Guidelines for Using Citrix program marks in
your communications.

An easy way to keep everyone on the same page.

Program identities.

Citrix program identities assure authenticity.

As our strategic business relationships continue to evolve, so do the programs that support and empower them. Designed to graphically identify our programs and participation levels, the Citrix® program marks are key elements in our communications. The purpose of these guidelines is to show the marks' correct usages.

We've developed a family of unique Citrix program marks as well as versions to identify participation in strategic education and certification initiatives. Usage of these marks signals Citrix endorsement to internal, channel and customer audiences. That's why it's so important you follow these guidelines. If you have any questions, simply contact the Citrix Corporate Marketing Department.

The official marks.

Always use the official version.

It's important that each Citrix program mark is always used in its correct form. Marks should never be altered in shape or proportion or use a different typeface, nor should they appear in any colors other than the approved ones shown in this guide. The simplest way to ensure you're using a mark in its correct form is to always use the official artwork found on the Citrix Graphic Resources CD.

Different versions for different uses.

On the Citrix Graphic Resources CD you'll find two different versions of each mark—one with normal-size trademark indications for most reproduction purposes, and one with smaller trademarks for situations where the mark will be enlarged considerably. Be sure to use the correct version for your application; this will help ensure that the trademarks are always readable, yet appropriately proportioned.

Color and size.

Two-color and single-color usage.

When using a Citrix program mark, you should use the two-color (black and red) version. However, when situations dictate, marks may also be printed a single color—solid black. On the Citrix Graphic Resources CD you'll find file formats for single-color (black only), spot-color (red and black), four-color (CMYK) and RGB (Web-safe) applications. Use the RGB file format for applications such as Web pages, broadcast and computer-based presentation. In spot-color situations, use PANTONE® (PMS) 485 for the red color, the standard for which is shown in the current edition of the PANTONE Color Formula Guide. In single-color situations, always print the marks using solid black, as no other colors are acceptable.

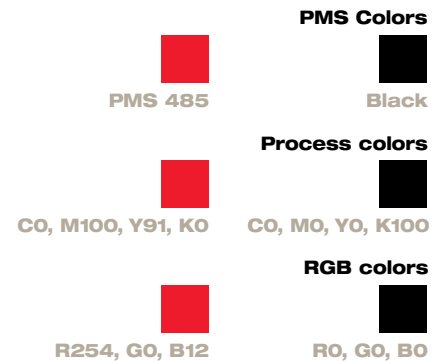## Using the marks on a dark background.

When producing communications materials with dark-colored backgrounds, always choose the white "reversed" artwork from the Citrix Graphic Resources CD. Once again, on the CD you'll find two versions of reversed marks—one with normal-size trademarks for most reproduction purposes, and one with smaller trademarks for situations where the marks will be enlarged considerably. Be sure to use the correct version for your application; this will help ensure that the trademarks are always readable, yet appropriately proportioned.

Minimum size.

For the program marks to be recognized, they must be readable. Therefore, the marks should be no smaller than 2 picas.

We prefer that you use the two-color version, but solid black marks are also available.

PMS Colors

PMS 485   Black

Process colors

C0, M100, Y91, K0   C0, M0, Y0, K100

RGB colors

R254, G0, B12   R0, G0, B0

Please use only these official colors when printing the marks.

Our reversed artwork includes versions with variously sized trademarks for different applications.

2 picas (1/3 inch)

Program marks should never be reproduced smaller than this example.

The color on this page is not intended to match the PANTONE color standard. For the color standard, refer to the current edition of the PANTONE Color Formula Guide.

Area of isolation.

Maintaining an "area of isolation" around the mark will help to avoid any confusion that may result when other marks, logos or product names are included in your communications.

For the Citrix program mark, an easy rule of thumb is to measure the height of the black bar at the top of the mark to determine the amount of isolation needed. Then, add that amount of space to all four sides of the mark. No graphic items or text of any kind should intrude into this area of isolation.

Trademarking the program marks.

It's important to remember that the Citrix program marks are trademarked graphic elements. Therefore, the appropriate trademark symbols should be used whenever the mark is shown. The easiest way to ensure that you're trademarking the marks correctly is to use the official artwork provided on the Citrix Graphic Resources CD.

