NGINX Creative Guidelines

NGINX is the popular open source project trusted by more than 400 million sites. We offer a suite of technologies for developing and delivering modern applications. Together with F5, our combined solution bridges the gap between NetOps and DevOps, with multi-cloud application services that span from code to customer.

This document presents the NGINX creative guidelines that will allow our employees, marketing partners, and external partners to keep our identity and creative expressions in alignment—and apply our design styles consistently—to create unified and relevant experiences that resonate with our customers.

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NGINX and F5 are better together, with company principles and product qualities already in excellent harmony. Using these as a foundation, we have developed a shared approach that should be reflected in all executions of design materials.

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CREATIVE ELEMENTS
NGINX LOGO

The NGINX 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.

The registration mark and Endorsement Line should only be removed when used at a size that is smaller than .5" for print or digital.

Consult with the Brand team (brand@f5.com) if you have questions about logo usage and when to use the Endorsement Line.

The NGINX logos are available to download here.
LOGO OPTIONS – HORIZONTAL

There are three main versions of the NGINX logo as shown at right and two orientations—horizontal and vertical as detailed on this and the following page.

The primary logo has three colors—green, white, and grey. The secondary versions are green, black, and grey or all white. These should be used more sparingly, with the dark background and primary logo being the dominant expression.

Do not tint the logo, or use it with complex backgrounds or patterns that limit readability. More details on this are covered on page 9.

The NGINX logos are available to download here.

White logo

Black logo

White on white
LOGO OPTIONS — VERTICAL

There are three main versions of the NGINX logo as shown at right and two orientations—horizontal and vertical as detailed on this and the previous page.

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The NGINX logos are available to download here.
MINIMUM LOGO SIZES

Using the appropriate size of logo ensures that it will be legible. If the logo is smaller than 0.5 inches, the registered trademark may be removed, as it will not be readable.

**PRINT MEDIA**

Minimum logo size for print is 0.5” or 36 px. When used at a size that is smaller than 0.5”, the registration mark and Endorsement Line should be removed.

**DIGITAL MEDIA**

Minimum logo size for digital media is 0.5” or 36 px. When used at a size that is smaller than 0.5”, the registration mark and Endorsement Line should be removed.
# 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 NGINX logo and negatively impacts brand consistency.

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

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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.

PARTNER LOGO LOCKUPS

Partner logos should be positioned to the right of the NGINX 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 NGINX hex. The visual sizes of the two logos should be equal.
RELATIONSHIP OF LOGO TO F5 MARK

The F5 logomark should be used as a sign-off in the majority of all NGINX communications, making clear that NGINX is a part of F5, while maintaining its own brand exposure. The relationship of the logo size for NGINX to F5, should be structured as outlined, with the F5 mark being 1/3 the size of the NGINX mark.

See Creative Applications section for relevant examples when there are exceptions to the above.
CREATIVE ELEMENTS

LOGO

LOGO PRODUCT EXTENSIONS

The NGINX Application Platform is made up of six applications that all work to deliver modern applications at scale.

There are logo versions for each application along with a hex‑shaped product icon representing each application.

The NGINX application logos should be used as a regular logo would be; for example, at the top and bottom of pages and documents that are specific to the given application.

NGINX product icons should be used when the applications are being described within a larger context; for example, on a page listing NGINX applications within the content of that page.
NGINX "HEXCIRCLE"

The HexCircle is new design expression, built on the NGINX brand.

Just as F5 and NGINX combine together naturally to open new possibilities, the hexagon and circle is a reflection of that, as it will continue to be illustrated in the following examples.

The underlying basis of the new visual language is based partially on the nature of binary code – with two values combined (also representative of NGINX + F5) an infinite amount of possibility is unlocked once together.

The HexCircle is very adaptable for different spaces. Depending on the size, or other graphic and functional needs on NGINX communications, different variations of the HexCircle may be used, even at times all together. Please email brand@f5.com if you have questions on a specific usage application of the HexCircle.
NGINX COLORS

The primary and secondary NGINX colors are as follows and should be used as outlines in the Creative Applications section. While NGINX green and other key values are retained, NGINX integrates into the new master F5 color set as detailed later in this section.
COLOR RATIOS

These examples show the proportion and relationships to which complimentary colors should be used in association with the primary NGINX green, to ensure it's always at the forefront of the design.
COLOR BACKGROUND USAGE

Based on the color ratios detailed in the previous page, here we can see practical usage applications of how these manifest themselves using the various design components that have been outlined in this document.
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 complemented by a darker accent, creating freedom for visual storytelling while maintaining a strong connection to the brand.
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.
NGINX typography, already very close to F5, merges with F5’s existing typography style guides, blending 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 occasional feature appearances.

REPRESENTING NGINX

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.

Abstract illustrations available to download here.

