



Brand Guide



JANUARY 2025

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Introducing Nitro's Brand Standards

Nitro's brand standards are a critical component of how we present ourselves and our products to the world.

As a company that provides smarter tools for everyday work, the Nitro brand is more than just a name or a logo—it's a promise to deliver simple, smart, and secure documents and workflows.

Our brand represents the core principles Nitro stands for—trustworthiness, agility, dependability—and a commitment to empower individuals and businesses with the tools they need to work on what matters. By establishing clear brand standards, we ensure these principles are consistently communicated across every interaction, from the way we market our solutions to the customer experiences we deliver.

Adhering to the brand standards in this guide is not just about maintaining a polished image—it's about building trust and recognition in a competitive marketplace. Consistency in our branding strengthens our identity and helps differentiate Nitro from other solutions in the industry. It also keeps our internal teams and partners aligned, ensuring that we're all telling the same story and delivering the same message.

Together, we'll continue building a brand we're proud of.



Brand History & Philosophy

Nitro was founded in Melbourne, Australia, in 2005. We started with a team of three, a single PDF product, and a goal to provide the world with smarter tools for everyday work.

Fast forward to today, and the Nitro team now spans the globe and works with more than half of the Fortune 500. We remain focused on strategic growth while keeping our customers, employees, and communities at the center of everything we do—empowering people to work on what matters.



Our Company Vision, Mission, & Values

Our company vision, mission, values, and norms serve as **internal guiding principles** for everything we do.






Vision

Empower everyone to work on what matters.






Mission

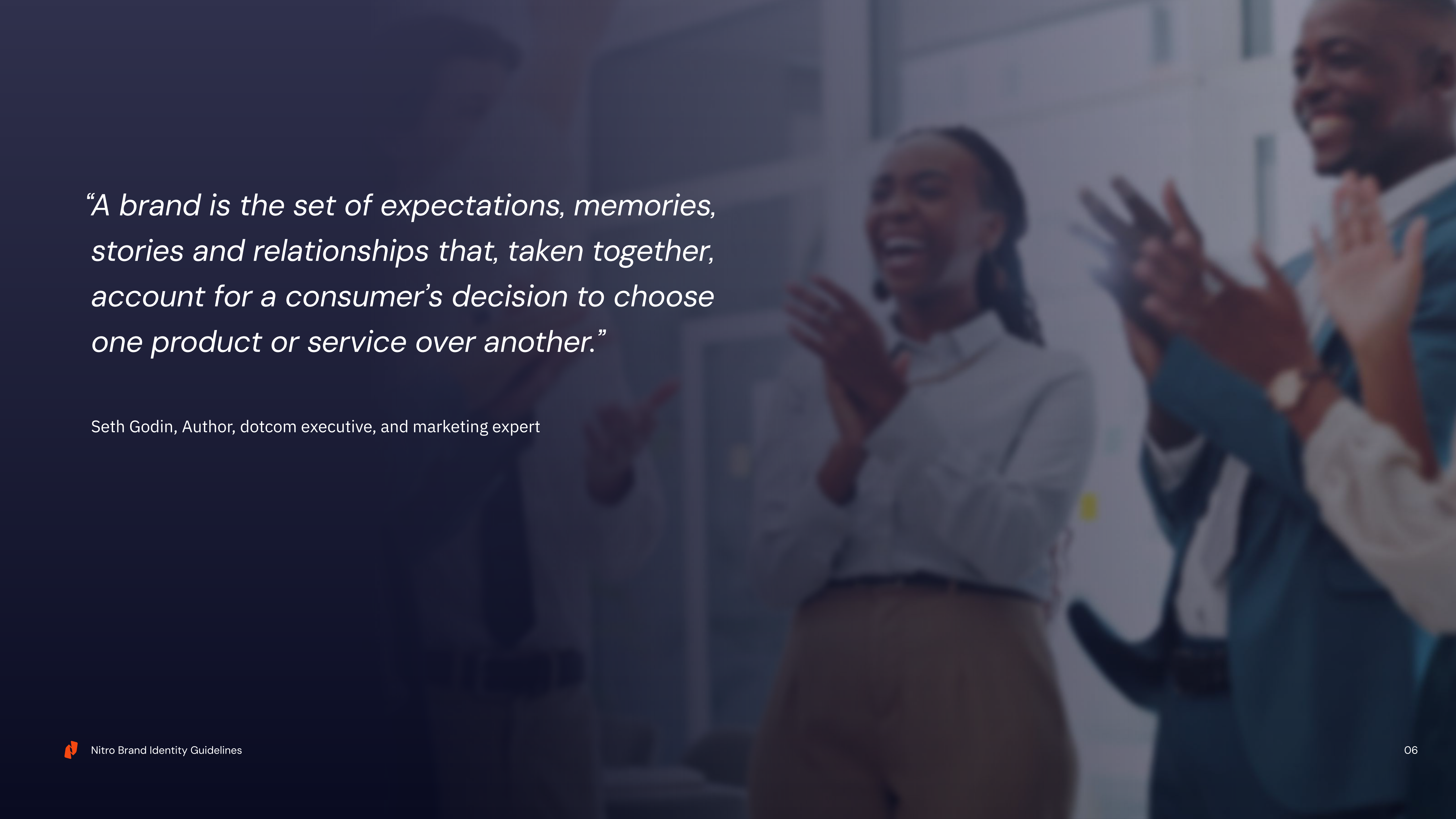
Make documents and workflows simple, smart, and secure.

Values

-  One team, one mission
-  Own it
-  Accountable to our customers
-  Excellence in execution
-  Be bold, fail fast, learn faster

Norms

-  Empathy
-  Transparent Communication
-  Respect
-  Positivity
-  Curiosity



“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

Seth Godin, Author, dotcom executive, and marketing expert



Brand Strategy



We are trusted experts in digital document workflows, delivering simple, smart, and secure solutions that empower individuals, teams, and businesses to work more efficiently.

So you have more time to focus on what matters. 6d

Our Position



We empower you with secure, efficient,
and reliable PDF & eSign solutions that
let you focus on what truly matters.

So you can close that deal before lunch. 💰

Our Promise



Our brand pillars of trust, agility, and dependability guide our messaging and reinforce our benefits and values.

So you can achieve your goals faster. 

Our Pillars



We Are Trustworthy

Our extensive industry knowledge, strong 20-year track record, and commitment to security give customers the confidence to rely on Nitro for their document solutions.

Through clear and expert guidance in every interaction, we reassure them that we understand their challenges and are prepared to deliver the right solutions.

We Are Agile

Nitro solutions are designed to be intuitive and easy to implement, allowing customers to get up and running quickly without the need for extensive training or downtime.

We empower them to adapt and grow seamlessly, eliminating hidden costs and complexities, saving them time and resources, and enhancing their ability to thrive in a dynamic environment.

We Are Dependable

We offer a variety of support options, from self-service resources to personalized assistance, ensuring that issues are addressed promptly and resolved effectively.

This commitment to reliable and easily accessible support enhances the customer experience, giving customers confidence that they can count on us as a dependable partner at every stage.

 Brand pillars are the core values, attributes, and principles that define a brand's identity and guide its communications and activities.

Boilerplates

25 WORDS

Nitro Software accelerates digital productivity worldwide. Our trusted PDF and eSign solutions empower everyone with simple, smart, and secure documents and workflows. Visit GoNitro.com.

50 WORDS

Nitro Software accelerates digital productivity worldwide. Our trusted PDF and eSign solutions empower everyone with simple, smart, and secure documents and workflows. Based across the U.S., Canada, Ireland, Australia, Belgium, and Portugal, Nitro proudly supports 67% of the Fortune 500 and 2.5 million users in 236 countries. Visit GoNitro.com.

100 WORDS

Nitro Software accelerates digital productivity for individuals and organizations worldwide. Our PDF and eSign solutions are designed to empower everyone with simple, smart, and secure documents and workflows. With an unmatched commitment to privacy and trust, Nitro has guided businesses of all sizes through successful digital transformation for more than 20 years. We deliver flexible solutions, transparent pricing, industry expertise, and dedicated support so our customers can focus on what matters. Based across the U.S., Canada, Ireland, Australia, Belgium, and Portugal, Nitro serves 67% of the Fortune 500 and 2.5 million users in 236 countries. Visit GoNitro.com to learn more.



A woman with curly hair is sitting at a desk, working on a laptop. She is wearing a blue shirt. The background is a workshop or office with various equipment and shelves. The image is slightly blurred and has a dark overlay.

“Nitro is simple and easy to use, with a good user interface and all the capabilities you would expect from a leading PDF vendor. The Nitro team members have been fantastic to work with and we are extremely happy with the level of service they provide.”

Andy McKinna, Senior Software Asset Manager
UKSBS



Verbal Identity



The Nitro voice should make people feel empowered and supported—to feel more productive, to work better together, and to feel like any goal is within reach.

Our Voice



We Are Empowering

We provide customers with products, support, and guidance so they can reach their goals faster and focus on what matters.

We Are Collaborative

We go above and beyond for our customers and think of ourselves as part of their team.

We Are Problem Solvers

We remove obstacles and confusion, offering personalized, efficient solutions to customer challenges.


We Are Customer-Obsessed

We care about our customers and constantly seek their feedback to build innovative products and deliver meaningful solutions to users.

We Are Genuine

We are humans first and make authentic connections through honesty, empathy, and respect.

i A brand voice is the unique personality, tone, and style a brand uses to communicate consistently with its audience across all channels.

A woman with dark hair tied up, wearing a dark blazer, is sitting at a desk. She is smiling and holding a light-colored mug with both hands. In front of her is a laptop. The background is slightly blurred, showing a desk with some papers and a small plant.

