

Synergy '18 Visual Guidelines

V3 | 2/14/2018

Prepared by Contrast DesignWorks

Table of Contents

4	Logo
5	Color Palette
6	Typography: Pre-Event Deliverables
7	Typography: Event Deliverables
10	Core Lockups
20	Core Lockups Usage
27	Photography
32	Creative Samples

Logo, Color Palette, and Typography

Logo

The Primary and Secondary Circle Logos should always be used as a part of a Core Lockup. Follow the design specifications in the following guidelines for specific usage. The Primary and Secondary Circle Logos may also be used alone when no Core Lockup is used in the same composition.

Reserve use of the Restricted Space Logo for applications that do not allow for the Primary Circle Logo.

"Synergy '18" in the logo is set in FF Netto, and will not be updated to Citrix New Sans until Citrix Synergy 2019 (or until directed by the brand team).

Primary Circle Logo



Secondary Circle Logo



Restricted Space Logo:

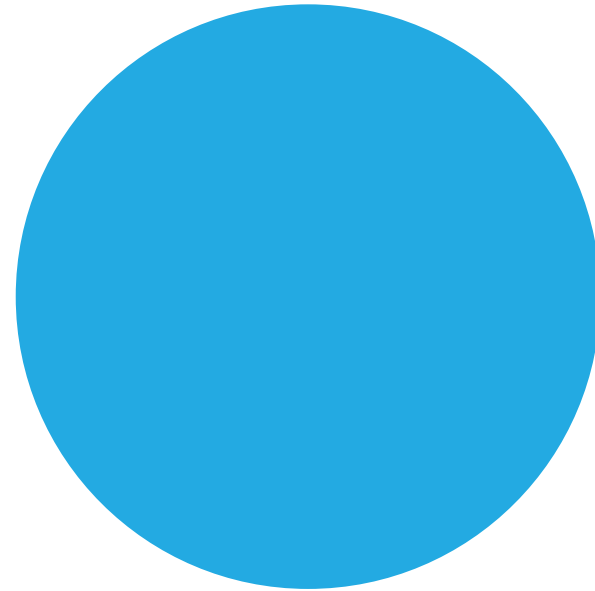


Color Palette

Anchor:

The dominant color used for the event.

Anchor Color

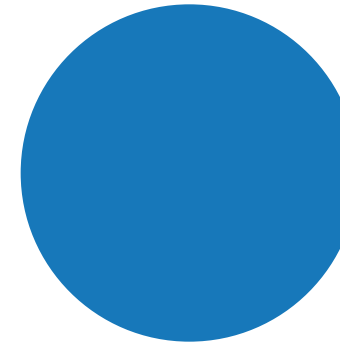


298 C
c67 m0 y0 k0
r35 g170 b226
#23AAE2

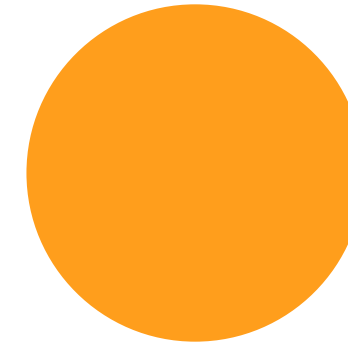
Primary:

These colors compliment the anchor color, but be less dominant than the anchor color in creative.

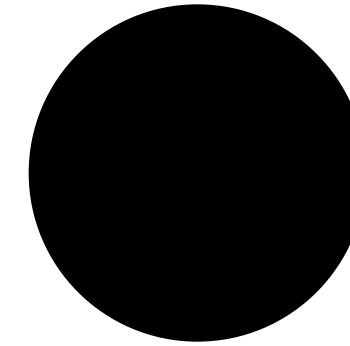
Primary Colors



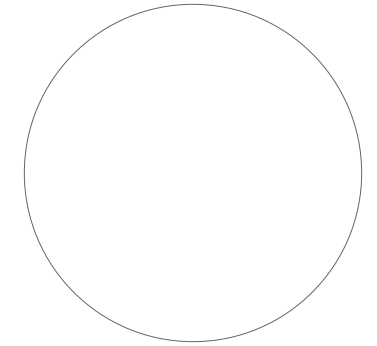
7689 C
c81 m25 y6 k0
r24 g121 b185
#1879B9



1375 C
c0 m42 y100 k0
r255 g158 b27
#FF9E1B



Rich Black
c60 m40 y40 k100
r0 g0 b0
#000000

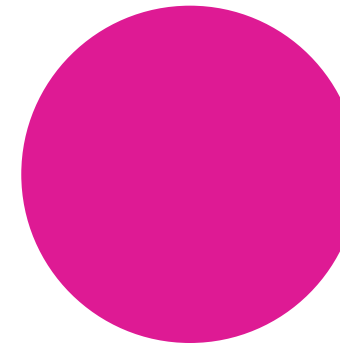


White
c0 m0 y0 k0
r255 g255 b255
#FFFFFF

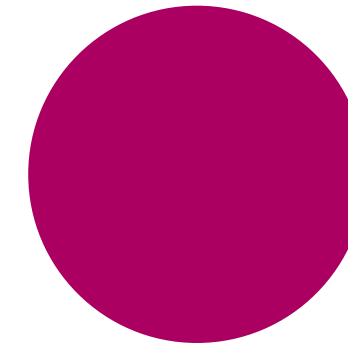
Secondary:

These colors are for use in smaller instances where an expanded palette is needed, such as: infographics, maps, lanyards, buttons, etc.

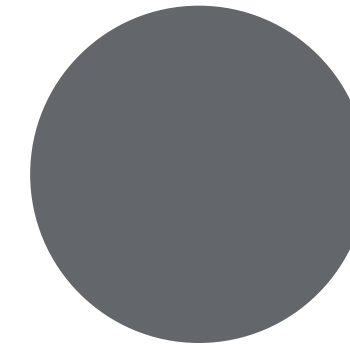
Secondary Colors



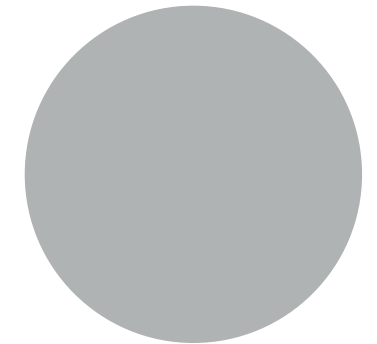
225 C
c0 m100 y2 k0
r223 g25 b149
#DF1995



227 C
c7 m100 y5 k20
r170 g0 b97
#AA0061



Cool Gray 10 C
c30 m17 y15 k58
r99 g102 b106
#63666A



Cool Gray 2 C
c5 m4 y5 k13
r208 g208 b206
#D0D0CE

All colors are derived from the Citrix Brand Guidelines, following the specifications for PANTONE, CMYK, and RGB/HEX mixes.

Unless otherwise noted, tints of individual colors should be avoided in application.

The provided Asset Library includes Adobe Swatch Exchange files (ASE) which can be imported into any Adobe Creative Suite application.

Typography: Pre-Event Deliverables

FF Netto is the existing corporate typeface for Citrix and should be used on all Synergy pre-event materials. Primary usage should be FF Netto Bold and FF Netto Regular on all materials. Reserve use of the secondary weight, FF Netto Light, for oversized instances where FF Netto Regular is too heavy.

Use title and sentence case as directed in the Citrix Writing Style Guide. Only use ALL CAPS in small instances such as charts, labels, and UI navigation. Type should never be altered by adding outlines, drop shadows, or effects. Always set ® and ™ as superscript.

Netto is a condensed typeface, therefore letter spacing or tracking needs to be adjusted depending on size and background. Text below 24 points works well with optical kerning and -5 tracking. Text on large format banners and signs works well with optical kerning and -10 tracking.

When creating PowerPoint and Word files, the Citrix typeface is Calibri, which is a system font available on all operating systems. For more information, refer to the Citrix Brand Guidelines under Secondary Typeface.

Primary

FF Netto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FF Netto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Limited Use

FF Netto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography: Event Deliverables

Citrix New Sans is the new corporate typeface for Citrix and should be used on all on-site Synergy event materials (official rollout is April 2018). Primary usage should be Citrix New Sans Semibold, Citrix New Sans Regular and Citrix New Sans Light on all materials. Reserve use of the secondary weight, Citrix New Sans Bold, for instances where Semibold needs more prominence (such as map details). Do not use Citrix New Sans Bold for large formats.

Use title and sentence case as directed in the Citrix Writing Style Guide. Only use ALL CAPS in small instances such as charts, labels, and UI navigation. Type should never be altered by adding outlines, drop shadows, or effects. Always set ® and ™ as superscript.

When creating PowerPoint and Word files, the Citrix typeface is Calibri, which is a system font available on all operating systems. For more information, refer to the Citrix Brand Guidelines under Secondary Typeface.

Primary

Citrix New Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Citrix New Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Citrix New Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Limited Use

Citrix New Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography: Color

Headlines and subheads should be set in all black or reverse to white from a solid background color for all core communications and signage. Do not use color in headlines or subheads except for exceptions noted below.

Exceptions for color typography:

- Hyperlinks in websites or emails
- Wayfinding arrows
- Maps and infographics

✓ Correct



The future of
work is reimagined
with Citrix

Headline in black

✗ Incorrect



The future of
work is reimagined
with Citrix

Headline in multiple colors



The future of
work is reimagined
with Citrix

Headline in white on solid color



The future of
work is reimagined
with Citrix

Headline in color

Typography: Alignment with logo

Single-line, medium-to-long copy

Align x-height of copy with x-height of "Citrix" in logo, and baseline of copy with baseline of "Synergy '18" in logo.

Example to the right is shown in FF Netto. The same principle applies when using Citrix New Sans.



Single-line short copy

Align x-height of copy with x-height of "Citrix" in logo with cap height centered vertically with the logo. In this instance, the cap height is equal to 76.859% the height of the logo.

Example to the right is shown in FF Netto. The same principle applies when using Citrix New Sans (percentage may vary).

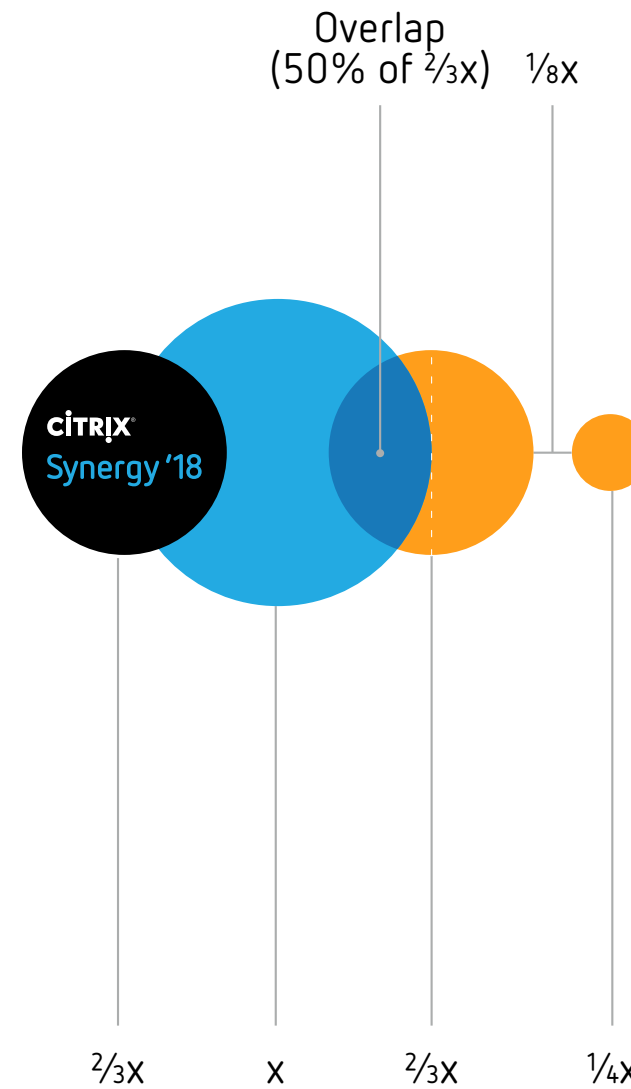


Core Lockups

Core Lockup #1: Components

Core Lockup #1 is the simplest in the system and comprises of 3–4 circles (depending on the usage with or without the logo). The blue circle (x) is the baseline of all measurements. The orange $\frac{2}{3}x$ circle overlaps halfway, with the overlap in darker blue. The smallest orange circle ($\frac{1}{4}x$) is then spaced $\frac{1}{8}x$ away.

When the logo is used with lockups, it always will take the size on one of the core lockup circles, sometimes taking their place in the lockup.



Core Lockup #1: Versions

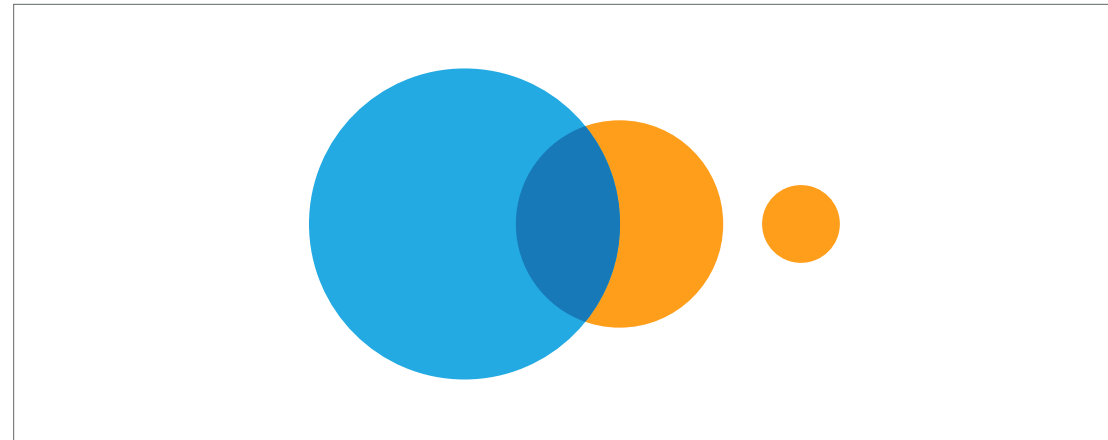
Each core lockup is designed with and without the Synergy '18 logo. There are multiple versions with the logo to allow for flexibility in layout and scale. Some lockups may be more appropriate in certain applications than others. Take special care in choosing the appropriate core lockup for each form factor.

Core lockups are designed to be flexible in application, but should only be altered in manners detailed in the Core Lockup Usage section of this guide.

