![Juniper Networks logo]

Corporate Logo Guidelines

ETHERNET 1000 BASE-SX

Introduction

Juniper Networks marketing communications play a key role to extend and strengthen our image worldwide. Juniper Networks brand identity is the primary way in which we communicate our guiding philosophy and approach to developing unique technology, products and services.

Consistent use of Juniper Networks graphics by our internal and external audiences is essential to building strong communications worldwide.

These guidelines graphically show correct Juniper Networks logo standards and usage. Please comply with these guidelines when using Juniper Networks logo or trademarks through communication and display materials and merchandise.
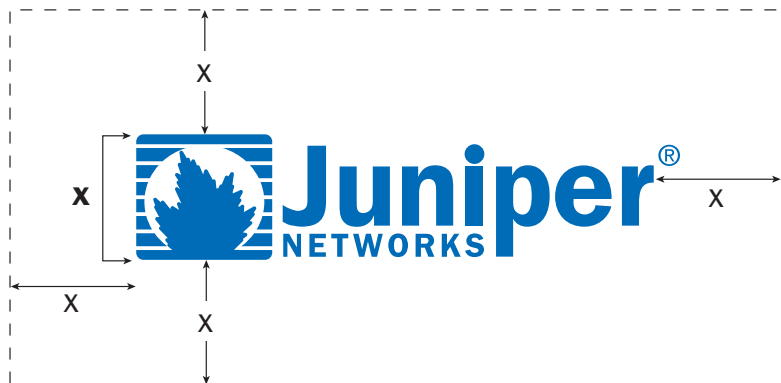
Forward

Juniper Networks Logo

Clear Space

Keep the area around the logo clean and uncluttered. The clear space area, designated "X" surrounding the Juniper Networks logotype is the minimum amount of clear space that must surround the logo. No graphics, type, illustrations or photos should enter the clear space area. Adjust the size and position of the trademark symbol or registered trademark symbol according to the logo size.

The diagram below shows minimum clear space for the Juniper Networks logo.

Minimum Size

On most materials, the minimum size for the Juniper Networks logo is 3/4 inch wide by 3/16 inch high.

Size the logo to fit an area no smaller than the recommended size with proper clear space area.

X = height of leaf icon
The clear space measures X (the height of the leaf icon) on all sides of the Juniper Networks logo.

3/4 inch

3/16 inch

Minimum size for logotype used in printed materials

135 pixels

34 pixels

Minimum size for logotype used in Web-based materials

Juniper Networks Logo Colors

The colors listed below are the approved variations that can be used for reproducing the Juniper Networks logo.

Reproduce the logo in black, blue Pantone™ Matching System #293, or reverse to a white logo on a black background.

Place the Juniper Networks logo on black, white, off-white, or light-colored backgrounds

- Use the white logo on any dark background that provides strong contrast
- Use the black logo on white or any light-colored background

Do not use the blue, black or white logos in the same material. Use one version of the Juniper Networks logo on all surfaces within the same layout.

Juniper Networks logo colors:
Pantone 293
CMYK process: C100, M56
Note: Use the CMYK formula for seminar related materials only.
RGB: R12, G71, B157

Use one color version of the Juniper Networks logo, either black or white when you can't afford to print the blue color version.

Reverse white on black background*

Use the reverse white logo version on a multi-colored background to provide a strong contrast*

Unacceptable Uses of Juniper Networks Logo

The Juniper Networks logo is a representation of the company and a symbol for innovation and growth. Preserving this identity for Juniper Networks requires using the logo consistently, according to the logo guidelines. Always use the electronic artwork provided by Juniper Networks.

Do not alter the logo in any way. Do not substitute colors. Do not use the logo as a repeated pattern, such as in a background or border pattern. Do not translate the trademarks, they must appear in English.

Do not reproduce the logo with any method (such as embroidery at small sizes) that cannot hold the true shape of the letterforms. Do not rotate the logo to run vertically.

Incorrect use of type colors. The logo should be displayed in one color.

Incorrect use of logotype color on black background. Use the blue, black or reverse white color versions.

Part of the logo is missing. The leaf icon is an integral part of the logo. Do not reproduce the logotype without the leaf icon.

Incorrect use of leaf icon. Do not alter the icon leaf size.

