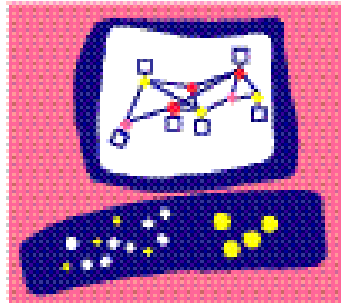


CHECK POINT™
Software Technologies Ltd.



We Secure the Internet.

Check Point Software Technologies Ltd.
Corporate Identity System

Foreword

The purpose of our identification system is to portray a single Check Point Software corporate identity through a consistent approach to all communications. The guidelines and hypothetical examples in this manual have been developed to aid those responsible for producing materials which feature the Check Point Software identity.

The guidelines set forth in this manual must be followed uniformly throughout the organization. A coordinated identity system will provide greater clarity and consistency to all corporate communications. Its success requires a firm commitment from everyone at Check Point Software, its subsidiaries, partners, and vendors.

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Permission, Clearance, and Questions

The usage of Check Point Software logos, patents, service marks, trademarks, and registered trademarks in all communications must be in accordance with the following guidelines to provide a consistent overall look and feel. Any exceptions must be approved in writing by the Check Point Marketing Communications Department.

Questions concerning these guidelines, their application, or an application not covered, should be directed to:

For the Americas:

May Sui

Senior Manager, Marketing Communications

Check Point Software Technologies, Inc.

Three Lagoon Drive, Suite 400

Redwood City, CA 94065

Tel: 650.628.2068

Fax: 650.654.4233

may@us.checkpoint.com

For countries outside the Americas:

Sharon Salzman

International Marketing Communications Coordinator

3A Jabotinsky Street, 24th Floor

Ramat-Gan 52520, Israel

Tel: 972-3-753-4820

Fax: 972-3-575-9256

ssalzman@checkpoint.com

Basic Elements for Corporate Identity

Company Name

The correct company name is Check Point Software Technologies Ltd. The first time the company name is used, it must be spelled out in its entirety.

Check Point is always written as two separate words. The C and P in Check Point are always capitalized in upper case letters. Check Point is never one word.

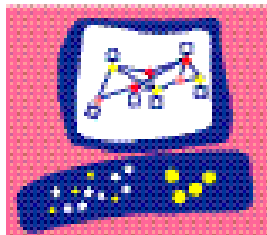
When Check Point Software Technologies must be shortened, the preferred usage is Check Point Software or Check Point, as long as the first mention of the company name is in its entirety (Check Point Software Technologies).

Symbol and Logotype

The Check Point logo is a specially designed symbol and is the primary graphic component of the corporate identity system. The logo is the only acceptable Check Point symbol. It must appear in its entirety and may never be cropped, distorted or used on an angle. It may never be used as a decorative item without written permission from the Check Point Marketing Communications Department.

The Check Point logotype is both the communicative and legal name of the company. It is set in Times Roman typeface in small caps, upper, and lower case. "Check Point" is always written as two words in upper case and small caps with a space in between. "Software Technologies Ltd." is always written as three words in upper and lower case (see example below). The Check Point logotype must always be used together with the logo to form the corporate signature. The height and spacing of the letterforms should never be altered. To ensure consistency, the signature should always be reproduced from approved digital files. If there is any doubt about its use, contact the Check Point Marketing Communications Department.

Symbol



Logotype

CHECK POINT™
Software Technologies Ltd.

Basic Elements for Corporate Identity

Corporate Signature

The logo together with the logotype is called the Check Point Software signature. A fixed size and space relationship exists between the elements of the signature. Every effort should be made to avoid using the Check Point Software signature in close proximity to other companies' or subsidiaries' logos.

The signature format chosen for any particular marketing and communication vehicle should be the one that ensures maximum clarity and visual impact. For example, the square format should be used when color impact is the primary goal and the horizontal format should be used when legibility of the corporate name is the primary goal. The two formats are interchangeable in order to provide flexibility. The user can choose the format that most suits the page layout and form of communication being used. Remember that these are the only two acceptable formats. No variations or substitutions are permitted.

