Marketing guidelines for Nest Pros
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Nest products do important things, like save energy, make it easier to stay safe and help your customers keep an eye on their homes from anywhere. And we partner with forward-looking companies like yours to promote our brand and products together.

These guidelines are an overview of our brand, our products and the marketing assets you can use to represent Nest. If you have questions about using our assets or templates, please contact your Nest representative.
Design guidelines
Using Nest assets

To maintain the integrity of the Nest brand, use only the images provided on the Nest Pro portal or by your Nest representative in your marketing communications about Nest. Be sure to follow these guidelines when using our images and writing about Nest products:

What to do

• 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.
• Use the Nest product images available on the Nest Pro portal.
• Follow the guidelines in this document for using Nest images.
• Use the correct Nest Learning Thermostat UI screen. For help choosing the correct UI, contact your Nest representative.
• Use Nest-approved templates for your marketing communications when possible.

What to avoid

• Don’t alter Nest product images in any way.
• Don’t use Nest lifestyle photography without approval from your Nest contact.
• Don’t recreate, replace or modify the Nest thermostat UI.
• Don’t use the Nest logo without approval from your Nest contact.
• Don’t use Nest assets to position your business as part of Nest.
• Avoid headlines longer than 3 lines.
• When using Nest templates, don’t track text any more than +/-20.
• Don’t change the established size hierarchy of the type.
The Nest logo lock-up

**Primary (horizontal)**
The horizontal lock-up is the preferred format.

**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.

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

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

- **Minimum size**
  - Nest
  - Logo
  - 0.7 in

- **Maximum size**
  - Nest
  - Logo
  - 0.9 in

- **Minimum size**
  - Nest
  - Logo
  - 50 px

- **Maximum size**
  - Nest
  - Logo
  - 65 px
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.

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.

The minimum clear space for digital applications is 10 pixels on all sides.
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 place the Nest logo lock-up on a busy background.
- 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.
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”, including the appropriate trademark symbol on first mention.

Afterward you can then call it the “Nest thermostat.”*

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

**Nest Protect**

Introduce Nest Protect as “Nest Protect” smoke and carbon monoxide alarm including the appropriate trademark symbol in the first mention. You can then just 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**

Introduce the camera as “Nest Cam Indoor security camera” including the appropriate trademark symbol. After the first mention, you can just call it “Nest Cam Indoor.”*

The top three features of Nest Cam are 24/7 live video in 1080p HD, motion and sound alerts and two-way audio.

* 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.

* 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.
Thermostat UI overview

Nest thermostat product images are available for download with the approved user interface screens. Use the cooling, heating or Auto-Away feature 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.

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.

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 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:
Incorrect use

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

1. Don't crop the thermostat image in a way that makes the UI illegible.
2. Don't place text over the product image. Always keep the clear space free of other elements.
3. Don't rotate, skew or stretch the Nest Learning Thermostat image.
4. Don't replace the approved UI or alter it in any way. Don't show the Nest thermostat without the approved UI.
5. Don't place the product on a busy background.
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.
Web banner

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 ➤
Email

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 ($149 value) when you sign up.]

The Nest Thermostat programs itself and turns itself down when you’re away. Control it from anywhere using your phone, tablet or computer. Nest makes saving energy simple.

Learn more

Insert offer here

Insert logo here

Insert address
Meet the Nest Learning Thermostat. A brighter way to save energy.

[Partner will give you a $249 Nest Thermostat at no cost.]

It's simple. Do X, Y, Z, and you'll get a Nest Thermostat mailed to your door and...

• [Additional Partner offer. Additional Partner offer. Additional Partner offer.]

• [Additional Partner offer. Additional Partner offer. Additional Partner offer.]

• [Additional Partner offer.]

Terms and conditions apply.

Get comfortable and stay in control. Sign up at www.nest.com/[partner]
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.

The Nest Thermostat programs itself and automatically helps save energy when you’re away.

Learn more at partner.com/nest.
A brighter way to save energy.
Digital ads

Get paid to save energy.

