

citrix

# Real Estate and Facilities Guidelines

# Citrix Logos

# Department Logos

# Localized Logos

# Fonts and Colors

# Grid System

## Citrix Logos

All facilities applications of the logo should be black or white to ensure, as brand colors and guidelines change, permanent facilities properties will be compatible.

Always maintain contrast between the Citrix logo and background color or material.

White Background



Gray Backgrounds



Black Background



## Department Logos

When building localized logos follow the clear space and construction method as shown on this page.

The vertical bar should be the same width of the letter “i” in the Citrix logo.

Use Public Sans Regular for the department name in all lowercase letters.

citrix | innovation  
center

citrix | real estate  
and facilities

citrix | learning center

citrix | citrite concierge

## Localized Logos

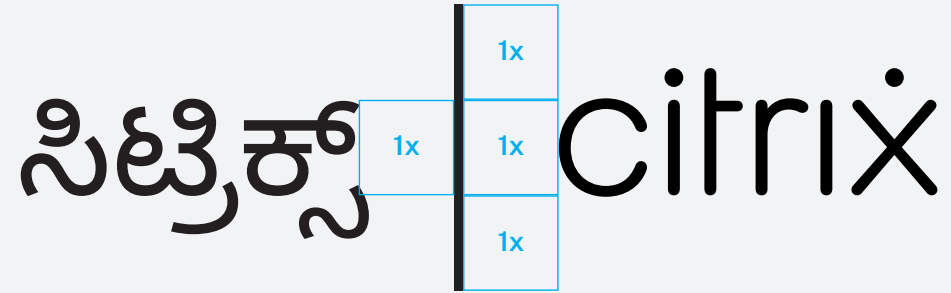
When building localized logos follow the clear space and construction method as shown on this page.

The vertical bar should be the same width of the letter “i” in the Citrix logo.

Use Public Sans Regular for the department name in all lowercase letters.

The alternate version should only be used if there is a physical restriction on the amount of space available.

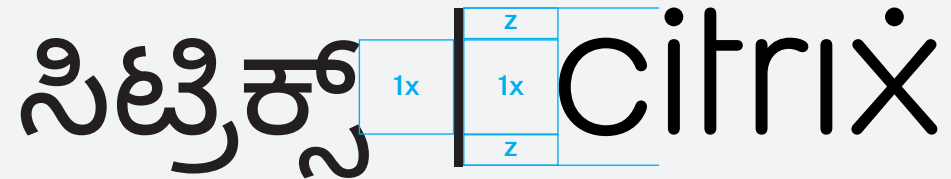
Localization Lockup — Kannada Preferred



Localization Lockup — Kannada Preferred



Localization Lockup — Kannada Alternate



Localization Lockup — Kannada Alternate



## Localized Logos

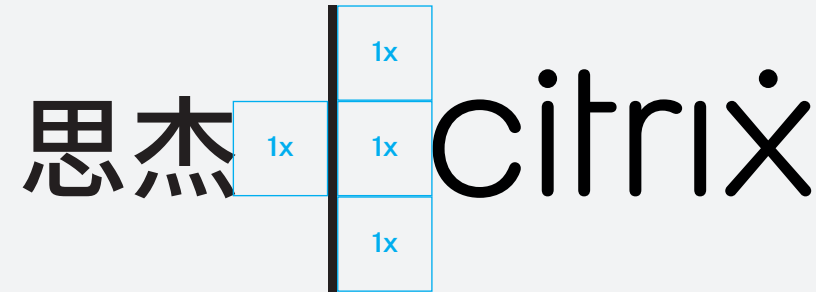
When building localized logos follow the clear space and construction method as shown on this page.

The vertical bar should be the same width of the letter “i” in the Citrix logo.

Use Public Sans Regular for the department name in all lowercase letters.

The alternate version should only be used if there is a physical restriction on the amount of space available.

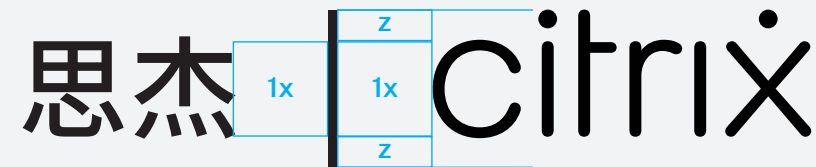
Localization Lockup — Chinese Preferred



Localization Lockup — Chinese Preferred



Localization Lockup — Chinese Alternate



Localization Lockup — Chinese Alternate



## Fonts and Colors

Primary typeface is Public Sans Extra Light.

Semibold should be reserved for floor numbers or certain situations where additional visibility or differentiation is required.

These two weights are used primarily. Limited use of variants of Public Sans may be used in specific cases such as the department logos.

If the space is neutral and makes heavy use of gray with little or no accent color the Teal family can be considered to bring color into the space and allow the signs to stand out.

If the space is full of color, or other accent colors, that may clash with teal, using gray and black will help the way-finding stand out from the other visual noise.

To avoid future expenses all permanent logos and signs should be in black or white only as other brand colors are likely to change over time.

Public Sans - Extra Light  
Primary Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Public Sans - Semibold  
Secondary Typeface

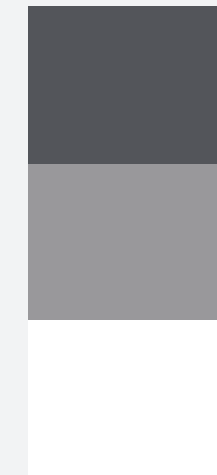
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Example Color Groups

Pantone Black 6  
Cool Gray 11  
White



Pantone Cool Gray 11  
Pantone Cool Gray 7  
White



Pantone Cool 3165  
Pantone Cool 7711  
White



## Grid System

The grid is part of the brand expression and is used to guide the elements within a layout or environment.

This grid is not used universally in the environmental design however it should be a starting point when considering a relationship of design elements.

### Step 1

Determine the longest dimension of the media

### Step 2

Divide the determined dimension into 22 units

### Step 3

Use the grid size determined in step 2 to complete the grid in the short dimension of the media

Grid examples:

#### Figure: 8-1

Horizontal media example

#### Figure: 8-2

Vertical media example

#### Figure: 8-3

Horizontal media example showing margin

#### Figure: 8-4

Vertical media example showing margin

#### Figure: 8-5

22 x 22 grid with a sub-grid for more precise type and layout options

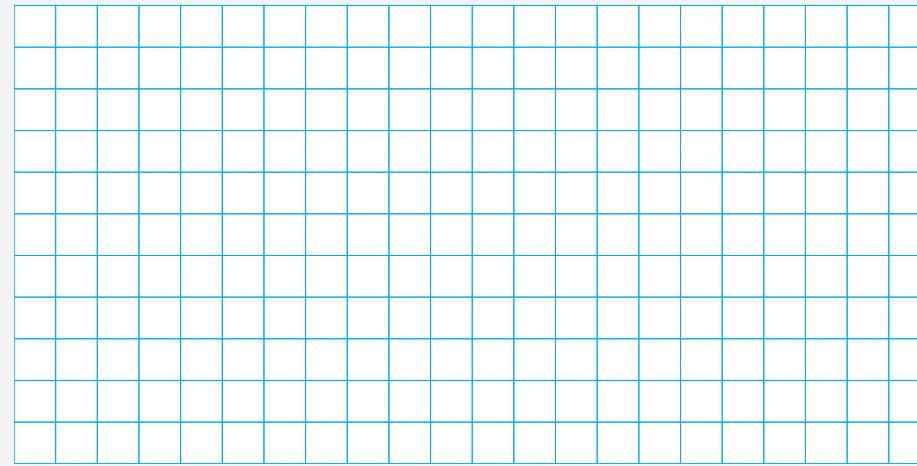


Figure: 8-1

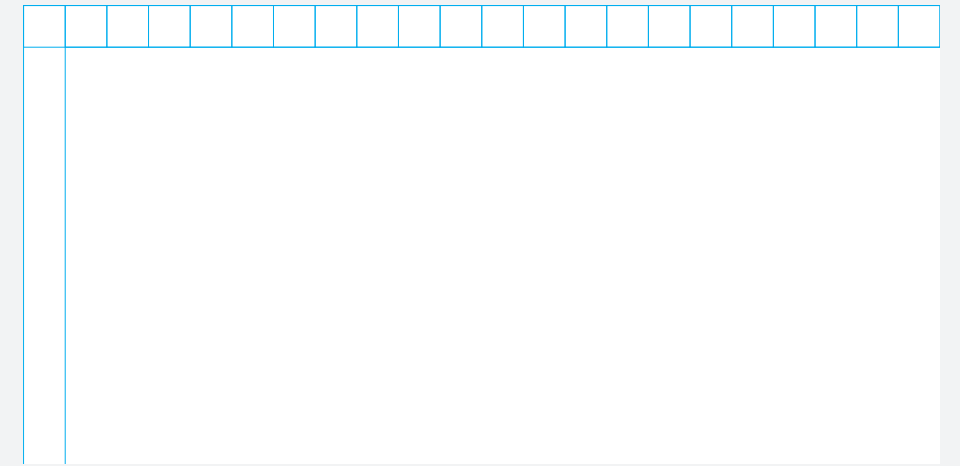


Figure: 8-3

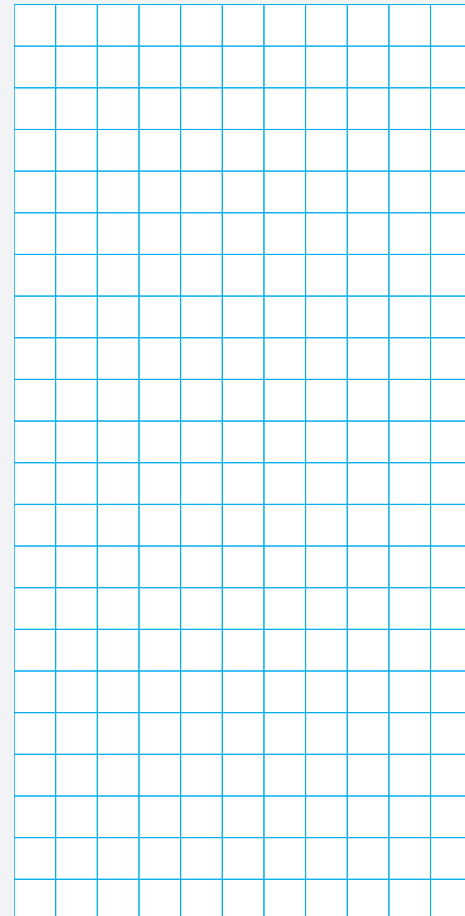


Figure: 8-2

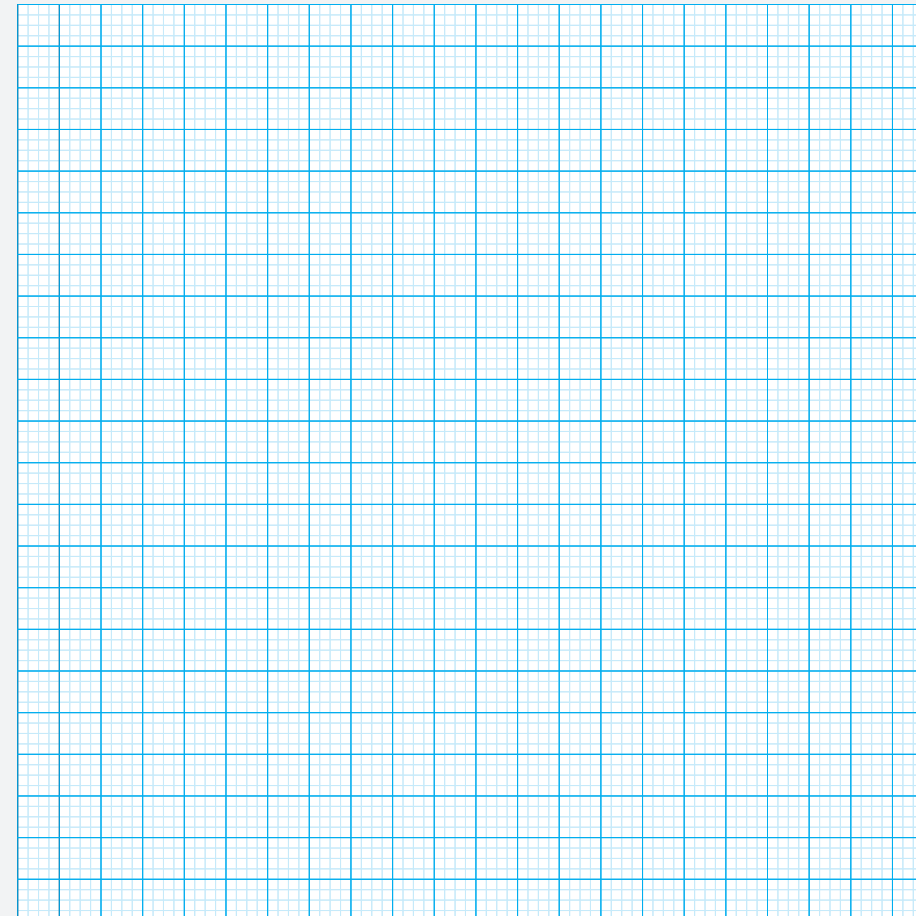


Figure: 8-5

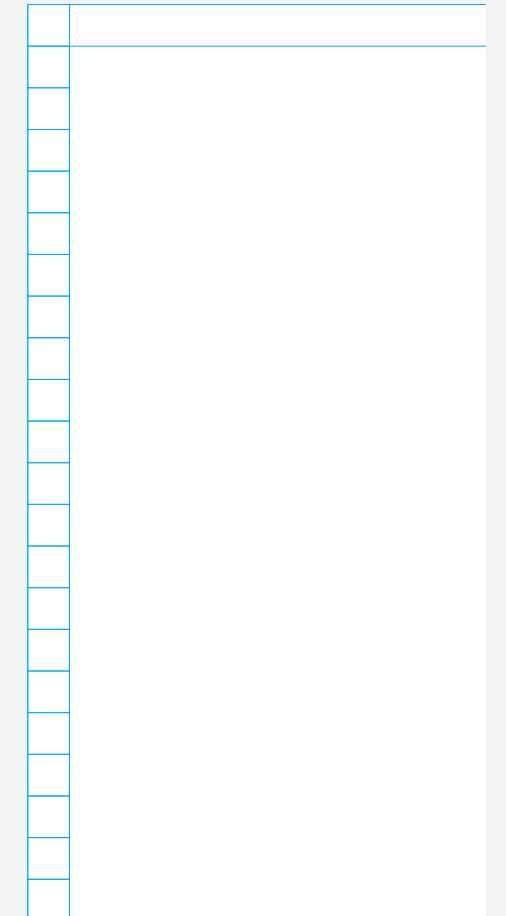


Figure: 8-4



# Typography and Directional Arrows

## Typography and Directional Arrows

Interline spacing will depend on sign type but general rule is the spacing should be no less than 1/2 the cap height of the upper case letter form.

As a rule, secondary information or lists of content should be no less than the height of an upper case letter.

Type should be set using optical tracking with the value to 0.

General Spacing  
Recommendation

—  
y —  
.5y —  
y —  
y —  
Main Reception  
Check-In  
Parking

✓ Correct Spacing

General Office

⊗ Spacing too tight

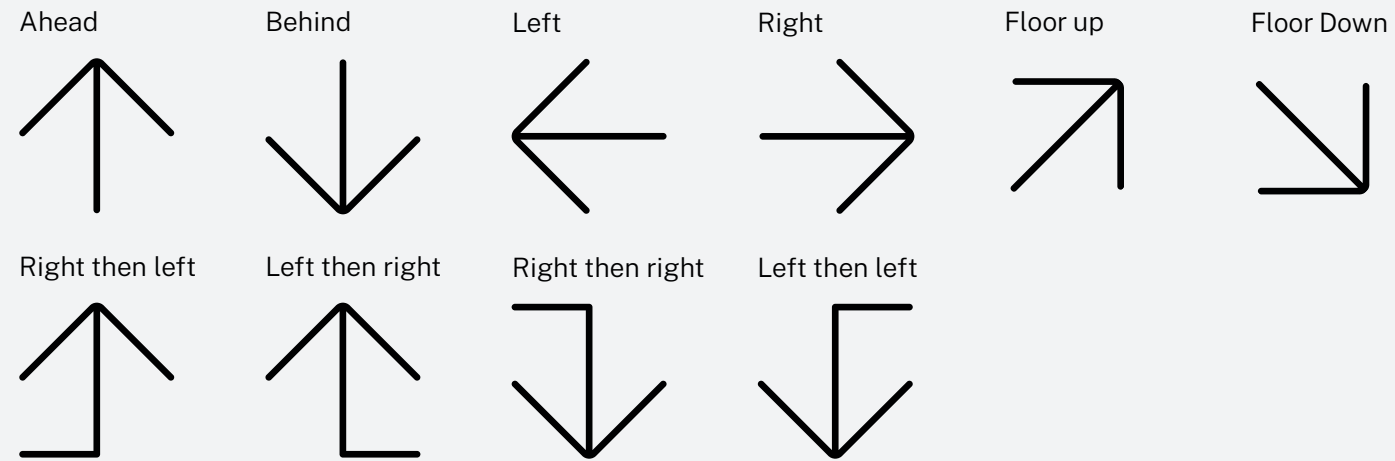
General Office

⊗ Spacing too loose

General Office

## Typography and Directional Arrows

Standard arrow styles for directional signs.



Arrows are to be double the cap height of the accompanying text (2Y). Space between arrow and the left aligned text should be equal to 1Y.

When placing numbers in-line with text (i.e. floor number) maintain the same spacing as what an arrow's width would be as shown here to maintain consistent spacing between signs. Numbers should be equal to the text cap height in Public Sans Semibold and formatted 2-digit. (i.e. 01, 02, 03)

Arrows with Text



Numbers with Text



# Typography and Directional Arrows

Primary language should be in Public Sans Extra Light. Secondary language cap height should be equal to .75 the cap height or “Y”. Interline spacing for secondary language follows primary language rules but half the increments of Y.

A vertical scale on the left side of the diagram is marked with 'Y' at the top, followed by horizontal lines and labels: '.5Y', 'Y', 'Y', '.75Y', and '.25Y'. The text 'Campus' is aligned with the top 'Y' mark. The text 'Main Entrance' is aligned with the first 'Y' mark below 'Campus'. The text 'Campus' is aligned with the second 'Y' mark below 'Main Entrance'. The text 'Zentrale-Eingang' is aligned with the '.75Y' mark below 'Campus'.

Campus  
Main Entrance  
Campus  
Zentrale-Eingang

Campus  
Main Entrance  
Campus  
Zentrale-Eingang

# Skyline Identity

## Skyline Identification

The Citrix logo should be flush with upper left or right corner of building elevation depending on environment and primary traffic flow.

This may not always be possible in cases where the installation requires the use of existing sign mounting locations, permitting, or other factors.

### Figure: 14-1

A clear space around the logo is recommended when possible.

### Figure: 14-2

When possible use a “clean” area of the building to display the logo.

### Figure: 14-3

Consider the proportions of the logo within the desired location. In this example, expanding the logo to fill the “clean” area would result in a logo that is too large for the building. To achieve an optimal balance the margin at the bottom margin was increased to 1.5x.



Figure: 14-2



Figure: 14-1



Figure: 14-3

## Skyline Identification

The Citrix logo should be flush with upper left or right corner of building elevation depending on environment and primary traffic flow.

This may not always be possible in cases where the installation requires the use of existing sign mounting locations, permitting, or other factors.

When placing the logo over multiple panels of glass or architectural panels, adjust the placement for minimal disruption to the logo.

