



# Brand Guidelines

**Let's build a  
better web  
together**



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SECTION 1:

# Brand Story

# Vision

# Build a better web

## #winning

The web will be the #1 place for content, commerce, and apps — beating out walled gardens and proprietary platforms.

## Yes, <code>!

Every developer should be able to build an amazing highly-differentiated web experience.

## Fast, personal, and safe

...Plus, able to deliver strong business outcomes.

## Mission

**Unite the Jamstack  
ecosystem to create the  
best developer experience  
for the web**

### **Decoupled made easy**

Netlify connects APIs and developer tools with opinionated infrastructure for simple, yet powerful workflows.

### **Focus on the code that counts**

...not building middleware, coordinating with DevOps, and maintaining custom servers and infrastructure.

# Values

## Netlivate

We look to make things simpler vs. complicated when it comes to planning, engaging, and delivering results with our customers and partners.

## Own It, Ship It

We seize the opportunity in front of us. We take chances as we are creating a new market. We take ownership and responsibility of our work vs. blame or deflect to others. We admit mistakes, ask for help, apologize, and be open and honest when we don't know something. We don't quit and are relentlessly resourceful. We choose impact and prioritize success.

## Diversity = Intelligence

We foster and build an inclusive and diverse culture, which makes us stronger and smarter. Diversity will allow us to deliver the best product and services to our developers, customers, and partners globally. We continually strive to be more emotionally intelligent. We will hire as an organization consistently improving the diversity of our teams to be representative of the world.

## Weigh In, Then Buy In

Curious and open-minded vs. pushing an agenda. Ask tough questions yet are willing to be asked and answer similar questions. We are data-driven, and we commit to moving forward as a team.

## Care Deeply, and Have Fun

We are passionate about the work we do and the impact we have. We are also passionate about our customers and partners both internal and external to Netlify. We understand there are bad moments, not bad days. We contribute with levity and fun and lift the spirits of others around us.

SECTION 2:

# Visual Identity

# Logo

## **In this section:**

[Logo](#)

[Logo System](#)

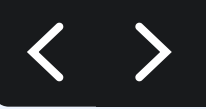
[Full Logo](#)

[Monograms](#)

[Color Variants](#)

[Cobranding](#)

[Things to Avoid](#)



# Logo



## The Netlify Spark

Meet our new logo, the Netlify spark. Our logo represents the convergence of the technologies and people behind every web experience. With it, we honor the legacy of the previous mark and look towards the future of Netlify and the ecosystem.



# Logo System







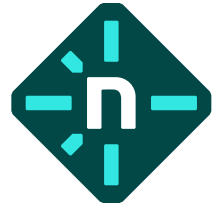

## A logo for every occasion

From buttons to billboards, the Netlify spark will live in a variety of sizes and mediums.

We've optimized the logo system for weight and legibility in order to create a consistent experience across any medium.

### RESOURCES

[Download the logo files](#)

FULL LOGO LARGE		
FULL LOGO SMALL		
MONOGRAM		
ENCAPSULATED		

# Full Logo: Large & Small

## How to use the full logo

### Full logo large

Optimized for large scale uses of the logo. Use this when our logo is the center of attention — for example on t-shirts, event banners, and animated intros.

Minimum width:

1.5 inches with an optimal viewing distance of 18 inches or equivalent proportions (1 foot maximum viewing distance for every inch of width)

### Full logo small

Optimized for small scale use. Use this when our logo shares space with other content — for example in website navigation, paid ads, and email headers.

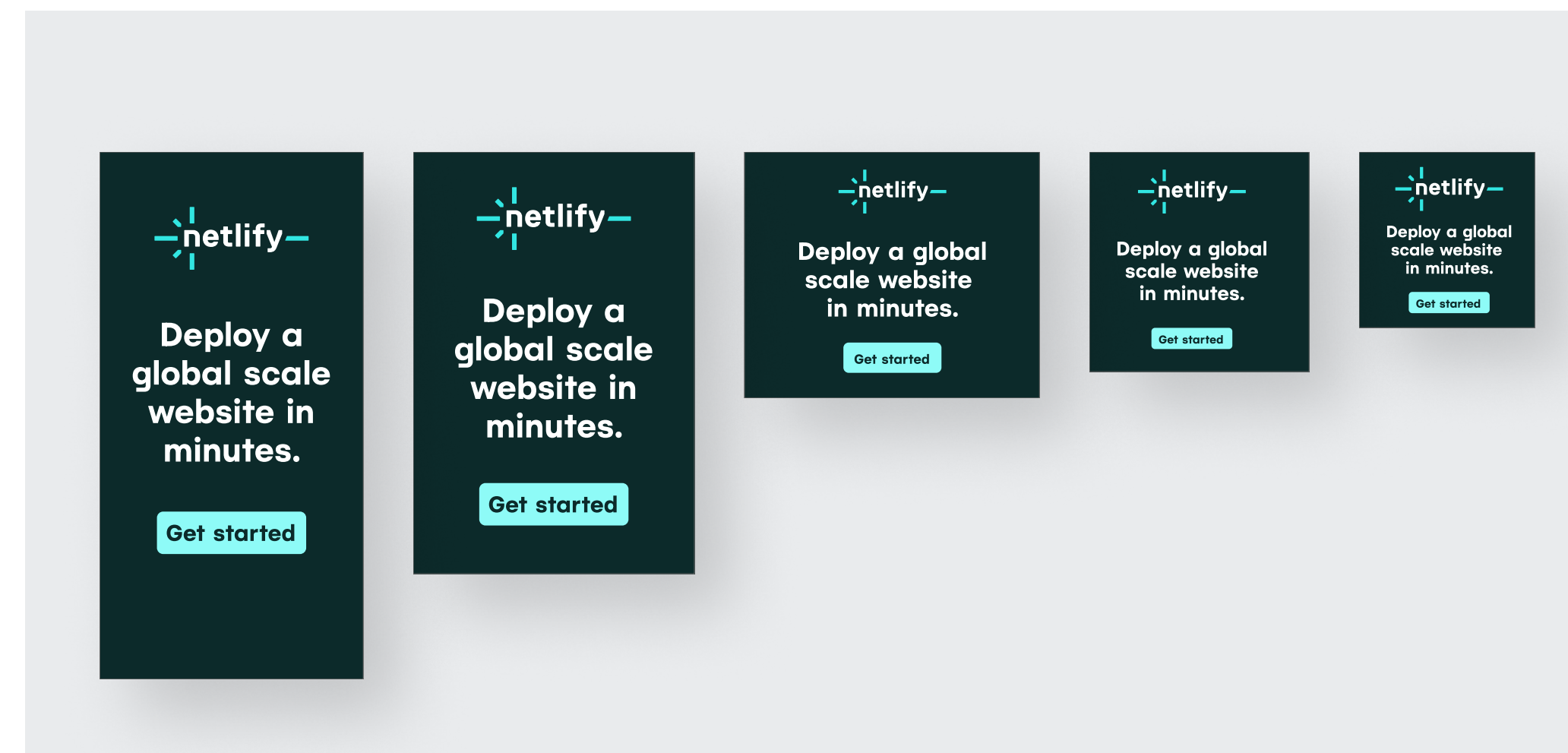
Minimum size:

50px tall on digital materials

FULL LOGO LARGE  
ON A T-SHIRT



FULL LOGO SMALL  
ON BANNER ADS



# Monogram & Encapsulated

## How to use the monogram and encapsulated logos

### Monogram

Whenever possible use the full logo, but there are special occasions when a monogram is more appropriate — for example in collapsed left navigation UI, or on a baseball hat.

Minimum sizes:

- 1 inch on printed materials
- 50px tall in digital applications

### Encapsulated

The encapsulated logo version works well when:

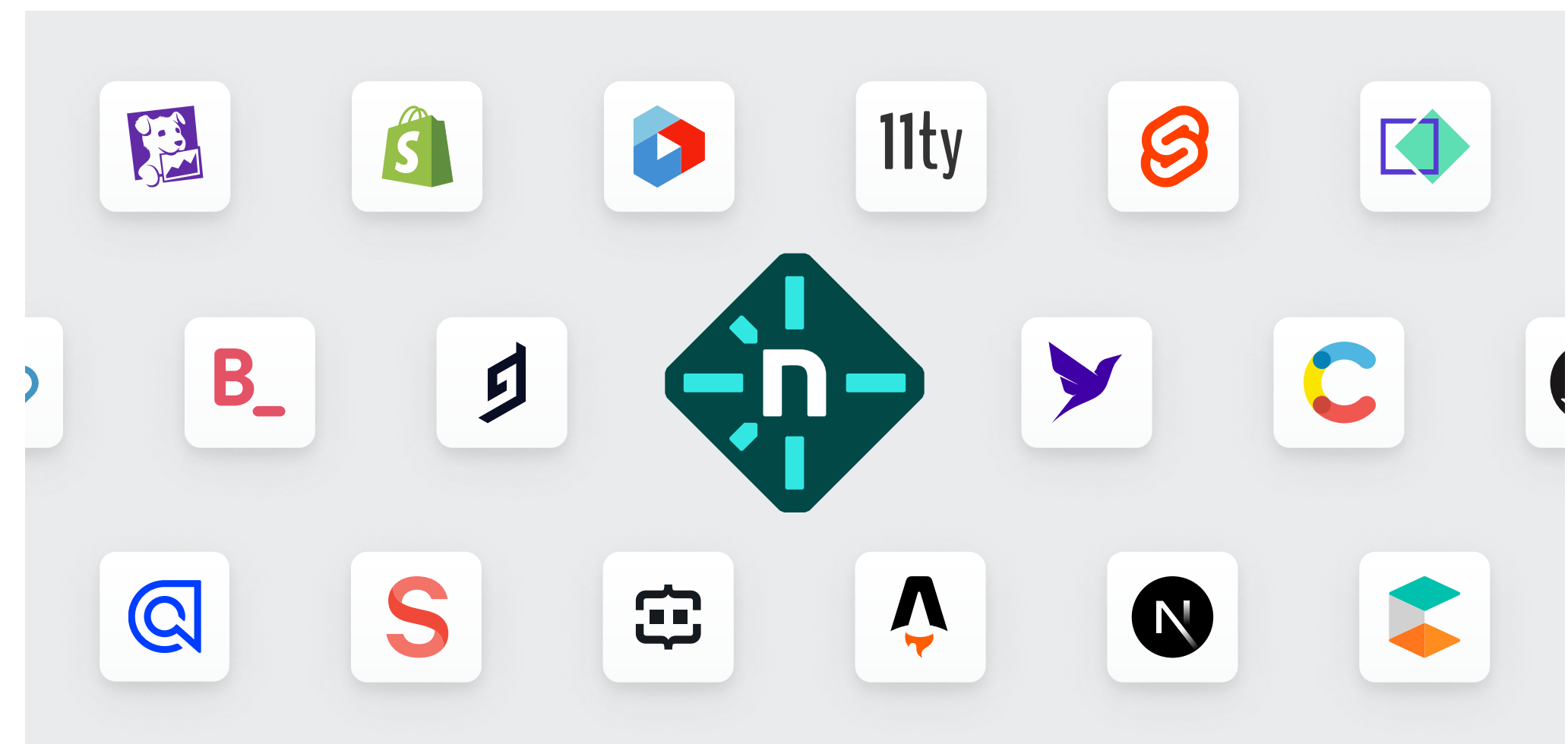
- The background graphics are too busy to see the monogram version clearly
- The logo is presented alongside other logos in an encapsulated format, such as a logo garden or directory site

Whether to use the monogram or encapsulated version can be a bit of a subjective choice. Feel free to reach out to our brand team for guidance on logo usage if needed.

