radware

Brand Guidelines

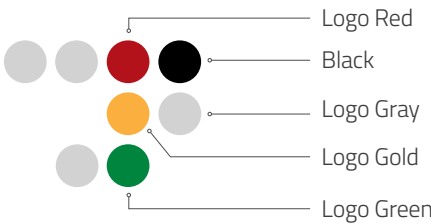2024

Logo

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.
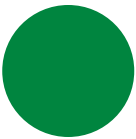
POSITIVE PRIMARY LOGO

Symbol

Wordmark

LOGO COLOR SPECIFICATIONS

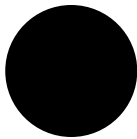Logo Red

Black

Logo Gray

Logo Gold

Logo Green

Logo Red
186C
0, 100, 96, 28
181, 18, 27
#B4121B

Logo Gold
143C
0, 35, 85, 0
251, 176, 63
#FAAF3F

Logo Green
356C
95, 0, 100, 27
0, 133, 63
#00853F

Logo Black
100% K
50, 50, 50, 100
0, 0, 0
#000000

Logo Gray
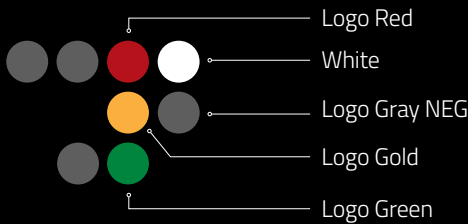20% K
0, 0, 0, 20
210, 210, 210
#D2D2D2

Primary Logo - Reverse

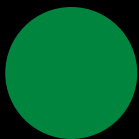The reverse primary logo is to be used only on a black background.
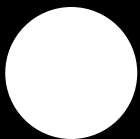
Important Note:
For optimal results in print applications, the background for the reverse logo should be Logo Black (50, 50, 50, 100).

REVERSE PRIMARY LOGO

radware

Symbol   Wordmark

LOGO COLOR SPECIFICATIONS

Logo Red
White
Logo Gray NEG
Logo Gold
Logo Green

Logo Red
186C
0, 100, 96, 28
181, 18, 27
#B4121B

Logo Gold
143C
0, 35, 85, 0
251, 176, 63
#FAAF3F

Logo Green
356C
95, 0, 100, 27
0, 133, 63
#00853F

White
0% K

0, 0, 0
#FFFFFF

Logo Gray NEG
63% K
0, 0, 0, 77
94, 94, 94
#5E5E5E

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.

Using the Secondary Logo

Use the secondary logo only in instances when reproducing the primary full-color 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

POSITIVE SECONDARY LOGO

POSITIVE SECONDARY LOGO

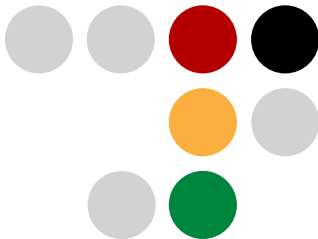POSITIVE SECONDARY LOGO

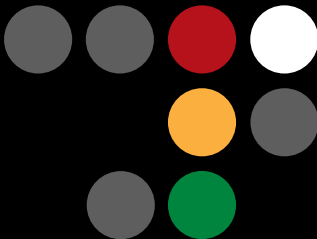REVERSE SECONDARY LOGO

REVERSE SECONDARY LOGO

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.
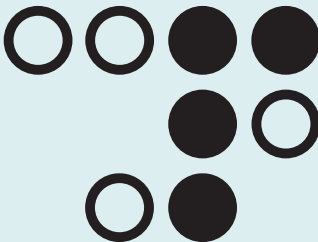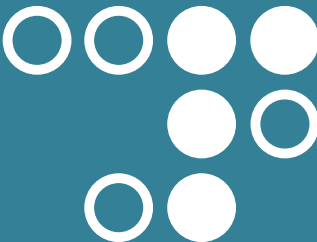
FULL-COLOR SYMBOL

