

BRAND GUIDE

volume **1.0**

About **this** guide

Our brand is more than just a cool logo or a clever tagline—it's the personality that makes Nerdio instantly recognizable and unforgettable in the industry. It's how we show the world who we are, what we stand for, and why we're the best at what we do.

And guess what? You're a key player in this story. Everyone at Nerdio is an ambassador of our brand, helping to shape how we're seen and celebrated by the world.

This guide is here to make your life easier (and your work even more awesome). Inside, you'll find straightforward tips and tricks for using our identity elements—like our tone, typeface, and

visuals—across all kinds of communications. Think of it as your cheat sheet for keeping the Nerdio vibe strong, consistent, and undeniably us.

By following these pages you'll learn the general rules for using elements across various media and circumstances to keep Nerdio bold, brilliant, and unmistakably Nerdio.



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Our mission

Nerdio's mission is to simplify the lives of IT professionals and maximize their Microsoft cloud and end user computing investments.

Our vision

Nerdio's vision is to empower organizations with a unified management platform to unlock the full potential of Microsoft technologies, leveraging automation and cost-efficiency. By streamlining complex IT operations, Nerdio aims to make virtual desktop management accessible, scalable, and sustainable for business of all sizes.

Our **voice & tone**

VOICE : Inventive and bold, with a fearless drive to inspire innovation and push boundaries. Speaks with clarity and passion, inviting others to build, explore, and transform together. Balances visionary creativity (Creator) with a motivating, confident energy (Hero) and a playful willingness to challenge the status quo (Outlaw).

**inventive, bold, cheeky,
visionary, nerdy**

TONE: Enthusiastic, dynamic, and slightly cheeky. It's polished but not stuffy—professional yet approachable, with a splash of rebellious charm.

Our voice & tone

Inventive

is

- Solution-oriented and resourceful
- Always pushing boundaries
- Original in approach
- Focused on making things better

is not

- Stuck in the past
- Content with mediocrity
- Rigid or afraid of risk

Bold

is

- Confident and fearless
- Willing to take risks
- Decisive in action
- Comfortable standing out
- Embracing challenges head-on

is not

- Hesitant or timid
- Overly cautious
- Afraid of controversy
- Passive or indecisive

Cheeky

is

- Playful and witty
- Slightly irreverent but charming
- Cleverly humorous
- Engaging and entertaining
- Lighthearted yet impactful

is not

- Rude or offensive
- Overly serious or dull
- Disconnected from context
- Boring or predictable
- Excessively formal

Visionary

is

- Future-focused and innovative
- Aiming for transformation and impact
- Able to see the big picture
- Inspirational and motivational
- A pioneer of new ideas

is not

- Narrow-minded or short-sighted
- Satisfied with the status quo
- Reactive rather than proactive
- Lacking ambition or purpose
- Focused only on small-scale thinking

Nerdy

is

- Passionately knowledgeable
- Enthusiastic about details and tech
- Eager to share expertise
- Creative in niche areas

is not

- Overly aloof or detached
- Pretentious about intelligence
- Stuck in a single subject
- Intimidating or condescending
- Uninterested in learning or discovery

Primary archetype

The Creator

INNOVATION

If it can be imagined, it can be created

VOICE:

Imaginative, inspiring, and visionary. Speaks with confidence and curiosity, encouraging innovation and self-expression. The Creator's voice invites collaboration and emphasizes originality while staying professional and polished.

tone:

Positive, forward-thinking, and aspirational. Balances enthusiasm with practicality, ensuring ideas feel attainable while maintaining a sense of wonder.

BRAND VOICE



Inspirational
Daring
Provocative

BRAND MESSAGE

*“ See potential everywhere
and uncover originality
with liberated imagination ”*

Primary archetype

The Hero

VOICE:

Imaginative, inspiring, and visionary. Speaks with confidence and curiosity, encouraging innovation and self-expression. The Creator's voice invites collaboration and emphasizes originality while staying professional and polished.

tone:

Positive, forward-thinking, and aspirational. Balances enthusiasm with practicality, ensuring ideas feel attainable while maintaining a sense of wonder.

The Outlaw

VOICE:

Disruptive, daring, and rebellious. Challenges norms with a playful edge, encouraging others to think differently and break boundaries. The Outlaw's voice isn't afraid to take risks or stir things up but maintains a sense of humor and charisma.

tone:

Edgy, bold, and irreverent. Balances wit with an element of sophistication to ensure the message feels approachable rather than abrasive.



Our logo



nerdio

The Nerdio logo graphic is a white icon on a teal background. It features a circle on the left connected by a horizontal line to a stylized power button symbol on the right. The power button symbol consists of a semi-circle at the base with two vertical lines of unequal height extending upwards from the center.

