



CREATIVE GUIDELINES

04.2020

What is a brand and why does consistency matter?

A brand is an idea. A feeling. A promise.

It's an emotional response from the people we reach based on the net of their countless impressions and experiences. It's personal—based on each individual's attitudes, associations, and interpretations.

To be good stewards of our brand means we must always keep our identity and creative expressions in alignment—and apply our design styles consistently—to create unified and relevant experiences that resonate with the people we reach.

F5 IDENTITY	CREATIVE ELEMENTS	CREATIVE APPLICATIONS	CREATIVE RESOURCES
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F5 IDENTITY

At F5, we are committed to putting the human first. This might seem strange for a technology firm. But at F5, we believe code is at the core of our DNA; it's what makes us human. And it's at the heart of our company DNA: it informs our code of ethics, guides how we work together and help our communities thrive, and drives how our product development teams and incubations innovate. We aspire—every day—to use digital code, in combination with our human code, to bring new ideas and experiences to life—experiences that just might change the world.

VISION

**Code
connects
us all**

MISSION

F5 powers applications from development through their entire life cycle, across any multi-cloud environment, so our customers—enterprise businesses, service providers, governments, and consumer brands—can deliver differentiated, high-performing, and secure digital experiences.

BRAND ATTRIBUTES**Trusted**

For over 20 years, F5 has been the leader in app service delivery. We are a trusted partner and committed to helping customers navigate through their digital transformation.

Authentic

As a market leader, we speak with authority. We don't need false bravado because our customers trust us and believe in our leadership.

Customer-obsessed

We don't just obsess over solving our customers' *current* business challenges. We want to get out ahead of customer challenges so that we can partner with them into the future.

Innovative

F5 created the app delivery market. But now we're using our app expertise to innovate in security and multi-cloud markets—delivering on the promise of every app, anywhere.

F5 VOICE

Audience drives the voice, context drives the tone. Adhering to the F5 voice and tone keeps our content consistent with our overall brand. Keeping our brand attributes in mind, we strive to be storytellers. We aim to engage and connect. We are impactful and memorable.

SOME GUIDELINES FOR THE F5 VOICE

We are	But not
Professional	Old-fashioned
Authentic	Full of F5 jargon
Helpful	Always trying to sell
Conversational	Trendy
Informal	Sloppy
Provocative	Controversial
Authoritative	Arrogant

SOME BRAND “DON’TS” TO KEEP IN MIND

F5 is a global company, so it is important to keep these specific voice and tone guidelines in mind.

- **Never refer to anatomy or social stereotypes in a way that can be offensive.** This is all the more important because we are a global company and do not want to attach our brand to any content that could be considered culturally insensitive or offensive.
- **Never use copy that is threatening or related to death.** We live in an age of heightened sensitivity to violence—global terrorism, gun debates, and mass shootings. It is imperative that F5’s voice and tone remain positive and devoid of all references to death and violence. We can recognize our customers’ challenges without taking a threatening tone.
- **Never use copy that is specific to certain cultures or religions.** As a global company, we want to avoid customer-facing content that specifically references Christmas, Chanukah, Kwanzaa, Ramadan, or any other holidays that are tied to religious beliefs or specific cultures.

A NOTE ABOUT TONE

While the F5 voice will remain consistent, the tone will change depending on the context. For example, the tone of an architectural guide will be different than the tone of an awareness asset. The important thing is that—to the customer—all F5 content feels like it came from the F5 brand they trust.



CREATIVE ELEMENTS

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 at f5.com.

PRIMARY LOGO



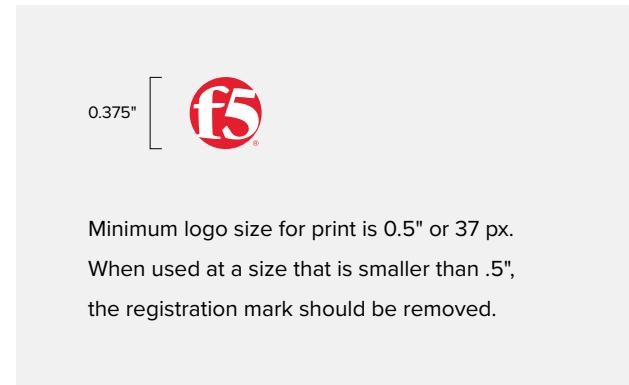
SECONDARY LOGO



MINIMUM LOGO SIZES

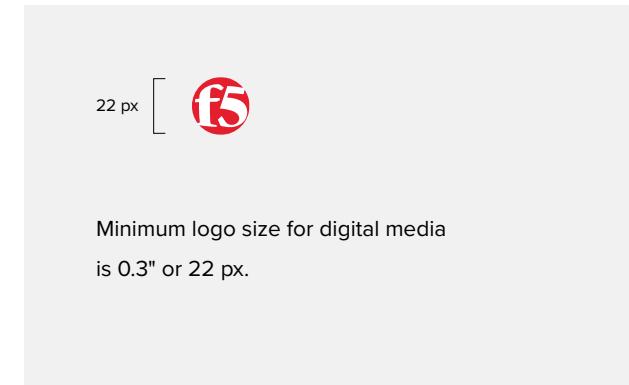
Using the appropriate size of logo ensures that it will be legible. If the logo is smaller than 0.375 inches, the registered trademark may be removed, as it will not be readable.

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 “knockout” the logo from a background, or to present the logo in a lower-contrast expression.

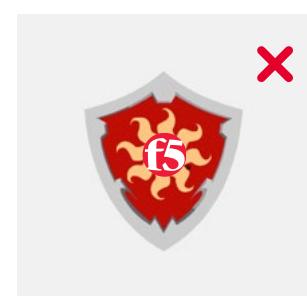
Legacy, tinted, stretched, stylized, animated, hand-drawn, or other versions of the logo are not permitted. This undermines the integrity of the F5 logo and negatively impacts brand consistency.

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

DO



DON'T



LOGO LOCKUPS

F5 teams and programs are part F5's brand umbrella, and as such should avoid (with very few exceptions) creating alternate customer-facing or internal logos that compete with, conflict with, or misappropriate the F5 logo. Custom team logos fracture the F5 brand and undermine the integrity of the F5 logo. For assistance with team or program lockups, please contact brand@f5.com.

Partner logos should be positioned to the right of the F5 logo with a thin rule separating the two logos. The space on both sides of the rule should be half of the width of the F5 logo. The visual sizes of the two logos should be equal.

F5 LOCKUPS



PARTNER LOGO LOCKUPS



F5's type system blends two fonts inspired by Swiss design. Neusa Next, inspired by type treatments from early space exploration, adds a human and expressive character to headlines and subheads, while Proxima Nova brings openness and geometric styling to harder working moments, and occassional feature appearances.

Compact Thin, *Compact Thin Italic*, Compact Light, *Compact Light Italic*, **Compact Regular**, ***Compact Regular Italic***, **Compact Medium**, ***Compact Medium Italic***, **Compact Bold**, ***Compact Bold Italic***, Condensed Thin, *Condensed Thin Italic*, Condensed Light, *Condensed Light Italic*, **Condensed Regular**, ***Condensed Regular Italic***, **Condensed Medium**, ***Condensed Medium Italic***, **Condensed Bold**, ***Condensed Bold Italic***, Thin, *Thin Italic*, Light, *Light Italic*, Regular, *Regular Italic*, **Medium**, ***Medium Italic***, **Bold**, ***Bold Italic***, Wide Thin, *Wide Thin Italic*, Wide Light, *Wide Light Italic*, Wide Regular, *Wide Regular Italic*, Wide Medium, ***Wide Medium Italic***, **Wide Bold**, ***Wide Bold Italic***.

NEUSA NEXT

FOR HEADLINES, SUBHEADS, AND LABELS

Originally inspired by Swiss design and typography from early space exploration (including the iconic “Life” magazine coverage of the 1969 Apollo program), Neusa Next has clean lines and character, allowing technical and human brand expression.

We usually use the Condensed width, as shown in the glyph and characters at right. But we do explore and use other styles when it feels right for the message or the audience. See page 14 for examples.

We use Condensed Light for graphic treatments of numerals in layouts and infographics. See pages 26 and 27 for examples.

GLYPH



CHARACTERS

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z a b c d e f g h
i j k l m n o p q r s t u v w x y z 1 2
3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()
--- _ = + ` ~ [] { } \ | ; : " / ? , < >

STYLES

Neusa Next Compact Thin
Neusa Next Compact Thin Italic
Neusa Next Compact Light
Neusa Next Compact Light Italic
Neusa Next Compact Regular
Neusa Next Compact Italic
Neusa Next Compact Medium
Neusa Next Compact Medium Italic
Neusa Next Compact Bold
Neusa Next Compact Bold Italic

Neusa Next Condensed Thin
Neusa Next Condensed Thin Italic
Neusa Next Condensed Light
Neusa Next Condensed Light Italic
Neusa Next Condensed Regular
Neusa Next Condensed Italic
Neusa Next Condensed Medium
Neusa Next Condensed Medium Italic
Neusa Next Condensed Bold
Neusa Next Condensed Bold Italic

Neusa Next Thin
Neusa Next Thin Italic
Neusa Next Light
Neusa Next Light Italic
Neusa Next Regular
Neusa Next Italic
Neusa Next Medium
Neusa Next Medium Italic
Neusa Next Bold
Neusa Next Bold Italic

Neusa Next Wide Thin
Neusa Next Wide Thin Italic
Neusa Next Wide Light
Neusa Next Wide Light Italic
Neusa Next Wide Regular
Neusa Next Wide Italic
Neusa Next Wide Medium
Neusa Next Wide Medium Italic
Neusa Next Wide Bold
Neusa Next Wide Bold Italic

PROXIMA NOVA

FOR LOW-TIER SUBHEADS, BODY COPY, AND UTILITY COPY

Blending a Swiss style with a highly readable openness, Proxima Nova has become one of the most widely used web fonts. Like Neusa Next, it has a geometric appearance, so it pairs nicely with Neusa in subheads and body copy, which is how we use it.

Proxima Nova comes in a wide array of widths, weights, and styles, but we limit our use to the standard. See “Styles” column (to the right).

GLYPH

A large, bold, black font character 'F' is displayed in a large size, with a smaller, regular weight 'f' positioned directly below it.

CHARACTERS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z a
b c d e f g h i j k l m n o p q r
s t u v w x y z 1 2 3 4 5 6 7 8
9 0 ! @ # \$ % ^ & * () — — _
= + ^ ~ [] { } \ | ; : ‘ ’ / ? , . < >

STYLES

Proxima Nova Thin
Proxima Nova Thin Italic
Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Regular Italic
Proxima Nova Medium
Proxima Nova Medium Italic
Proxima Nova Semibold
Proxima Nova Semibold Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Extrabold
Proxima Nova Extrabold Italic
Proxima Nova Black
Proxima Nova Black Italic

ROBOTO MONO

FOR CODE CONNECT US ALL HEADLINES

For Code Connect Us All, it was imperative to use a font used in a coding environment. Roboto Mono, a modern yet approachable font, is optimized for readability on screens across a wide variety of devices and reading environments. We use it for all headlines on creative for the initiative.

Roboto Mono comes in a wide array of widths, weights, and styles, but we limit our use to the Regular. See “Styles” column (to the right).

GLYPH

A large, bold, black font character 'F' is displayed in a monospace style, followed by a smaller, regular weight 'f' directly below it.

CHARACTERS

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z a b c d
e f g h i j k l m n
o p q r s t u v w x
y z 1 2 3 4 5 6 7 8
9 0 ! @ # \$ % ^ & *
() - - - _ = + ` ~
[] { } \ | ; : ' "
/ ? , . < >

STYLES

Roboto Mono Regular

ARIAL & ARIAL NARROW

FOR SYSTEM FONT REPLACEMENT

There are times when our brand fonts can't be accessed or used due to compatibility or systems limitations, or because individual F5 users do not have access to the appropriate font files. Font substitutes in these instances are Arial and Arial Narrow.

Examples include marketing emails and templates for PowerPoint and Word.

GLYPH

A large, bold, black Ff character pair, where the F has a vertical bar on its left side and the f has a small tail at the bottom.

CHARACTERS

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z a
b c d e f g h i j k l m n o p q r s
t u v w x y z 1 2 3 4 5 6 7 8 9
0 ! @ # \$ % ^ & * () -- _
= + ` ~ [] { } \ | ; : “ / ? , . < >

STYLES

Arial Regular
Arial Italic
Arial Bold
Arial Italic

A large, bold, black Ff character pair, where the F has a vertical bar on its left side and the f has a small tail at the bottom.

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g
h i j k l m n o p q r s t u v w x y z 1 2
3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () -
-- _ = + ` ~ [] { } \ | ; : “ / ? , . < >

Arial Narrow Regular
Arial Narrow Italic
Arial Narrow Bold
Arial Narrow Italic

TYPE HIERARCHY

An effective type hierarchy establishes appropriate proportion, rhythm, and tempo in our written content. From type style, scale, weight, and color, to leading, horizontal space, and vertical space, typographic elements must be considered, organized, and set consistently to allow for optimal readability and comprehension.

As shown in the examples to the right, hierarchy is established not only with descending type size, but also with contrast achieved by alternating lowercase and uppercase treatments.

Setting sign-offs and calls-to-action in a wide, bold face helps them pop from their typically lower position within the hierarchy. In digital experiences, adding a right-facing caret indicates a desired action and implies something lies ahead for the user.

