

Brand Guidelines



Radware Brand Guidelines

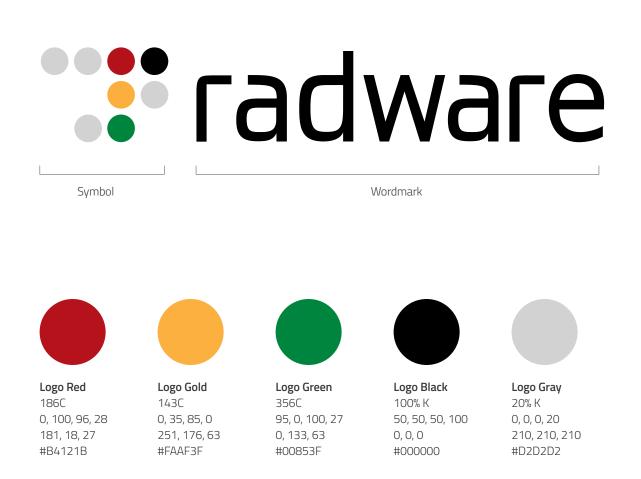


Primary Logo - Positive

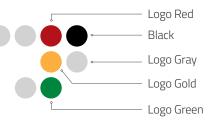
The primary logo is composed of the symbol and wordmark in full color. It is the preferred logo and should be used whenever possible, space permitting.

The positive primary logo is to be used only on a white background.

POSITIVE PRIMARY LOGO



LOGO COLOR SPECIFICATIONS



Primary Logo - Reverse

The reverse primary logo is to be used only on a black background.

Important Note:

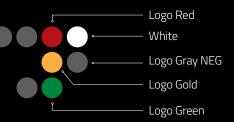
For optimal results in print applications, the background for the reverse logo should be Logo Black (50, 50, 50, 100).

REVERSE PRIMARY LOGO

FadWare

Symbol		Wordmark		
Logo Red	Logo Gold	Logo Green	White	Logo Gray NEG
186C	143C	356C	0% K	63% K
0, 100, 96, 28	0, 35, 85, 0	95, 0, 100, 27		0, 0, 0, 77
181, 18, 27	251, 176, 63	0, 133, 63	0, 0, 0	94, 94, 94
#B4121B	#FAAF3F	#00853F	#FFFFFF	#5E5E5E

LOGO COLOR SPECIFICATIONS



POSITIVE SECONDARY LOGO

Secondary Logo

The secondary logo is the one-color version of the Radware logo. The positive secondary logo is 100% black. The reverse secondary logo is white.

The secondary logo may be used on a variety of complex backgrounds, patterns, and photography when the colors of the primary logo may be difficult to see. When using the secondary logo on a solid background color, ensure that color is part of the Radware brand color palette. The secondary logo may also be used in discrete instances such as a multi-branded shared event where a single color mark is required.

Ensure legibility by using the positive logo over light backgrounds or images and the reverse logo over dark backgrounds or images.

REVERSE SECONDARY LOGO

5

POSITIVE SECONDARY LOGO

Using the Secondary Logo

Use the secondary logo only in instances when reproducing the primary fullcolor Radware logo is not possible. Such instances include, but are not limited to:

- Single-color applications
- Secondary use in the same communication in which the full-color primary logo is present
- Busy, colorful, or medium tonal backgrounds and imagery that limit the legibility of colors of the Radware symbol
- Low-contrast backgrounds that do not allow for all parts of the primary logo to render correctly and legibly
- Company products that require machining, embroidery, or silk-screen applications that are constrained by a limited color palette

REVERSE SECONDARY LOGO

REVERSE SECONDARY LOGO

°° adware

POSITIVE SECONDARY LOGO

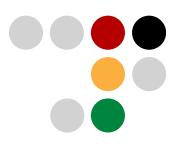




FULL-COLOR SYMBOL

The Radware Symbol

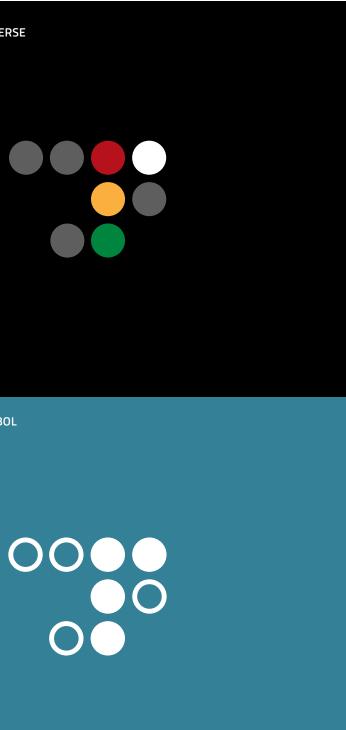
The Radware symbol is the graphic component of the primary logo. When applying the symbol, always adhere to the usage rules as they apply to the primary logo, secondary positive logo, and secondary reverse logo.



POSITIVE SECONDARY SYMBOL

FULL-COLOR SYMBOL - REVERSE

REVERSE SECONDARY SYMBOL



7

Logo

Using the Radware Symbol

Radware's primary logo comprises the symbol and the wordmark, and it is the preferred brand mark to use when representing Radware.