MONOGRAM  
ON A HAT



ENCAPSULATED  
LOGO IN A LOGO  
GARDEN





# Color Variants: Light Backgrounds

## Light Backgrounds

This set of Netlify logos is optimized for use on light backgrounds.

In this set of logos, the text is set to Teal 800 and the sparks are Teal 400 (the encapsulated version being an exception).

The main thing to keep in mind is to use a background that is light enough to provide adequate contrast with sparks in the logo.

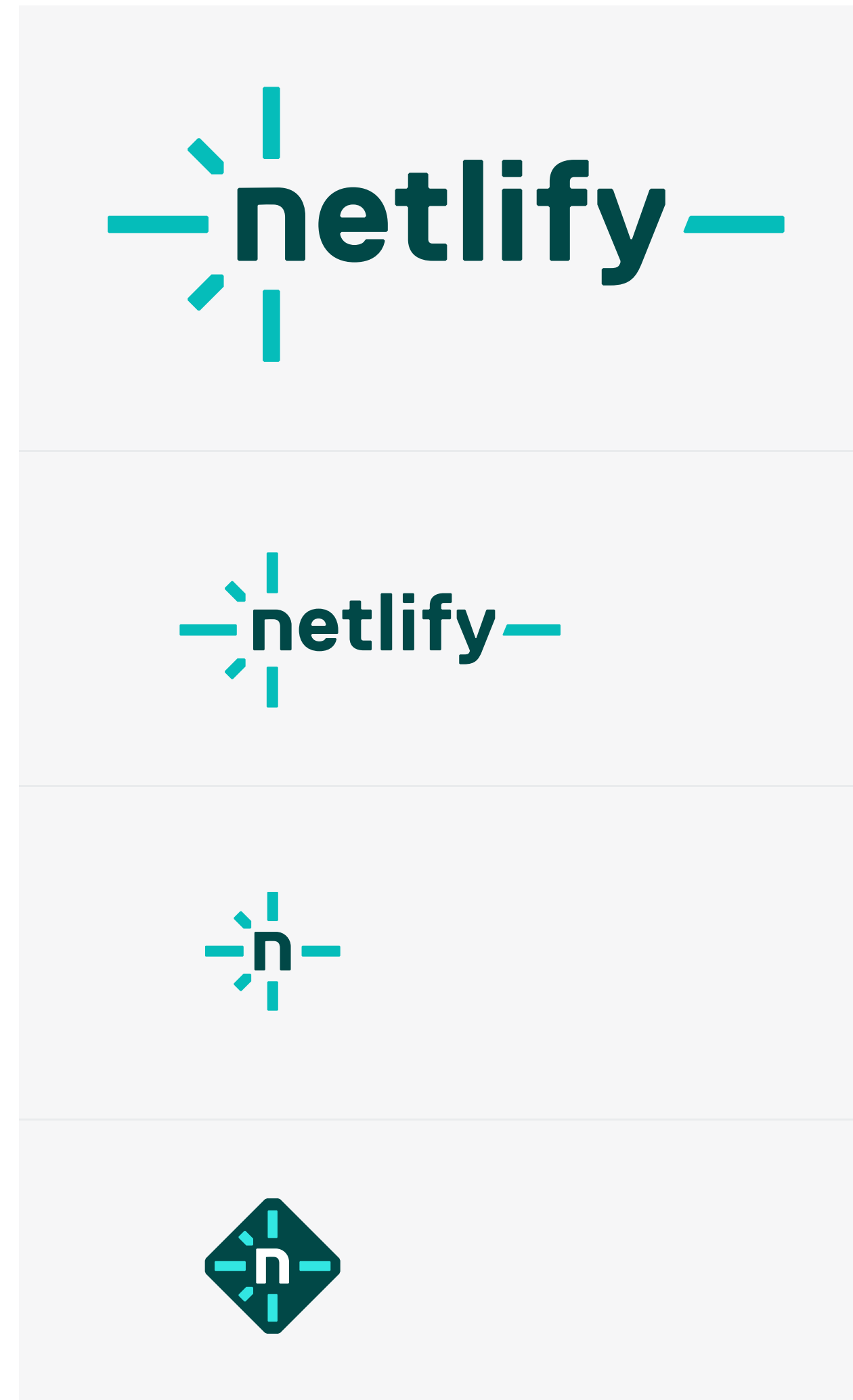
### Determining adequate contrast

As a rule of thumb, your background should not be darker than the 100 level colors in the brand palette.

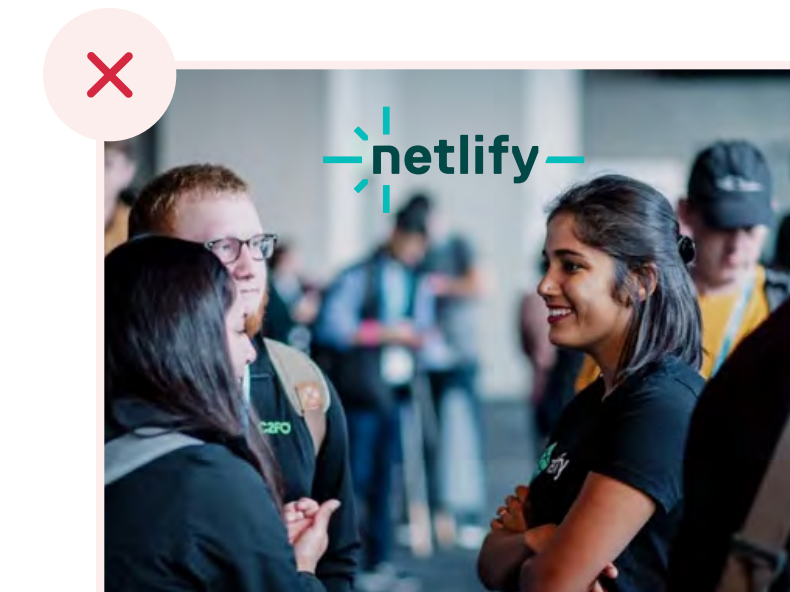
## RESOURCES

Not sure what the numbers represent when referring to our brand palette? See the resource link below.

[Brand color palette](#)



**Don't:** Use this logo variation on a background color that's darker than the 100 level colors in the brand palette.



**Don't:** Use this logo variation on an image that doesn't have adequate space or contrast to see all aspects of the logo clearly.



**Do:** Use this logo variation on an image that affords the space and contrast necessary to see all aspects of the logo clearly.

# Color Variants: Dark Backgrounds

## Brand Palette Dark Backgrounds

This set of Netlify logos is optimized for use on brand palette dark backgrounds.

In this set of logos, the text is set to white and the sparks are Teal 200 (the encapsulated version being an exception).

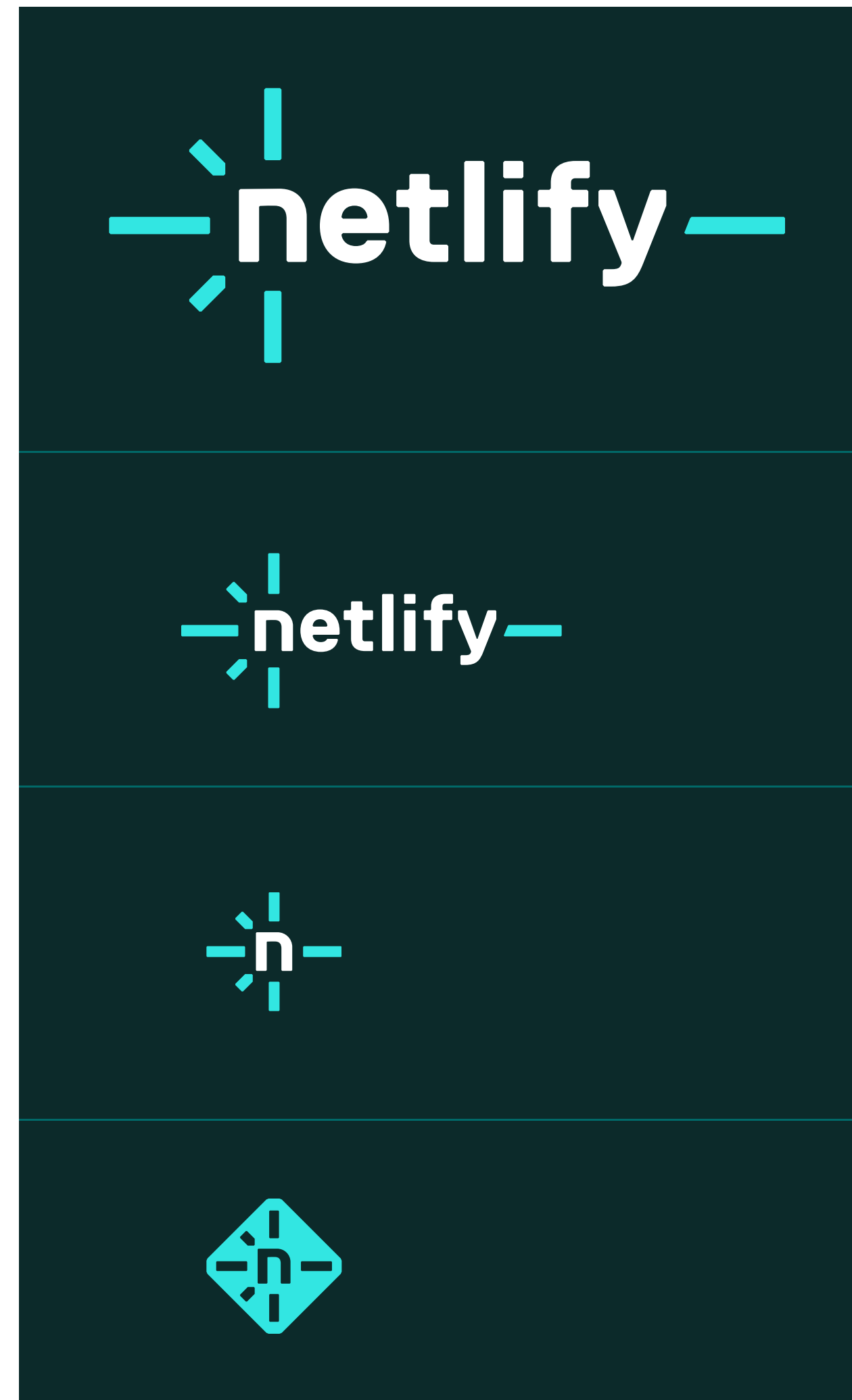
The background can be set to any of the brand colors below:

TEAL 900 #0C2A2A	TEAL 800 #014847	TEAL 700 #016968
NEUTRAL 800 #181A1C	NEUTRAL 700 #353A3E	NEUTRAL 600 #545A61

## RESOURCES

Not sure what the numbers represent when referring to our brand palette? See the resource link below.

