

Brand Guidelines



Hello!

The following document serves as a reference to guide the communication and design across all touch points of the Nuro brand.

Questions? Contact the Brand Design team: brand-design@nuro.ai

About Nuro

Nuro exists to better everyday life through robotics.

About Nuro

Nuro’s custom electric autonomous vehicles are designed to bring the things you need—from produce to prescriptions—right to your home. Nuro’s autonomous, goods-focused solution can give you valuable time back and more freedom to do what you love. This convenient, eco-friendly alternative to driving has the potential to make streets safer and cities more livable. Nuro has piloted autonomous local delivery for communities in Texas, Arizona, and California—for less driving and more thriving.

Logo

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Logo

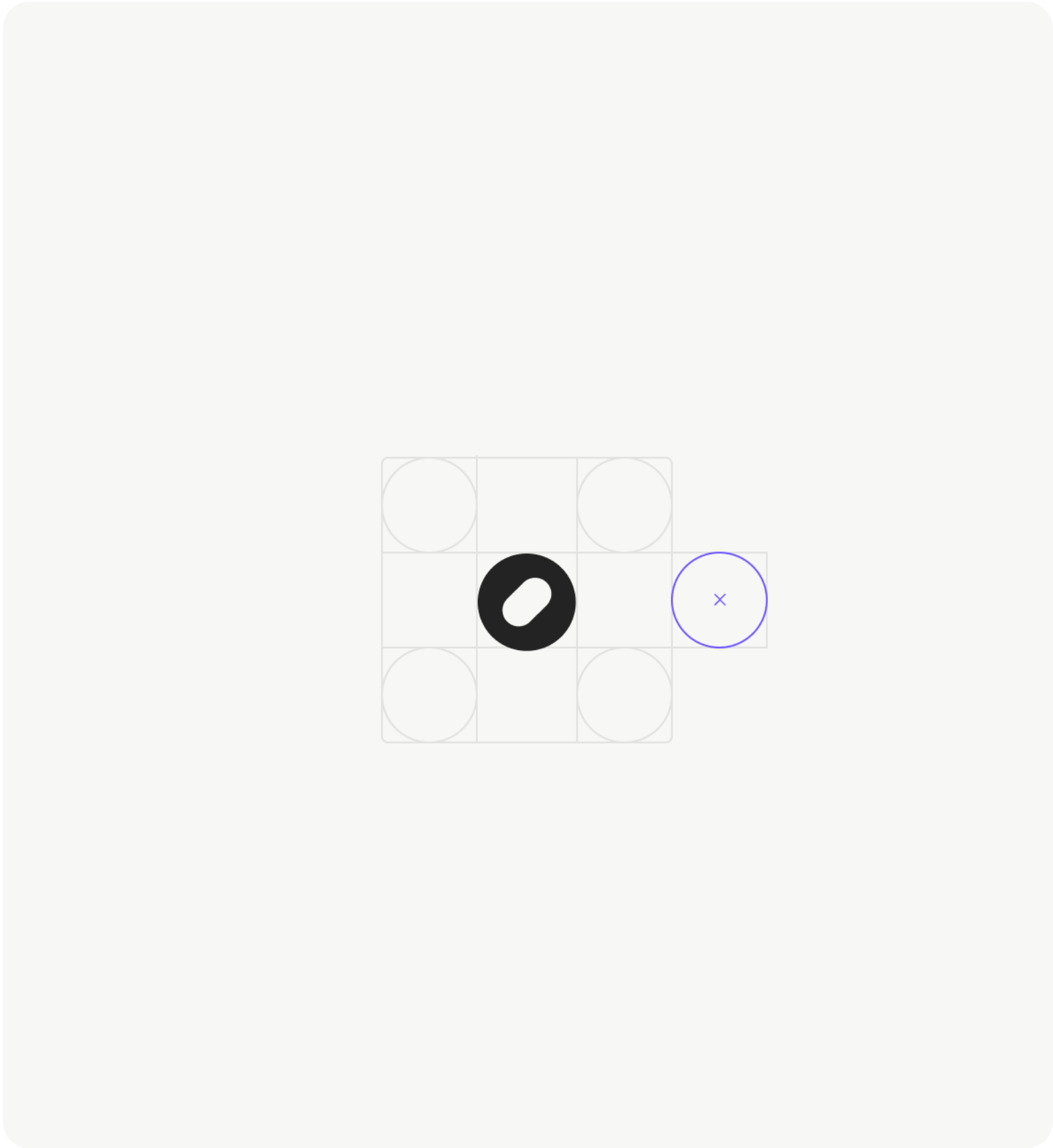
At Nuro we focus on progress, momentum, and innovation. Just as a wheel turns, our logo uses a simple, familiar form to suggest that Nuro is always moving forward, making more possible.

