

Shark | NINJA

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

NINJA[®]

How we're talking about the
**Ninja[®] Foodi[®] MAX Dual Zone 9.5L Air Fryer
AF400EU**

Ninja® Foodi® Dual Zone Air Fryers: RANGE

AF300EU 7.6L



AF400EU 9.5L



N

Messaging must deliver against the product proposition

The large capacity air fryer that cooks 2 foods, 2 ways and finishes at the same time.

Take mealtimes to the MAX – large 9.5L capacity

More than an air fryer with 6 cooking functions

Please ensure disclaimers are used whenever the relevant claim appears

Cook up to 25% more†

†Compared to AF300EU, 7.6L

Air Fry – up to 75% faster than fan ovens*

**Tested against fish fingers and sausages, including pre-heat.*

Air Fry – up to 75% less fat than traditional frying methods**

***Tested against deep fried, hand-cut French fries.*

AF400EU: MESSAGING HIERARCHY

Elevator pitch:

With a large capacity and 2 independent cooking zones, mix and match cooking programs, times and temperatures across both drawers to create delicious meals – up to 75% faster than fan ovens*.

Benefit:

Total mealtime versatility, perfect for feeding the whole household

How

SYNC

Different foods, times and programs – ready at the same time!

Want to Bake in one drawer and Air Fry in the other? Different cooking times for roast chicken and fries? No problem. SYNC to use different cooking programs, times and temps in each drawer – both finish cooking at the same time. Enjoy freshly-cooked mains and sides together or cater to two different tastes.

MATCH

Cooking for extra guests?

MATCH to use the same cooking program, time and temperature in both drawers. Make double the amount of food in the same amount of time. Just cooking for yourself? No problem – you can cook in a single drawer.

EXTRA-LARGE CAPACITY

Feeds 8+ people

Cook up to 25% more†. You can fit a 2kg chicken or up to 1.4kg of fries in each 4.75L drawer – that means you can easily create a complete meal of a whole roast chicken and crispy air fried potatoes, cooked in one appliance and ready to eat at the same time!
†Compared to AF300EU, 7.6L

6 COOKING FUNCTIONS

More than an air fryer

Max Crisp, Roast, Bake, Reheat, Dehydrate & Air Fry. Air Fry – Up to 75% less fat than traditional frying methods**
**Tested against deep fried, hand-cut French fries.

EASY TO USE

What will you make first?

Easy to use with a digital control panel and countdown timer. Non-stick dishwasher safe parts make cleaning easy. Includes Chef-Created Recipe Guide.

*Tested against fish fingers and sausages, including preheat.

AF400EU : LIFESTYLE PHOTOGRAPHY



Easily fit a 2kg chicken in each drawer



More than an Air fryer, with 6 different functions.



Different foods, times and programs – ready at the same time



Large capacity for 8+ people

Photography

The food outcome and the product are the heroes of our photography. Demonstrating the delicious food you can make with a Ninja product and the ease of use of the product to achieve this. People are also used in the photography to aid the demonstration of using the product, but to also provide warmth and authenticity to the photography.

AF400EU: LOGO

Stacked logo usage:



AF400EU: TECHNOLOGY VISUALS

**DUAL ZONE TECHNOLOGY
TWO INDEPENDENT COOKING ZONES**



AIR FRY
200°C
33 MINS

ROAST
180°C
18 MINS

**COOK DIFFERENT FOODS, READY TO
SERVE AT THE SAME TIME.**

**TECHNOLOGIE DUAL ZONE
DEUX ZONES DE CUISSON
INDÉPENDANTES**



**FRIRE
SANS
HUILE**
200°C
33 MIN

RÔTIR
180°C
18 MIN

**CUISINEZ DIFFÉRENTS INGRÉDIENTS
ET SERVEZ-LES EN MÊME TEMPS**

AF400EU: LOGO

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.



Logo Mark

The Ninja® logo should be used as the primary identifying mark for brand communications.

Name in print

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

Color

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Clear space

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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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

CORP + BRAND NINJA: COLOURS



Grill orange

Solid Red > Solid Orange (linear)



Air Fry green

CMYK: 62, 0, 100, 25 to 46, 0, 100, 0 (linear)



Background

CMYK: 'paper' to 0, 1, 0, 10 (circular)



Cooking red

CMYK: 6, 91, 100, 65 to 0, 100, 100, 0 (linear)



Cookware/Knives blue

CMYK: 100, 50, 0, 0 to 0, 50, 0, 44 (linear)

CMYK (SOLID)

C:0 M:81 Y:100 K:0



C:0 M:43 Y:99 K:0



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



C:0 M:0 Y:0 K:100



CMYK (GRAD)

C:11 M:98 Y:100 K:3



C:0 M:82 Y:100 K:0

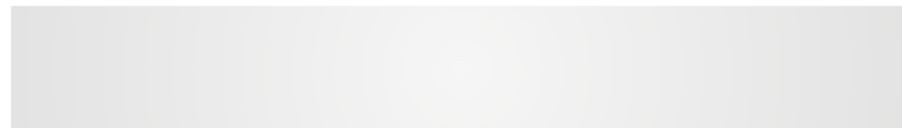
C:61 M:0 Y:100 K:24



C:52 M:0 Y:100 K:10

C:46 M:0 Y:100 K:0

C:0 M:0 Y:0 K:5



C:0 M:0 Y:0 K:0

C:0 M:0 Y:0 K:15