Trademarks in text.

For legal purposes, the "™" symbol should be used with the program name the first time it appears in body text. You should not use the trademark indication in headlines or subheads, unless it's the only reference in the document (which we discourage). Also, keep in mind that the program name should be preceded by "Citrix" on first reference in body text.

Maintaining an area of isolation keeps marks from getting "lost" in your materials.

Area of isolation and trademarks.
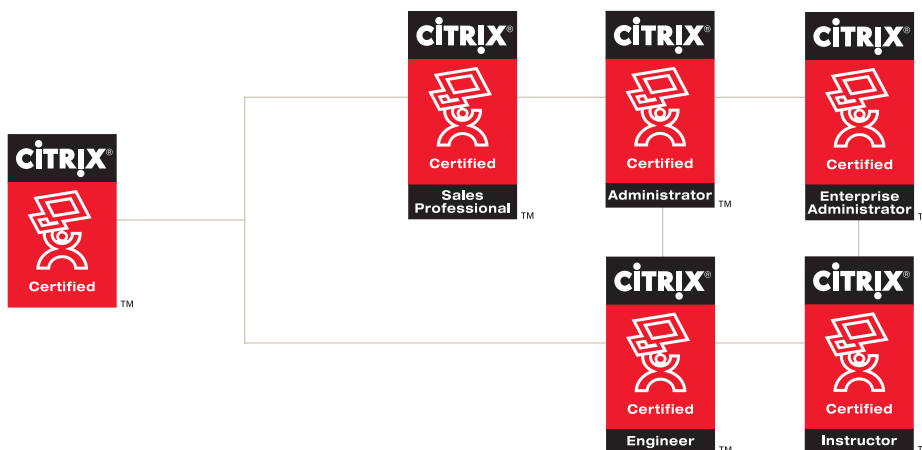
Participation levels and certification types.

Levels of participation for Citrix Business Alliance Programs.

CITRIX®
Business Alliance ™

CITRIX®
Business Alliance
Premier Plus ™

CITRIX®
Business Alliance
Premier ™

CITRIX®
Business Alliance
Charter ™

Levels of participation for Citrix Solutions Network Programs.

CITRIX®
Solutions Network ™

CITRIX®
Solutions Network
Platinum ™

CITRIX®
Solutions Network
Gold ™

CITRIX®
Solutions Network
Silver ™

CITRIX®
Solutions Network
Consultant ™

CITRIX®
Solutions Network
Enterprise ™

CITRIX®
Solutions Network
Authorized ™
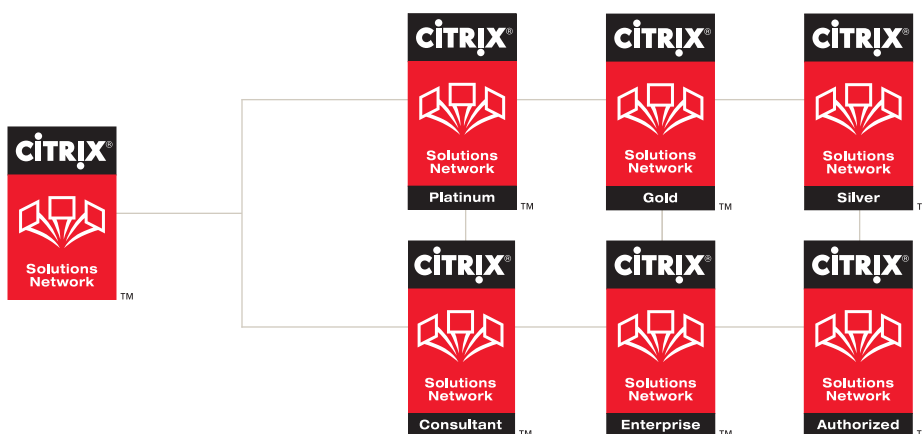
Types of certification for Citrix Certified Professionals.

CITRIX®
Certified ™

CITRIX®
Certified
Sales Professional ™

CITRIX®
Certified
Administrator ™

CITRIX®
Certified
Enterprise Administrator ™

CITRIX®
Certified
Engineer ™

CITRIX®
Certified
Instructor ™

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Now everything computes.™