ZoneAlarm®

by Check Point®

Brand Guidelines
Press Kit

BRAND IDENTITY

The essential components of our new brand identity are illustrated in these graphic standards. This proprietary blend of signature, color, and typography are the basis for the way we brand all our communications and items bearing the ZoneAlarm name. The look is clean and simple. But be aware of the finite standards that combine to create the identity. Apply the information here to everything you produce. This is the way we build a brand.

The ZoneAlarm Logo
The ZoneAlarm logo is made up of the ZA logo mark and customized ZoneAlarm logotype. The mark and the logotype work together as a whole. They should never be altered in size, shape, color, or relationship in any way.

HORIZONTAL LOGO 1

ZA ZONEALARM®
by Check Point®

HORIZONTAL LOGO 2

ZA ZONEALARM® by Check Point®

STACKED LOGO

ZA

ZONEALARM®
by Check Point®

LOGO MARK

ZA ZA

ONLINE LOGO USAGE - color

COLOR AND 100% or 90% BLACK OPTIONS
When used on the web, the ZA logo mark and logotype should be reproduced in RGB formulas:

		RGB Formula	HEX Value
■	**PMS 7685**	**R-50 G-77 B-144**	**# 324D8F**
■	**100% Black**	**R-35 G-31 B-32**	**# 231F20**
■	**90% Black**	**R-65 G-64 B-66**	**# 414042**

PMS 7685

100% or 90% BLACK

ZA ZoneAlarm
by Check Point®

ZA ZoneAlarm® by Check Point®

ZA
ZoneAlarm®
by Check Point®

BLUE ONLY
When used on the web in a single color, both the ZA mark and logotype should be displayed in this color:

		RGB Formula	HEX Value
■	**PMS 7685**	**R-50 G-77 B-144**	**# 324D8F**

324D8F

ZA ZoneAlarm
by Check Point®

ZA ZoneAlarm® by Check Point®

ZA
ZoneAlarm®
by Check Point®

LOGO MARK

		RGB Formula	HEX Value
■	**PMS 7685**	**R-50 G-77 B-144**	**# 324D8F**

PMS 7685
324D8F

PMS 7685
324D8F

WHITE

BLACK & WHITE OPTIONS

When used on the web in black & white, both the ZA mark and logotype should be displayed in all white on black and dark backgrounds, and all white on light backgrounds.

LOGO DIMENSIONS

The logo must be resized as a single entity in order to preserve the proportions at which it has been designed.

CLEAR SPACE GUIDELINES

To be most effective, the ZoneAlarm logo should always be surrounded by clear space. This territory will set if off distinctly from any other graphic elements and help maintain a consistent presentation. Elements should be placed at least half the height of the logo away from the logo and horizontally the same distance away as the height of the logo.

STACKED LOGO USAGE
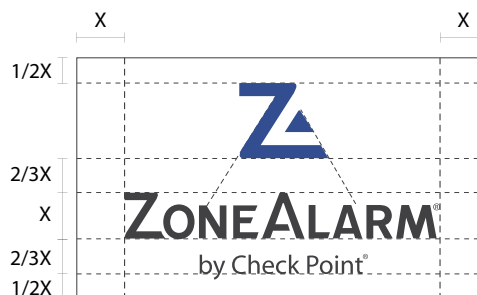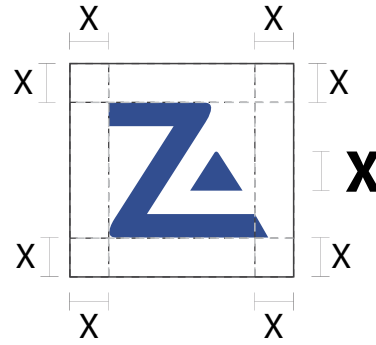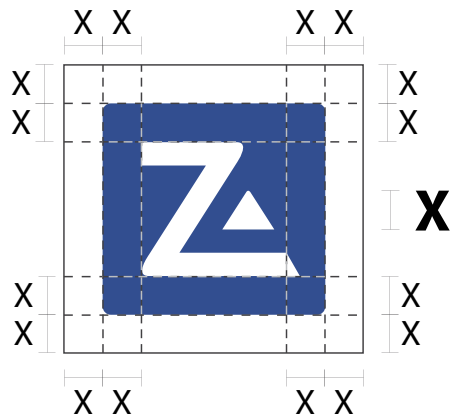
The stacked logo should be used **ONLY** when there is limited horizontal space.

HORIZONTAL LOGO 1

HORIZONTAL LOGO 2

STACKED LOGO

PLACEMENT AND SPACING

PRINT LOGO USAGE - colors

SPOT COLOR PRINTING

The ZA logo mark should be reproduced in a single color:

■ **PMS 7685**

The ZA logotype should be 100% black, or for variance 90% black:

■ **Black**
■ **PMS 447 = 90% Black**

CMYK PROCESS PRINTING

For times when CMYK printing is the only option, use the following CMYK mix:

■ PMS 7685	C-92	M-79	Y-13	K-2
■ Black	C-0	M-0	Y-0	K-100
■ 90% Black	C-0	M-0	Y-0	K-90

PMS 7685   100% or 90% BLACK

SINGLE COLOR PRINTING

When limited to a single color (not black), both the ZA logo mark and the ZA logotype are to be printed in a single color:

▮ PMS 7685

PMS 7685

BLACK AND WHITE PRINTING

When color cannot be used, there is an all white logo for dark or black backgrounds, and an all black logo for light backgrounds.

ZONEALARM TYPEFACES

PRINTED MATERIALS

ZoneAlarm uses Avenir as their brand typeface.

Specific uses include box packaging, posters, and flyers.

Titles

Avenir 95 Black

Subhead

Avenir 85 Heavy

Body
Avenir 55 Roman

WEB TYPEFACES

ZoneAlarm uses the following typefaces on the web. A sans-serif font family: Myriad or Arial for most body copy, and Myriad, Helvetica Neue, or Avenir for special headlines.

Special Headlines

Myriad Bold
Avenir 85 Heavy
Helvetica Neue 85 Bold Condensed

Body
Arial
Myriad