



This document is part of a larger Brand Specifications document. The complete document is available on J-Source at jsource.juniper.net for authorized users.

All third-party uses of the Juniper Networks logo need to be approved by submitting a request to marcom@juniper.net

The Juniper Networks Logo usage guidelines

October 29, 2009



The Juniper Brandmark Assets

Two sets of the Juniper Brandmark Assets have been created. One set is to be used for print applications, and the other set is to be used for screen applications (computer screens, projection applications, TV, etc.). The screen versions have been created as .png files to allow for transparency,

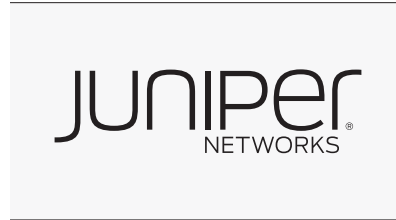
and have been adjusted appropriately to prevent colors from being washed out on overly bright screens and projectors. Always be sure to use the correct version for your application.

Print: Positive (blue "Networks")



Two positive print versions of the Juniper Brandmark (blue "Networks") exist: a CMYK version and a PMS version. The PMS version is preferred wherever possible.

Print: Positive (black "Networks")



Print: Reversed (blue "Networks")



Two reversed print versions of the Juniper Brandmark (with blue "Networks") exist: a CMYK version and a PMS version. The PMS version is preferred wherever possible.

Print: Reversed (white "Networks")



Screen: Positive (blue "Networks")



Screen: Positive (black "Networks")



Screen: Reversed (blue "Networks")



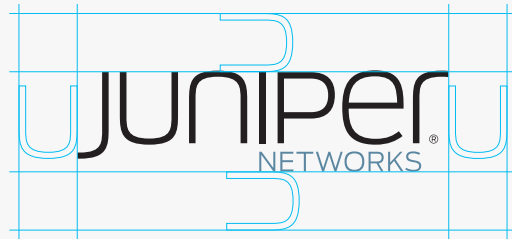
Screen: Reversed (white "Networks")



Clear Space and Sizing

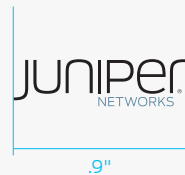
The following examples illustrate the amount of clear space that should be used when placing the Juniper Brandmark.

Clear space



The Juniper Brandmark must always be used with the prescribed clear space, defined as the width of one letter U. No other elements should be placed within the clear space.

Minimum size



Never use the Juniper Brandmark in print applications smaller than .9" across.

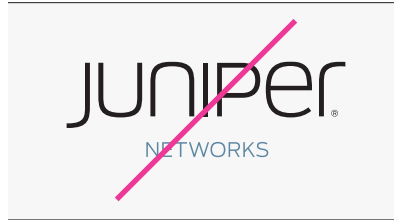
Incorrect Usage

The following examples represent incorrect usage of the Juniper Brandmark and the Junos Brandmark.

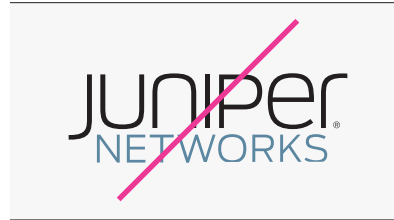
Never use Juniper without "Networks"



Never reposition "Networks"



Never alter the scale of "Networks"



Never alter the color of "Networks"

