Citrix Partner Badges
Quick Reference Guide
Version 1.3
June 2018
At Citrix, our partners are a critical and highly valued part of our business. Together, we solve our customers’ problems, helping them seize big opportunities through our technology.

The Citrix Partner badges are logos that our partners use to communicate their relationship with Citrix. There are many variations of badges indicating partner type, technical specialization, and level of expertise.

This quick reference guide provides a visual overview of the Citrix Partner badge suite, as well as basic usage guidelines and application examples.

For specific questions about how to use Citrix Partner badges, email brand@citrix.com.
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Where to find badges

Citrix Partner badges are available on the Sales IQ website at inside.citrix.com/partnerbrandkit.

If you’re using an older version of a Citrix Partner badge with the Netto font (prior to June 2018), please replace it with an updated version.

We are working on a number of marketing resources and tools for co-branding with Citrix. These materials will be added to Sales IQ as they become available.
Citrix Partner and Citrix Ready badges

Citrix Partner badges

Citrix partners resell Citrix products and provide associated support and professional services, such as consulting, design, and implementation. They even provide services directly to customers through Citrix's platform.

Citrix Partner badges are available in multiple variations, as shown on the following pages.

Citrix Ready badge

The Citrix Ready program showcases verified products that are trusted to enhance Citrix solutions for mobility, virtualization, networking, and cloud platforms. The Citrix Ready designation is awarded to third-party partners that have successfully met test criteria set by Citrix, and gives customers added confidence in the compatibility of the joint solution offering.

The Citrix Ready badge is only available in the base version.
The suite includes 11 base versions. Each base version is available in multiple color variations to accommodate different contexts.
Citrix Partner Specialist suite

Citrix Partner Specialist badges are available in three specializations: mobility, networking, and virtualization.
The Citrix Partner Solution Advisor badge is available in the gold, silver, and platinum specializations, as well as with the “Specialist” designation for each version.
Citrix Partner system map
Clear space

Clear space for the badges should be the distance of two Xs on all sides of each logo lockup. (The X is the last letter in the Citrix logo.)

To ensure clarity, keep the area around the program identity uncluttered. No graphic elements, text, or images (unless the badge is superimposed on an image) should intrude into the designated clear space area.
Sizing

As a general rule, the minimum size of a badge is .5 inches (13 mm) high for print, and 90 pixels high for digital. (The width will vary depending on the badge version.)

All badges used in the same layout should be equal height.

Badges should never exceed the optical size of the partner's logo.
Color

The Citrix Partner and Citrix Ready badges are available in each of the approved Citrix brand colors.

Using multiple badge colors within a single layout should be avoided.
Contrast

The badges are available in all of our approved brand colors and the light colors are also available with white modifier text. Badge color versions should be chosen for optimal contrast with the background or environment they will be used in.
Incorrect usage

- Do not alter the color configuration of the supplied badges.
- Do not alter the typeface configuration of the supplied badges.
- Ensure that there is sufficient contrast between the badge and the background it is placed on.
- Do not create unauthorized versions of the badges.
- Do not alter the alignment of the supplied badges.
- Do not alter the arrangement of the supplied badges.
Incorrect usage

Do not remove any elements of the badges.

Do not use multiple badge colors in the same layout.

Do not change the badges to use unauthorized colors or colors not within the Citrix palette.
Application examples
Product
Application examples
Marketing communications
Application examples

Trade show
Application examples
Citrix Partner locator page

Weyland-Yutani Corporation
Established in: 2004
Citrix Partner since: 2006

Company Overview
Company Description Not Provided

Contact Information

Phone: 1 800 4486314
Email: eripley@weyland-yutani.com
Website: http://www.weyland-yutani.com
Address: 3375 Scott Blvd
          Ste 110
          Santa Clara, CA 95054-3111
          United States (the)

Have this partner contact me
Application examples
Partner website
Application examples
Partner website

Leverage Our Relationships with the Industry’s Biggest Names to Grow Your Business

Many organizations—from Fortune 500 businesses to small startups—trust GEM Technologies to manage their IT infrastructure and meet their unique technology needs. To balance this demand of world-class technology and support, we have forged solid partnerships with the most reputable vendors and manufacturers. Here’s a quick sampling of our leading partners.

[Image of various technology company logos]
Application examples
Partner website
Application examples
Partner website
Contact us

For questions or more information, email brand@citrix.com.