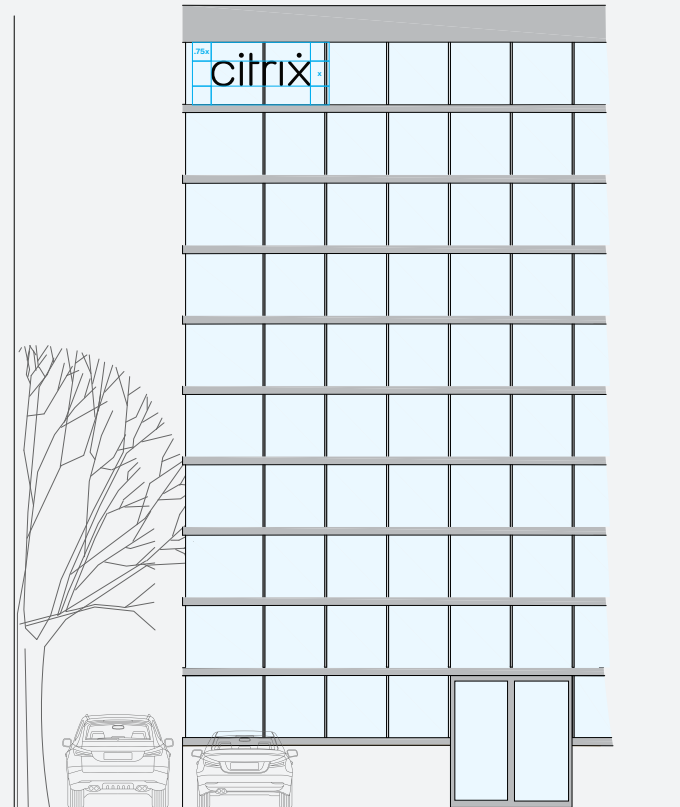


Figure: 15-1

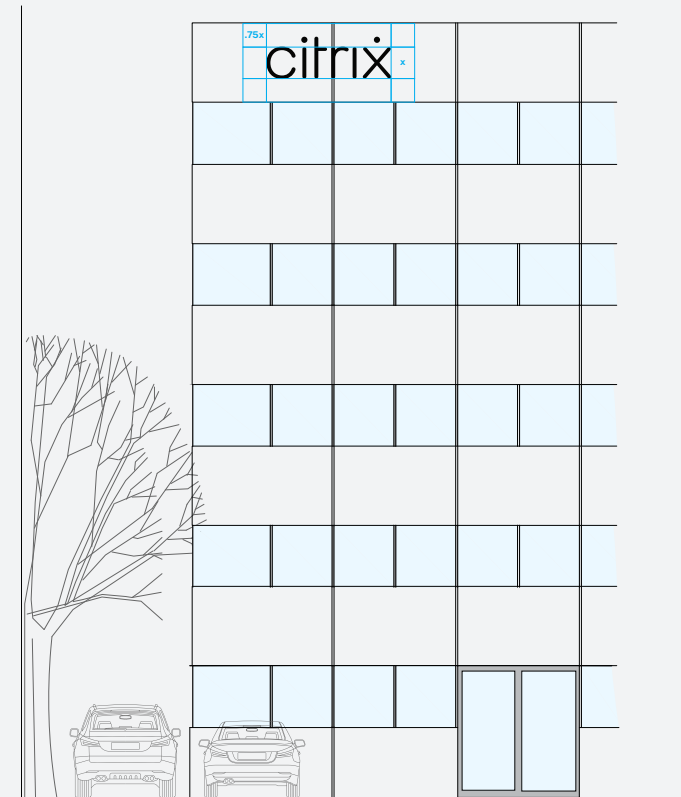


Figure: 15-2

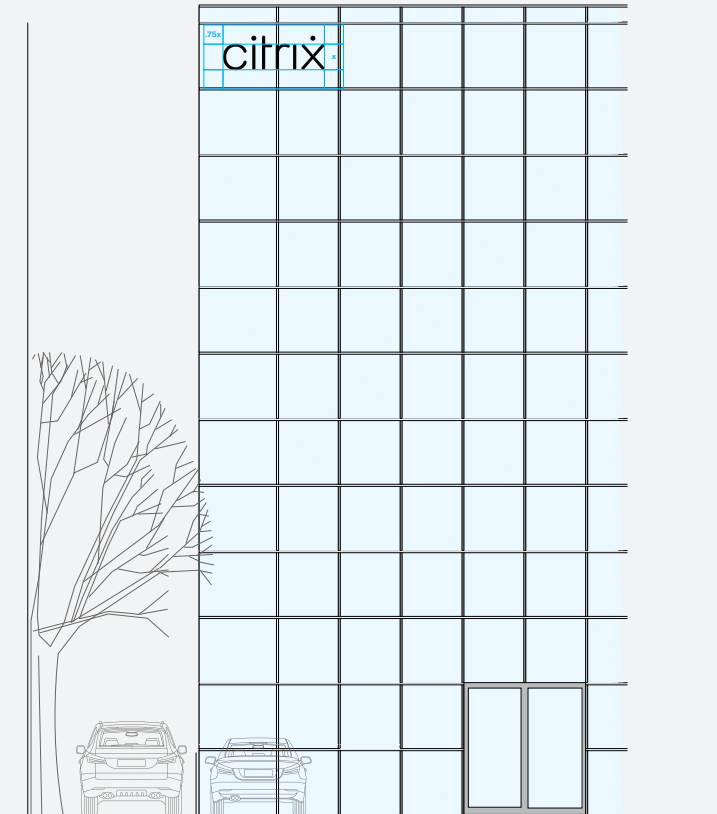


Figure: 15-3

# Dimensional

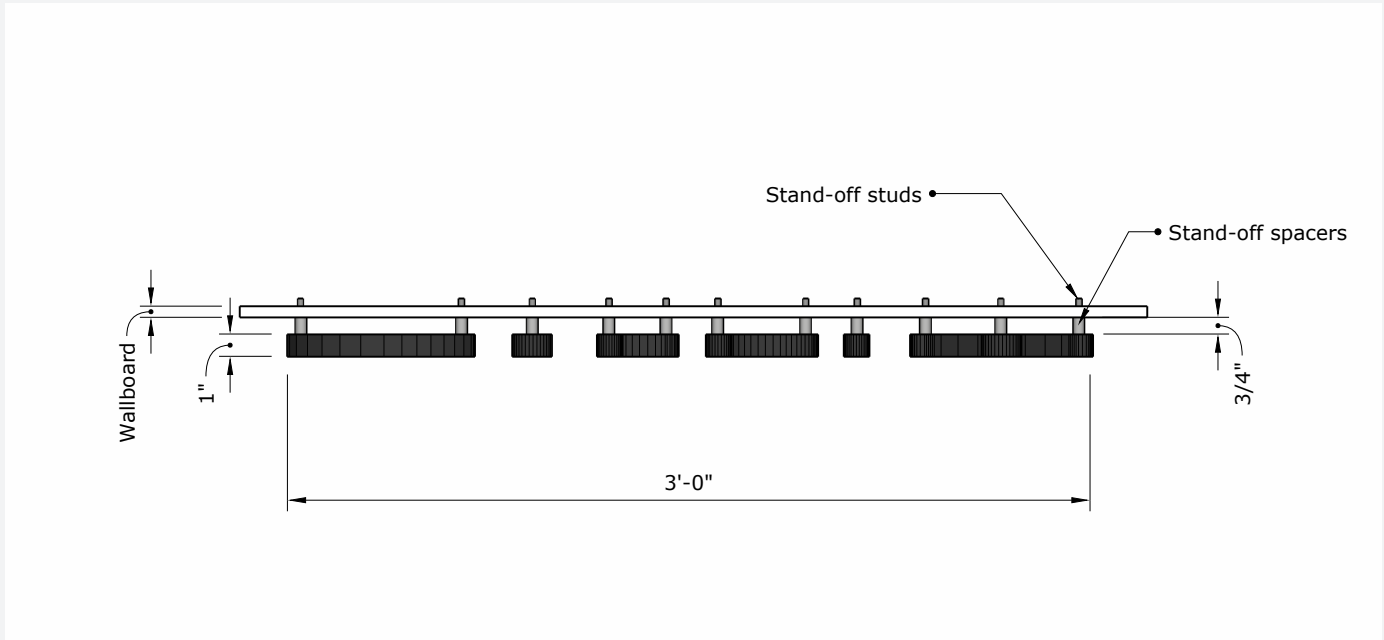


# Dimensional Logo Non-Lit or Halo-Lit, with Stand-Offs

Dimensional logos are used indoors at the primary point of entry such as the main reception area.

In most cases a logo between 24" and 48" wide is an appropriate range for size with the average size being about 36". The following pages provide further guidance regarding the establishment of an ideal scale for the space.

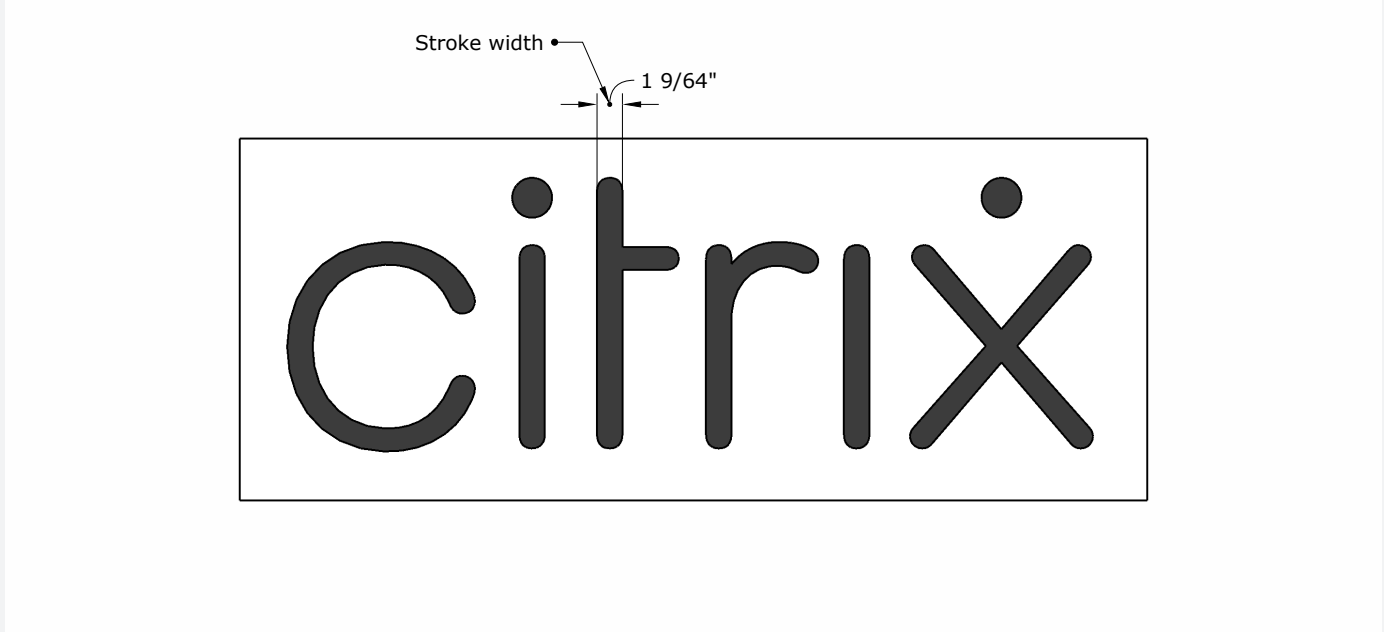
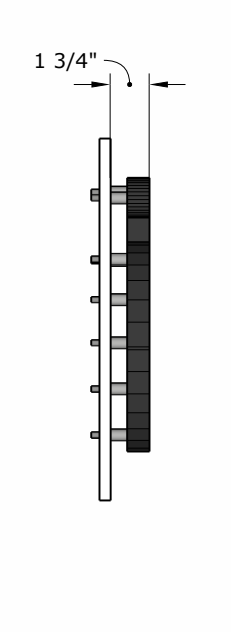
For sizes less than 36" wide please see the Non-lit option in this section of the guide.



The depth of the letter should not exceed 100% of the width of the stroke in the letter "t".

Select a material width that is as close as possible to a depth that is ≤100% of the stroke width.

Stand-off spacers should be ≤75% of the stroke width.



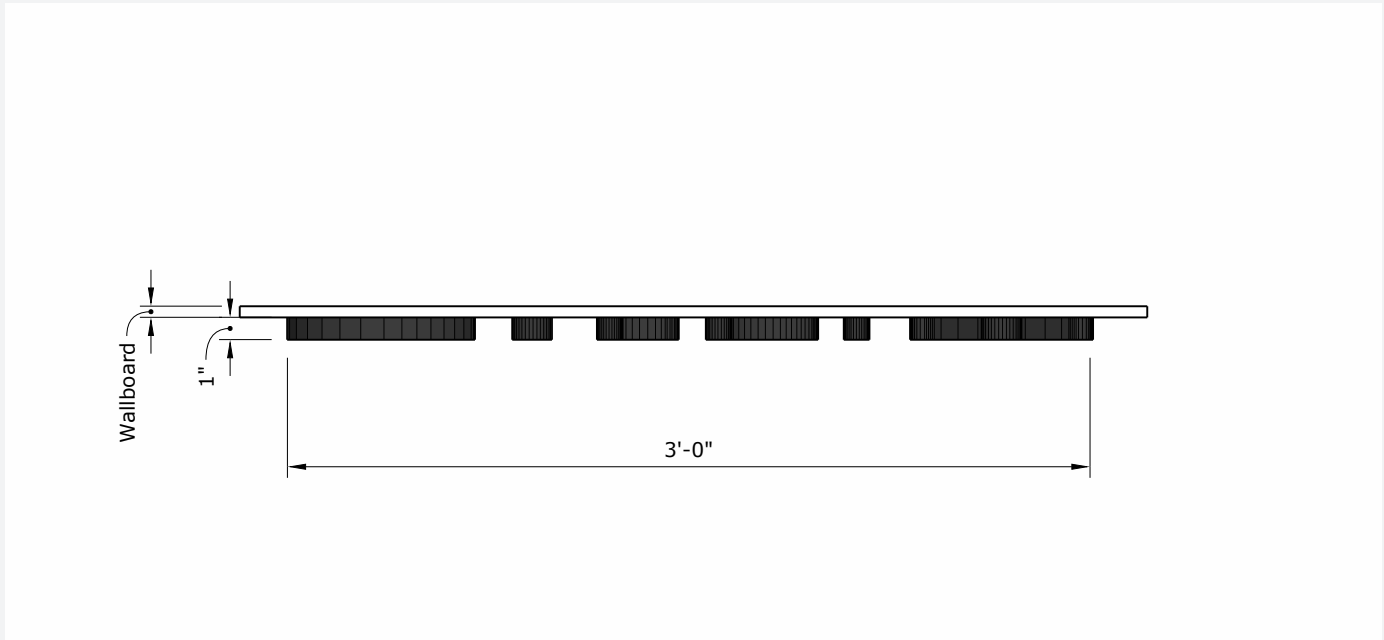
**Dimensional Logo  
Non-Lit, Surface Mount**

Dimensional logos are used indoors at the primary point of entry such as the main reception area.

In most cases a logo between 24" and 48" wide is an appropriate range for size with the average size being about 36". The following pages provide further guidance regarding the establishment of an ideal scale for the space.

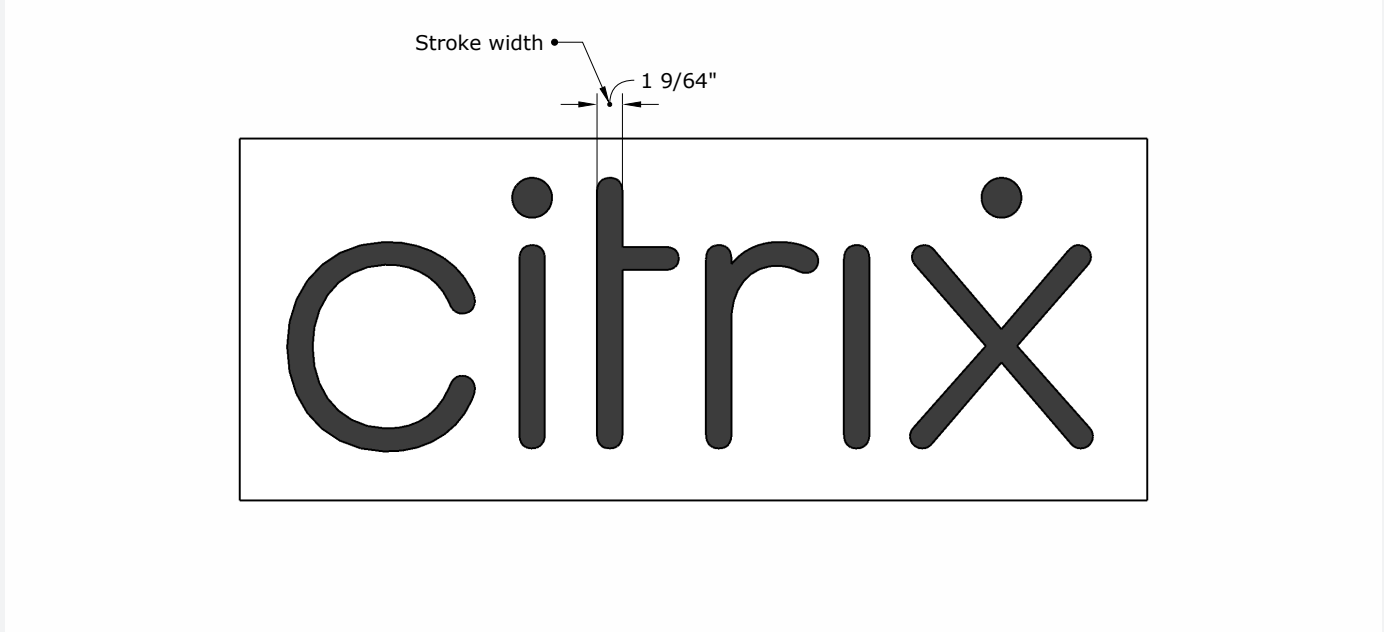
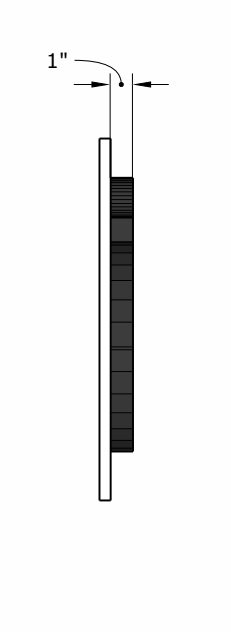
Where possible direct pin spot lights from the ceiling to illuminate and add dramatic lighting to the logo.

Flush mount is NOT recommended for uneven or textured surfaces.



The depth of the letter should not exceed the width of the stroke in the letter "t".

Select a material width that provides a depth as close to but, not greater than the stroke width.



## Primary Logo Placement and Size Guide

Define the grid using a visual live area. In this case the desk defines the visual focus of this elevation. By defining this space within the overall context you will ensure your grid proportions provide a focus.

Careful consideration should be given to the visibility of the logo as it is approached in the space. This will determine if a flush right or flush left logo installation is required.

The baseline of the “Citrix” mark should be 5-6ft from the floor (1600-1825mm). This will vary depending on the height of the ceiling, the grid, the scale of the logo and possible obstructions.

Grid overlay showing the graphic live area of the elevation.



Figure: 19-1

Typical scale, balance and layout of the final elevation



Figure: 19-2

## Primary Logo Placement and Size Guide

Define the grid using a visual live area. In this case the desk defines the visual focus of this elevation. By defining this space within the overall context you will ensure your grid proportions provide a focus.

Careful consideration should be given to the visibility of the logo as it is approached in the space. This will determine if a flush right or flush left logo installation is required.

The baseline of the “Citrix” mark should be 5-6ft from the floor (1600-1825mm). This will vary depending on the height of the ceiling, the grid, the scale of the logo and possible obstructions.

Grid overlay showing the graphic live area of the elevation.

