nest

# Marketing guidelines for Enterprise Partners

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# Design guidelines

# Nest partner logo lock-up

The Nest partner logo lock-up is designed to communicate partnership with Nest. Follow these guidelines when using the Nest logo in any marketing communications.

Download the Nest logo through our online portal, the Nest Pantry, located at:

**pantry.stylelabs.cloud >**

# The Nest logo lock-up

## Primary (horizontal)

The horizontal lock-up is the preferred format.

nest | logo

nest | logo

## Minimum size

The Nest logo should never appear less than 0.7 inch wide in print applications.

The Nest logo should never appear less than 50 pixels wide in digital applications.

## Maximum size

The Nest logo should never appear larger than 0.9 inch wide in print applications.

The Nest logo should never appear larger than 65 pixels wide in digital applications.

## Secondary (vertical)

Use the secondary lock-up only in cases where the size or shape of your asset will violate the clear space or sizing rules for the primary lock-up.

nest

logo

nest

logo

## Clear space

Keep the area around the lock-up free of other design elements. The minimum clear space for print applications is one “n” height on all sides.

The minimum clear space for digital applications is 10 pixels on all sides.

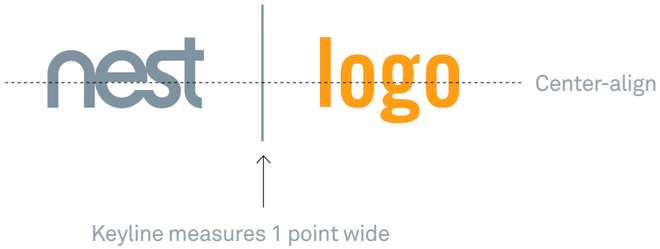
## Sizing your logo

If your logo is horizontal, size it comparatively with the baseline and ascender of the Nest logo.

If your logo is tall or square, size it comparatively with the width of the “es” in the Nest logo.

## Alignment

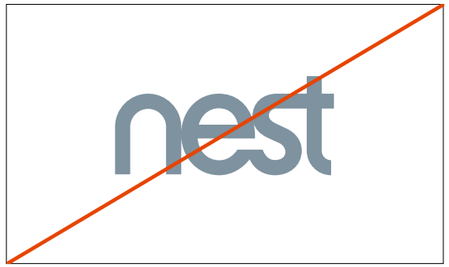
Center-align the two logos horizontally and vertically.



# Incorrect use

To maintain the integrity of the Nest brand, only use the Nest logo as described in these guidelines.

Here are a few examples of incorrect use of the Nest logo:




Don’t use the nest logo as the primary logo in your marketing materials.

Don’t create a different logo lock-up with the Nest logo. Don’t use the logo to position your business as part of Nest.

Don’t rotate or stretch the lock-up.

Don’t use any color other than Nest Gray or white for the Nest logo.

Don’t switch the order of the logos.

Don’t add effects or otherwise modify the lock-up.

Don’t make your logo significantly larger or smaller than the Nest logo.

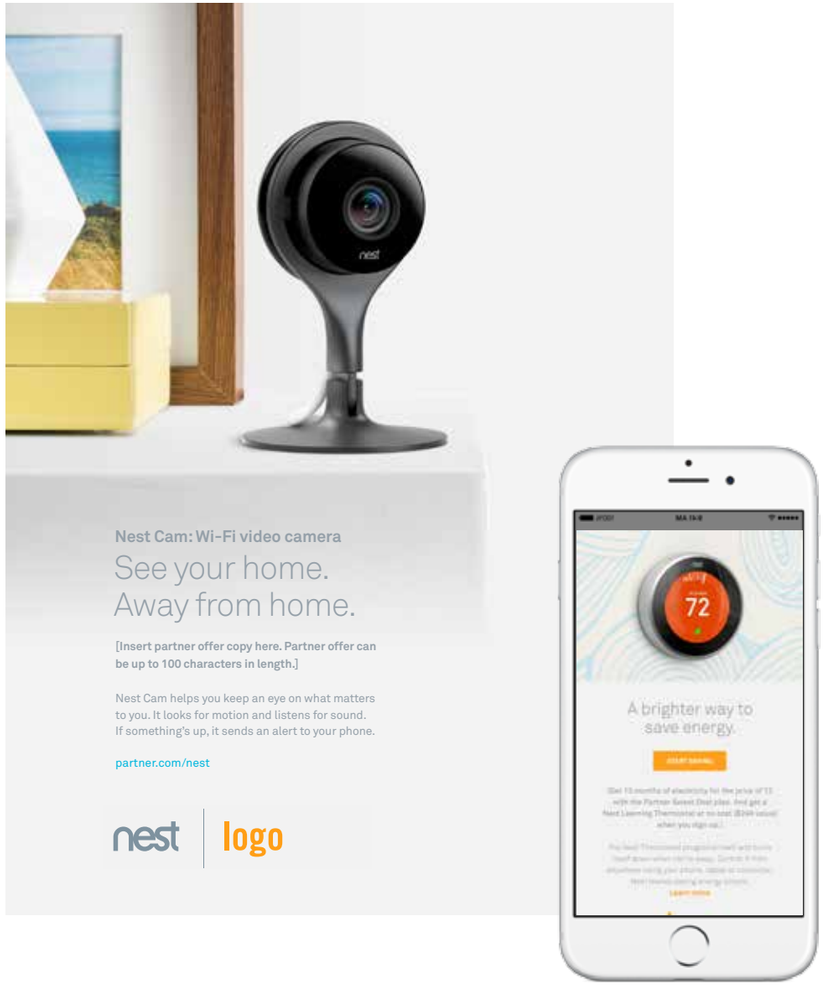
Don’t combine the lock-up with other text or logos.

Don’t crop the Nest logo or lock-up.

Don’t place the Nest logo lock-up on a busy background.

# Nest partner templates

We've developed a set of marketing templates to help our partners get the word out about their offers. Follow these guidelines when using Nest templates or creating your own marketing materials about your partnership with Nest.




The templates are available for use only by approved Nest partners.

For questions about appropriate usage of these templates, please contact your Nest representative.

All templates and assets are available for download through our online portal, the Nest Pantry, located at:

**pantry.stylelabs.cloud >**

# Using the Nest partner templates

As a general rule, you should not make major alterations to the templates unless absolutely necessary. When inserting your offer, logo, headline and in some cases, your URL or appropriate thermostat UI adhere to the following rules:

## What to do

- Lock up your logo properly and place it in the appropriate space on the template.
- Consult the copy guidance and headline sections of this guide when writing your offer.
- Use a headline that makes sense with your offer.
- Use only Nest-approved headlines found on the Headlines page of the product you are featuring.
- Insert your URL where appropriate.
- Honor all clear space rules around the product.

## What to avoid

- Don’t replace any lifestyle photography without approval from your Nest contact.
- Don’t alter the product description provided by Nest.
- Don’t change the color of the background or text.
- Don’t make headlines longer than 3 lines.
- Don’t resize the template unless necessary for publication.
- Don’t track type any more than +/-20.
- Don’t change the established size hierarchy of the type.

# Copy guidance

While we know each of our partners has a distinct voice and style, Nest products should be described in a way that fits with the overall Nest brand.

## General guidelines

Avoid describing any Nest products as “smart,” “smarter,” “brainy” or a “gadget.”

## Nest Learning Thermostat

Introduce the thermostat as the “Nest Learning Thermostat with appropriate trademark symbol on first mention. Afterwards you can call it the “Nest thermostat”.*

The top three features of the Nest thermostat are Auto-Schedule, Auto-Away and remote control.

## Nest Protect

The smoke alarm’s official name is “Nest Protect smoke and CO alarm”and it should be used with the appropriate trademark sbymbol on first mention.* After the first mention, simply call it “Nest Protect.”

Be sure to refer to Nest Protect as a “smoke and carbon monoxide alarm” or a “smoke and CO alarm,” not just a “smoke alarm.”

The top three features of Nest Protect are voice alarms, alerts on your phone and its Split-Spectrum Sensor.

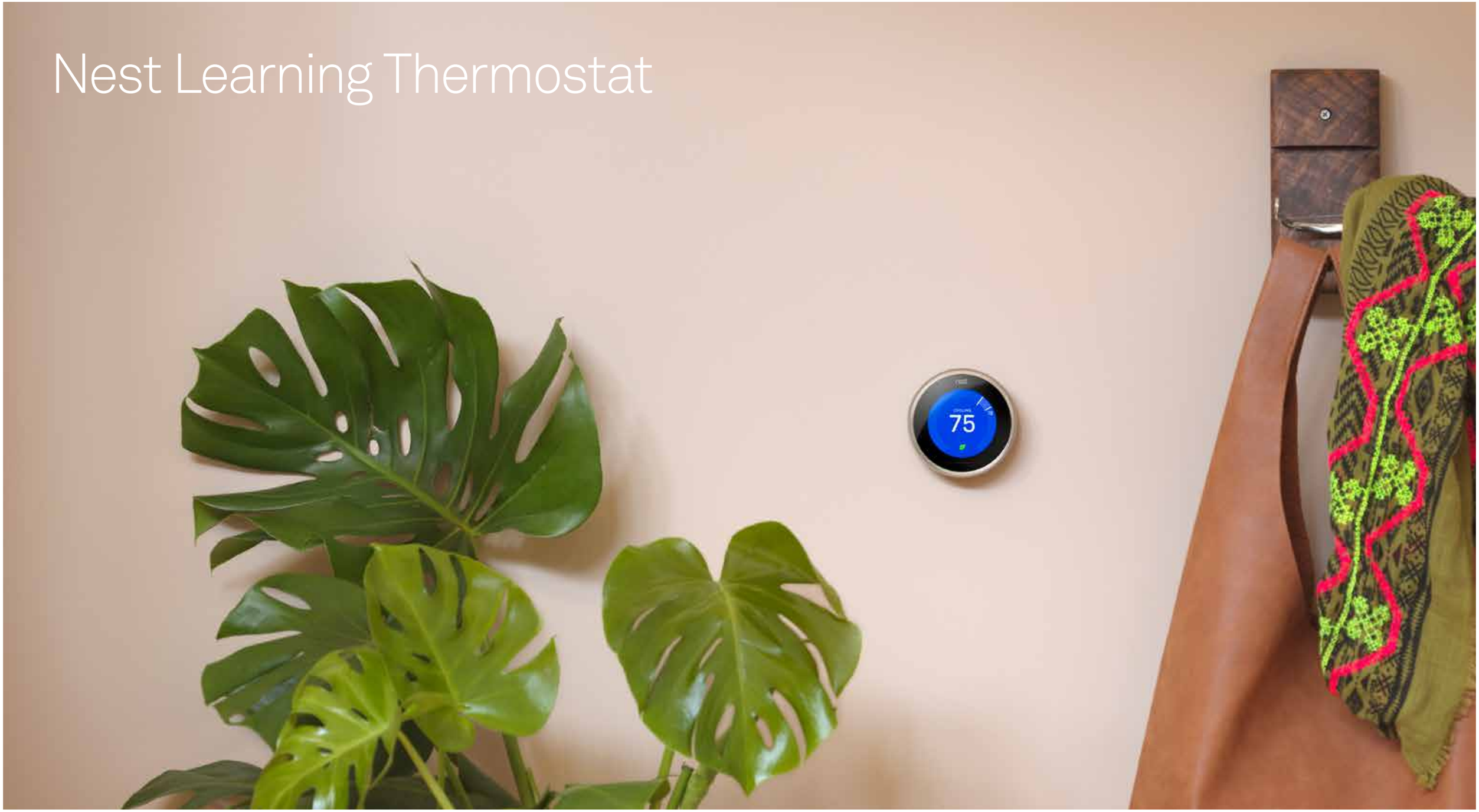
## Nest Cam security camera

The camera’s official name is “Nest Cam Indoor security camera”. After the first mention, you can call it simply “Nest Cam Indoor.”

The top three features of Nest Cam are 24/7 live video in 1080p HD, motion and sound alerts and easy setup.

* For appropriate trademark symbol see nest.com/legal/ip-and-other-notices/tm-list
Outside the United States use the appropriate trademark attribution notice instead of trademark symbols: [Insert Trademark] is a trademark of Nest Labs, Inc.

# Nest Learning Thermostat



# Nest Learning Thermostat

These approved product images may be used to depict the Nest Learning Thermostat in your communications.

When referring to the thermostat in text, introduce it as the "Nest Learning Thermostat™" including the trademark symbol in the first mention in a layout.

You can then call it the "Nest thermostat" if the product name appears again in the same layout.

# Thermostat UI overview

Nest thermostat product images are available for download with the approved user interface screens.

Use the cooling, heating or Auto-Away screens provided to suit your audience, geographic location and season.

When using images of our products, always download the latest file available. Don’t modify Nest images in any way or change the UI.

Cooling

Heating

Auto-Away

Localized versions of the approved Nest thermostat images are available for download. Always use one of the approved images rather than translating or modifying the UI in any way.

English for UK, Ireland and Canada

French for Canada, France and Belgium

Dutch for Belgium and Netherlands

Contact your Nest representative for help choosing the correct UI.

# Correct use

Only one Nest Learning Thermostat product image should appear within a layout. It should be placed on a white or simple light background and should always include the product shadow in the file.

When using an image of the Nest Learning Thermostat, keep its clear space free of any text, graphics or background elements. The minimum clear space around the thermostat image is ¼ of the product height.

For limited space applications like digital ads, cropping the thermostat image may be necessary.

