

Design Guide

Design Assets

- Colors
- Fonts
- Logo basics
- Compact mark
- Event lock-up
- Photography
- Backgrounds
- Grid Systems

Design Examples

Appendix: Identity & Expression

Primary

Primary

Primary

Accent

Accent

Purple
Hex: #452170
R:69, G:33, B:112
PMS: 269 C
C:00, M:00, Y:00, K:00

Blue
Hex: #0359f2
R:3, G:90, B:240
PMS: 300 C
C:00, M:00, Y:00, K:00

Teal
Hex: #004d5c
R:0, G:77, B:92
PMS: 3165 C
C:00, M:00, Y:00, K:00

Green
Hex: #8cd457
R:140, G:212, B:87
PMS: 7487 C
C:00, M:00, Y:00, K:00

Yellow
Hex: #facd32
R:250, G:205, B:50
PMS: 136 C
C:00, M:00, Y:00, K:00

Neutral

Neutral

Black
Hex: #000000
R:0, G:0, B:0
PMS: Black 6
C:60, M:40, Y:40, K:100

White
Hex: #FFFFFF
R:255, G:255, B:255
C:00, M:00, Y:00, K:00

Gray 9

Hex: #171717
R:61, G:61, B:61
PMS: Cool Grey 09
C:00, M:00, Y:00, K:00

Gray 2

Hex: #dcdcdc
R:220, G:220, B:220
PMS: Cool Grey 02
C:00, M:00, Y:00, K:00

Typography
Public Sans

Public Sans is the typeface of all of Citrix. While there are more weights available in the Public Sans family, Citrix utilizes only Light, Thin, Medium, Semibold. If a user or machine is unable to utilize Public Sans, an alternative typeface, Arial, should be used in its place.

Usage

Use a maximum of three type sizes per layout. When using Work Sans, adhere to these point size and leading guidelines.

This will provide greater consistency between applications and communications. To ensure a uniform presentation of text, avoid using too many sizes and weights within a single line or section of copy.

Public Sans Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
. , : ; - - — ! ? \$ # % @ & * () [] + = / \ < >

Public Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
. , : ; - - — ! ? \$ # % @ & * () [] + = / \ < >

Public Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
. , : ; - - — ! ? \$ # % @ & * () [] + = / \ < >

Public Sans Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
. , : ; - - — ! ? \$ # % @ & * () [] + = / \ < >

Public Sans Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
*. , : ; - - — ! ? \$ # % @ & * () [] + = / \ < >*

Public Sans Regular Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
. , : ; - - — ! ? \$ # % @ & * () [] + = / \ < >

Public Sans Medium Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
. , : ; - - — ! ? \$ # % @ & * () [] + = / \ < >

Public Sans Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
. , : ; - - — ! ? \$ # % @ & * () [] + = / \ < >

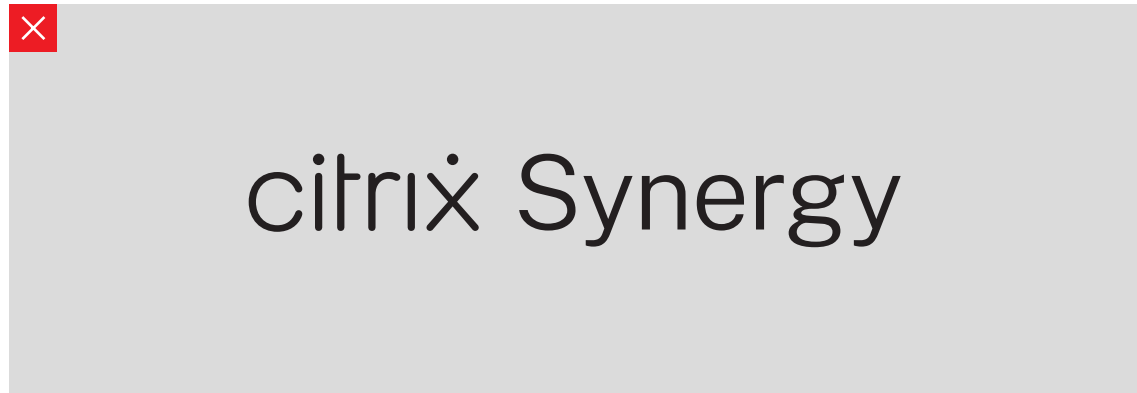
Our Logo

This is the new Citrix logo. Inspired by our origins, it activates our two dots, giving our product and expertise to the individual user. By doing so we amplify the users potential, allowing them to be in control of their future.

The dot over the X activates our logo, illustrating a human like form. This gesture is representing the individual Citrix strategic promise of an enriched employee experience.

NOTE: Please refer to brand guide for more detail on logo usage and clear space.

citrix

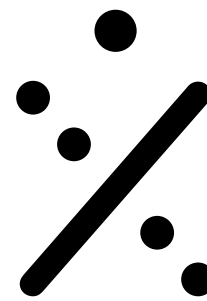
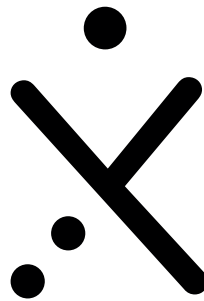
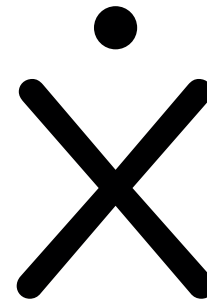
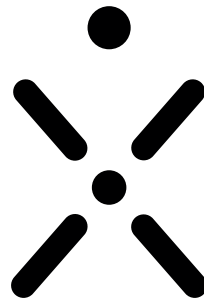
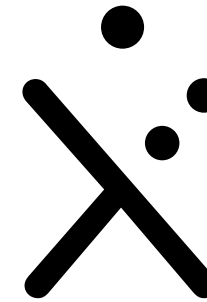
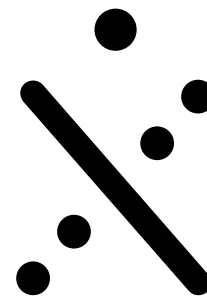
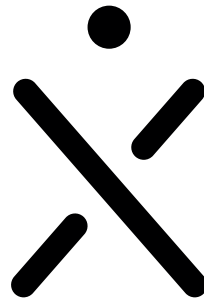


Do not lock-up the Citrix logo with an event name or a product name. Always respected the clear space requirements. Refer to the brand guide for partner lock-ups.

Our Compact Logo Mark

Provided for use in small placed or unique situations.

Please refer to brand guide for more detail on logo usage and clear space.



Synergy Event Logo Type

This logo should always be accompanied in the layout by the Citrix logo. They should never be in a lock-up together and instead be present in the layout apart from each other.

Citrix
Synergy

Citrix Synergy

Stock Photography Examples

A wider selection of images to promote work collaboration, learning, and sales relationships are in process.

As more selections are approved for use those will be available in the assets folder.



Background Examples

A selection of 3D rendered background for use with Tier 2 assets. Currently the option available are to be used for position only.

Final options will be made available in the assets share once final renders are complete.