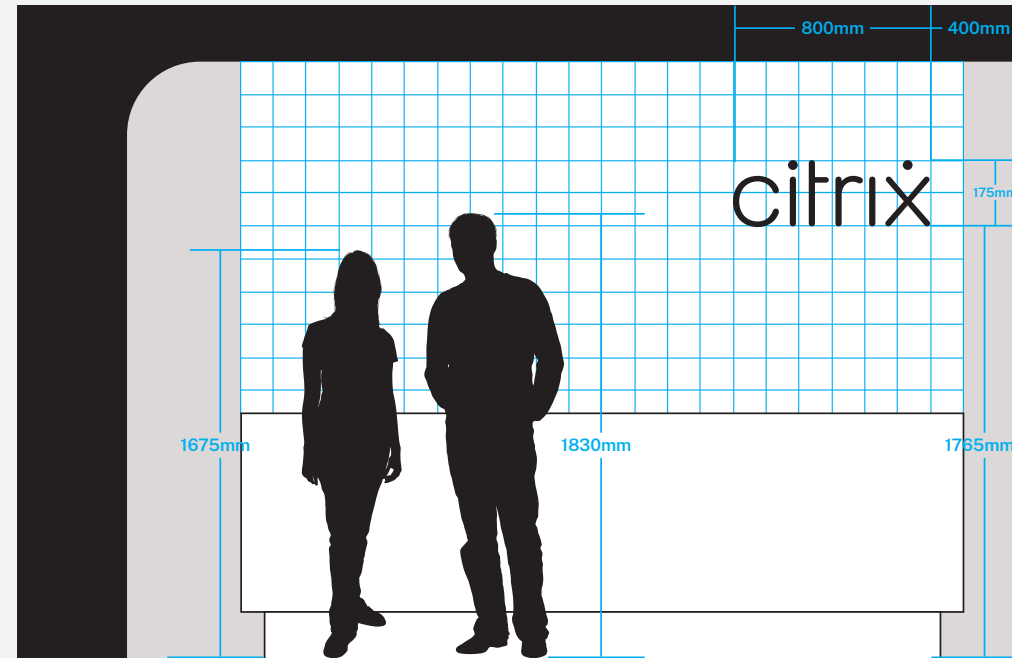


Figure: 20-1

Typical scale of the logo and balanced layout of the final elevation.

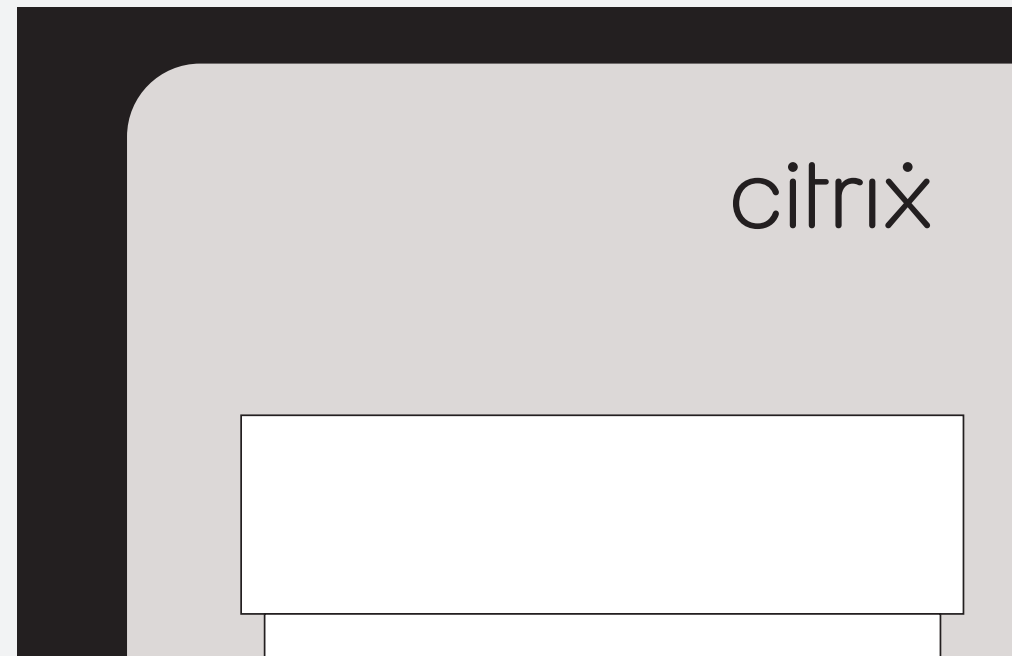


Figure: 20-2

# Graphic Applications

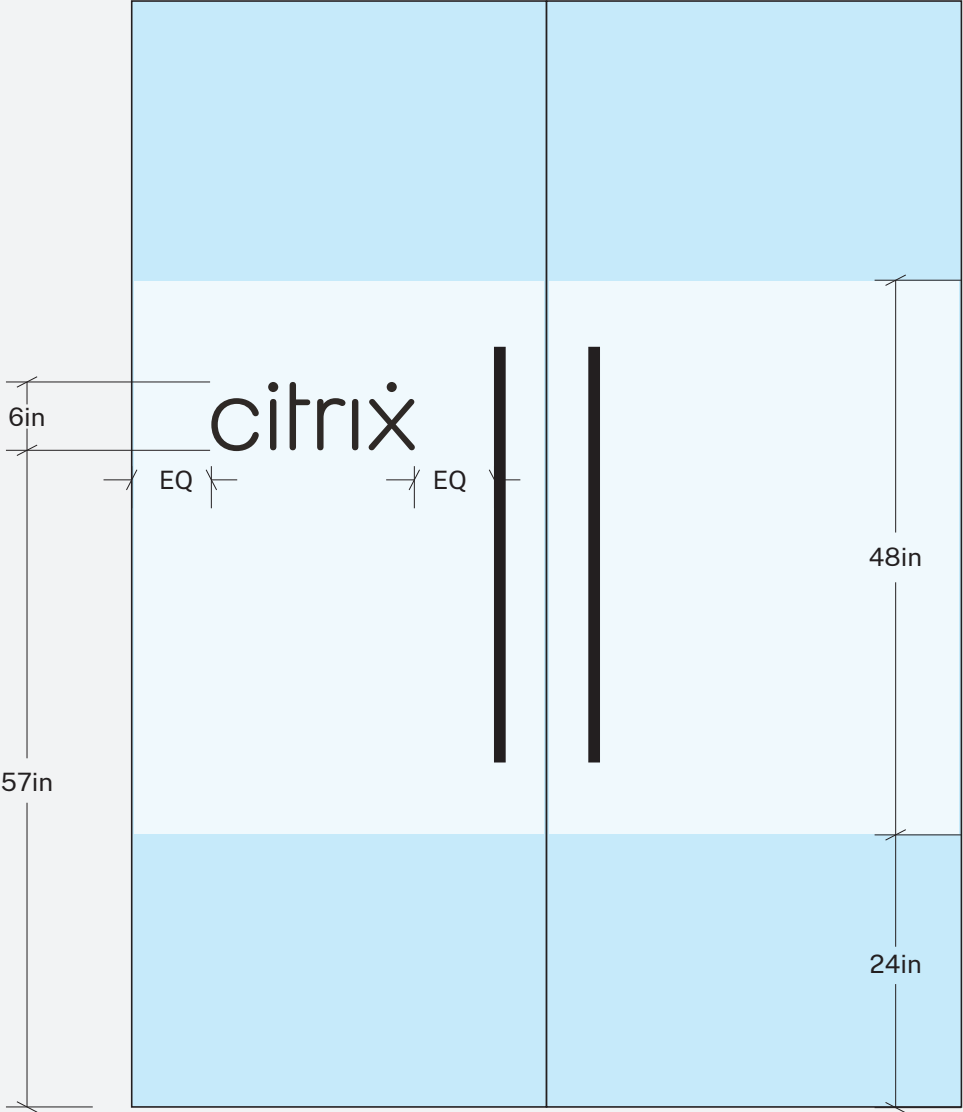
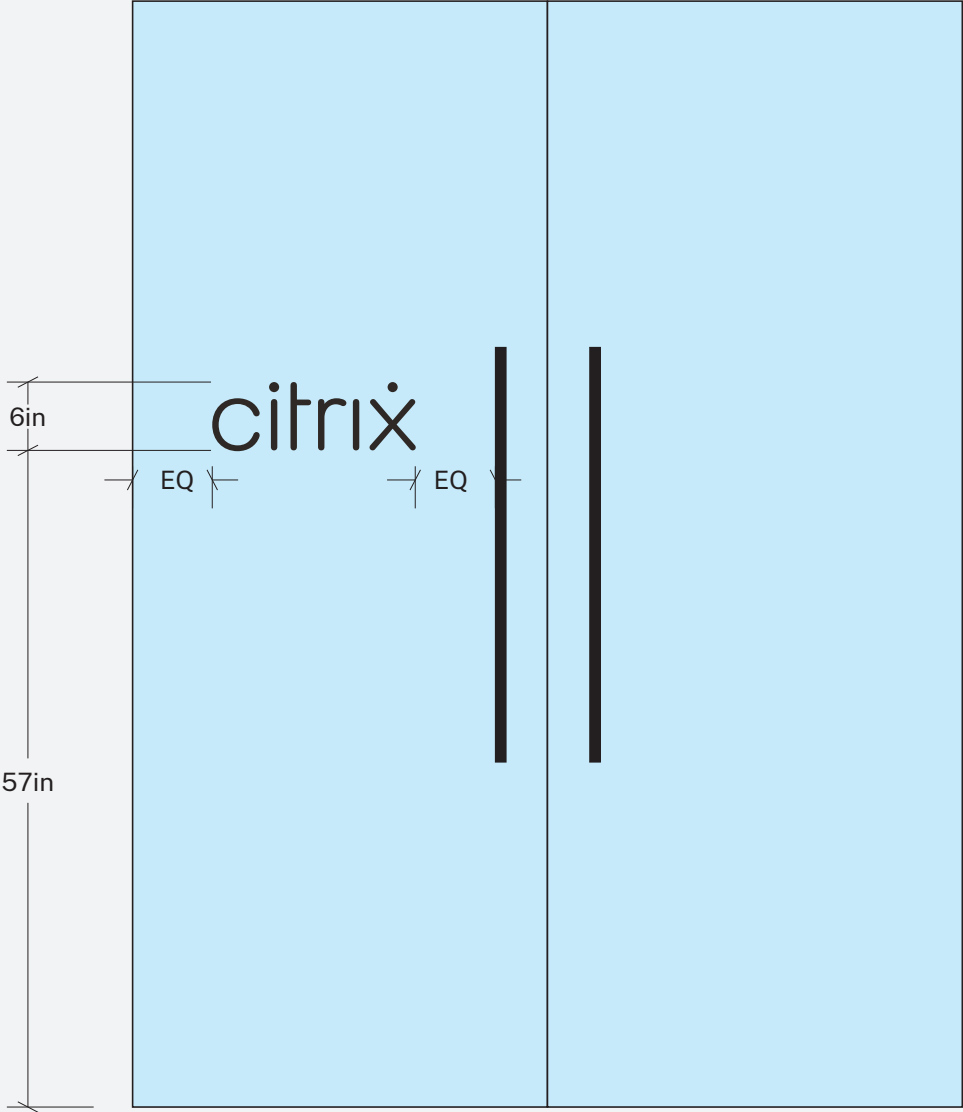
# Graphic Applications

Typical applications on the logo shown with and without privacy frost.

When using privacy frost, installation of the logo should be on the first surface and the frost should be applied to the second surface.

Depending on the diffusion of the material, a suggested transmission of 70% (30% blocking) is preferred. The material can be adjusted depending on the overall environment it is applied to. Select a frosted film that will work well throughout the space and avoid mixing transparency or material types.

Follow specifications as illustrated.



## Graphic Applications

The room names are applied to the outside (first surface) and the frosted privacy material is applied as a single strip to the inside (second surface) as shown. This application allows for possible future edits without damage to the frosted material.

Depending on the diffusion of the material, a suggested transmission of 70% (30% blocking) is preferred. The material can be adjusted depending on the overall environment it is applied to. Select a frosted film that will work well throughout the space and avoid mixing transparency or material types.

Follow specifications as illustrated.

### Figure: 23-1

When a digital room panel is NOT present it is preferred to have the room label and ADA sign on the wall or glazing next to the door handle. This allows the room name to be present regardless of the door being open or closed.

### Figure: 23-2

When a digital room panel IS present it is preferred to have the digital room panel and ADA sign on the wall or glazing next to the door handle. In this case it is acceptable to place the room name on the door to help reduce the visual elements next to the door.

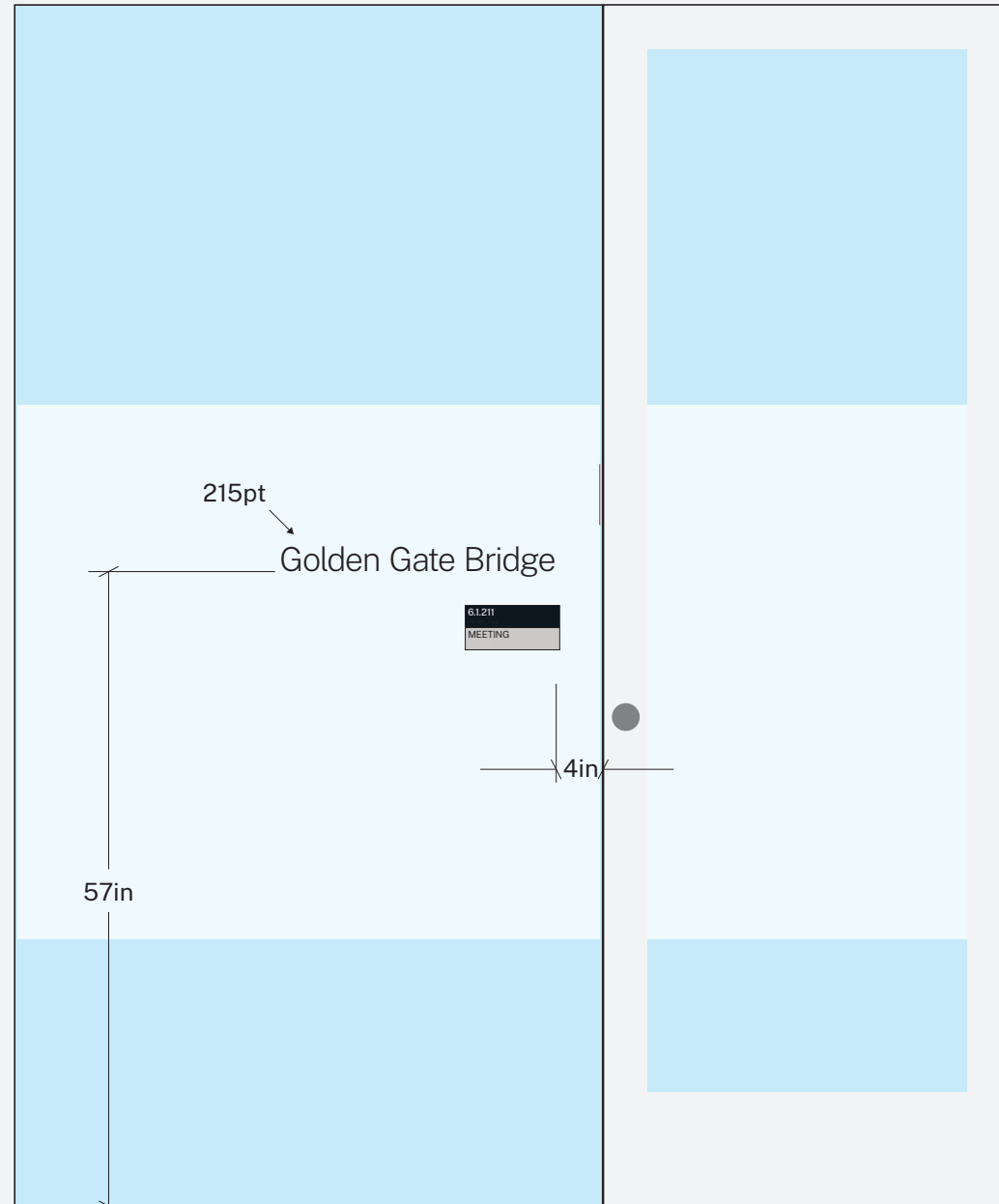


Figure: 23-1

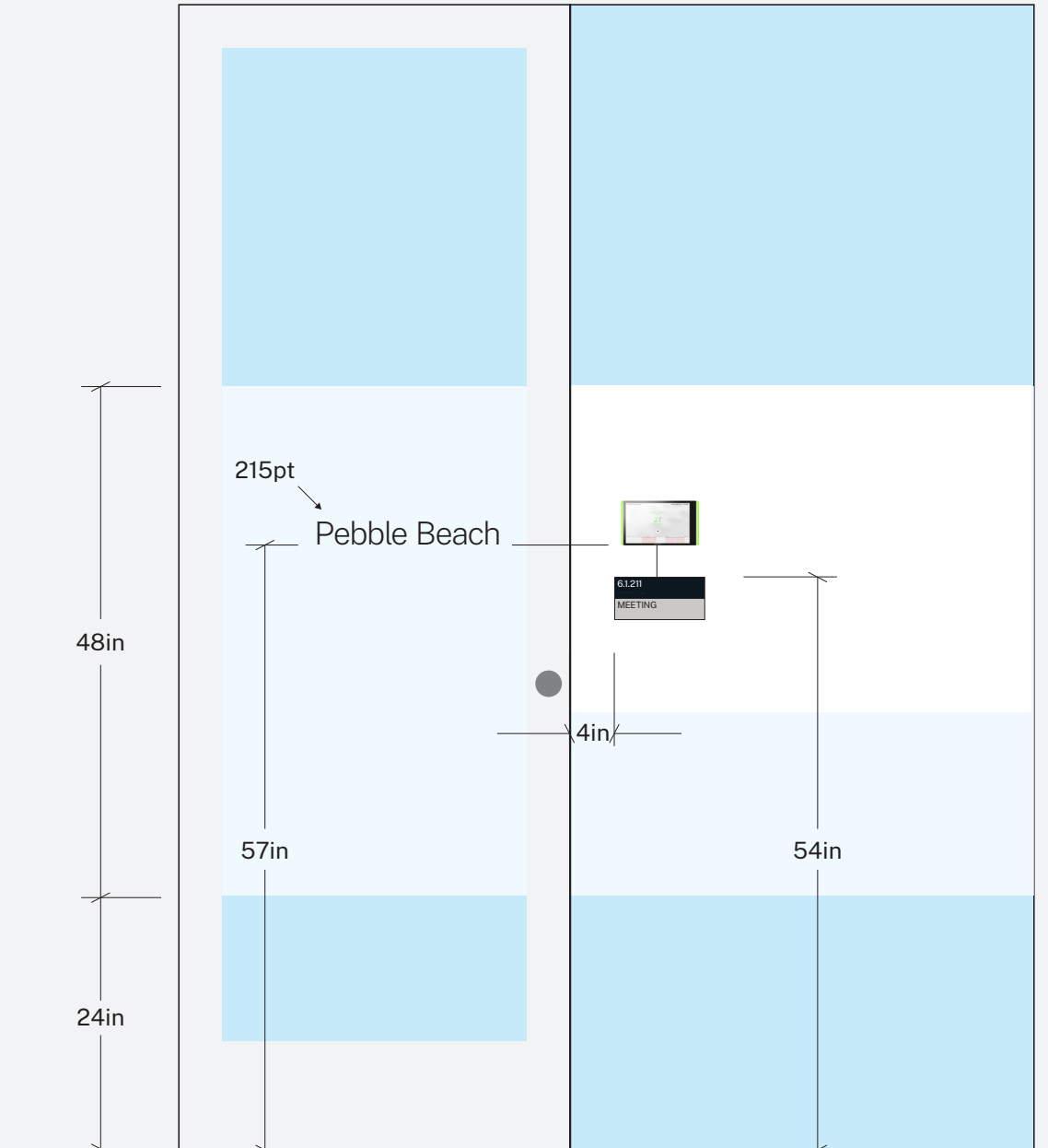


Figure: 23-2

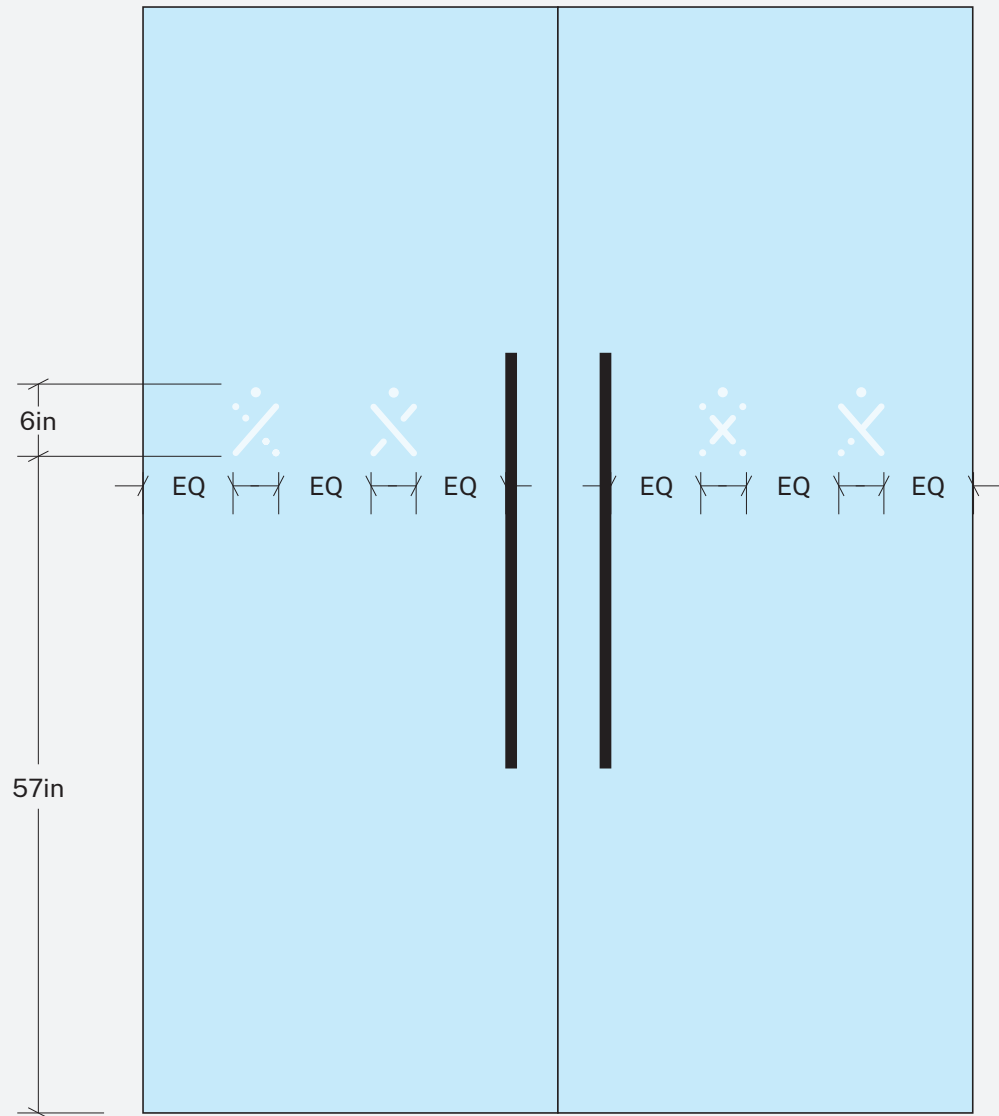
# Graphic Applications

The Citrix compact marks may be used as a safety feature. There are a total of 10 different marks and these should be displayed as an alternating pattern.

