



Brand Visual Identity Guidelines

February 2026

We make our world a safer place to live and work.

Since the emergence of the internet and our development of the world's first firewall more than 30 years ago, Check Point Software has become the most trusted name in cyber security.

To preserve and reinforce that trust, a strong brand is essential. What you will find in this guide are the elements to deliver a wide range of visual expressions for the Check Point Software brand. The following five elements convey our core values and capture how we want to be perceived in the world.

Trustworthy | Intelligent | Relentless | Approachable | Innovative

Brand identity is the visible elements of a brand, such as colors, design and logo, that identify and distinguish the brand in the minds of all those we come in contact with. The consistent use of our brand identity plays a key role in establishing the right image with all our audiences, including customers, investors, press and potential new hires.

This guide aims to define and explain the elements of Check Point Software's brand identity and serve as a reference for the creation of new assets in any form, for any channel and for any audience.

All Check Point Software team members, creative agencies and partners must strictly follow these brand guidelines.



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Logo

Bold. Dynamic. Reaching.

Our logo conveys a sense of energy and limitless innovation. When sized and placed properly for maximum visibility, the Check Point logo establishes relevance and breaks through the sea of sameness.

The curve of our mark speaks to our approachability, while the inset graphic bursting forth imports intelligence and innovation. This is a logo that says who we are and what we stand for.

How to Use

Use the logo in full color when it is placed on white or a light-color background.

Use the logo with logo icon in color and logo text in white when it is placed on black or a medium-to-dark color background.

An alternative to the full color Check Point logos are the single-color versions seen here. These should be used for print when Pantone colors or four-color process is not an option, and for digital purposes when the full color Check Point logo does not stand out strongly enough.



Primary logos



Alternate logos



Logo (continued)

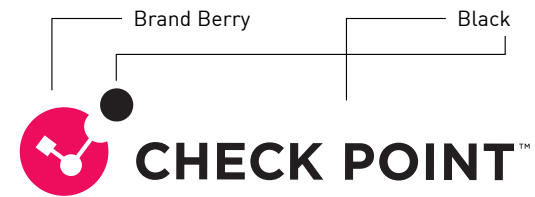
Consider the logo as an integral part of the design, rather than an element to be added after the design is complete. When in doubt, make the logo larger, rather than smaller.



Since the logo can serve as a first point of introduction to Check Point, think about its optimal size and placement relative to:

- Environmental constraints
- The context of the medium
- Who will be seeing it

It is acceptable to omit the “TM” at the end of the logo if it is too small to be legible.

Logo Color Palette



	Color	C	M	Y	K	R	G	B	Hex	PANTONE® (Coated)
Brand Berry		0	100	47	0	238	12	93	ee0c5d	1925 C
Black		0	0	0	100	35	31	32	231f20	Process Black

Minimum Logo Size

The minimum size for the logo is 1" wide.

In special circumstances, a smaller, stacked version of the logo may be used below 1" wide. Please seek guidance and approval from Corporate Marketing before use via brand-request@checkpoint.com.



Logo (continued)

To ensure readability and impact, we have created guidelines for sizing, proportion, and space.

Logo Co-Branding and Clear Space Guidelines

Always give the Check Point logo enough clear space to display presence on the page. Allowing for clear space around the logo ensures that it will not be crowded or overshadowed by other elements.

Keep illustrations, photography, and type outside the clear space surrounding the logo.

Logo Use by Third Parties

Requests from external parties to use our logo should be sent to brand-request@checkpoint.com for approval and legal review.

Clear Space Guidelines

Mandatory clear space around corporate logo. The clear space surrounding all sides of the Check Point logo is equal to the height of the bottom circular element of the logo icon.



Size Proportion for Co-Branding

When appearing in conjunction with other company logos in an equal relationship, the Check Point corporate logo should be at least the same size and in an equally prominent position in the layout.

Where possible, separate horizontally aligned logos using a fine grey line the height of the combined logo height.

It is the responsibility of the designer to fully respect the brand guidelines of the other company regarding colors, clear space etc.



Logo (continued)

Consistent graphic standards protect our brand and our trademarks. Ad-hoc graphic treatments such as blurs and speed lines dilute the Check Point brand and lessen the value of our logo as a recognizable visual identity.

Help reinforce and lift the power of our identity by following the prescribed guidelines.

This page shows examples of violations of Check Point graphic standards for logo use.

Do not misuse the Check Point logo in any of these ways.



Do not use obsolete versions of the Check Point logo.



Do not transpose the logotype and the logo icon in any way.



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



Do not use any color other than black or white to create a one-color logo.



Do not alter or substitute any colors of the corporate logo.



No not use the logo icon with different text.



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



Do not use the logo icon without logotype (except as web page favicon).



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



Do not modify or embellish the logo, or logo icon in any way



No not alter the proportions of the logotype or the logo icon in any way.

02

Color Palette

Colors

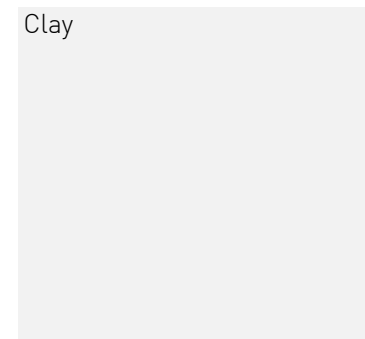
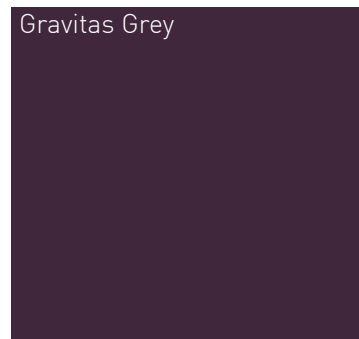
The Check Point brand colors are balanced to suggest passion, urgency, and creative thinking. These are colors formulated by design, to uphold our brand values.

