Brand guidelines

Works with Nest

Contents

Introduction 3

Design guidelines 4

The Works with Nest badge 5
Color 7
Using the badge with other elements 8
Incorrect use 10

The Works with Nest name 11
Nest icons 12
Nest house icon 13
Incorrect use 14
Product icons 15

Nest Learning Thermostat 17
Thermostat UI overview 19
Correct use 20
Incorrect use 21

Nest Protect 22
Nest Protect color states 24
Correct use 25
Incorrect use 26

Nest Cam 27
Correct use 29
Incorrect use 30

Multiple Nest products 31

Using the Works with Nest badge 32
Product packaging 33
Landing pages 34
Digital ads 35
Social media 36
Print ads 37
Circular ads 38
Out-of-home 39
Trade shows 40

Working with Nest technology isn't about simply linking to devices in your home and controlling them remotely. Anyone can do that. This is about working behind the scenes to anticipate people's needs and make their lives easier.

When you design and develop a Works with Nest product, you'll have many decisions to make – decisions that affect how your product looks, feels and acts.

Use this guide when you're ready to add Nest trademarks and brand assets to your Works with Nest product and marketing materials.

Be sure to contact Nest at **developer-marketing@nest.com** for marketing approval anytime you use the Works with Nest name, badge or product imagery.

Design guidelines

The Works with Nest badge

Preferred (vertical)

Secondary (horizontal)

The Works with Nest badge is designed for products that function with Nest, their packaging and marketing materials, point-of-sale applications and the web.

The vertical configuration shown above is preferred, but the horizontal version may be used if it works better in the layout.

Download the Works with Nest badge >

Be sure to receive approval from Nest marketing before using the Works with Nest badge.

Download the Works with Nest badge artwork, then follow these guidelines in order to use it correctly in your marketing materials.

Minimum size

To maintain legibility of the Works with Nest badge, be sure it never appears smaller than the approved minimum size.

Print

0.375 in

0.625 in

Digital

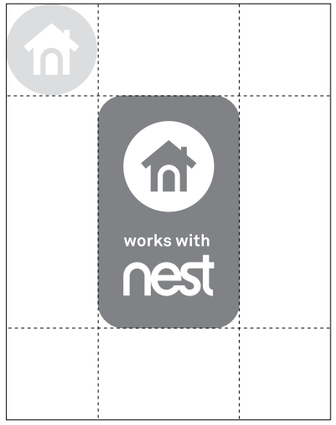
50 px

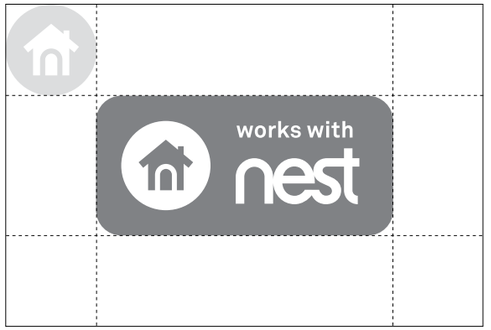
80 px

Clear space

To protect the clarity and visual integrity of the Works with Nest badge, always maintain a clear space free of type, graphics and background elements on all sides of the badge.

The clear space is determined by the size of the circle in the Works with Nest badge.





Color

These are the approved colors for the Works with Nest badge. Select the badge color based on your layout and production requirements.

Preferred use

60% black is the approved color for the Works with Nest badge when it's used on a white or light background.

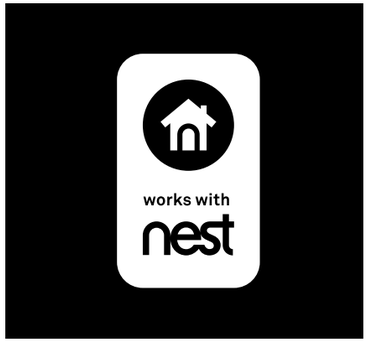
For print applications, the logo should appear in 60% black (CMYK = 0/0/0/60).

When used online, within UI or other on-screen applications, the Works with Nest badge should appear in HEX #818488 or RGB = 129/132/136.

The vertical configuration of the badge can also be placed on the packaging of your Works with Nest product as a metallic foil adhesive label.

Dark backgrounds

When there's not sufficient contrast between the Works with Nest badge and the background, use the K/O white version of the badge. Make sure the background is not a busy image and the clear space around the badge is free from other elements.



One-color applications

Black and white versions of the Works with Nest badge may be used for one-color applications like fax or newspaper when matching 60% K is not possible.

Using the badge with other elements

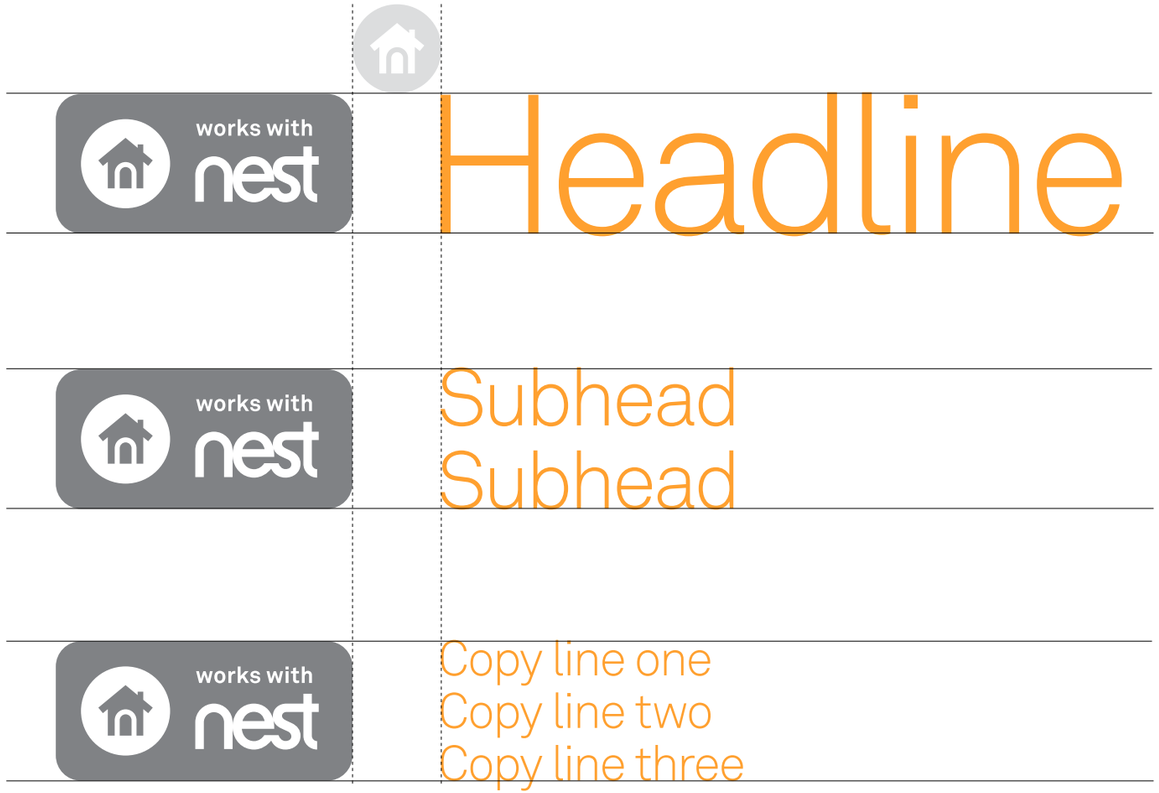
Using the Works with Nest badge with text