[↗ Logo files](#)



Clear space

The Nuro ‘o’ mark is used to create our clear space area around the logo. This ensures any copy, additional identities, or other visual elements are kept clear from impacting the recognition of the Nuro logo.



Minimum sizing

Minimum sizing of our logo mark is defined in pixels for digital applications and inches for print applications. These minimum sizing rules allow the Nuro logo and mark to be legible in small digital spaces.



Digital 60px



Digital 17px



Print 1in



Print 0.25in

Incorrect usage

Consistency is key when it comes to our logo, and these list of ‘don’ts’ should ensure its appearance is never compromised.

- 01 Don’t change the color of the logo
- 02 Don’t rotate the logo
- 03 Don’t outline the logo
- 04 Don’t add effects to the logo
- 05 Don’t alter the logo letterforms
- 06 Don’t place the logo on busy backgrounds
- 07 Don’t fill logo with patterns or photos
- 08 Don’t place the logo on colors with low contrast
- 09 Don’t distort the logo



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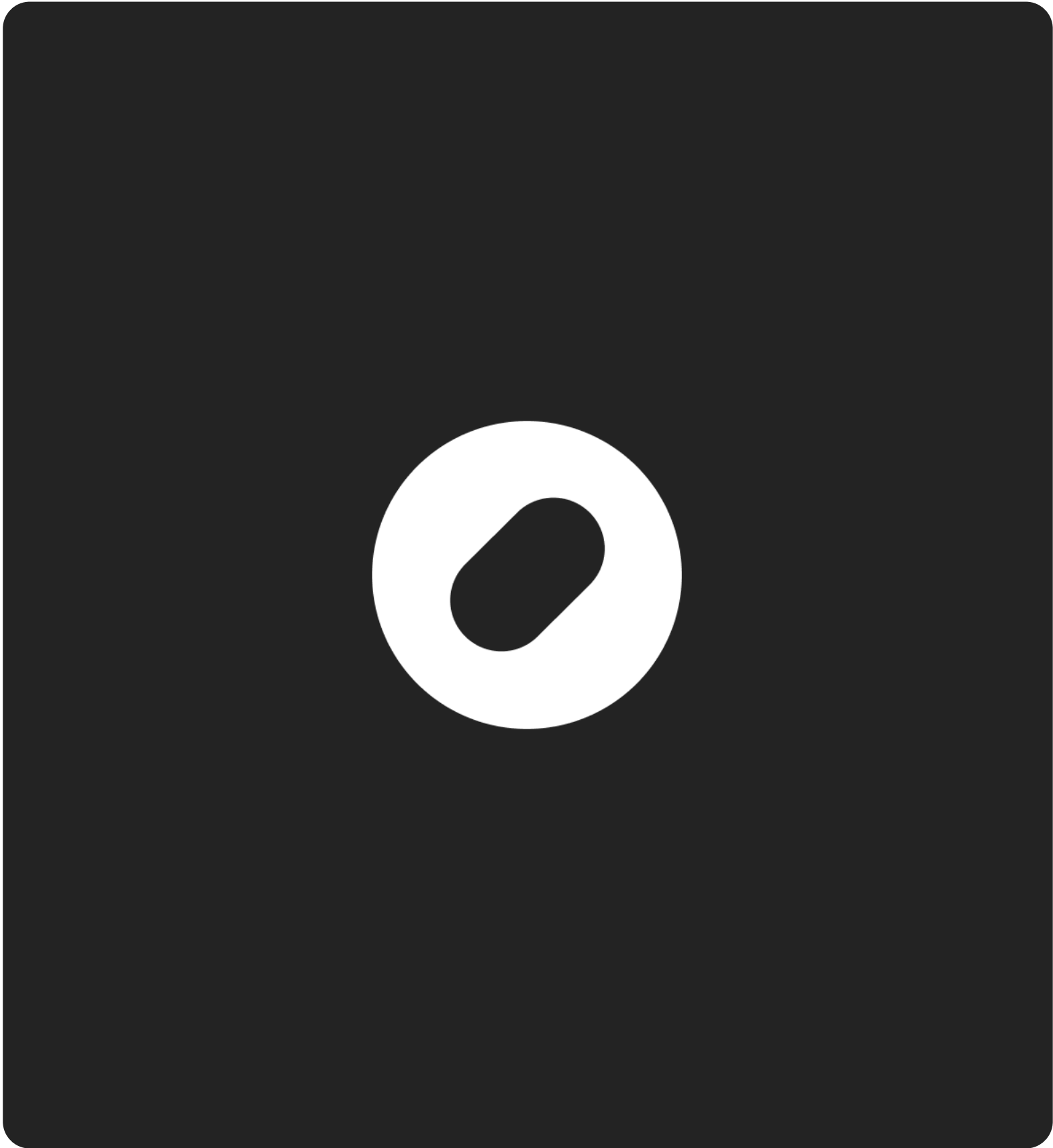
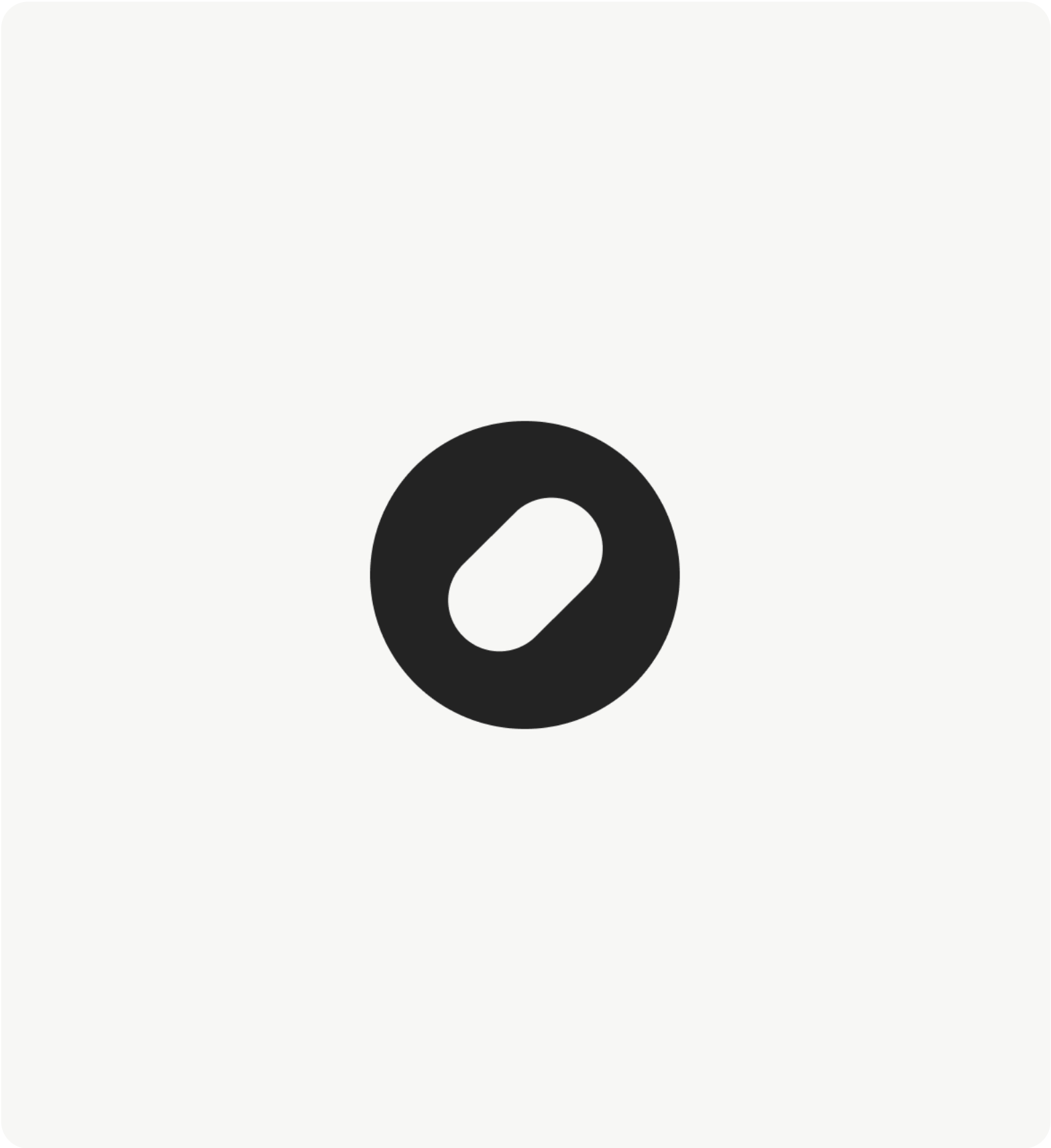
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Mark

When we don't have the space or need an alternate to the primary logo, we can use our mark. The Nuro mark builds off the idea of momentum. Here we borrow the 'o' shape from the logo.

