

The Citrix logo is displayed in white, bold, sans-serif font on a green circular background. The logo consists of the word "CITRIX" with a registered trademark symbol (®) to its upper right.

Product Brand Style Guide

ShareFile + RightSignature
2017



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Citrix was founded on a core principle: to make the world's applications and data secure and easy to access. **Anywhere. At any time. On any device or network.**



Our Vision:

We aim to power a world where every person, every organization, and every thing is connected. A place where all business is digital business. Where organizations everywhere are using the cloud, mobile, and big data to invent new business models and to rethink how we work and live. A world where our customers are free to make the unimaginable the possible.

ShareFile

Positioning Statement

ShareFile makes it simple and secure for teams and their clients to access their files and collaborate on any device.

Brand Promise

The simple secure way to work

Brand Pillars

Collaborative workflows

Tailored, industry-specific tools

Bank-level security

RightSignature

Positioning Statement

RightSignature makes it fast and easy to get documents signed online quickly. Reduce admin time, boost productivity, eliminate errors, and improve customer satisfaction with e-signatures from RightSignature.

Brand Promise

The easiest, fastest way to get documents signed online.

Our Voice

How to convey the ShareFile and RightSignature voice

- + Always write in plain language—the kind that anybody can understand the first time they read or hear it. You should always avoid industry jargon, buzzwords or insider terms.
- + Use lists, bullets, numerals, and visuals to bring copy to life. Walls of solid text can be hard to read and uninviting. Breaking up a paragraph with bullets or icons makes it more digestible for your reader.
- + Go for short sentences and simple terms. In all writing, a great goal is to use as few words as possible without sounding blunt or rude. Aim for a balanced mix of short and longer sentences.
- + Be clear, concise and positive. Encouraging your audience to consider new ways of doing business is more effective than emphasizing the things a business might be doing wrong.
- + Focus on solutions, not just selling products. Customers come to us looking for answers to their everyday problems. Listing products does not tell the Citrix ShareFile story or demonstrate how we help solve problems. It's always more impactful to focus on the how not the what.

Correct: Work better together with Feedback and Approval workflow. Get accurate, real-time feedback and approvals automatically using a single dashboard.

Incorrect: Feedback and Approval workflow is a great collaborations tool offered by ShareFile.

- + Use active voice. It makes content stronger by giving credit for an action. This is more engaging for your reader.

Correct: You can get any document signed and filled out in minutes with ShareFile.

Incorrect: ShareFile has been used to help get documents signed faster.

- + Use the heck out of second person — We talk to our customers, not at them. So we should call them 'you,' not 'the user' in our writing.

In summary, our voice is:

- + Simple — but not simplistic.
- + Direct — but not stern.
- + Positive — but not sugarcoated.
- + Approachable — but not overly casual.
- + Smart and confident — but not arrogant.

Our tone

The ShareFile and RightSignature tone is professional — never stuffy or boring. By appropriately lightening the tone of our communications, we create stronger, more authentic relationships with our customers. When you write, pretend the customer is standing right in front of you.

Think of it this way: How you'd talk to a 90-year-old lady in passing at the grocery store is probably a little different than how you talk to your friends at a backyard cookout during football season — that's the difference in tone. You're still you (your voice); you just adjust how you say things in context (your tone).

How to strike the right tone

- + Be human. Don't write like a robot. Write like one human being talking to another human being. Be our customers' smart, but down-to-earth friend. Use plain language, choosing simple words and shorter sentences as much as possible.
- + Be customer-centric. Remember the whole context part of writing — lightness or seriousness of tone should be dependent on the audience.
- + Be honest. Tell the truth about our products and be sincere — we aren't curing cancer, but we are helping businesses. Don't try to pass off something bad as good, and don't try to twist something to make us sound better.
- + Be humorous. Use a little touch of wit to spruce up something boring, but remember that a little goes a long way.

More do's and don'ts for lightening tone:

- + Never put down the company, our customers or our products in an effort to be funny.
- + Don't brag. Being a hero isn't about being boastful, it's still about the customer first. We aren't the best; we want our customers to have the best experience.
- + Remember that we're talking to adults, often of many different generations.
- + Don't get too chatty — aim for just enough.
- + Vary longer sentences with fragments now and again to easily lighten the tone. Just like this.
- + Include asides, and you'll sound like a real person. (Parentheses — and em dashes — work well.)
- + Be a Citrix hero. Toot our company's horn, but only to show how much we care about our customers. Try using the 'we' pronoun a little more?
- + Use contractions. They're how we talk.
- + And feel free to start sentences with conjunctions.

