ninjaOne®

NinjaOne
Brand Guide

v1.5

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Our design //////

Our logotype

THE WORDMARK

The NinjaOne logotype was based on characters from the Montserrat font. The i, j, a, and e letterforms were stylized with "katana" shapes to create a ninja-like visual aesthetic.

THE REGISTERED TRADEMARK

It is recommended to include the circle R symbol with the logotype wherever the logo stands alone.

The symbol should be included on brochure covers, trade show booths, and website headers, but it is not necessary on swag or promotional items.

Clear space and minimum size

CLEAR SPACE

The required amount of clear space ensures maximum visibility and legibility of the logo and is determined by the height of the lower case "n" in the logotype.

MINIMUM SIZE

The logo is designed to scale and function at small sizes. To ensure legibility, adhere to the minimum sizing requirements outlined here.
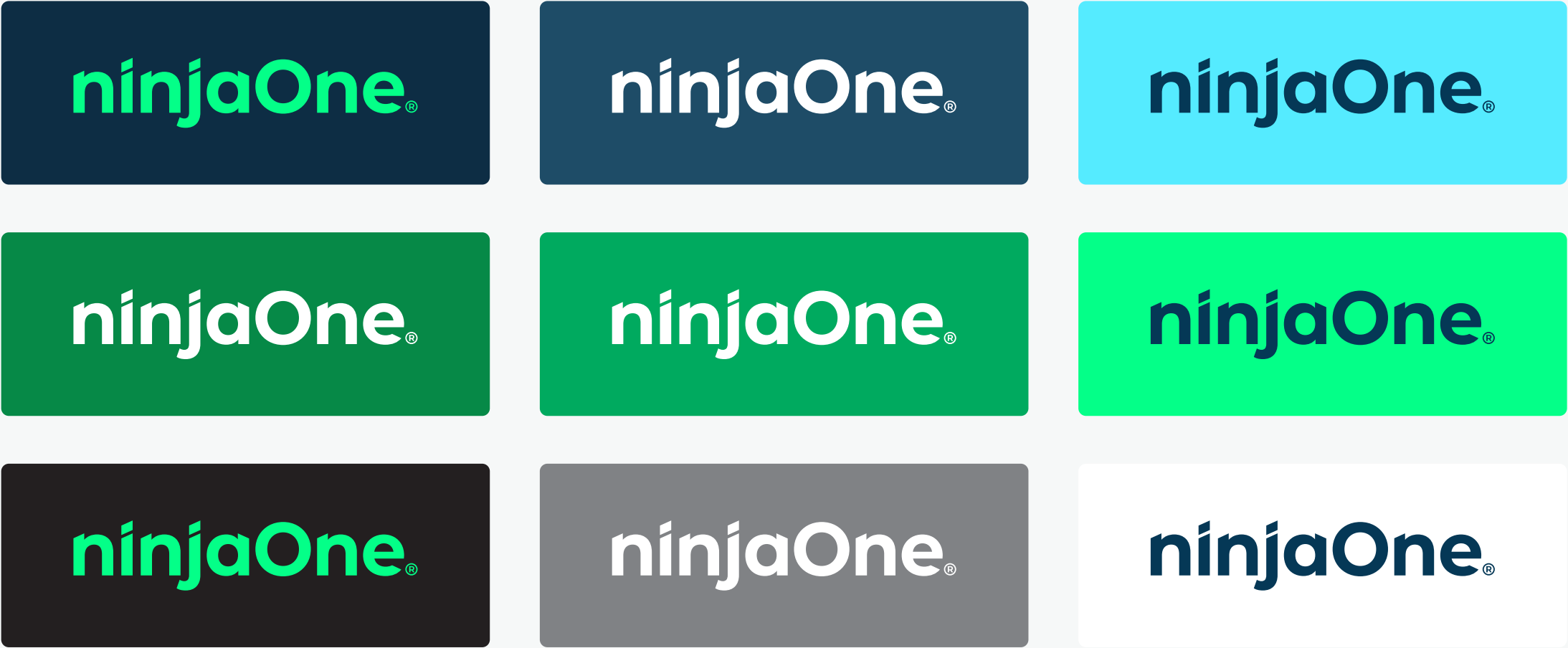
1.5x   1.5x

x   **ninjaOne**®

1.5x   1.5x

ninjaOne

Minimum size: 90px or 1.25" wide

Logotype
color options

ONE-COLOR WORDMARK

The logotype should always be used as a solid color. It can be used in blue (#053856), black, or reversed out of darker colors in the vivid green (#04FF88) or white. Ensure that the contrast ratio is compliant with WCAG Accessibility Standards (AA).

