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.
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.

<table>
<thead>
<tr>
<th>Company principles</th>
<th>Product qualities</th>
<th>Design execution</th>
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<tbody>
<tr>
<td>Curiosity</td>
<td>Innovative</td>
<td>Creative</td>
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<td>We are owners</td>
<td></td>
<td>Distinctive</td>
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<td>Simple</td>
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<td>Progress</td>
<td>Performance</td>
<td>Refined</td>
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<td>We choose speed</td>
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<td>Consistent</td>
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<td>Openness</td>
<td>Flexible</td>
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<td>We create a more diverse and inclusive F5</td>
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<td></td>
<td>Reliability</td>
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<td>Security</td>
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<td>Excellence</td>
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<td>We obsess over customers</td>
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<td>Mutual accountability</td>
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<td>We help each other thrive</td>
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**CREATIVE ELEMENTS**

**PRINCIPLES**

**BETTER TOGETHER**
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.
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.

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LOGO OPTIONS – HEX ICON

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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.

<table>
<thead>
<tr>
<th>DO</th>
<th>DON'T</th>
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<tbody>
<tr>
<td><img src="image1.jpg" alt="Logo Example" /></td>
<td><img src="image2.jpg" alt="Logo Example" /></td>
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<td><img src="image3.jpg" alt="Logo Example" /></td>
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<td><img src="image5.jpg" alt="Logo Example" /></td>
<td><img src="image6.jpg" alt="Logo Example" /></td>
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<tr>
<td><img src="image7.jpg" alt="Logo Example" /></td>
<td><img src="image8.jpg" alt="Logo Example" /></td>
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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.
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.

**PRIMARY**

- NGINX Green
- Lagoon
- Carbon

**SECONDARY**

- Black
- Charcoal
- Lead
COLOR RATIOS

These examples show the proportion and relationships to which complementary 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 F5 COLOR SYSTEM

The full color spectrum is also complimented by a new and more robust grouping of monochromatic values, allowing for a variety of brand and digital expressions, ensuring broad flexibility and consistency of color within the design system.
F5 TYPOGRAPHIC STYLE

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.

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.
INFOGRAPHICS EXAMPLES
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.

The State of Modern App Delivery 2020
in the NGINX Open Source Community

Microservices in Production
This proportion of apps built with microservices continues to grow rapidly.

40% 60%

Migration to Microservices
Some three-fifths of respondents are using microservices in either all or some apps.

- 55% All apps
- 20% Majority of apps
- 15% 20% or Less
- 5% None
- 5% Unsure

Containers in Production
Containers have become the dominant way to deploy applications.

- 74% Containers
- 35% Docker
- 25% K8s
- 15% Native Binaries

Organizer Size
Most respondents work for companies with 101–1,000 employees, with 8% working for a Fortune 500 company.

- 8% Fortune 500
- 20% 101-1,000
- 22% 1,001–10,000
- 18% 101-500
- 26% 1-100

Roles
More than half of the NGINX community identifies as developers, ops admins, and DevOps.

- 20% Developers
- 13% Architects
- 11% Technical Managers
- 11% System Administrators
- 8% Network Engineers
- 7% DevOps

Use of NGINX Software
In 2020, 81% of respondents listed NGINX as the most growing of NGINX’s free and open source offerings.

- 60% Open Source
- 16% NGINX Unit
- 11% Other NGINX Products
- 8% DevOps Tools

Modern App Tools Adoption

Containers
Significant leverage of containers continues to grow. Over three-fifths of respondents leverage containers.

- 60% Databases
- 55% APIs
- 55% Processes
- 50% APIs
- 45% Services

Load Balancers
For on-premises load balancing, respondents’ favorite load balancers are more evenly distributed.

- 40% NGINX
- 20% F5
- 15% HAProxy
- 15% HAProxy
- 10% Apache

Infrastructures
Public cloud adoption as a primary infrastructure tool continues to grow rapidly.

- 60% IaaS
- 55% PaaS
- 55% IaaS
- 50% IaaS
- 40% PaaS

Other Technologies
Sixty-three percent of respondents are planning to grow their use.

- 90% MongoDB
- 80% AWS
- 60% Kubernetes
- 55% Azure
- 50% Azure

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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.

