



Logo Usage Guidelines

2020

This document is part of the Juniper Brand Style Guide. The complete document is available on thehub.juniper.net.

All third-party uses of the Juniper Networks logo must be approved by Juniper Networks. These Logo Use Guidelines are subject to and incorporate by reference the Trademark Usage Guidelines.

<https://www.juniper.net/content/dam/www/assets/additional-resources/us/en/juniper-networks-inc-trademark-usage-guidelines.pdf>



Juniper Networks logo



The logo represents the master brand and sits at the top of the hierarchy at Juniper.



Spacing

To ensure maximum legibility in any situation, a minimum clear space has been defined. No other graphic elements should penetrate this area. While this is the minimum clear space, additional clearance is allowed and encouraged.



The margins are decided by the overall width of the “U” in the Juniper logo as indicated by the grey box.

Sizing









The Juniper logo is set to ensure that it never appears too small, maximizing readability and legibility at all times.



Minimum size
Print: 0.9 in, 2.286 cm
Web: 90 px

Color variations

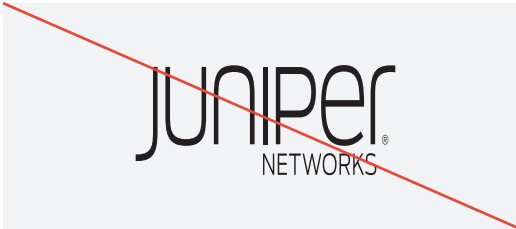
The logo is available in multiple color varieties.
It can and should be used on only these four background colors.

  Rich Black White HEX: #FFFFFF RGB: 255 / 255 / 255	  Rich Black Grey 2 HEX: #F5F5F5 RGB: 245 / 245 / 245
  White Brand Green HEX: #84B135 RGB: 132 / 177 / 53	  White Rich Black HEX: #000000 RGB: 0 / 0 / 0

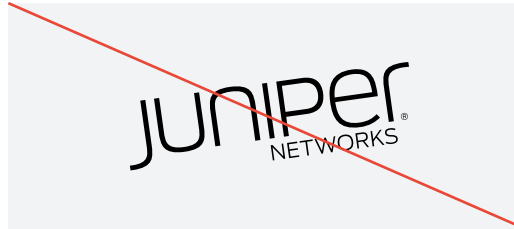
Restrictions

The following examples should never appear when using the Juniper logo.

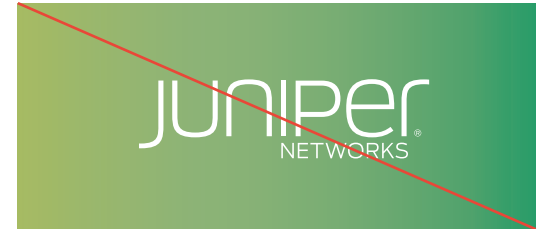
Do not scale or stretch



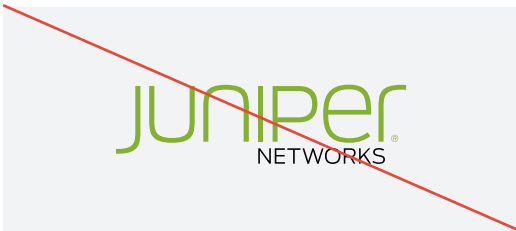
Do not rotate



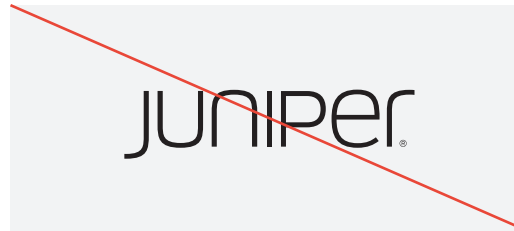
Do not place on gradients



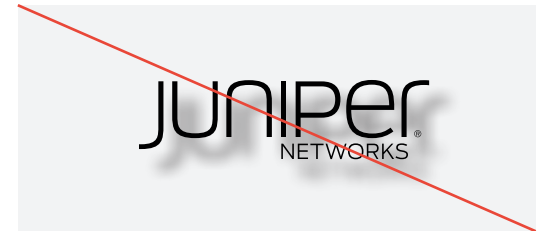
Do not re-colorize



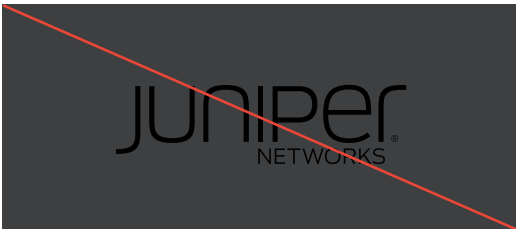
Do not alter or delete "Networks"



Do not apply shadows



Do not apply low contrast colors



Thank you

Email brand@juniper.net with any questions.