

Logo & color guide lines

nextdoor



Logo

Logo: Nextdoor wordmark

The Nextdoor logo is a friendly, accessible custom wordmark. The bright, spring green expresses a warm welcome. The rounded letters and unique waving arm of the ‘n’ speak evoke the simple gestures of neighboring. The logo flexes to be joyful and emotive when animated (e.g. animated, see p. 9).

n.b. The ‘n’ does not appear separately from the full wordmark.



PMS	2292 C
-----	--------

CMYK	43 0 100 0
------	------------

RGB	142 213 0
-----	-----------

HEX	#8ED500
-----	---------

Logo clear space

Clear space is essential to using the Nextdoor logo correctly. Maintain a clear space equivalent to the 'd' in the wordmark around all sides.

If in doubt, provide *more* clear space rather than crowding the logo.



Smallest size:

Screen: 30px

Print: 0.4in



Alignment

Always align copy below the wordmark with the left descender of the 'n,' not the arm of the 'n.'

nextdoor

Dear Kelly,

You're only a few steps away from
joining your neighbours on Nextdoor
Downtown Dartmouth.

Logo don'ts

~~nextdoor~~

Don't change letter forms

~~nd~~

Don't abbreviate

~~nextdoor~~

Don't stretch

~~nextdoor~~

Don't rotate

~~nextdoor~~

Don't outline

~~nextdoor~~

Don't apply shadows

~~nextdoor~~

Don't apply gradient fill

~~nextdoor~~

Don't adjust letter spacing

Color palette

The Nextdoor color palette is anchored by the brand green: a bright, spring tone that represents a warm welcome.

The palette is a family of colors that support and complement the brand green: this starts with three additional greens, as well as tonal pairs that are most often used to enliven brand applications.

See the following page for brand color harmonies and how to apply the color palette.

While the brand green should always be present in brand applications somewhere (this may be in the logo), use the full palette where possible, to avoid a one-note, overuse of the brand green.

<div><div>Lime • BRAND</div><div><div><div>Name</div><div>lime70</div></div><div><div>Hex</div><div>8ED500</div></div><div><div>CMYK</div><div>43 0 100 0</div></div><div><div>PMS</div><div>2292 C</div></div><div><div>RGB</div><div>142 213 0</div></div></div></div>			
<div><div>Light Lime</div><div><div><div>Name</div><div>lime30</div></div><div><div>Hex</div><div>D4F395</div></div><div><div>CMYK</div><div>19 0 53 0</div></div><div><div>RGB</div><div>212 244 149</div></div></div></div>	<div><div>Green</div><div><div><div>Name</div><div>green30</div></div><div><div>Hex</div><div>006142</div></div><div><div>CMYK</div><div>90 36 82 29</div></div><div><div>RGB</div><div>0 128 88</div></div></div></div>	<div><div>Dark Green</div><div><div><div>Name</div><div>green50</div></div><div><div>Hex</div><div>00422D</div></div><div><div>CMYK</div><div>90 42 82 45</div></div><div><div>RGB</div><div>0 99 68</div></div></div></div>	<div><div>White</div><div><div><div>Hex</div><div>FFFFFF</div></div><div><div>CMYK</div><div>0 0 0 0</div></div></div></div>
<div><div>Light Yellow</div><div><div>yellow10 • FEF8D7 • CMYK 5 7 58 0 • RGB 254 247 215</div></div></div>	<div><div>Light Teal</div><div><div>teal30 • 68D0D9 • CMYK 53 0 17 0 • RGB 104 208 217</div></div></div>	<div><div>Light Orange</div><div><div>orange40 • F78945 • CMYK 0 57 79 0 • RGB 247 137 69</div></div></div>	
<div><div>Yellow</div><div><div>yellow50 • F9D624 • CMYK 4 12 95 0 • RGB 249 214 35</div></div></div>	<div><div>Teal</div><div><div>teal50 • 00A3B1 • CMYK 78 15 30 0 • RGB 0 163 177</div></div></div>	<div><div>Orange</div><div><div>orange50 • F56A14 • CMYK 7 78 100 1 • RGB 245 106 20</div></div></div>	