

FUTURE FOCUS

Optimizing today's workforce for tomorrow's workplace

Introduction

The best coaches often build teams that emphasize individual strengths while putting players in the best position to succeed as a group. The best business leaders do the same with their employees. The modern workplace involves leveraging the ways in which people, devices and data interact with their infrastructure in such a way that allows individuals and teams to do more of what they do better.

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Campaign Lockup

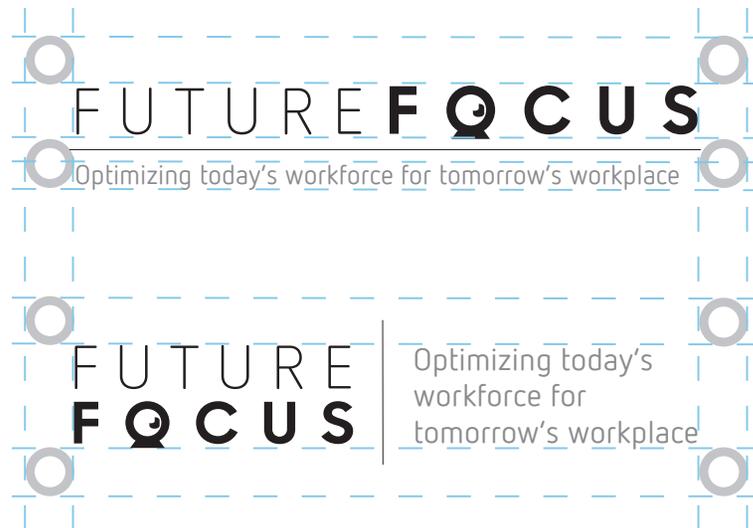
The logo is a combination of
Citrix Font FF Netto and Red Bull
Racing's Sharp Sans no.1 Bold.

Logo Application

This logo is used to represent the
over-arching campaign.

FUTURE **F Q C U S**

Optimizing today's workforce for tomorrow's workplace



Sponsorship Treatments

All graphical elements and type should be x distance away from the partnership logo.

Logo Application

The imagery for the campaign is so strong and vibrant that we decided to provide a reduced color option for the partnership logo. The partnership logo in this instance is stronger when simplified.

CIO logo should not be too close to the RBR and Citrix partnership logo.



Reduced Color Treatment



Typography

Primary Typeface

FF Netto is a rounded sans serif with a distinctive look. It's very accessible and modern. Curvature in the typeface will play into all other elements in the campaign.

Typeface Usage

Header type should be 4 points (pt) larger than the body type, at a minimum.

FF Netto
Bold

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTt
UuVvWwXxYyZz
1234567890
!@#\$%&()?'':

FF Netto
Regular

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTt
UuVvWwXxYyZz
1234567890
!@#\$%&()?'':

FF Netto
Bold

**IBUSDA COMNI QUO BERATIUM VOLUPTA AB IUM
VENDA DIO. APIT LABO.**

FF Netto
Regular

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Typography

web

Main Title

"citrixsans-bold" should be used for main titles. Titles need to be a minimum of 4 pt larger than all other text.

Subheader

"citrixsans-bold" should be used for subheaders. Subheaders should be the same size as body text, but bold with one carriage return above and below.

Body Type

"citrixsans-regular" sans-serif for body type. Italic and bold used as needed.

BOLD TITLE

Sequuntiis denihicit as aut harum fugia

Ibusda Comni Quo Beratium Volupta Ab lum Venda Dio. Apit Labo.

Sequuntiis denihicit as aut harum fugia doles dolore, qui dolupicit, nulla non-sero incipsunt, voluptatur, sequiat ut fuga. Nequam ressi con re od utem est voloriore, occatusda verum rem reptaturit quamus audae. Ecae nis et volore, vit voles aut ea vollabor magnistis reprepu dipienem.

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Aut es peris aut ut venis

eum quae voluptaturit que aciis maios-tium quae ium volorro officilist optatiunt velique libeari busdae eosandentius eature nem re, cor audam dempore rorest omnimagnis dolo temporessit haribustem quod que consecatia si ut quatur?

Sa quunt. La nosam aborerf erovit atur maximus esciis everit eaqui dolori auda si restrumendem quamus ut ut il excessi dis doluptatem re etur alit mi, sit, oditem-perro magnimaxim ab id quis earibus exeruptam sum quam aut lictur solupit

Color Palette

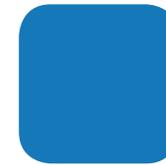
Taking into account HAVAS's key considerations, we are going to use Citrix and RBR branding subtly to highlight portions of the CIO brand. The primary palette is meant to highlight the content and imagery.



