

Reach New Dimensions

Global Brand Identity Guidelines for Juniper Networks



Brought to you by Exclusive Networks'



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Reach New
Dimensions

The idea behind the campaign

The main objective of this new campaign is to create a global identity to closely align the Exclusive Networks and Juniper Networks brands. The campaign has been developed to support our global Juniper Networks strategic objectives to grow business, attract new partners, drive demos and POCs.

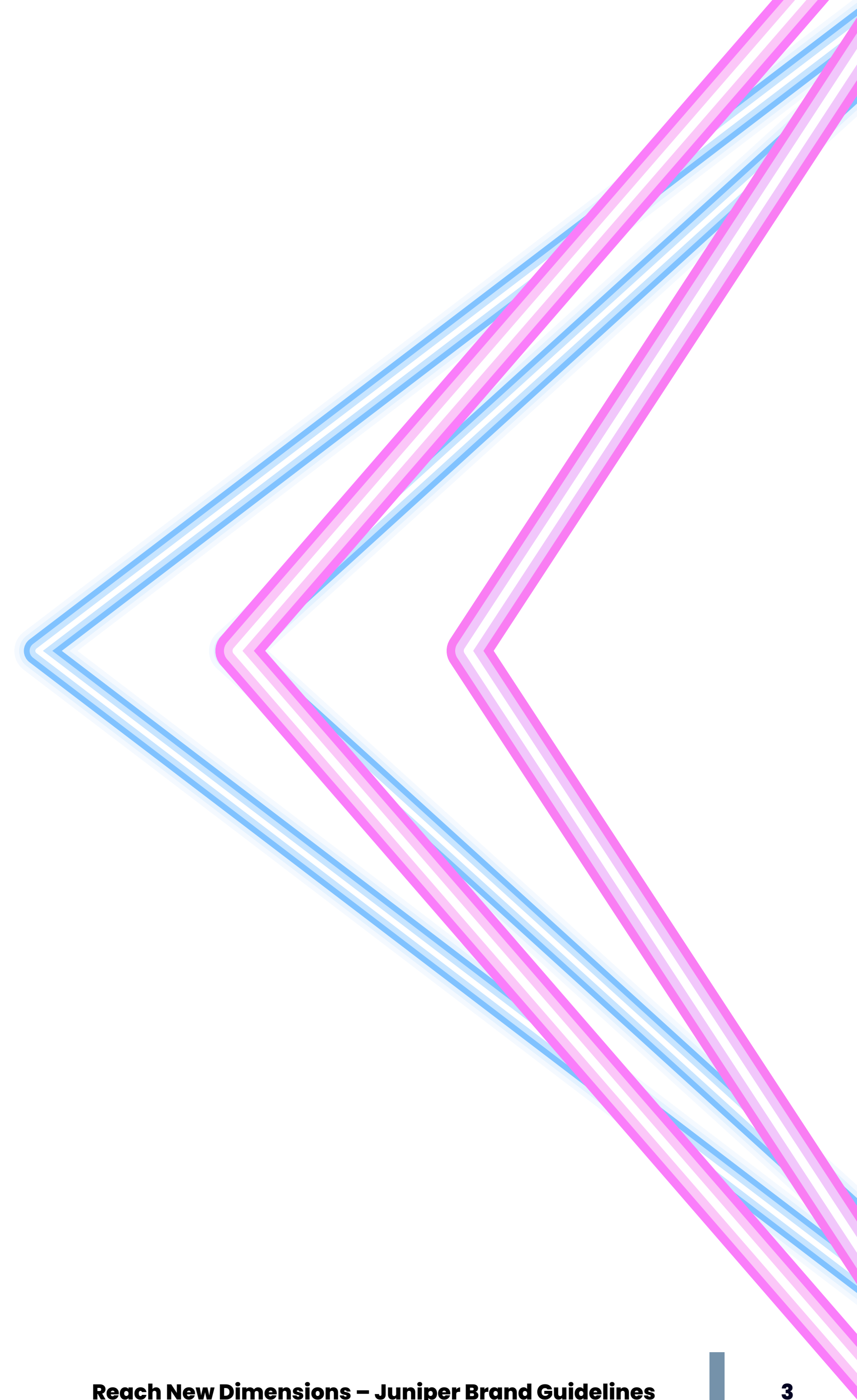
We will deliver marketing assets that can be utilised in all Exclusive Networks' countries where Juniper Networks is distributed, positioning Exclusive Networks as the 'number one' distributor for Juniper Networks globally. Supporting Juniper Network's aims to deliver 'network experiences that transform how people connect, work and live'.

Since a focus on customer experience is a huge part of Juniper networks' mission, we drew inspiration from this quote:

**“A mind that is stretched by a new experience
can never go back to its old dimensions”**

– American jurist and legal scholar Oliver Wendell Holmes

The global brand development aims to underpin our joint goal to create new experiences that will help customers to reach new dimensions by generating market opportunities.



Brand

Elements

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Logo Variants

[DOWNLOAD HERE](#)

The two versions shown here are the two options available for use dependent on its application. The full colour logo to be used on white & light backgrounds.

The white version should always be used on darker backgrounds to make it stand out.

Full Colour



Reversed Logo



Full Colour



Reversed Logo

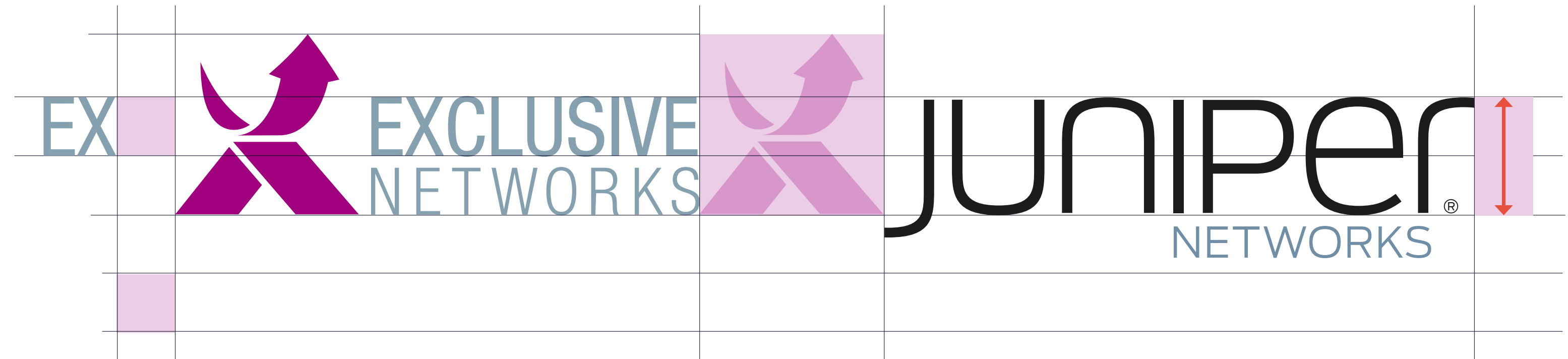


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Dual Branding

When the Exclusive Networks logo is used in conjunction with the Juniper brand. Please follow the guidelines here that describe how the rules should be applied.

Dual Branded Layout



The x can be used for the minimum distance between the two logos. More distance can be applied dependent on the dimensions of the publication, or digital media asset.

The maximum height of the logo should never exceed the full height of 'Exclusive Networks' brand logo.

Brand

Typography

Typeface

[DOWNLOAD HERE](#)

Poppins is a sans serif typeface which is both elegant and bold. Its geometric shapes work in various weights and sizes giving layouts flexibility. Poppins is key to giving the brand strength and authority in all mediums.

Below are the various weights of Poppins that can be used in marketing collateral.

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Poppins Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$€+-*/=%'"#@&_(),.::?!|**

Poppins SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$€+-*/=%'"#@&_(),.::?!|**

Poppins Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$€+-*/=%'"#@&_(),.::?!|**

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$€+-*/=%'"#@&_(),.::?!|

Poppins Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$€+-*/=%'"#@&_(),.::?!|**

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$€+-*/=%'"#@&_(),.::?!|

Hierarchy

To ensure consistence across all collateral, it is important that the various weights of the Poppins font family are applied correctly.

The hierarchy shown on this page should be followed when creating any asset for print or digital. All the various weights can be used in various sizes.

Headline – Poppins Extra Bold

Intro Paragraph – Poppins Bold

Body Copy – Poppins Regular

Subhead – Poppins SemiBold

Pull Quote – Poppins Light

Headline Font

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Ultrices eros in cursus turpis massa tincidunt dui. Nec nam aliquam sem et. A erat nam at lectus urna dui convallis.

Mus mauris vitae ultricies leo integer. Cras ornare arcu dui vivamus arcu felis bibendum ut. Enim sit amet venenatis urna cursus eget. Ultricies leo integer malesuada nunc vel risus commodo.

Subhead Font

Sagittis nisl rhoncus mattis rhoncus. Senectus et netus et malesuada fames. Nibh cras pulvinar mattis nunc sed blandit libero volutpat sed. Habitasse platea dictumst quisque sagittis purus.

Arcu ac tortor dignissim convallis aenean et tortor at risus. Ultrices mi tempus imperdiet nulla malesuada. Tortor at auctor urna nunc id cursus. Aliquet sagittis id consectetur purus ut faucibus.

“Netus et malesuada fames ac turpis egestas sed tempus urna. Suspendisse sed nisi lacus sed viverra tellus in. Urna neque viverra justo nec ultrices dui. Blandit cursus risus at ultrices.”

Colour

Palette

Colours

The brand colour palette has been carefully selected and will ensure consistency across all assets.