EXAMPLE 1

Lore ipsum dolor sit amet consectetur

ADIPISCING ELIT SED DO EIUSMOD INCIDIDUNT

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

LOREM IPSUM DOLER SIT AMET CONSECTETUR

Adipiscing elit sed do eiusmod incididunt

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

Lore ipsum dolor sit amet

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea esse proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lore ipsum dolor sit amet

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

EXAMPLE 2

LOREM IPSUM DOLER SIT AMET CONSECTETUR

Adipiscing elit sed do eiusmod incididunt

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim

SIGN-OFFS AND CTAS

[Think app security first](#)

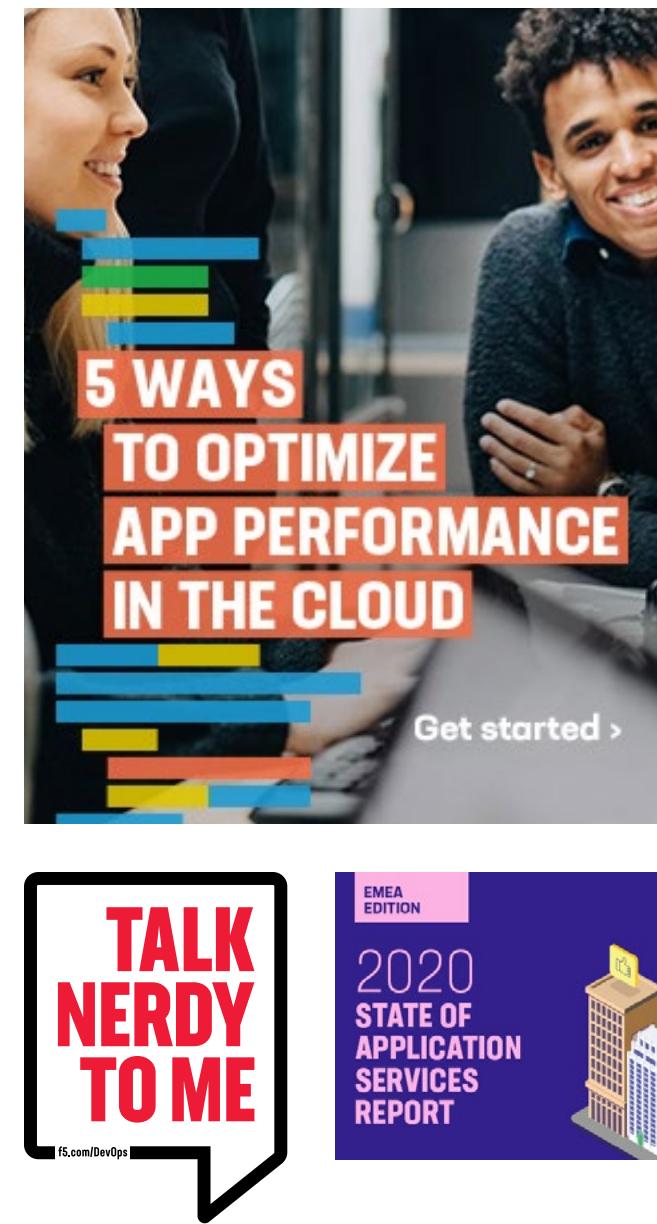
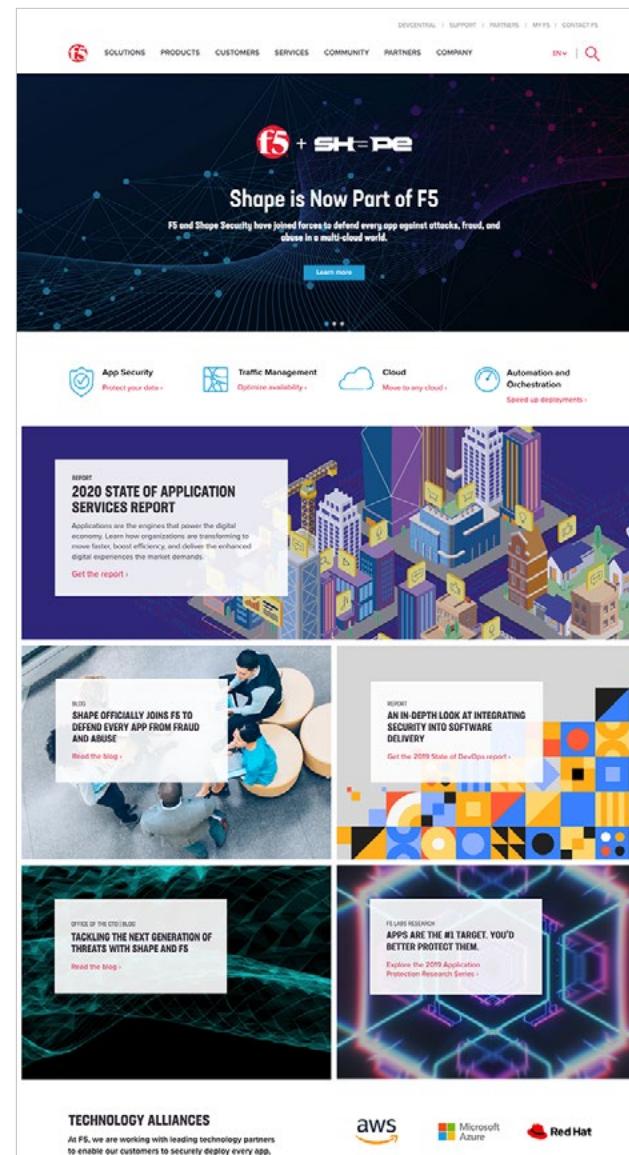
[Reimagine what's next](#)

[Protect your apps >](#)

[Register today >](#)

TYPOGRAPHY EXAMPLES

While we do have specific guidelines for how we use type for both expressive and utilitarian treatments, there are also times we might choose to use Neusa Next in body copy or Proxima Nova in a headline. Our goal is always consistency, but we also want to give ourselves flexibility within that framework to explore and keep the creative fresh.



code
connects
us all



THE F5 COLOR SYSTEM

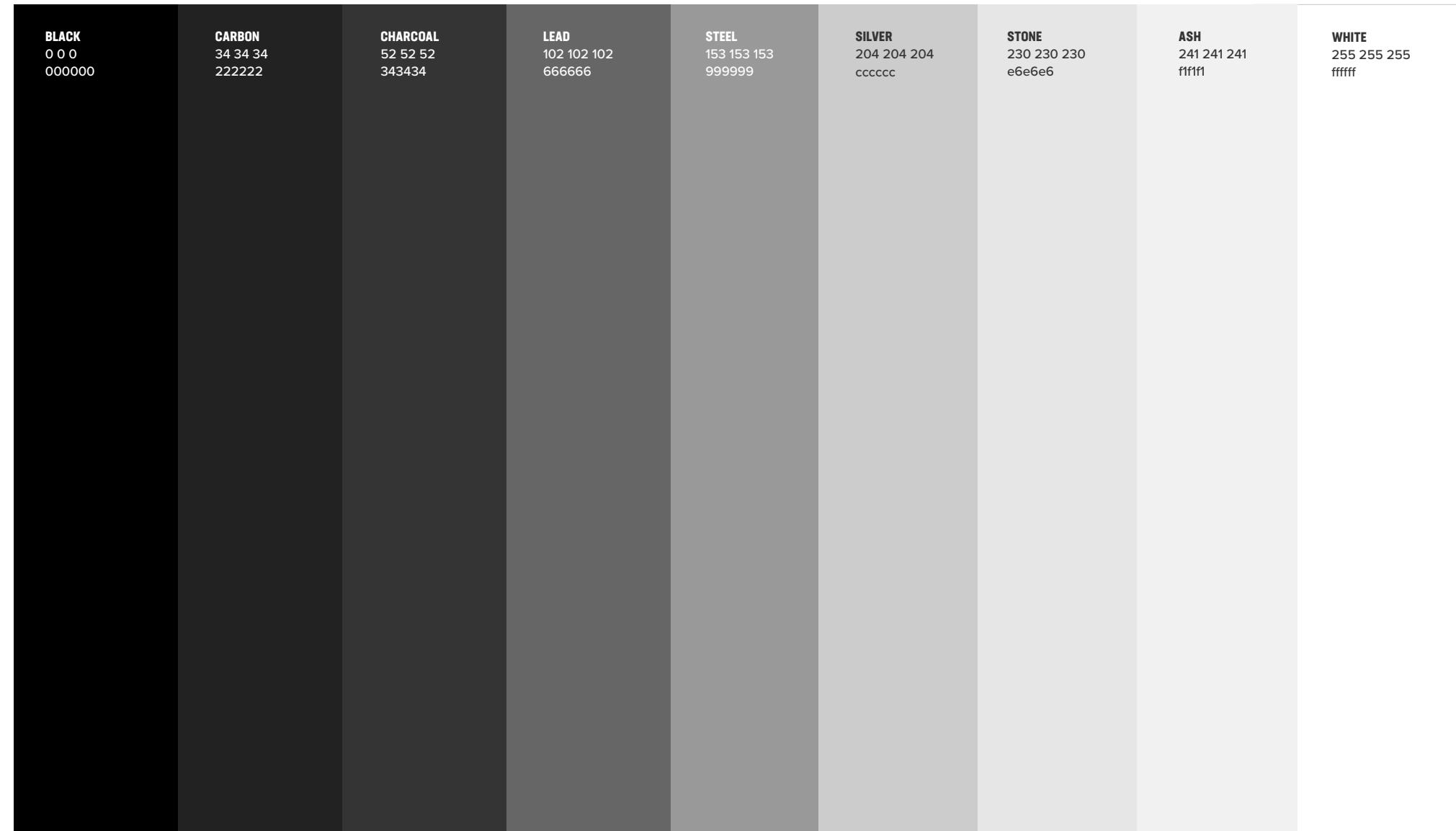
F5's comprehensive color system is a rich mix drawing from the company's tech heritage and its Pacific Northwest roots. Its flexibility allows us to craft dynamic visual expressions with different combinations of colors, depending on the message and/or audience, creating freedom for visual storytelling while maintaining a strong connection to the brand.

Each base color in the palette is complimented by a darker accent, creating freedom for visual storytelling while maintaining a strong connection to the brand.

STRAWBERRY 240 105 112 f06970	CARNATION 253 127 211 fd7fd3	ASTER 170 142 191 aa8ebf	GRAPE 120 108 205 786cccd	AQUA 124 192 235 7cc0eb	JADE 31 191 81 1fbf51	MOSS 164 225 113 a4e171	SPRING 195 237 81 c3ed51	LEMON 255 254 132 fffe84	AUTUMN 255 214 81 ffd651	PUMPKIN 255 180 96 ffb460	PEACH 248 166 143 f8a68f
F5 RED Pantone® 185 228 0 43 e4002b	TULIP 237 78 181 ee4db5	LILAC 139 91 165 8b5ba5	IRIS 78 67 164 4e43a4	LAGOON 29 156 211 1d9cd3	NGINX GREEN Pantone 355 0 150 57 009639	FERN 98 192 38 62c026	LIME 151 206 1 97ce01	BUMBLEBEE 255 242 0 fff200	AMBER 245 195 30 f5c31e	TANGERINE 242 154 54 f29a36	CORAL 243 112 75 f3704b
POPPY 194 0 37 c20025	ROSE 213 49 150 d53196	VIOLET 105 67 133 694385	COBALT 51 32 140 33208c	LAKE 12 92 141 0c5c8d	PINE 28 99 51 1c6333	EVERGREEN 67 140 21 438c15	PEA 133 166 0 85a600	HONEY 225 200 0 e1c800	MUSTARD 192 150 14 c0960e	RUST 189 116 33 bd7421	CLAY 190 90 60 be5a3c

THE F5 COLOR SYSTEM

The full color spectrum is also complimented by a new and more robust grouping of monochromatic values, allowing for a variety of brand and digital expressions, ensuring broad flexibility and consistency of color within the design system.



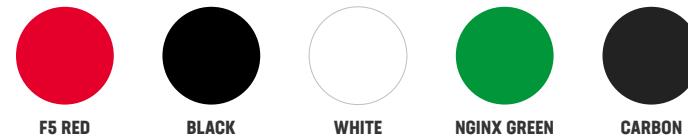
THE F5 COLOR SYSTEM

The F5 red, NGINX green, white, rich black and carbon in our primary color palette come together to create a simple yet bold and edgy expression, inspired by the hardware appliances and security savvy that propelled F5's market leadership in the application delivery space.

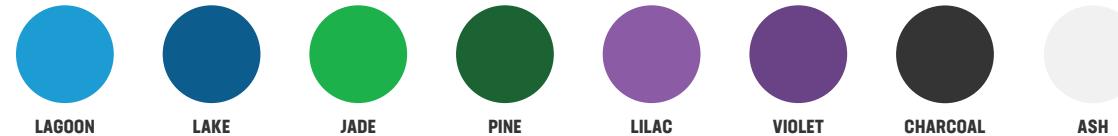
The secondary and tertiary palettes add a natural brightness that reflects the optimism of the cloud environment, where F5's market share in application services is growing. This more modern set of colors is tailored to reach newer audiences that have more of a consumer mentality than F5's traditional customers.

Each base color in the palette is complimented by a lighter and darker accents, creating freedom for visual storytelling while maintaining a strong connection to the brand.

PRIMARY



SECONDARY



TERTIARY

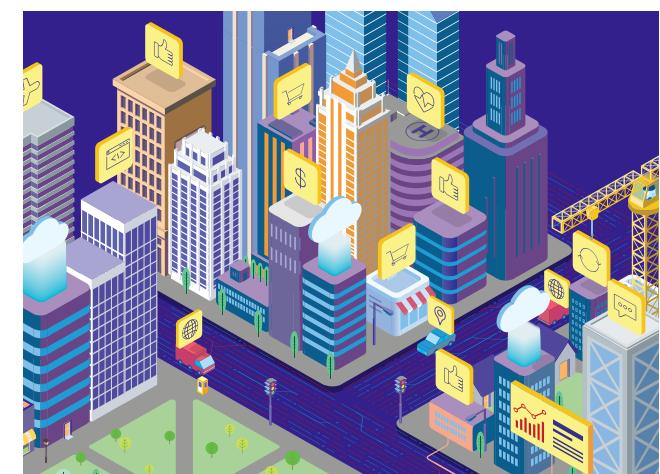
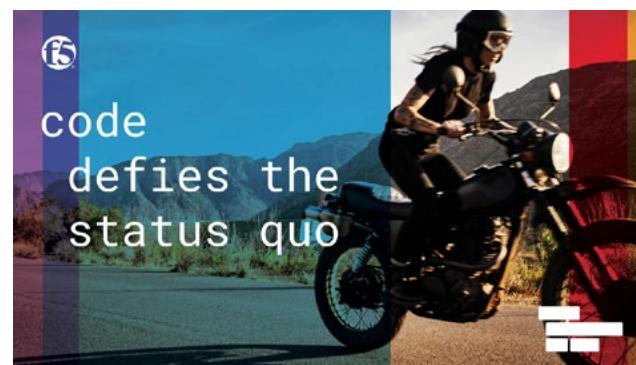


COLOR DEMONSTRATIONS

While F5's primary brand colors are red, black, and white, the color system is flexible enough to create dynamic visual expressions with different combinations of colors depending on the message and/or audience.

Security messages tend toward a narrower palette dominated by black with red highlights. Secondary and tertiary colors are added for storytelling in diagrams and infographics.

Tailored for newer audiences, app services messages are usually brighter and more colorful, drawing almost exclusively from the secondary and tertiary palettes, with the occasional pop of F5 red to break through the noise.



Our photography must reflect our values. As a global organization that champions equality, seeks to embrace our differences with humility and respect, and actively builds a culture where everyone feels they can be themselves, our imagery must be inclusive, capturing real, honest moments with people of all genders, ethnicities, sexual orientations, ages, social classes, physical abilities, religions, and body types.

Beyond humans, images that portray business settings must be modern, accurate, and insightful. Technology concepts must demonstrate knowledge and savvy.



OUR CUSTOMERS

THE PEOPLE WHO USE OUR PRODUCTS AND SERVICES

To make a genuine connection with our global audiences, our imagery must be authentic—showing people in real situations and depicting relevant business activities. Though many images will be staged, they should not appear to be so. Lighting and props should seem natural, making the viewer feel like they are part of the scene.

F5 personas provide a wealth of helpful information to ensure that images of our customers and their environments are genuine.

Wide perspectives provide a more distant or global viewpoint. Personal perspectives capture a customer situation. Close perspectives focus on specific details that help round out a story or journey.

WIDE PERSPECTIVE

Images with a wide angle or a distant viewpoint give a global perspective.



