CREATIVE GUIDELINES

05.2019

What is a brand and why does it 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.

BRAND IDENTITY

F5 is at an inflection point—we are no longer "that load-balancing company." Given that apps are business-critical, and that businesses demand immediate, uninterrupted, and secure access to apps—regardless of where those apps reside—F5 has the enterprise-grade application services and expertise to help companies ensure their apps are fast, available, and secure, in any multi-cloud environment.

VISION

Freedom to deliver every app, anywhere.

MISSION

Businesses depend on apps. Whether it's apps that help connect businesses to their customers or apps that help employees do their jobs—we make sure apps are always available and secure, anywhere.

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

0.375"   f5

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

22 px   f5

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

0.5x

x   f5

0.5x

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

Ff

CHARACTERS

ABCDEFGHIJKLMNOPQ
RSTUVWXYZabcdefgh
ijklmnopqrstuvwxyz12
34567890!@#$%^&*()
-–—_=+`~[]{}\|;:'""/?,.‹›

STYLES

Neusa Next Compact Thin	Neusa Next Thin
Neusa Next Compact Thin Italic	*Neusa Next Thin Italic*
Neusa Next Compact Light	Neusa Next Light
Neusa Next Compact Light Italic	*Neusa Next Light Italic*
Neusa Next Compact Regular	Neusa Next Regular
Neusa Next Compact Italic	*Neusa Next Italic*
Neusa Next Compact Medium	**Neusa Next Medium**
Neusa Next Compact Medium Italic	***Neusa Next Medium Italic***
Neusa Next Compact Bold	**Neusa Next Bold**
Neusa Next Compact Bold Italic	***Neusa Next Bold Italic***
Neusa Next Condensed Thin	Neusa Next Wide Thin
Neusa Next Condensed Thin Italic	*Neusa Next Wide Thin Italic*
Neusa Next Condensed Light	Neusa Next Wide Light
Neusa Next Condensed Light Italic	*Neusa Next Wide Light Italic*
Neusa Next Condensed Regular	Neusa Next Wide Regular
Neusa Next Condensed Italic	*Neusa Next Wide Italic*
Neusa Next Condensed Medium	**Neusa Next Wide Medium**
Neusa Next Condensed Medium Italic	***Neusa Next Wide Medium Italic***
Neusa Next Condensed Bold	**Neusa Next Wide Bold**
Neusa Next Condensed Bold Italic	***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

Ff

CHARACTERS

ABCDEFGHIJKLMN
OPQRSTUVWXYZa
bcdefghijklmnopqr
stuvwxyz12345678
90!@#$%^&*()-—_
=+`~[]{}\|;:'"/?,.<>

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

ARIAL & ARIAL NARROW

FOR SYSTEM FONT REPLACEMENT

There are times when our brand fonts can't be accessed or used due to compatability or systems limitations, or becuase 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

Ff

CHARACTERS

ABCDEFGHIJKLMN
OPQRSTUVWXYZa
bcdefghijklmnopqrs
tuvwxyz123456789
0!@#$%^&*()-–—_
=+`~[]{}\|;:'""/?,.<>

STYLES

Arial Regular
Arial Italic
Arial Bold
Arial Italic

Ff

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdefg
hijklmnopqrstuvwxyz12
34567890!@#$%^&*()-
–—_=+`~[]{}\|;:'""/?,.<>

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

Lorem ipsum doler 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 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.

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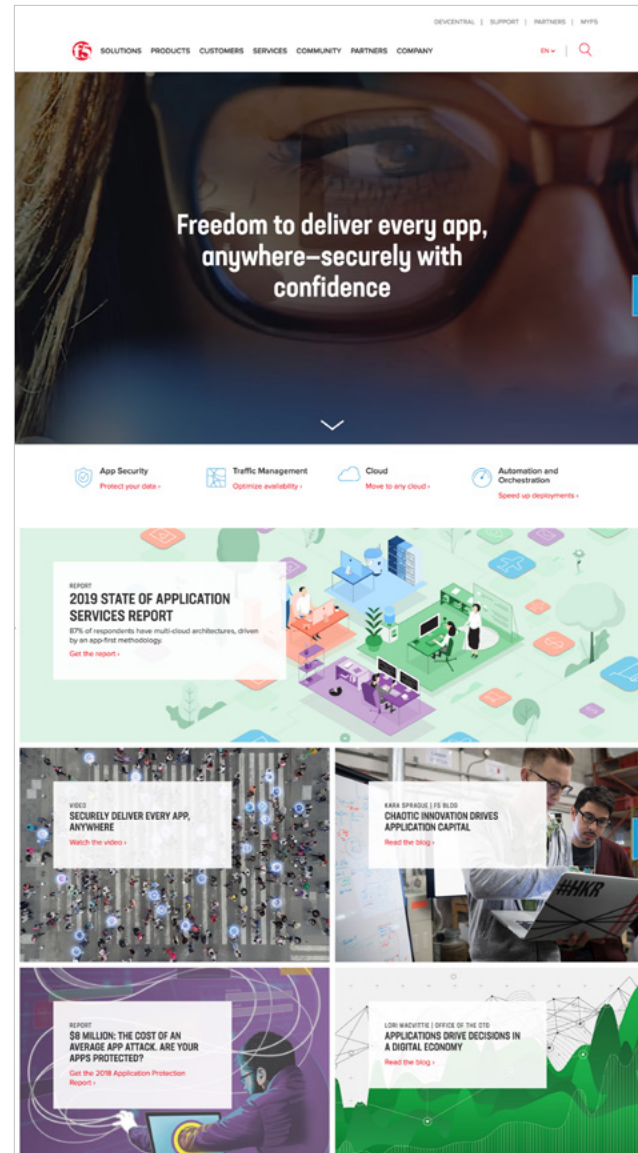
F5's color system is a rich mix drawing from the company's tech heritage and its Pacific Northwest roots. Its flexibility allows us to craft dynamic visual expressions with different combinations of colors, depending on the message and/or audience, creating freedom for visual storytelling while maintaining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

THE F5 COLOR SYSTEM

The F5 red, white, and rich black 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 darker accent, creating freedom for visual storytelling while maintaining a strong connection to the brand. See page 20 for color demonstrations.

PRIMARY
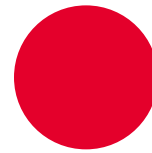
F5 RED	BLACK	WHITE
Pantone® 185	0 0 0	255 255 255
228 0 43	000000	ffffff
e4002b		
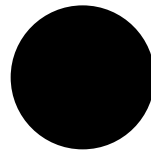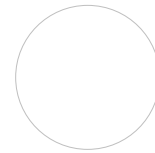
SECONDARY
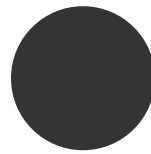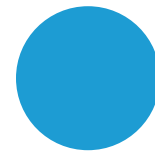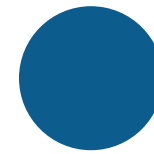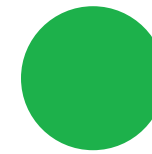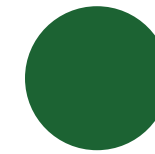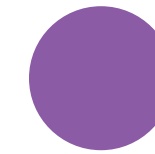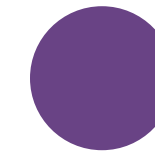
ASH	CHARCOAL	LAGOON	LAKE	JADE	PINE	LILAC	VIOLET
241 241 241	52 52 52	29 156 211	12 92 141	29 177 75	28 99 51	139 91 165	105 67 133
f1f1f1	343434	1d9cd3	0c5c8d	1db14b	1c6333	8b5ba5	694385

TERTIARY
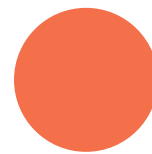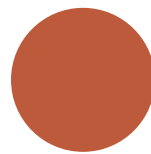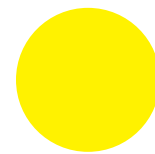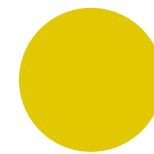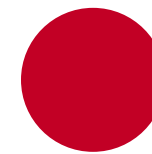
CORAL	CLAY	BUMBLEBEE	HONEY	RED ACCENT
243 112 75	190 90 60	255 242 0	225 200 0	194 0 37
f3704b	be5a3c	fff200	e1c800	c20025

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 occassional pop of F5 red to break through the noise.

I EXPECT TO DEV AT THE SPEED OF CHANGE.

