**Objective:**
To locate and analyze the visual design of a corporate identity on the web.

**Documentation:**
I chose to analyze the visual design of the RapidStream corporate identity. RapidStream focuses on the delivery of high-performance, ASIC based security appliances "Secured by Check Point" under the RapidStream brand. Their guidelines are specified at http://www.rapidstream.com/pdfs/Brand_Identity_GuidelinesA4.pdf. The RapidStream explicitly indicates how much they value their brand identity and they specify rules for trademark and brand use. They regulate the use of their product names and their logo.

![RapidStream Logo](image)

**Screen shots: Home Page** (800x600 browser window)
Screen shots: Product Page

Product Information
Product data sheets are available in the Product Information Center.
Get our FREE white paper

RapidStream

VPN-1 FireWall-1 Features

CHECK POINT
NEXT GENERATION

PRODUCTS

NO COMPROMISE

With the RapidStream "Secured by Check Point" Security Appliances you receive:

- High Performance, ASIC Based, VPN and Firewall Security Appliances
- Trusted, Industry Leading

Screen shots: News & Events Page

NEWS AND EVENTS

RapidStream Launches New Enterprise Security Partner Program, Channel Promotions and Incentives
April 14, 2003

RapidStream 2300 Provides 3DES VPN Performance Comparable to Nokia Appliance for Half the Price
March 26, 2003

Checkpoint Performance Innovation and Leadership Recognized with Patent for Secure XL Technology
February 19, 2003

RapidStream 41000 High-Performance, ASIC-based "Secured by Check Point" VPN/Firewall Appliance Now Available Worldwide
December 9, 2002
Design Analysis:
Elegance and Simplicity-
Due to the corporate identity, designer presents the elegance and simplicity method by using the Recognizability, Approachability, Immediacy and Usability techniques to make the design consistent.

Demonstration-

Immediacy & Recognizability: the main page is immediately recognizable as the RapidStream website. The logo is prominently displayed in the upper left corner of the page, which generates greater impact because it is recognized and understood without conscious effort. The illustrations support the immediacy of the site. For instance, user immediately knows that this site is related to RapidStream because of the pictures of the product models. Usability increases as the user immediately recognizes the content and navigation.

Approachability: the web design demonstrates a strong sense of approachability, which presents rapidly apprehended to support immediate use. This can be seen in the site’s navigation. The navigation bars are standard, and it is located at the top, which is consistent throughout entire web site. These three elements are consistent at each level of the site so the user knows they have not left the site.

Usability technique-

Reduction: they use reduction in terms of link and logo. For instance, at the top of products page, there are several product models user can choose. As the user navigates to a specific product, they will not be bombarded with lots of content until they click a specific tab, which they like to view. The logo is very simple by using text, the user clearly understands that it is RapidStream brand name.

Regularization: the corporate branding leads the designers into regularization. They do a great job in keeping the simple elements of the site consistent, such as colors, navigation, and typeface. They have also regularized typeface where the user can recognize either title or content because those are followed by registered trademark. This is all spelled out on their site specifying trademarks and brand identity.

Leverage: the logo is a good example of leveraging as well. It acts as the site identification and the “home” link at the same time.

Scale, Contrast, and Proportion-

Scale: in home page, the designer used the scale of the logo and pictures to accentuate the visual impact of the site. It brings focus to logo and the three pictures in the middle of the screen. The important elements appear larger (logo), than less important smaller images. The size of the logo and the pictures can be used to indicate importance.
**Contrast:** Effective contrast is a critical element of good design in RapidStream. There is good use of contrast in either red text on white background or black text on white background. This makes the text more legible. In addition, the use of contrast in page titles, heads, and subheads make it easier for the reader to glance at the page and understand what is going on.

**Proportion:** The designers emphasize the proportion of logo by setting the arrow around Futura typeface that can get the attention from the viewers. For instance, a minimum clearance space of .25 inches, 18 points or 17.7 centimeters must be maintained around the entire logo.

Bertin’s visual variables are also present. Size, orientation, value, color and position are all present and evident within the sites navigation. There is evidence of the use of some of Bertin’s visual variables, for example, in News & Events Page.

**Shape & Orientation:** Each link is displayed as a rectangle shape, and it is oriented horizontally on the page.

**Color & Value:** Color plays a role showing where user actively is within the site, through the red-color page title and active link color. Value can be determined based on the intensity of color picture, which is located on left.

**Position:** The position of the main navigation remains stable throughout the entire site.

**Presentation Analysis:**
The designers used the regularization of the navigation to achieve consistency and localization. The tabs create the visual illusion that the active tab is changing color from red to light gray. The top navigation is consistent throughout the pages. The font size, color and serif typeface make pages legible. I would say that the design of this site builds trust, maintains a coherent context, and aids navigation. The users know they are at the RapidStream site because the logo and navigation are consistent throughout the pages; this gives them a perception of what to expect throughout the site. The use of color is coherent based on brand identity guideline; the regularized use of their text makes their text intuitive of what they consider a product. The clean design of their navigation bars help the user navigate without thinking about what they are reading. You can answer all three localization questions on each page.

Where am I? – It is located at the top of each page; the company logo is here, the site ID is here, and the title and tab show you exactly where you are in the site.

What can I do/ What's here? – It is located in the middle of the page.

Where can I go? - It is located on the bottom of the homepage as sitemap.

**Conclusion:**
Overall, the RapidStream website is very simple and user-friendly. Corporate identity is prominent on this web site. They emphasize this by the consistent usage of techniques such as consistent navigation, typeface, text regularization, logo use, and layout, based on their corporate identity standards.