

# Google Nest

Our mission

Our voice

Logos

Colour

Iconography

Lifestyle photography

Product photography

We love home.

Home makes you feel safe.

Comfortable.

But what if your home could do more?

Like be more helpful. Truly helpful.

What if your home could learn to take care of the people inside it, and the world around it?

Introducing Google Nest.

Welcome to the helpful home.

Our mission:

To create a home that takes care of the people inside it and the world around it.

# Our Voice

If we sat down and talked with you, what would we sound like?

## Simple

We assume that our audience is intelligent, but not technical. Could your mom understand it?

## Human

Nest is friendly and forthright. Genuine and warm. We don't use jargon.

We do use contractions. Does it sound like you're having a conversation?

## Delightful

We write with a smile, a bit of a wink. We draw people in and help make them linger. But our goal isn't to make anyone laugh. Clarity always wins over cleverness.

The Google G is our core brand. It's the right visual shorthand – distinctive, identifiable, distinguished. And it's already imbued with the meaning we want to convey – trust, quality, pride, and Google.

We created a unified system that enables Google Hardware to merge with Nest while staying true to its core brand.

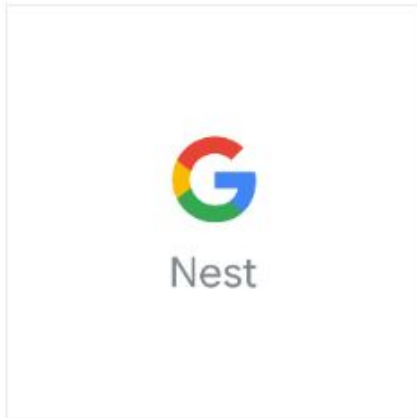
# Core Brand



## Core brand

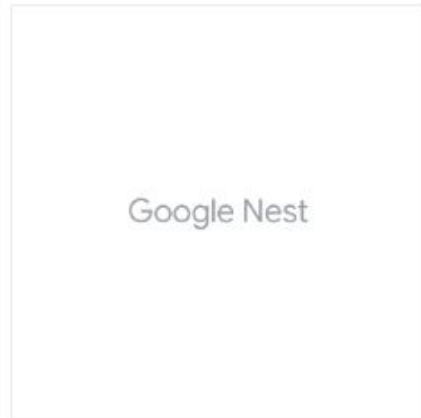
Use for communications that include more than one product category

Use for product communications that include product name(s)