Always use the Radware symbol as a supporting graphic element to the primary logo.

In specific instances, such as company products/swag and trade show environmental graphics, it is possible for the Radware symbol to take priority in scale/prominence for graphic impact. However, the primary logo must always be present.

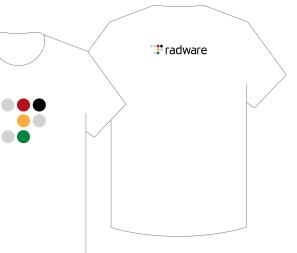
For review and approval to use the symbol in Radware communications, please contact **branding@radware.com**.

COLLATERAL DOCUMENTS - LAST PAGE

About Radware Radware® (NASDAQ: RDWR) is a global leader of cybersecurity and application delivery solutions for physical, cloud and software-defined data centers. Its award-winning solutions portfolio secures the digital experience by providing infrastructure, application and corporate IT protection and availability services to enterprises globally. Radware's solutions empower more than 12,500 enterprise and carrier customers worldwide to adapt quickly to market challenges, maintain business continuity and achieve maximum productivity while keeping costs down. For more information, please visit www.radware.co Radware's technology is a particu Radware encourages you to join our community and follow us on: Radware Blog. Link and response capabilities, and un Facebook, Twitter, SlideShare, YouTube, Radware Connect app for iPhone® and our security center SWarriors.com that provides a comprehensive analysis of DDoS attack tools, trends and threats Attack Detection Attack detection lies at the heart of any we e offers unparalleled attack detec using sophisticated machine-learning and art "Differentiated app security, which combines °:**::** radware and rules" -Gartner "Provides a combination positive security models. and intent-based analysis protection to application "Solid on attack detection anti-data-leakage configu -Forrester "This solution's protection standards such as OWASP API Top 10, and OWASP Au surpasses any other ven GigaOm Comprehensive Cover Protecting against web application attacks requ application security solution which ent, API security, DDoS protection, th "Radware offers one of the security offerings on the W -Gartner "Radware has a strong bot capability compared to oth including human activity det © 2024 Radware Ltd. All rights reserved. The Radware products and solutions mentioned in this document are protect trademarks, patents and pending patent applications of Radware in the U.S. and other countries. For more details, •••• false positives" -Gartner "Radware's strong bot mar capabilities include some in features" -KuppingerCol "Covers API ingestion/import effectively, with both OpenAPI import and API discovery" -GigaOm 2022 Radware Ltd. All rights reserved. The Radware products and solutions mentioned in this document are protected by trademarks, patents and panding patent applications of



ACCESSORIES



Logo

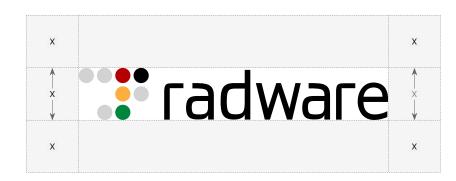
Clear Space and Sizing

Clear space for the logo is equal to the height of the symbol.

Maintain a clear space equal to half the height of the symbol on all sides.

Don't place any text or imagery within the minimum clear space.

Minimum sizes are listed for the primary logo and symbol to ensure legibility across all Radware communications.



CLEAR SPACE: PRIMARY AND SECONDARY LOGOS



MINIMUM SIZE: DIGITAL



MINIMUM SIZE: PRINT

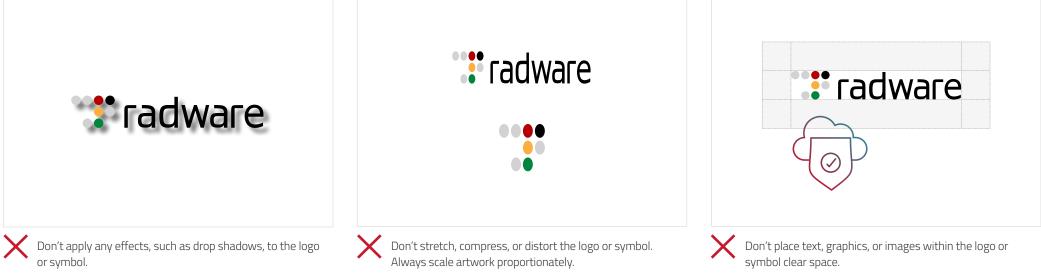


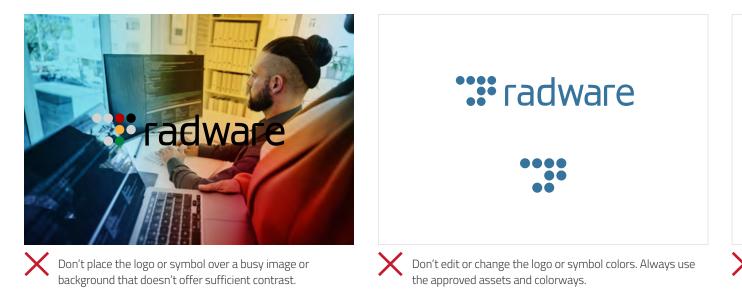
CLEAR SPACE: SYMBOL

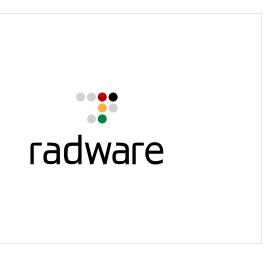
MINIMUM SIZE: DIGITAL



Logo Don'ts







Don't alter the position of the symbol or wordmark.