INFOGRAPHIC

Bar Charts

Donut Chart

Containers
- 55%
- 45%
- 46%
- 37%
- 35%

Container Orchestration
- 57%
- 54%

Service Mesh
- 34%
- 46%

Highlight Donut Charts

Cascaed Bar Chart

LARGE STATISTICS WITH COPY

According to IBM, 27% of data breaches are caused by human error.1

25%

30%

43%
- INIX Open Source

40%
- INIX Unit

16%
- INIX ingress Control Bar

6%
- INIX Service Mesh
DIAGRAM EXAMPLES

Diagrams illustrate the features and functionality of NGINX solutions and products. Style for reference architectures is consistent with the NGINX icon library—simple and straightforward. More dynamic and illustrative diagrams can be created by adding three-dimensional icons.
CREATIVE APPLICATIONS
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.
**CREATIVE APPLICATIONS**

**VIDEO**

**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.

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**LIGHTBOARD VIDEOS**

**PRODUCT VIDEOS**

**EVENT VIDEOS**

**NGINX PLUS**

How to Set Quotas with NGINX Plus

**NGINX OFFICIAL TUTORIAL**

How to Set Up SSL with NGINX

**NGINX SHOWCODE SERIES**

Securing API Workloads Using IDP

**NGINX SPRINT KEYNOTE**

NGINX Spotlight: SaaS Solutions

**NGINX SPRINT DEMO 1**

Deploy a Web App on NGINX Unit

**NGINX CONF 2019**

The Great API Management Bake Off
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.
APPLICATIONS

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.
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 the 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 NGINX Open Source.
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 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**

**COLLATERAL**

**MARKETING COLLATERAL**

**PRODUCT EXAMPLE**

**NGINX App Protect**

Modern Application Security

Prevent Downtime and Breaches by Securing Your Modern Apps and APIs

Today’s application landscape has changed dramatically. Nearly 85% of new workloads are deployed in containers, and a similar 83% of Internet traffic is now API calls. Modern apps are microservices that run in containers, communicate via APIs, and deploy via automated CI/CD pipelines.

Everything is optimized for time to market.

Why NGINX App Protect?

- **App-Centric Security**
  - Deploy and manage security controls close to your apps, protecting against revenue-impacting attacks, data loss, reputation damage, and regulatory non-compliance

- **Built for Modern Apps**
  - NGINX Plus is trusted by 30,000 customers worldwide for its modern application security controls for use applications, microservices, containers, and APIs

- **CI/CD Friendly**
  - Centrally manage and automate approved security controls to secure microservices, containers, and APIs with NGINX Plus

**Why NGINX and Red Hat?**

High Performance Application Delivery

Prevent Attacks, Crashes, and Toil by Securing, Testing, and Scaling Your Apps

Application delivery is a challenging, competitive landscape.

- 87% of organizations are multi-cloud and most still struggle with security
- 53% of mobile users will uninstall an app that crashes, freezes, or has errors
- 55% of enterprises are releasing app updates daily or weekly
- Invest in tools that integrate seamlessly into automation and CI/CD processes

With the NGINX Application Platform, you get cost-effective solutions that integrate quickly and easily into the Red Hat ecosystem. You can gain greater visibility, control, and speed to get the most out of your traditional apps, manage a hybrid portfolio, or enable automation... or all of the above.

**Why NGINX and Red Hat**

- Secure Your Apps
  - NGINX Plus delivers lightweight security measures that validate authorized users and stop attacks

- Strengthen Your Reputation
  - NGINX provides the tools to deliver resilience, high performance, and security to your customers

- Scale Your Business
  - NGINX can help you grow your business and expand into new markets with plug-and-play, automatable solutions
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.

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The NGINX Real-Time API Handbook

by Karthik Krishnaswamy, Director, Product Marketing, F5, Inc. and Alessandro Fael García, Technical Marketing Manager, F5, Inc.
FS 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. This template also includes an NGINX title, section and text pages for use when NGINX needs representation. 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.
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.
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.
PROMOTIONAL ITEMS

Swag at conferences, special events, and at the NGINX swag store is a great way to amplify our brand and for passionate fans to evangelize for us. These examples show current promotional looks and items.