Insert logo here
Center-align logo horizontally and vertically

Screen 1

Screen 2

Screen 3

Insert offer here

Insert offer here

Insert offer here

Nest Learning Thermostat
Get it at no cost ($249 value).

BUY NOW

BUY NOW

BUY NOW
Nest Protect
Nest Protect

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

* 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.
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 the Nest Protect product, keep its clear space free of any text, graphics or background elements. The minimum clear space around the smoke and CO alarm image is \( \frac{1}{4} \) 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:
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 the Nest Protect light ring color or alter the image in any way.
- Don't place the product on a busy background.
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 Protect 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 alarm.
Be informed. Not just alarmed.
Product page

The new Nest Protect helps you take control of your home. It monitors smoke, CO, and temperature and sends an alert to your phone so you can take action from anywhere.

Features:
- Smoke detection
- CO detection
- Temperature monitoring
- Smartphone alerts
-语音控制

Keep tabs on your home away from home.

Order now: [Button]

Learn more >
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 muted from your phone, and it will even message your phone in case you’re not home.

Get started >

The new Nest Protect
smoke and CO alarm

Thinks, speaks and alerts your phone.

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

Insert offer here

Insert logo here

Insert address
The new Nest Protect smoke and CO alarm

Thinks, speaks and alerts your phone.

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 IT NOW >

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

[partner offer]

Insert offer here
Insert offer here
Insert logo here
Insert address
The new 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.

Sleep safe and sound.

Thinks, speaks and alerts your phone.

Sees the CO you can’t.

Carbon monoxide is an invisible, poisonous gas. Nest Protect tells you where it’s hiding.

Not just alarmed.

Be informed.

The new Nest Protect smoke and CO alarm

Direct mail
The new 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.

Learn more at partner.com/nest
Social media
Digital ads

300x250: Screen 1
Be informed. Not just alarmed.

Screen 2

Screen 3
The new Nest Protect smoke and carbon monoxide alarm

Insert offer here
Insert offer here

728x90: Screen 1
Be informed. Not just alarmed.

Screen 2

Screen 3
Left-align
Insert offer here

Left-align
Insert offer here

300x600: Screen 1
Be informed. Not just alarmed.

Screen 2

Screen 3
Center-align
Insert offer here

Center-align
Insert offer here

Insert logo here
Center-align logo horizontally and vertically

Insert logo here
Center-align logo horizontally and vertically

Insert logo here
Center-align logo horizontally and vertically
Nest Cam
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 Indoor” if the product name appears again in the same layout.

* 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.
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 the Nest Cam Indoor product, keep its clear space free of any text, graphics or background elements. The minimum clear space around the camera image is 1/4 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:
Incorrect use

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

1. Don't crop the image.
2. Don't place text over the product image. Always keep the clear space free of other elements.
3. Don't rotate, skew or stretch the Nest Cam image.
4. 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 Indoor 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.
Web banner

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 →
Product page
See your home on your phone.

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 >
See your home on your phone.

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 >
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
Keep an eye on what matters to you.

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.
Social media
Digital ads

300x250: Screen 1
Left-align
See your home on your phone.

Screen 2
Insert logo here
Center-align logo horizontally and vertically

Screen 3
Left-align
Insert offer here

728x90: Screen 1
Insert logo here
Center-align logo horizontally and vertically
See your home on your phone.

Screen 2
Left align

Screen 3
Left align
Insert offer here

300x600: Screen 1
Insert logo here
Center-align logo horizontally and vertically
See your home on your phone.

Screen 2

Screen 3
Center align
Insert offer here

Nest Cam: Wi-Fi video camera
[Insert partner offer copy here. Partner offer can be up to 80 characters in length.]
GET IT NOW

Nest Cam: Wi-Fi video camera
[Insert partner offer copy here. Partner offer can be up to 80 characters in length.]
GET IT NOW

Nest Cam: Wi-Fi video camera
[Insert partner offer copy here. Partner offer can be up to 80 characters in length.]
GET IT NOW