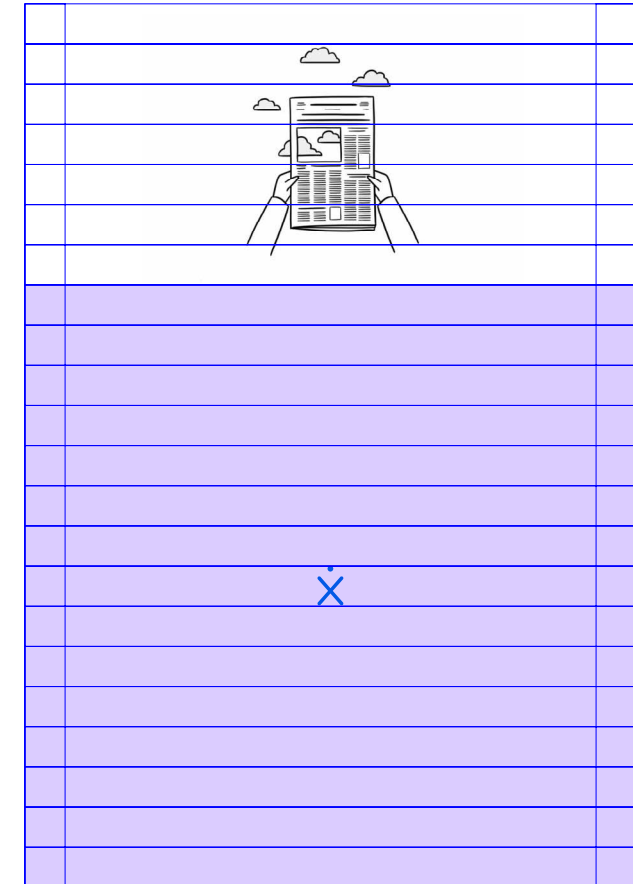
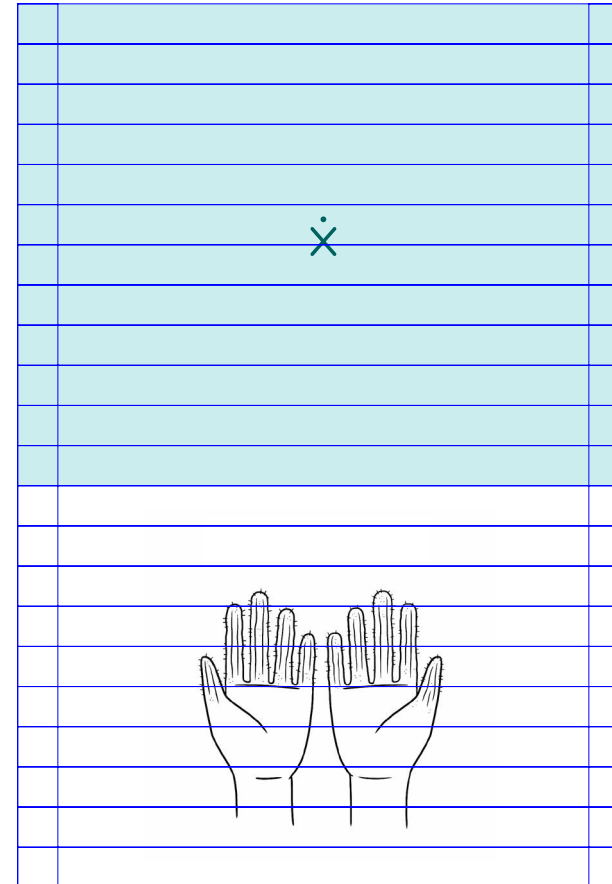
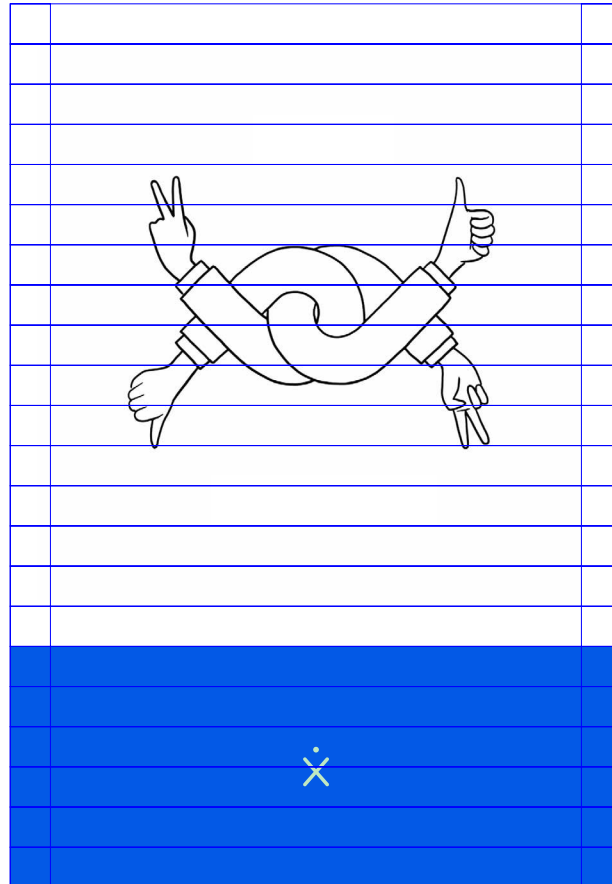
Building the Grid

Building the grid

1. Before design the media should be divided vertically by 22, each of these rows is equal to x.
2. The top and bottom row of our 22 row array become our vertical margins.
3. The horizontal margins are created using x as the margin width.

In use layouts are defined by filling sections with color to reiterate the binding concept to make space.

The provided examples show how space is divided according to our grid. Proper use of the grid creates large spaces of color, these spaces are integral to our brand, representing our design ethos: 'to create space'. More examples of proper grid usage are provided in the following pages of this chapter.