FULL-COLOR SYMBOL - REVERSE

POSITIVE SECONDARY SYMBOL

REVERSE SECONDARY SYMBOL

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
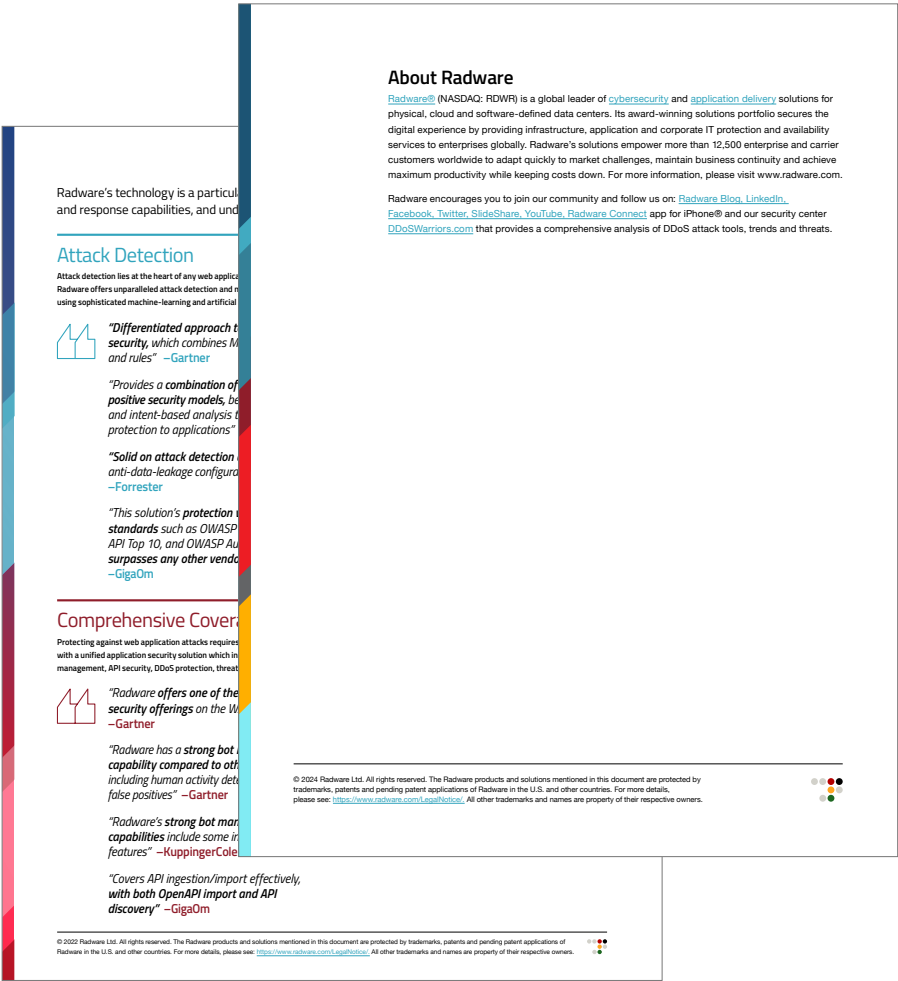
ACCESSORIES
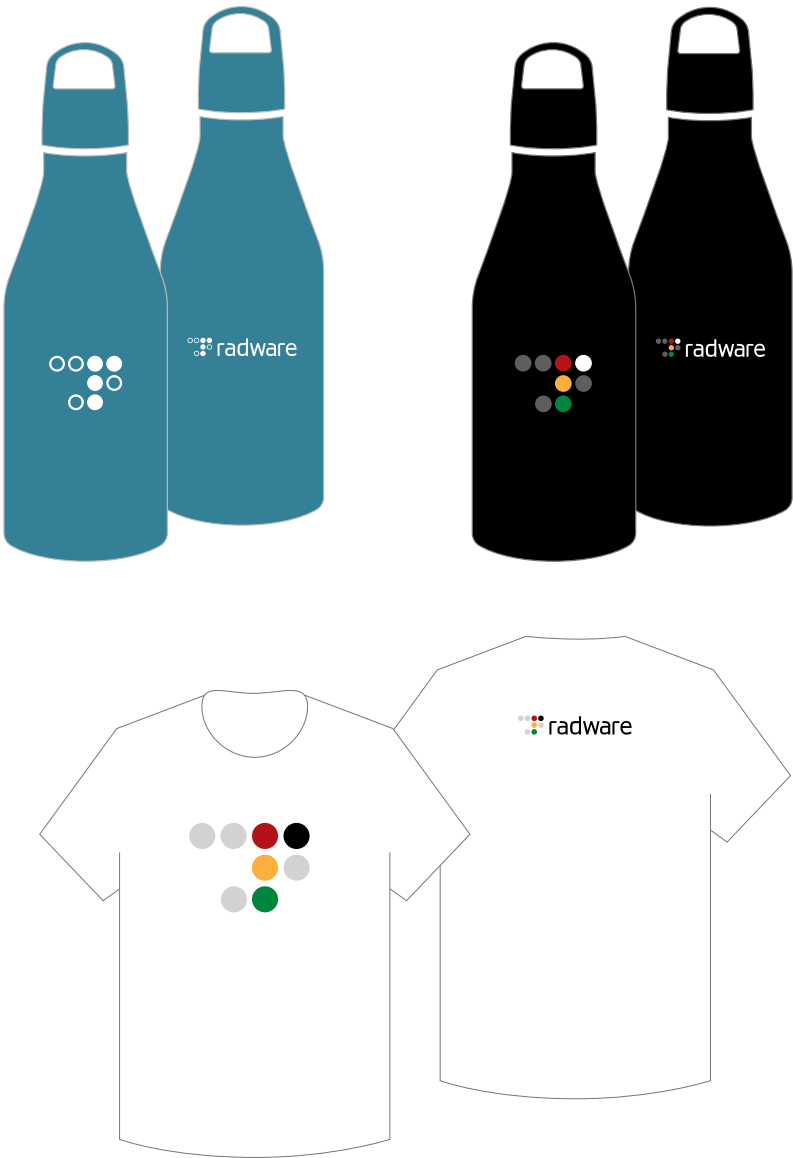
Clear Space and Sizing

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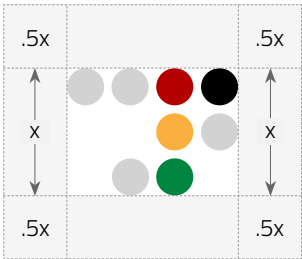
Don't place any text or imagery within the minimum clear space.

Minimum sizes are listed for the primary logo and symbol to ensure legibility across all Radware communications.
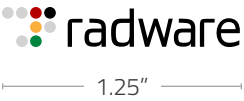
CLEAR SPACE: PRIMARY AND SECONDARY LOGOS

CLEAR SPACE: SYMBOL

MINIMUM SIZE: PRINT

1.25"

MINIMUM SIZE: DIGITAL

100 px

MINIMUM SIZE: PRINT

.375"

