



This document is part of a larger Brand Specifications document. The complete document is available on [BrandConnect.Juniper.net](https://brandconnect.juniper.net) for authorized users.

All third-party uses of the Juniper Networks logo must be approved by Juniper Networks. You may request permission to use the Juniper Networks logo by submitting a **request** to trademarks@juniper.net

The Juniper Networks Logo Usage Guidelines

December 2016

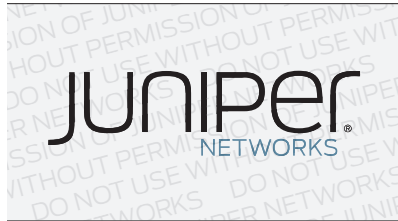


The Juniper Networks Logo

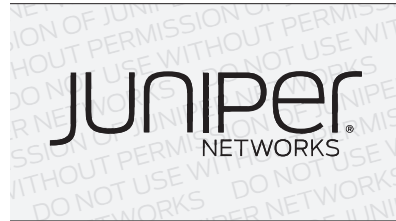
Two sets of the Juniper Networks logo have been created. One set is to be used for print applications, and the other set is to be used for screen applications (computer screens, projection applications, TV, etc.). The screen versions have been created as .png files to allow for transparency,

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. The Juniper logo assets can be accessed at www.juniper.net/us/en/company/press-center/images/image-library/logos/

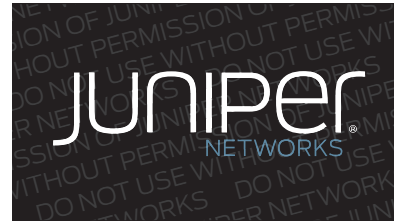
Print: Positive (blue "Networks")



Print: Positive (black "Networks")



Print: Reversed (blue "Networks")



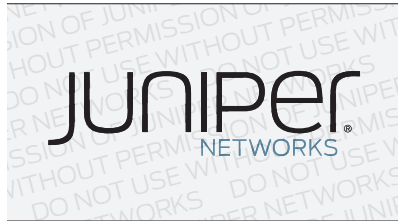
Print: Reversed (white "Networks")



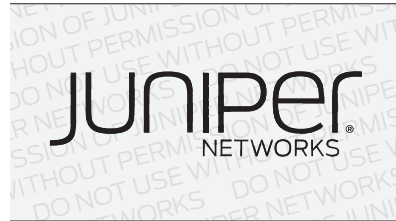
Two positive print versions of the Juniper Networks logo (blue "Networks") exist: a CMYK version and a PMS version. The PMS version is preferred wherever possible.

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

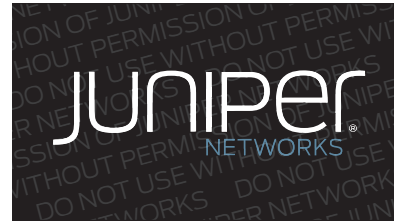
Screen: Positive (blue "Networks")



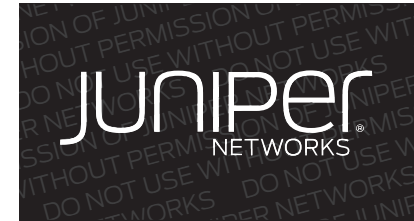
Screen: Positive (black "Networks")



Screen: Reversed (blue "Networks")



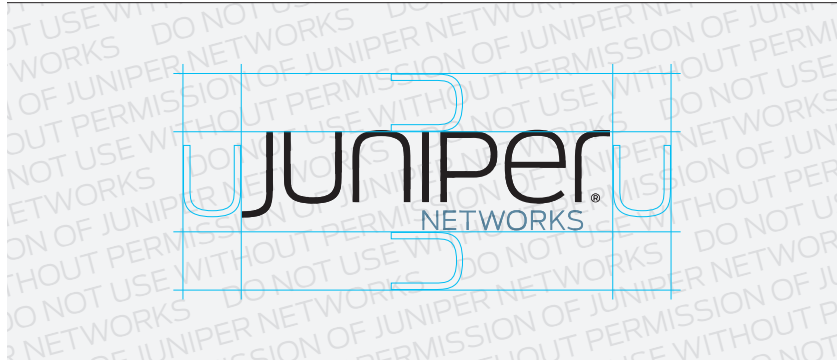
Screen: Reversed (white "Networks")



Proper Usage: Clear Space and Sizing

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

Preferred clear space



Clear space is the area surrounding the logo that must always be free and clear of any text, graphic, or other elements. The Juniper logo must always be used with the prescribed minimum clear space, defined as the width of one letter U.

Minimum size



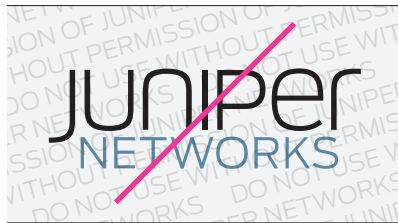
Juniper requires all reproductions of the Juniper logo in print applications to be no smaller than 0.9" across in length. The minimum size used must not compromise the legibility and clarity of the logo.

Incorrect Usage

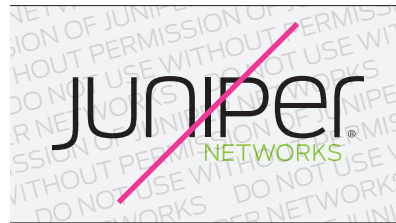
The Juniper Networks logo is a registered trademark of Juniper Networks, inc. and must be used properly. Use only the approved versions of the logo assets provided by Juniper Networks at www.juniper.net/us/en/company/press-center/images/image-library/logos/

The following examples represent some common incorrect usages of the Juniper logo.

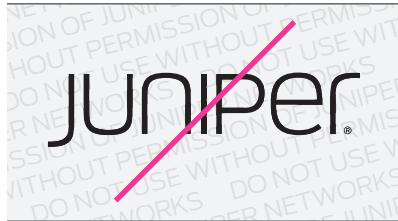
Never alter the scale of “Networks”



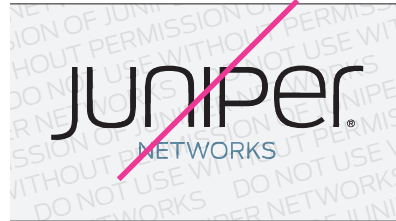
Never alter the color of “Networks”



Never use Juniper without “Networks”



Never reposition “Networks”



Any alteration or misuse of the logo is prohibited, namely:

- Do not disproportionately scale, stretch, or compress the Juniper logo.
- Do not change the font of the word mark.
- Do not add any graphic elements, texts, or patterns.
- Do not place the logo on a visually busy background that may compromise the legibility of the mark.

For questions regarding proper usage of the Juniper logo, please contact marcom@juniper.net