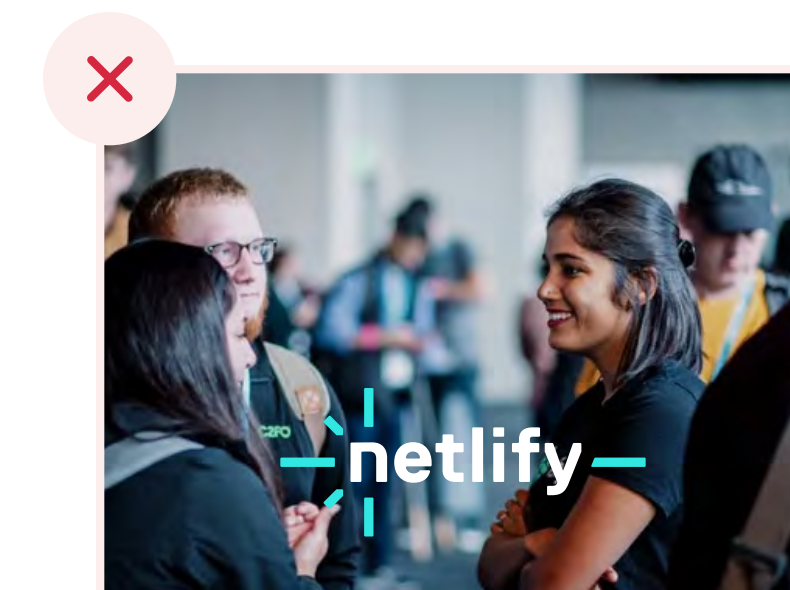
[Brand color palette](#)



**Do:** Use this logo variation on a gradient or patterned background comprised of colors that are permitted in their solid form.



**Don't:** Use this logo variation on a background color or value other than those listed to the left. Instead, use the all-white version (see following page).



**Don't:** Use this logo variation on an image. Instead, use the all-white version (see following page).

# Color Variants: Dark, Non-solid Backgrounds

## Dark Non-solid, Gradient, Image-based, and Patterned Backgrounds

The solid white set of logos is meant to be used on medium to dark colored backgrounds that aren't solid. This can include gradient, photo, or patterned backgrounds.

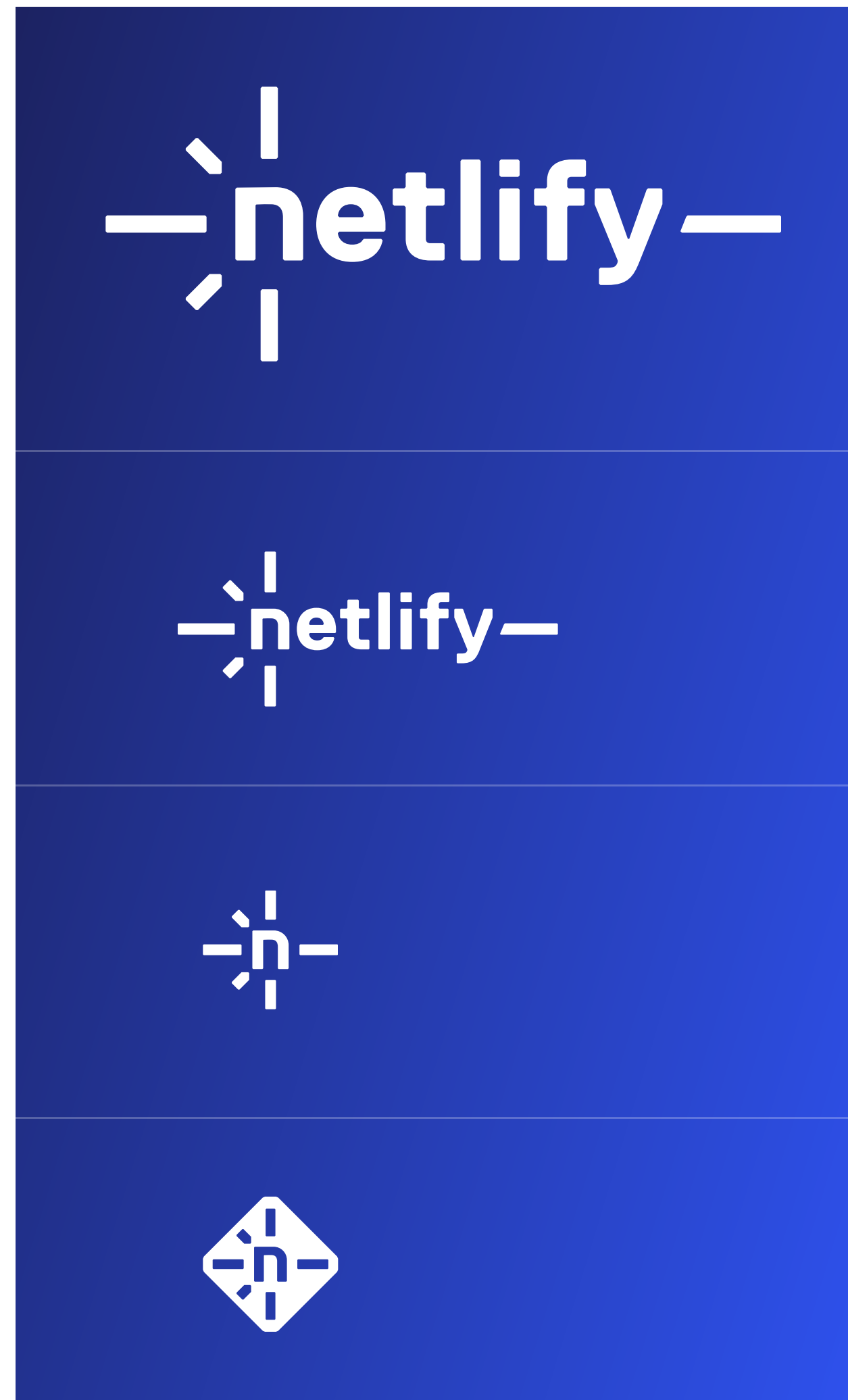
The main thing to keep in mind is to use a background that is dark enough to provide adequate contrast with the all-white logo.

### Determining adequate contrast

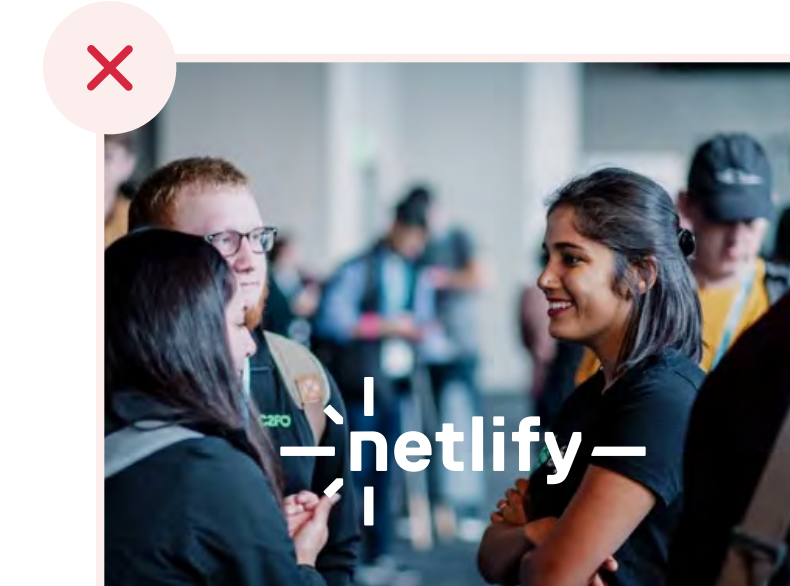
One way to determine if the background has adequate contrast is to take an eye dropper sample of the lightest value in your background and obtain a hex value based on that sample. Once you have that hex value, you can use a tool like the [APCA contrast calculator](#) to compare your hex value to white and determine if you have a score of at least 60.

#### RESOURCES

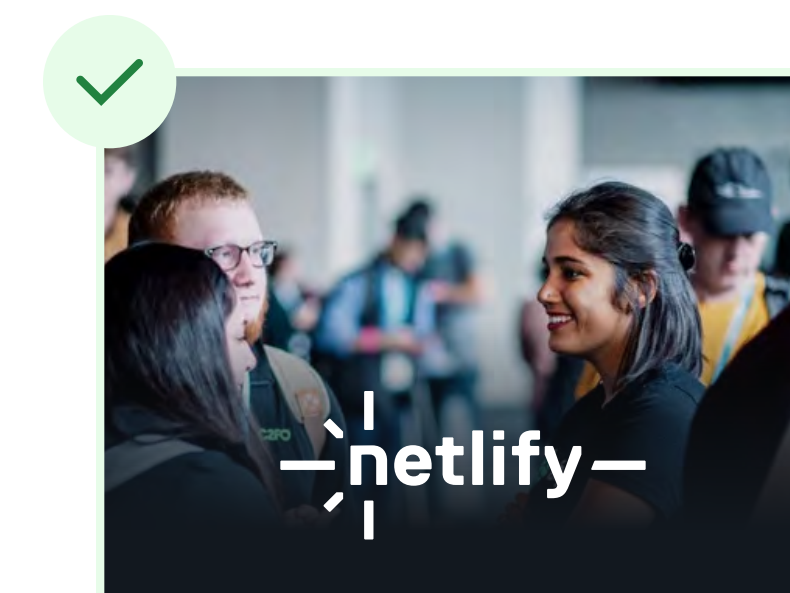
[APCA contrast calculator](#)



**Do:** You may use this logo variation on a solid, dark background if it fits well with the design requirements. For example, in a logo group where all logos are shown in solid white.