Our **logo**: Primary usage

The primary logo can be considered both the stacked and/or the horizontal versions of the logo. Various placements in terms of available clear space and fit dictates which version should be used.

Stacked version

The stacked version of the logo lends itself to centered uses and when there is more vertical space.

The colors

The primary logo should feature the nerdio icon in the teal color. This works on both positive and negative placements. The wordmark works in either navy for lighter backgrounds and white for darker backgrounds.

Caution

Avoid using the full color logo on photographs or textured backgrounds unless the logo has clear contrast on a mostly solid (dark or light) part of the background.

Primary stacked on light/white background

• 2 color



• 1 color



Primary stacked on dark background

• 2 color



• 1 color



Our **logo**: Secondary usage

The secondary logo can be considered in almost any use case where the stacked logo is space constrained. In fact, it may be used in primary applications like the website and other places that better balance the composition.

Horizontal version

The horizontal version of the logo lends itself to left justified placements and when there is less vertical space.

Caution

Avoid using the full color logo on photographs or textured backgrounds unless the logo has clear contrast on a mostly solid (dark or light) part of the image.

The favicon

The favicon is the small icon that represents our brand in browser tabs, bookmarks, and search results. It enhances recognition, professionalism, and user experience. Our favicon should always be clear, scalable, and aligned with our brand identity to maintain consistency across digital platforms.

Secondary horizontal on light/white background

- 2 color



- 1 color



Secondary horizontal on dark background

- 2 color



- 1 color



Favicons



Our **logo**: One color use on backgrounds

The one-color logo can be used on photography and color backgrounds within the nerdio color palette.

The one-color logo should only be used in teal and white.

Positive

For the positive version of the logo, use the teal color on lighter backgrounds and lighter photo locations.

Negative/reversed

For the negative version of the logo, use on darker colored backgrounds and darker photo locations.

Positive



Negative/reversed



On backgrounds



Our **logo**: Clear space & small sizes

To ensure maximum legibility and visual impact, it's important to maintain proper clear space around the logo in both its stacked and horizontal versions. This clear space acts as a buffer zone, free of text, images, or other graphic elements, allowing the logo to stand out without visual clutter.

Stacked Logo clear space

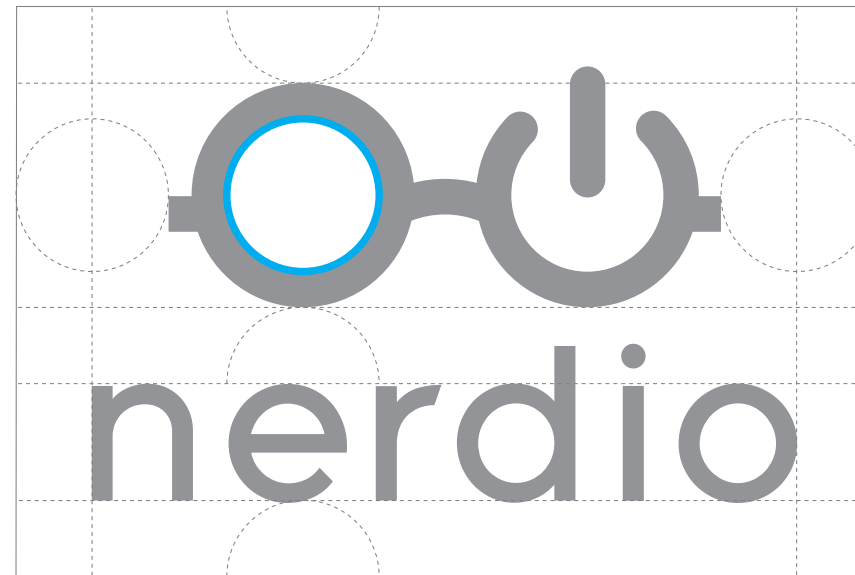
For the stacked version of the logo, the minimum clear space is determined by both the full diameter and half diameter of the circle at the center of the glasses icon. Ensure that this circle's diameter is used to measure the distance between the logo and any surrounding elements on all sides.

Horizontal logo clear space

In the horizontal version, the same rule applies: use the circle within the glasses icon to establish the minimum clear space around the entire logo. This ensures that the logo retains its prominence and clarity in any layout.

By adhering to these guidelines, the integrity and visibility of the logo will be preserved across all applications.

