



Logo Guidelines

The F5 logo is the key building block of our identity and the primary visual element that identifies us. To maintain its integrity, the logo should be used consistently according to these guidelines.



LOGO OPTIONS

There are two versions of the F5 logo. The primary logo has two colors—red and white. When used on a background other than white, “F5” should be white.

The secondary version is one color, and is restricted in color usage to white, black, or a tonal combination in which the logo is a darker version of a solid background color.

Do not tint the logo, or use it with complex backgrounds or patterns that limit readability.

The F5 logos are available for download on f5.com

PRIMARY LOGO



SECONDARY LOGO



LOGO FILE FORMATS

After downloading and opening the .ZIP file you will notice multiple file formats that the logos are saved as. They have been organized with a “Print” folder and “Digital” folder.

Please refer to the descriptions of the formats to better understand which format to use for your use case.

PRINT

.AI

Adobe Illustrator: The editable source file and a true vector format that allows infinite re-sizing without quality loss. The .AI format is a proprietary trademark of Adobe which can only be utilized by Adobe software.

.EPS

Encapsulated Post Script: Another editable source file which can be opened with any vector graphics software, as well as raster graphics applications like Photoshop. This file is not a true vector format though, so using the .AI file for editing is recommended. The .EPS format is best utilized in video editing when adding your logo to a video .

.PDF

Portable Document Format: Another editable source file which functions similarly to the .AI. Much like the .AI format, this file can be opened and edited with any vector graphics application, including Illustrator, Inkscape and CorelDraw .

DIGITAL

.PNG

Portable Network Graphics: A lossless raster format that supports alpha channels, allowing your logo to have a transparent background. This file is best when utilized on anything with a digital display, like websites, social media and PowerPoint/Keynote presentations. The transparent background means your logo will lay nicely on top of which backdrop you lay it on.

.SVG

Scalable Vector Graphic: This format functions virtually the same as an Adobe Illustrator file (.AI) does, the only difference being that the .AI format is a proprietary trademark of Adobe which can only be utilized by Adobe software. The .SVG format can be used universally with any vector graphics software, including Illustrator, Inkscape and CorelDraw. The .SVG can also be used in the latest version of PowerPoint within Office 365.

MINIMUM LOGO SIZES

Using the appropriate size of logo ensures that it will be legible. If the logo is smaller than 0.375 inches, the registered trademark may be removed, as it will not be readable.

PRINT MEDIA



Minimum logo size for print is 0.5" or 37 px.
When used at a size that is smaller than .5",
the registration mark should be removed.

DIGITAL MEDIA



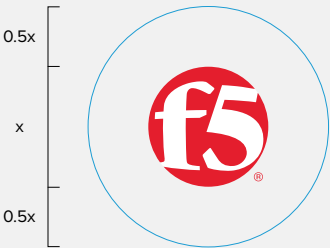
Minimum logo size for digital media
is 0.3" or 22 px.

LOGO CLEAR SPACE

To preserve the visual impact and integrity of the logo, always maintain a buffer of space around it.

In all applications, the logo should be surrounded by clear space equal to half the height of the red circle (x = the logo height in the illustrations to the right). The logo size is measured as the diameter of the circle.

CLEAR SPACE FOR PRINT AND DIGITAL MEDIA



LOGO DOS AND DON'TS

The primary logo can be used in any instance except when the background image or color competes with the logo (e.g. low contrast or complex image).

Secondary logos can be used to “knock-out” the logo from a background, or to present the logo in a lower-contrast expression.

Legacy, tinted, stretched, stylized, animated, hand-drawn, or other versions of the logo are not permitted.

This undermines the integrity of the F5 logo and negatively impacts brand consistency.

Please consult with the Brand team (Brand@f5.com) if you have questions about logo usage.

DO



DON'T

