

NAJARIAN SPORTS

Brand Guidelines

Naming, color, type and logo rules for partner and press use.

Name and voice

- Always write the brand as Najarian Sports — never “Najarian sports” or “NajarianSports”.
- Hosts are Jon Najarian and Pete Najarian, Co-Founders, Market Rebellion · CNBC contributors.
- Product names: Sharp Heat Seeker, Unusual Prediction Activity (UPA), Najarian Points (NP), Heavy Hitters (never “whales”).
- Voice: sharp, confident, plain-spoken. No hype language, no guaranteed-win claims.

Color palette

Token	HEX	Use
Ignition Orange	#FF6B00	Primary actions, highlights, headings accent
Signal Green	#14B85A	Positive movement, confirmations
Midnight Navy	#0B1220	Primary background
Slate	#93A1B5	Secondary text
Off-White	#EDF1F7	Primary text on dark

Typography

- Headings: Oswald, uppercase, tight tracking.
- Body: Inter, sentence case.

Logo usage

- Keep clear space of at least the logo mark height on all sides.
- Minimum width 120px digital / 1 inch print.
- Do not stretch, recolor, rotate or add effects to the logo.

Co-branding

Partner lockups use a vertical divider with equal optical weight between marks. Send proposed lockups to partners@najariansports.com for approval before publishing.