
Partner Co-Branding Guidelines

Updated 01/21/2022

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What is co-branding?

A strategic agreement between two or more partner brands to work together to achieve a desired goal, which encompasses a wide range of marketing activities including, partnerships, promotions, and sponsorships.

Why co-brand?

- Establish or increase consumer preference for Juniper and our key partners.
- Generate loyalty and brand differentiation.
- Enter new markets.
- Promote new products/new application of existing products.
- Engage the customer and drive relevance at multiple touch points.
- Associate with other strong brands.

Co-branding key principals

- Present Juniper as the dominant/lead brand (whenever appropriate).
- The Juniper logo should be clearly displayed and given prominence.
- Leverage our brand guidelines; create a partnership environment where our brand feels organic to the experience.
- Certain partnerships are unique and necessitate consultation from the Global Brand Team. Never use phrasing like “powered by” or “connected by” without explicit approval from the Global Brand Team.

Co-branding Checklist

Co-branding Checklist

Please complete the following steps in order to create and co-brand collateral.

Step 1

- ☐ Review [Juniper Networks Style Guide](#)
- ☐ Review [Mist AI Style Guide](#)

The Guidelines mentioned above can be found in [the Juniper Brand Toolbox](#) on the Hub.

Step 2

- ☐ Review [Naming and Trademark Guidelines](#)
(if referencing Juniper or Mist AI products or services)

Additional Marketing and Brand assets can be downloaded from the [Hub](#).

Questions about co-branding or need MDF approval?
Please email the Brand Team at brand@juniper.net

Step 3

- ☐ Review [Video Style Guide](#)

Step 4

- ☐ Review co-branding essentials on following pages
- ☐ Review logo lock-up systems on following pages
- ☐ Review frequent mistakes and examples on following pages

Co-branding Essentials

The following is a short checklist of the co-branding essentials to make sure you are using the Juniper brand correctly with a partner brand. If you have any challenges beyond those listed below, please contact brand@juniper.net.

Co-branding considerations

- Can you clearly determine which brand is the dominant brand?
- Is the dominant brand's visual system being properly leveraged?

Logo/Lockup

- Are you using the all black or all white logo?
- Are you placing the dominant and support logos in the correct locations?
- Are you following the clear space regulations?
- Are you following the guidelines around the logo don'ts?

Color palette

- If the communication is Juniper dominant, is there plenty of white space, and a dominant Juniper green?

Photography

- If the communication is Juniper dominant, are you using photography that emphasizes the Juniper brand personality? (such as use of light/white spaces)
- If the communication is Juniper dominant, are you adding Juniper Primary Green to your photography?

Tone

- If the communication is Juniper dominant, is 'Driven by Experience' worked into messaging?

Lockup formatting and usage

- The dominant brand should be on the left and subordinate secondary should be on the right
- The two logos should be separated by a vertical line with roughly the amount of spacing shown below
- The two logos should be of the same visual size
- Both logos should appear in full color on a plain white background whenever possible

Juniper dominant lockup



Partner dominant lockup



Co-branding Examples

Co-branding examples

Juniper dominance in creative

Juniper dominance is when Juniper most heavily influences the communications. This is when Juniper is driving the customer experience or if our resources are most depended upon. A proper balance of color must be found.

Partner dominant in creative

When Juniper is not the dominant brand, there are a few things that must be taken into consideration:

- Logo clear space rules and all Juniper logo rules must be obeyed for Juniper logo (includes placement rules and size rules)
- Tagline use rules must be obeyed for the Juniper tagline. This includes clear space rules and size rules.
- Where it does not conflict with the partner brand, Juniper encourages the use of bright images or iconography, and to stay away from digital rendering and stock-obvious imagery.

