



Brand Style Guide
FOR PARTNERS



**Unified visuals and writing express
the Jamf brand**

Branding excellence is achieved through a combination of activities that we define as the **Whole Product Experience**. Applying our brand attributes and visual elements consistently serves to extend and enhance our Whole Product Experience promise.

This document provides both visual and written guidelines for implementing the Jamf brand. These guidelines will help echo the Jamf brand experience by outlining common usages and specifications.



Brand Style Guide

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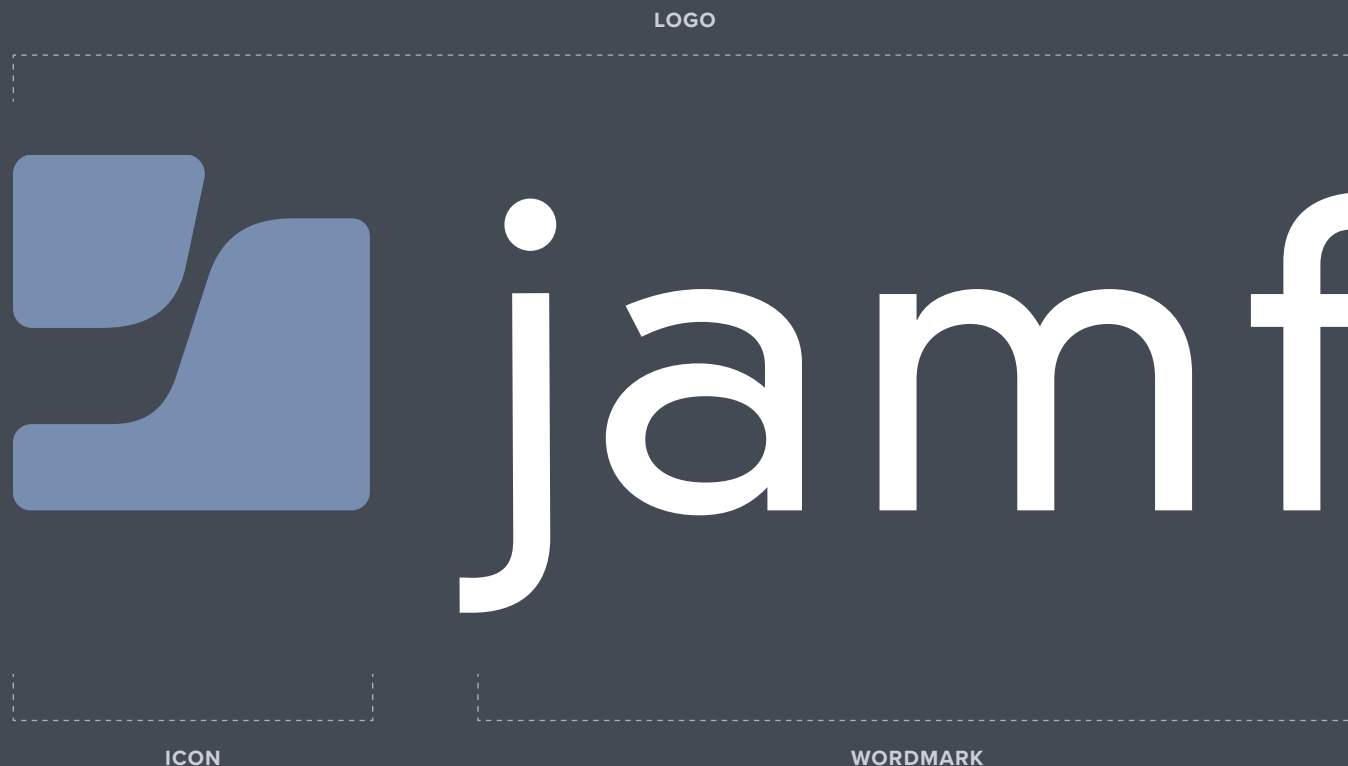
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Logos and Marks

CORPORATE LOGO

Corporate logo

The full corporate logo features both the icon and the wordmark. These two elements should remain in a fixed relationship and not separated or altered. **The Jamf icon and wordmark may be used separately only by Jamf for approved purposes.** Whenever possible, the full logo should be used to represent the company.





Logos and Marks

CORPORATE LOGO USAGE

Clear space

The Jamf logo should not compete with other text, graphics or logos. The logo must be surrounded on all sides by an appropriate amount of clear space - a height equal to the 'm' in the Jamf wordmark, as shown below. This clear space should be proportionately maintained when the Jamf logo is adjusted in size.