## Sub-brand

Use for brand-level communications

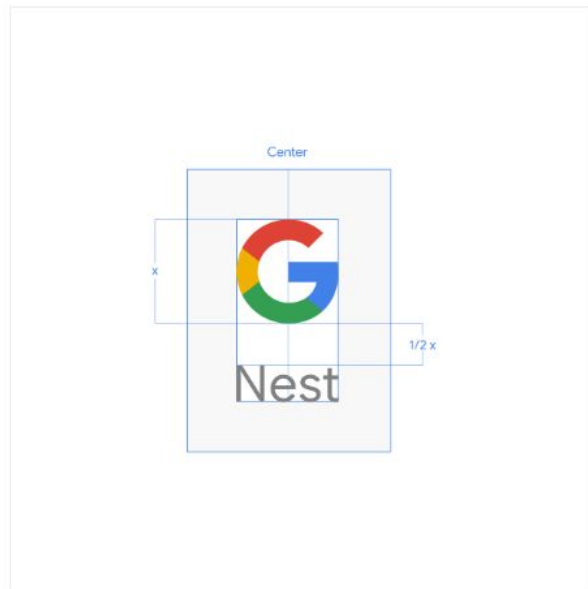


## Sub-brand in text

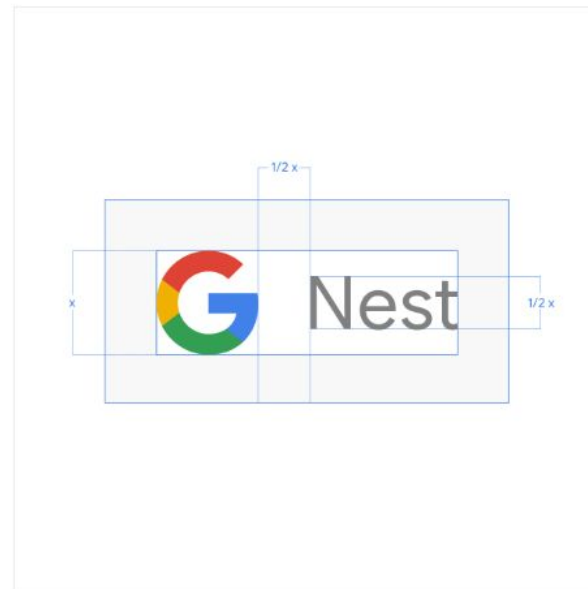
Use within copy to refer to the product category

## Composition and clear space

When using the lock-up observe clear space and Retain arrangement of elements.



Stacked lock-up



Horizontal lock-up

## When to use ↔



Nest

### Brand level communications

Use the lock-up with generous clear space for Nest-only communications.



~~Nest~~

Nest Thermostat

### Exclusions

For communications that include more than one vertical or when the product name is included, use the Google G.



Brand



Product



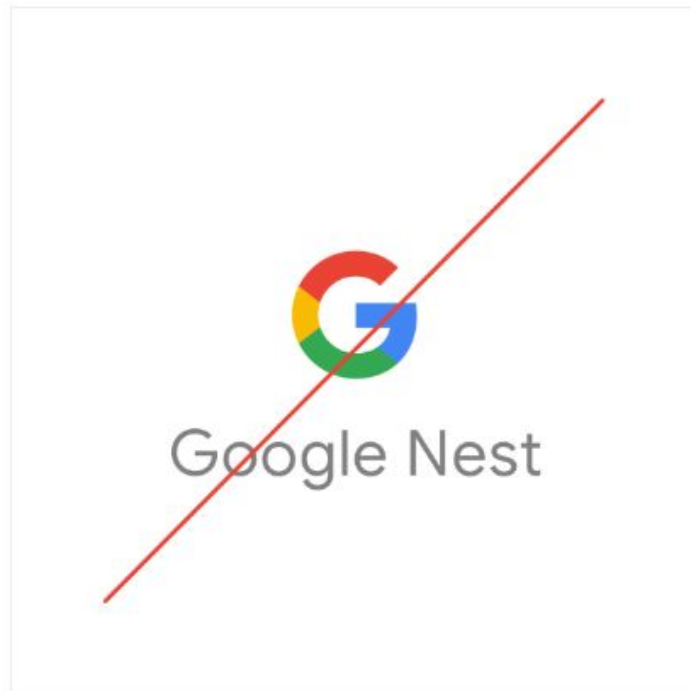
Packaging





**Don't**

Use the Google Nest logo lock-up with a product name.