MINIMUM SIZE: DIGITAL

28 px

Logo Don'ts

✕ Don't apply any effects, such as drop shadows, to the logo or symbol.
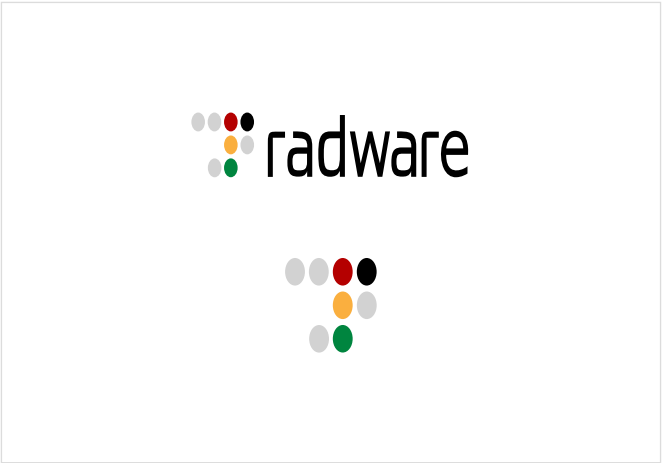
✕ Don't stretch, compress, or distort the logo or symbol. Always scale artwork proportionately.
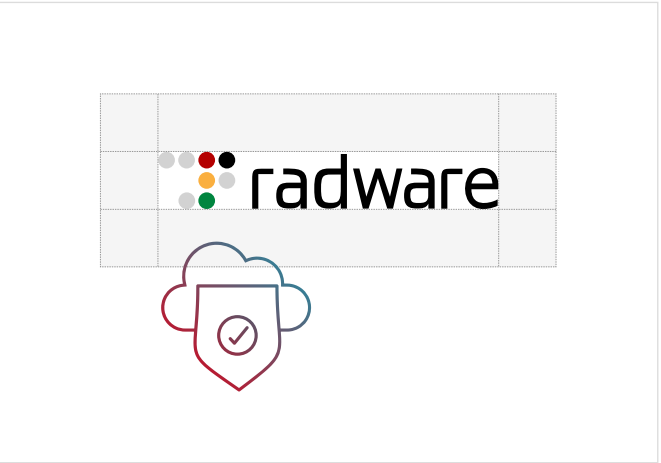
✕ Don't place text, graphics, or images within the logo or symbol clear space.

✕ Don't place the logo or symbol over a busy image or background that doesn't offer sufficient contrast.

✕ Don't edit or change the logo or symbol colors. Always use the approved assets and colorways.
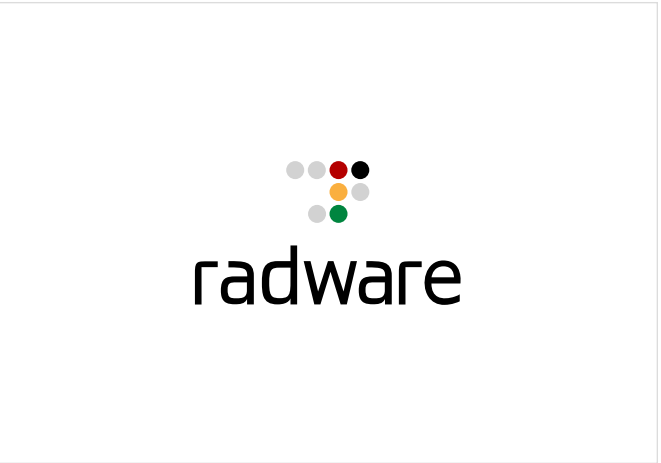
✕ Don't alter the position of the symbol or wordmark.

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 Google Fonts.

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.

1 Document Title

Titillium Web Light / 46pt / -15 tracking

2 Headline

Titillium Web Light / 34pt / -20 tracking

3 Subhead

Titillium Web SemiBold / 19pt / -10 tracking

4 Subsection Headline

Titillium Web Bold / 15pt / -10 tracking

5 Info Headline

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

6 Body Copy

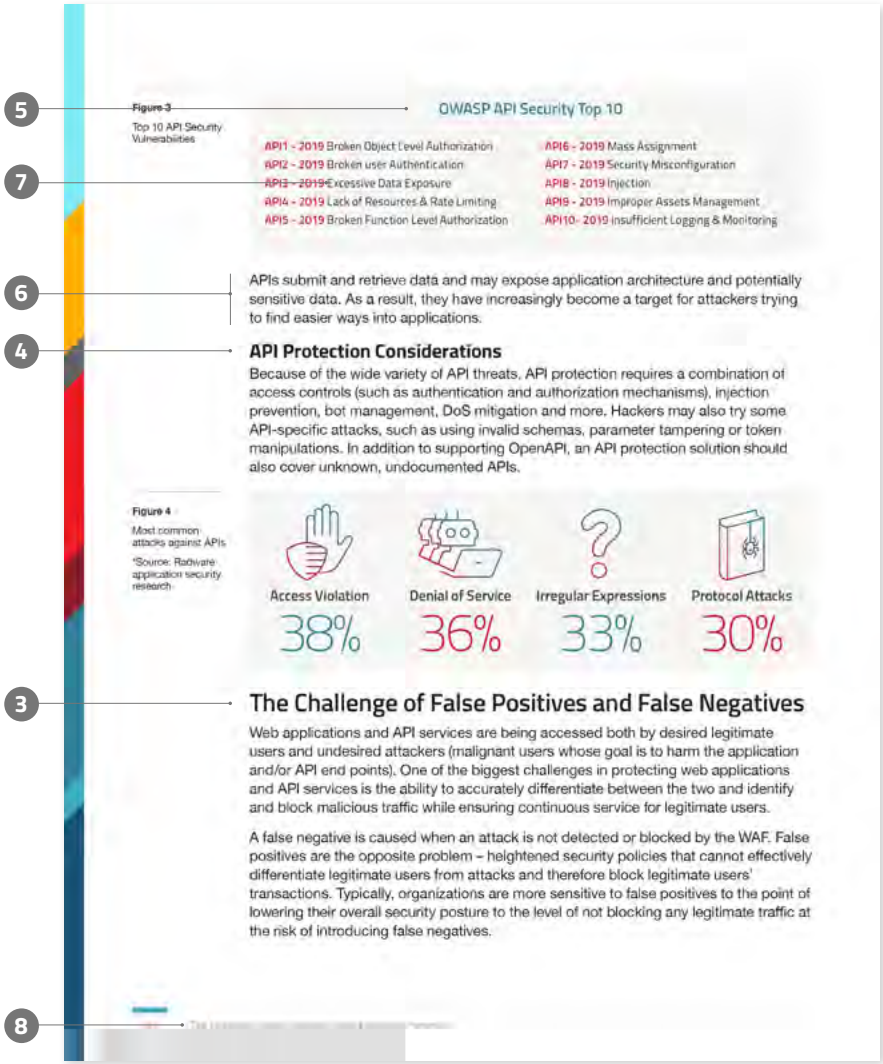Helvetica Neue Regular / 11pt / 0 tracking

