

# Brand Guidelines



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# Introduction

Welcome to the F5 Brand Guidelines. This document describes the basic elements of our identity system—our brand—and provides usage guidelines. Adherence to these guidelines is essential in maintaining a consistent and professional public identity for F5.

Our identity must be consistent across external and internal collateral, on product packaging, in our worldwide offices, and in presentations and events.

Achieving an effective global brand starts with a unified brand identity.

# Corporate Logo

## General guidelines

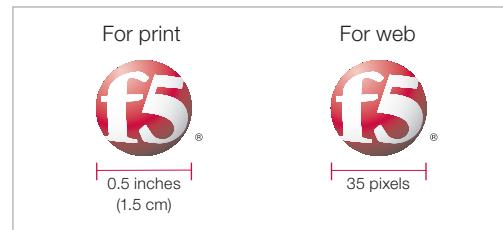
Primary four-color logo



Primary four-color logo  
on black



Minimum size allowed



The F5 logo serves as a graphical representation of the company's leadership, innovation, and performance. It is critical that the F5 logo is displayed in a consistent manner to present our company in a professional way. It is used on all F5 materials.

Use the four-color F5 logo on a white background. To ensure that the F5 logo is always legible and accurately reproduced, the minimum size for the F5 logo is 1/2" in diameter.

When the F5 logo appears on a black background, use the four-color logo.

The F5 logo requires a registered trademark.

# Corporate Logo

## Logo usage

Two-color logo



One-color logo



One-color logo on black



Use the four-color logo wherever possible. However, when the four-color logo cannot be used, the two-color, solid red (PMS 200) logo is the preferred alternate. For one-color documents, use the one-color, black version of the logo.

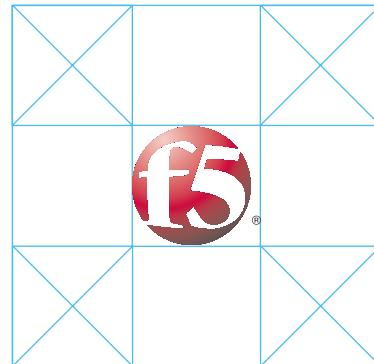
If the F5 logo appears on a black background and the four-color logo cannot be used, use the one-color, solid red (PMS 200) logo where the F5 text within the logo is always white.

**F5 does not have a reversed logo.\***

\*For use of the single color, in black we prefer that the logo print one-color black on a white background. When necessary you can print the sphere in white on a black background.

