



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.



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.



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.



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



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



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.



Distance from keyline is one “n” height away on either side

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.

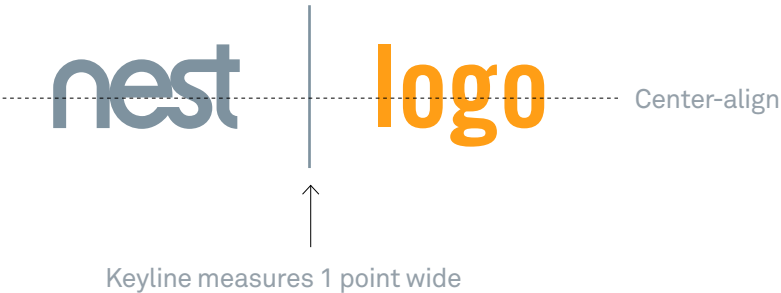


If your logo is tall or square, size it comparatively with the width of the “es” in the Nest logo.



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.

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-notice/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.



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



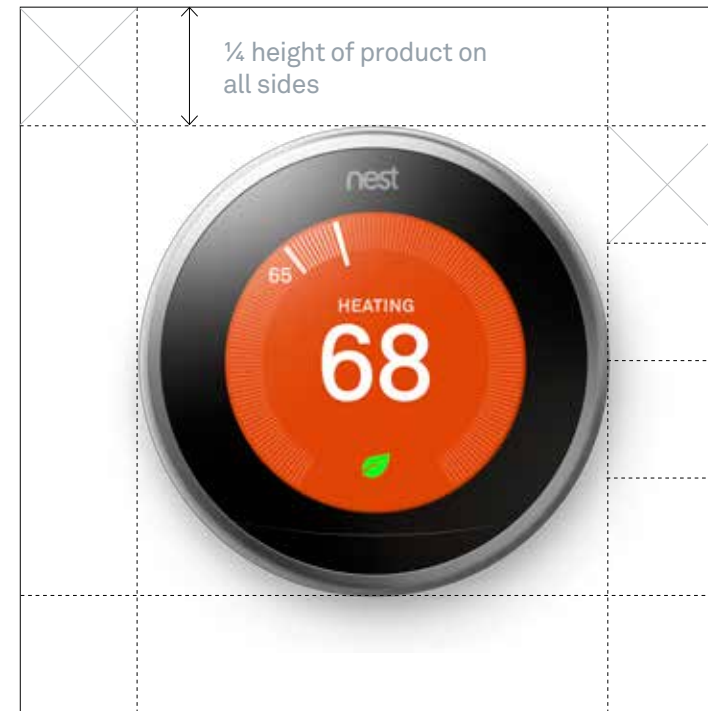
Dutch for Belgium
and Netherlands

Contact your Nest representative for help choosing the correct UI.

Correct use

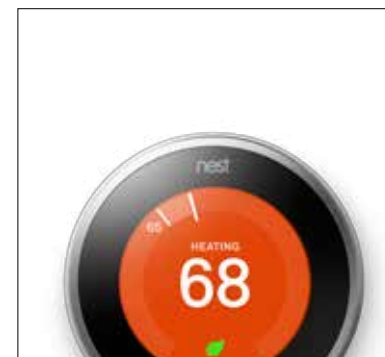
Only one Nest Learning Thermostat product image should appear within a layout. It should be placed on a white or simple light background and should always include the product shadow in the file.

When using an image of the Nest thermostat, keep its clear space free of any text, graphics or background elements. The minimum clear space around the thermostat image is $\frac{1}{4}$ of the product height.

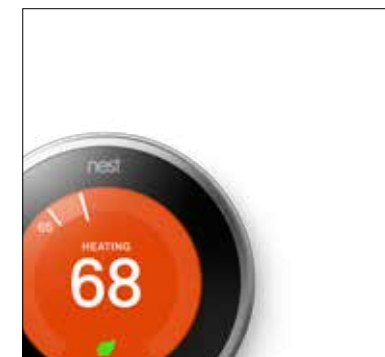


For limited space applications like digital ads, cropping the thermostat image may be necessary.

The thermostat product image may only be cropped as shown:



