



Juniper Systems

Brand Style Guide

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Juniper Systems Brand Style Guide

The Juniper Systems logo is available for both partners and internal use. This style guide is intended to assist users of the Juniper Systems logo with proper implementation of brand materials. It provides standards of quality and reference for acceptable usage.

The Juniper Systems brand identity is channeled through multiple levels of communication by careful use of color, photography, typography, and other brand elements. Proper implementation of these brand elements is critical to provide a quality experience for every Juniper Systems customer and potential customer.

Internal client logo location:

P:\Everyone-PDFs of Brochures, Ads, Logos, Presentations\Logos\
Company Logo

Partners and resellers logo location:

[Business Partner Site](#)



Adequate Spacing

The logo should have a minimum of 1 X height space surrounding it. The two logo variations below show the proper minimum spacing requirements of the Juniper brand logo.

Horizontal Logo

The horizontal version of the logo is used primarily when vertical space is limited. The width of the logo should never be less than 1.25".



Horizontal

Vertical Logo

The vertical version of the logo is used whenever vertical space is not limited and should be the primary choice for most applications. The width of the logo should never be less than .75".



Vertical

Note: The "x" in the illustrations represents the height measurement of the "JUNIPER" characters and is used as a guide to judge spacing around the logo.

Solid and Reversed Logo Types

Below are examples of the solid and reversed versions of the Juniper Systems logo and how it should be used against light and dark background colors.



Background Usage

Backgrounds with imagery can be used as a backdrop for the logo as long as the imagery provides adequate contrast for the logo to stand out. The imagery selected should either be white or black in nature or have a white or black base for the logo to rest upon. Other colors should be avoided unless special permission is granted by the Juniper Systems Marketing Department.

solid



reversed



Unacceptable Uses of the Logo and Emblem

Any type of modification to the Juniper Systems logo is unacceptable. These modifications include, but are not limited, to the examples provided below.



[don't squash]



[don't stretch]



[don't re-color]



[don't disassemble]



[don't rearrange]



[don't rotate]



[don't use transparency]



[don't outline]





[vertical]



[emblem only]



[horizontal]

Acceptable uses of the solid logo and emblem



[wordmark only]

Acceptable uses of the reversed logo and emblem

[vertical]



[emblem only]



[horizontal]



Proper Placement of Logo on Branded Materials

When placing the Juniper Systems logo on branded materials, the logo should have adequate space from the edge. As a general rule the space should be equivalent to the distance between the top of the letters in "JUNIPER" and the bottom of the letters in "systems". See the illustration below for example.

The location of the logo on the branded materials is not critical, however if the logo resides near the corners it should not appear closer than the minimum distance indicated by the "x" below.



[Correct]



[Incorrect]

Juniper Systems Fonts

The Juniper Systems font family consists of 5 fonts. Each font serves a different purpose in the branded literature. The different use cases can be seen highlighted in orange underneath each typeface on your right.

See the next page for an illustrated example of the Juniper Systems font family.



Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Lithos Pro Regular: **Juniper Systems Logo (JUNIPER)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Optima Roman: **Juniper Systems Logo (systems)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Dax OT Medium: **Handheld Logos (ex. Archer, Mesa, TK6000, etc.)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Myriad Pro Semibold: **Primary Header**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Century Gothic Bold: **Secondary/Tertiary/... Header**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Century Gothic Regular: **Body Copy**

[Typeface usage examples]

[Dax OT Medium]



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Meet the Mesa Rugged Notepad™ featuring the advantages of both a tablet PC and a rugged handheld computer, without the disadvantages of either.

The Mesa is a data collection powerhouse with massive screen real estate, yet still feels like a compact handheld at the end of the long work day.



[Myriad Pro Semibold]

[Century Gothic Bold]

[Century Gothic Regular]



Colors

The Mesa Rugged Notepad comes in 3 colors: Subdued (Left), Standard Orange and Gray (Center), and Nato OD Green (Right).



Ports

Stay connected with a COM1 9-pin connector with 5VDC power on DTR pin, USB Host/Client, 12VDC unregulated 10-18V power, and a 3.5 mm audio jack.



Accessories

Optional accessories include: Travel charger, 12VDC Vehicle Charger, an International AC charger kit and the Mesa Mobile Dock.

[Lithos Pro Regular]



JUNIPER
systems

[Century Gothic Regular]

[Optima Roman]

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Logo Color Palette

The two most common versions of the Juniper logo are the full-color shaded version, and the 2-color version. Both versions can be seen below. The full-color version doesn't have any Pantone equivalents for the colors since it is never displayed in solid colors and should always be printed or displayed directly from the full-color logo file. The color system for the 2-color version can be seen in the chart below.



[Full-Color Shaded Version]

[2-Color Version]



	CMYK	RGB	Pantone	HEX
Black	30, 30, 30, 100	0, 0, 0	Process Black (PB)	000000
Orange	0, 35, 89, 0	251, 176, 56	143	FAAF38
L. Orange	2, 18, 44, 0	249, 210, 152	143: 50%	F8D297
D. Orange	30, 56, 100, 14	165, 111, 40	143: 100% PB: 41%	A46E28
Gray	15, 11, 12, 0	214, 214, 214	Cool Gray 3 (CG3)	D6D6D4
L. Gray	8, 5, 5, 0	232, 232, 232	CG3: 50%	E8E9EA
D. Gray	45, 37, 37, 2	147, 147, 147	CG3: 100% PB: 37%	929292