The primary color is Brand Berry and is often accompanied by Gravitas Grey and Clay.

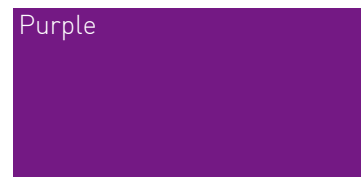
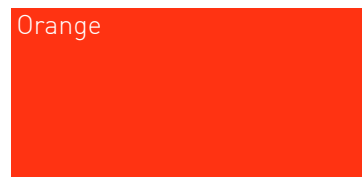
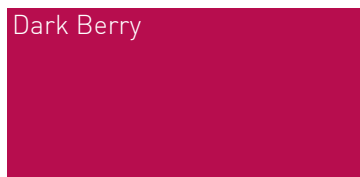
The secondary colors can be used as accents to enhance designs. Use should be limited to approximately 10% to 20% coverage.

Written communications such as letters or any forms should use black text exclusively.

Check Point Signature Brand Colors



Secondary Brand Colors






Color Specifications

Pantone coated spot color equivalents are provided for use in special applications where a solid ink color is desirable or required for reproduction purposes.





The colors on this printed page should not be used for color matching purposes. Always use the formulas provided in the charts to the right.

Note: The colors shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE® color standards. For accurate reproduction, refer to the current edition of the PANTONE® Color Bridge™ Guide.



Check Point Signature Brand Colors

	Color	C	M	Y	K	R	G	B	Hex	PANTONE®
Brand Berry		0	100	47	0	238	12	93	ee0c5d	1925 C
Gravitas Grey		67	82	49	52	65	39	60	41273c	7448 C
Clay		4	2	2	0	242	242	242	f2f2f2	427 C

Secondary Brand Colors

	Color	C	M	Y	K	R	G	B	Hex	PANTONE®
Berry Dark		22	100	57	8	183	13	78	b70d4e	206 C
Orange		0	92	99	0	255	51	18	ff3312	1787 C
Purple		68	100	10	2	116	25	132	741984	2597 C
Yellow		0	34	100	0	252	177	23	fcf117	130 C

Web Specific Colors

	Color	R	G	B	Hex	NOTE
Brand Berry Click		228	12	91	e40c5b	Only to be used behind white text for call-to-action buttons. Needed to meet web accessibility standards
Purple Click		101	12	80	650c50	

Color Gradations

Colors can mix to create gradients.

Gradients should only use colors from the Primary and Secondary palettes. All gradients should be minimal and not overpower the Check Point primary colors.

Note that these are only to be used by design professionals at Check Point and approved agencies. Please do not use them for general communications.



03

Typography

Typography

Typography is the unsung hero of a brand. While marks, colors, and imagery might grab the attention, it's the typography that quietly asserts identity. Used properly, it projects authority, approachability, trust.

Conversely, improper and inconsistent use of typography can make even the finest content appear amateurish and untrustworthy. Your work deserves better.

For designed communications, DIN Pro is the preferred font. For body text, use DIN Pro Light. DIN Pro Regular, Medium and Bold may be used for display situations or text emphasis. DIN Pro condensed variants can also be used to optimize the design. Do not use the Extra Light or Black weights.

Note that DIN Pro is only to be used by design professionals at Check Point and approved agencies.

For all other uses, please stick to the general use fonts listed on the following page.

Stylistically, typography for the Check Point brand follows these principles:

- Body Text - Flush left, ragged right
- Titles & Headings - Initial capitals with upper and lower case (title case)
- Use default tracking and kerning values.
- Deviations from this should be approved by Corporate Marketing.
- Avoid the use of italics unless for a specific convention such as indicating the use of a different language

DIN Pro Light

ABCDEF abcdef 0123456789

DIN Pro Regular

ABCDEF abcdef 0123456789

DIN Pro Medium

ABCDEF abcdef 0123456789

DIN Pro Bold

ABCDEF abcdef 0123456789

DIN Pro Condensed light

ABCDEF abcdef 0123456789

DIN Pro Condensed

ABCDEF abcdef 0123456789

DIN Pro Condensed Medium

ABCDEF abcdef 0123456789

DIN Pro Condensed Bold

ABCDEF abcdef 0123456789

General Use Fonts

For PowerPoint and Word documents, use Arial, a default font on both Windows and Macintosh systems.

Arial (System)

ABCDEF abcdef
0123456789

For code snippets, where a monospace font is required, use Consolas.

Consolas (System)

```
with torch.Session(model, optimizer) as session:  
    for epoch in range(num_epochs):  
        for step, batch in enumerate(train_data_loader):  
            optimizer.zero_grad()
```

For equations, use Cambria Math.

Cambria Math (System)

$$+ a)^n = \sum_{k=0}^n \binom{n}{k} x^k a^{n-k}$$

For Japanese, use Yu Gothic.

Yu Gothic (System)

チェック・ポイント・ソフトウェア
1234567890

For Korean, use Noto Sans.

Noto Sans

체크포인트 소프트웨어
1234567890

For Simplified Chinese, use Microsoft YaHei.

Microsoft YaHei (System)

检查点软件
1234567890

For Traditional Chinese, use Microsoft YaHei.