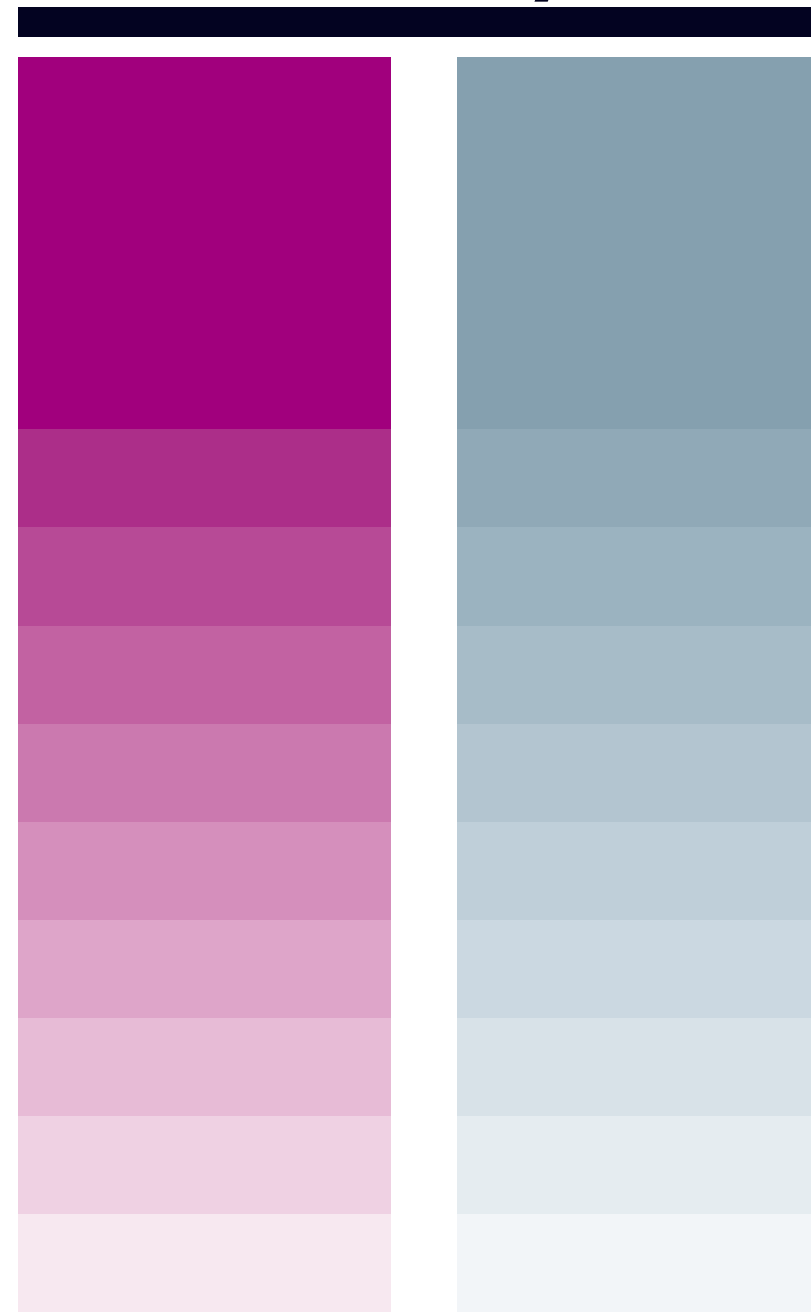
Primary Colours

The main corporate colours, Purple and Silver should be applied where possible.

Secondary Colours

These are extra colours that can be applied to the tactics where there is scope for any additional graphic, typographic or visual elements.

Primary



Exclusive Purple

PANTONE: 2415 C

CMYK: 47 / 100 / 4 / 1

RGB: 156 / 2 / 125

HEX: 9C027D

Exclusive Silver

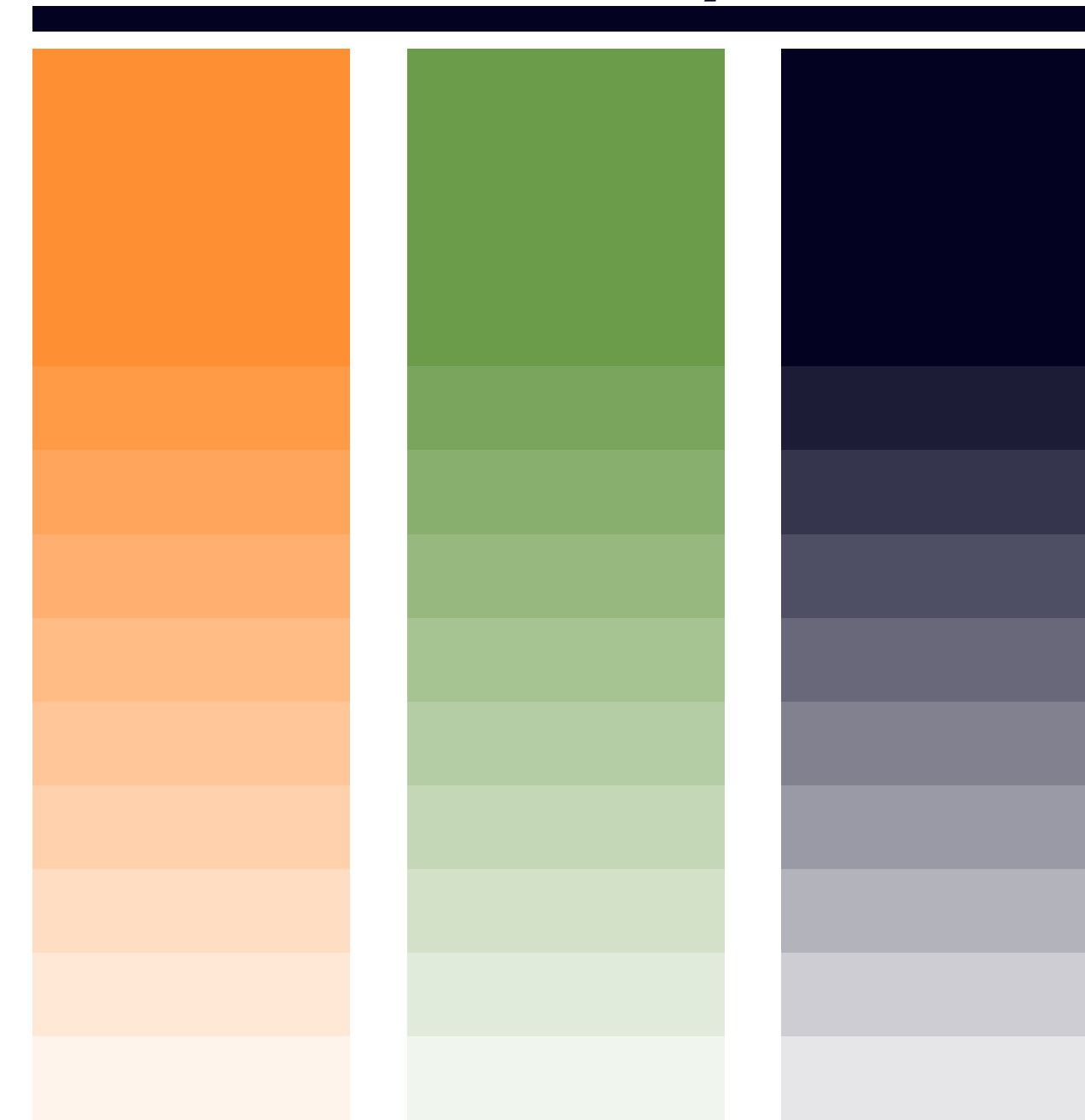
PANTONE: 5493 C

CMYK: 52 / 27 / 25 / 5

RGB: 131 / 159 / 173

HEX: 839FAD

Secondary



Exclusive Orange

PANTONE: 715 C

CMYK: 0 / 49 / 83 / 0

RGB: 255 / 153 / 51

HEX: FF9933

Exclusive Green

PANTONE: 7489 C

CMYK: 64 / 13 / 86 / 1

RGB: 106 / 165 / 75

HEX: 6AA54B

Exclusive Ink

PANTONE: 282 C

CMYK: 100 / 90 / 50 / 80

RGB: 3 / 2 / 33

HEX: 030221

The Assets

The Assets Explained

The assets developed and shared in these guidelines will support your country to communicate and strengthen your Juniper business.

This look and feel illustrate innovative and bold networking solutions. Our aim is that the consistent and bold use of the varied campaign assets in different regions will result in a recognisable global brand, and build a strong and profitable partnership with Juniper Networks.

Assets Include:

- **Backgrounds** – A collection of different background images that you can use depending on what works best for your region and that gives you the variety to create diverse local assets.
- **Social Cards** – Different formats and sizes for LinkedIn Paid Campaigns as well as organic posts on LinkedIn and Instagram.
- **Email templates** – HTML format that you edit with your own content and language-specific requirements. You can also insert/swap the header visuals with other backgrounds provided.
- **Email header images** – These are in English, but we encourage you to request language-specific changes.
- **Pull up banners** – Designed to follow the campaign creative but can be adapted to have other messages.
- **Launch assets** – additional, the following launch assets have been updated to the new global brand identity and can be used by all countries: Playbook, Battlecard & Landing Page.
- **Watermark** – A shared watermark that can be used across varied assets and background images.

The Backgrounds

[DOWNLOAD HERE](#)



[CONTENTS](#)

The Watermark

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How to use the watermark

[DOWNLOAD HERE](#)

The watermark has been created to use as a standalone asset.

Keep it on 'clear' parts of the background to ensure it is readable and it is using the required exclusion zone. The Watermark can be used across assets and should be placed at 50% opacity.

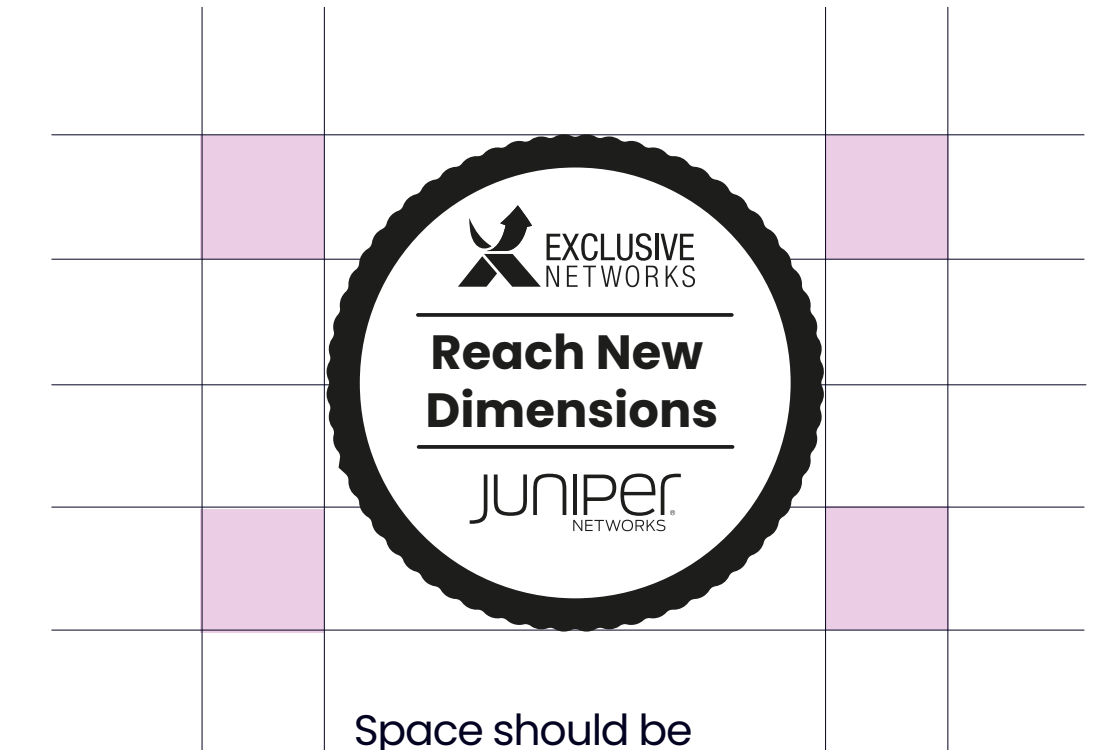
Solid



Reversed out



Exclusion Zone



Space should be applied around the watermark. More distance can be applied dependent on the dimensions of the publication, or digital media asset.

