



Visual Brand Guide

UPDATED JULY 2023

FULL LOGO

This logo comprises of two elements, the Brand Symbol and the logotype. It is a timeless mark that has a strong visual impact to increase brand visibility and recognition on key touchpoints.





LOGO ANATOMY

The logo consists of a symbol and a typeface when the width is much greater than the height, the full logo lockup is used.



SAFE ZONE

A minimum safe zone rule has been devised to ensure no other graphic elements appear too close to the Nitro logo. This will ensure legibility and that it is treated consistently and with integrity.



LOGO USAGE

*Only for use when contrast is too low



✓ full lockup dark | orange “N” with black logotype



✓ full lockup light | orange “N” with white logotype



✓ monogram | orange “N” icon only



✓ full lockup white* | all white “N” and logotype

DO NOT USE. Avoid usage of the following treatments



✗ white “N” with black logotype



✗ black “N” with white logotype



✗ all black “N” and logotype



✗ all orange “N” and logotype



✗ stacked “N” and logotype



BRAND COLORS

BlueGrey.900 h1 #090b21

BlueGrey.800 h2 #2a2d42

BlueGrey.700 body #484a61

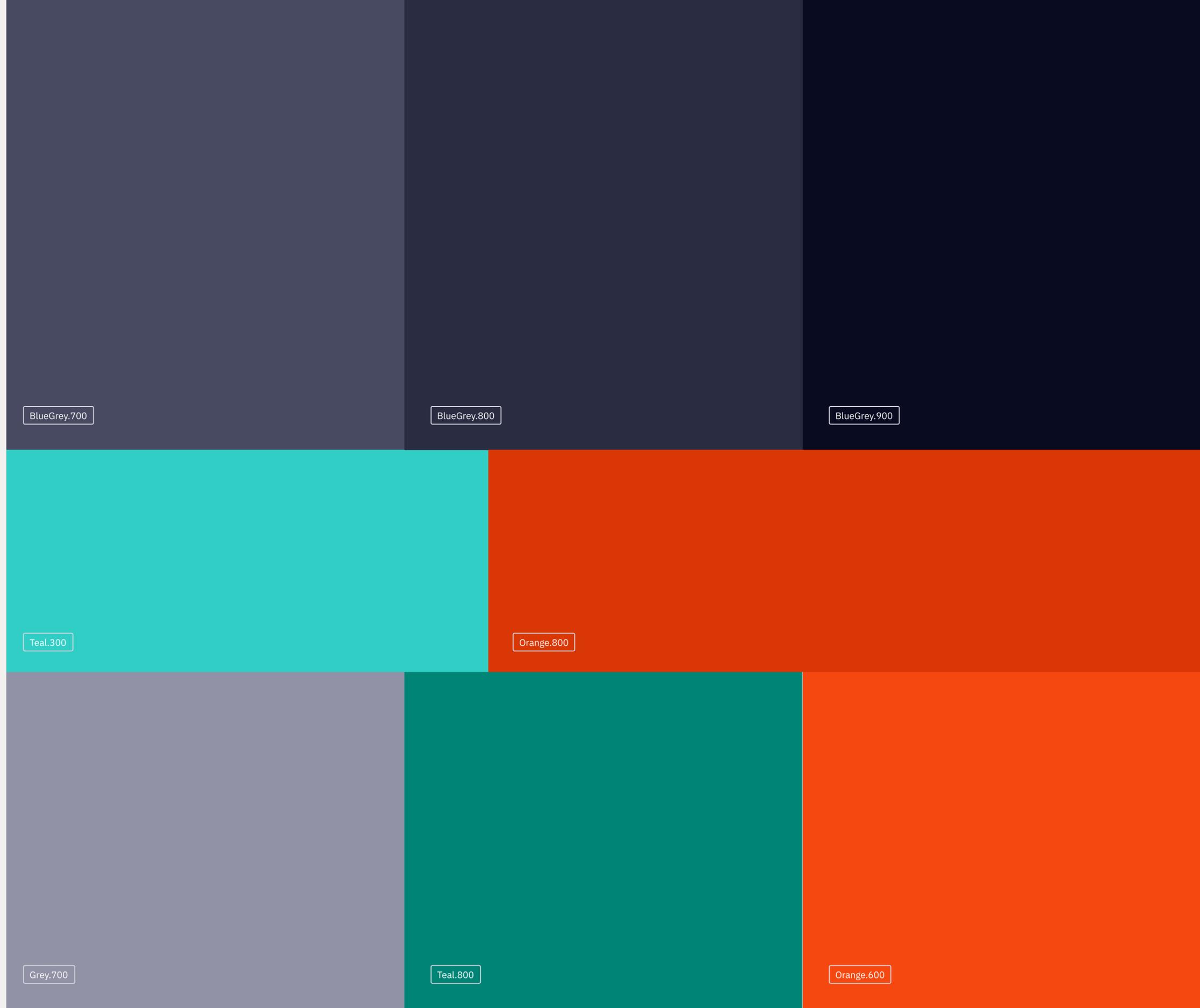
Orange.600 primary #f54811

Orange.800 accessible #d93706

Teal.300 secondary #31cec5

Teal.800 accessible #008476

Grey.700 footer/caption #9292a6



TYPOGRAPHY

IBM Plex

IBM Plex Sans Semibold

IBM Plex Sans Medium

Section header / Body Copy Bold

IBM Plex Sans Semibold **Abc123**

Body Copy

IBM Plex Sans Medium Abc123

H1

Semibold 24px 120%
|A| 0px 0 BlueGrey.900

H2

Medium 16px 130%
|A| 0px 6 BlueGrey.800

H3

Medium 13px 130%
|A| 0px 6 BlueGrey.800

H4

Semibold 11px 130%
|A| 0px 6 BlueGrey.800

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Body (SM)

Regular 8px 150%
|A| 0px 4 BlueGrey.700

Body

Regular 10px 150%
|A| 0px 6 BlueGrey.700

Body (LG)

Regular 12px 140%
|A| 0px 6 BlueGrey.700

Hyperlink

Semibold Orange.800

Footer

Regular 8px 135%
|A| 0px 4 Grey.700

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QUESTIONS?

This quick guide is designed to provide relevant, practical insights into how the Nitro brand is visually articulated.

This guide is for internal and external use. Question or comments? Please reach out to designhelp@gonitro.com