Correct
logo usage

DO NOT ALTER THE LOGO

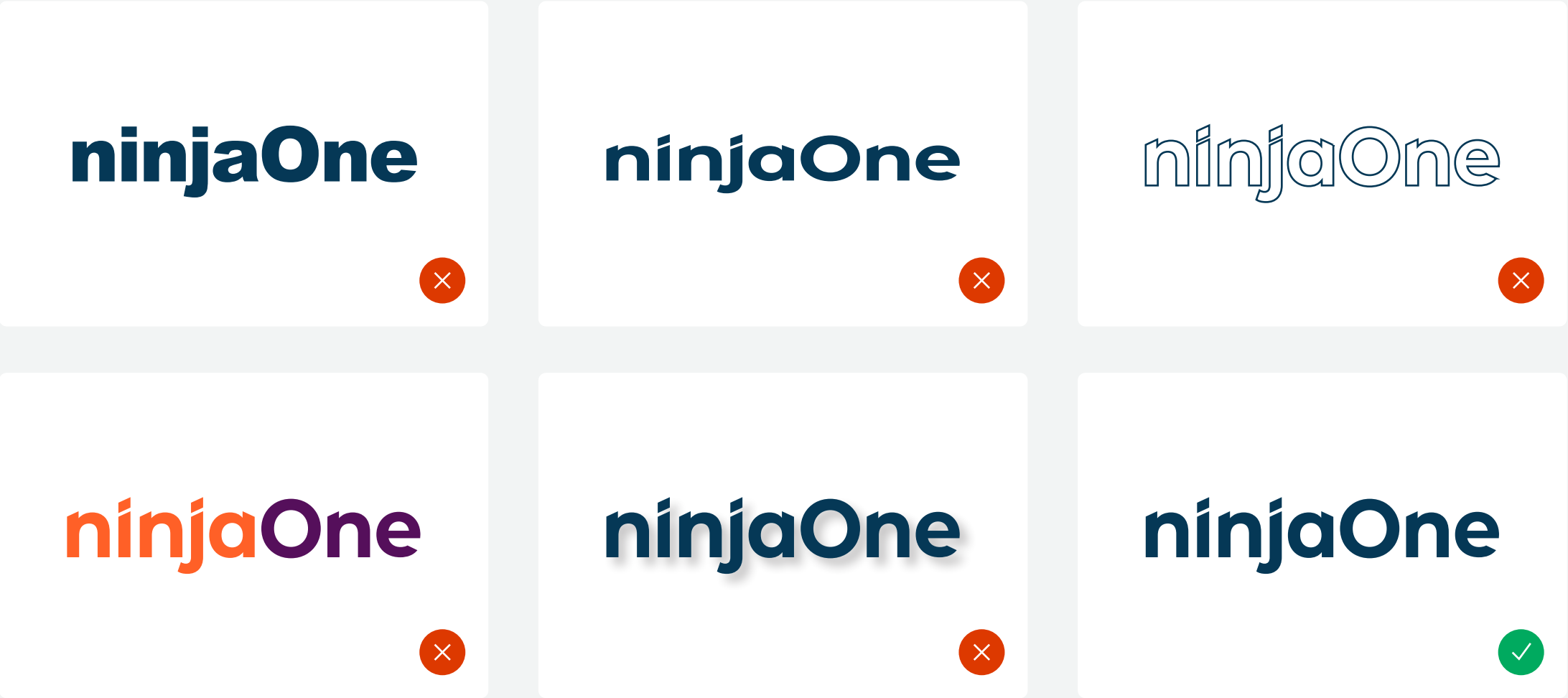Always keep the logo integrity and form as designed.

Do not change the logotype font.

Do not stretch the logo. Always maintain the designed proportions.

Do not outline the logo.

Do not change the logo colors. Always use the approved colors in this brand guidelines document.

Do not use the styles, like drop shadows or glow effects.

Co-branding

NEED A LOCKUP WITH A PARTNER LOGO?

The NinjaOne logo can paired with partner logos for co-branding purposes. The logos should be visually equal in scale, and separated by a thin vertical line with a 40% black stroke. Be sure to give the logos enough breathing room to float on their own while still maintaining a visual connection.

When possible, use a one color lockup in order to eliminate busy color combinations.

Our icon/favicon

THE N ICON

A simple but powerful visual element, our favicon helps establish brand identity by providing a recognizable icon that appears in browser tabs, bookmarks, and address bars. This enhances visibility and makes it easier for users to locate and return to our site among multiple open tabs.

ninjaOne.

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Simplify work.

NinjaOne

The world's best IT teams and MSPs use NinjaOne.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed dapibus eros eu vehicula interdum.

Message   Follow   ...

Our color palette

The primary palette color is blue, paired with a vivid green. The deep blues conveys calmness, trust, and maturity, while the vibrant green evokes excitement, renewal, and a sense of energy.