Radware Brand Guidelines

Typography

Primary Typeface

Titillium Web is the Radware brand typeface. Use it in all headlines, subheads, and body copy in print and digital applications.

Titillium Web is available for free from <u>Google Fonts</u>.

Titillium Web

Titillium Web Extra Light *Titillium Web Extra Light Italic* Titillium Web Light Titillium Web Light Italic **Titillium Web Regular** Titillium Web Regular Italic **Titillium Web SemiBold** *Titillium Web SemiBold Italic* **Titillium Web Bold Titillium Web Bold Italic**

Secondary Typefaces

Helvetica is our chosen typeface for body text in collateral documents - as collateral documents contain large amounts of body text, legibility is crucial. Hence the use of the classic sans-serif Helvetica.

Arial is our web-safe system typeface. Use Arial in select circumstances when Titillium Web won't render, such as an email. or in Microsoft Word.

Calibri is an alternate typeface for use on Microsoft PowerPoint.

Helvetica

Helvetica Light Helvetica Light Oblique Helvetica Regular Helvetica Regular Oblique **Helvetica Bold** Helvetica Bold Oblique

Arial

Arial Regular Arial Regular Italic **Arial Bold Arial Bold Italic**

Calibri

Calibri Regular Calibri Regular Italic **Calibri Bold** Calibri Bold Italic

Type Hierarchy

These are suggested type styles for Collateral documents.

Light and Extra Light styles should only be used at larger sizes. Use Regular, SemiBold, and Bold for small to medium headings, and Helvetica for body copy.

Adjust tracking as needed; light type may require more generous tracking when used on a dark background.

Document Title

Titillium Web Light / 46pt / -15 tracking

Headline

Titillium Web Light / 34pt / -20 tracking

Subhead

Titillium Web SemiBold / 19pt / -10 tracking

O Subsection Headline

Titillium Web Bold / 15pt / -10 tracking

5 Info Headline

Titillium Web Semibold / Dark Aqua / 12pt / -10 tracking

6 Body Copy

Helvetica Neue Regular / 11pt / 0 tracking

7 Info Text

Titillium Web Regular / 9pt / -10 tracking

8 Footer copy

Helvetica Neue Light / Gray / 7pt / 0 tracking

SAMPLE PAGE, 50% SCALE

5

7

6

4

B

8

	Figure 3 Top 10 API Security Vulnerabilities	API1 - 2019 Broken Object Level API2 - 2019 Broken user Authen API3 - 2019€ rocessive Data Exp API4 - 2019 Lack of Resource & API5 - 2019 Broken Function Lev
		APIs submit and retrieve da sensitive data. As a result, t to find easier ways into app
Í		API Protection Consid Because of the wide variety access controls (such as au prevention, bot managemer API-specific attacks, such a manipulations. In addition tr also cover unknown, undoor
	Figure 4 Most common attocks against APIs "Source: Radivarie application security research	Access Violation De 38%
		The Challenge of Web applications and API s users and undesired attack and API services is the abili and block malicious traffic u
		A false negative is caused v positives are the opposite p differentiate legitimate usen transactions. Typically, orga lowering their overall securit the risk of introducing false
	-	

OWASP API Security Top 10

uthonization	API6 - 2019 Mass Assignment
cation	API7 - 2019 Security Misconfiguration
Sure	APIB - 2019 Injection
Rate Limiting	API8 - 2019 Improper Assets Management
el Authorization	API10- 2019 insufficient Logging & Monitoring

ata and may expose application architecture and potentially they have increasingly become a target for attackers trying plications.

derations

y of API threats. API protection requires a combination of uthentication and authorization mechanisms), injection nt, DoS mitigation and more. Hackers may also try some as using invalid schemas, parameter tampering or token o supporting OpenAPI, an API protection solution should cumented APIs.



False Positives and False Negatives

services are being accessed both by desired legitimate eres (malignant users whose goal is to harm the application a of the biggest challenges in protecting web applications ity to accurately differentiate between the two and identify while ensuing continuous service for legitimate users.

when an attack is not delected or blocked by the WAF. False problem – heightened security policies that cannot effectively is from attacks and therefore block legitimate users' anizations are more sensitive to false positives to the point of ty posture to the level of not blocking any legitimate traffic at negatives. Radware Brand Guidelines

Color

Brand Palette

Radware Aquas (Bright Aqua, Aqua and Dark Agua) are the base of the Radware color palette. The Reds, Gold, and Dark Blue are accent colors and should be used sparingly.