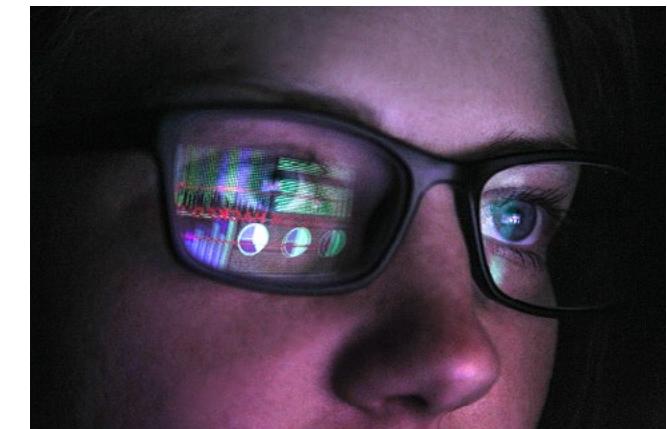
PERSONAL PERSPECTIVE

Images that show empathy, capture a situation or pain point, and tell a story about our customers and their business challenges.



CLOSE PERSPECTIVE

Images that focus on specific details. These images work best with copy or a headline that helps tell a customer story.



OUR CUSTOMERS' CUSTOMERS

THE PEOPLE WHO USE OUR CUSTOMERS' PRODUCTS

We can also connect with our customers through images of their customers enjoying the benefits of F5 solutions through the performance and security of our customers' product.

These, too, must be authentic. People must be shown in real situations and the products they're using must be appropriate. Though many images will be staged, they should not appear to be so. Lighting and props should seem natural, making the viewer feel like they are part of the scene.

Wide perspectives provide a more distant or global viewpoint. Personal perspectives capture a customer situation. Close perspectives focus on specific details that help round out a story or journey.

WIDE PERSPECTIVE

Images with a wide angle or a distant viewpoint give a global perspective.



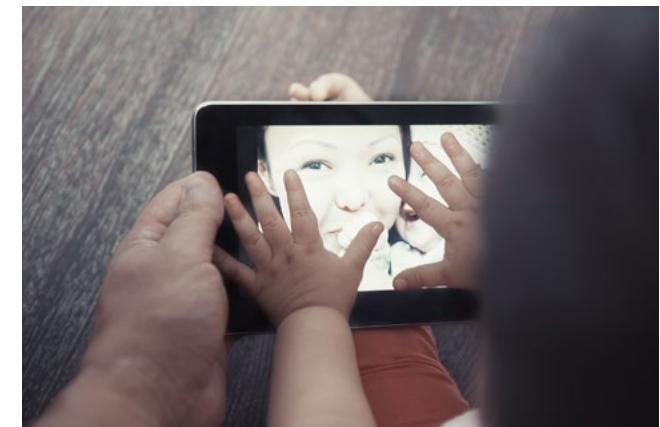
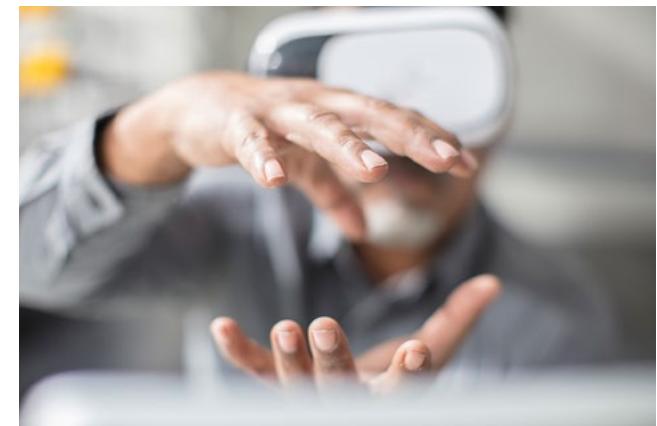
PERSONAL PERSPECTIVE

Images that show empathy, capture a situation or pain point, and tell a story about our customers' end users and their challenges.



CLOSE PERSPECTIVE

Images that focus on specific details. These images work best with copy or a headline that helps tell a customer story.



OURSELVES

WHAT WE DO AND HOW WE DO IT

The same guidelines apply when we're sharing images of ourselves, whether our people, our spaces, or our technology. Authenticity is the key to credibility, which means we must show our own people in real situations and depict legitimate business activities.

Personal perspectives tell a story about our work, while close perspectives focus on specific details that help round out the story.

We sometimes use abstract images for concepts that are difficult to convey through photography. Please avoid relying on trite or overused concepts and steer clear of clichés. Like technology images, abstracts should demonstrate knowledge and savvy.

PERSONAL PERSPECTIVE

A close-up shot that focuses on specific technology details. Works best with copy or headlines that help tell a story about our work.



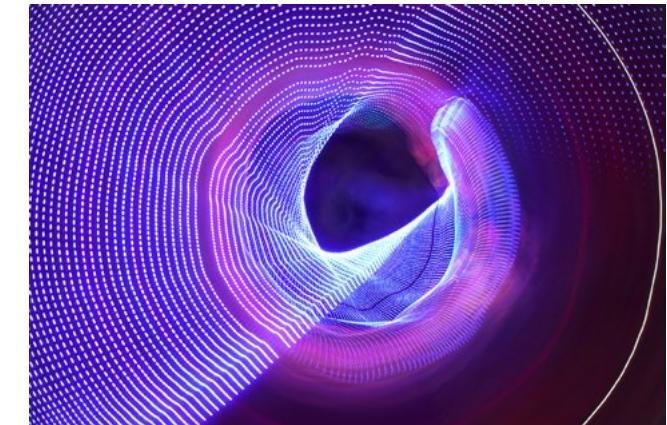
CLOSE PERSPECTIVE

Images that focus on specific details. These images work best with copy or a headline that helps tell an F5 story.



ABSTRACT PERSPECTIVE

Abstract images that convey qualities or concepts such as speed, efficiency, agility, cloud, network, data, etc.



STOCK PHOTOGRAPHY GUIDELINES

Stock photography is used for a majority of our marketing communications. Because many competitors use the same stock photography, following these guidelines can help differentiate the F5 brand.

Stock photography with people should feel genuine and natural (not staged or posed). Photos that show technology should be original, current, and cutting edge.

- Never use images with firearms, inappropriate innuendo, references to war or the military, or sexual or sexist content.
- Never use imagery that could be considered culturally insensitive or offensive.
- Never use imagery that is threatening or related to death.
- Avoid imagery that specifically references Christmas, Chanukah, Kwanzaa, Ramadan, or any other holidays that are tied to religious beliefs or specific cultures.

AVOID THESE EXAMPLES



Overly staged/posed



Dated technology



Cliché



Inappropriate innuendo



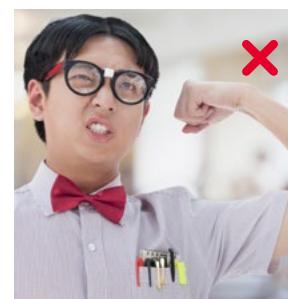
War reference



Religious implications



Cultural insensitivity



Ethnic stereotypes



Threatening

Illustration allows us to differentiate from competitors and connect with our audiences through visual storytelling that is fresh, modern, and ownable.

Our illustrations are created with purpose, conveying technical concepts and incorporating brand elements like color and iconography.

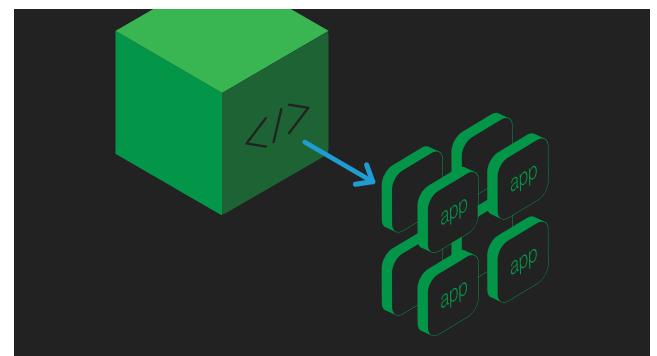
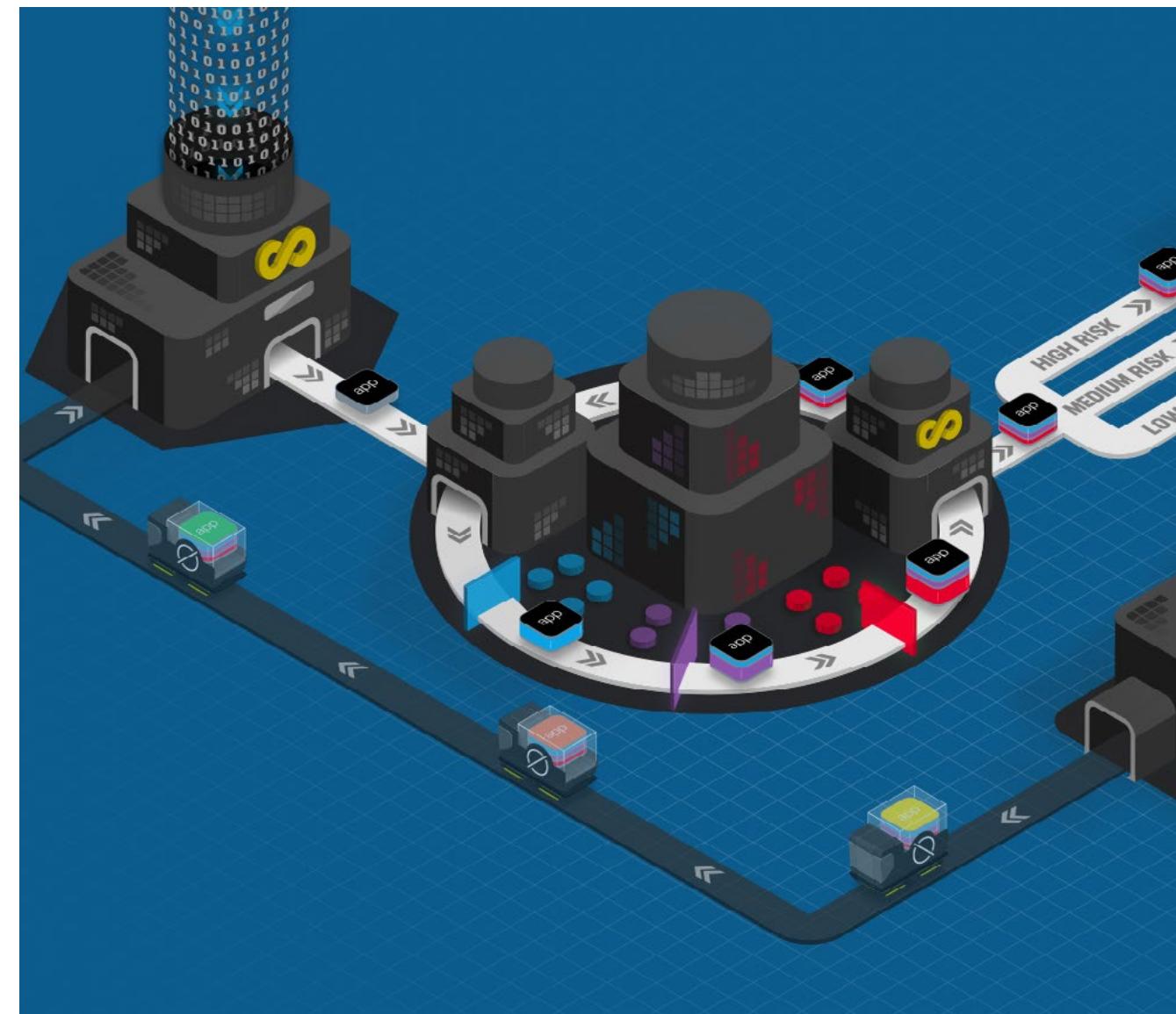


ILLUSTRATION EXAMPLES

Illustration is sometimes more effective than photography at conveying technical concepts like automation and orchestration, strategic multi-cloud architectures, or the rise of containers (to name a few). Using our brand color palette, characters, and icons—and maintaining a consistent visual aesthetic—we can enhance our stories with artwork that is on-point and on-brand.

Our character illustrations are intentionally simple, but through skin tone, hair color and style (including facial hair), body shape, and clothing, we can still reflect F5 values by including a diverse group of people.

As always, illustrative concepts must demonstrate knowledge and savvy, and portray business settings that are modern, accurate, and insightful.



The style of F5 brand icons is simple, straightforward, and two-dimensional.

Lines are black by default, but can be reversed to white over a dark background or changed to a single color from the brand palette.

F5 ICON EXAMPLES



ICONOGRAPHY DEMONSTRATIONS

When using icons in marketing materials, start with those from the current [F5 icon library](#)—which have been created in our proprietary style—and build from there. Any new icons must be approved by the Creative team (brand@f5.com) before they are published.

Standard icons are designed in a 100x100 px frame with a 2 pt line width. Rounded corners are set at a 4 px radius. The line gap that is shown in most of the icons is 8 px.

For campaigns, the standard brand icons can be made into three-dimensional isometric icons, as shown to the right. To do so, use the 3D Extrude effect in Adobe Illustrator with the following specifications:

- Position: Isometric Right
- Vertical angle: -45°
- Horizontal angle: -35°
- Rotation: 30°
- Perspective: 0°
- Extrude depth: 7 pt
- Cap: Filled
- Bevel: None
- Surface: Wireframe



Discover F5 solutions

CLOUD

Consistent app services in any cloud

By deploying F5 services with your cloud-based apps, you can enterprise-grade load balancing, DNS services, web application control, application-level security, and policies found in on-prem clouds might change, but your F5 app services will follow

[Learn about F5 Cloud Solutions](#)

DDoS ATTACKS

Explore the different app tiers to find out how DDoS attacks target each part of the app.