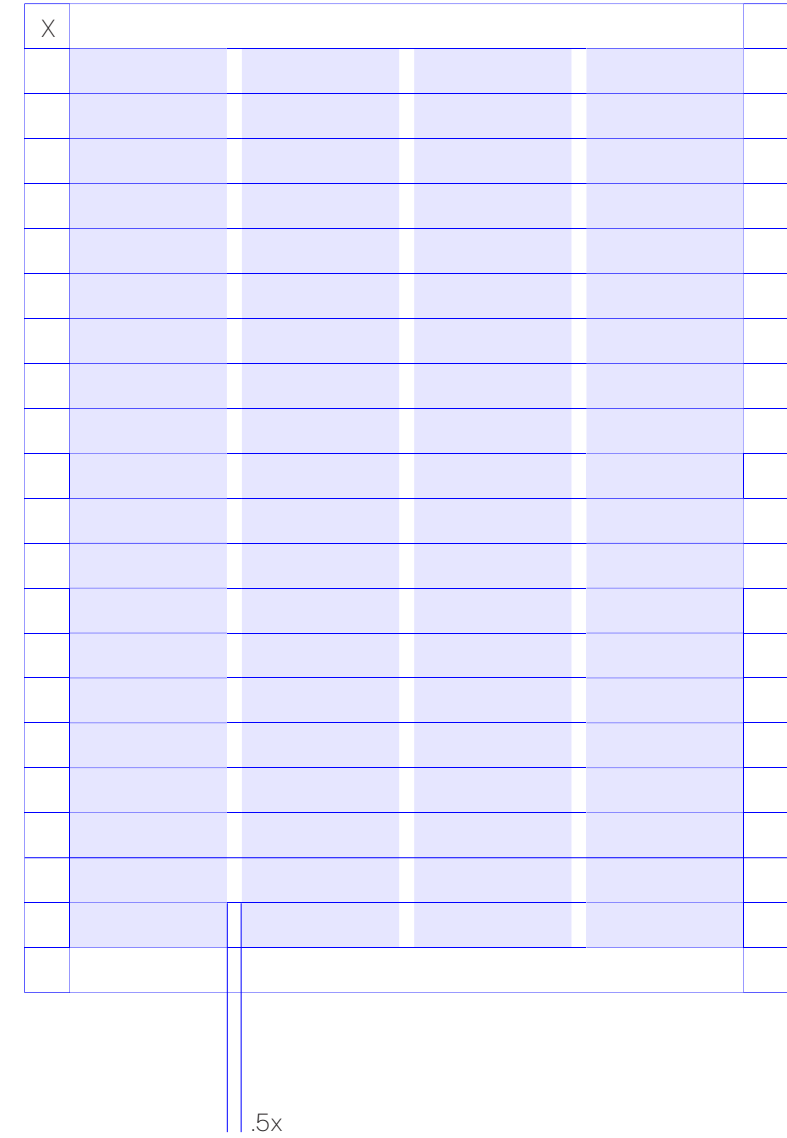
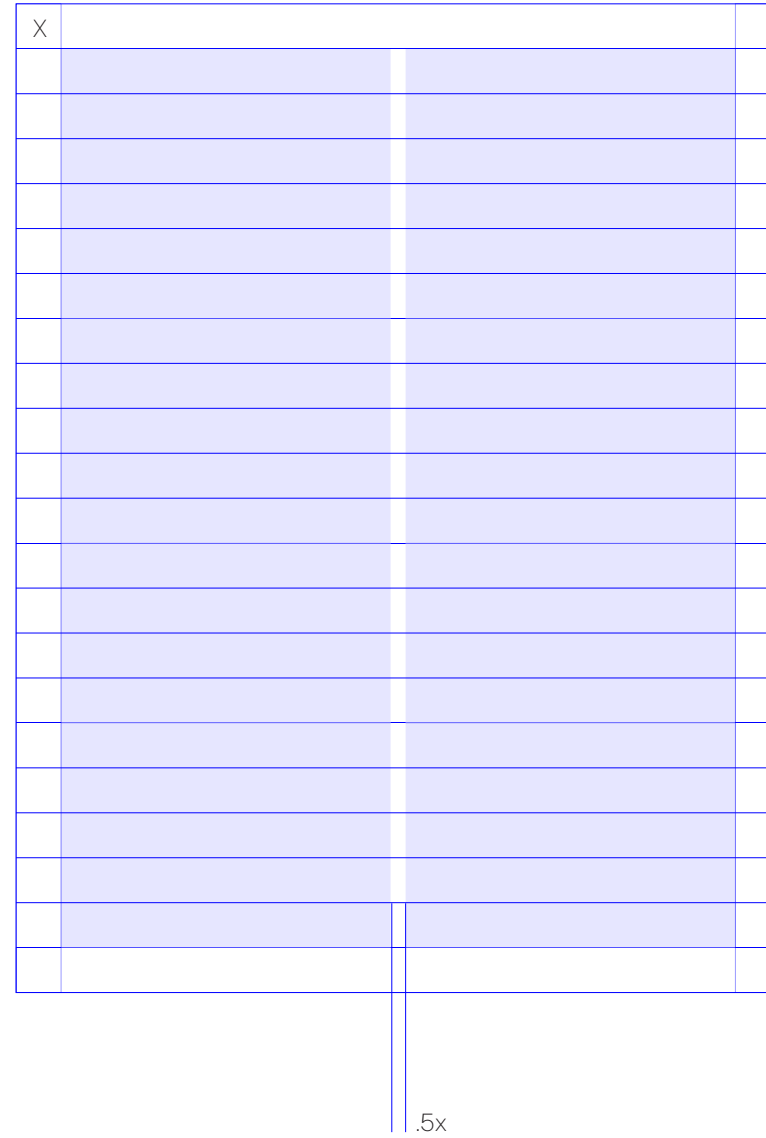


Columns
2 and 4 column grid

The 2 and 4 column grids are to be used x in smaller, less complex applications.

These grids have margins equal to 1/22nd of the media height and gutters equal to 1/44th of the media height.

NOTE: Refer to brand guide for more detail on grids and increasing the number of columns for more complex content.



Columns
12 Column Example

The 8 and 12 column grids are to be used in larger, more complex applications.

These grids have margins equal to 1/22nd of the media height and gutters equal to 1/44th of the media height.

NOTE: Refer to brand guide for more detail on grids and increasing the number of columns for more complex content.

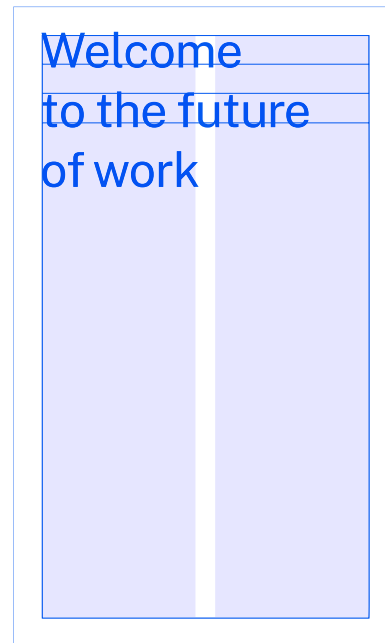
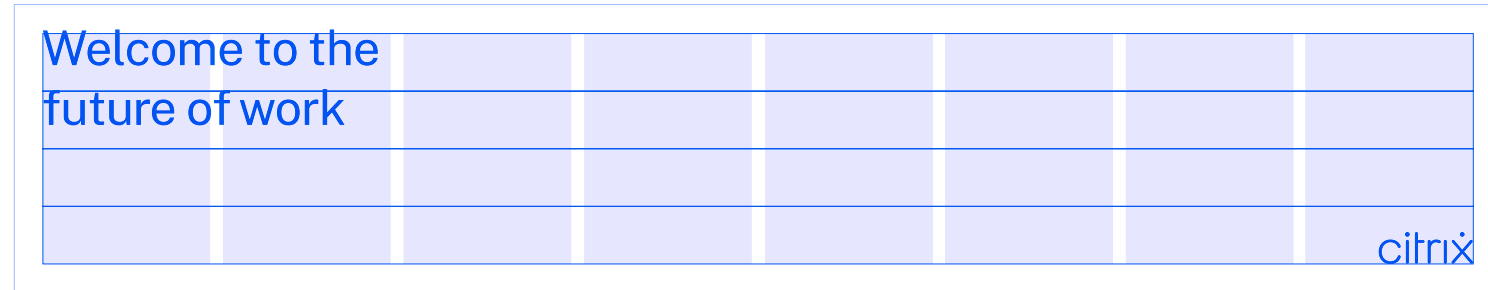
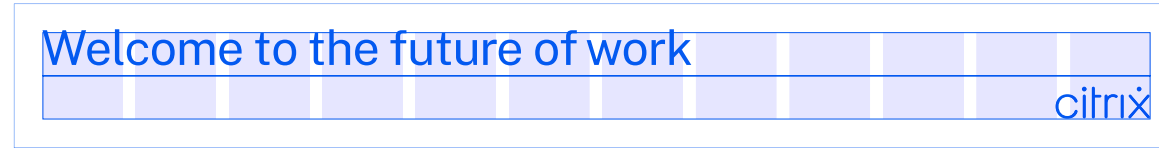
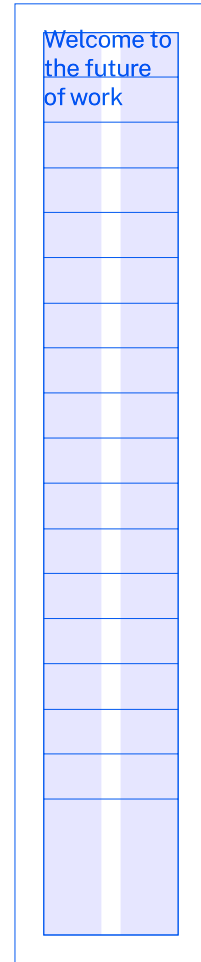


Columns
Extreme Ratio Examples

Shown here are schematic examples of banner layouts.