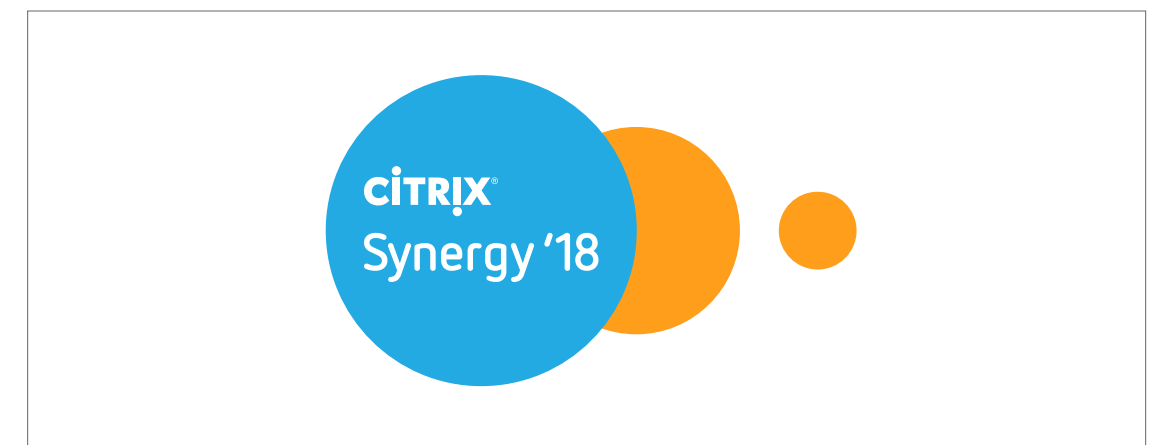
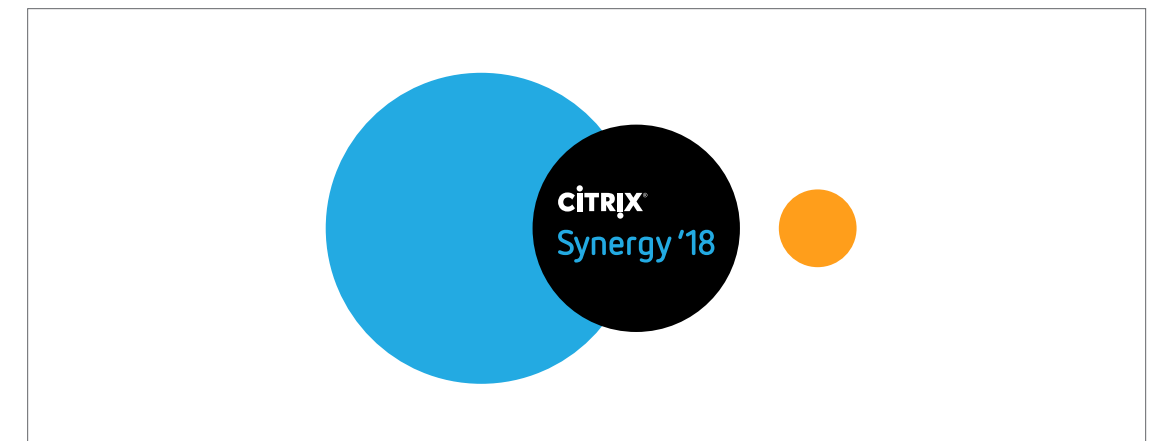
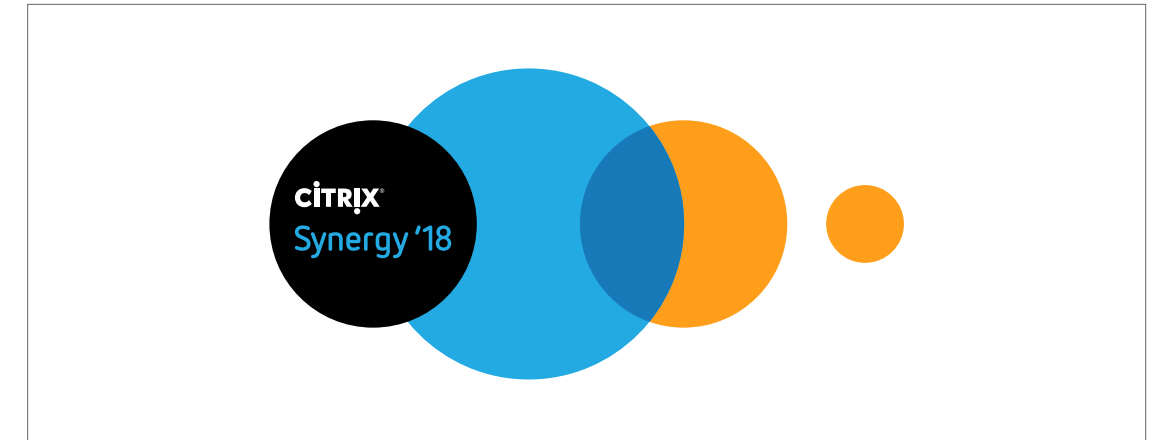
Core lockups may be rotated in 90° increments. Always be sure when rotating lockup to adjust logo back to an upright position.

Each core lockup version can be found in the provided asset library.

Without logo



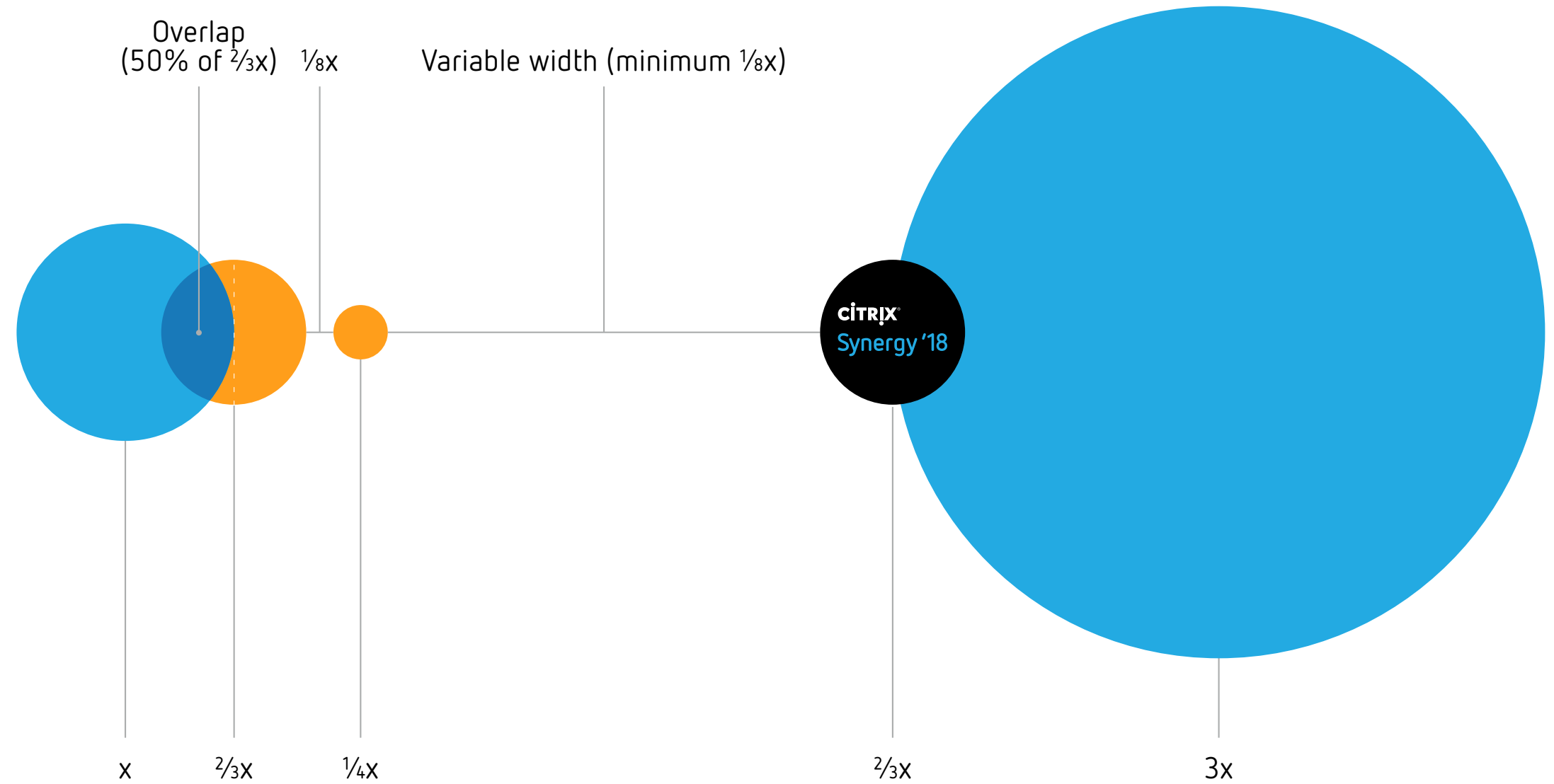
With logo



Core Lockup #2: Components

Core Lockup #2 builds upon #1 with an added 3x circle across from the 1/4x circle. This large circle works well to house key messaging or photography.

The space between the 3x circle and the 1/4x circle is variable in order to give flexibility when working with copy or photography. The minimum space to use is 1/8x, which is equal to the space between the 2/3x and 1/4x circles.



Core Lockup #2: Versions

Each core lockup is designed with and without the Synergy '18 logo. There are multiple versions with the logo to allow for flexibility in layout and scale. Some lockups may be more appropriate in certain applications than others. Take special care in choosing the appropriate core lockup for each form factor.

Core lockups are designed to be flexible in application, but should only be altered in manners detailed in the Core Lockup Usage section of this guide.

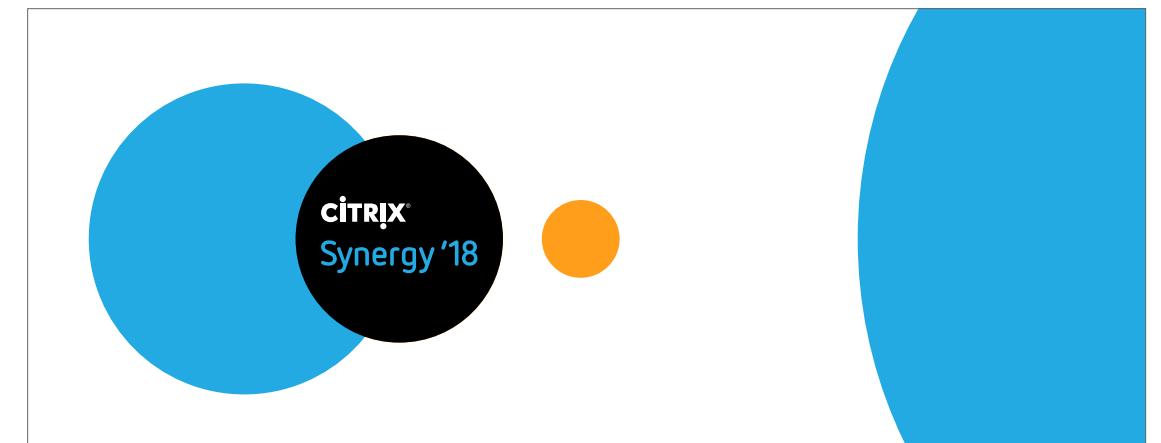
Core lockups may be rotated in 90° increments. Always be sure when rotating lockup to adjust logo back to an upright position.

Each core lockup version can be found in the provided asset library.

Without logo (cropped)

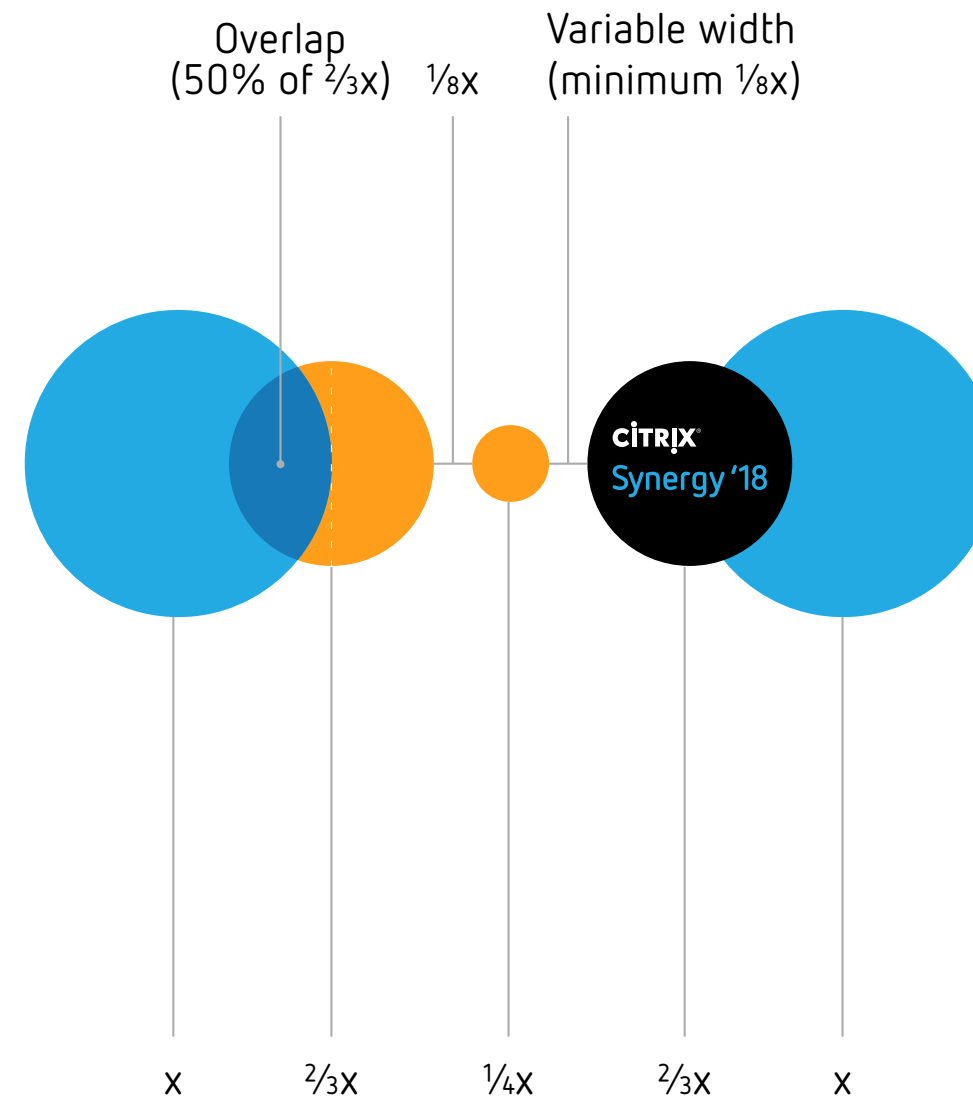


With logo (cropped)



Core Lockup #3: Components

Core Lockup #3 reflects #1, yet retains the flexibility in spacing introduced in #2. The variable width allows this lockup to be both symmetrical and asymmetrical depending on its usage.