The horizontal Works with Nest badge may be used with text such as headlines, subheads and short descriptive copy.

The badge should always appear on the left. One, two or three lines of text can be left-aligned to the edge of the clear space of the Works with Nest badge.

The size of the text is determined by the height of the badge, which should be no smaller than the approved minimum size.

Don’t embed the Works with Nest badge within text or use it as a bullet point in a list.



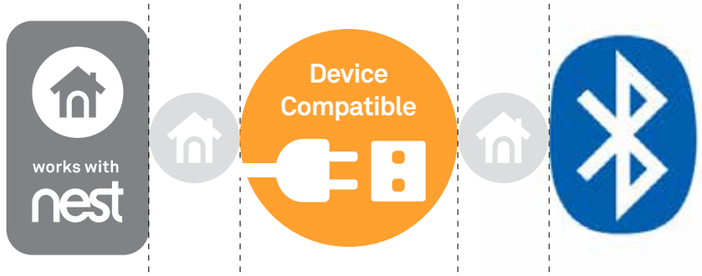
Using the Works with Nest badge with other logos or icons

In applications like packaging and trade shows, the Works with Nest badge may be grouped with other compatibility icons.

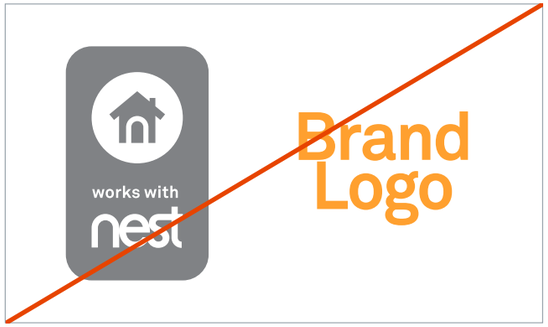
Make the Works with Nest badge the same size as any other icons it appears with.

Maintain clear space between the badge and other logos. The minimum clear space is determined by the size of the circle in the Works with Nest badge.

Use one of the approved color variations.



The Works with Nest badge should not be placed next to brand or product logos that do not relate directly to the connected home or device compatibility.



Incorrect use

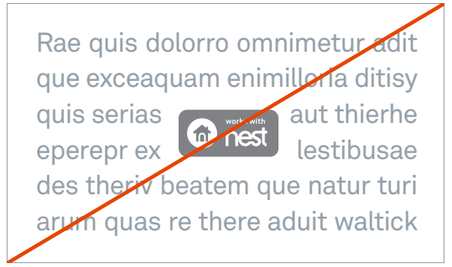
To maintain the integrity of the Nest brand and the Works with Nest badge, it's important to use the badge only as described in these guidelines.

Here are a few examples of how the Works with Nest badge should never be used:

Don't use shadows, reflections or glow effects with the badge.

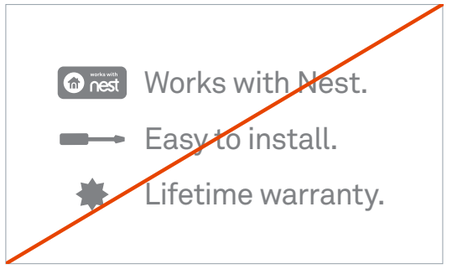
Don't rotate, skew or stretch the Works with Nest badge.

Don't use the Works with Nest badge in unapproved colors. Don't add outlines, patterns or gradients.



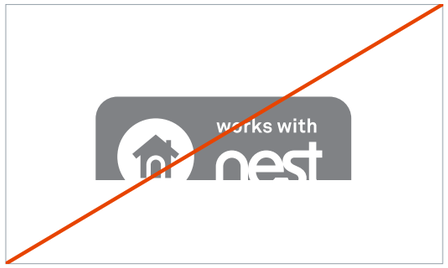
Don't use the badge within text.

Don't place the badge on a busy image or pattern.



Don't use the badge as a bullet point.

Don't combine the Works with Nest badge with text or other logos. Always maintain the minimum clear space around the badge.



Never crop the Works with Nest badge or alter the badge artwork in any way.

Always use the entire Works with Nest badge. Don't separate the elements of the badge artwork.

Don't use the Nest logo.

The Works with Nest name

The Works with Nest name may be used to explain and promote your product.

Using the Works with Nest name

Use the phrase “works with Nest” to describe your product in text or verbal communications including video, film and broadcast.

When describing your product in a sentence, please note that the “w” in “works” is lowercase.

What to do:

Use one of these formats:

[Company name] works with Nest

[Company name] [product name] works with Nest

[Company name]’s [product name] works with Nest

For example:

Acme works with Nest

Acme Smart Clock works with Nest

Solid Lighting works with Nest

Solid Lighting’s Active Light works with Nest

What to avoid:

Do not modify the phrase or change the conjugation.

Here are a few examples of incorrect use:

Working with Nest

Smart Clock now works on Nest

Nest Acme Clock

Nest’s Acme Clock is...

We work with Nest

Nest icons

The Nest house icon may be used to represent Nest as a UI element within your Works with Nest product and app.

You can also use the word “Nest” in plain text.

Nest product icons may be used to refer to our products within your app.

