



Logo Guides

For the full Nitro brand guides, updates,
and downloads, visit GoNitro.com/brand-guide.



Our Logo

The Nitro logo is at the center of our brand’s visual identity.

Our logo serves as the visual representation of our brand, mission, and our promise to our customers. As a vital symbol and asset, it should always be displayed in its complete form.

The emblem and wordmark must always be used together as shown, with the only exception being when the emblem is used on its own.

The minimum size for the logo is 60 pixels in width for web applications and 0.5 inches for print applications.



Minimum size: 60px / 0.5" width

Clear Space

No room for improvement here.

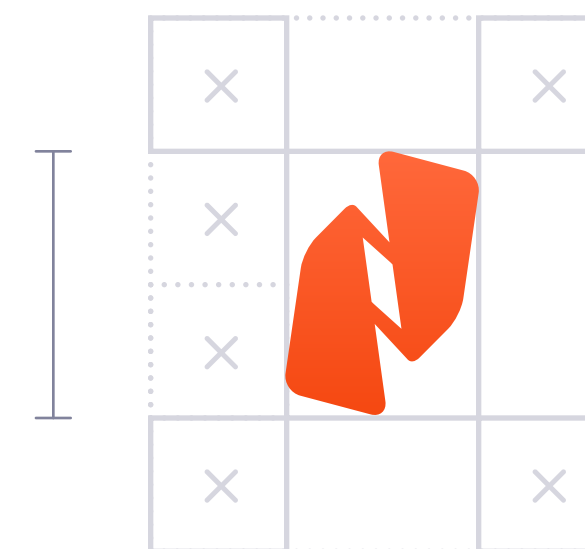
Make sure to keep clear space around the logo at all times, giving it plenty of room to breathe.

The clear space for both the logo and emblem is measured by dividing the height by 2 (indicated by the “x”).

The clear space is equal to the logo height divided by 2.



The clear space is equal to the emblem height divided by 2.



Logo Usage

If it's not broken, don't fix it.

We prefer to use the full-color logo as our primary choice. The half-color logo is a good secondary option for dark backgrounds, and the full-white logo is there for situations where the others won't work.

The emblem is used on its own only when the full logo would be too small, or for app and profile icons where the company name is also included.

Coloring



FULL COLOR



HALF COLOR



FULL WHITE

Misuses



DO NOT alter the logo coloring.



DO NOT distort the logo in any way.



DO NOT rotate the emblem or logo.



DO NOT use the wordmark on its own.



DO NOT alter the layout of the logo.



DO NOT add any effects to the logo.

Logo Alignment

The only good kind of hangover.

The emblem, with its lovely folds and curves, can sometimes be a bit tricky to pair with content. When aligning the logo with left-aligned text, let the logo hang slightly over the left side, using the top fold of the emblem as a guide.

The logo alignment is adjusted using the top fold of the emblem.



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Professionals


Core Color Palette

A little color can go a long way.

Logo Colors: Nitro Orange is reserved solely for the logo and select elements or textures that don't overlap with text. Nitro Black is our most widely used color and is seen across text, backgrounds, and various graphics.

Element Colors: These colors are mainly used for backgrounds and imagery. Text colors can also be applied in similar situations.


Text Colors: Primarily intended for text, these colors can also be used for various elements or backgrounds. Remember to ensure there is enough contrast for web accessibility—check the Accessibility section for guidance.



NITRO ORANGE

LOGO

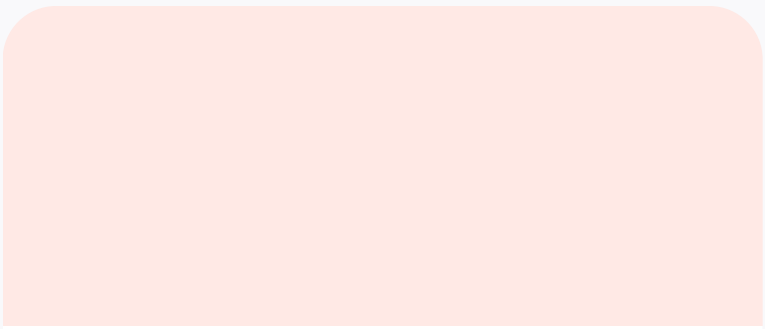
HEX #F54811
RGB (245, 72, 17)
PMS 172 C



NITRO BLACK

LOGO


HEX #090B21
RGB (9, 11, 33)
PMS 296 C



PEACH

ELEMENT


HEX #FFEAE6
RGB (255, 234, 230)



MIST

ELEMENT

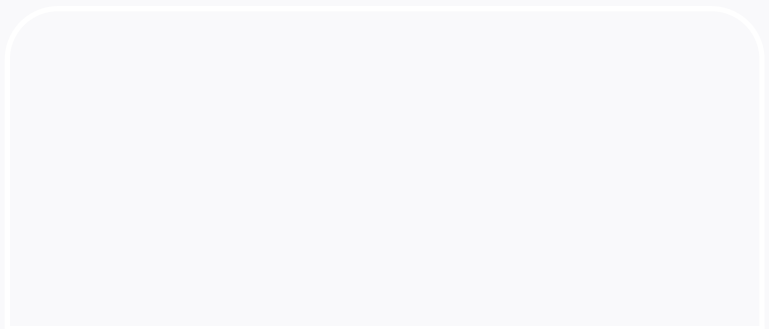
HEX #E1E5FC
RGB (225, 229, 252)



SKY

ELEMENT


HEX #F7F5FF
RGB (247, 245, 255)



SILVER

ELEMENT


HEX #FAFAFC
RGB (250, 250, 252)



NIGHT

TEXT


HEX #30314D
RGB (48, 49, 77)



ECLIPSE

TEXT


HEX #4C4B6D
RGB (76, 75, 109)



TERRACOTTA

TEXT


HEX #D93706
RGB (217, 55, 6)



FIG

ELEMENT


HEX #5760E1
RGB (87, 96, 225)



PINE

TEXT

HEX #008476
RGB (0, 132, 118)

 Nitro Brand

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Thank You

Any use of Nitro brand assets must conform to these guidelines.

These guidelines may be modified without notice. Nitro reserves the right to terminate your usage of our brand assets at any time.

For the full Nitro brand guide, updates, and downloads, visit **[GoNitro.com/brand-guide](https://gonitro.com/brand-guide)**.

For inquiries about Nitro's brand guidelines and usage, contact **brand-marketing@gonitro.com**.