“Nitro may be a large, global organization, but that’s not the impression you get when you’re working with them. The team is so available and responsive, and they deal with your requests in such a highly attentive manner. It feels as though they are a small software start-up and you are their most important client.”

Dan Dotson, Cloud Development Team Manager
Leavitt Group



Tone of Voice Principles

Be clear & concise

Clearly convey the key point with specific, unambiguous language. Keep sentences short and straightforward by eliminating unnecessary words and run-on thoughts.

Instead of this:

“Combining best-in-class support with change management expertise, the Customer Success team will identify key insights about your current Adobe estate and provide suggestions to help you optimize your Nitro pilot.”

Say this:

“Nitro’s Customer Success team will optimize your pilot with our change management expertise and insights about your current Adobe estate.”

Be professional, but human

Avoid casual language or slang that weakens our credibility. Instead, use a conversational tone without jargon, buzzwords, or unnecessary complexity.

Instead of this:

“As per your request, attached please find a document that outlines how our products can drive efficiency and gains throughout your organization and support your digital transformation.”

Say this:

“Take a look at the attached PDF for five ways your organization can use Nitro to streamline and secure daily workflows.”

Be engaging & actionable

Use active voice and actionable words to demonstrate positive outcomes, helping readers visualize what they can achieve with Nitro.

Instead of this:

“Nitro’s PDF productivity and eSign software have been chosen by the world’s largest healthcare companies for their lower price and ability to give patients and employees a secure digital experience.”

Say this:

“Join the world’s largest healthcare companies that rely on Nitro’s PDF and eSign software to cut costs and deliver secure patient and employee experiences.”

i Tone of voice is the way you express an idea using language to convey your mood, personality, or identity. I.e., the style of presentation.

Tone Guides for Audiences

General communications

Friendly, personal, professional

Our tone is that of a friendly, approachable educator or expert having a conversation with the specific audience.

Messaging and tone will vary by audience and platform but should always aim to educate and build brand credibility as digital document workflow experts.

Prosumers

“With Nitro, you can convert documents into editable PDFs in a few clicks—no learning curve, no stress.”

Mid-Market

“Accelerate your contract workflows across teams with user-friendly tools and flexible integrations.”

Enterprise

“From secure data redaction to global language support, Nitro can streamline your complex document workflows with ease.”

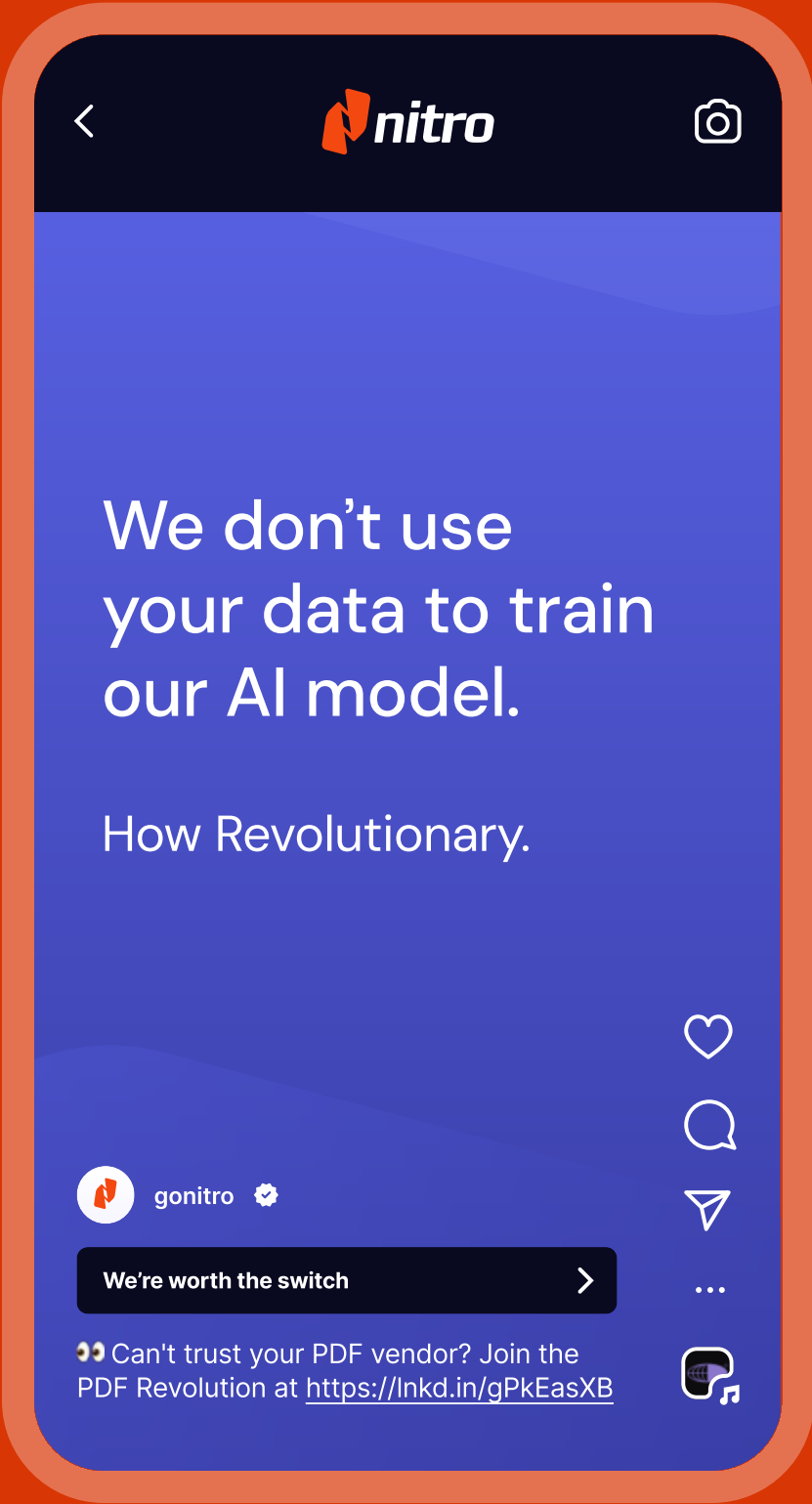


Tone Guides for Platforms

Social media

Conversational, engaging, genuine

On social media, our tone should encourage engagement and interaction. Asking questions, providing tips, sharing thought leadership content, and highlighting specific product features and benefits in a relatable way can spark interest and discussion.

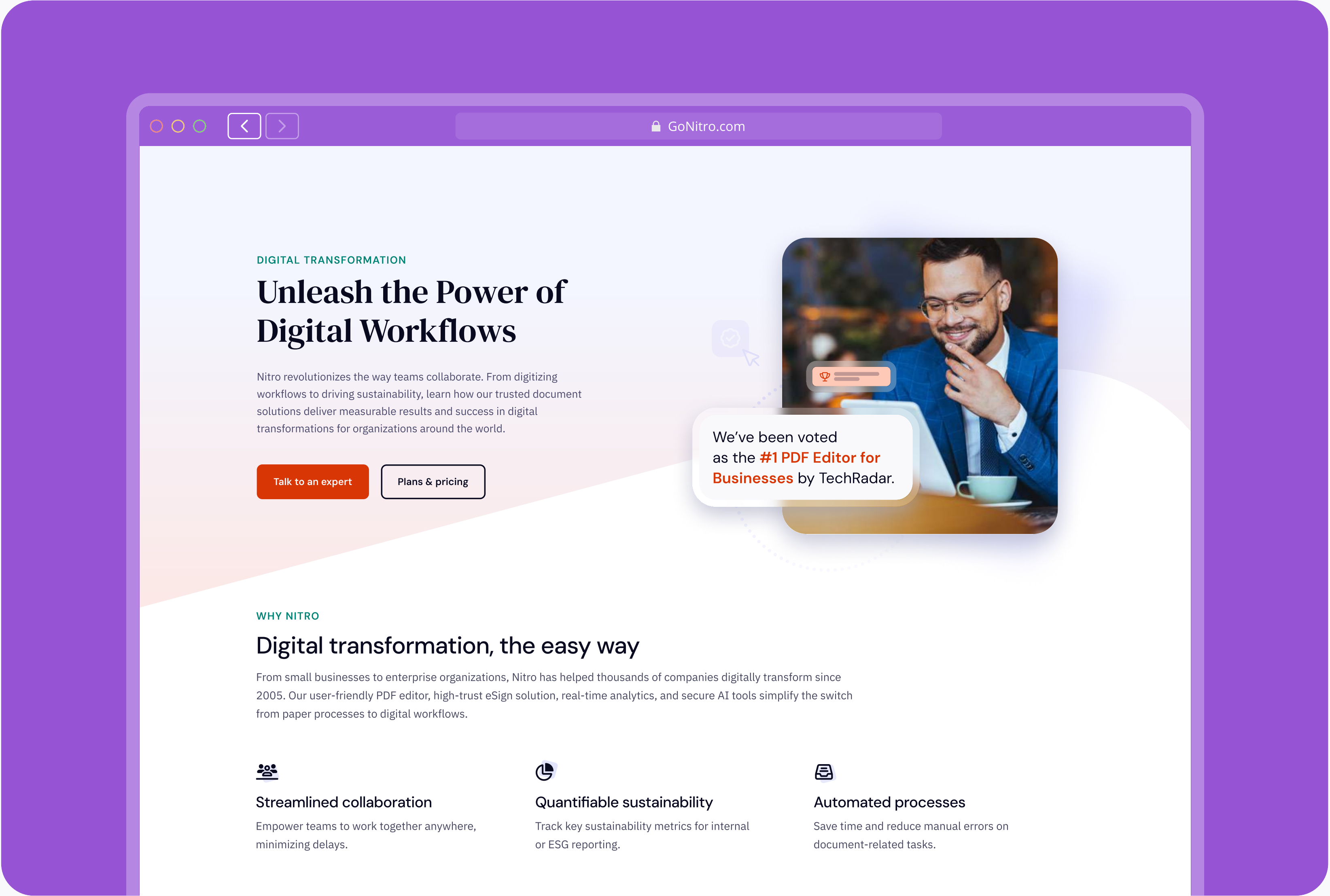


Tone Guides for Platforms

Websites and domains

Professional, informative, clear

Website copy should be clear and concise, informing the visitor how Nitro meets their specific needs, solves their challenges, and provides value. Our tone is professional, but approachable.