**Don't**

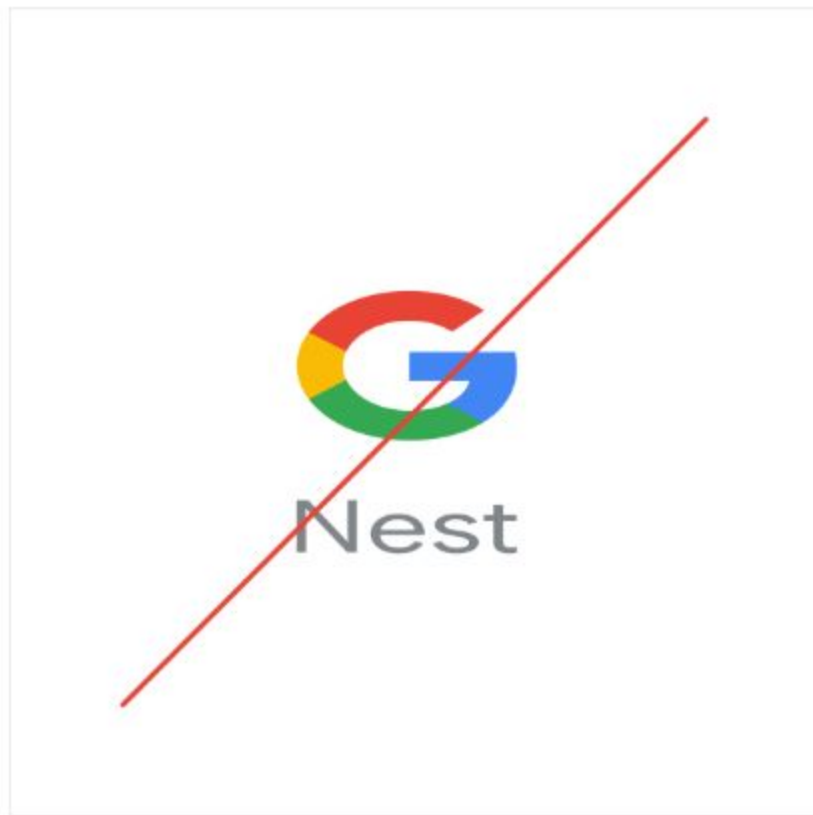
Add "Google" to the product category logo lock-up.



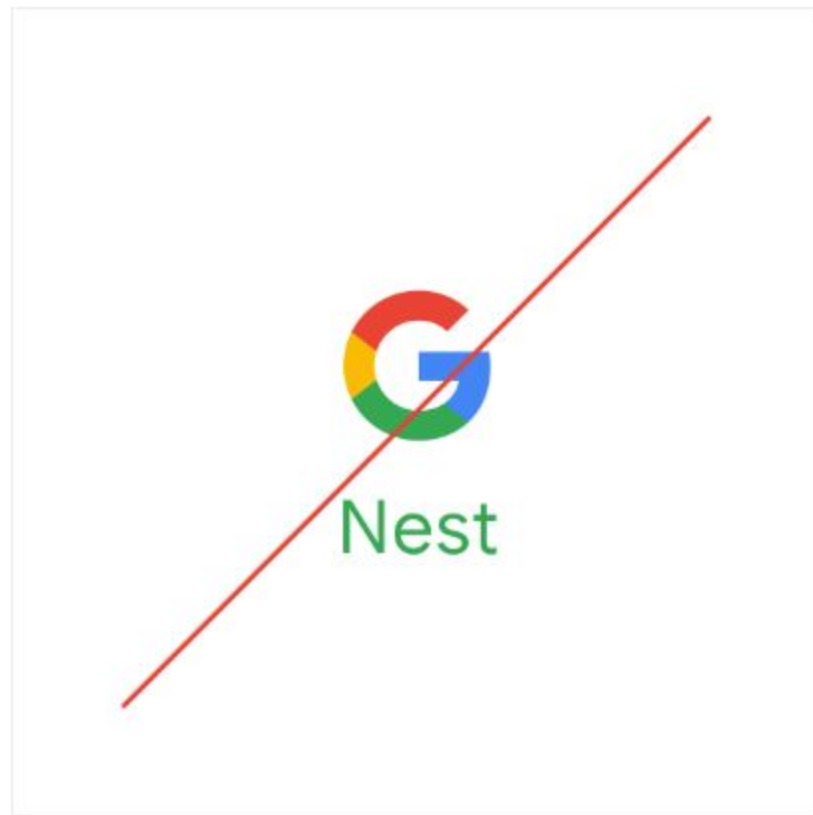
**Don't**  
Use the Nest logo.