Freedom to deliver every app, anywhere
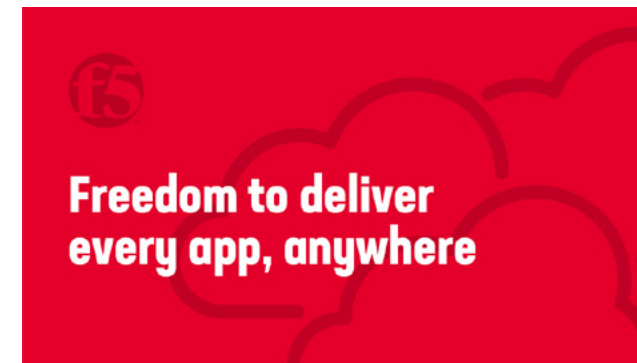
Our photography must reflect our values. As a global organization that champions equality, seeks to embrace our differences with humility and respect, and actively builds a culture where everyone feels they can be themselves, our imagery must be inclusive, capturing real, honest moments with people of 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.
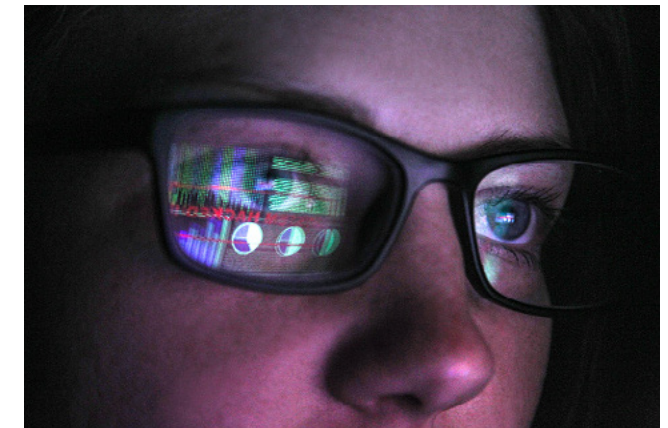
OUR CUSTOMERS' CUSTOMERS

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.
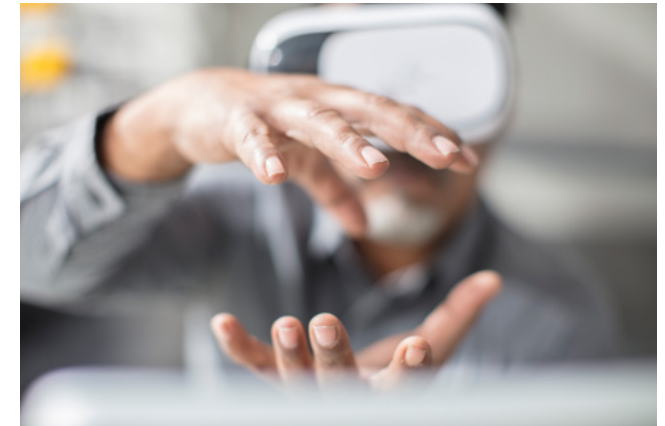
OURSELVES

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.
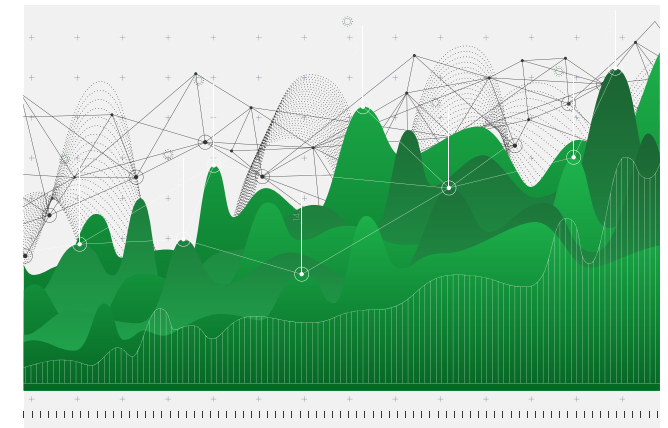
STOCK PHOTOGRAPHY GUIDELINES

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
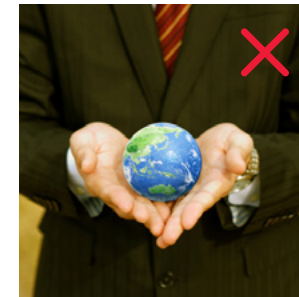
Cliché

Inappropriate innuendo

War reference
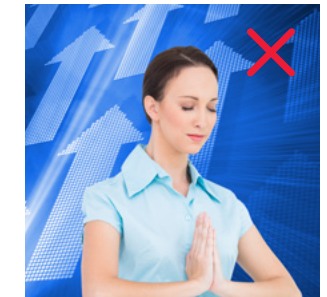
Religious implications

Cultural insensitivity
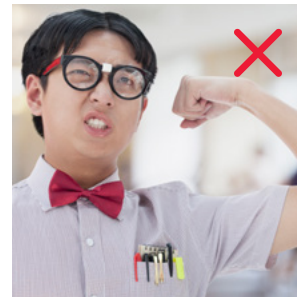
Ethnic stereotypes

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.
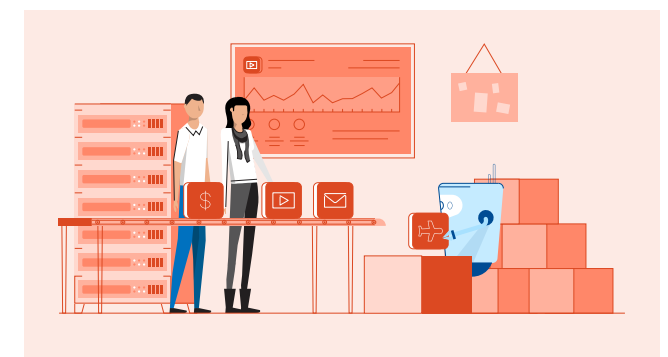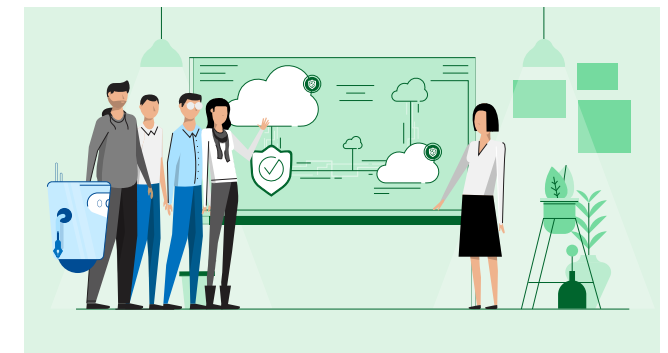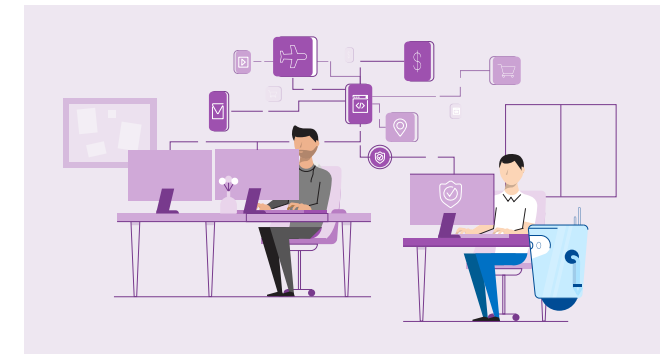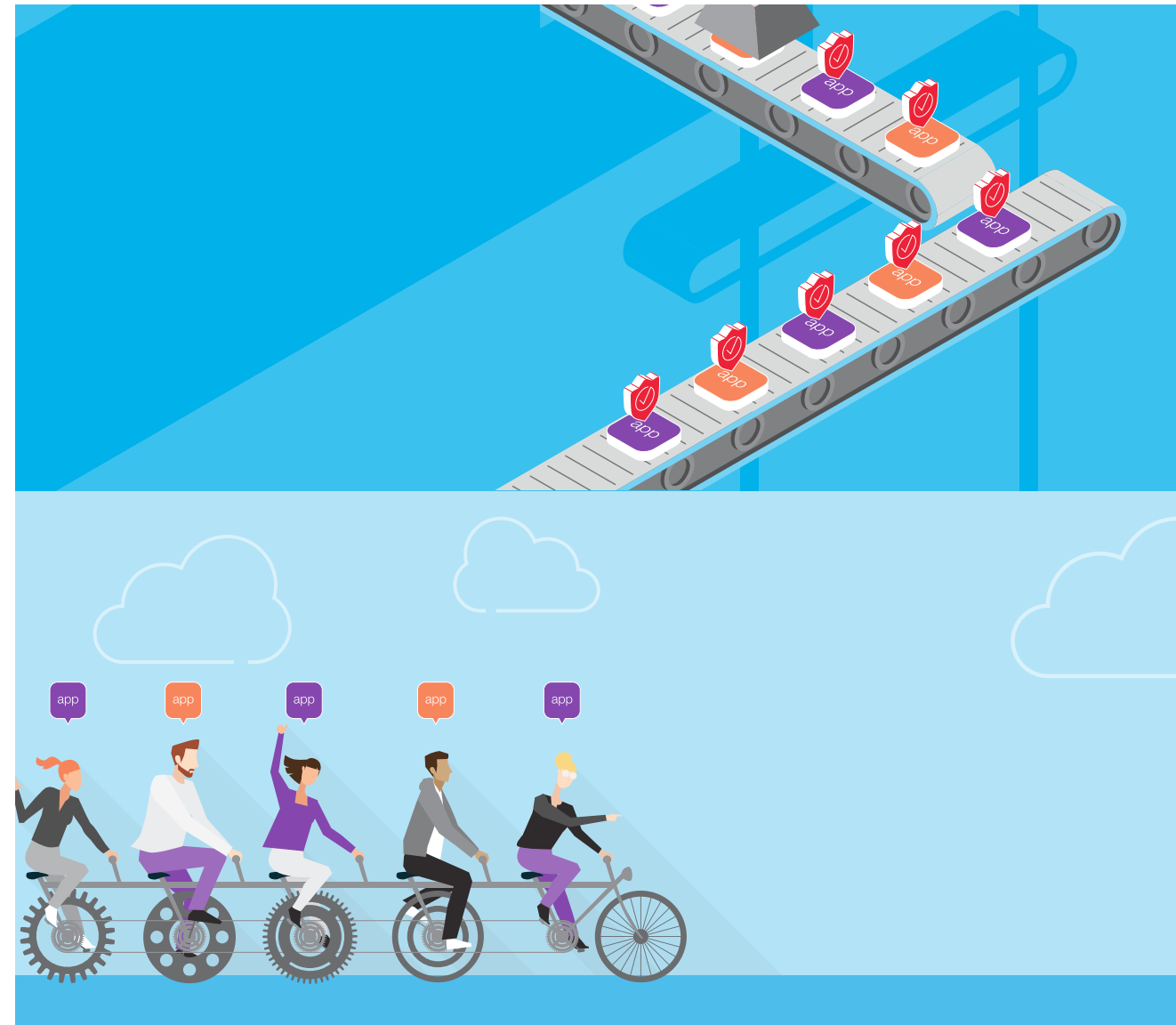
The style of F5 brand icons is simple, straightforward, and two-dimensional. Lines are black by default, but can be reversed to white over a dark background or changed to a single color from the brand palette.