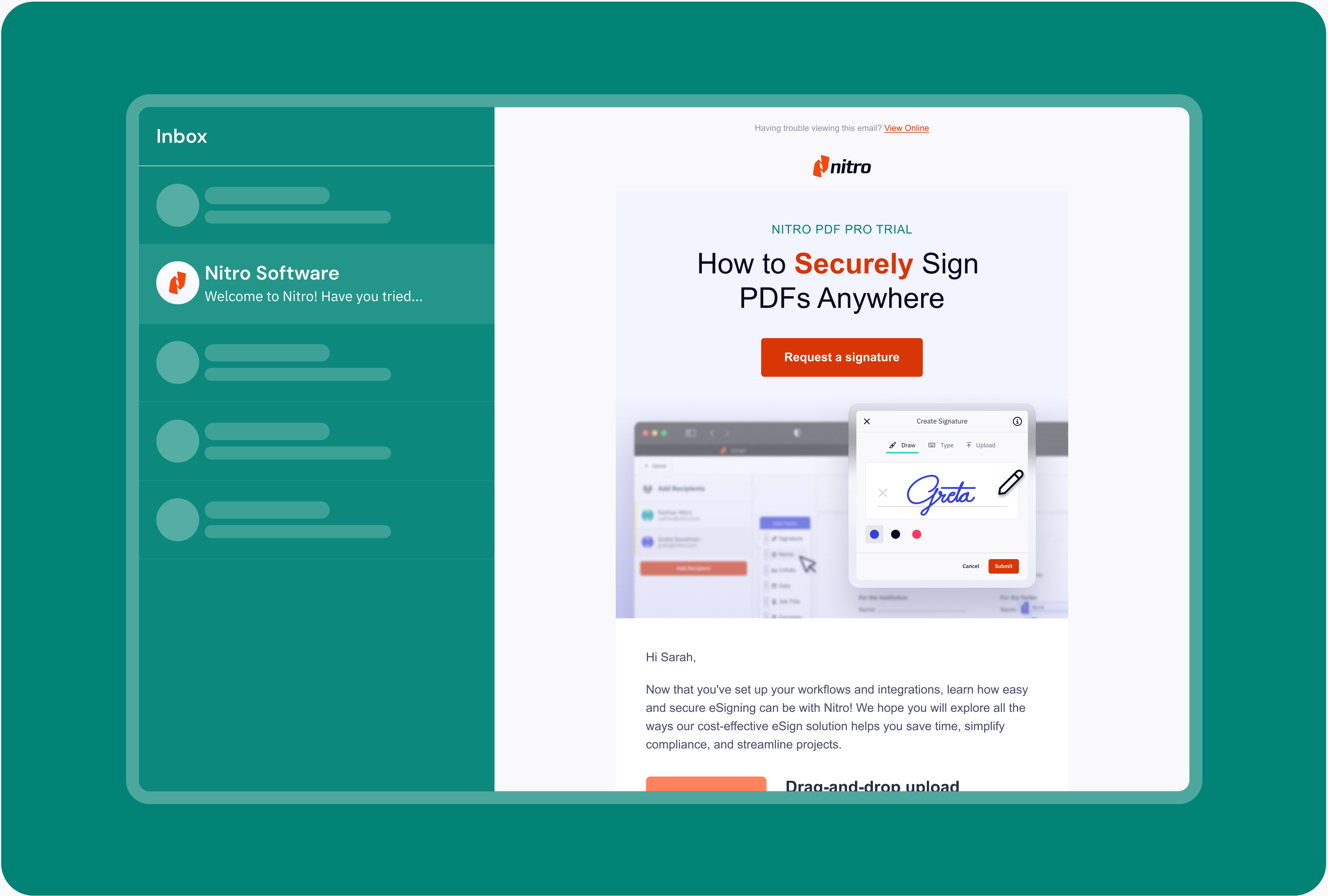


Tone Guides for Platforms

Email communications

Friendly, professional, concise

In emails, our tone balances professional and conversational. Emails should always focus on providing value to the recipient, whether we are sharing productivity tips, product updates, or a special offer.



Tone Guides for Platforms

Blog posts

Educational, conversational, empowering

Blog posts should educate and empower readers while keeping them engaged. Our tone is conversational and authentic, using real-world examples of how Nitro’s PDF editing, eSign, and analytics tools can solve specific business challenges.



Writing Styles

We primarily follow the AP Style Guide with some exceptions. Here are the top style guidelines to consider when writing content for Nitro.

Abbreviations and acronyms

Spell out abbreviations and acronyms on first reference and specify the short version in parentheses. Use the short version for subsequent references.

First use: American Hospital Association (AHA)

Second use: AHA

However, if an abbreviation is widely known—such as AI, HTML, and ROI—there is no need to spell it out on first reference.

Active voice

We prefer active voice over passive voice because it creates clearer, more direct communication with the reader.

Active voice: The subject of the sentence does the action. *Mike shared the PDF for review.*

Passive voice: The subject of the sentence has the action done to it. *The PDF was shared by Mike for review.*

One exception is when we want to intentionally keep the subject ambiguous or emphasize the action over the subject. *E.g., Your support ticket was shared with the appropriate team member.*

Bulleted lists

Bulleted list guidelines:

- Introduce the list with a short phrase or sentence.
- Use the same construction for each item: i.e., start with the same part of speech, use the same voice and sentence type, etc.
- Use periods at the end of each sentence.
- Do not use semicolons.
- Do not use punctuation at the end of a single word or single phrase in a section of a list.

Example of phrases with no punctuation at the end:

- Nitro
- PDF editing
- Free conversion tools

Capitalization

Do: Capitalize proper nouns, including names of individuals, places, and companies.

Don't: Capitalize general initiatives, like digital transformation or change management.

Standards for heading capitalization:

- Primary headings should be in title case.
- Secondary headings and below should be in sentence case, i.e., only the first letter of the first word in the sentence is capitalized.
- Email subject lines should be in sentence case with an exception for title case when a more editorial title is effective.



Commas

Use the Oxford comma when writing lists of three or more.

Correct: Nitro offers a suite of document solutions for PDF editing, eSigning, and identity verification.

Incorrect: Nitro offers a suite of document solutions for PDF editing, eSigning and identity verification.

Other instances where a comma is needed:

- After an introductory phrase: *As the leading alternative for Adobe Acrobat, Nitro helps...*
- To join two independent sentences linked with a conjunction (and, but, if): *Let me know when you are free, and I will set up a meeting.*
- After a city and state, as well as city and country: *Your office in Paris, France, currently has 50 licenses.*
- When addressing someone by name: *Thank you for your time, John. And Mary, thank you for arranging our meeting.*
- To offset titles: *John Doe, the Director of APAC Sales, referred me.*

Dashes

Use an em dash (—) with no spaces on each side to set off an explanatory or descriptive phrase, supplement facts, or an abrupt change in thought. An em dash can function like a comma, colon, or parentheses.

Examples when **to** use an em dash:

- To replace parentheses: *The customer switched to Nitro—due to pricing—and saved 50%.*
- To add an explanatory thought: *She was going to solve the problem—no matter how long it took.*
- To replace commas: *With Nitro, you can edit a PDF—quickly and easily—without leaving the software.*

Examples when **not to** use an em dash:

- As a substitute for a hyphen.
- In a sentence with complex punctuation.
- When a sentence already has two em dashes.

Dates

In copy, spell out the day of the week and the month, and do not use suffixes after the day.

Don't miss our upcoming webinar on Thursday, June 2.

The discount ends October 31, 2024, unless otherwise stated.

Nitro uses the standard U.S. date format in most instances (MM/DD/YY).

July 10, 2025
7/10/25

In region-specific communications, you can use the standard date format for that region.

Hyphens

Use a hyphen (-) without spaces on either side to signal that readers should read words together.

When **to** use a hyphen:

- To connect a number and unit of measure when they come before a noun: *100-person company, 14-day trial, nine-year-old business*
- To connect two words that come before a noun that they describe together: *long-term contract, world-class support, high-level strategy*
- With the prefixes ex, self, multi, or quasi: *self-evaluation, multi-license contract*

When **not to** use a hyphen:

- Words ending in -ly: *environmentally friendly practices, wholly owned subsidiary, highly rated solutions*

i The en dash (–) and hyphen (-) are commonly misused in place of the em dash (—). Make sure to check your glyphs!



Language

Although Nitro has offices across the world, we use U.S. English in all of our communications to ensure cohesion.

- **Behavior** instead of behaviour
- **Color** instead of colour
- **Standardize** instead of standardise
- **Organize** instead of organise
- **Center** instead of centre
- **Analyze** instead of analyse
- **License** instead of licence
- **Defense** instead of defence

The exception to this rule is when content is created only for a specific region or audience that excludes the United States.