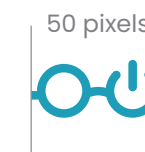
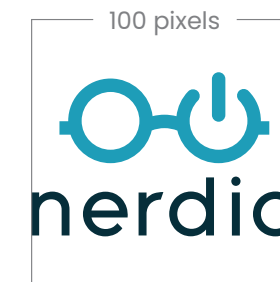
Stacked logo clear space



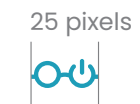
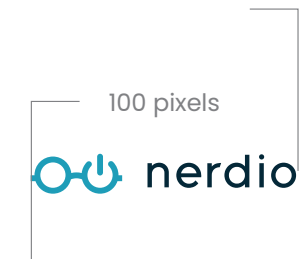
Horizontal logo clear space



Maximum small size



Minimum small size



Our **logo:** Do nots

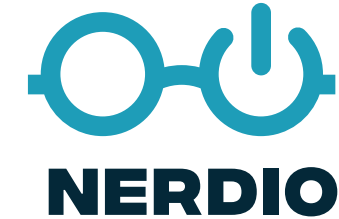
DO NOT: Crop the logo



DO NOT: Use different colors



DO NOT: Change the logotype



DO NOT: Change the transparency



DO NOT: Shift the alignment



DO NOT: Outline the logo



DO NOT: Swap the colors between icon and logotype



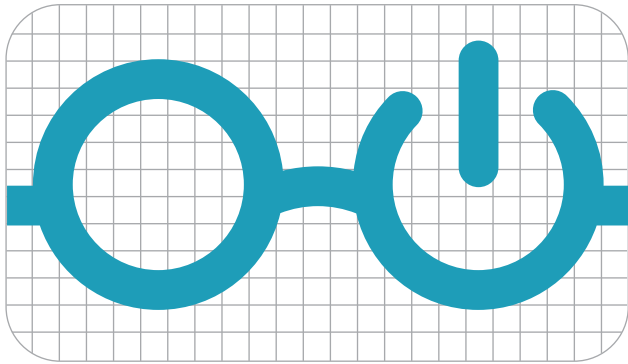
DO NOT: Distort or skew the logo



DO NOT: Add drop shadows or other effects not approved



Our **logo**: Using the icon



About the icon

The icon is inspired by classic nerd glasses, with a clever twist—the right lens doubles as a computer power button, blending both tech and personality into the design. Cropping or Intertwined

Thanks to its thick strokes, the icon can be scaled up and used creatively as a window for images. At larger sizes, it can also interact with visuals like hands, computers, or other key elements, adding dimension and engagement to your compositions. As a Background or Pattern

The icon works seamlessly as a subtle background watermark or as a continuous pattern, easily linking end to end to create a dynamic, tech-centric backdrop.

To crop images within



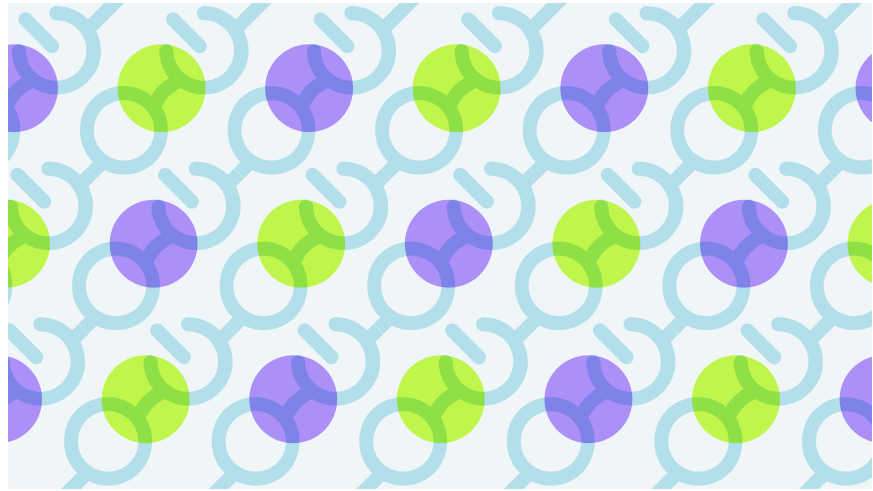
To weave within specific images



As a subtle background element



Within a pattern





Our colors

nerdio

Our colors: Primary palette

Our palette evokes a sleek, modern, and tech-forward vibe. The dominant dark space navy and crisp white form a clean, professional backdrop, making up 75% of the color in any design. The bold neon green is used sparingly for UI highlights, ensuring vibrancy and clarity. Teal blue offers depth, while the soft pale purple provides a complementary touch in copy and graphics, adding subtle sophistication.

Weighting

Our palette blends dark and light tones to create balance. The dark navy and white are the foundation, ensuring the brand is seen as neither too dark nor too light. Neon green highlights key elements, while teal blue and pale purple add versatility, enhancing contrast without overpowering the design. This balanced approach creates a cohesive, dynamic identity across all touch points.

Do not overuse the gradients

They are also to be used as accent colors and not to overpower any design work.