Microsoft YaHei (System)

檢查點軟體
1234567890

04

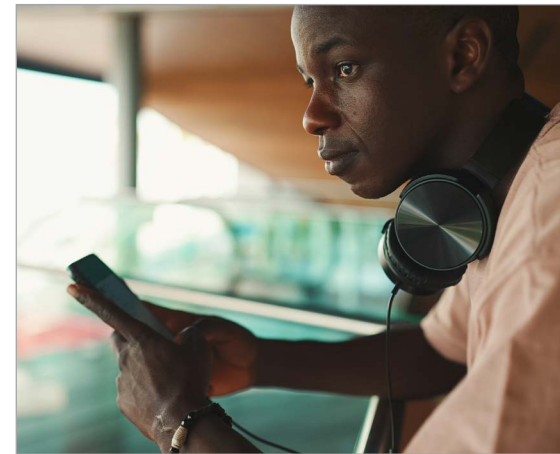
Photography



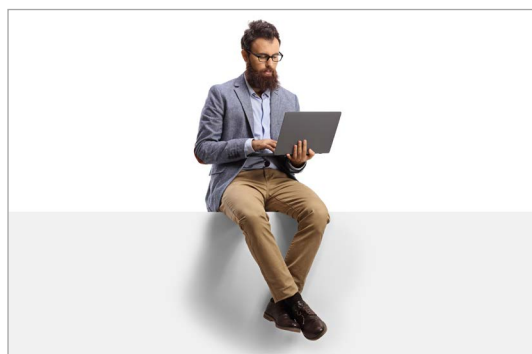
Photography

Photography can be a powerful asset in promoting the brand, and Check Point's specific security features. Imagery should focus on everyday situations involving contemporary people. We want to inspire our audiences with images that project confidence, peace of mind, innovation, and intelligence. Imagery should capture realistic lifestyle scenes in the world at large or in business settings. Color schemes should take visual cues from the photos themselves.

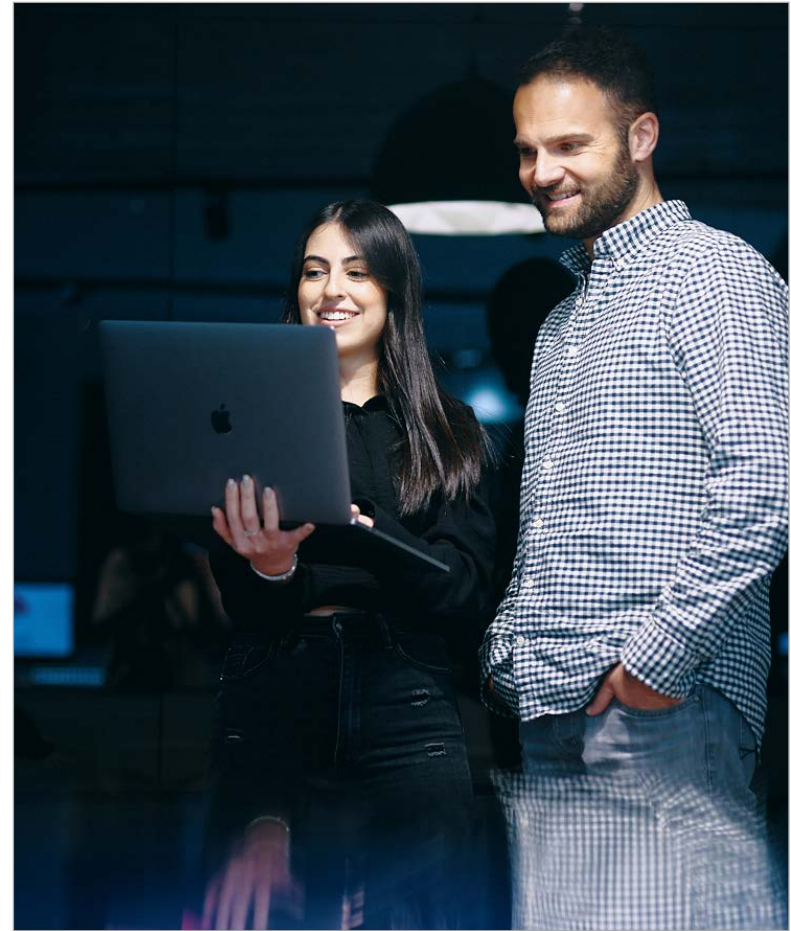
It is acceptable to crop library images and add neutral overlays to make text stand out. Please do not otherwise modify images from our library. At this time, please do not create images using generative AI tools.



Photography (continued)



Photography (continued)



Do not “borrow” images from the internet. Using someone else’s images and content without approval and appropriate citations subject the company (and you) to fines and lawsuits for copyright violation.

In certain circumstances it is permissible to republish figures from third-party publications, especially technical publications. Use of these images can reinforce industry perspectives or add credibility to our own work. In these cases, you must strictly adhere to the use and attribution policies of the source. Always cite the source and provide an online link where possible.

If in doubt reach out to the Brand team for guidance.