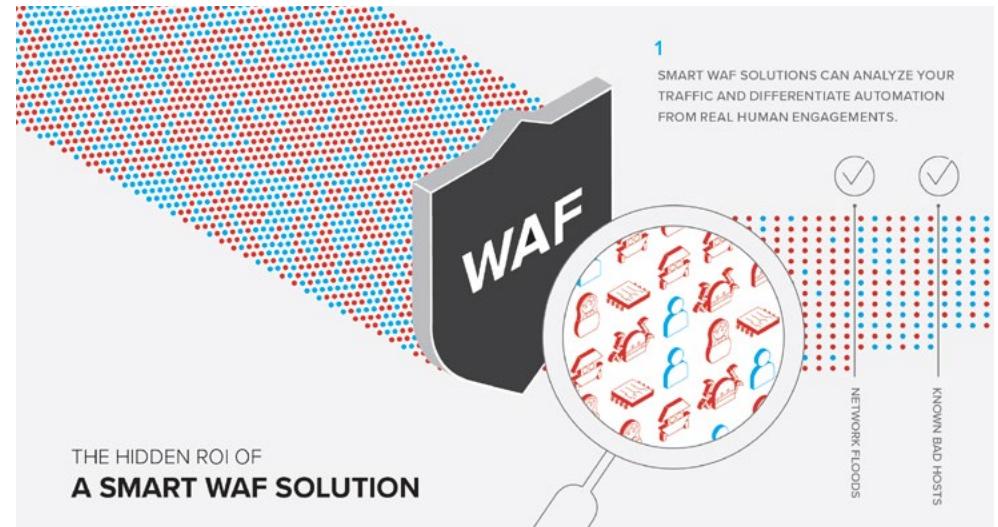
App Services

Access

TLS

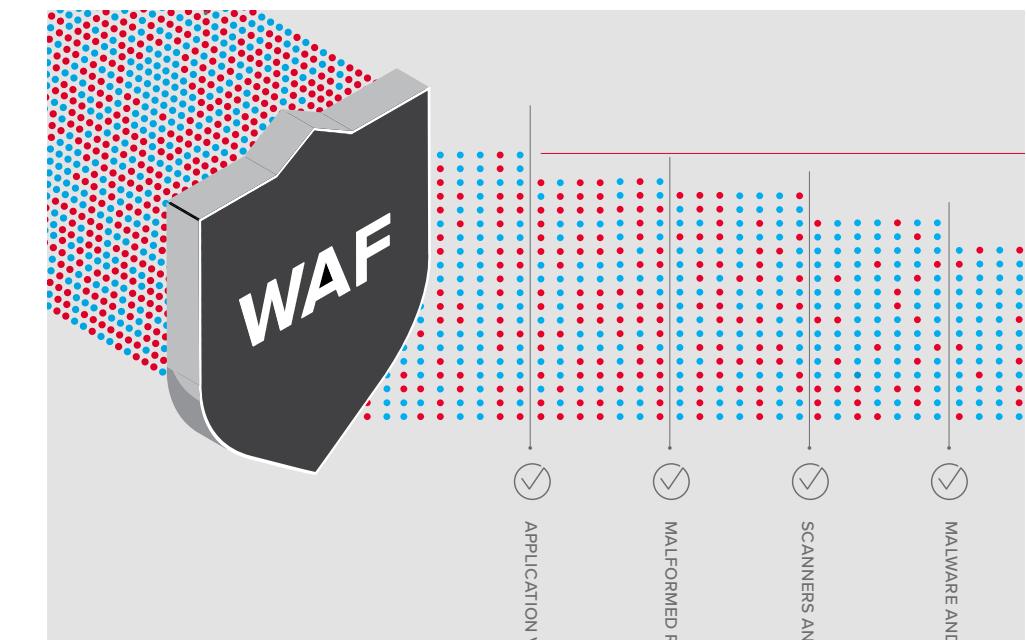
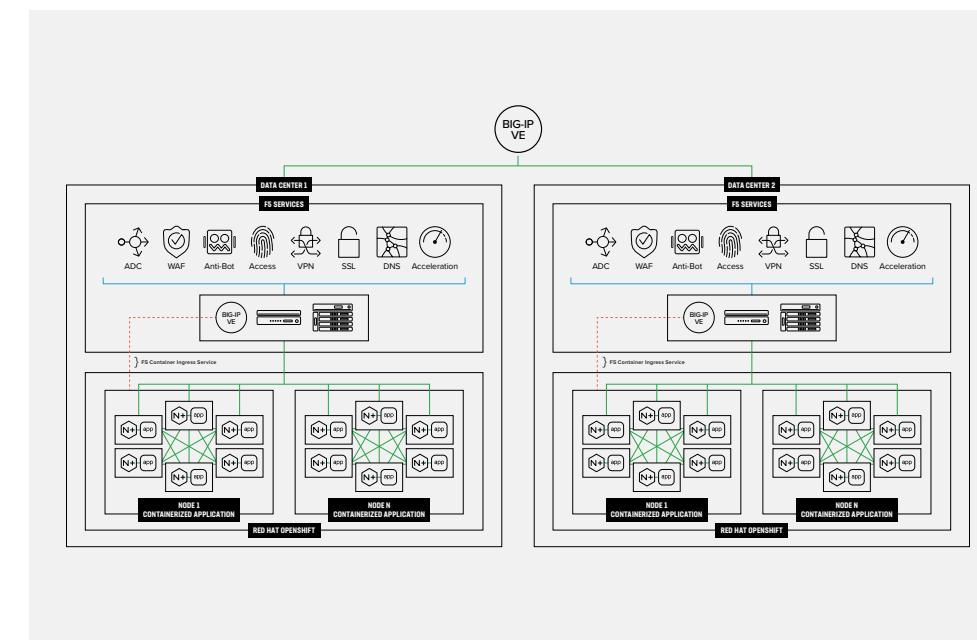
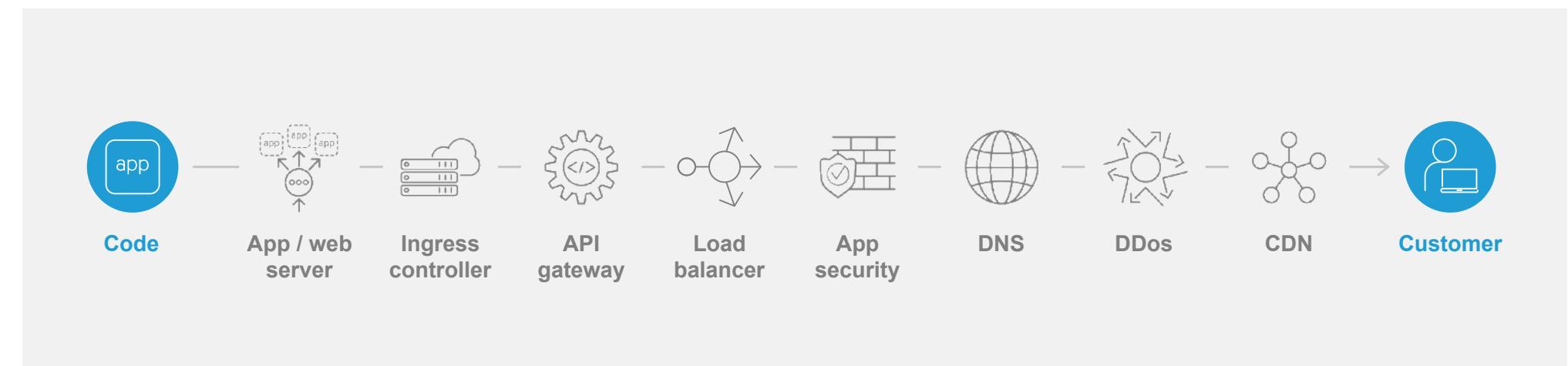
DNS

Network



DIAGRAMS

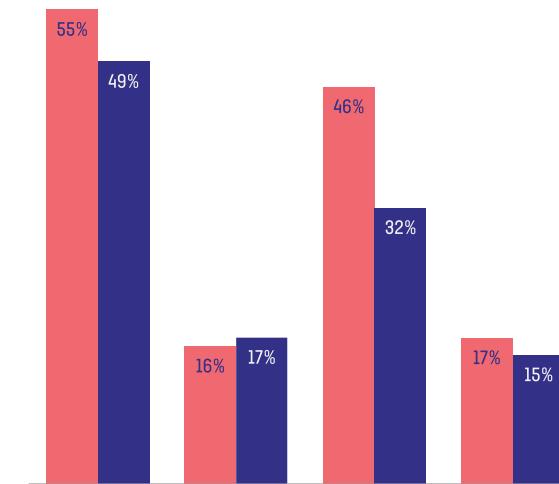
Diagrams illustrate the features and functionality of F5 solutions and products. Style for reference architectures is consistent with the F5 icon library—simple and straightforward. More dynamic and illustrative diagrams can be created by adding three-dimensional icons (see page 29 for 3D Extrude effect specifications in Adobe Illustrator).



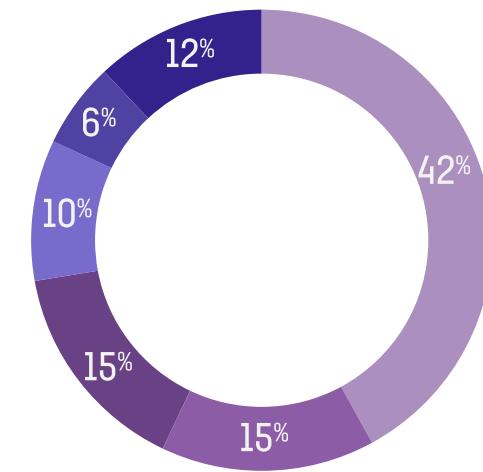
CHARTS AND TABLES

Charts and tables should be designed to communicate in a visual style that is simple and clean, minimizing the number of colors used to best convey an idea. Colors used should always draw from the brand palette. Numerals should be set in Neusa Condensed Light.

BAR CHARTS



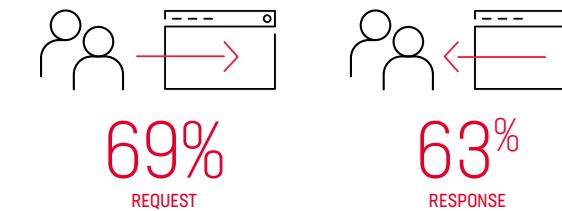
DONUT CHART



HIGHLIGHT DONUT CHARTS



ICONS WITH STATISTICS



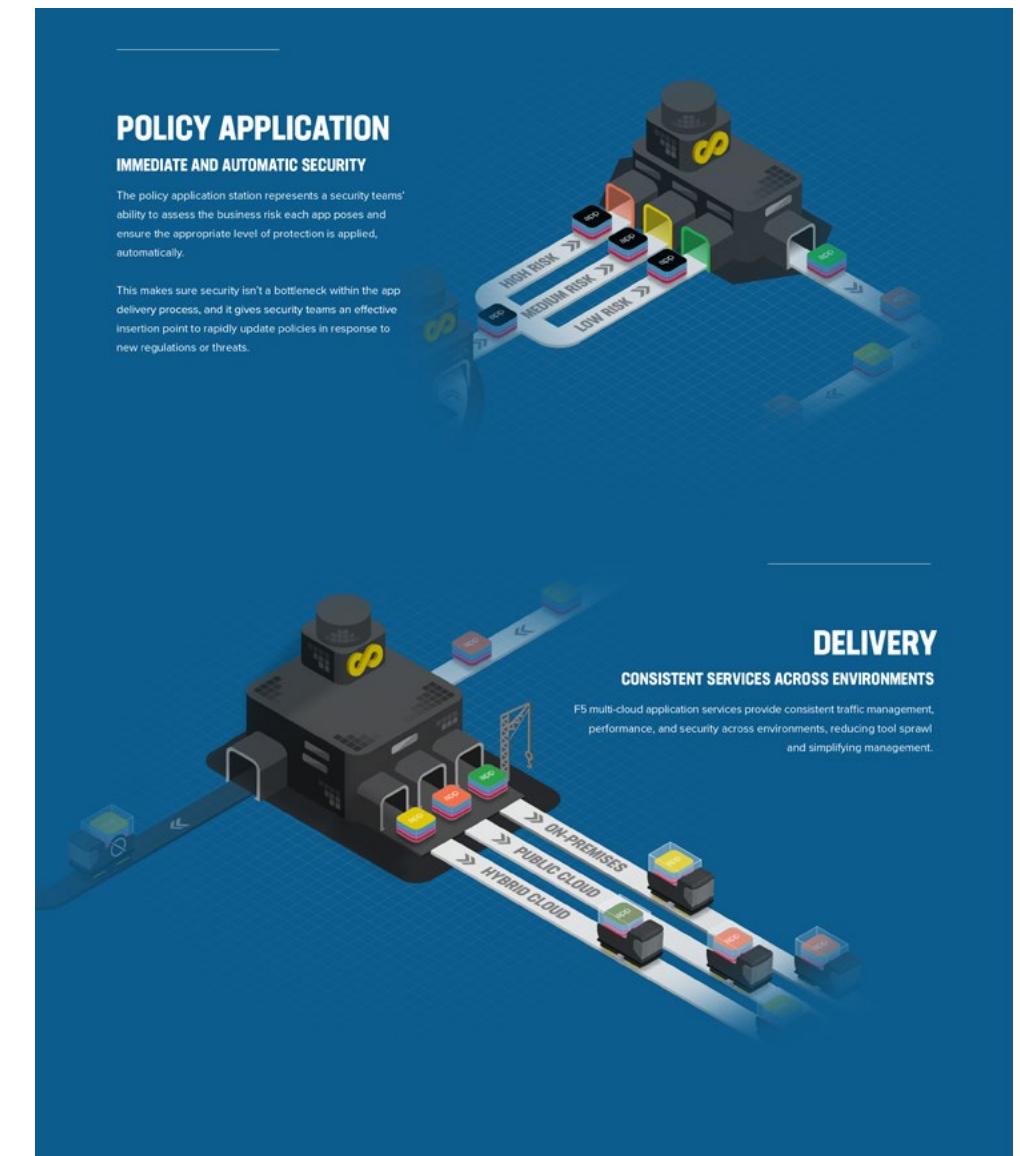
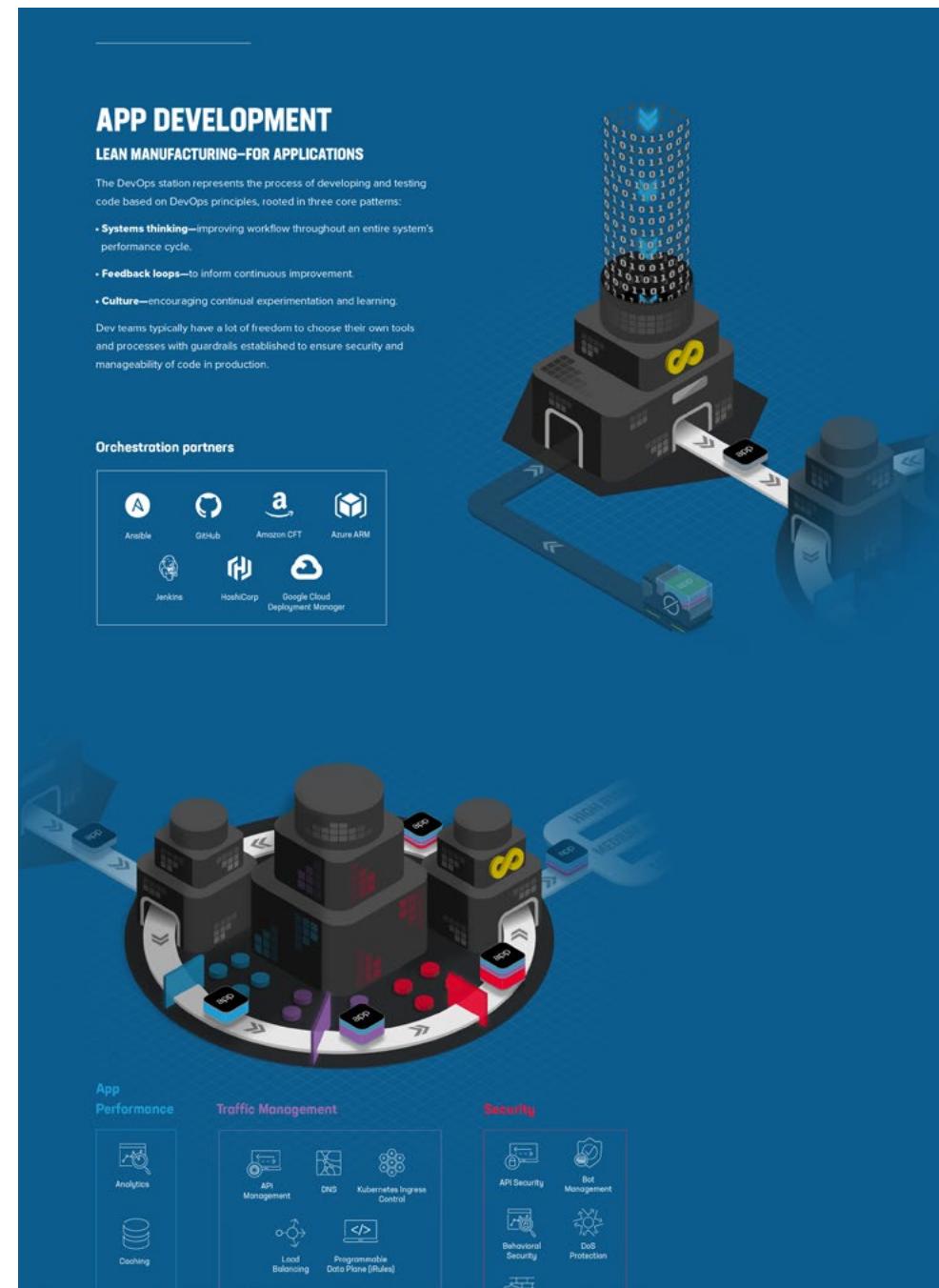
LARGE STATISTICS WITH COPY

27%

ACCORDING TO IBM, 27% OF DATA BREACHES ARE CAUSED BY HUMAN ERROR.¹

ISOMETRIC

Decision trees are a style of infographic that ideally lead a customer from an array of solutions or products to a single option that best suits their needs. Like with diagrams, charts, and tables, visual style should be simple and clean, using imagery or illustrations to convey the concept and maintain visual interest. Use of type, color, and iconography should follow creative guidelines.