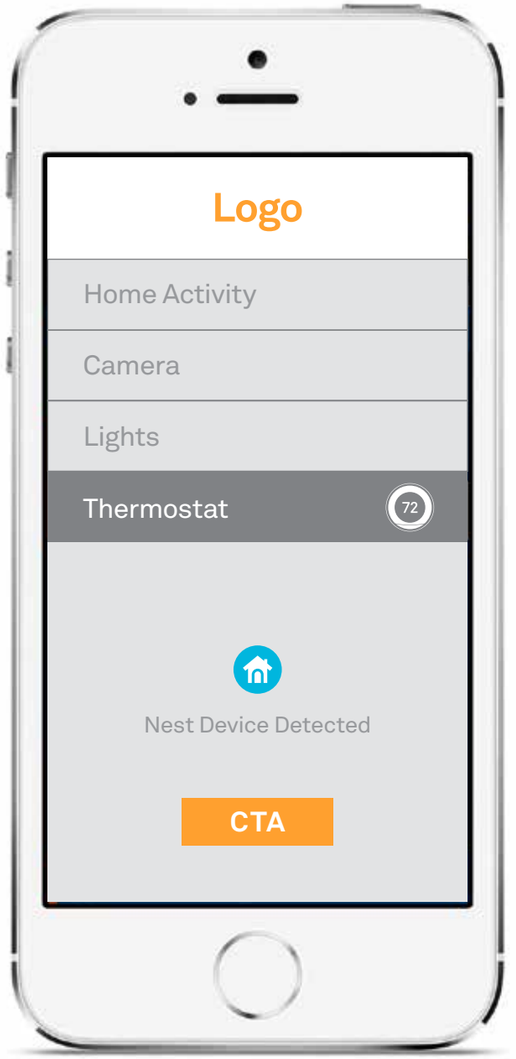
Download the approved Nest icons >

Nest house

Nest Learning Thermostat

Nest Protect

Nest Cam



Nest house icon

These are the approved color versions of the Nest house icon.

Preferred (Nest Blue)

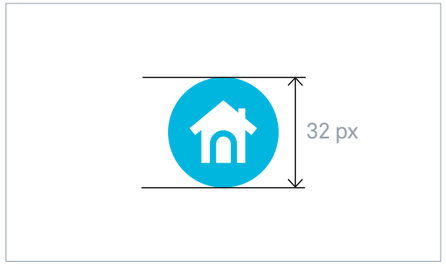
When possible, the Nest house icon should appear in Nest Blue, which is HEX #00AFD8. This is the preferred color for both light and dark backgrounds. The house within the icon should be white (HEX #FFFFFF)

Secondary (Nest Gray)

The Nest house icon may also appear in Nest Gray (HEX #7B858E) on a white or light background or reversed out of a dark background. When the icon is reversed, the circle must appear white (HEX #FFFFFF) and the house should be Nest Gray (HEX #7B858E).

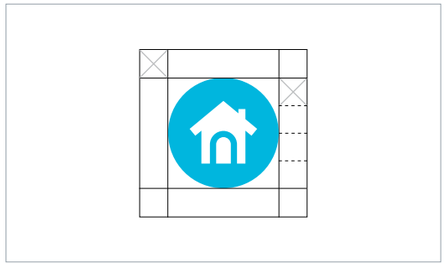
Minimum size

The Nest house icon should never appear smaller than 32 px.



Clear space

The minimum clear space around the Nest house icon is 1/4 the size of the icon. Keep this area clear of any type or objects.



Product icons

To show a specific Nest product within your app, you can use the product name in plain text or one of these icons.

Nest Learning Thermostat

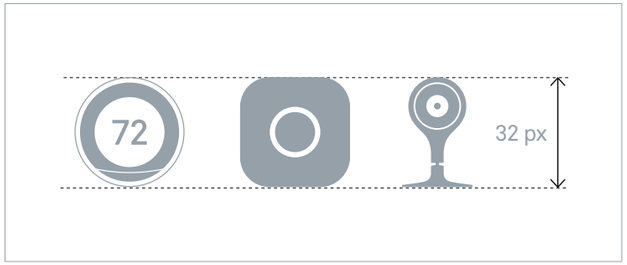
Nest Protect

Nest Cam

These icons should appear in Nest Gray (HEX #7B858E) on a white or light background or white (HEX #FFFFFF) on a dark background.

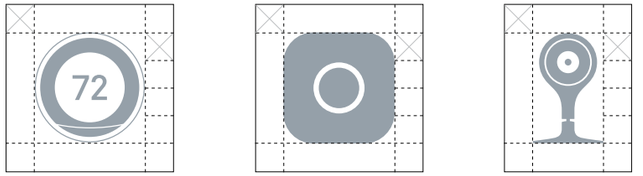
Minimum size

The Nest house icon should never appear smaller than 32 px.



Clear space

The minimum clear space around the Nest house icon is 1/4 the size of the icon. Keep this area clear of any type or objects.

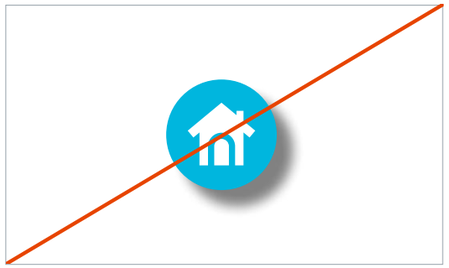


Incorrect use

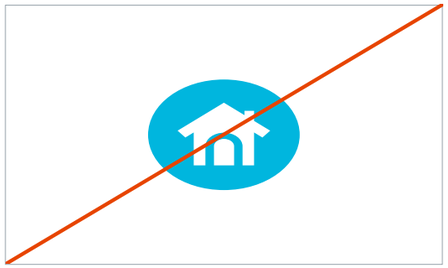
To maintain the integrity of the Nest brand, it's important to use the icon only as described in these guidelines.

Here are a few examples of how Nest icons should never be used:

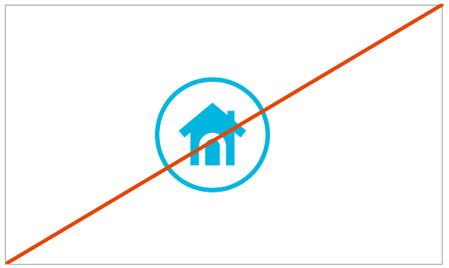
Don't modify the approved Nest product icons or create icons or other depictions to represent Nest products.
When creating imagery or icons to represent a thermostat, camera or smoke alarm, don't mimic the physical characteristics of Nest products.



Don't use shadows, reflections or glow effects with the icons.



Don't rotate, skew or stretch the icons.



