



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® ForceField™ 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® FORCEFIELD™ LOGO

The ZoneAlarm® ForceField™ logo consists of two elements: The ForceField™ mark and the customized ZoneAlarm® ForceField™ logotype. The combination of these two elements forms the essence of the logo. They are designed to work together so their size, shape, color, or relationship should never be altered in any way. However, in certain instances (i.e. on ZoneAlarm® products and materials) the ForceField™ mark may appear on its own without the customized logotype.



ZONEALARM®
FORCEFIELD™
by Check Point®

PRINT LOGO USAGE

SPOT COLOR PRINTING

The ForceField™ mark should be reproduced in one color:

- PMS 583 (for the second F)

The ZoneAlarm® ForceField™ logotype should be 100% black.

When halftones can not be used there are solid color logo options available as exceptions.

To receive this option please contact us at loginfo@zone.checkpoint.com.



CMYK PROCESS PRINTING

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

- PMS 583 C-23 M-0 Y-100 K-17
- 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 ForceField™ mark should be reproduced in RGB formulas:

	RGB Formula	HEX Value
■ PMS 583	R-175 G-189 B-34	# AFB222
■ 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® ForceField™ 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 vertically at least half the height of the logo away from the logo and horizontally at least three-fourths the height of the logo.

