

# *Brand guide- lines*





# 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. 7).

The logo is only used in brand green or white.

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



PMS	2292 C
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CMYK	43 0 100 0
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RGB	142 213 0
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HEX	#8ED500
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## ***Nextdoor monogram***

The Nextdoor monogram is a 'shorthand' way to represent the brand. It's most typically currently used in social avatars (IG, LinkedIn, FB, etc.).



## 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.

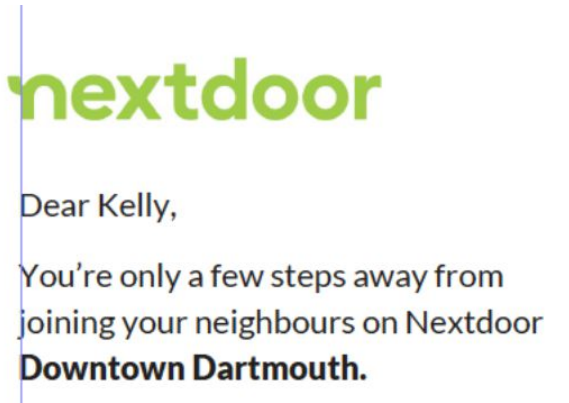


**Smallest size:**  
Screen: 30px  
Print: 0.4in



## Alignment

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



## Logo don’ts



Don’t change letter forms



Don’t abbreviate



Don’t stretch



Don’t rotate



Don’t outline



Don’t apply shadows



Don’t apply gradient fill



Don’t adjust letter spacing

# Color palette

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

The palette is a family of colors that support and complement the brand lime 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 lime 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.

*Please avoid using Lime Green on white for type. It is difficult to read and that's why we have the two darker greens. The lime green is great used as a secondary, a background, or a complement to the Dark Green.*

Lime

Name

lime70

Hex

8ED500

RGB

142 213 0

CMYK

43 0 100 0

PMS

2292 C

Light Lime

Name

lime30

Hex

D4F495

RGB

212 244 149

CMYK

19 0 53 0

PMS

2282 C

Green

Name

green50

Hex

006344

RGB

0 99 68

CMYK

90 36 82 29

PMS

3425 C

Dark Green

Name

green70

Hex

004D35

RGB

0 77 53

CMYK

90 42 82 45

PMS

3308 C

Light Yellow

Name

yellow10

Hex

FEF8D7

RGB

254 247 215

CMYK

5 7 58 0

Light Teal

Name

teal30

Hex

68D0D9

RGB

104 208 217

CMYK

53 0 17 0

Light Orange

Name

orange40

Hex

F78945

RGB

247 137 69

CMYK

0 57 79 0

White

Name

white100

Hex

FFFFFF

RGB

255 255 255

CMYK

0 0 0 0

Yellow

Name

yellow50

Hex

F9D623

RGB

249 214 35

CMYK

4 12 95 0

Teal

Name

teal50

Hex

00A3B1

RGB

0 163 177

CMYK

78 15 30 0

Orange

Name

orange50

Hex

F56A14

RGB

245 106 20

CMYK

7 78 100 1