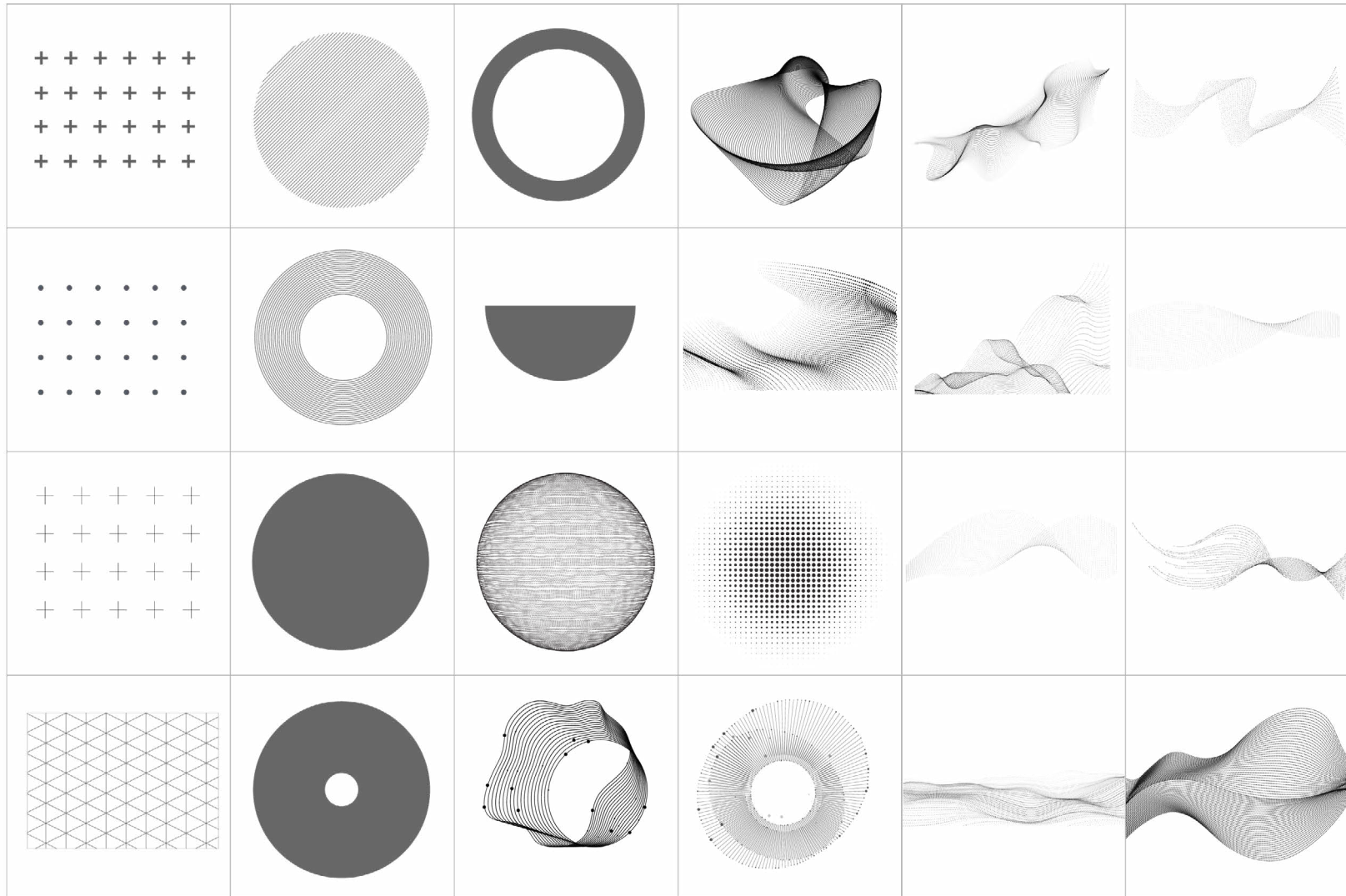
05

Defined Textures, Shapes and Patterns

Texture

A set of abstract elements to visually communicate complex cyber security topics and to add depth and interest. Please stick to palette colors. Do not distort, rotate or combine these textures except by overlaying them.

Note that like gradients, these are only to be used by design professionals at Check Point and approved agencies.



Check Point Solution Pillars

Check Point's products and technologies are organized into four main solution pillars:

- Hybrid Mesh Network Security
- Workspace Security
- Exposure Management
- AI Security

There is a standard text treatment for each pillar which can be used to bring visual consistency as necessary. Plain text is also acceptable. Please do not use any other treatment without consulting with Corporate Marketing.

Previously Used Sub-Brands

Check Point no longer uses the sub-brands "Infinity", "Quantum", "CloudGuard" and "Harmony". Only use these terms where necessary to reduce confusion by referring to our previous usage. Do not use their associated logos or icons.

Note that individual products no longer have logos, and the solution pillars are not part of the product name. Please refer to the Check Point Voice & Tone Guide for more details.

Stacked

HYBRID MESH
NETWORK SECURITY

HYBRID MESH
NETWORK SECURITY

WORKSPACE
SECURITY

WORKSPACE
SECURITY

EXPOSURE
MANAGEMENT

EXPOSURE
MANAGEMENT

AI
SECURITY

AI
SECURITY

Single Line

HYBRID MESH NETWORK SECURITY

WORKSPACE SECURITY

EXPOSURE MANAGEMENT

AI SECURITY

07

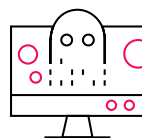
Iconography

Our Icons

There are more than 300 icons in our library that you can use to convey common concepts in a consistent, branded way, construct diagrams and add structure to related slides in a PowerPoint deck.

Please visit the Brand Identity Resources wiki page to download the icon library

Our library is regularly updated. so please contact us if you need a new icon.



Malware



Adware



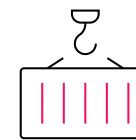
Data loss prevention



Mobile security



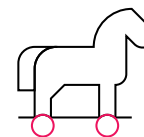
Executable file



Container



Penetration testing



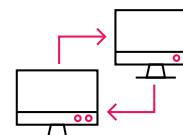
Trojan horse



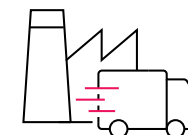
Partnership



Chat



Remote access



Supply chain

Using Icons

Icons should be used sparingly: they are not bullet point substitutes.

It's easy to detract from the message rather than enhance it.

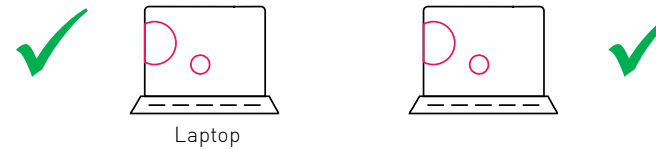
If no icon is available for a particular concept, try and find an alternate way to present content in a graphical manner.

If icons are not used consistently, their ability to convey information is lost.

Icons should only be used to represent assigned concepts. No repurposing!



Text underneath is preferred. Use without text when meaning is clear.



Do not combine, recolor or modify icons.



Illustrations

Illustrations enable more elaborate storytelling when photography is unable to effectively communicate complex cyber security concepts or when greater detail is required. They can also be useful for simpler concepts where a single icon lacks impact.