Names and titles

Capitalize the names of departments and teams (but not the word “team” or “department”).

Marketing team, Support department

Capitalize individual job titles when referencing a specific role, but not when referring to the role in general terms.

Your Customer Success Manager will be in touch.

The managers have an offsite today.

Numbers

Spell out numbers from one to nine and any time a number begins a sentence. For numbers 10 and greater, use numerals.

Examples:

Ten employees start this month, and 11 start next month.

Nitro is the first and leading replacement for Adobe Acrobat.

Our solutions can help you save up to four hours every week.

Exceptions are to use numerals for all ages, percentages, dates, times, and measurements or when making a number stand out—especially in titles, email subject lines, and PowerPoint decks.

Quotes and apostrophes

Always use hanging smart quotes and apostrophes in copy. Smart quotes are curvy or slanted, versus straight quotes, which are vertical and are only used in coding and to denote measurements like feet and inches.

The period and the comma always go within the quotation marks.

“Nitro is the best PDF solution on the market.”

The hyphen, the semicolon, the colon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

Jane asked, “Why doesn’t this feature work?”

Can you answer Jane's question about “why this feature doesn't work”?



Trademarks

To protect our brand and intellectual property, it’s important to consistently use and enforce our trademarked words and phrases.

Please note, trademarks may be updated or changed without prior notice.

COMPANY NAMES

- Nitro Software, Inc.
- Nitro Software
- Nitro

PRODUCT NAMES

- Nitro PDF Pro
- Nitro Sign®
- Nitro Identity

INTEGRATED TOOLS

- Nitro Analytics®
- Nitro AI



Visual Identity



Our Logo

The Nitro logo is at the center of our brand’s visual identity.

Our logo serves as the visual representation of our brand, mission, and our promise to our customers. As a vital symbol and asset, it should always be displayed in its complete form.

The emblem and wordmark must always be used together as shown, with the only exception being when the emblem is used on its own.

The minimum size for the logo is 60 pixels in width for web applications and 0.5 inches for print applications.



Minimum size: 60px / 0.5" width



Clear Space

No room for improvement here.

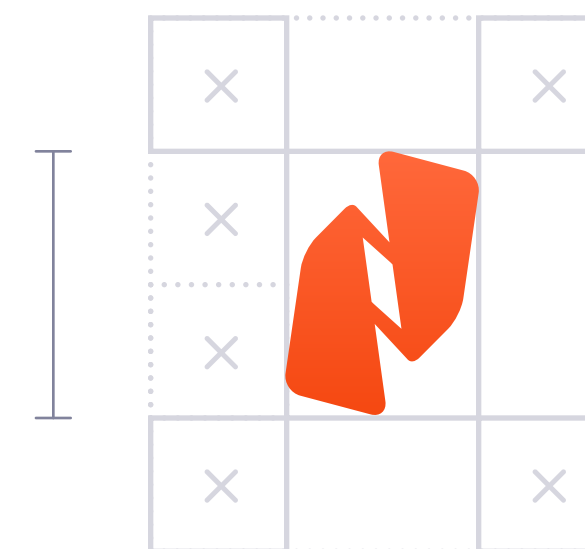
Make sure to keep clear space around the logo at all times, giving it plenty of room to breathe.

The clear space for both the logo and emblem is measured by dividing the height by 2 (indicated by the “x”).

The clear space is equal to the logo height divided by 2.



The clear space is equal to the emblem height divided by 2.



Logo Usage

If it's not broken, don't fix it.

We prefer to use the full-color logo as our primary choice. The half-color logo is a good secondary option for dark backgrounds, and the full-white logo is there for situations where the others won't work.

The emblem is used on its own only when the full logo would be too small, or for app and profile icons where the company name is also included.

Coloring



Misuses



Logo Alignment

The only good kind of hangover.

The emblem, with its lovely folds and curves, can sometimes be a bit tricky to pair with content. When aligning the logo with left-aligned text, let the logo hang slightly over the left side, using the top fold of the emblem as a guide.

The logo alignment is adjusted using the top fold of the emblem.



The PDF & eSign Solution
Designed for On-The-Go
Professionals




Core Color Palette

A little color can go a long way.

Logo Colors: Nitro Orange is reserved solely for the logo and select elements or textures that don't overlap with text. Nitro Black is our most widely used color and is seen across text, backgrounds, and various graphics.

Element Colors: These colors are mainly used for backgrounds and imagery. Text colors can also be applied in similar situations.


Text Colors: Primarily intended for text, these colors can also be used for various elements or backgrounds. Remember to ensure there is enough contrast for web accessibility—check the Accessibility section for guidance.



NITRO ORANGE

LOGO

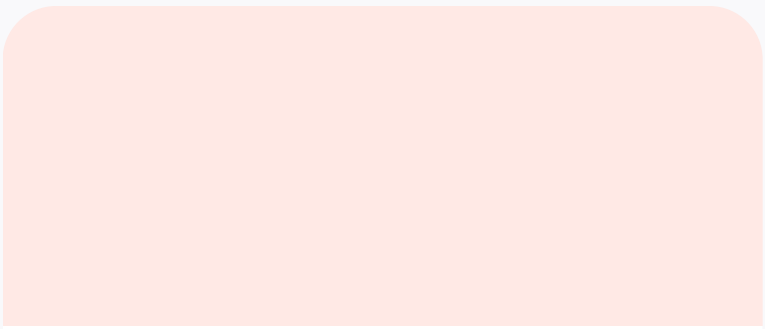
HEX #F54811
RGB (245, 72, 17)
PMS 172 C



NITRO BLACK

LOGO


HEX #090B21
RGB (9, 11, 33)
PMS 296 C



PEACH

ELEMENT


HEX #FFEAE6
RGB (255, 234, 230)



MIST

ELEMENT

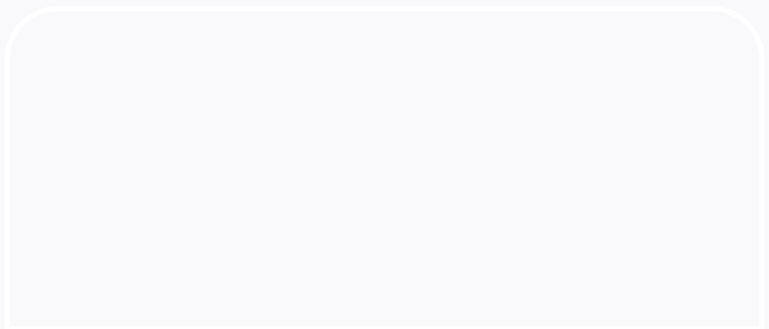
HEX #E1E5FC
RGB (225, 229, 252)



SKY

ELEMENT


HEX #F7F5FF
RGB (247, 245, 255)



SILVER

ELEMENT


HEX #FAFAFC
RGB (250, 250, 252)



NIGHT

TEXT


HEX #30314D
RGB (48, 49, 77)



ECLIPSE

TEXT


HEX #4C4B6D
RGB (76, 75, 109)



TERRACOTTA

TEXT


HEX #D93706
RGB (217, 55, 6)



FIG

ELEMENT

HEX #5760E1
RGB (87, 96, 225)



PINE

TEXT

HEX #008476
RGB (0, 132, 118)

