

RapidStream
Brand Identity Guidelines
Styles
and
Standards



RapidStream® Brand Identity Guidelines

Purpose

RapidStream, Inc. has developed the following guidelines to ensure that RapidStream and its partners convey a single, consistent identity in all communications. The guidelines and examples are intended to help those responsible for producing materials that feature the RapidStream brand.

Please read the following guidelines before preparing communications (including presentation material, datasheets, white papers, banners, mailers, brochures, catalogs, web pages, etc.) that reference any RapidStream products, technologies or brand identity. If you have further questions concerning these guidelines, their application, or an application not covered, please contact the following:

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Please visit our online press kit (http://www.rapidstream.com/news_events/press_kit.html) frequently for updated public relations information, including boilerplates, images and the most up-to-date Brand Identity Guidelines.

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Permission, Clearance and Questions

The use of RapidStream logos, 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 RapidStream.

Basic Elements for Brand Identity

Company Name

- RapidStream is ALWAYS written as one word, with both the “R” and “S” capitalized
- RapidStream must never be represented as two words
- RapidStream must never be hyphenated
- RapidStream® is a registered trademark of RapidStream, Inc. and must include the ® in the first reference

Corporate Logo

Logo Use

The RapidStream logo is the primary graphic component of the RapidStream brand. The logo is the only acceptable RapidStream symbol. Under no circumstances can a third party alter or distort the logo in any manner. It must ALWAYS appear in its entirety. It may never be used as a decorative item without written permission from RapidStream. The integrity of the logo must be maintained in order to protect our trademarks. Under no circumstances should any of the colors in the RapidStream logo be substituted. To reproduce the RapidStream logo, use the approved digital files provided by RapidStream. There are two (2) acceptable versions of the RapidStream logo:

2-Color Logo



The red and black used in the 2-color logo must match the PMS, CMYK or RGB formula. The color logo should appear on a white background. If it is not possible to print on a white background, the black logo is recommended.

Black Logo





The all black version is recommended for use when a white background is not available. A dark background is not recommended with the black RapidStream logo. An all white version can be used on a dark color background.

Color Application

The impact and recognition of color can greatly enhance the RapidStream brand image when used in a consistent manner.

The color palette below has been approved by RapidStream and is an acceptable use of color in various applications. The primary colors below are those used in the RapidStream logo. The secondary colors can be used in design elements that are produced with the RapidStream logo.

Primary Colors

RED		BLACK	
PMS:	186 C	PMS:	Proc. Black C
CMYK:	0.91.76.0	CMYK:	0.0.0.100
RGB:	237.23.31	RGB:	0.0.0
Hex:	#ED171F	Hex:	#000000

Secondary Colors

RED



PMS: 1807 C
 CMYK: 25.96.84.19
 RGB: 161.40.48
 Hex: #A12830

GRAY



PMS: Cool Gray 1
 CMYK: 10.7.8.0
 RGB: 226.226.226
 Hex: #E2E2E2

GREEN



PMS: 383 C
 CMYK: 18.0.100.18
 RGB: 165.190.0
 Hex: #A5BE00


GRAY



PMS: Cool Gray 8
 CMYK: 45.37.35.1
 RGB: 146.148.151
 Hex: #929497

Clearance Space

The RapidStream logo must be allowed a clean visual separation from all other elements with which it appears. A minimum clearance space of .25 inches, 18 points or 17.7 centimeters must be maintained around the entire logo. The space should not be patterned and should be clear of any type or other elements, including the edge of the page or screen.

 = .25 inches
 18 points
 17.7 centimeters



Minimum Size

The RapidStream logo must always look sharp and well defined. It is recommended that the logo should never appear smaller than the minimum size or legibility will be lost. Minimum widths in various measurement formats are:

- 1.25 inches
- 3.18 centimeters
- 7.5 picas



When appearing in conjunction with other company logos of equal relationship, the size should be proportionately the same size in height or width and displayed on an equally prominent basis.

Correct



Incorrect



Logo Misuses

The RapidStream logo may never be altered in its relationship or appearance. It may never be cropped, stretched, elongated, rotated, or distorted in any way. Taglines should never be added to the logo (i.e. arrows pointing to tagline). The logo style should never be used to create other logos. If there is any doubt about how to use the RapidStream logo, please contact RapidStream.