The spacing of the compact marks should be adjusted so that there is equal distance between each mark with consideration given to door hardware. There should be at least 1.5x between each mark and ideally about 2x between each mark.

For the compact marks a suggested transmission of 30% (70% blocking) is preferred though it can be adjusted depending on the overall environment it is applied to.

Follow specifications as illustrated.





## Graphic Applications

The Citrix compact marks may be used as a safety feature. There are a total of 10 different marks and these should be displayed as an alternating pattern.

The spacing of the compact marks should be adjusted so that there is equal between each mark with consideration given to door hardware and seems in glass panels. There should be at least 1.5x between each mark and ideally about 2x between each mark.

When there is a logo or text used with the frosted compact marks, the logo or text should be placed above the row of compact marks.

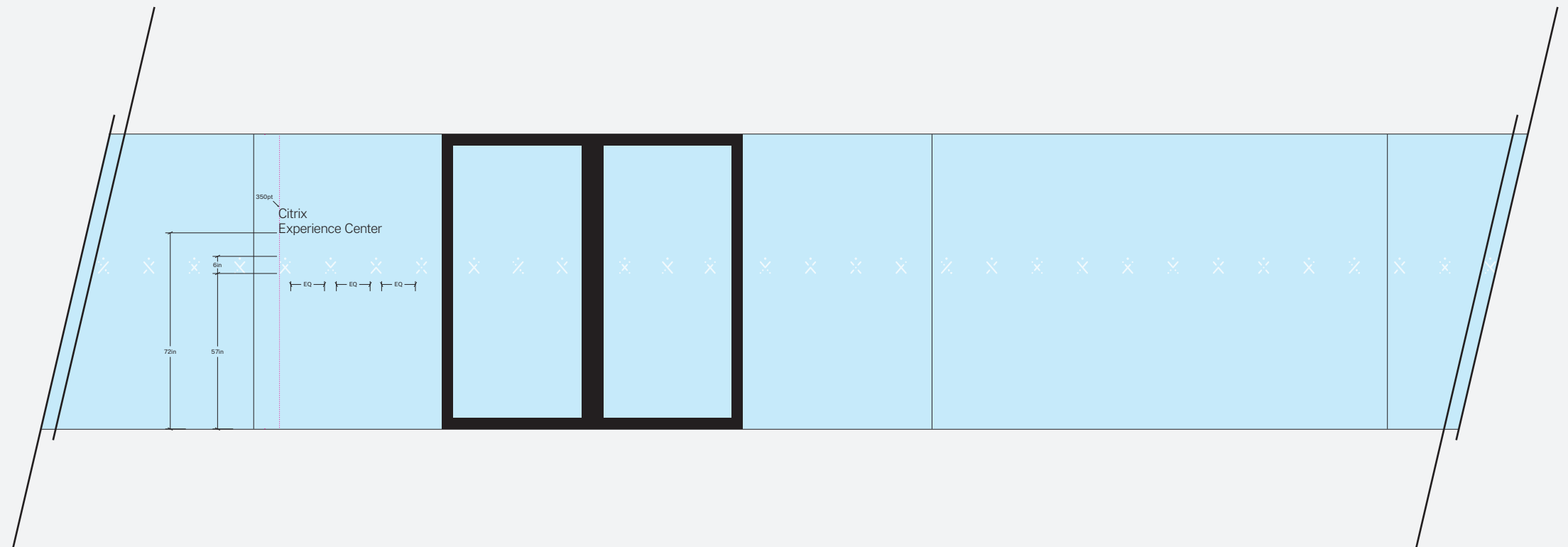
For the compact marks a suggested transmission of 30% (70% blocking) is preferred though it can be adjusted depending on the overall environment it is applied to.

Follow specifications as illustrated.

**NOTE: This is an example of a signature space.**

**The room label shown is larger (350pt) than the typical room label type size (215pt). The larger type treatment is reserved only for signature spaces such as “Citrix Experience Center”.**

**Room labels should also not be confused with “Department Logos” as discussed on page 4.**



## Examples

### Top:

Citrix Experience Center in Santa Clara, CA showing frosted compact marks for safety and text above.

### Bottom Left:

Citrix Experience Center in Fort Lauderdale, FL showing compact marks for safety.

### Bottom Right:

Surface mounted dimensional logo



## Examples

### Top Left:

Citrix Experience Center in Paris, France showing privacy frost.

### Top Right:

Citrix Experience Center in Paris, France showing privacy frost and room label.

### Bottom:

Citrix Experience Center in Paris, France reception showing logo, privacy frost and direct-applied directional.



# The Vista System

## The Vista System

The Vista System is a versatile signage system used throughout Citrix facilities all over the world.

Available, as standard, with silver or black frames the sign consists of an aluminum holder and a polycarbonate insert that is placed over a paper insert.

This system is cost-effective and readily available through the facilities signage vendors around the globe.

The Vista System has hundreds of configurations, however Citrix has selected five standard variants that support a majority of signage needs.

### Information:

[vistasystem.com/signage-design/vista-system-family/](http://vistasystem.com/signage-design/vista-system-family/)

**The chosen sign system should remain consistent with other properties in the same geographical location.**



## The Vista System Meeting Room and Private Office

### Specifications

Part Number: VA4-WFP56

Frame: 215mm x 100mm

Insert: 210mm x 100mm

### Example uses and approved text

- Meeting
- Collaboration
- Reserved
- Assigned Space (White background)
- Health Room

To use this space for any health needs, please book in Outlook

- Privacy  
This room may be used for activities that require short-term privacy or focus

### Design Information

The design relies heavily on the grid system to ensure design consistency and proper scale across all sign sizes.

Signs with full background tones indicate a permanent space such as a conference room while signs with a white background indicate an assignable space.

On the left, notice the alignment of the grid and relation of the text to that grid. The magenta areas hidden by the frame so it's important to align the grid to only the visible area.

The right shows the insert within the frame.

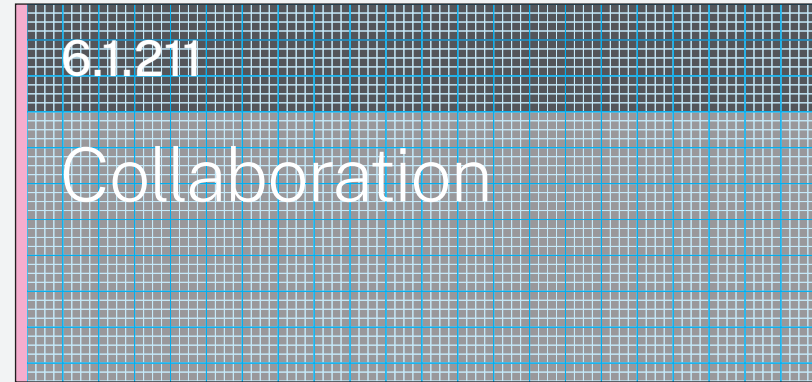


Figure: 30-1a

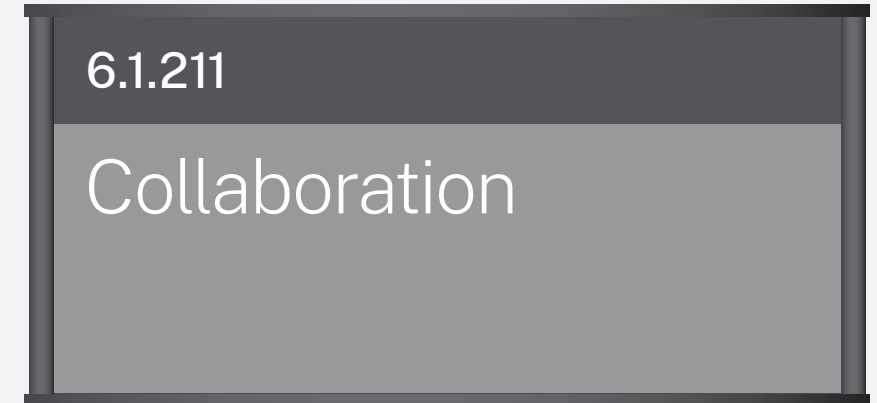


Figure: 30-1b



Figure: 30-2a

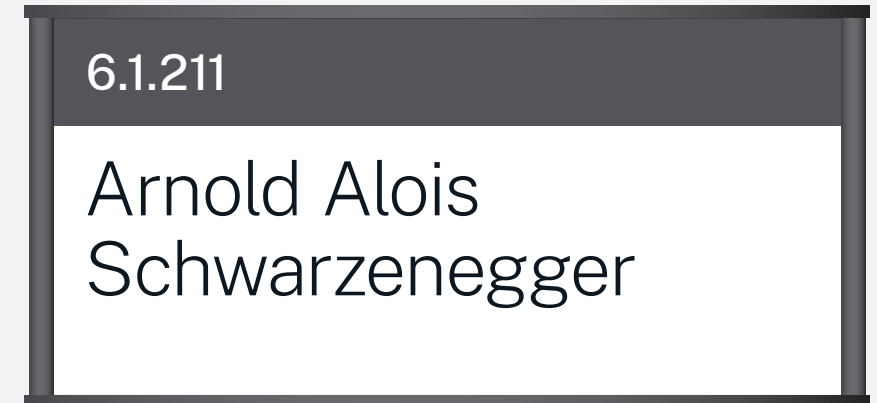


Figure: 30-2b

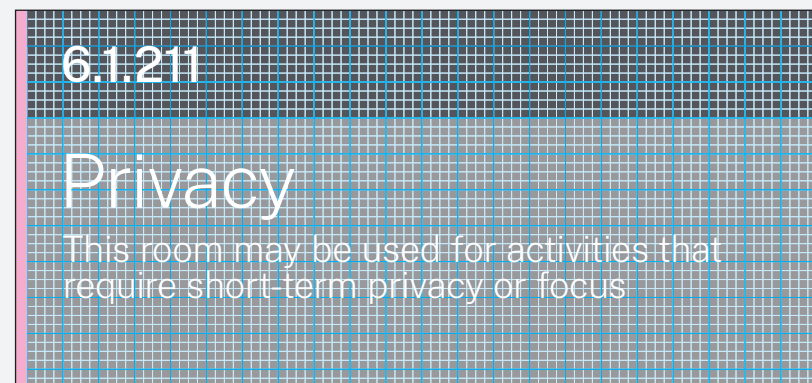


Figure: 30-3a

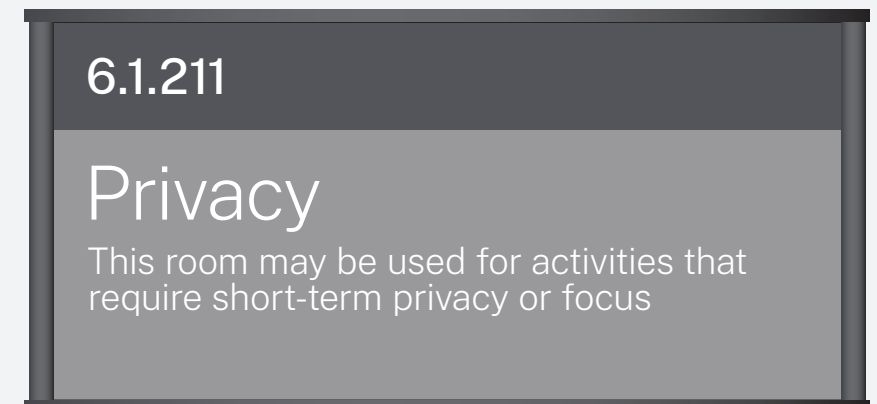


Figure: 30-3b

## The Vista System

### Specifications

Part Number: V150-WFP12

Frame: 150mm x 100mm

Insert: 148mm x 100mm

### Example uses and approved text

- Flex
- Reserved
- Assigned Workstation (White background)
- Storage
- IT Closet

### Design Information

The design relies heavily on the grid system to ensure design consistency and proper scale across all sign sizes.

Signs with full background tones indicate a permanent space such as a conference room while signs with a white background indicate an assignable space.

On the left, notice the alignment of the grid and relation of the text to that grid. The magenta areas are hidden by the frame so it's important to align the grid to only the visible area.

The right shows the insert within the frame.



Figure: 31-1a

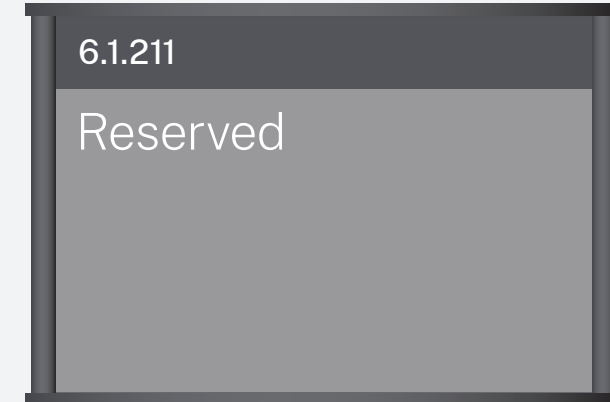


Figure: 31-1b

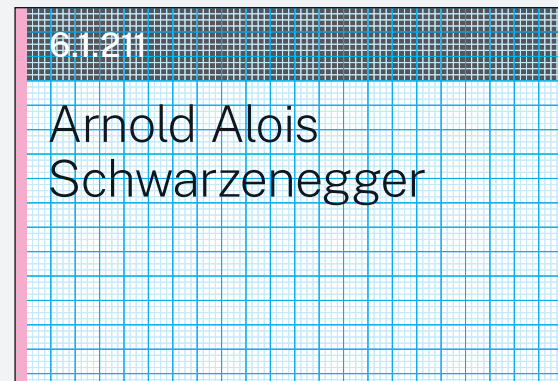


Figure: 31-2a

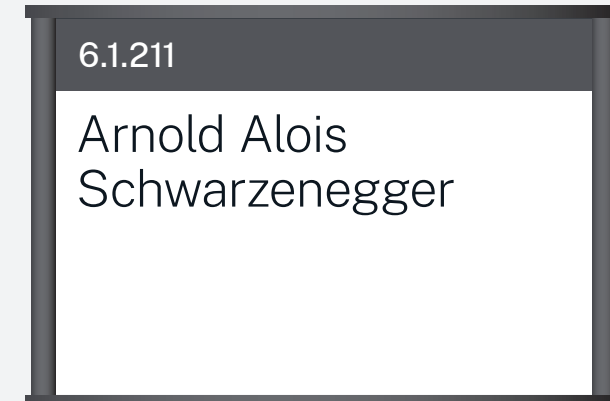


Figure: 31-2b

## The Vista System

### Specifications

Part Number: V150-WBSB7

Frame: 300mm x 150mm — Flag

Insert: 300mm x 148mm

### Example uses and approved text

- Men's Restroom
- Women's Restroom
- All Gender Restroom
- Restroom

### Design Information

The design relies heavily on the grid system to ensure design consistency and proper scale across all sign sizes.

On the top, notice the alignment of the grid and relation of the text to that grid. The magenta areas are hidden by the frame so it's important to align the grid to only the visible area.

The bottom shows the insert within the frame.

In addition, the icons and text are aligned opposite of the wall and mounting surface.

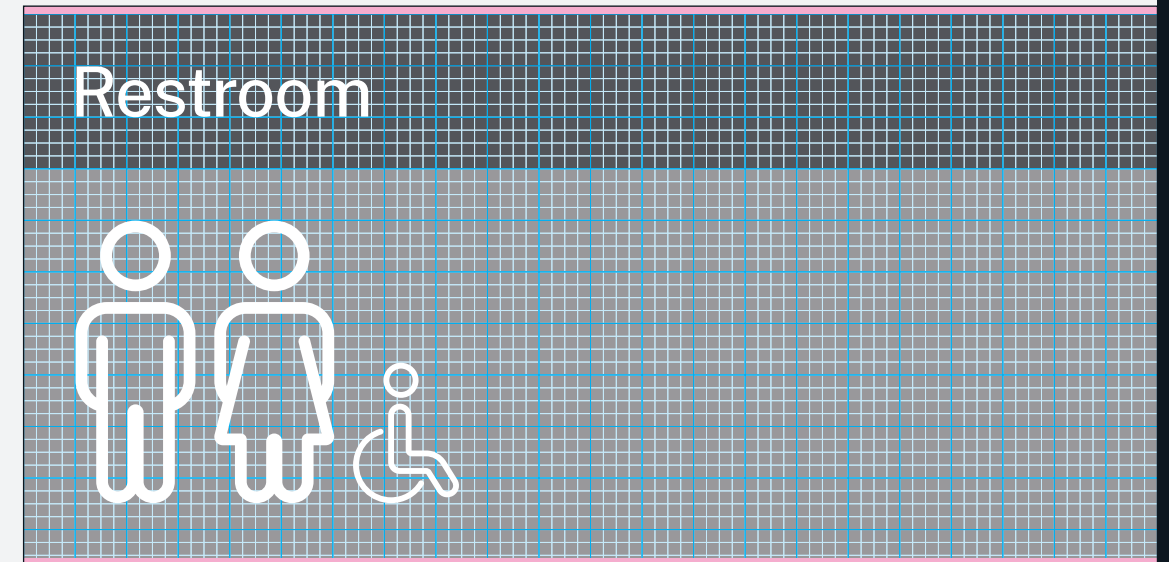


Figure: 32-1a

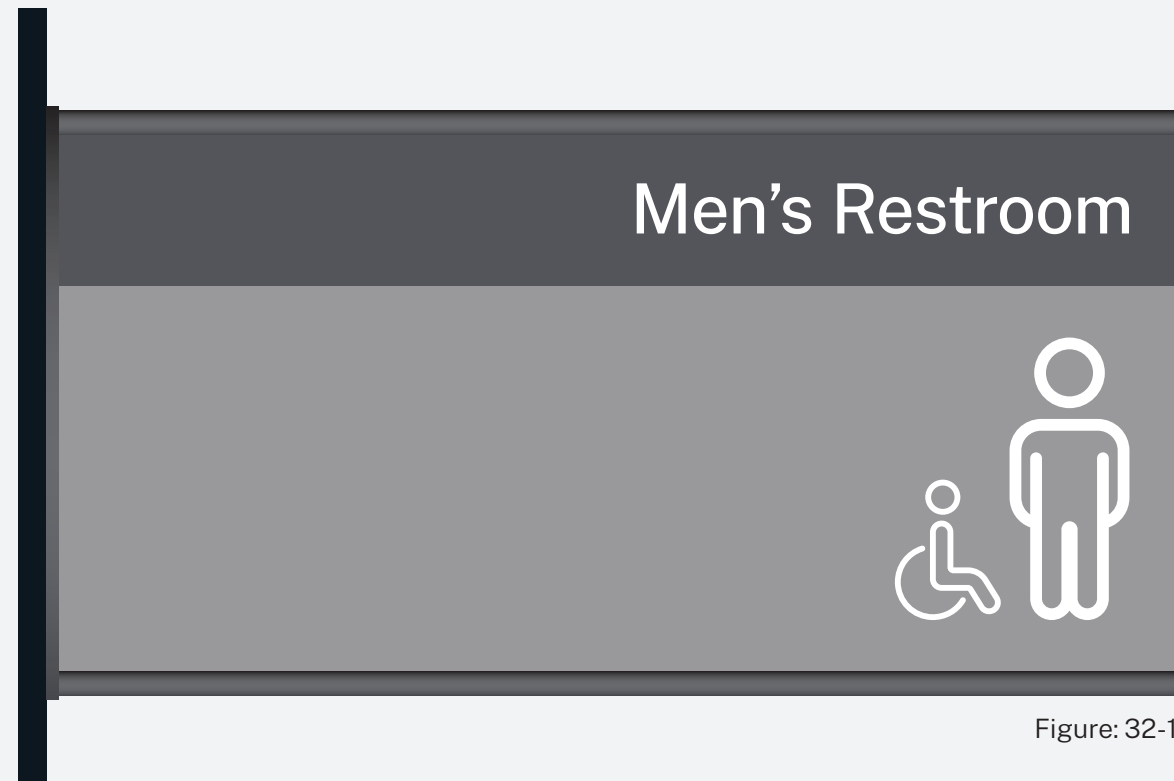


Figure: 32-1b



## The Vista System

### Specifications

Part Number: V150-WFP33

Frame: 150mm x 200mm

Insert: 148mm x 200mm

### Example uses and approved text

- Men
- Women
- All Gender
- Restroom

### Design Information

The design relies heavily on the grid system to ensure design consistency and proper scale across all sign sizes.