The thermostat product image may only be cropped as shown:

Bottom crop

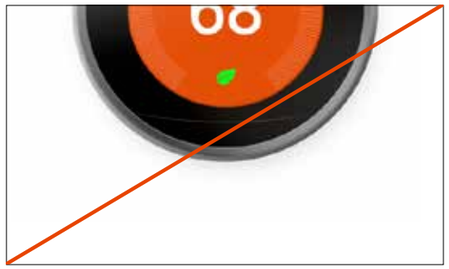
Bottom corner crop

Side crop

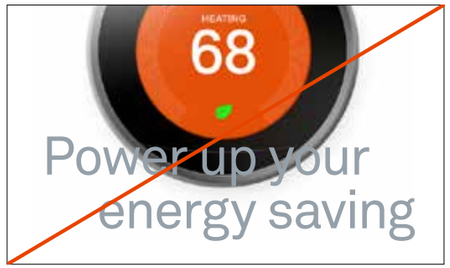
Side extreme crop

# Incorrect use

Here are a few examples of incorrect use of the Nest thermostat image:



Don’t crop the thermostat image in a way that makes the UI illegible.




Don’t place text over the product image. Always keep the clear space free of other elements.

Don’t rotate, skew or stretch the Nest Learning Thermostat image.

Don’t replace the approved UI or alter it in any way. Don’t show the Nest thermostat without the approved UI.

Don’t place the product on a busy background.

# Headlines

## What to do

- Choose the headline that makes the most sense with the deal you are offering.
- Use these headlines only on approved Nest templates.

## What to avoid

- Don’t replace or alter words in the headlines.
- Don’t use these headlines on materials that you create yourself.

If you choose to design your own materials, you must create your own headlines.

## Approved headlines

The following headlines are approved for use on any thermostat template.

**Get a Nest Learning Thermostat at no cost. And start saving energy.**

**Programs itself. Helps save energy.**

**Power up your energy savings.**

**Use less energy. And save [insert #/$].**

**The thermostat that has everyone talking thermostats.**

**Saving energy is a beautiful thing.**

## Approved calls to action (CTAs)

The following CTAs may be used on any thermostat asset that has a CTA pill button. Choose the CTA that’s most logical for the deal being offered.

**GET IT NOW**

**BUY NOW**

**LEARN MORE**

**START SAVING**

# Nest Learning Thermostat templates

## What to do

- Use the correct thermostat UI for your country.
- Make sure to resize the space appropriately to accommodate your logo and copy.
- Make sure the thermostat has ample breathing room.
- Use a headline that makes sense with your offer.

## What to avoid

- Don’t replace the lifestyle imagery without approval from your Nest contact.
- Don’t rewrite or modify the description of the thermostat.

# Resizing templates

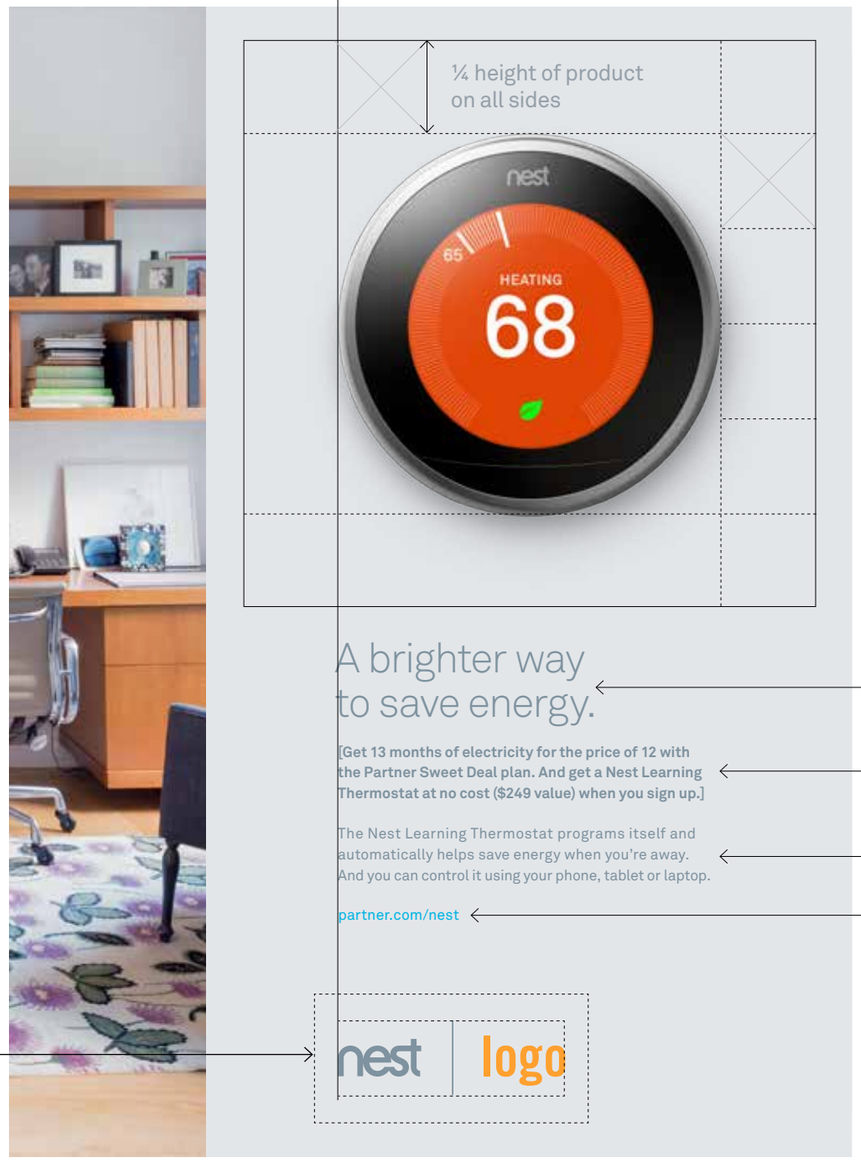
**Do**
Adjust the size and cropping of the lifestyle imagery so that the space does not appear empty and the imagery doesn't become indistiguishable

**Don't**
Change size hierarchy of type

**Don't**
Track type any more than +/-20

**Do**
Adjust leading in relation to font size

**Do**
Give the lock-up ample breathing room




**Do**
Give product image ample breathing room

**Don't**
Place any text or elements in the product shadow

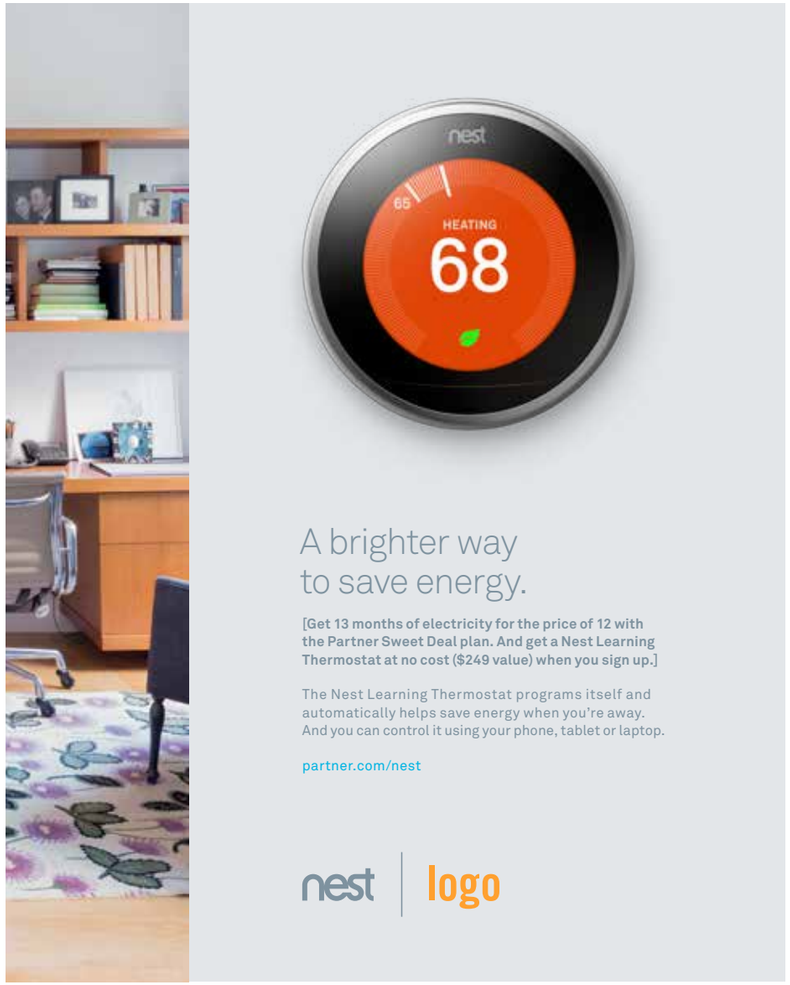
**Headline**
Akkurat Pro, Light
Min font size 22 pt.
Max font size 32 pt.

**Don't**
Make headline more than 3 lines

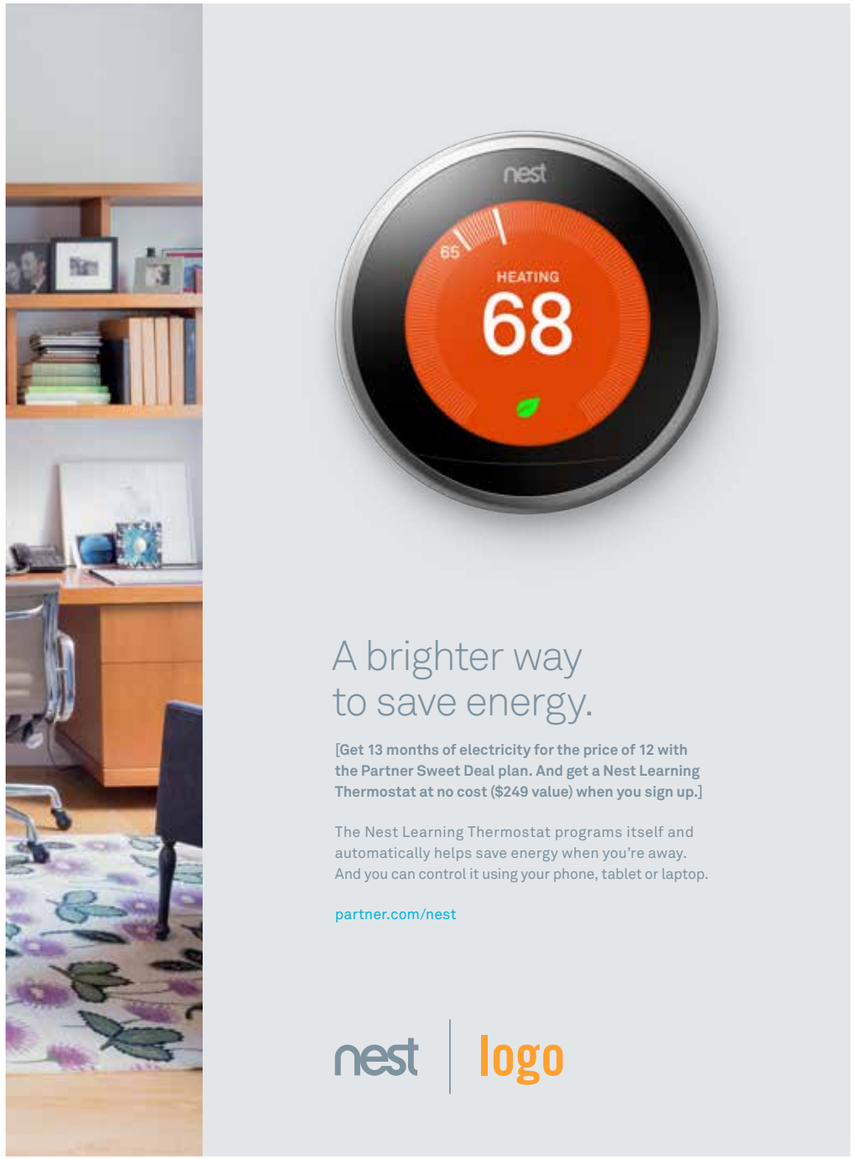
**Partner offer**
Akkurat Pro, Bold
Min font size 9 pt.
Max font size 12 pt.