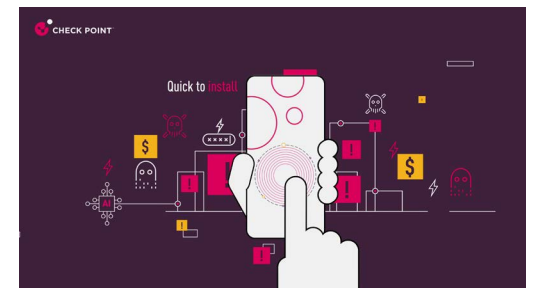
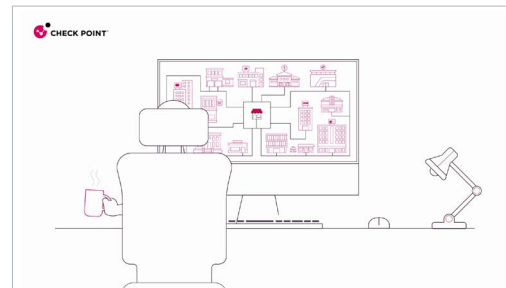
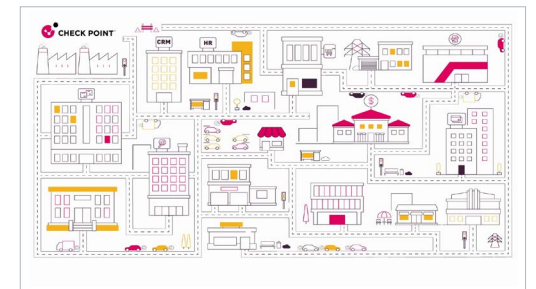
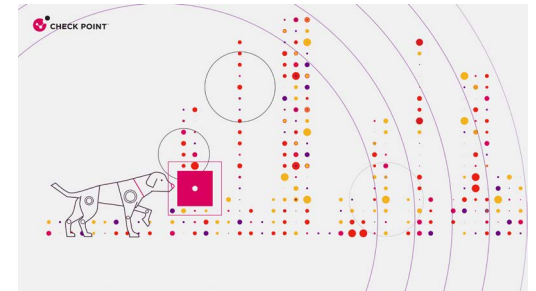
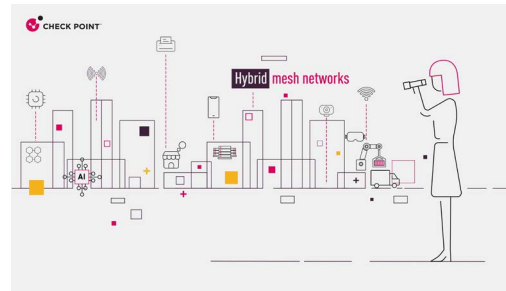
Our illustration style is simple, clear and distinctive. It complements our brand voice: bold, human, inclusive and authentic. It can bring complex cyber security concepts to life, but is also capable of flashes of humor.

Our illustration style builds on our iconography. We use simple lines and curves, with consistent line widths. We use gradients and fills sparingly.

We use our brand palette, prioritizing our signature colors and using the secondary colors for emphasis. Illustrations can use a light or dark background.

The look is strictly two-dimensional, although creating the illusion of depth can be created using superimposed two-dimensional layers.

We avoid mixing photography and illustration.



09

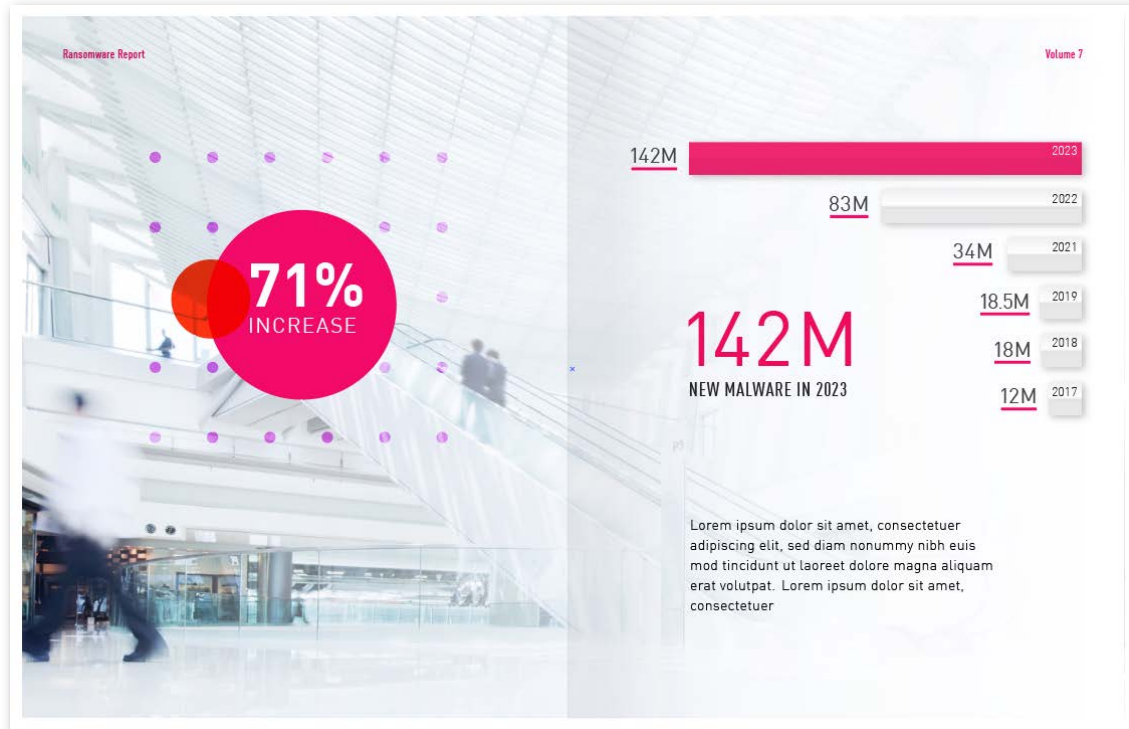
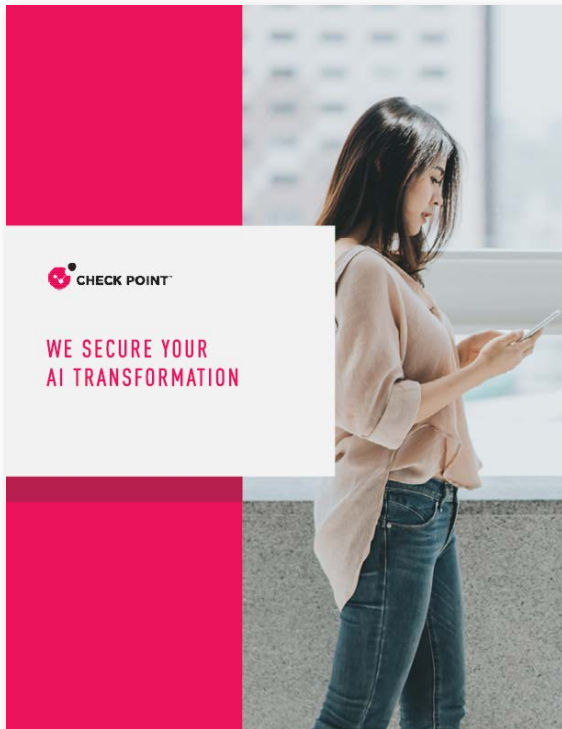
Bringing It All Together