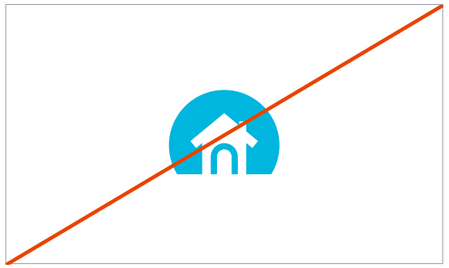
Don't outline the Nest icons or modify the icon artwork in any way.

Don't use the icons in unapproved colors or gradients.

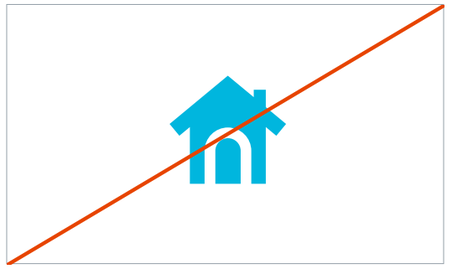
Don't place the icons on a busy image or pattern.

Don't use the Nest house icon or product icons as bullet points or within text.

Don't combine Nest icons with text or other logos. Always maintain the approved clear space around the icon.



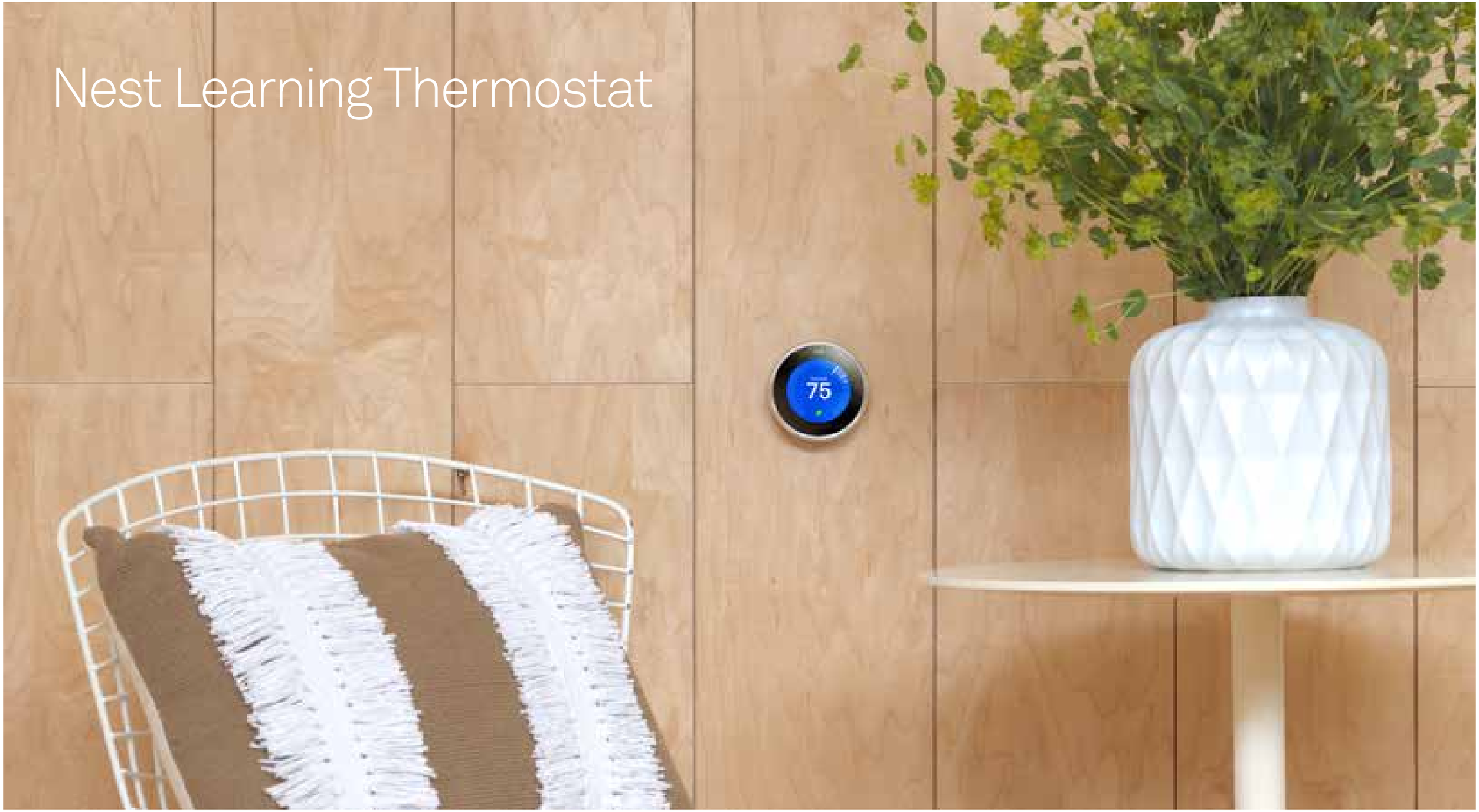
Never crop the icons or alter the icon artwork in any way.



Always use the entire icon. Don't separate the elements of the icon artwork.

Don't create a pattern using Nest icons.

Nest Learning Thermostat



Nest Learning Thermostat

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

In the United States, when referring to the thermostat in text, introduce it as the “Nest Learning Thermostat” including the appropriate 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

You may 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 us at **developer-marketing@nest.com** for help choosing the correct UI.

Correct use

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

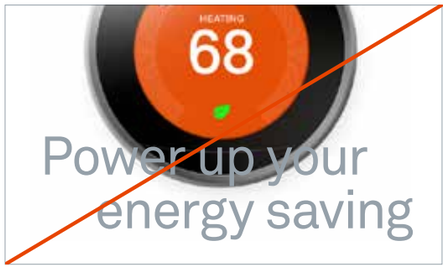
Only one of these should appear within a layout. It should be placed on a white or simple light background and should always include the product shadow in the file.

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 1/4 of the product height.

Incorrect use

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

Don’t crop the thermostat image.



Don’t place text over the product image. Always maintain 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 image or background.