Word Usage and grammar

ShareFile and RightSignature follow the AP Style Guide. For anything not covered by the AP, we've created this handy list.

24/7

Not 24-hour, 7-day-a-week

Not 24-hours, 7-days-a-week

Not 24x7

30-day free trial

Use a hyphen when there is a two-word description before a noun.

But after? It would be a 'free trial that lasts 30 days.'

128-bit encryption/256-bit encryption

The same rule applies here as the 30-day free trial.

Two words adjectives get a hyphen.

anytime vs. any time

Anytime is an adverb.

Any time is an adjective, usually preceded by the word 'at'.

anyway vs. any way

Anyway is an adverb meaning "regardless."

Any way is an adjective meaning "any manner" or "any method," usually preceded by the word 'in.'

bulleted lists

Capitalize the first word in a bulleted list.

Use parallel structure within a list.

Only use punctuation if the items are complete sentences.

Use bullets to:

- + List key benefits
- + Highlight essential information
- + Help readers compare things

Parallel structure is:

- + Easy to remember
- + Balanced
- + Professional

buttons (or links)

Capitalize button names and bold as needed, but never put them in quotation marks. Never put the word button with the name.

Correct: Click Continue to proceed.

Incorrect: Click the Continue button to proceed.

capitalization

Do NOT capitalize unnecessary words, including but not limited to:

- + Job titles
- + Industry names
- + Verticals
- + Generic industry terms
- + Non-trademarked product features or names
- + Job titles

Citrix

In general, put before the name of a product on first use and the product name alone thereafter. Never use Citrix Systems for general usage.

Example: Citrix ShareFile allows you to securely share and access files from anywhere.

click vs. click on

Always click. Never click on.

Correct: Click Apps on the main navigation bar of your ShareFile account.

Incorrect: Click on the Apps button on the main navigation bar of your ShareFile account.

click vs. select

Use click when there is one or only a few options. Use select when there is a list of options or there are many options.

compliance

Avoid saying that ShareFile, RightSignature or ShareConnect are compliant with any regulation or standard. If truthful and applicable, say that our products support your business's compliance.

datacenter

Always one word.

double-click (also, left-click and right-click)

Always hyphenated.

Word Usage and grammar

drop-down menu

Always hyphenated. Dropdown is not a word.

E-book and e-book

Always hyphenated. Never eBook.

E-Signature and e-signature

Always hyphenated. Never eSignature.

Per RightSignature historical usage, use E-Signature on first use with both the 'e' and 's' capitalized.

headlines

Use sentence case – Punctuations is required for headlines that compose of two complete thought.

Example: Get more done from anywhere. It's easy with Citrix ShareFile.

Gender-neutral phrasing

Do not use he/she or him/her. Write to avoid the need for gendered terms: use second person phrasing or plural nouns

healthcare

Always one word.

home page

Always two words. Only capitalize at the start of a sentence.

internet (also, web)

Only capitalize at the start of a sentence.

log-in vs. login vs. log in

Log-in is the adjective, usually used before a noun. Log in is the verb form – it's never log into. Ever. Login is the noun form. It's never log on.

Example: Our log-in page is secure. You can log in to your ShareFile account now. Did you enter your login correctly?

log out

Use log in and log out. Not log on and log off.

onboarding

Always one word.

PCs (or any other plural acronym)

Never use an apostrophe to make plural.

Example: PCs. APIs. KPIs. MQLs.

personal pronouns

Singular: he, she, they, you
Plural: they, you

If possible, always use plural forms or second person (you) when talking about customers or others, so that you can always use the plural they. However, you can use the singular they if the singular form is needed and you want to avoid using "his or her."

phone numbers

Do not use hyphens in marketing materials – this helps with internationalization.

Example: Call us at 1 800 441 3453 for more information.

plugin

Never hyphenated. Should not be capitalized unless used with the ShareFile Plugin for Microsoft Outlook, a trademarked name.

set up vs. setup

Verb form is two words. Noun form is one word.

Example: ShareFile setup is simple. It's simple to set up ShareFile.

smartphone

Always one word.

startup

Always one word.

URLs

Capitalize in marketing materials for branding and readability.

