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Nest Branding

We believe that good design matters and builds trust.

By sticking with consistent colors, graphics, and creative styles, we can strengthen the brand together and keep it looking polished and impactful, avoiding anything that might water it down.

Click to navigate to the following sections:

The Logo

nest
REALTY

LOGO IN EMERALD

The logo is the most important expression of the Nest Realty brand. The round and modern letter forms speak to approachability and confidence. The logo is the core of Nest Realty's visual identity, directly representing the brand and should be treated with the greatest care. The logo is a proprietary artwork, and original files should always be used.

Appropriate Logo Use

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 .5" wide.

Logo Colorways

Displayed on the left are the sanctioned colors designated for use with the Nest Realty logo. While there is flexibility in the color choices, it's essential to recognize that specific colors are sanctioned only when applied against particular background colors.

Inappropriate Logo Use

Follow these general guidelines to ensure the logo is always used properly.

nest
REALTY

✖ **DO NOT APPLY EFFECTS**

nest
REALTY

✖ **NO NON-BRAND COLORS**

nest
REALTY

✖ **DO NOT DISTORT OR ROTATE**

nest

REALTY

✖ **DO NOT DECONSTRUCT**

Download the Logos

The Fonts

This is Elza.

light
regular
medium
semibold

Elza

This is our utilitarian font and intended for use as a subheader and body copy.

This is Larken.

light
regular
regular italic
medium
medium italic
bold

Larken

This font is intended for headlines.

