



Citrix Partner Badges

Quick Reference Guide

Version 1.3
June 2018

Welcome

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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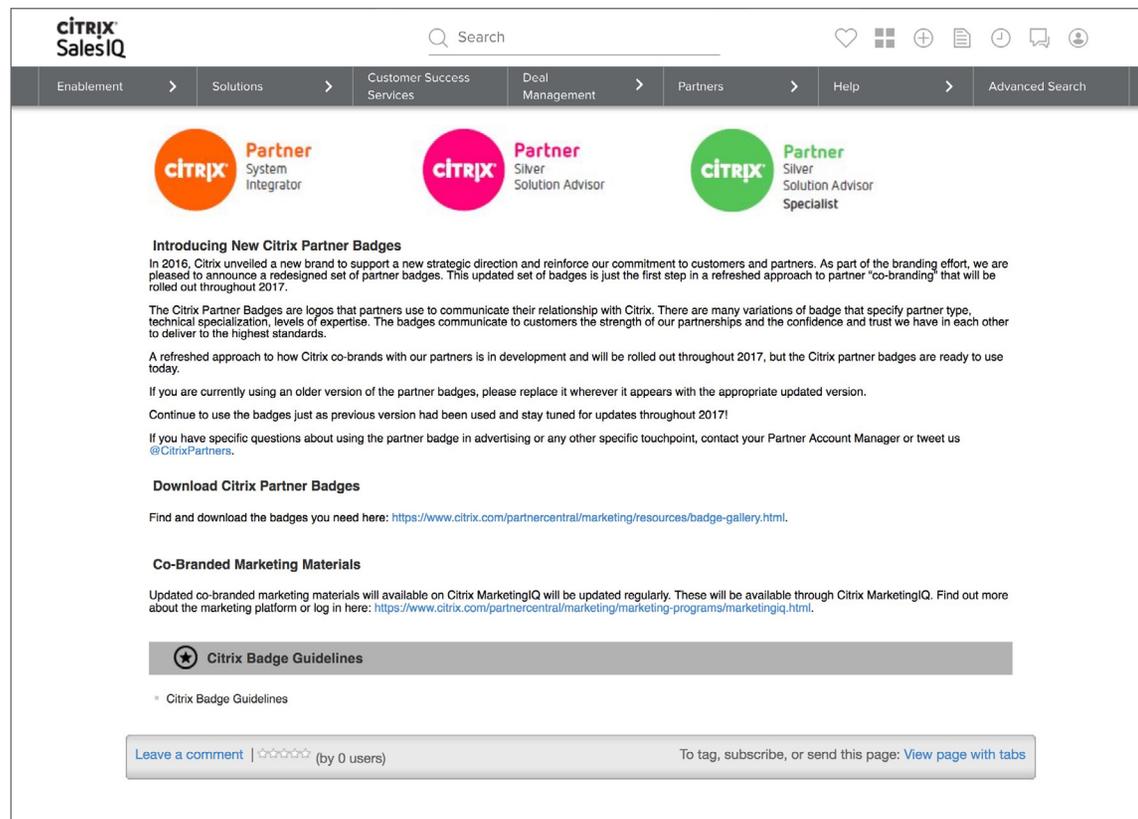
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Where to find badges

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.



The screenshot shows the Citrix SalesIQ website interface. At the top, there is a search bar and navigation icons. Below the navigation bar, three Citrix Partner badges are displayed: an orange 'Partner System Integrator' badge, a pink 'Partner Silver Solution Advisor' badge, and a green 'Partner Silver Solution Advisor Specialist' badge. The main content area features a section titled 'Introducing New Citrix Partner Badges' with several paragraphs of text explaining the new branding and providing instructions for users. Below this, there are sections for 'Download Citrix Partner Badges' and 'Co-Branded Marketing Materials'. At the bottom, there is a 'Citrix Badge Guidelines' link and a comment section.

Introducing New Citrix Partner Badges

In 2016, Citrix unveiled a new brand to support a new strategic direction and reinforce our commitment to customers and partners. As part of the branding effort, we are pleased to announce a redesigned set of partner badges. This updated set of badges is just the first step in a refreshed approach to partner "co-branding" that will be rolled out throughout 2017.