Nitro Brand Identity Guidelines

Visual Identity

33

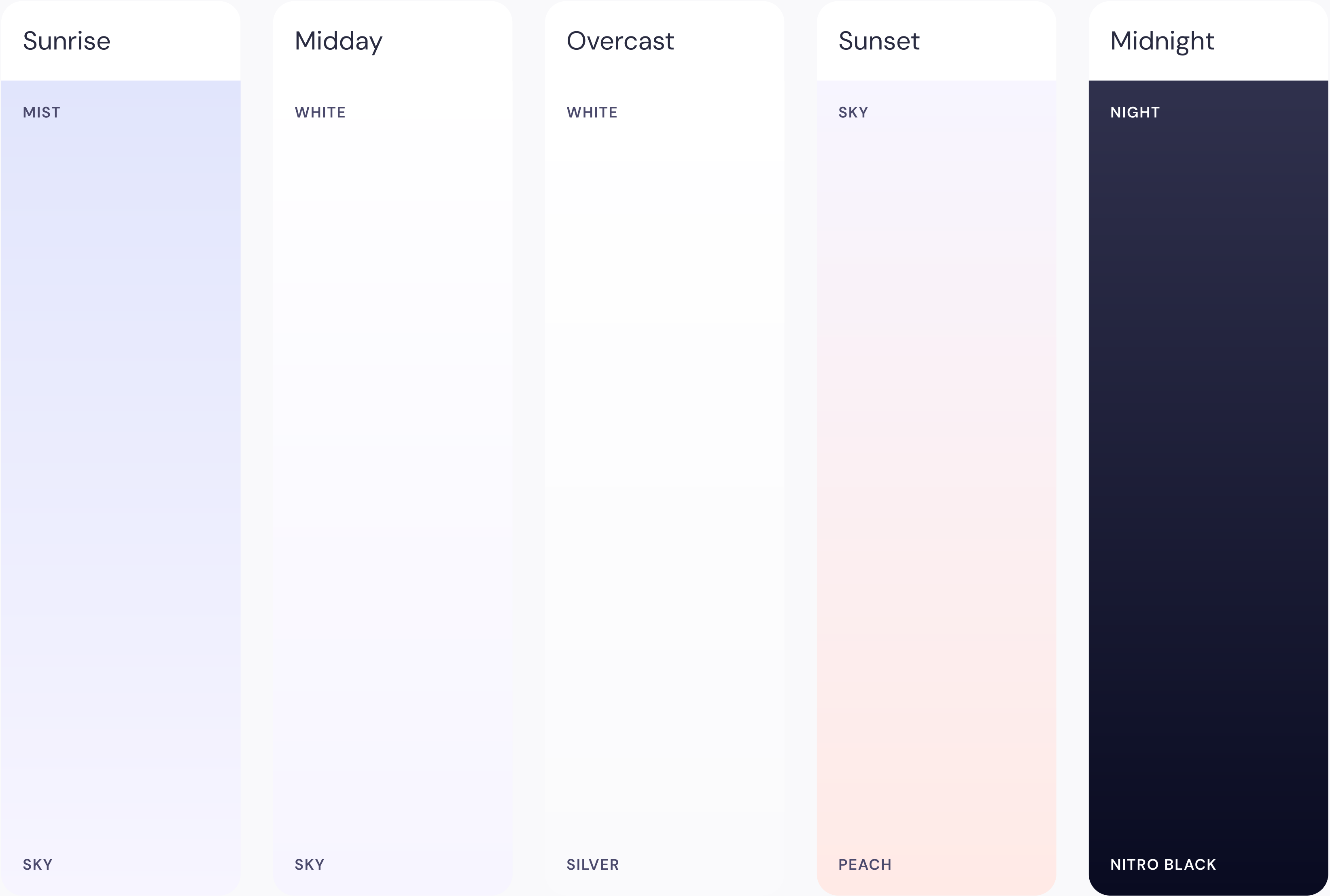
Core Gradients

It’s about setting the mood.

Midday and Overcast are our primary gradients used in all core branded materials.

Sunrise and Sunset—our more colorful variants—are used for elements and imagery.

Midnight serves as a high-contrast secondary gradient and is the primary choice for the enterprise environment.



Typography

Started from the baseline,
now we’re here.

Our display typeface is DM Serif—a high-contrast, transitional font characterized by delicate serifs and fine detailing, specifically designed for extra-large sizes.

Our primary typeface is DM Sans—a low-contrast, geometric sans serif that complements its sibling, DM Serif, beautifully.

For smaller text, we use IBM Plex Sans—a neutral, yet friendly, Grotesque-style typeface known for its high legibility.

Alternatives

If our brand fonts are unavailable, please use the following web-safe font: Arial

Display font

DM Serif Text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 &

Sans serif fonts

DM Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 &

DM Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 &

DM Sans Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 &

IBM Plex Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 &

IBM Plex Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 &

IBM Plex Sans Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 &



Hierarchy

Because if everything is important, nothing is.

When creating layouts, establish a clear hierarchy using varying weights and scales, as shown.

To achieve a hierarchy of scale, use half the x-height of the title to define the x-height of the subtitles, which is also roughly the cap height for body text and eyebrows.

If a minimum size of 36px isn't possible for DM Serif Text, use DM Sans Medium or Semibold as alternatives.

For DM Sans, make sure to use the alternate punctuation set.

EYEBROWS
DM Sans Semibold

NITRO PRO FOR BUSINESS

MAIN TITLES
DM Serif Text

The Trusted PDF, eSign & Analytics Solution

SUBTITLES
DM Sans Regular or Medium

PDF software for Windows, MacOS & iOS

BODY TEXT
IBM Plex Sans Regular

Edit text and images, convert and combine multiple file formats, build, fill and sign forms, create accessible PDFs, and keep your documents and collaborations secure.

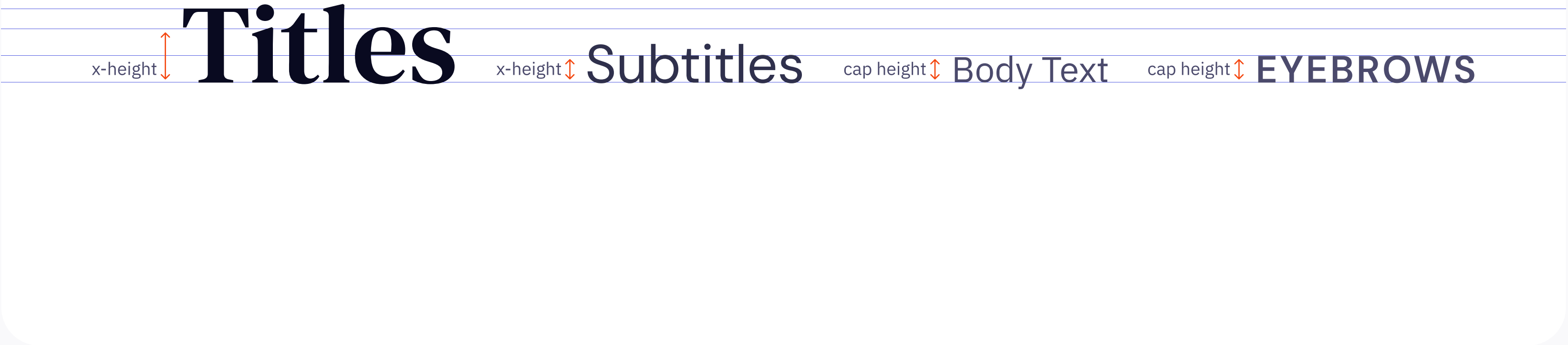
Minimum Size

DM Serif Text minimum size: 36px



Secondary Titles

When DM Serif Text cannot be used, DM Sans Medium or Semibold should be used in its place.



Styles

To the left now, ya’ll.

For most layouts, we prefer text to be left-aligned. Center alignment should be used sparingly and reserved for advertisements with restrictive containers.

Character styles may vary based on context, but any changes should consider the listed styles as a guideline.

Paragraph styles

EYEBROWS

Letter spacing	6%
Line height	130%
Primary coloring	Pine
Case	All caps

Titles

Letter spacing	Auto
Line height	105%–120%
Primary coloring	Nitro Black
Case	Titlecase

Subtitles

Letter spacing	Auto
Line height	125–135%
Primary coloring	Night
Case	Sentence case

Body Copy

Letter spacing	Auto
Line height	140–150%
Primary coloring	Eclipse
Case	Sentence case

Specialty character styles

Hyperlinks

Letter spacing	Auto
Primary coloring	Terracota
Case	Sentence case
Indentation	N/A
Text decoration	Underlined
Text weight	Medium

“Quotations”

Letter spacing	Auto
Primary coloring	Nitro Black
Case	Sentence case
Indentation	Hanging
Text decoration	Italics
Text weight	Medium

Inline callouts

Letter spacing	Auto
Primary coloring	Terracota
Case	N/A
Indentation	N/A
Text decoration	None
Text weight	N/A

Footers

Letter spacing	Auto
Primary coloring	#69697B
Case	N/A
Indentation	N/A
Text decoration	None
Text weight	N/A



Accessibility

To see or not to see, that shouldn't be the question.

We do our best to adhere to the Web Content Accessibility Guidelines (WCAG) to ensure everyone can use Nitro's web properties without problem.

The following is how to use our core text colors.

NITRO BLACKNIGHTECLIPSETERRACOTAFIGPINE

AaAAA

AaAAA

AaAAA

AaAA

AaAA

AaAA

AaAAA

AaAAA

AaAAA

AaAA18

AaAA

AaAA18

AaAAA

AaAAA

AaAAA

AaAA18

AaAA18

AaAA18

AaAAA

AaAAA

AaAAA

AaAA18

AaAA18

AaAA18

AaAAA

AaAAA

AaAAA

AaAA18

AaAA18

AaAA18

WHITE

SKY

MIST

PEACH

AaAAA

AaAAA

AaAAA

AaAAA

AaAAA

AaAAA

AaAAA

AaAAA

AaAAA

AaAAA

AaAAA

AaAAA

AaAA

AaAA18

AaAA18

AaAA18

AaAA

AaAA18

AaAA18

AaAA18

Primary buttons and links

Secondary buttons and links

Photography

We're all natural.

Authentic, human, comfortable, professional

Our photo choices should reflect the world as it is—no filters or enhancements—focusing on the on-device workplace lifestyle. This includes working from home, in an office, or while traveling for work.

Any devices shown should feature Nitro products actively in use.

Look for photos with bright, natural light instead of staged or studio-lit settings. Subjects should convey a candid, positive feel.



Photography Checklist

- ✔ Use environments that are simple and uncluttered.
- ✔ Use subjects from a wide, diverse community showing our worldwide reach. This should include age, body types, genders, race, abilities, ethnicities, and nationalities.
- ✔ Use more natural-appearing lighting that leans towards a true-white or 'daylight' white balance.
- ✔ Avoid imagery with lens flares and other filter add-ons.
- ✔ Avoid photos with bleached whites, obvious filtering, high contrasts, and high saturation.
- ✔ Avoid showing any other brands unless relevant to the imagery, such as a customer quote, integration, or partnership.
- ✔ Use photos with singular focal points.
- ✔ Avoid imagery that uses graphic or superficial overlays.



Iconography

Icons are born, not made—said no one, ever.

Our icons are pulled from [FontAwesome.com](#) and styled with our tilted box to call our own.

Icons are either used in their Regular state—simple, Nitro Black outlined icon used inline with content—or styled with the tilted box where larger graphics are needed.

To stay consistent, all icons should be created at one of two sizes using the sizing guides and scaled if required. Ideally icons are only used in one of the two sizes.

The tilted box can change position and angle (either 15° or -15°) to complement the icon structure.