7 Info Text

Titillium Web Regular / 9pt / -10 tracking

8 Footer copy

Helvetica Neue Light / Gray / 7pt / 0 tracking
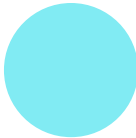
SAMPLE PAGE, 50% SCALE

Color

Brand Palette

Radware Aquas (Bright Aqua, Aqua and Dark Aqua) 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

Bright Aqua
PMS: 318 C
PMS: 304 U
CMYK: 35, 0, 13, 0
RGB: 129, 235, 243
HEX: #81EBF3

Aqua
PMS: 7702 C
PMS: 2200 U
CMYK: 70, 14, 20, 0
RGB: 65, 170, 193
HEX: #41AAC1

Dark Aqua
PMS: 2213C
PMS: 2238 U
CMYK: 80, 38, 32, 3
RGB: 52, 128, 151
HEX: #348097

Dark Blue
PMS: 7700 C
PMS: 308 U
CMYK: 93, 64, 35, 17
RGB: 28, 84, 116
HEX: #1C5474

Bright Red
PMS: 185C
CMYK: 0, 100, 97, 0
RGB: 237, 28, 36
HEX: #ED1C24

Red
PMS: 186 C
PMS: 200 U
CMYK: 0, 100, 80, 5
RGB: 198, 25, 46
HEX: #C6192E

Dark Red
PMS: 7427 C
PMS: 7427 U
CMYK: 27, 100, 84, 28
RGB: 143, 29, 42
HEX: #8F1D2A
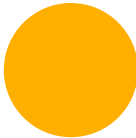
Gold
PMS: 7549C
PMS: U
CMYK: 0,35,100,0
RGB: 255, 175, 0
HEX: #FFAF00

LIGHT COLOR PALETTE

Pale Aqua
PMS: 656C
CMYK: 12, 0, 5, 0
RGB: 221, 238, 240
HEX: #DCEEF0

Light Gray
PMS: COOL GRAY 1 C
PMS: COOL GRAY 1 U
CMYK: 0, 0, 0, 10
RGB: 220, 220, 220
HEX: #DCDCDC

Warm Gray
PMS: WARM GRAY 1 C
PMS: WARM GRAY 1 U
CMYK: 4, 3, 5, 0
RGB: 240, 240, 236
HEX: #F0F0EC
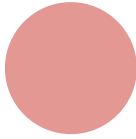
Light Red
PMS: 7606 C
PMS: 7607 U
CMYK: 5, 46, 31, 2
RGB: 228, 152, 148
HEX: #E49894

DARK COLOR PALETTE
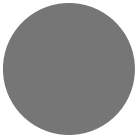
Gray
PMS: COOL GRAY 9 C
PMS: COOL GRAY 9 U
CMYK: 0, 0, 0, 75
RGB: 118, 118, 118
HEX: #767676
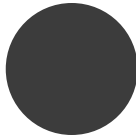
Dark Gray
PMS: 447 C
PMS: BLACK 6 U
CMYK: 53, 47, 46, 65
RGB: 60, 60, 60
HEX: #3C3C3C

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.

Maintain a balanced proportion of the Radware brand colors across communications to ensure a consistent and uniform Radware look and feel.

- Aqua
- Dark Blue
- Dark Aqua
- Bright Aqua
- Gold
- Bright Red
- Red
- Dark Red
- Light Red
- Gray
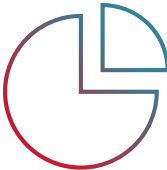- Warm Gray
- Pale Aqua

Iconography

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.

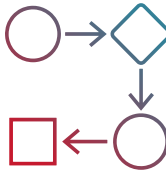| Accuracy | Analysis | Cycle | Multi-Cloud Security | SSL Protection | Workflow |

| Automatic Detection | Multi-Cloud | Data Protection | Flexible | Cloud Protector | Cloud Bot |

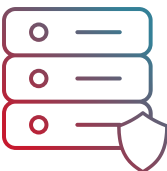| Cost Savings | Connection | Application Protection | SSL Attack Mitigation | Behavior Detection | Adaptive Security |

| Dedicated Security Hardware | Multi-Cloud Uses | Flow Circle | Load |

Graphic Device

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.

Dark Blue
PMS: 7700 C
PMS: 308 U
CMYK: 93, 64, 35, 17
RGB: 28, 84, 116
HEX: #1C5474

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

Dark Aqua
PMS: 2213C
PMS: 2238 U
CMYK: 77, 26, 33, 27
RGB: 52, 128, 151
HEX: #348097

Dark Red
PMS: 7427 C
PMS: 7427 U
CMYK: 0, 100, 68, 35
RGB: 143, 29, 42
HEX: #8F1D2A

Bright Red
PMS: C
PMS: U
CMYK: 0, 100, 97, 0
RGB: 237, 28, 36
HEX: #ED1C24
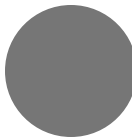
Gray
PMS: COOL GRAY 9 C
PMS: COOL GRAY 9 U
CMYK: 0, 0, 0, 75
RGB: 118, 118, 118
HEX: #767676