These are the only acceptable configurations of the Check Point Software signatures.

Square Format



Horizontal Format



Basic Elements for Corporate Identity

Company Tagline

Check Point Software Technologies' company tagline is

We Secure the Internet.

It can be used in conjunction with either the square or horizontal format of the company logo. It should always appear as shown below, in Adobe Garamond Semibold Italic font. When used as part of the logomark, it should always be used to the exact proportions shown, never enlarged to be bigger than the logo or company name, or reduced below the size shown below. It is always followed by a period because it is a complete sentence.

When used with the square logo, the slogan should be centered underneath the square, following the proportions shown. There may be times when the same slogan appears in the body text or as a headline on the same piece. This is acceptable, as long as the slogan appears again below the logo as shown.

When used with the horizontal version of the Check Point Software logo, it should be justified to fit exactly under the entire logo, in the proportions shown.

Square Format



We Secure the Internet.

Horizontal Format



We Secure the Internet.

Basic Elements for Corporate Identity

Signature Misuses

The Check Point Software signature may never be altered in its relationship or appearance. It may never be stretched, elongated, rotated, or distorted in any way. The integrity of the signature must be maintained in order to protect our trademarks. Shown below is a sampling of unauthorized signatures. If there is any doubt about the signature and its use, contact the Check Point Software Marketing Communications Department.

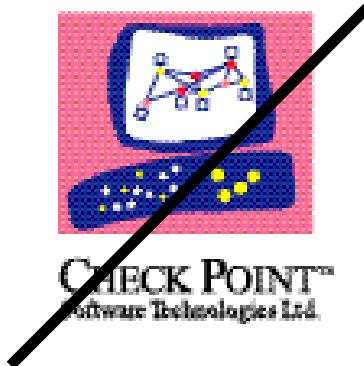
Do not alter the proportions of the logo to the logotype.



Do not use any other typefaces for the logotype.



Do not transpose the position of the logo and the logotype.



Do not alter word or letter spacing.



Basic Elements for Corporate Identity

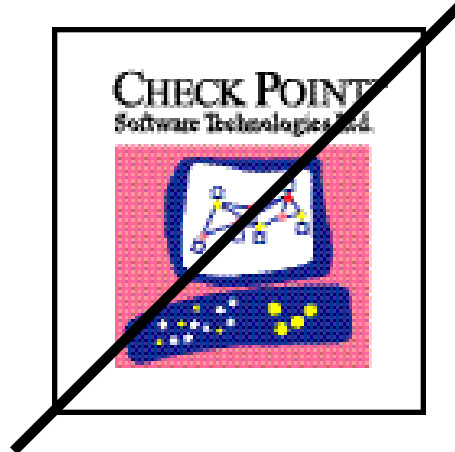
Other Signature Misuses

- Do not use the logotype without the logo.
- Do not combine other symbols with the logo.
- Do not design other logos using the signature.
- Do not place the signature on a distracting or textured background.
- Do not use the signature in text.
- Do not condense or expand the logotype.

Do not combine the signature with product or subsidiary names.



Do not place the signature within a printed shape or border.



Do not change, remove or substitute dots in the screen of the logo.



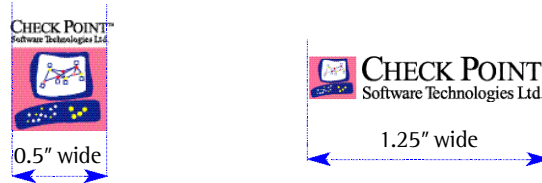
Basic Elements for Corporate Identity

Size and Position of the Signature

The size of the Check Point Software signature to be used in a communication depends on the audience, the desired emphasis, the other visual elements and the layout. Always consider the signature as one of the key elements in designing the piece, not as an element to be added after the design is complete.