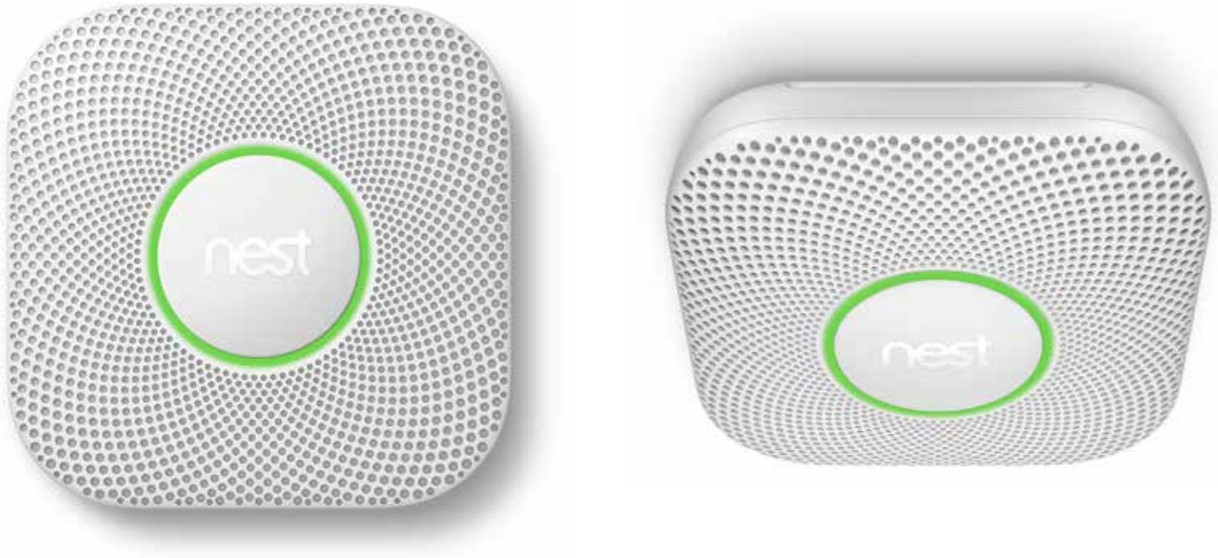
Nest Protect

Nest Protect

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

When referring to the Nest Protect alarm in text, introduce it as “Nest Protect smoke and carbon monoxide alarm,” and within the United States include 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.

Nest Protect color states

Nest Protect is a safety product, which means customer confusion isn't just an annoyance, it's a potential safety issue. It's important that the Nest Protect status is expressed clearly and consistently to users.

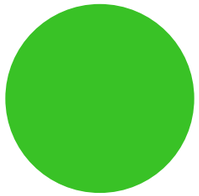
Nest Protect and the Nest app use specific colors to represent device and safety status in the home. When referring to the smoke and CO alarm's status within your product, app or communications, match the Nest Protect color values exactly.

Red (#E63117)

means there is an emergency in the home. Customers should get out of the house. Red is only used for smoke and carbon monoxide emergencies.

Yellow (#FBCD36)

means there is an issue. Yellow is only used for smoke/CO warnings, low battery, sensor failures, sensor expiration and wired power disconnection.



Green (#39C226)

means there are no issues.

Gray (#B8B8BE)

means the connection to the Internet has been lost.

As noted in our Developer Terms of Service, you may not offer or advertise a Works with Nest product that provides emergency response, notification services, life-safety or other critical use services that require notifications to be provided without interruption.

Correct use

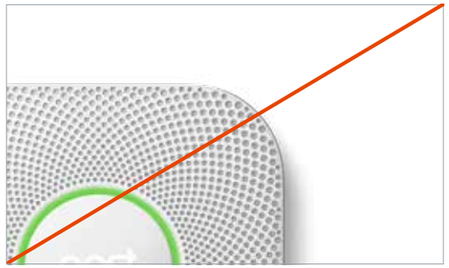
These approved product images may be used to depict Nest Protect in your communications.

Only one of these 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.

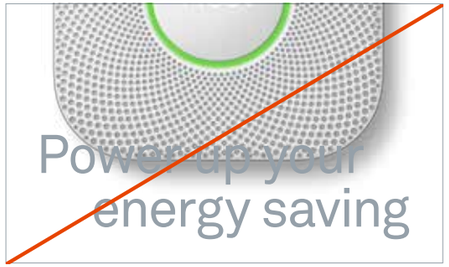
When using an image of the Nest Protect product, keep its clear space free of any text, graphics or background elements. The minimum clear space around the smoke and CO alarm image is 1/4 of the product width.

Incorrect use

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

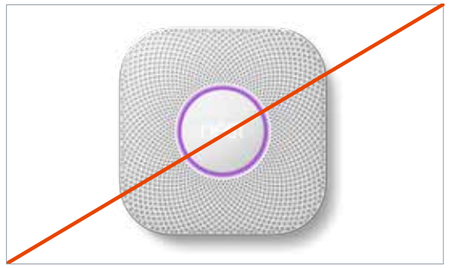


Don’t crop the image.



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 image or background.

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 the Nest Cam product 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.

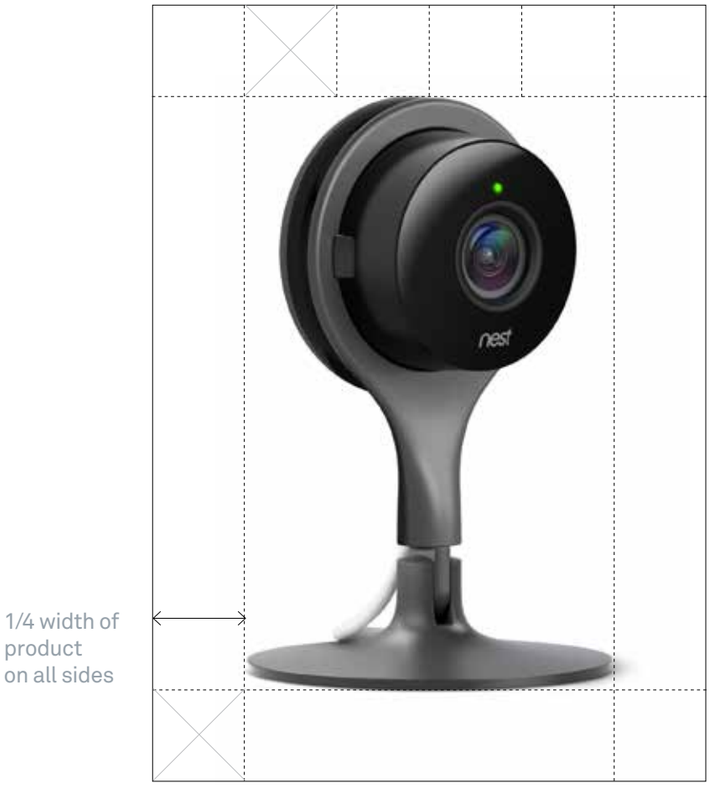
* For appropriate trademark symbol see nest.com/legal/ip-and-other-notices/tm-list
Outside the United States use the appropriate trademark attribution notice instead of trademark symbols: [Insert Trademark] is a trademark of Nest Labs, Inc.

