

Nero CI-Guidelines

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Introduction

Our name - our logo

Our logo is the most visible and most consistent component of our overall brand identity. The nero logo has been refined in 2008 to give the brand a fresh move towards our role of digital leadership while maintaining familiar features and our strong heritage.

Logo Usage

The nero logo was constructed with a fixed aspect ratio, thus this proportion may never be altered.



Black logo against white

The logo can be reproduced in 100% solid black against a white field. This version is preferred for print.



White logo against black

The logo can be used in 100% solid white against black background. This version is preferred for digital applications.



Always try and leave most of the logo on the clear background, either black or white.



NOTE: NEVER place the logo on any background except for the wave.

Logo Usage - Dont's

The nero logo has been created very carefully, therefore it may never be altered or modified in any way, e.g.:

Please never color the logo in a percentage of black (gray).



Please never use a colored version of the logo.



Please never use gradients in the logo.



Please never stretch or compress the logo.



Please never skew, distort or twist the logo.



Please refrain from using any filters like drop shadows etc. on the logo.



Please never attempt to recreate the logo yourself.



Never place the logo on any other pattern than the wave!



Never combine the logo with the wave in a dark area. ALWAYS leave some white behind it to make it POP!



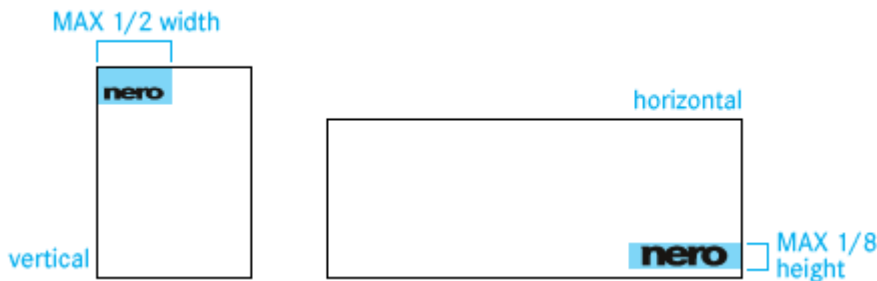
Logo Dimensions

Print - Minimum Size



For print work we have minimum size of 90 points for the width of the logo in any use.

Print - Maximum Size



While there is no maximum size to allow for items such as billboards and large format posters the following ratios should be used to insure readability and consistency:

For vertical uses the logo should be no more than 1/2 the total width of the item (including the clear space).

For horizontal uses the logo should be no more than 1/8 the total height of the item (including the clear space).

Digital/Web - Min./Max. size for digital

On our web site or in digital applications the logo should not be smaller than 90 pixels wide nor bigger than 150 wide in any web related designs.

NOTE: These sizes should also be observed for software and UI design.



Clear Space

To preserve the integrity of the logo and ensure maximum impact in environments in which the logo appears with other elements, a clear space must be maintained on all sides of the logo.

The minimum amount of clear space is equal to 50% of the height of the logo, as shown below:



Logo & Product name

If you need to add a product name to the logo, our logo and product name should always be visually equal and follow the proportions indicated below.

The product name is always placed below the logo. When creating new product names from the templates in these guidelines follow the spacing (in points) indicated below and in the downloadable files. Once the Logo is created and exported from Adobe Illustrator the logo can be scaled as long as the logo lock-up scaled together and not separated.