The Citrix Partner Badges are logos that partners use to communicate their relationship with Citrix. There are many variations of badge that specify partner type, technical specialization, levels of expertise. The badges communicate to customers the strength of our partnerships and the confidence and trust we have in each other to deliver to the highest standards.

A refreshed approach to how Citrix co-brands with our partners is in development and will be rolled out throughout 2017, but the Citrix partner badges are ready to use today.

If you are currently using an older version of the partner badges, please replace it wherever it appears with the appropriate updated version.

Continue to use the badges just as previous version had been used and stay tuned for updates throughout 2017!

If you have specific questions about using the partner badge in advertising or any other specific touchpoint, contact your Partner Account Manager or tweet us @CitrixPartners.

Download Citrix Partner Badges

Find and download the badges you need here: <https://www.citrix.com/partnercentral/marketing/resources/badge-gallery.html>.

Co-Branded Marketing Materials

Updated co-branded marketing materials will available on Citrix MarketingIQ will be updated regularly. These will be available through Citrix MarketingIQ. Find out more about the marketing platform or log in here: <https://www.citrix.com/partnercentral/marketing/marketing-programs/marketingiq.html>.

Citrix Badge Guidelines

* Citrix Badge Guidelines

Leave a comment | ☆☆☆☆☆ (by 0 users) To tag, subscribe, or send this page: [View page with tabs](#)

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.



This is applied to an organization



This is applied to a product

Citrix Partner base suite

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.

