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.
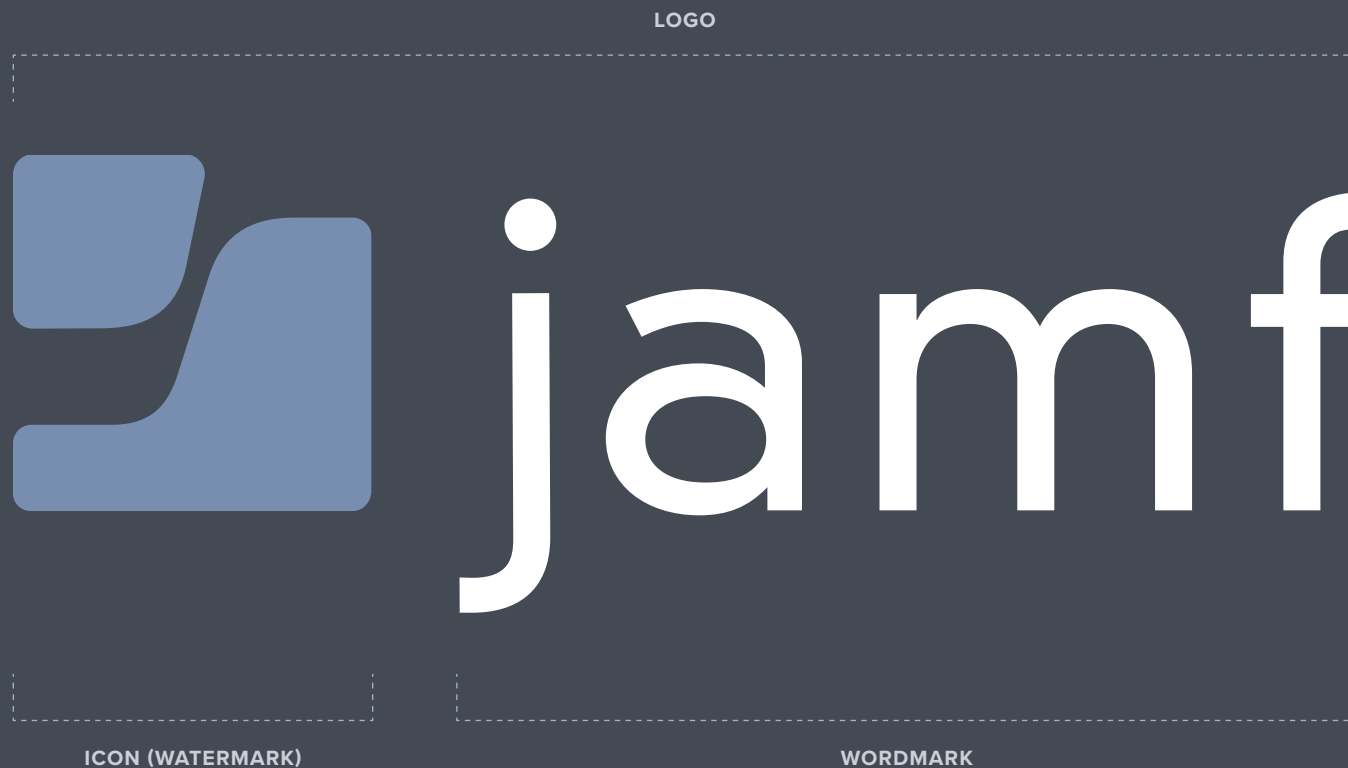
jamf

Brand Style Guide
TABLE OF CONTENTS

jamf | Visual Style Guide

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 (WATERMARK)   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   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 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 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
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

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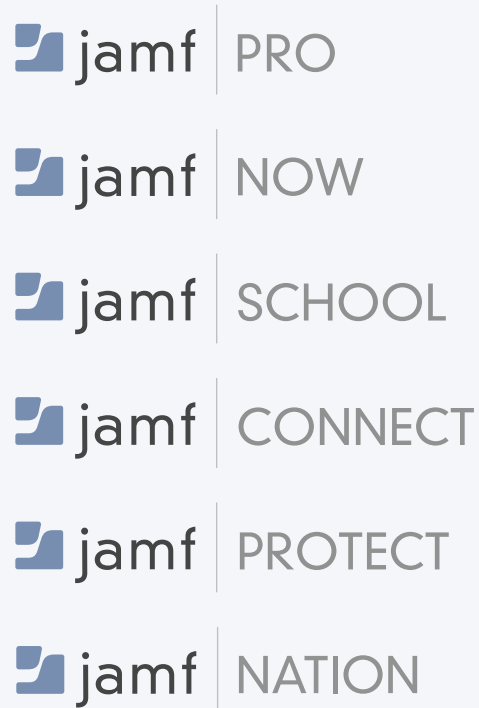R=255 G=255 B=255
C=0 M=0 Y=0 K=0
PMS White