**Product description**
Akkurat Pro, Regular
Min font size 9 pt.
Max font size 12 pt.

**URL**
Akkurat Pro, Regular
Min font size 9 pt.
Max font size 12 pt.

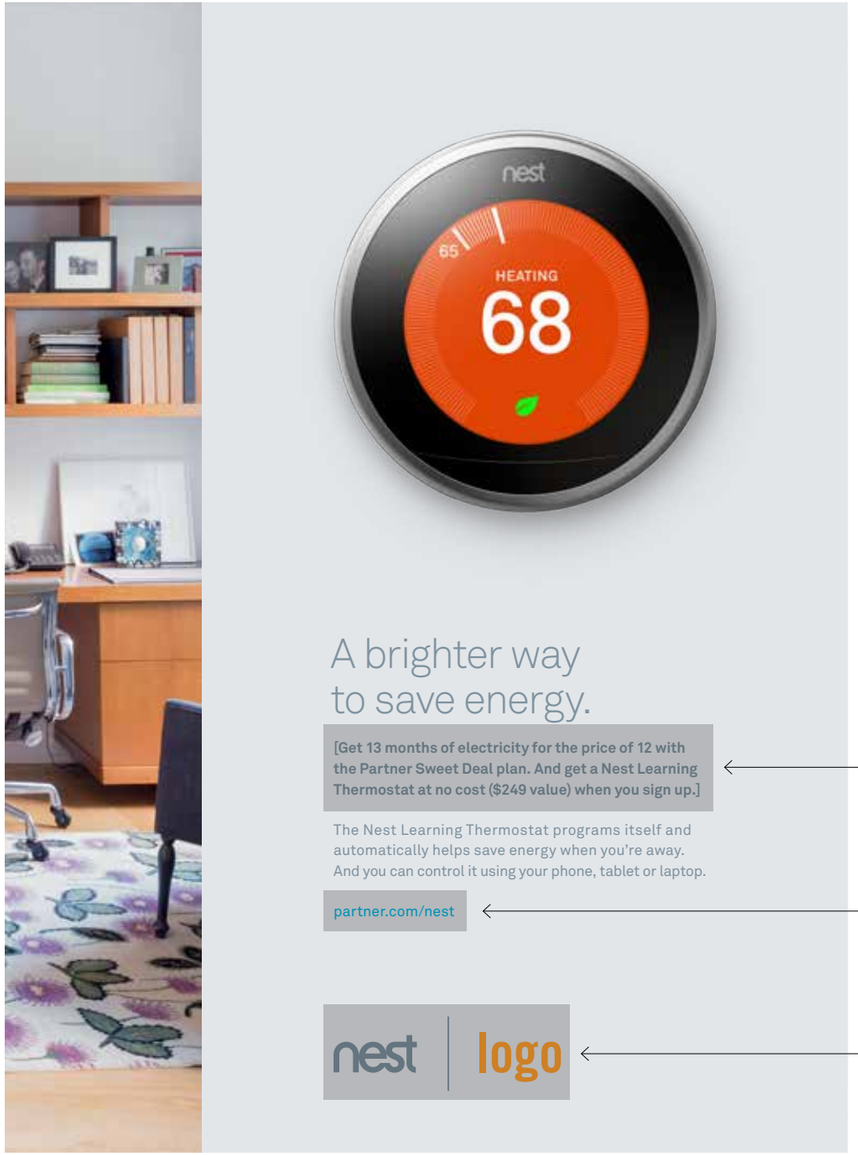



Small Example




Large Example

# Print ad

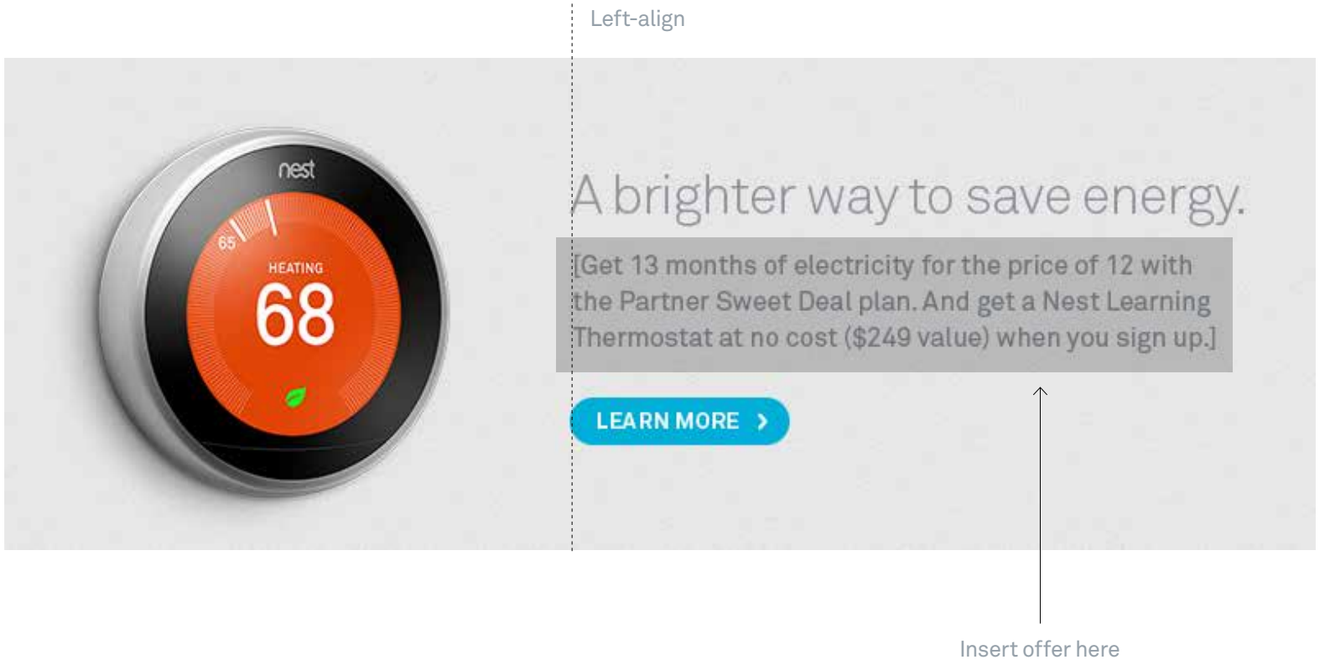



Insert offer here

Insert URL here

Insert lock-up here

# Web banner

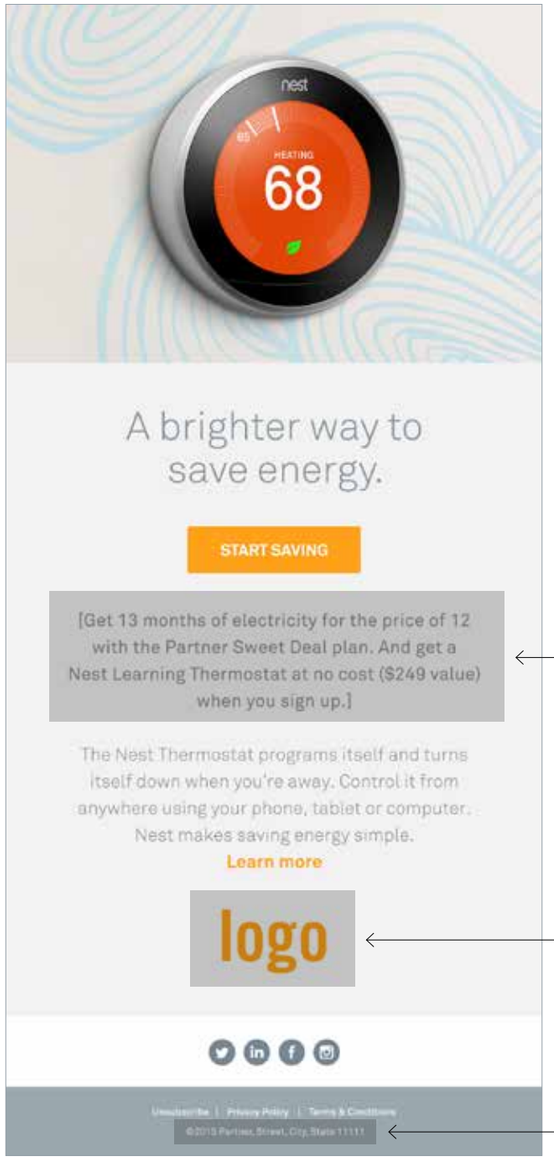

Left-align
nest
65
HEATING
68
A brighter way to save energy.
[Get 13 months of electricity for the price of 12 with the Partner Sweet Deal plan. And get a Nest Learning Thermostat at no cost ($249 value) when you sign up.]
LEARN MORE ›
Insert offer here