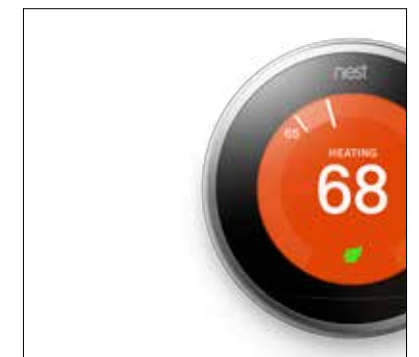
Bottom crop



Bottom corner crop



Side crop



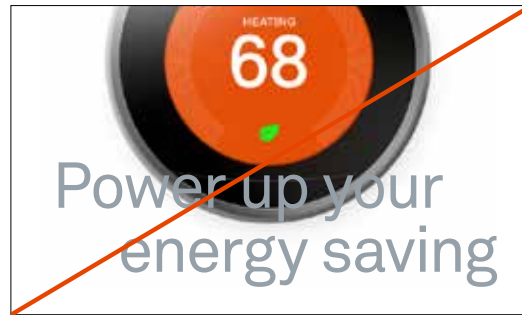
Side extreme crop

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

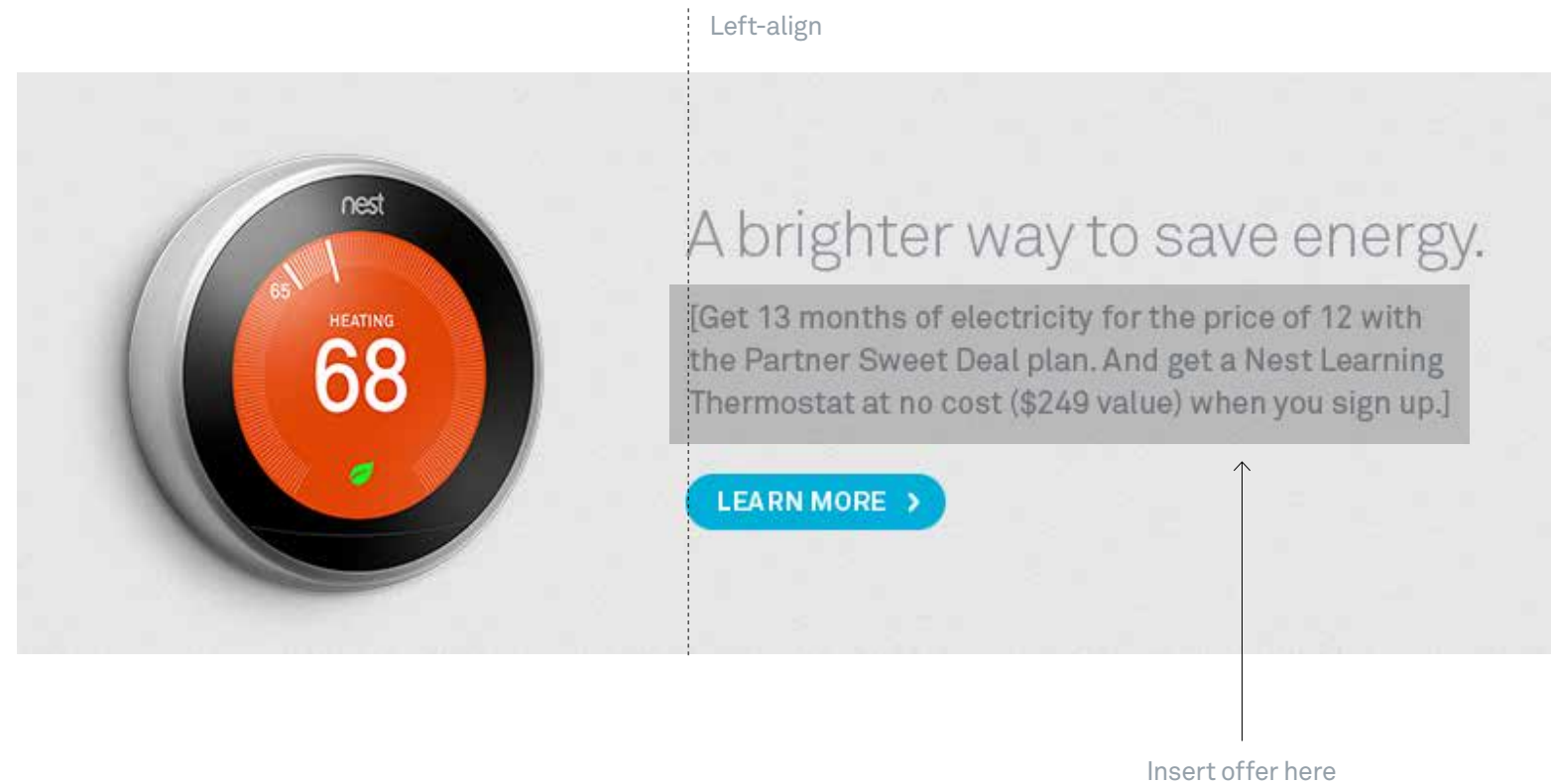
- Use the correct thermostat UI for your country.
- Make sure to resize the space appropriately to accommodate your logo and copy.
- Make sure the thermostat has ample breathing room.
- Use a headline that makes sense with your offer.

What to avoid

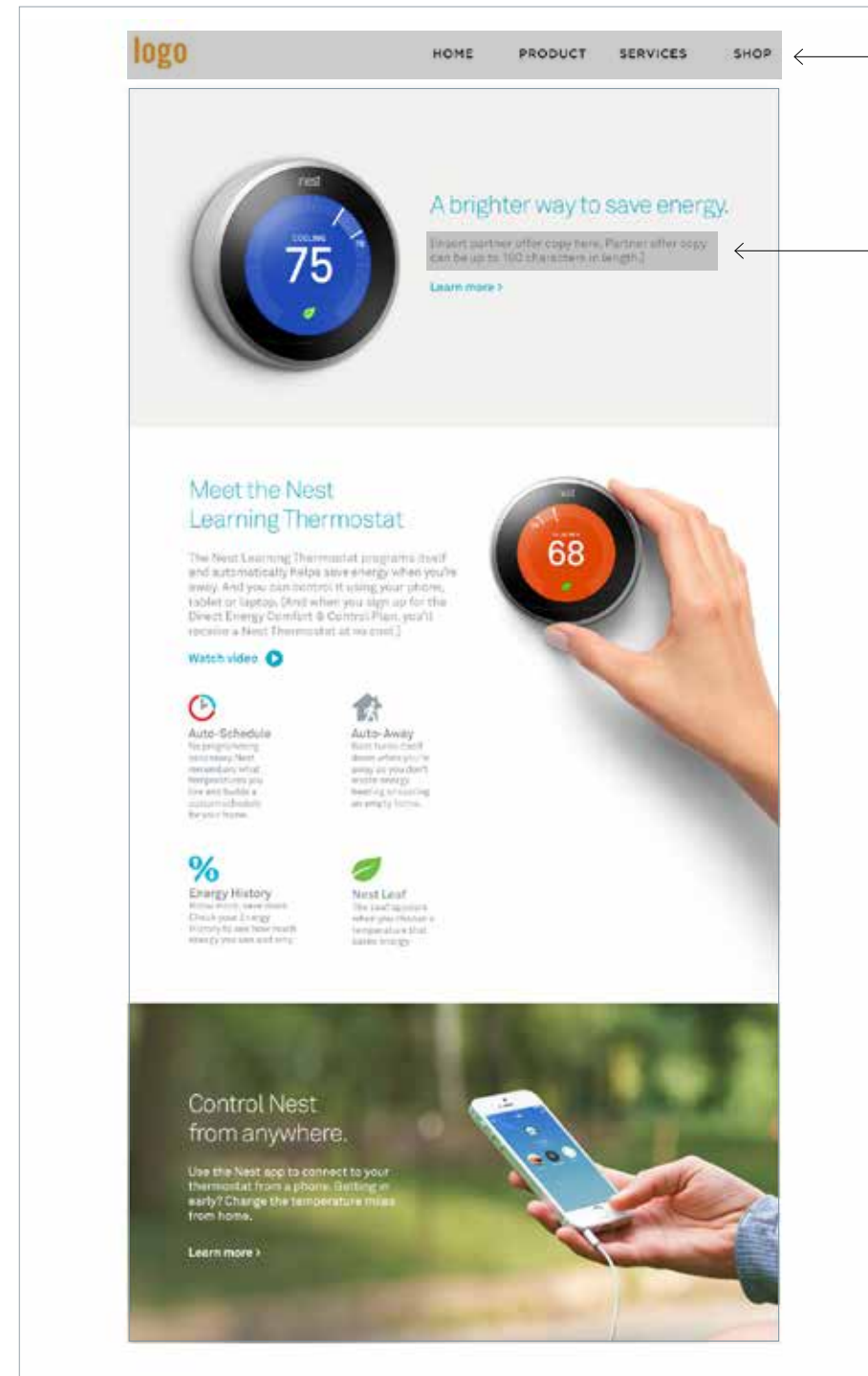
- Don't replace the lifestyle imagery without approval from your Nest contact.
- Don't rewrite or modify the description of the thermostat.



Web banner




Product page



Replace with your header / navigation

Insert offer here

Email



A brighter way to
save energy.





START SAVING

[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 turns
itself down when you're away. Control it from
anywhere using your phone, tablet or computer.
Nest makes saving energy simple.