Gold
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

+45°
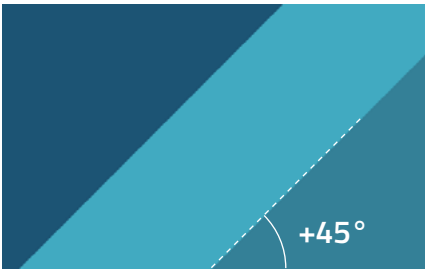
Color Strip

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)**

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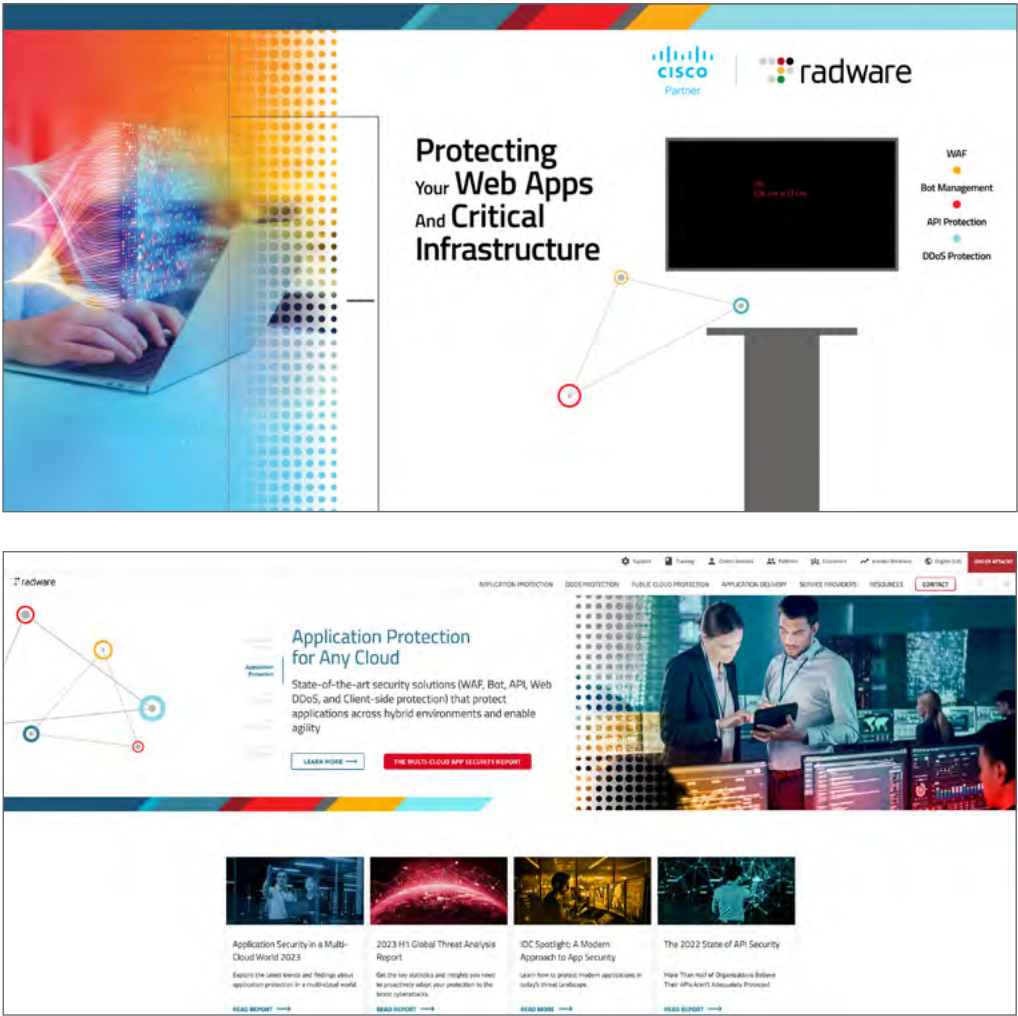
VERTICAL PLACEMENT

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)

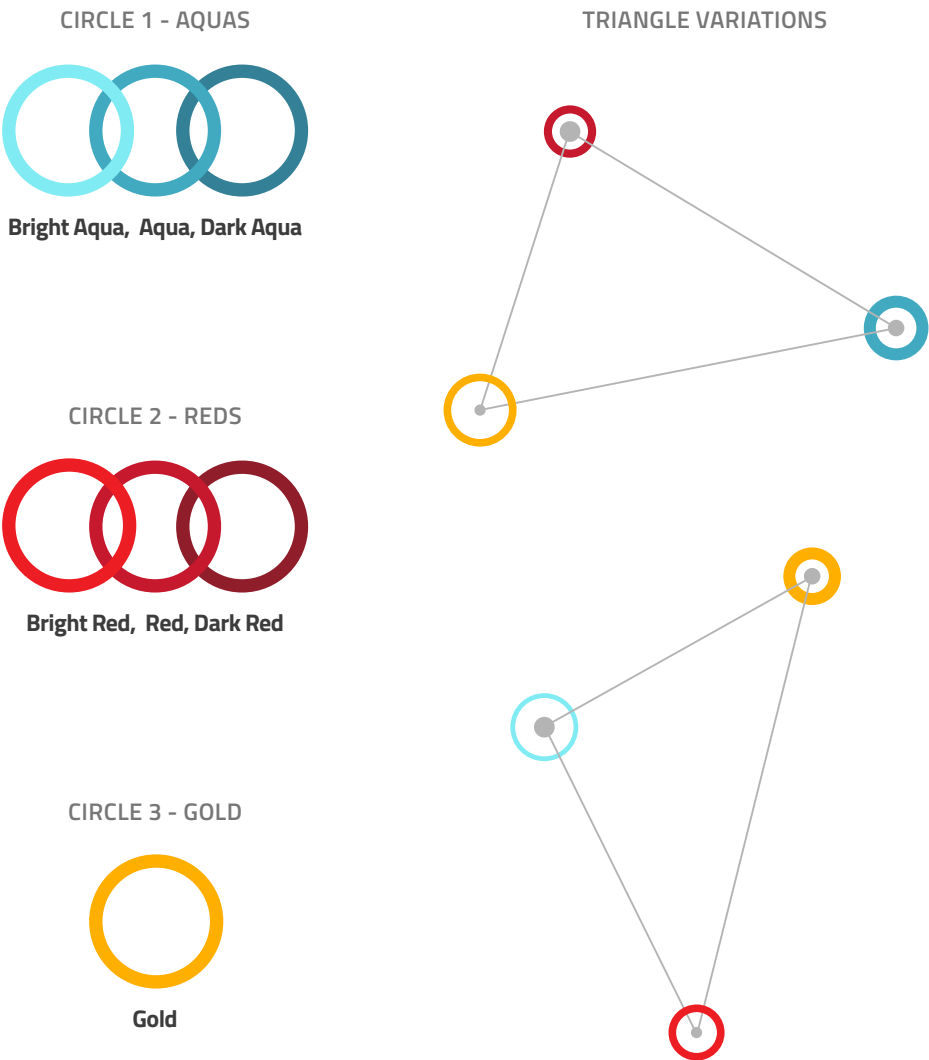The linked triangle can appear on solid backgrounds, or on very low-contrast parts of background images.