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

THE HIDDEN ROI OF
A SMART WAF SOLUTION

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).

SMART WAF SOLUTIONS CAN ANALYZE YOUR TRAFFIC AND DIFFERENTIATE AUTOMATION FROM REAL HUMAN ENGAGEMENTS.
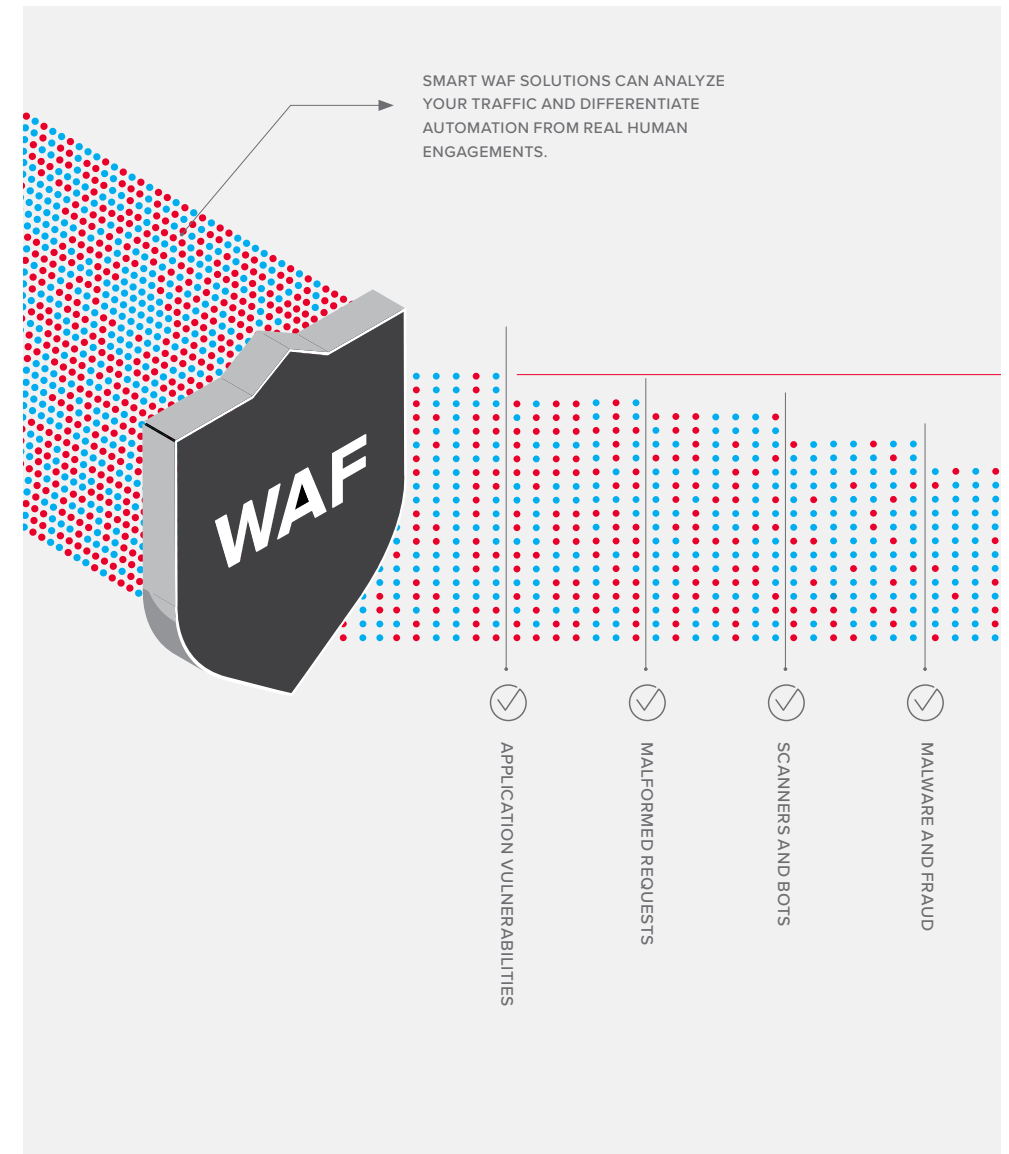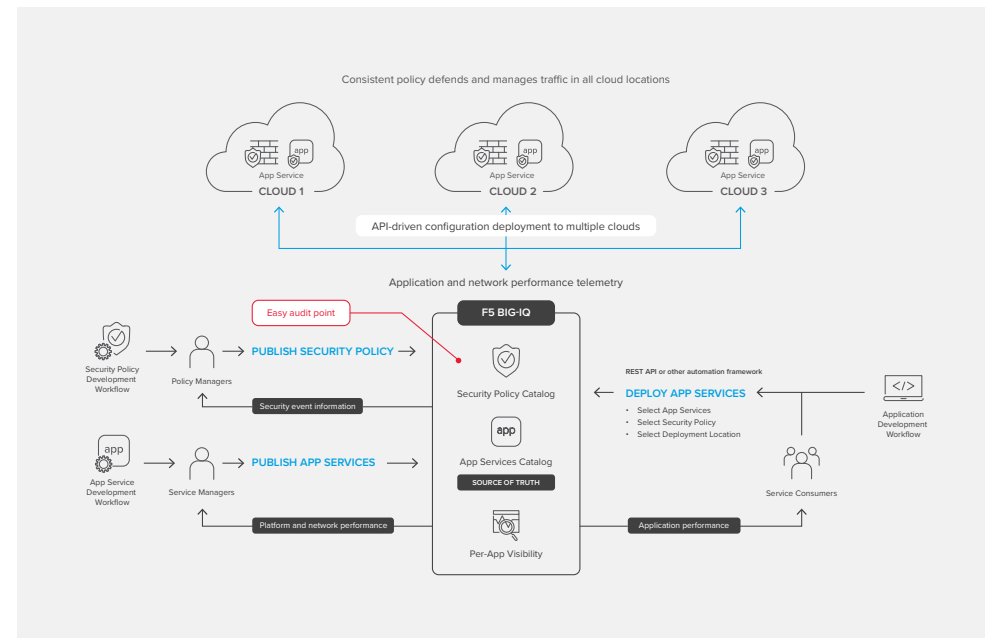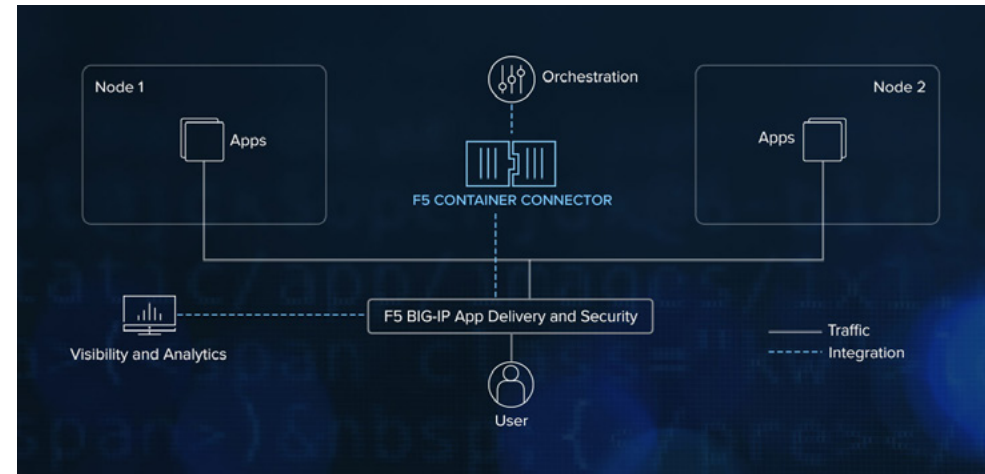
CHARTS AND TABLES

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

53%
53%
47%
43%
37%
34%
34%
34%

47%
44%
44%
42%
29%
15%

TREND CHARTS

On-premises private cloud
Colocation data centers
Off-premises private cloud
Public cloud IaaS services / SaaS offerings
Public cloud PaaS service

50%
40%
30%
20%
10%
0

Today   12 Months

DONUT CHARTS

44%   70%
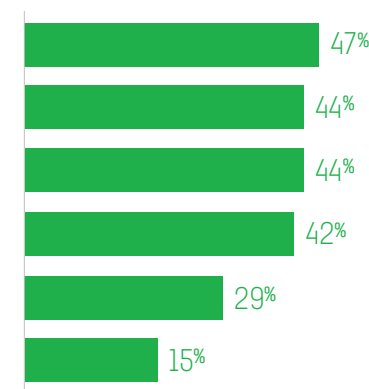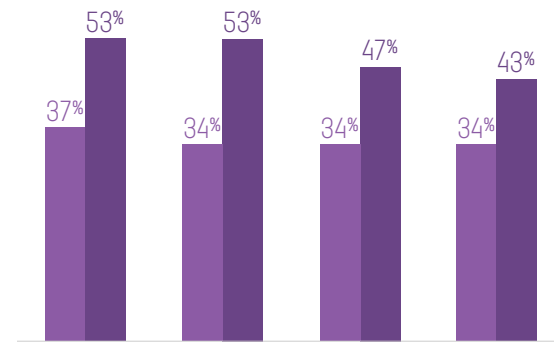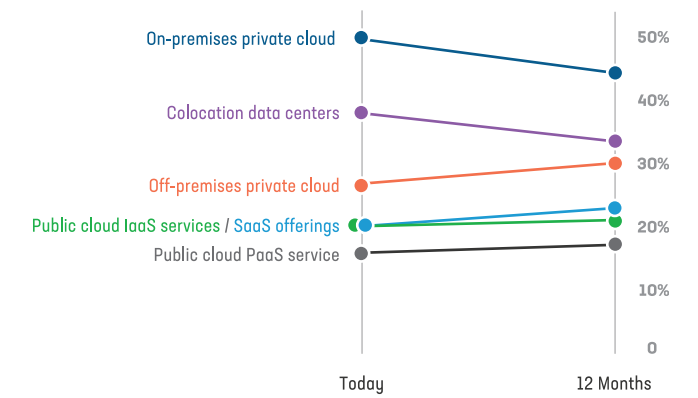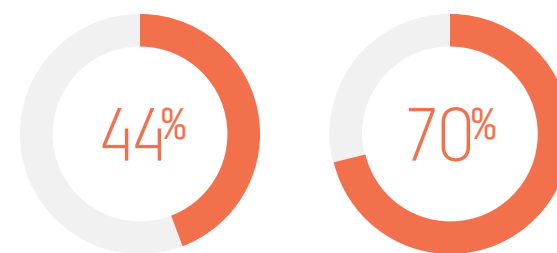
ICONS WITH STATISTICS

69%   63%
REQUEST   RESPONSE
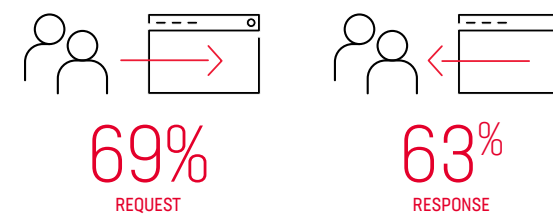
LARGE STATISTICS WITH COPY

4/5

Four out of the top five application services most widely deployed were security services.