# Product page

Replace with your header / navigation

Insert offer here

# Email




Insert offer here

Insert logo here

Insert address

# Direct mail

Back

Insert address

Insert logo here

Insert offer here

Insert URL here

Insert address

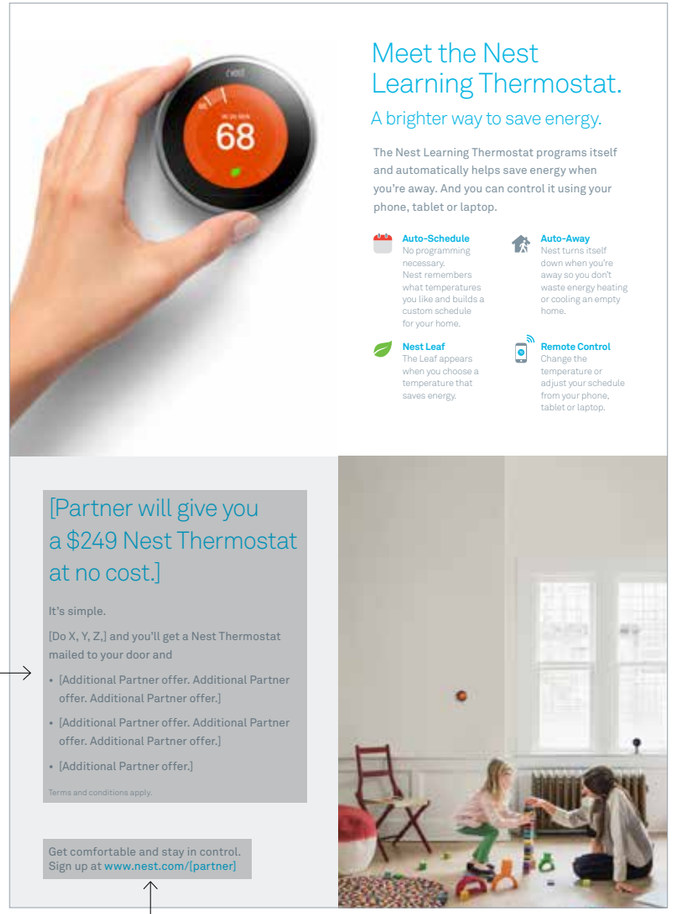
Front

Insert offer headline

Insert URL here

Insert logo here

Inside



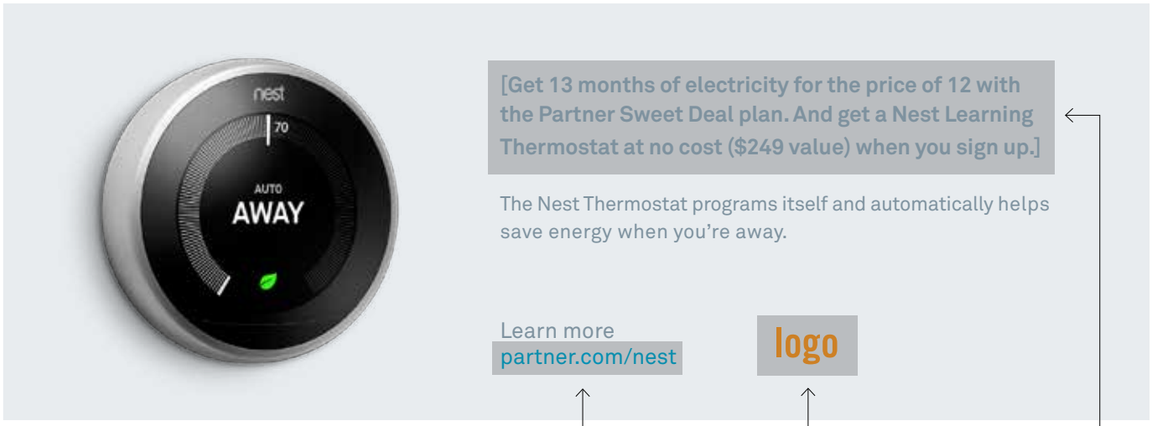

Insert offer here

Insert URL here

# Bill insert

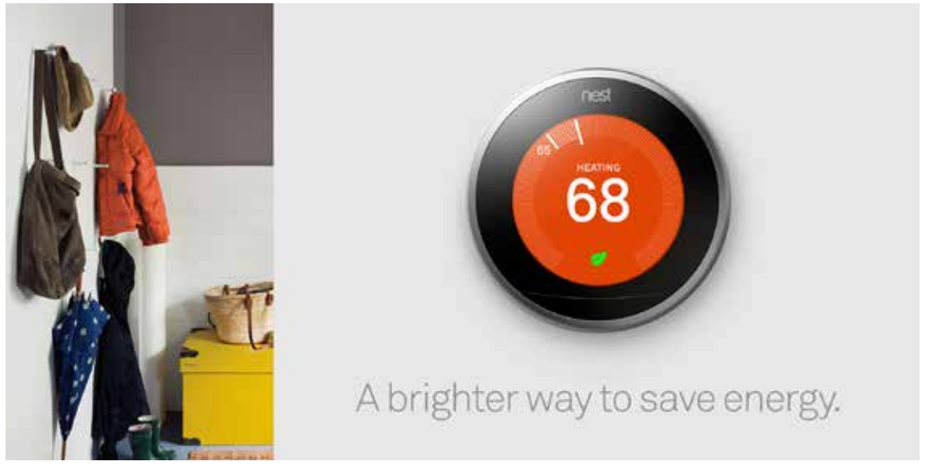
Front

Back



# Social media

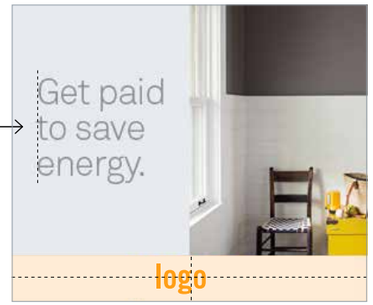
Twitter 2048x1024




Facebook 1200x627

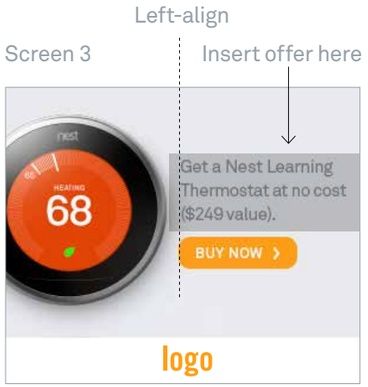
# Digital ads

300x250: Screen 1

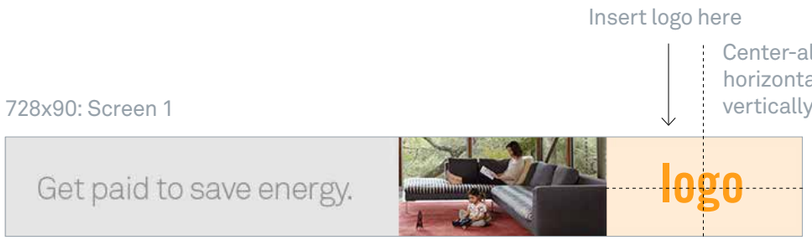



Screen 2

Screen 3




728x90: Screen 1

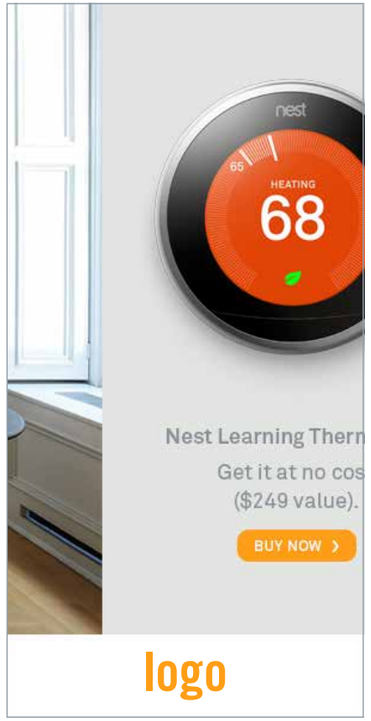



Screen 2

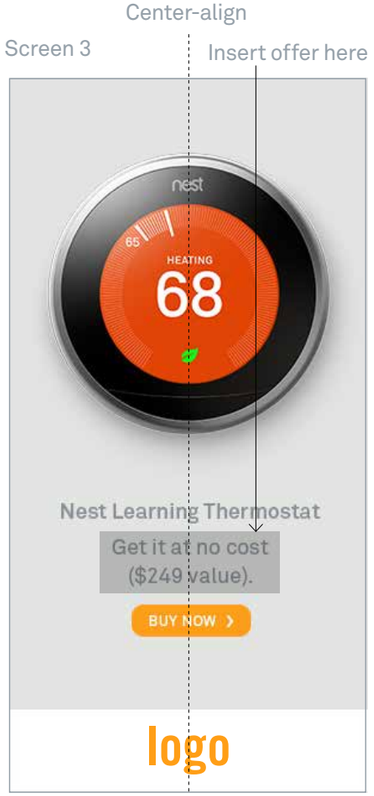
Screen 3

300x600: Screen 1

Screen 2




Screen 3



# Nest Protect

# Nest Protect

These approved product images may be used to depict Nest Protect in your communications.

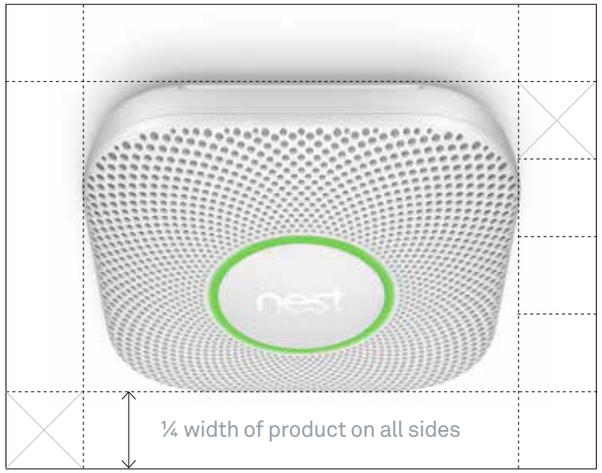
When referring to Nest Protect in text, introduce it as “Nest Protect™ smoke and carbon monoxide alarm” including the trademark symbol in the first mention in a layout.

You can then call it “Nest Protect” if the product name appears again in the same layout. Be sure to refer to Nest Protect as a “smoke and carbon monoxide alarm” or a “smoke and CO alarm,” not just a “smoke alarm” in your communications.

# Correct use

Only one Nest Protect product image should appear within a layout. It should be placed on a white or simple light background and should always include the product shadow in the file.

When using an image of Nest Protect, keep its clear space free of any text, graphics or background elements. The minimum clear space around the smoke and CO alarm image is ¼ of the product width.




For limited space applications like digital ads, cropping the alarm image may be necessary.

The alarm product image may only be cropped as shown:

Bottom crop

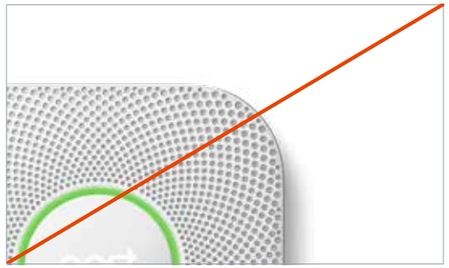
Bottom corner crop

Side crop

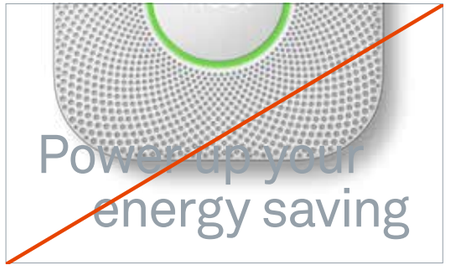
Side extreme crop

# Incorrect use

Here are a few examples of incorrect use of the Nest Protect product image:

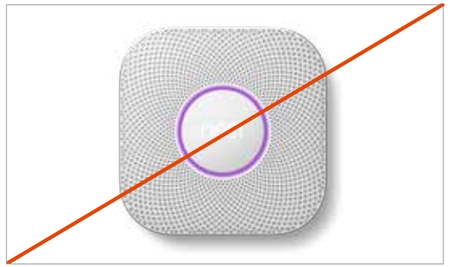


Don’t crop the image.




Don’t place text over the product image. Always keep the clear space free of other elements.

Don’t rotate, skew or stretch the Nest Protect image.



Don’t change Nest Protect’s light ring color or alter the image in any way.

Don’t place the product on a busy background.

# Headlines

## What to do

- Choose a headline that makes the most sense with the deal you are offering.
- Use the headlines only on approved Nest templates.

## What to avoid

- Don’t replace or alter words in the headlines.
- Don’t use these headlines on materials that you create yourself.

If you choose to design your own materials, you must create your own headlines.

## Approved headlines

The following headlines are approved for use on any alarm template.

**Thinks, speaks and alerts your phone.**

**Be informed. Not just alarmed.**

**Keep tabs on your home.**
**Away from home.**

## Approved calls to action (CTAs)

The following CTAs may be used on any Nest Protect asset that has a CTA pill button. Choose a CTA that is most logical for the deal being offered.

**GET IT NOW**

**BUY NOW**

**LEARN MORE**

# Nest Protect templates

## What to do

- Make sure to resize the space appropriately to accommodate your logo and copy.
- Make sure the smoke alarm has ample breathing room.
- Use a headline that makes sense with your offer.

## What to avoid

- Don’t replace the lifestyle imagery without approval from your Nest contact.
- Don’t rewrite or modify the description of the smoke alarm.

# Resizing templates

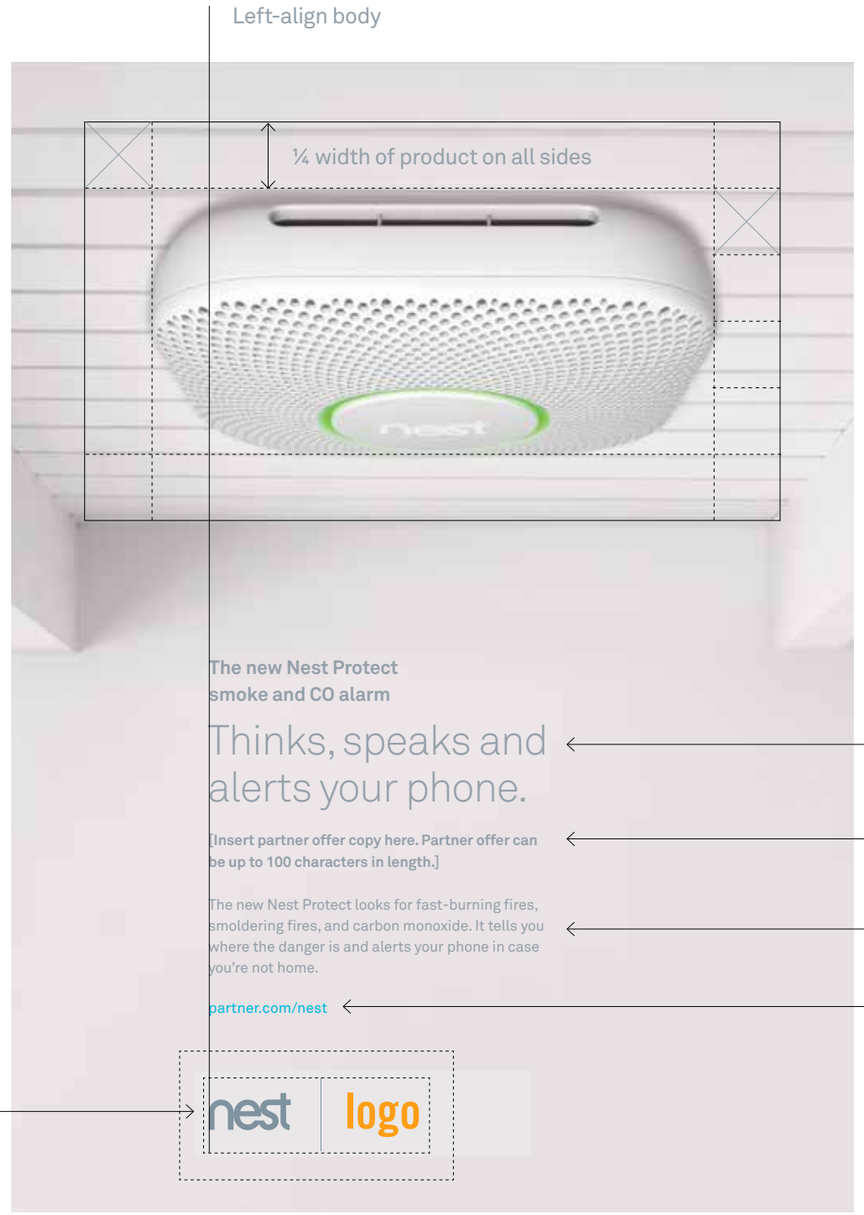
**Do**
Adjust the size and cropping of the lifestyle imagery so that the space does not appear empty and the imagery doesn't become indistiguishable

**Don't**
Change size hierarchy of type

**Don't**
Track type any more than +/-20

**Do**
Adjust leading in relation to font size

**Do**
Give the lock-up ample breathing room




**Do**
Give product image ample breathing room

**Don't**
Place any text or elements in the product shadow

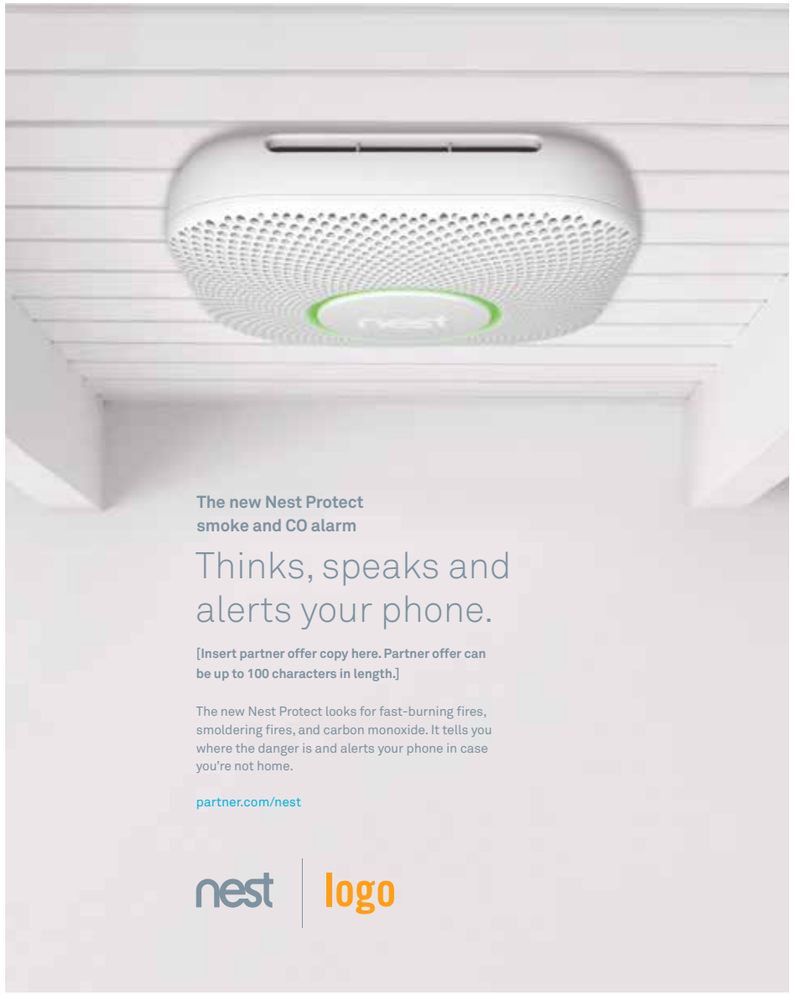
**Headline**
Akkurat Pro, Light
Min font size 22 pt.
Max font size 32 pt.