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.

CIRCLE 1 - AQUAS

Bright Aqua, Aqua, Dark Aqua

CIRCLE 2 - REDS

Bright Red, Red, Dark Red

CIRCLE 3 - GOLD

Gold

TRIANGLE VARIATIONS

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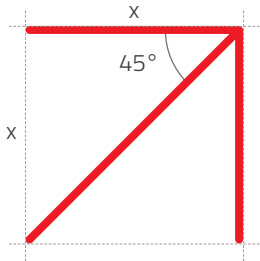
In Powerpoint slides the arrow can act as a bullet, and can also change its length to act as a connector

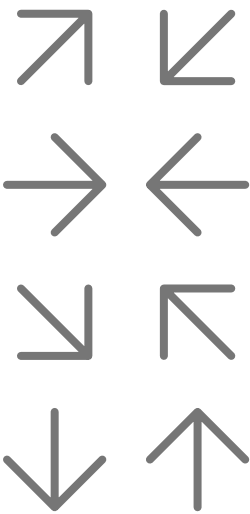The arrow can appear in any color from the primary palette.

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

EMAILS - CTA BOXES

Photography

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

Dark Blue
PMS: 7700 C
PMS: 308 U
CMYK: 93, 64, 35, 17
RGB: 28, 84, 116
HEX: #1C5474

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

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

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).

+

=

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:
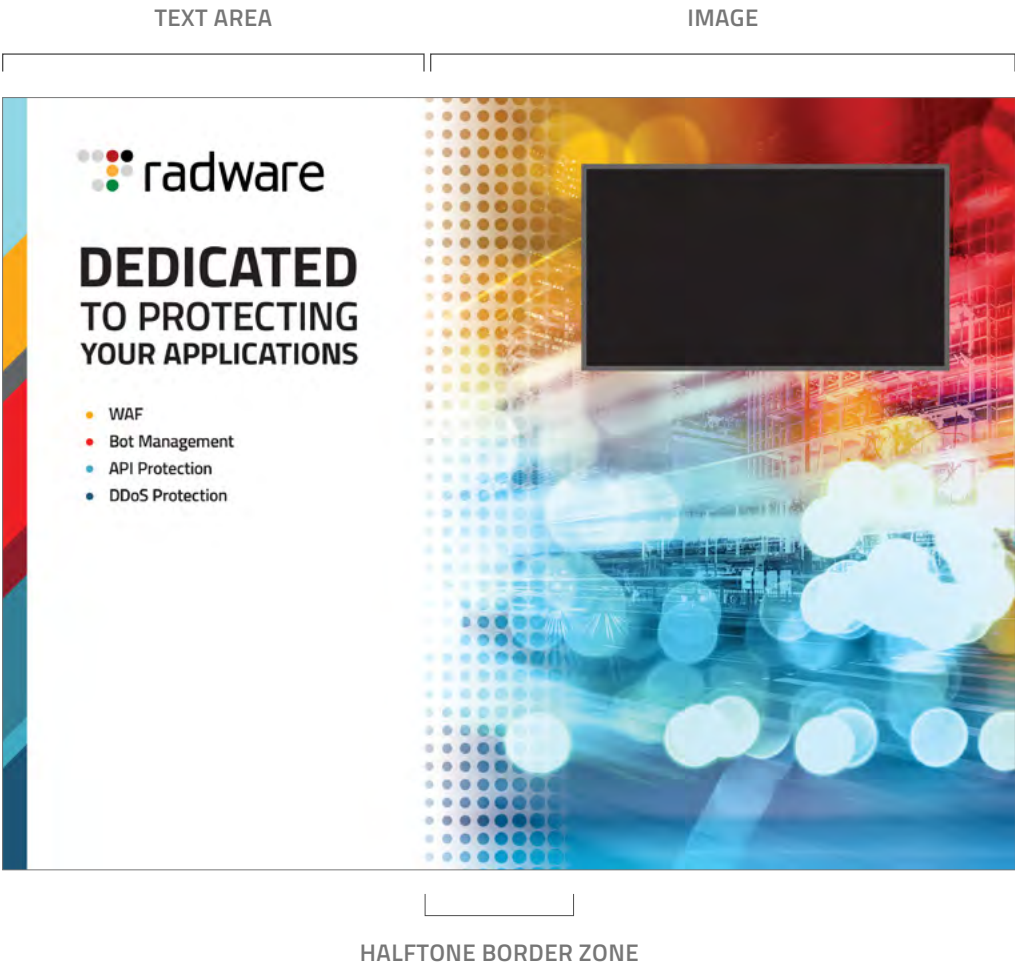
TEXT AREA   IMAGE