Copy should always be flush left. Avoid using more than two font sizes per layout. Content should be driven by a main headline and followed by secondary copy only if necessary. Content should deliver a clear message. Keep the copy short simple. Do not over message.

NOTE: Refer to brand guide for more detail on grids and guidance on increasing the number of columns for more complex content.



Tier 1

- Support the event by providing clear and specific direction

Tier 2

- Messaging and content

Tier 3

- Soft goods, products, and giveaways

Tier 1
Banners

Banners and signage that will carry our brand and event message should not be mixed with secondary content with the exception of simple way-finding.

Photography should support the brand message with consideration given to how the photo relates to the message.

When using images in Tier 1, avoid combing a background texture in the solid area to prevent the loss of open space and to maintain focus on the message.

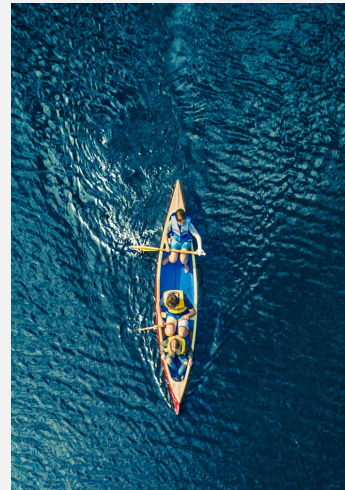
NOTE: Photos are for position only. Final image selections and graphic assets will be supplied at a later date.



Citrix
Synergy

Space
to grow

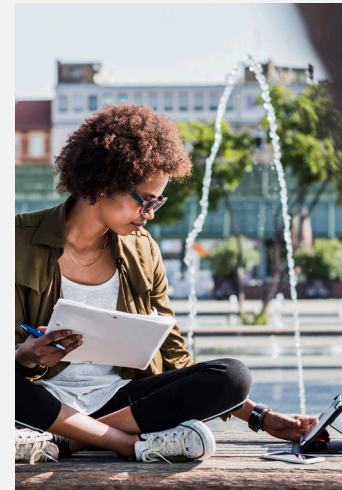
citrix



Citrix
Synergy

Space
to play

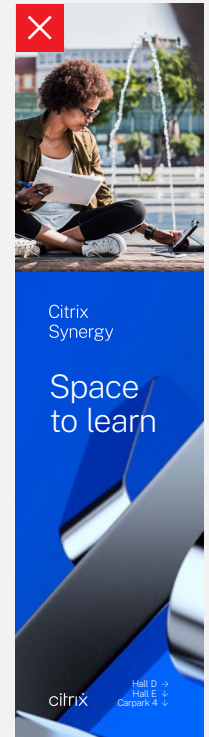
citrix



Citrix
Synergy

Space
to learn

citrix
Hall D →
Hall E ↓
Carpark 4 ↓



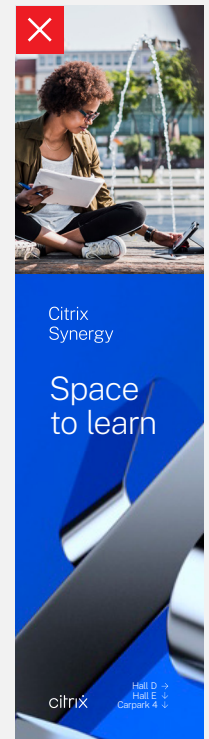
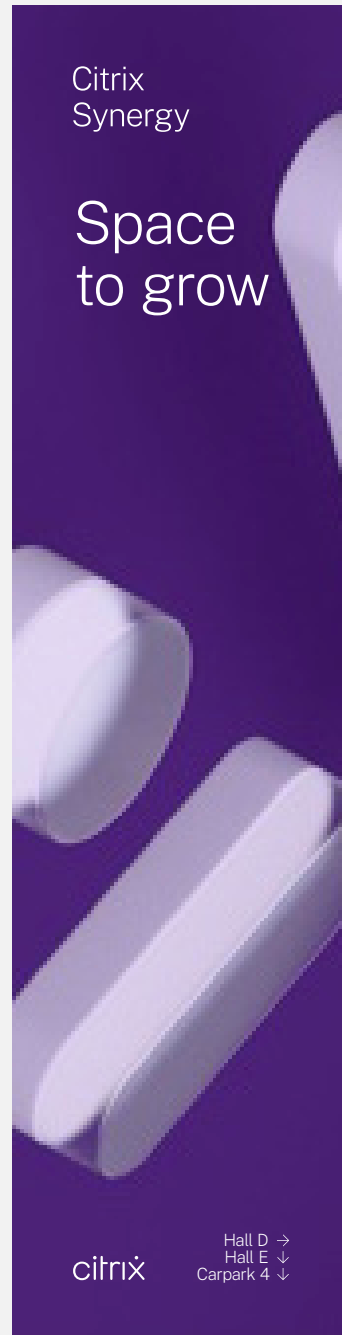
Tier 1 Banners

Banners and signage that will carry our brand and event message should not be mixed with secondary content with the exception of simple way-finding.

Photography should support the brand message with consideration given to how the photo relates to the message.

When using images in Tier 1, avoid combing a background texture in the solid area to prevent the loss of open space and to maintain focus on the message.

NOTE: Photos are for position only. Final image selections and graphic assets will be supplied at a later date.