When using the mark, it is important to still show the full logo somewhere in the composition.

[↗ Mark files](#)



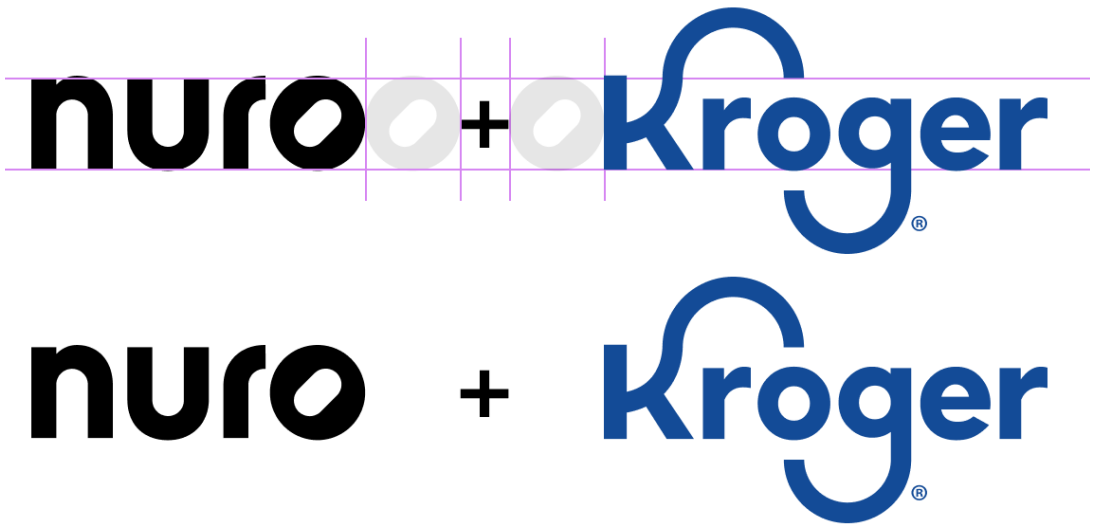
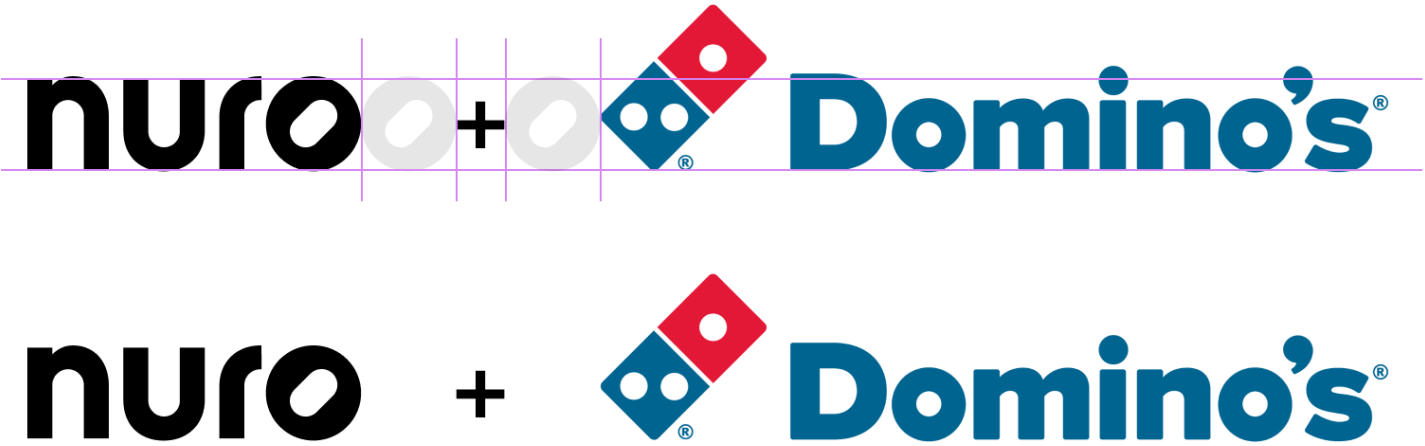
Partnerships

When pairing Nuro’s brand with a partner there should be equal visual weight between Nuro’s logo and the partner logo.

If on a white or light gray background Nuro’s logo should be represented in Nuro’s charcoal. If not, Nuro’s logo should be represented in charcoal or white, maintaining a high contrast ratio.