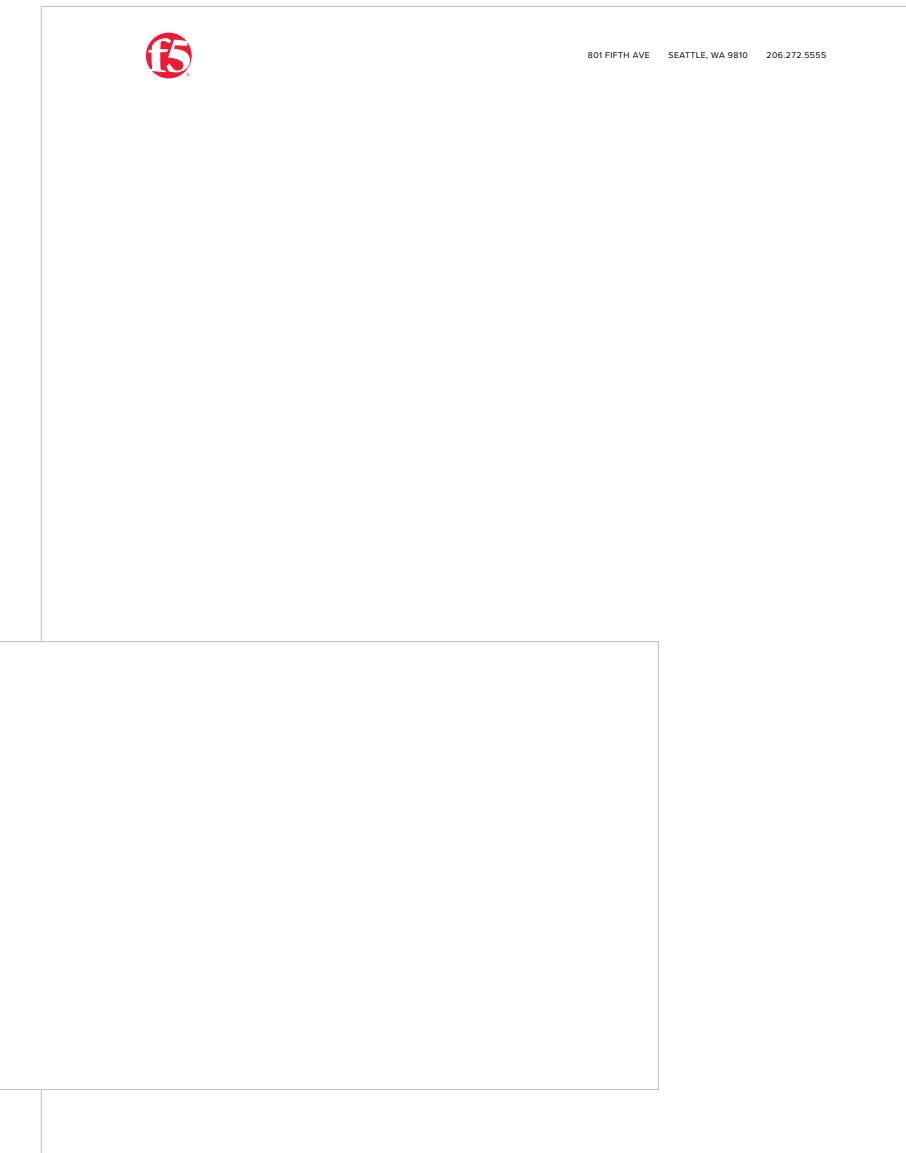
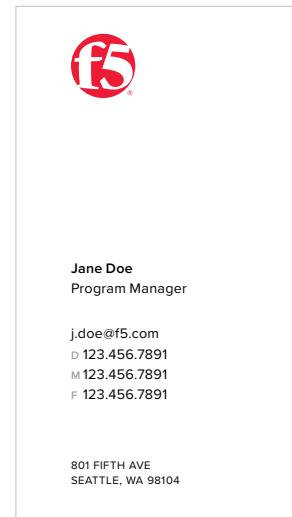


CREATIVE APPLICATIONS

BUSINESS CARDS & STATIONERY

F5's business system includes cards, a letterhead, and a variety of envelope sizes and options. Across the system the design is clean and open, with a boldly minimal aesthetic.

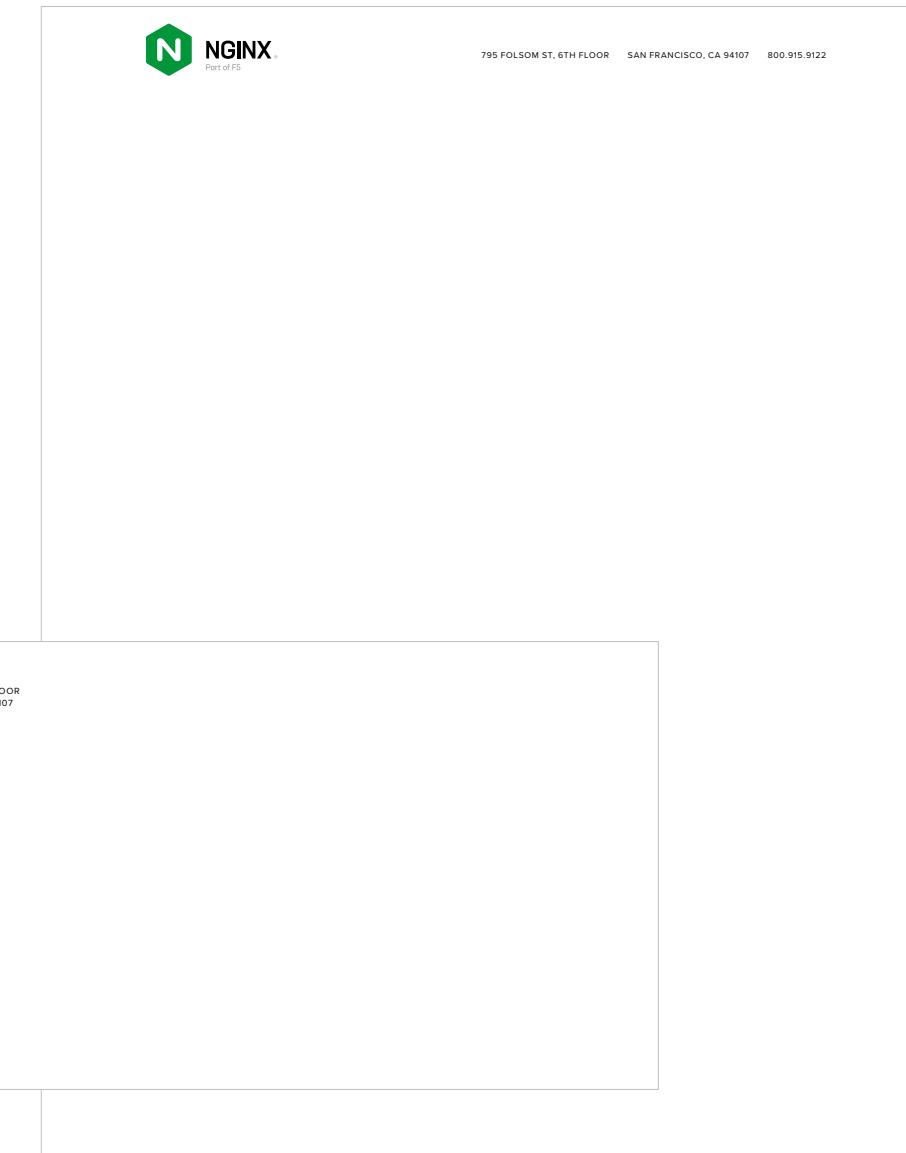
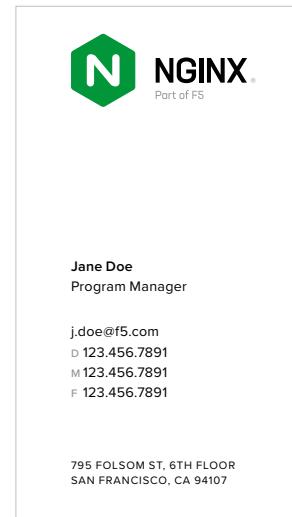
With the logo and address at the top of the sheet, the letterhead layout can also be used for other business papers. For your convenience—and to unify our standards—formatted Word templates are available [here](#) for printed or digital letterhead.



BUSINESS CARDS & STATIONERY

NGINX's business system includes cards, letterhead and a variety of envelope sizes and options. Across the system the design is clean and open, with a boldly minimal aesthetic.

With the logo and address at the top of the sheet, the letterhead layout can also be used for other business papers.



Code is at the heart of our DNA; it's what makes us human. And at F5, it's at the core of our company DNA: it informs our code of ethics, guides how we work together and help our communities thrive, and drives how our product development teams innovate.

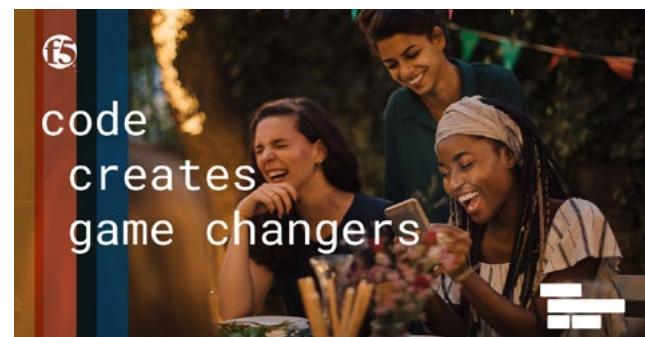
Code knows no boundaries. Code sees no gender. Code changes the world



1 /*
2 code
3 connects us all
4 */

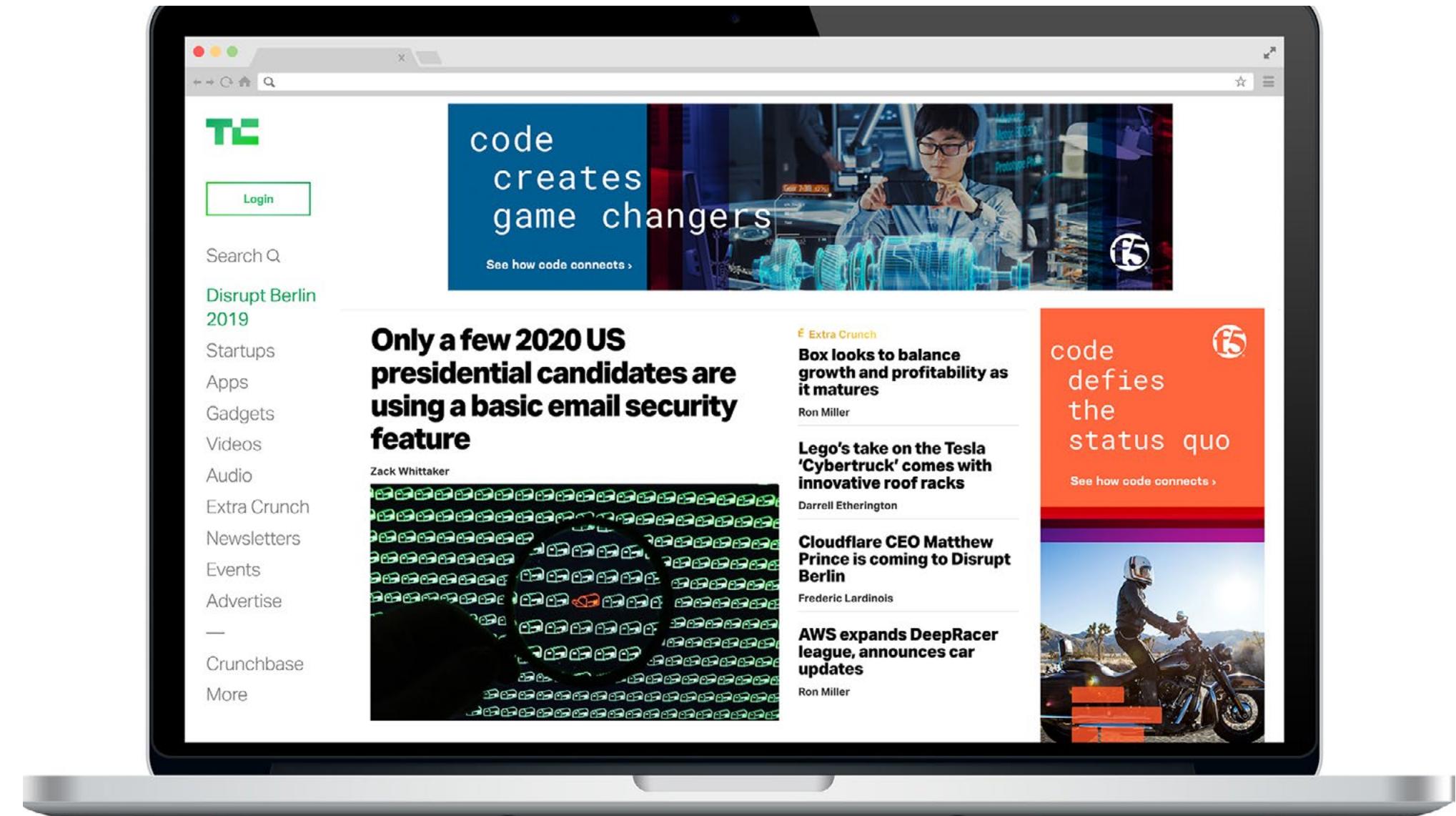
SOCIAL MEDIA

Code redefines what's possible. Here are some samples of social media images used to promote our Code Connects Us All landing page, International Women's Day and NGINX customer stories.



BANNER ADS

These are examples of banner ads for a website takeover but can stand alone for individual ad placements.