DECISION TREES

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.

Name
Title

address@f5.com
D XXX.XXX.XXXX
M XXX.XXX.XXXX
F XXX.XXX.XXXX

801 FIFTH AVE
SEATTLE, WA 98104

801 FIFTH AVE   SEATTLE, WA 9810   206.272.5555

801 FIFTH AVE
SEATTLE, WA 98104
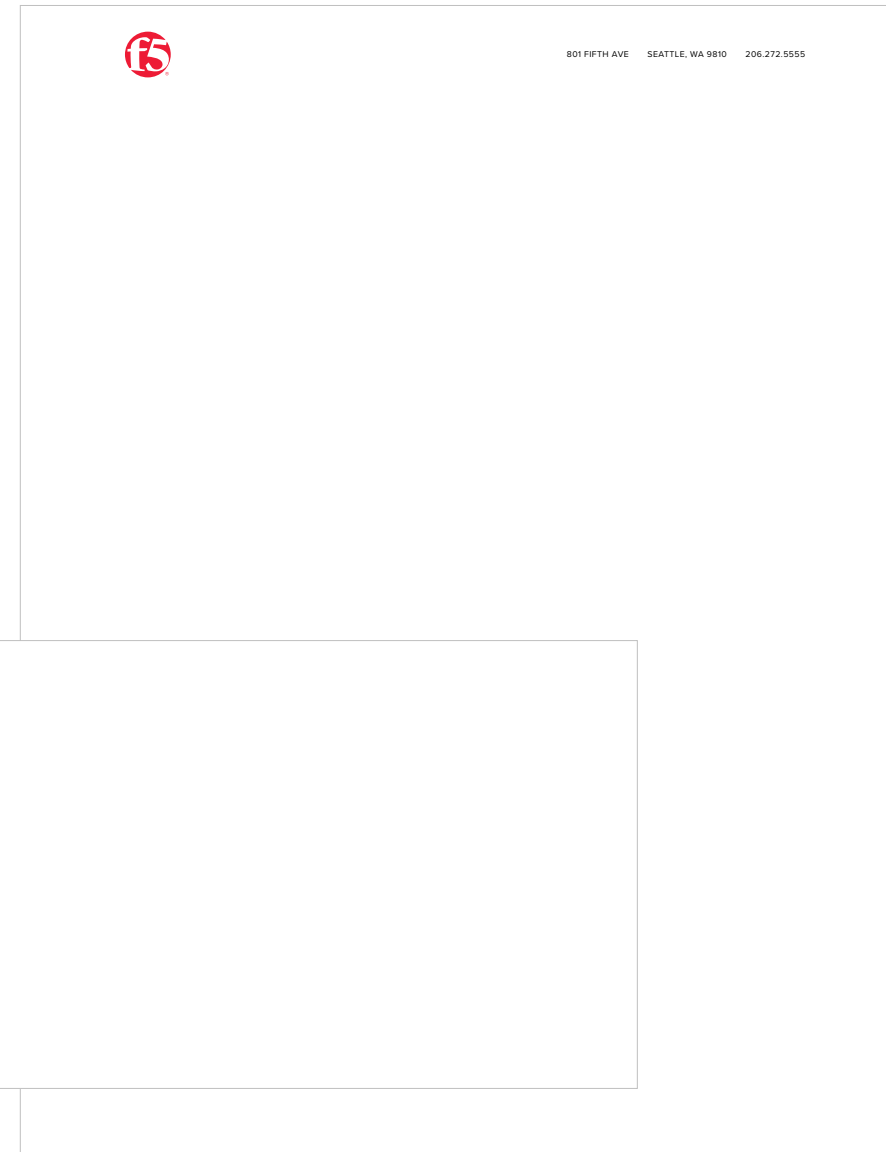
BRAND-GEN CAMPAIGNS

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
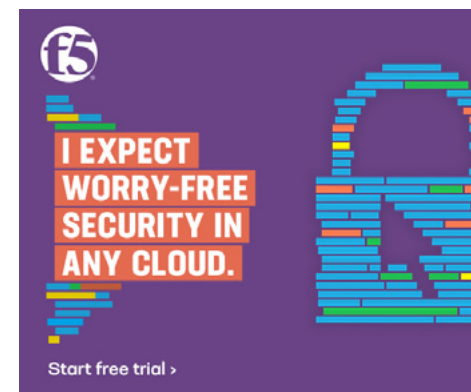
SOCIAL MEDIA ASSETS

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
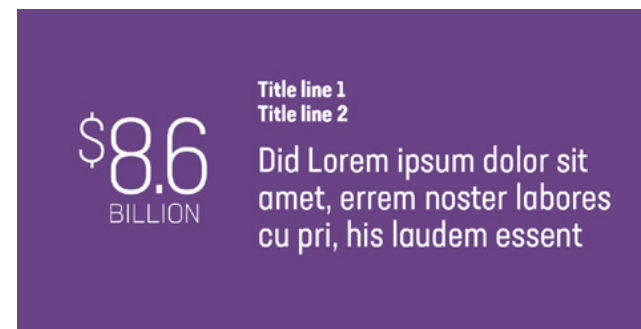

CAMPAIGN CREATIVE
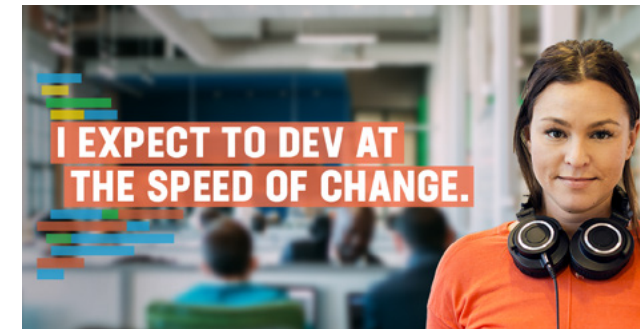
PROGRAM / SPONSORED EVENT CREATIVE

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 f5studio@f5.com. To inquire about the Studio's availability, please reach out to marcom@f5.com.
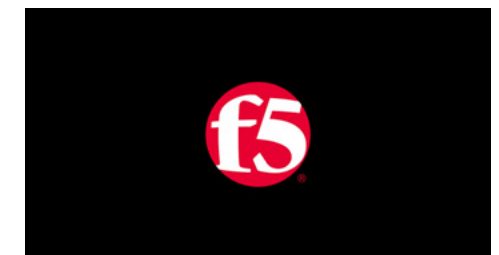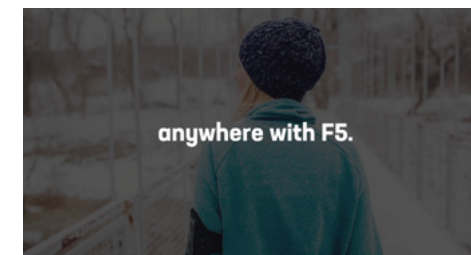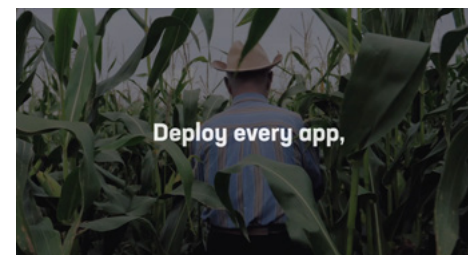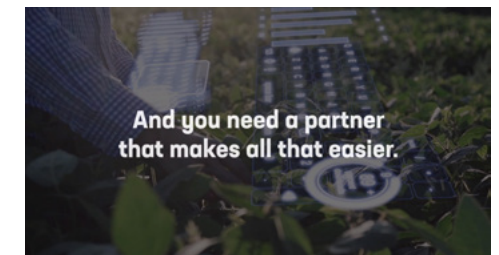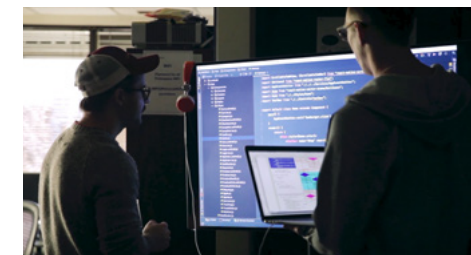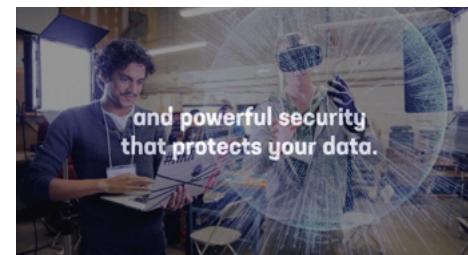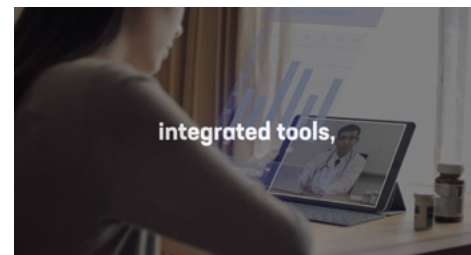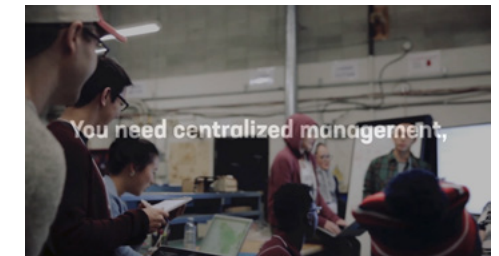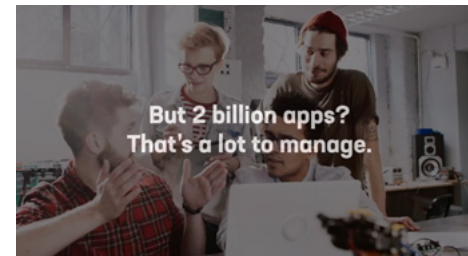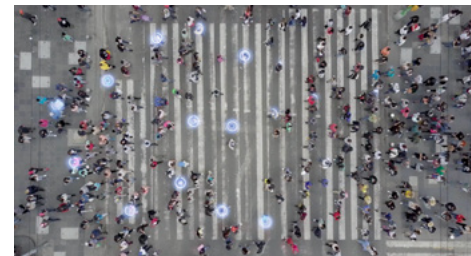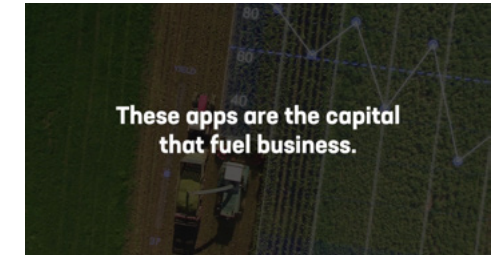
ANIMATED VIDEOS