Juniper dominant



Partner dominant



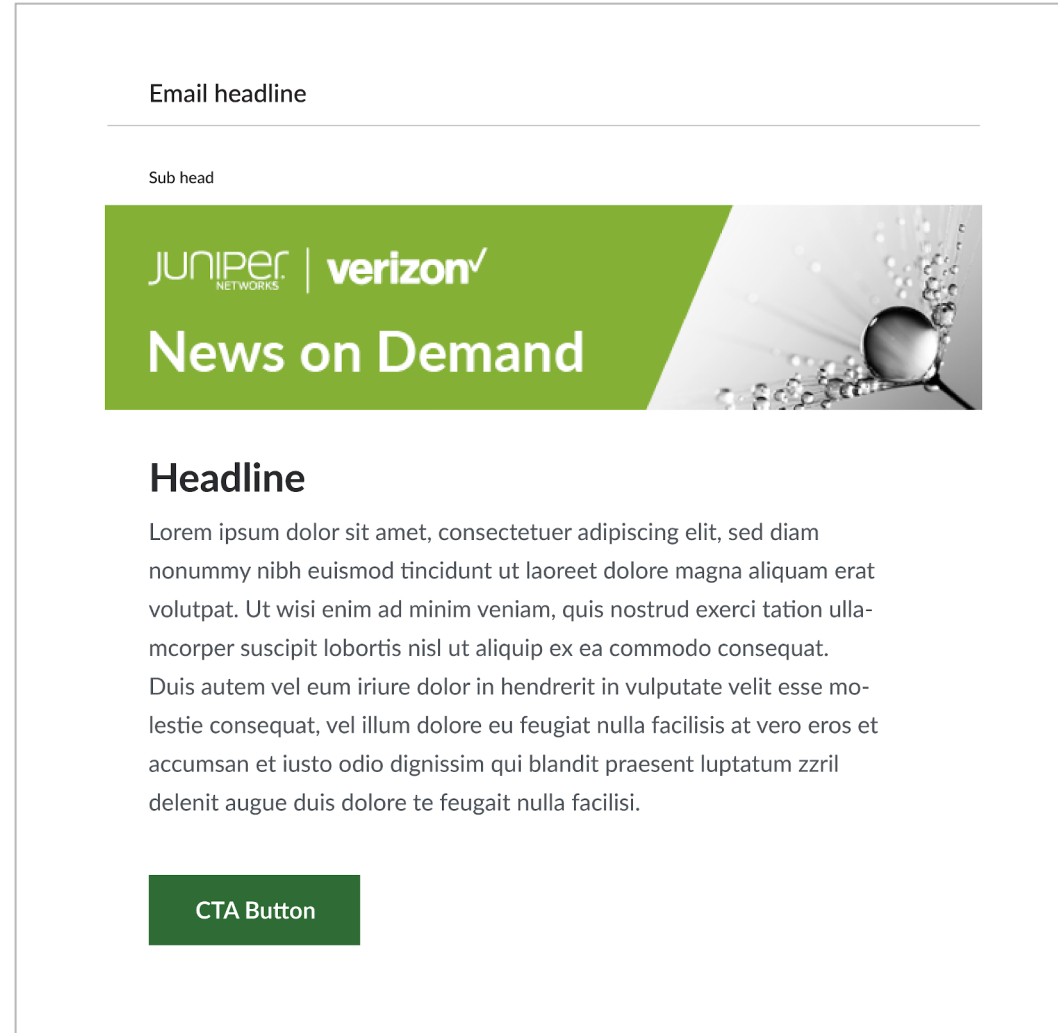
Co-branding examples

Juniper dominant - Web

The largest percentage of the composition should be brand green, punctuated at times by the use of an accent color for things like CTA buttons or icons.

We encourage the use of solid brand green with iconography or an image that follows the Juniper Photography Guidelines.

Brand green should never be multiplied over an image and should be appear solid.



Co-branding examples

Juniper dominant - Print

In print there is more room to tell your story, but we still want to keep our copy clear and concise. The purpose is to catch a viewer's eye, tell them enough to hook them and then drive them to learn more. Too much copy won't be read, and will muddy up the look and feel of our clean design structure.

Similar to web, for print or large format ads the largest percentage of the composition should be brand green, punctuated at times by the use of an accent color, image, or icon.