Tier 2
Hall and Keynote Banners

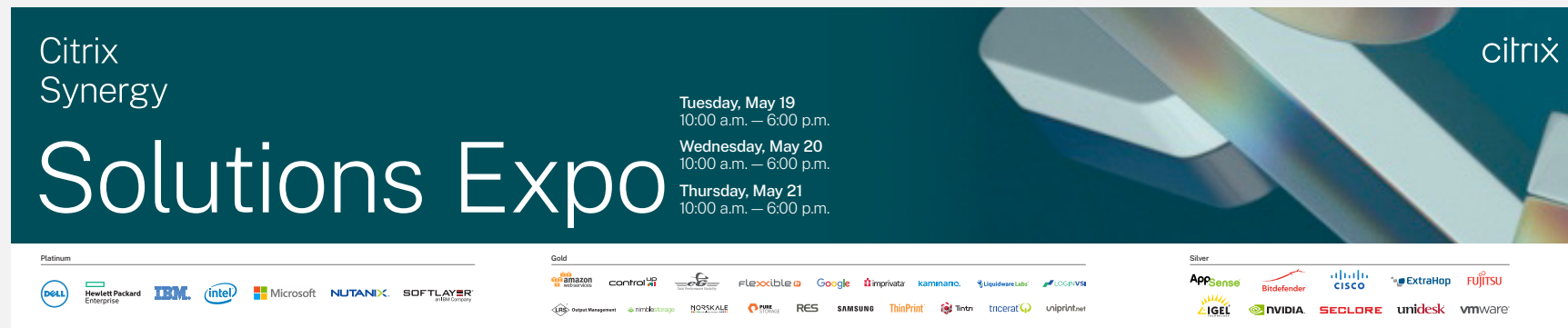
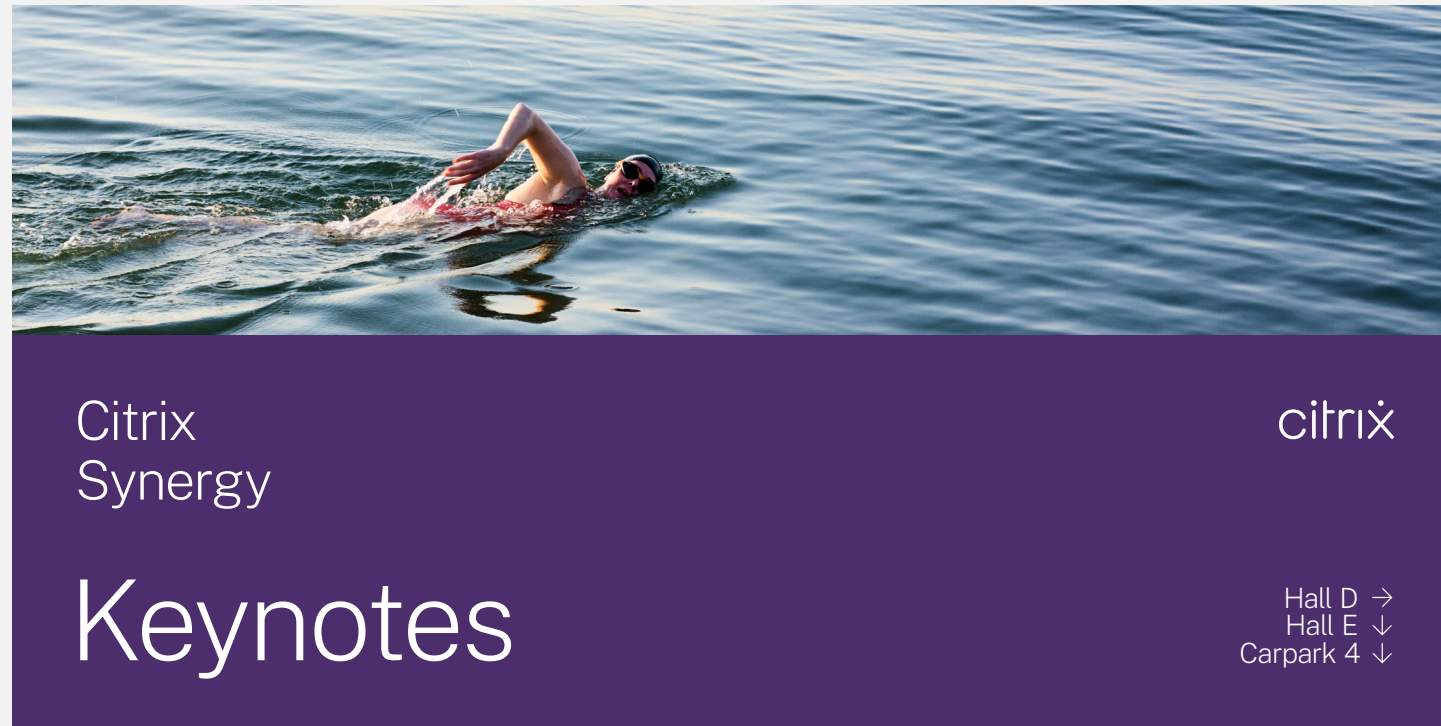
Primary areas

These banners should continue to focus on creating a feeling of space.

Shown here are primary areas of the event. When secondary or directional information is required these elements should be placed in a way that doesn't distract from the open layout of the grid.

When using images in Tier 1, avoid combing a background texture in the solid area to prevent the loss of open space and to maintain focus on the message.

NOTE: Photos and all compact mark images are for position only. Final image selections and graphic assets will be supplied at a later date.