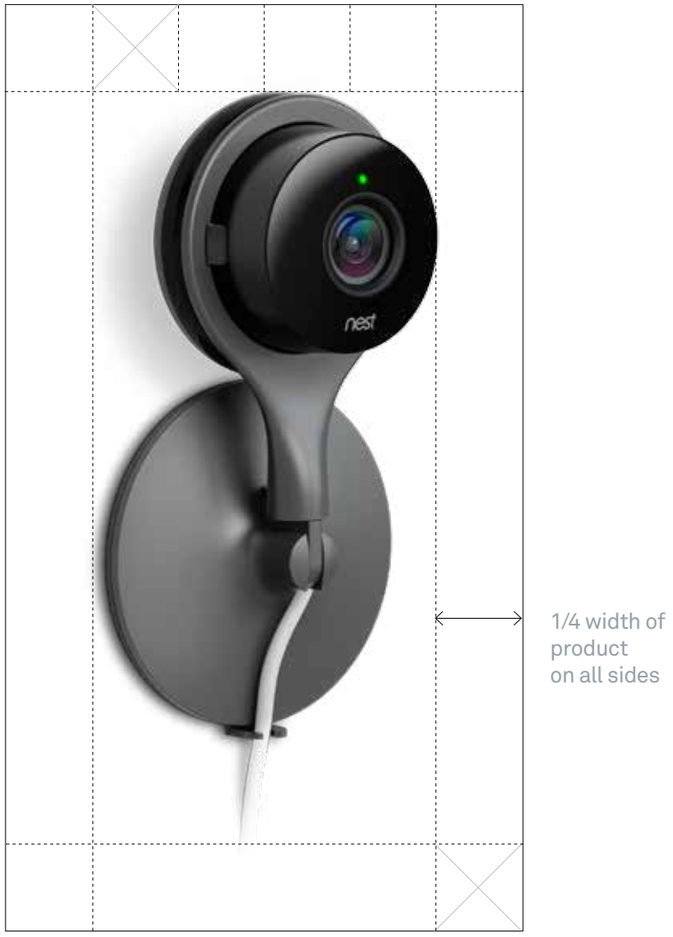
Correct use

These approved product images may be used to depict the Nest Cam Indoor product in your communications.

Only one of these 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 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.





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 product image.

Don’t place the product on a busy image or background.

Multiple Nest products

If your product works with more than one Nest product, you can show them together within one layout.

To show a group image, align one approved image per product horizontally. The products should appear the same size relative to each other and should be spaced evenly, maintaining the minimum clear space for each image.

If your product works with all three Nest products, you may also use the Nest product line image.

Using the Works with Nest badge

Product packaging

You can use the Works with Nest badge on packaging subject to Nest marketing approval.

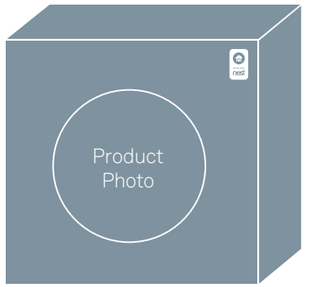
What to do:

- Use the Works with Nest badge on your product's packaging.
- Apply the badge in one of the approved colors – 60% black or a metallic adhesive label.
- Make sure the Works with Nest badge appears no smaller than the approved minimum size.
- Keep the clear space around the badge free of text, graphics and busy background elements.

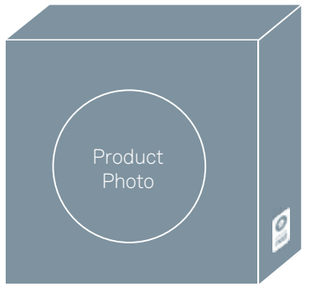
What to avoid:

- Don't use the Nest logo.
- Avoid placing the Works with Nest badge where it distracts from the primary messaging.
- Don't place the badge on a busy background image or product photography.
- Don't use the badge within text or as a bullet point.
- Don't put the badge with brand or product logos that do not represent the connected home or device compatibility.

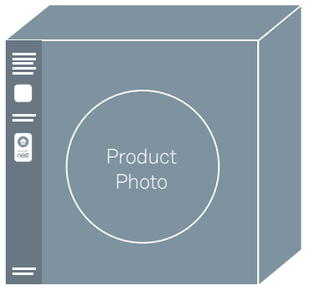
Here are our placement recommendations for the Works with Nest badge:



In a corner or space that doesn't interfere with the product photo



On a side panel



Among a set of specifications

Landing pages

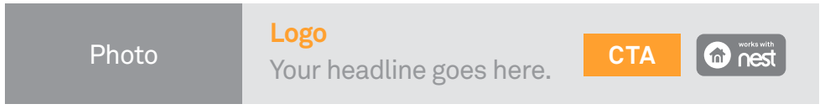
What to do:

- Use the Works with Nest badge on your landing page.
- Make sure the Works with Nest badge appears no smaller than the approved minimum size.
- Keep the clear space around the badge free of text, graphics or busy background elements.

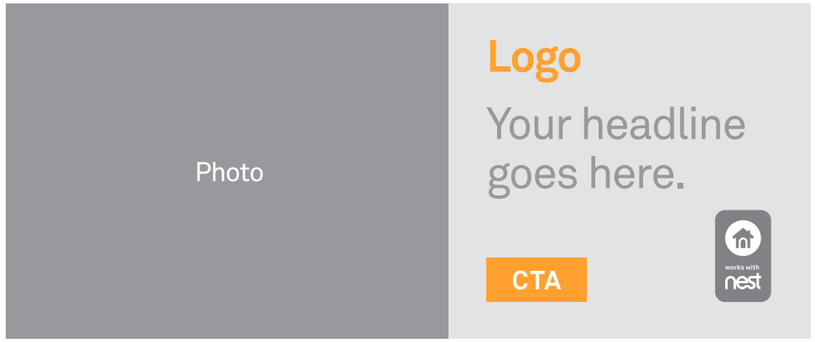
What to avoid:

- Don’t use the Nest logo.
- Avoid placing the Works with Nest badge where it could be mistaken for a navigation link.
- Don’t put the badge on a busy background image or product photography.
- Don’t use the badge within text or as a bullet point.