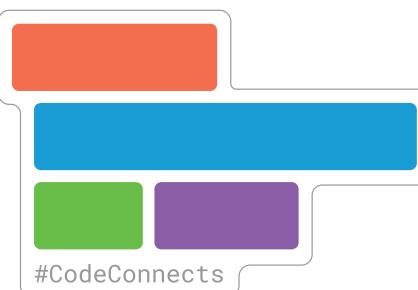


SWAG

Email signatures, stickers, and t-shirt files are available
for download [here](#)

```
1 /*  
2  code  
3   connects  
4   us all  
5 */
```

EMAIL SIGNATURE



```
1 /*  
2  code  
3   connects us all  
4 */  
5 /* f5.com/codeconnects */
```

STICKERS



T-SHIRT



f5
/* f5.com/codeconnects */

BRAND-GEN CAMPAIGNS

Brand-gen campaigns incorporate integrated messaging and creative from awareness (tier one) and demand generation advertising (tiers two and three) through digital landing experiences on f5.com to conversion.

Messaging and creative expression differ between App Services and Security campaigns based on audiences and personas, but the two campaigns maintain visual connection with unified copy treatments.

Tier one messaging focuses on building awareness of F5's capabilities, while tier two goes a level deeper to focus on specific problems and solutions. Tier three is all about F5 products.

APP SERVICES FLAGSHIP CAMPAIGN



SECURITY FLAGSHIP CAMPAIGN



SOCIAL MEDIA ASSETS

The Corporate Communications team manages F5's official social media channels with a mix of paid and organic posts. Additionally, our Global Campaigns team and field marketing teams drive paid social media campaigns through media agencies.

For brand alignment and visual consistency, we have a creative framework for social assets linking to newsroom articles, blogs, and events. Standard social media creative templates are available to download [here](#).

Social assets that are part of campaigns, specific programs, or sponsored events draw visual styles from their respective design systems.

STANDARD CREATIVE FRAMEWORK



CAMPAIN CREATIVE



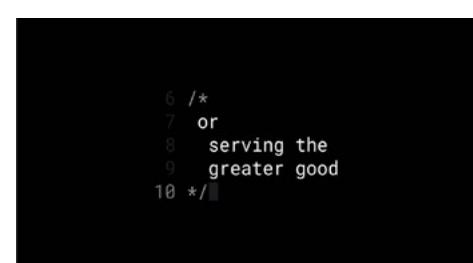
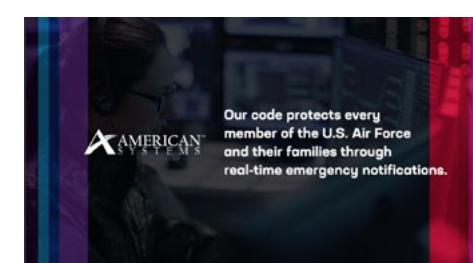
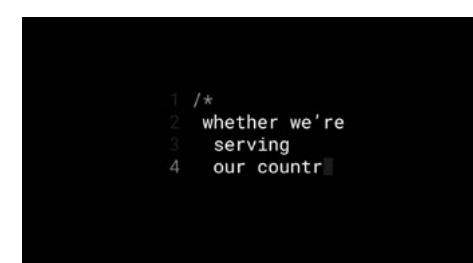
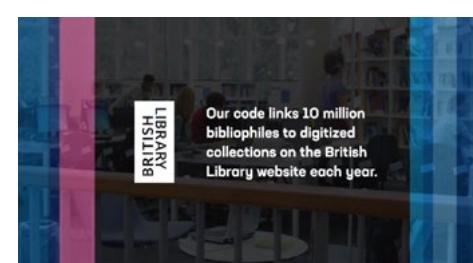
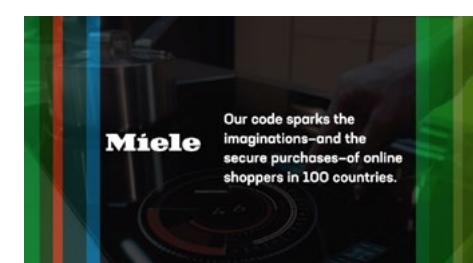
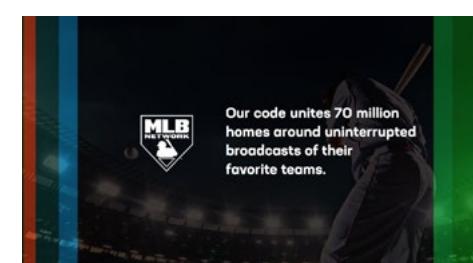
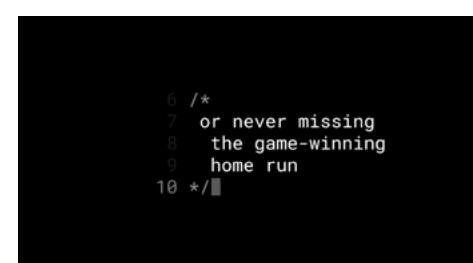
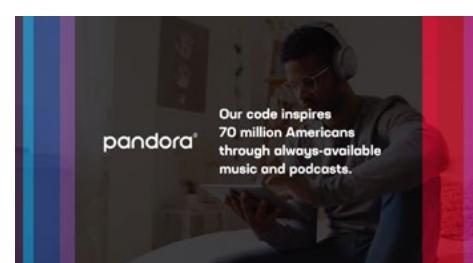
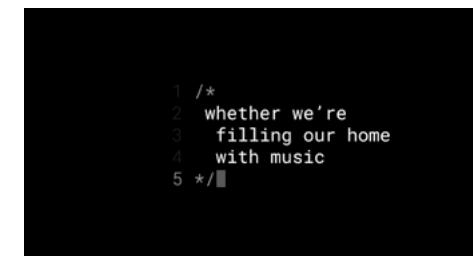
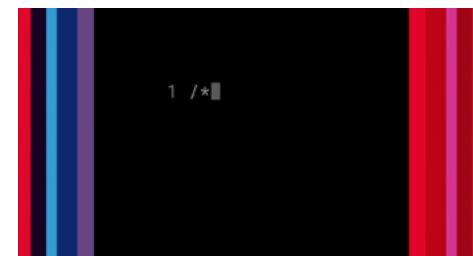
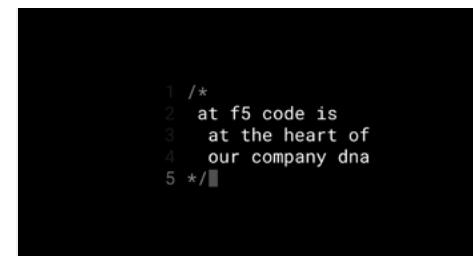
PROGRAM / SPONSORED EVENT CREATIVE



FULL-PRODUCTION VIDEOS

The F5 Studio creates full-production videos with end-to-end production, shooting, editing, and animation. All videos produced in-house follow brand and creative guidelines for scripts, video footage, or imagery, color, typography, and logo usage.

All videos created by outside agencies (for external and internal audiences) must follow the same guidelines. For video production questions, please email VideoDev@f5.com. To inquire about the Studio's availability, please reach out to marcom@f5.com.

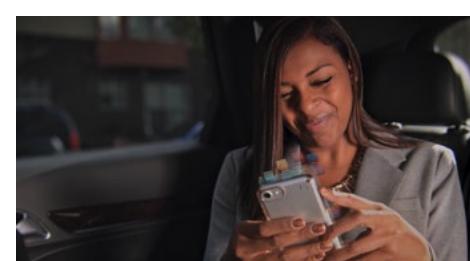
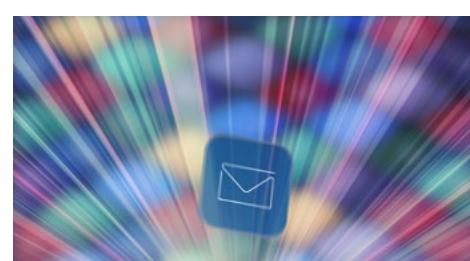
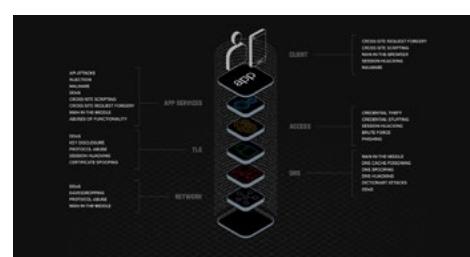
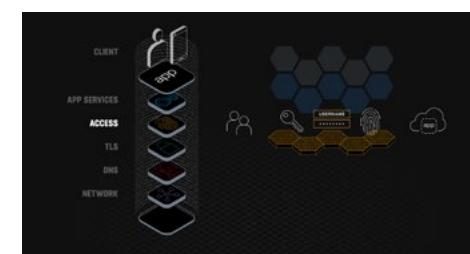
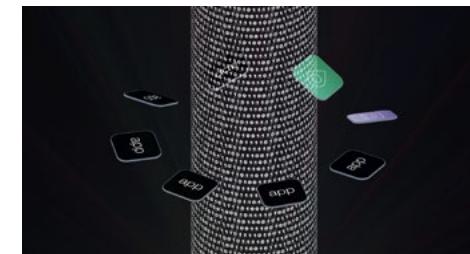
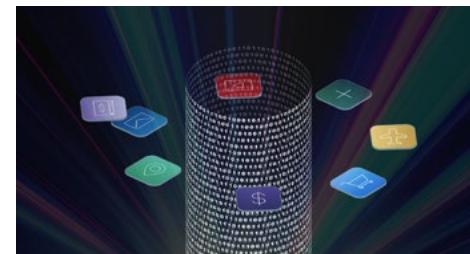
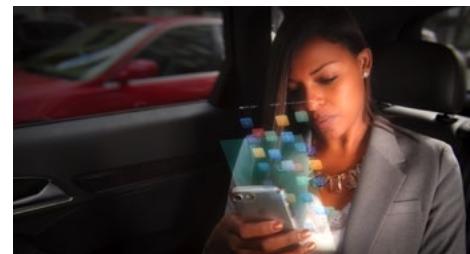


/* f5.com/codeconnects */

ANIMATED VIDEOS

The F5 Studio also creates animated videos and motion content. All videos produced in-house follow brand and creative guidelines for scripts, iconography, color, typography, and logo usage.

All videos created by outside agencies (for external and internal audiences) must follow the same guidelines. For video production questions, please email VideoDev@f5.com. To inquire about the Studio's availability, please reach out to marcom@f5.com.



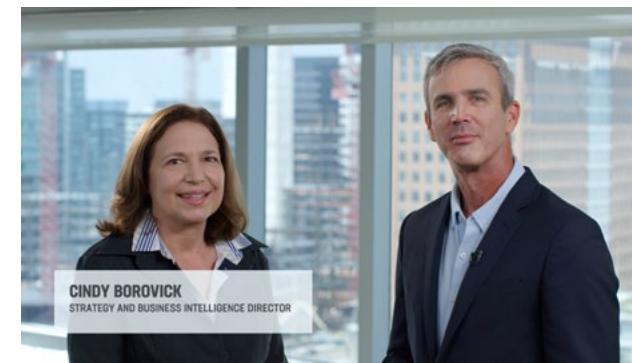
BRANDED VIDEO TEMPLATES

The F5 Studio has developed a set of branded video templates for use in Adobe Premiere, including intros, outros, lower-thirds, and interstitials. Please reach out to f5studio@f5.com for a link and guidance.

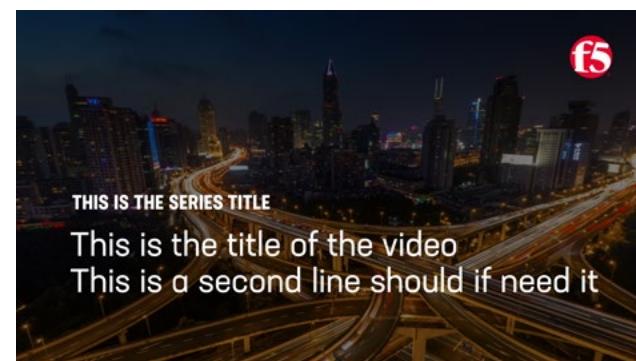
INTRO FRAMES



LOWER THIRDS



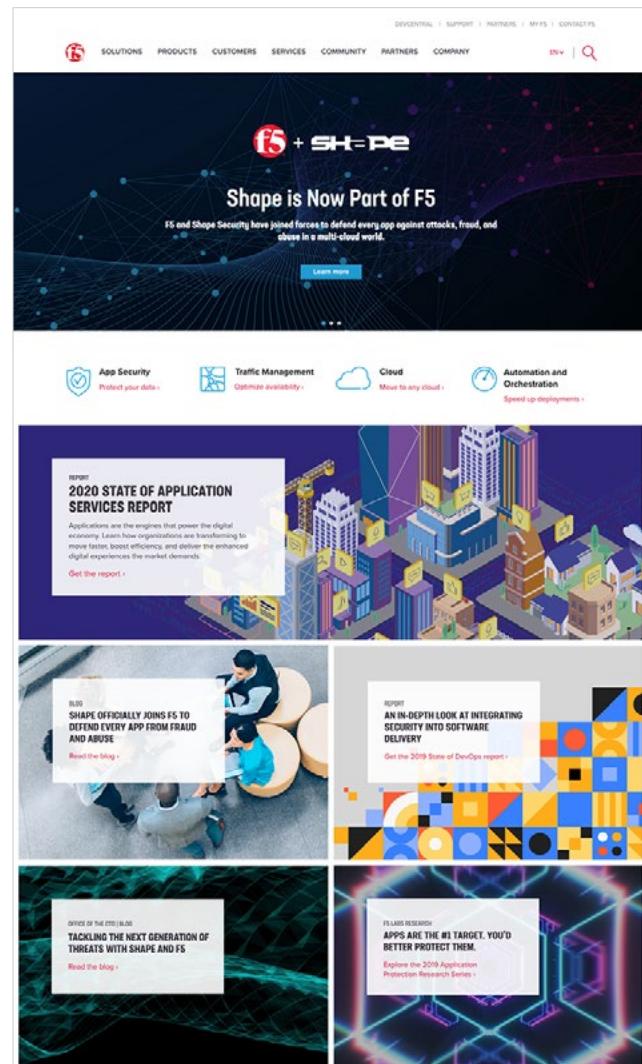
OUTRO OPTIONS



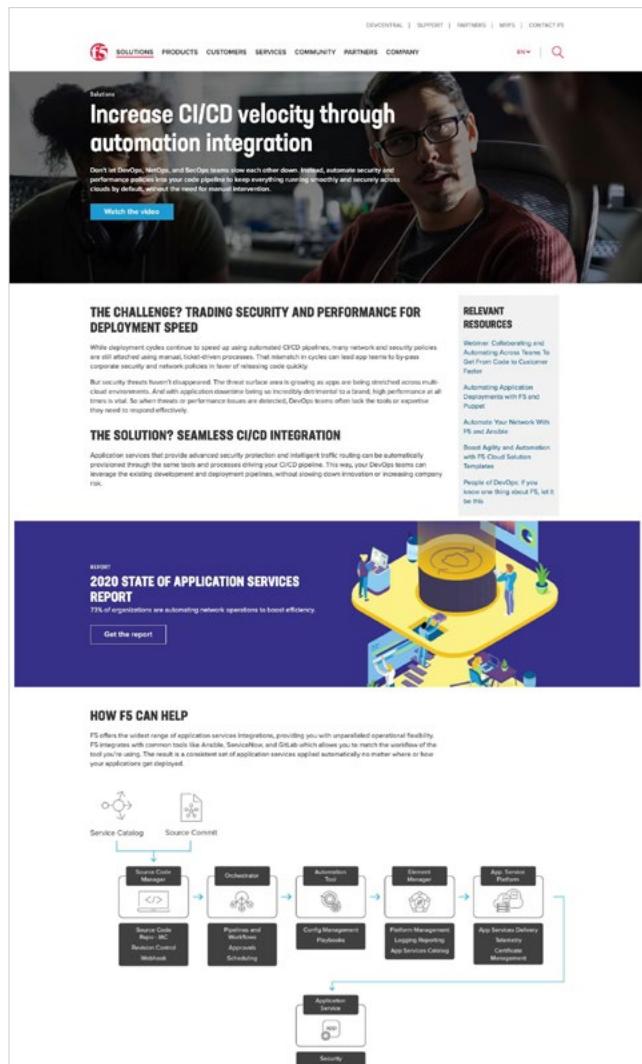
F5.COM

F5's corporate website is intended to feel open and bright, conveying both our personality and our technical savvy. Pulling typography, color, imagery, illustration, and iconography directly from the creative guidelines, landing pages should visually align with traffic-driving ads and collateral.