On the top, notice the alignment of the grid and relation of the text to that grid. The magenta areas are hidden by the frame so it's important to align the grid to only the visible area.

The right shows the insert within the frame.

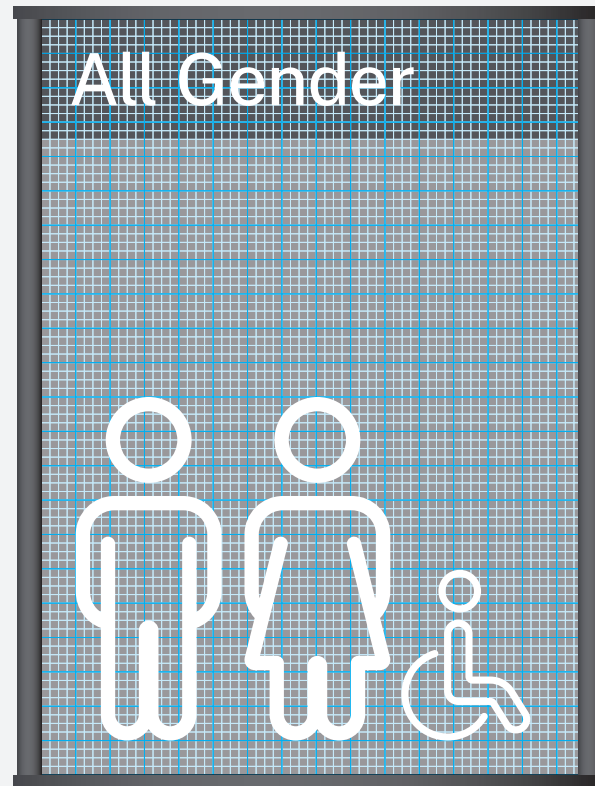


Figure: 33-1a

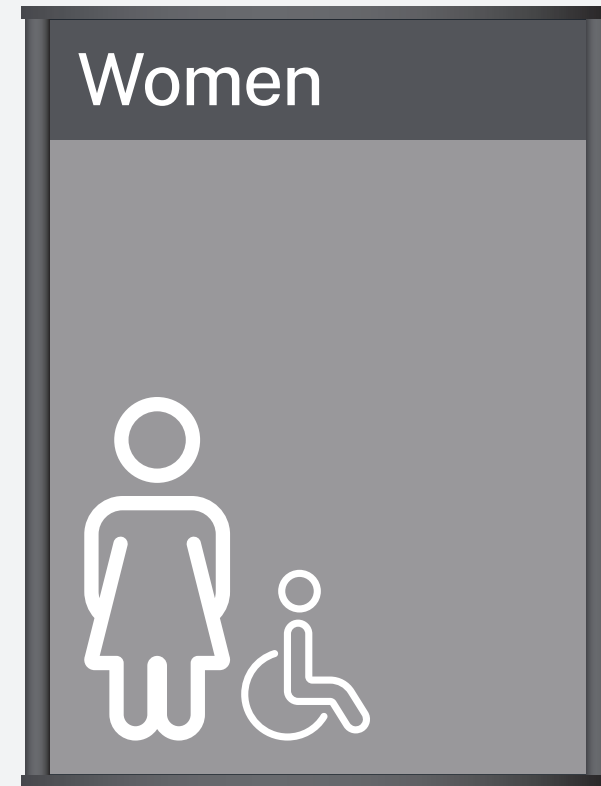


Figure: 33-1b

## The Vista System

### Specifications

Part Number: V300-WFP102

Frame: 300mm x 420mm

Insert: 297mm x 420mm

### Design Information

The design relies heavily on the grid system to ensure design consistency and proper scale across all sign sizes.

Follow the grid and alignments shown here for directional signage.

On the top, notice the alignment of the grid and relation of the text to that grid. The magenta areas are hidden by the frame so it's important to align the grid to only the visible area.

The right shows the insert within the frame.

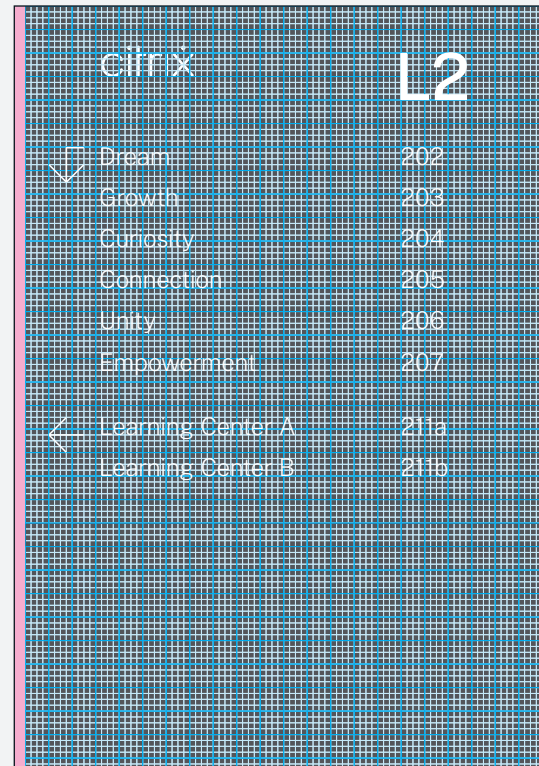


Figure: 34-1a

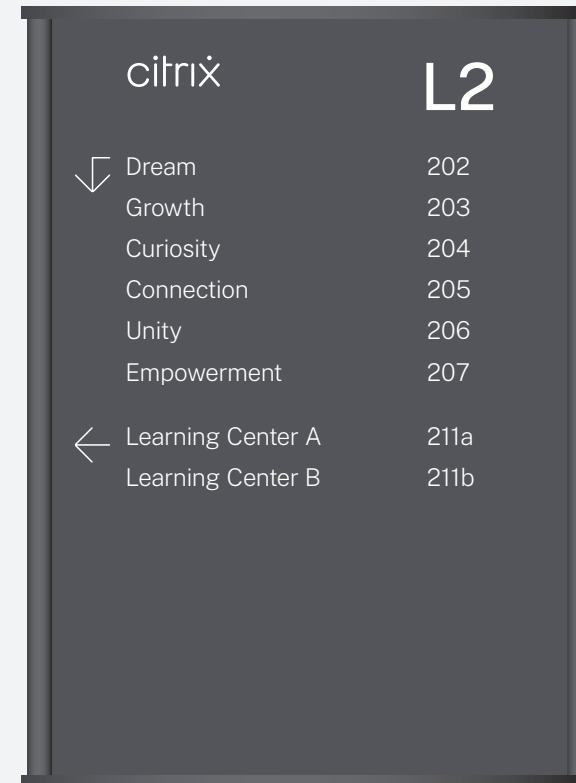


Figure: 34-1b

## The Vista System

### Specifications

Part Number: V400-WFP115

Frame: 400mm x 600mm

Insert: 396mm x 600mm

### Design Information

The design relies heavily on the grid system to ensure design consistency and proper scale across all sign sizes.

Follow the grid and alignments shown here for directional signage.

On the top, notice the alignment of the grid and relation of the text to that grid. The magenta areas are hidden by the frame so it's important to align the grid to only the visible area.

The right shows the insert within the frame.

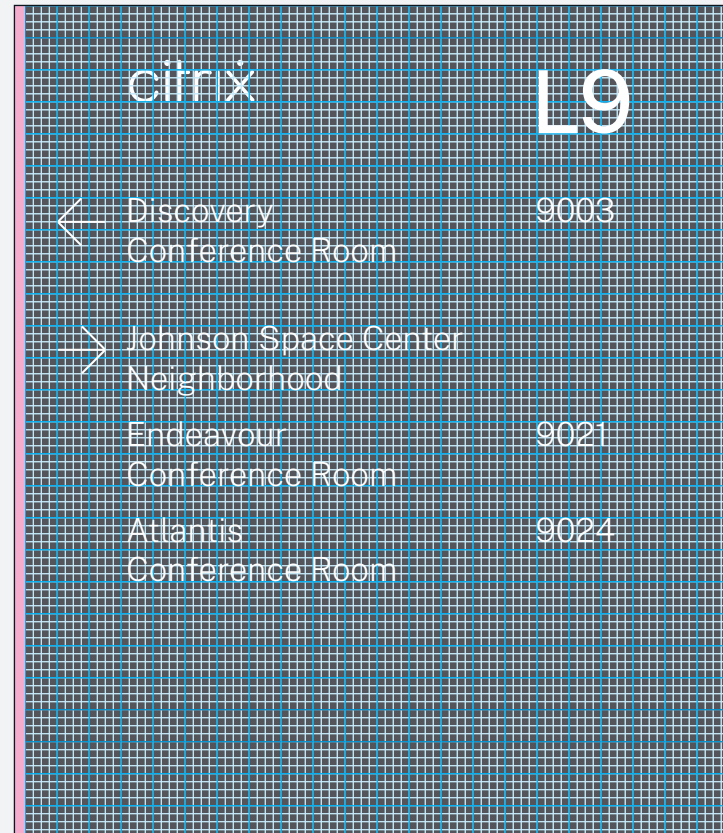


Figure: 35-1a

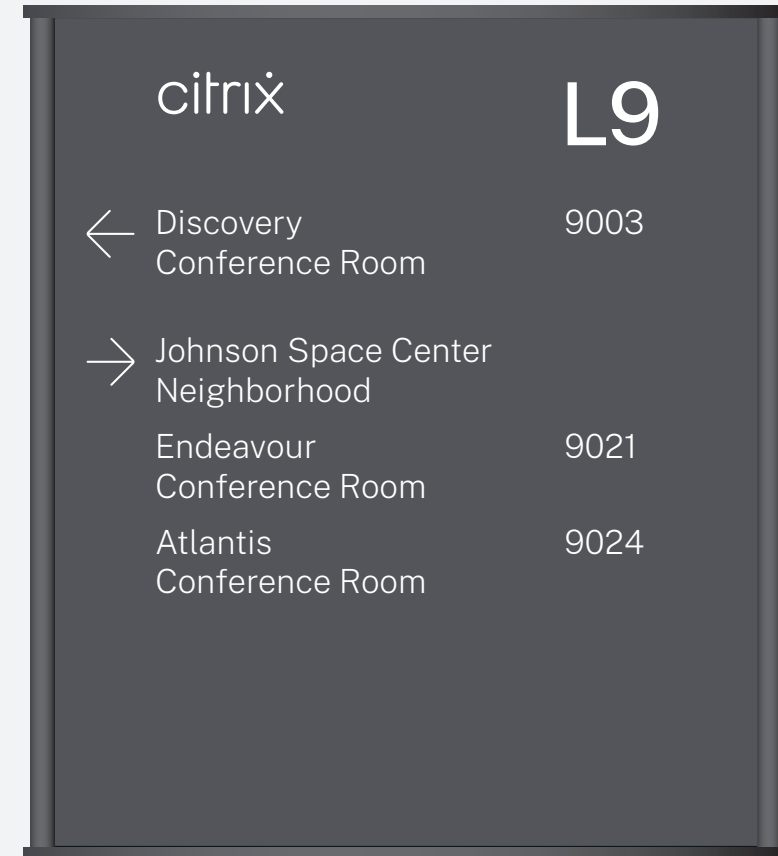


Figure: 35-1b

# Americans with Disabilities Act (ADA) Introduction

## Americans with Disabilities Act (ADA) Introduction

Translating the ADA—and even the 2010 ADA Standards for Accessible Design—can be a challenge. This section will serve as an overview to understanding ADA sign requirements.

All permanent spaces by ADA requirements require signs with the following specifications:

- Letter height: 5/8in - 2in
- Sans Serif, Upper Case
- Tactile Depth: 1/32in
- Vertical space for braille: 1in
- Space between braille and other raised letters: 3/8in
- Characters and background must be a non-glare finish
- Characters and symbols must contrast with background. Light characters/symbols on dark background (or vice versa).

For a complete guide visit [ADA.gov](http://ADA.gov)

### Where are ADA signs required?

- Needed when the purpose is to designate a permanent space in a building. This means that such signage should be installed next to all areas that will retain the same function for more than 7 days.
- When an area of the building pertains to safety. This means that such signage should be installed next to elevators, fire exits, and stairways.

### Examples of required signs?

As previously mentioned, all permanent public spaces and rooms must have ADA-compliant signs in place.

According to Section 216.2 of the ADA, buildings must have compliant signs that provide labels, names, or designations for interior spaces or rooms where the sign is not likely to change over the course of time and will serve the same function for more than 7 days.

Common examples of this would include interior signs meant to label the following:

- Room/floor numbers or letters
- Conference rooms
- Storage rooms
- Changing rooms
- Exam rooms
- Electrical rooms
- Break rooms
- IT rooms
- Mechanical rooms
- Utility rooms
- Restrooms
- Kitchens
- And more...

### Where are ADA signs NOT required?

- When they'll only be in use for 7 days or less.
- In parking lots (except for accessible parking spaces).
- In areas not meant for public use.
- Outside of the building where a business' name/ address is provided.
- Any area of the building with signage that provides nonessential information isn't held to ADA standards.

## Americans with Disabilities Act (ADA) Introduction

Translating the ADA—and even the 2010 ADA Standards for Accessible Design—can be a challenge. This section will serve as an overview to understanding ADA sign requirements.

All permanent spaces by ADA requirements require signs with the following specifications:

- Letter height: 5/8in - 2in
- Sans Serif, Upper Case
- Tactile Depth: 1/32in
- Vertical space for braille: 1in
- Space between braille and other raised letters: 3/8in
- Characters and background must be a non-glare finish
- Characters and Symbols must contrast with background. Light characters/symbols on dark background (or vice versa).

For a complete guide visit [ADA.gov](http://ADA.gov)

### How to determine if a space is temporary or permanent

While the wording of “not likely to change” under Section 216.2 of the ADA gives a little bit of leeway, most rooms will still fall under the designation of a permanent space. Restrooms, kitchens, and closets are all designed with specific functionality in mind, for example, and would require significant overhauls if they were to have a change in function.

One example of a room that could be considered at least somewhat likely to change would be a classroom. It could be an art lab one year and a math classroom the next, depending on the needs of the school. Therefore, an ADA-compliant sign might not necessarily be required if it can be reasonably expected to change use frequently.

Other examples of temporary spaces may include exhibit areas, health screening areas, bleacher areas, or passageways around construction areas.

A good rule of thumb for determining whether a space is considered temporary or permanent is as follows: **If the walls are connected to the ceiling, the wall, or both, it is considered permanent.**

### Other rules for ADA sign placement

In addition to knowing where ADA-compliant displays must go, a vital part of ensuring proper ADA sign placement is understanding how such signs must be installed.

When mounting ADA signs in a public facility, the following guidelines should be kept in mind:

- ADA signs with Braille and tactile elements should be installed on the latch side of the door to the room being identified.
- ADA signs should measure no lower than 48 inches from the floor and no higher than 60 inches from the floor.
- If there is not enough space to mount the sign in the specified location, it may be installed on the nearest adjacent wall in a clearly visible location.
- ADA signs should not be mounted directly on a door.

# The Vista System (ADA)

## The Vista System (ADA)

### Specifications

Part Number: VA4-WFP56

Frame: 215mm x 100mm

Insert: 210mm x 100mm

### Example uses and approved text

- Meeting
- Collaboration
- Reserved
- Assigned Space (White background)
- Health Room

To use this space for any health needs, please book in Outlook

- Privacy  
This room may be used for activities that require short-term privacy or focus

### Design Information

ADA requirements override the Citrix brand grid system. Do NOT use the design grid for ADA Signs. Follow the specifications as illustrated to the left.

Signs with full background tones indicate a permanent space such as a conference room are ADA compliant while signs with a white background indicate an assignable space that does not require braille.

There are multiple methods for building raised lettering and braille. Your vendor will advise the best method for their equipment and your application. The raised white lettering and braille will be molded into the plastic insert. The color and non-permanent text are printed on a paper insert, allowing for future changes.

