Nav

Nav's wordmark highlights our brand cornerstones and is essential to our brand identity. It is simple, bold, and easily recognizable. It is used consistently across all channels to bolster brand recognition and overall awareness.

Clearspace

Our logo should be free of distracting elements and be given the space to exist boldly on its own. Clearspace around the logo is equal to the 1/2 cap height of the N.

Clearspace Exceptions

The logo placement depends on the type of channel and use.

App icons
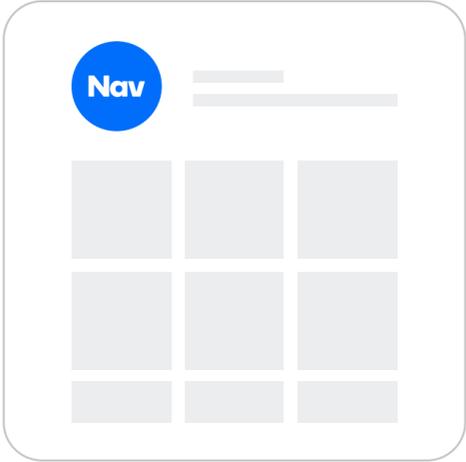
Social icons

Navigation Bar on site

Color

Our logo should have plenty of contrast with its background. The logo should be NavBlue on lighter backgrounds, and white on darker backgrounds.

Size

Our logo should always be legible across all channels. The minimum height of the logo is 20px.

Partnerships

Aligning partnership logos should follow clearspace rules. The seperating line between logos can be found as a component in the design system. Nav's logo should always be placed first, followed by our partner's logo.

Logo Guidance

Don't stretch or manipulate the logo
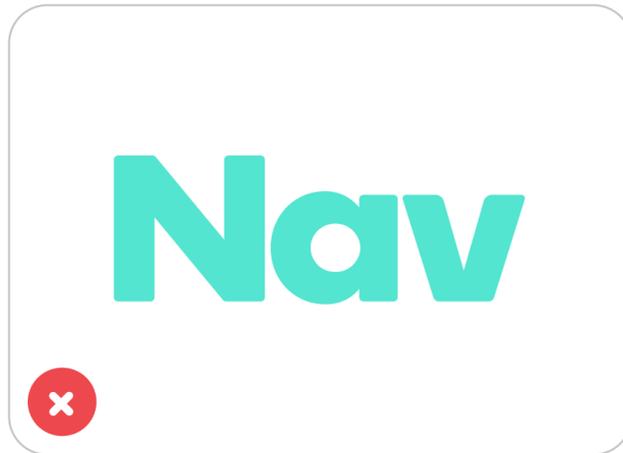
Do not re-color the logo, outside of its original NavBlue, White, and greyscale

Do not kern out the logo

Do not type out the logo in all caps
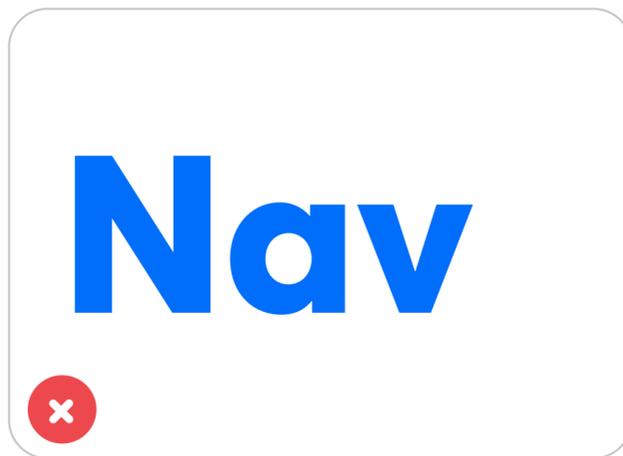
Do not type out the logo in other fonts

Nav is cool
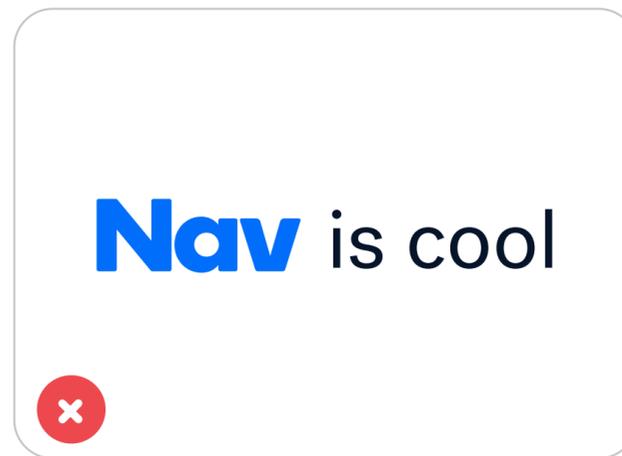
Do not use the logo in sentences