Example: www.RightSignature.com and www.ShareFile.com or even ShareFile.com.

username

Always one word. Do not capitalize.

website

Always one word. Do not capitalize.

white paper

Always two words.

Trademarks, copyrights and boilerplate

We assert copyright (or content ownership) on all the materials we produce. To do so, we note the year or range of years when the content was created and the appropriate legal entity. Copyright notations should be placed at the bottom or footer of all collateral and website and it should include all products mentioned with Citrix Systems as the main owner.

Copyright footer

@2017 Citrix Systems, Inc. All rights reserved. [insert product names] are trademarks of Citrix Systems, Inc. and/or one of its subsidiaries, and may be registered in the U.S. and other countries. Other product and company names mentioned herein may be trademarks of their respective companies.

Copyright short-form footer

@2017 Citrix Systems, Inc. All rights reserved.

Boilerplate

Citrix (NASDAQ:CTXS) enables the secure and reliable delivery of applications and data over public, private or hybrid clouds or networks, to virtually any type of device. With annual revenue in 2015 of \$3.28 billion, Citrix solutions are in use at more than 400,000 organizations and by over 100 million users globally. Learn more at www.citrix.com.

Trademarks

A trademark symbol is no longer required for materials that may be seen internationally where our trademark status varies

or on materials where a product logo appears. So 99.9 percent of the time, you will not use a symbol for our products in body copy.

You do not need to put a symbol for other products with this we integrate, such as Microsoft Outlook. You just need to always include Microsoft and not Outlook as a standalone.

DO put the appropriate trademark or copyright symbol on all materials owned or distributed by third parties.

Exceptions to this rule:

- + If the material will appear exclusively in the United States, use the TM symbol with the first full reference to the trademarked product, especially if the logo is not shown (but do not include trademark symbols in titles or headers).
- + Use the appropriate TM and © symbols on all materials owned or distributed by third-parties.

Citrix trademark use guidelines

Review detailed guidelines for trademark use at <http://www.citrix.com/about/legal/brand-guidelines.html>

Logotype



ShareFile®

ShareFile primary logotype for use in US communications.



ShareFile®

Don't crowd the logotype — it needs space to breath.



ShareFile®
|.75|

.75 x 0.2 inches is the minimum size of the logo. Maintaining this size ensures readability.

Primary logotype

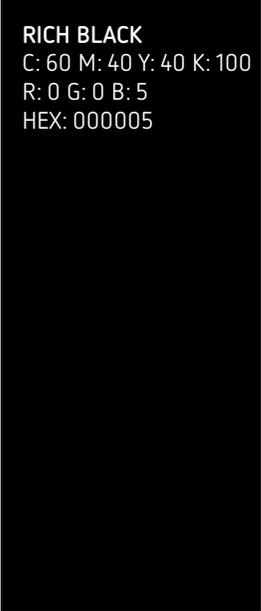
This is the official Citrix ShareFile logotype. ShareFile is typeset in Netto OT, a typeface used for all Citrix product logotypes. The logo is simply a lock up of the letters typed in the Netto OT font, so the logo can be typed.

The "S" and the "F" are always capitalized in ShareFile.

Registered Mark

The ShareFile word-mark is a registered trademark and should have the ® following it. The only exception to this rule is for collateral and materials to be distributed outside the US. Do not use the ® for materials distributed outside the US.

Color Palette



Primary colors

Color is an important part of a visual identity and brand. Share-File's primary palette consists of green, gray, and black. Share-File green is used to highlight the most important information, such as the headline or call to action.

Tints of gray and green can be used.

Product Icon



Product Icon
This is the product icon for the ShareFile web and mobile applications. It is not to be used as the logo or added to the logo in any way. The product icon can be used as a design element on branded items.



Logotype



RightSignature®

RightSignature primary logotype for use in US communications.



RightSignature® X

Don't crowd the logotype — it needs space to breath.



RightSignature®

| — .75 — |

.75 x 0.2 inches is the minimum size of the logo. Maintaining this size ensures readability.