<div>Navy orbit</div> <div>WEIGHTING</div> <div>30–50%</div> <div>HEX# 042838</div> <div>RGB R 04 G 40 B 56</div> <div>CMYK C 95 M 73 Y 52 K 58</div>	<div>Nerdio blue</div> <div>WEIGHTING</div> <div>5–25%</div> <div>HEX# 1E9DB8</div> <div>RGB R 30 G 157 B 184</div> <div>CMYK C 77 M 21 Y 22 K 00</div>	<div>White glacier</div> <div>WEIGHTING</div> <div>30–50%</div> <div>HEX# FFFFFF</div> <div>RGB R 255 G 255 B 255</div> <div>CMYK C 00 M 00 Y 00 K 00</div>	<div>Green galaxy</div> <div>WEIGHTING</div> <div>1–5%</div> <div>HEX# CDFF4E</div> <div>RGB R 205 G 255 B 78</div> <div>CMYK C 23 M 00 Y 88 K 00</div>	<div>Proton purple</div> <div>WEIGHTING</div> <div>1–5%</div> <div>HEX# A795C7</div> <div>RGB R 167 G 149 B 199</div> <div>CMYK C 35 M 42 Y 00 K 00</div>
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
<div>Gradient #1</div> <div></div>	<div>Gradient #2</div> <div></div>			

Our colors: Web accessibility

Both color contrast and accessible colors impact the usability and inclusivity of your digital content. An appropriate color contrast ensures web elements are easily distinguishable which helps with readability. Using accessible colors ensures that users with varying visual impairments can engage with content.

On lighter colors

White on Space navy

contrast rating
15.36 ★★★★★

Nerdio blue on White

contrast rating
3.16 ★★☆☆☆

Space navy on Powder blue

contrast rating
8.23 ★★★★☆

Space navy on Martian green

contrast rating
10.26 ★★★★★

On darker colors

White on Space navy

contrast rating
15.36 ★★★★★

Nerdio blue on Space navy

contrast rating
4.86 ★★★☆☆

White on Nerdio blue

contrast rating
3.16 ★★☆☆☆

Space navy on Lavender

contrast rating
5.75 ★★★☆☆

Our brand features two distinct gradients: Teal to Neon Green and Teal to Pale Purple. These gradients provide a dynamic visual element that can be used interchangeably, but should be applied thoughtfully to maintain visual balance and avoid overuse.

Gradient applications

Promotional bands:

Use gradients to highlight promotions or key content sections, adding a vibrant, attention-grabbing touch.

Graphics:

Gradients can enhance visuals, providing depth and energy to icons, illustrations, or other graphic elements.

Solid (gradient) backgrounds:

Gradients may be used as full backgrounds to create a modern, engaging backdrop for certain sections of content.

Ensure gradients are used sparingly and with intention to maintain a clean and cohesive brand aesthetic.

Primary colors as a gradient:

THIS GRADIENT NOT FOR USE. IS HERE TO SHOW RANGE OF PRIMARY PALETTE COLORS

Gradient #1



Gradient #2





Gradient #3




Our colors: Weighting scenarios

Primary weighting




**Manage &
optimize
together.**


TICKER INFORMATION HERE



Call out
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.





Call out
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.



Call out
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.


More information goes here @ www.getnerdio.com

Dark weighting




**Manage &
optimize
together.**


TICKER INFORMATION HERE



Call out
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consectetur adipiscing elit.





Call out
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Call out
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consectetur adipiscing elit.


More information goes here @ www.getnerdio.com

Light weighting




**Manage &
optimize
together.**


TICKER INFORMATION HERE



Call out
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Call out
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consectetur adipiscing elit.



Call out
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consectetur adipiscing elit.


More information goes here @ www.getnerdio.com

Secondary weighting




**Manage &
optimize
together.**


TICKER INFORMATION HERE



Call out
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consectetur adipiscing elit.



Call out
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consectetur adipiscing elit.



