



BRAND SPECIFICATIONS

NOTE: This content is a part of a larger Brand Specifications document. The complete document is available on JSource at jsource.juniper.net. Use your Windows login credentials to sign in, or email jsource@juniper.net if you have any questions.

All design and layout must be submitted for review and approval by the Marketing Communications team before release by emailing marcom@juniper.net

About These Specifications

Juniper Networks has developed a strong and distinctive brand that conveys who we are, what we do, and why we do it. Every interaction we have with our audiences is an opportunity to reinforce the Juniper Networks brand.

The goal of these specifications is to help you understand and utilize all elements of our brand when communicating with customers, prospective customers, and others outside the company. Through faithful execution of and adherence to the brand specifications, we ensure consistent, effective, distinctive, and professional communications that support our corporate image and build brand equity.

The specifications apply to all media and methods of communication for Juniper Networks. Please refer to this document often as the specifications will continue to evolve and will be updated as necessary. Familiarize yourself with the information in this document before downloading and using any files that it refers to.

If you have questions about the use of our logo, style, voice, or any other brand element, contact the Marketing Communications team by emailing marcom@juniper.net.

Important: The Juniper Networks Brand Specifications is a confidential document. Although it can be shared with trusted vendors under nondisclosure agreements, the Marketing Communications team prefers to meet with vendors and review these specifications with them. Please be sure vendors understand the proprietary nature of the information contained in this document.

4.06 Certification Graphics

The Juniper Networks Technical Certification Program (JNTCP) graphics designate those who have attained a high degree of technical competence in JUNOS® Software and other Juniper Networks products.

Certified individuals are authorized to use the appropriate graphics to indicate the level of certification attained. These graphics are meant for personal use only. They may not be used in association with any business or other organization.

Certification is represented on business cards with a line of text after or below the person's title. The graphics shown here are not for use on business cards.

Do not use a direct Pantone to CMYK or RGB conversion. See Section 2.04 for CMYK and RGB conversion values. Files are provided in CMYK, spot color, RGB, black and reversed to white.

If you have any questions regarding usage of these graphics, you can contact the Marketing Communications team by emailing marcom@juniper.net.

AUDIENCE

Juniper Networks Technology Certification Program certification holders

PURPOSE

To designate certified individuals

MEDIA

Online or print

SPECIFICATIONS

Colors

Spot color:
Pantone 654, 70% black

Other color formats available:
CMYK, RGB, black, and reversed to white.

Logo should always be clearly legible in print or on the Web.

Maximum Size

Determined by application

Minimum Size

Printed: 1" (25.5 mm) wide
Online: 20 pixels high

Clear Space

Maintain a clear space area around the complete graphic equal to half the height of the J-CERTIFIED lettering in the graphic.

Certification graphics at preferred size — 2.25" (2 and 1/4")

J ▶ CERTIFIED
Instructor

J ▶ CERTIFIED
Internet Specialist

J ▶ CERTIFIED
Internet Expert

J ▶ CERTIFIED
Internet Professional

J ▶ CERTIFIED
Internet Associate

Certification graphics at minimum size — 1"

J ▶ CERTIFIED
Instructor

J ▶ CERTIFIED
Internet Specialist

J ▶ CERTIFIED
Internet Professional

J ▶ CERTIFIED
Internet Expert

J ▶ CERTIFIED
Internet Associate

10.01 Contact Information

Corporate Branding and Marketing Communications

Email marcom@juniper.net with any questions regarding branding internal or outbound communications.

A Marketing Communications branding review phase should be included in all scheduling of creative development. Submit new creative for branding review early in the process so that timelines are not affected. Email marcom@juniper.net with creative layouts for timely review and comments.

J-Source

Branding assets, collateral, and promotional items can be found at jsource.juniper.net. Use your Windows login credentials to sign in, or email jsource@juniper.net with any questions.

Web Business

To open a ticket with the Web Business team, go to: <http://it-jira.jnpr.net/jiramarketing/secure/Dashboard.jspx>

Email marketing-web@juniper.net with any questions regarding the website or online.

Corporate And Sales Headquarters

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Sunnyvale, CA 94089 USA
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APAC Headquarters

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Taikoo Shing, Hong Kong
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EMEA Headquarters

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