**Don't**
Make headline more than 3 lines

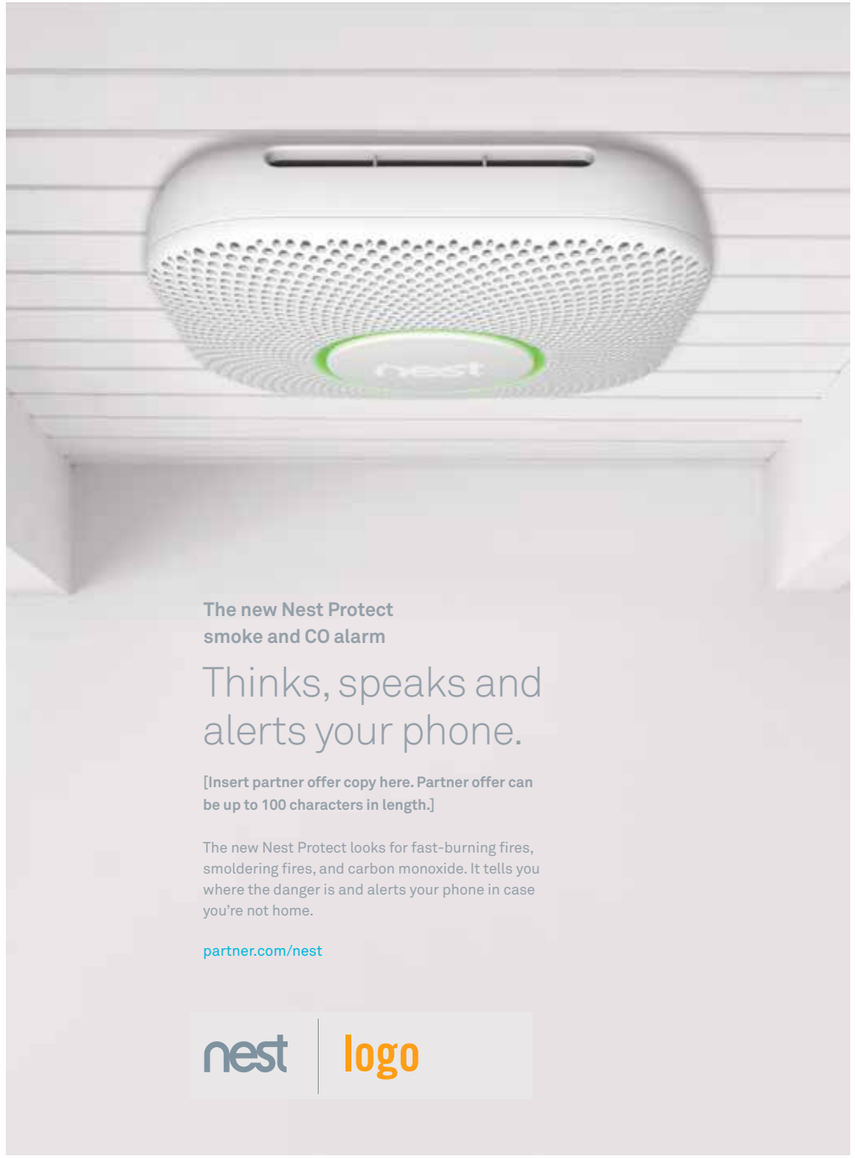
**Partner offer**
Akkurat Pro, Bold
Min font size 9 pt.
Max font size 12 pt.

**Product description**
Akkurat Pro, Regular
Min font size 9 pt.
Max font size 12 pt.

**URL**
Akkurat Pro, Regular
Min font size 9 pt.
Max font size 12 pt.

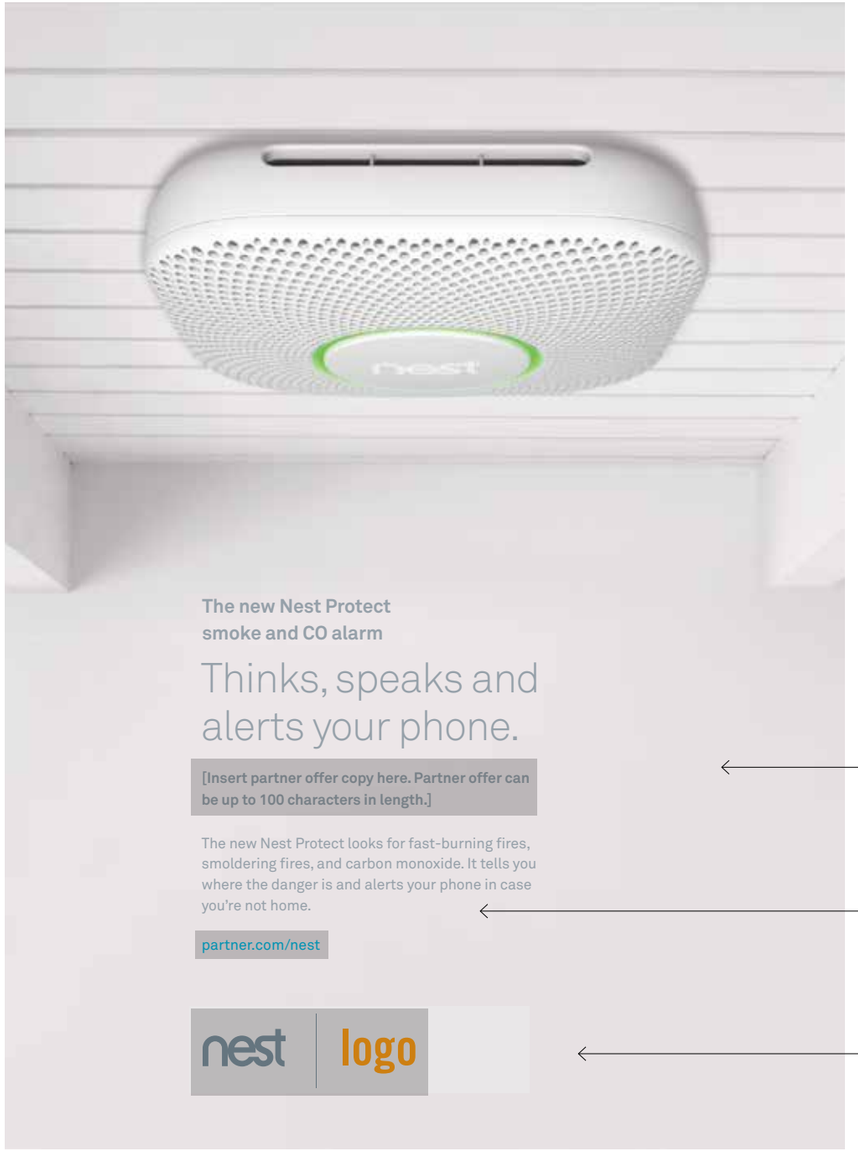



Small Example




Large Example

# Print ad

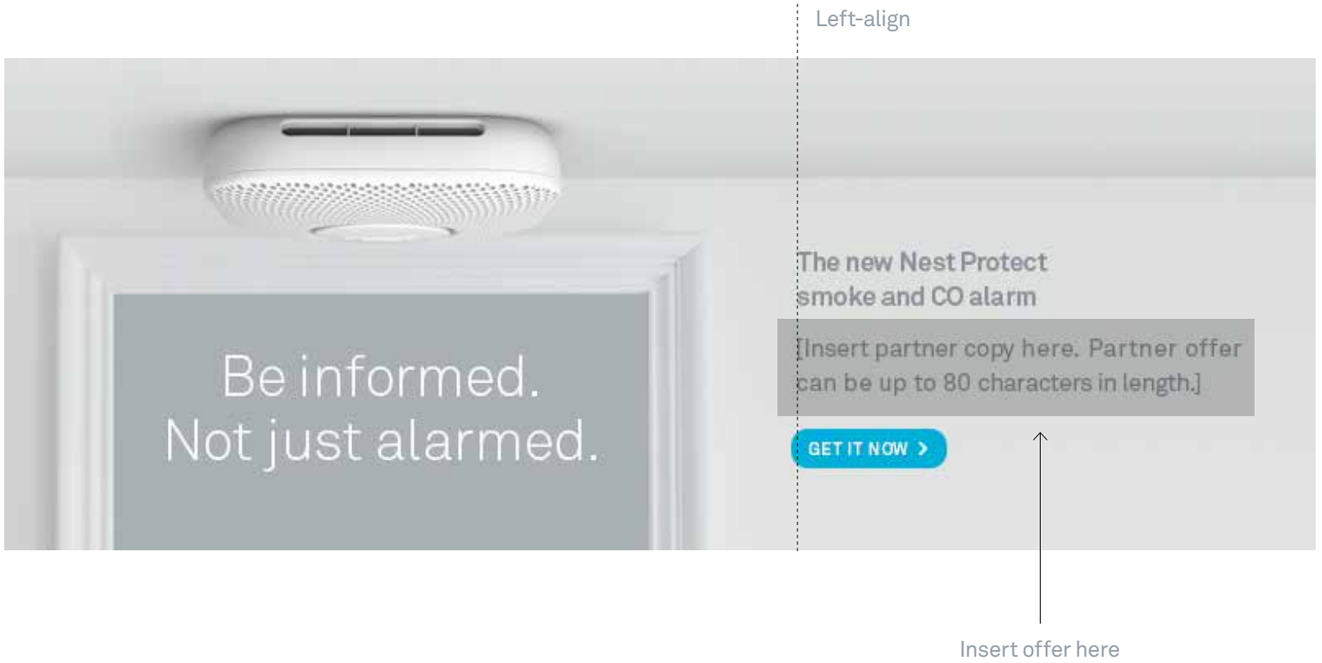



Insert offer here

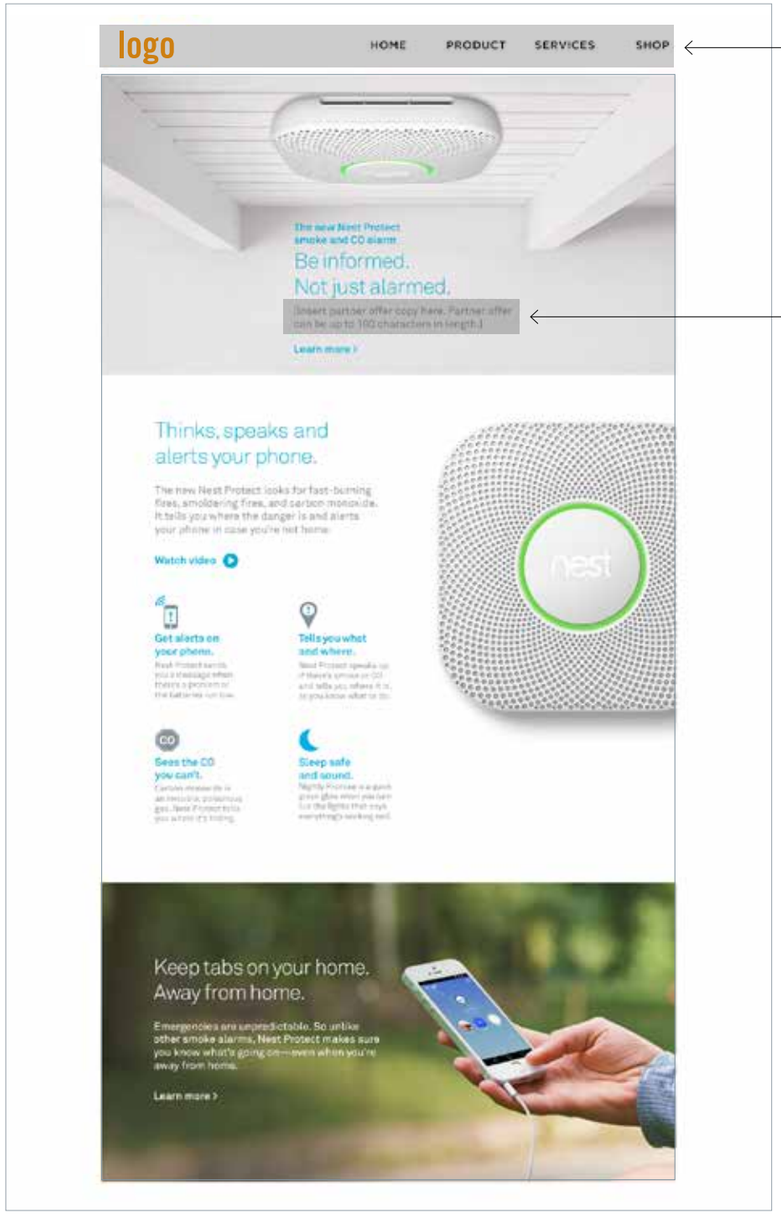
Insert URL here

Insert lock-up here

# Web banner


Left-align
Be informed.
Not just alarmed.
The new Nest Protect
smoke and CO alarm
[Insert partner copy here. Partner offer
can be up to 80 characters in length.]
GET IT NOW ›
Insert offer here