# Corporate Logo

Clear space



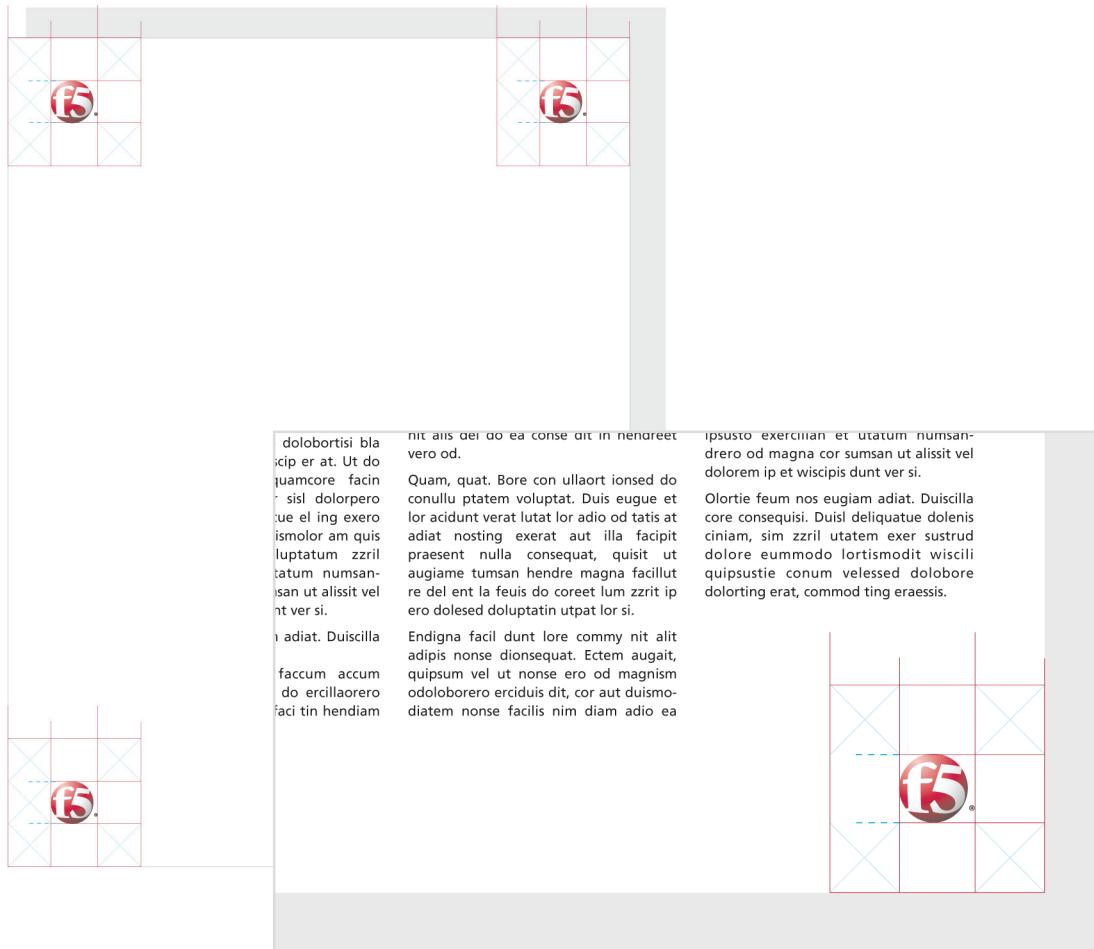
To ensure maximum visibility, readability, and brand integrity, the F5 logo should always appear with clear space around it.

The blue box surrounding the logo illustrates the required minimum clear space around the logo; nothing should encroach on this space, represented by the blue “X” symbol.

**X is equal to the logo height.**

# Corporate Logo

## Staging



These examples illustrate the proper clear space and placement of the F5 logo. Although more space is preferred than less, the body copy must be at least one logo height (X) away from the F5 logo. These guidelines apply to all collateral, as well as advertising and tradeshow graphics.

Proper placement of the logo should be in one of the four corners of any given document, at least one logo height (X) away from the edge of the document.

# Corporate Logo

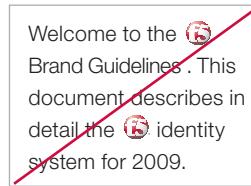
## Don'ts



Do not try to recreate the gradation or use a tint of the logo color



Do not skew or stretch the logo



Do not use the logo to represent the text for F5 in a sentence or diagram



Do not use the logo as the letter "O" in a word or as a zero



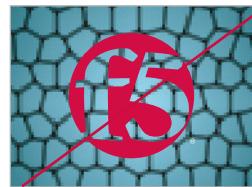
Do not use a tint of the one-color logo



Do not reverse out the logo on a dark background



Do not reproduce the one-color logo on a dark background



Do not place the logo over any graphical or patterned background

These examples demonstrate some scenarios that should be avoided when using the logo.

As a general rule, the F5 text within the logo should always appear as a gradient when used in a four-color environment and solid white when used in a one- or two-color environment.

# Corporate Co-branding



These examples illustrate the proper way to co-brand with the F5 logo. When co-branding, always put the F5 logo to the left with the partner logo to the right.

The logos should be placed in the bottom left or right, or top right of the first page of any given document. Or, the logos may appear on the last page of the document in the bottom right corner next to the address block.

The clear space between the two logos should be a minimum of .5" and not more than .75"

The partner logo should be vertically centered to the F5 logo in order to create a balanced unit.