Tier 2
Meter Boards

Standard Directionals

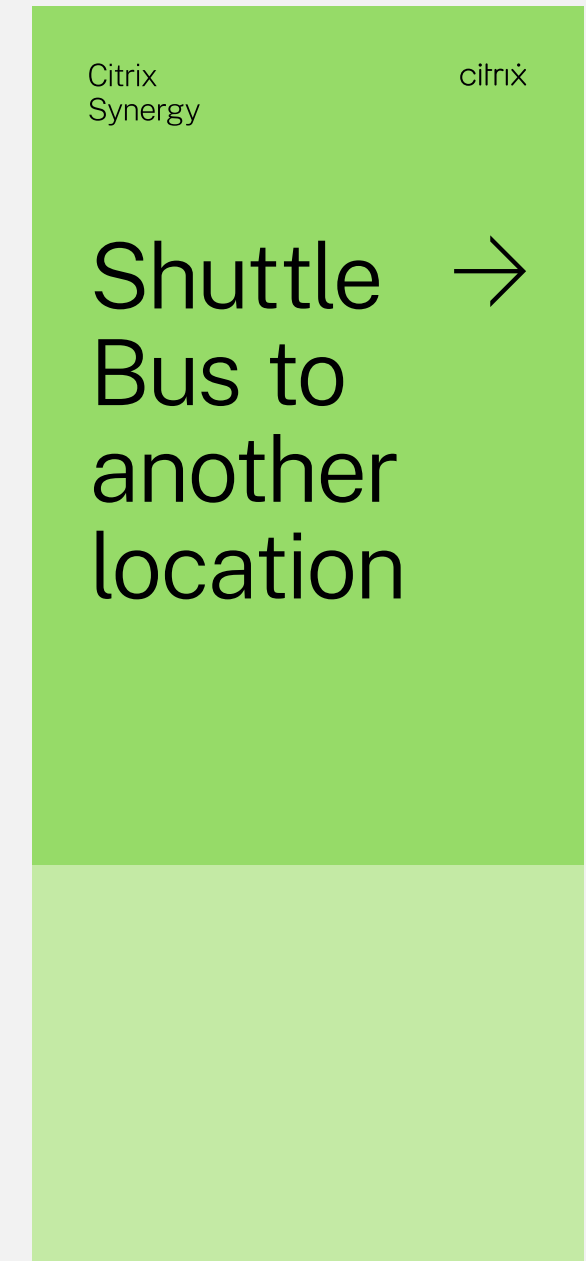
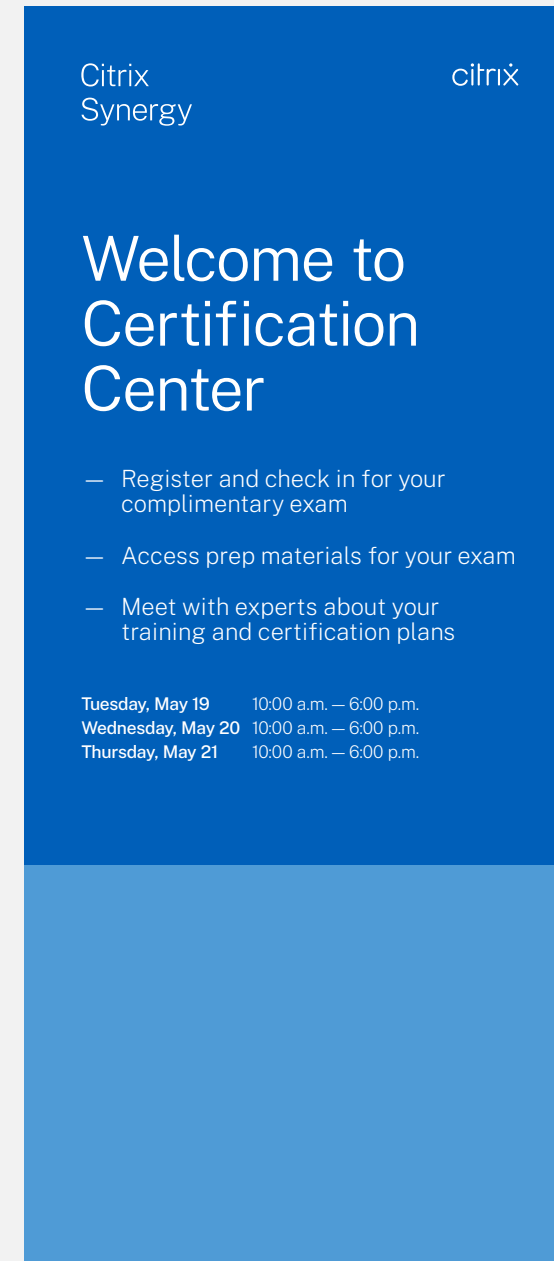
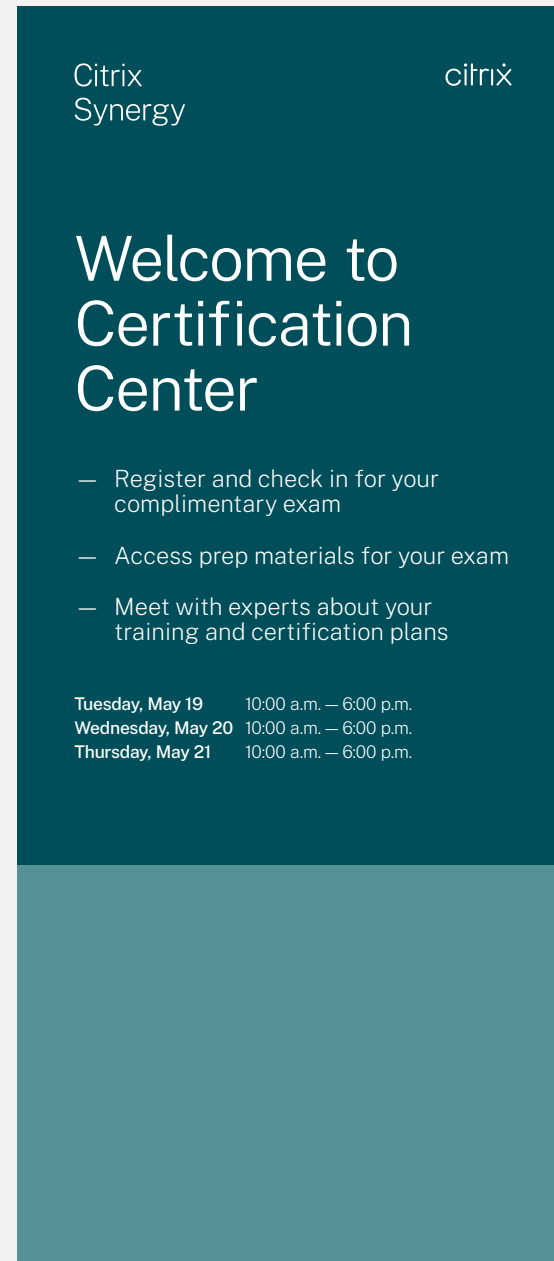
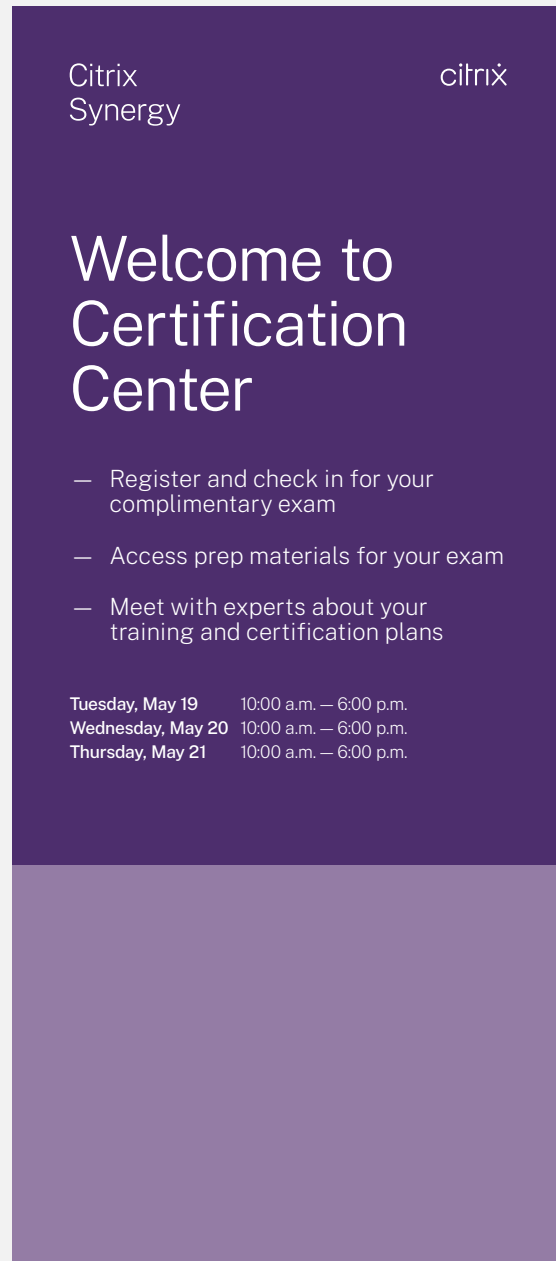
Layout and color usage on meter board signs and directionals.

Green Backgrounds

This color is to be used is only used to call out attention to “Alert” type signage. It is meant to stand out form the rest of the directionals as a means to draw attention in the space.

Examples might include shuttle bus signage, hotel registration, of “flags” in the registration desk to call out the Help Desk or other areas.

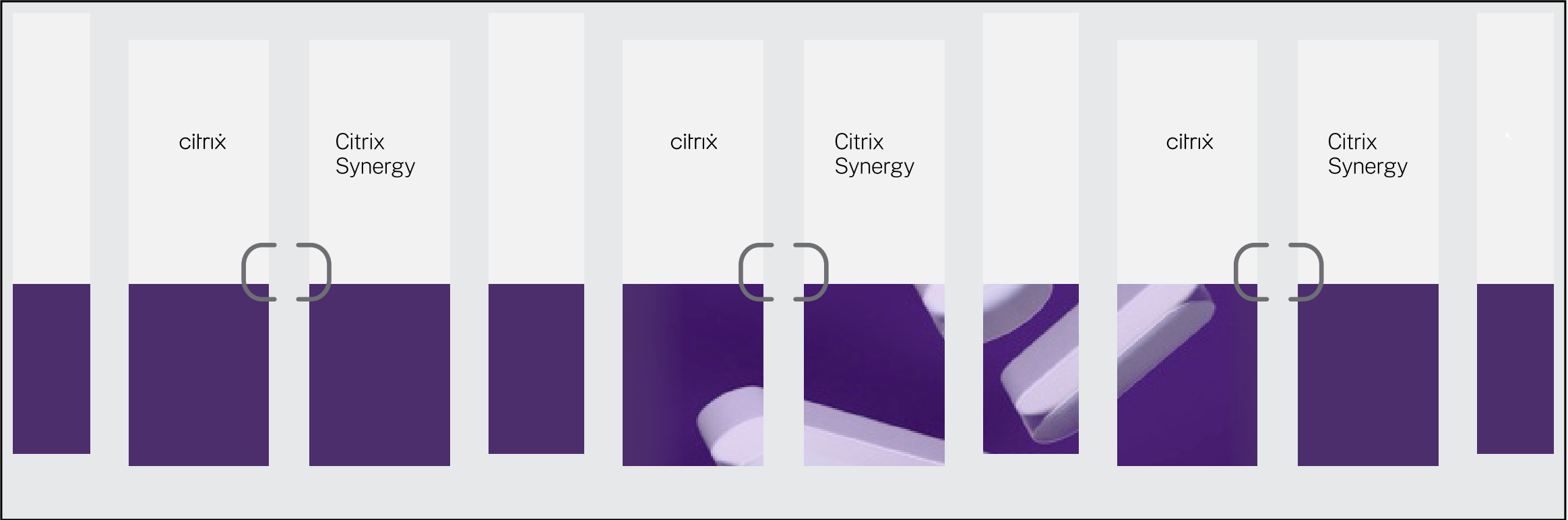
NOTE: Compact mark images are for postion only. Final mage selections and graphic assets will be supplied at a later date.