Call out
Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

More information goes here @ www.getnerdio.com

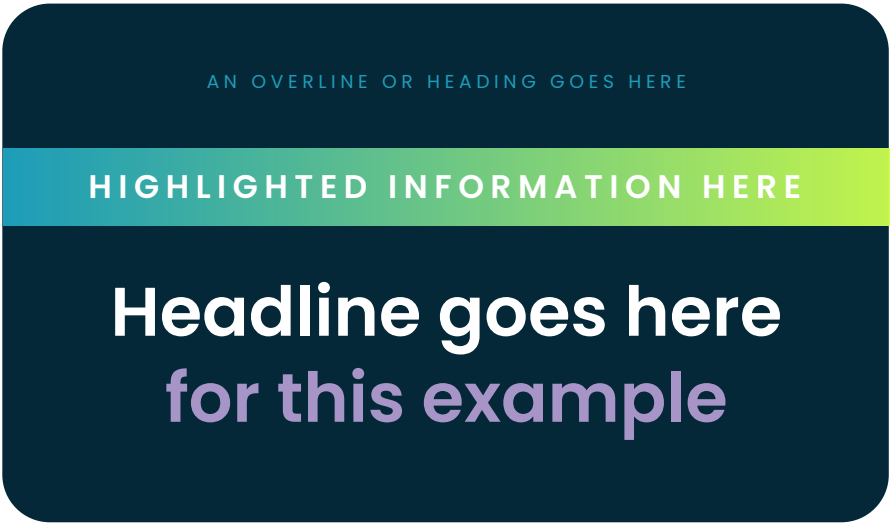
Our colors: Gradient usage

GRADIENT #1

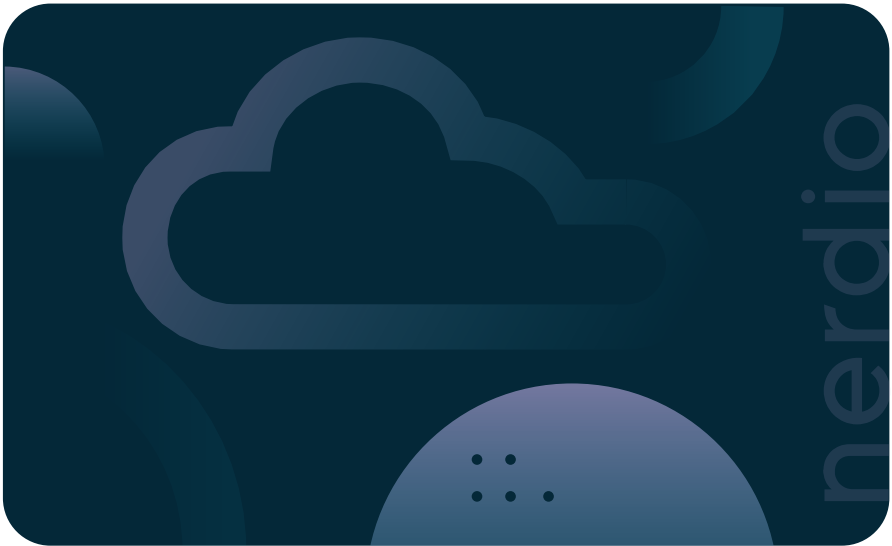
GRADIENT #2

GRADIENT #3

Use as a banner to highlight text

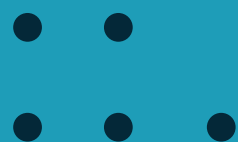


Use to colorize background graphics



Use as background





Our typography

Aa

EYEBROW:

Poppins all caps semibold
250 points of tracking

HEADLINES:

Poppins semibold
Can be only sentence case.

EYEBROW OVERLINE

• **The primary font is Poppins used in semibold for headlines.**

SUBHEAD #1:

Poppins semibold
sentence case
Use when subhead is
longer and more
descriptive.

• **Subhead #1 is sentence case semibold.**

• Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam molestie ex egestas ligula lobortis tincidunt. Praesent tristique egestas felis, eu rutrum ex laoreet eget. In feugiat erat nisi, vitae lacinia neque aliquet at.

BODY COPY

Poppins regular

DESCRIPTOR

Poppins semibold all caps
250 points of tracking
Use the all caps version
when the subhead is more
of a short descriptor
and 3 words or less.

AS SHORT DESCRIPTORS

FONT WEIGHTS

Poppins Light

Poppins Light Italic

Poppins Regular

Poppins Regular Italic

Poppins Medium

Poppins Medium Italic

Poppins SemiBold

Poppins SemiBold Italic

Poppins Bold

Poppins Bold Italic

!@#\$%

&* (=) + ?

Our **typography**: Usage

While we've established general rules and guidance for the fonts and how they should be used, there are additional use cases that fall outside of the general rules. Here are a few examples of both.

Web headlines & copy

Use web headlines and body copy as listed on the previous page.

Descriptors & bullet points

Unique headings and descriptors follow similar rules to the previous page with a few differences:

- **Headings/Titles** are different than regular headlines and should be treated as such. These can be centered and incorporate a lighter font weight than standard headlines.
- The **descriptors** follow the rules from the previous page.
- **Bullet points** utilize standard body copy but should be indented and can use regular bullets or more designed bullets as shown to the right.

