jamf

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.

jamf

Brand Style Guide
TABLE OF CONTENTS

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.

LOGO

jamf

ICON

WORDMARK

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

FULL COLOR CORPORATE LOGO

jamf

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

jamf

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

jamf

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

ONE COLOR CORPORATE KNOCKOUT LOGO

jamf

HEX #ffffff
R=255 G=255 B=255
C=0 M=0 Y=0 K=0
PMS White

FULL COLOR STACKED CORPORATE LOGO

jamf
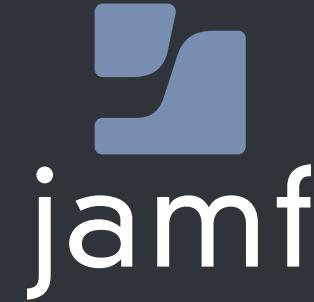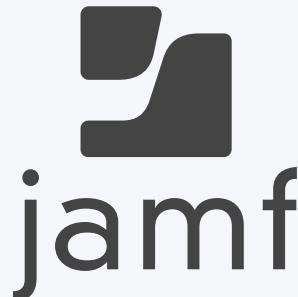
HEX #778eb1	HEX #444444
R=119 G=142 B=177	R=68 G=68 B=68
C=57 M=39 Y=16 K=0	C=67 M=60 Y=59 K=44
PMS 7454C	PMS 432C

FULL COLOR STACKED CORPORATE KNOCKOUT LOGO

jamf
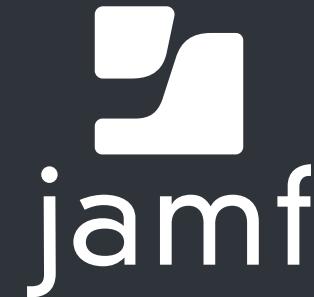
HEX #778eb1	HEX #ffffff
R=119 G=142 B=177	R=255 G=255 B=255
C=57 M=39 Y=16 K=0	C=0 M=0 Y=0 K=0
PMS 7454C	PMS White

ONE COLOR STACKED CORPORATE LOGO

jamf

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

ONE COLOR STACKED CORPORATE KNOCKOUT LOGO

jamf

HEX #ffffff
R=255 G=255 B=255
C=0 M=0 Y=0 K=0
PMS White

jamf | Logos and Marks
PRODUCT AND PROPERTY LOGOS

FULL COLOR LOGOS

jamf | PRO

jamf | NOW

jamf | NATION

jamf | CONNECT

jamf | SCHOOL

FULL COLOR KNOCKOUT LOGOS

jamf | PRO

jamf | NOW

jamf | NATION

jamf | CONNECT

jamf | SCHOOL

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

HEX #bfbfbf
R=191 G=191 B=191
C=25 M=20 Y=20 K=0
PMS 428C

HEX #929292
R=146 G=146 B=146
C=45 M=37 Y=38 K=2
PMS 429C

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

HEX #bfbfbf
R=191 G=191 B=191
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

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
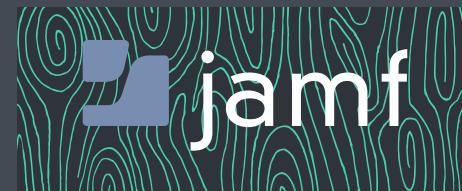
DO NOT REARRANGE THE ELEMENTS OF THE LOGO

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

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.

CORPORATE LOGO RETAINS WATERMARK, REMOVE FROM SUBSEQUENT LOGOS

jamf | 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=57 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.

jamf | 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

jamf | COPYRIGHT AND TRADEMARK
JAMF COPYRIGHT AND TRADEMARK LICENSE

JAMF Software, LLC, (**"Jamf"**) hereby grants to the company listed below, (**"Licensee"**) a limited, revocable, nontransferable, nonexclusive, nonsublicenseable, royalty-free, fully paid up right to display the content and or images provided by Jamf to Licensee, (collectively the **"Copyrighted Works"**) in connection with Licensee's marketing or promotion of Jamf's products or service. Licensee is not allowed to create any derivative works of the Copyrighted Works, and Jamf retains all rights in and to the Copyrighted Works that are not expressly granted to Licensee. Jamf makes no representations with respect to the Copyrighted Works and expressly disclaims all implied warranties with respect to the Copyrighted Works.

Jamf also hereby grants to Licensee a limited, nonexclusive, nontransferable, nonsublicenseable, revocable, royalty-free, fully paid up right to use the Jamf trademarks (the **"Marks"**) in connection with Licensee's marketing or promotion of Jamf's products or service in the Territory during the Term of this Agreement. For purposes of this Agreement, the "Territory" means country where Jamf has trademark rights. Licensee agrees that the nature and quality of any use of the Marks and all related marketing, advertising, and promotional materials shall conform to the quality control standards provided by Jamf. Jamf shall have a continuing right to monitor the nature and quality of the Marks, advertising, marketing, and promotional materials and other related use of the Marks by Licensee, as permitted under this Agreement.

The term of this Copyright and Trademark License is for two (2) years. No purported amendment or modification of any term is binding unless set forth in a writing signed by the parties.

JAMF Software, LLC

Signature: _____

Name: _____

Title: _____

Date: _____

Jamf Internal Account Reference:

_____

Licensee

Signature: _____

Name: _____

Title: _____

Date: _____

Full Company Legal Name:

_____

Type of Legal Entity: _____

Street Address: _____

_____

State/Province: _____

Postal Code: _____