Tier 2
Door Clings

Creating space with the use of transparent elements.

The grid can be a little flexible to adhere to venue restrictions or to avoid permanent building signage. In this samples the upper portion of the glass mostly open for fire code or security needs.



Tier 3 Lanyards, Badges and Reels

The lanyard expands on the feeling of space and clearly identifies roll types to security personal.

The badge design focuses on readability over the feeling of creating space.

The reel embraces the compact mark to reinforce the brand and complete the unit consisting of all three elements.



Tier 3
Citrix Staff Shirts

Dark gray or black polo or button shirts with simple and branding.



— Front



— Back

Tier 3
Synergy Event Staff Shirts

Custom dyed shirts that bring attention to the Event Staff to help guide attendees.



— Front



— Back

Appendix



Citrix—Synergy

Identity & Expression

Launch

-

Showcase and celebrate the new Citrix brand identity

Of the Moment

-

Create an expression that feels unique / special to Synergy 2020

Brand not Branded

-

Enable an experience that communicates the Citrix brand strategy

A design system with 3 tiers of communications that work together to create a coherent experience, and an expression that can flex.

Tier 01
Primary Applications

Wayfinding / Video Walls / Keynote Screens /
Posters / Editorial Covers / Booths...

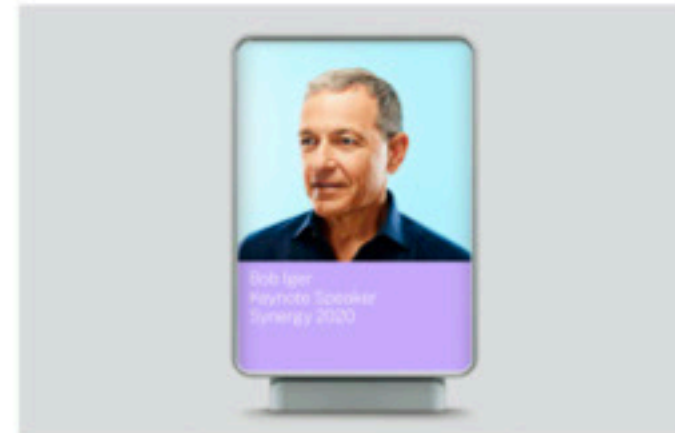
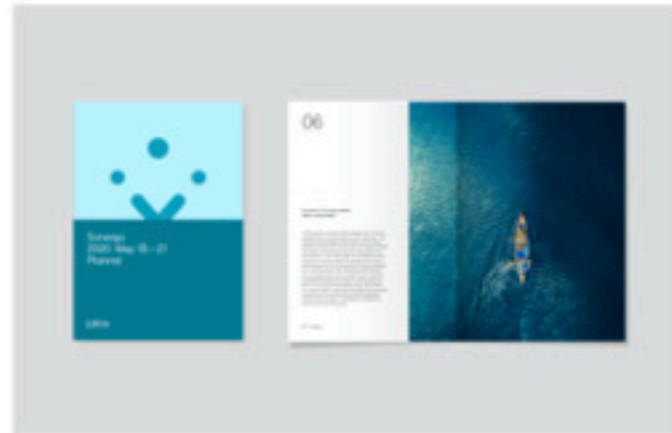
- Logo / Color / Typography /
Compact Mark (2D+3D)



Tier 02
Content & Communications

Posters / Keynote Screens /
Editorial / Booths...

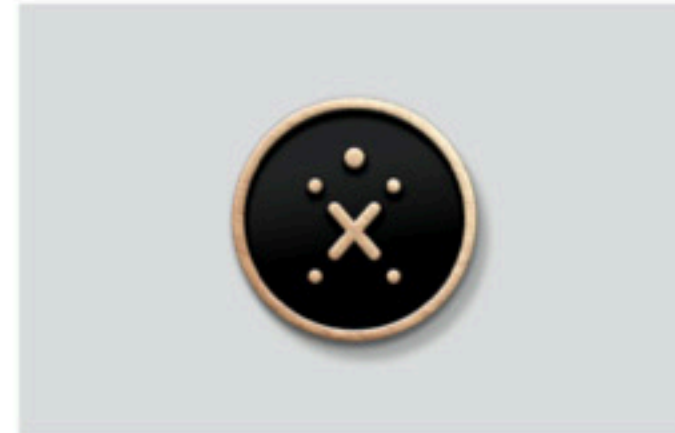
- Logo / Color / Typography /
Compact Mark (2D) / Photography



Tier 03
Tertiary Assets

Event Ephemera / Merchandise

- Logo / Color / Typography /
Compact Mark (2D) / Illustration



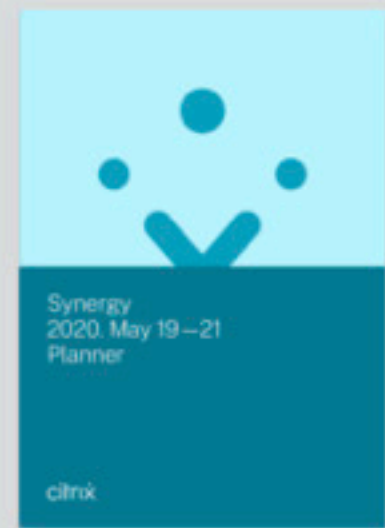
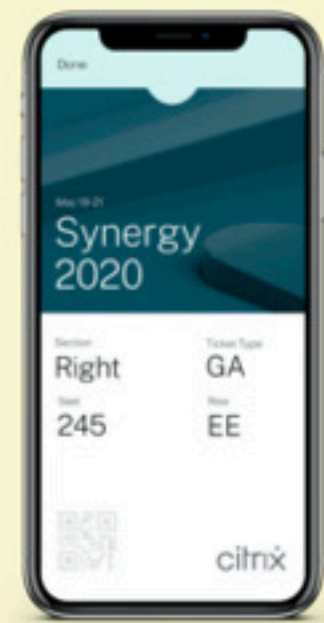
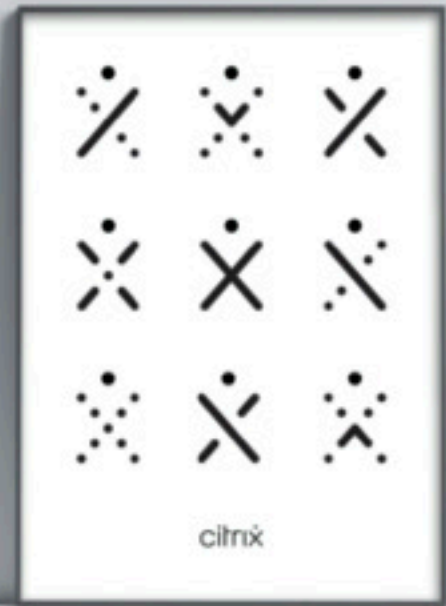
Gallery ⁽⁰³⁾



citrix

90k
90,000 workers were enabled to achieve their goals by using Workspace in March 2020.