FULL COLOR LOGOS

jamf | PRO

jamf | NOW

jamf | SCHOOL

jamf | CONNECT

jamf | PROTECT

jamf | NATION

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

FULL COLOR KNOCKOUT LOGOS

jamf | PRO

jamf | NOW

jamf | SCHOOL

jamf | CONNECT

jamf | PROTECT

jamf | NATION

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

jamf | **Logos and Marks**
SECONDARY TREATMENT

Logo construction

Jamf logos have been designed systematically, as outlined below. When creating any new logos, adhere to this construction methodology.

Use only approved logos created by Jamf.

2
Pipe separator

3
DIN Neuzeit Grotesk
Light - uppercase

PRODUCT OR PROPERTY NAME

jamf | NATION
User Conference

CORPORATE LOGO

DIN Neuzeit Grotesk
Light - lowercase

1

EVENT OR PRODUCT TYPE

DIN Neuzeit Grotesk
Light - inital cap

4

jamf | **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

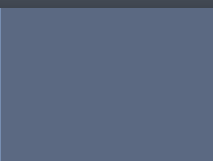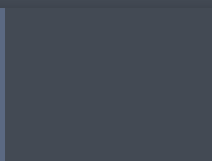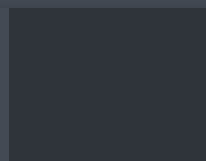**DO NOT** APPLY DROP SHADOWS OR FILTERS TO THE LOGO

DO NOT CHANGE THE ROTATION OF THE LOGO

DO NOT PLACE THE LOGO WITHIN ANOTHER SHAPE
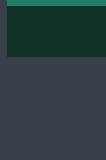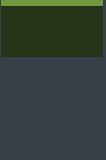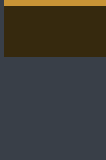
jamf | **Brand Colors**
CORPORATE AND CONTENT MARKETING

