

NestForms logomanual

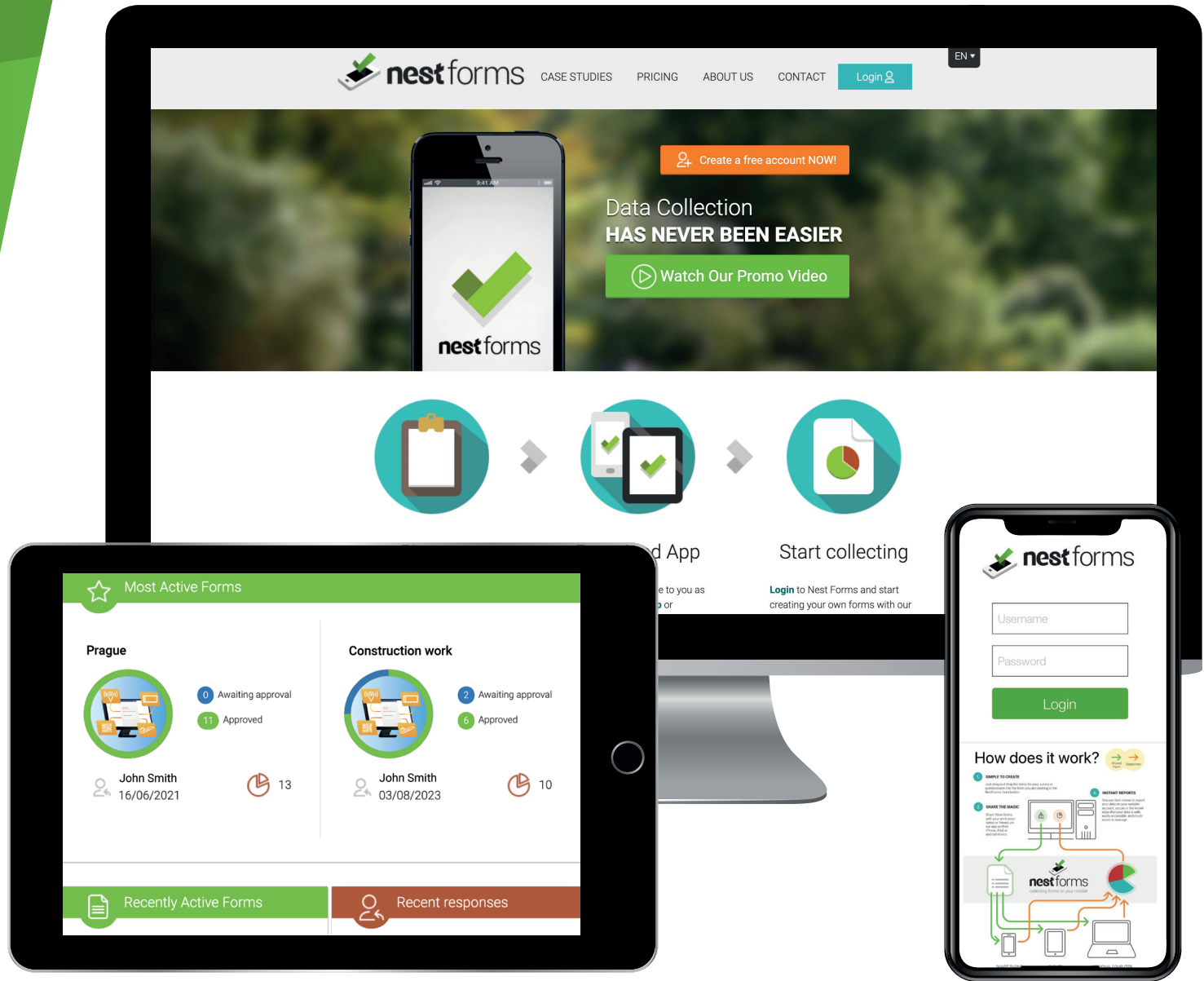
NestForms is a web and app-based form builder that allows you to track, create and manage mobile forms, surveys and questionnaires under your own dedicated account. The project was launched in 2013.

Online version

Web page

Logomanual created in 2023

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Main variant

We use the basic version of the nestforms logo on the web and everywhere where no exceptions are needed.

[Link to the logo](#)



nestforms

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Protection zone

The border around the logotype defines the minimum clear space that must be left between the logotype and other graphic elements such as text, illustrations or borders. The aim is that the logotype retains a separate position wherever it appears. 80% of the logo height determines the protection zone. You may not place any elements within this zone.