**BRILLE IN EXAMPLES IS FOR POSITION ONLY**



Figure: 40-1a

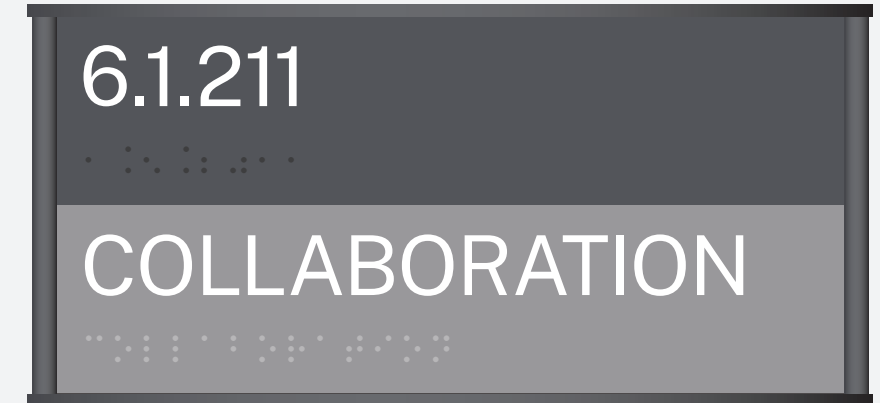


Figure: 40-1b

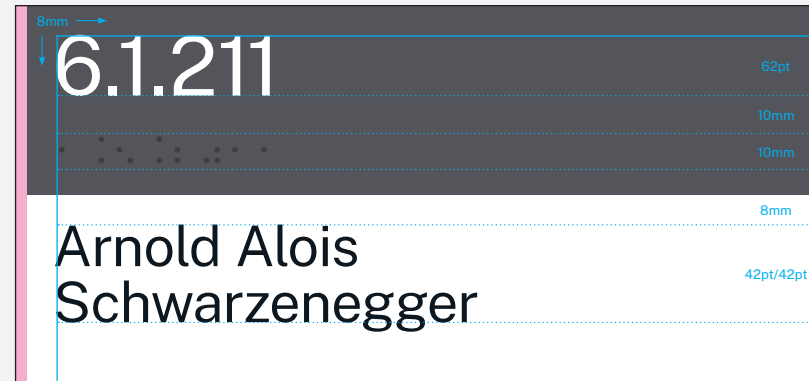


Figure: 40-2a

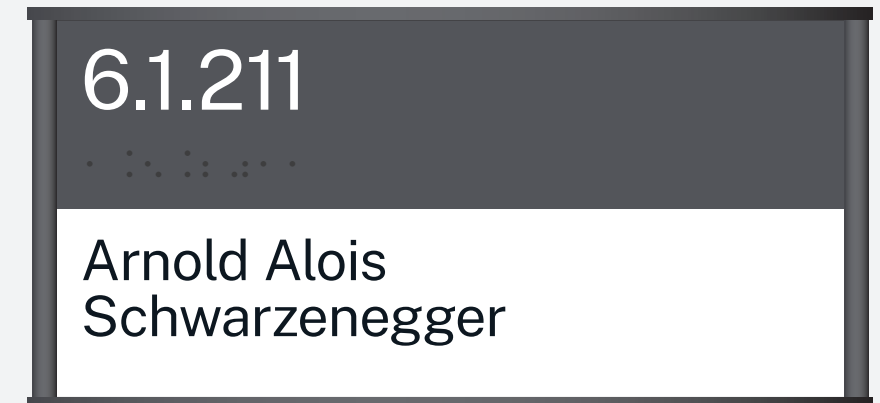


Figure: 40-2b

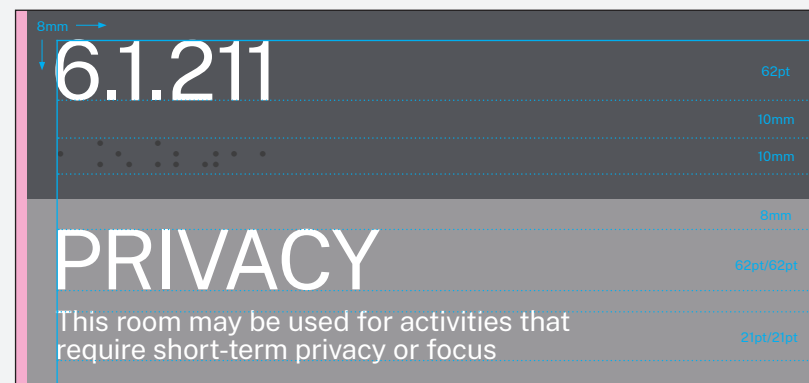


Figure: 40-3a

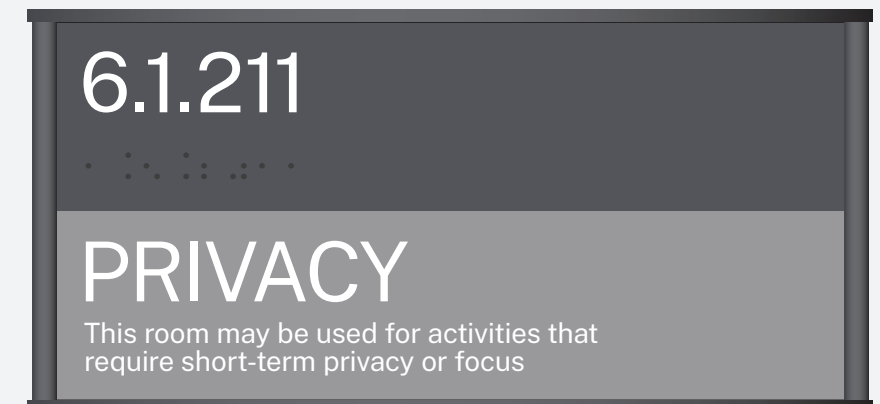


Figure: 40-3b



## The Vista System (ADA)

### Specifications

Part Number: V150-WFP12

Frame: 150mm x 100mm

Insert: 148mm x 100mm

### Example uses and approved text

- Flex
- Reserved
- Assigned Workstation (White background)
- Storage
- IT Closet

### Design Information

ADA requirements override the Citrix brand grid system. Do NOT use the design grid for ADA Signs. Follow the specifications as illustrated to the left.

Signs with full background tones indicate a permanent space such as a conference room are ADA compliant while signs with a white background indicate an assignable space that does not require braille.

There are multiple methods for building raised lettering and braille. Your vendor will advise the best method for their equipment and your application. The raised white lettering and braille will be molded into the plastic insert. The color and non-permanent text are printed on a paper insert, allowing for future changes.

**BRaille IN EXAMPLES IS FOR POSITION ONLY**

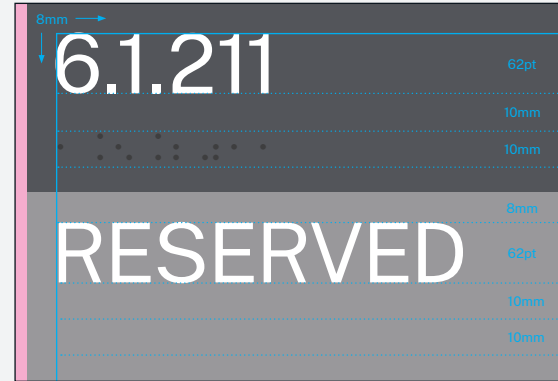


Figure: 41-1a

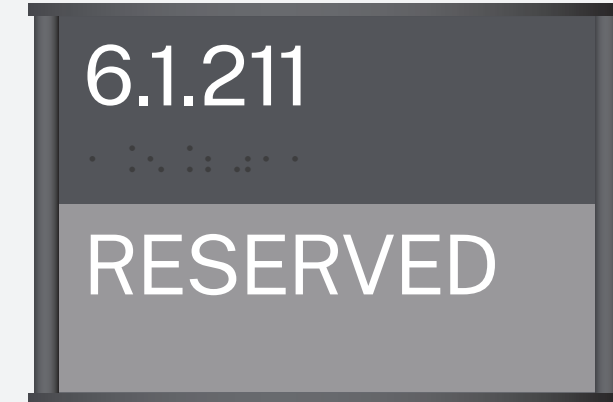


Figure: 41-1b

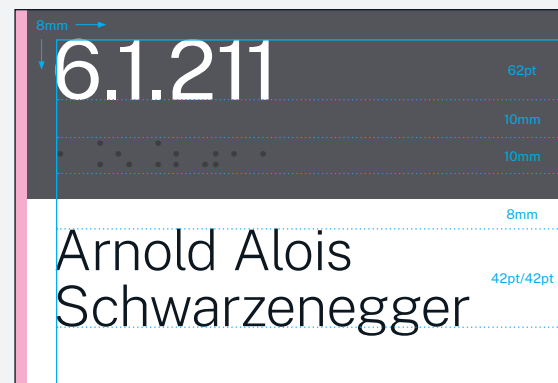


Figure: 41-2a

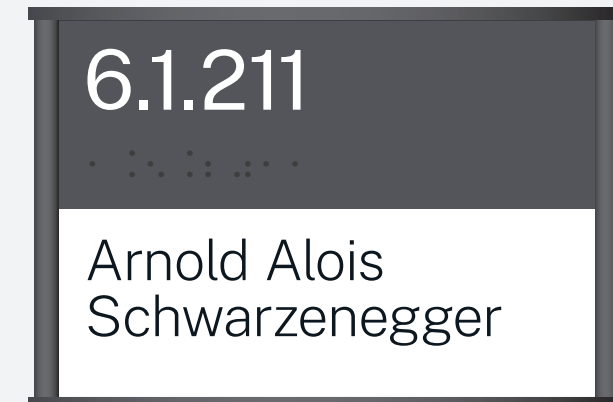


Figure: 41-2b

## The Vista System (ADA)

### Specifications

Part Number: V150-WBSB7

Frame: 300mm x 150mm — Flag

Insert: 300mm x 148mm

### Example uses and approved text

- Men's Restroom
- Women's Restroom
- All Gender Restroom
- Restroom

### Design Information

ADA requirements override the Citrix brand grid system. Do NOT use the design grid for ADA Signs. Follow the specifications as illustrated to the left.

Due to the hanging height, restroom flag signs do not require raised letters or braille.

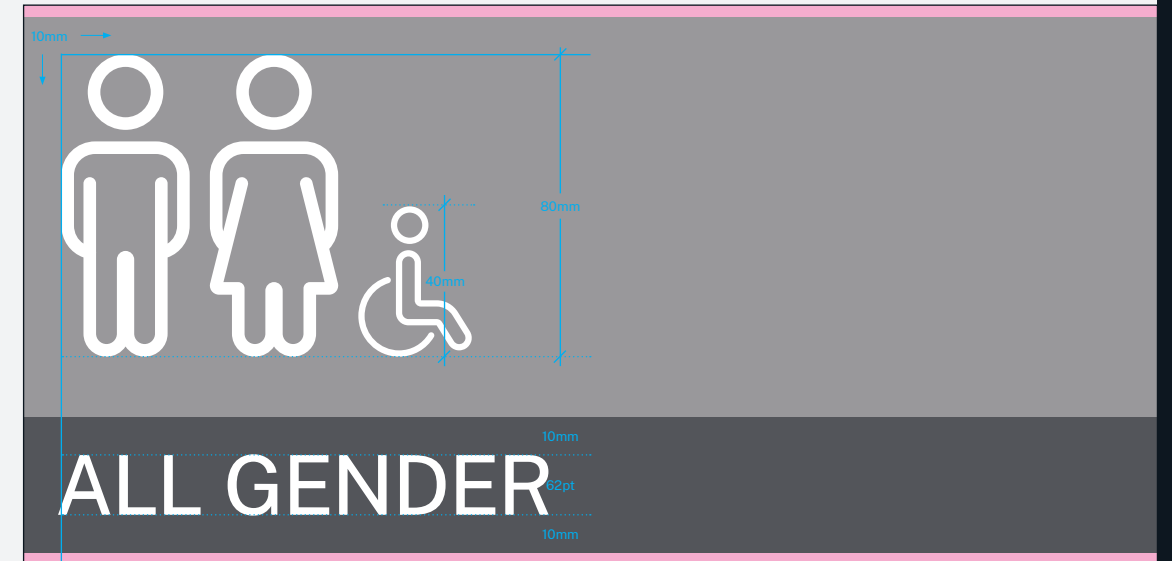


Figure: 42-1a



Figure: 42-1b

## The Vista System (ADA)

### Specifications

Part Number: V150-WFP33

Frame: 150mm x 200mm

Insert: 148mm x 200mm

### Example uses and approved text

- Men
- Women
- All Gender
- Restroom

### Design Information

ADA requirements override the Citrix brand grid system. Do NOT use the design grid for ADA Signs. Follow the specifications as illustrated to the left.

There are multiple methods for building raised lettering and braille. Your vendor will advise the best method for their equipment and your application. The raised white lettering and braille will be molded into the plastic insert. The color and non-permanent text are printed on a paper insert, allowing for future changes.

**BRAILLE IN EXAMPLES IS FOR POSITION ONLY**

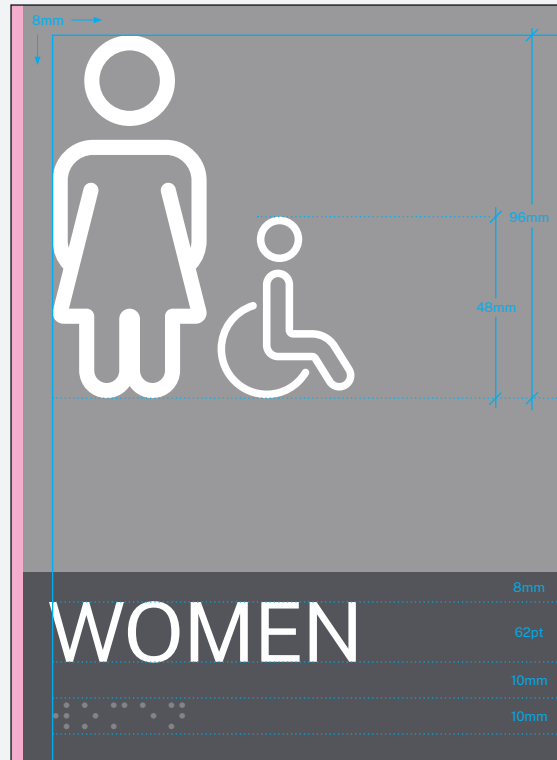


Figure: 43-1a



Figure: 43-1b

# The Klik System (ADA)

## The Klik System (ADA)

The Klik System uses modules attached to a backplate to provide multiple configuration options and flexibility.

Using these modules allows fully ADA compliant signs, ADA with direct print modules, and ADA with an insert module.

### Information:

[290signs.com/products/klik-system/](http://290signs.com/products/klik-system/)

**The chosen sign system should remain consistent with other properties in the same geographical location.**



## The Klik System (ADA)

### Specifications

Part number: KWS48

Backplate size: 8" x 4"

Module size: 8" x 2"

Follow the specifications as illustrated.

### Figure: 46-1

Top module: Raised tactile numbers with braille

Bottom module: Raised tactile numbers with braille

### Figure: 46-2

Top module: Raised tactile numbers with braille

Bottom module: Paper insert

### Figure: 46-3

Top module: Raised numbers with braille

Bottom module: Direct print

### Example uses and approved text

- Meeting
- Collaboration
- Reserved
- Assigned Space (White background)  
To use this space for any health needs, please book in Outlook
- Health Room
- Privacy  
This room may be used for activities that require short-term privacy or focus

**BRAILLE IN EXAMPLES IS FOR POSITION ONLY**

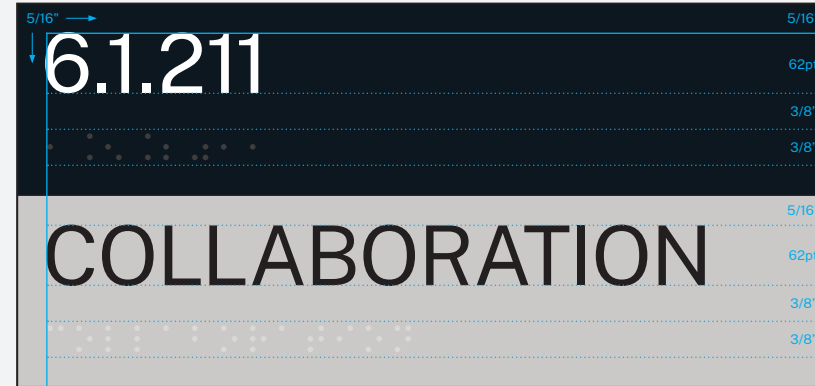


Figure: 46-1a

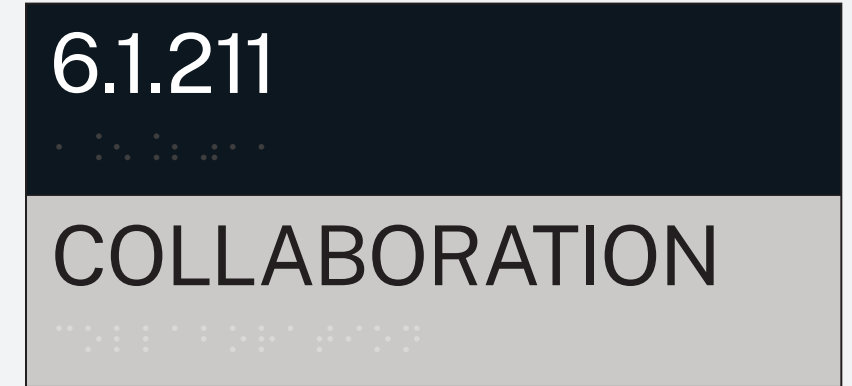


Figure: 46-1b

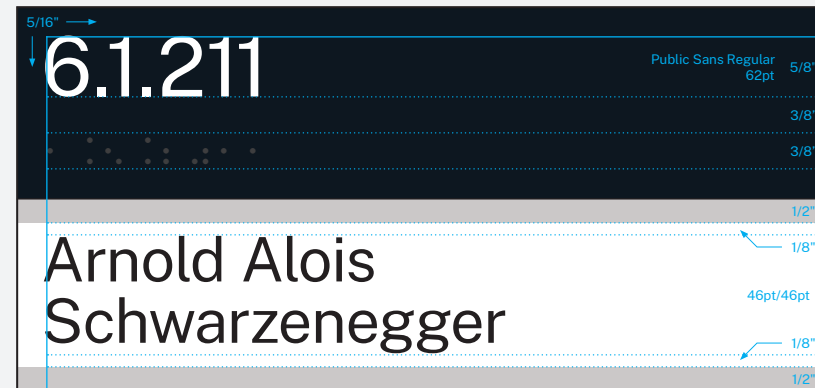


Figure: 46-2a

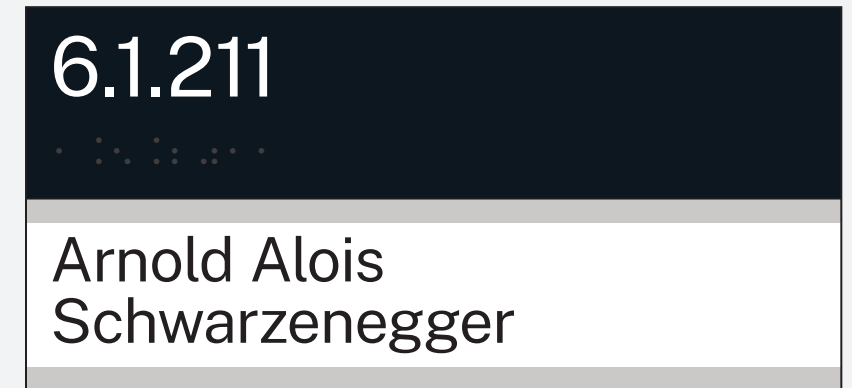


Figure: 46-2b

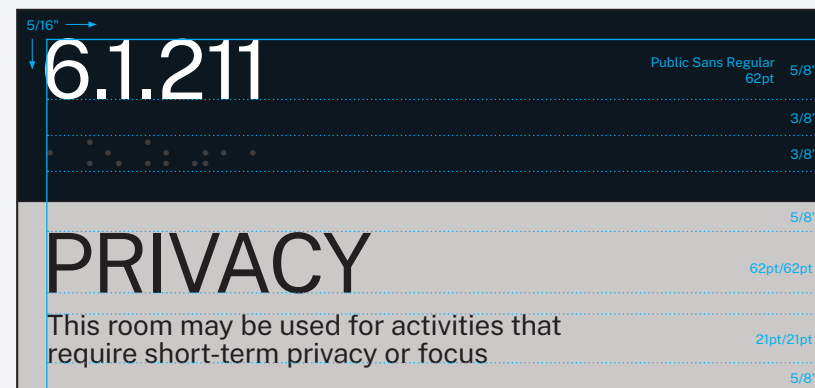


Figure: 46-3a

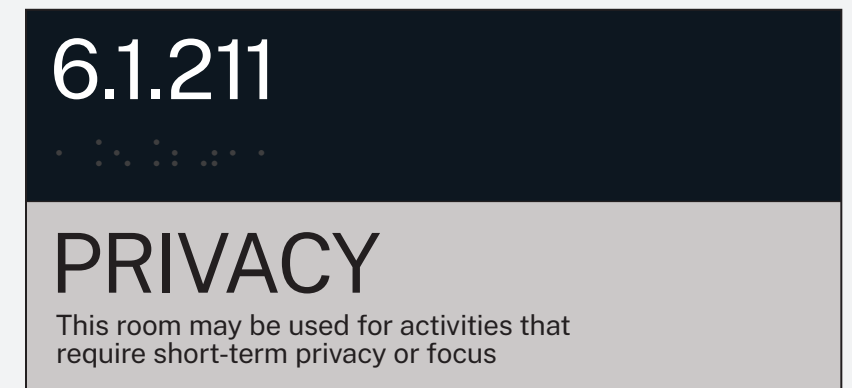


Figure: 46-3b

## The Klik System (ADA)

### Specifications

Part number: KWS46B

Backplate size: 6" x 4"

Module size: 6" x 2"

Follow the specifications as illustrated.