Core Lockup #3: Versions

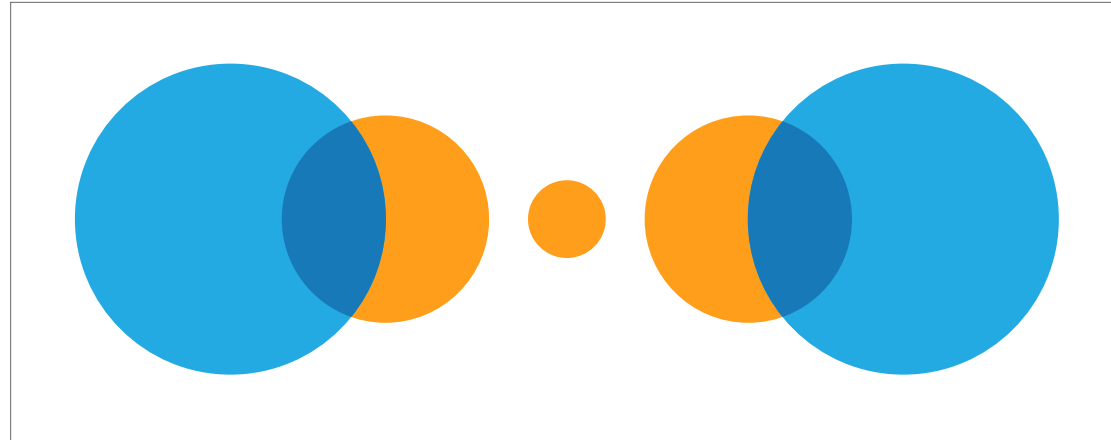
Each core lockup is designed with and without the Synergy '18 logo. There are multiple versions with the logo to allow for flexibility in layout and scale. Some lockups may be more appropriate in certain applications than others. Take special care in choosing the appropriate core lockup for each form factor.

Core lockups are designed to be flexible in application, but should only be altered in manners detailed in the Core Lockup Usage section of this guide.

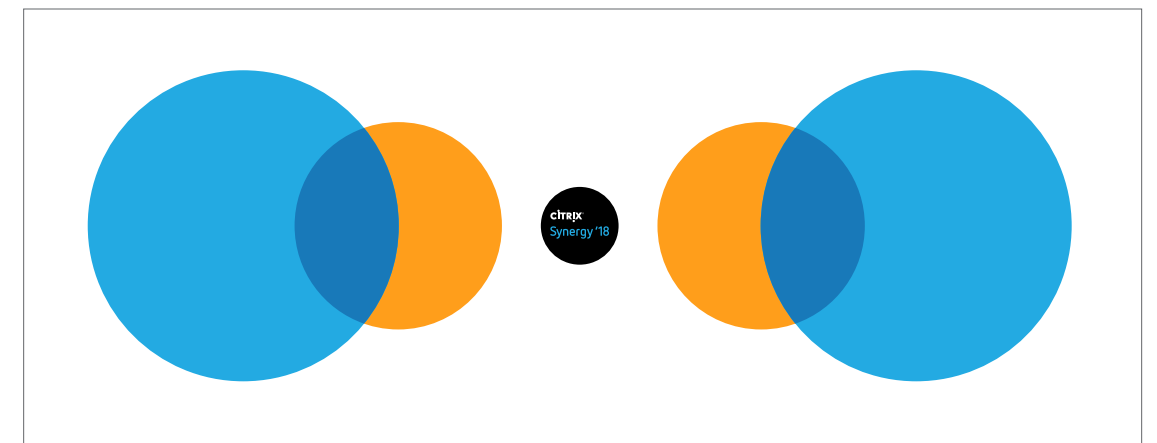
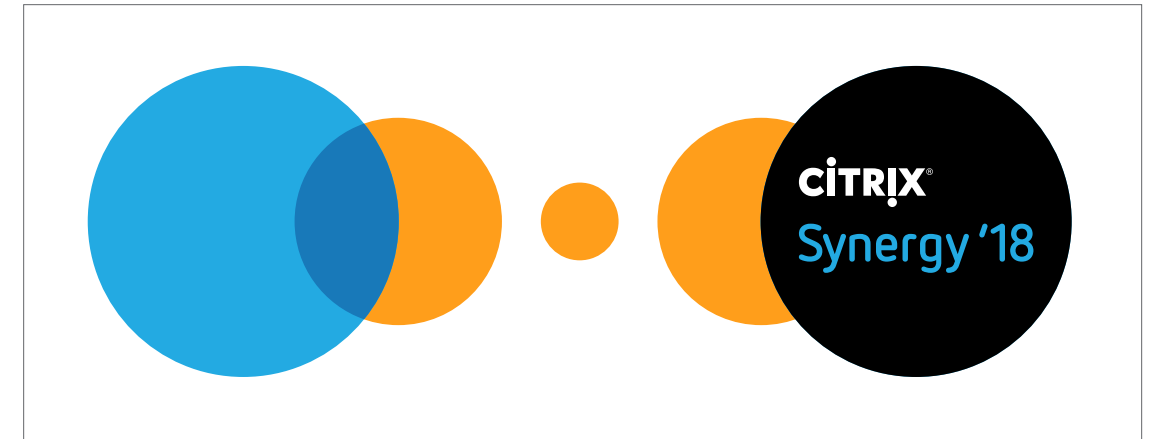
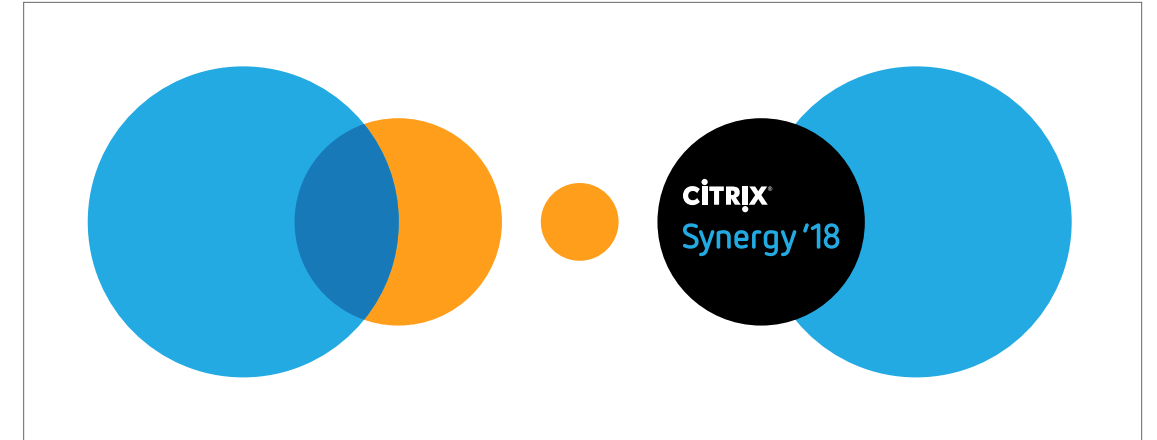
Core lockups may be rotated in 90° increments. Always be sure when rotating lockup to adjust logo back to an upright position.

Each core lockup version can be found in the provided asset library.

Without logo



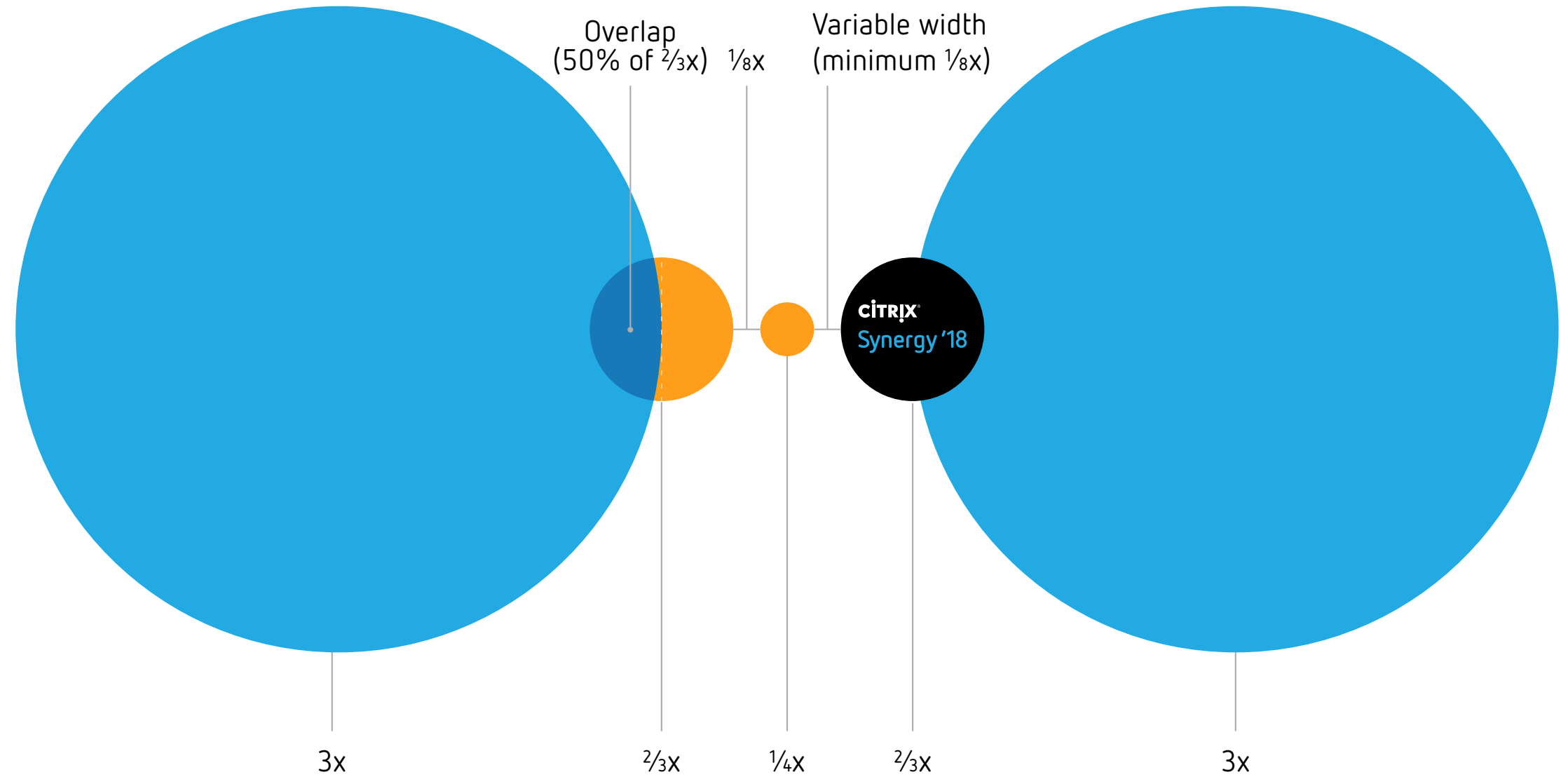
With logo



Core Lockup #4: Components

Core Lockup #4 retains the structure of #3 and merges it with the 3x circle introduced in #2.

In this lockup, the mirrored half may not always be needed and may be omitted from layout. Always be sure to include one set of 3x, $\frac{2}{3}x$, and $\frac{1}{4}x$ circles.



Core Lockup #4: Versions

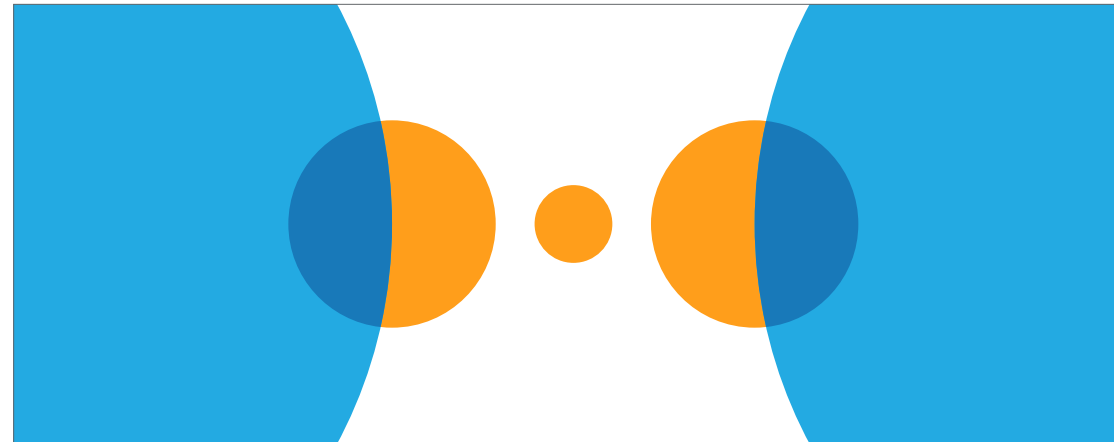
Each core lockup is designed with and without the Synergy '18 logo. There are multiple versions with the logo to allow for flexibility in layout and scale. Some lockups may be more appropriate in certain applications than others. Take special care in choosing the appropriate core lockup for each form factor.

Core lockups are designed to be flexible in application, but should only be altered in manners detailed in the Core Lockup Usage section of this guide.

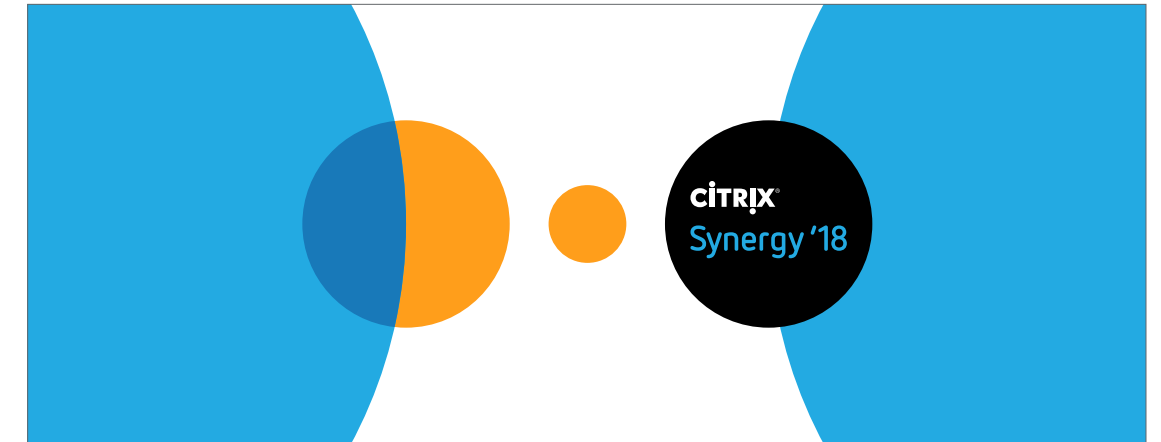
Core lockups may be rotated in 90° increments. Always be sure when rotating lockup to adjust logo back to an upright position.