HALFTONE BORDER ZONE

radware

DEDICATED TO PROTECTING YOUR APPLICATIONS

- WAF
- Bot Management
- API Protection
- DDoS Protection

radware

Stay Ahead of Hacktivists

Learn about hacktivists and how to protect your business

Register now

radware

Stay 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

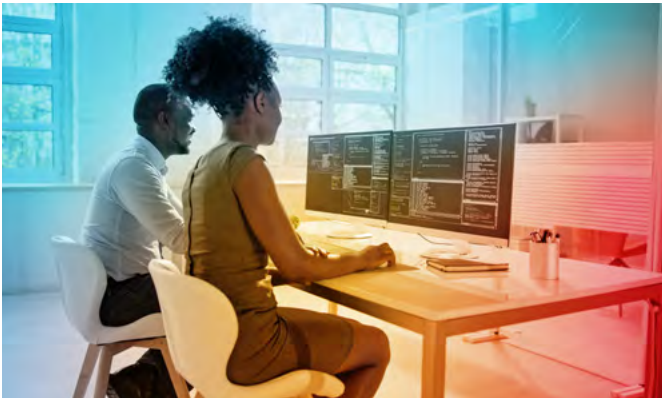
Professional   Office   Diverse

Workstation   People

Professional   Close Up   Code

People

Data Center   Professional   Teamwork

Diverse   People

Professional   Office   Diverse

Teamwork   Workstation   People

Data Center   Professional   Teamwork

Diverse   People

Technology   Professional   Next-Gen   AI

Innovation   Laptop

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   Diverse

People

Professional   Office   Diverse

Workstation   People

Technology   Next-Gen   AI   Big Data

Innovation   Close Up

Technology   Next-Gen   AI   Big Data

Face recognition   People

Professional   Data Center

Laptop   People
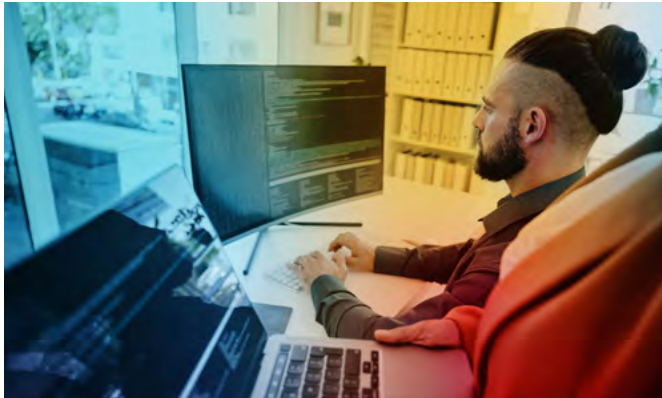
Professional   Office   Diverse   Code

Workstation   People

Photography Don'ts

✕ Don't use overly busy images.

✕ Don't use photos that look staged.

✕ Don't use vector illustrations as main visuals.

✕ Don't use black and white photography.

✕ Don't use unapproved colors in the Radware gradient.

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

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

Brand Elements in Action

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
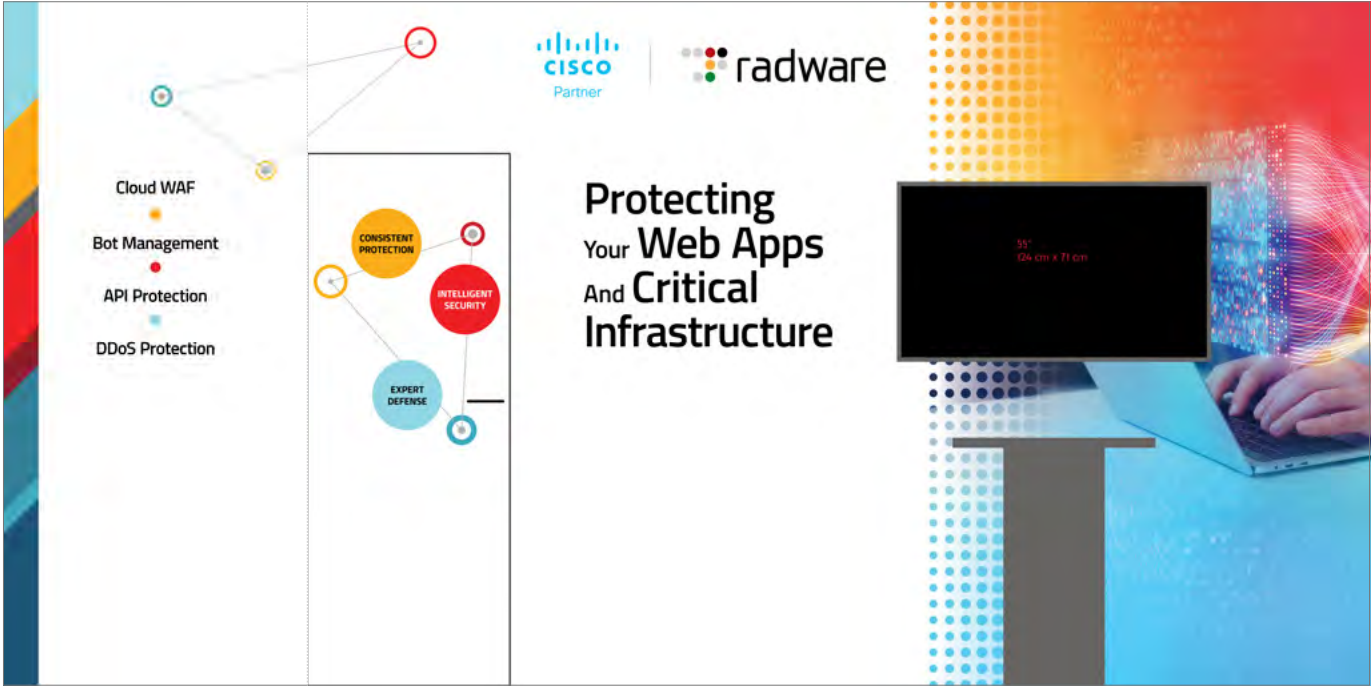
10X10 BOOTH: HEADLINE + SUBHEAD
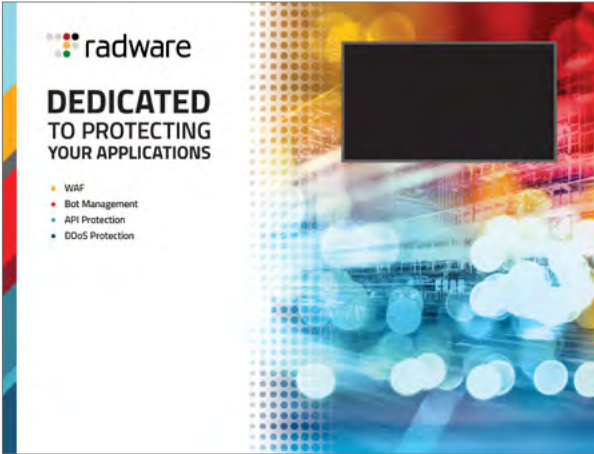
20X10 BOOTH: FULL MESSAGING