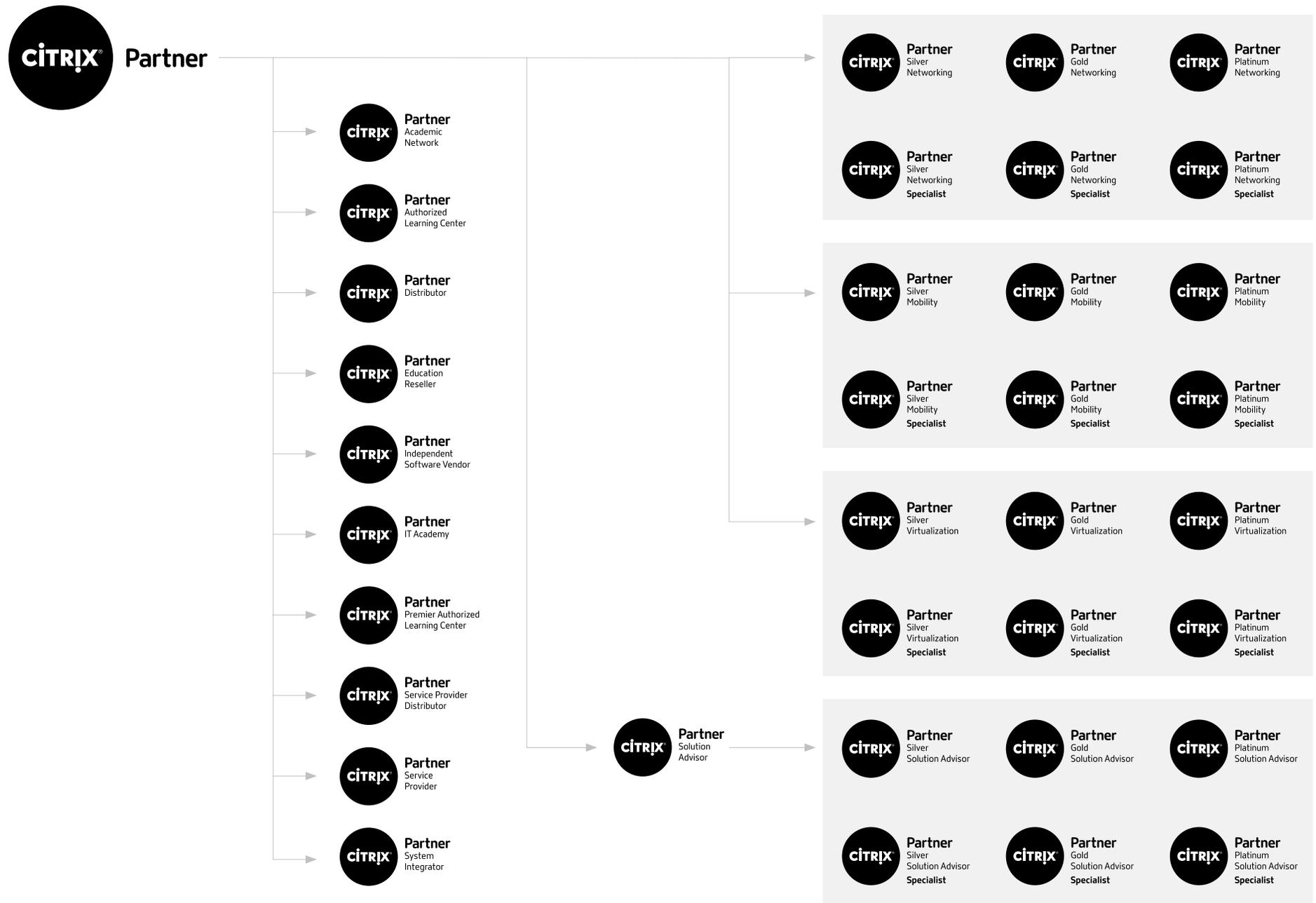


Citrix Partner Solution Advisor suite

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.

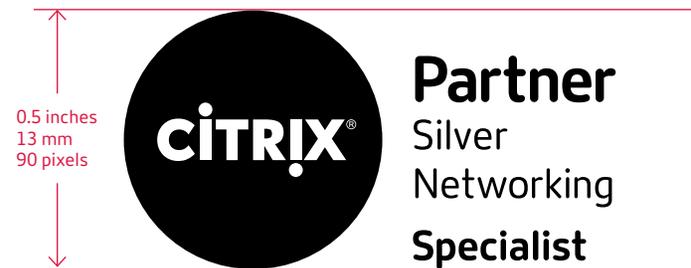


Sizing

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

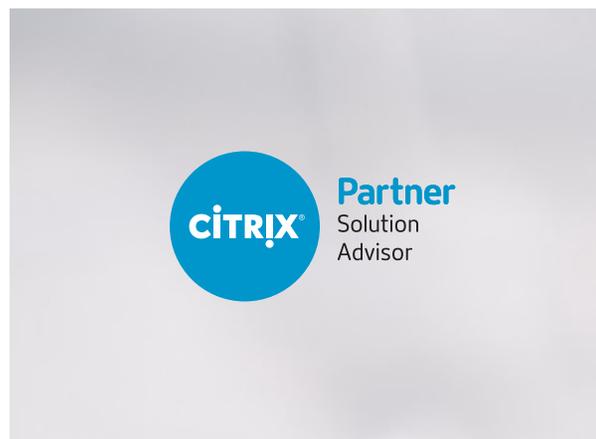
The Citrix Partner and Citrix Ready badges are available in each of the approved Citrix brand colors.

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.



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.



Ensure that there is sufficient contrast between the badge and the background it is placed on.

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.