Learn more

logo



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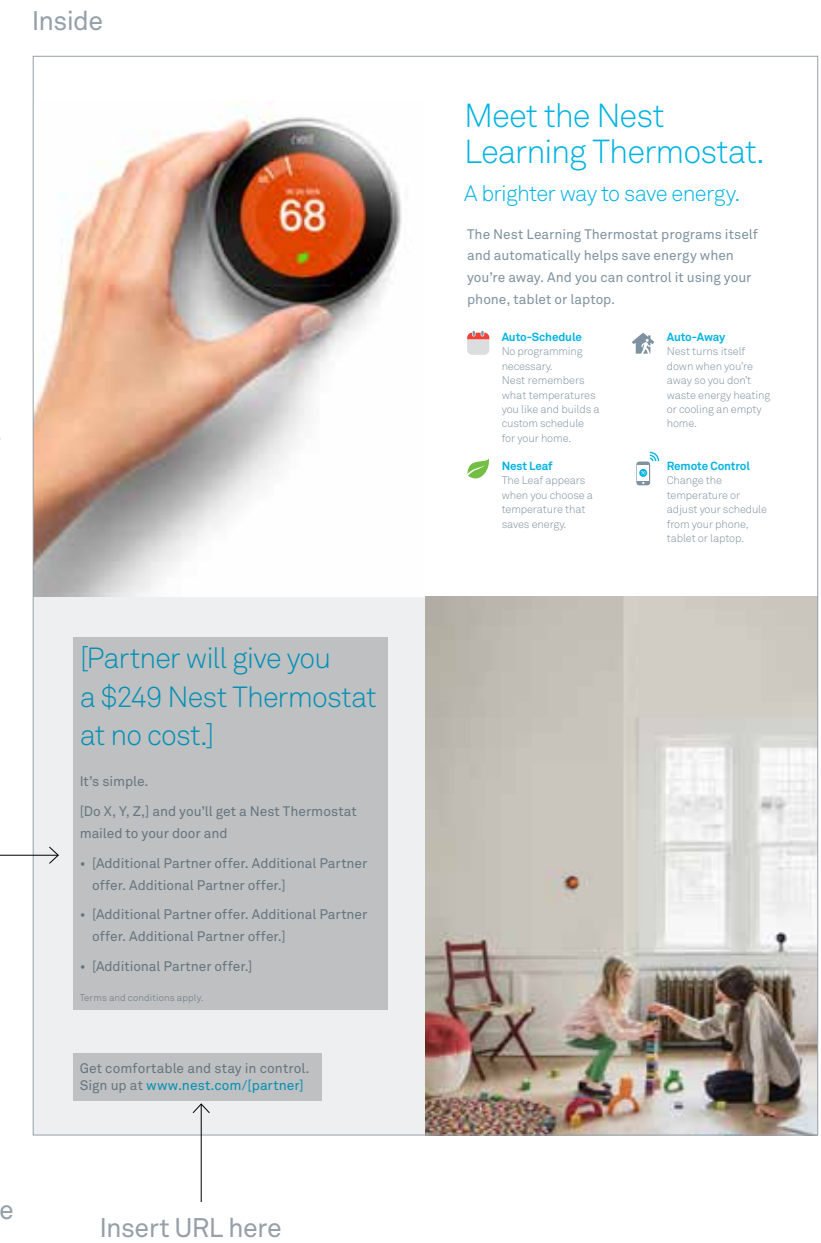
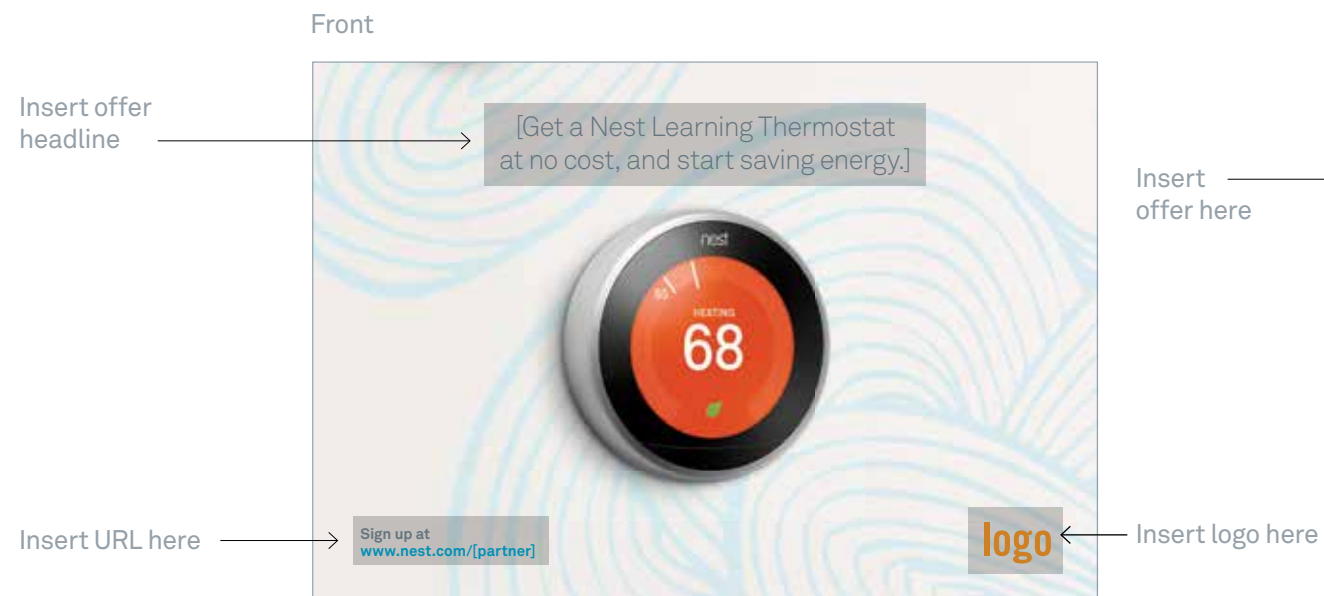
©2015 Partner, Street, City, State 11111