Minimum Size

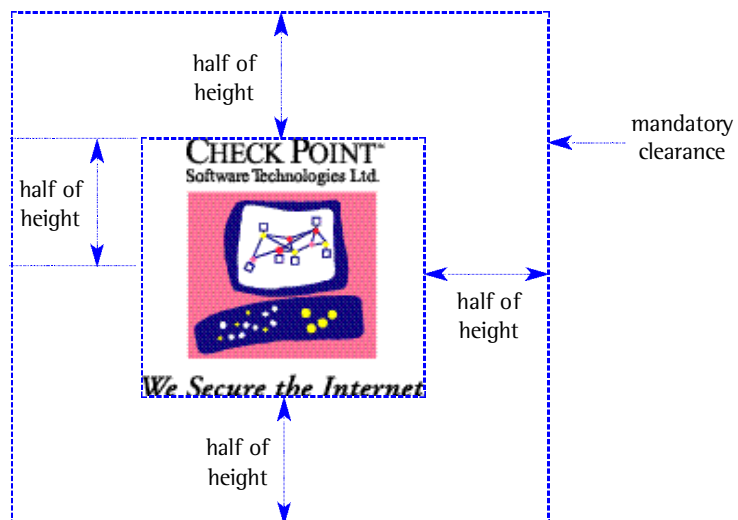
The Check Point Software signature must always look sharp and well defined. The square format signature should never appear smaller than 0.5 inches wide and the horizontal format signature should never appear smaller than 1.25 inches wide or legibility will be lost.



When appearing in conjunction with other company logos of equal relationship, it should be at least the same size and displayed on an equally prominent basis.

Clearance Space

The area around the logo must be free of other typography or graphics. A minimum clear space equal to half the height of the symbol must be maintained around the entire logo.



Basic Elements for Corporate Identity

Signature Color

The impact and recognition of color can greatly enhance the Check Point Software Technologies corporate image when used in a consistent manner. Both the Check Point Software Technologies Ltd. and Check Point Software Technologies, Inc. versions use the same color schemes.

The color of the logotype may only be black or white. The signature may only be reproduced in black and white, duotone, or with all six of the following Pantone (except white) spot colors or their equivalent four-color process percentages:

Blue:	Pantone 072	cmyk formula: (c:100, m:79, y:0, k:0)	rgb: (r:0, g:40, b:123)
Red:	Pantone 200	cmyk formula: (c:0, m:100, y:65, k:15)	rgb: (r:182, g:0, b:50)
Pink:	Pantone 701	cmyk formula: (c:0, m:56, y:18.5, k:0)	rgb: (r:228, g:112, b:137)
Yellow:	Process Yellow C	cmyk formula: (c:0, m:4, y:100, k:0)	rgb: (r:255, g:217, b:27)
Black:	Process Black	cmyk formula: (c:0, m:0, y:0, k:100)	rgb: (r:0, g:0, b:0)
White:	Opaque White	for logo monitor when reproducing on solid dark background	rgb: (r:255, g:255, b:255)



Recommended Alternatives

If printing in four color process is not possible, the following alternatives are in order of preference:

1. Grayscale—use either Black or Pantone 072.
2. Black and White Line Art—use only if absolutely necessary.
3. Duotone (two colors mixed together)—for guidance contact the Check Point Software Marketing Communications Department.

Printing On A Dark Background

White must be used as an extra color when the signature is applied to a non-white background.

Under no circumstance should any of the colors in the Check Point Software logo be substituted. To reproduce the Check Point Software signature, use the approved digital files provided by the Marketing Communications Department.

Basic Elements for Corporate Identity

Primary Typeface

The logotype (i.e. the full and complete company name) must always be in Times Roman as shown in this manual and never substituted. No other typefaces may be used under any circumstances.

TIMES ROMAN UPPER CASE
30 points

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

TIMES ROMAN SMALL CAPS
30 points

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

times roman lower case
30 points

abcdefghijklmn
opqrstuvwxyz

CHECK POINT™
Software Technologies Ltd.

