NIINJA API BRAND ATTRIBUTION GUIDELINES

The following guidelines provide direction for adding Niinja brand attribution to your application, device, or marketing materials. These Brand Attribution Guidelines are an integral part of the Niinja API Terms of Service and the Niinja API documentation available on the web at http://www.niinja.co/help, all of which must be followed in the development & implementation of any Niinja API client. If you use Niinja trademarks or logos in violation of these guidelines, Vital Axiom may request that you modify your application or alter your Niinja API data usage.

Types of Niinja Brand Marks

Niinja provides three different types of brand marks for attribution purposes:

1. The **powered by Niinja logo** indicates that your application's functionality is significantly dependent on Niinja data or on its integration with Niinja. Use the **powered by Niinja logo** if removing Niinja functionality from your application would render the application nonfunctional or not useful.

powered by
niinja

powered by **niinja**

*Example: an application that shows contractor locations on a map and provides driving distances to local government customer locations might use the Google Maps and Niinja API data. However, that application should still use the **powered by Niinja logo** since without Niinja integration, the app would no longer be useful.*

2. The **Niinja logo** identifies a specific application feature or component that displays data supplied by the Niinja API or integrates with Niinja in some other way. Use the **Niinja logo** if your application would still be useful without its Niinja API integration.

niinja

*Example of an app that should use the **Niinja logo**: A bid-matching service lets users view relevant government solicitations and displays additional NSN technical data from Niinja. Even if the ability to seamlessly look up detailed NSN information were removed, the focus on matching suppliers to bid opportunities, which is the core functionality, would still remain.*

3. The **Niinja icon** provides attribution for Niinja content. Use the **Niinja icon** in cases when the following situations occur:

- Your application integrates content from multiple sources, including Niinja.
- Content from different sources is intermixed and you need to display attribution next to multiple individual content elements to clearly identify their sources.
- Space limitations make it unfeasible to use either a **Niinja logo** or a **powered by Niinja** logo.

Color Specifications

Niinja's brand marks can be shown in three different variations: one-color, black, or white. Match the Niinja Blue color when using the one-color Niinja logo and icon elements:

HEX	#25AAE2
RGB	37, 170, 226
CMYK	84, 25, 0, 11

You can change the color of the **powered by Niinja logo** to a color of your choice, as long as only one single color is used.

The one-color images should be presented with a solid background color that complements the overall design theme. Due to a lack of visibility and contrast, the one-color Niinja logo or icon may not be placed on a blue background.

For all cases, confirm that adequate contrast exists between the logo color & the background color. Use the white version when the branding image is placed against a gray background density of 50% black or darker.

Sizing Guidelines

You may resize branding logos to an appropriate size for your application. Any Niinja logo or Niinja icon that you display must meet the minimum size requirements:

- The horizontal version of the **powered by Niinja logo**, the **Niinja logo**, and the **Niinja icon** shall have a minimum height of 20 pixels.

- The stacked version of the **powered by Niinja logo** shall have a minimum height of 42 pixels and a minimum width of 92 pixels.

Logo Placement

You should feature the appropriate branding logo on any page where data provided by the Niinja API has a presence. The logo should appear next to the location where the API implementation appears on the page. Any logo used within an application must be clickable and needs to link back to Niinja content or to a Niinja component of that application.

For example, a Niinja logo could link to an area of your application that shows aggregated Niinja API content (statistical plots or graphs of government market data), an area of the app that lets users search technical FLIS data provided by the Niinja API, or a page on the Niinja website, such as the Niinja home page or the signup page.

File Downloads

	Powered by Niinja logo	Niinja logo	Niinja icon
Color	AI | EPS | PNG Horizontal | PNG Stacked http://ge.tt/37YUkAr1	AI | EPS | PNG http://ge.tt/8dc6kAr1	AI | EPS | PNG http://ge.tt/6jAmjAr1
Black	AI | EPS | PNG Horizontal | PNG Stacked http://ge.tt/5THJkAr1	AI | EPS | PNG http://ge.tt/1JY0kAr1	AI | EPS | PNG http://ge.tt/34kXjAr1
White	AI | EPS | PNG Horizontal | PNG Stacked http://ge.tt/6LTckAr1	AI | EPS | PNG http://ge.tt/29T7kAr1	AI | EPS | PNG http://ge.tt/1PryjAr1

Brand Attribution Requirements

You must never use the Niinja name or any abbreviation, acronym, or variant of the word **Niinja**, such as **NIIN-ja** or **Niinja-FLIS** in conjunction with the overall name of your application.

For example, you cannot call your application "Niinja for Aviation Hardware" or "Niinja Education." However, you may reference the fact that your application works with Niinja data by stating that it "includes access to current technical FLIS data powered by Niinja" or with other comparable language.

Similarly, you must never use Niinja branding images in conjunction with the overall name or description of your application, product, or service. You also cannot change Niinja branding images or remove, obstruct, distort, or alter any element of a Niinja trademark.

Additional rules regarding Niinja brand attribution are listed below:

- Do not display any Niinja branding image as the most prominent element on any page within your application.

- Ensure the logos are always clearly visible and unobstructed.

- Do not adopt logos, slogans, or designs that are confusingly similar to the Niinja trademarks or that imitate Niinja's trade dress, including the look and feel of Niinja web design properties, Niinja brand distinctive color combinations, typography, graphic designs, or imagery associated with Niinja.

- Do not register the Niinja trademarks as second-level domain names or incorporate Niinja trademarks into your own names for products, services, features, or companies. Correspondingly, do not incorporate Niinja trademarks into your own trademarks or logos.

- Contact Vital Axiom for written permission before using the Niinja branding elements in ways that:

    a) Imply an association with or endorsement of any other product, service, organization, or event
    b) Can be reasonably interpreted to suggest that editorial content was authored by Niinja or Vital Axiom employees
    c) Suggest that you are representing the views or opinions of Niinja or Vital Axiom employees

- Never display a Niinja trademark in a manner that is misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Vital Axiom.