PRIMARY COLOR PALETTE

#04FF88 / PANTONE 802

#17E685 / PANTONE 7479

#004668 / PANTONE 302

#053856 / PANTONE 7463

#0D2D44 / PANTONE 296

SECONDARY COLOR PALETTE

#007DA5 / PANTONE 2185

#6F346F / PANTONE 2622

#25A7A7 / PANTONE 326

#F39500 / PANTONE 715

#00AA5F / PANTONE 354

#FF6027 / PANTONE 165

GRAYS

#F4F8F8 / PANTONE 656

#E9EDED / PANTONE 7541

#DFE3E3 / PANTONE COOL GRAY 3

GRADIENTS

#04FF88 0%, #55EBFF 100%

#F2F9FA 0%, #F2FAF6 100%

Our typography

OUR FONTS

Geologica is grounded in the humanist genre, but leans assertively into geometric, constructed letterforms to find its stability. The wide stance, generous spacing, large apertures and even color makes Geologica a serious text typeface. This font is available for download at fonts.google.com.

When Geologica is not available, the fallback font is Montserrat and it can be used interchangeably.

For code snippets and other callouts, use Fira Code which is also available at fonts.google.com.

Geologica

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#$%^&*()""

Fira Code

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#$%^&*()""

Photography

The NinjaOne brand prefers custom photo shoots of customers and employees over stock photography, but the use of a limited amount of stock photography is acceptable. When choosing stock photos, prioritize images of people in real-world working scenarios and locations who are not looking at the camera but are engaged with their devices and/or coworkers. Steer clear of suits and ties, and choose images with more informal attire. To promote our inclusive culture, be mindful to include a diverse group of nationalities and genders in photos.
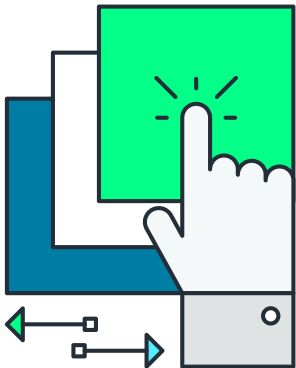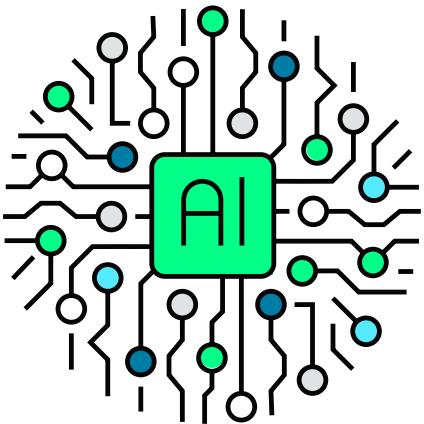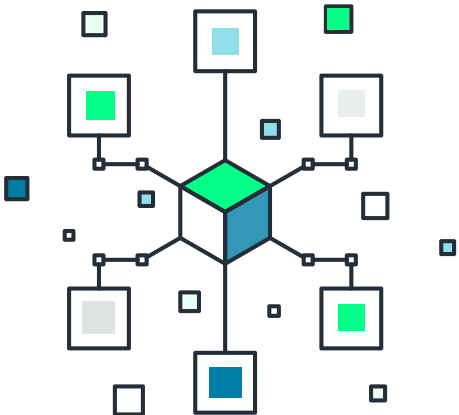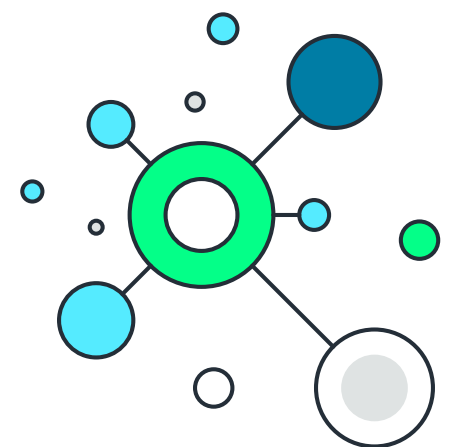
In order to create a more personal connection, images of customers and NinjaOne employees can have the subject look directly at the camera.
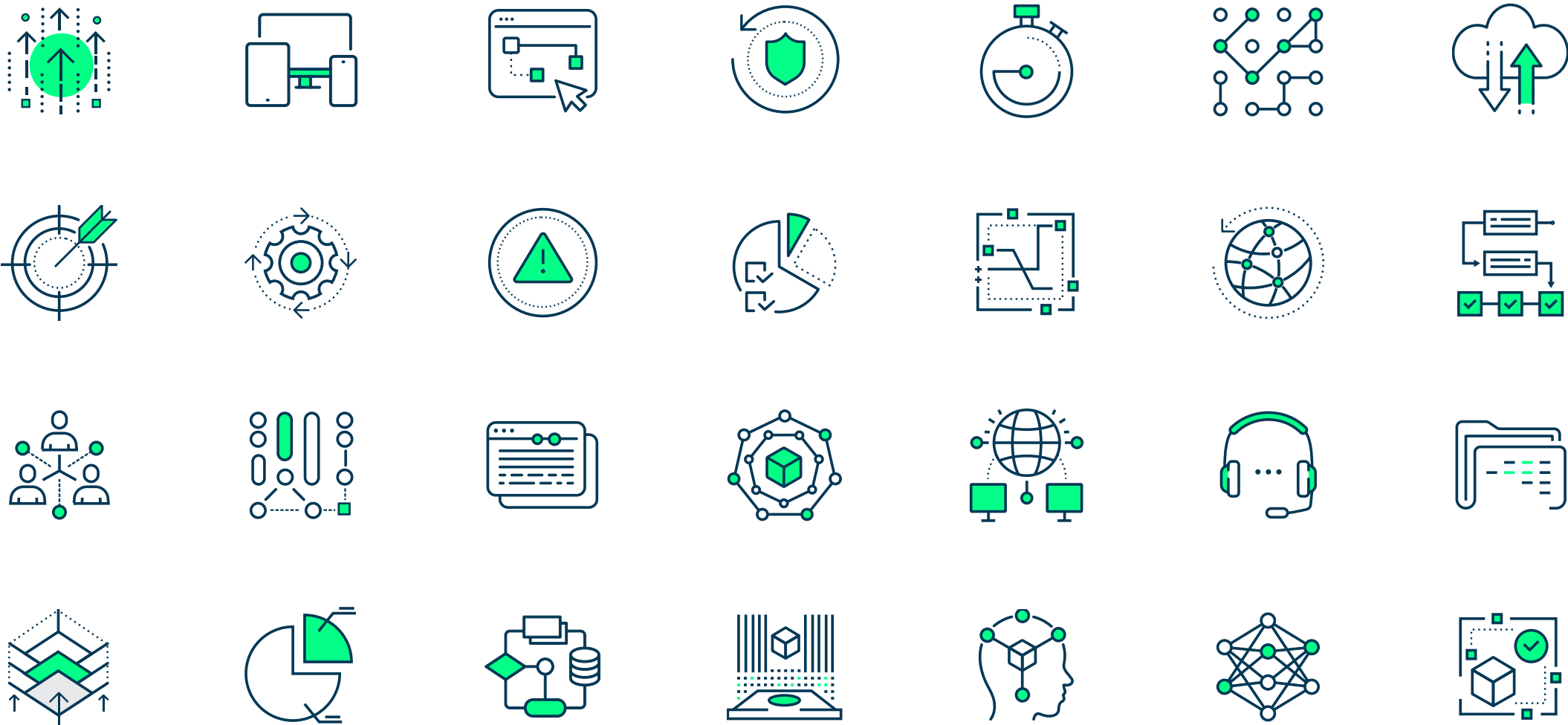
Illustration style