Light Aqua, Light Gray and Warm Gray can be used as backgrounds for text

PRIMARY COLOR PALETTE







Dark Red

PMS: 7427 C PMS: 7427 U CMYK: 27, 100, 84, 28 **RGB:** 143, 29, 42 HEX: #8F1D2A



Gold

PMS: 7549C **PMS:** U CMYK: 0,35,100,0 **RGB:** 255, 175, 0 HEX: #FFAF00



Dark Gray

PMS: 447 C PMS: BLACK 6 U CMYK: 53, 47, 46, 65 **RGB:** 60, 60, 60 HEX: #3C3C3C



Darkest Blue PMS: 7547C CMYK: 90, 71, 55, 64 RGB: 16, 34, 44

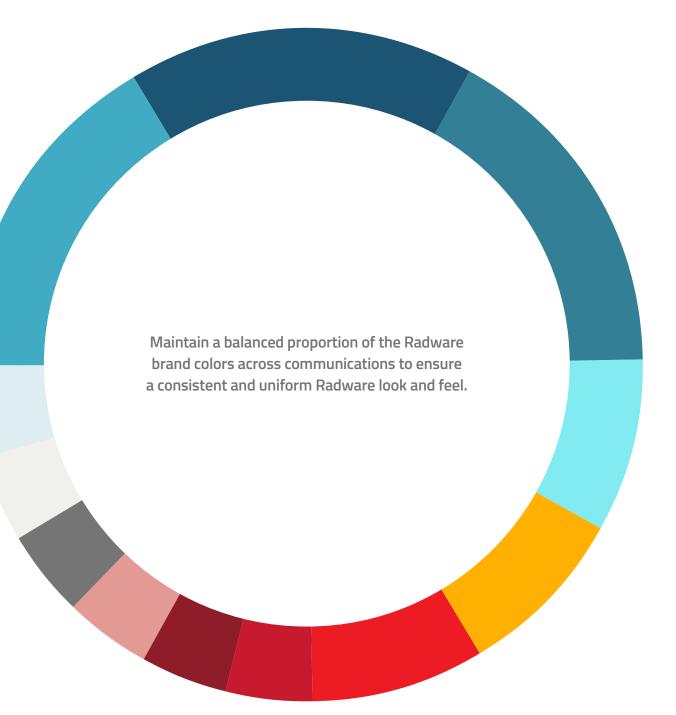
HEX: #10222C

Color Balance

The Radware Aquas and Dark Blue are the main players in the design, followed by Bright Red, Gold and Bright Aqua. Last in the hierarchy are the rest of the Reds, as well as Gray, Warm Gray and Pale Aqua.

Use the color ratios on this page to guide your design.





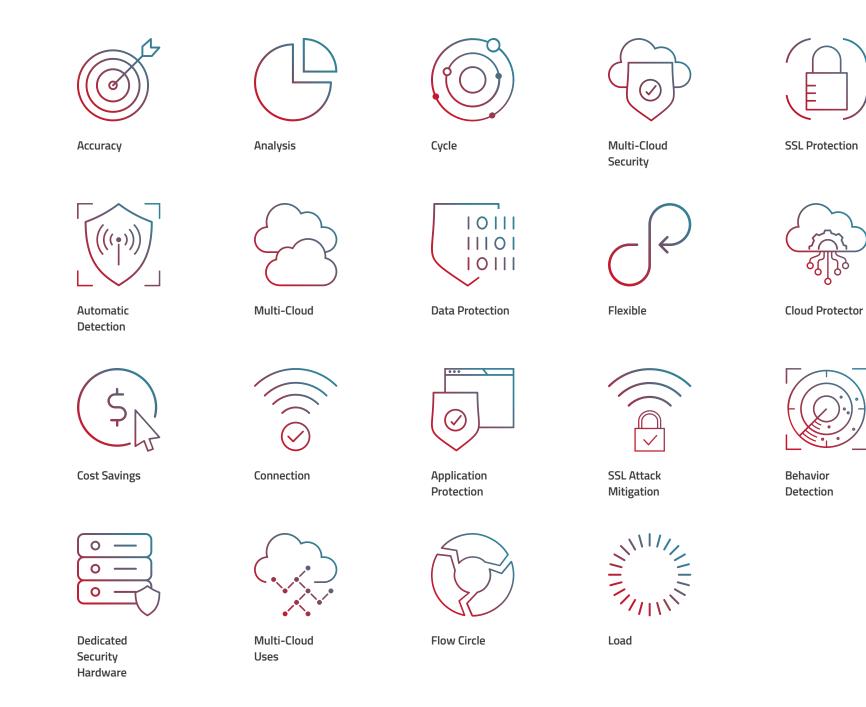
Radware Brand Guidelines

lconography

Product and Solution Features

Product and solution feature icons are monoweight line illustrations and use the Radware gradient.

For the full library of icons, contact branding@radware.com.







 \frown





Workflow



Cloud Bot



Adaptive Security

Radware Brand Guidelines

Graphic Device

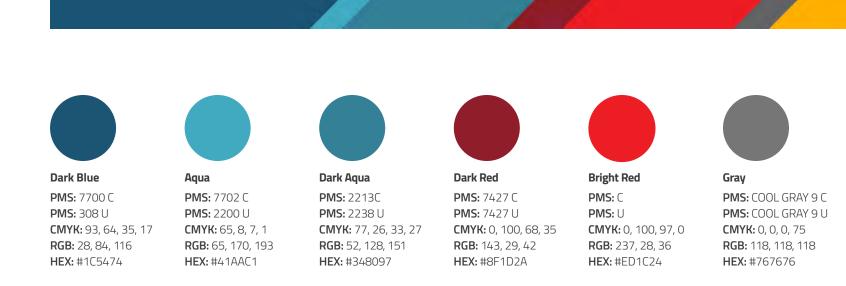
20

Color Strip

The new Radware color strip consists of palette colors, in the order presented here.