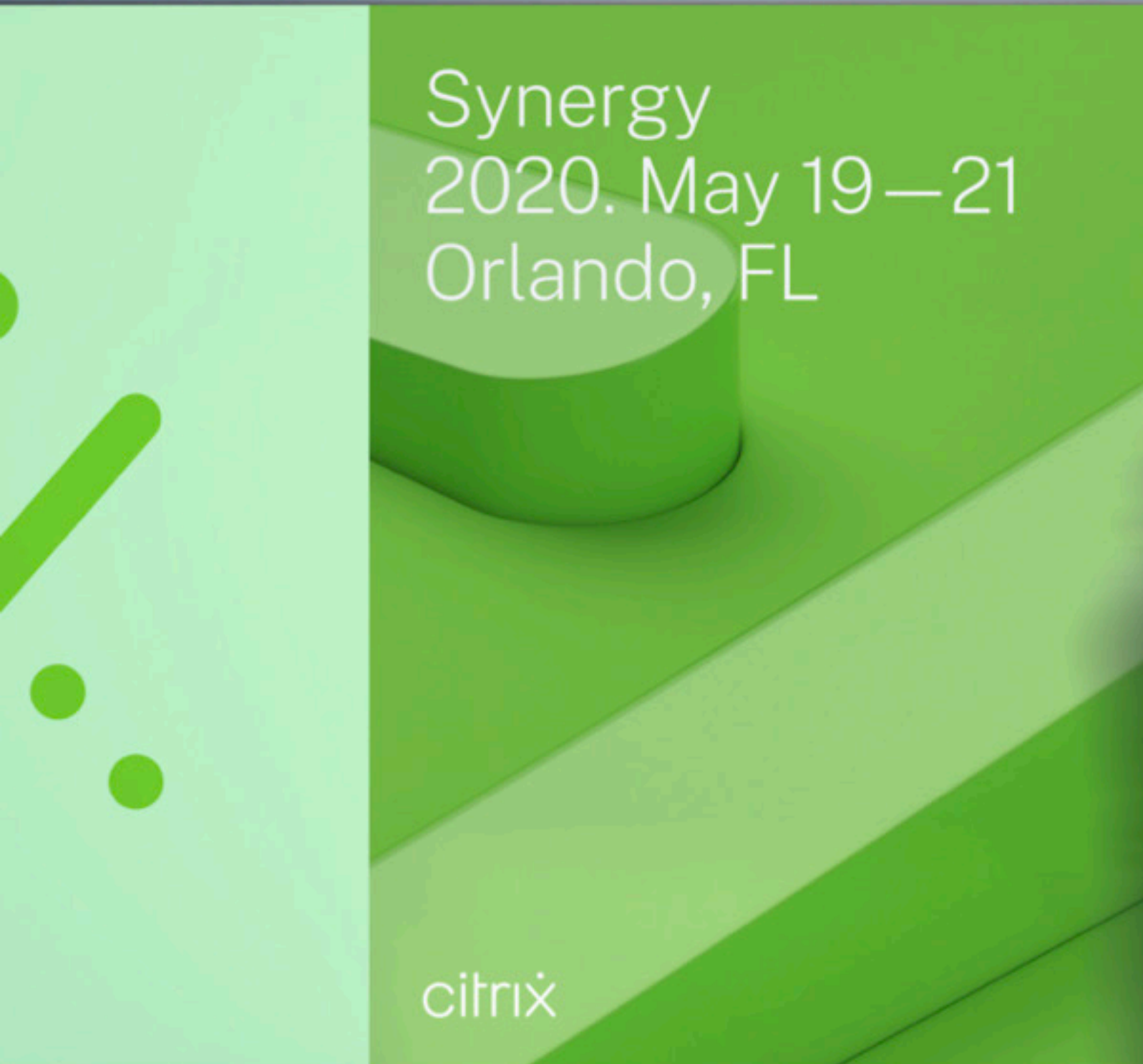
Give your workday some space.



citrix


Synergy
2020



The background is a vibrant green with various shades and abstract geometric shapes, including a large white circle and several smaller circles and lines.

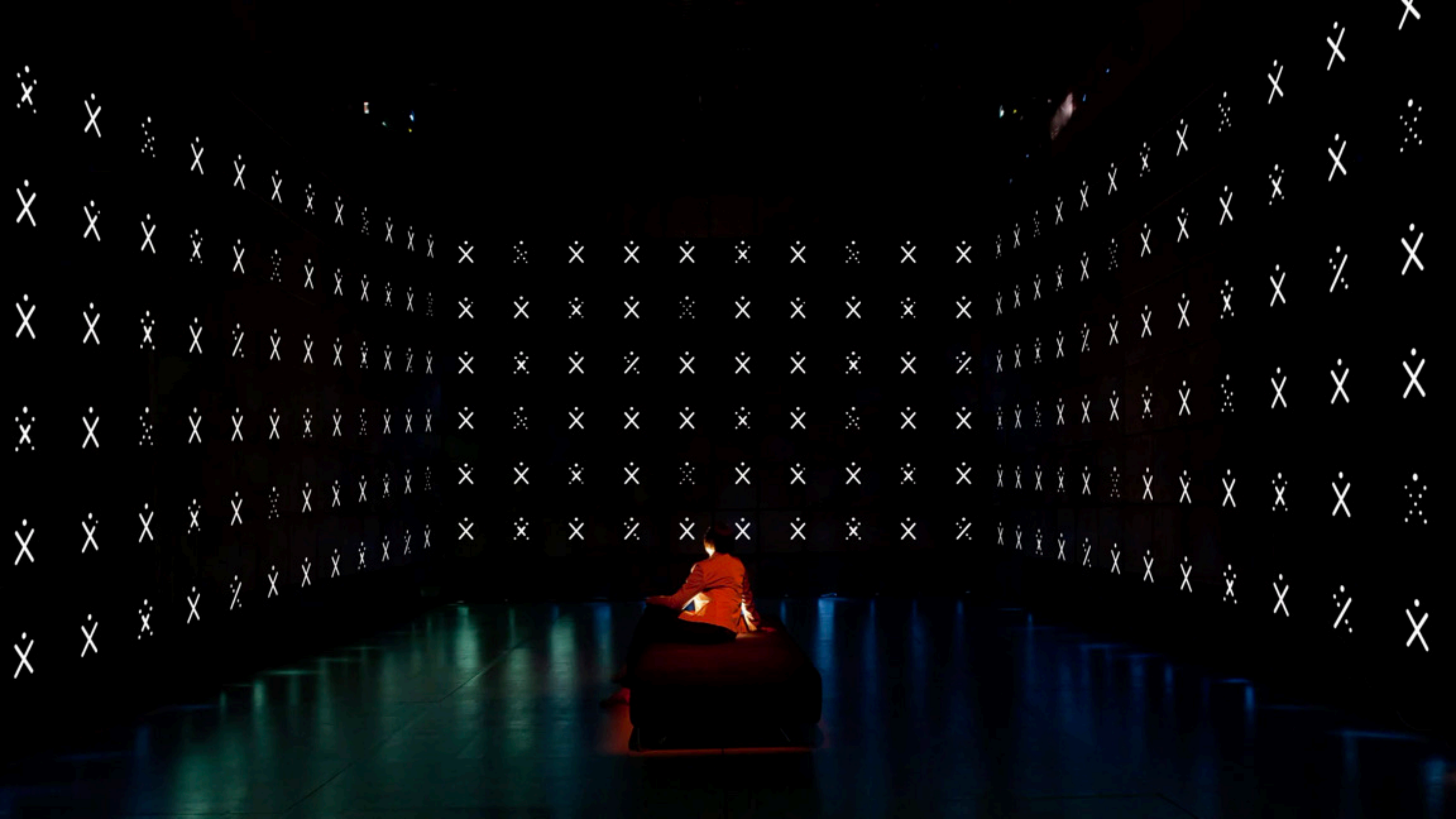
Synergy
2020. May 19—21
Orlando, FL

citrix

The background is a light blue with abstract geometric shapes and a blurred image of a person's face and shoulder.

Synerg
2020.
Orlando

citrix



Thank you