**Don't:** Use this logo variation on an image that is too busy to see the entire logo clearly.



**Do:** Use gradients or overlays on a busy image to ensure the logo can be seen clearly.



# Cobranding

## How to cobrand the Netlify logo

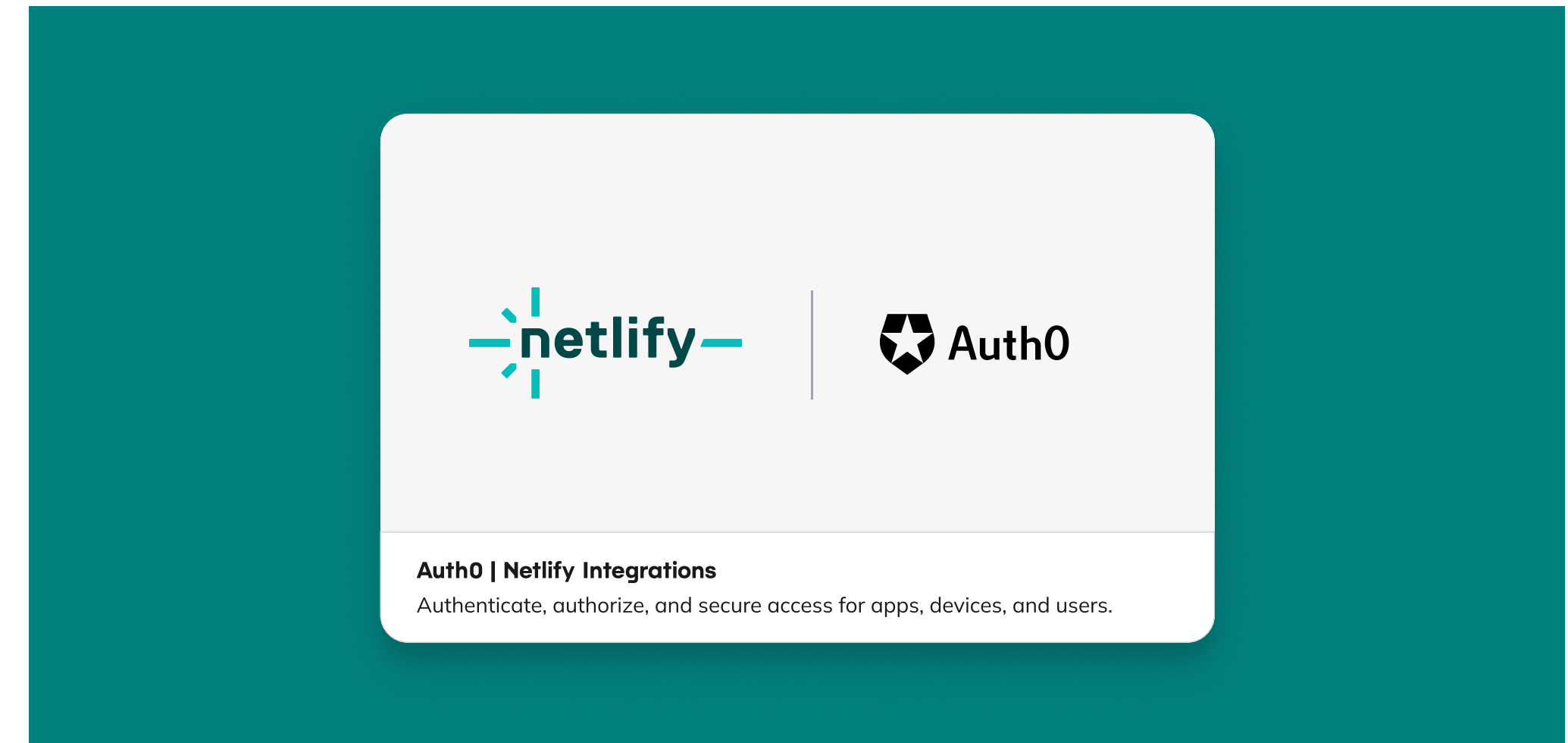
Whether we're funding, partnering, or promoting another company, we want to make sure we're always doing it in a way that respects both of our brands.

Before getting started, always check for the latest logo by visiting the partner's website. Don't use blurry logos, most companies serve their logos through a media or brand page. You can also use a browser extension, like [SVG Export](#), to grab a company logo from their website header.

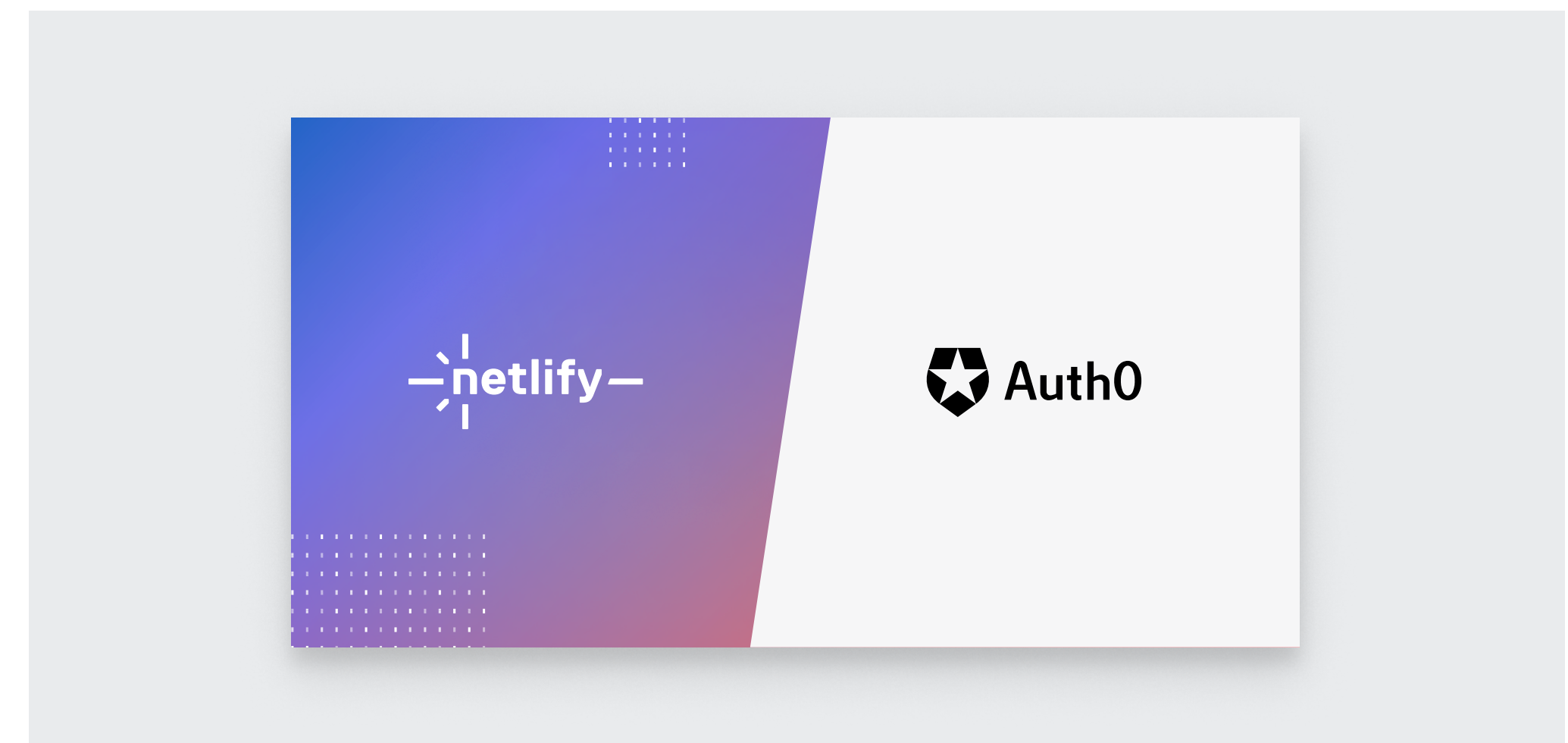
When locking up our logo with another, the key is give each logo equal prominence. Give each logo enough space so that they don't look like they're part of one brand. Size the logos so they look visually equal in size. Logos come in many shapes so, setting them to the same width and/or height doesn't always result in balanced lock up.

Trust your eyes and when in doubt, ask a friend.