The strip is to be placed on all Radware designs, either horizontally or vertically, while maintaining a positive 45° angle.

see next page for more information and examples of usage.







PMS: C PMS: U CMYK: 0,35,100,0 RGB: 255, 175, 0 HEX: #FFAF00



Bright Aqua PMS: 318 C PMS: 304 U CMYK: 39, 0, 9, 0 RGB: 129, 235, 243 HEX: #81EBF3



Color Strip

The Radware color strip consists of 45° color blades in various widths.

The strip is to be used in all Radware designs, either horizontally or vertically.

Usage:

- The strip's overall width can be slightly adjusted for better effect
- Width of individual colored blades within the strip can be adjusted, but the order of the colors should be kept at all times.
- Using only part of the strip is allowed. No need to include all the colors for every design.
- The strip color sequence can be reversed by means of rotation and/or flipping of the original strip, as long as a positive 45° angle is maintained.

HORIZONTAL PLACEMENT (REVERSE ORDER)

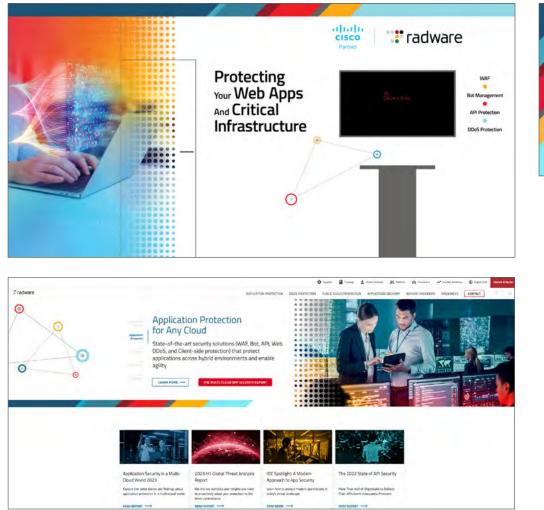


Stay Ahead of

Learn about hacktivists and how to protect your business

Register now

HORIZONTAL PLACEMENT: COMPLETE (TOP) AND PARTIAL (BOTTOM)



VERTICAL PLACEMENT

📲 radware

Stay Ahead of Hacktivists

Learn about hacktivist threats and how to protect your business

Register now



Linked Dot Triangle

A graphic element consisting of 3 connected dots, each surrounded by a concentric color circle, signifying connectedness and flow inherent to Radware's area of expertise.

The Linked triangle will have limited use (primarily in tradeshow booths)

The linked triangle can appear on solid backgrounds, or on very low-contrast parts of background images.

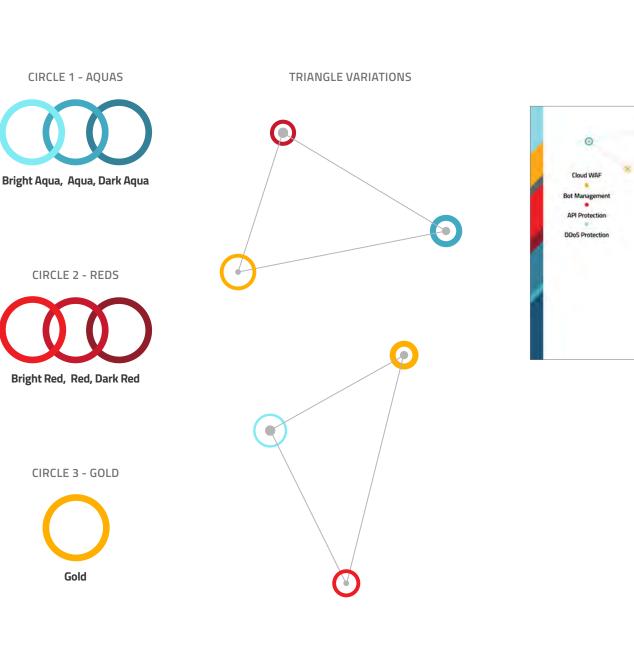
The dots and conecting lines will consist of one grayscale color: black, gray or white.

Dots and circles can have varying diameters, as long as the corresponding circle for each dot is larger in diameter, and there is discernable space between the two.

Circles can have varying stroke width.

The three circles will have three different colors: one from the Aqua color family, the other from the Red family, and the third will be Gold.

The Linked Dot Triangle can be drawn in any way, and two triangles or more can be superimposed on one another for a more prominent effect.



0

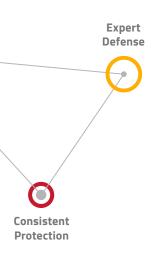
Intelligent

Security

-

APPLICATIONS EXAMPLES





Radware Arrow

A graphic element used mainly in collateral documents, web/email CTA boxes and Powerpoint presentations.

