

ninjaOne®

Brand Guidelines



Brand guidelines

01 About

A Unified IT Management Platform

NinjaOne is a leading unified IT operations solution that simplifies the way IT works. With NinjaOne, IT teams can automate, manage, and remediate all their tasks within one modern, intuitive platform, improving technician efficiency and user productivity.

www.ninjaone.com



Brand

02 The Logo



Primary logo



Inverted, on Ninja Deep Blue Background



On Ninja Medium Blue background

For further information please observe our clear space rules and minimum size requirements. Please don't use NinjaOne's logo in a way that suggests sponsorship, endorsement, or affiliation by NinjaOne. Or in a way that could confuse NinjaOne with another brand.

Brand

03 Clear space requirements and minimum size



Clear space requirements

In case of the logo with slogan, the clear space required equals the height of the logotype x-height (marked with x).

Minimum size print

Always keep in mind the minimum size requirement. On print materials, the logo will not be used with sizes lower than 13.3 mm wide and 5 mm in height. On screen the minimum size is 53.2px wide and 20px in height.

Never use the logo in spaces where the minimum size requirements and clear space requirements cannot be met. In these situations please request more information from the owner of the brand.

04 Icon and favicon



Logomark and favicon



Icon on color background

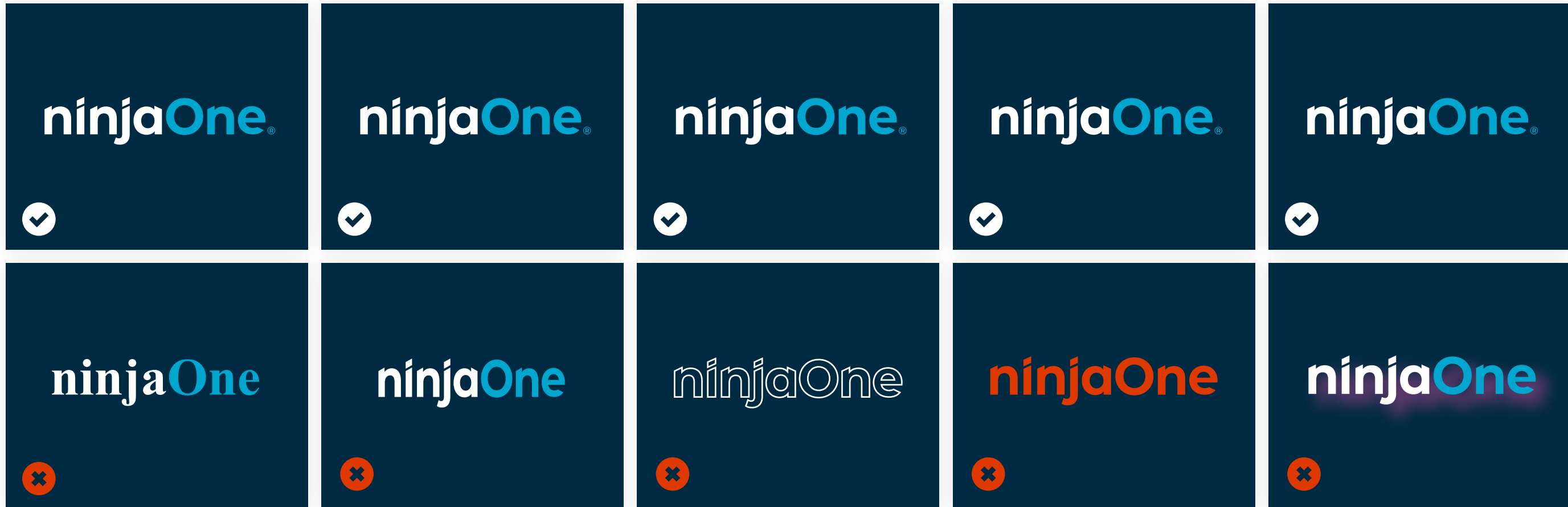


Favicon minimum size

On screen, the logo will not be used with sizes lower than 16px in height (favicon, icon).

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05 Logo dos and don'ts



Do not change the logotype font, always keep logo integrity and form as shown on page 2.

Do not stretch the logo. Always maintain the ratio of the main logo.

Do not outline the logo. Keep the integrity of the logo as presented on page 2.

Do not change the logo colors, always maintain original colors, as mentioned on page 2.

Do not use the styles, like drop shadow or glow effects.

06 Typography

Montserrat

PARAGRAPH FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+="':?><

FONT STYLE

Regular

Lorem ipsum dolor sit amet
consectetuer adipiscing.

Medium

Lorem ipsum dolor sit amet
consectetuer adipiscing.

Semibold

Lorem ipsum dolor sit amet
consectetuer adipiscing.

Bold

Lorem ipsum dolor sit amet
consectetuer adipiscing.

TYPOGRAPHY HIERARCHY

- H1** **Display text**
Montserrat Bold/Semibold, Sentence Case, Size 72/84/90p+,
Leading Std., Tracking Std., Colors Dark Gray/Gray/Vivid Blue
- H2** **Title**
Montserrat Bold/Semibold, Sentence Case, Size 48/60/72p+,
Leading Std., Tracking Std., Colors Dark Gray/Gray/Vivid Blue
- H3** **Subtitle**
Montserrat Light/Regular, Sentence Case, Size 36px/24px,
Leading STD., Tracking STD., Colors Dark Gray/Gray/Vivid Blue
- B** **Body**
Montserrat Light/Regular/Italic/Bold, Sentence Case, Size 14/16/18p,
Leading 20/24/28p, Tracking STD., Colors Gray/Gray/Vivid Blue
- C** **Caption text**
Montserrat Light/Regular/Italic/Bold, Sentence Case, Size 10/12p,
Leading 14/16p, Tracking STD., Colors Gray/Gray/Vivid Blue

07 Brand Colors

Color Name	Pantone	Hex	RGB	CMYK
Ninja Deep Blue	289 C	#002A42	R: 0 G: 42 B: 66	C: 100 M: 78 Y: 47 K: 50
Ninja Medium Blue	302 C	#053856	R: 5 G: 56 B: 86	C: 100 M: 76 Y: 42 K: 34
Ninja Vivid Blue	312 C	#00A6CE	R: 0 G: 166 B: 206	C: 96 M: 6 Y: 15 K: 0
Ninja Light Blue	637 C	#5ECAEA	R: 95 G: 203 B: 234	C: 55 M: 0 Y: 5 K: 0
Ninja Vivid Red	1665 C	#DD3900	R: 221 G: 57 B: 0	C: 7 M: 91 Y: 100 K: 1



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North America (888) 542-8339 / Germany +49 (0)30-76758700 / UK +44 (0)20 3880 9027 / FR +33 (0)800 91 09 90 / sales@ninjaone.com