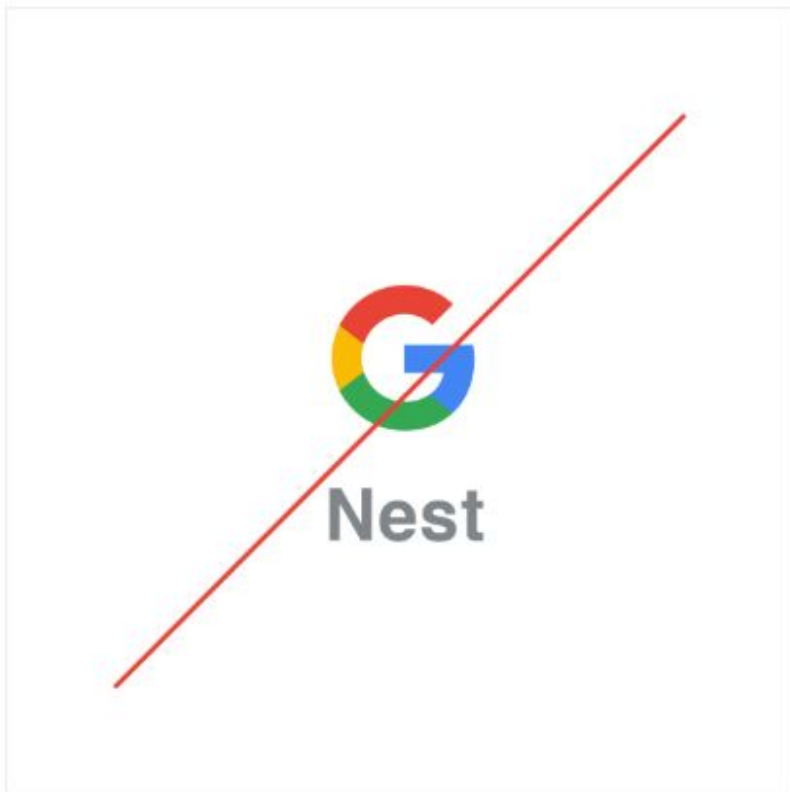
**Don't**  
Stylize the name within copy.



