

# *Shark* | NINJA

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

The logo for the brand NINJA, featuring the word "NINJA" in a bold, black, sans-serif font. The letters are stylized with a slight shadow or outline effect, giving them a three-dimensional appearance. A registered trademark symbol (®) is located at the top right of the letter 'A'.

How we're talking about the  
Ninja® Foodi® MAX 10-in-1 Multifunction Oven  
DT200EU

## Ninja® Foodi® Ovens: RANGE

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Ninja® Foodi® 8-in-1 Multifunction Oven  
SP101EU



Ninja® Foodi® 10-in-1 Multifunction Oven  
DT200EU



Messaging must deliver against the product proposition

***The large capacity countertop oven that  
evenly cooks on 2 levels***

***Up to 40% faster than a fan oven\****

*Fits a main & sides at the same time*

*Fast, crispy & even results with True Surround Convection*

*More than an oven with 10 cooking functions*

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

Please ensure disclaimers are used whenever the relevant claim appears

**Up to 40% faster than a fan oven\***

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

**Air Fry - Up to 75% less fat than traditional frying methods\*\***

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

## DT200EU: MESSAGING HIERARCHY

Elevator pitch:

Quickly and evenly cook family meals in as little as 30 minutes on 2 levels. Cook up to 40% faster than a fan oven\*. Because it's a Foodi, you can air fry, roast, grill, bake, toast and more with 10 customisable cooking functions and endless possibilities.

Benefit:

**The large capacity countertop oven that evenly cooks on 2 levels.**

How

### QUICK FAMILY-SIZED MEALS

**Up to 40% faster than a fan oven\***

Quickly and easily create family-sized meals in as little as 30 minutes. Say goodbye to long waiting times with a super-quick 90 second preheat.

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

### 2-LEVEL COOKING

**Perfect for family-size meals**

Quick and even 2-level cooking. You can fit a main and sides at the same time, so there's no need to use multiple appliances to cook a complete meal. A digital rack guide illuminates to help you choose the optimal rack positions.

### TRUE SURROUND CONVECTION

**Fast, crispy, even results**

No need to rotate your cooking trays or flip your food. A high-velocity fan, rear heat source and surround airflow combine to circulate superheated air throughout the entire oven for even cooking on both levels.

### MORE THAN AN OVEN

Enjoy limitless meal options with 10 customisable cooking functions in one appliance: Air Fry, Roast, Whole Roast, Grill, Bake, Pizza, Dehydrate, Reheat, Toast and Bagel.

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

*\*\*Tested against deep fried, hand cut French fries*

### EASY TO USE

Easily select a cooking function, time and temperature/shade with touchscreen controls and a digital display.

A removable crumb tray slides out so you can easily clean up crumbs and small spills.

Includes 2 Wire Racks, an Oven Tray, Roast Tray, Air Fry Basket and a Chef-Created Recipe Guide.

## DT200EU : LIFESTYLE PHOTOGRAPHY

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### 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.







## DT200EU: TECHNOLOGY VISUALS

**UP TO 40% FASTER**  
than a fan oven.<sup>1</sup>

**COOK A WHOLE ROAST  
CHICKEN & VEGETABLES**  
Fits a main and sides at the same time.

**AIR FRY - UP TO  
75% LESS FAT**  
than traditional frying methods.<sup>2</sup>

**TRUE SURROUND  
CONVECTION**

HIGH-VELOCITY FAN

REAR HEAT SOURCE

SURROUND AIRFLOW

Powerful heated airflow for fast,  
crispy and even results.

**Complete Meals**  
2-level cooking for double  
the capacity



**Cook mains & sides at the  
same time**

<sup>1</sup>Tested against sausages and fish fingers, including pre-heat.

<sup>2</sup>Tested against deep fried, hand cut French fries.

## 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

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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

abcdefghijklmnop  
ABCDEFGHI  
1234567890

#### Gotham Medium

abcdefghijklmnop  
ABCDEFGHI  
1234567890

#### Gotham Bold

abcdefghijklmnop  
ABCDEFGHI  
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

abcdefghijklmnop  
ABCDEFGHI  
1234567890

#### Proxima Nova Bold

abcdefghijklmnop  
ABCDEFGHI  
1234567890

#### Arial Regular

abcdefghijklmnop  
ABCDEFGHI  
1234567890

#### Arial Bold

abcdefghijklmnop  
ABCDEFGHI  
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  
abcdefghijklmnopqrstvwxyz  
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

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### 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)

## DT200EU: COLOURS

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### 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

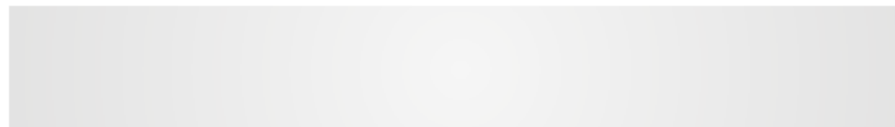
C:61 M:0 Y:100 K:24



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