### Figure: 47-1

Top module: Raised tactile numbers with braille

Bottom module: Raised tactile numbers with braille

### Figure: 47-2

Top module: Raised numbers with braille

Bottom module: Paper insert

### Example uses and approved text

- Flex
- Reserved
- Assigned Workstation (White background)
- Storage
- IT Closet

**BRAILLE IN EXAMPLES IS FOR POSITION ONLY**

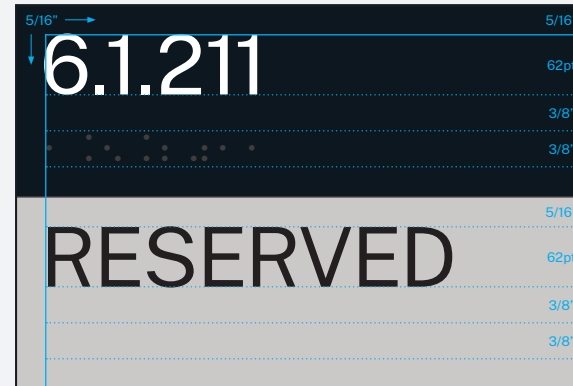


Figure: 47-1a



Figure: 47-1b

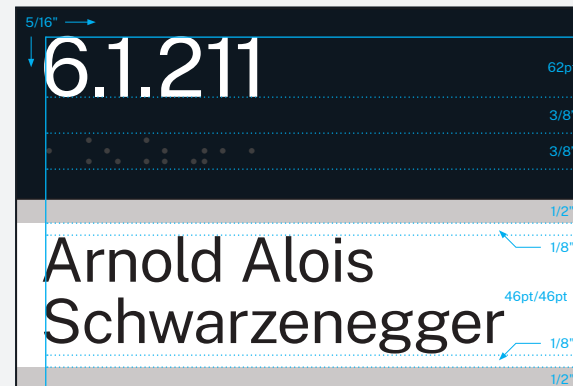


Figure: 47-2a

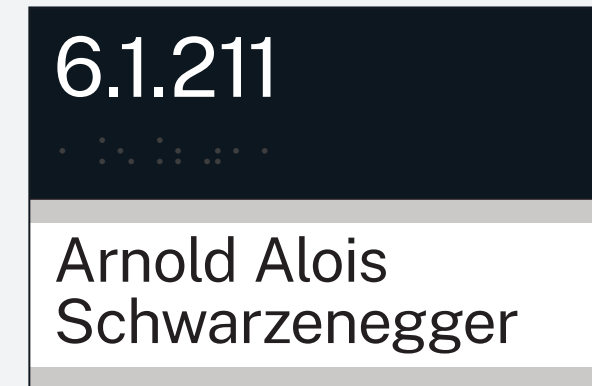


Figure: 47-2b

## The Klik System (ADA)

### Specifications

Part number: KRS612

Backplate size: 12" x 6"

Top module: 12" x 4" direct print

Bottom module: 12" x 2" direct print

Sign type: Flag mount

Follow the specifications as illustrated.

### Example uses and approved text

- Men's Restroom
- Women's Restroom
- All Gender Restroom
- Restroom

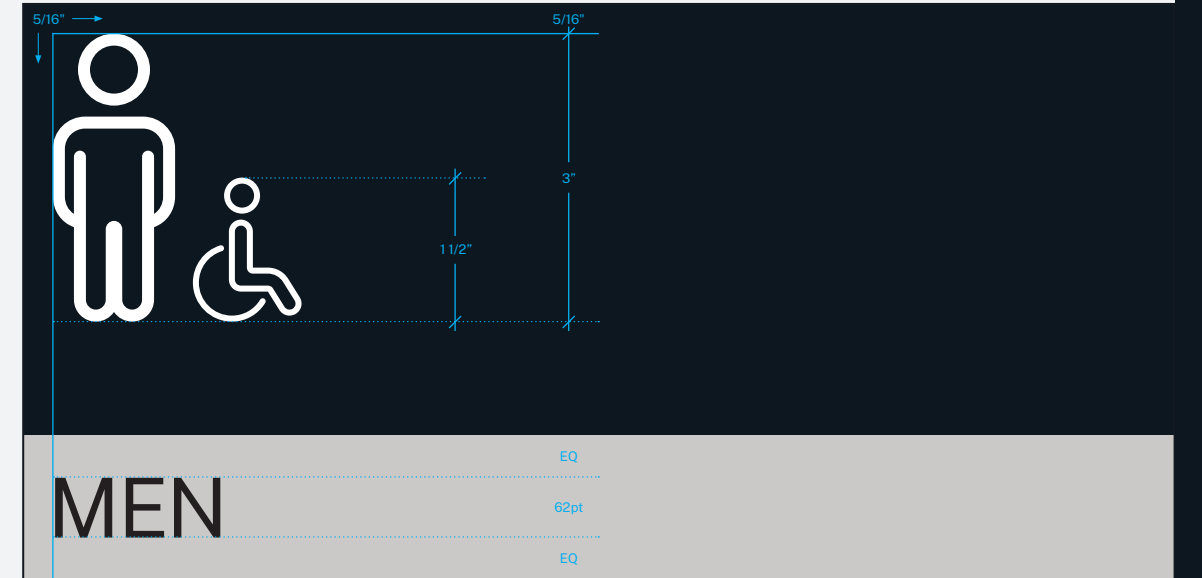


Figure: 48-1a

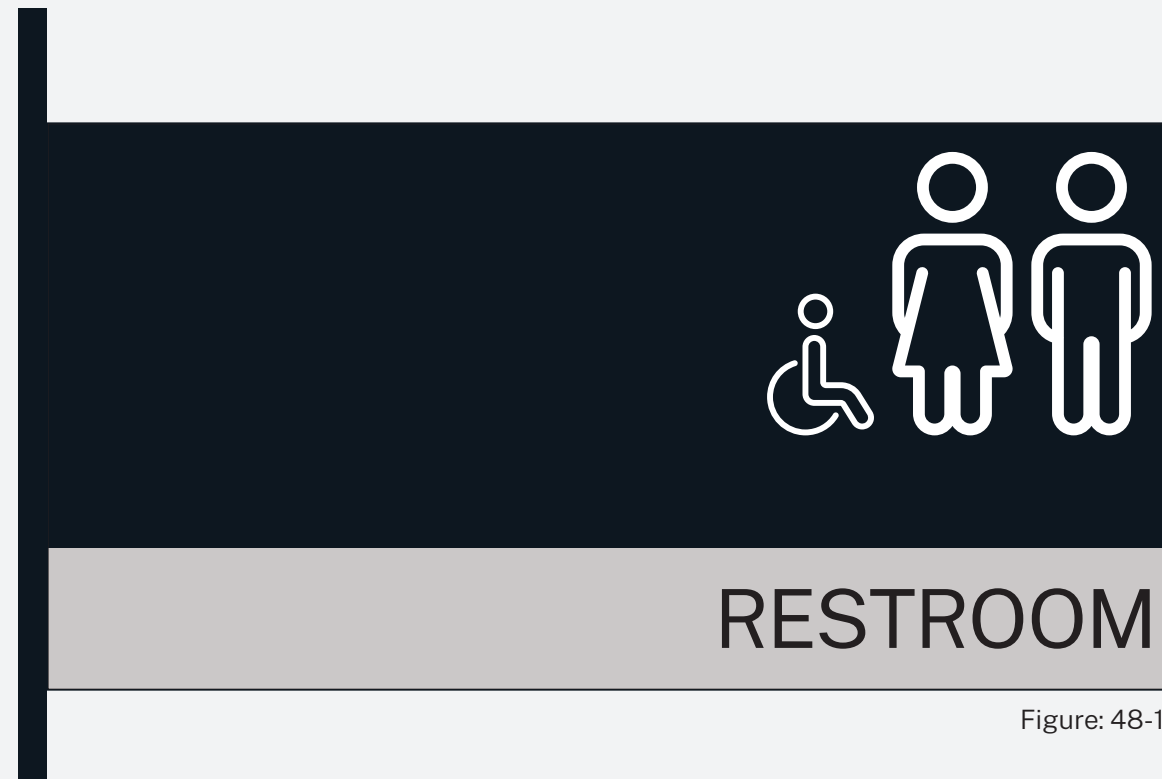


Figure: 48-1b



## The Klik System (ADA)

### Specifications

Part number: KRS86A

Backplate size: 6" x 8"

Top module: 6" x 6" direct print

Bottom module: 6" x 2" raised numbers with braille

Sign type: Flag mount

Follow the specifications as illustrated.

### Example uses and approved text

- Men
- Women
- All Gender
- Restroom

**BRILLE IN EXAMPLES IS FOR POSITION ONLY**



Figure: 49-1a



Figure: 49-1b

## The Klik System (ADA)

### Specifications

Part number: KDR2717A

Backplate size: 17" x 27"

Header and arrow modules: 17" x 3"

Content modules: 17" x 1.5"

Follow the specifications as illustrated.

citrix L5	
←	
Monet Conference Room	518
Warhol Conference Room	521
→	
Picasso Conference Room	535
Town Square	

Figure: 50-1

citrix L5	
↓	
Kingslanding	501
Winterfell	506
Dorne	508
↑	
High Garden	517
Health Room	518
→	
Dragonstone	530
↓	
Iron Island	533
Meereen	538
Braavos	539
Vaes Dothrak	542
Lannisport	543
Yunkai	544

Figure: 50-2

**The Klik System (ADA)**

**Specifications**

- Part number: KDR2717A
- Backplate size: 17" x 27"
- Header and arrow modules: 17" x 3"
- Content modules: 17" x 1.5"

Follow the specifications as illustrated.

citrix		L5	
↓		↓	
Kingslanding	501	Iron Island	533
Winterfell	506	Meereen	538
Dorne	508	Braavos	539
		Vaes Dothrak	542
		Lannisport	543
		Yunkai	544
↑			
High Garden	517		
Health Room	518		
→			
Dragonstone	530		

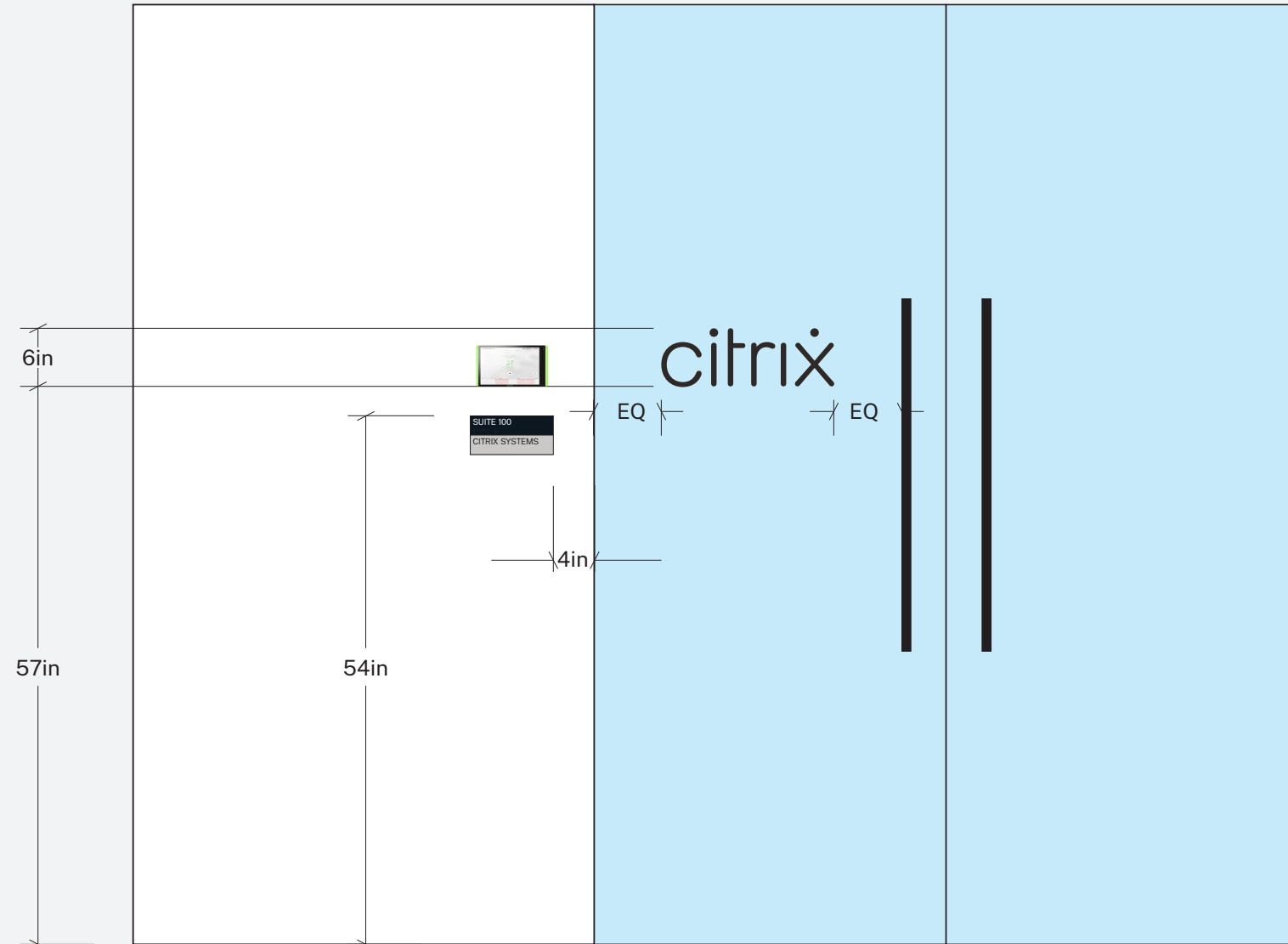
# Installation

## Installation

As per the ADA requirements the top of all ADA signs is aligned at 54" to meet the requirements that all text be no lower than 48 inches from the floor and no higher than 60 inches from the floor.

The 54" height also ensures that the signs will not interfere with other branding elements as specified on other areas of this document.

Always work with your vendors to ensure up-to-date ADA compliance as these rules can change.

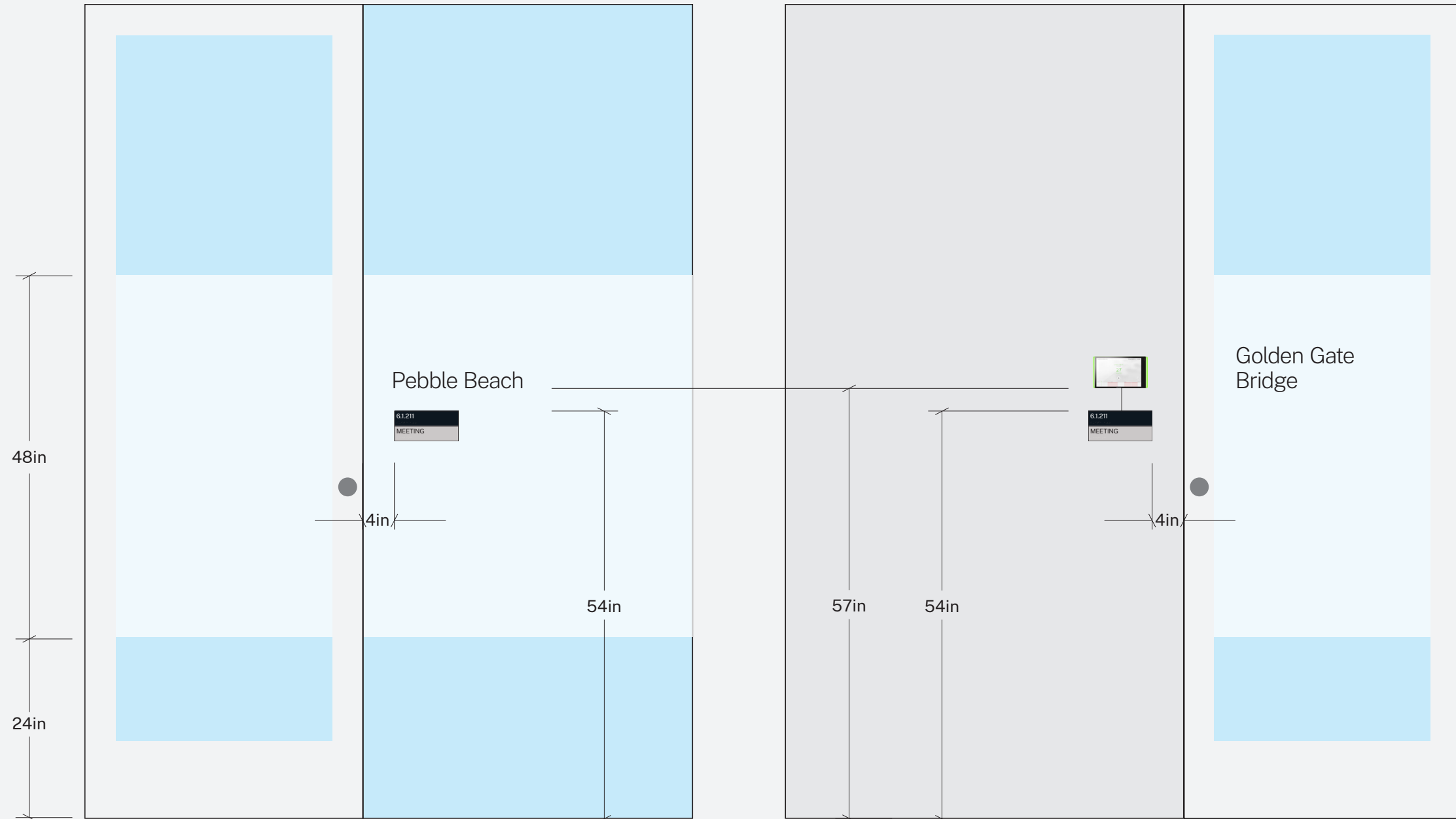


## Installation

As per the ADA requirements the top of all ADA signs is aligned at 54" to meet the requirements that all text be no lower than 48 inches from the floor and no higher than 60 inches from the floor.

The 54" height also ensures that the signs will not interfere with other branding elements as specified on other areas of this document.

Always work with your vendors to ensure up-to-date ADA compliance as these rules can change.

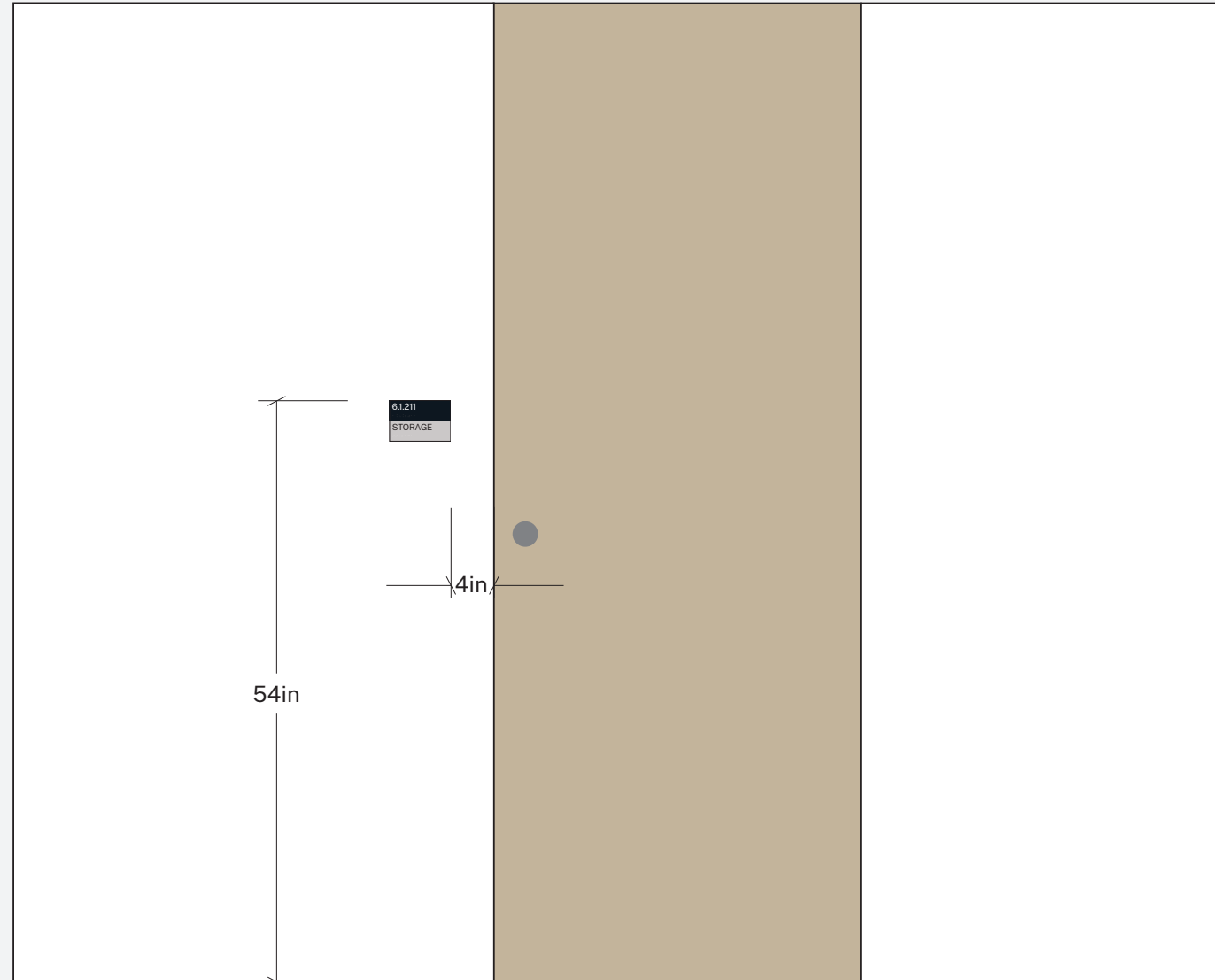


## Installation

As per the ADA requirements the top of all ADA signs is aligned at 54" to meet the requirements that all text be no lower than 48 inches from the floor and no higher than 60 inches from the floor.