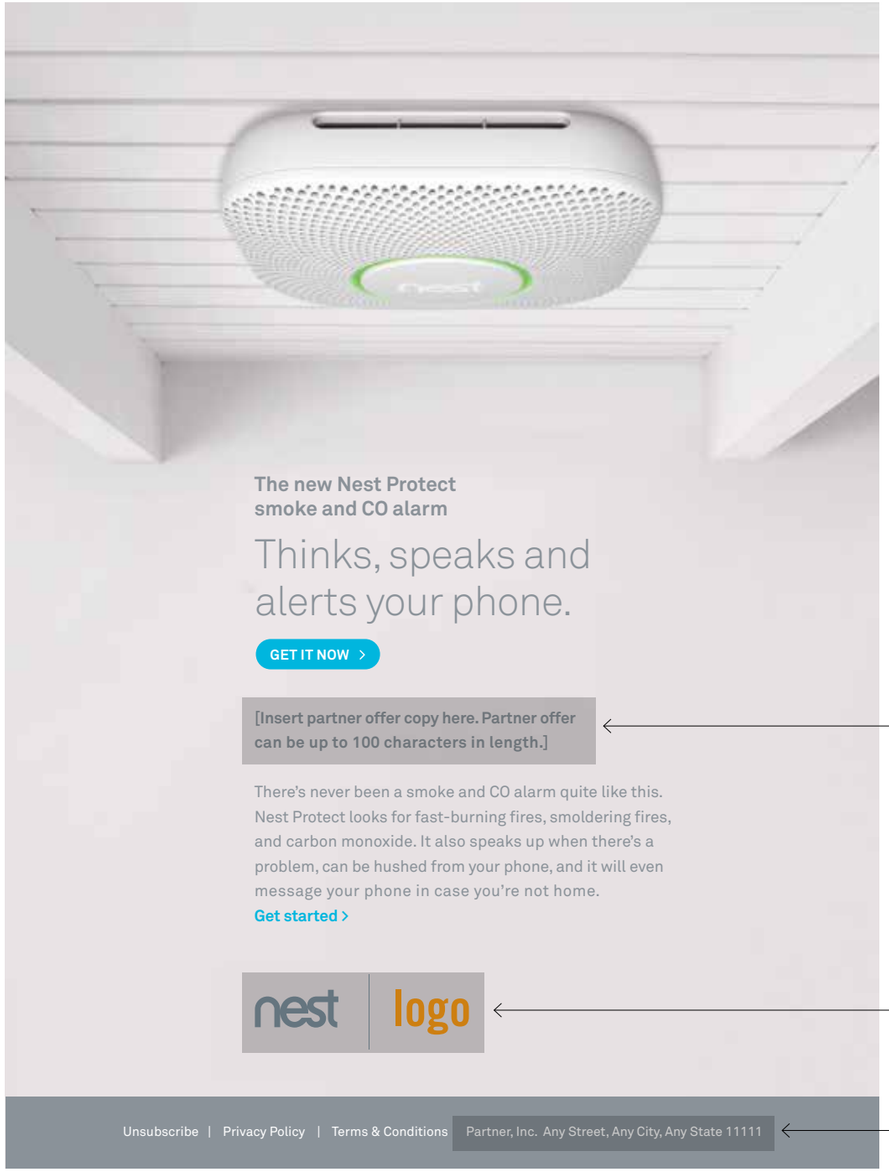
# Product page




Replace with your header / navigation

Insert offer here

# Desktop email




Insert offer here

Insert logo here

Insert address

# Mobile email

**The new Nest Protect smoke and CO alarm**

## Thinks, speaks and alerts your phone.

GET IT NOW ›

**[Insert partner offer copy here. Partner offer can be up to 100 characters in length.]**

Insert offer here

There's never been a smoke and CO alarm quite like this. Nest Protect looks for fast-burning fires, smoldering fires, and carbon monoxide. It also speaks up when there's a problem, can be hushed from your phone, and it will even message your phone in case you're not home.

Get started ›

nest | logo

Insert logo here

Unsubscribe | Privacy Policy | Terms & Conditions

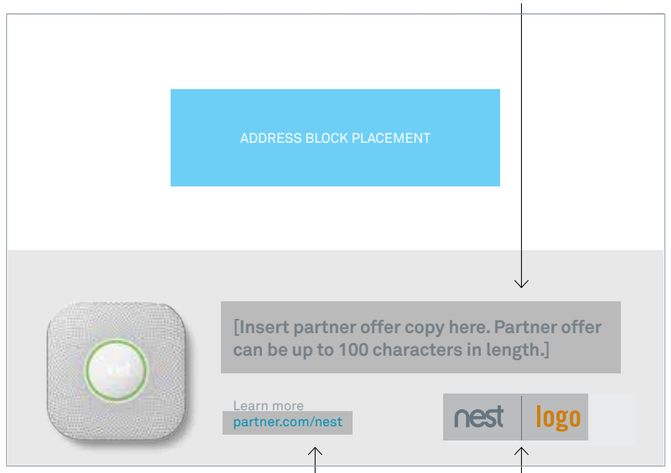
Partner, Inc., Any Street, Any City, Any State 11111

Insert address

# Direct mail

Back

Insert offer here



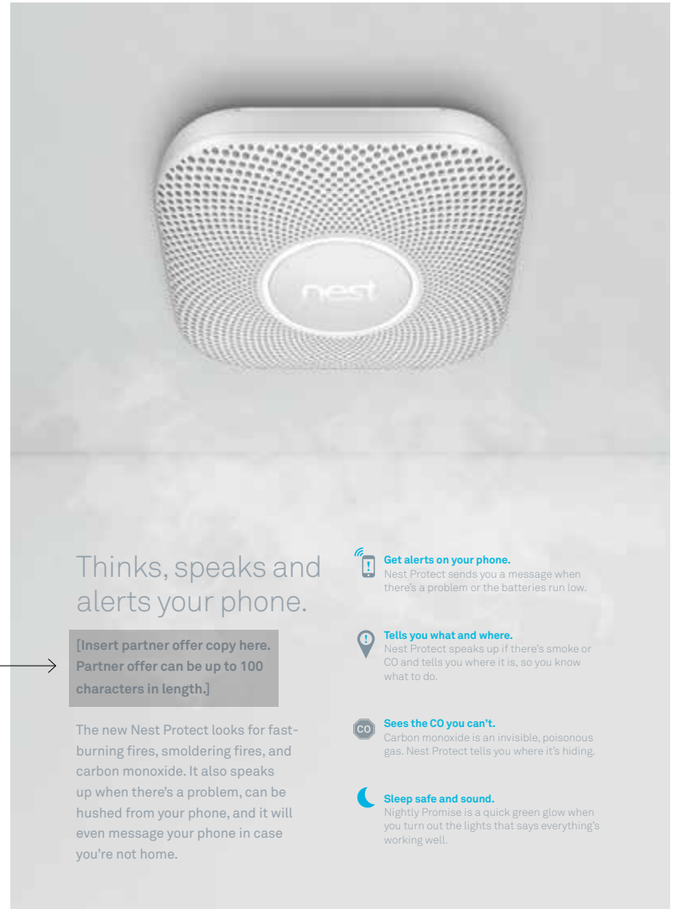

Insert URL here

Insert logo here

Front

Insert logo here

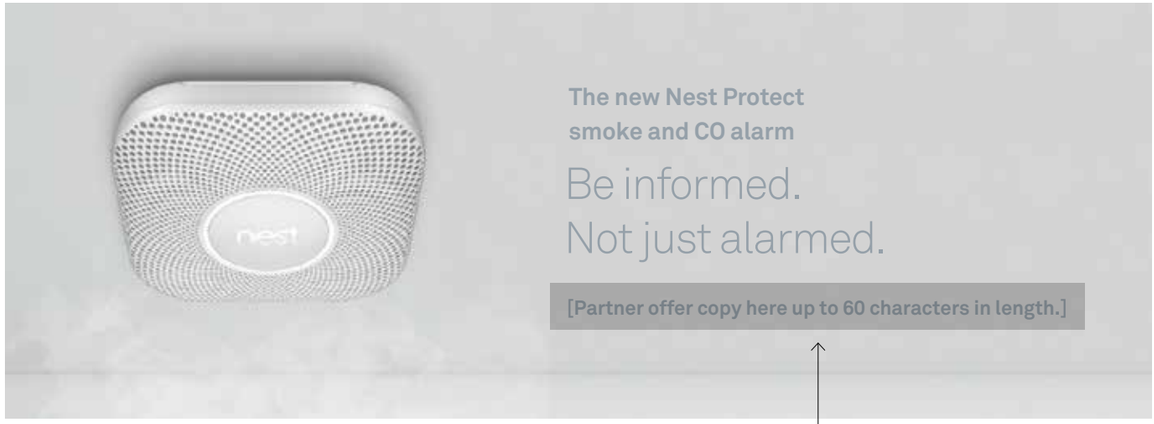
Inside




Insert offer here

# Bill insert

Front




Back

# Social media

Twitter 2048x1024

Facebook 1200x627

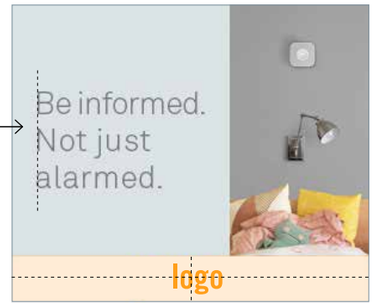
# Digital ads

300x250: Screen 1

Left-align

Insert logo here

Center-align logo horizontally and vertically

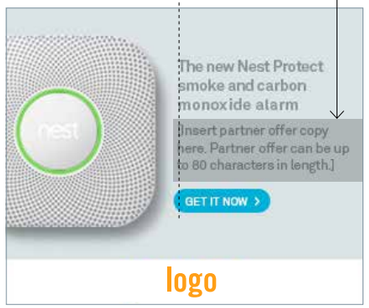



Screen 2

Left-align

Screen 3

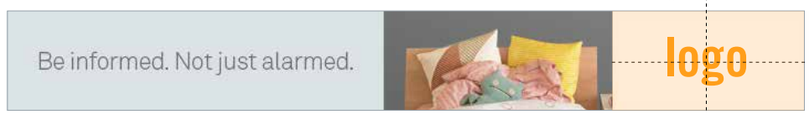
Insert offer here




728x90: Screen 1

Insert logo here

Center-align logo horizontally and vertically




Screen 2

Screen 3

Left-align

Insert offer here

300x600: Screen 1

Left-align

Insert logo here

Center-align logo horizontally and vertically

Screen 2

Center-align

Screen 3

Insert offer here

# Nest Cam Indoor

# Nest Cam Indoor

If your product works with Nest Cam Indoor, you can use its name and these approved product images in your marketing communications.

When referring to Nest Cam Indoor in text, introduce it as “Nest Cam™ Indoor security camera” including the trademark symbol in the first mention in a layout. You can then call it “Nest Cam” if the product name appears again in the same layout.

# Correct use

Only one Nest Cam Indoor product image should appear within a layout. It should be placed on a white or simple light background and should always include the power cable and shadow in the file.

When using an image of Nest Cam Indoor, keep its clear space free of any text, graphics or background elements. The minimum clear space around the camera image is ¼ of the product width.

For limited space applications like digital ads, cropping the camera image may be necessary.

The camera product image may only be cropped as shown:

Bottom crop

# Incorrect use

Here are a few examples of incorrect use of the Nest Cam product image:

Don’t crop the image.

Don’t place text over the product image. Always keep the clear space free of other elements.

Don’t rotate, skew or stretch the Nest Cam image.

Don’t place the product on a busy background.

# Headlines

## What to do

- Choose a headline that makes the most sense with the deal you are offering.
- Use the headlines only on approved Nest templates.

## What to avoid

- Don’t replace or alter words in the headlines.
- Don’t use these headlines on materials that you create yourself.

If you choose to design your own materials, you must create your own headlines.

## Approved headlines

The following headlines are approved for use on any Nest Cam template.

**See your home on your phone.**

**Keep an eye on what matters to you.**

**Look after your home.**
**Know if something happens.**

## Approved calls to action (CTAs)

The following CTAs may be used on any Nest Cam asset that has a CTA pill button. Choose a CTA that is most logical for the deal being offered.

**GET IT NOW**

**BUY NOW**

**LEARN MORE**

# Nest Cam templates

## What to do

- Make sure to resize the space appropriately to accommodate your logo and copy.
- Make sure the camera has ample breathing room.
- Use the headline that makes sense with your offer.

## What to avoid

- Don’t replace the lifestyle imagery without approval from your Nest contact.
- Don’t rewrite or modify the description of the camera.

# Resizing templates

Left-align body

**Do**
Adjust the size and cropping of the lifestyle imagery so that the space does not appear empty and the imagery doesn't become indistiguishable

¼ width of product on all sides

**Do**
Give product image ample breathing room

**Don't**
Place any text or elements in the product shadow

**Headline**
Akkurat Pro, Light
Min font size 22 pt.
Max font size 32 pt.

**Don't**
Make headline more than 3 lines high

**Don't**
Change size hierarchy of type

**Don't**
Track type any more than +/-20

**Partner offer**
Akkurat Pro, Bold
Min font size 9 pt.
Max font size 12 pt.

**Do**
Adjust leading in relation to font size

**Product description**
Akkurat Pro, Regular
Min font size 9 pt.
Max font size 12 pt.

**Do**
Give the lock-up ample breathing room

**Nest Cam: Wi-Fi video camera**

See your home.
Away from home.