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.
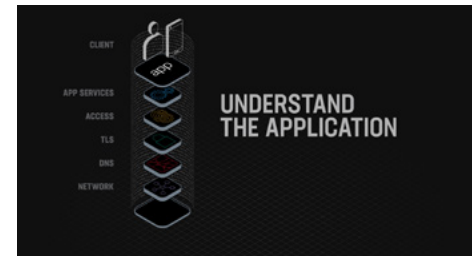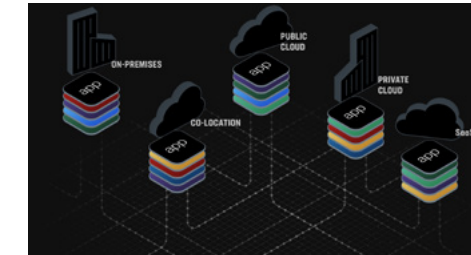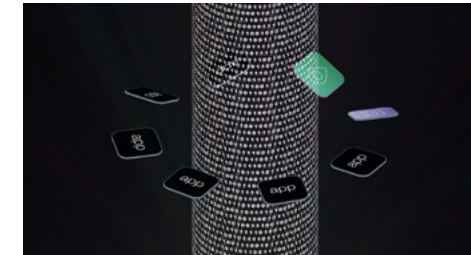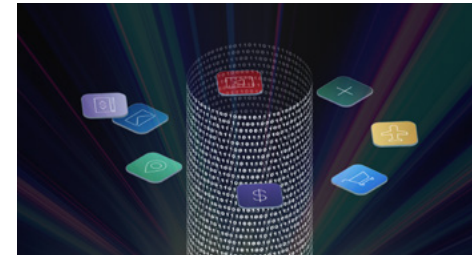
All videos created by outside agencies (for external and internal audiences) must follow the same guidelines. For video production questions, please email f5studio@f5.com. To inquire about the Studio's availability, please reach out to marcom@f5.com.
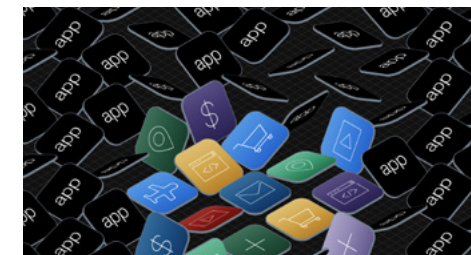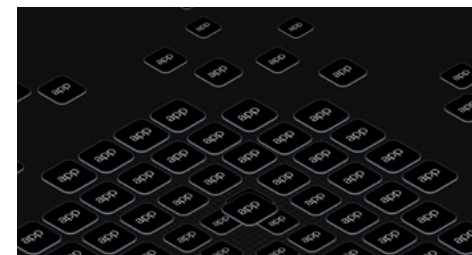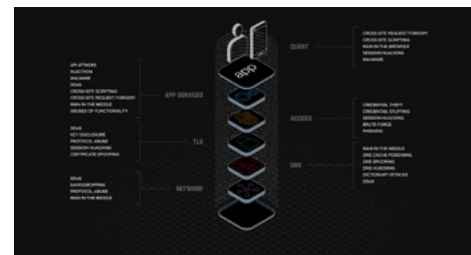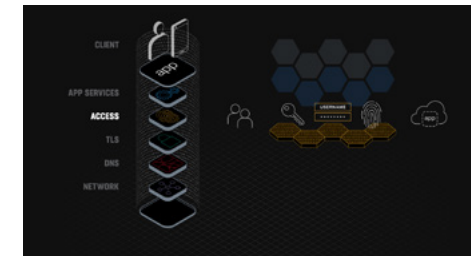
BRANDED VIDEO TEMPLATES

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
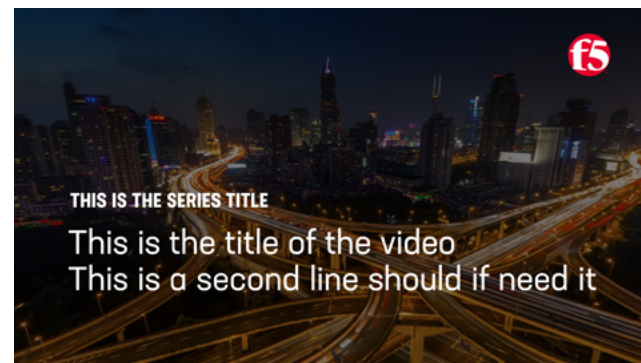
LOWER THIRDS

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
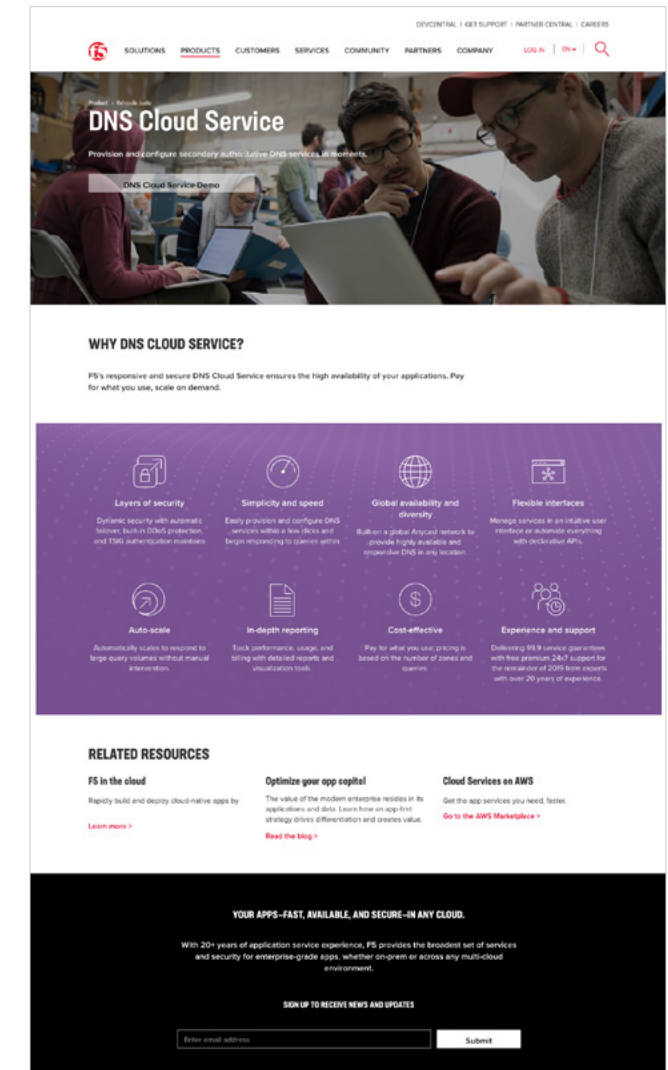
MARKETING COLLATERAL