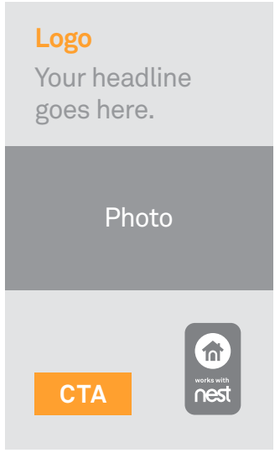
Digital ads



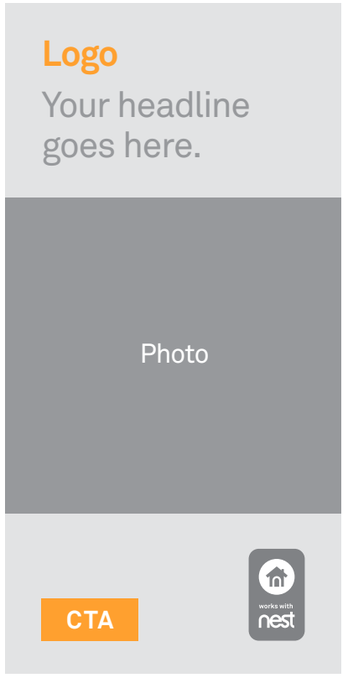
728x90



720x300



240x400



300x600

160x600

What to do:

- Use the Works with Nest badge.
- Make sure the Works with Nest badge appears no smaller than the approved minimum size.
- Keep the clear space around the badge free of text, graphics and busy background elements.

What to avoid:

- Do not use the Nest logo.
- Don’t put the badge on a busy background image or product photography.
- Do not use the badge within text or as a bullet point.

Social media

When promoting your Works with Nest product on social media, you can use the Works with Nest badge or approved Nest product photography.

Use the Works with Nest badge.

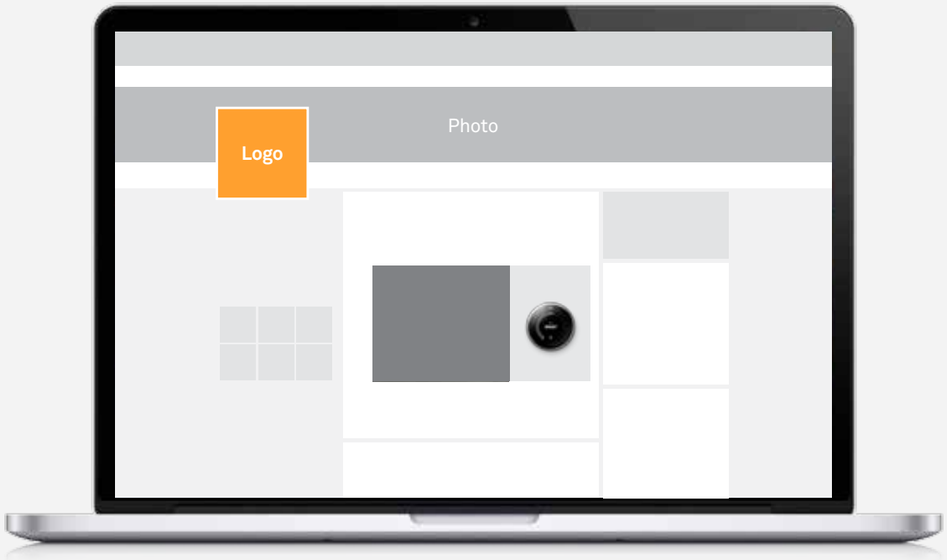
- Make sure the Works with Nest badge appears no smaller than the approved minimum size.
- Keep the clear space around the badge free of text, graphics and busy background elements.

Or use an approved image of the Nest device your product works with.

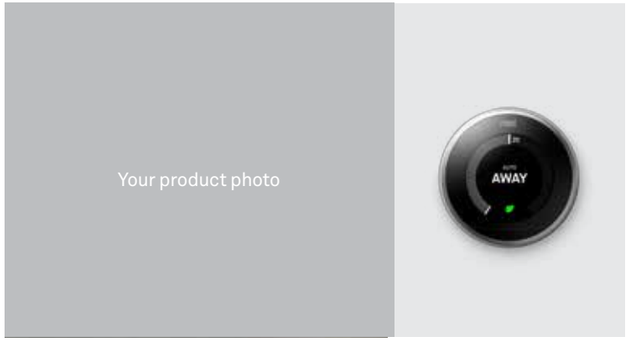
- When using a Nest image with an image of your product, the Nest image should take up 1/2, 1/3 or 1/4 of the space.
- When using a Nest image, don't crop the product and maintain a margin of clear space.

What to avoid:

- Don't use the Nest logo.
- Don't place the Works with Nest badge on a busy background.
- When using a Nest product image, avoid placing any text or graphics over the image.
- Don't place a Nest image within another image.