Unacceptable uses of the RapidStream logo

Do NOT alter proportions of the logo



Do NOT change the colors of the logo



Do NOT separate or rearrange the elements of the logo



Do NOT add taglines to the logo



Do NOT add shadows or other special effects



Do NOT use the previous version of the logo with the "Fast Forward Security" tagline



Logo Dos & Don'ts

Dos

- Do use the complete logo as provided by RapidStream
- Do use the logo in PMS colors or all black
- Do use the color logo only on a white background
- Do use the all black logo on any light colored background
- Do allow a 0.25 inch (or equivalent) spacing around the RapidStream logo

Don'ts

- Don't change the original ratio of the logo when resizing it
- Don't separate or rearrange the elements of the logo, including the ® symbol
- Don't add other elements to the logo (shadows, outline, etc.)
- Don't change the logo's colors
- Don't use a colored version of the logo on a colored background
- Don't use elements from the logo to create a new design
- Don't redesign the logo's symbol
- Don't replace the logotype with another typeface
- Don't crop the logo off the edge of a page or screen
- Don't use the previous version of the logo with the "Fast Forward Security" tagline

Typeface Guidelines

The recommended typeface for use with RapidStream collateral are:

Primary Typefaces

Futura

Futura Book

Futura BT Bold

Futura Md BT

Secondary Typefaces

Century Gothic

Helvetica

Century Gothic Bold

Helvetica Bold

RapidStream Products

Referencing RapidStream Product Names

- Product names include RapidStream® with the model number, such as RapidStream® 8100. The full name should be used in the initial reference, with the registered trademark symbol.
- The proper descriptor for the product line is "RapidStream 'Secured by Check Point™"

Referencing RapidCore®

- The full name of the network security processor is RapidCore®
- RapidCore is ALWAYS one word, with both the "R" and "C" capitalized
- RapidCore® is a registered trademark of RapidStream, Inc. and must include the ® in the first reference

Referencing RapidCare™

- The full name of the RapidStream support program is RapidCare™ Companion (for End-Users) or RapidCare™ Guide (for VARs)
- RapidCare is ALWAYS one word, with both the "R" and "C" capitalized
- RapidCare™ is a trademark of RapidStream, Inc. and must include the ™ in the first reference

Product Trademarks and Registered Trademarks

Trademarks and Copyrights

Trademarks and copyrights appear as disclaimers in printed material and in legal sections of a website. They are held by a company to protect their legal interest in company names, product names and slogans. Disclaimers often change; therefore please contact our marketing department for the most current trademark information. Authorized partners can find this information on the Partners Website in the most recent Brand Identity Guidelines.

Referencing RapidStream

The following disclaimer should appear on all materials that include logos, product photos or any mention of RapidStream, Inc., RapidStream, RapidCore or RapidCare:

- a) Written documents (e.g. collateral, documentation, user manuals, presentations)
- b) Product packaging
- c) Media kits
- d) Initial product splash screens (seen by users each time the product is launched)

If space is limited, this disclaimer may be edited to include only those products mentioned in the material being produced. Current as of July 1, 2003:

© 2003 RapidStream, Inc. All rights reserved. RapidStream, the RapidStream logo, RapidCore and RapidCare are either trademarks or registered trademarks of RapidStream, Inc. in the United States and/or other countries. All other mentioned brands, product names and logos are or may be trademarks or registered trademarks of their respective owners.

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.

RapidStream® 11000	RapidCore®
RapidStream® 8100	RapidCare™ Companion
RapidStream® 6100	RapidCare™ Guide
RapidStream® 2200	
RapidStream® 2100	

RapidStream Boilerplate

About RapidStream

RapidStream provides high-performance Virtual Private Network (VPN) and Firewall appliances for demanding enterprise users. RapidStream appliances ship with Check Point NG software preinstalled and tested in the factory for rapid and cost-effective deployment. All RapidStream appliances incorporate RapidCore® processors, a custom security ASIC. The RapidCore processor simultaneously executes VPN, firewall, Network Address Translation (NAT), and IP Security (IPSec) policies at unmatched levels of performance with latency measured in microseconds, not milliseconds. RapidStream appliances deliver the trusted protection of Check Point software at record speed, enabling businesses to utilize high bandwidth without compromising their level of security. For more information, please call us at 206.521.1410 or visit us on the web at <http://www.rapidstream.com>.

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RapidStream Partners

RapidStream Partners can access approved logos, artwork, product photos, design templates and additional tools from our secured partners website.

Partner Website: <http://www.rapidstream.com/partners>