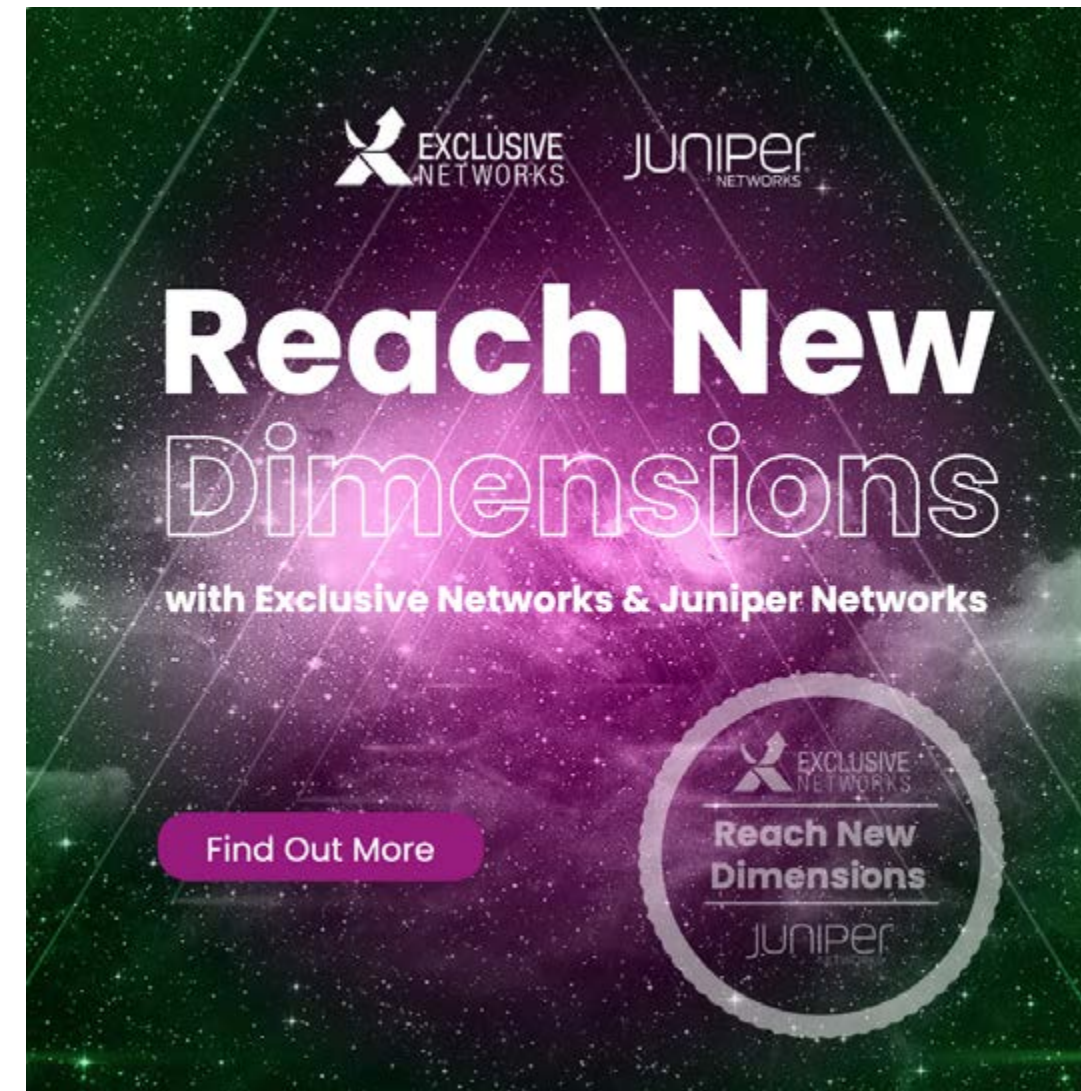
[CONTENTS](#)

How to use the watermark

The examples on this page show how the watermark can be applied to the various assets. The assets shown are all available for download in the relevant section.

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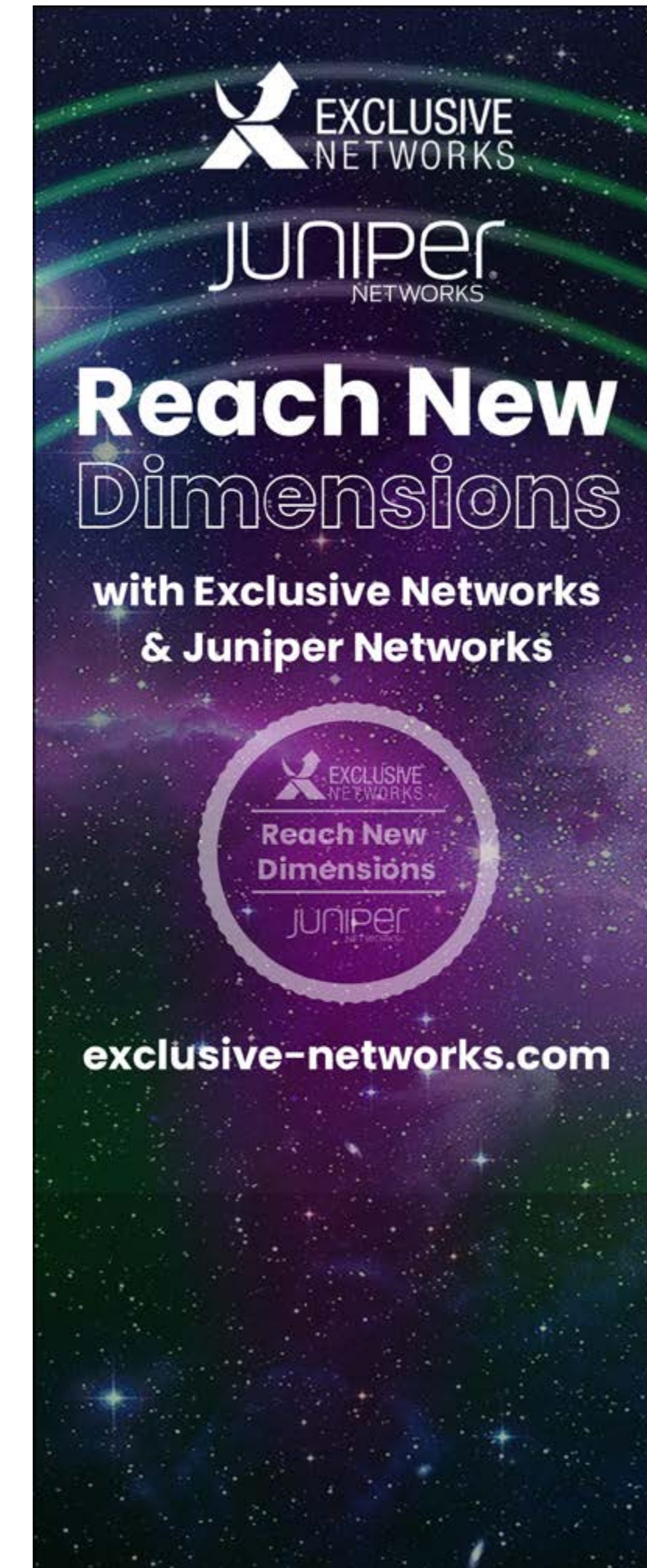
Instagram post