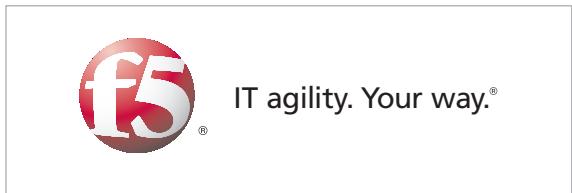
Follow the already outlined guidelines for clear space and adhere to any partner guidelines.

These guidelines apply to all collateral.

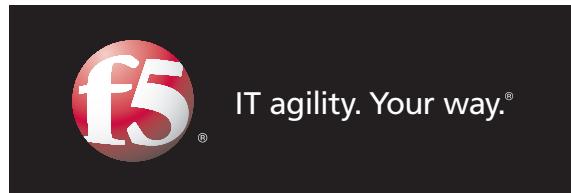
# Corporate Tagline

## General guidelines

Primary four-color logo and tagline



Primary four-color logo and tagline on black



Pairing the F5 logo with the corporate tagline strengthens our brand. The tagline sums up the tone and promise of our brand and reinforces F5's business value proposition.

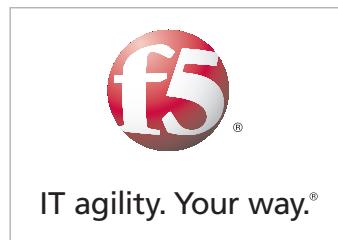
To insure clarity and readability, the F5 logo and tagline were designed to provide optimal balance. Do not attempt to recreate, redraw, or reconfigure this artwork.

When using the F5 logo and tagline, place the full-color logo with tagline horizontally on a white background. The smallest allowable size for the horizontal F5 logo and tagline is 2.25" in width as provided.

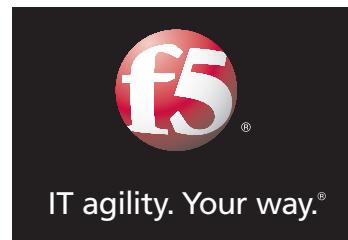
When the graphic application is vertical and narrow, the vertical configuration can be used. The smallest allowable size for the vertical F5 logo and tagline is 1.3875" in width as provided.

See chart on page 18 for use of the F5 logo and tagline in corporate documents.

Secondary vertical four-color



Secondary vertical four-color  
on black

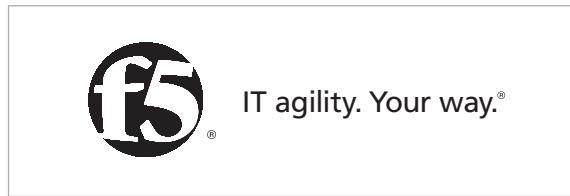


The F5 tagline "IT agility. Your way." requires a registered trademark.

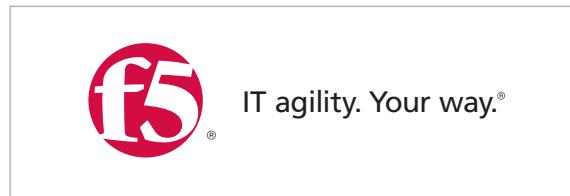
# Corporate Tagline

## Logo usage

One-color logo

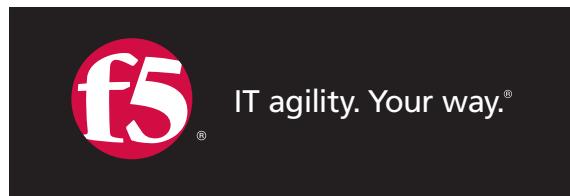


Two-color



In one-color documents, use the black version of the corporate logo. In other cases where you can't use the four-color logo, the two-color solid, red (PMS 200) version is available.

One-color logo and tagline on black



When the F5 logo and tagline appear on a black background, use the four-color logo or use the one-color solid, red (PMS 200) logo with the tagline in white.

When the graphic application is vertical and narrow, the vertical configuration can be used.