Juniper dominant - Collateral

Juniper collateral has a new layout to allow partners to place branding and contact information so the partner relationship is clearly evident. Logo placement should follow the examples at right with the logo in the upper right of the first page, and placed to the right of the Juniper contact information on the last page. Logos should have enough white space around them so they fit well in the overall layout. Logos should not exceed an area approximately equivalent to the Juniper logo.



Product Overview

The ACX710 Universal Metro Router delivers operational flexibility, high 10GbE to 100GbE port density, precision timing, and synchronization in a hardened form factor designed for any metro environment. The ACX710 leverages Junos OS to address multiple service provider, enterprise, and utilities use cases, including cable distributed access architectures (DAA), residential fiber, and mobile backhaul.

Product Description

Juniper Networks® ACX710 Universal Metro Router is a response to the relentless increase in demand on metro architectures, where hardened access and aggregation platforms are required to extend operational flexibility from the service provider edge and across the metro. The ACX710 delivers the form factor, optimized performance, density, and resiliency needed for metro applications, including strict timing and synchronization requirements for mobile backhaul applications.

Powered by the Junos® operating system, Juniper Networks ACX Series Universal Metro Routers provide operators with a wide array of SDN-enabled and subscriber-aware IP transport solutions, facilitating the 5G-ready Cloud Metro architecture required to address current and future challenges and opportunities.

The integrated multiservice features and capabilities of the ACX710 reduce the complexity of metro operations, eliminating the need for unnecessary network layers and overlays and creating the opportunity to reduce CapEx and OpEx in operator networks. The ACX710 simplifies network design, while creating a foundation for more efficient operations and service agility, enabling operators to adopt a true universal and converged metro paradigm for the Cloud, 5G, and AI era.

The ACX710 Product Offering

The ACX710 Universal Metro Router is a hardened, fixed, and compact 1 U solution, purpose-built for efficient 4G and 5G service delivery and scale. Its high-performance, high-capacity, and hardened design makes it ideal for ubiquitous deployment in metro applications and telco cloud architectures. The ACX710 provides high 1GbE/10GbE and 100GbE port density, lowering footprint rental and power costs. The router supports VPN services over IP/MPLS networks, service provider SDN, service exposure using NETCONF/YANG, extensive quality of service (QoS), and Class-C timing and precision synchronization features, making it ideally suited for low latency service delivery. With 320 Gbps of switching capacity, the stackable ACX710 delivers the performance, capacity, and feature set required for LTE, LTE Advanced, and 5G radio access network (RAN) sites in a hardened and compact form factor. Table 1 provides an overview of the interfaces supported by the ACX710.

Table 1. Built-in Interface Options for ACX710

Model	10GbE/100GbE (SFP/SFP+)	100GbE (QSFP28)
ACX710	24	4*

* QSFP28 ports can be configured as 1x100GbE, 1x40GbE, 4x25GbE, or 4x10GbE.



ACX710 UNIVERSAL METRO ROUTER

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Ordering Information

Part Number	Description
ACX710-24	ACX710, 24 SFP+/SFP ports, 4 QSFP28 ports, 1 U, 315mm depth, 40C to 55C, DC power supply, L2 and L3/IP functions (without MPLS and IP VPNs) for management only
100G-A-5	ACX software, 5-year subscription Advanced license; per 100G capacity, supports IP/MPLS, Timing, CoS, EQAM, Telemetry, RFC2544 with up to 32 L3VPN and 8 NG-MVPN
100G-P-5	ACX software, 5-year subscription Premium license; per 100G capacity, includes Advanced software subscription license with full platform scale
100G-A-3	ACX software, 3-year subscription Advanced license; per 100G capacity, supports IP/MPLS, Timing, CoS, EQAM, Telemetry, RFC2544 with up to 32 L3VPN and 8 NG-MVPN
100G-P-3	ACX software, 3-year subscription Premium license; per 100G capacity, includes Advanced software subscription license with full platform scale
100G-A-1	ACX software, 1-year subscription Advanced license; per 100G capacity, supports IP/MPLS, Timing, CoS, EQAM, Telemetry, RFC2544 with up to 32 L3VPN and 8 NG-MVPN (renewal only)
100G-P-1	ACX software, 1-year subscription Premium license; per 100G capacity, includes Advanced software subscription license with full platform scale (renewal only)
100G-A1-P	ACX software, perpetual Advanced license; per 100G capacity, supports IP/MPLS, Timing, CoS, EQAM, Telemetry, RFC2544 with up to 32 L3VPN and 8 NG-MVPN
100G-P1-P	ACX software, perpetual Premium license; per 100G capacity, includes Advanced software subscription license with full platform scale
400G-A-5	ACX software, 5-year subscription Advanced license; per 400G capacity, supports IP/MPLS, Timing, CoS, EQAM, Telemetry, RFC2544 with up to 32 L3VPN and 8 NG-MVPN
400G-P-5	ACX software, 5-year subscription Premium license; per 400G capacity, includes Advanced software subscription license with full platform scale