Each core lockup version can be found in the provided asset library.

Without logo (cropped)

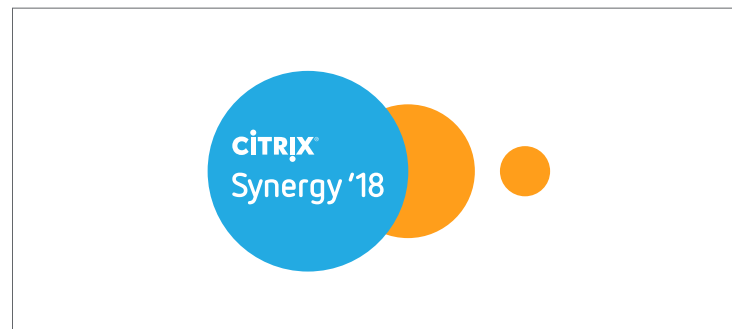
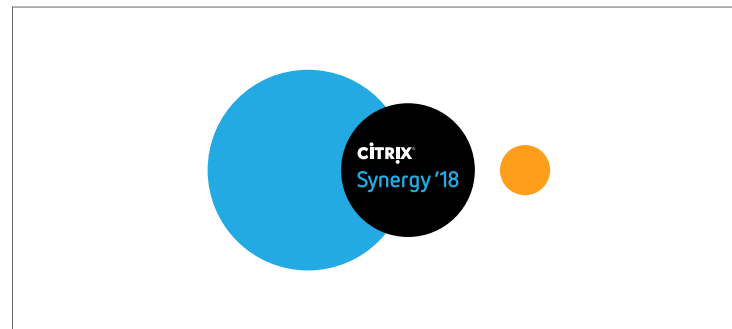
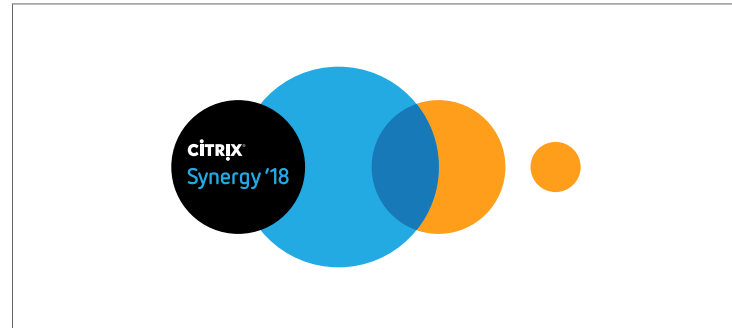
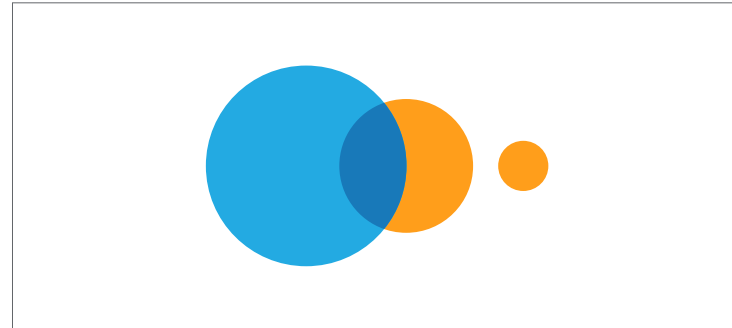


With logo (cropped)

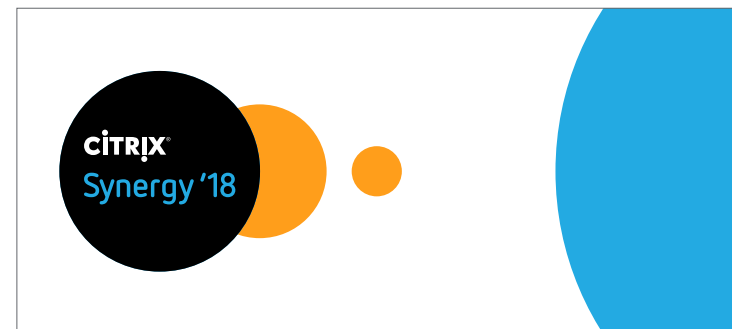
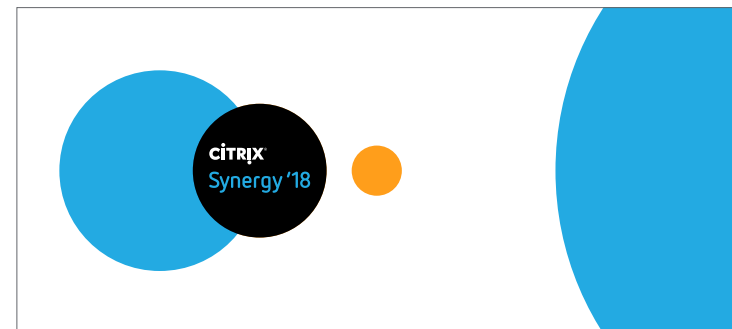
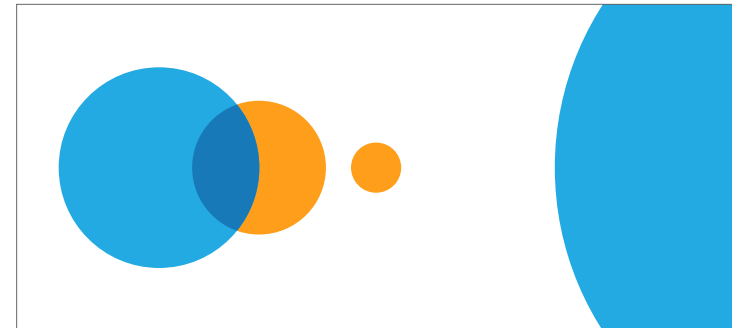


Core Lockups Summary

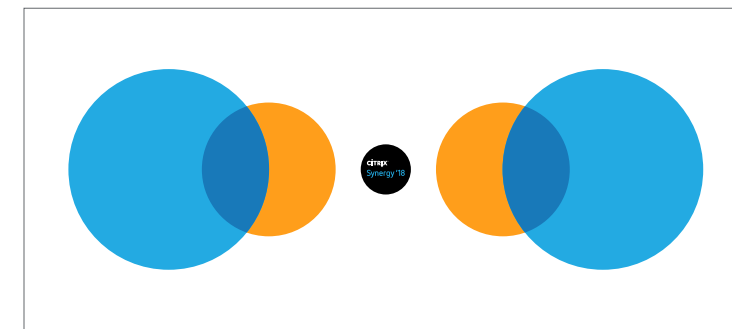
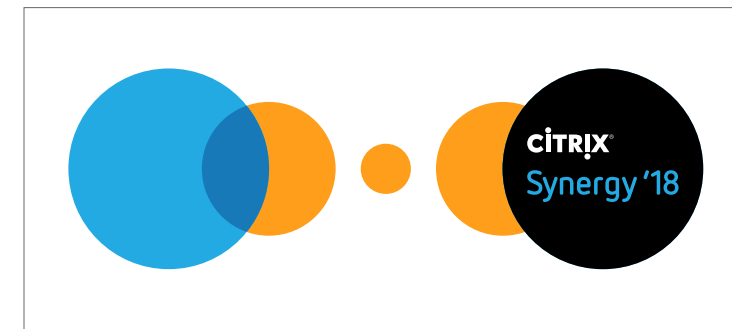
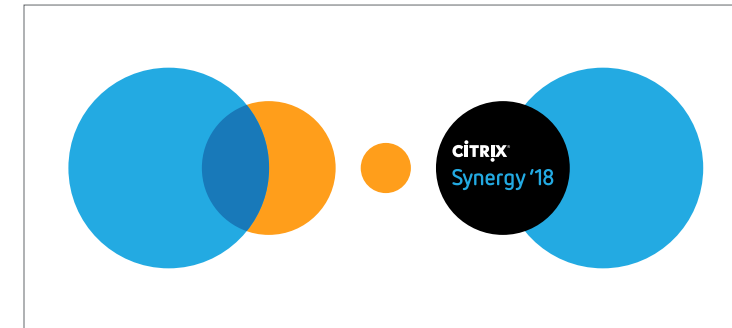
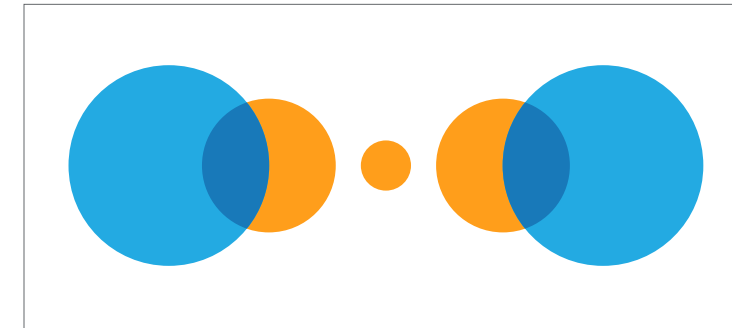
Core Lockup #1



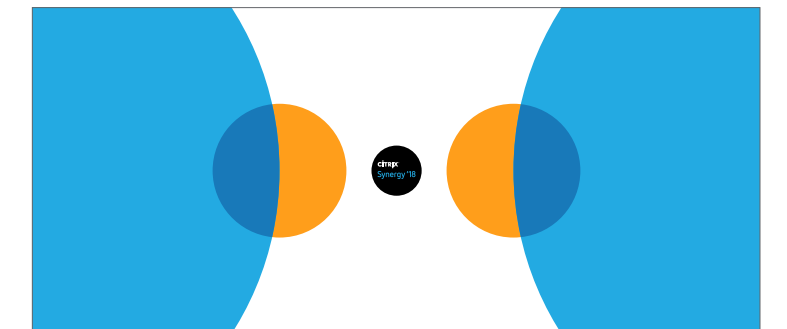
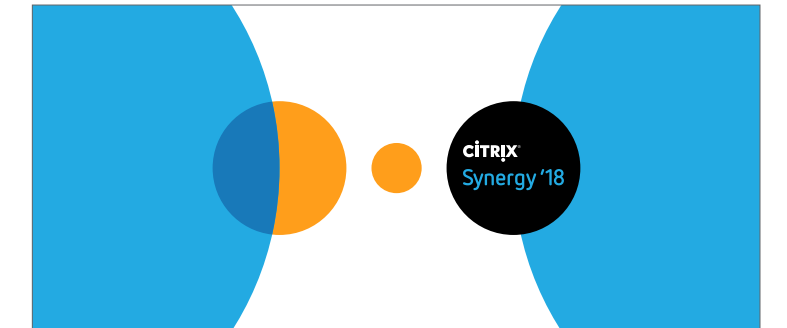
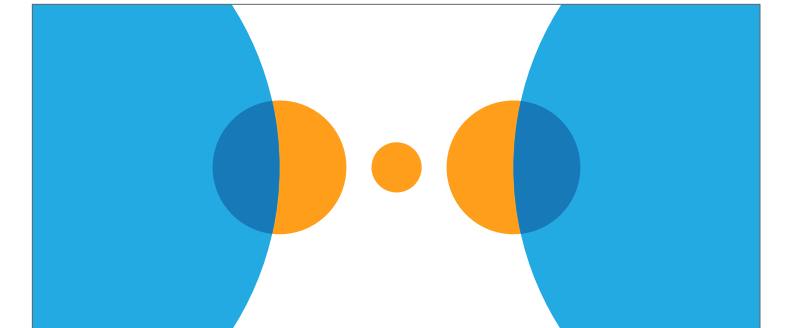
Core Lockup #2



Core Lockup #3



Core Lockup #4



Core Lockups: Usage

Citrix Synergy 2018 | Visual Guidelines

Core Lockup Usage: With Photography (Overlaid)

When overlaid on photography, the core lockups should be used to frame the key action in the image or enhance the overall meaning of the image by guiding the eye through the composition.

These four examples, one for each core lockup, demonstrate how each core lockup can be overlaid on photography, though many more applications are possible.

Always ensure proper contrast when placing core lockups on images.

Core Lockup #1



Core Lockup #2



Core Lockup #3



Core Lockup #4



Citrix Synergy 2018 | Visual Guidelines

Core Lockup Usage: With Photography (Masked)

To further integrate with the lockups, images may also be masked in one of the core lockup circles.

Always ensure proper contrast when placing core lockups on images.

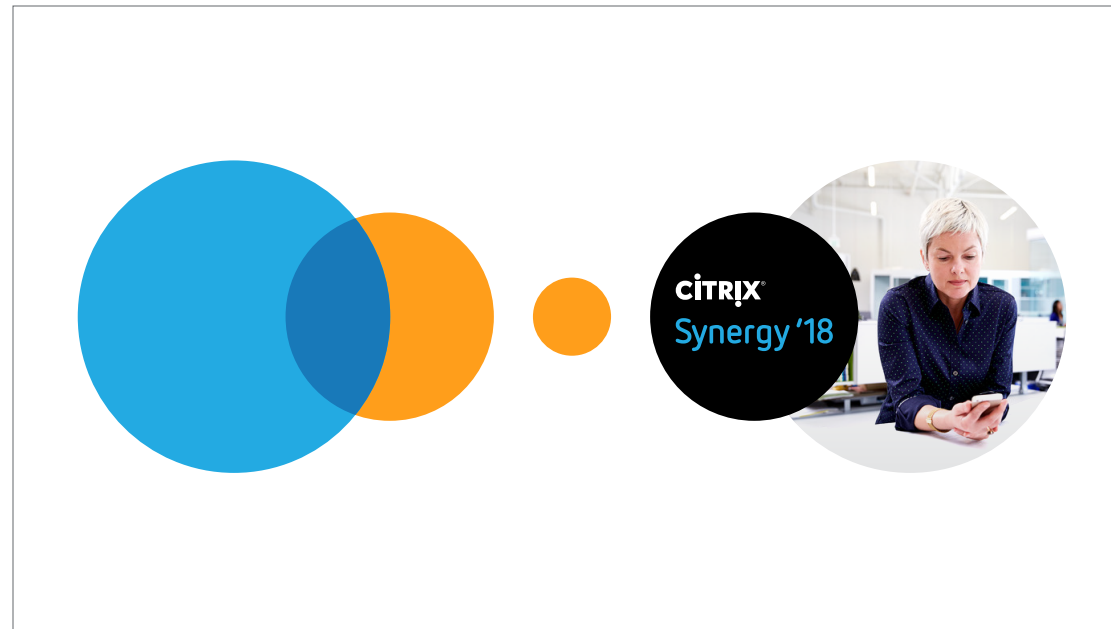
Core Lockup #1



Core Lockup #2



Core Lockup #3



Core Lockup #4

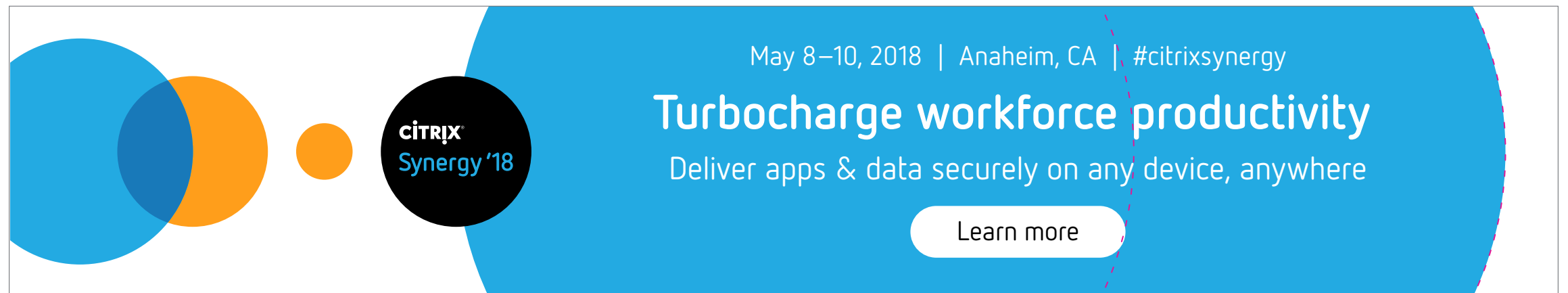


Core Lockup Usage: Color Extension

When the largest circle in the lockup is cropped on two sides, the uncropped edge may be extended to create a larger color block for messaging (notably for wide-format signage or digital creative).



