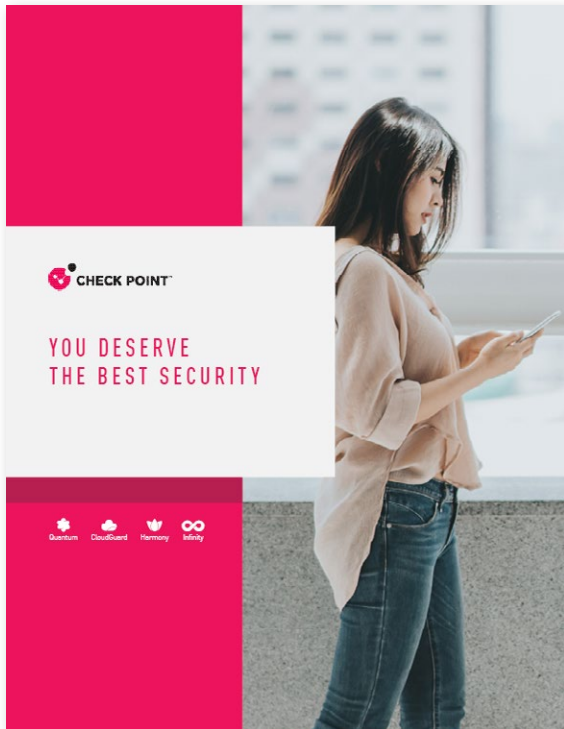
Bringing It All Together

Design Examples

We pride ourselves on being different from the rest and not pushing out cookie-cutter solutions. Reflecting that in how we use our design elements in marketing elevates our brand. These examples showcase how the Check Point design system may translate to multiple applications.

The example below illustrates the versatile ways in which we can create captivating layouts using Check Point's colors and graphic patterns.

The dominant color is Check Point Brand Berry, including the cover. The secondary colors and graphic patterns are used to enhance designs without overwhelming them, ensuring a clean and concise appearance with less than 10 to 20% coverage.



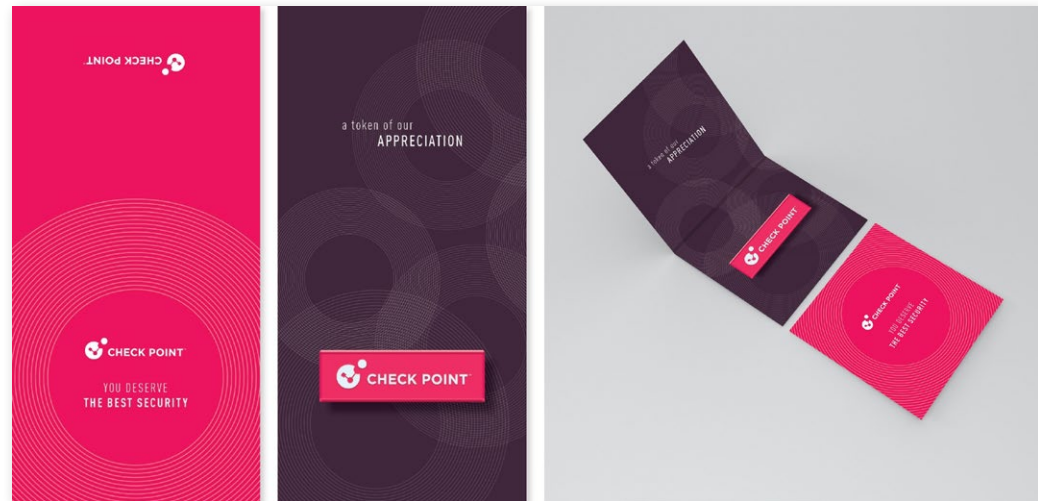
Design Examples

When designing collateral for a specific product pillar, only the assigned product pillar color and icon should be used. Do not use any other pillar colors.

Pillar icons and color accents should comprise less than 5% of the composition. This approach helps to underscore our commitment to a 'Check Point first' visual approach.

Secondary brand colors may also be used sparingly. Take care not to compete with the pillar color.

This lapel pin and card design combines the Check Point Signature Brand Colors with defined textures and shapes to create a jewel-like expression of our visual identity.



Design Examples

To effectively represent our product categories through imagery, it's crucial to maintain a sense of realism by using natural photographs. Do not add non-realistic elements.

If additional effects are needed, you can use our textures and patterns as well as exploring typography.

The tone of the photos can be adjusted to match the color of each specific pillar. In this example, a slight orange cast was added to the photo to improve the overall aesthetic.



Design Examples



Gradients can be used to add depth. Gradients should only use colors from the Primary and Secondary palettes.

All gradients should be minimal and not overpower the Check Point primary colors.

The social media examples here show dominant use of Brand Berry or Clay.

In the example on the left, note how the orange secondary color is echoed in the color grading of the photo.