CLEAR SPACE

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Logos and Marks

CORPORATE LOGO VARIATIONS

FULL COLOR CORPORATE LOGO



HEX #778eb1

R=119 G=142 B=177

C=57 M=39 Y=16 K=0

PMS 7454C

HEX #444444

R=68 G=68 B=68

C=67 M=60 Y=59 K=44

PMS 432C

FULL COLOR CORPORATE KNOCKOUT LOGO



HEX #778eb1

R=119 G=142 B=177

C=57 M=39 Y=16 K=0

PMS 7454C

HEX #ffffff

R=255 G=255 B=255

C=0 M=0 Y=0 K=0

PMS White

ONE COLOR CORPORATE LOGO



HEX #444444

R=68 G=68 B=68

C=67 M=60 Y=59 K=44

PMS 432C

ONE COLOR CORPORATE KNOCKOUT LOGO



HEX #ffffff

R=255 G=255 B=255

C=0 M=0 Y=0 K=0

PMS White

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Logos and Marks

CORPORATE LOGO VARIATIONS

FULL COLOR STACKED CORPORATE LOGO



HEX #778eb1

R=119 G=142 B=177

C=57 M=39 Y=16 K=0

PMS 7454C

HEX #444444

R=68 G=68 B=68

C=67 M=60 Y=59 K=44

PMS 432C

FULL COLOR STACKED CORPORATE KNOCKOUT LOGO



HEX #778eb1

R=119 G=142 B=177

C=57 M=39 Y=16 K=0

PMS 7454C

HEX #ffffff

R=255 G=255 B=255

C=0 M=0 Y=0 K=0

PMS White

ONE COLOR STACKED CORPORATE LOGO



HEX #444444

R=68 G=68 B=68

C=67 M=60 Y=59 K=44

PMS 432C

ONE COLOR STACKED CORPORATE KNOCKOUT LOGO



HEX #ffffff

R=255 G=255 B=255

C=0 M=0 Y=0 K=0

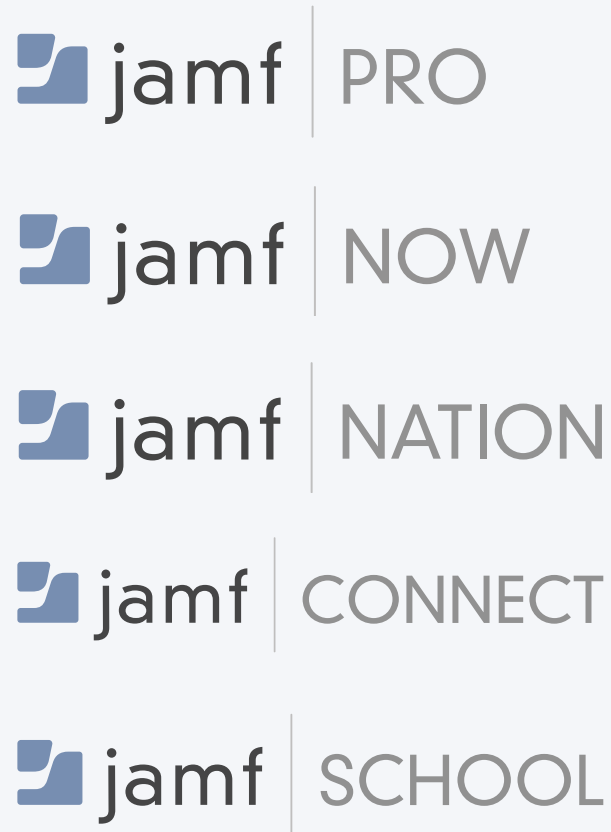
PMS White

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Logos and Marks

PRODUCT AND PROPERTY LOGOS

FULL COLOR LOGOS



FULL COLOR KNOCKOUT LOGOS



HEX #778eb1	HEX #444444	HEX #bfbfbf	HEX #929292
R=119 G=142 B=177	R=68 G=68 B=68	R=191 G=191 B=191	R=146 G=146 B=146
C=57 M=39 Y=16 K=0	C=67 M=60 Y=59 K=44	C=25 M=20 Y=20 K=0	C=45 M=37 Y=38 K=2
PMS 7454C	PMS 432C	PMS 428C	PMS 429C

HEX #778eb1	HEX #ffffff	HEX #bfbfbf	HEX #929292
R=119 G=142 B=177	R=255 G=255 B=255	R=191 G=191 B=191	R=146 G=146 B=146
C=57 M=39 Y=16 K=0	C=0 M=0 Y=0 K=0	C=25 M=20 Y=20 K=0	C=46 M=37 Y=38 K=2
PMS 7454C	PMS White	PMS 428C	PMS 429C



Logos and Marks

CORPORATE LOGO USAGE

Logo treatment

The following examples represent only a small sample of potential logo misuses. To ensure consistent representation of the Jamf logo, never attempt to re-create it. Always use approved artwork.