Primary headlines & body copy



Social



Product titles, descriptors, and bullet copy



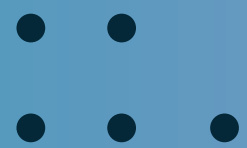
Manager for Enterprise

FOR ENTERPRISE IT PROFESSIONALS

- ✓ For enterprise IT professionals responsible for end user management, experience
- ✓ Deliver & maintain a wide range of virtual Windows endpoints across hybrid workforces
- ✓ Can be layered on top of existing deployments non-disruptively
- ✓ Deployed as an Azure application into the customer's own subscription

about manager for enterprise →

PRICING PLANS



Our graphics

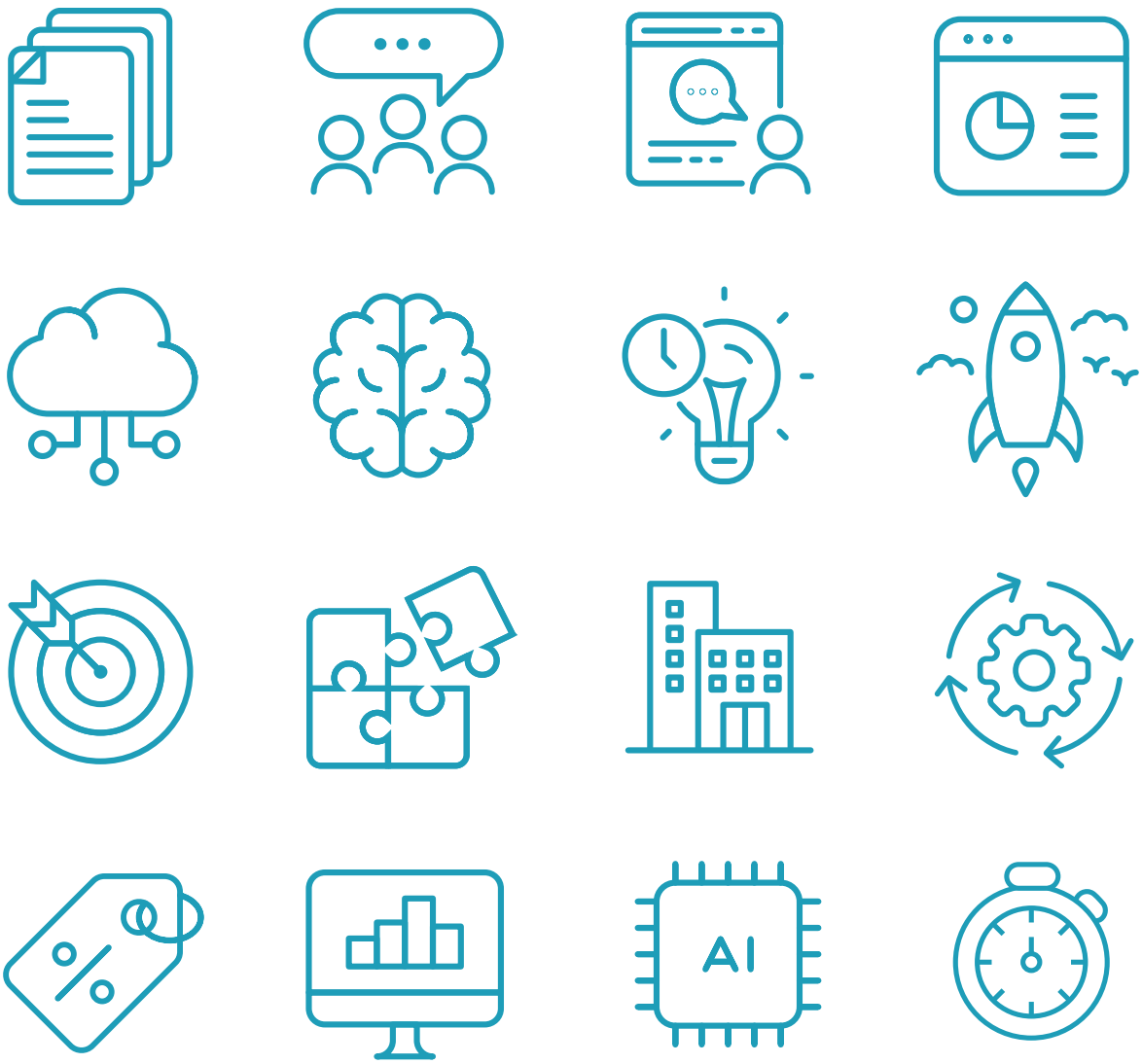


Our **graphics:** Icons

High level icons



Standard icons



Our **graphics**: Core elements

Our brand system incorporates a series of playful, thick-stroked graphic elements that draw inspiration from the primary logo icon—a pair of glasses, with one lens forming the shape of a computer power button. These elements create a cohesive visual language while adding personality and energy to the brand.