← Insert offer here

← Insert logo here

← Insert address

Direct mail

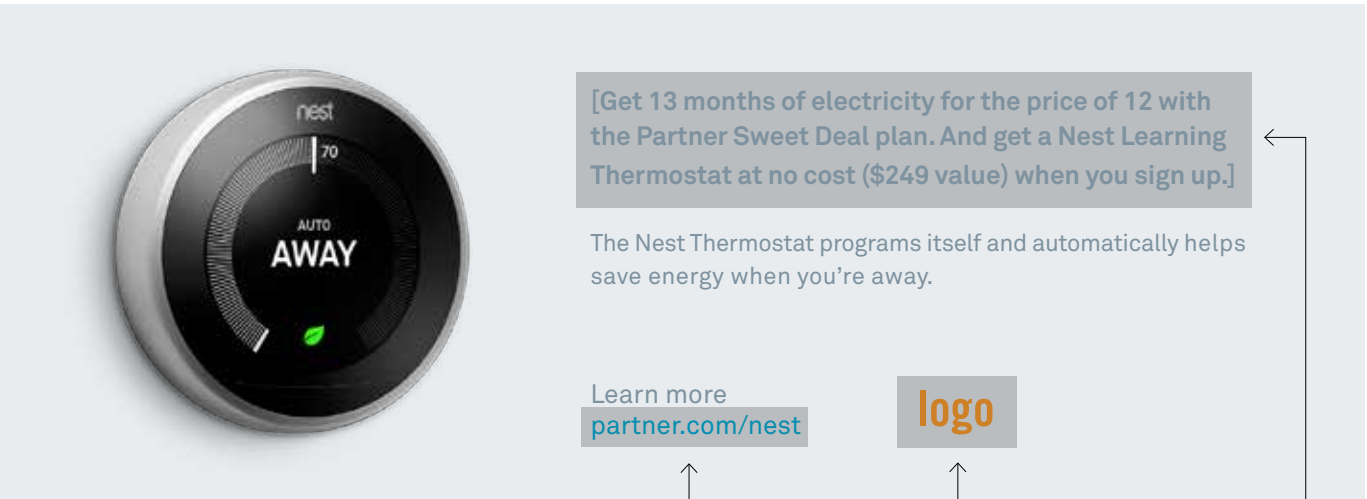


Bill insert

Front



Back



Insert URL here

Insert logo here

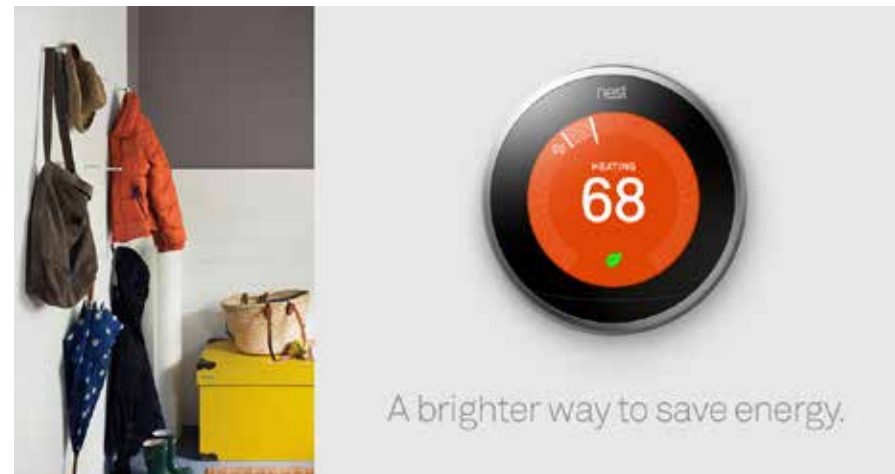
Insert offer here

Social media

Twitter 2048x1024

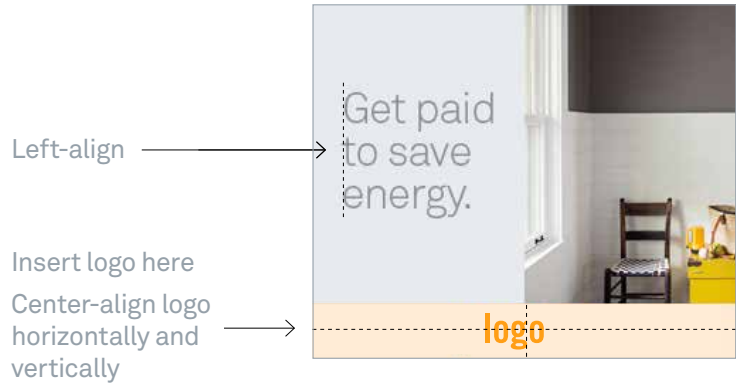


Facebook 1200x627

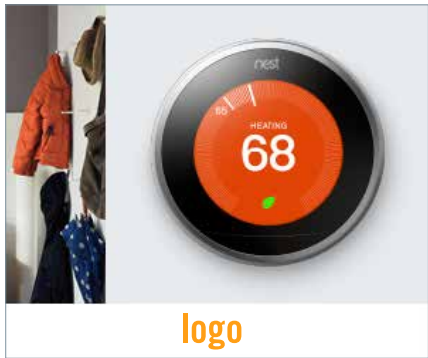


Digital ads

300x250: Screen 1



Screen 2



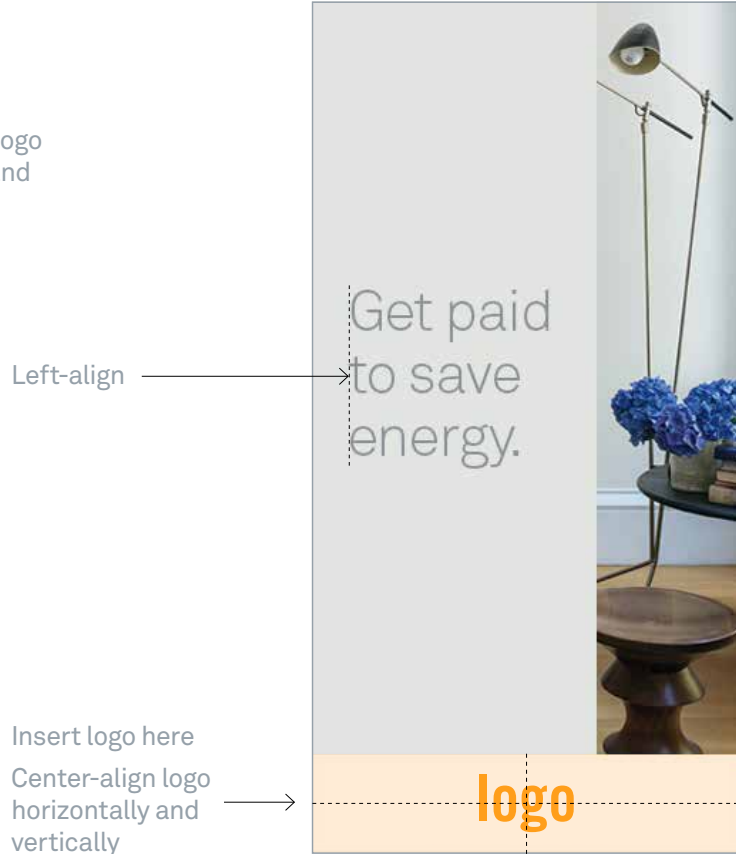
Screen 3

Left-align

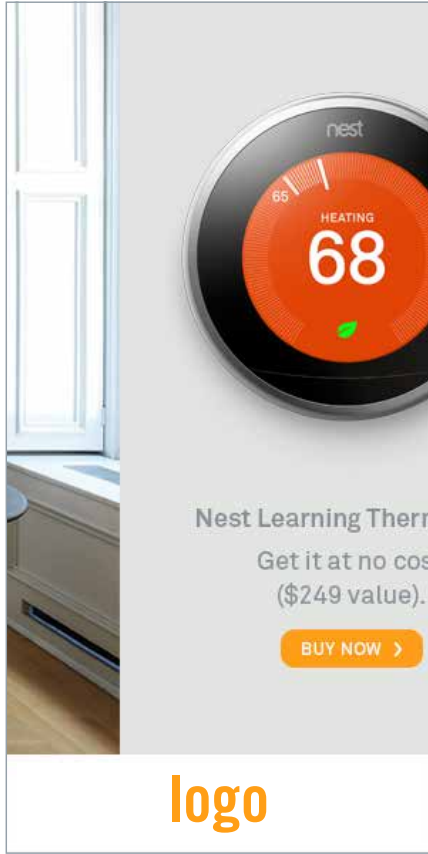
Insert offer here



300x600: Screen 1



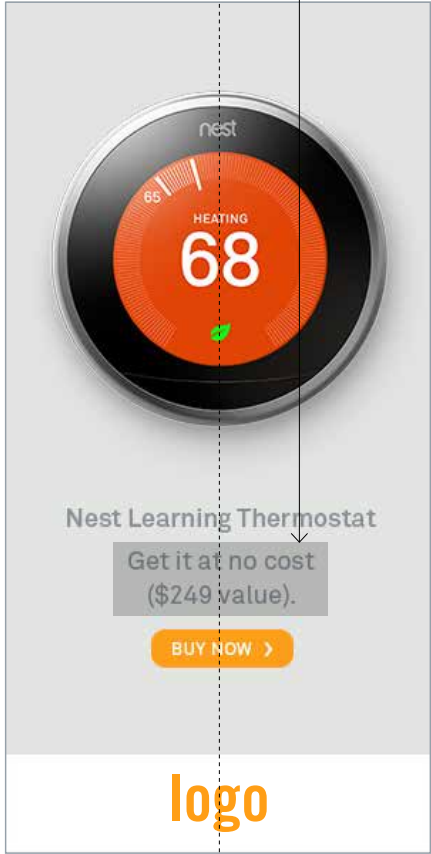
Screen 2



Screen 3

Center-align

Insert offer here