Don't  
Stretch the logo

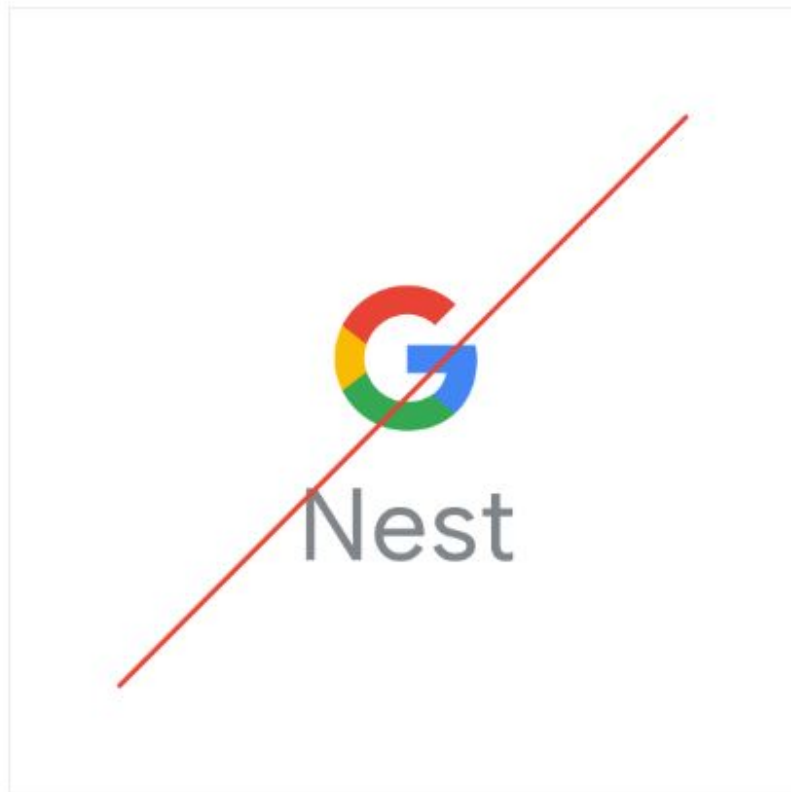


Don't  
Change the color



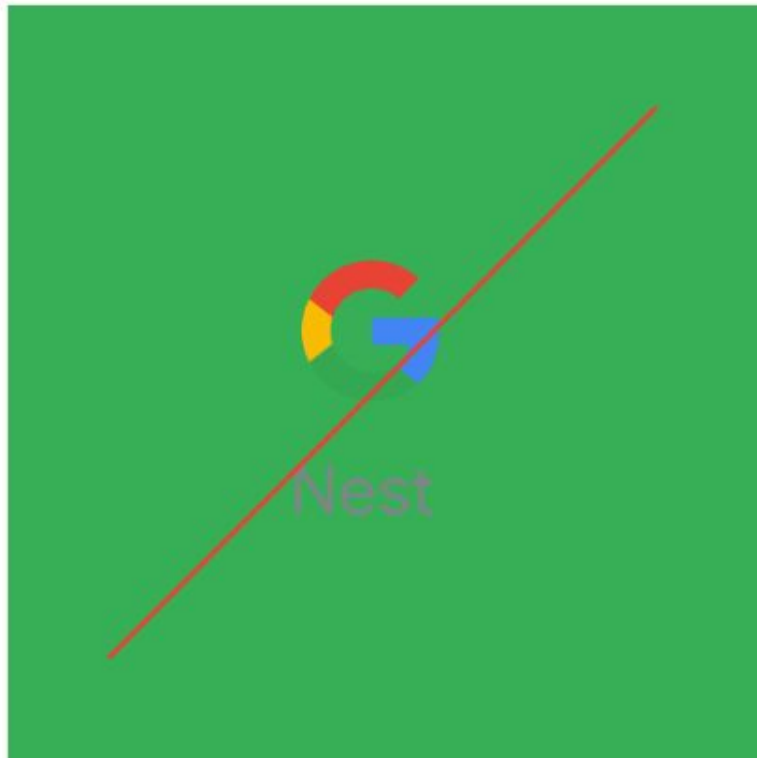
Don't

Typeset Nest in another font



Don't

Change the font weight or size



Don't  
Place the logo on competing background  
colors



Don't  
Place the logo on photography that is visually  
disruptive

Color plays an essential role in how we express ourselves within the hardware space. The following illustrates how the Google colors evolve to incorporate our product colors, which are more cyclical and rooted in trends and lifestyle.

# Respect the balance ↔

Confidential

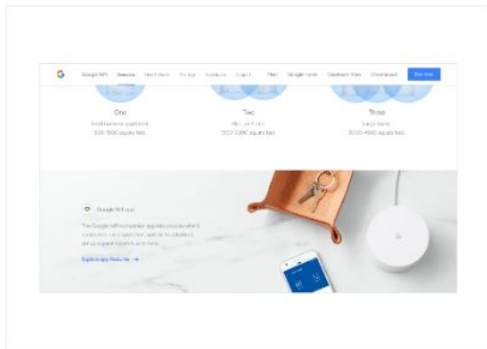
All colors are not used equally within the Google brand identity.

In some cases, you may add additional colors to our core palette. These colors should be used sparingly and are directly from the product CMF colors. These are meant to be neutral tints of grey and should be faint in hue.



## White is our canvas.

When designing with Google colors, keep it clean with plenty of white space. Small pops of core color go a long way.



## Keep the colors in balance.

Use our brand colors thoughtfully. We don't use all the core Google colors at once. Instead, we use a single core color to create focus or highlight information. That includes various applications, such as a tagline with type or a CTA button on the website. Note how there are just a few pops of Google color in the applications and the rest of it is neutral.