Basic Elements for Corporate Identity

ADOBE GARAMOND
SEMIBOLD ITALIC
UPPER CASE
30 POINTS

adobe garamond
semibold italic lower case
30 points

Tagline Typeface

The tagline “We Secure the Internet.” must always be in Adobe Garamond Semibold Italic as shown in this manual and never substituted. No other typefaces may be used under any circumstances.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

CHECK POINT™
Software Technologies Ltd.



We Secure the Internet.

Product Trademarks and Registered Trademarks

Trademarks, Copyrights and Patents

Below are guidelines on how to properly reference our trademarks, copyrights, and patents in all types of written and digital forms, including the products themselves. Keep in mind this manual will be updated as our rights pertaining to our intellectual properties change, i.e. when a new patent is issued or when a trademark becomes registered. Refer to this document before issuing any new written or digital materials so that the most up-to-date information is always be used.

Check Point Software Technologies Ltd.

The following language should appear on or in all materials including (a) written documents (e.g. collateral, documentation, user manuals), (b) product packaging, (c) media kits, and (d) initial product splash screens (seen by users each time the Product is launched):

© 2000 Check Point Software Technologies Ltd. All rights reserved. Check Point Software, the Check Point Software logo, FireWall-1, FireWall-1 SecureServer, FloodGate-1, INSPECT, IQ Engine, Meta IP, MultiGate, Open Security Extension, OPSEC, Provider-1, SVN, User-to-Address Mapping, VPN-1, VPN-1 Accelerator Card, VPN-1 Appliance, VPN-1 Certificate Manager, VPN-1 Gateway, VPN-1 SecuRemote, VPN-1 SecureServer, and ConnectControl are trademarks or registered trademarks of Check Point Software Technologies Ltd. or its affiliates. All other product names mentioned herein are trademarks or registered trademarks of their respective owners. The products described in this document are protected by U.S. Patent No. 5,606,668 and 5,835,726 and may be protected by other U.S. Patents, foreign patents, or pending applications.

Product Trademarks and Registered Trademarks

All product names must be spelled as shown in this document. All product names must include the ® or ™ symbol the first time it is used as a graphic element and in the body of text. Please see Product Usage Guidelines for more details.

ConnectControl™

FireWall-1®

FireWall-First!™

FireWall-1 SecureServer™

FloodGate-1™

INSPECT™

IQ Engine™

Meta IP™

MultiGate™

Open Security Extension™ (OSE)

OPSEC™

OPSEC™ Software Development Kit (OPSEC SDK)

Provider-1™

SVN™

User-to-Address Mapping™

VPN-1™

VPN-1 Accelerator Card™

VPN-1 Appliance™

VPN-1 Certificate Manager™

VPN-1 Gateway™

VPN-1 SecuRemote™

VPN-1 SecureServer™

Product Patents

Patents

The following language must appear following the copyright/trademark language on all of the following when any product based on stateful inspection technology is being referenced (VPN-1, FireWall-1, FloodGate-1, and all add-on modules): (a) product packaging and (b) within the product on the initial splash screens:

The product contained herein is protected by U.S. Patent No. 5,606,668 and 5,835,726 and may be protected by other U.S. patents, foreign patents or pending applications.

The following language must appear following the copyright/trademark language on all of the following when any products based on the stateful inspection technology are being referenced (VPN-1, FireWall-1, FloodGate-1, and all add-on modules): (a) product documentation, (b) media kits, (c) product collateral, and (d) press releases:

The product described in this document is protected by U.S. Patent No. 5,606,668 and 5,835,726 and may be protected by other U.S. patents, foreign patents or pending applications.

Product Identity Usage Guidelines

Usage Guidelines Example

The following is an example of correct usage:

FireWall-1®

FireWall-1® is a registered trademark of Check Point Software Technologies Ltd. As with all registered trademarks, it must always be followed by the registered trademark symbol ® the first time it is used as a graphic element (i.e. in a headline) and the first time it is used in body copy or text.