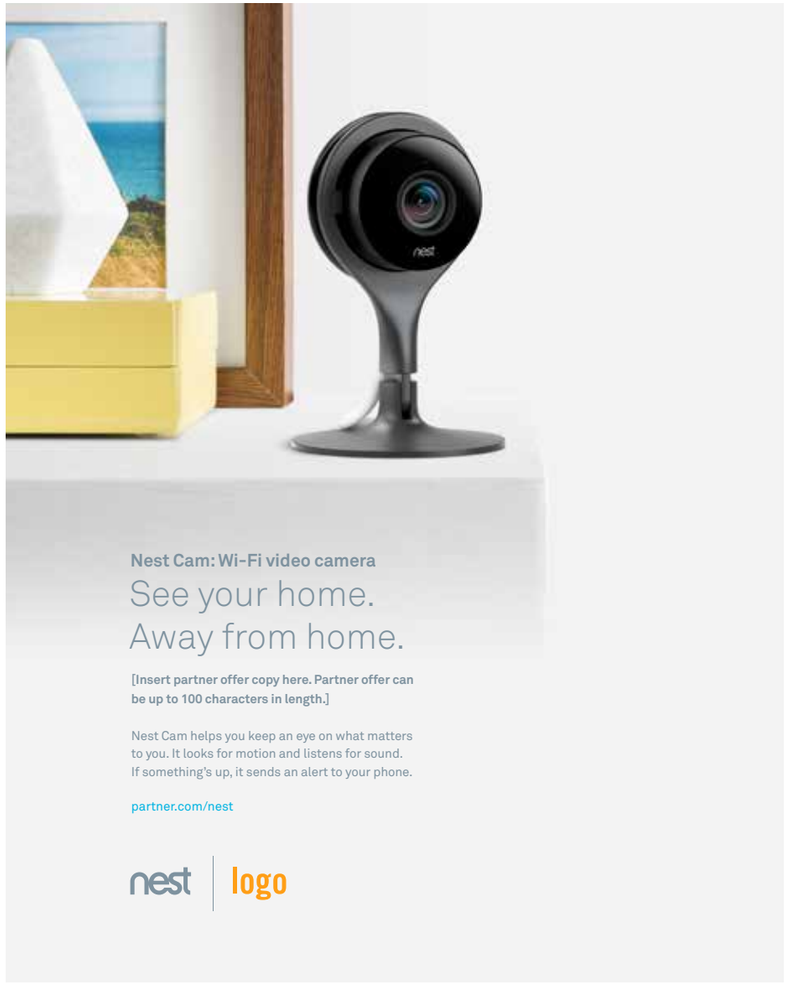
**[Insert partner offer copy here. Partner offer can be up to 100 characters in length.]**

Nest Cam helps you keep an eye on what matters to you. It looks for motion and listens for sound. If something's up, it sends an alert to your phone.

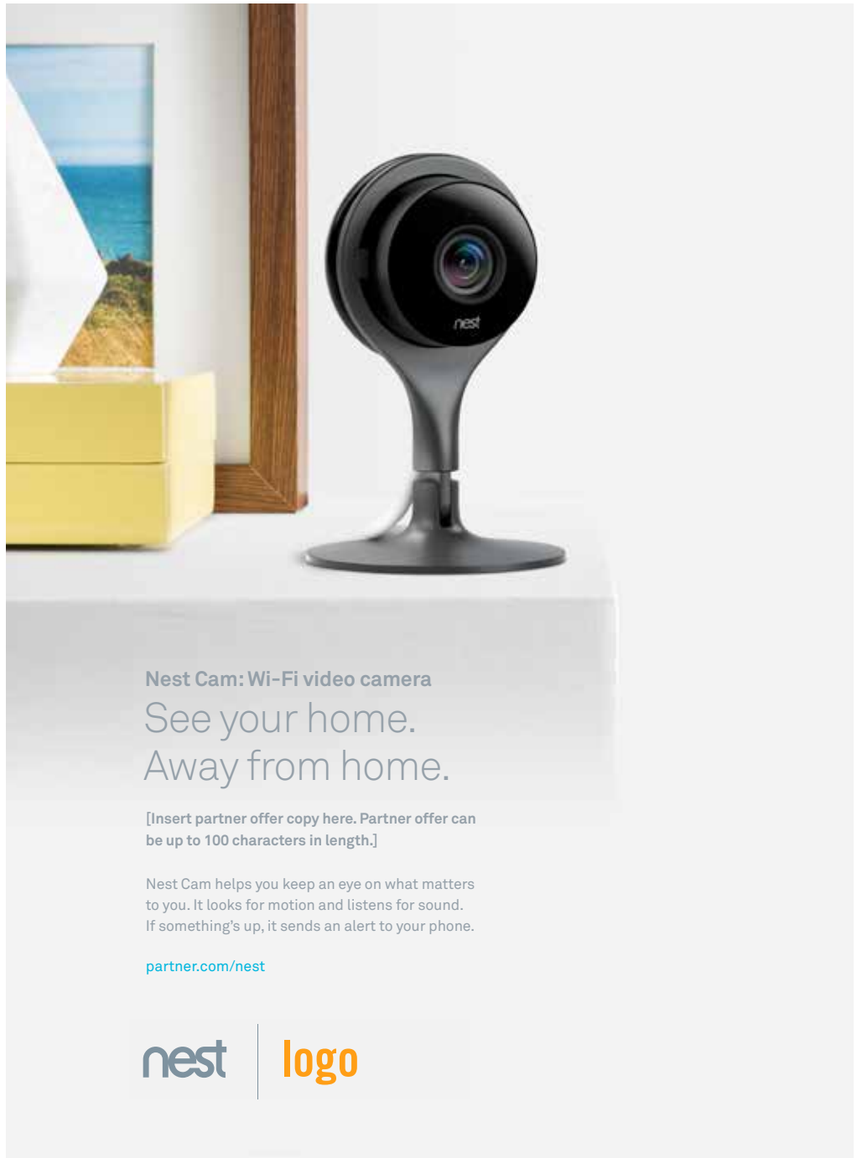
partner.com/nest

**URL**
Akkurat Pro, Regular
Min font size 9 pt.
Max font size 12 pt.

nest | logo

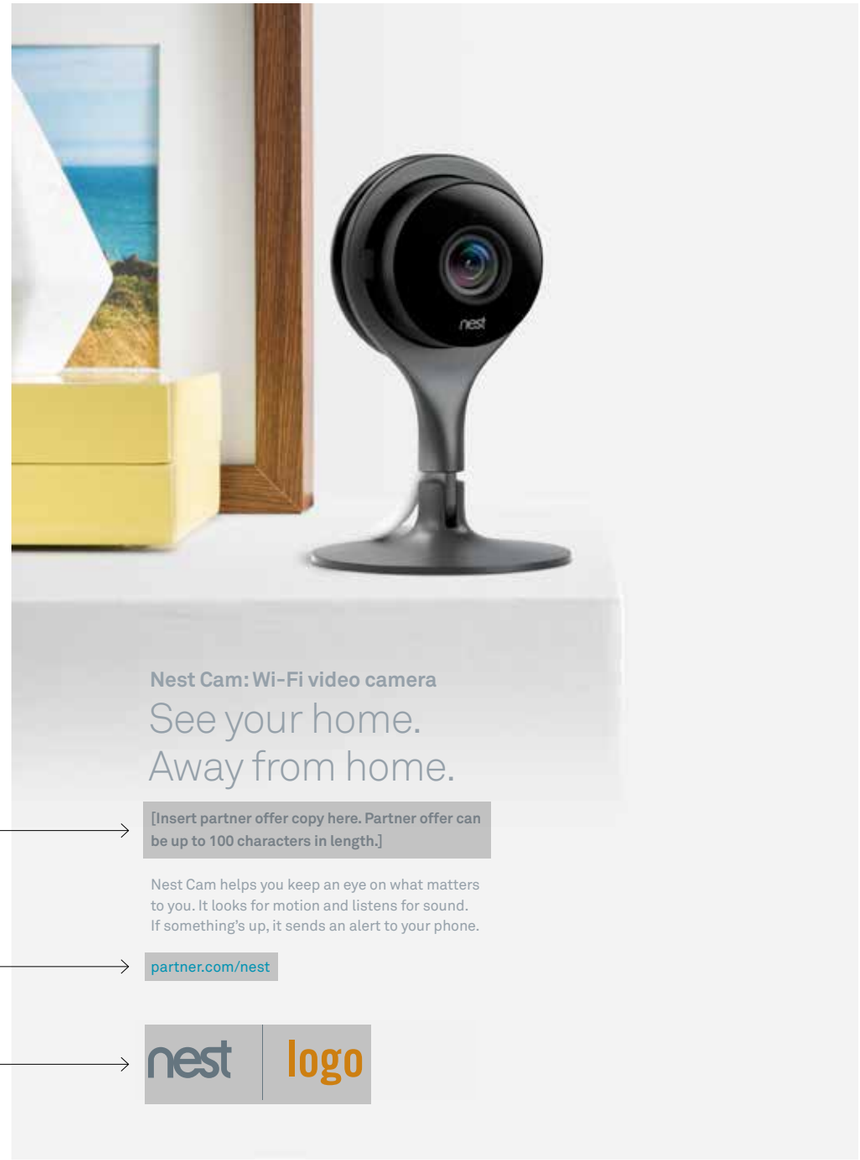



Small Example




Large Example

# Print ad

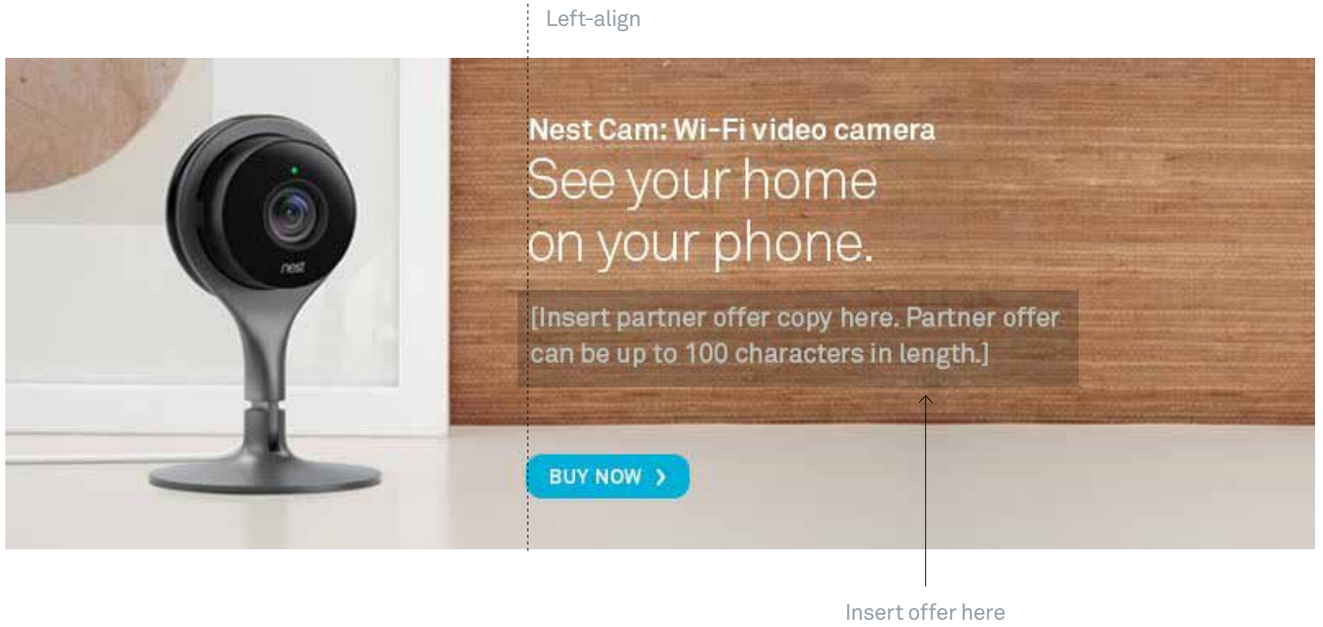



Insert offer here →

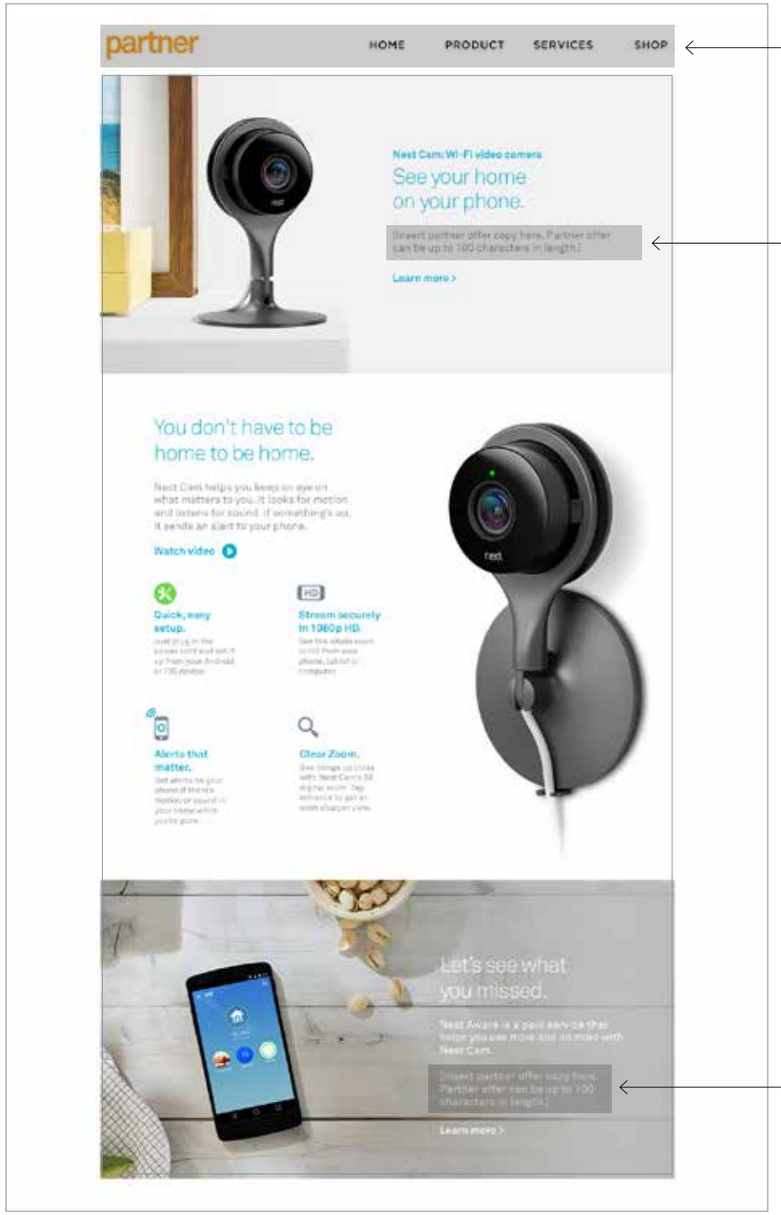
Insert URL here →

Insert lock-up here →

# Web banner


Left-align
Nest Cam: Wi-Fi video camera
See your home
on your phone.
[Insert partner offer copy here. Partner offer
can be up to 100 characters in length.]
BUY NOW ›
Insert offer here