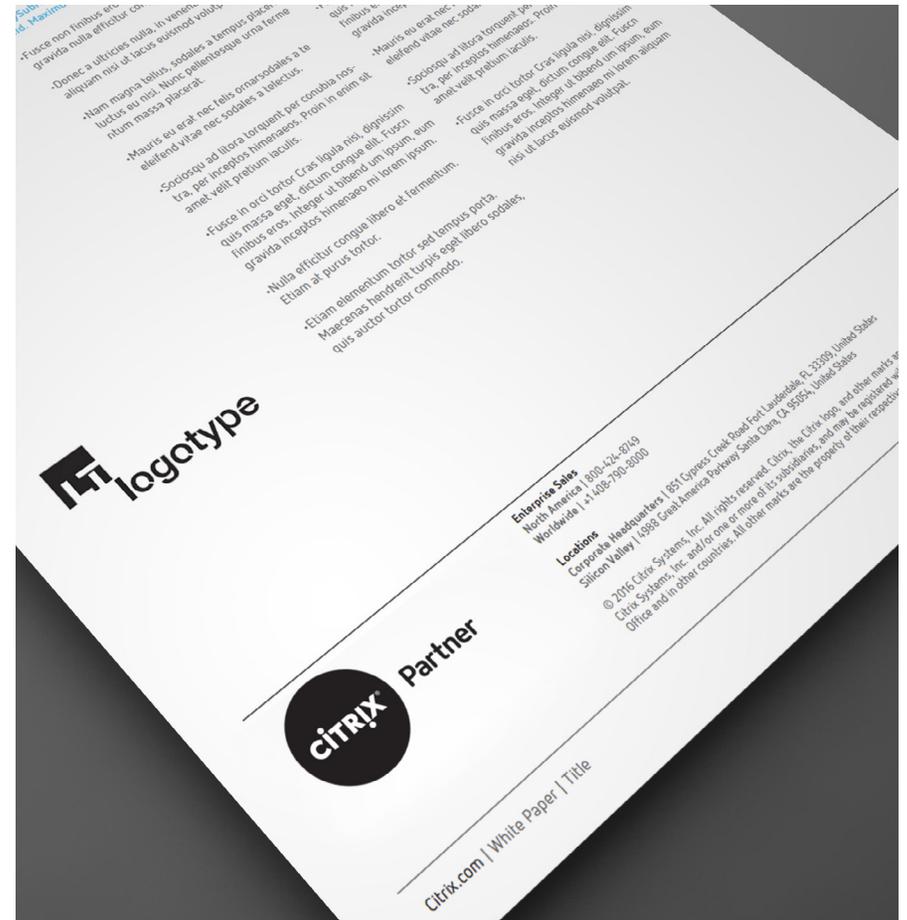
Application examples

Product



Application examples

Marketing communications



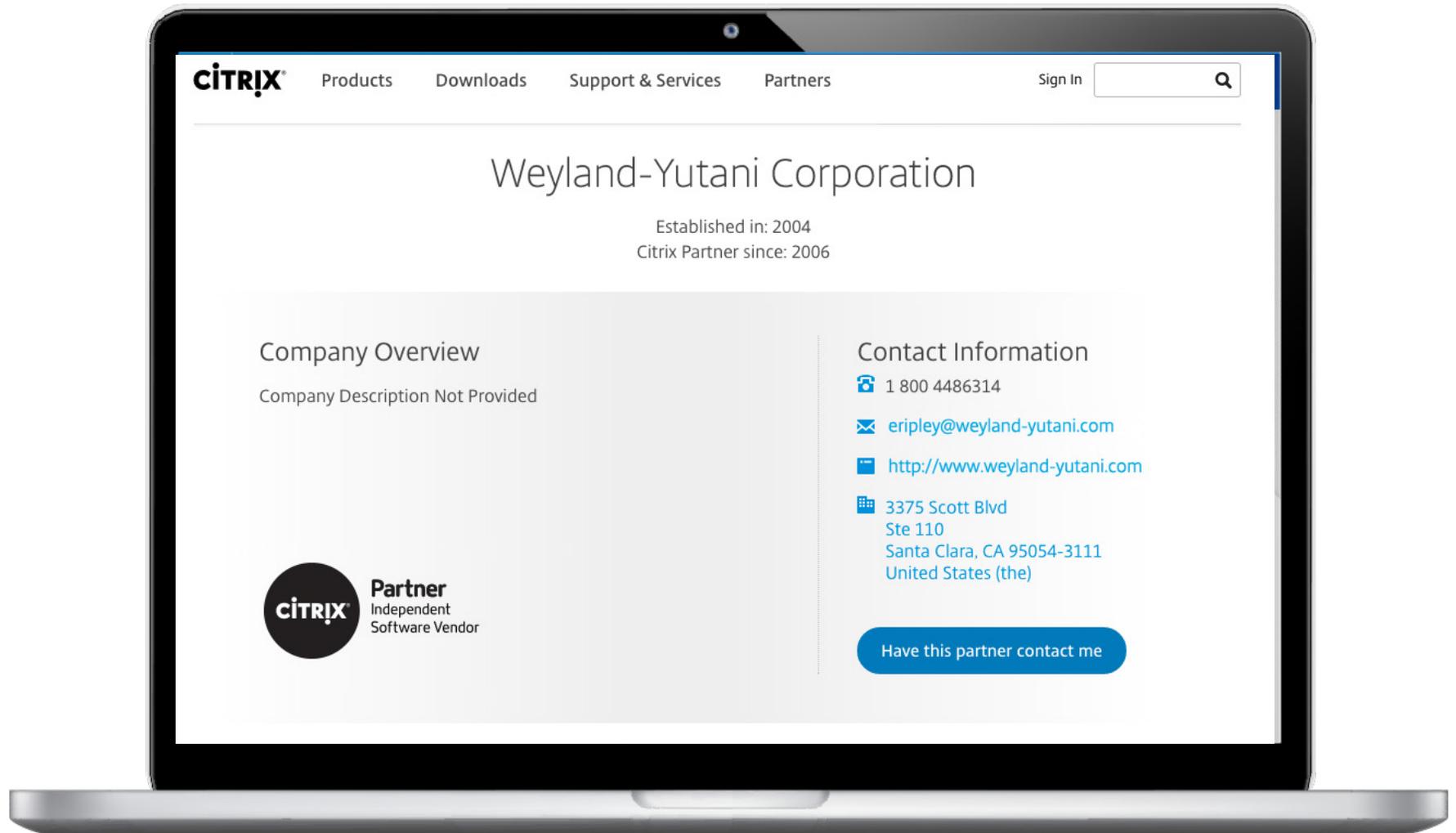
Application examples

Trade show



Application examples

Citrix Partner locator page



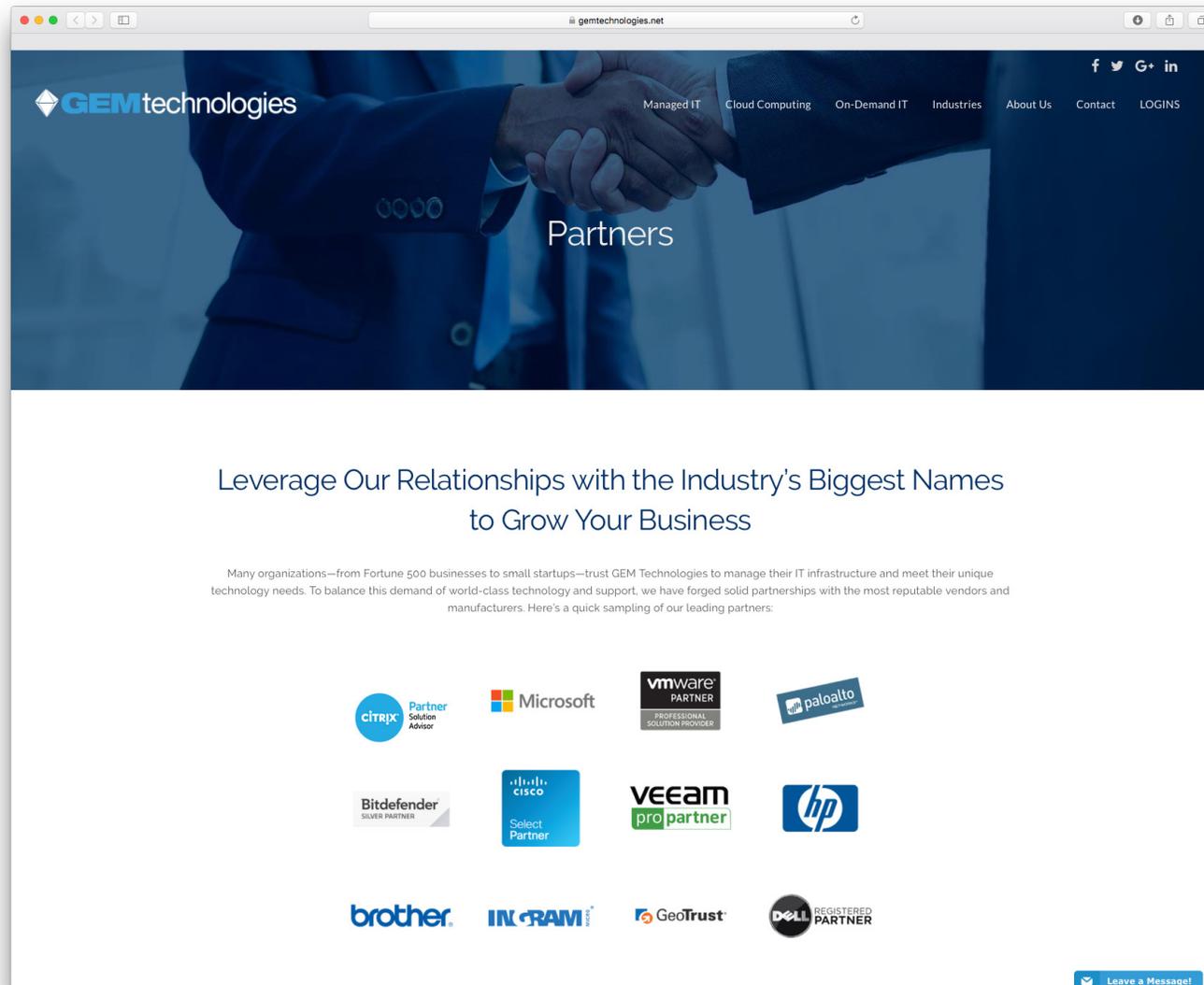
Application examples

Partner website



Application examples

Partner website



Application examples

Partner website

The screenshot shows a web browser window displaying the Metaphor IT website. The page features a navigation menu with links for Home, Cyber Security, Cloud & Virtualisation, Managed Services, News & Events, About Us, and Contact Us. The main content area is titled "METAPHOR IT GO FOR GOLD AS CITRIX PARTNER" and contains a news article. The article is titled "Metaphor IT becomes Citrix Gold Partner and Virtualisation Specialist" and discusses the company's achievement in becoming a Citrix Gold Partner. It includes a quote from the Chief Technology Officer, Mario Cirillo, and a list of benefits of working with a Citrix Gold Partner. The article also features a Citrix Gold Virtualization Specialist badge. The right sidebar contains a search bar, recent posts, archives, categories, and tags.

METAPHOR IT GO FOR GOLD AS CITRIX PARTNER

Metaphor IT becomes Citrix Gold Partner and Virtualisation Specialist

