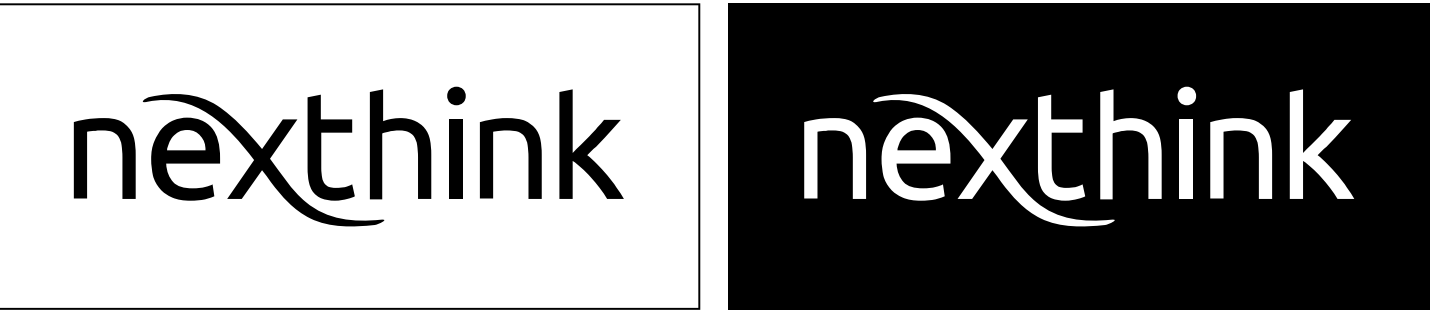


Logo

Color

nextthink

Logo—Primary Mark



The Nexthink logo should only ever be shown in black or white. Use common sense for placement and legibility.

Logo—Spacing & Sizes

Isolation Area

The Nexthink Logo should always be surrounded by a minimum amount of space. The area of isolation ensures an adequate amount of space, so visual elements or text do not encroach on the logo.



Minimum Size

Scale/proportion of the Nexthink Logo should be determined by the available space, aesthetics, function and visibility. There are no predetermined sizes for the logo. There is no set maximum for the Nexthink logo; nonetheless, there is a minimum size. See below for specifications.



Secondary Logos & Cobranding

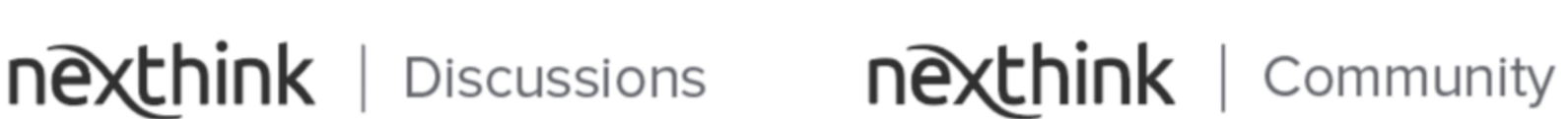
Featured Partner Logos

When featuring partner logos, the Nexthink logo should always be presented first. The featured partner or speaker logo displays to the right of the logo separated by a light gray rule. The featured logo should be of equal size or smaller than our logo.



Secondary Logo Treatments

Secondary logos are used for instances such as Nexthink Community, Nexthink Academy, Nexthink Support or anything that falls under the umbrella of Nexthink. Our logo mark is the forefront of everything we do, and this logo treatment reflects that.



Nexthink Brand Guidelines

Corporate Typeface
Proxima Nova Family

Proxima Nova Regular

Proxima Nova Bold

PROXIMA NOVA SEMI-BOLD

Proxima Nova Extra Bold

Individual fonts should be limited to Regular, Bold, Semi-Bold, and Extra-Bold.

Color

Primary colors

Vibrant Blue 400
HEX #3194F7
RGB (49, 148, 247)
CYMK (80, 40, 0, 3)

Dark Blue 800
HEX #0B1441
RGB (11, 20, 65)
CYMK (83, 69, 0, 75)

Dark Blue 400
HEX #1046A8
RGB (16, 70, 168)
CYMK (90, 58, 0, 34)

Secondary/accent colors

Teal 400
HEX #00B1A9
RBG (0, 177, 169)
CMYK (100, 0, 5, 31)

Papaya 400
HEX #FF7461
RBG (255, 116, 97)
CMYK (0, 55, 62, 0)

Purple 500
HEX #803795
RBG (128, 55, 149)
CMYK (14, 63, 0, 42)

Text

Black
HEX #221F20
RGB (34, 31, 32)
CMYK (0, 9, 6, 87)

Backgrounds

Grey 200
HEX #EEF3F7
RGB (238, 243, 247)
CMYK (5, 2, 1, 0)

Contact

For questions regarding the Nexthink Brand Guidelines, please contact Kristin Cavoli at kristin.cavoli@nexthink.com