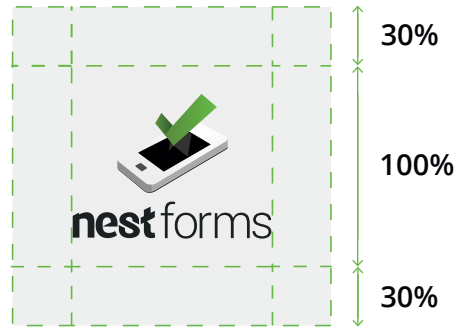


Alternatives square logos

If the default logo cannot be used, it is possible to select one of the alternatives, e.g. for the mobile app, print materials, etc. The protection for square logos zone is 60%. The background is transparent.

[Link to the logos](#)

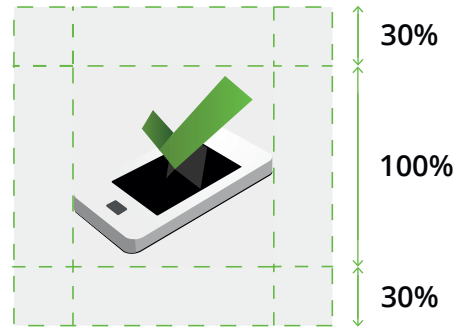
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Logo with name

Minimum size : 112px

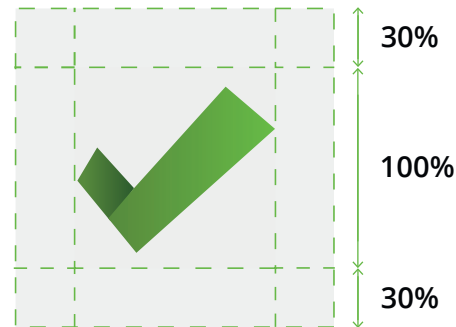
Use: Primary option for any square area where the name is required. Promotional materials - for phone screen, we use it when space is limited.



Logo icon

Minimum size: 32px

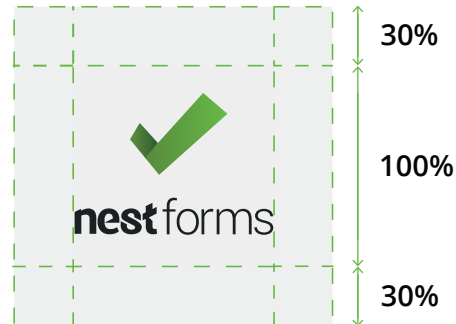
Use: Primary option for any square area without the name. eg: Social media profile pictures, promotional materials etc.



Simplified icon

Minimum size: 32px

Use: Alternative option for any square area without name - especially for smaller sizes. Eg: app launcher icons, favicon for website, promotional.



Simplified with name

Minimum size : 64px

Use: Simplified logo, can be used for example on a mobile device for promotional material or website when the screen is too small for the square logo.

Inverse variant

These logotype variants are used only where the colour variant cannot. All-white logo only in rare cases.



Prohibited use

Examples of prohibited modifications do not exhaust all possibilities that do not meet the requirements.

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We do not apply the logo on a green background, the visibility of the icon would be lost.



We do not apply to photos where the legibility of the logo disappears, we choose a uniform background.

nestforms

We do not remove any component from the logo.



We do not deform the logo.



We do not change the colours.

Fonts

The main font is Roboto in variants Regular, Light and Bold (rare). This font is used across all the resources including website and promotional materials.

nest

Tobba Bold

The font used for the word **nest** in the logo is tobba. However, most letters are custom modified to look unique.

forms

Roboto light

The font used for the word **forms** is Roboto light.

Website font

Roboto regular/light

Roboto regular and Roboto light is the main font use on the web. We prefer to use light. We use Bold rarely and usually for small fonts. We use this font throughout the site and in promotional materials. On the site it is used for both content and heading.

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Colour palette

This page gives a precise definition of the basic colours: CMYK for printing, RGB for electronic display on a monitor.



nest forms

Logo icon colours



#59882F #305927

RGB 89/136/47
CMYK 18/0/35/47

RGB 48/89/39
CMYK 46/0/56/65



#59882F #6AB42D

RGB 89/136/47
CMYK 18/0/35/47

RGB 106/180/45
CMYK 29/0/53/29



#000000

RGB 0/0/0
CMYK 0/0/0/0



#262626

RGB 38/38/38
CMYK 0/0/0/85

Text colour



#525252

RGB 83/82/82
CMYK 0/0/0/67



#979797

RGB 151/151/151
CMYK 0/0/0/41



#B3B2B2

RGB 179/178/178
CMYK 0/0/0/30

Logo in photography

In general, you can place the logo in all four corners of the format while maintaining the defined minimum distance of the protection zone. We position the logo in places to make it visible.