Metaphor IT is a leading managed service provider who specialise in Cyber Security as well as Cloud & Virtualisation. Through their acquisition of Virtual Workspaces in 2016, the team at Metaphor IT has been partners with Citrix for many years.

In January 2017, we were given the 'fastest growing Citrix Solutions Advisor' award which recognises the rapid growth that we have achieved in the past 18 months. As part of our roadmap for 2017, we strived to become a Citrix Gold Partner and are very proud to say that we did it!

Our Chief Technology Officer – Mario Cirillo says "I am immensely proud of the team here at Metaphor IT for achieving Citrix Gold Status and virtualisation specialism in such a short space of time. This is by no means a mean feat especially in today's market. However our team have demonstrated our exceptional ability to design, execute and manage solutions that enable our customers to grow their businesses and empower their staff. Well done team!"



What does it take to win gold?

As a Solution Advisor, we work side-by-side with customers to plan, design, implement and maintain Citrix solutions that span mobility, desktop virtualisation, cloud networking, cloud platforms, collaboration and data sharing.

To gain Gold status with Citrix, organisations must demonstrate a high level of expertise and commitment to one or more of the Citrix technologies including Virtualisation, Mobility and Networking. Citrix Partners who achieve a specialist distinction have been rigorously vetted to join an elite group of best-of-breed partners with demonstrated success in real-world customer projects.

As a virtualisation specialist, Metaphor IT can deliver stronger customer value and give your employees the freedom to work from anywhere. We can securely deliver Windows, Linux, web and SaaS apps plus full virtual desktops to any device.

See what Citrix app and Desktop Virtualisation solutions can do for your business.

How does this benefit you?

Gold Solution Advisors work closely with Citrix to successfully deliver Citrix solutions, so working with a Citrix Gold Partner offers a number of benefits that can help your business:

- ✓ Sales expertise to ensure you maximise your investment in Citrix;
- ✓ Experienced Solution Architects designing a solution for you;
- ✓ Certified subject matter experts implementing your solution;
- ✓ Proven programme and service delivery;
- ✓ Access to the skills and resources you need to support and manage your environment.

Metaphor IT are also a Citrix Service Provider, meaning that we have access to a portfolio of subscription based technologies including Desktops-as-a-Service (DaaS), application hosting, mobility solutions and file sync and share.