All marketing materials mentioning FireWall-1 must always have the following sentence included in the trademark notice paragraph if there is not enough room for the standard Check Point Software trademark paragraph:

FireWall-1 is a registered trademark of Check Point Software Technologies Ltd.

FireWall-1 must always be written as one word with an upper case “F” and an upper case “W”. FireWall-1 must always appear with the hyphen and one (“-1”).

Possessive Usage

Check Point Software and its products must never be used in the possessive form. See examples below.

Incorrect usage: FireWall-1’s rule base.

Correct usage: The FireWall-1 rule base.

Hyphenation Usage

“FireWall-1” must never, in any way, be hyphenated so that it appears on two separate lines.

Corporate Legalities and Usage Guidelines

Usage Guidelines

Check Point Software is always written as two words in upper case and small caps with a space in between. The first reference must always be “Check Point Software Technologies Ltd.” Subsequently it can be shortened. “Check Point Software” is preferred, however “Check Point” can be used with discretion, provided it is written as two words, both of which must always be capitalized. The complete company name must always be referenced at least once. The signature may never be used in third party product packaging and can only be used to promote Check Point Software products.

Trademarks and Patents Usage

All trademarks and patents are owned by Check Point Software Technologies Ltd., which is the parent company headquartered in Israel. Check Point Software Technologies, Inc. is a wholly-owned U.S. subsidiary of Check Point Software Technologies Ltd. All corporate materials and initiatives refer to Check Point Software Technologies Ltd., except for initiatives that are *solely* based in the United States.

Check Point Software Technologies Ltd. has the corporate headquarters address, and Check Point Software Technologies, Inc. has the U.S. headquarters address. When both company addresses appear together in the same document, Check Point Software Technologies Ltd. must always appear before Check Point Software Technologies, Inc. See example below.

Check Point Software Technologies Ltd.
3A Jabotinsky Street, 24th Street
Ramat-Gan 52520, Israel

Check Point Software Technologies, Inc.
Three Lagoon Drive, Suite 400
Redwood City, CA 9406

Possessive Usage

The company name may never be used in the possessive form. See examples below.

Incorrect usage: Check Point’s logotypeface is Times Roman.

Correct usage: The Check Point logotypeface is Times Roman.

Corporate Legalities and Usage Guidelines

Comma Usage

Never use a comma in front of Ltd., e.g. *Check Point Software Technologies Ltd.* Always insert a comma in front of the Inc. e.g. *Check Point Software Technologies, Inc.*

Partner Usage

Check Point Software and the Check Point Software logo are trademarked. The first usage in text must include the TM symbol after “Point” e.g. *Point™*. Partners may not use the Check Point Software logo in a way that suggests to the public that they are a division or an affiliate of Check Point. In addition, partners must ensure they do not make the Check Point Software logo larger or more prominent than their own company name, trademark, logo, or trade name.

Glossary

Baseline

The alignment of characters along their bottom edges.

Bleed

The image or printed area that extends beyond the edge of a document.

Cap Height

The measurement from the baseline of an uppercase character to the top of the uppercase character.

Clear Space

Area around the logo or graphic element that must remain “clear” of graphics and type.

Copyright Mark

A graphical device indicating copyright ownership.

Font

Typeface.

Leading

The space between the baseline of one line of type to the baseline of the next line of type.

Logo

The graphic element used to identify Check Point Software businesses and products.

Logotype

The legal name of the corporation set in the official corporate typeface.

Typeface

A distinctive style of letter-forms belonging to a single recognizable family e.g. Times Roman.

Tracking

The space between letters within a word.

Screen

The percentage of a color tint.

Signature

The combination of the corporate logo and logotype.

Glossary

Small Caps

Small capitalized letters that are smaller than upper case and are the same height as lower case letters of the same type size.

Trademark

A graphical device indicating ownership of a graphical symbol and/or words.

Word Spacing

The space between words in a line of type.

Reproduction Materials

Reproduction materials can be accessed via the internet at the following web address: www.checkpoint.com/logos.

For any additional needs or questions, contact the Check Point Marketing Communications Department.