DO NOT ADD ELEMENTS TO THE LOGO



DO NOT REARRANGE THE ELEMENTS OF THE LOGO



DO NOT ALTER LOGO COLORS



DO NOT PLACE THE LOGO ON COMPLEX IMAGES



DO NOT PLACE THE LOGO ON PATTERNS



DO NOT DISTORT OR CHANGE PROPORTIONS OF THE LOGO



DO NOT APPLY DROP SHADOWS OR FILTERS TO THE LOGO



DO NOT CHANGE THE ROTATION OF THE LOGO



DO NOT PLACE THE LOGO WITHIN ANOTHER SHAPE



Logos and Marks

CORPORATE LOGO USAGE

Logo hierarchy

In a scenario where two Jamf branded logos are rendered in the same asset, allow the corporate logo to take precedence by removing the icon from any subsequent logo instances.



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Brand Colors

FULL SPECTRUM

BRAND SWATCHES

HEX #9eb8d5
R=158 G=184 B=213
C=37 M=19 Y=6 K=0
PMS 651C

HEX #778eb1
R=119 G=142 B=177
C=57 M=39 Y=16 K=0
PMS 7454C

HEX #5b6982
R=91 G=105 B=130
C=70 M=55 Y=33 K=10
PMS 653C

BRAND PALETTE

HEX #9eb8d5
R=158 G=184 B=213
C=37 M=19 Y=6 K=0
PMS 651C

HEX #f4f6f9
R=244 G=246 B=249
C=3 M=1 Y=1 K=0
PMS 5315C

HEX #37bb9a
R=55 G=187 B=154
C=70 M=0 Y=52 K=0
PMS 7465C

HEX #e8573f
R=232 G=87 B=63
C=3 M=81 Y=81 K=0
PMS 7625C

SUPPLEMENTARY SPECTRUM AND TINTS

HEX #d94453
R=217 G=68 B=83
C=10 M=88 Y=63 K=1
PMS 198C

HEX #d670ac
R=214 G=112 B=172
C=12 M=69 Y=0 K=0
PMS 212C

HEX #69699d
R=105 G=105 B=157
C=67 M=63 Y=14 K=1
PMS 7668C

HEX #4a88db
R=74 G=136 B=219
C=70 M=42 Y=0 K=0
PMS 2718C

HEX #3baed9
R=74 G=136 B=219
C=68 M=13 Y=6 K=0
PMS 297C

HEX #37bb9a
R=55 G=187 B=154
C=70 M=0 Y=52 K=0
PMS 7465C

HEX #8bc052
R=139 G=192 B=82
C=51 M=3 Y=90 K=0
PMS 367C

HEX #f5ba42
R=245 G=186 B=66
C=3 M=28 Y=85 K=0
PMS 142C

HEX #dc6617
R=220 G=102 B=23
C=10 M=72 Y=100 K=1
PMS 158C

HEX #e8573f
R=232 G=87 B=63
C=3 M=81 Y=81 K=0
PMS 7625C

HEX #ec5565
R=236 G=85 B=101
C=2 M=82 Y=50 K=0

HEX #eb86bf
R=235 G=134 B=191
C=4 M=59 Y=0 K=0

HEX #7979b6
R=121 G=121 B=182
C=58 M=54 Y=2 K=0

HEX #5d9beb
R=93 G=155 B=235
C=60 M=32 Y=0 K=0

HEX #4fc0e8
R=79 G=192 B=232
C=60 M=4 Y=3 K=0

HEX #48ceac
R=72 G=206 B=172
C=62 M=0 Y=44 K=0

HEX #9fd368
R=159 G=211 B=104
C=41 M=0 Y=77 K=0

HEX #ffcd54
R=255 G=205 B=84
C=0 M=20 Y=77 K=0

HEX #fc8900
R=252 G=137 B=0
C=0 M=56 Y=100 K=0

HEX #fb6e51
R=251 G=110 B=81
C=0 M=71 Y=70 K=0

HEX #ee9ba7
R=238 G=155 B=167
C=3 M=47 Y=19 K=0

HEX #f3bddd
R=243 G=189 B=221
C=2 M=31 Y=0 K=0

HEX #c1b0f1
R=193 G=176 B=241
C=24 M=30 Y=0 K=0

HEX #8bb8e9
R=139 G=184 B=233
C=43 M=18 Y=0 K=0

HEX #97e0f3
R=151 G=224 B=243
C=36 M=0 Y=4 K=0

HEX #8ee1c9
R=142 G=225 B=201
C=41 M=0 Y=28 K=0

HEX #cbe7a6
R=203 G=231 B=166
C=22 M=0 Y=44 K=0

HEX #f8df90
R=248 G=223 B=144
C=3 M=10 Y=52 K=0

HEX #f8c797
R=248 G=199 B=151
C=1 M=24 Y=43 K=0

HEX #fbaea1
R=251 G=174 B=161