CORPORATE PALETTE

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

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

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

MAKO
HEX #434a54
R=67 G=74 B=84
C=73 M=62 Y=50 K=34
PMS 432C

OUTER SPACE
HEX #2f343a
R=47 G=52 B=58
C=75 M=65 Y=57 K=54
PMS 433C

CONTENT MARKETING PALETTE

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

WINE BERRY
HEX #591c22
R=89 G=28 B=34
C=39 M=88 Y=72 K=56

COFFEE BEAN
HEX #331013
R=51 G=16 B=19
C=53 M=78 Y=67 K=76

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

CANNON PINK
HEX #964e78
R=150 G=78 B=120
C=43 M=80 Y=30 K=6

LIVID BROWN
HEX #3d2031
R=61 G=32 B=49
C=62 M=82 Y=53 K=60

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

MULLED WINE
HEX #4c4c72
R=76 G=76 B=114
C=78 M=74 Y=32 K=16

EBONY CLAY
HEX #2e2e45
R=46 G=46 B=69
C=82 M=78 Y=46 K=48

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

AZURE
HEX #35619c
R=53 G=97 B=156
C=87 M=63 Y=13 K=1

BIG STONE
HEX #172a42
R=23 G=42 B=66
C=93 M=79 Y=47 K=49

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

ELM
HEX #227489
R=34 G=116 B=167
C=85 M=43 Y=36 K=8

ELEPHANT
HEX #113340
R=17 G=51 B=64
C=92 M=68 Y=53 K=51

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

EUCALYPTUS
HEX #237a65
R=35 G=122 B=101
C=84 M=31 Y=67 K=14

BUSH
HEX #0F332a
R=15 G=51 B=42
C=85 M=53 Y=72 K=63

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

SUSHI
HEX #70993f
R=34 G=116 B=137
C=62 M=22 Y=100 K=4

MALLARD
HEX #253316
R=37 G=51 B=22
C=72 M=53 Y=88 K=65

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

TUSSOCK
HEX #c99436
R=201 G=148 B=54
C=21 M=42 Y=93 K=2

TUMBLEWEED
HEX #36290e
R=54 G=41 B=14
C=58 M=63 Y=85 K=69

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

RUST
HEX #b2490f
R=178 G=73 B=15
C=22 M=81 Y=100 K=13

DARK EBONY
HEX #421e07
R=66 G=30B=7
C=47 M=75 Y=84 K=69

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

MEDIUM CARMINE
HEX #a8402d
R=168 G=64 B=45
C=24 M=86 Y=90 K=16

BROWN DERBY
HEX #4f1e15
R=79 G=30 B=21
C=41 M=83 Y=82 K=63

jamf | Brand Colors
WHITES AND GRAYS

WARM WHITES

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

BRIDAL HEATH
HEX #fffbf5
R=255 G=251 B=245
C=0 M=1 Y=3 K=0

PAMPAS
HEX #f2ece9
R=232 G=227 B=221
C=8 M=8 Y=11 K=0

WESTAR
HEX #dbd5cc
R=219 G=203 B=204
C=13 M=12 Y=17 K=0

SWIRL
HEX #d1cac3
R=209 G=202 B=195
C=18 M=17 Y=20 K=0

SILVER RUST
HEX #ccc4bc
R=204 G=196 B=188
C=20 M=19 Y=23 K=0

TIDE
HEX #b7b0ab
R=183 G=176 B=171
C=29 M=27 Y=29 K=0

CLOUDY
HEX #aaa4a0
R=170 G=164 B=160
C=36 M=31 Y=34 K=0

COOL GRAYS

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

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

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

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

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

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

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

OUTER SPACE
HEX #2f343a
R=47 G=52 B=58
C=75 M=65 Y=57 K=54

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Typography

Jamf employs two sets of fonts. The primary font consists of a headline font—Museo Slab—and body font—Proxima Nova—available through Adobe's Typekit platform. Use of these fonts is limited to the Jamf marketing and development teams. For general usage Helvetica Neue may be utilized—the font is freely available in both macOS, and iOS. Example use cases for using Helvetica Neue include emails, Keynote presentations and letterhead communications.

PRIMARY HEADLINE FONT - MUSEO SLAB

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
1234567890

PRIMARY BODY FONT - PROXIMA NOVA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
1234567890

SECONDARY FONT - HELVETICA NEUE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ
1234567890

Regular

Bold

Light

Regular

Semibold

Bold

Light

Regular

Medium

Bold

jamf | Fonts
TYPE HEIRARCHY

PRIMARY FONT PRINT SPECIFICATIONS

TITLE	MUSEO SLAB 700 28 PT 36 PT LEADING -30 PT KERNING ■ NEVADA #656D78	# Gitium faccusa dis am escillupta quam nem

SUBHEAD — PROXIMA NOVA MEDIUM / 13 PT / 19 PT LEADING / □ MAKO #656D78

Soluptas pistrum eius atatemo luptaque natur aut quibusd antotate latur? Dolluptatur, consequunt.

INTRO PARAGRAPH — PROXIMA NOVA LIGHT / 15 PT / 21 PT LEADING / ■ OUTER SPACE #2F343A

Soluptas pistrum eius atatemo luptaque natur aut quibusd antotate latur? Dolluptatur, consequunt Harum quaes reruptatum ant ab inulpa que et omnimusdam faceper ovidus delit facerio.

SECTION HEADER — MUSEO SLAB 700 / 15 PT / 21 PT LEADING / ■ OUTER SPACE #2F343A

Soluptas pistrum eius atatemo luptaque natur aut quibusd antotate latur? Consequunt Harum quaes.

PARAGRAPH HEADING — PROXIMA NOVA BOLD / 12 PT / 16 PT LEADING / ■ OUTER SPACE #2F343A

Lorem ipsum Soluptas pistrum eius atatemo luptaque natur aut quibusd antotate latur

PARAGRAPH — PROXIMA NOVA REGULAR / 10 PT / 16 PT LEADING / ■ OUTER SPACE #2F343A

Eroria doluptitant evendiandani dipiciam esti officiat velitaquae inum facescit estia verum voluptur audanisincid magnam quam ea qui tem quo berovid eturio. Nam inissit re reicit, ut accum rectore heniminci ducium et aut aliaepedi cum, nossi to iumquasint.