If extending the 3x circle (found in Core Lockups #2 and #4), the edge of the extended side may be shown by using the same radius from the circle being extended.



Citrix Synergy 2018 | Visual Guidelines

Core Lockup Usage: With Secondary Logo

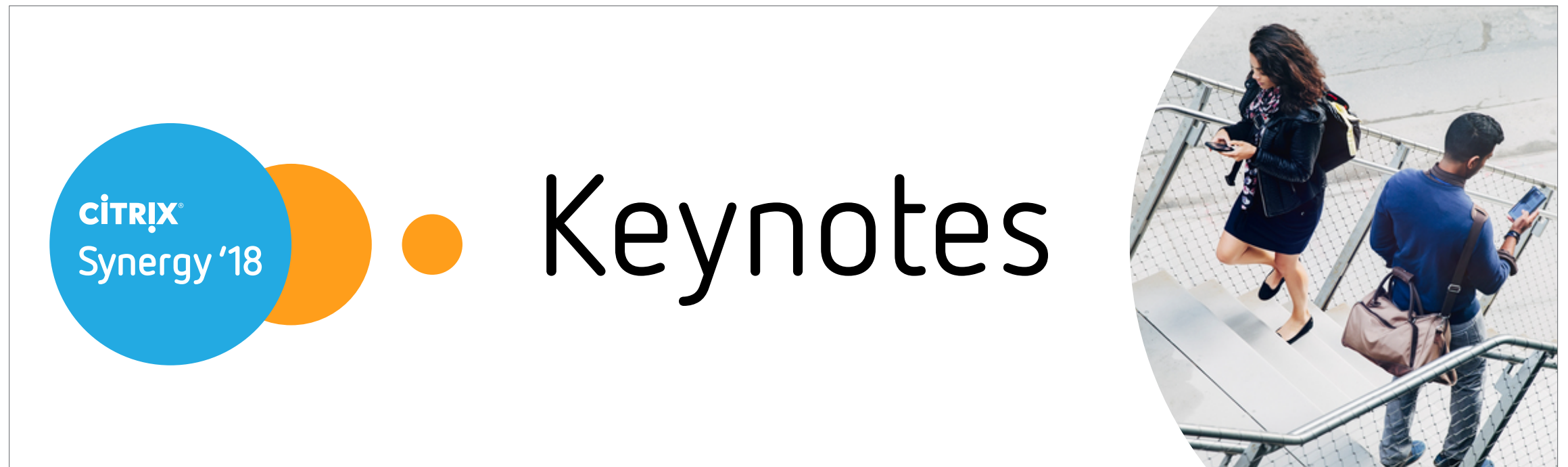
Lockup overlaid on darker event image

For proper contrast, the Secondary Circle Logo should be used with the circle under logo becoming the darker blue.



To ensure anchor color presence

Use the Secondary Circle Logo when not doing so would result in a creative layout without a prominent use of the anchor color.



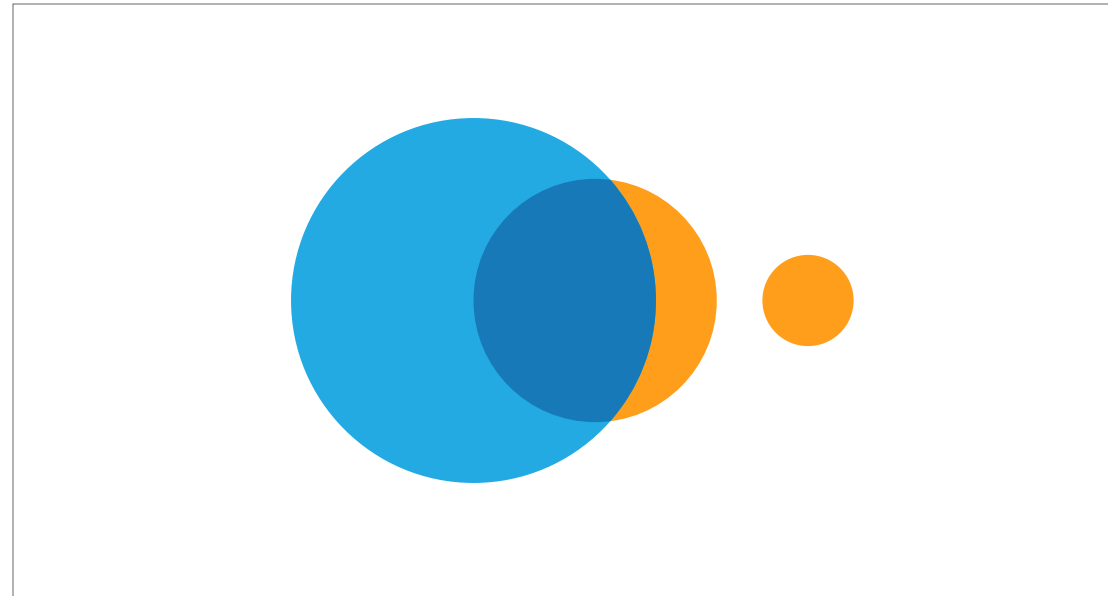
Core Lockup Usage: 3/4 Overlap Alternate (Limited Use)

In some compositions the 3/4 overlap alternate may be used for a more optimal crop or to allow more space for messaging.

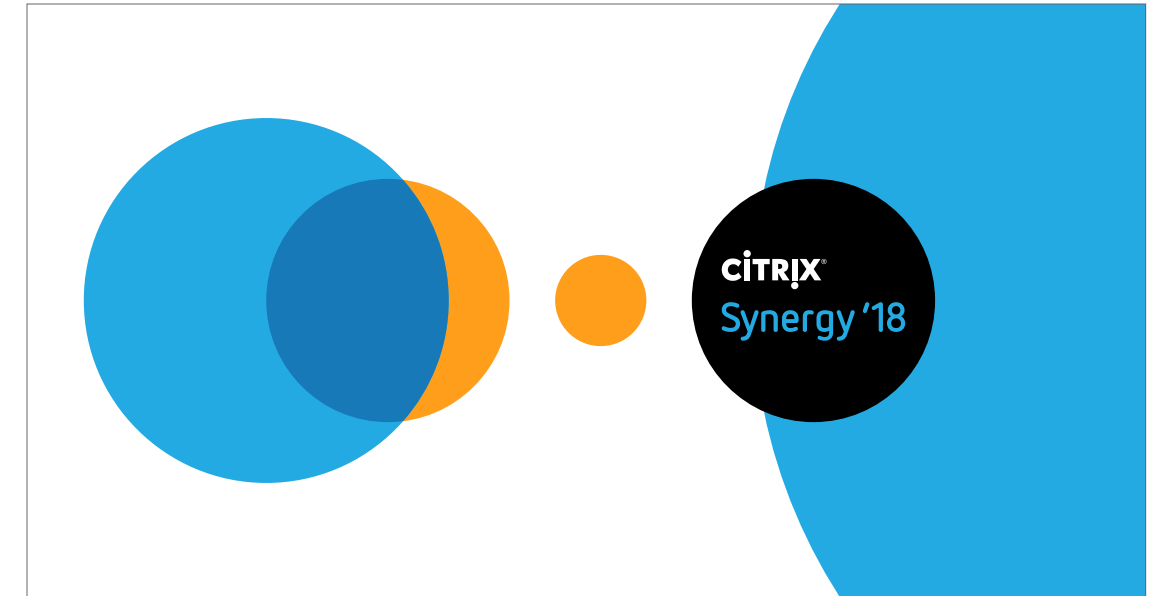
Use the 3/4 overlap alternate with restraint, and only when absolutely needed.

Each Core Lockup Alternate version can be found in the provided Asset Library.