C=0 M=38 Y=29 K=0

GRAYSCALE SWATCHES

HEX #f4f6f9
R=244 G=246 B=249
C=3 M=1 Y=1 K=0
PMS 5315C

HEX #e5e8ec
R=229 G=232 B=236
C=9 M=5 Y=4 K=0
PMS 5305C

HEX #cbd0d8
R=203 G=208 B=216
C=19 M=13 Y=9 K=0
PMS 538C

HEX #a9b1bc
R=169 G=177 B=188
C=35 M=24 Y=19 K=0
PMS 429C

HEX #656d78
R=101 G=109 B=120
C=63 M=51 Y=42 K=13
PMS 431C

HEX #434a54
R=67 G=74 B=84
C=73 M=62 Y=50 K=34
PMS 7540C

HEX #2f343a
R=47 G=52 B=58
C=75 M=65 Y=62 K=54
PMS 433C

HEX #f8f8f8
R=248 G=248 B=248
C=2 M=1 Y=1 K=0
PMS 5315C

HEX #e7e6e6
R=231 G=231 B=231
C=8 M=6 Y=6 K=0
PMS 5305C

HEX #bfbfbf
R=203 G=208 B=216
C=25 M=20 Y=20 K=0
PMS 428C

HEX #929292
R=146 G=146 B=146
C=46 M=37 Y=38 K=2
PMS 429C

HEX #666666
R=102 G=102 B=102
C=60 M=51 Y=51 K=20
PMS Cool Gray 10

HEX #444444
R=68 G=68 B=68
C=67 M=60 Y=59 K=44
PMS 432C

HEX #333333
R=51 G=51 B=51
C=69 M=63 Y=62 K=58
PMS 447C

Brand Voice

WHAT IS “BRAND VOICE?”

Think of brand voice as our personality. It helps make our brand more genuine, personable, and identifiable or differentiated.

WHY IS DEFINING BRAND VOICE IMPORTANT?

1. A consistent brand voice across all of our channels helps create and reinforce a unified customer experience.
2. A strong brand voice enforces our brand, helping our prospects and customers recognize and engage with us.

Brand Attributes

APPLE TO THE CORE

We were aligned with Apple before the “Apple effect,” and we are still aligned with Apple, and only Apple, because we believe in Apple’s mission and products.

CUSTOMER-FIRST/DEVOTED

From our values (selflessness and continuous self-improvement) to the whole product experience, we strive to improve people’s lives every day... our customers, employees and communities. We do good work to help people be successful, which in turn creates an army of loyalists.



Written Style Guide

BRAND VOICE, ATTRIBUTES, TRAITS

GENUINE HUMILITY

We don't say we are the best. We strive to be the best for our customers, employees and community through our actions instead of our words.

WE HAVE HEART

Commitment, a deep sense of responsibility—we treat everyone with respect. We believe in helping others.

TECH IS IN OUR BLOOD

We tinker with tech because it is our hobby more than it is our job. And, we tinker because we believe we can always make things better.

Brand Traits: Describes Character, Tone and Language

PASSIONATE

Expressive, heartfelt, action-oriented, all-in

AUTHENTIC

Genuine, trustworthy/honest, direct, personal, humble, transparent

SPIRITED

Engaging, playful, fearless, enthusiastic, quirky



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Date: _____

Jamf Internal Account Reference:

Licensee

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