LinkedIn post



Pull up banner

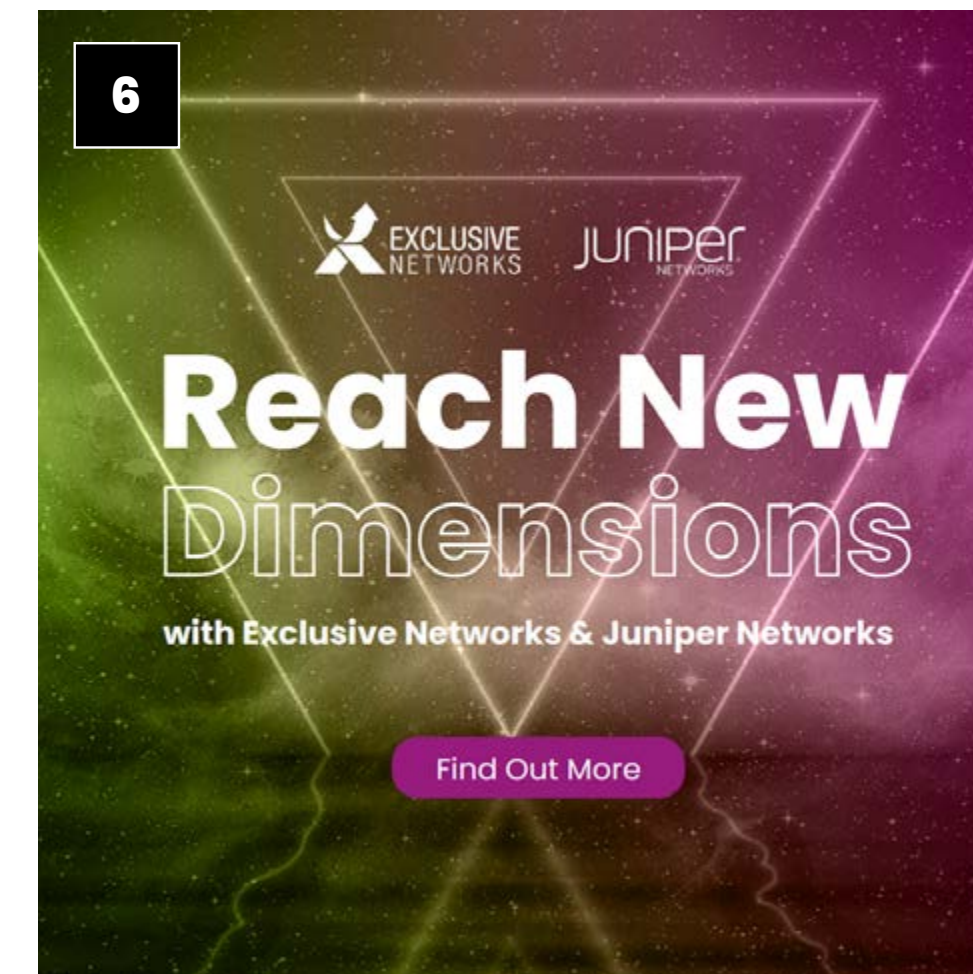
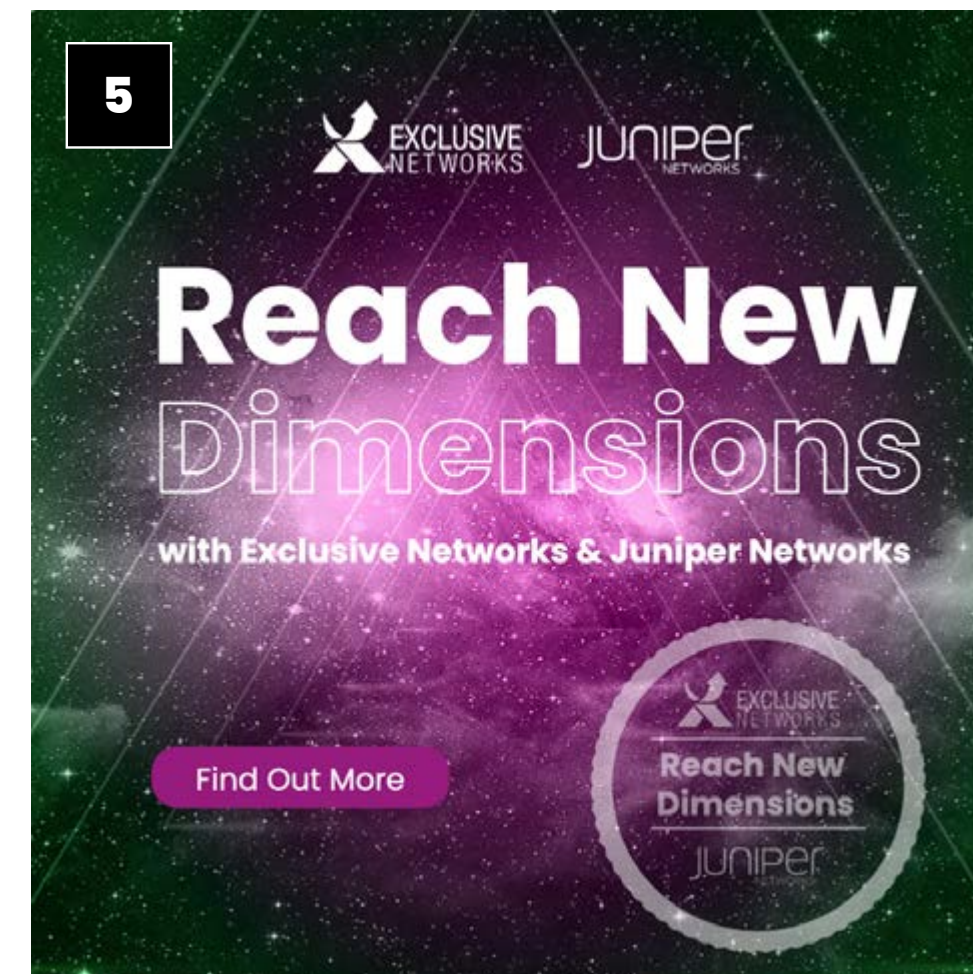
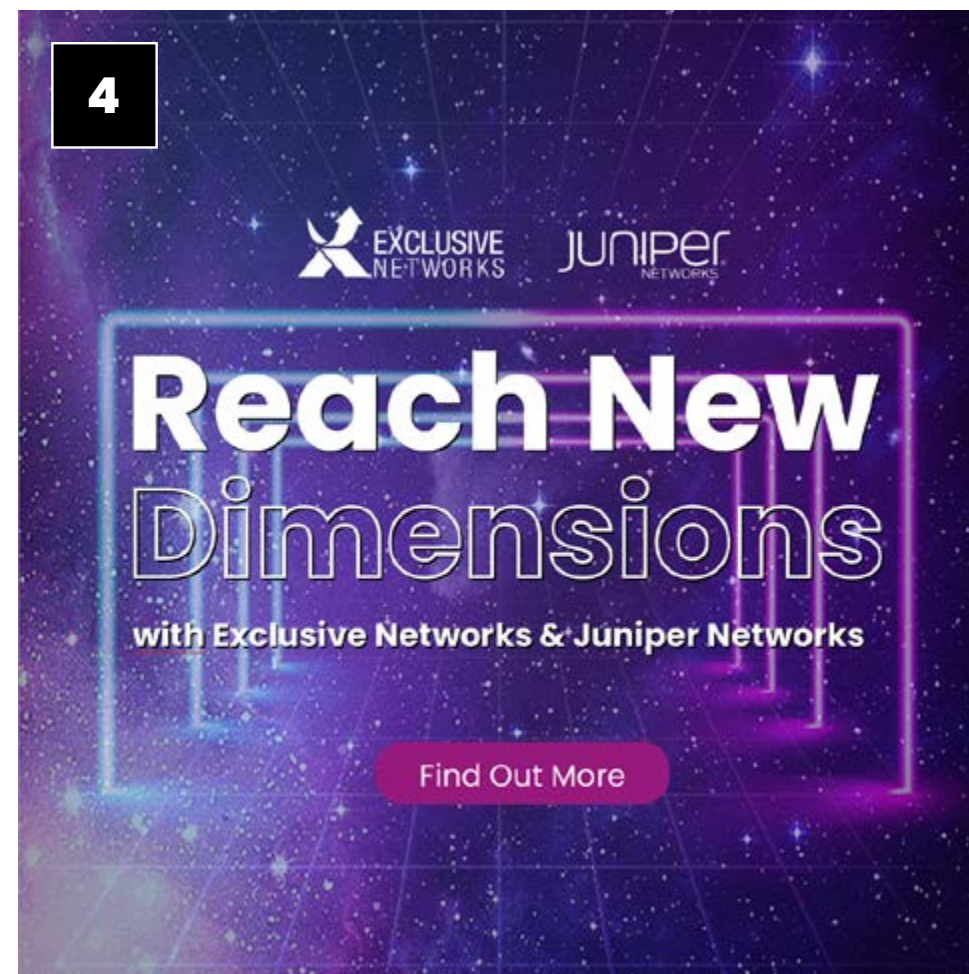
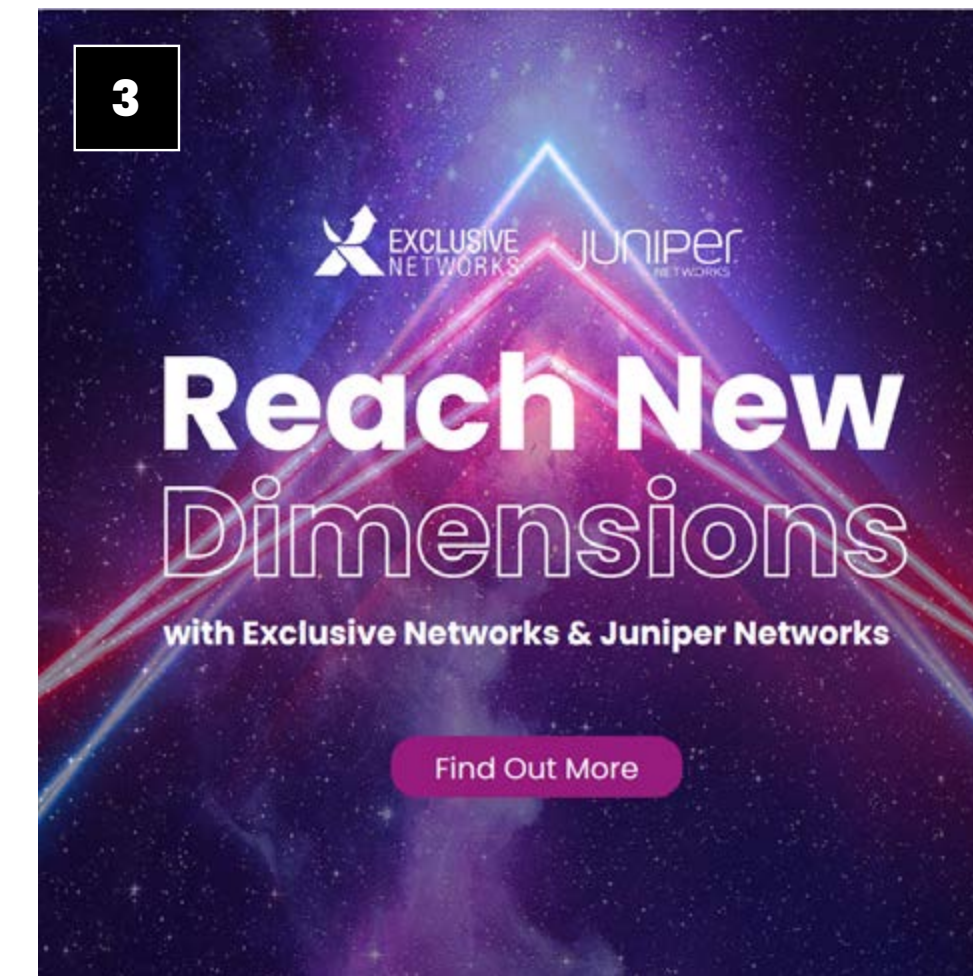
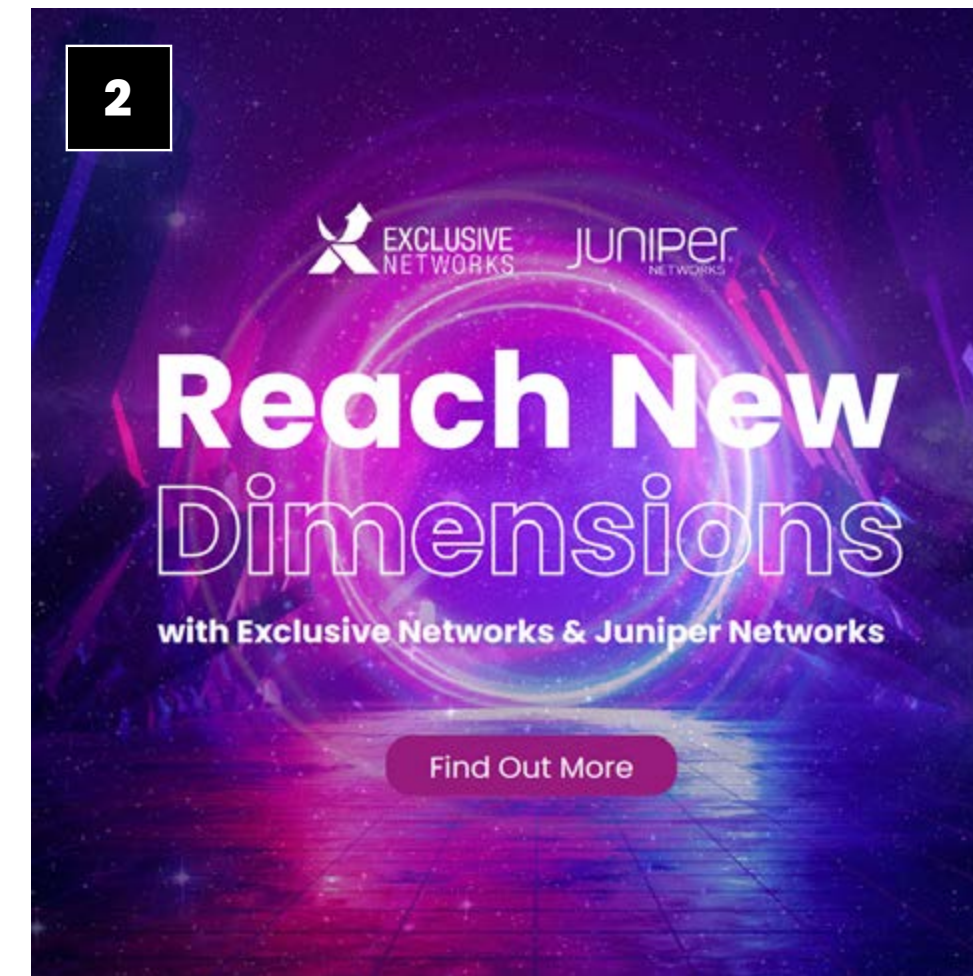
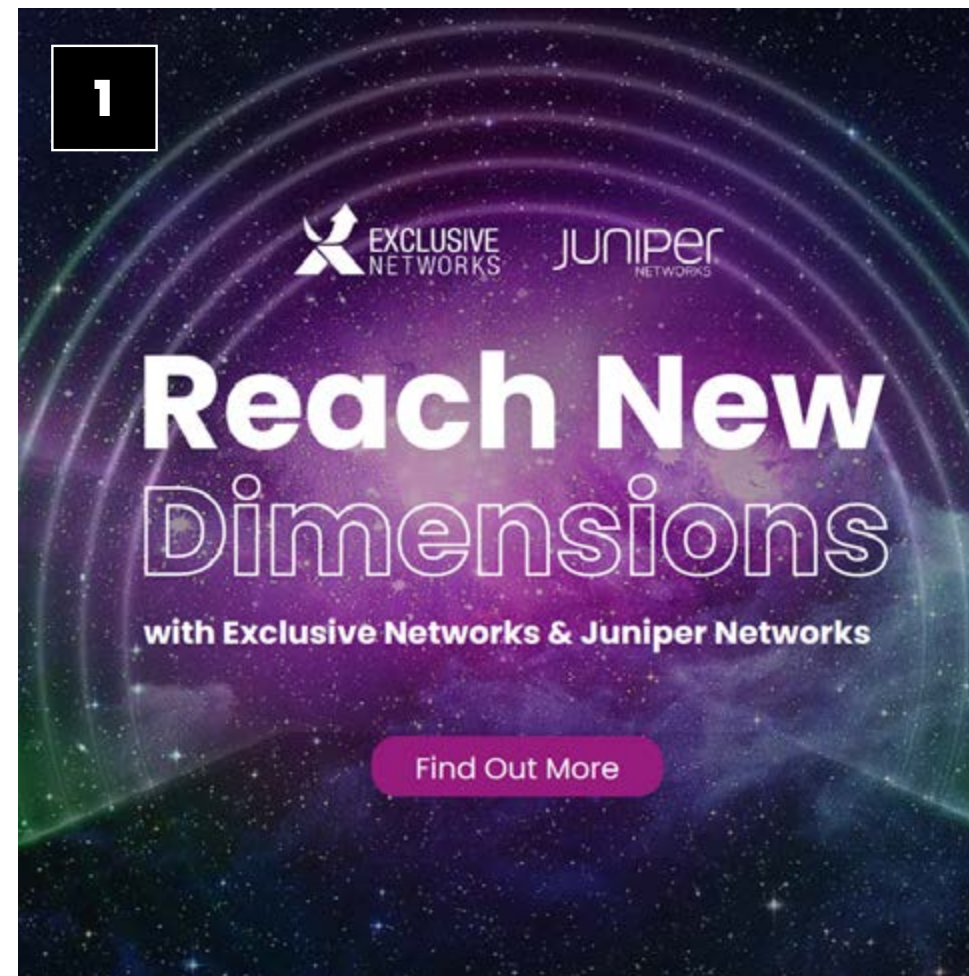