Thick-stroked graphics:

Bold outlines, such as clouds and circles, echo the thick strokes of the logo and provide a sense of weight and impact to design layouts.

Light gradients:

Soft gradient half-circles add subtle dimension, creating a gentle transition of color while maintaining visual harmony.

Solid colored dots:

A series of solid dots, used individually or as patterns, introduces pops of color and rhythm, enhancing the composition.

Together, these elements add depth, movement, and consistency to all visuals, reinforcing the brand's unique style while staying true to the core logo's design language.

Graphics on dark

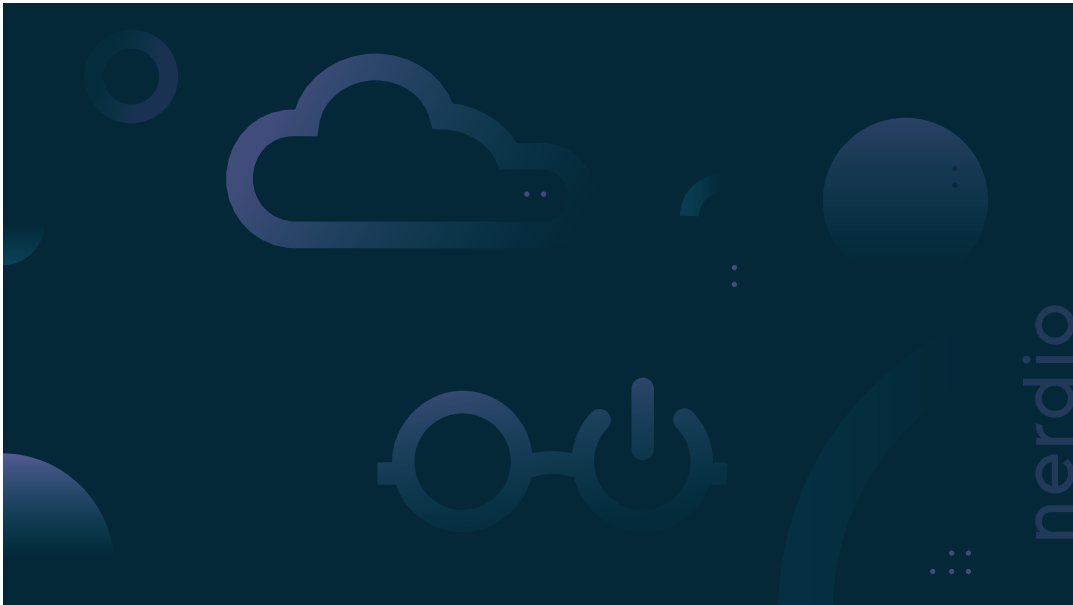


Graphics on light



Our **graphics:** Backgrounds

Navy



White



Teal



Green



Our **graphics:** Heroes

Version #1: Laptop



Version #2: Power button gradient



Version #3: Power button flow



A woman with long dark hair and round glasses is looking down with a slight smile. She is wearing a light pink button-down shirt over a red top. The background is blurred, showing what appears to be a building. Overlaid on the image are several semi-transparent geometric shapes: a large teal circle on the left, a smaller teal circle on the right, and a purple circle at the bottom. In the upper left, there are five small purple dots arranged in a cross pattern.

Our photography

Our **photography:** People

Humanizing the end user

Though Nerdio is a B2B cloud-based software, imagery should emphasize the human element, reflecting both the end user's experience and the brand's business tone.

Work environment imagery

Photos should convey an optimistic, energetic atmosphere using mid-tones and natural lighting. Avoid overly dark or light images to maintain a balanced and inviting feel.

Glasses reflection

Images featuring people wearing glasses, with screens reflected in the lenses, reinforce brand identity and extend the logo concept into real-world applications.

Tinted colors

Utilize brand-specific colors and content to make stock-like images distinctive and aligned with Nerdio's visual identity.



Our **photography**: 3D clouds

Cloud and digital environment imagery

As a desktop-based, cloud-driven software, Nerdio's visual assets should highlight its technological prowess and contemporary relevance. The imagery should convey a balance of playful yet professional tones, reinforcing Nerdio's identity as both innovative and approachable. This is achieved through 3D, AI-generated visuals of clouds, laptops, and digital elements that reflect a modern and dynamic digital environment.

These images will align with the brand's aesthetic by incorporating the full spectrum of Nerdio's color palette, ensuring brand cohesion while enhancing visual appeal. The goal is to create a forward-thinking, digitally native visual experience that resonates with both the tech-savvy audience and those seeking a more humanized approach to cloud solutions.





Our applications



Our applications: Presentation template



Presentation Title Goes Here

DESCRIPTOR


Intro heading

..


nerdio

Our audience


..