PANTONE 296
Hex - #ed1c24



Red
Hex - #ed1c24



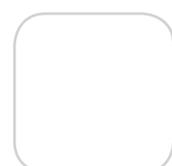
Blue
Hex - #1878b8



PANTONE 186
Hex - #a7a9ab



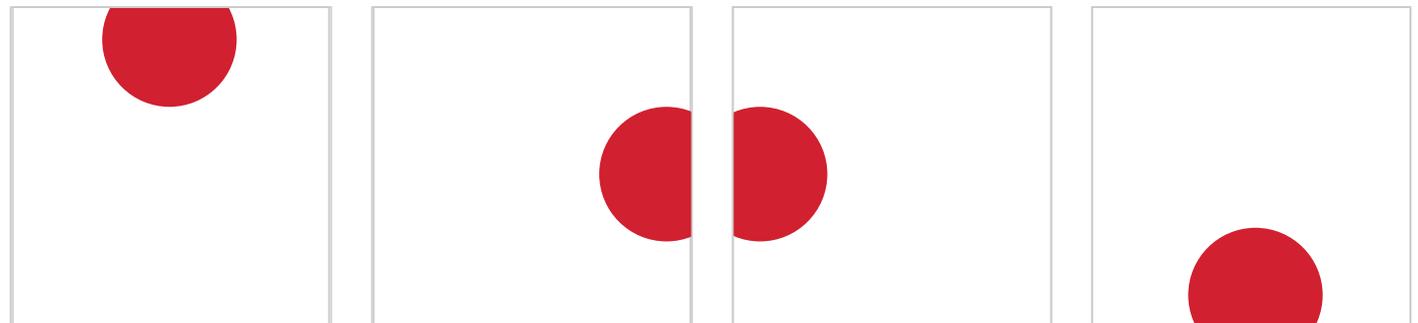
Black
Hex - #000000



White
Hex - #FFF

Graphic Elements

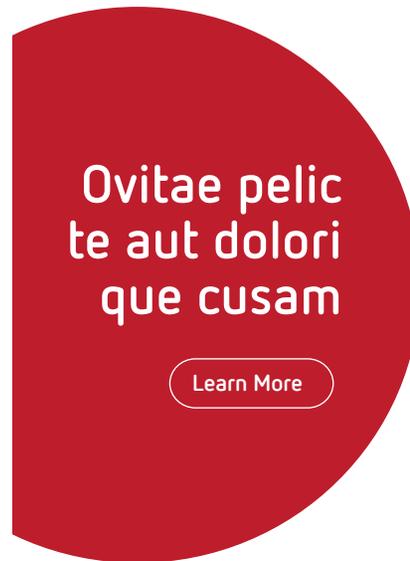
We have taken the Citrix Circle element and altered it slightly. By cutting 20% instead of 50%, it becomes more dynamic. This will work well to draw focus to any accompanying text.



Graphic Elements

Spotlight Usage

Congruent with the Citrix brand guidelines, all text inside the circle should be aligned to the rounded edge of the circle.



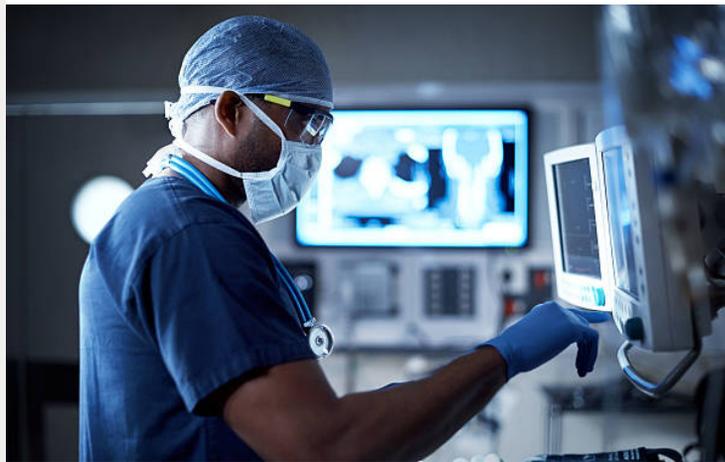
CTA

CTA and other illustrated assets should have rounded terminals and edges.



Imagery

The imagery should be people- and technology-focused. Photos should appear unstaged, spontaneous, and uncontrived. They are similar to a good social media post. The tone of the imagery should be balanced between light and dark.



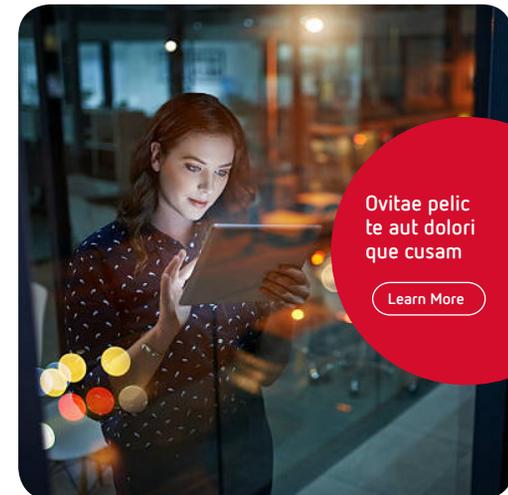
Imagery + Graphic Element

We have created two ways of mixing the **future of work** imagery with the Citrix brand element.

The first treatment is the image mask, where the images in some way must break the circle. The people or the items breaking the circle create a dynamic focal point.

The second treatment is the spotlight. The spotlight should follow the direction of the image. By doing so, it draws attention to the header text and creates motion, which helps to tell the story.

Spotlight Position



Working Together

This example shows how all of the elements can be used to develop a particular narrative. The spotlight positions create energy and draw focus to actionable information.



A horizontal layout for 'FUTURE FOCUS' with a woman in the background. The header includes the title 'FUTURE FOCUS', tagline, and a red callout with 'Flexible Digital Workspace' and 'Learn More'. The main content area features a motion graphic titled 'Application Tagging' showing a flow from VMs to a Machine Catalog, then to a Delivery Group, and finally to various Applications. To the right is an infographic with a red and black line chart and the text 'Infographic' and 'Capitalizing on Your Anywhere, Any Device Workforce'. The bottom section contains the text 'Motion Graphic: Lorem ipsum dolor sit amet, consectetur adipiscing elit.' and logos for 'CIO', 'Red Bull RACING FORMULA ONE TEAM', and 'CITRIX INNOVATION PARTNER'.

"Change is the law of life.
And those who look only
to the past or present are
certain to miss **the future.**"

-John F. Kennedy