The main role of the arrow is to draw the reader's attention to adjacent text or other visual content.

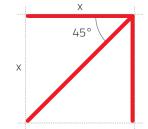
In Powerpoint slides the arrow can act as a bullet, and can also change its length to act as a connector

The arrow can appear in any color from the primary palette.

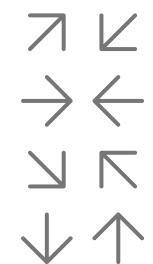
The stroke width of the arrow decreases as the scale of the arrow increases.

See use cases:

SQUARE ARROW: FOR MOST APPLICATIONS



DIRECTIONS: 45° INCREMENTS



USE CASES: **COLLATERAL DOCUMENTS - PAGE OPENER / BULLET**



Applications are at the core of every organization - from sophisticated e-commerce engines to cloud-based productivity solutions and personal tools on mobile phones. Applications are your primary revenue generators, growth and retention engines, and your main customer engagement platform.

The web application attack landscape is evolving in conjunction with ongoing changes around application development, hosting and maintenance. Whether onpremise or cloud based, applications are now scattered across different platforms and frameworks. Applications require updating and must comply with information security policies. In addition, they rely on the availability of information from thirdparty services that they interact with via APIs. As a result, the attack surface targeting applications is greater and their exposure to risk is increasing.

Applications constantly change and security policies must adapt accordingly to safeguard applications and the data they host. Protecting against an expanding variety of attack methods and real-time mitigation to automated attacks while minimizing false positives can be difficult. It often necessitates manual labor, operational costs and expertise that many organizations can't sustain by themselves. DevOps methodologies, modern app architectures and cloud migration are forcing application security teams to investigate new ways to keep up with new vulnerabilities and to manage policies across disparate hosting environm

This solution brief reviews the security requirements for web application and API protection and Radware's holistic application protection solution

Assessing the Application and API Attack Landscape

Application Vulnerabilities

The top issues challenging application security are defined OWASP Top 10 (2021) by the Open Web Application A01: Broken Access Contro Security Project (OWASP) A02: Cryptographic Failures Top 10 application threats. A03: Injection Organizations that seek A04: Insecure Design effective application protection A05: Security Misconfiguration use the OWASP Top 10 as A06: Vulnerable and Outdated Components a starting point for ensuring protection from the most A08: Software and Data Integrity Failures common and virulent threats or application misconfigurations A10: Server-Side Request Forgery (SSRF) that can lead to vulnerabilities. Figure 1: OWASP Top 10 Application Security Risks

A07: Identification and Authentication Failure A09: Security Logging and Monitoring Failures

To effectively stay ahead of the threats bad bots impose on web applications and APIs requires a holistic approach that can correlate several bad bot characteristics for accurate detection and apply the most effective mitigation technique without impacting legitimate users. Here are some key capabilities

- changing IP addresses)
- Intent and behavioral analysis (such as correlating of intent signatures across devices)
- Collective bot intelligence and threat research
- Dedicated protection model to safeguard APIs against bot attacks 7 Identifying authentic API access patterns to pinpoint malicious access attempts

An enterprise-grade bot detection engine should have deep-learning and self-

optimizing capabilities to identify and block constantly evolving bots that alter their characteristics to evade detection by basic security systems.

radware

Hi Sharon.

The Move to Public Cloud Creates Security Silos

EMAILS - CTA BOXES



Radware Brand Guidelines

Photography

25

Selecting Images

Technology is the tool that allows Radware to help people and businesses thrive. Use images that empasize professionalism, team work, technological advancement and serious problem solving.

Brand imagery should make the target audience feel that they're in the hands of trusty professionals, and are well taken care of.

Select images with these stylistic principles:

- Unposed, and spontaneous
- Professionals at work
- Non-smiling
- Diversity in age, gender, and ethnicity
- Focus on advanced technology
- Show connections between teammates •
- Show people interacting with technology - using computers or mobile devices

THEME: IT CONTROL ROOM





THEME: USERS













THEME: CYBER SECURITY

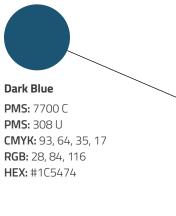
Dynamic Color Gradient

The new Radware color gradient consists of 7 colors: Bright Red, Gold, Dark Blue, Aqua,Bright Aqua and Warm Gray.

The gradient is formatted as a Freeform Gradient, and is used as an overlay on top of a visual.

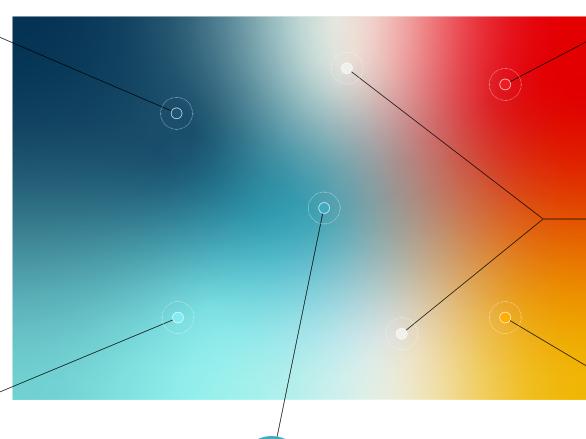
Use one Warm Gray spot between gold and the aquas, and another one between the red and the blue (in order to neutralize the creation of greens and purples, respectively).