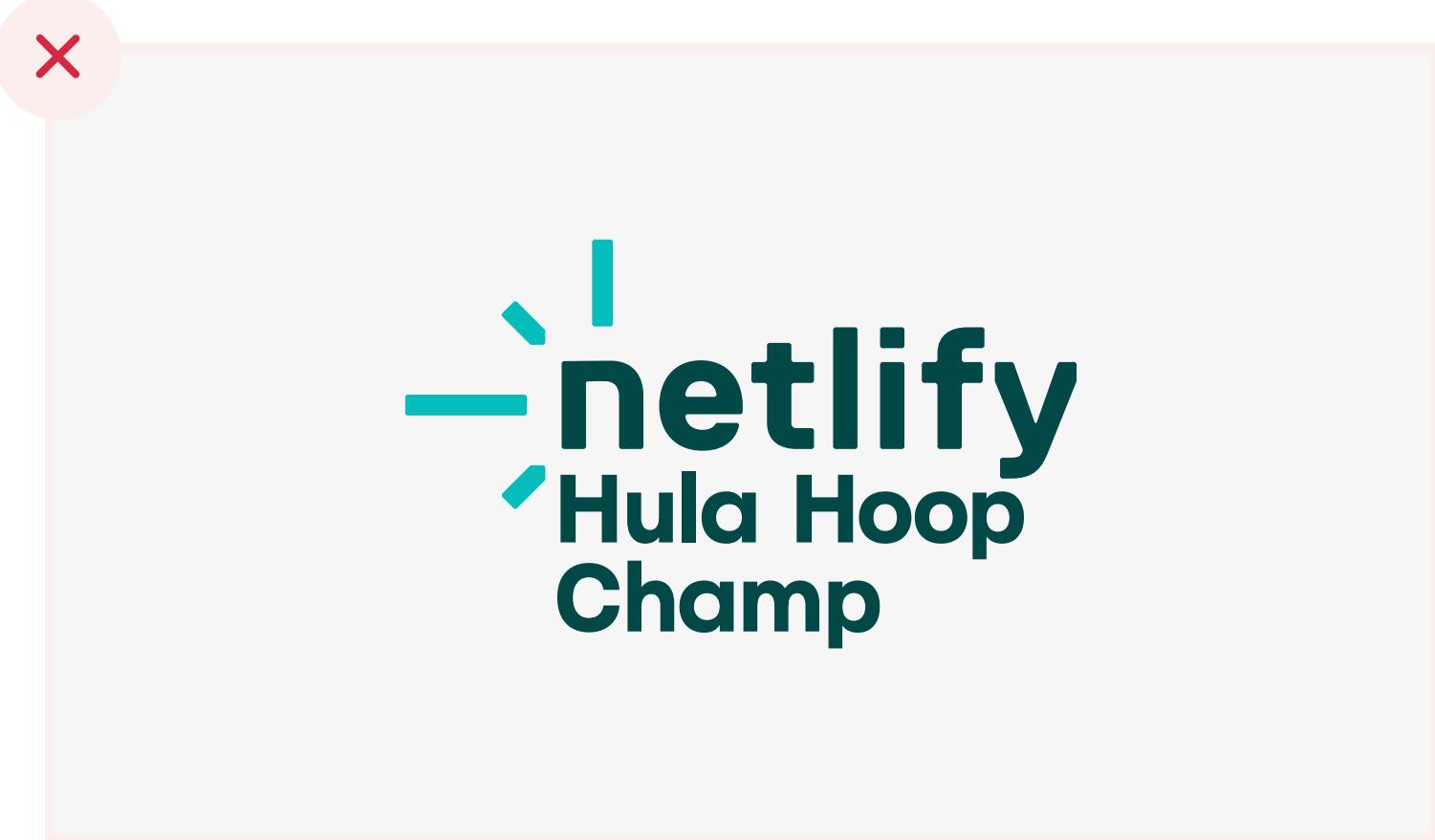
COBRANDING  
EXAMPLE 1



COBRANDING  
EXAMPLE 2



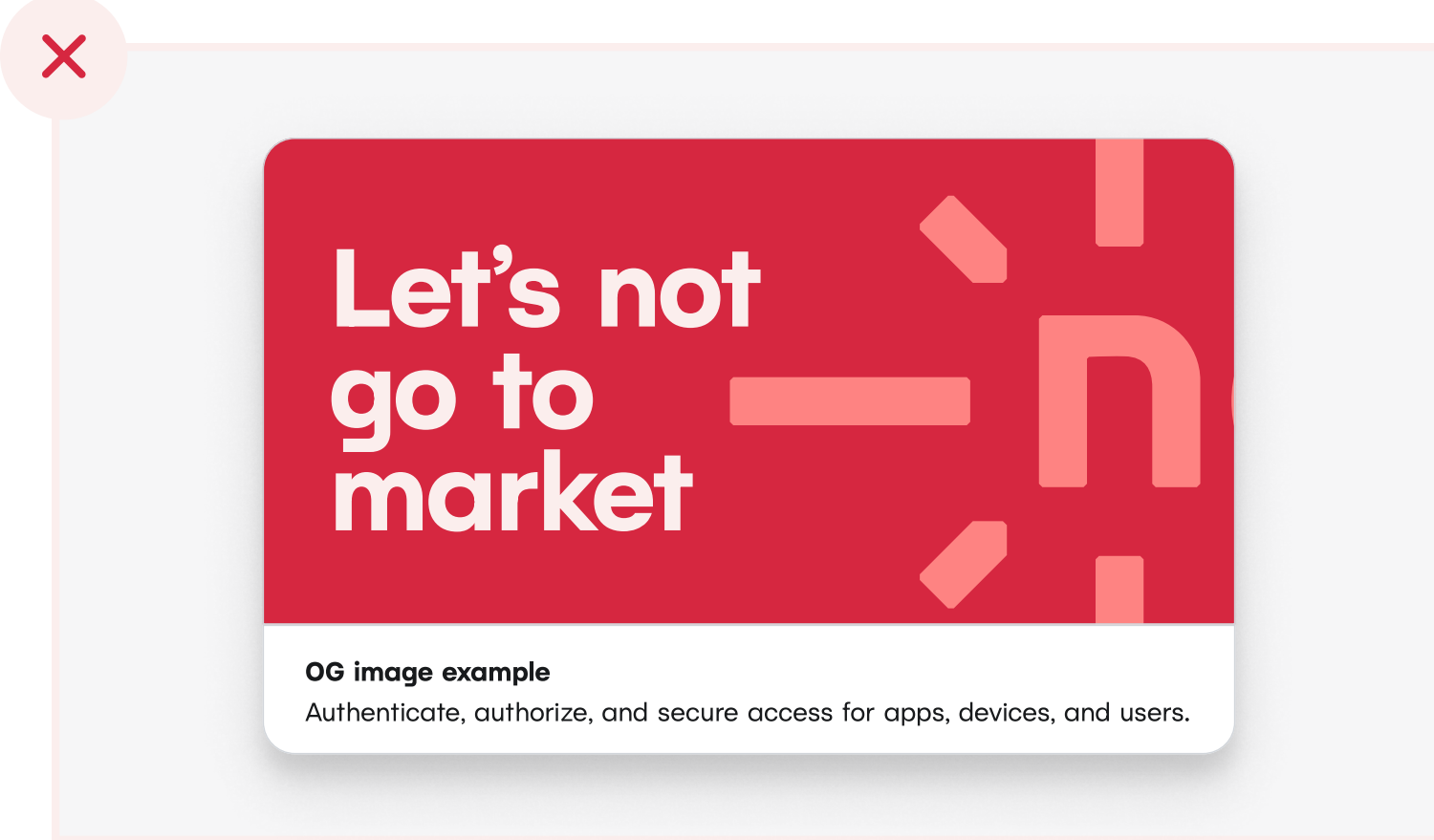
# Things to Avoid



**Don't:** Modify the logo



**Don't:** Create words with the monogram



**Don't:** Use the logo as a background



# Color

## **In this section:**

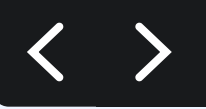
[Primary Brand Colors](#)

[Expanded Primary Palette](#)

[Secondary Brand Colors](#)

[Expanded Secondary Palette](#)

['Mind the Gap' Accessibility System](#)



# Primary Brand Colors

## Teal

Teal is our main brand color. It is the cornerstone of our brand identity. It anchors us to our past, and represents a bright future. Teal should be used sparingly in design outside of the logo itself.

## Neutral

Our primary palette utilizes a dark black-like neutral and true white. Use only Neutral 800 and Neutral 000 for static text such as headlines and body copy.

## Blue

Blue 700 is the main accent color in our primary palette. It should be used for emphasis in contrast to the neutral palette.

## The Numbering System

You'll notice that each of the colors comes with a numerical value, between 000 and 900. These numbers indicate where the value falls on a 10-step lightness/darkness scale. For example, all of the 400 value colors are the same lightness, regardless of the color.

This numbering system also plays an important role in our accessibility system, which we refer to as 'minding the gap'. You can read more by clicking the link below.

## RESOURCES

[Facets Design System Library](#)

[Grab-n-go Templates](#)

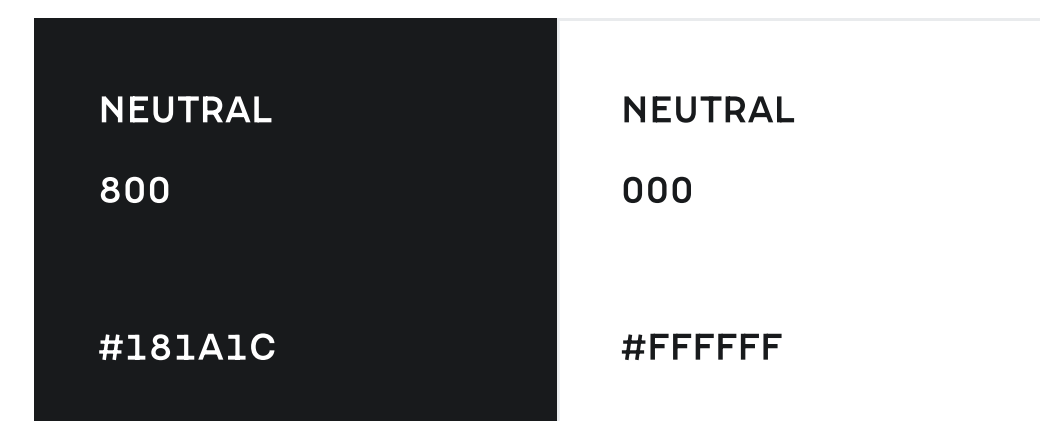
[Accessibility System](#)



Teal is the cornerstone of our brand identity. The values shown on the right are used in our family of logo variations.



Our primary palette includes a dark neutral that reads like black, but is not true black. Do not use black (#000000) in place of Neutral 800. The lightest neutral in our primary palette is true white.



Blue 700 is our primary accent color.



# Expanded Primary Palette

Each color family in the brand palette contains a range of values. These can be used in designs when the primary brand colors aren't sufficient. They can be used to create dimensional designs, illustrations, gradients, and graphics that are part of our cohesive brand.

APCA scores are listed on each swatch. These represent level of contrast, which affect accessibility. Please see [this resource](#) as a guide to interpret APAC score and get design recommendations based on score.