ICONIC LINE ART

NinjaOne is implementing a stylized, line art style for illustrations. Refrain from the use of illustrations of people and lean in on simple, abstract, iconic elements. The use of blues and greens from the color palette are encouraged to energize the graphics.

Icon style

Our simple line icons, with a splash of vivid green to add energy, effectively communicate complex ideas quickly and are easily recognizable across diverse audiences. By using a consistent style of line icons, we create a cohesive visual language that reinforces our message and enhances brand recall. Moreover, simple icons can be seamlessly integrated into various marketing materials, from our website to social media graphics, ensuring a streamlined aesthetic.

Vector patterns

The NinjaOne brand integrates subtle vector background patterns and textures that evoke a sense of automation, speed of execution, and abstract endpoints.
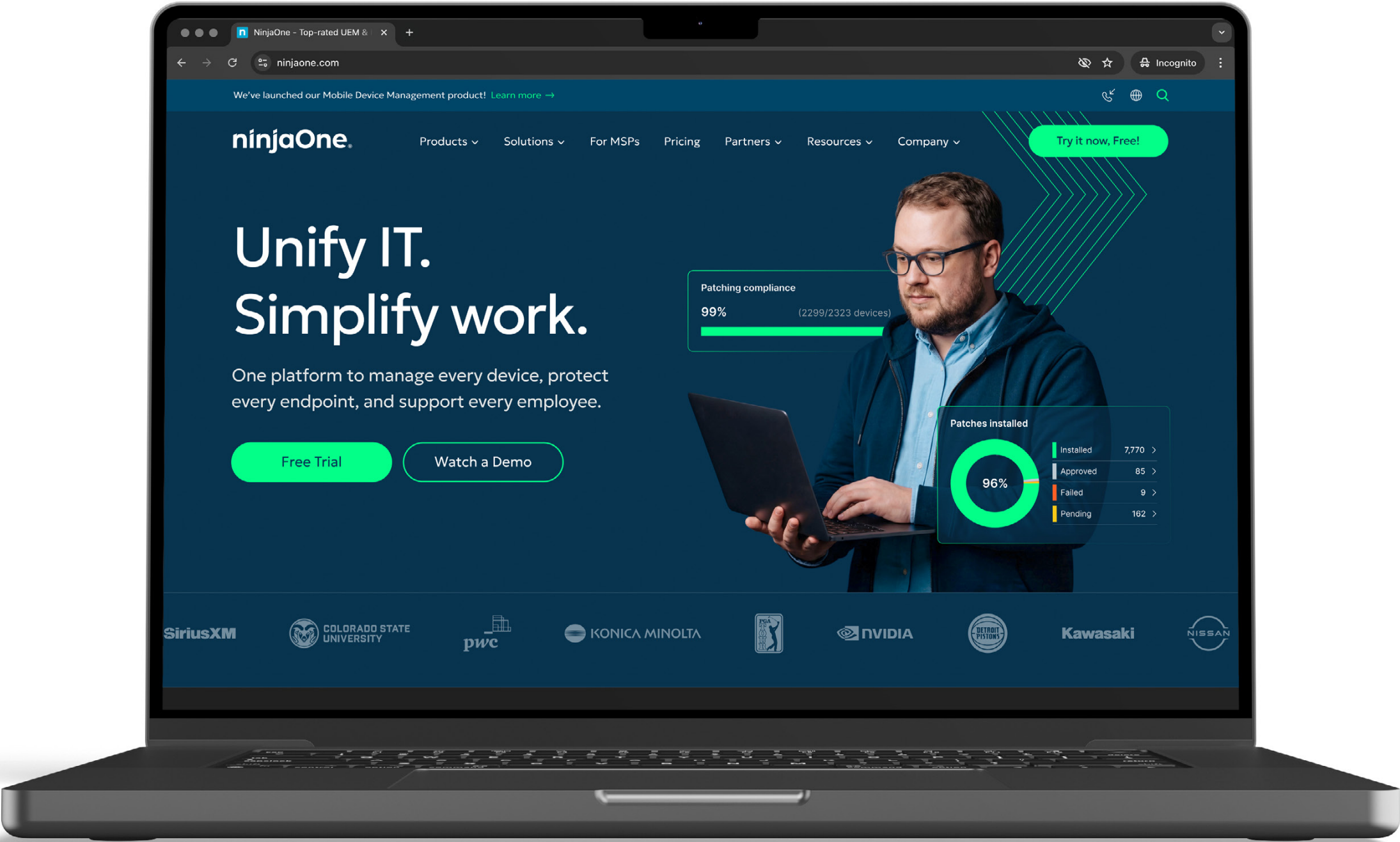
Examples /////