Design Examples

We pride ourselves on being different from the rest and not pushing out cookie-cutter solutions. Reflecting that in how we use our design elements in marketing elevates our brand. These examples showcase how the Check Point design system may translate to multiple applications.

The example below illustrates the versatile ways in which we can create captivating layouts using Check Point's colors and graphic patterns.

The dominant color is Check Point Brand Berry, including the cover. The secondary colors and graphic patterns are used to enhance designs without overwhelming them, ensuring a clean and concise appearance.



Design Examples

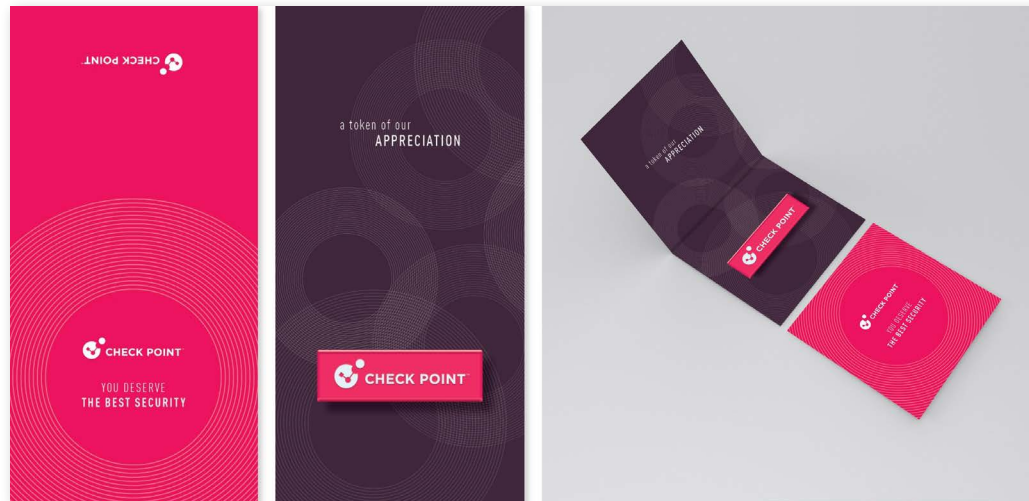
When designing collateral for a specific product pillar, only the assigned product pillar color and icon should be used. Do not use any other pillar colors.

Pillar icons and color accents should comprise less than 5% of the composition. This approach helps to underscore our commitment to a 'Check Point first' visual approach.

Secondary brand colors may also be used sparingly. Take care not to compete with the pillar color.



This lapel pin and card design combines the Check Point Signature Brand Colors with defined textures and shapes to create a jewel-like expression of our visual identity.