Primary logotype

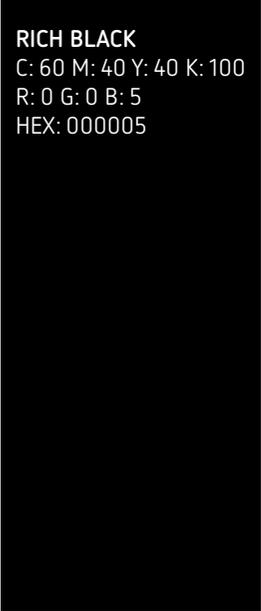
This is the official Citrix RightSignature logotype. RightSignature is typeset in Netto OT, a typeface used for all Citrix product logotypes. The logo is simply a lock up of the letters typed in the Netto OT font, so the logo can be typed.

The "R" and the "S" are always capitalized in RightSignature.

Registered Mark

The RightSignature word-mark is a registered trademark and should have the ® following it. The only exception to this rule is for collateral and materials to be distributed outside the US. Do not use the ® for materials distributed outside the US.

Color Palette



Primary colors

RightSignature’s primary palette consists of blue, gray, and black. RightSignature blue is used to highlight the most important information, such as the headline or call to action.

Tints of gray and blue can be used.

Product Icon



Product Icon
This is the product icon for the RightSignature web and mobile applications. It is not to be used as the logo or added to the logo in any way. The product icon can be used as a design element on branded items.



Logotype usage



The logo can be made white, if on a green background.



The logo can be made white, if on a dark background.

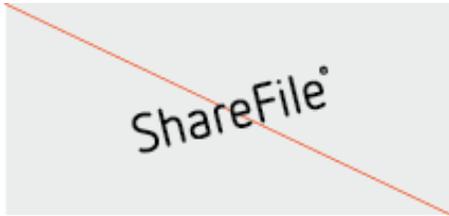


Use the black logo on light backgrounds.



Use a + between the ShareFile logo and another Citrix logo or a partner logo.

Logotype usage



Don't put the logo on an angle.



Don't change the color of the logo.



Don't use gradients with the logo.



Don't skew the logo.



Don't stretch the logo.



Don't put the logo in a shape.



The "S" and the "F" are always capitalized; the "R" and the "S" for RightSignature.



The "S" and the "F" are always capitalized; the "R" and the "S" for RightSignature.



Don't use the logo in a sentence. It's ok to just type it out. Use the ® on first use only.



Don't change the font of the logo.



Don't use a dark logo on a dark background.

Secondary Color Palette

<p>Print 289 C C: 67 M: 0 Y: 0 K: 0</p> <p>Digital R: 35 G: 170 B: 226 #23AAE2</p>	<p>Print 389 C C: 27 M: 0 Y: 100 K: 3</p> <p>Digital R: 183 G: 219 B: 0 #B7DB00</p>	<p>Print 1375 C C: 0 M: 42 Y: 100 K: 0</p> <p>Digital R: 255 G: 158 B: 27 #FF9E1B</p>	<p>Print Warm Red C C: 0 M: 83 Y: 80 K: 0</p> <p>Digital R: 249 G: 66 B: 58 #F9423A</p>	<p>Print 255 C C: 0 M: 100 Y: 2 K: 0</p> <p>Digital R: 233 G: 5 B: 149 #DF1995</p>
<p>Print 7689 C C: 81 M: 25 Y: 6 K: 0</p> <p>Digital R: 24 G: 121 B: 185 #1879B9</p>	<p>Print 362 C C: 70 M: 0 Y: 95 K: 5</p> <p>Digital R: 108 G: 157 B: 0 #6C9E00</p>	<p>Print 165 C C: 0 M: 42 Y: 100 K: 0</p> <p>Digital R: 255 G: 95 B: 20 #FF5F14</p>	<p>Print 199 C C: 0 M: 100 Y: 70 K: 7</p> <p>Digital R: 213 G: 0 B: 50 #D50032</p>	<p>Print 227 C C: 7 M: 100 Y: 5 K: 20</p> <p>Digital R: 170 G: 0 B: 97 #AA0061</p>
<p>Print Cool Gray 5 C C: 12 M: 5 Y: 8 K: 24</p> <p>Digital R: 115 G: 115 B: 115 #B1B3B3</p>	<p>Print Cool Gray 2 C C: 5 M: 4 Y: 5 K: 13</p> <p>Digital R: 219 G: 217 B: 209 #D0D0CE</p>	<p>Print White C: 0 M: 0 Y: 0 K: 0</p> <p>Digital R: 255 G: 255 B: 255 #FFFFFF</p>		

Secondary colors

Secondary colors can be used for both ShareFile and Right-Signature. The lighter value (top row) for each hue has been tested for compliance with a black (#000000) text overlay. The darker value (second row) for each hue has been tested for compliance with a white (#FFFFFF) text overlay.