Website design

A simple, clean marketing website is crucial for creating a positive user experience and effectively conveying our brand message. With clear navigation and an uncluttered design, visitors can easily find the information they need, leading to higher engagement and lower bounce rates. Prioritizing essential content and visuals allows us to guide users toward desired actions, like signing up to demo our product. In a digital world overflowing with information, simplicity can be a powerful differentiator.
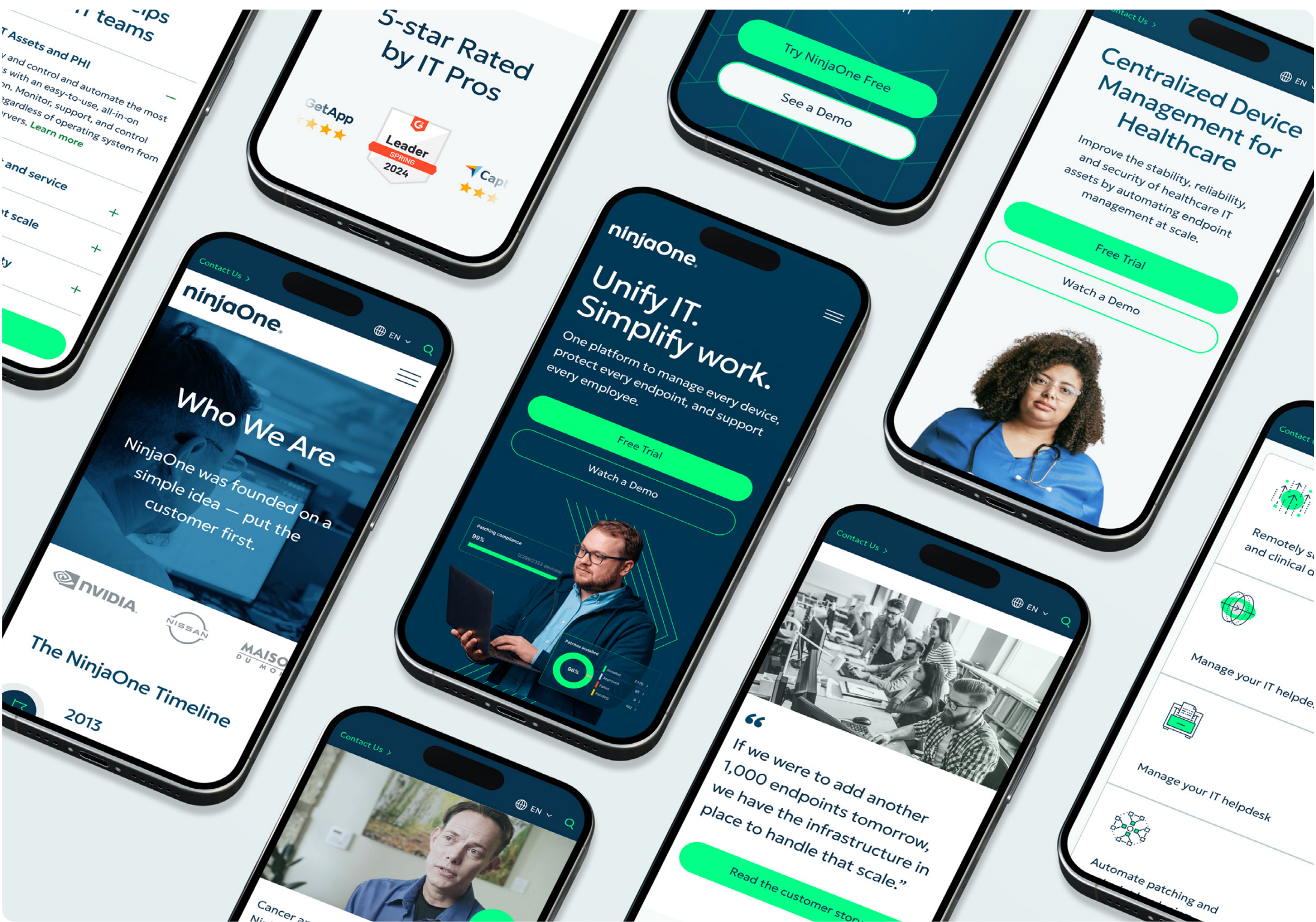