Social Media Instagram

[DOWNLOAD HERE](#)

Instagram posts

A full set of post images has been created for you to download and use as part of an Instagram social media campaign.



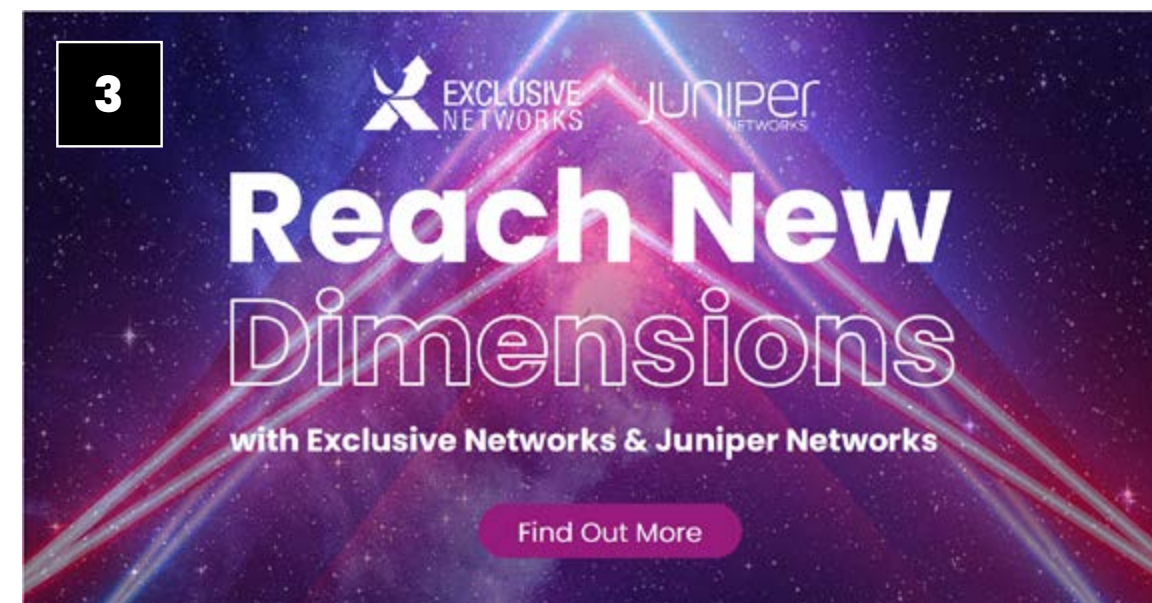
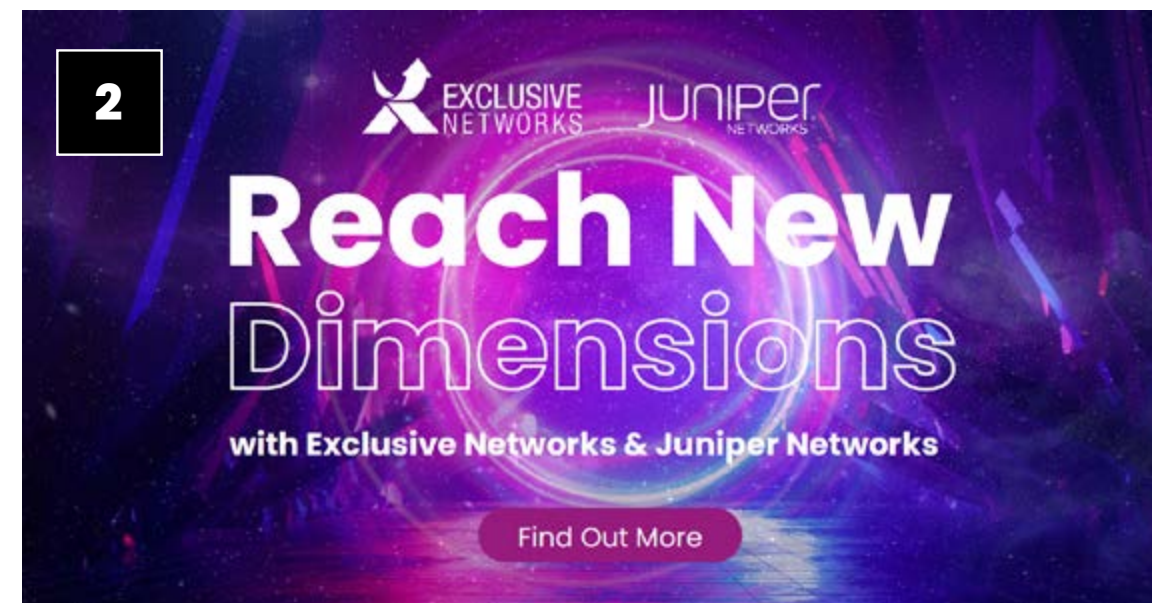
[CONTENTS](#)

Social Media LinkedIn

[DOWNLOAD HERE](#)

LinkedIn posts

A series of post images for LinkedIn have been created and are available for you to download and use.