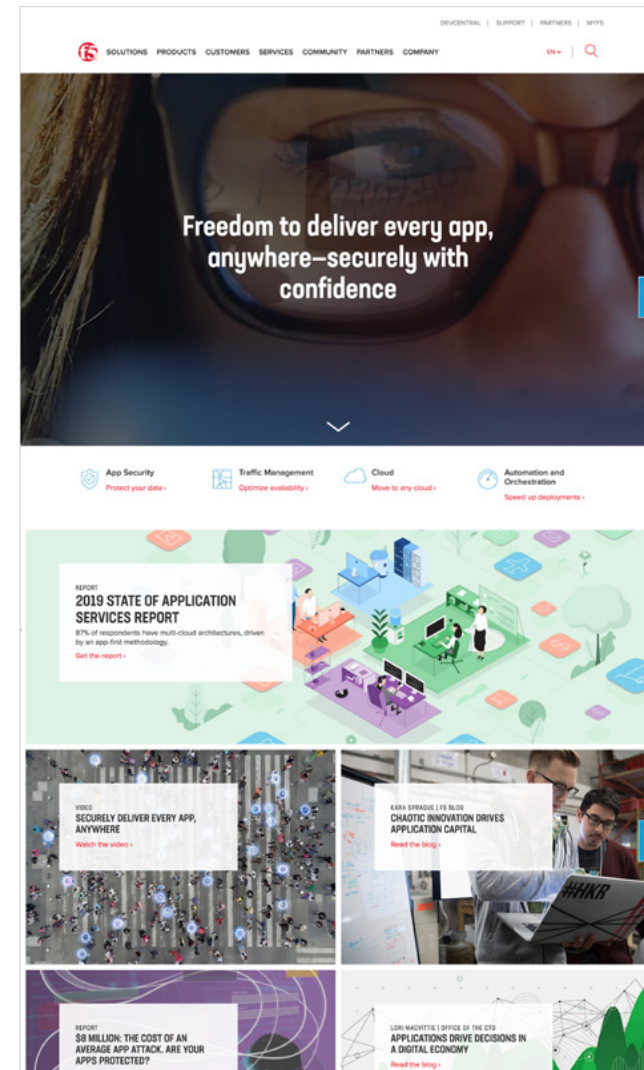To maintain creative alignment and apply design styles consistently, we often use templates. Reports, guides, overviews, data sheets, and other marketing collateral are a great example.

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
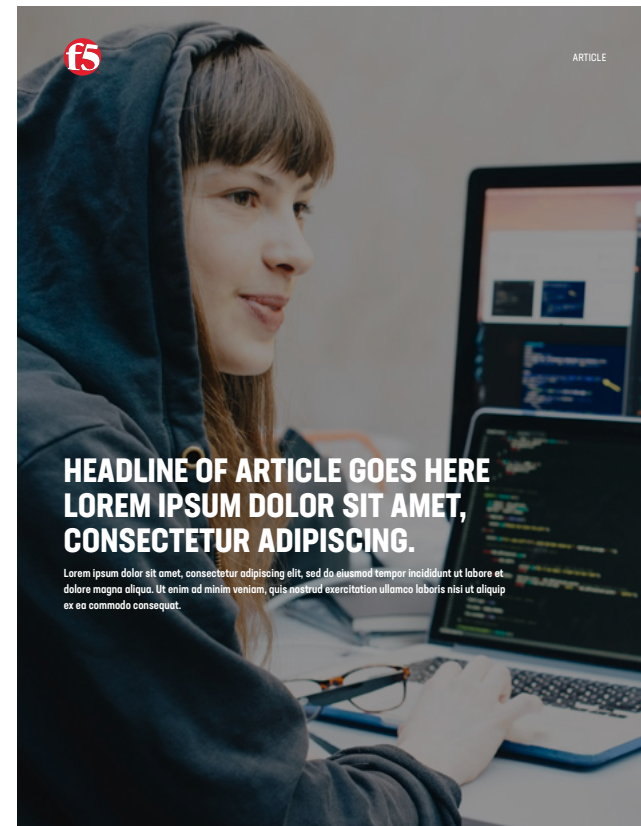
GUIDE
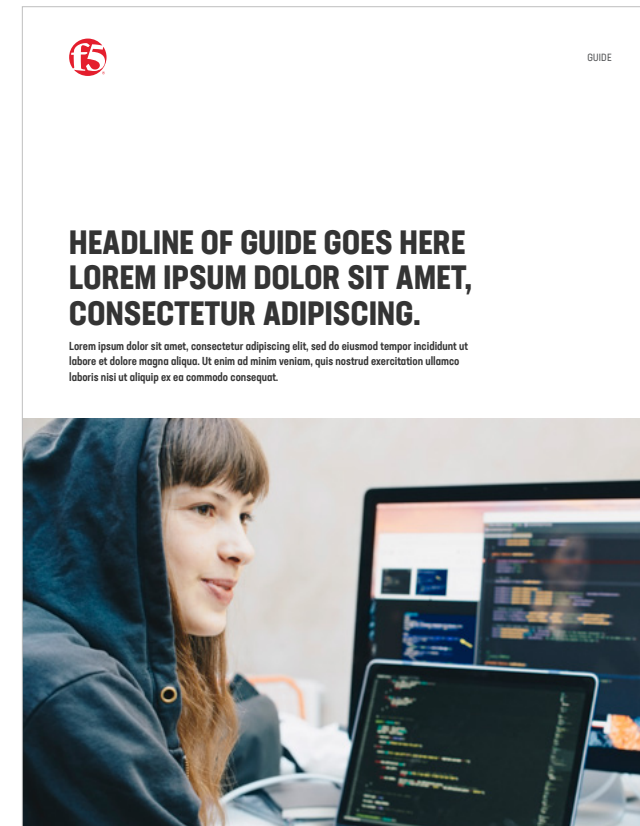
OVERVIEW
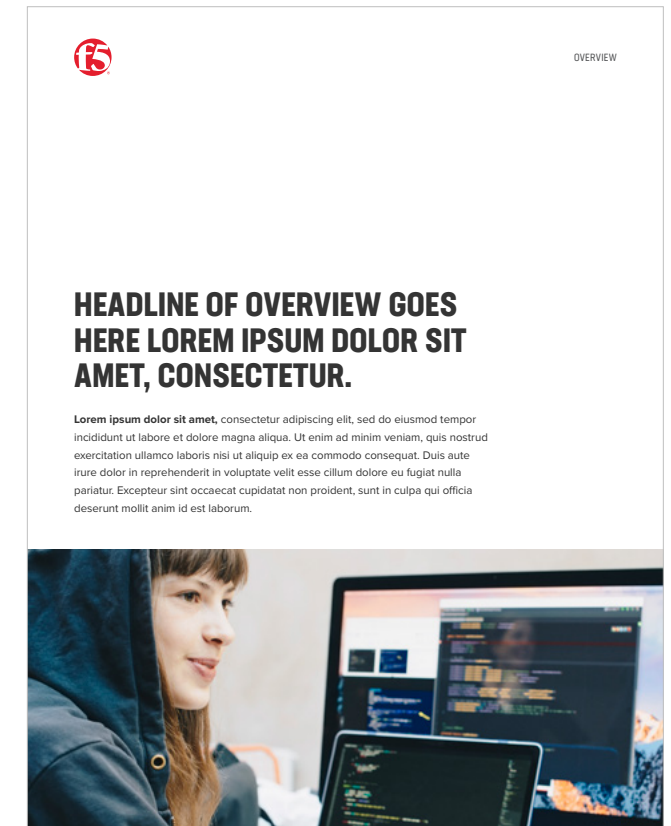
EVENT BOOTHS

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

F5 branded displays are a cost-effective and quick way to create a small booth area. The freestanding, vertical pull-up banner—typically used at smaller field events, HR/recruiting activities, charity events, and promotions—is typically paired with an F5 table skirt.

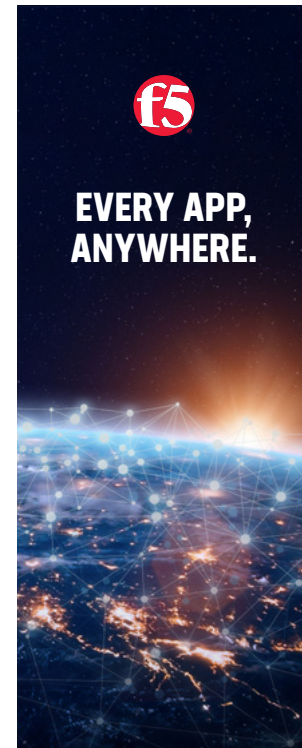10' x 10' pop-up signs require minimal assembly. They are used at mid-size field events when an elevated brand presence is warranted.

Use large-scale photography or illustrations that cover the entire banner for higest impact, placing the logo and messaging near the top of the banner for visibility in crowds and at a distance.

BRAND

APP SECURITY

APP SERVICES

DEVOPS

EVERY APP, ANYWHERE.

THINK APP SECURITY FIRST

MIGRATE. BUILD. DEPLOY. ANYWHERE.

f5.com/cloud

Securely deliver every app, anywhere.

f5.com/DevOps/LON

f5.com/DevOps/LON

{
"Community": "DevOps",
"Mission": "Securely deliver
            every app, anywhere",
"Toolkit": "F5"
}
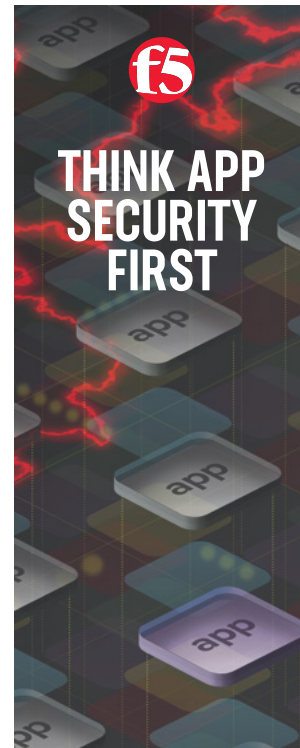
CORPORATE TEMPLATE

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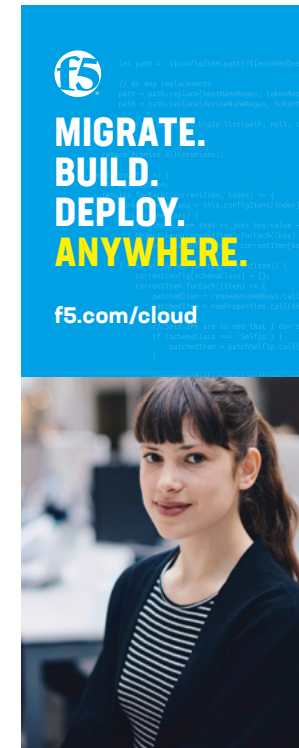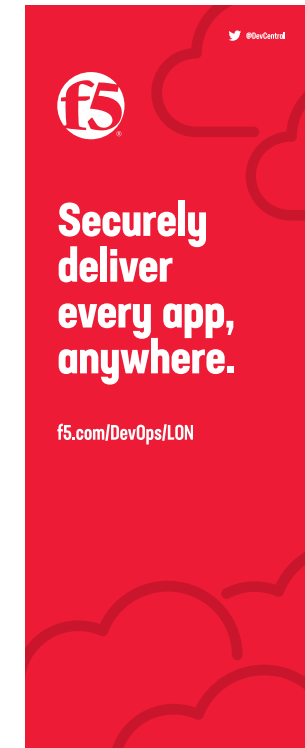
It should not be used, however, to craft cinematic keynotes for external audiences. If you need to create that kind of presentation, please contact marcom@f5.com for additional resources.