Vertical two-color

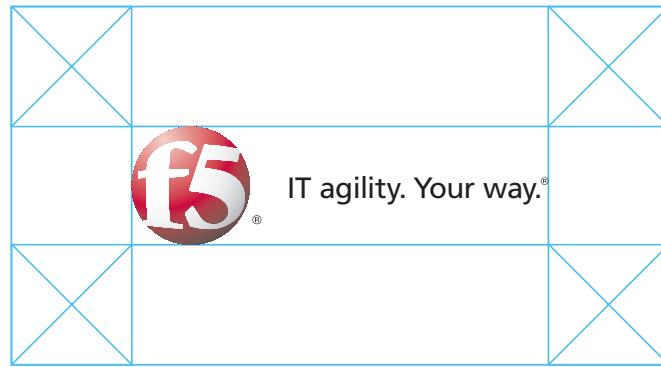


Vertical one-color



# Corporate Tagline

Clear space



To ensure maximum visibility and readability, the F5 logo and tagline should always appear with clear space around it.

The blue box surrounding both the horizontal and vertical configuration of the logo and tagline illustrates the required minimum clear space; nothing should encroach on this area, represented by the blue “X” symbol.

**X is equal to the logo height.**

# Corporate Tagline

## Staging



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This example illustrates the proper clear area  
and placement for the F5 logo and tagline in a  
printed document. The body copy must be at  
least one logo height (X) away from the F5 logo.

The logo and tagline should be placed only  
on the bottom right front or last page of any  
given document, at least one logo height (X)  
away from the edge of the document.

To get guidelines for specific corporate  
documents, see page 18.

# Corporate Tagline

## Don'ts



Do not place the tagline on the left side of the F5 logo



Do not skew or stretch the logo



Do not italicize or use a different type style



The F5 logo should always appear in white on any color background



Do not reverse out the logo on a dark background



Do not place the logo over any patterned background

These examples demonstrate things to avoid when using the F5 logo and tagline.

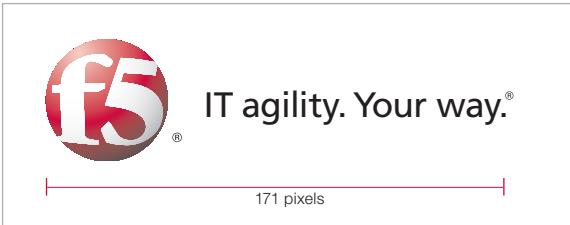
As a general rule, the F5 text within the logo should always appear as a gradient when used in a four-color environment and solid white when used in a one- or two-color environment.

F5 does not have a reversed logo.

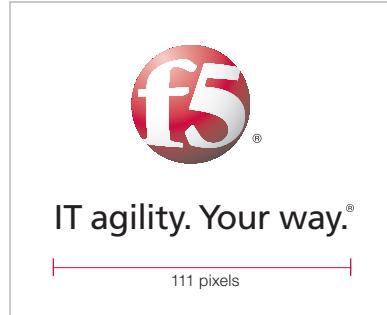
# Corporate Tagline

For web

Primary four-color logo and tagline



Secondary vertical four-color



When possible please use the horizontal configuration (at a minimum size of 171 pixels in width) of the logo and tagline.

The vertical configuration of the tagline is available when space is limited. To maintain legibility for the web, the optimal size is 111 pixels wide.

The clear space around the logo and tagline should be equal to or greater than half (.5X) the height of the F5 logo (see page 12 for specifics).

**The logo configurations featured on this page are only to be used for online materials.**

A screenshot of a news website's sidebar. It features the F5 logo and the tagline "IT agility. Your way." prominently. The sidebar also contains various news headlines and links related to technology and business.

# Corporate Tagline

For display graphics, signs, banners, and posters



Display graphics, signs, banners, and posters pose a challenge for placing a logo and tagline because of limited space, fabrication, and cost. Use this horizontal configuration for large format applications when the tagline is the main message, without other graphical elements or text, at a minimum size of 5.5" in width.