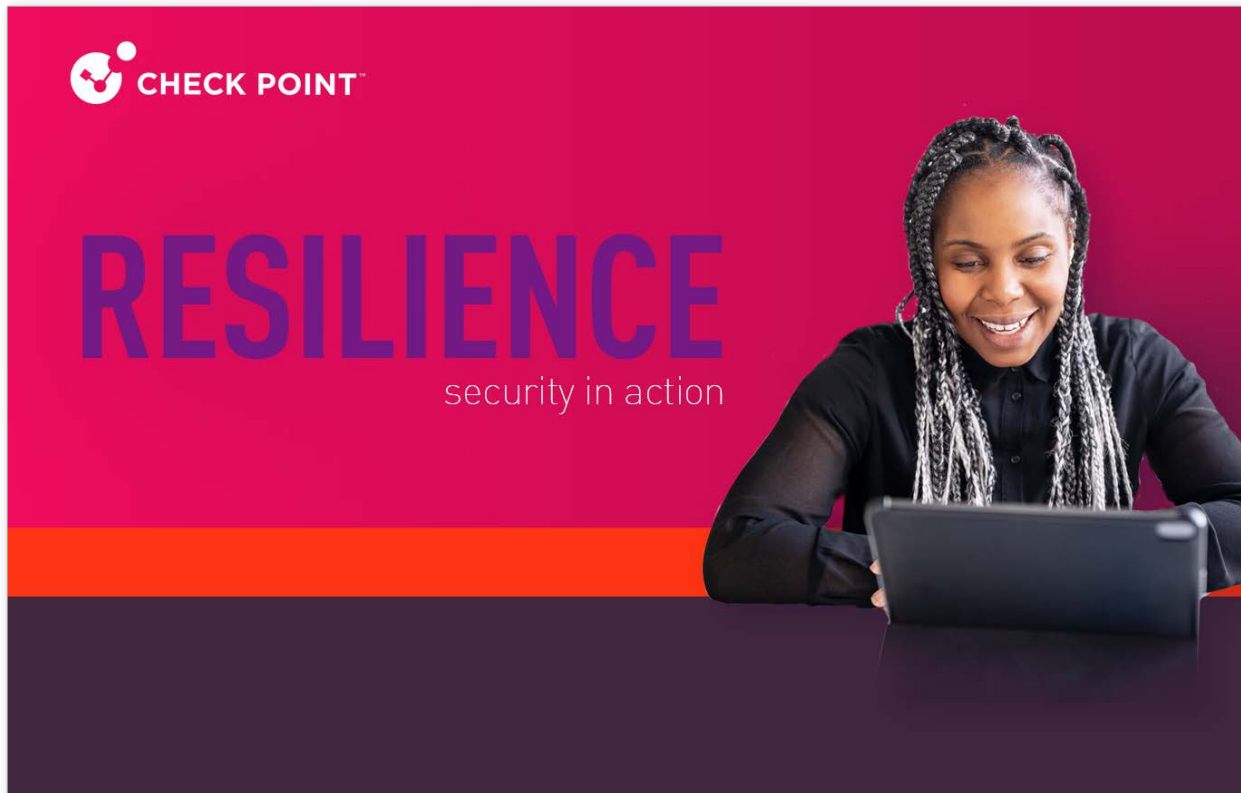


Design Examples

To establish our brand in the busy visual environment of trade shows, Brand Berry should be a dominant color. Other colors, and shapes and textures, can be added to add depth and movement.



Design Examples



Gradients can be used to add depth. Gradients should only use colors from the Primary and Secondary palettes.

All gradients should be minimal and not overpower the Check Point primary colors.

The social media examples here show dominant use of our signature colors.

In the example on the left, note how the orange secondary color is echoed in the color grading of the photo.

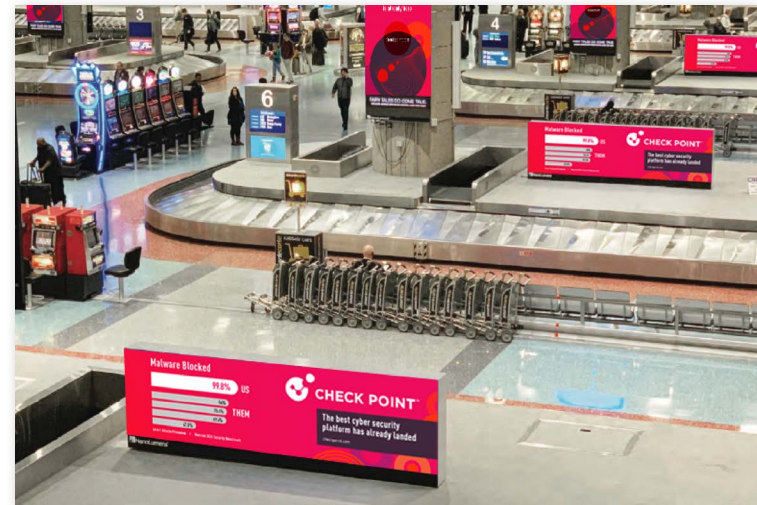
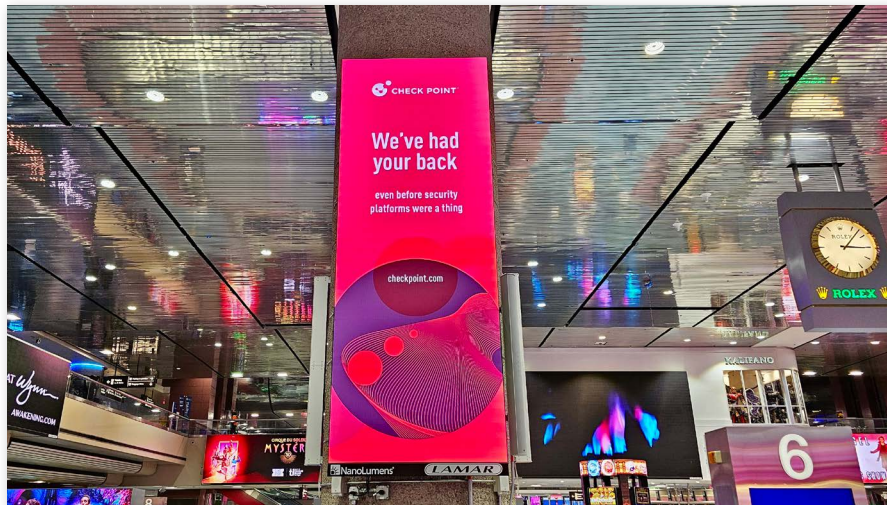


Design Examples

For digital signage, our signature colors should dominate.

This frame from an animation used on the Nasdaq tower shows how secondary color highlights can be combined with defined patterns and textures to add movement.

These airport terminal signs show how our signature colors can be used to establish a strong brand presence.



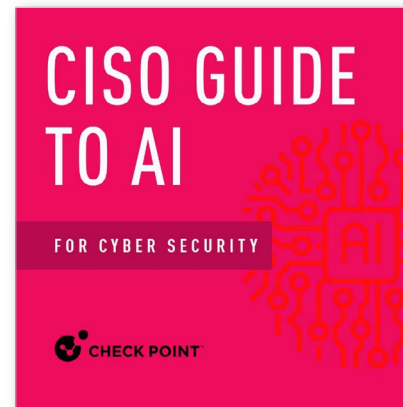
Design Examples

This spread uses the Brand Berry primary color and a secondary color applied to key graphic elements from the logo.