jamf | Fonts
TYPE HEIRARCHY

PRIMARY FONT WEB SPECIFICATIONS

H1	**MUSEO SLAB 700** **52PX/3.25EM** **68PX LINE HEIGHT**	Hitium faccusa dis am escillupta uam nem
H1 & H2 SUBHEAD	**PROXIMA NOVA REGULAR** **24PX/1.5EM** **36PX LINE HEIGHT**	Hitium faccusa dis am escillupta quam nem Soluptas pistrum eius atatemo. Soluptas pistrum eius atatemo luptaque natur aut quibusd antotate latur?
H2	**MUSEO SLAB 700** **54PX/2.75EM** **58PX LINE HEIGHT**	Hitium faccusa dis am escillupta quam nem Soluptas pistrum eius atatemo.
H3	**PROXIMA NOVA SEMIBOLD** **24PX/1.5EM** **36PX LINE HEIGHT**	Hitium faccusa dis am escillupta quam nem Soluptas pistrum eius atatemo. Soluptas pistrum eius atatemo luptaque natur aut quibusd antotate latur?
BODY	**PROXIMA NOVA REGULAR** **16PX/1EM** **30PX LINE HEIGHT**	Hitium faccusa dis am escillupta quam nem Soluptas pistrum eius atatemo. Soluptas pistrum eius atatemo luptaque natur aut quibusd antotate latur?

jamf | Icons
SIMPLE LINE ICONS

Icons provide an at-a-glance method of visual communication that helps provide users with context. The icon set Jamf uses is based on the **Simple Line Icon Pro** set and has been updated to this current style. Each icon is available in any color from the Jamf brand color palette and each icon has a reversed version to work on light or dark backgrounds.

jamf | Icons
COMMON STYLES

Icon with white lines, used for dark backgrounds

Icon with dark lines, used for dark backgrounds

Custom-made icon

In cases where an existing icon won't do, a custom icon can be created. When creating a custom icon, constrain the icon to a 64px square box. Additional line work should duplicate the line weights, rounded end-caps, corner radii, and spacing of the source set. Finally, a version of each color should be produced, then that set duplicated and the line color reversed to it's lighter or darker format.

jamf

Graphic Elements
PATTERNS AND ILLUSTRATIONS

Patterns can add a layer of visual interest to otherwise flat designs. Additionally, applying a pattern to a background to break up whitespace and create a more dynamic layout. Typical applications include environmental graphics, photo overlays, call outs, and backgrounds.

Sample text over pattern

Sample text over pattern

Sample text over pattern

Device patterns

Can be scaled proportionally. Pattern should remain fixed in orientation and the devices applied with a same color shade/tints.

jamf | Graphic Elements
PATTERNS AND ILLUSTRATIONS

Illustrations found throughout jamf.com and other marketing collateral can be used as visual metaphors accompanying content.

Visual metaphor:

A user taking and completing training courses
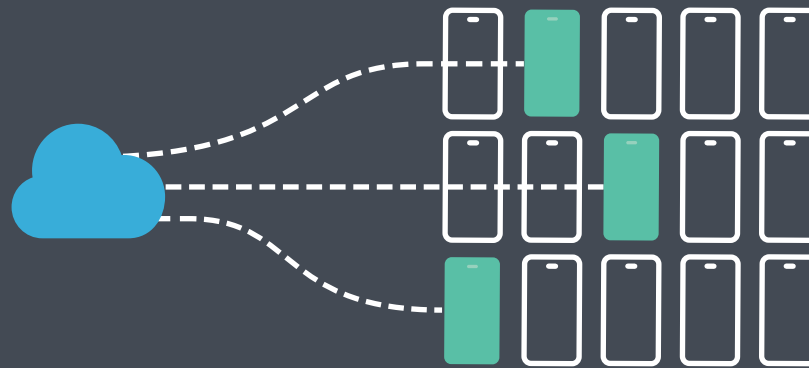
Visual metaphor:

Jamf Pro's "Smart device targeting" feature
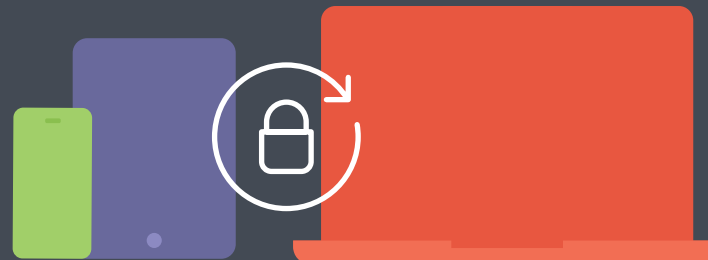
Visual metaphor:

Jamf Connect's "Password sync" feature

jamf | Written Style Guide

jamf | **Written Style Guide**
BRAND VOICE, ATTRIBUTES, TRAITS

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 | Written Style Guide
BRAND VOICE, ATTRIBUTES, TRAITS