Sizing guides



Container height	16px
Icon font size	16px



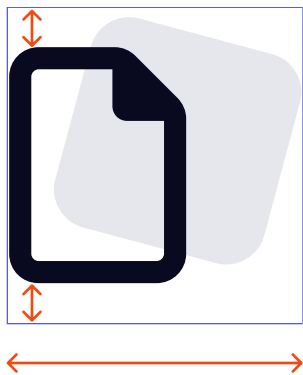
Container height	32px (varied width)
Icon font size	24px
Tilted box size	22 x 22 px
Tilted box corner radius	4px
Tilted box color	#E7E7ED or Mist



Container height	48px (varied width)
Icon font size	36px
Tilted box size	33 x 33 px
Tilted box corner radius	6px
Tilted box color	#E7E7ED or Mist

Within the container, the icon font is always middle aligned.

The width of the container is adjustable to fit the icon and tilted box. Do not adjust the height of the container.



Examples



UI Abstractions & Photos

Finding the balance between people and product.

There should be a maximum of two UI bubbles with a glassy border, serving as focal elements, while all other UI elements assume background roles.

Drop shadows should be added to the focal UI bubbles and photo containers to enhance depth, using a color of #A3A5BF at 60% opacity.

The glassy borders should range from 10 to 16px in width, depending on the imagery size, with approximately a 20px blur value at 30% white opacity.

Additionally, a blurred background texture can be applied behind photo frames to introduce a touch of movement to the layered elements.

Use color in backgrounds and elements that are implying action.

Use flat, one- or two-color elements as additional background elements.

Use a dotted line in a circular shape to add another layer of texture if needed.

Simplified UI elements do not need to be contained in the photo. Instead, use the border overlay to create a layered floating effect.

In addition to the drop shadow, a blurred background texture can be applied behind photo frames to add a pinch of movement to the layered elements.

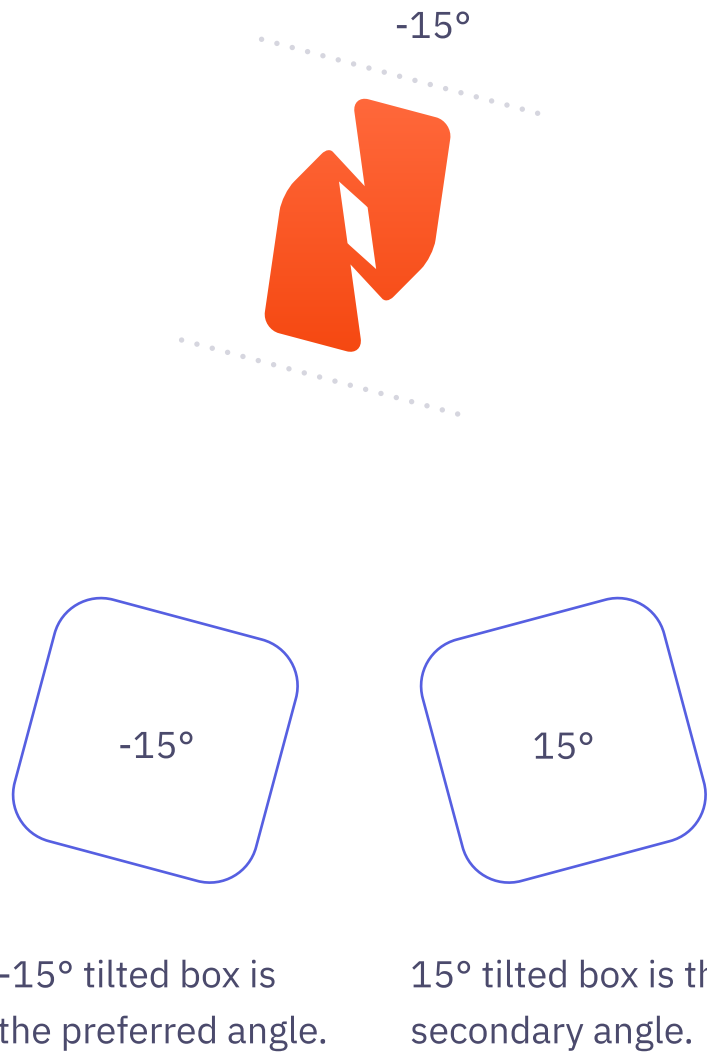


The Tilted Box

We’re a bit off-kilter.

Throughout many visual elements of the brand, you'll notice a tilted square or rectangle with large, rounded corners. This “tilted box” emulates the twisting, angled aesthetic of the logo emblem. It is used in various contexts, most often as a background element to add movement and texture.

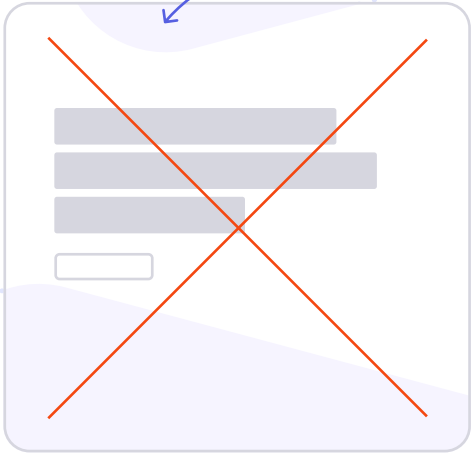
Both the -15° version of the emblem (preferred) and the 15° version can be used, but not simultaneously.



When bleeding off a container, use within 10° of the midpoint of the rounded corner as the cut-off point to avoid awkward whitespace.



Tilted box background elements should be parallel to each other to emphasize the angle.