Incorrect use of color background. Place the logo on a background that provides strong contrast to ensure it prints clearly and legibly.

Incorrect use leaf icon. Do not reproduce the leaf icon as a pattern in the background.

Incorrect use of leaf icon color. The logo should be displayed in one color.

Incorrect use of logotype family face. Do not alter the logotype typeface in any way.

Juniper Networks Color Palette

Juniper Networks primary color palette includes blue (PMS 293), burgundy (PMS 1955), yellow (PMS 130), and black. These colors are used in printed marketing communications materials when printing specifications requires less than 4 colors. The secondary color palette includes subordinate colors. When the design calls for multi-color treatment, use the primary and secondary colors listed below.

Primary Palette

| 293 | 1955 | 130 | black |

Secondary Palette

| 273 | 2995 | 540 | 5747 | 145 |
| Warm Gray 9 | 633 | 542 | 109 | 1395 |

Juniper Networks Corporate Type Family

Juniper Networks corporate typefaces include Franklin Gothic (Sans serif) and Usherwood (Serif) for printed applications. Use Franklin Gothic as the headline typeface and Usherwood as the body text typeface. The typefaces offer a wide range of weights and can be used in printed marketing communications materials. Use Arial and Times News Roman for Web-based applications. Headlines and body text can be reproduced in color. Use the color palette for the appropriate color choices.

Corporate typefaces used in printed applications

Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Demi Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Franklin Gothic Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usherwood Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usherwood Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usherwood Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usherwood Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usherwood Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Usherwood Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corporate typefaces used in Web-based applications

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Forward

Juniper Networks Logo Placement & Co-branding

Forward

Logo Placement

Position the logo in one of the four areas.
• Top right of material
• Top left side of material
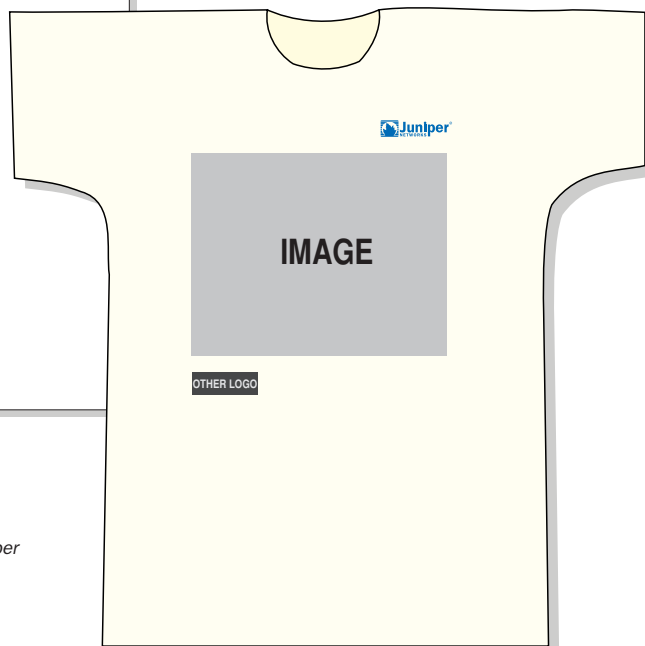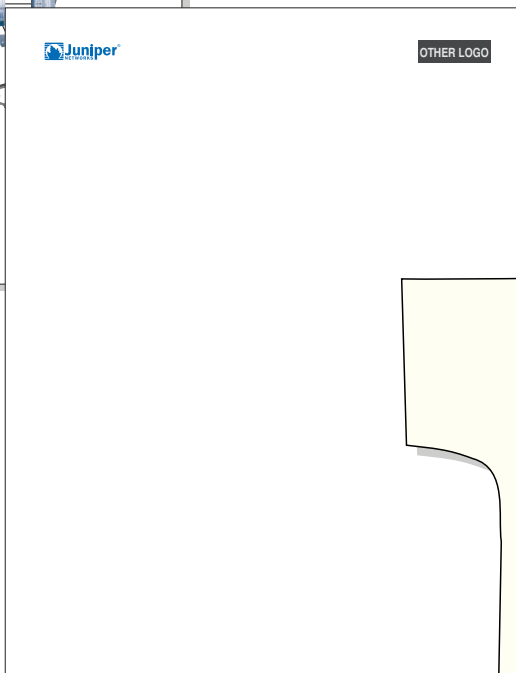• Bottom right of material
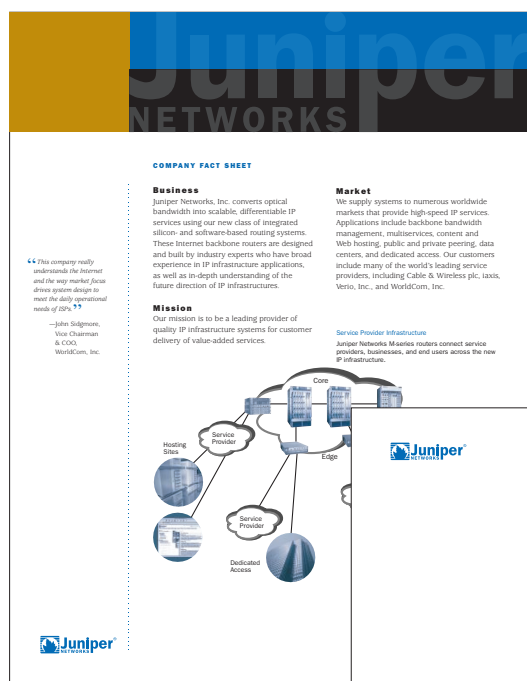• Bottom left side of material

