Abbreviated Brand Guidelines

CLEAR SPACE

When using the Nest logo, you must ensure there is enough margin of space equal to or greater than the "n" to allow breathing room from any other text, edge, or design.

MINIMUM SIZE

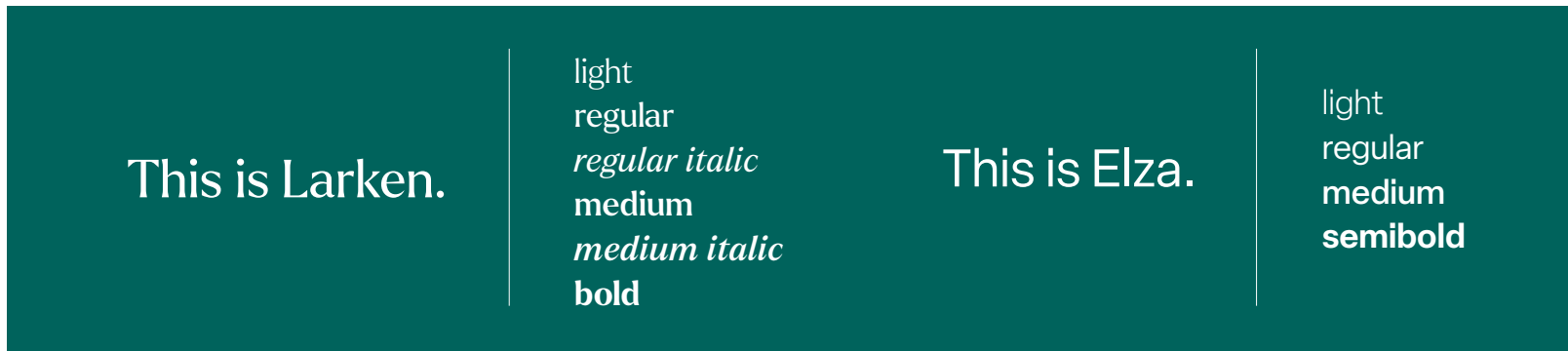The minimum size to apply the Nest Realty logo is 0.5 in. wide.