Download the Fonts

The Colors

FOREST GREEN	EMERALD	PISTACHIO	MIST	WHITE

Forest Green

RGB: 1 / 54 / 45

HEX: 01362D

CMYK: 89 / 52 / 72 / 61

Emerald

RGB: 0 / 99 / 92

HEX: 00635C

CMYK: 90 / 40 / 62 / 25

Pistachio

RGB: 208 / 214 / 187

HEX: D0D6BB

CMYK: 19 / 8 / 29 / 0

Mist

RGB: 246 / 247 / 241

HEX: F6F7F1
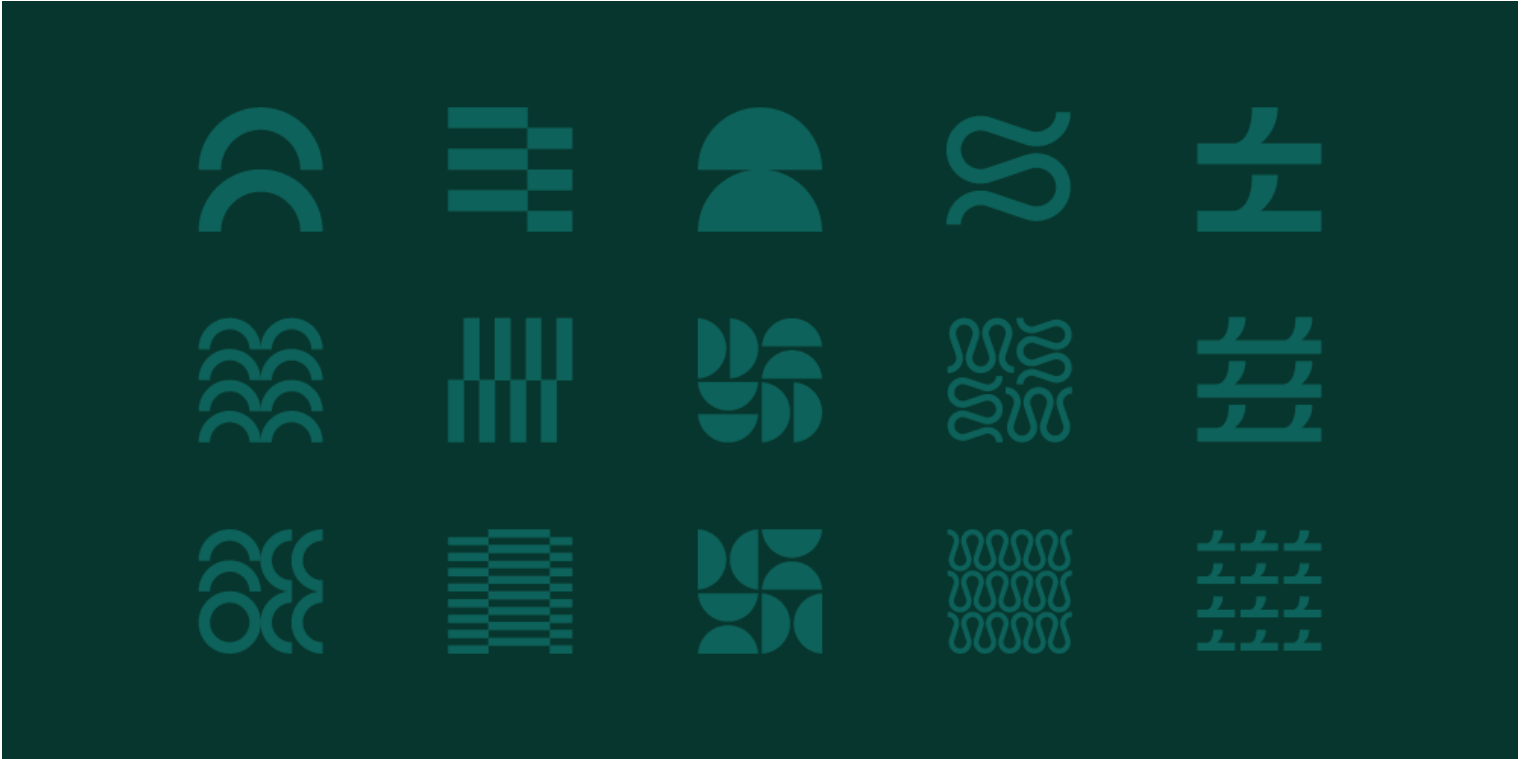
CMYK: 2 / 1 / 4 / 0

White

RGB: 255 / 255 / 255

HEX: FFFFFF

CMYK: 0 / 0 / 0 / 0

The Patterns

Our brand patterns are a key part of our visual identity and are carefully crafted to maintain consistency across all our materials. While these patterns are available to our HQ creative team for official use, they are not provided for individual agent use. This ensures that our brand stays cohesive and impactful in every application. If you need something designed, our HQ team is here to help—just reach out!

View the Brand Look Book

Social

Social Avatar

Option 1

Social Avatar

Option 2

Download Social Avatars

Grammar Guide

Refresh yourself on the correct grammar, spelling, and punctuation we use at Nest to build trust in the brand.

Consistency across all platforms also enhances the power of the Nest brand and helps position us all as experts in the field. Here are some suggestions for better content writing consistent with our Nest brand. We have combined elements of several style guides, relying heavily on AP, to create an elegant Nest style:

Media

Photography

As you know, great photography is key to presenting yourself and your listings as beautifully as possible. Your Lead Broker has already vetted photographers that are familiar with our style guides and preferences. Should you prefer to engage with a new creative, please provide them with our preferences, as outlined below. If the imagery requested is beyond their scope of service or technical skills, please engage a trusted individual who has been vetted by your Lead Broker.

Headshot Photography

Whether you are using a recommended local photographer or a contact of your own, please be sure that they follow the Headshot Style Guide to be sure your final headshot is compatible with all of your Nest tools.

Listing Photography

To ensure your listing photographs shine, please share the text below with your photographer.

Thank you so much for partnering with Nest! We know that for many property listings, the first "showing" is online. To ensure a good first impression, we feature a "hero image." In addition to the full property gallery, could you please provide me with:

- *Exterior photo of the home, web resolution at 1144 x 500 pixels*

- *Please name the image Hero Exterior*

Download the Listing Style Guide

Videography

We highly recommend utilizing videography. It helps your listing gain additional exposure, and it's a great way set yourself apart from other listing agents. If you would like to engage a videographer for an agent video or property tour, feel free to reference the Vendor Recommendations that your Leadership Team has already vetted for you.

If you're interested in working with a new videographer, please have your prospective videographer review our Videography Style Guide to ensure that they can use the design files we've provided to properly brand your video and make your listing shine. If the information we've provided is beyond their scope of service or technical skills, please engage a videographer who has been vetted by your Leadership Team. Please note, you are responsible for making sure your videographer knows and complies with the Nest Style Guide.

Download the Videography Style Guide

Download the Drone Style Guide

Download Videography Assets

Schedule the Shoot

Once you have secured your videography partner and have scheduled the shoot, please provide your videographer with the following details to customize your opening and closing slides (also known as bumpers):

- Provide your videographer with the necessary Videography assets to add to your video. There are a few different intro bumper to choose from based on the subject of your video, property tour, meet the agent or even an area tour. For compliance, be sure that your videographer adds the closing bumpers so that your video includes both the required EHO and Realtor logos.

Customize your video. This could be accomplished in one of two ways.

- You can provide your videographer the information you'd like to feature to create and integrate your personalized slide into your video before the closing bumper

  1. Property Address

  2. Realtor's Name

  3. Title and Contact info

  4. Property URL (or Agent URL)

- You can use one of the templates in Nest Design Center, to create your customized JPG for your videographer to incorporate into your video before the closing bumper.

Nest Creative Team

We've seen some really amazing marketing from our Nest agents over the years. Our flock never ceases to "wow" us with their creativity and ability to foster exceptional client relationships. Most marketing projects we see from Nesters seem to fall into one of three main categories based on what goal they're trying to accomplish:

1. Market Yourself

2. Market A Property

3. Nurture your Clients

The best (and Nestiest) way to achieve that goal may not always be apparent right away, but no need to fear—we're here to guide you. To help you navigate the options and identify your goals, we've created the Marketing Road Map Form, and it's even mobile-friendly! Through helpful prompts and imagery, we guide you to design something amazing in Nest Design Center (at no cost to you), or help you outline the details you'll need to submit a custom design request. Ready to get started? Tell us your ideas, goals, dreams, hopes, fears...okay, maybe not fears. But tell us where you want to go and we'll help you get there!

Request Marketing Help