Do not center the logo. It was designed to be aligned right or left to enhance the brand message in a cluttered background.

Co-branding

Co-branding is the use of the Juniper Networks logo in combination with logotypes from other companies, such as resellers and marketing partners. For promotional purposes, you can use Juniper Networks merchandising materials with third-party graphics, such as other company logos.

When accompanied by another company logo (such as an event sponsor), set the Juniper Networks logo horizontally, aligned right or left. For example, you can place the Juniper Networks logo on the left side of the layout and place the other company's logo on the right side. For T-shirts and other apparel, you can place the logo on the front and/or back of the apparel.

Size the Juniper Networks logo to fit the other company logo size according to its original height proportions. Do not display the Juniper Networks logo smaller than the other company size. Follow the rules for minimum size and logo clear space area.

Minimum Clear Space between Two Logos

The minimum clear space between the Juniper Networks logo and the other company's logo should be at least 1.25x around (see the *Juniper Networks Logo* section).

Additional Information

Web Site Display

When the Juniper Networks logo is used on another company's Web site, the logo must be a link to http://www.juniper.net.

Juniper Networks Logo Artwork

Logo electronic files can be downloaded from the Juniper Networks Web site at http://www.juniper.net/artwork. Select the required files (see the descriptions below), and follow the download directions below. Alternatively, contact a regional Marketing Communications specialist.

PC Download

Right click the link and select "Download Link to Disk...", "Save Target As..."
The menu selection depends on your browser.

Macintosh Download

Click and hold the mouse button down before selecting "Download Link to Disk..."
"Save Target As." or "Save Link As..."
The menu selection depends on your browser

Available Logo File Formats

GIF files (for on-line use)
• Blue PMS # 293 logo on white background
• Black logo on white background
• Reverse white logo on black background
• White logo on clear background

TIFF and EPS files (for off-line use)
• Blue PMS #293 on white background
• Black logo on white background
• Reverse white logo on black background
• White logo on clear background

Use of Trademark and Copyright Symbols

Juniper Networks trademarks and all rights are owned and maintained by Juniper Networks. Juniper Networks may register its trademarks in countries in which Juniper Networks products and/or services are provided. This allows Juniper Networks to obtain enhanced protection for its trademarks worldwide.
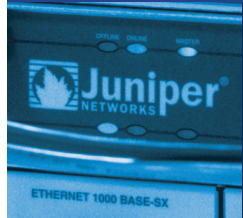
It is important that the Juniper Networks logo uses the correct spelling, capitalization, and use of trademark symbols. The first time a Juniper Networks registered trademark is mentioned in materials, use the ® notice symbol if the trademark is registered. Use the ™ notice symbol if the trademark is not registered. Do not alter the logo trademark symbols.

Copyright Notice

Include the notice below in all communication materials. Omit trademarked product names not used in the materials.

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