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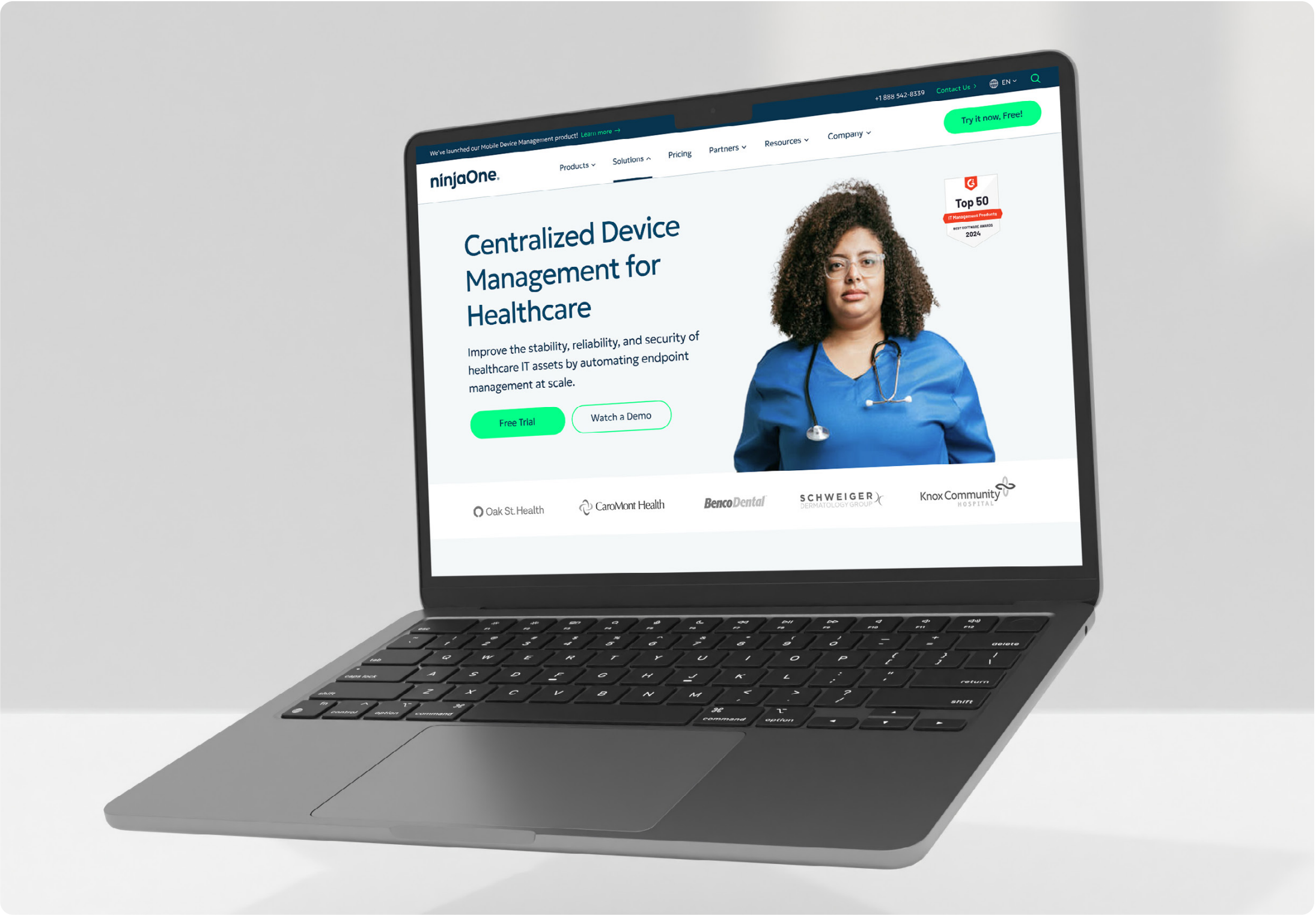
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Business cards

Business cards are essential tools for networking and establishing a professional presence. In the digital age, handing someone a physical card can leave a lasting impression, facilitating personal connections that emails might not achieve. Business cards also convey professionalism and credibility, making it easier for potential clients or partners to remember NinjaOne and our products and services.

