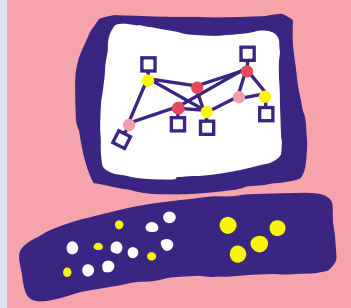


Check Point™
SOFTWARE TECHNOLOGIES LTD.



We Secure the Internet.

Corporate Identity Usage Guidelines

August 2002

Sample Pages from the Check Point Style Guide
Design and writing

The Check Point brand

is more than the products we sell. It's who we are and how we act. Building and maintaining a strong brand means creating expectations and consistently meeting those expectations. That's why it's important that we present one face and one voice to all our audiences—customers, partners, analysts, investors and employees. A clear, consistent global corporate identity sends a message of leadership to the world.

We have introduced a new communication standard for the Check Point brand that revolves around our message map of Connect, Protect, Manage and Accelerate. You'll see visual changes in obvious treatments, including: the logo, typeface and color palette. And more strategic improvements in product naming, categorization of the products and the processes to create marketing deliverables that get results and accurately communicate our message.

These guidelines will help you successfully communicate the Check Point brand. It is the responsibility of everyone in Check Point to enforce and promote our brand identity. We look to these guidelines to aid you in that effort.

2.5

Unacceptable Uses of the Corporate Signature

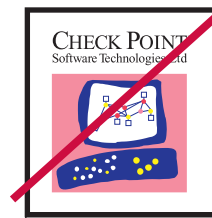
These graphic standards have been created to protect our brand and our trade-marks. They help deter unrefined and even illegible uses of the corporate signature.

Special treatments such as drop shadows, blurs and speed lines do not enhance the appearance of the signature. They only make it harder to read.

Using digital artwork downloaded from a sanctioned site is the best way to ensure proper use of the signature. When you use the signature in a layout, do not alter the proportions, colors or angles.



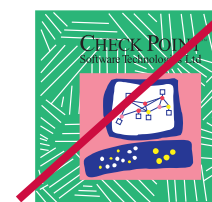
Do not alter the proportions of the logotype or the graphic symbol.



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



Do not transpose the logotype and the graphic symbol.



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



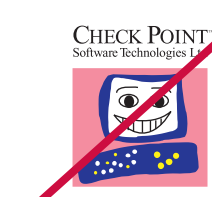
Do not use typefaces other than the approved standard for the logotype.



Do not combine the signature with product or subsidiary names.



Do not alter any of the colors of the corporate signature.



















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

3.1

Secondary Corporate Color Palette

The secondary colors of the corporate color palette also compliments the colors of the corporate signature, and they offer a broad spectrum to provide distinction to a variety of marketing communications.

The Pantone colors that appear on the right, like all colors that appear in this book should not be used for exact matching, they have been printed in process colors. Consult a Pantone Color Formula Guide for an exact match for all material being commercially printed.

USAGE	COLORS		
General Marketing Colors	 Pantone 193	 Pantone 072	 Pantone 142
Partner Alliance Program	 Pantone 142	 Pantone 072	
OPSEC Program	 Pantone 2617	 Pantone 117	
Presentation Folder	 Pantone 653		
Customer Profiles	 Horizontal Swoosh Pantone 142	 Vertical Bar Pantone 2726	
Data sheets	 Vertical Swoosh Pantone 2726	 Horizontal Bar Pantone 193 Network Security	 Horizontal Bar Pantone 142 Traffic Control
Data sheets	 Horizontal Bar Pantone 326 IP Address Mgmt	 Horizontal Bar Pantone 117 OPSEC SDK	 Horizontal Bar Pantone 193 Technical Services

3.1

Secondary Corporate Color Palette (cont'd)

USAGE

COLORS

FireWall-1
Brochure



Pantone 200



Pantone 072



Pantone 142

VPN Solutions
Brochure



Pantone 142

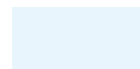


Pantone 608



Duotone/CMYK
50% Cyan
50% Pantone 072

Packaging
Check Point 2000



Pantone 298
10% tint

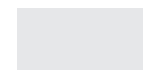


Pantone 2767

Packaging
Stickers



Gold



Silver



Green



Red

4.0 Solutions Graphic Buttons

We have developed a new set of graphic elements to represent each of the four Check Point Software solutions.

These graphic elements should be used with the same rules that apply to the corporate logo. The colors and shapes should not be altered in any way. Following these guidelines will help us project a consistent and recognizable look for our communications.

This graphic image is downloadable in various formats from the brand website. Do not recreate or modify the downloadable image in any way.



..... Single graphic image representing all four solutions.