Product Number	Description
S-ACX-400G-A-3	ACX software, 3-year subscription Advanced license; per 400G capacity, supports IP/MPLS, Timing, CoS, EQAM, Telemetry, RFC2544 with up to 32 L3VPN and 8 NG-MVPN
S-ACX-400G-P-3	ACX software, 3-year subscription Premium license; per 400G capacity, includes Advanced software subscription license with full platform scale
S-ACX-400G-A-1	ACX software, 1-year subscription Advanced license; per 400G capacity, supports IP/MPLS, Timing, CoS, EQAM, Telemetry, RFC2544 with up to 32 L3VPN and 8 NG-MVPN (renewal only)
S-ACX-400G-P-1	ACX software, 1-year subscription Premium license; per 400G capacity, includes Advanced software subscription license with full platform scale (renewal only)
S-ACX-400G-A1-P	ACX software, perpetual Advanced license; per 400G capacity, supports IP/MPLS, Timing, CoS, EQAM, Telemetry, RFC2544 with up to 32 L3VPN and 8 NG-MVPN
S-ACX-400G-P1-P	ACX software, perpetual Premium license; per 400G capacity, includes Advanced software subscription license with full platform scale

About Juniper Networks

At Juniper Networks, we are dedicated to dramatically simplifying network operations and driving superior experiences for end users. Our solutions deliver industry-leading insight, automation, security and AI to drive real business results. We believe that powering connections will bring us closer together while empowering us all to solve the world's greatest challenges of well-being, sustainability and equality.

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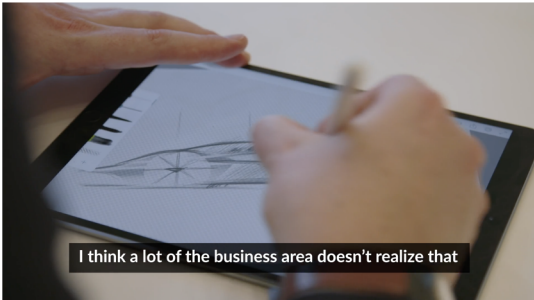
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Co-branding examples

Video



The network doubled.
The tech team didn't need to.

Real AI. Real Results.



Automated configuration of 4,400
routers and switches with Juniper.

Get Real Results.



Co-branding examples

Partner dominant examples



Network smarter,
not harder

Sichern Sie sich lückenlose Transparenz über Ihre WLAN- und LAN-Infrastrukturen – und stellen Sie mit Juniper Mist und Westcon die Weichen für eine KI-gestützte Administration Ihrer Netzwerkinfrastruktur.

und die Prozesse anhand der Analyseergebnisse anpasst. Auf diese Weise lassen sich Abläufe dynamisch optimieren, Probleme proaktiv beheben und Trends und Anomalien frühzeitig identifizieren. Sämtliche Analysen und Anpassungen erfolgen dabei in Echtzeit – in der gesamten Phase.

Lösen Sie Ihr Ticket zu Juniper Mist!



Nuvias Educademy
Vol. 2: SD-WAN, SD-BRANCH,
SD-WHAT'S NEXT?

Thursday 27th August 2020, starting at 3pm CET - Register now!