## Brand colors

When using our core primary colors, be sure to use them deliberately and sparingly. These colors can be used to emphasize but not to overpower content on a page or in applications.

The following color palette shows the four colors used in the new identity system and their values.

While Google Blue remained unchanged from the original brand color, the red, yellow, and green colors were adjusted to be brighter and work on both light and dark backgrounds. These updated values are for the GLIF elements only (Google logo, G, dots, and mic). All product icons and UI should continue to use the Google-branded colors from the Material Design palette.



Color Value Type		Paper surface			
CMYK ▼		coated ▼			
900	C100 M60 Y0 ...	900	C0 M95 Y100 ...	900	C0 M65 Y100 ...
800	C100 M60 Y0 ...	800	C0 M95 Y100 ...	800	C0 M60 Y100 ...
700	C100 M55 Y0 ...	700	C0 M95 Y100 ...	700	C0 M50 Y100 ...
600	C95 M50 Y0 K...	600	C0 M95 Y100 ...	600	C0 M45 Y100 ...
500	C88 M40 Y0 K...	500	C0 M87 Y89 K...	500	C0 M37 Y100 ...
100	C19 M2 Y0 K0...	100	C0 M15 Y9 K0...	100	C0 M5 Y22 K0...
50	C7 M0 Y0 K0 ...	50	C0 M9 Y3 K0 ...	50	C0 M2 Y10 K0...

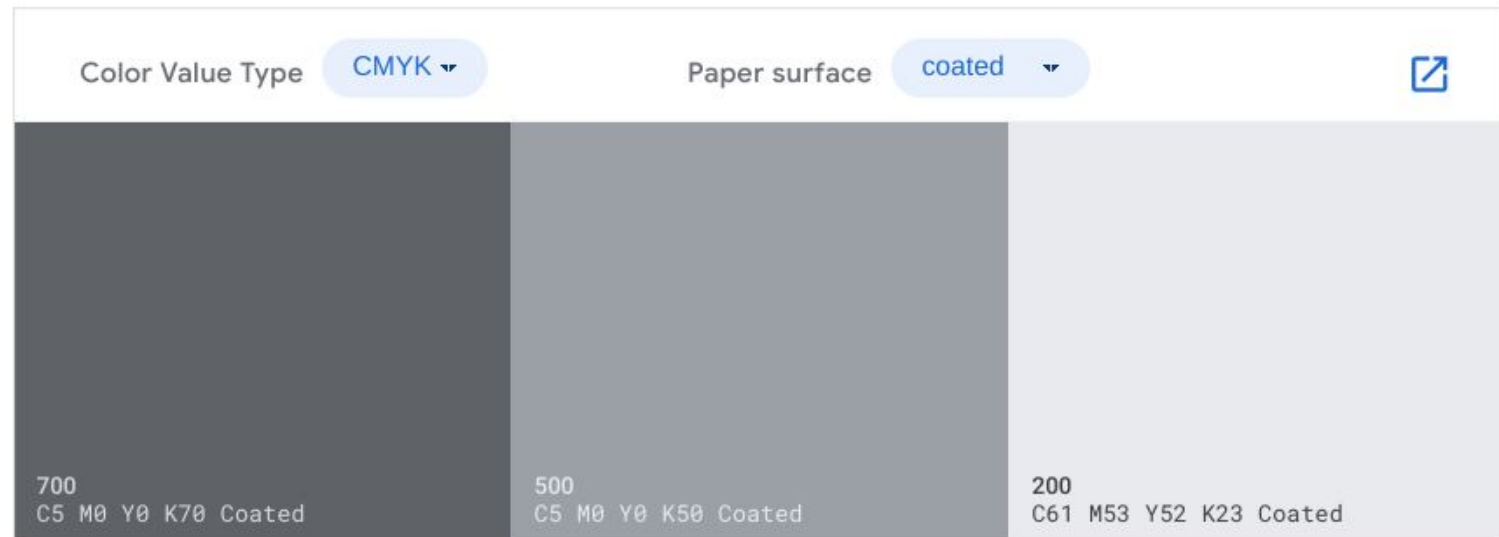
Select a color value type (Hex, RGB, HSL, HSV, CMYK, or PMS) and click a color value to copy the selected value to your clipboard.