ILLUSTRATIONS

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

PHOTOGRAPHY

Photography, while not core to NGINX communications, when used, should follow the F5 guidelines in its usage.
NGINX iconography, already very close to F5, merges with F5’s existing typography style guides. 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 (as is appropriate for NGINX) or changed to a single color from the brand palette.
CREATIVE APPLICATIONS
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.
SOCIAL MEDIA ASSETS

The NGINX Marketing team manages NGINX’s official social media channels with a mix of paid and organic posts. Additionally, the F5 Global Demand Center and Center of Excellence 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 blogs and events. Social assets that are part of campaigns, specific programs, or sponsored events draw visual styles from their respective design systems.

BLOG PROMOTION

CAMPAIGNS

CODE CONNECTS US ALL
NGINX VIDEOS

The NGINX and 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.

LIGHTBOARD VIDEOS

PRODUCT LAUNCH VIDEOS

EVENT VIDEOS
NGINX corporate website is intended to feel open and vibrant, conveying both our personality and our technical savvy, while nodding to our roots in technology and the NGINX brand. Green becomes the new primary accent color for links, and blue takes over the previous use of yellow.

When appearing on F5.com, the NGINX appearance is maintained, integrating fluidly and distinctly within the existing F5 framework.
The NGINX application suite maintains existing design direction, integrating updated (and truncated) NGINX product marks. Colors use the same closest values within the F5 master palette and the F5 mark is used in the lower right corner, denoting its parent company (more details on page 11).

The F5 mark will remain in the same location on every application page.
OPEN SOURCE WEBSITE & APPS

The original NGINX logotype is used only in relation to open source product environments. Any reference of NGINX outside of open source should utilize new NGINX logo as per creative guidelines. This includes business systems, marketing collateral, promotional items, social media, etc. Contact brand@f5.com for questions related to the appropriate use of NGINX and open source.
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.

Primary usage should be dark backgrounds, but in the case that print outs are needed, the secondary usage of white is available.

Our collateral templates include 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.

CREATIVE APPLICATIONS

PRIMARY – PRODUCT EXAMPLE

NGINX Plus combines multiple functions into a single piece of software:

- API gateway
- Cache
- Load balancer
- WAF
- Application servers
- Web server
- Reverse proxy

Why NGINX Plus?

- Consolidation: Reduce complexity and simplify management by consolidating load balancer, API gateway, and WAF into a single elastic ingress/egress tier.
- Cost Savings: Save more than 80% compared to F5 BIG-IP and other hardware load balancers, with NGINX Plus and commodity hardware.

The amount of traffic that NGINX Plus can handle is unreal—even beyond our needs.

James Ridle, IT Operations Manager, State of Montana

Learn more at nginx.com

SECONDARY – PRODUCT EXAMPLE

NGINX Plus combines multiple functions into a single piece of software:

- API gateway
- Cache
- Load balancer
- WAF
- Application servers
- Web server
- Reverse proxy

Why NGINX Plus?

- Consolidation: Reduce complexity and simplify management by consolidating load balancer, API gateway, and WAF into a single elastic ingress/egress tier.
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FROM CODE TO CUSTOMER REPORT

We envision a single application platform that spans from code – including the web and application servers that execute your application logic – all the way through to the delivery, API, and security technologies needed to deliver that code to a customer.

We are excited to introduce two new Software-Based Application Delivery bundles.

The Future is Cloud

- 87% of customers are adopting multi-cloud
- 85% of organizations can report the number of applications in their portfolios with confidence
- Privacy and compliance are taking a back seat to speed to market

DevOps is Rising

- 65% of organizations will expand use of agile/DevOps methods by 2021
- 70% of CIOs will use APIs to interconnect automation tools by 2021
- DevOps is critical to agility, but causes an organizational disrupt

Technology is Changing

- 85% of new application workloads indicate use of container-based, growing to 95% by 2021
- 85% of Internet traffic is now APIs, only 15% is HTML
- Analytics and API management across the environment is difficult
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.
EVENT BOOTHS

How we present ourselves at events should be determined by who our primary audience is at that event. 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.

If you have determined that we should present at your event with F5 and NGINX messaging presented equally, here is an example.
**F5-LED EVENT BOOTHS**

How we present ourselves at events should be determined by who our primary audience is at that event. We should always approach with a customer-first mindset. Because the determining factor is situational, you should contact brand@f5.com for discussion and guidance if you are planning an event.

If you have determined that we should present at your event with F5 messaging as primary, then the F5 brand comes forward as shown in this example. While F5 headlines the experience, NGINX is present for cohesiveness.
CREATIVE APPLICATIONS

NGINX-LED EVENT BOOTHS

How we present ourselves at events should be determined by who our primary audience is at that event. We should always approach with a customer-first mindset. Because the determining factor is situational, you should contact brand@f5.com for discussion and guidance if you are planning an event.

If you have determined that we should present at your event with NGINX messaging as primary, then the NGINX brand comes forward as shown in this example. While NGINX headlines the experience, F5 is present for cohesiveness.
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.

In the case of partnerships, representation of NGINX and F5 should be represented as shown, with co-branding lock-ups following the layout and clear-space approach as outlined on page 11.
CREATIVE APPLICATIONS

SWAG

PROMOTIONAL ITEMS

Swag at conferences, special events, is a great way to amplify our brand and for passionate fans to evangelize for us.

These examples show current and possible promotional looks.