Certain signs may require text or images in addition to the F5 logo and tagline. Follow the already outlined guidelines for color usage and typography.

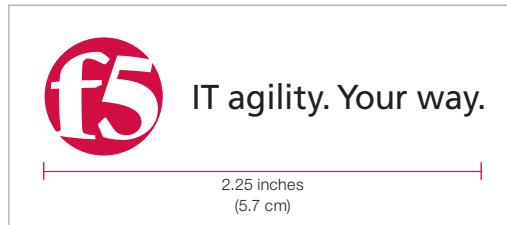
The clear space should be equal to or greater than half (.5X) the height of the F5 logo at 100% output (see page 12 for specifics).

The logo configurations featured on this page are only to be used for event materials such as display graphics, signs, banners, and posters.

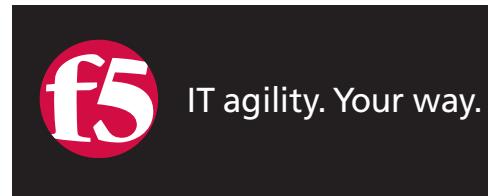
# Corporate Tagline

For giveaways

Two-color on white background



Two-color on black background



For giveaways, use the smaller-sized graphic at a minimum size of 2.25" in width.

For giveaways where the background color is not white, use a two-color logo where the F5 text within the logo prints white and the sphere prints solid red, (PMS200) or black.

Please follow the already outlined guidelines for clear space, color use, and size.

The logo configurations featured on this page are only to be used for giveaways.



Do not reverse out  
the logo



# Corporate Logo and Tagline

For use in marketing and corporate materials

Media Type	F5 Logo	F5 Logo and Tagline
Stationery	yes	yes
Building signage	yes	yes
Newsletters	yes	no
Print advertising	yes	yes
Online advertising	yes	yes
Television advertising	yes	yes
Direct marketing advertising	yes	yes
Service/offer collateral	yes	no
Internal forms	yes	no
Product overviews	yes	yes
Datasheets	yes	no
Case studies	yes	no
Corporate collateral	yes	yes
Trade shows	yes	yes
Giveaways	yes	yes

When putting together marketing or corporate materials for publication, include either the F5 logo or the F5 logo and tagline, depending on the material produced.

Refer to the chart on the left for a comprehensive listing of when to use the logo and tagline for each different type of media.

# Corporate Typography

Frutiger LT Light

*Frutiger LT Light Italic*

Frutiger LT Roman

*Frutiger LT Italic*

**Frutiger LT Italic**

***Frutiger LT Bold Italic***

**Frutiger LT Black**

***Frutiger LT Black Italic***

**Frutiger LT Ultra Black**

Clear communication is an essential part of the F5 brand, and consistent typography plays a significant role in achieving this goal. Our corporate typeface is Frutiger, and this typeface should be used for all print material and any online text when possible.

In cases where this font is not available, such as in electronic media, use Arial as the default typeface.

Do not use condensed font in body copy; in general avoid condensed type face.

# Corporate Colors

F5 red



PMS 200C,  
C 0, M 100, Y 65, K 15  
R 190, G 15, B 52  
Hex be0f34

F5 steel blue



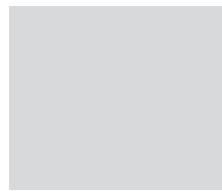
PMS 5425C,  
C 54, M 32, Y 26, K 1  
R 126, G 153, B 170  
Hex 7e99aa

F5 dark gray



PMS Cool Gray 10C  
C 0, M 0, Y 0, K 60  
R 102, G 102, B 102  
Hex 666666

F5 light gray



PMS Cool Gray 3C  
C 0, M 0, Y 0, K 15  
R 204, G 204, B 204  
Hex CCCCCC

The CMYK values shown are specified for use on coated paper only.

The colors shown in this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate color standard refer to the current edition of the PANTONE® Color Formula Guide. PANTONE® is a registered trademark of PANTONE®, Inc.

