

# *Shark* | NINJA

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

# ***Shark***

How we're talking about the  
Shark<sup>®</sup> Anti Hair Wrap Cordless Stick Vacuum  
Cleaner with PowerFins & Flexology<sup>®</sup>  
IZ300/IZ320EU Series

## IZ300/IZ320 Series: RANGE

Shark® Anti Hair Wrap  
Cordless Stick Vacuum  
Cleaner with PowerFins &  
Flexology® [Single Battery]  
IZ300EU



Shark® Anti Hair Wrap  
Cordless Stick Vacuum  
Cleaner with PowerFins,  
Flexology® & TruePet  
[Single Battery] IZ300EUT



Shark® Anti Hair Wrap  
Cordless Stick Vacuum  
Cleaner with PowerFins &  
Flexology® [Twin Battery]  
IZ320EU



Shark® Anti Hair Wrap  
Cordless Stick Vacuum  
Cleaner with PowerFins,  
Flexology® & TruePet  
[Twin Battery] IZ320EUT



Messaging must deliver against the product proposition

***50% more suction\****

***PowerFins – pick up more dirt in the first pass\****

*Anti Hair Wrap floorhead*

*Reach, charge & store anywhere with Flexology®*

*LED Smart Display*

*\*Versus Shark IZ201EU*

Please ensure disclaimers are used whenever the relevant claim appears

50% more suction<sup>1</sup>

<sup>1</sup>*Versus Shark IZ201EU*

PowerFins – pick up more dirt in the first pass<sup>2</sup>

<sup>2</sup>*Versus Shark IZ201EU*

Up to 60 minutes run-time<sup>3</sup>

<sup>3</sup>*In ECO Power Mode, with non-motorised tool.*

Up to 120 minutes run-time<sup>4</sup>

<sup>4</sup>*When using two batteries consecutively in ECO Power Mode, with non-motorised tool.*

Anti-Allergen Complete Seal captures and traps 99.9% of dust and allergens inside the vacuum, not releasing them back into the air you breathe<sup>5</sup>.

<sup>5</sup>*Based on IEC standard 62885-2 Cl. 5.11 at 0.3 to 10 microns*

## IZ300/IZ320 Series: MESSAGING HIERARCHY

Elevator pitch:

Experience Shark's latest cordless stick vacuum cleaner with **50% more suction\***. Packed with advanced cleaning technology including new **PowerFins**. Available with a choice of run-times.

*\*Versus Shark IZ201EU*

Benefit:

Glide from carpets to hard floors, easily cleaning stairs, under furniture, up high and more with this flexible, lightweight cordless vacuum cleaner.

How:

### DUOCLEAN® + PowerFins

#### Pick up more dirt in the first pass\*

1 floorhead, 2 brush-rolls, for all floors. Two motorised brush-rolls work together in Shark's signature DuoClean floorhead, gliding across all floor types with no need to stop and change floorhead.

The innovative PowerFins brush-roll digs deep into carpets to agitate dirt and directly engages hard floors for a deep clean. The soft front brush-roll draws in debris and lifts stuck-on dust from hard floors.

*\*Versus Shark IZ201EU*

### ANTI HAIR WRAP TECHNOLOGY

#### Tired of removing hair from your brush-roll?

Anti Hair Wrap Technology actively separates and removes hair as you clean, helping to leave the bristle brush-roll tangle-free. Perfect for long, short and pet hair.

### FLEXOLOGY®

#### Reach, charge and store anywhere

At the touch of a button, this clever flexible wand bends to easily clean under low-lying furniture – perfect for reaching under beds, sofas and coffee tables. When you've finished cleaning, simply fold down for freestanding, compact storage – no need for storage hooks or leaning against walls. The removable battery can be charged on or off the vacuum, wherever suits you..

### ANTI-ALLERGEN COMPLETE SEAL

Anti-Allergen Complete Seal captures and traps 99.9%\*\* of dust and allergens inside the vacuum, not releasing them back into the air you breathe.

*\*\*Based on IEC standard 62885-2 Cl. 5.11 at 0.3 to 10 microns*

### AVAILABLE WITH TRUPEPET

The TruePet models are perfect for homes with pets, effortlessly removing embedded pet hair from sofas, stairs and upholstery with the included Anti Hair Wrap Pet Tool.

We're confident you'll love your new vacuum cleaner, offering a free 5-year guarantee upon registration with Shark (2 years for batteries.)

## IZ300/IZ320 Series: LIFESTYLE PHOTOGRAPHY

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IZ300EU



IZ300EUT



IZ320EU



IZ320EUT

### 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 Shark 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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# IZ300/IZ320 Series: LOGO / NAMING CONVENTION LOCK UP

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IZ300EU + IZ320EU



IZ300EUT + IZ320EUT



NOTE: Logos can be inverted. Black on white

# IZ300/IZ320 Series: TECHNOLOGY VISUALS

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ANTI HAIR WRAP TECHNOLOGY



DUOCLEAN® + PowerFins



FLEXOLOGY®



ANTI ALLERGEN COMPLETE SEAL



## PRINT

# Gotham Book

# Gotham Medium

# Gotham Bold

# Gotham Black

## 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

abcdefghijkl  
ABCDEFGHI  
1234567890

#### Gotham Medium

abcdefghijkl  
ABCDEFGHI  
1234567890

#### Gotham Bold

abcdefghijkl  
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

abcdefghijkl  
ABCDEFGHI  
1234567890

#### Proxima Nova Bold

abcdefghijkl  
ABCDEFGHI  
1234567890

#### Arial Regular

abcdefghijkl  
ABCDEFGHI  
1234567890

#### Arial Bold

abcdefghijkl  
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  
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 >

CONTINUE TO TYPOGRAPHY >

# COLOUR PALETTE

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## Primary



### BLACK

CMYK: 75, 68, 67, 90  
RGB: 0, 0, 0  
#000000



### WHITE

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
#ffffff



### SILVER

CMYK: 47, 38, 38, 2  
RGB: 142, 144, 145  
#8e8f90

## Secondary



### ORANGE

CMYK: 4, 85, 85, 0  
RGB: 231, 76, 57



### DARK GREY

CMYK: 69, 63, 62, 58  
RGB: 51, 51, 51



### TEAL

CMYK: 100, 6, 36, 0  
RGB: 0, 166, 177  
#00a5af



### BLUE

CMYK: 85, 57, 0, 16  
RGB: 33, 94, 158  
#205d9e

## Shark



### DUOCLEAN/ POWERFINS

PMS 2995C  
CMYK: 81,12,1,0  
RGB: 0,168, 226



### DUOCLEAN ORANGE

PMS 7417C  
CMYK: 4,85,85,1  
RGB: 231,76,57



### SCBR YELLOW

PMS 123C  
CMYK: 0,22,91,0  
RGB: 255,200,46



### TEAL

PMS 7467C  
CMYK: 100,6,36,0  
RGB: 0,161,176