Events and trade shows

Trade shows are vital as they provide a unique platform for networking, showcasing our products, and discovering industry trends. They offer us the opportunity to gain direct feedback on our offerings, understand competitor strategies, and enhance brand visibility. It is essential for NinjaOne to maintain a strong visual presence in the field.
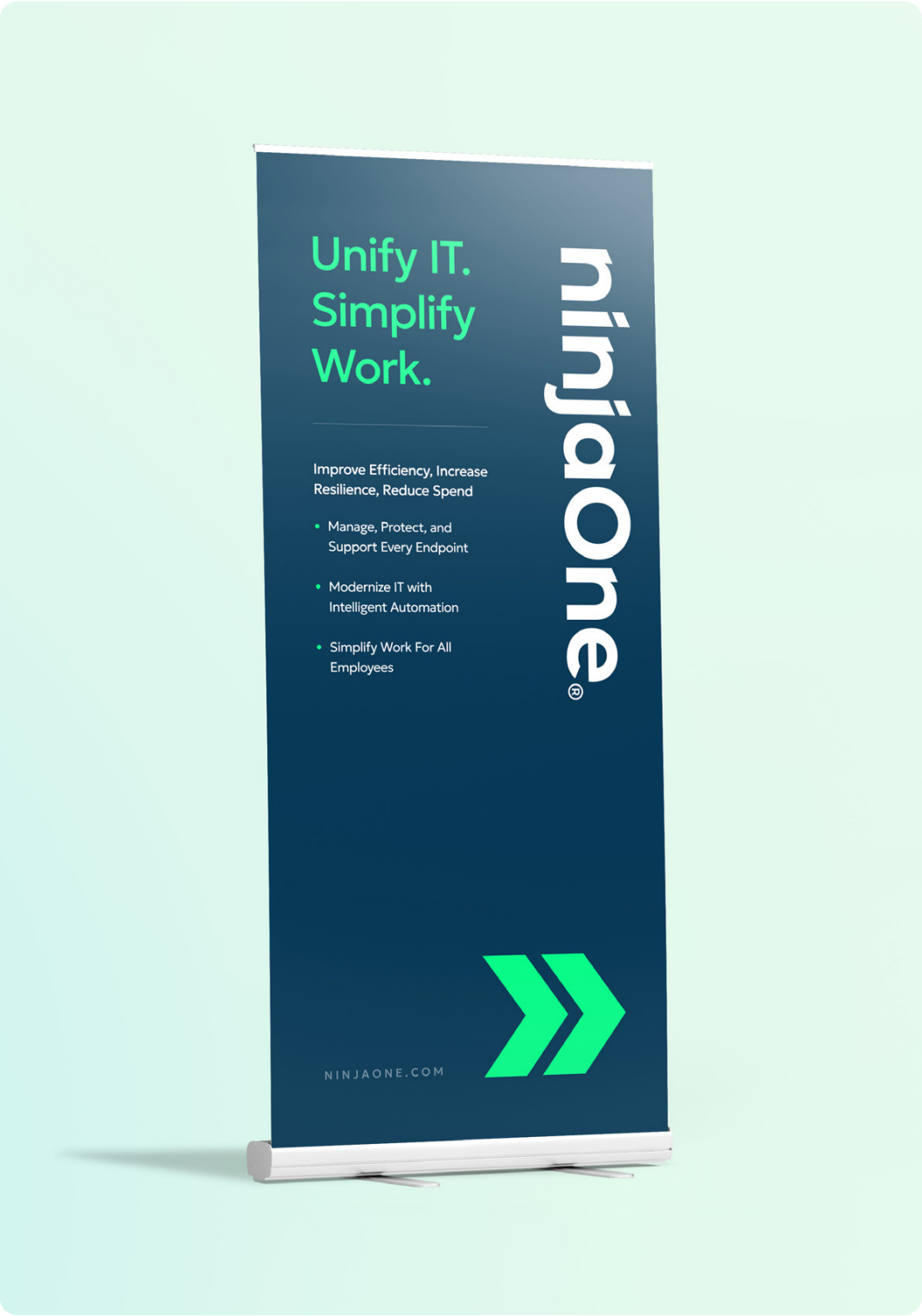
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Ads/Banners