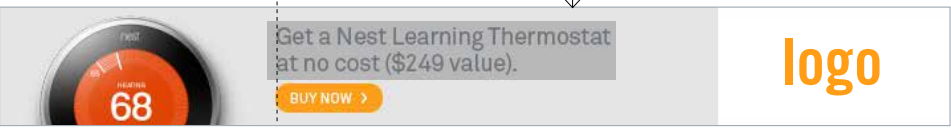
728x90: Screen 1



Screen 2



Screen 3



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:



Bottom crop



Bottom corner crop



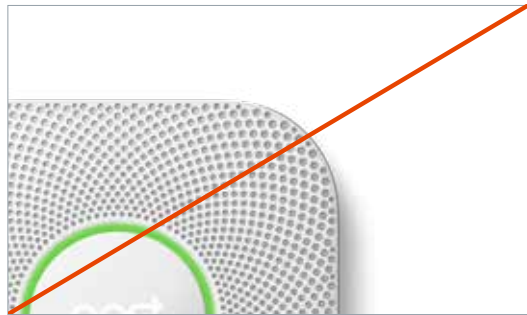
Side crop



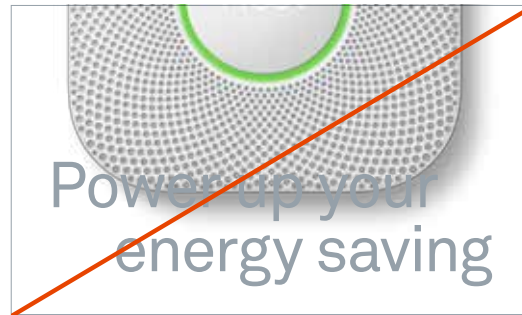
Side extreme crop

Incorrect use

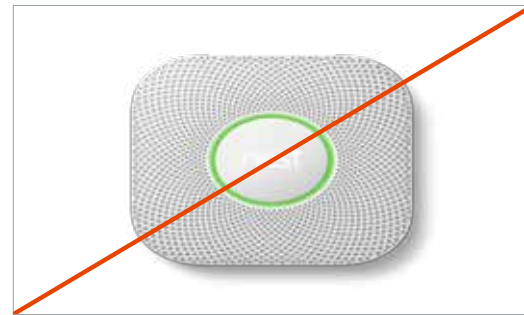
Here are a few examples of incorrect use of the Nest Protect product image:



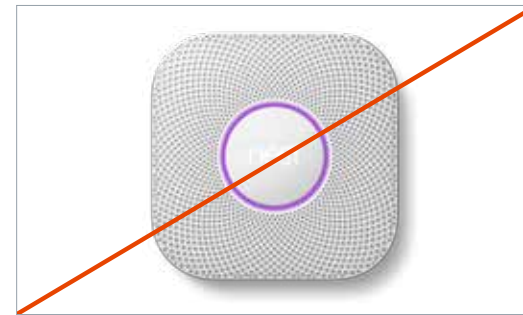
Don't crop the image.



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 the Nest Protect 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 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

