

Shark | NINJA

Positively impacting people's lives
every day in every home around the world.

NINJA[®]

How we're talking about the
Ninja[®] Slow Juicer JC100EU

Messaging must deliver against the product proposition

A better way to juice

Create pure, freshly squeezed fruit juices at home – exactly as you like them

Cold Press Technology creates clearer juice with vibrant colours

Please ensure disclaimers are used whenever the relevant claim appears

Cold Press Technology extracts up to 75% of the fruit*

**Tested on peeled oranges, grapes, watermelon and pomegranate. Yield subject to variety, season and ripeness.*

3X quieter than centrifugal juicers**

***Tested to IEC 60704-2-11 whilst juicing carrots & oranges.*

JC100EU : MESSAGING HIERARCHY

Elevator pitch:

Discover a better way to juice with this sleek Ninja® Slow Juicer. Create pure, freshly squeezed juice without additives – from classic orange and exotic fruit juice to nutrient-packed green juices and wellness-boosting lemon and ginger shots.

Benefit:

A better way to juice

How:

COLD PRESS TECHNOLOGY

Cold Press Technology extracts up to 75% of the fruit*

This efficient masticating juicing process creates clearer juice with vibrant colours. A 9-segment auger uses pressure to extract juice and nutrients from fruit and vegetables – a powerful high-torque motor rotates the auger at slow speeds, resulting in minimal heat transfer.

**Tested on peeled oranges, grapes, watermelon and pomegranate. Yield subject to variety, season and ripeness.*

3X QUIETER

3X Quieter than centrifugal juicers**

Enjoy your favourite fresh juice for breakfast or in the evening without worrying about waking the whole household.

***Tested to IEC 60704-2-11 whilst juicing carrots & oranges.*

TOTAL PULP CONTROL

3 interchangeable pulp filters

How do you like your juice?

Whether you like your juice smoother or 'with bits', customise your drink with Total Pulp Control. Choose between 3 interchangeable filters – Low Pulp, Medium Pulp and High Pulp.

Make it just the way you want.

EASY TO CLEAN

Rinse clean in under 1 minute, with a handy cleaning brush included in the box. All removable parts are dishwasher safe. BPA-free for your peace of mind.

INCLUDES RECIPE GUIDE

There's a recipe guide included in the box, packed with delicious juice recipes and ideas, as well as quick and easy recipes to make use of your leftover pulp, so nothing goes to waste!

JC100EU : LIFESTYLE PHOTOGRAPHY



Photography

The product should always be the hero. Images should draw the viewer in; allowing them to not just see our products but to “feel” our products and see themselves in the images. We strive to forge an emotional connection between our customers and the Ninja brand by using dynamic angles, natural lighting, editorial/candid (vs posed) perspective, authentic styling.

Logo usage

Logo Mark

The SharkNinja logo should be used as the primary identifying mark for corporate communications.

Name in print

When writing in text Shark is initial capped with a registered trademark in the first instance on a page.

Color

The logo may be used in black or as white knock-out on black or overlaying photography.

Clear space

To ensure visual balance and clarity, the logo should be surrounded by clear space, the height of the "a" in Shark.

Minimum width

Scale and proportion of the logo should be determined by the available space in the execution. There is no set maximum width for the logo; however, to ensure legibility, it should never appear smaller than 1" in print or 100px wide on screen.



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JC100EU : PRODUCTLOGO

Stacked logo usage:



JC100EU : TECHNOLOGY VISUALS

COLD PRESS TECHNOLOGY

Extracts up to 75% of the fruit!



COLD PRESS TECHNOLOGY

This efficient masticating juicing process creates clearer juice with vibrant colours. A 9-segment auger uses pressure to extract juice and nutrients from fruit and vegetables – a powerful high-torque motor rotates the auger at slow speeds, resulting in minimal heat transfer.

**Tested on peeled oranges, grapes, watermelon and pomegranate. Yield subject to variety, season and ripeness.*

TOTAL PULP CONTROL

LOW PULP | MEDIUM PULP | HIGH PULP



TOTAL PULP CONTROL

Pulp is made up of fibre from the part of the fruit that holds juice and flavour. Whether you like your juice smoother or 'with bits', switch between 3 interchangeable pulp filters to make your juice just the way you want.

PRINT

Gotham Book
Gotham Medium
Gotham Bold
Gotham Black
CoconPro Bold
CoconPro Regular
CoconPro Light

WEB FONTS

Typefaces

Primary typeface

Our brand font is Gotham. Though we own a variety of weights Book and Bold are preferred for creative work. Medium may be used as knock-out for readability.

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary typefaces

Proxima Nova is used for live text on web or when Gotham is unavailable.

Arial is to be used for Powerpoint or Word documents that need to be editable outside of creative teams.

Proxima Nova Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Proxima Nova Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

HEADLINES

- Bold weight
- Sentence case
- Set solid
- -20 tracking
- Optical kerning

SUBHEADS

- Book weight
- Auto leading
- 0 tracking
- Optical kerning

Primary web font

Proxima Nova Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headings

H1* Proxima Nova Bold 60px

H1 Proxima Nova Regular 60px

H2 Proxima Nova Regular 30px

H3 Proxima Nova Regular 20px

H4 Proxima Nova Regular 16px

Body copy

Hair wrap means a whole lot of hands-on mess. With the self-cleaning brushroll, you get nonstop hair removal in select Shark® robot vacuums, upright vacuums, corded stick vacuums, and cordless vacuums.

Paragraph text - Proxima Nova Regular 20px Used for longer description text

Example

Stay ahead of everyday pickup.

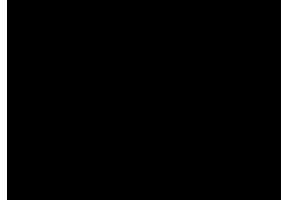
Our self-cleaning brushroll pulls in short and long hair and captures dust, dander, and allergens to prevent everyday buildup in your home.

Enjoy guilt-free fried food.

With our air fryers, you can make all the crispy, fried meals and snacks you crave, minus the guilt.

CONTINUE TO BUTTONS >

JC100EU : COLOUR PALETTE



Black



Green

R: 67 G: 112 B: 46

C: 53 M: 0 Y: 87 K:53



Orange

R: 248 G: 174 B: 25

C: 1 M: 35 Y: 100 K:0



Yellow

R: 255 G: 204 B: 78

C: 0 M: 20 Y: 80 K:0