Typography

Netto Regular - Default Weight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Netto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Netto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Netto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Netto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri Regular - Default Weight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Official typeface

FF Netto is our corporate typeface. As the primary typeface, it is important that most Citrix communications are set in FF Netto. The typeface is made up of five weights: Thin, Light, Regular, Bold, and Black. The default weight to use is FF Netto Regular.

The supporting weights of FF Netto may also be used, but usually for emphasis in smaller applications such as subheads, captions, tables, charts, and folios.

Title and sentence case are preferred. Only use ALL CAPS in small instances such as charts, labels, and UI navigation. Type should never be altered by adding outlines, drop shadows, or effects. Always set ® and ™ as superscript.

Font resources

Download FF Netto at <https://citrixbrand.imagerelay.com>.

Web typography

In limited instances where FF Netto is not available, Calibri should be used as a substitute. These cases may include digital applications such as HTML emails, Word documents, or digital presentations.

The default weight is Calibri Regular. Calibri Bold may also be used, but usually for emphasis in smaller applications such as subheads, captions, tables, charts, and folios.

Third Parties

The Citrix License does not cover third parties, so they must purchase the Netto OT font. The font can be acquired at <https://www.myfonts.com>.

Photography Style



ShareFile and RightSignature are customer-centric, so we use a lot of photography to tell our story. Photography should be candid and personal and use real people, not actors. We use our employees, because they know and love the product and company best.

If the message is about mobility, then use a photograph of a person on a device. Use situational photography — a person in the foreground and others in the back-ground — for vertical-specific images. This reinforces the ideas of collaboration and sharing.

Stock Photography

When selecting stock photography, use the most authentic photographs of people you can find. Location should be modern and open with a lot of natural light. The only time we use black and white imagery is for stock images in case studies.

Illustration Style



Illustration can turn an average piece of collateral into something really unique, something which identifies and communicates the brand message. Illustration should be creative and colorful. The tone should be playful but professional. Our illustrations generally use flat design, which favors a simplified, classically digital aesthetic.

Simple images convey messages more quickly than detailed illustrations. Images like icons can indicate universal actions or purposes so that everyone can easily understand them. When selecting or creating illustration to use, choose illustrations with little or no drop shadows, bevels, embossing, gradients or other tools that add depth.

Iconography

Vertical Icons



General Icons

-  Protect patient information.
Secure
Have secure mobility.
-  Control your data (Appears on same page as secure)
-  Share large files via email
-  Get signatures faster
-  Easy access to files
Satisfy record keeping requirements
-  Sync files across devices
-  Go totally mobile
-  Work from anywhere
-  Make life easier
Collaborate easily.
-  Share large files
Easily exchange files.
-  Integrate your workflows.
-  Easily exchange files
-  ShareFile Sync
-  ShareFile+RightSignature
-  Archiving Options
-  Email, Sync & Search Tools
-  24/7 Support
-  Industry Specific Tools
-  Email Integration
-  Company
-  Careers
-  Flexible Storage
-  Case Details Management

Icon style

We use simple, sophisticated icons on our website and marketing materials to illustrate some of our product features and selling points. Other icons can be used, but should follow the same style.

Vertical Icons

We use specific icons we use when referencing industry solutions addressed by ShareFile and Right Signature. New icons should not be substituted.

When to use Citrix branding



All material should always have a Citrix logo in close proximity to the sub-brand or product logo.

Citrix is the company, ShareFile and RightSignature are products. When the content is specific to an enterprise audience, the creative materials should be Citrix branded. That means you should use the Citrix logo, color palette, and type-face rather than a product logo, palette and type-face. You can find the Citrix brand guidelines at <http://citrixbrand.imagerelay.com>.

The example on the left is the cover of an Influencer Brief showing the relationship between the ShareFile logo and the Citrix logo.

Resources

If you have questions regarding the Product Brand Style Guidelines, or the materials you are creating, please consult the following:

Citrix Brand Assets repository
<http://citrixbrand.imagerelay.com>

Email with questions:
Hudson.Haines@citrix.com

Citrix-approved creative vendors:
<https://backstage.citrix.com/inside-citrix/brand-guidelines-and-assets/creative-vendors.html>