DESCRIPTOR HERE



DESCRIPTOR HERE



DESCRIPTOR HERE



DESCRIPTOR HERE

Intro heading

..



Title Not Headline Here

DESCRIPTOR GOES HERE



Title Not Headline Here

DESCRIPTOR GOES HERE



Title Not Headline Here

DESCRIPTOR GOES HERE

Centered headline goes here

..



SECURITY



AUTOMATION



SCALABILITY



DEPLOYMENT




MANAGEMENT



PRODUCTIVITY

The headline goes here and it's stacked.

Subhead goes here



PERSON'S NAME

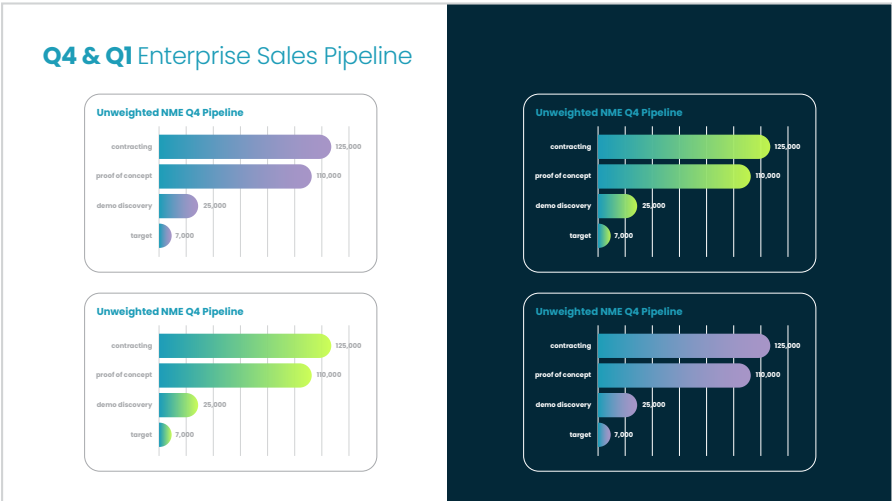
Title Here

Our applications: Presentation template

Divider

page title

DESCRIPTOR



Centered headline goes here

The descriptor: Goes here

The descriptor: Goes here

The descriptor: Goes here

TITLE


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas eget laoreet est. Integer id mauris rhoncus, mollis diam.

TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas eget laoreet est. Integer id mauris rhoncus, mollis diam.

TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas eget laoreet est. Integer id mauris rhoncus, mollis diam.

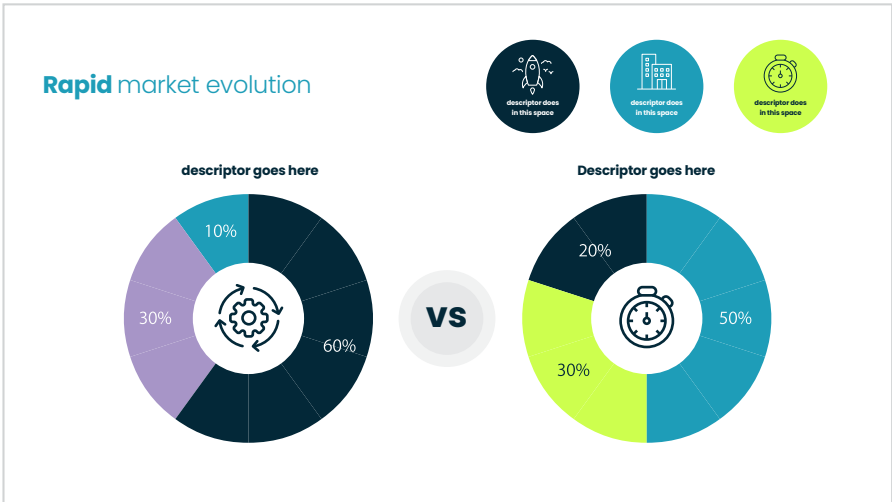


The headline goes here and it's stacked.

Subhead goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis fermentum magna vehicula dui mollis, ac gravida augue accumsan. Nunc non pellentesque odio. Morbi ac erat sed metus placerat pellentesque. Sed facilisis volutpat est id.

Curabitur viverra nisi maximus, mollis nulla non, bibendum augue. Nulla bibendum vel nisi ultrices luctus. Integer nec molestie magna. Vestibulum placerat at dolor in vulputate. Donec fermentum varius sapien, id eleifend ipsum rhoncus porta.



Modern IT delivery models

	Label goes here	Label goes here	Label goes here
Label goes here	Label goes here	Label goes here	Label goes here
Label goes here	Label goes here	Label goes here	Label goes here
Label goes here	Label goes here	Label goes here	Label goes here

Our applications: Social layouts