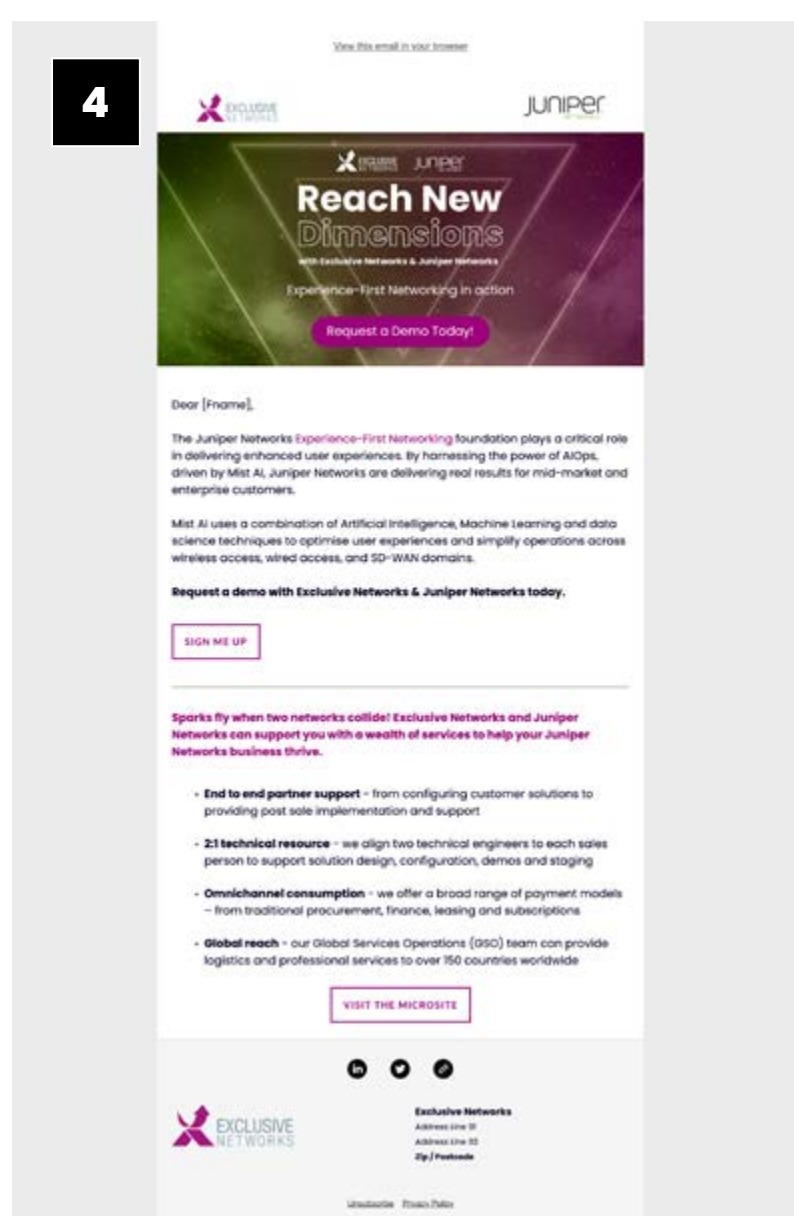
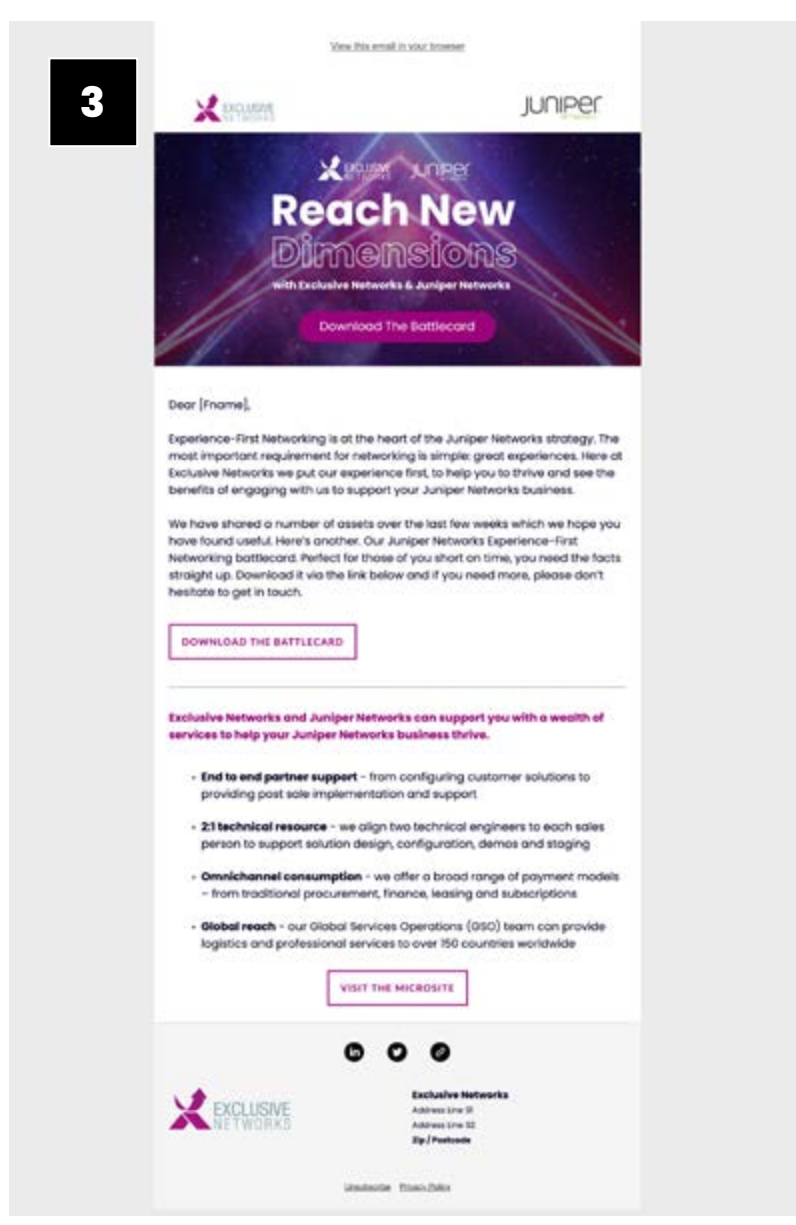
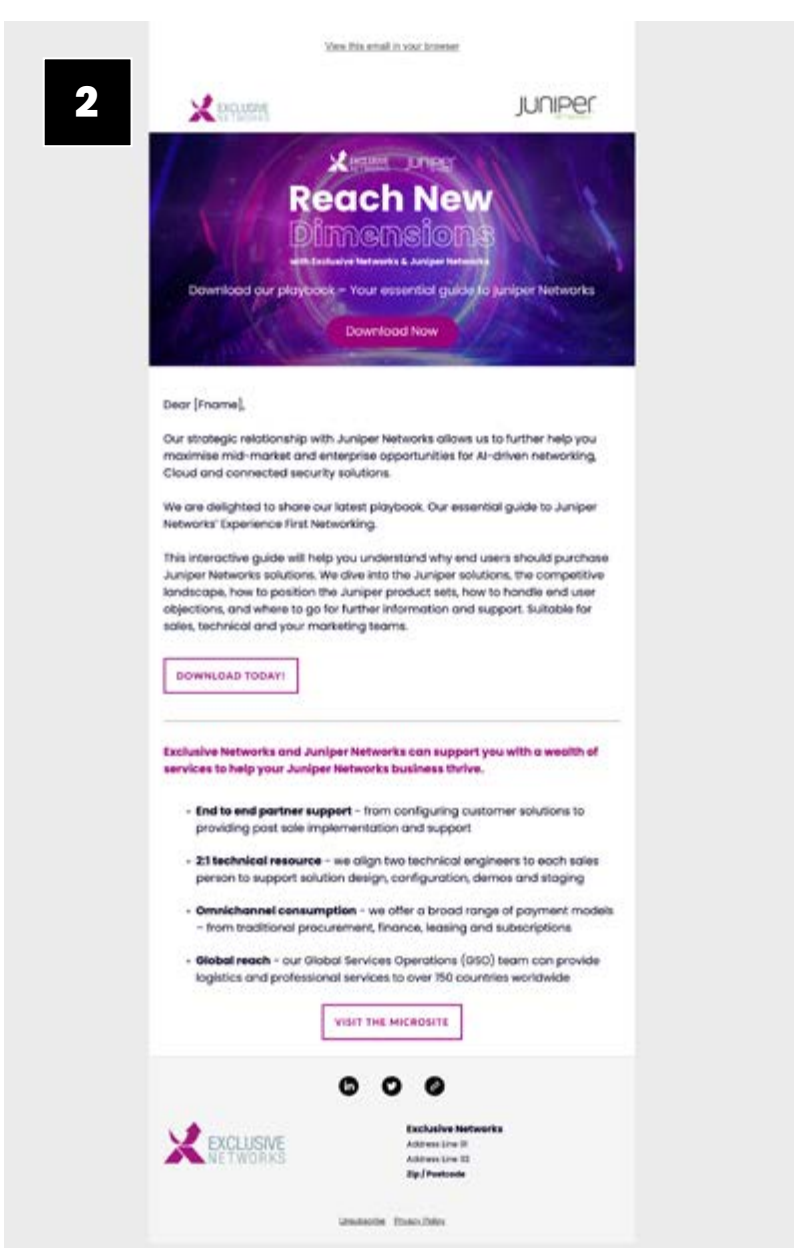
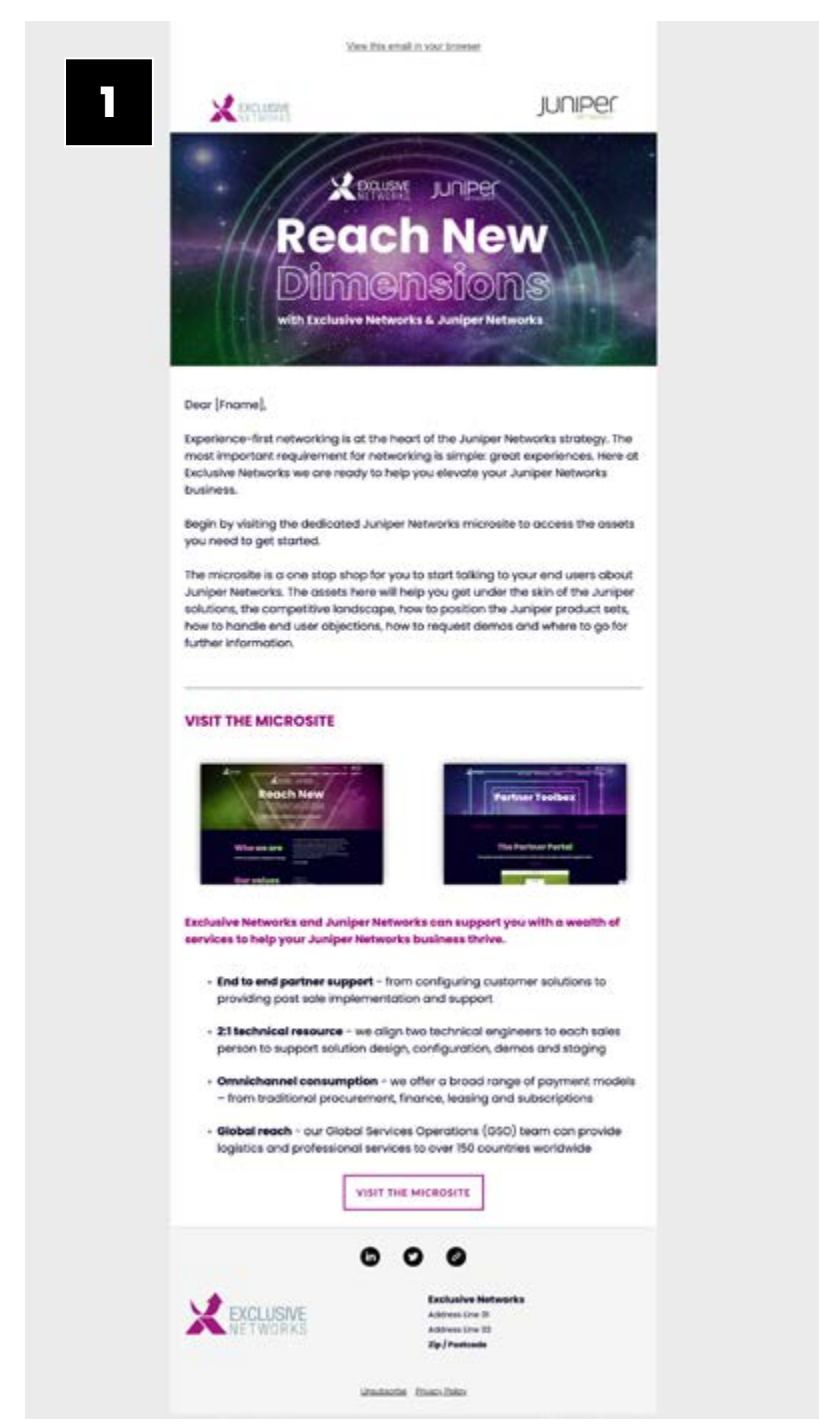
[CONTENTS](#)

Email Templates

DOWNLOAD HERE

Shown opposite are three HTML email templates that are available to download. The header can be swapped for alternative versions and the text can be edited to include an alternative language.

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Email Headers

[DOWNLOAD HERE](#)

Using the various backgrounds, we have created email headers that can be used in your HTML templates. The files are available for download and the text can be edited for any language variants.