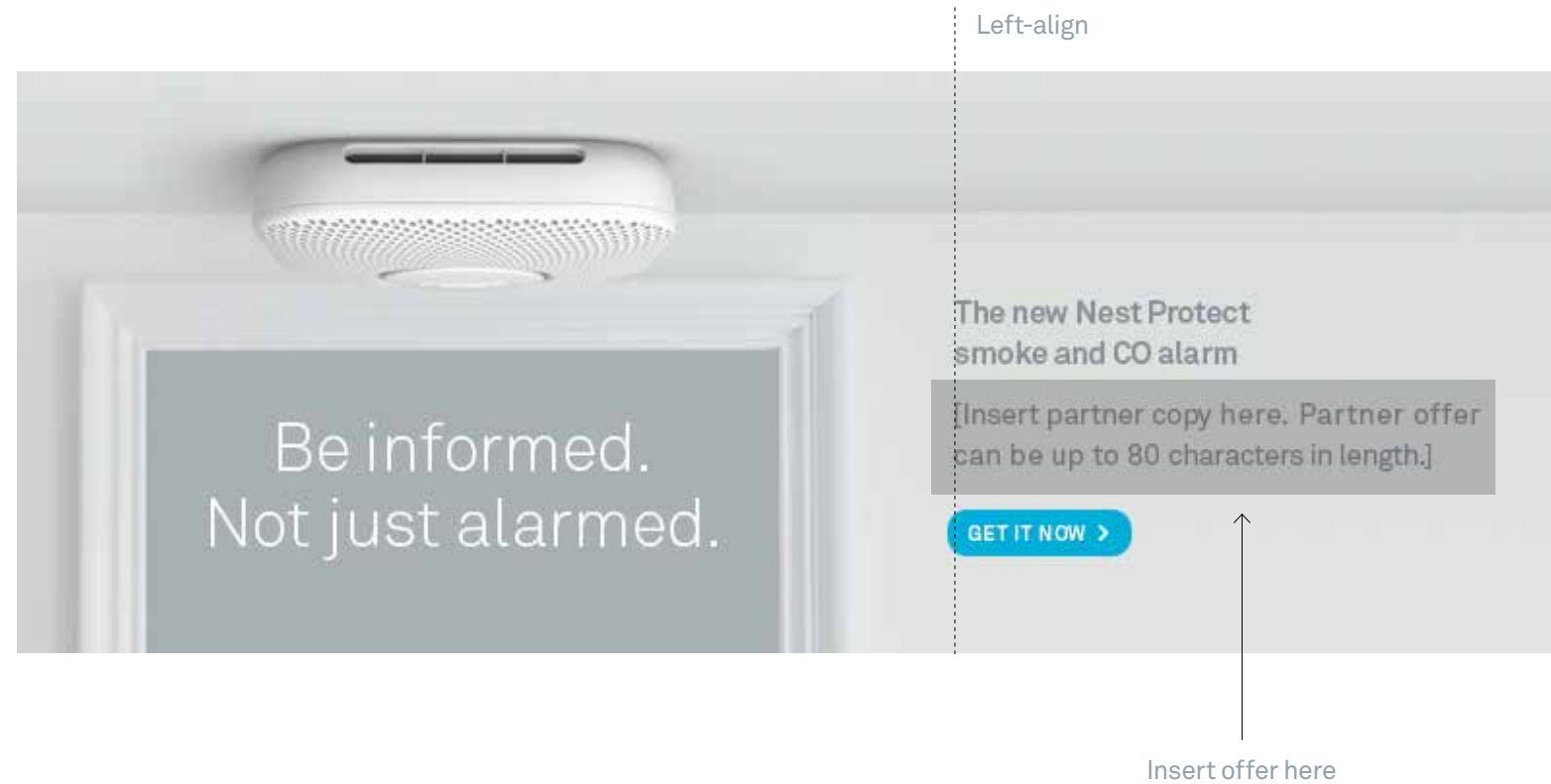
- Make sure to resize the space appropriately to accommodate your logo and copy.
- Make sure the smoke alarm has ample breathing room.
- Use a headline that makes sense with your offer.

What to avoid

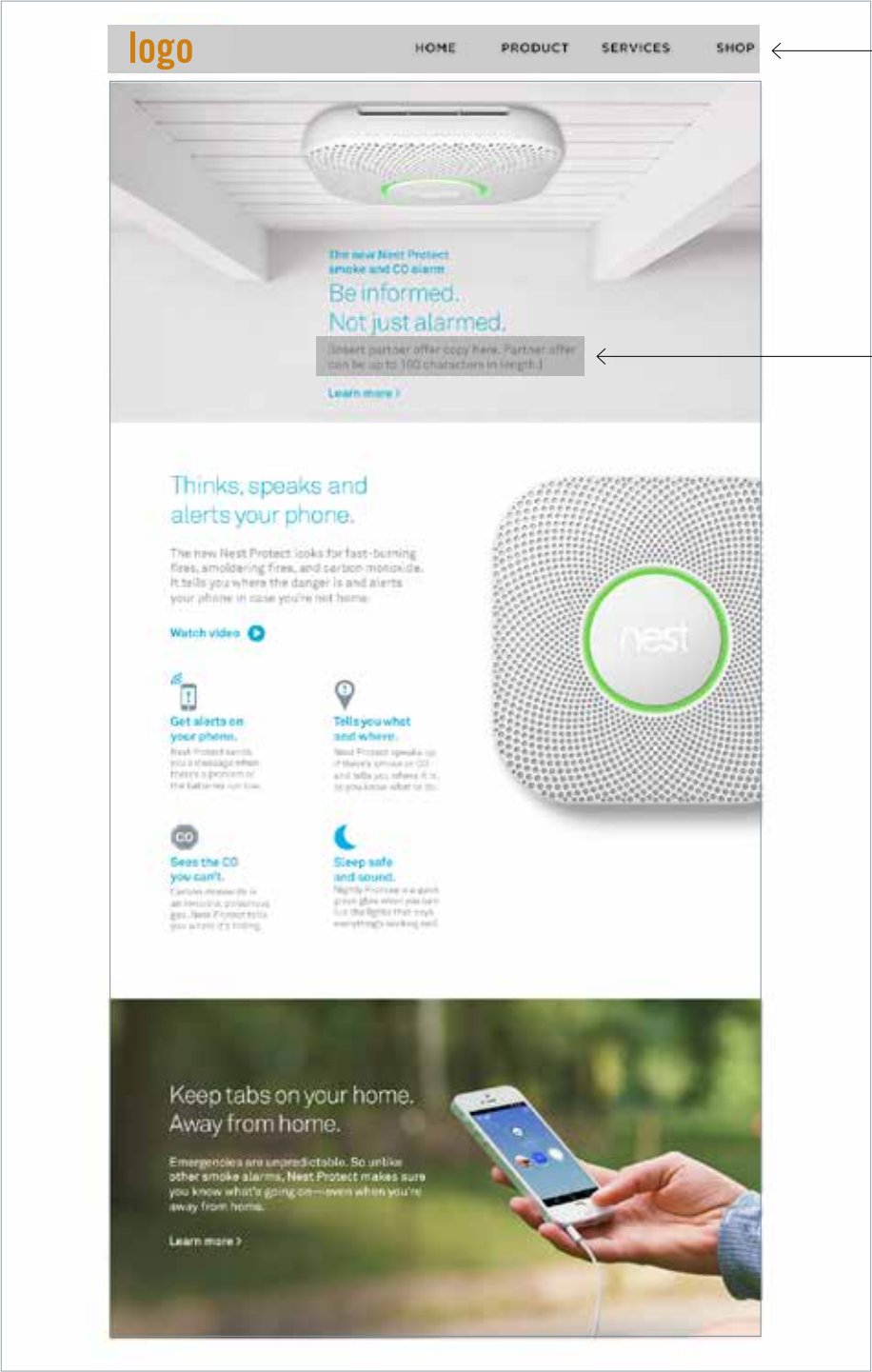
- Don't replace the lifestyle imagery without approval from your Nest contact.
- Don't rewrite or modify the description of the alarm.



Web banner




Product page



Replace with your header / navigation

Insert offer here

Desktop 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](#)

← Insert address

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

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

ADDRESS BLOCK PLACEMENT



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

Learn more

[partner.com/nest](#)

nest

logo

Insert URL here

Insert logo here

Front



The new Nest Protect smoke and CO alarm

Be informed.
Not just alarmed.

nest

logo

Insert logo here

Inside



Thinks, speaks and alerts your phone.

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

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.

Get alerts on your phone.

