



Logo Guidelines

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.

The F5 logo gained strong brand recognition among our customers who recognized it as the “glowing red ball” on the servers in their data center. Indeed, until 201X the logo was rendered as a three-dimensional object. For a more modern aesthetic, it has since been simplified and flattened.

F5’s legal name is “F5 Networks,” but in recent years the company has moved away from using “Networks.” Unless there are legal implications, please use just “F5.”

In copy, please set the “F” in upper case when referring to the company, and in lower case when displaying the URL. Link to the [Content Style Guide](#) for more guidance.



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 on f5.com

Primary logo



Secondary logo



Minimum logo sizes

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

Print media



Minimum logo size for print is 0.5" or 37 px.
When used at a size that is smaller than .5",
the registration mark should be removed.

Digital media



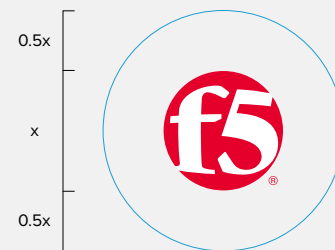
Minimum logo size for digital media
is 0.3" or 22 px.

Logo Clear space

To preserve the visual impact and integrity of the logo, always maintain a buffer of space around it.

In all applications, the logo should be surrounded by clear space equal to half the height of the red circle (x = the logo height in the illustrations to the right). The logo size is measured as the diameter of the circle.

Clear space for print and digital media



Logo dos and don'ts

The primary logo can be used in any instance except when the background image or color competes with the logo (e.g. low contrast or complex image).

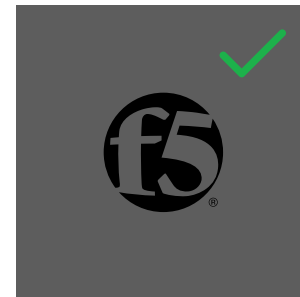
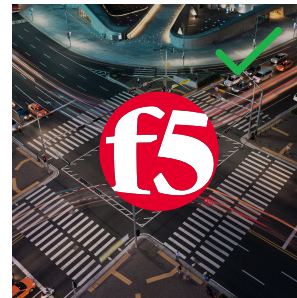
Secondary logos can be used to “knock-out” the logo from a background, or to present the logo in a lower-contrast expression.

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