[CONTENTS](#)

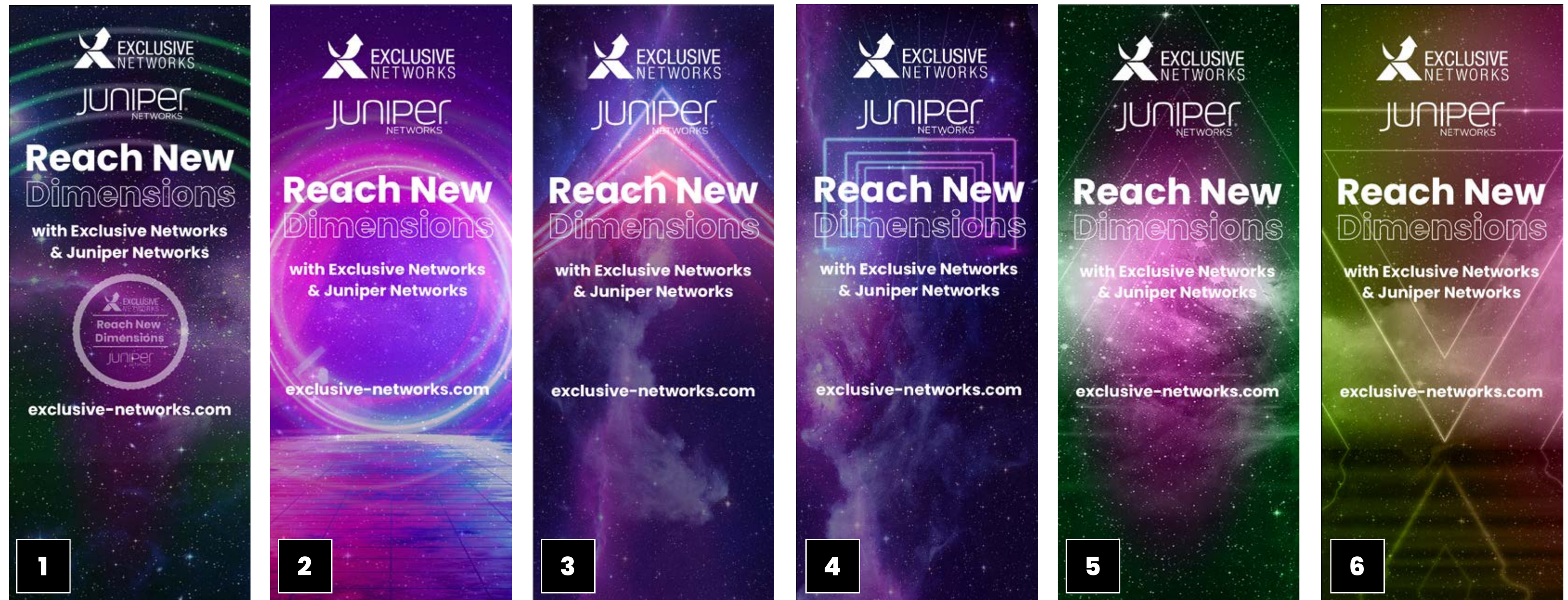
Pull-up Banners

[DOWNLOAD HERE](#)

Pull-up banners

Banners can be created with our different backgrounds and should display the Campaign Name, Reach New Dimensions in an easily readable way.

Any banner should always display both brands equally in size and position. We have demonstrated each of the backgrounds in the examples shown.

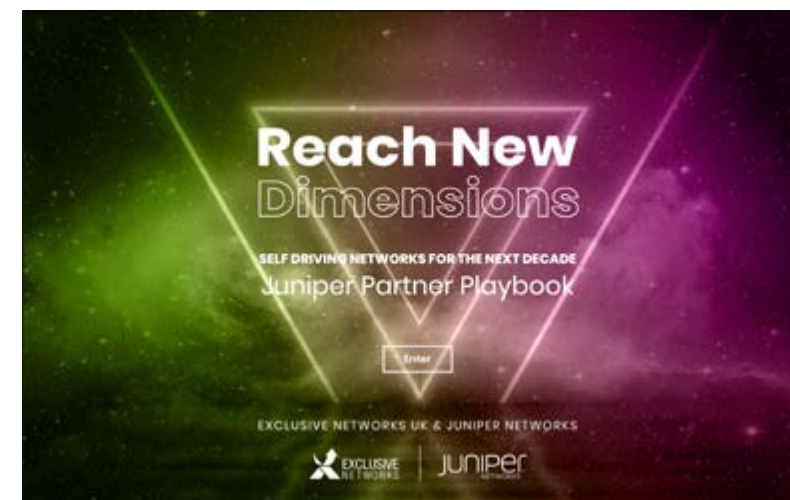


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Additional Launch Assets

The following launch assets have been updated to the new global brand identity and can be used by all countries: Playbook, Battlecard & Landing Page.

Playbook



DOWNLOAD

Battlecard



DOWNLOAD

Landing Page



VISIT PAGE

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How not to use

Assets

Logos

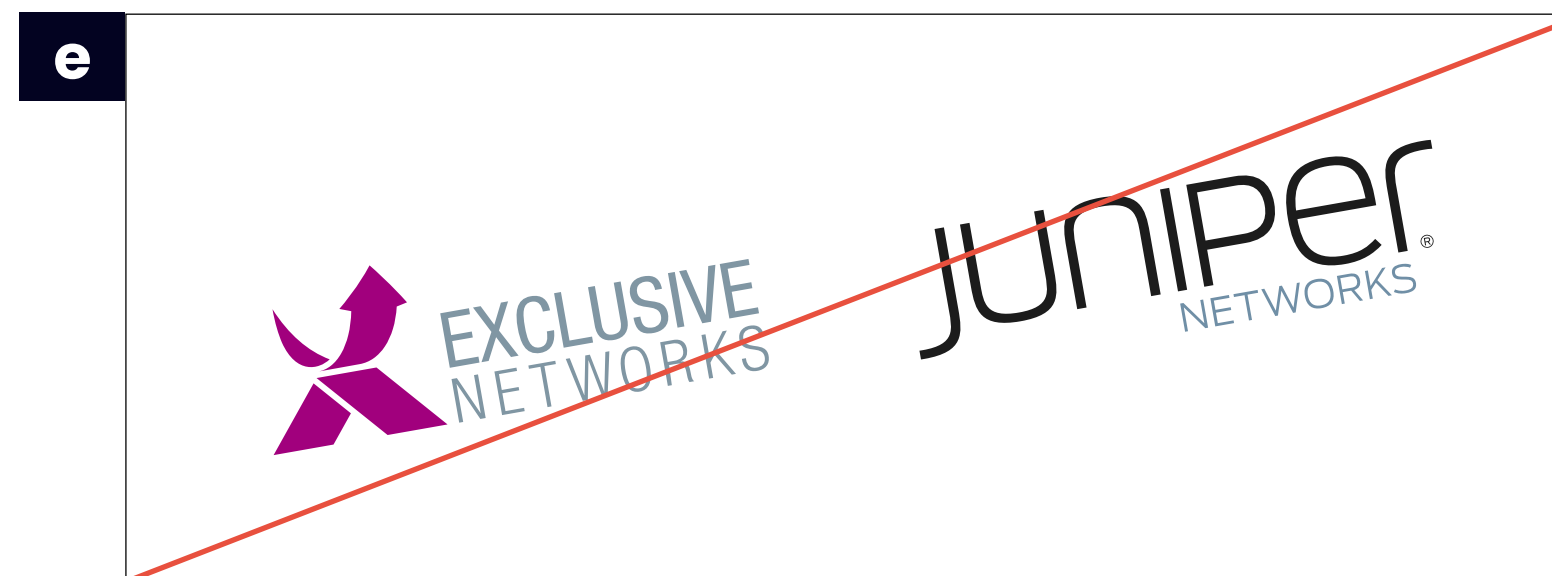
If you don't want to use the exact templates that we provide, please be aware of the following guidelines to retain a professional look and feel:

Logos

Please DO NOT...

- a) Change the colours
- b) Alter the proportions of the logo's elements
- c) Re-arrange the logo's elements
- d) Change the fonts
- e) Rotate the logo
- f) Position the logo on a complex background (unless a heavy colour overlay effect has been applied)

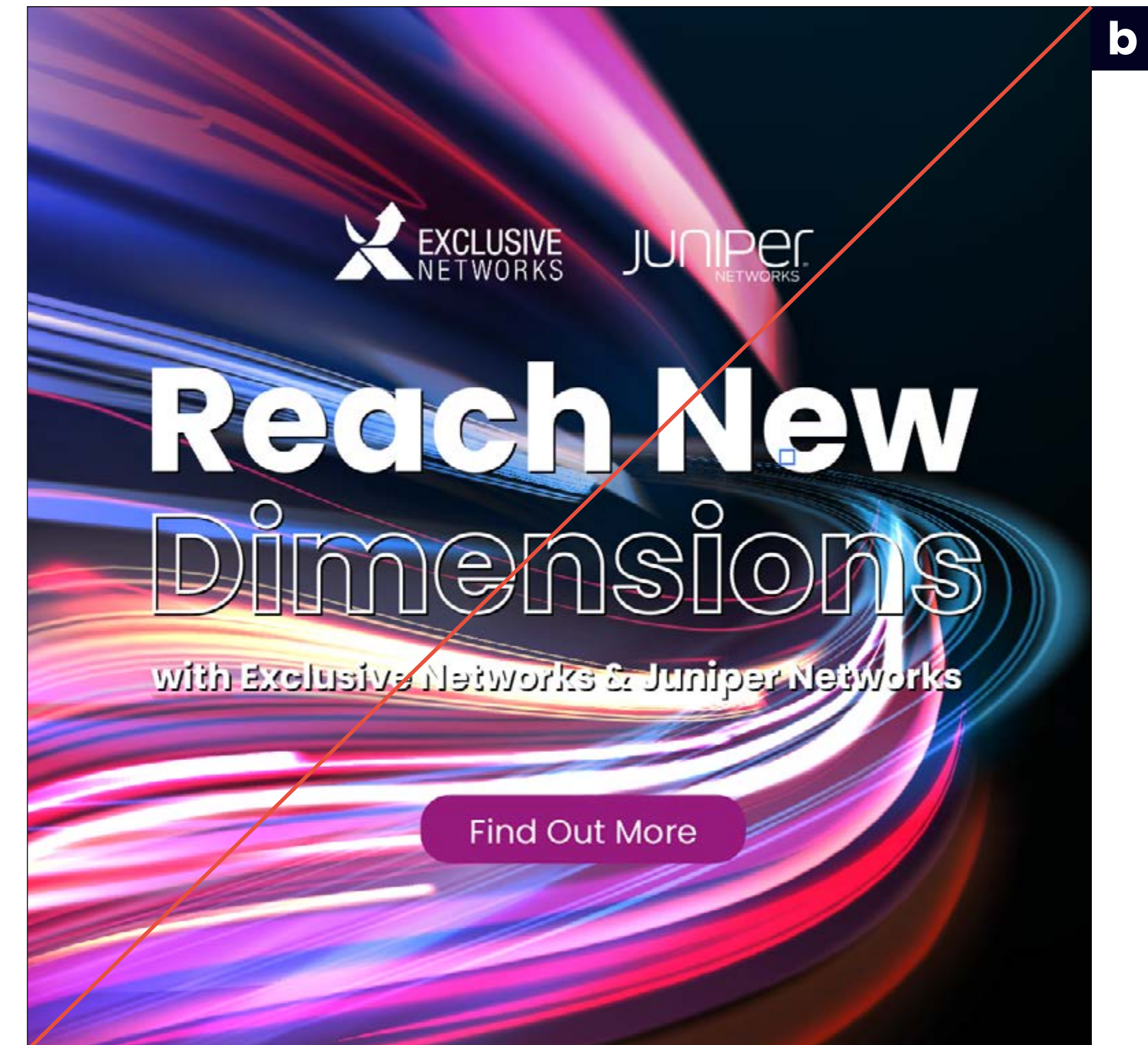
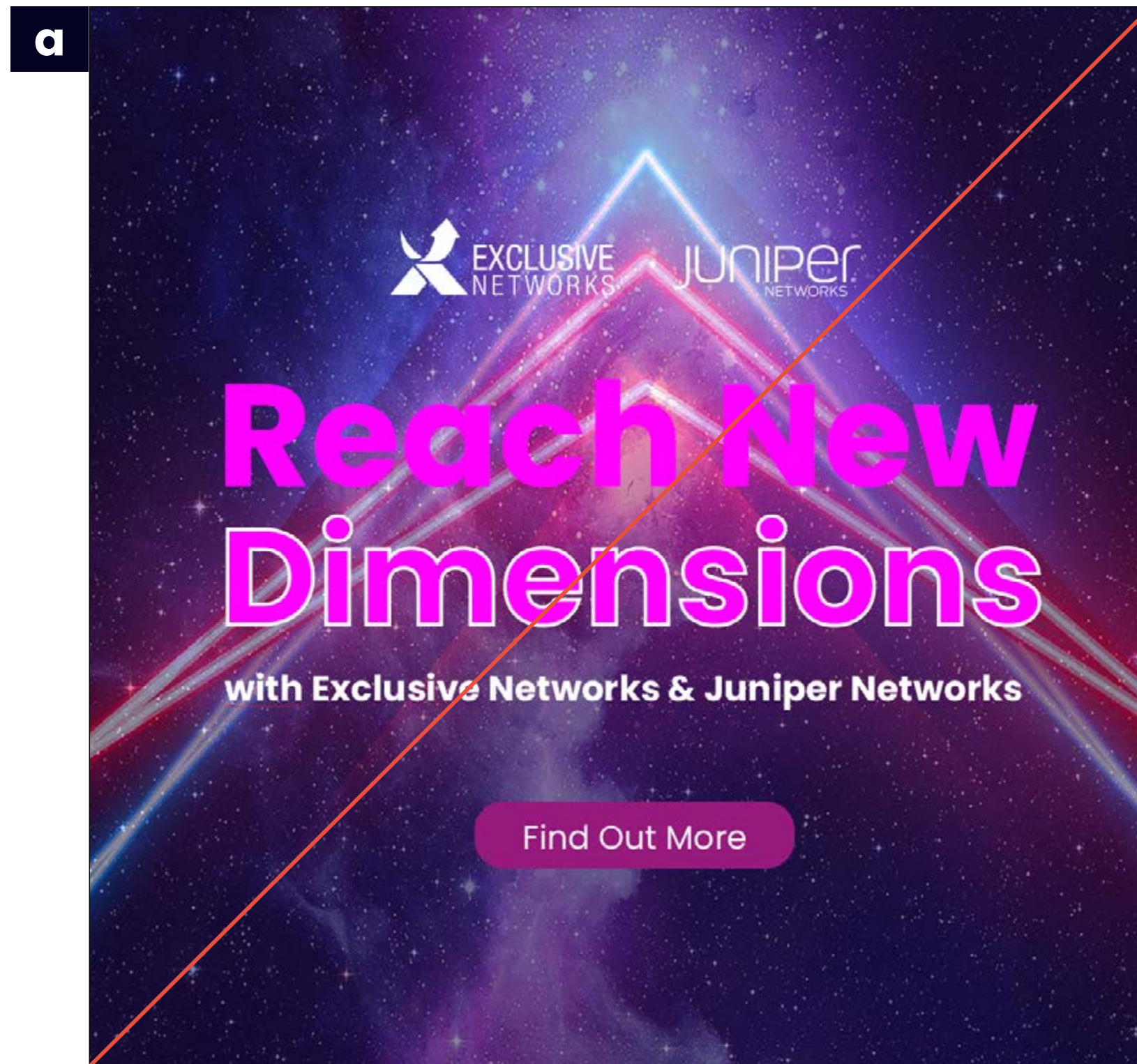
CONTENTS