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.
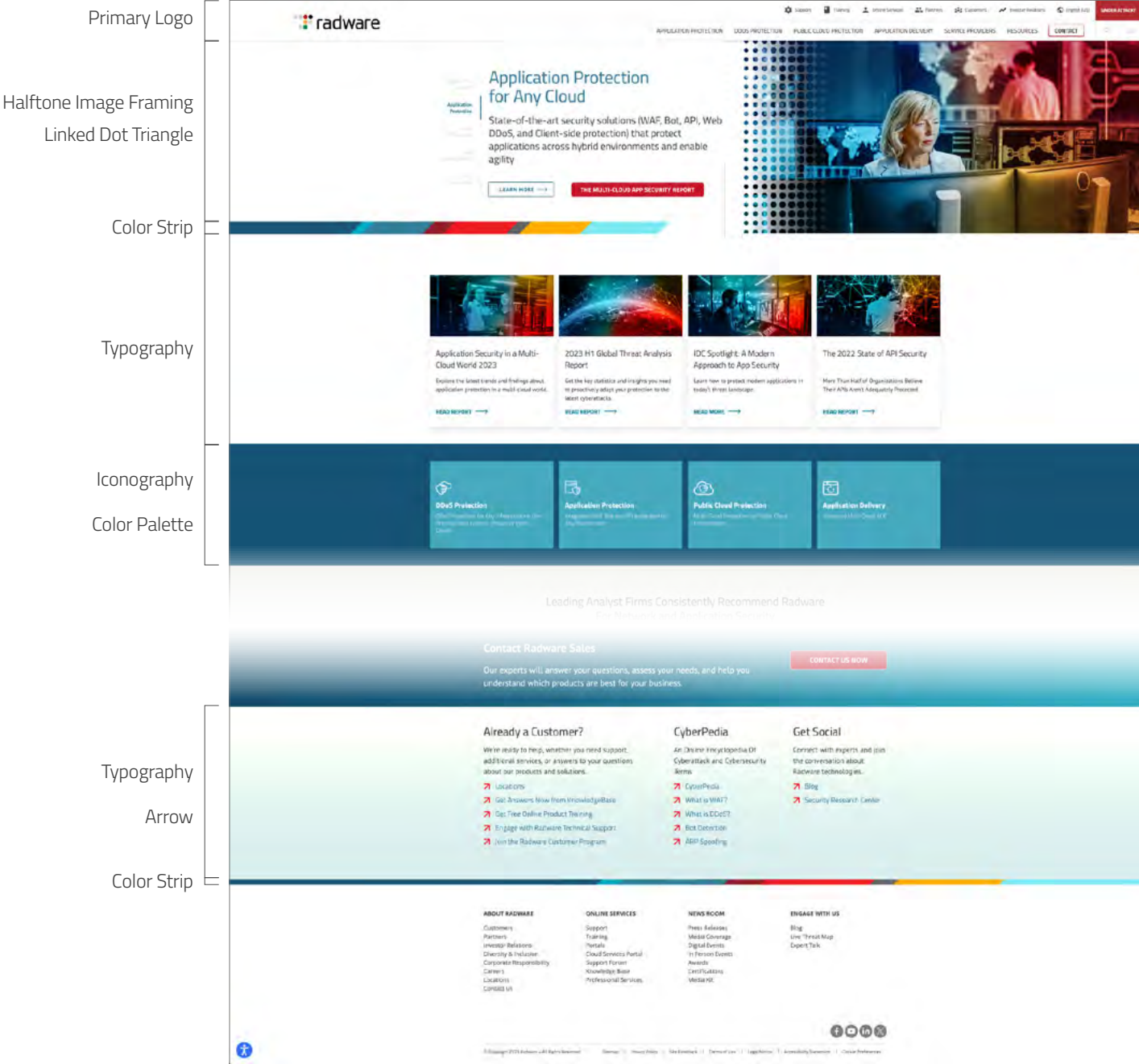
See examples:

GENERAL USE IMAGE:

IMAGE IN DIGITAL AD:

Website /
Landing Page

Primary Logo

Halftone Image Framing

Linked Dot Triangle

Color Strip

Typography

Iconography

Color Palette

Typography

Arrow

Color Strip

Digital Paid Media Banner

Color Strip

Primary Logo

Imagery

Halftone framing

Text + Button

Stay Ahead of Hacktivists
Learn about hacktivists and how to protect your business

Register now

Stay Ahead of Hacktivists
Learn about hacktivists and how to protect your business

Register now

Whitepaper

Primary Logo

Typography

Imagery

Color Overlay

radware   Solution Brief

The Technology Behind Radware's Web Application Protection

Contact

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