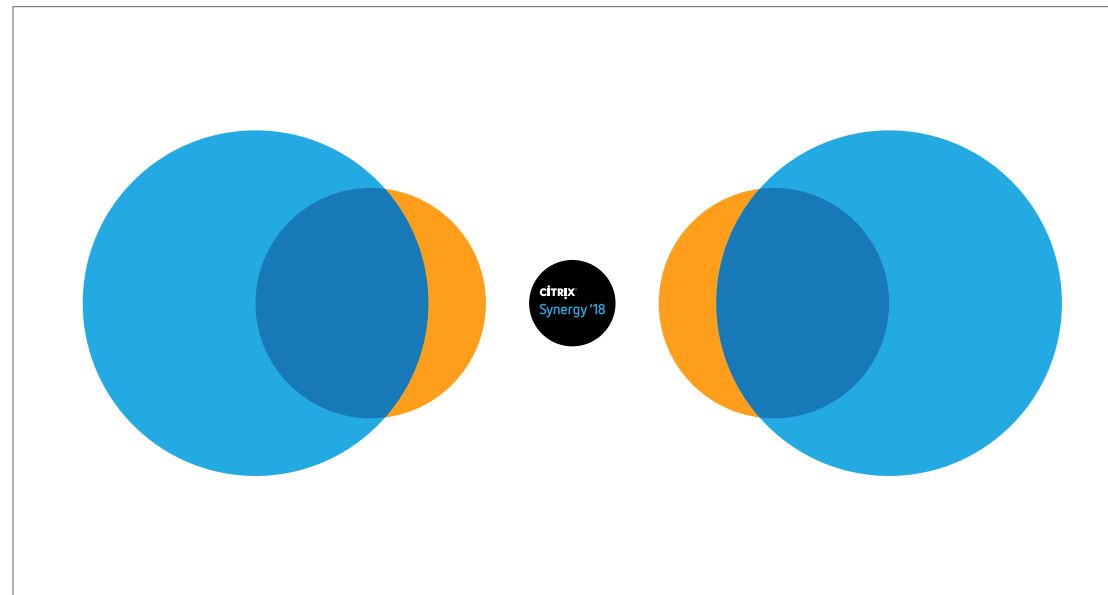
Core Lockup #1



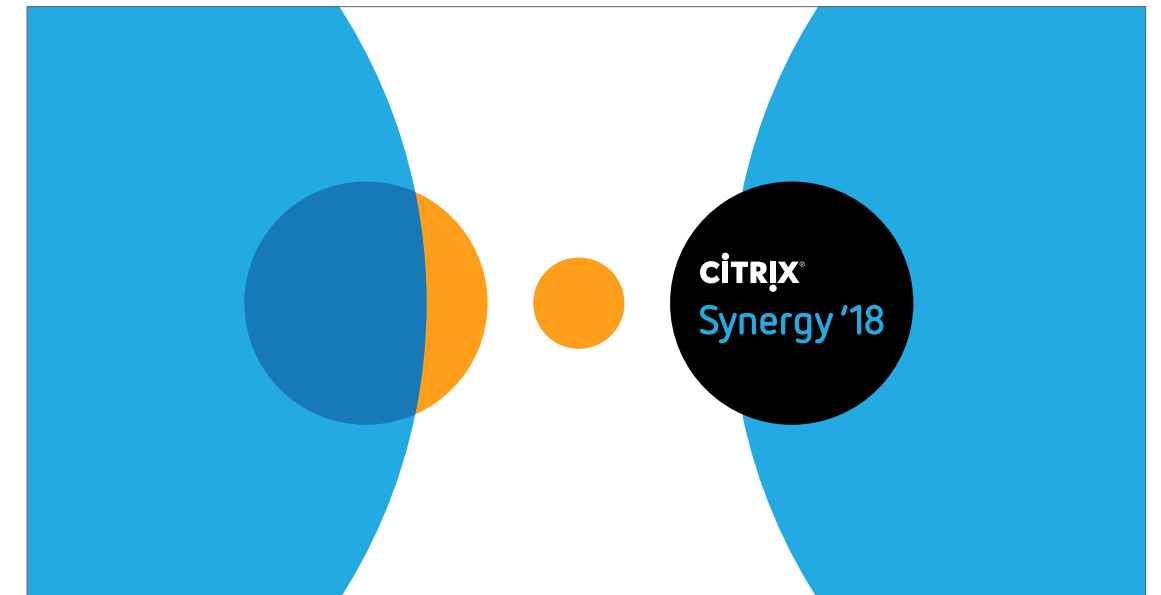
Core Lockup #2



Core Lockup #3

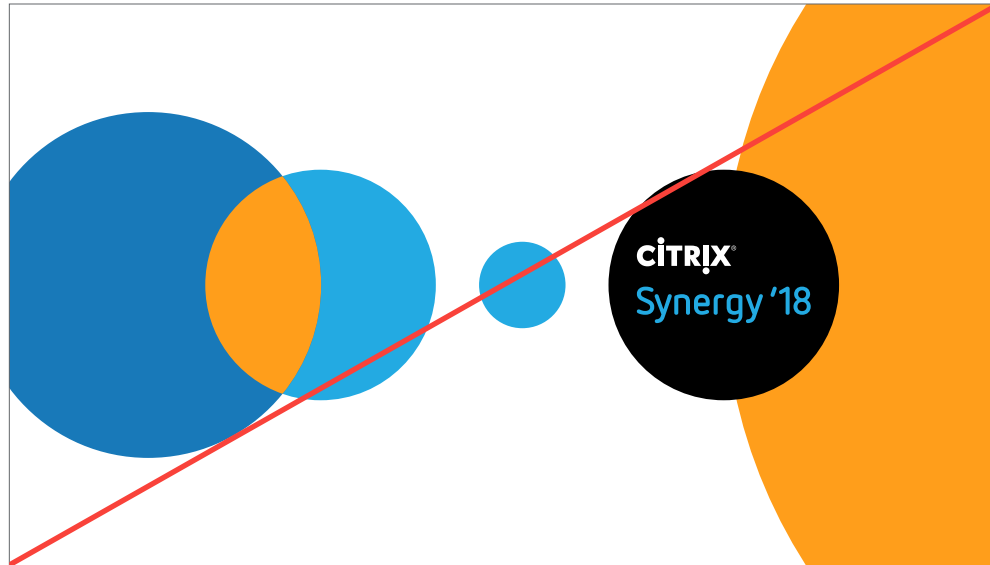


Core Lockup #4

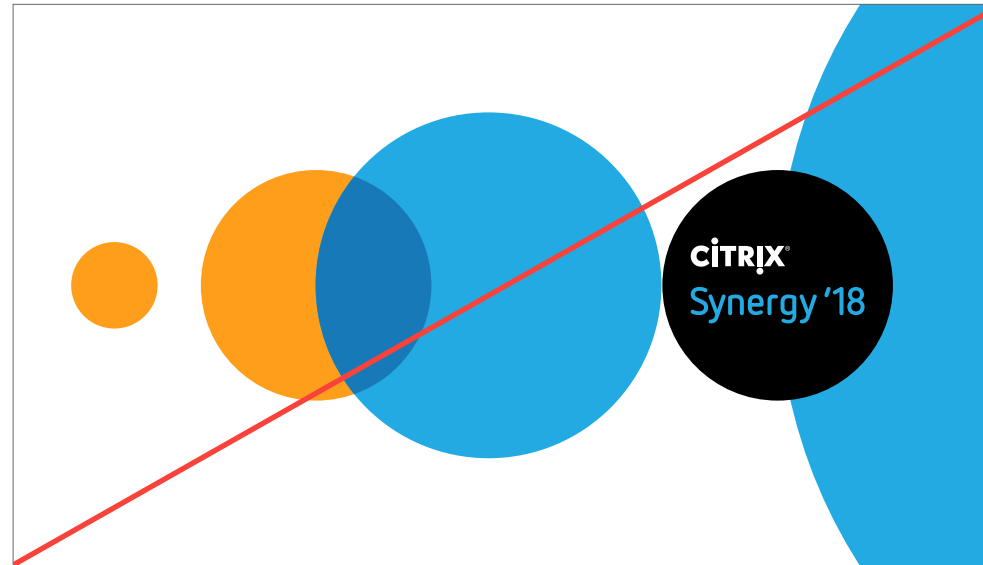


Citrix Synergy 2018 | Visual Guidelines

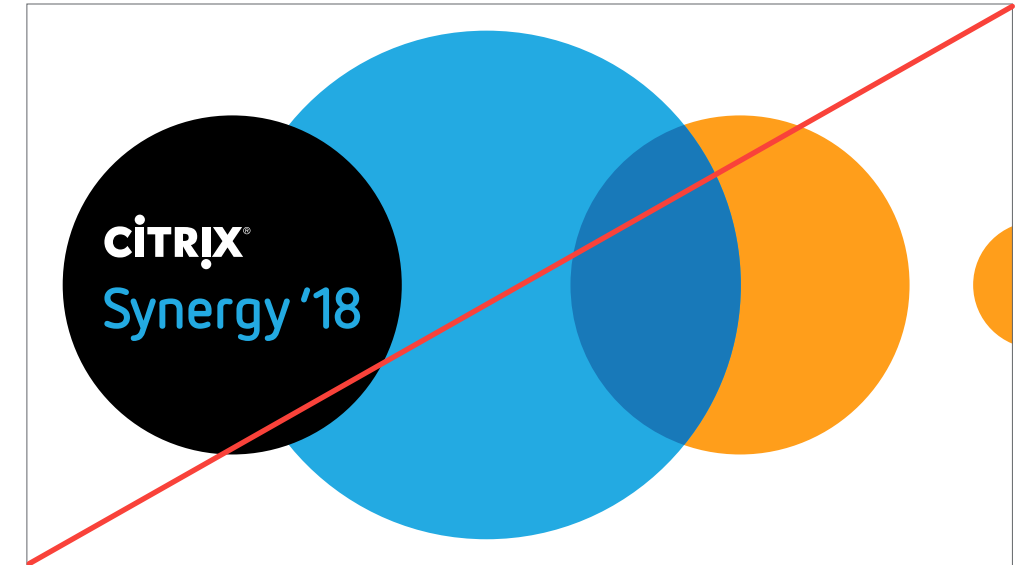
Core Lockup Usage: Violations



Don't recolor core lockups.



Don't reorder core lockup circles.
Don't ignore minimum spacing specifications.



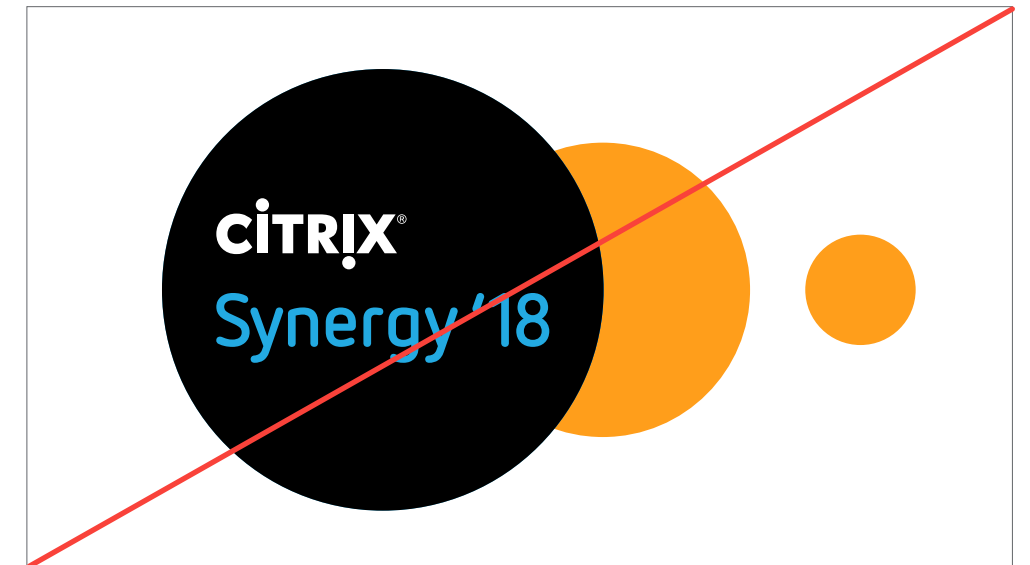
Don't use margins smaller than $\frac{2}{3}$ of smallest circle.
Don't crop core lockups awkwardly.



Don't rotate in non 90° increments.



Don't cover faces with core lockup circles.



Don't use core lockup without one circle in anchor color.

Photography

Citrix Synergy 2018 | Visual Guidelines

Photography: Brand Image Style

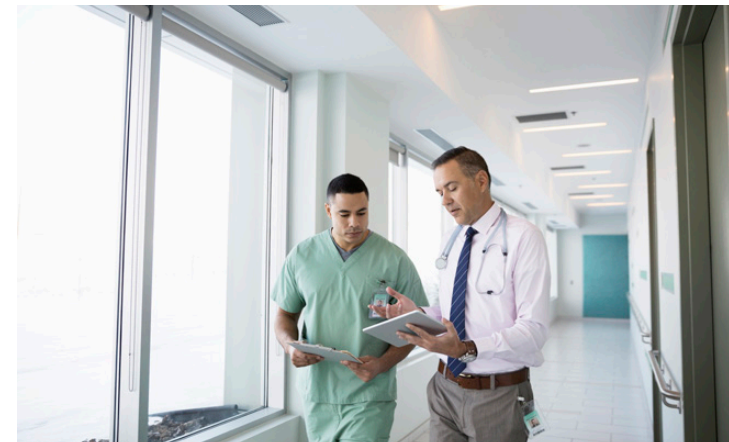
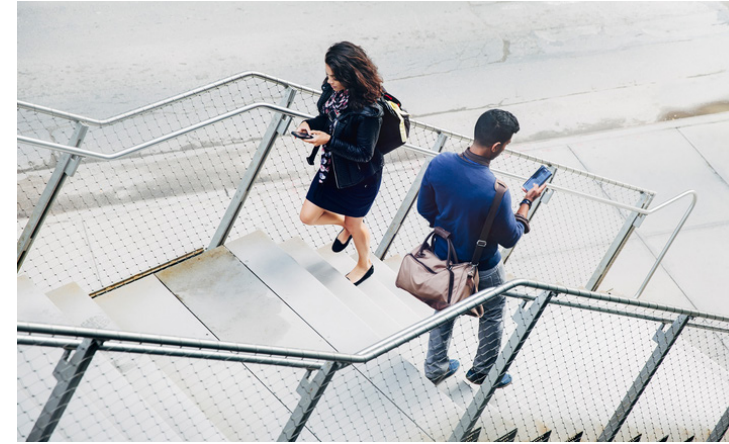
Brand images are for the live event.

These images selected from the Citrix Brand Photo Library represent the desired look and feel of brand imagery to be used at Synergy 2018. Images selected should be light and bright with minimal saturated color to allow Core Lockups to have visual prominence and sufficient contrast.

This is not an exhaustive library, but an image style guide to reference when selecting appropriate images for creative.

All brand images used in signage need to be approved by the Citrix Brand Team.

The latest Brand Photo Library can be found at:
<https://citrixbrand.imagerelay.com>



Citrix Synergy 2018 | Visual Guidelines

Photography: Synergy '17 Event Images

Event images are for event promotion and acquisition efforts.

These are a portion of the selected images from the Synergy 2017 event image library. These images seek to capture the genuine mood, scale, and atmosphere of the event without feeling tied to a specific year (year identifiers will be edited out as needed). They are bold, active, and thoughtfully composed.

Event images should avoid subjects that look unnaturally posed or bored.

Use careful cropping and occasional retouching to remove any distracting elements (logos, clutter, etc).

The full library of event images can be found in the provided Asset Library.



Citrix Synergy 2018 | Visual Guidelines

Photography: Synergy '17 Event Images



Citrix Synergy 2018 | Visual Guidelines

Photography: Synergy '17 Event Images



Creative Samples

The following designs are conceptual in nature, and should serve as high level visual direction and inspiration.

Please note these designs do not represent final form factor, content, or photography selections.

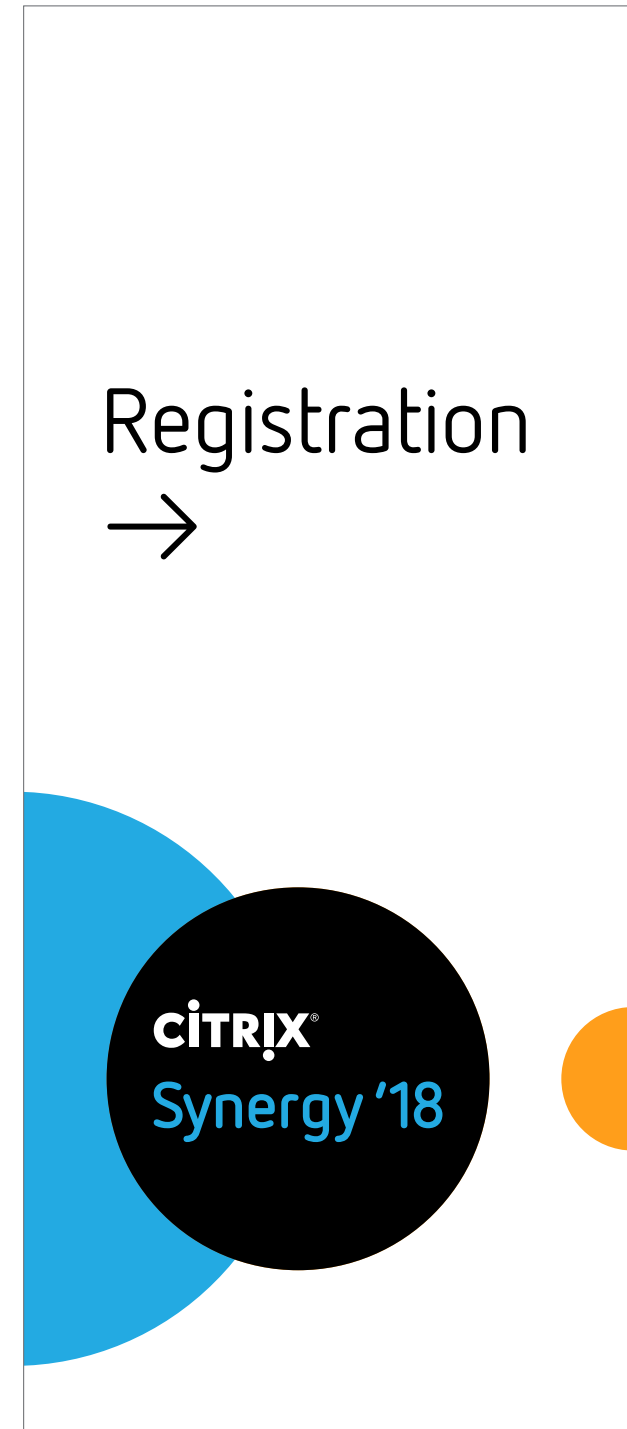
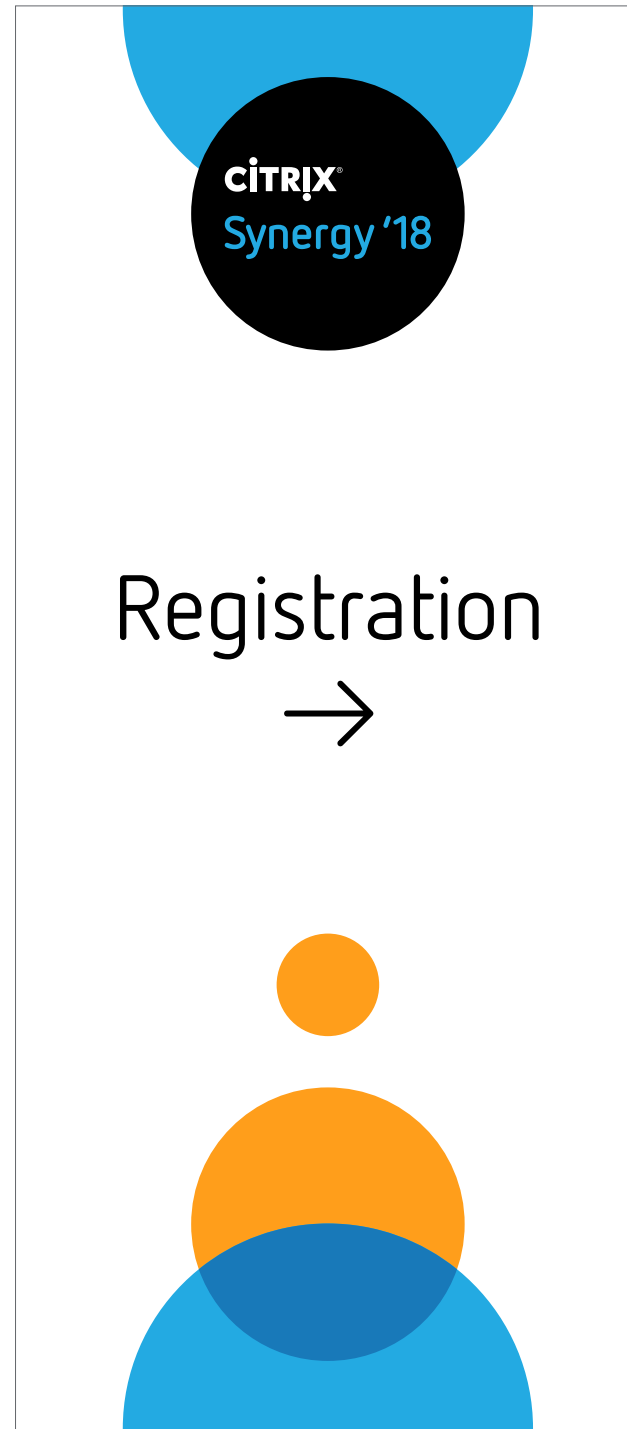
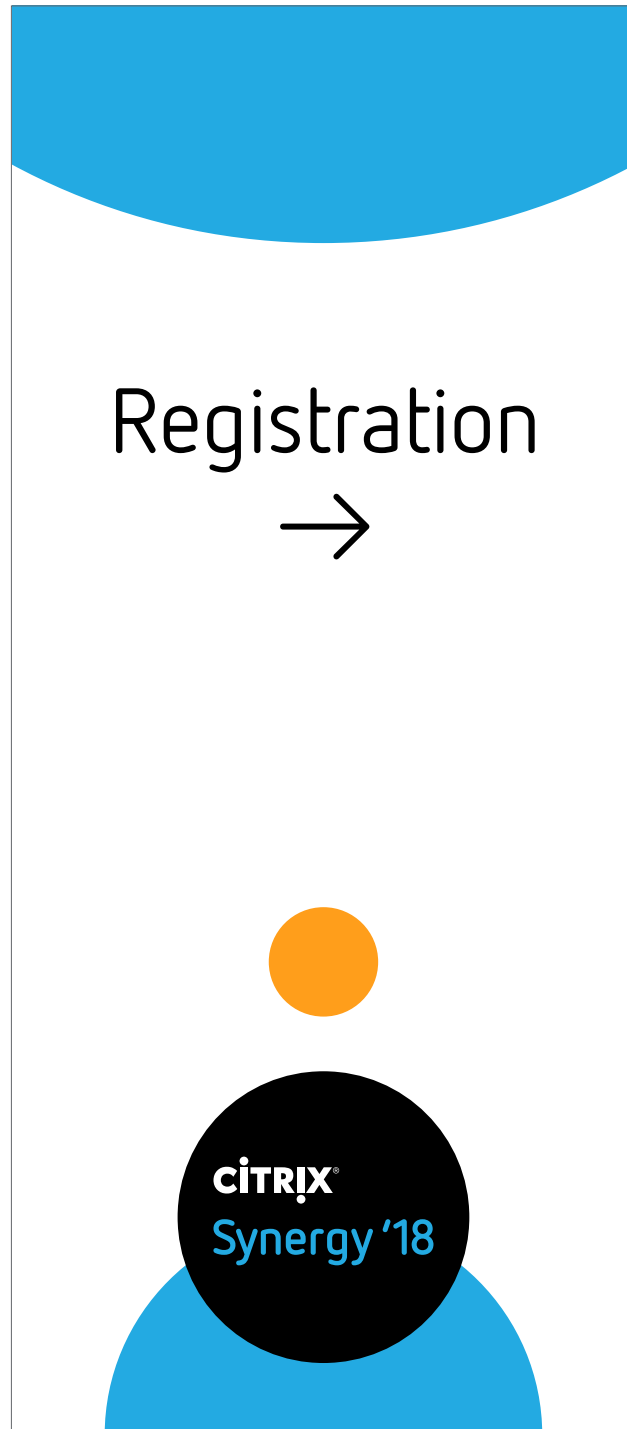
These designs were created with FF Netto, before the introduction of the new typeface Citrix New Sans.