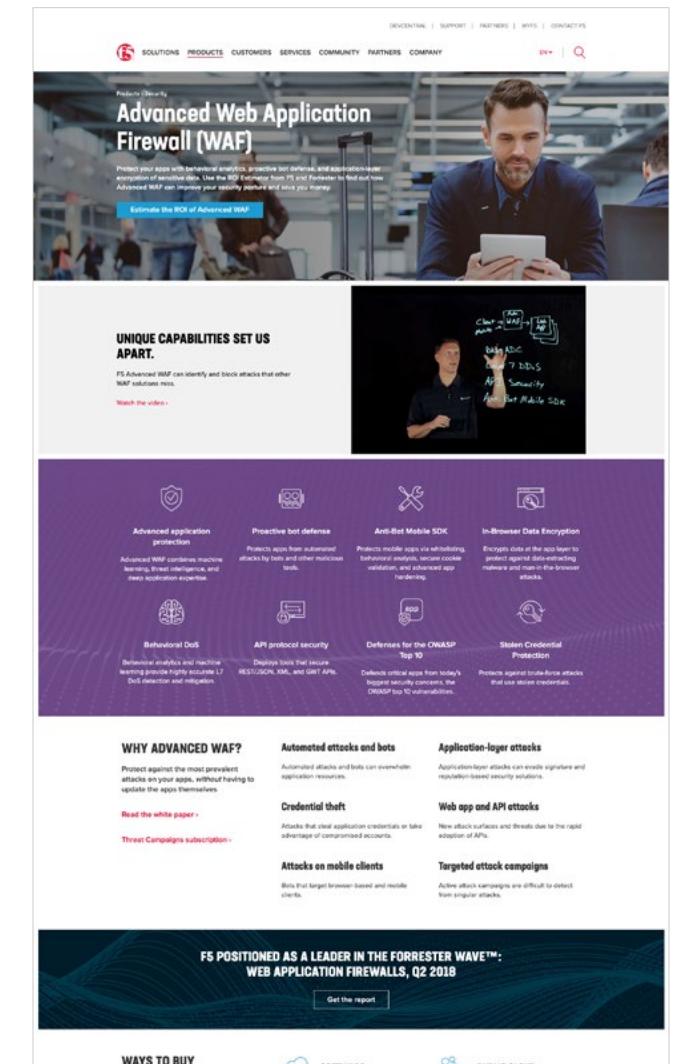
HOME PAGE



SOLUTION PAGE



PRODUCT PAGE



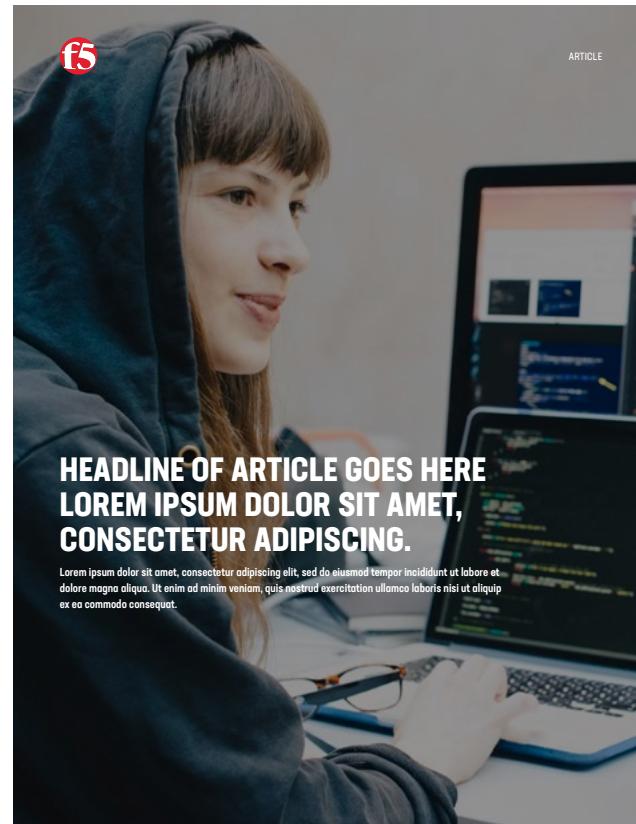
MARKETING COLLATERAL

To maintain creative alignment and apply design styles consistently, we often use templates. Reports, guides, overviews, data sheets, and other marketing collateral are a great example.

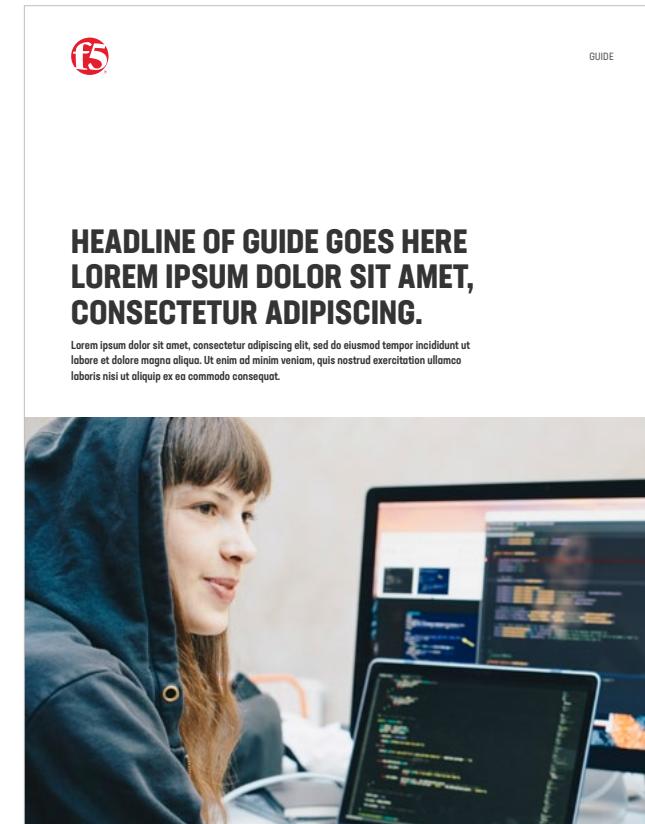
Our collateral templates includes different options for different types of content—cover layouts, interior pages, charts, tables, etc. (as shown in the examples at right)—as well as paragraph styles and a brand color palette. You'll need our brand fonts, which are available via Adobe Creative Cloud or through multiple online foundries. Collateral templates are available to download [here](#).

If Word is the need, we also have a template for that. However, because it uses system font replacements, it is reserved specifically for occasions when content must be editable.

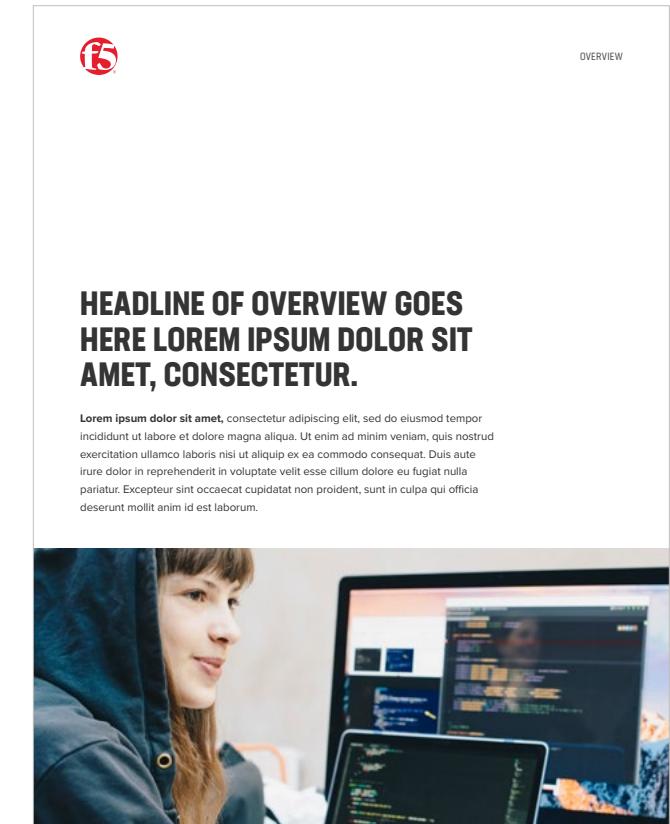
REPORT / ARTICLE



GUIDE



OVERVIEW



EVENT BOOTHS

Event booths come in all shapes and sizes. Shown at right is an example of what we can do with a moderate event presence—in this case with App Services messaging. All creative aspects of the campaign are in use, from levels of messaging to images and color choices that connect with campaign creative.

In upsizing or downsizing to a different booth setup—or using different brand or campaign messaging—we should be intentional in applying the elements to ensure the message is clear, and connected, and that the booth graphics align with brand and campaign guidelines.

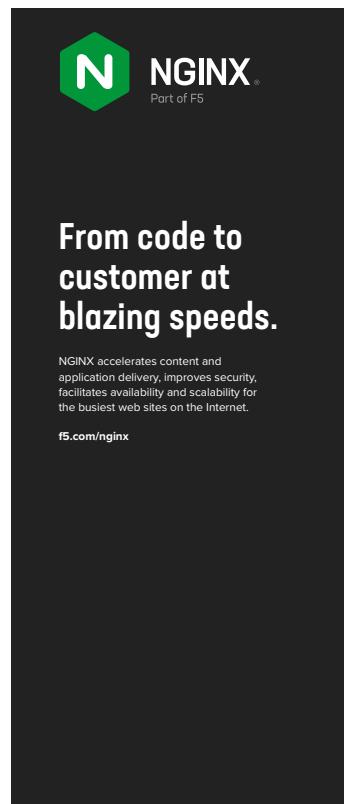
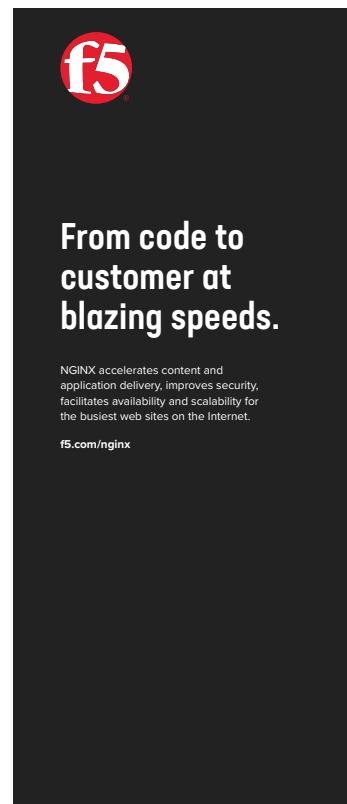


PULL-UP BANNERS

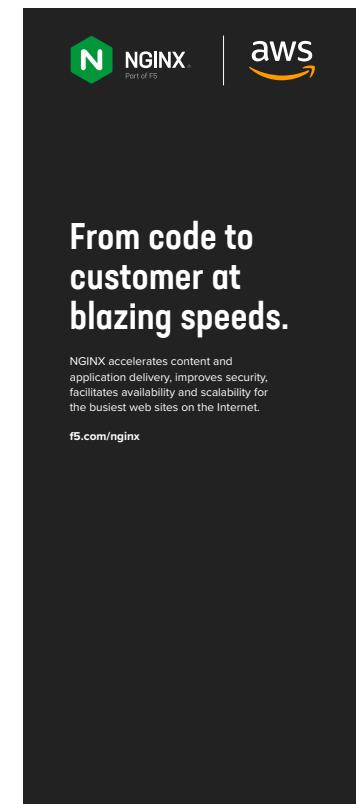
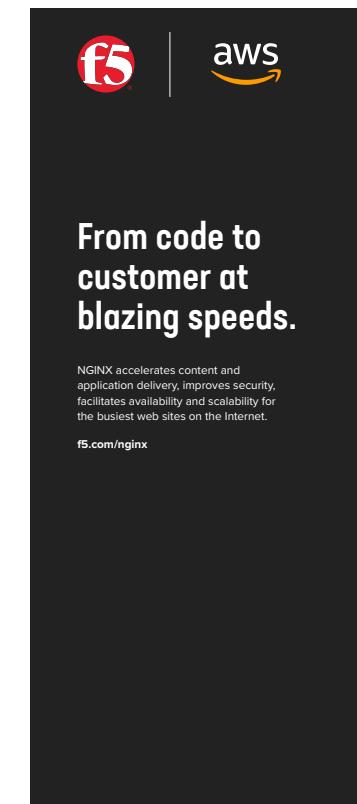
The freestanding, vertical pull-up banner—typically used at smaller field events, HR/recruiting activities, charity events, and promotions—is typically paired with a table skirt.

How we present ourselves at these smaller events should be determined by who our primary audience is. We should always approach with a customer-first mindset. For example, if the event is focused on DevOps customers, it is likely best to headline with NGINX. Because the determining factor is situational, you should contact brand@f5.com for discussion and guidance if you are planning an event.

BRANDED



CO-BRANDED



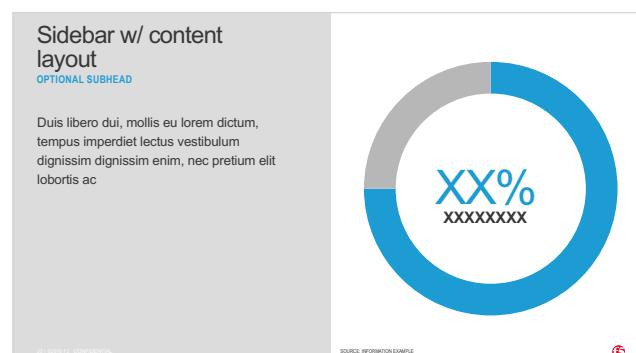
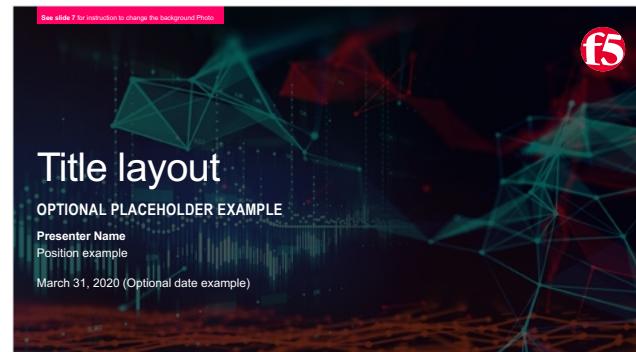
CORPORATE TEMPLATE

The F5 corporate PowerPoint template has been designed to create consistent presentation experiences across the organization. It can be used for day-to-day internal communications, sales engagements, and as a tool for quickly communicating ideas with your colleagues.