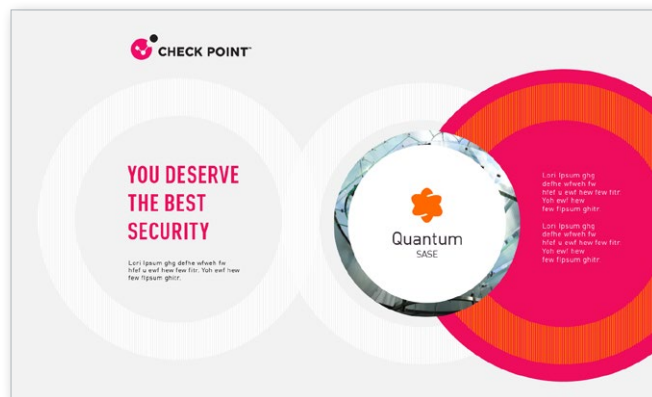
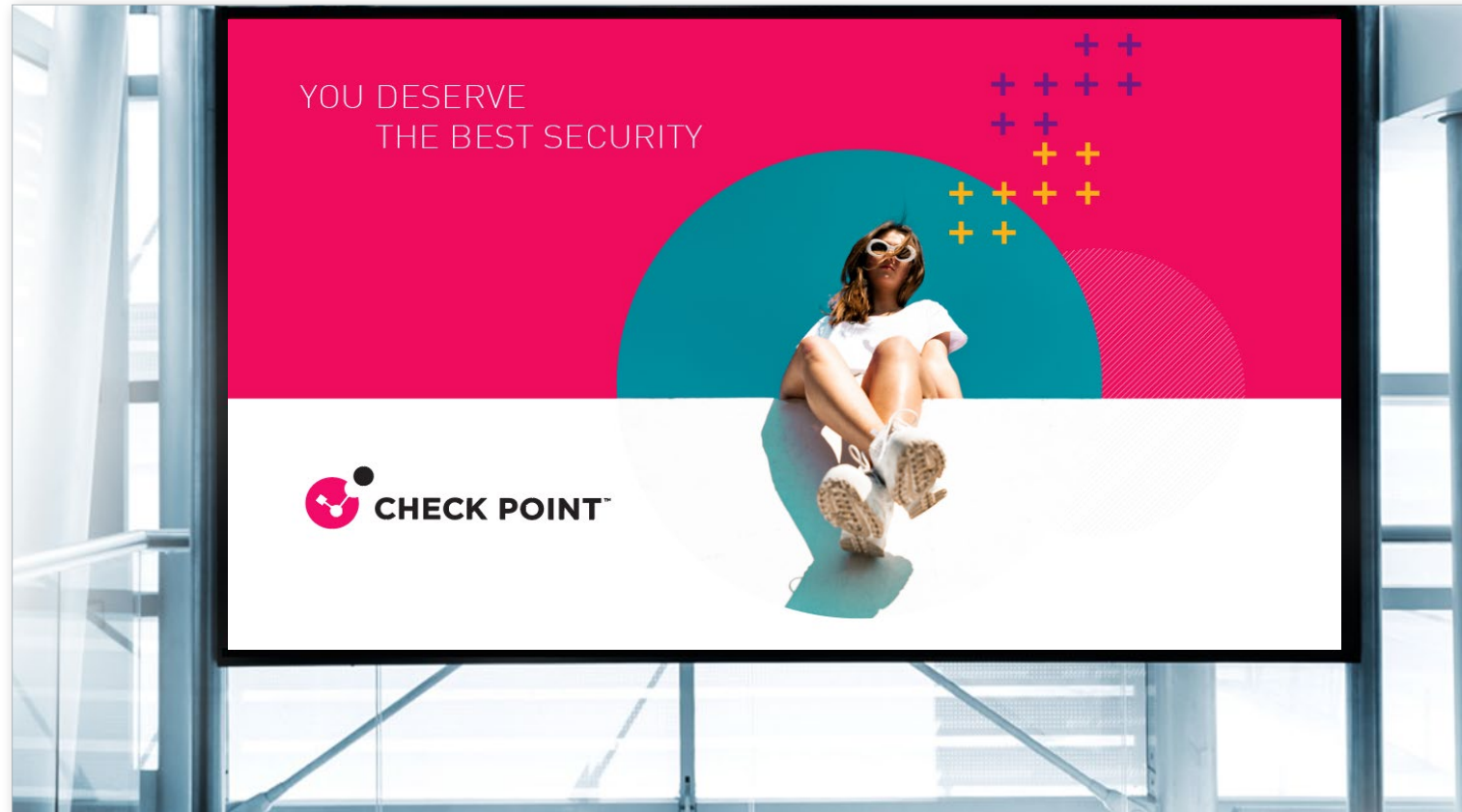


Design Examples

For digital signage and video transitions, Brand Berry, Clay or Gravitas serve as the dominant colors.

This example shows how the secondary colors can be combined with defined patterns and textures to add movement.

This also shows how you can incorporate isolated people photographs to add the illusion of depth.