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.
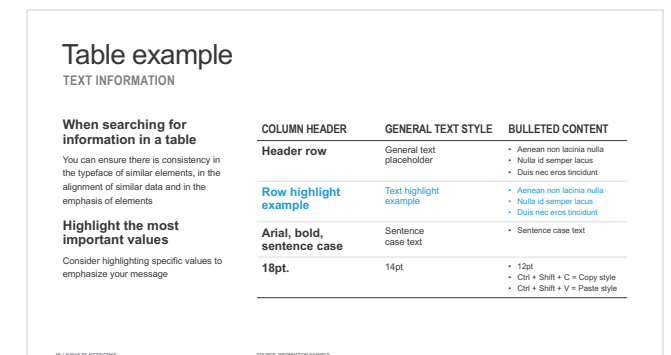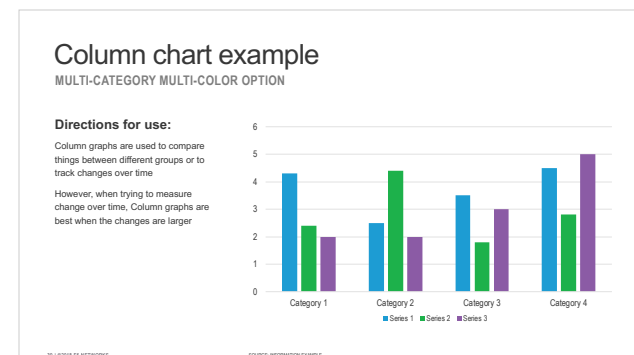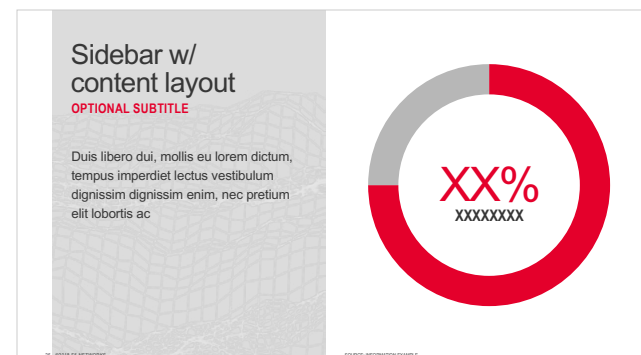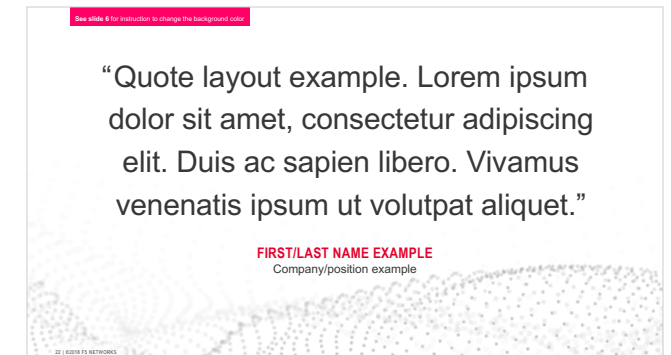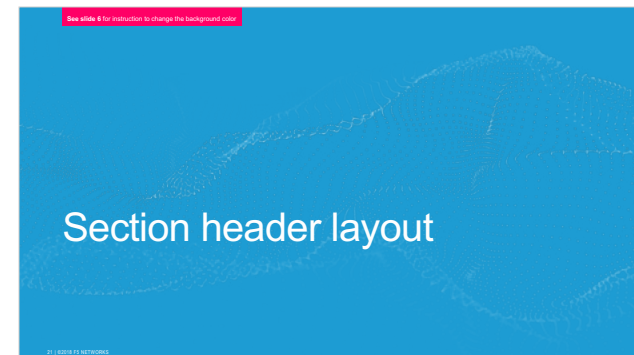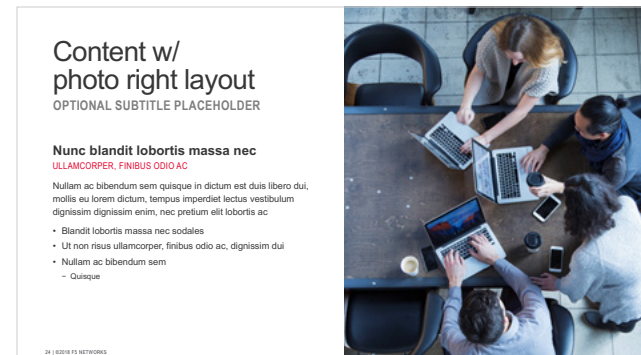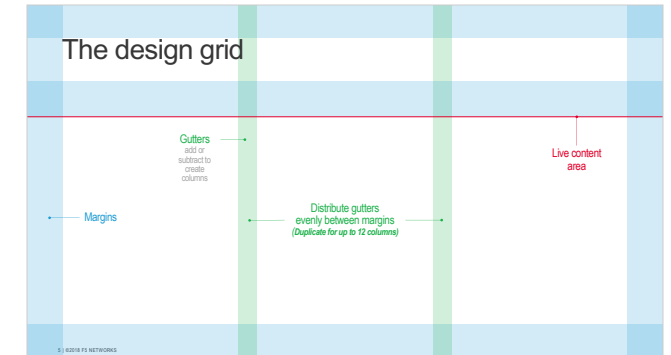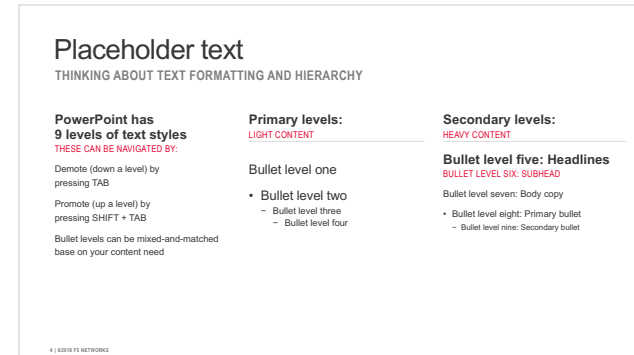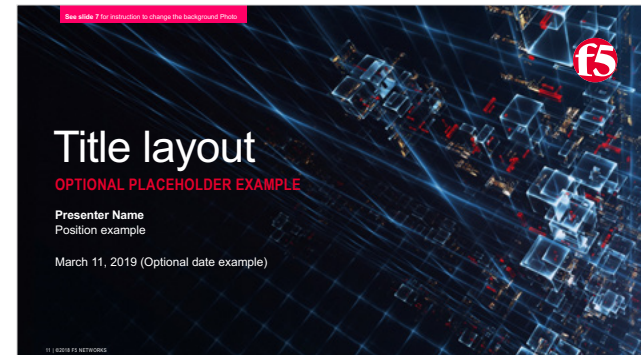
BeF5 PROGRAM

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.

We are owners.

We choose speed.

We obsess over customer needs.

We help each other thrive.