Nest Protect sends you a message when there's a problem or the batteries run low.

Tells you what and where.

Nest Protect speaks up if there's smoke or CO and tells you where it is, so you know what to do.

Sees the CO you can't.

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

Sleep safe and sound.

Nightly Promise is a quick green glow when you turn out the lights that says everything's working well.

Insert offer here

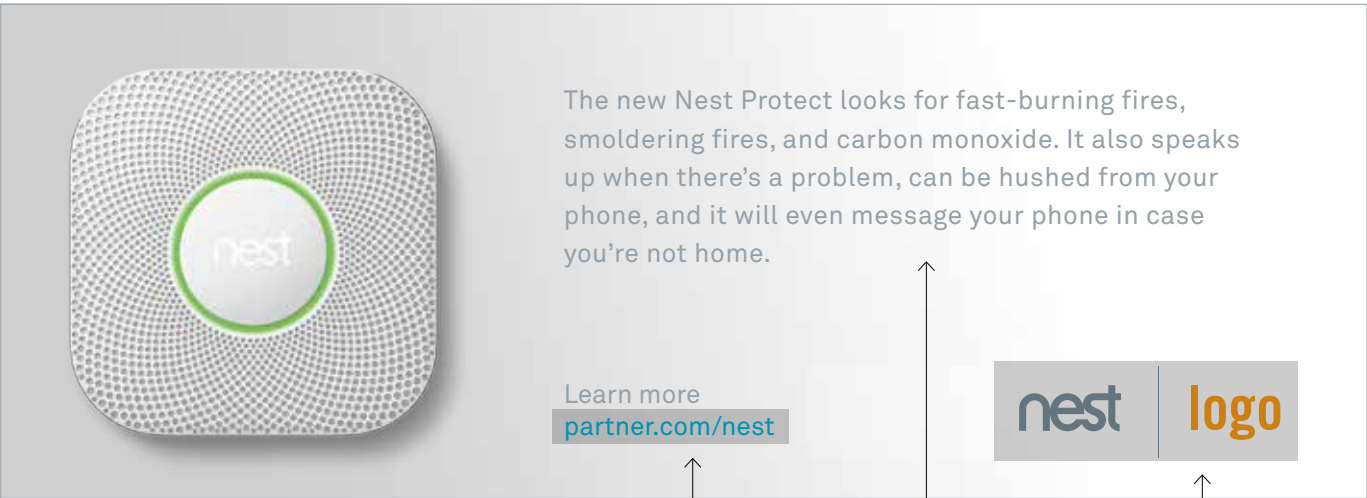
Bill insert

Front



Insert offer here

Back



Insert URL here

Insert offer here

Insert logo here

Social media

Twitter 2048x1024

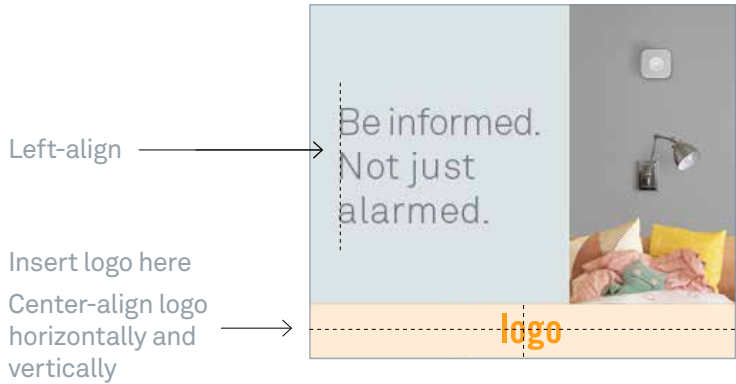


Facebook 1200x627

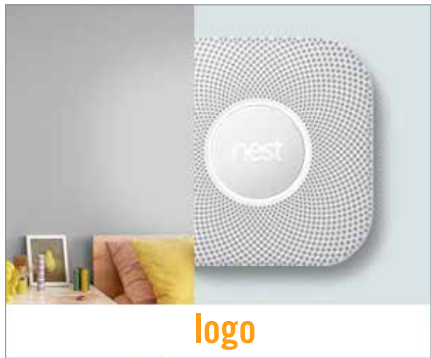


Digital ads

300x250: Screen 1



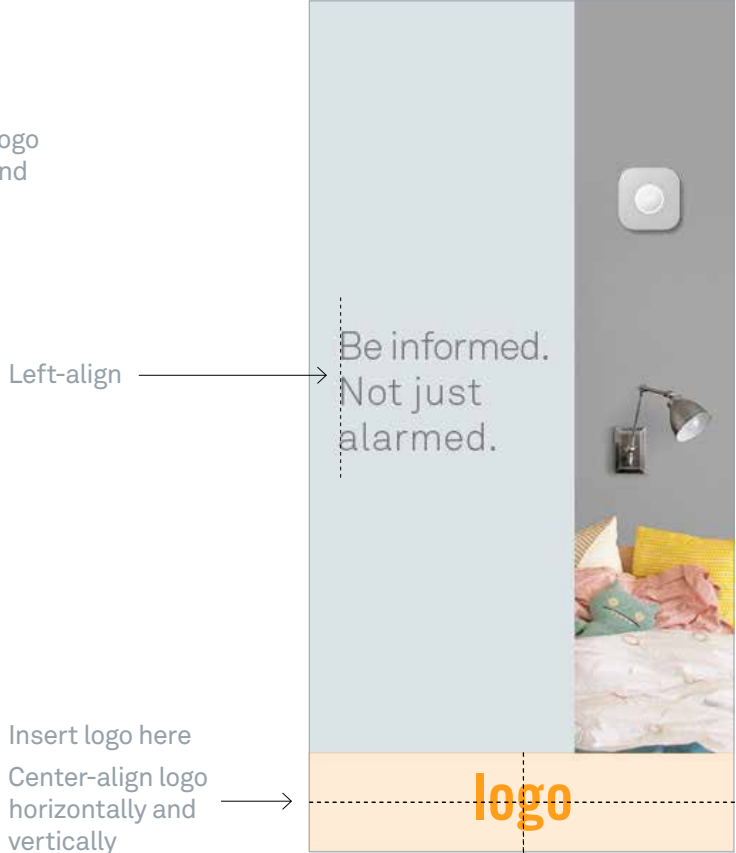
Screen 2



Screen 3 Left-align Insert offer here



300x600: Screen 1



Screen 2



Screen 3 Center-align Insert offer here



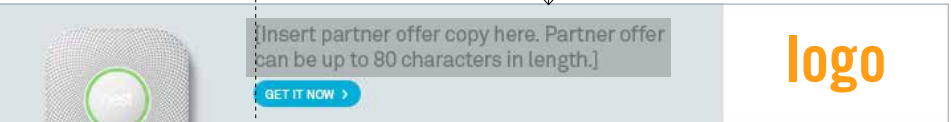
728x90: Screen 1



Screen 2



Screen 3



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 $\frac{1}{4}$ 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:



