Brand guide-lines

nextdoor

Logo: Nextdoor wordmark

The Nextdoor logo is a friendly, accessible custom wordmark. The bright, spring green expresses a warm welcome. The rounded letters and the unique waving arm of the 'n' evoke the simple gestures of being a kind neighbor.

The logo is only used in brand green or white.

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

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

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.

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Smallest size:
Screen: 30px
Print: 0.4in

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Alignment

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

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Dear Kelly,

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

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	006142
RGB	0 97 66
CMYK	100 0 32 62
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	F9D624
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
	1F56A14