0.5 in

BRAND COLORS & SANCTIONED COLORWAYS

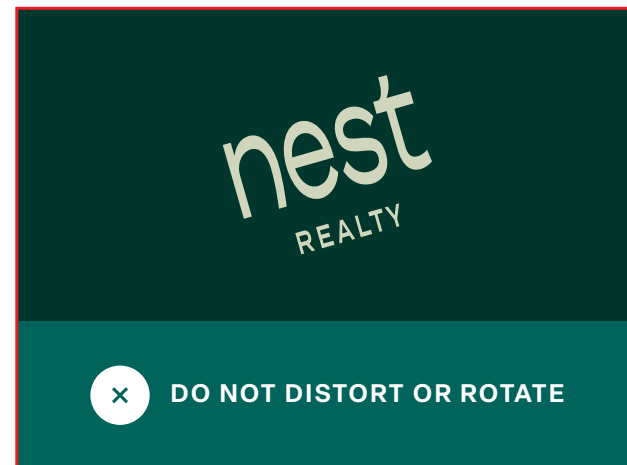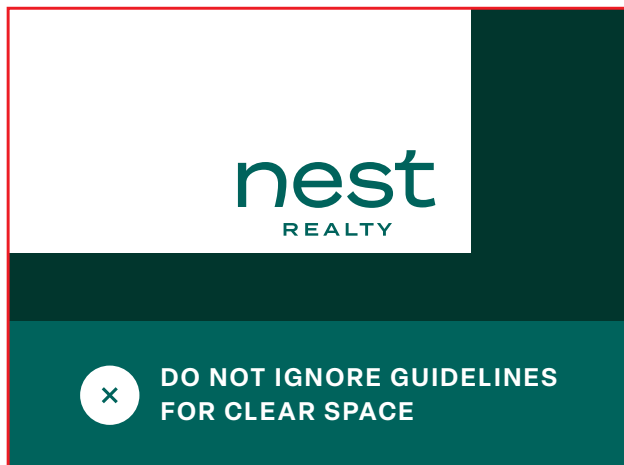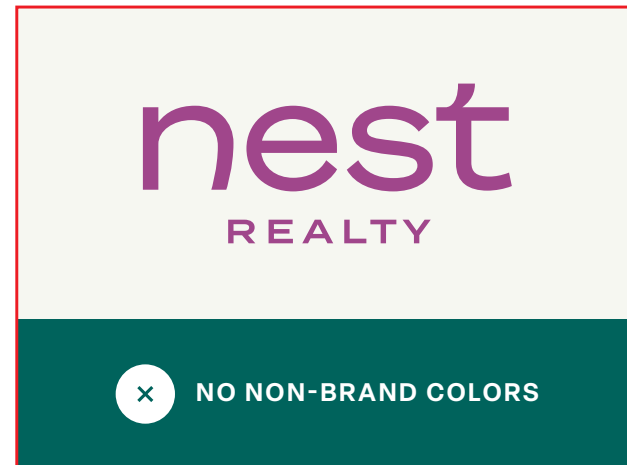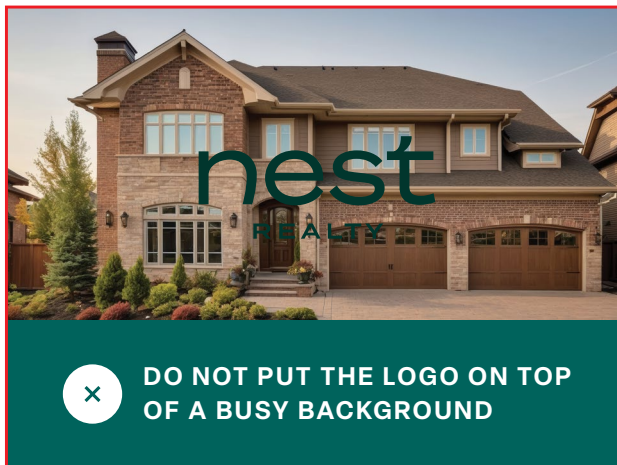| FOREST GREEN	EMERALD	PISTACHIO	MIST	WHITE
RGB = 1 / 54 / 45	RGB = 0 / 99 / 92	RGB = 208 / 214 / 187	RGB = 246 / 247 / 241	RGB = 255 / 255 / 255
HEX = 01362D	HEX = 00635C	HEX = D0D6BB	HEX = F6F7F1	HEX = FFFFFF
CMYK = 89 / 52 / 72 / 61	CMYK = 90 / 40 / 62 / 2	CMYK = 19 / 8 / 29 / 0	CMYK = 2 / 1 / 4 / 0	CMYK = 0 / 0 / 0 / 0

THE FONTS

Larken is intended for headlines. Elza is our utilitarian font intended for subheaders, body copy, and captions.

This is Larken.

light
regular
regular italic
medium
medium italic
bold

This is Elza.

light
regular
medium
semibold

INAPPROPRIATE LOGO USE

✕ DO NOT APPLY EFFECTS

✕ DO NOT PUT THE LOGO ON TOP OF A BUSY BACKGROUND

✕ NO NON-BRAND COLORS

✕ DO NOT IGNORE GUIDELINES FOR CLEAR SPACE

✕ DO NOT DECONSTRUCT

✕ DO NOT DISTORT OR ROTATE

PROVIDED FILE FORMATS

A .jpg file is a bitmap (or pixel-based) image that can be uploaded anywhere you would upload a photo. This file format is recommended for print application. Use cases include postcards, door hangers, magazine ads, and anything printed in-office.

A .png file is also a bitmap image. However, this file format has a transparent background and is recommended for digital application. Use cases include social media avatars, web ads, and anywhere you would like to use a logo on a dark or patterned background.

An .eps file is vector-based, making it infinitely scalable and compatible with most design programs. This is the recommended file format for large logo applications and third party vendors. Use cases include signage, merch, and scenarios requiring "design" or "vector" files.