We create a more diverse and inclusive F5.
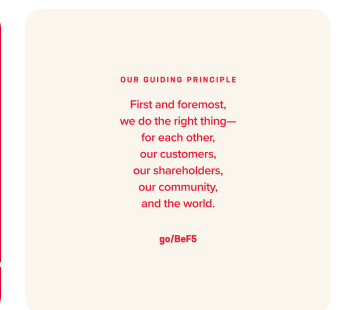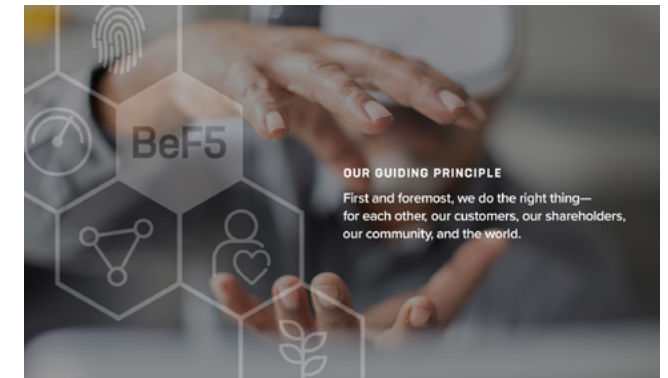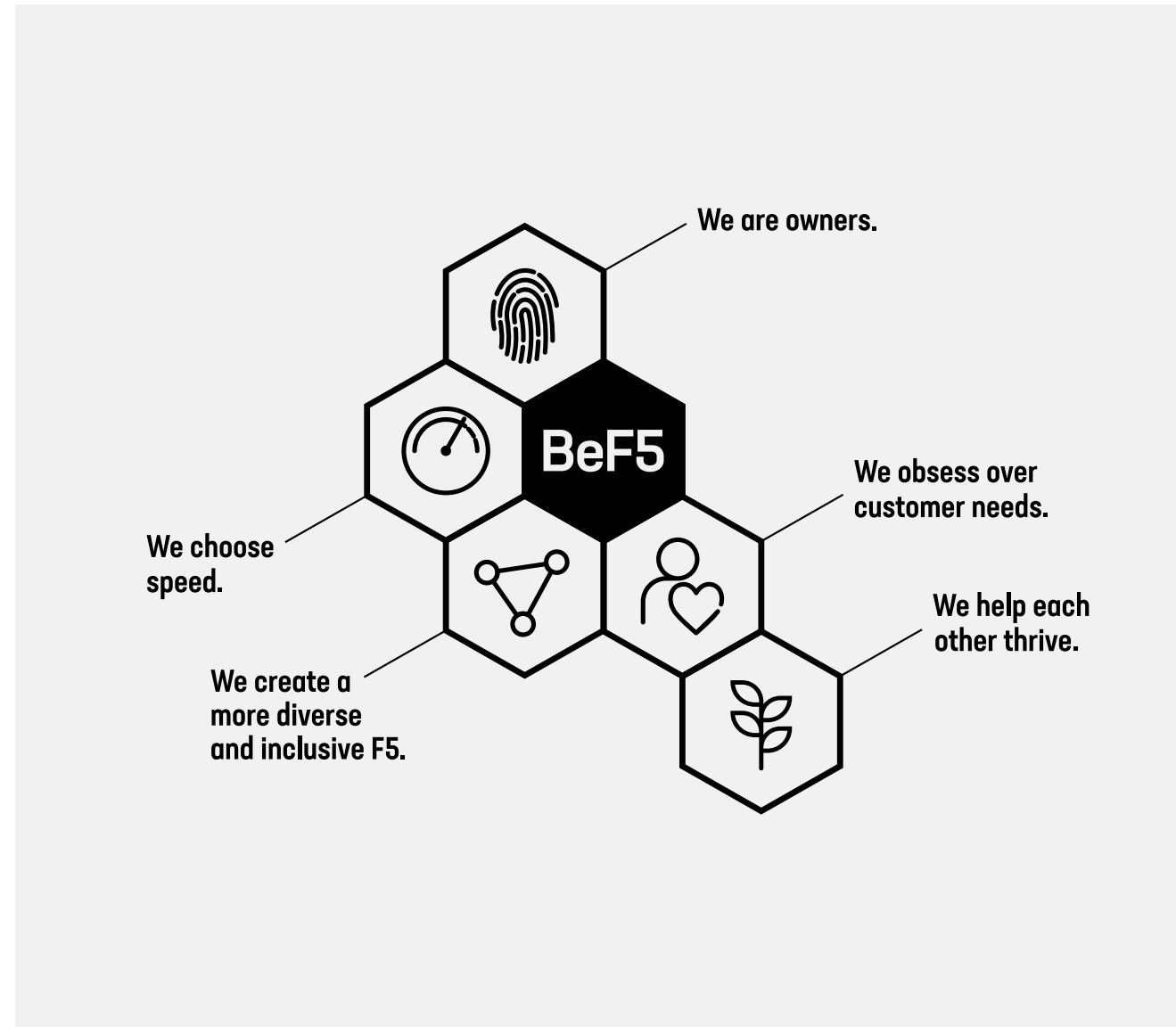
BeF5

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.

Lead F5

We create clarity and alignment.

We unite F5ers around shared goals that will delight our customers.

We find and shape brilliance.

We fight like crazy to recruit and retain top talent, and we empower them to do great things.

We boldly raise the bar.
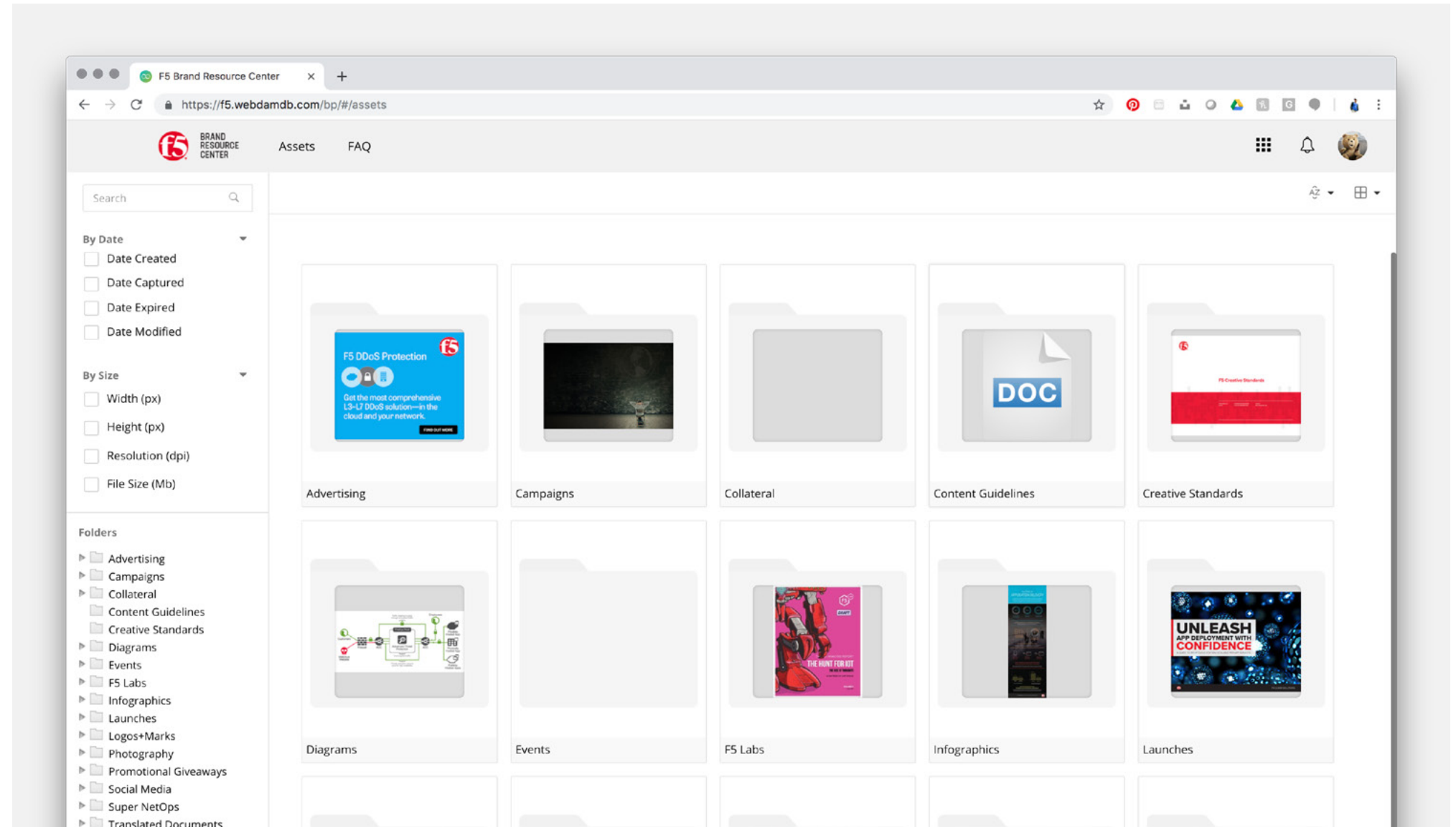
We reject the status quo and continuously pursue higher levels of performance.

CREATIVE RESOURCES

BRAND RESOURCE CENTER (WEBDAM)

All brand assets are available in F5's Brand Resource Center at https://f5.webdamdb.com.

Please email brand@f5.com if you have questions.

LOGOWEAR AND GIVEAWAYS

These guidelines must be observed by those authorized to use F5 trademarks. Only partners (e.g., resellers and distributors) or others who have obtained explicit permission from F5 are authorized to use certain F5 trademarks. Otherwise, no right, license, or permission, express or implied, to use F5 trademarks is provided by these guidelines. Any uses of F5 trademarks that are not covered by any of the examples in these guidelines requires prior written approval by F5. Apply the appropriate trademark notices to F5 product, feature, and service names or taglines in materials referencing F5 trademarks, including print material and documents that will be hosted online as a PDF. You can find a list of current trademarks at f5.com/about/guidelines-policies/trademarks. Logos, images, and trademarks of F5 are subject to change without notice. Unless ® is noted for a particular product, feature, or service name or tagline of F5, use ™.

PRODUCT NAMING

To preserve F5 brand integrity and adhere to legal requirements, do not cut corners on F5 naming. Product naming can be complex, so please contact F5 directly if you need clarification.

- F5 internal teams must apply trademarks in print materials; however, do not apply trademarks to web page content. Third parties must mark all F5 trademarks, including web page copy.

- Apply trademarks to first mentions of products and technologies in body copy if it is unsuitable to apply them in headlines.

- Refer to f5.com/about/guidelines-policies/trademarks for a complete list of F5 trademarks.

THIRD PARTY USAGE NOTICE

Third parties must apply this notice to materials referencing F5 trademarks (e.g., printed materials, documents that will be hosted online as a PDF, web page content, etc.):

F5, F5 Networks, and the F5 logo are trademarks of F5 Networks, Inc. in the U.S. and in certain other countries. Other F5 trademarks are identified at f5.com. Any other products, services, taglines/slogans, or company names referenced herein may be trademarks of their respective owners with no endorsement or affiliation, express or implied, claimed by F5.

LEGALESE FOR F5 PUBLICATIONS

Apply this legalese to printed materials and documents that will be hosted online as a PDF:

© F5 Networks, Inc. All rights reserved. F5, F5 Networks, and the F5 logo are trademarks of F5 Networks, Inc. in the U.S. and in certain other countries. Other F5 trademarks are identified at f5.com. Any other products, services, or company names referenced herein may be trademarks of their respective owners with no endorsement or affiliation, express or implied, claimed by F5.