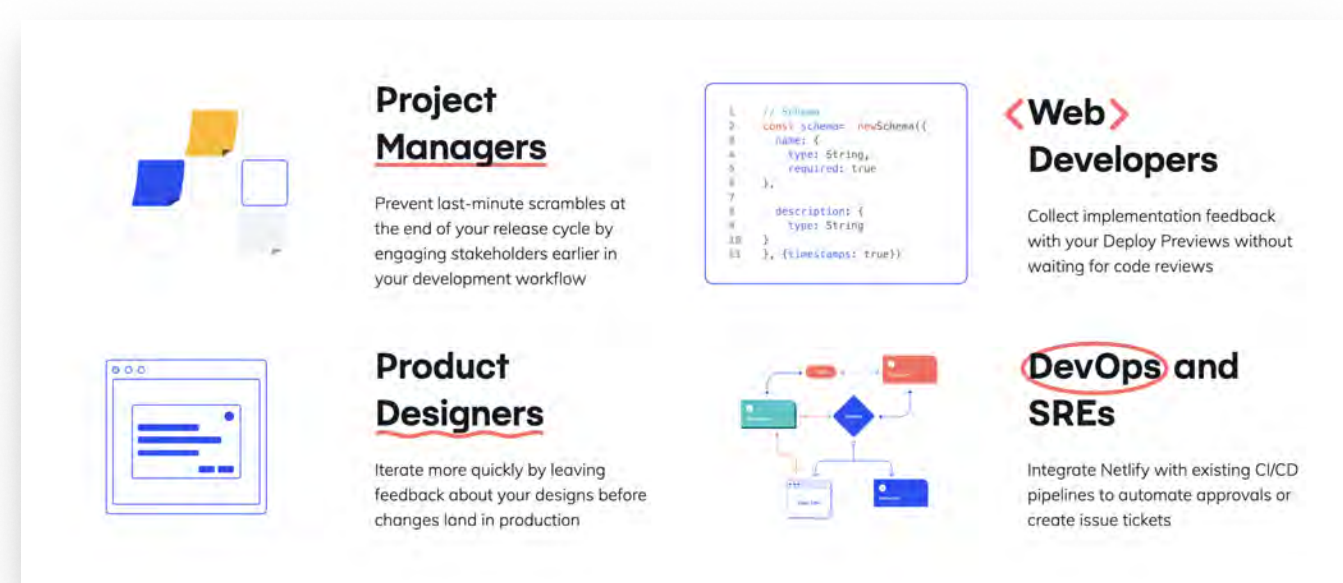
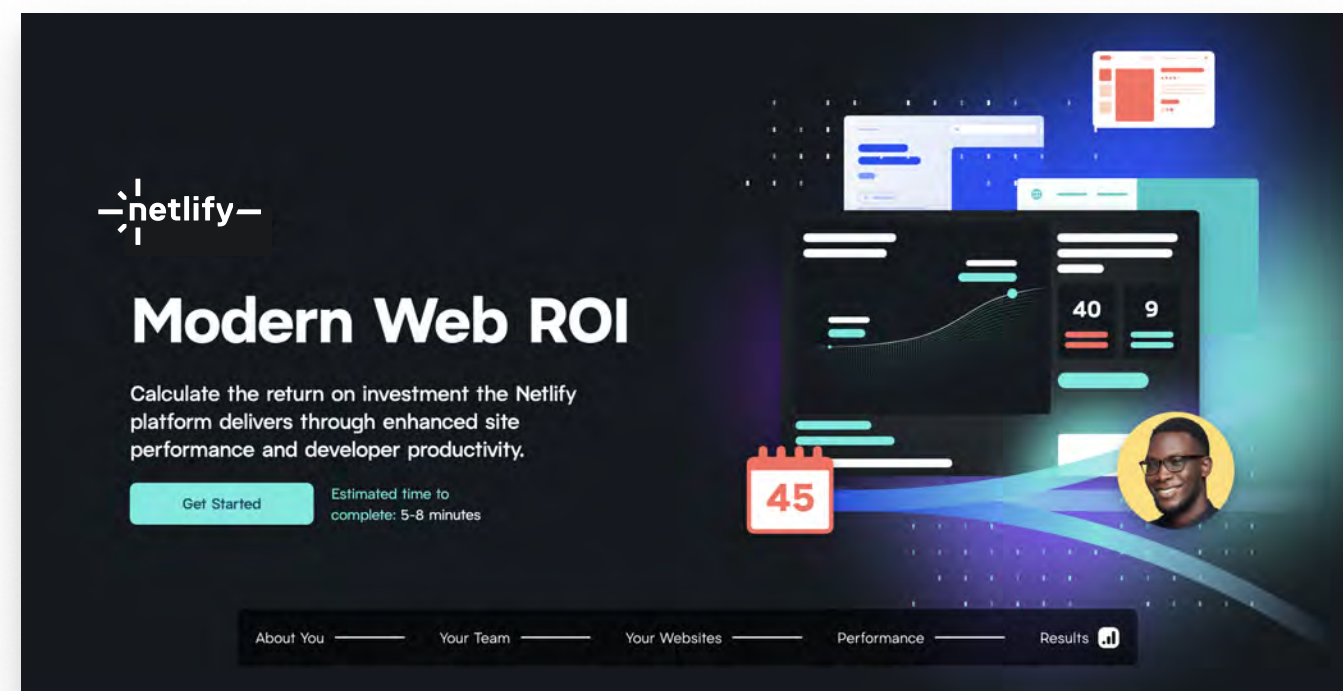
The scores below are determined by comparing the swatch color with that of the text on the swatch. Light text is set in Neutral 000, and dark text is set in Neutral Light 800.

TEAL 900 #0C2A2A APCA 104.8	TEAL 800 #014847 APCA 97.8	TEAL 700 #016968 APCA 86.9	TEAL 600 #02807D APCA 78.1	TEAL 500 #04A29F APCA 63.3	TEAL 400 #05BDBA APCA 56.9	TEAL 300 #14D8D4 APCA 69.9	TEAL 200 #32E6E2 APCA 77.3	TEAL 100 #8EFBF7 APCA 91.4	TEAL 000 #DEFFFE APCA 95.8
BLUE 900 #1B205B APCA 104.4	BLUE 800 #2036A1 APCA 96.6	BLUE 700 #2E51ED APCA 84.2	BLUE 600 #316BF4 APCA 76.9	BLUE 500 #5D8DF5 APCA 64.2	BLUE 400 #80ABFA APCA 57.0	BLUE 300 #9CBEF6 APCA 66.3	BLUE 200 #B5D2FB APCA 76.9	BLUE 100 #CDE2FF APCA 86.1	BLUE 000 #EDF4FF APCA 95.7
NEUTRAL 800 #181A1C APCA 106.6	NEUTRAL 700 #353A3E APCA 100.2	NEUTRAL 600 #545A61 APCA 89.1	NEUTRAL 500 #778089 APCA 72.9	NEUTRAL 400 #9DA7B2 APCA 54.2	NEUTRAL 300 #D1D5DA APCA 79.5	NEUTRAL 200 #E9EBED APCA 92.3	NEUTRAL 100 #F6F6F7 APCA 99.0	NEUTRAL 000 #FFFFFF APCA 104.3	

# Secondary Brand Colors

## Use with care and intention

Each color in the secondary palette serves a purpose. As a whole, the secondary palette should be used sparingly, according to the guidelines outlined to the right.



## BRAND DESIGN & ILLUSTRATION

## USER INTERFACE DESIGN

### PURPLE

800

#382AA4

Purple blends well with Blue and Teal to create rich and dynamic gradients. Avoid using it as a solid background when Blue could be used instead.

Purple is only used for a badge or chart in which it represents a specific piece of color-coded data.

### RED

500

#FE4E5C

Red is great at grabbing your attention. Red can be used to add a warmth and dimension to an otherwise cool palette.

Red is used to indicate danger, caution, failure, and non-reversible deletion.

### GOLD

300

#FBB13D

Gold is bright and punchy. Too much Gold, and you'll veer off brand. Use it sparingly.

Gold is used to communicate temporary statuses, warnings, and neutral or helpful information.

### PINK

700

#9A2D99

Pink is casual, fun, and innovative. It's reserved for designs that represent breaking from the norm, pushing bounds, and having fun.

Pink is only used for a badge or chart in which it represents a specific piece of color-coded data.

### GREEN

400

#3AC364

Green is never used in brand design. It is reserved exclusively for UI indicators.

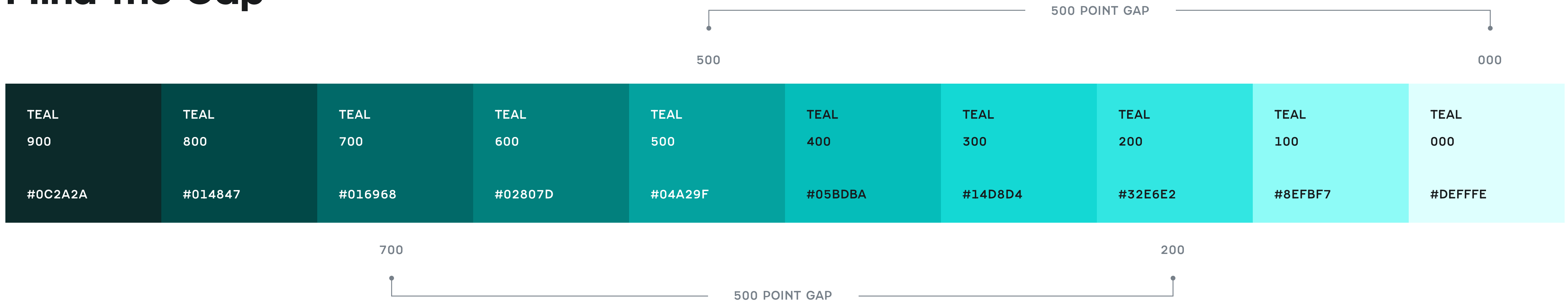
Green is used to indicate success.

# Expanded Secondary Palette

PURPLE 900 #292142	PURPLE 800 #382AA4	PURPLE 700 #614ACA	PURPLE 600 #775CE7	PURPLE 500 #9B80ED	PURPLE 400 #B49DF1	PURPLE 300 #CAB9F4	PURPLE 200 #D8C7FF	PURPLE 100 #E2D9F7	PURPLE 000 #F5F2FC
RED 900 #3D1C1B	RED 800 #800A20	RED 700 #AF2536	RED 600 #D62740	RED 500 #FE4E5C	RED 400 #FE8382	RED 300 #FFADA9	RED 200 #FFBDBA	RED 100 #FBD3D0	RED 000 #FBEEED
GOLD 900 #332213	GOLD 800 #603408	GOLD 700 #8C4C0D	GOLD 600 #A85D13	GOLD 500 #D5771A	GOLD 400 #F98E21	GOLD 300 #FBB13D	GOLD 200 #FACD6F	GOLD 100 #F6E0A5	GOLD 000 #FDF5D8
PINK 900 #381B37	PINK 800 #6C1D6B	PINK 700 #9A2D99	PINK 600 #B938B8	PINK 500 #DF5ADC	PINK 400 #EF7FEB	PINK 300 #F3A8EE	PINK 200 #F7BCF3	PINK 100 #F6D2F2	PINK 000 #FCF0FB
GREEN 900 #152A19	GREEN 800 #0F4A21	GREEN 700 #1A6B34	GREEN 600 #228240	GREEN 500 #31A855	GREEN 400 #3AC364	GREEN 300 #64D87F	GREEN 200 #93F5A5	GREEN 100 #BEF9C6	GREEN 000 #E7FCE9



# Mind the Gap



## Text and background colors should have a 500 point (or larger) gap - or difference in numerical value

This simple rule ensures that there is sufficient contrast to meet our accessibility standards. This rule can be applied to any color in the brand palette, including neutrals.

### COMPLIANT EXAMPLES

- Link Text Teal 200 & 800 = **600 point gap**
- Link Text Teal 100 & 700 = **600 point gap**
- Link Text Teal 000 & 500 = **500 point gap**

### NON-COMPLIANT EXAMPLE

- Disabled
- Background: Neutral 000
- Text: Neutral 400
- 400 point gap**

Error: Error Message

Background: Red 000 Text & Icons: Red 700 = **700 point gap**

# Type

## **In this section:**

[Heading Type](#)

[Body Copy](#)

[Style Exceptions](#)

[Ideal Stack](#)

[Scaling Type for Screen Width](#)



# Heading Type

## Netlify headings are set in Pacaembu

Use the Bold font weight for primary headings. You may use Bold or Medium weights for secondary or subheadings.