Please note that any on-site event deliverables should use Citrix New Sans exclusively.

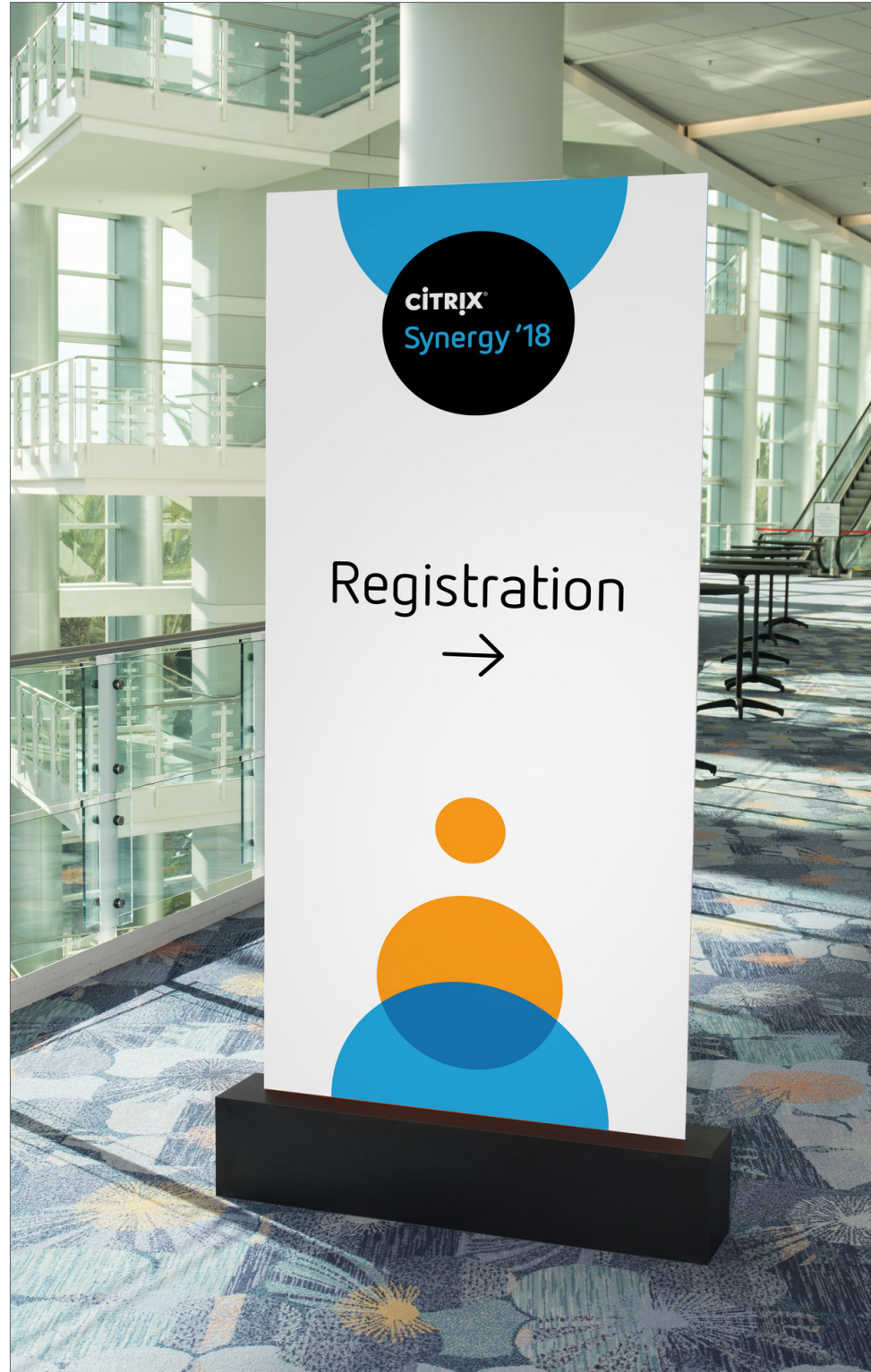
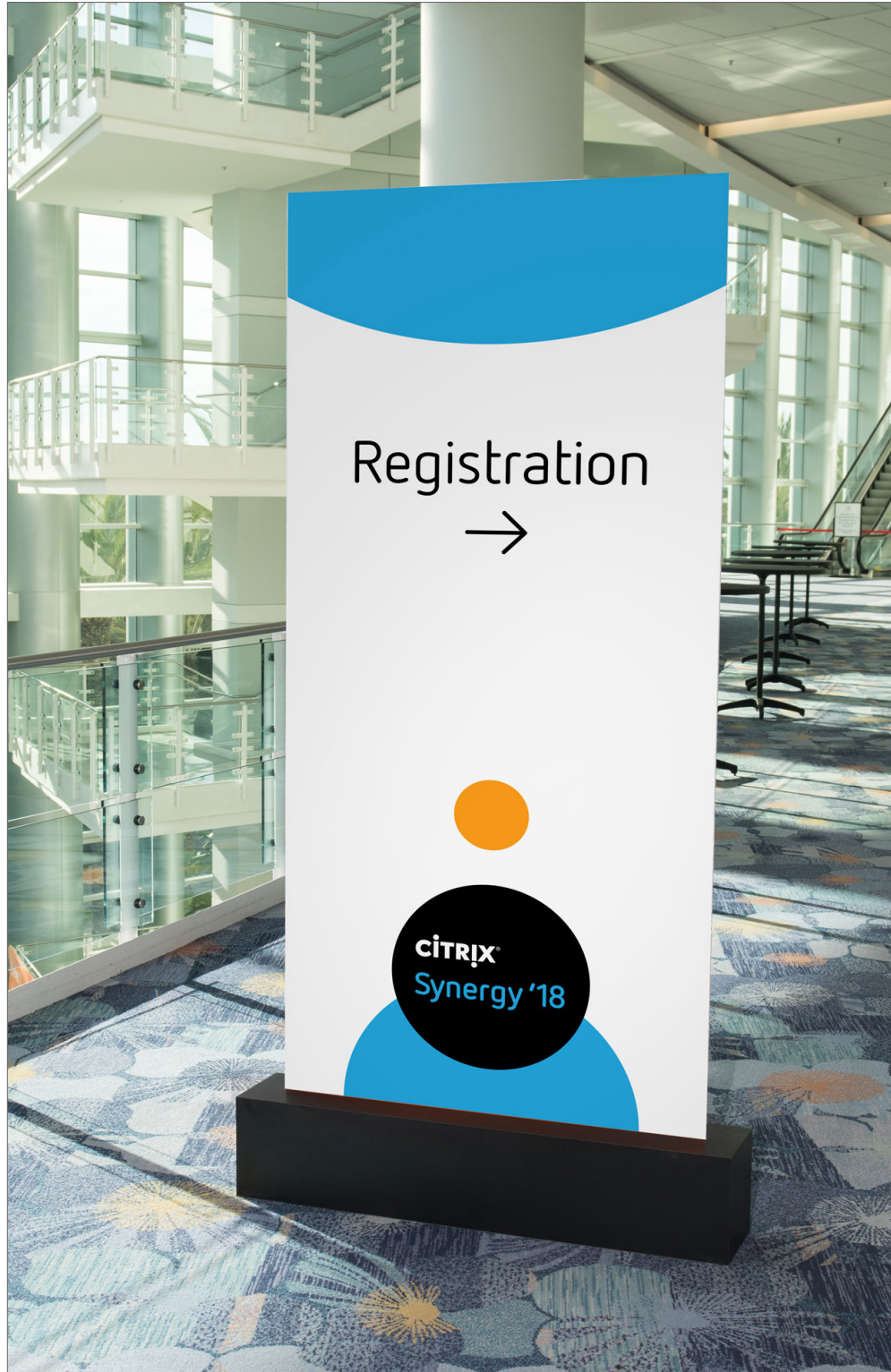