# Product page

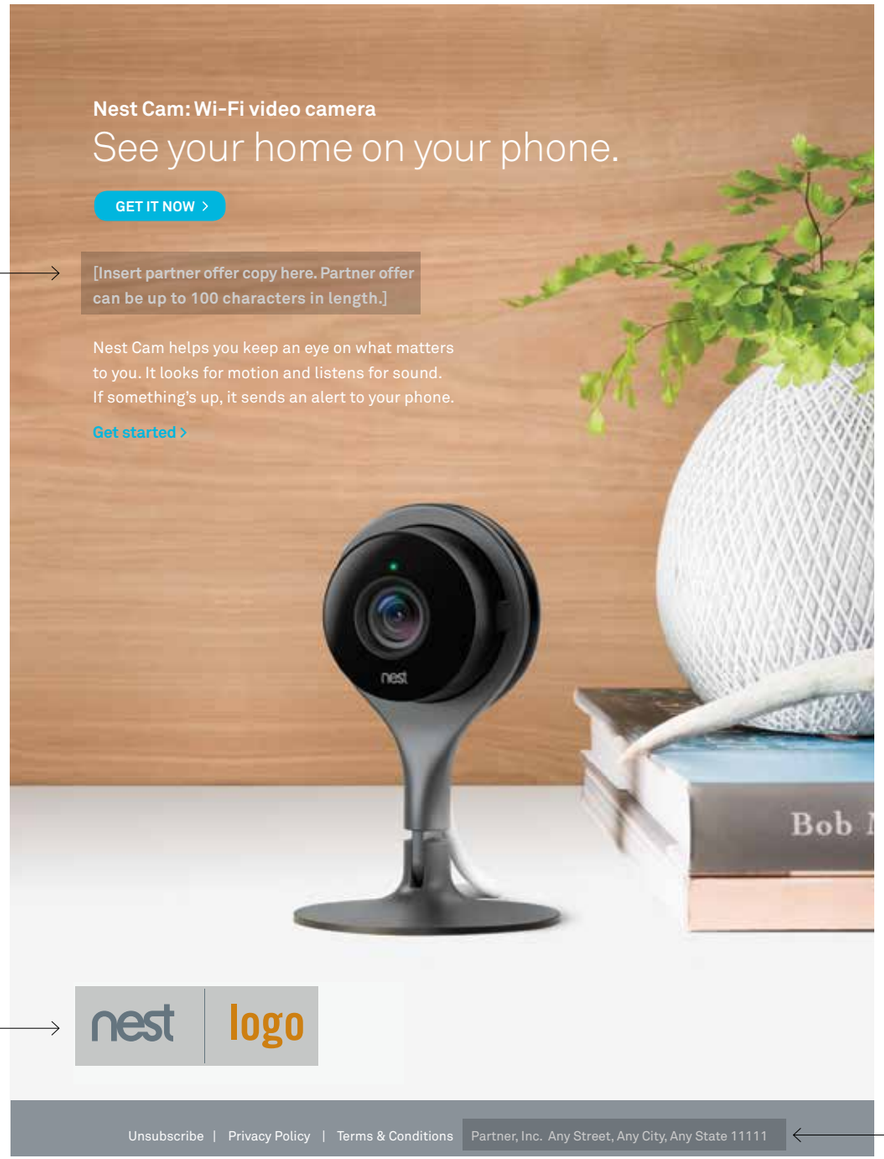



Replace with your header / navigation

Insert offer here

Insert offer here

# Desktop email




Insert offer here

Insert logo here

Insert address

# Mobile email

**Nest Cam: Wi-Fi video camera**

See your home on your phone.

GET IT NOW >

**[Insert partner offer copy here. Partner offer can be up to 100 characters in length.]**

Insert offer here

Nest Cam helps you keep an eye on what matters to you. It looks for motion and listens for sound. If something's up, it sends an alert to your phone.

**Get started >**

nest | logo

Insert logo here

Unsubscribe | Privacy Policy | Terms & Conditions

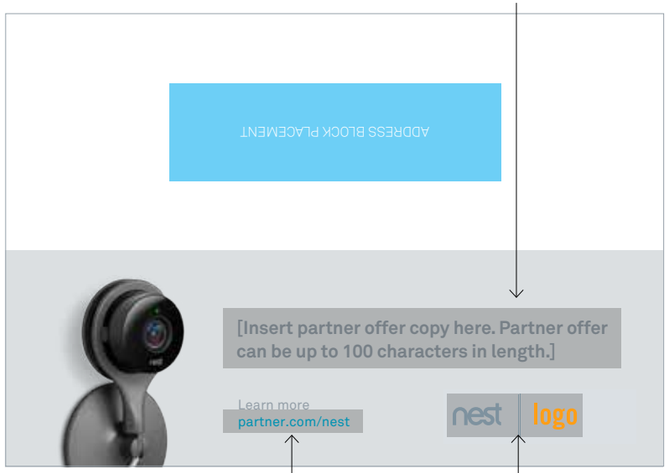
Partner, Inc., Any Street, Any City, Any State 11111

Insert address

# Direct mail

Back

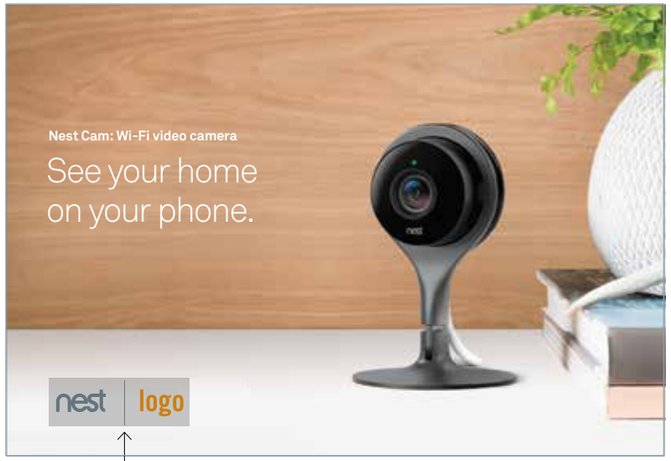
Insert offer here




Insert URL here

Insert logo here

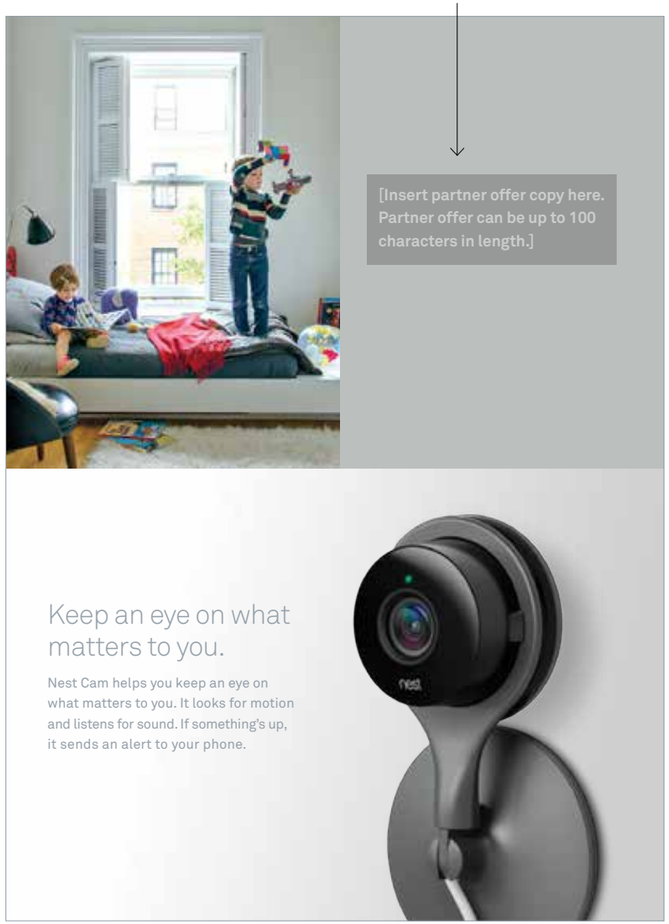
Front




Insert logo here

Inside

Insert offer here



# Bill insert

Front

Nest Cam: Wi-Fi video camera

See your home on your phone.

[Partner offer copy here up to 60 characters in length.]

Insert offer here

Back

[Insert partner offer copy here. Partner offer can be up to 100 characters in length.]

You're not always around to make sure your home is safe. Or to see where the dog hid your shoe. Nest Cam lets you check in – even when you're out.

Learn more
partner.com/nest

nest | logo

Insert URL here

Insert logo here

Insert offer here

# Social media

Twitter 2048x1024

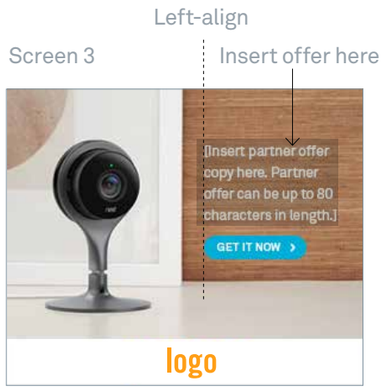
Facebook 1200x627

# Digital ads

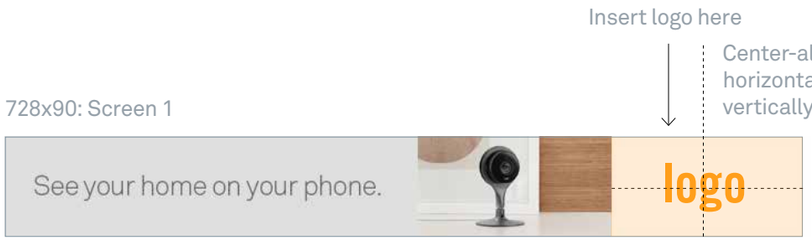
300x250: Screen 1

Screen 2

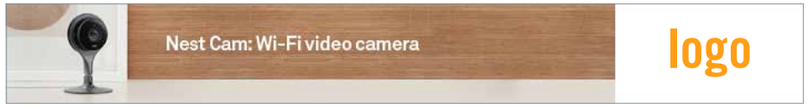
Screen 3



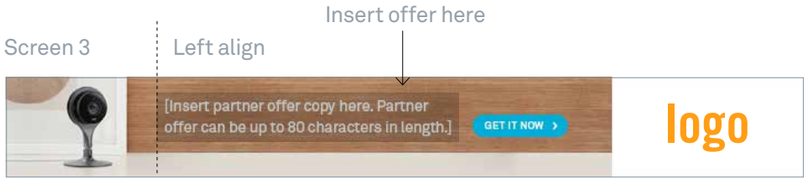

728x90: Screen 1




Screen 2

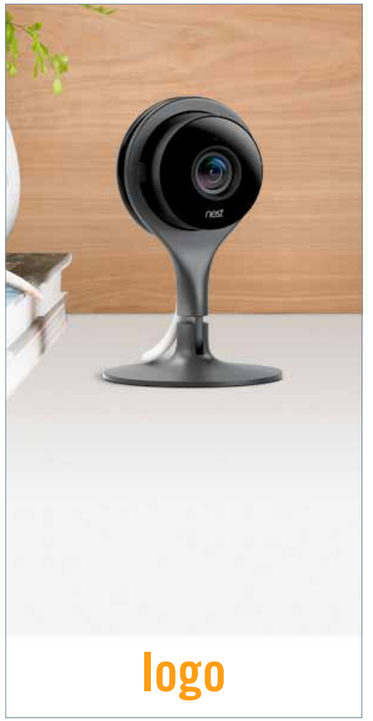



Screen 3




300x600: Screen 1

Screen 2




Screen 3

To request Nest assets, contact your Nest representative.

For more information about our trademarks please visit nest.com/legal/ip-and-other-notices/TM

03.29.2017