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.
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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.
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.
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
**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.
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.
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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