# Neutrals

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Greys are used in many ways, including text, icons, and other UX elements. The grey pale allows us to provide content and utility without competing with our core colors.

We've selected a set of three functional greys from the Google brand color palette.



Select a color value type (Hex, RGB, HSL, or HSV) and click a color value to copy the selected value to your clipboard.

Our iconography communicates the friendly and approachable nature of Google Nest. These are our visual signatures that tie everyday use with the values of the brand.

## The Leaf ⇄

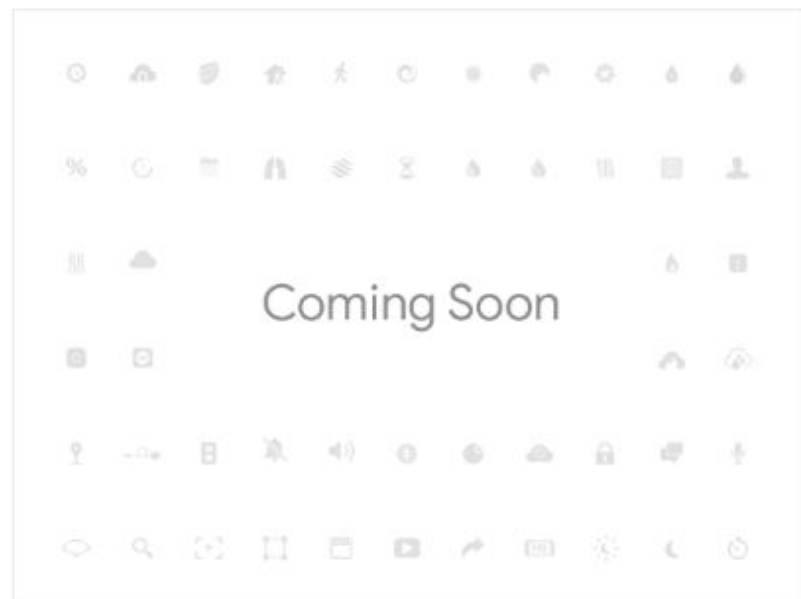
The Nest Leaf appears on the Nest Thermostat when you choose a temperature that saves energy. The Leaf can be used outside the product and in marketing materials as long as its meaning – energy savings and being green – is not diluted. Try to use only one Leaf per marketing piece. Don't overdo it.



# Technical symbols

Use universally recognized pictograms as much as possible. Color may be used if it doesn't distract from the main idea.

Try to keep it simple.



Our lifestyle photography portrays the thoughtful home in a way that's honest and free of distraction. We should always strive to create moments that feel relatable and true-to-life.

# The home

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Our photography uses natural light and shows lifestyle imagery that isn't posed or staged or perfect. It's a little messy. A glimpse into a real home.

Products are photographed or rendered on a white background or a textured wall, ceiling or shelf. They can also be placed in what looks like a real home.



## Approved Photography

Pantry marketing assets



# Materials and textures

One of the best ways to make something feel “Nesty” is to use natural materials and textures. We often combine warm materials like wood or kraft with clean white, balancing modern technology with the warmth of a home.

Materials should be premium and sustainable. Avoid faux finishes and plastic – they feel artificial rather than a natural part of the space.





Product photography should always be composed against a white background with device displaying the Google G.

# Displaying the Google G

Always use product images displaying the Google G.

Never use product images displaying the Nest logo.



# Misuse

Never use product images displaying the Nest logo.