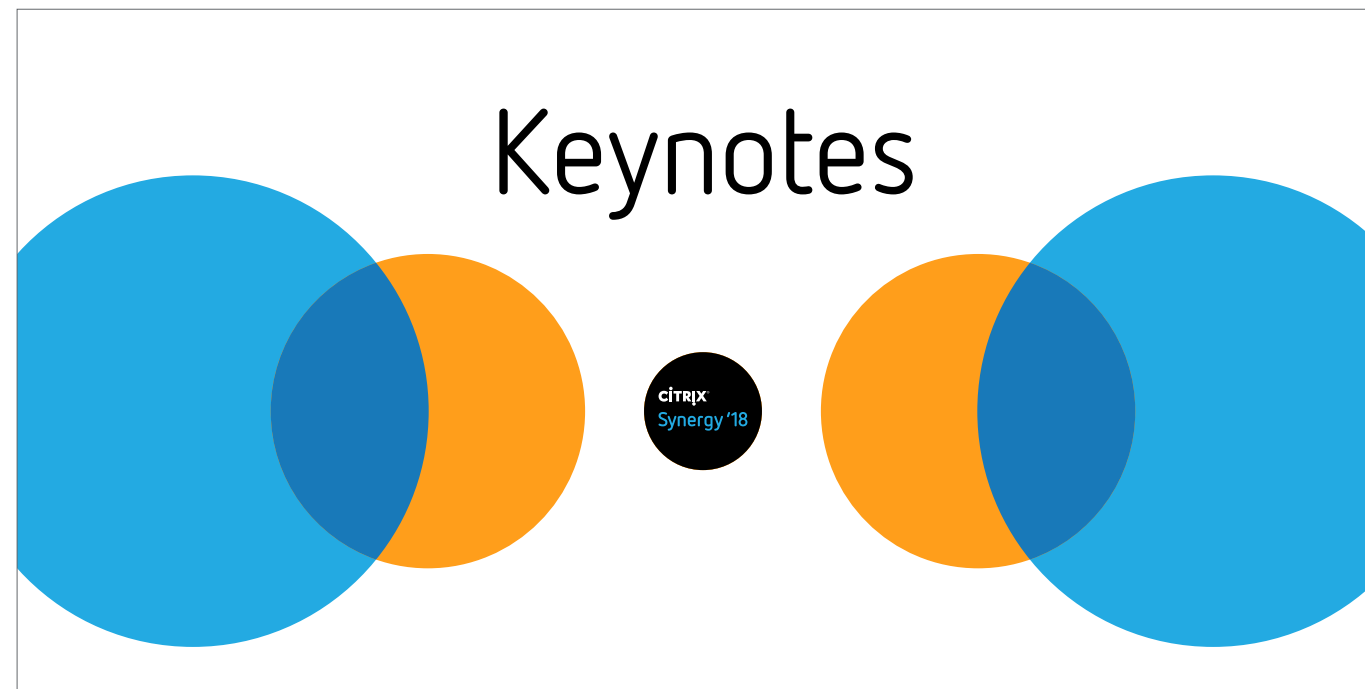
Meter Boards



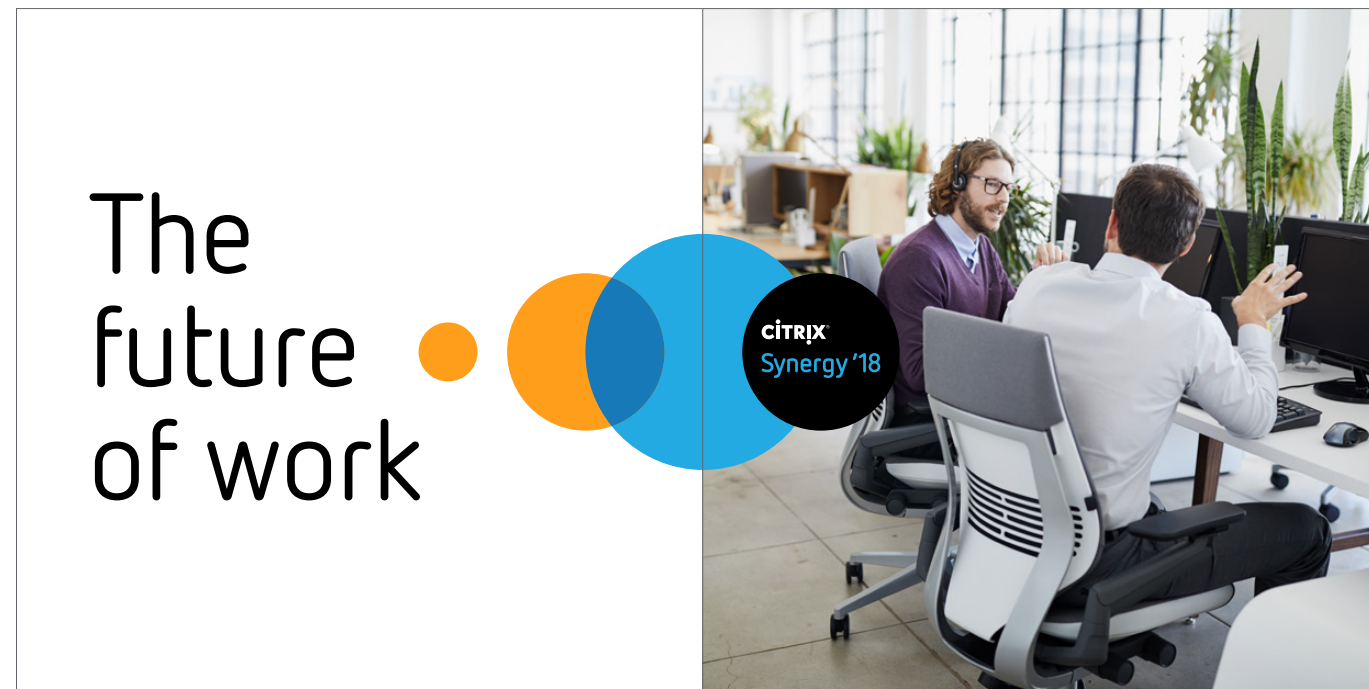




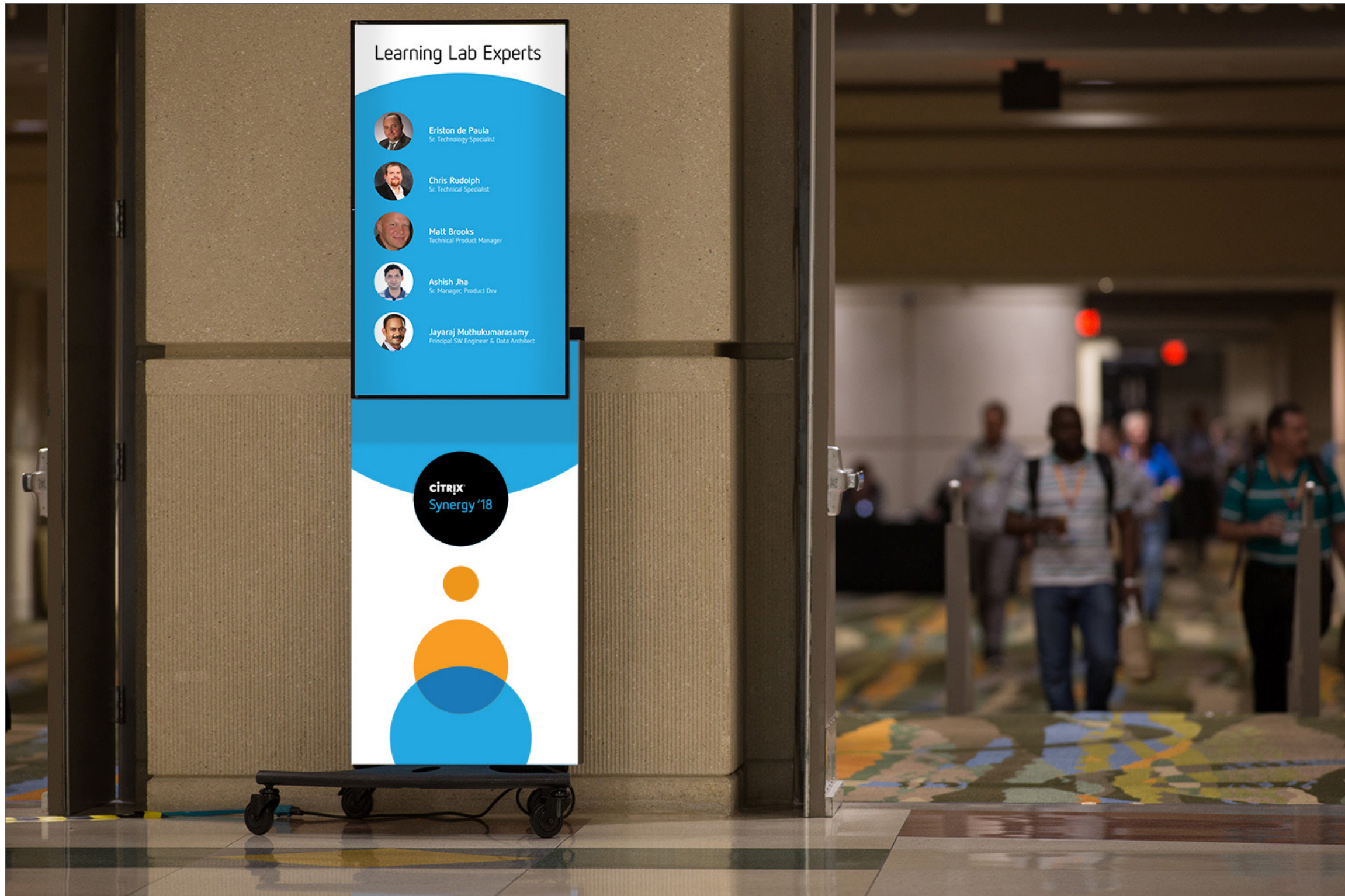
Keynotes Sign

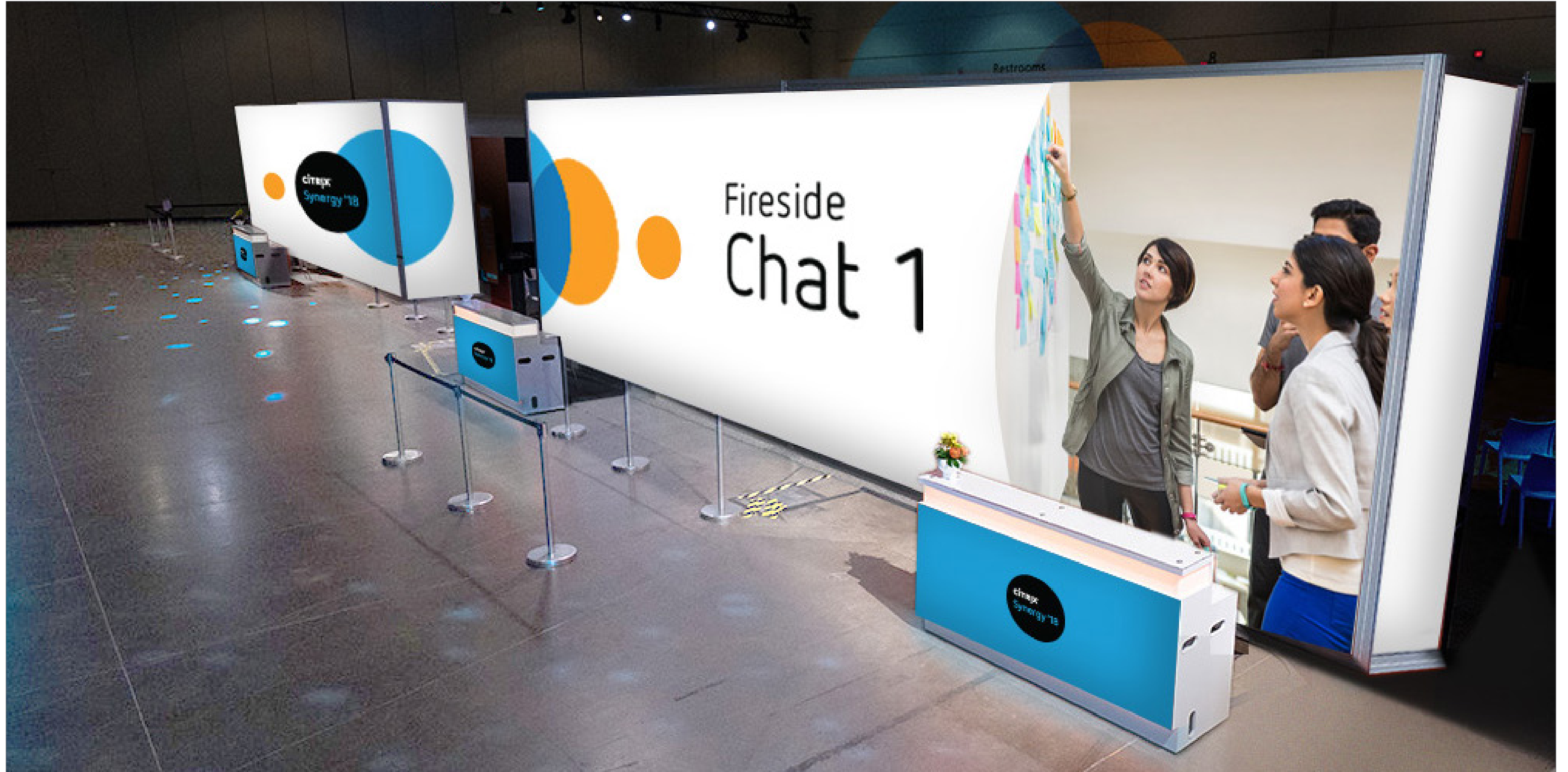






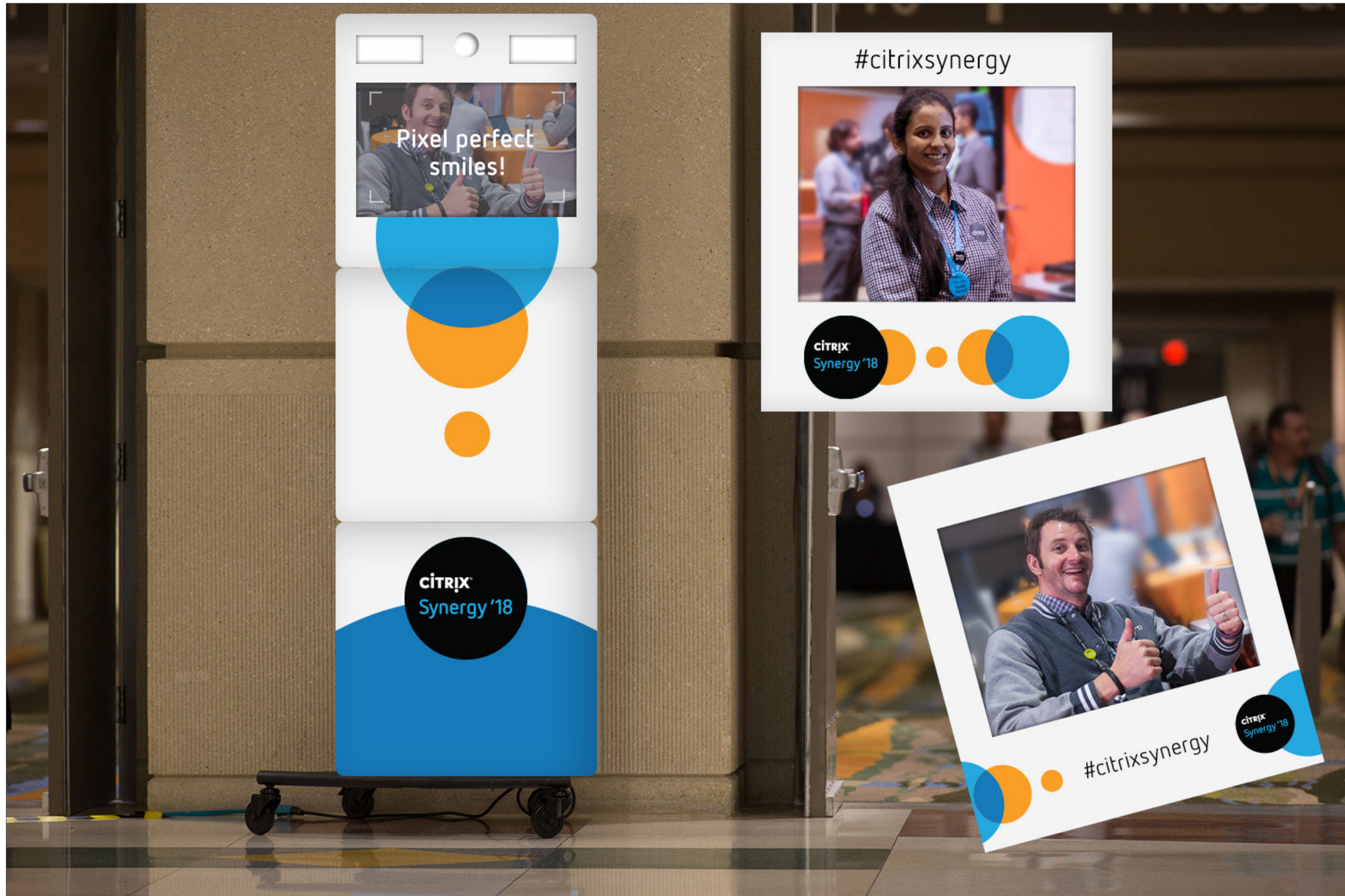












Thank you