It should not be used, however, to craft cinematic keynotes for external audiences. If you need to create that kind of presentation, please contact marcom@f5.com for additional resources.

This template is extremely versatile, featuring the F5 color palette, 19 different master layouts, F5 iconography, and a clear text hierarchy. Whenever possible, start with a fresh template rather than copying and pasting legacy content into the new.

For internal F5 users the template can be downloaded [here](#), where it lives with image and icon libraries, FAQs, and a video tutorial, which you should definitely watch.



Placeholder text
THINKING ABOUT TEXT FORMATTING AND HIERARCHY

PowerPoint has 9 levels of text styles
THESE CAN BE NAVIGATED BY:
Demote (down a level) by pressing TAB
Promote (up a level) by pressing SHIFT + TAB

Primary levels:
LIGHT CONTENT

- Bullet level one
- Bullet level two
 - Bullet level three
 - Bullet level four

Secondary levels:
HEAVY CONTENT

Bullet level five: Headlines
BULLET LEVEL SIX: SUBHEAD

Bullet level seven: Body copy

Bullet level eight: Primary bullet

Bullet level nine: Secondary bullet

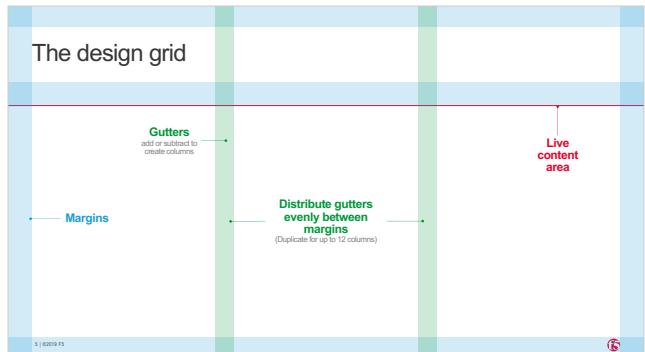
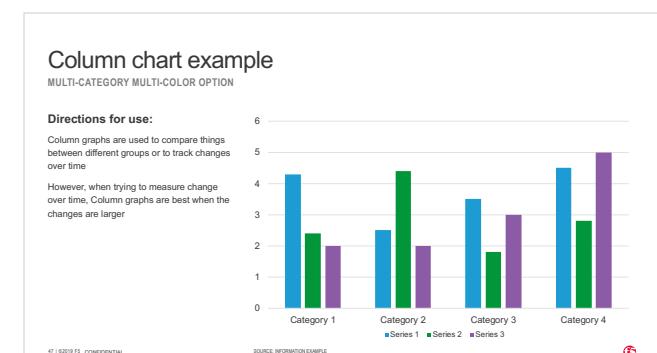
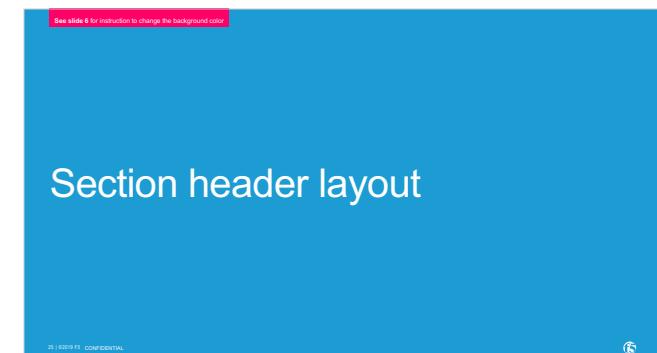


Table example
TEXT INFORMATION

When searching for information in a table
You can ensure there is consistency in the typeface of similar elements, in the alignment of similar data and in the emphasis of elements

Highlight the most important values
Consider highlighting specific values to emphasize your message

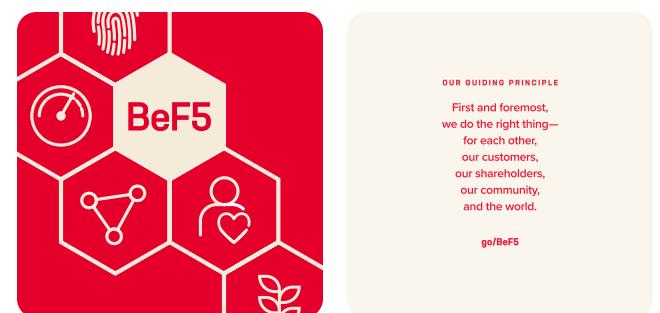
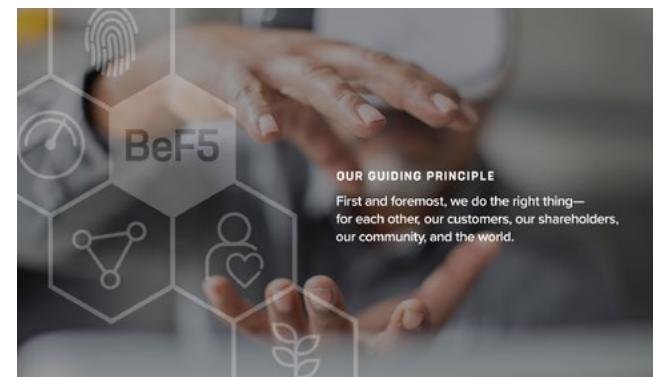
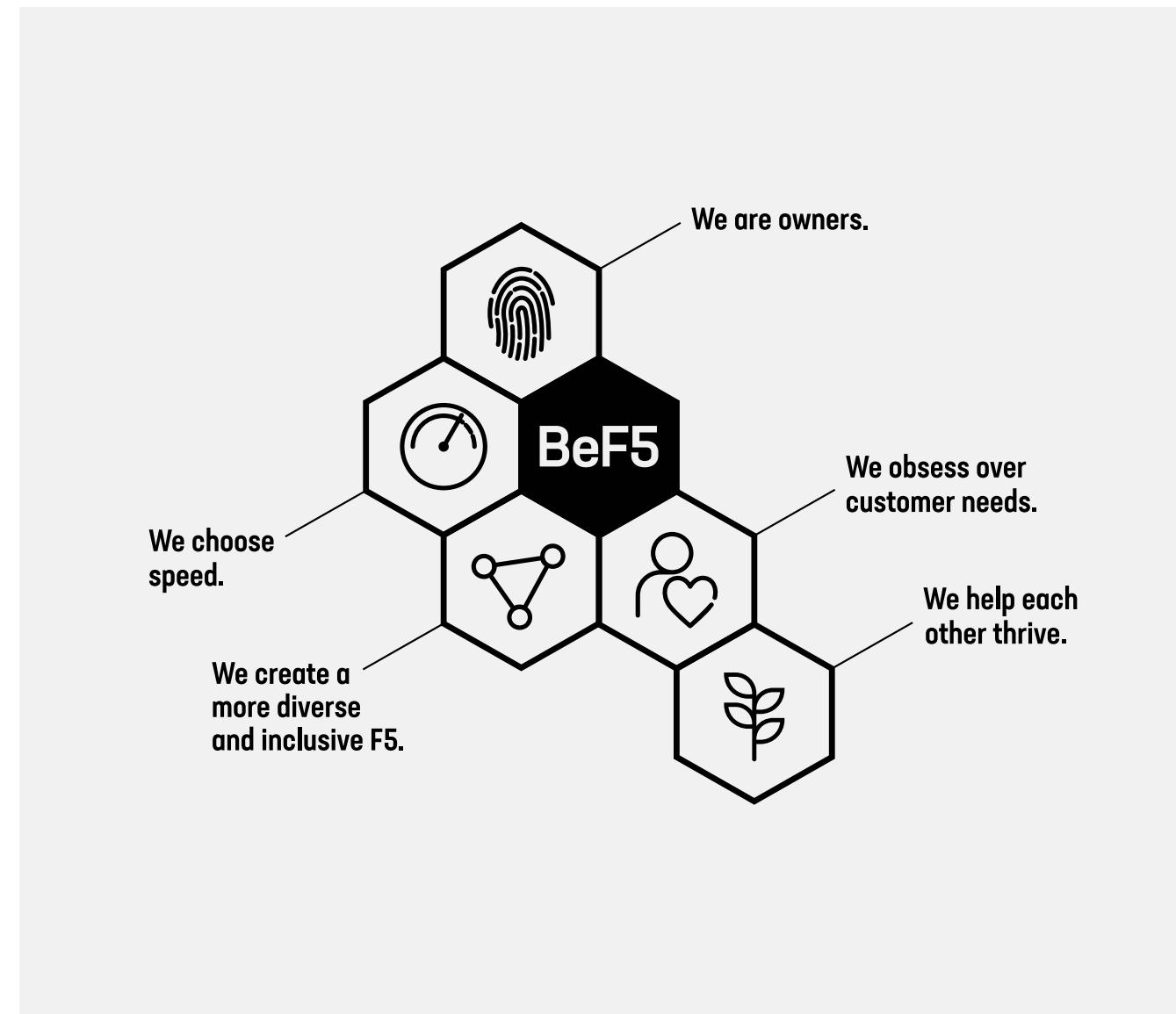
COLUMN HEADER	GENERAL TEXT STYLE	BULLETED CONTENT
Header row	General text placeholder	<ul style="list-style-type: none"> Aenean non lacus nulla Nula id semper lacinia Duis nec eros lacinia
Row highlight example	Text highlight example	<ul style="list-style-type: none"> Aenean non lacina nulla Nula id semper lacinia Duis nec eros lacinia
Arial, bold, sentence case	Sentence case text	<ul style="list-style-type: none"> Sentence case text
18pt.	14pt	<ul style="list-style-type: none"> 12pt Ctrl + Shift + C = Copy style Ctrl + Shift + V = Paste style

BeF5 PROGRAM

BeF5 celebrates the humanness that underlies our work—the core qualities that unite us as one F5 family. The program's visual system is based on the idea that our culture is a dynamic ecosystem brought to life by the choices and actions of its inhabitants, which in turn determine the integrity of the whole system and its ability to thrive. Our wholeness is what makes us strong and keeps us healthy as an organization, and it's what gives us structural integrity.

The hexagonal shapes that lock together are meant to convey both the interconnectedness of our behaviors and the structural integrity of the whole.

We avoid calling out individual behaviors by isolating a single hex icon from the lockup. Instead, we highlight the behavior in the context of the full lockup—as seen on the right—because they are better together.



LeadF5 PRINCIPLES

While BeF5 defines F5 culture and provides clarity on behaviors, LeadF5 focuses exclusively on how to lead and engage other F5ers. The two are closely related in that leaders (regardless of role) can only successfully adopt the leadership principles after they've fully embraced the BeF5 behaviors.

As such, the visual system is based on the same core concept as BeF5. The hexagonal shapes that lock-up together are meant to convey both the interconnectedness of our leadership principles and the structural integrity of the whole.

Similarly, we avoid calling out individual principles by isolating a single hex icon from the lockup. Instead, we highlight the principle in the context of the full lockup—as seen on the right—because they are better together.



BeF5 + LeadF5

The BeF5 and LeadF5 lockups can also come together in this rearranged configuration when we want to convey the unity of our behavioral and leadership principles, which further reinforces the structural integrity of the whole.



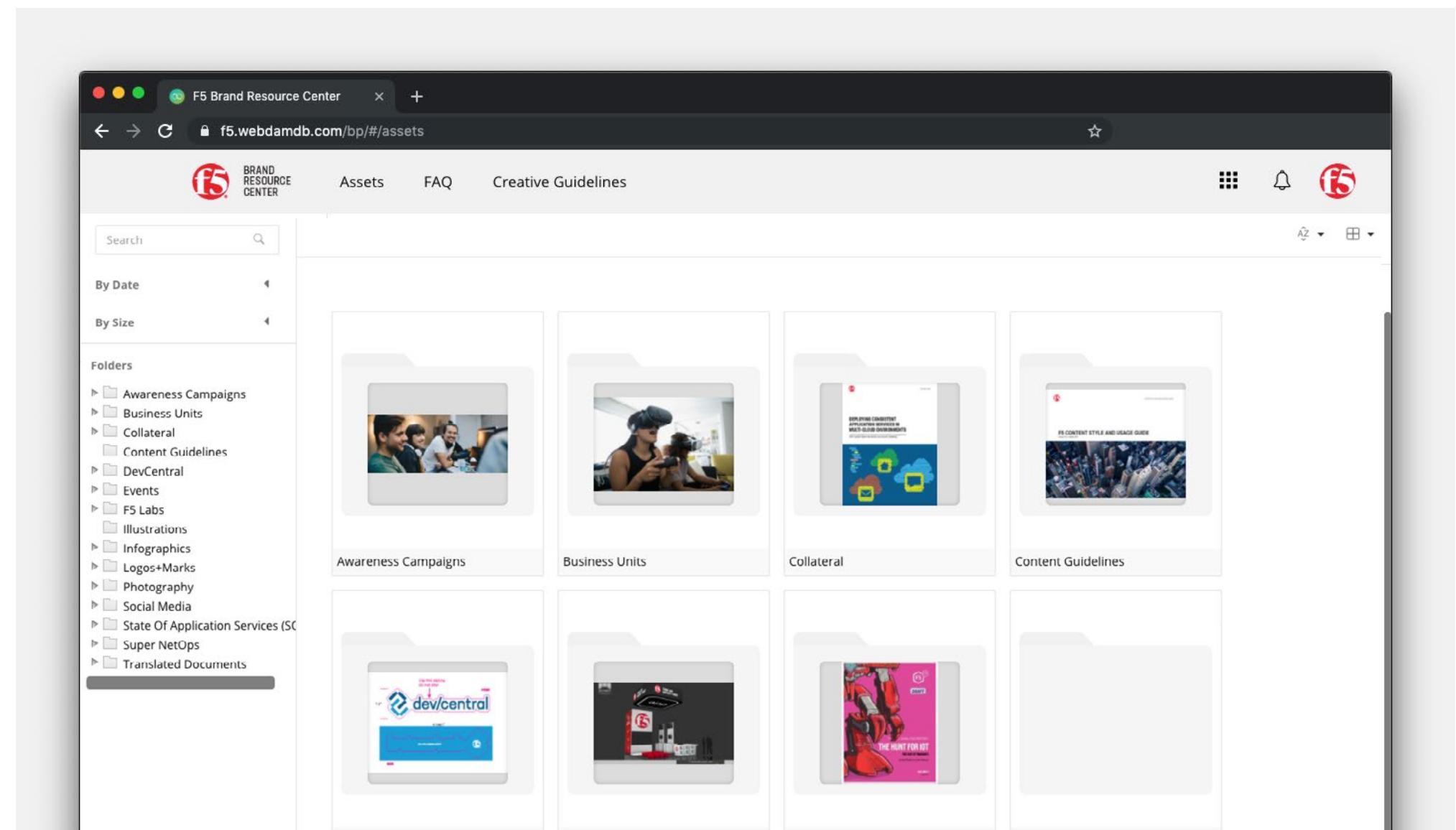


CREATIVE RESOURCES

BRAND RESOURCE CENTER (WEBDAM)

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