Bottom crop

Incorrect use

Here are a few examples of incorrect use of the Nest Cam Indoor 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 Indoor templates

What to do

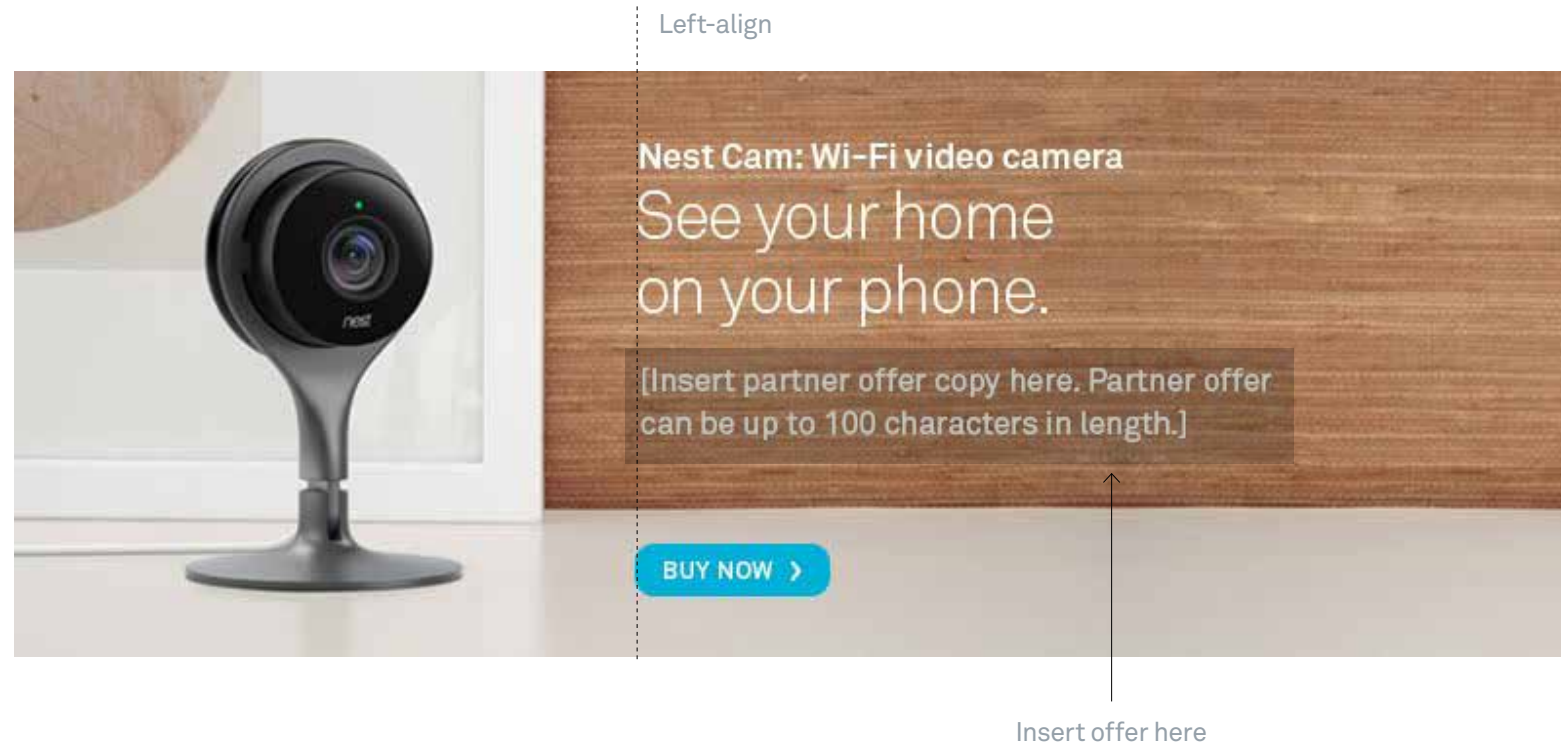
- Make sure to resize the space appropriately to accommodate your logo and copy.
- Make sure the camera has ample breathing room.
- Use the headline that makes sense with your offer.

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



Product page

partner

HOMEPRODUCTSERVICESSHOP



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.)

Learn more >

You don't have to be home to be home.

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.

Watch video >

Quick, easy setup.

Just plug in the power cord and set it up from your Android or iOS phone.

Stream securely in 1080p HD.


See the whole room in HD from your phone, tablet or computer.

Alerts that matter.

Get alerts on your phone if there's motion or sound in your home while you're gone.

Clear Zoom.

See things up close with Nest Cam's 3x digital zoom. Tap anywhere to get an even closer view.




Let's see what you missed.

Nest Aware is a paid service that helps you see more and do more with Nest Cam.

Insert partner offer copy here. (Partner offer can be up to 100 characters in length.)

Learn more >



Replace with your header / navigation

Insert offer here

Insert offer here

Desktop email

Insert offer here →

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.]

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 >](#)


Insert logo here →



[Unsubscribe](#) | [Privacy Policy](#) | [Terms & Conditions](#) | [Partner, Inc. Any Street, Any City, Any State 11111](#)

← 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 >](#)

 | 

← Insert logo here


[Unsubscribe](#) | [Privacy Policy](#) | [Terms & Conditions](#)

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

← Insert address

Bill insert

Front

A black Nest Cam is shown on a white surface next to a yellow box and a framed picture of a beach scene.


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

A black Nest Cam is shown from the back, with its mounting bracket and cable visible.

[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

Direct mail

Back

Insert offer here

ADDRESS BLOCK PLACEMENT



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

Learn more
[partner.com/nest](#)

nest logo

Insert URL here Insert logo here

Front

Nest Cam: Wi-Fi video camera


See your home on your phone.

nest logo

Insert logo here

Inside


Insert offer here



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

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

Twitter 2048x1024



Facebook 1200x627



Digital ads

300x250: Screen 1

Left-align

Insert logo here
Center-align logo horizontally and vertically

See your home on your phone.

logo

Screen 2

Nest Cam: Wi-Fi video camera

logo

Screen 3

Left-align

Insert offer here

[Insert partner offer copy here. Partner offer can be up to 80 characters in length.]

GET IT NOW >

logo

728x90: Screen 1

Insert logo here

Center-align logo horizontally and vertically

See your home on your phone.

logo

Screen 2

Nest Cam: Wi-Fi video camera

logo

Screen 3

Left align

Insert offer here

[Insert partner offer copy here. Partner offer can be up to 80 characters in length.]

GET IT NOW >

logo

300x600: Screen 1

Left-align

Insert logo here
Center-align logo horizontally and vertically

See your home on your phone.

logo

Screen 2

logo

Screen 3

Center align

Insert offer here

Nest Cam: Wi-Fi video camera

[Insert partner copy here. Partner offer can be up to 80 characters in length.]

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