See next page for usage



Bright Aqua

PMS: 318 C PMS: 304 U CMYK: 39, 0, 9, 0 RGB: 129, 235, 243 HEX: #81EBF3



Aqua

PMS: 7702 C PMS: 2200 U CMYK: 65, 8, 7, 1 RGB: 65, 170, 193 HEX: #41AAC1

Bright Red PMS: C PMS: U CMYK: 0, 100, 97, 0 RGB: 237, 28, 36 HEX: #ED1C24

Warm Gray

PMS: WARM GRAY 1 C PMS: WARM GRAY 1 U CMYK: 4, 3, 5, 0 RGB: 240, 240, 236 HEX: #F0F0EC

Gold

PMS: C PMS: U CMYK: 0,35,100,0 RGB: 255, 175, 0 HEX: #FFAF00

Using the Gradient Overlay

The Radware gradient containing the 5 key colors is to be placed on top of a chosen image (in Photoshop) in a way that blends well with the image areas and accentuates the strong focal points of the image.

The gradient can be changed by shifting the colors around for each individual image.

Blending will be made by means of one or more identical gradient layers, in varying blending modes and opacities: Soft Light, Color, Hue, etc.

Areas showing skin tone will be masked out of the gradient layers, either completely or partially, so as to blend the people smoothly into the overall visual.

The level of blending can change depending on the specific application. For instance: images used in digital ads can be more saturated than those used in large booths or rollups (more saturation is achieved by higher opacity levels of blending gradient layers).









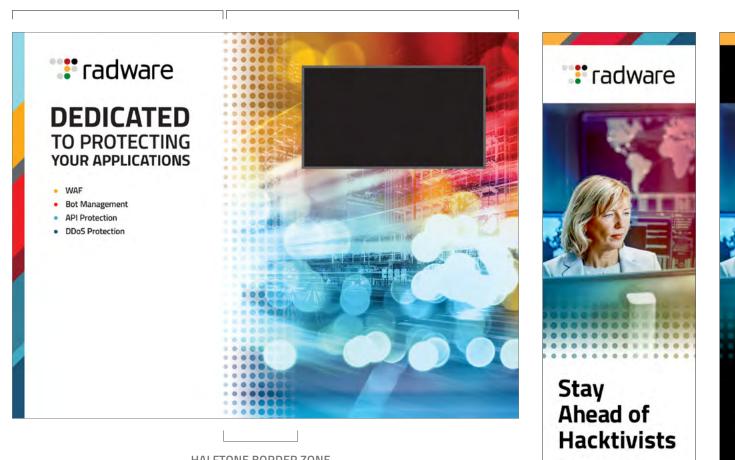
TEXT AREA

Halftone Image Framing

When using images in either print or web applications, in most cases the image can't be used over all the format area. In this case there's a need to frame it by stylizing the border as a straight halftone gradient. The dot size can be changed to better effect.

The halftone effect can be aided by soft feathering of the image outside the dots in the border zone, and using gradient overlays on top of the image inside the dots, in order to soften the transition to the text area of the page - brightening the edges when the text area is white, or darkening it when the text area is black.

See examples:



IMAGE

HALFTONE BORDER ZONE



Register now



Ahead of Hacktivists

Learn about hacktivists and how to protect your business

Register now

Example Images

The images on this page relate to Radware's services and adhere to the stylistic principles outlined on **page 26**:

- Unposed, and spontaneous
- Professionals at work
- Non-smiling
- Diversity in age, gender, and ethnicity
- Focus on advanced technology
- Show connections between teammates
- Show people interacting with technology – using computers or mobile devices







Professional Close Up Code	Data Cen
People	Diverse









Example Images

The images on this page relate to Radware's services and adhere to the stylistic principles outlined on **page 26**:

- Unposed, and spontaneous
- Professionals at work
- Non-smiling
- Diversity in age, gender, and ethnicity
- Focus on advanced technology
- Show connections between teammates
- Show people interacting with technology – using computers or mobile devices







Professional	Office	Diverse	Tech
Workstation	People		Innov











31

Photography Don'ts



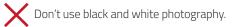
Don't use overly busy images.













 \mathbf{X} Don't use unapproved colors in the Radware gradient.





 \mathbf{X} Don't use vector illustrations as main visuals.



Don't apply the gradient in a harsh or overly saturated way. Do let some of the natural colors of the image come through.

Radware Brand Guidelines

Brand Messaging

Brand Messaging

The new brand messaging focses on Radware's main area of expertise application protection.

Use the following copy in tradeshow booth designs.

Use the additional messaging when booth size allows.

HEADLINE

Dedicated to Protecting Your Applications

SUBHEAD

WAF Bot Management API Protection DDoS Protection

ADDITIONAL MESSAGING

Intelligent Security, Consistent Protections, Expert Defense

Brand Messaging -Carriers/Service Providers

Use the following alternative heading when collaborating with carriers or service providers.