[Find out more about Hosted Desktop Solutions here](#)

SEARCH NEWS & BLOGS

RECENT POSTS

- [Protect your business with these 5 steps](#)
- [Is your portable device safe in the wrong hands?](#)
- [Cyber Insurance – Make sure you protect your business](#)
- [Metaphor IT gain Cyber Essentials accreditation](#)
- [Citrix enhances a Global Workforce](#)

ARCHIVES

Select Month

CATEGORIES

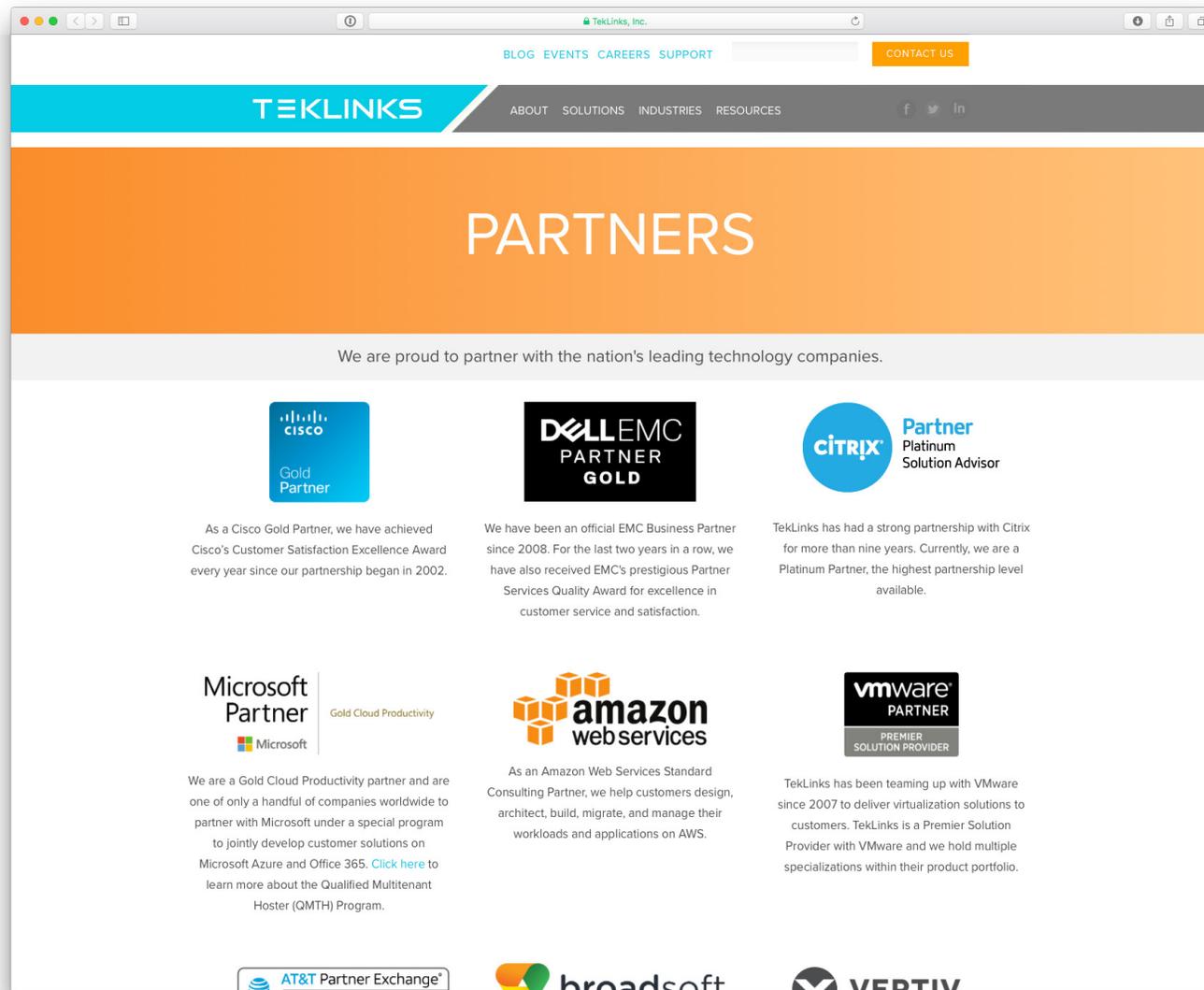
- Case Studies
- Events
- News
- Uncategorized

TAGS

- Agile Workspace
- Allana Falconer
- Case Study
- Channel Islands
- Citrix
- Cloud
- DaaS
- Flexibility
- GDPR
- Intellect Security
- IT Security
- Managed Security
- Metaphor IT
- Microsoft
- Tegen
- Use Cases
- Virtual Workspaces

Application examples

Partner website



Contact us



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