Nuvias Educademy
Vol. 2

SD-WAN, SD-BRANCH, SD-WHAT'S NEXT?

Following up on our successful Nuvias Educademy online event in July, we want to take the opportunity and invite you to our next online event in August:

Was verbirgt sich hinter den Buzzwords SD-WAN, SD-BRANCH und SASE?

What is behind the buzzwords SD-WAN, SD-BRANCH and SASE?

In four exciting live discussions, our experts will show you the possibilities of different SD-WAN architectures using real-life examples and live demonstrations. Whether on-prem, hosted or from the cloud, depending on the requirements, the right solution for every need can (and will) be found. Because for every growing network there is a suitable architecture that can be developed!

Event Overview

03:00 pm, Keynote: SD-WAN, SD-WAN, SD-WHAT'S NEXT? What is the future of SD-WAN?
03:30 pm, Part 1: Live demonstration Juniper SD-WAN (CSO) incl. Mist AP management
04:00 pm, Part 2: What does SASE mean for SD-WAN and security?
04:30 pm, Part 3: Network visibility and traffic-optimisation
05:00pm, Q&A

Register

Event Overview

If you have any questions regarding these online events, please get in touch with us:
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Nuvias Educademy Vol. 4

How to set new impulses in the growing
Cloud- & Managed-Service market with AI

THU, 26th November, 2 pm

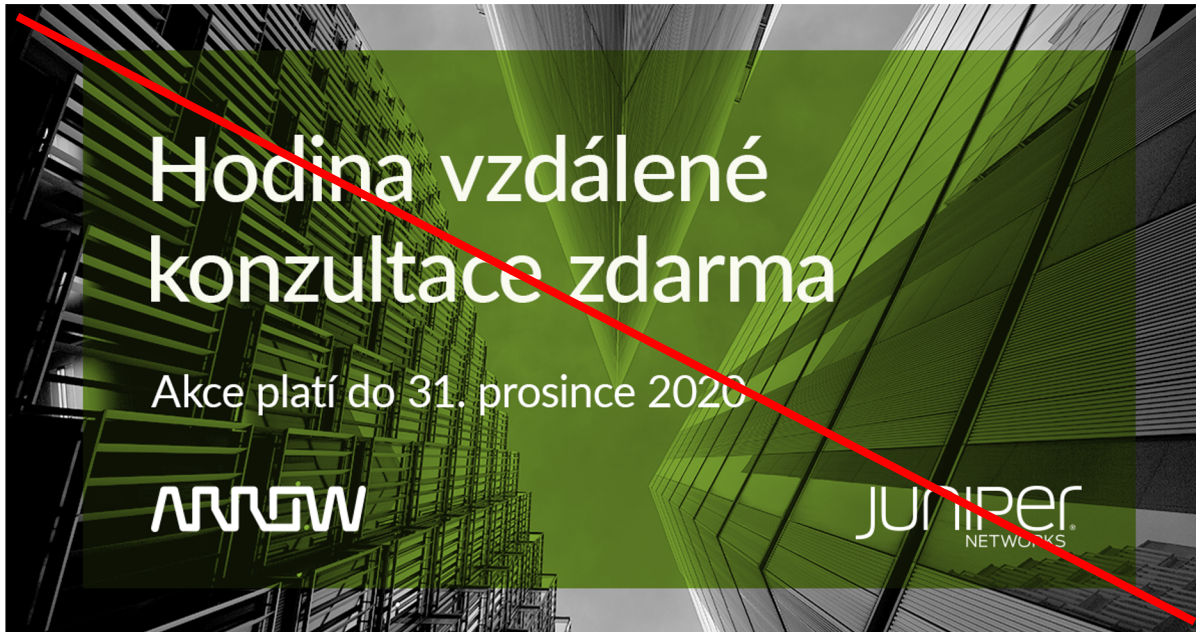
last chance



Discover SD-WAN next-generation
secure firewall solution

FIND OUT MORE

What not to do



- Never use dark imagery.
- Never multiply brand green over the top of an image.
- Never place the Juniper logo or Partner logo on a multiplied or transparent background.

Thank you