Anywhere you use Pacaembu, set the letter spacing to -2%.

## Figma Guidance

When using Figma, use typography styles that are predefined in the 'Facets Design System' Figma library. If you don't have access to this Figma library, see the page titled 'Ideal Stack' in this guide.

## Installing Pacaembu

Pacaembu is available for use within provided 'Grab-n-go' Figma templates, without needing to install the font. If you need to use Pacaembu outside of a Figma template, you must install the font on your system manually. Font files for Pacaembu are available upon request.

## When Pacaembu isn't Available

If you're unable to use Pacaembu in a design application (such as Google Slides), use the Google Font [Poppins Bold](#).

## RESOURCES

[Facets Design System Library](#)

[Grab-n-go Templates](#)

[Ideal Stack Typography Guidance](#)

# Pacaembu

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss St Uu Vv Xx Yy Zz 0123456789

## FONT WEIGHTS

**Pacaembu / Bold / 680**

Pacaembu / Medium / 350

## EXAMPLE

## Customer Stories

Millions of developers and businesses trust Netlify.  
Discover a few of their projects, use cases and results.



# Body Copy

## Netlify body copy is set in Mulish

Use the Medium font weight for body copy. See notes to the right regarding use of Bold and Extra bold font weights.

### Figma Guidance

When using Figma, use typography styles that are predefined in the 'Facets Design System' Figma library. If you don't have access to this Figma library, see the page titled 'Ideal Stack' in this guide.

### Installing Mulish

Mulish (a Google Font) is available for use within provided 'Grab-n-go' Figma templates, without needing to install the font. If you need to use Mulish outside of a Figma template, you must install the font on your system manually. [Installation guidance for Mulish](#) can be found here.

### RESOURCES

[Facets Design System Library](#)

[Grab-n-go Templates](#)

[Ideal Stack Typography Guidance](#)

# Mulish

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
St Uu Vv Xx Yy Zz 0123456789

### FONT WEIGHTS

**Extra Bold / 800**

**Bold / 700**

Regular / 400

**Lorem ipsum dolor sit amet**

**Lorem ipsum dolor sit amet**

Lorem ipsum dolor sit amet

### EXAMPLE

#### **Unite every service into a single API**

Start using API services without spending time writing glue code, learning every API's unique structure, or composing endless API endpoints to get data into your app.

#### **Authentication is already written**

Token management becomes a non-issue. Graph Authentication handles token refresh and scope management so your APIs stay connected over time.

[Getting started](#) →

Extra Bold is recommended for paragraph headers.

Bold is recommended for text buttons.

# Style Exceptions

There are some style exceptions to the standard headline and body copy rules.

These exceptions are made for things like text labels, code, and quotes, which help with emphasis, readability, and wayfinding.

## Figma Guidance

When using Figma, use typography styles that are predefined in the 'Facets Design System' Figma library.

## RESOURCES

[Facets Design System Library](#)

[Ideal Stack Typography Guidance](#)

## TEXT LABEL

PACAEMBU / REGULAR / 500

## CODE

Roboto Mono / Regular / 400

## QUOTE TEXT

**Pacaembu / Regular / 500**

## QUOTE ATTRIBUTION

PACAEMBU / REGULAR / 500

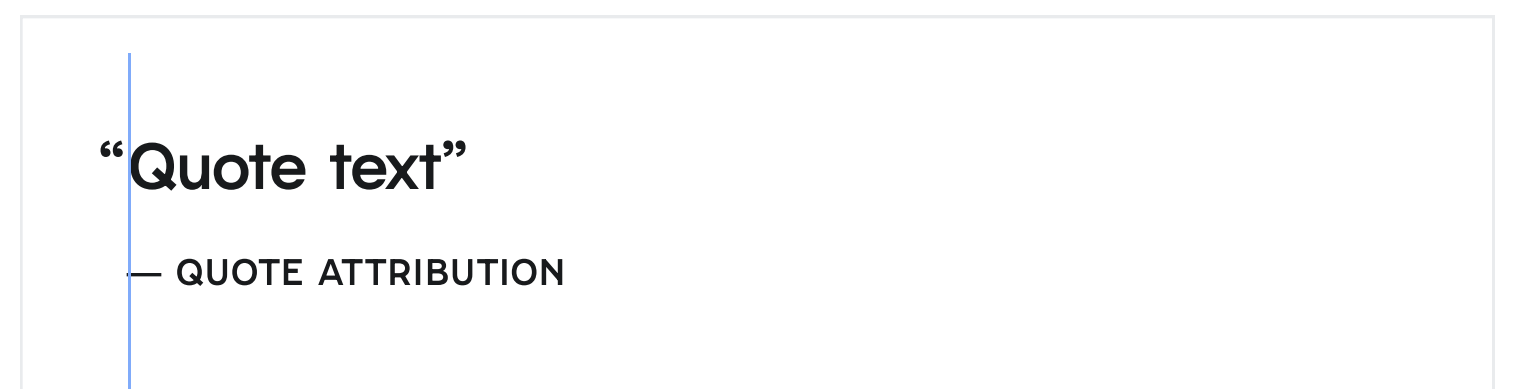
## BETTER PERFORMANCE

```
netlify dev --context production
```

**“Netlify empowers our engineering teams to launch websites and campaigns in minutes with no-ops, a goal that has often been a pipe dream in our industry.”**

— JUSTIN WATTS, ENGINEERING DIRECTOR, LOBLAWS

## EXAMPLE



For styled pull quotes (where possible), align the left edge with nearby text, hanging the beginning quotation mark into the left margin.

# Ideal Stack

EXAMPLE @ 1440PX WIDE

SIZE 5

Pacaembu • Bold/680 • 64

SIZE 4

Pacaembu • Bold/680 • 48

SIZE 3

Pacaembu • Bold/680 • 37

Pacaembu • Medium/350 • 37

SIZE 2

Pacaembu • Bold/680 • 28

Pacaembu • Medium/350 • 28

SECTION HEADER (SIZE 1)

Pacaembu • Bold/680 • 21

PARAGRAPH INTRO

Mulish • Regular/400 • 18

PARAGRAPH (SIZE 0)

Mulish • Regular/400 • 16

Mulish • Extra Bold/800 • 16

# Build a better web

## Focus on the code that counts

### Decoupled made easy Decoupled made easy

#### Make your work flow Make your work flow

##### One-click build plugins

Add powerful capabilities from a directory of community plugins or create your own.

##### Use cases

Bring automated testing into your deploy process, enforce performance and accessibility standards, or kick off services such as search indexing after a deploy completes.

##### Collaborative Deploy Previews

Share progress early and often with preview links created automatically for every deploy.

##### Every PR gets its own full preview

Netlify automatically builds a new Deploy Preview as a unique permanent URL for each Pull/Merge Request.

Size 3 and 2 text can use either Bold or Medium font weights.

Text should not exceed 65 characters per line. If a text area exceeds 65 characters in length, consider displaying the content in multiple columns.

# Scaling Type for Screen Width

It's important to scale type proportionally according to the screen width

85px is a great font size for an impactful headline on desktop, but would be much too large for a phone.

Font styles/sizing for these common screen widths are pre-configured in the 'Facets Design System' Figma library.

You'll see here suggested scaling for text at common screen widths.

In practice, we recommend implementing a responsive scaling mechanism, like this [Utopia example](#).

## RESOURCES

[Facets Design System Library](#)

[Utopia Fluid Responsive Design](#)

## Desktop (1440px)

SIZE 5

Pacaembu • Bold/680 • 64

SIZE 4

Pacaembu • Bold/680 • 48

SIZE 3

Pacaembu • Bold/680 • 37

Pacaembu • Medium/350 • 37

SIZE 2

Pacaembu • Bold/680 • 28

Pacaembu • Medium/350 • 28

SECTION HEADER (SIZE 1)

Pacaembu • Bold/680 • 21

PARAGRAPH INTRO

Mulish • Regular/400 • 18

PARAGRAPH (SIZE 0)

Mulish • Regular/400 • 16

Mulish • Extra Bold/800 • 16

## Tablet (980px)

SIZE 5

Pacaembu • Bold/680 • 55

SIZE 4

Pacaembu • Bold/680 • 42

SIZE 3

Pacaembu • Bold/680 • 34

Pacaembu • Medium/350 • 34

SIZE 2

Pacaembu • Bold/680 • 26

Pacaembu • Medium/350 • 26

SECTION HEADER (SIZE 1)

Pacaembu • Bold/680 • 20

PARAGRAPH INTRO

Mulish • Regular/400 • 18

PARAGRAPH (SIZE 0)

Mulish • Regular/400 • 16

Mulish • Extra Bold/800 • 16

## Mobile (400px)

SIZE 5

Pacaembu • Bold/680 • 29

SIZE 4

Pacaembu • Bold/680 • 26

SIZE 3

Pacaembu • Bold/680 • 23

Pacaembu • Medium/350 • 23

SIZE 2

Pacaembu • Bold/680 • 20

Pacaembu • Medium/350 • 20

SECTION HEADER (SIZE 1)

Pacaembu • Bold/680 • 18

PARAGRAPH INTRO

Mulish • Regular/400 • 18

PARAGRAPH (SIZE 0)