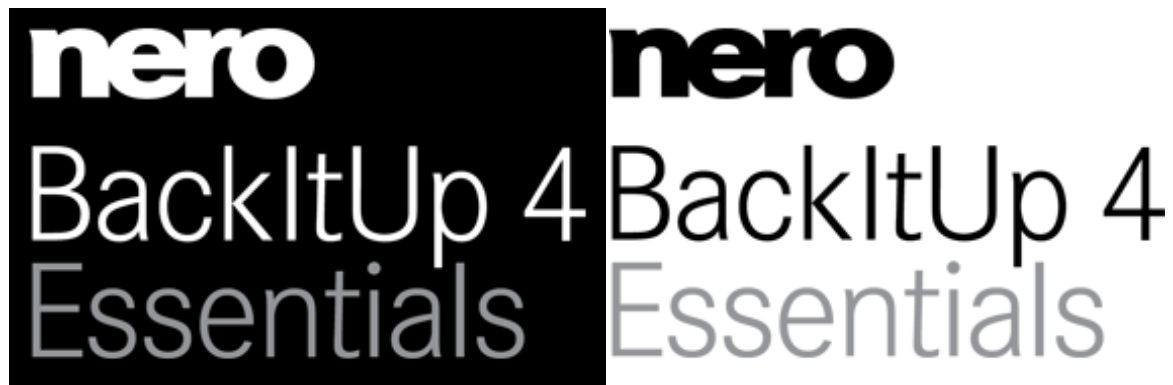
Product name and colors

The product name is treated in the same way as the logo, thus if the 'nero' logo is displayed in white, so is the product name. This is also true of black.



Two line product name

If a single product has multiple editions such as essentials or trial, this part of the product name is shifted to the third line. To differentiate from the rest of the logo and product name, it is written in a toned down gray shade. An example is shown here with Back it up Essentials.



The length of the product name

The optimal length of the product name should never exceed 3x the length of the nero logo.



Logo & Product name Don'ts

Please don't place the product name behind, in front or on top of the logo.



Please make sure to always align the logo and the product name on the left side!



Please use the same color rules for the product name as the product logo. No special colors!



Logo Tagline

Our logo also comes with tagline. Please note that the clear space that applies to the regular version also applies to this one.



Black logo with tagline against white

The logo with tagline can be reproduced in 100% solid black against a white field. This version is preferred for print.



White logo with tagline against black

The logo with tagline can be used in 100% solid white against black background. This version is preferred for digital applications.



Print

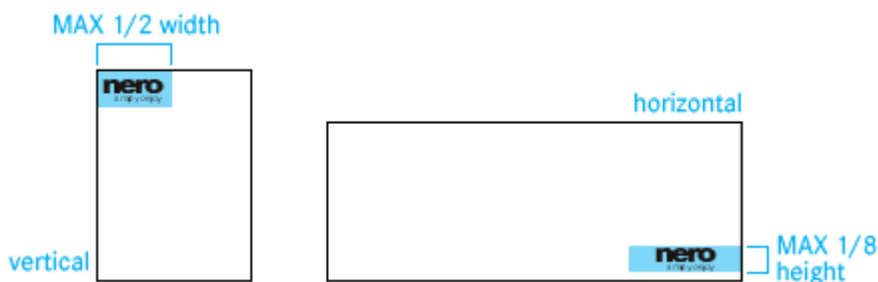
MINIMUM SIZE FOR PRINT



For print work we have minimum size of 115 points for the width of the logo with tagline in any use.

PLEASE NOTE: The logo with tagline minimum size is slightly larger than the non-tagline version so the tagline is still legible at small sizes.

MAXIMUM SIZE FOR PRINT



While there is no maximum size to allow for items such as billboards and large format posters the following ratios should be used to insure readability and consistency:

For vertical uses the logo should be no more than 1/2 the total width of the item (including the clear space).

For horizontal uses the logo should be no more than 1/8 the total height of the item (including the clear space).

Digital/Web

MINIMUM/MAXIMUM SIZE FOR DIGITAL

On our web site or in digital applications the logo should not be smaller than 90 pixels wide nor bigger than 150 wide in any web related designs.



NOTE: These sizes should also be observed for software and UI design.

IN ADDITION: The logo with tagline minimum size is slightly larger than the non-tagline version so the tagline is still legible at small sizes.

Tagline Don'ts

All the rules for the standard logo apply here as well.

IN ADDITION: The logo and the tagline should never be separated or moved apart in any way when this version is utilized.



Product Sound bites

Please check back for updates. We will shortly have product sound bites available on this page that you can use for consistency of voice across products.