ⓘ If you are a partner and need approval for your lockup, please contact the Brand Design team: brand-design@nuro.ai

↗ [Partner lockup template](#)




Color

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Primary palette

The primary Nuro brand palette relies on white and charcoal to create a clean aesthetic with contrast and flexibility. We balance our white and charcoal with neutral shades of warm gray, black, yellow, and our brand purple.

 Please note: When PMS colors aren't an option, we recommend working alongside a trusted print vendor to match the CMYK values as closely as possible.

Charcoal	C71 M55 Y64 K72	PMS Black C PMS Black U	#232323
White	C0 M0 Y0 K0	PAPER	#FFFFFF
Purple	C77 M68 Y0 K0	PMS 2366 C PMS 2366 U	#685FF7
Purple DK	C90 M80 Y0 K0	- -	#3F1CC3
Purple LT	C38 M33 Y0 K0	PMS 2366 C – 50% Tint PMS 2366 U – 50% Tint	#AEADFD
Yellow (Sun)	C0 M0 Y15 K1	PMS 7499 C PMS 7499 U	#F8F1D4
N-04 Gray Warm	C0 M2 Y3 K6	PMS Warm Gray 1 C PMS Warm Gray 1 U	#F7F7F5
N-03 Gray Warm	C0 M4 Y8 K17	PMS Warm Gray 3 C PMS Warm Gray 3 U	#EEEEEA
N-02 Gray Warm	C0 M5 Y10 K29	PMS Warm Gray 5 C PMS Warm Gray 5 U	#CAC7C3
N-01 Gray Warm	C0 M8 Y14 K38	PMS Warm Gray 7 C PMS Warm Gray 7 U	#A6A3A1

Typography

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Brand typography

Our brand’s typography system is crafted using Suisse Int’l, a humanist typeface. Suisse Int’l can be licensed from Swiss Typefaces.

Suisse Int’l Regular is the primary weight and does the heavy lifting. Suisse Int’l Mono is mainly reserved for technical language, data-points, and numbers or small details we want to call out.

ⓘ If you are a creative partner who needs access to these fonts, please contact the Brand Design team: brand-design@nuro.ai

Suisse Int’l

Suisse Int’l Regular


abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 :;,./()!@+\${}%¶^‘’—

Suisse Int’l Mono

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789:;,./()!@+\${}%¶^‘’—

Common sizes

A series of common sizes is defined to be used as a guide for both digital and print to ensure both consistency and legibility across diverse applications.

 Please consider audience experience when crafting presentations as smaller sizes are not legible.

<div>Headline — 1</div> <div>Size 90px Leading 80px Tracking -3%</div>	A future worth delivering.
<div>Headline — 2</div> <div>Size 64px Leading 64px Tracking -3%</div>	A future worth delivering.
<div>Headline — 3</div> <div>Size 50px Leading 52px Tracking -3%</div>	A future worth delivering.
<div>Headline — 4</div> <div>Size 28px Leading 28px Tracking -3%</div>	A future worth delivering.
<div>Headline — 5</div> <div>Size 20px Leading 20px Tracking -3%</div>	A future worth delivering.
<div>Paragraph</div> <div>Size 16px Leading 20px Tracking 0</div>	The following document serves as a reference to guide the outward communication and design across all touch points of the Nuro brand. Our design ethos is grounded in Nuro's effort to make more possible, today. Driven by our belief that exponential growth from rigorous innovation creates boundless possibilities and progress for the future. As a result, forward growth and optimism will be foundational aspects of our visual communications.
<div>Suisse Mono — 1</div> <div>Size 24px Leading 24px Tracking -5%</div>	A future worth delivering.
<div>Suisse Mono — 2</div> <div>Size 16px Leading 16px Tracking -5%</div>	A future worth delivering.

Google Suite typography

When using the Google Suite, Helvetica will be the closest match to our brand’s typography.

The common sizes listed on the previous page apply when using this substitute typeface.

Helvetica

Helvetica Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 :;,./()!@+\${}%¶^"——

Example

We care about the planet. Our completely electric, zero-emission vehicles are designed for a full day of operation from a single charge. We use 100% renewable electricity from wind farms in Texas to power our fleet and to reduce our overall carbon footprint.

Photography

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Vehicle renders & photography

3D renders should do what they do best: zoom in on details or showcase the design through specific and defined angles.

Our lifestyle photography gives context to our vehicle and has a warm, fresh, and friendly tone.

↗ [Photography](#)



Thank you.