Design Examples

This spread uses the Brand Berry primary color and a secondary color applied to key graphic elements from the logo.



Smaller online ads use custom vector graphics to convey intricate cyber security concepts in more confined spaces when a photograph won't work.

These graphics should be used selectively, guided by the brand team. These are not icons and should not be used as icons.





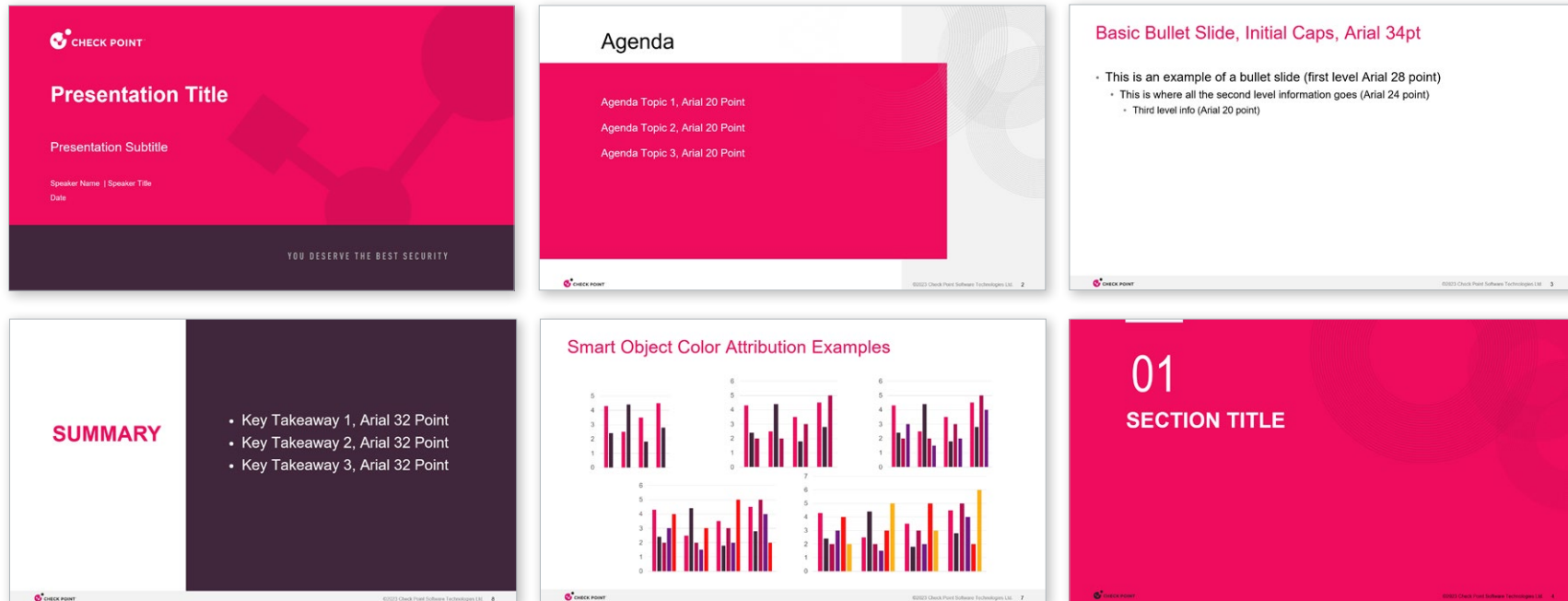
PowerPoint Guidelines

PowerPoint

PowerPoint is our primary vehicle for communicating with customers and broadcasting at industry events. We want it to be immediately clear that any slide is coming from Check Point. That means consistently using the brand identity elements from this guide. Here are some tips to make that easier:

- Use approved templates only. These have all the right fonts and colors preset to make sticking to the Brand easy
- Stick to the fonts and colors defined in this guide unless a special meaning must be conveyed
- For accessibility, color alone should not carry meaning (e.g. traffic lights are difficult for those with visual challenges.)
- Avoid rounded corners, and 3D effects like embossing and drop shadows
- Always leave slide footer uncovered and ensure the confidential labelling in the footer is correct. See Check Point's Data Classification Policy for more details
- Photographs should be as large as possible. Partial and "full-bleed" (background) usage are both acceptable

PowerPoint Slide Examples



At Check Point, we are innovators, problem-solvers, trusted partners, and above all, humans.
Let's make sure our brand reflects this in all we do.

For questions about our design elements or branding, reach out to
brand-request@checkpoint.com

We make our world a safer place to live and work.

Notes:

For any special circumstances where it is not possible to align with these brand guidelines,
please seek written approval from Corporate Marketing

Corporate Marketing may deviate from these guidelines where necessary for individual campaigns
to maximize reach and effectiveness.

Video guidelines

All video content should be produced either by Corporate Marketing or by vendors approved by Corporate Marketing.



© 2024 Check Point Software Technologies Ltd. All rights reserved.