Backgrounds & Fonts

Backgrounds & Fonts

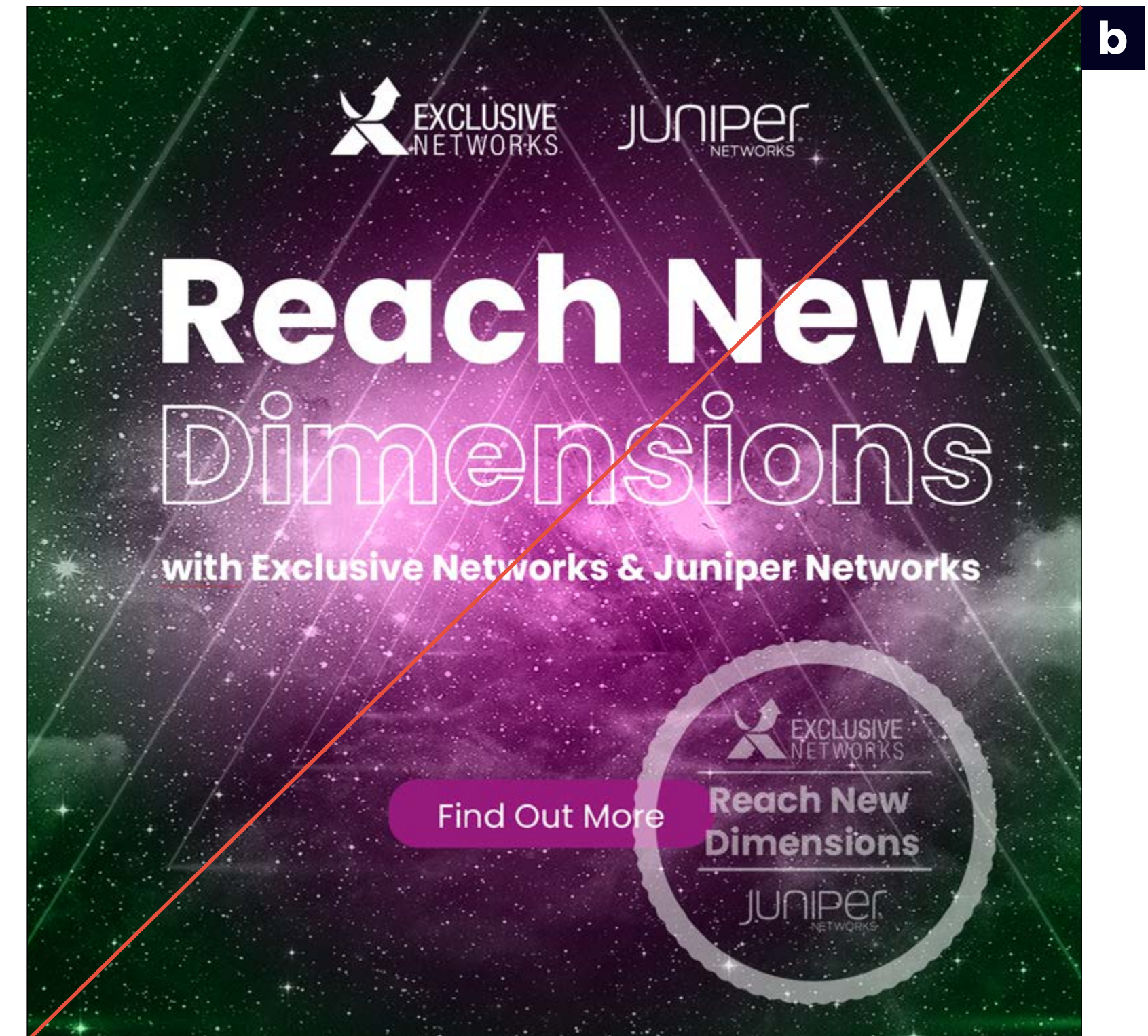
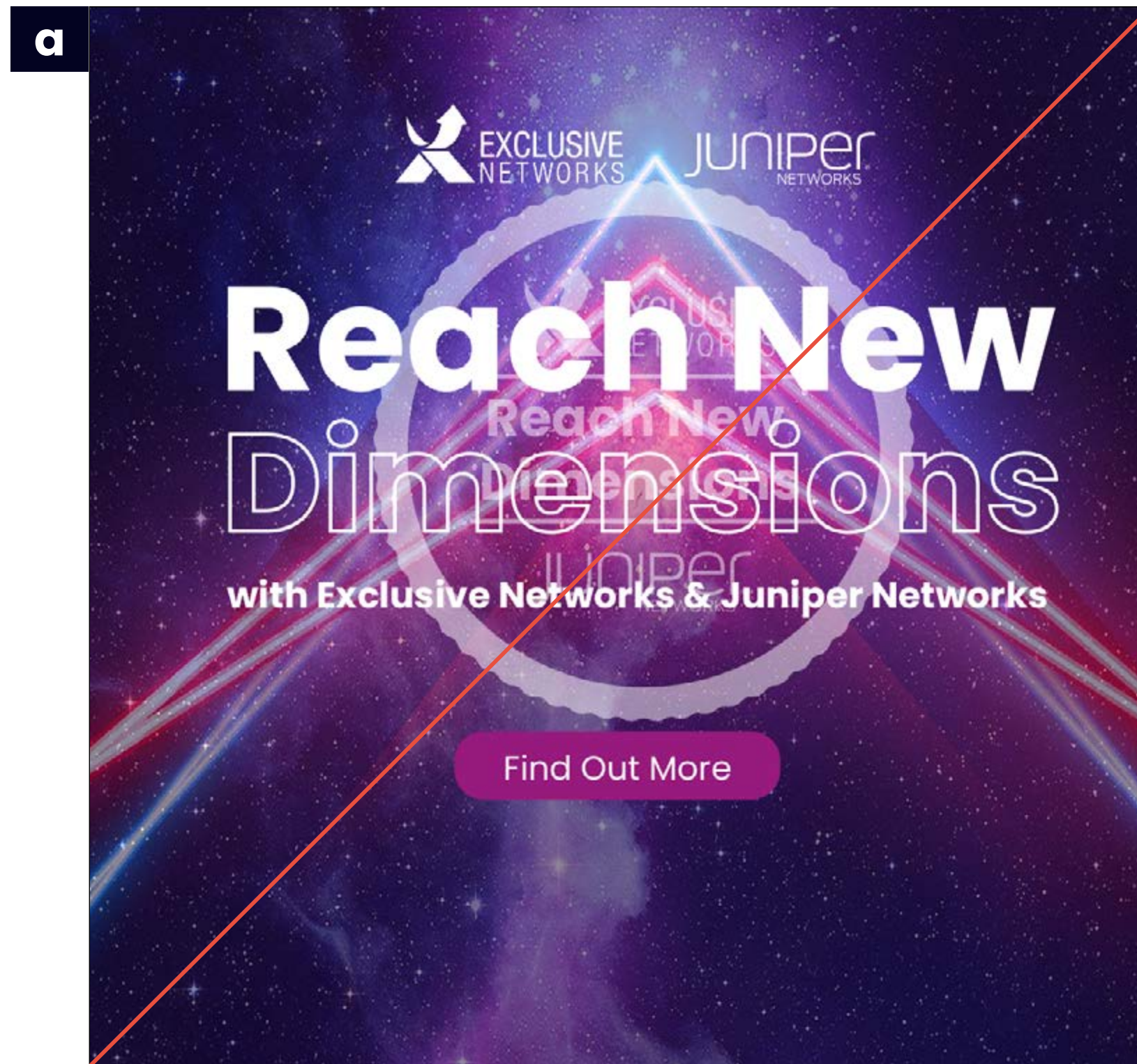
- a) For any headlines and copy use a white font colour. Do not change to any other colour.
- b) Only use imagery or backgrounds from the Reach New Dimensions Campaign folder.



Watermark

Watermark

- a) Do not use the watermark over copy areas of the design or scale to large.
- b) Try to avoid putting it on top of objects such as buttons.



Questions & Contact

If you have any questions on these brand guidelines, matters of compliance or language requests, please use the following contact:

Vanessa Cardwell
Email: vcardwell@exclusive-networks.com
www.exclusive-networks.com

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