Paired with the Works with Nest badge



Paired with Nest product photography

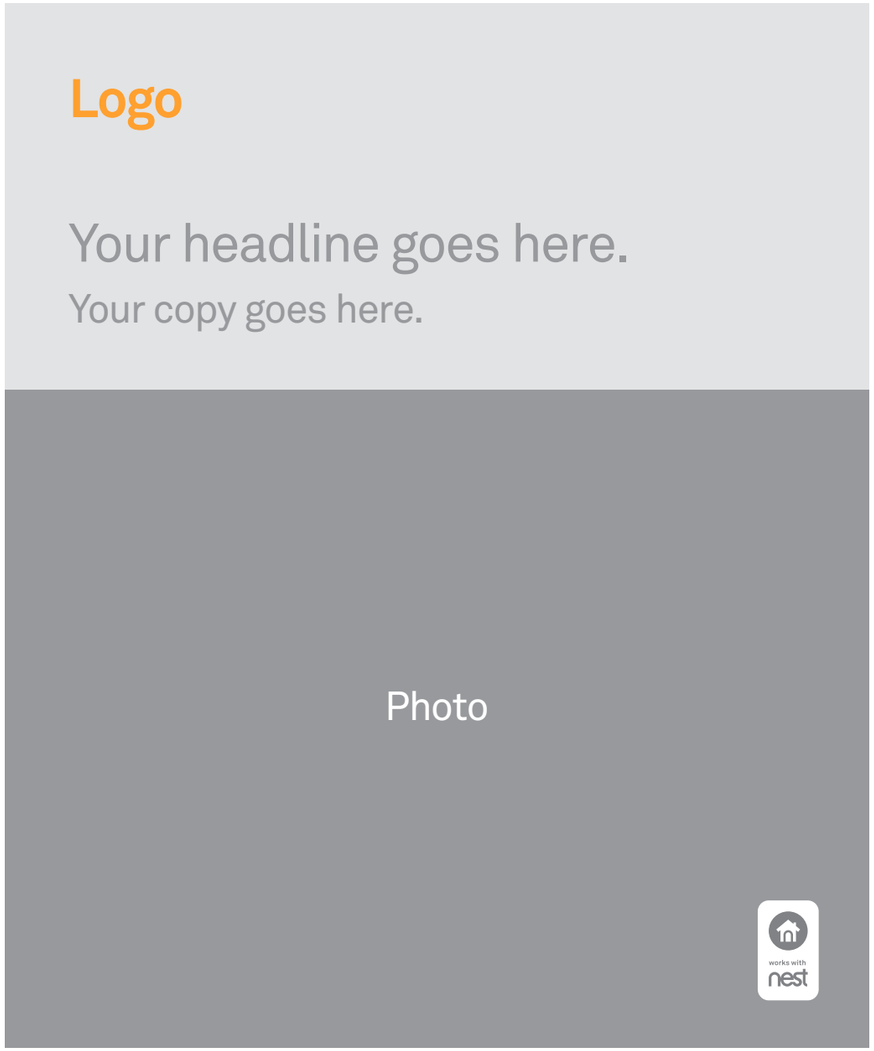
Print ads

What to do:

- Use the Works with Nest badge.
- Make sure the Works with Nest badge appears no smaller than the approved minimum size.
- Keep the clear space around the badge free of text, graphics and busy background elements.

What to avoid:

- Don’t use the Nest logo.
- Don’t put the badge on a busy background image or product photography.
- Avoid placing the badge too close to the gutter area in print publications.
- Don’t use the badge within text or as a bullet point.



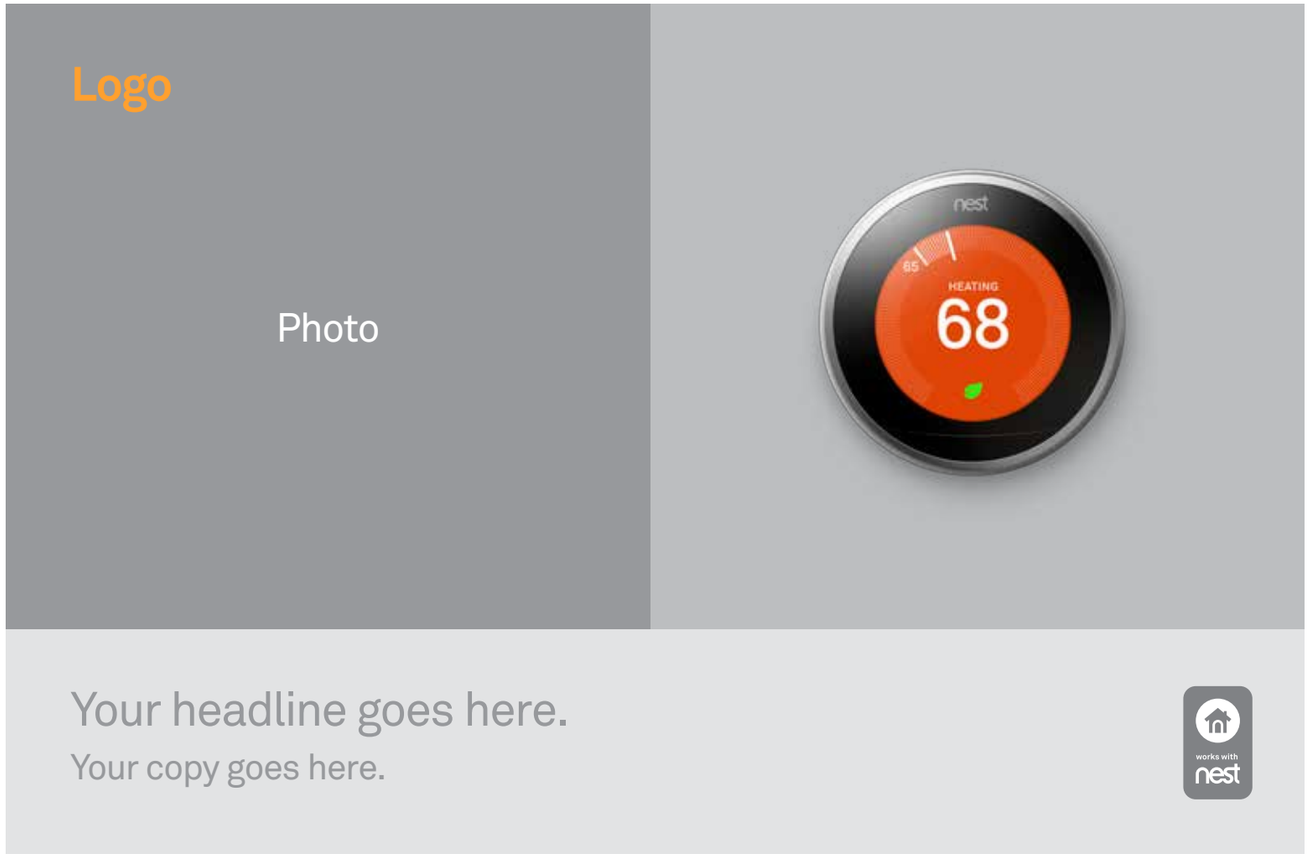
Circular ads

What to do:

- Use the Works with Nest badge.
- Make sure the Works with Nest badge appears no smaller than the approved minimum size.
- Keep the clear space around the badge free of text, graphics and busy background elements.

What to avoid:

- Don’t use the Nest logo.
- Don’t put the badge on a busy background image or product photography.
- Don’t use the badge within text or as a bullet point.



Out-of-home

For out-of-home advertising applications, the Works with Nest badge may be used according to these guidelines.

Please contact us at **developer-marketing@nest.com** for Nest marketing approval if you're planning to feature Works with Nest features in your out-of-home campaign.

Trade shows

If you'd like to include Works with Nest compatability in your display at a trade show or event, contact us at **developer-marketing@nest.com** for additional guidance.

To request Nest assets, contact us at **developer-marketing@nest.com**

Patent, TM, and (c) 2017 Nest Labs, Inc. All rights reserved: nest.com/legal/ip-and-other-notices

04.01.2016