Smaller online ads use custom vector graphics to convey intricate cyber security concepts in more confined spaces when a photograph won't work.

These graphics should be used selectively, guided by the brand team. These are not icons and should not be used as icons.

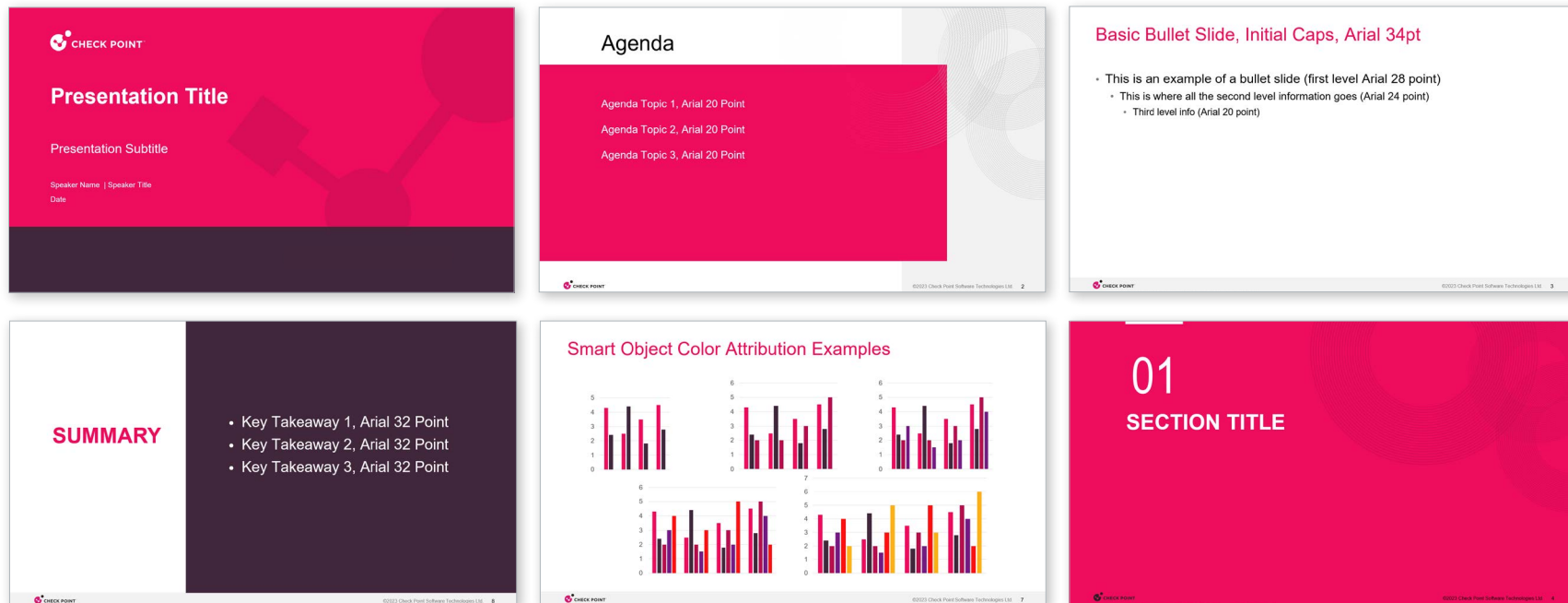


PowerPoint

PowerPoint is our primary vehicle for communicating with customers and broadcasting at industry events. We want it to be immediately clear that any slide is coming from Check Point. That means consistently using the brand identity elements from this guide. Here are some tips to make that easier:

- Use approved templates only. These have all the right fonts and colors preset to make sticking to the Brand easy
- Stick to the fonts and colors defined in this guide unless a special meaning must be conveyed
- For accessibility, color alone should not carry meaning (e.g. traffic lights are difficult for those with visual challenges.)
- Avoid rounded corners, and 3D effects like embossing and drop shadows
- Always leave slide footer uncovered and ensure the confidential labelling in the footer is correct. See Check Point's Data Classification Policy for more details
- Photographs should be as large as possible. Partial and "full-bleed" (background) usage are both acceptable

PowerPoint Slide Examples



11

Apparel and Merchandise

Apparel and Merchandise

Apparel and merchandise are highly visible and durable expressions of the Check Point brand.

The Check Point brand guidelines must be strictly applied to apparel and merchandise.

Items that don't require design approval

Merchandise branded with the Check Point logo only may be purchased without involving the Brand Team.

Use of that logo must follow the guidelines outlined in section 1 of this document.

No additional elements such as other logos, tag lines or graphics are permitted.

For clothing, because of the difficulty of accurate color matching, only white, grey and black fabrics are permitted.

For hard surfaces, other natural finishes such as brushed aluminum, wood or brown leather are permissible.

When to involve the Brand Team

All apparel and merchandise featuring additional elements must be designed by the Brand Team.

All items featuring surface colors not listed above must also be approved by the Brand Team.

Examples of items that don't require approval



Examples of items requiring approval



At Check Point, we are innovators, problem-solvers, trusted partners, and above all, humans.
Let's make sure our brand reflects this in all we do.

For questions about our design elements or branding, reach out to
brand-request@checkpoint.com

We make our world a safer place to live and work.

Notes:

For any special circumstances where it is not possible to align with these brand guidelines, please seek written approval from Corporate Marketing

Corporate Marketing may deviate from these guidelines where necessary for individual campaigns to maximize reach and effectiveness.

Video guidelines

All video content should be produced either by Corporate Marketing or by vendors approved by Corporate Marketing.

Please visit the Brand Identity Resources wiki page to view the Motion and Video Brand Guidelines.



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