ALT. HEADLINES

Dedicated to Protecting Your Networks & Applications

Dedicated to Protecting Your Applications & Infrastructure

Radware Brand Guidelines

Brand Elements in Action

36

Tradeshow Booths

In tradeshow booths, use brand elements such as the color strip (compulsory), linked triangle (optional), and use the halftone pattern to separate between image and text area.

Keep text background light, preferably white.

See examples for 10x10 and 20x10 booths. Note the inclusion of the 2nd. subhead in the larger booth design

10X10 BOOTH: HEADLINE + SUBHEAD





20X10 BOOTH: FULL MESSAGING

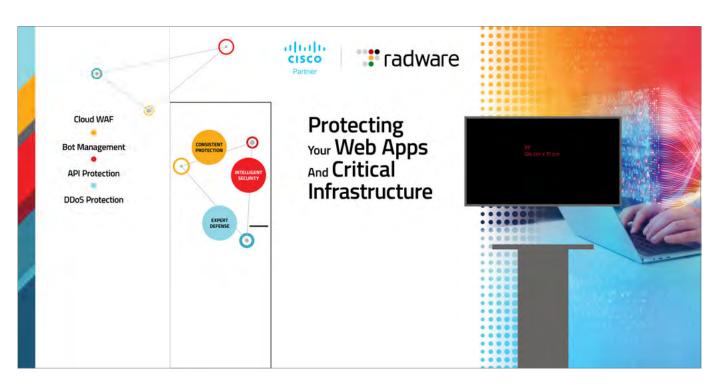




Tradeshow Booths -Carriers/Service Providers

Alternate messaging

RADWARE/CISCO BOOTH: ALTERNATE MESSAGING



Campaign Graphics -Digital Ads

For digital ads use the Radware color strip, as well as the halftone image framing to separate the text area from the image.

Digital ads can have either a white background or a black one. Use the corresponding primary logo for each.

Images for digital ads should be tweaked for better visual effect:

- Gradient overlay: reshuffle the gradient colors to reach a balanced result within the image's visible frame.
- Color saturation: increase the opacity of the gradient blend layers to reach a more lively result.

See examples:

GENERAL USE IMAGE:



IMAGE IN DIGITAL AD:

Carn about hacktivist threats and how to protect your business



: radware

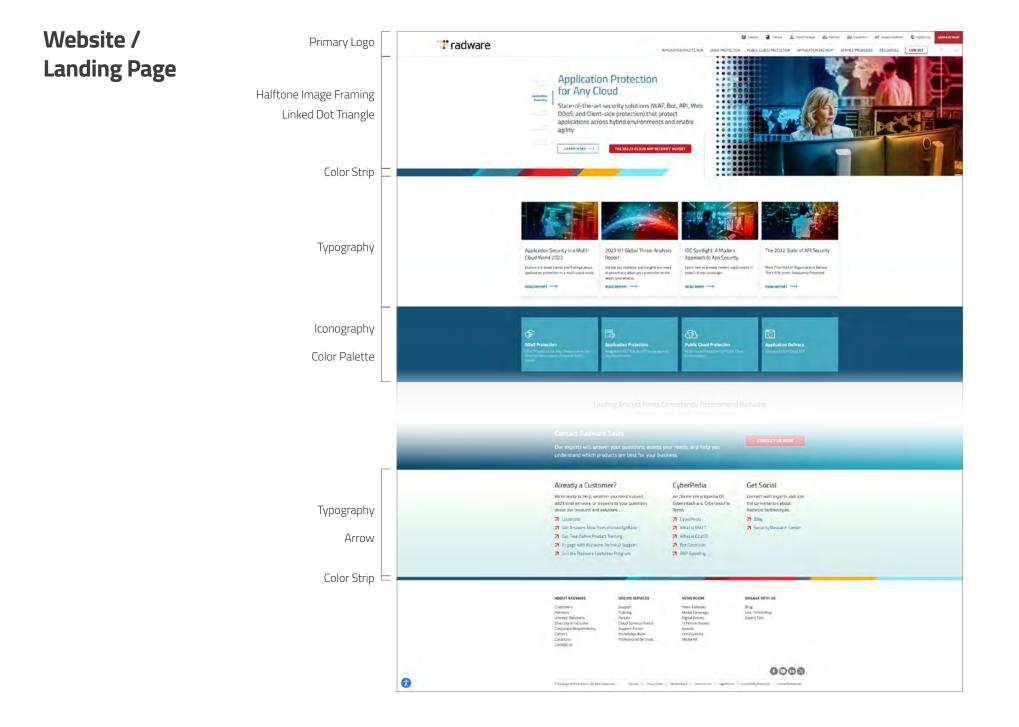
Stay Ahead of Hacktivists

Learn about hacktivist threats and how to protect your business

Register now







Digital Paid Media Banner





Stay Ahead of Hacktivists

Learn about hacktivists and how to protect your business

Register now

Whitepaper





Color Overlay

Contact

Questions? Email **Deborah.Myers@radware.com** 43