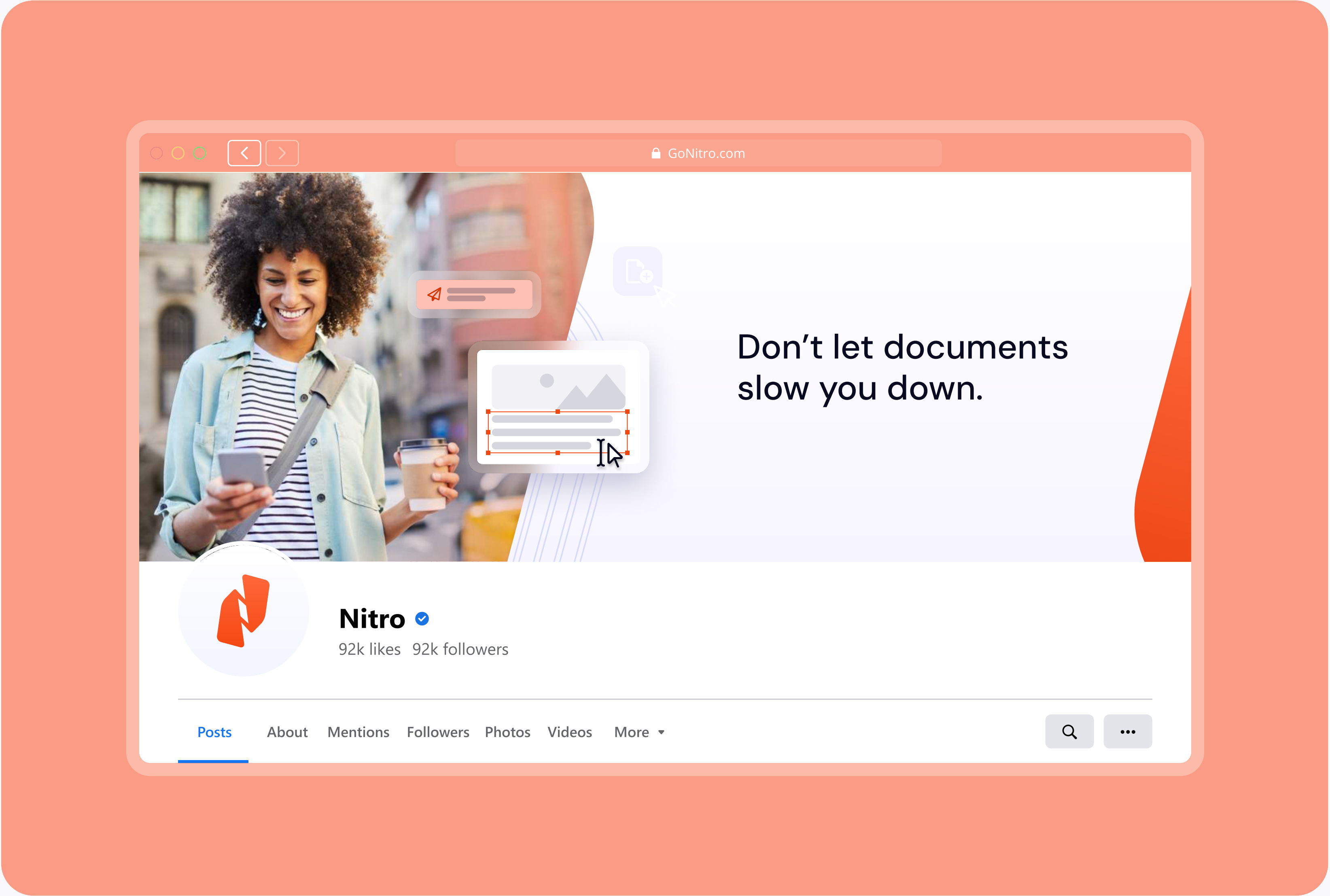
Brand in Use



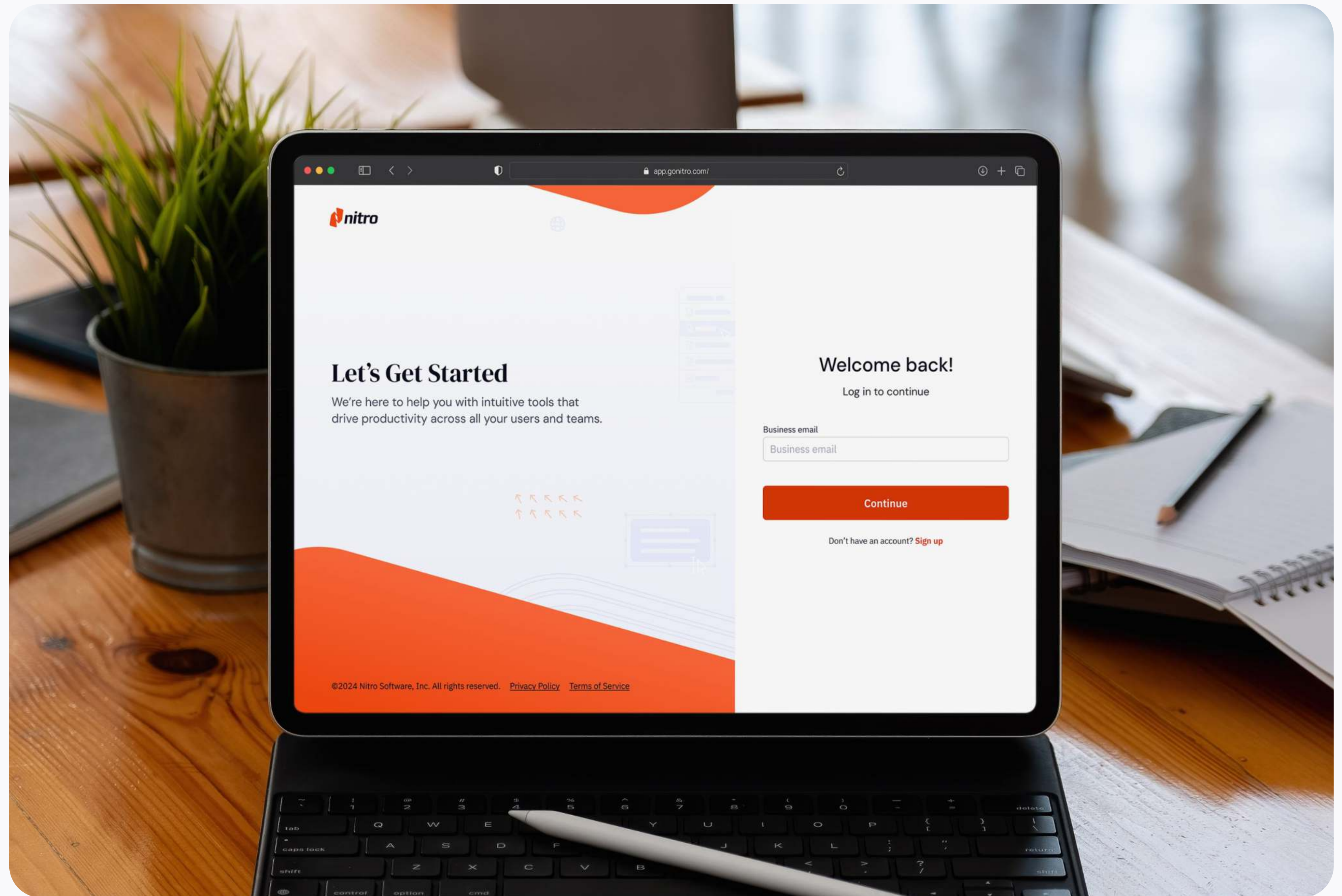
Digital App Icon



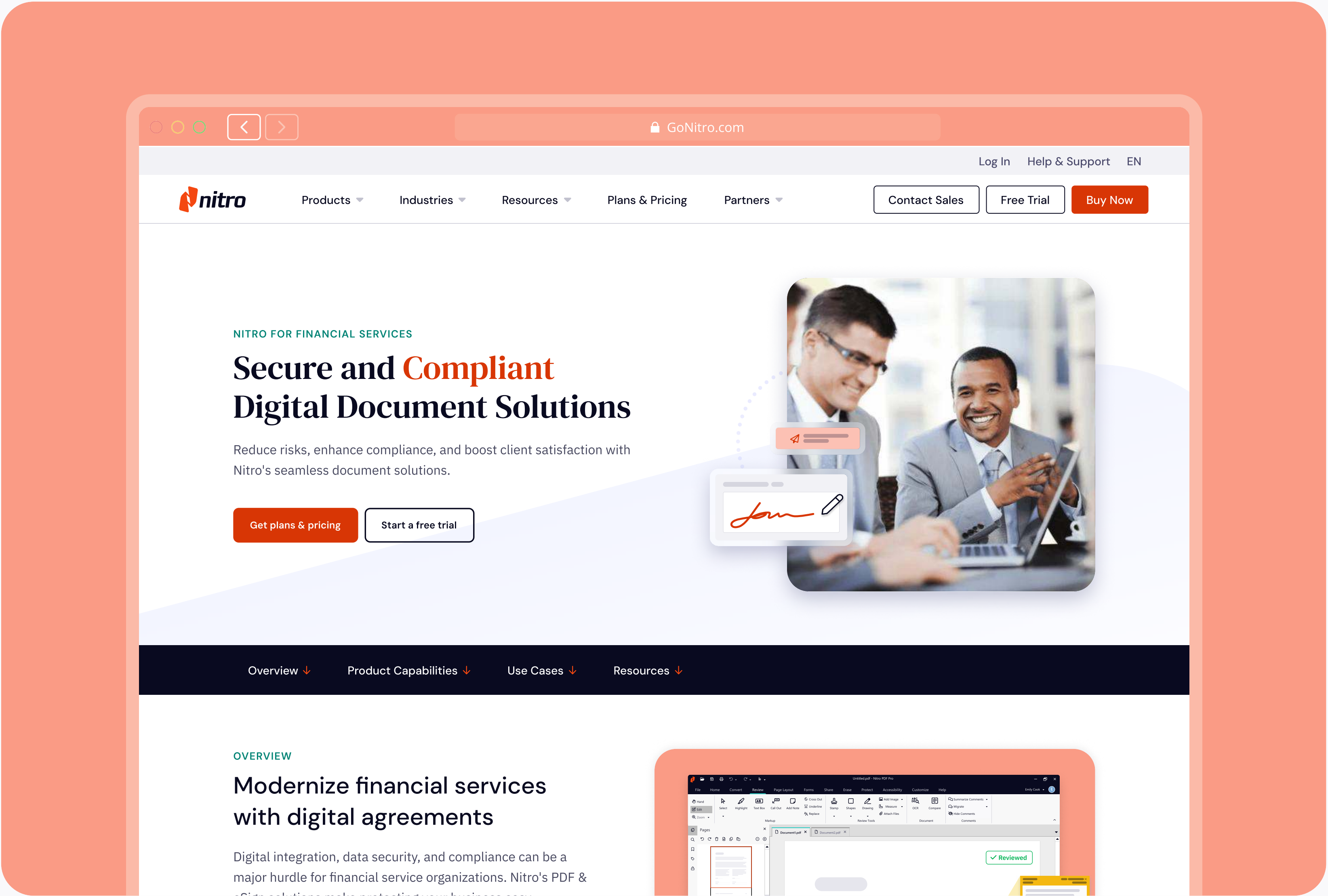
Social Media Profile Imagery



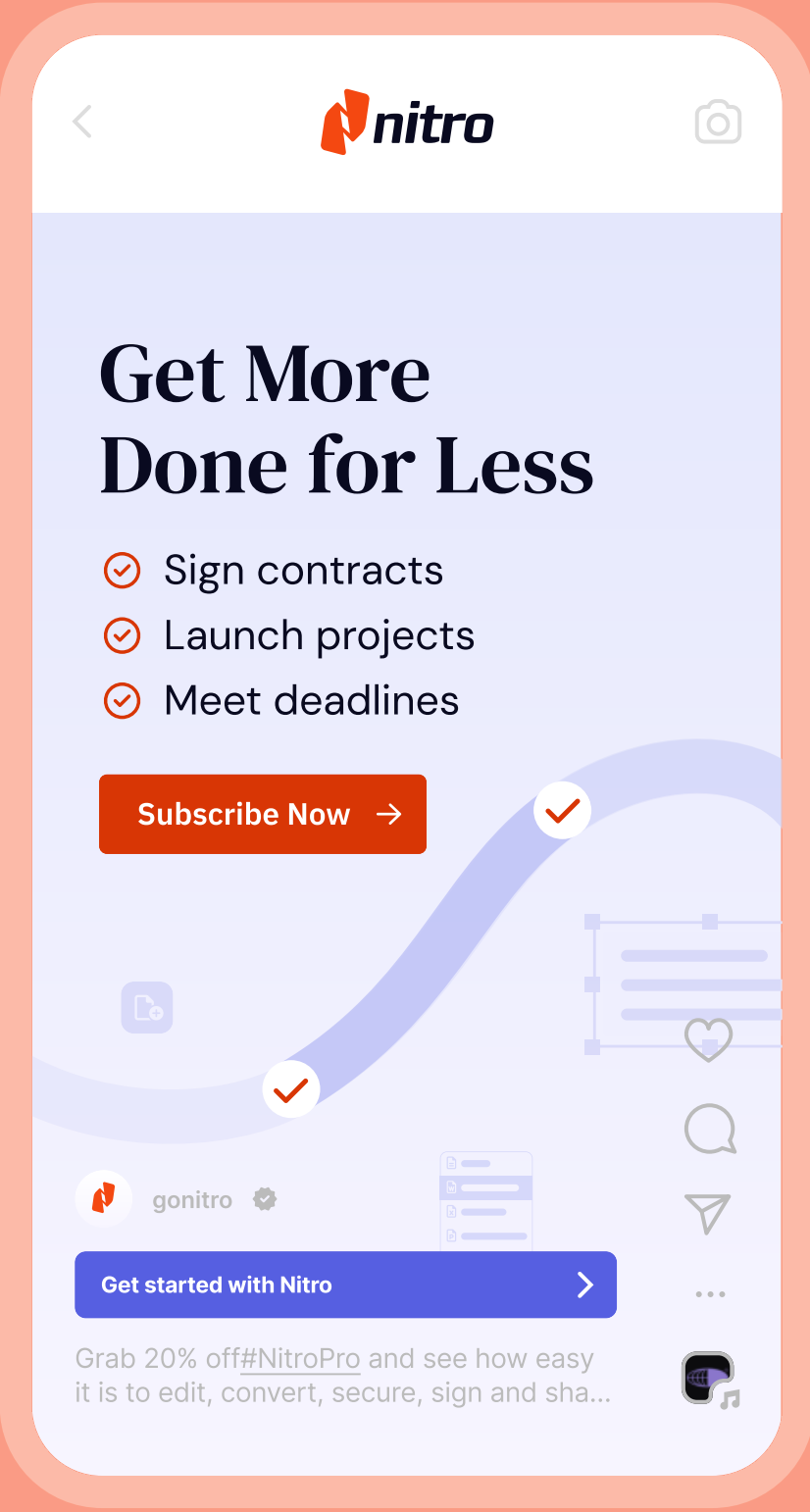
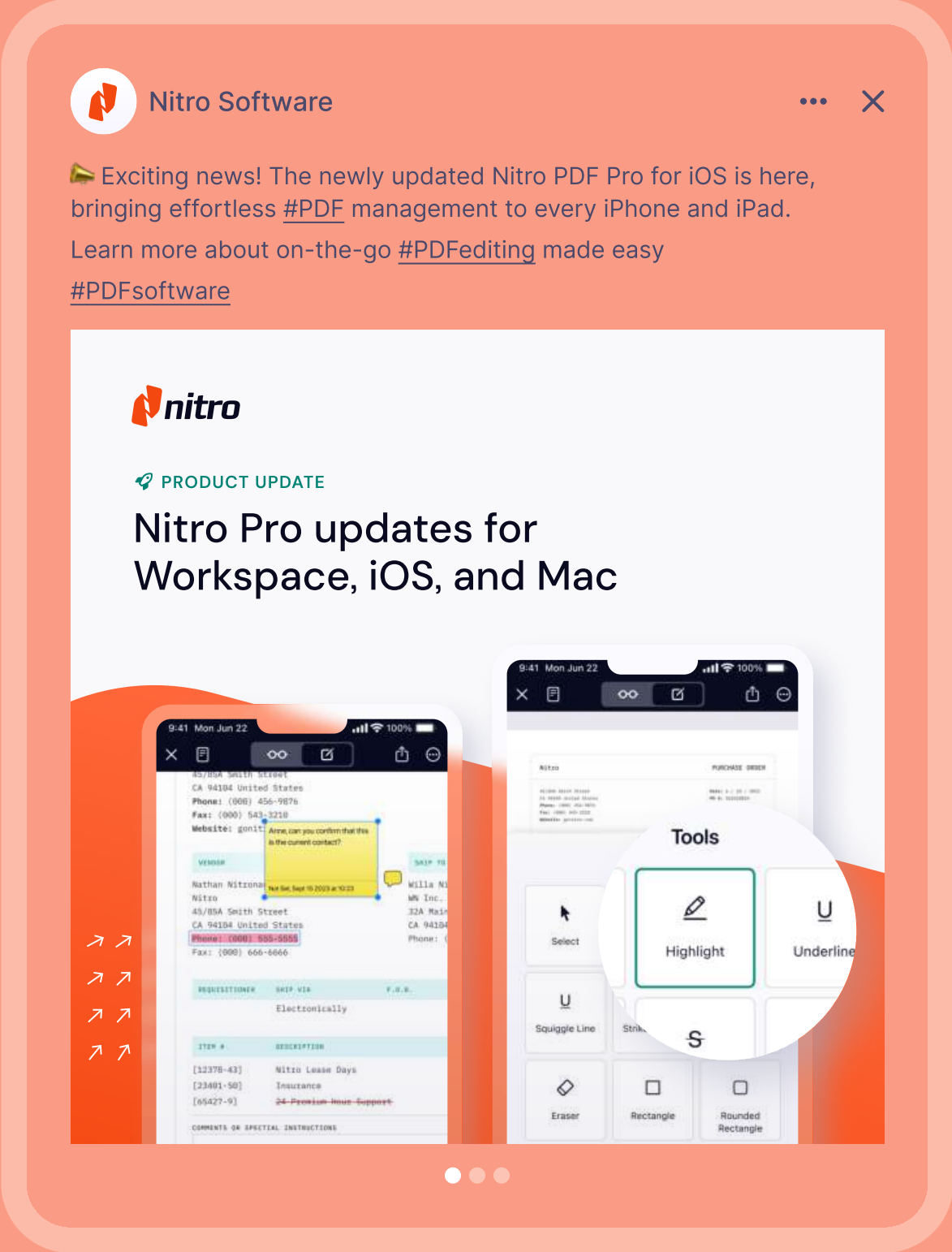
Sign-In Splash Page



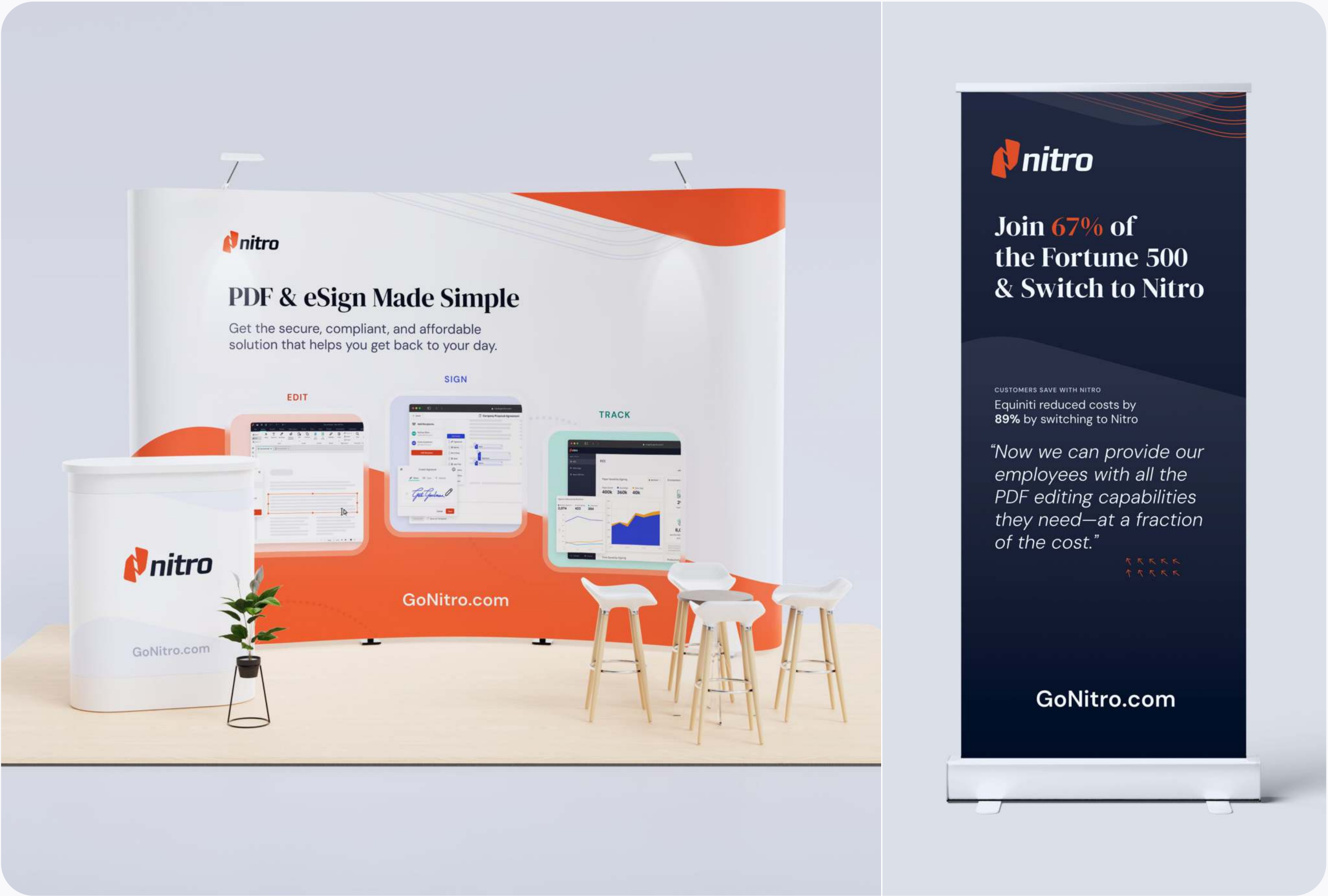
Industry Landing Page



In-Feed Social Media Posts



Event Booth & Banner





Thank You

Any use of Nitro brand assets must conform to these guidelines.

These guidelines may be modified without notice. Nitro reserves the right to terminate your usage of our brand assets at any time.

For the latest Nitro brand updates and downloads, visit **[GoNitro.com/brand-guide](https://gonitro.com/brand-guide)**.

For inquiries about Nitro's brand guidelines and usage, contact **brand-marketing@gonitro.com**.

