



BRAND GUIDELINES

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 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.



PRINT LOGO USAGE

SPOT COLOR PRINTING

The ZA mark should be reproduced in two colors:

- PMS 275 (for the Z)
- PMS 5767 (for the triangle A)

The ZoneAlarm logotype should be 100% black.



CMYK PROCESS PRINTING

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

- PMS 275 C-98 M-10 Y-0 K-43
- PMS 5767 C-15 M-0 Y-68 K-39
- 100% Black C-0 M-0 Y-0 K-100

BLACK AND WHITE PRINTING

When color can not be used there are two 1-color logos to choose from. An all white logo for dark or black backgrounds and a solid black/grayscale logo for light or white backgrounds.



ONLINE LOGO USAGE

COLOR AND LOGOTYPE FOR ONLINE USAGE

When used on the web, the ZA mark should be reproduced in RGB formulas:

	RGB Formula	HEX Value
■ PMS 275	R-29 G-17 B-96	# 1D1160
■ PMS 5767	R-148 G-155 B-81	# 949B51
■ 100% Black	R-35 G-31 B-32	# 231F20



CLEAR SPACE GUIDELINES

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 it 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.



ZONEALARM[®]
by Check Point[®]

TYPEFACES

PRINTED MATERIALS

ZoneAlarm uses Meta Plus as their primary typeface. These are the most commonly used fonts in the Meta Plus family.

Titles

Meta Plus Bold

Subhead

Meta Plus Medium

Body

Meta Plus Book

Quotes

“Meta Plus Book Italic”

WEB TYPEFACES

ZoneAlarm uses the following typefaces on the Web. A san-serif font family: Verdana, Arial, or Helvetica for most body copy, and Meta Plus Bold for special headlines.

Special headlines

Meta Plus Bold

Titles

Arial Bold

Subhead

Verdana Italic

Arial Italic

Helvetica Oblique

Body

Verdana Regular

Arial Regular

Helvetica Regular