With vibrant visuals and concise messaging, banner ads and social media graphics can convey a brand's identity and value proposition quickly, making a lasting impression on potential customers. They can be tailored to specific audiences, increasing relevance and encouraging clicks or shares. Additionally, they can lead to higher conversion rates when strategically placed across platforms, ensuring consistent brand visibility. In today's digital landscape, leveraging these tools effectively can be a game changer for brand awareness and customer acquisition.
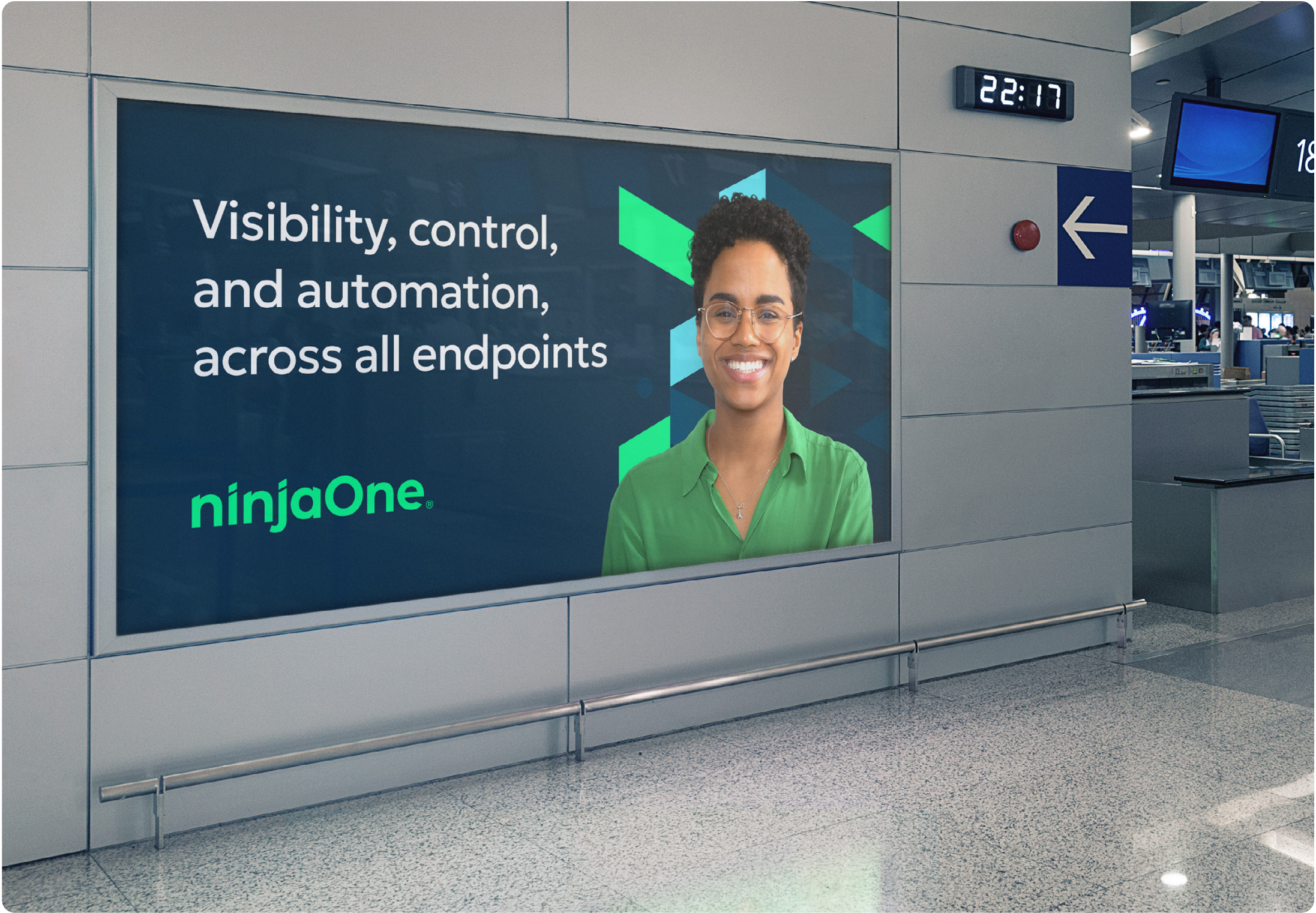
W E B I N A R

How Autonomous Patch Management Reduces Risk and Operations Disruption

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Billboards

A branded billboard can deliver impressive results by maximizing visibility and reaching a broad audience in a high-traffic area. Its large format captures attention quickly, making it an effective tool for brand awareness and recall. The visual impact of a well-designed billboard not only enhances brand recognition but also encourages potential customers to learn more about our company, ultimately leading to increased sales and business growth.

Brochures/Collateral

With subtle background patterns and vector elements, the brochure covers serve up our headlines as the hero, with large bold type to clearly state the contents of the document.

Merchandise

Cool company swag is an investment in both employee engagement and brand recognition. High-quality, thoughtful merchandise not only boosts employee morale but also serves as a tangible representation of the company's values and culture. When employees wear or use branded items, it promotes a sense of belonging and pride, reinforcing camaraderie within the team. Additionally, well-designed swag can create a positive impression during networking events and attract potential clients or talent, ultimately enhancing brand visibility and loyalty.

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