VOICE CHARACTERISTIC	DESCRIPTION	DO	DON'T
Passionate	We are passionate about helping organizations succeed with Apple.	Use strong verbs Be positive Be champions for Apple and our customers	Use passive voice Use "will" or "can" Don't bash other providers or technologies
Authentic	We are going to give you the tools to make your Apple initiative successful, but a tool isn't a catch-all. Any initiative requires planning, etc. We won't feed you a bunch of bull.	Use real examples Write like a human Own any issues or mistakes Show how we help	Use industry or marketing jargon Overpromise Oversell the product
Spirited	We are a smart company with smart people, but we don't take ourselves too seriously. We have a fun culture, and we want that to come through in our brand.	Use analogies Be playful Use colorful illustrations or examples	Be too casual or obscure Be cheesy or used car salesman-like

Example Sites
http://www.apple.com/education/
http://arcserve.com/data-protection-software/backup-and-recovery-appliance/
https://moz.com
http://www.ediscovery.com

jamf | **Written Style Guide**
JAMF PRODUCT NAMES

Product Names

Capitalize as shown. Do not abbreviate any product names unless listed. Do not use articles (a, the) before product names: Jamf Pro, Jamf Now, Jamf Focus, Jamf Cloud, etc.

TO BE USED	PREVIOUS NAME	NOTES
Casper Focus	No change	
Jamf	JAMF Software	
Jamf Admin	Casper Admin	
Jamf Agent	jamf agent	
Jamf Altiris Plug-In	Altiris Plug-In	
Jamf API	JSS API	
Jamf Binary	jamf binary	
Jamf Certified Administrator (Admin)	Certified Casper Administrator (CCA)	
Jamf Certified Expert (Expert)	Certified Casper Expert (CCE)	

jamf | Written Style Guide

JAMF PRODUCT NAMES

Jamf Certified Server Administrator (Server Admin)	Certified JSS Administrator (CJA)	
Jamf Certified Technician (Tech)	Certified Casper Technician (CCT)	
Jamf Cloud Distribution Service	JAMF Cloud Distribution Service	
No Change	Composer	
Jamf Connect	NoMAD	Jamf Connect includes 3 products: NoMAD Pro, NoMAD Login+ and PKINIT. Bundled as a single solution.
Jamf Connector Plug-In	JSS-to-JSS Plug-In	
Jamf Distribution Server (JDS)	JAMF Distribution Server	Initial mention should be written as Jamf Distribution Server (JDS). Subsequent entries should be JDS.
Jamf Encompass	Encompass Program	
Jamf Helper	JAMF Helper	
Jamf Imaging	Casper Imaging	
Jamf JumpStart	JumpStart	

jamf | **Written Style Guide**
JAMF PRODUCT NAMES

Jamf Management Action	Management Action	
Jamf Nation	JAMF Nation	
Jamf Nation Global Foundation	JAMF Nation Global Foundation	
Jamf Nation User Conference (JNUC)	JAMF Nation User Conference	Initial mention should be written as Jamf Nation User Conference (JNUC). Use JNUC for all subsequent occurrences.
Jamf Now	Bushel	
Jamf Partner Program	JAMF Software Partner Pathways	
Jamf Pro	Casper Suite	
Jamf Pro apps	Casper Suite Applications	
Jamf Pro Conduit	JSS Conduit	
Jamf Pro Server	JAMF Software Server (JSS)	
No Change	Recon	

Jamf Remote	Casper Remote	
Jamf Reset	Jamf Reset	Reset on it's own lacks any context and should not be used on its own.
Jamf SCCM Plug-In	SCCM Plug-In	
Jamf School	ZuluDesk	As of April 15, 2019, Jamf School [Parent/Teacher/Student] is only available in the U.S. Rest-of- world is still referred to as ZuluDesk [Parent/Teacher/Student].
Jamf School Parent	ZuluDesk Parent	
Jamf School Student	ZuluDesk Student	
Jamf School Teacher	ZuluDesk Teacher	
Jamf SDK	Casper Suite SDK	
Jamf Self Service (for macOS)	Self Service for OS X	Capitalize when referring to Jamf's Self Service feature.
Jamf Self Service (for iOS)	Self Service for iOS	Capitalize when referring to Jamf's Self Service feature.
Jamf Setup	N/A	Reset on it's own lacks any context and should not be used on its own.
Jamf Support	JAMF Support	

jamf | **Written Style Guide**
JAMF PRODUCT NAMES

Jamf Training Pass	Training Pass	
JDS Installers	No change	
NetBoot/SUS Virtual Appliance	No change	
Private Class	No change	
Recon.exe	No change	
Relo	No change	
Self Service	Self Service Mobile for Android	
ZuluDesk		
ZuluDesk Parent		ZuluDesk and its branded apps are only available outside of the U.S.
ZuluDesk Student		
ZuluDesk Teacher		

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