The 54" height also ensures that the signs will not interfere with other branding elements as specified on other areas of this document.

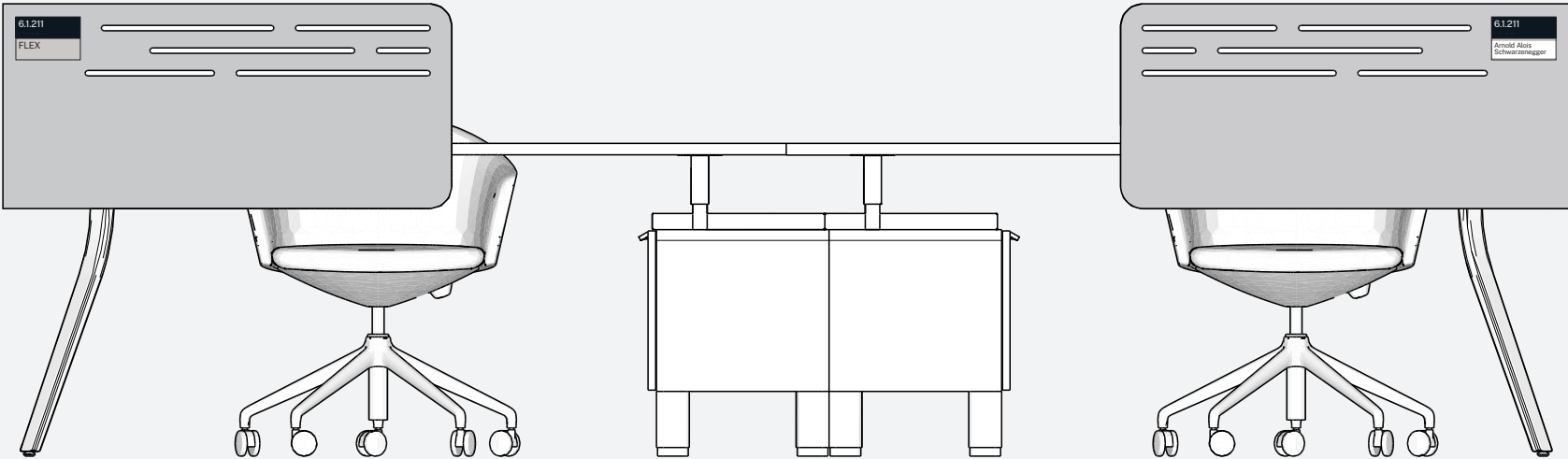
Always work with your vendors to ensure up-to-date ADA compliance as these rules can change.



# Installation

Workstation signs may fall outside of the range required by the ADA guidelines due to the structure of the workspace furniture.

Always work with your vendors to ensure up-to-date ADA compliance as these rules can change.





# Traffic Guidance

## Traffic Guidance

Before building the grid it is important to determine the usable space. When architectural features prohibit the use of some of the surface area, remove unusable space when establishing the grid.

Upon defining the usable area of the existing structure, apply the grid as defined in the earlier pages of this document.

After the grid is defined size the logo to extend from the established margin to 50% of the horizontal area.

Type size and spacing should adhere to the grid to build consistency across all Citrix properties.

Make every effort to fit your design into these examples to provide consistency across all Citrix properties. Due to the wide range of possible existing structures there are some exceptions and adjustments that can be made with brand approval.

Always justify the content so that it is ideally visible to primary traffic or pedestrian flow.

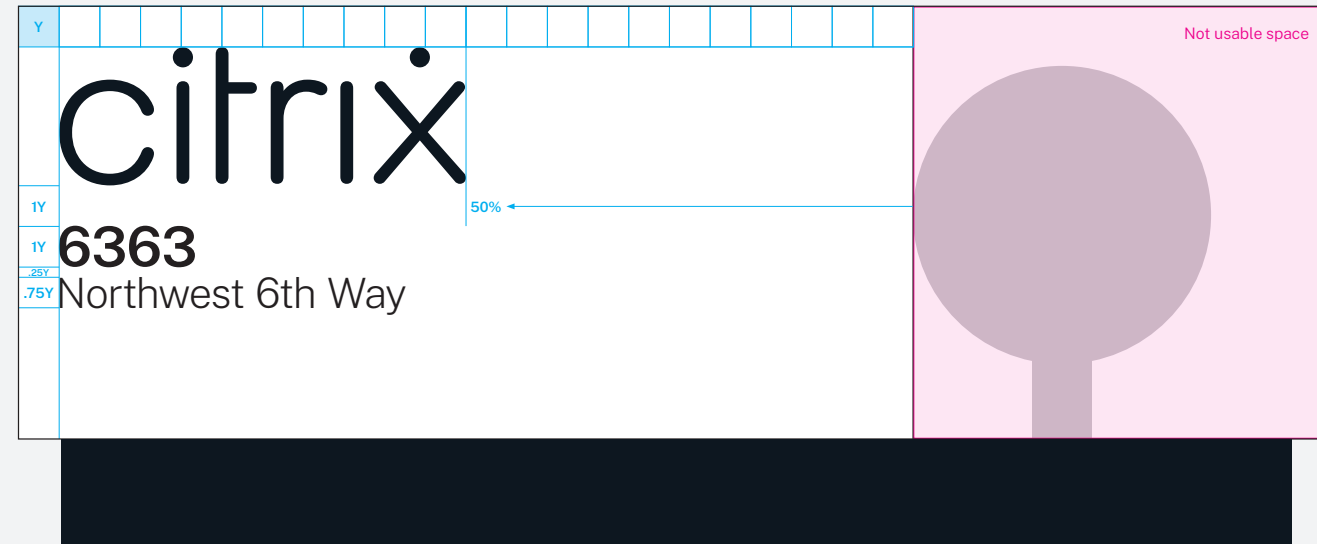


Figure: 58-1

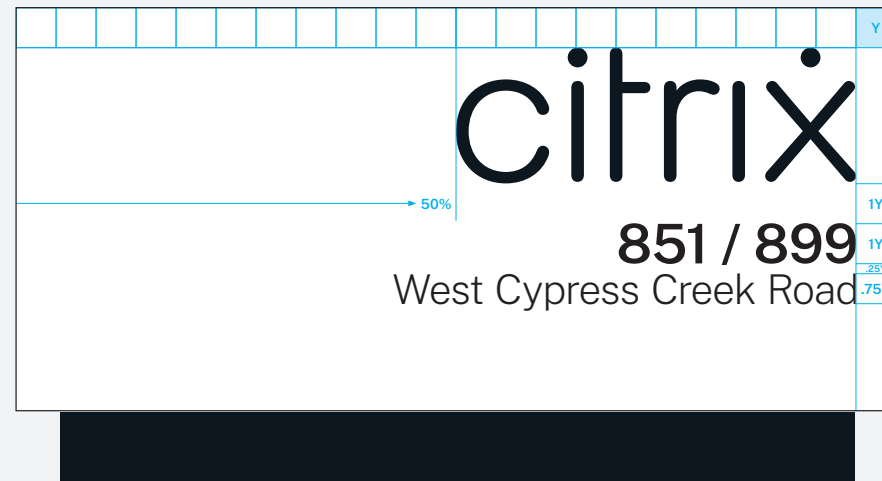


Figure: 58-2



Figure: 58-3

## Traffic Guidance

Before building the grid it is important to determine the usable space. When architectural features prohibit the use of some of the surface area, remove unusable space when establishing the grid.

Upon defining the usable area of the existing structure, apply the grid as defined in the earlier pages of this document.

After the grid is defined size the logo to extend from the established margin to 50% of the horizontal area.

Type size and spacing should adhere to the grid to build consistency across all Citrix properties.

Make every effort to fit your design into these examples to provide consistency across all Citrix properties. Due to the wide range of possible existing structures there are some exceptions and adjustments that can be made with brand approval.

Always justify the content so that it is ideally visible to primary traffic or pedestrian flow.



Figure: 59-1

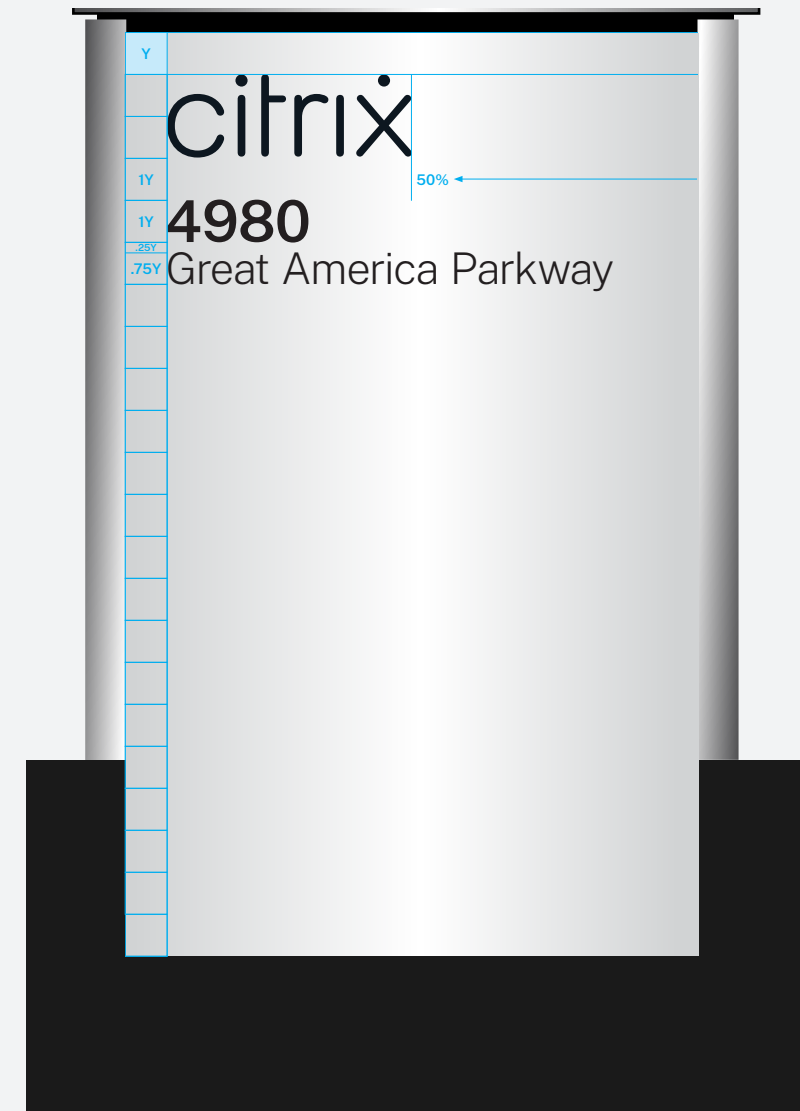


Figure: 59-2

## Traffic Guidance

In the header of outdoor directional signs the Citrix logo is justified to the right on the header while the rest of the content is justified as shown.

On smaller signs that indicate an arrival at a location it may be necessary to double the size of the logo and type within the grid as shown in Figure: 60-2.

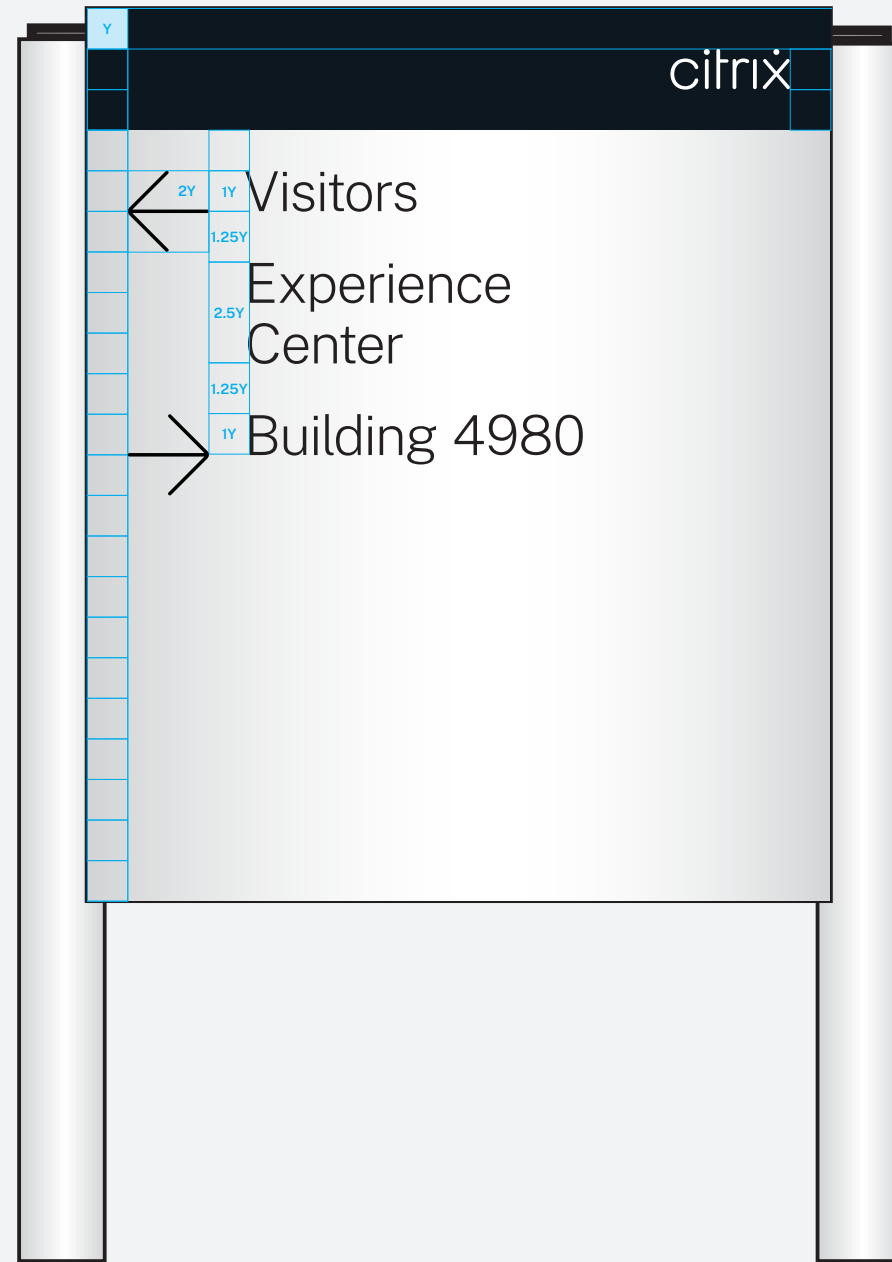


Figure: 60-1



Figure: 60-2



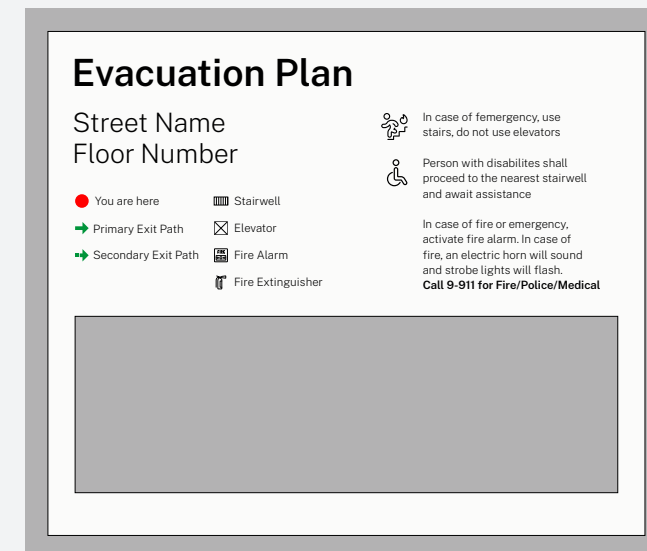
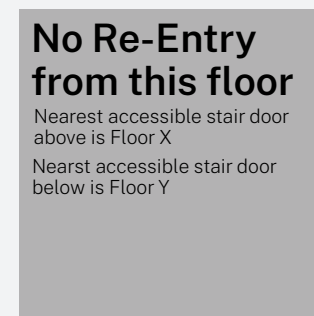
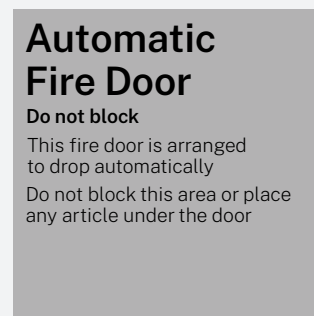
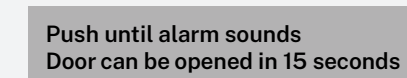
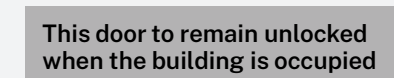
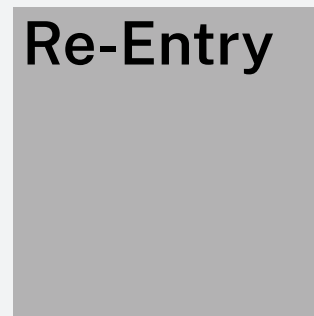
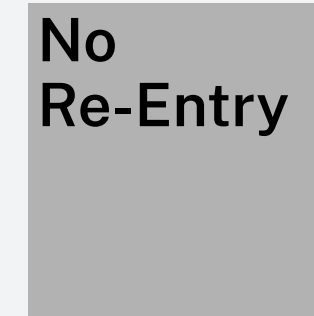
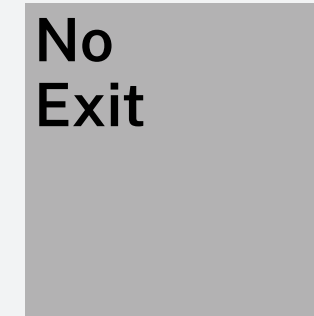
Figure: 60-3

# General Building Code Signs

## General Building Code Signs

All code signs shown are provided as custom options that adhere to the brand grid and typography standards.

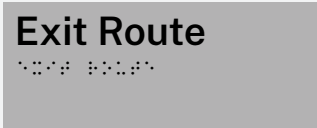
It is unlikely these will be needed unless a fully controlled office build-out is required. These sign types are generally provided by building owners and property management and generally not customized by Citrix.



# General Building Code Signs

All code signs shown are provided as custom options that adhere to the brand grid and typography standards.

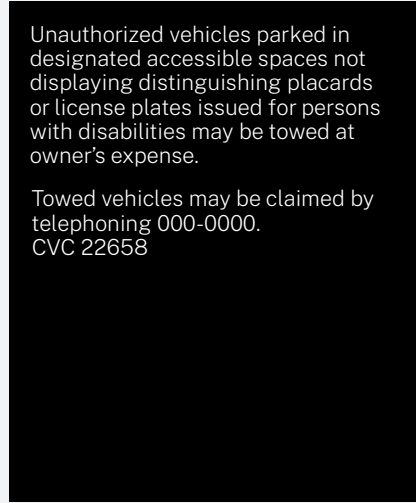
It is unlikely these will be needed unless a fully controlled office build-out is required. These sign types are generally provided by building owners and property management and generally not customized by Citrix.



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California Only

For complete California guidelines check local jurisdiction requirements.