F5 red, Pantone (PMS) 200, is the color used in the F5 logo. Steel blue, Pantone 5425, Pantone Cool Gray 10, and Pantone Cool Gray 3 are primary accent colors that complement the F5 red.

Please refer to the color palettes to the left when using the F5 logo. If the logo is part of a four-color process reproduction, use the colors with CMYK values.

# Extended Color Palette

F5 blue



PMS 647C,  
C 85, M 58, Y 18, K 2  
R 52, G 105, B 154  
Hex 34699a

F5 dark steel blue



PMS 5415C,  
C 69, M 42, Y 33, K 5  
R 90, G 126, B 146  
Hex 5a7e92

F5 yellow



PMS 134C  
C 0, M 11, Y 45, K 0  
R 255, G 225, B 155  
Hex ffe19b

F5 orange



PMS 143C  
C 2, M 36, Y 95, K 0  
R 242, G 175, B 50  
Hex f2af32

F5 dark red



PMS 201C,  
C 0, M 100, Y 75, K 25  
R 186, G 14, B 49  
Hex be0e31

The F5 dark red is used for large solid areas of red, when backlit in translucent event signage, or in display graphics. Don't use the F5 red (PMS 200) in these cases because it tends to lose its richness and can appear too pink. Depending on the type of large format output, this CMYK value may need altering. Please contact Marketing Communications if you have questions.

The colors in the extended palette have been specifically chosen because they best complement the primary corporate colors and support the F5 brand. Colors should not be added to the palette and it is best to limit the number of colors used in a single communication.

**The extended palette is available for use in corporate presentations, print collateral, signage, the website, and other materials.**

# Legal Information

The screenshot shows a table titled "TRADEMARKS" from the F5 website. The table has three columns: "MARK", "NOTATION", and "DESCRIPTOR(S)". The "MARK" column lists various F5 products and services. The "NOTATION" column contains symbols indicating registered trademarks (®) or service marks (SM). The "DESCRIPTOR(S)" column provides detailed descriptions of the trademarks.

MARK	NOTATION	DESCRIPTOR(S)
3DNS	®	product(s), device, controller
Access Policy Manager	®	product module, access and security solution, solution, product
Acopia	®	product(s), file virtualization switches, professional services
Acopia Networks	®	product(s), file virtualization switches, professional services
Advanced Client Authentication	®	feature
Advanced Routing	®	feature
APM	®	product module, access and security solution, solution, product
Application Security Manager	®	application delivery security controller, product module
ARX	®	file virtualization device, product, intelligent file virtualization solution
AskF5	®	knowledge base, website
ASM	®	application delivery security controller, product module
BIG-IP	®	application delivery controller, product, platform, family, suite
Cloud Extender	®	feature, product, solution
CloudFluous	®	blog, journal
CMP	®	feature, technology, architecture
Data Manager	®	product, solution
DevCentral	®	online community, developer community
DevCentral (Design)	®	online community, developer community
DNS Express	®	feature
DSC	®	feature

Trademarks must be used properly in F5 materials. If a trademark is used improperly, it can weaken the brand, making it generic or unenforceable. Please visit the link below for a list of the latest F5 trademarks for the F5 brand.\*

[f5.com/about/guidelines-policies/trademarks.html](http://f5.com/about/guidelines-policies/trademarks.html)

\*These guidelines are intended for use by F5 licensees, authorized resellers and distributors, and third parties who have received explicit permission to use certain F5 trademarks. No right, license or permission, express or implied, to use F5 trademarks is provided by these guidelines. Further, any uses of F5 trademarks that are not covered by any of the examples in these guidelines requires F5's express written consent.

# Contact Information

## Questions?

All F5 communications must conform to the correct brand guidelines.

For specific questions, please contact the appropriate marketing communications representative listed at right or send an email to [brand@f5.com](mailto:brand@f5.com).

## Marketing Communications

**Scott Rossick**  
Director of Marketing Services

**Heike McGlothern**  
Creative Marketing Manager

**Alison Weatherby**  
Sr Editorial Strategist

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