Mulish • Regular/400 • 16

Mulish • Extra Bold/800 • 16



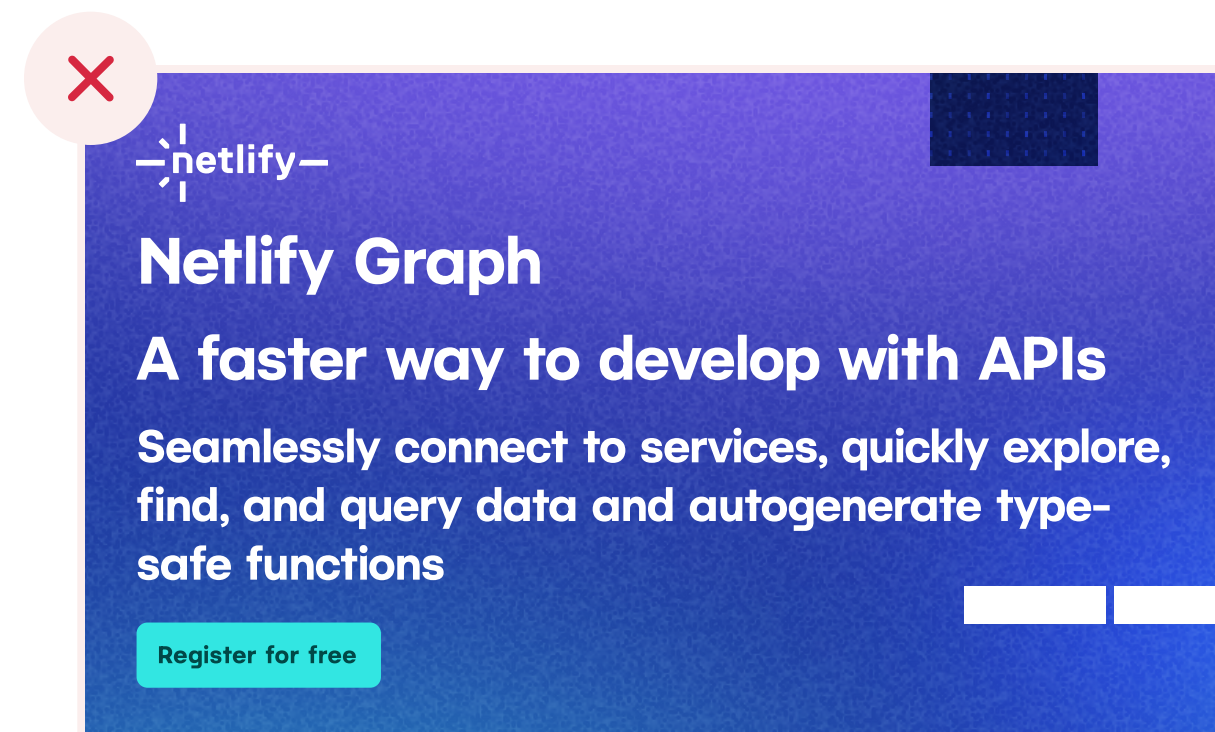
# Information Hierarchy

## Hierarchy & Contrast

At Netlify, we like to get right to the point. Use contrasting sizes to your advantage to emphasize the most important information, such as headlines and titles, and de-emphasize details, captions, and explanatory text by making that text meaningfully smaller.

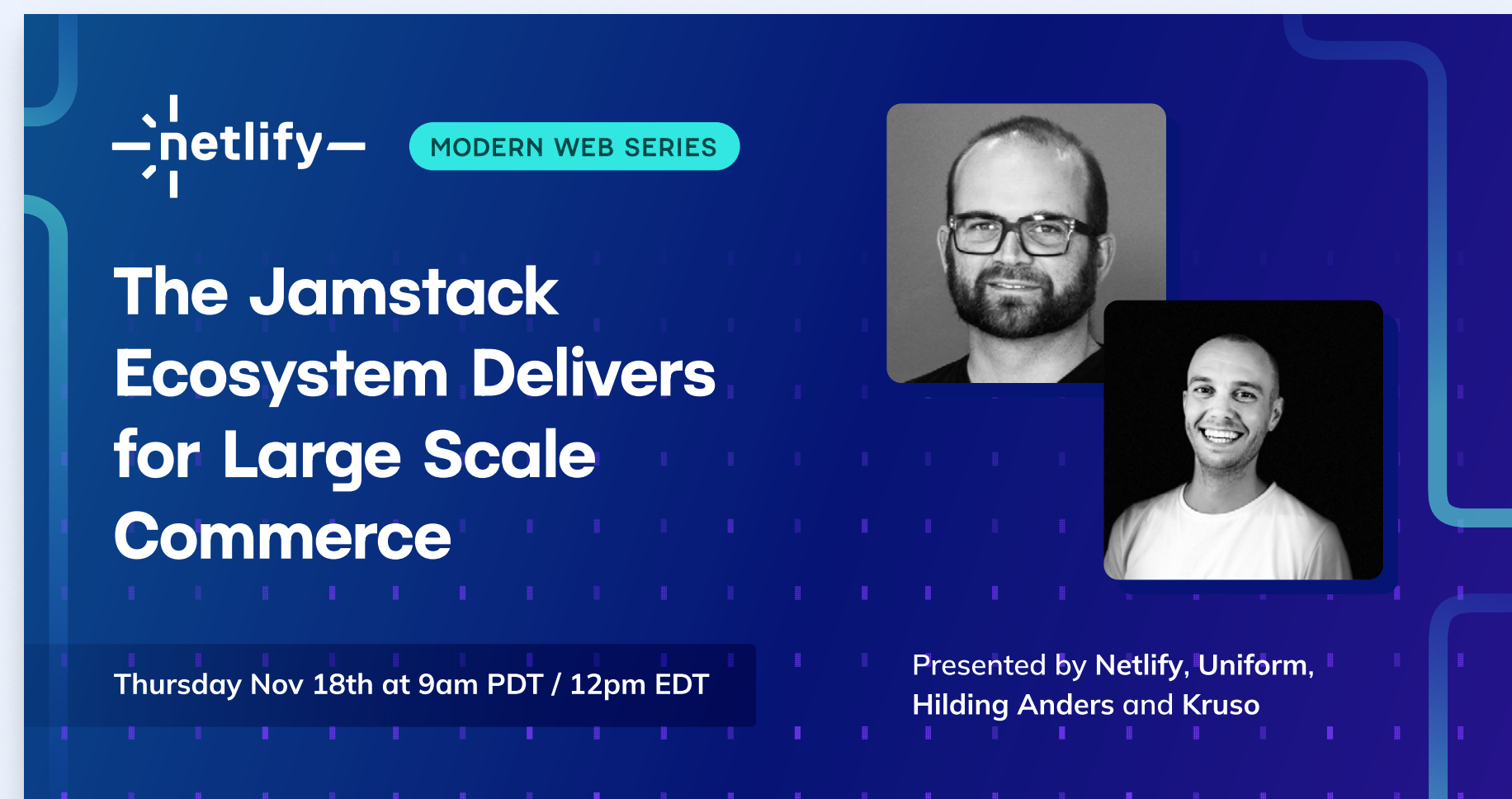
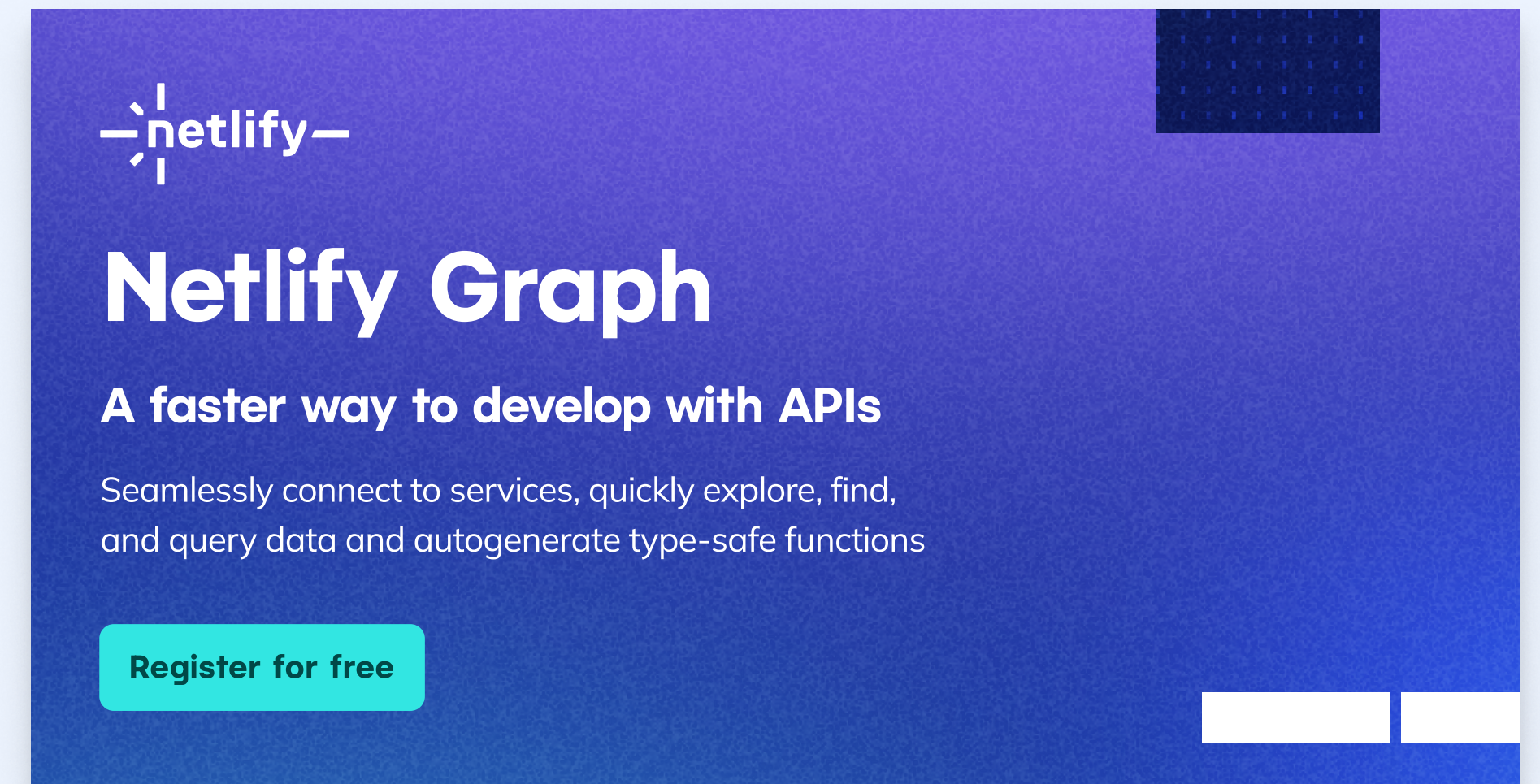
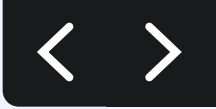
Resist the temptation to make all text as large as possible. You'll lose the emphasis on what's important. No one wants to read a wall of text.

**Don't:** Make all text as large as possible in an attempt to emphasize all the things.



## RESOURCES

🔗 [Grab-n-go Templates](#)





SECTION 3:

# Resources

# Design

Resources, tools and assets to help in the design, mockup, and prototype process.

'Grab-n-go' templates are a set of pre-designed Figma files that you can copy/paste from into your own working Figma file.

[📄 Grab-n-go Templates](#)

Download the entire collection of logo variations.

[📄 Downloadable Logo Files](#)



# Dev

Resources to help bridge the gap between design and development.

The Facets Design System component library is a collection of UI components (Figma symbols) and pre-configured styles built atop our design system.

[📄 Facets Design System Library](#)

The typography rules in our design system were created with a fluid typography scale in mind. Read more here about the scale we recommend.

[📄 Fluid Typography Scale](#)

Tools to help ensure your Netlify branded apps and websites align with brand guidelines.

Use this resource to get started using our design tokens in your app.

[📄 Design Tokens](#)

