



Brand Style Guidelines

This document contains the rules for Nitrogen's visual and verbal identity system.

Follow these rules strictly to maintain consistency and build brand equity.

We invite you to absorb this information and reference it often to become an informed steward of the brand.

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Logo

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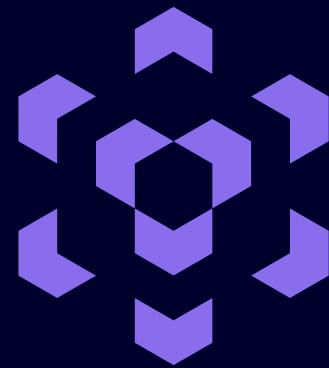
The Nitrogen logo is one of the most visible parts of our brand. It is a memorable token, acting as a recognizable signature that unites all of our visual communication.

Use it consistently and follow these guidelines to build strong brand recognition.

Mark

Building on the attributes of the Nitrogen brand, our mark is a strong and versatile shape and a clever nod to the company's origins.

This mark was inspired by fractals, an ever-expanding geometry with an ever-unfolding scale, despite constraints. The Nitrogen mark conveys a sense of sophistication and technical expertise, while also expressing the idea of collaboration and partnership.



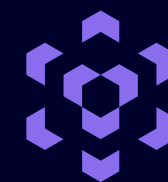
Primary Lockup

Our primary lockup should be used in most cases. It consists of our mark with our logotype to the right.



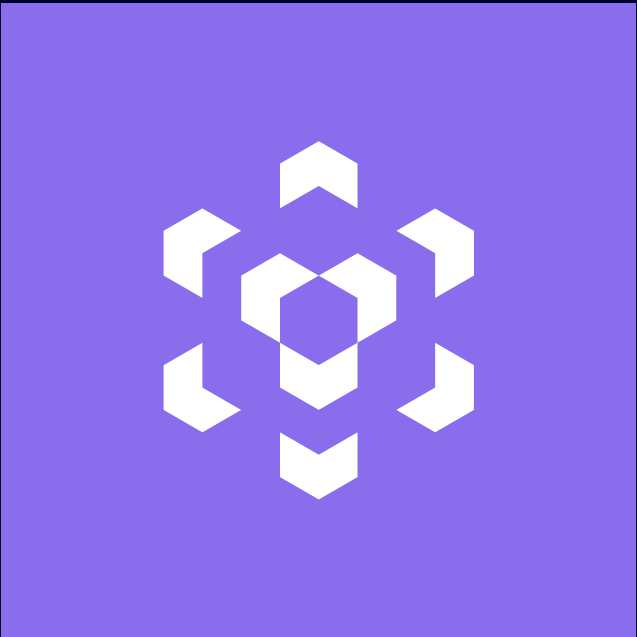
Usage on Background Colors

The following logo colorways should be used on each of the following brand colors. Avoid any alternative colorways or backgrounds for the logo.



Social Media Avatars

Nitrogen uses the white colorway of our mark on Fearless Purple backgrounds for avatars across all social media accounts.



Square Avatar

Used on any platform that uses square avatars.

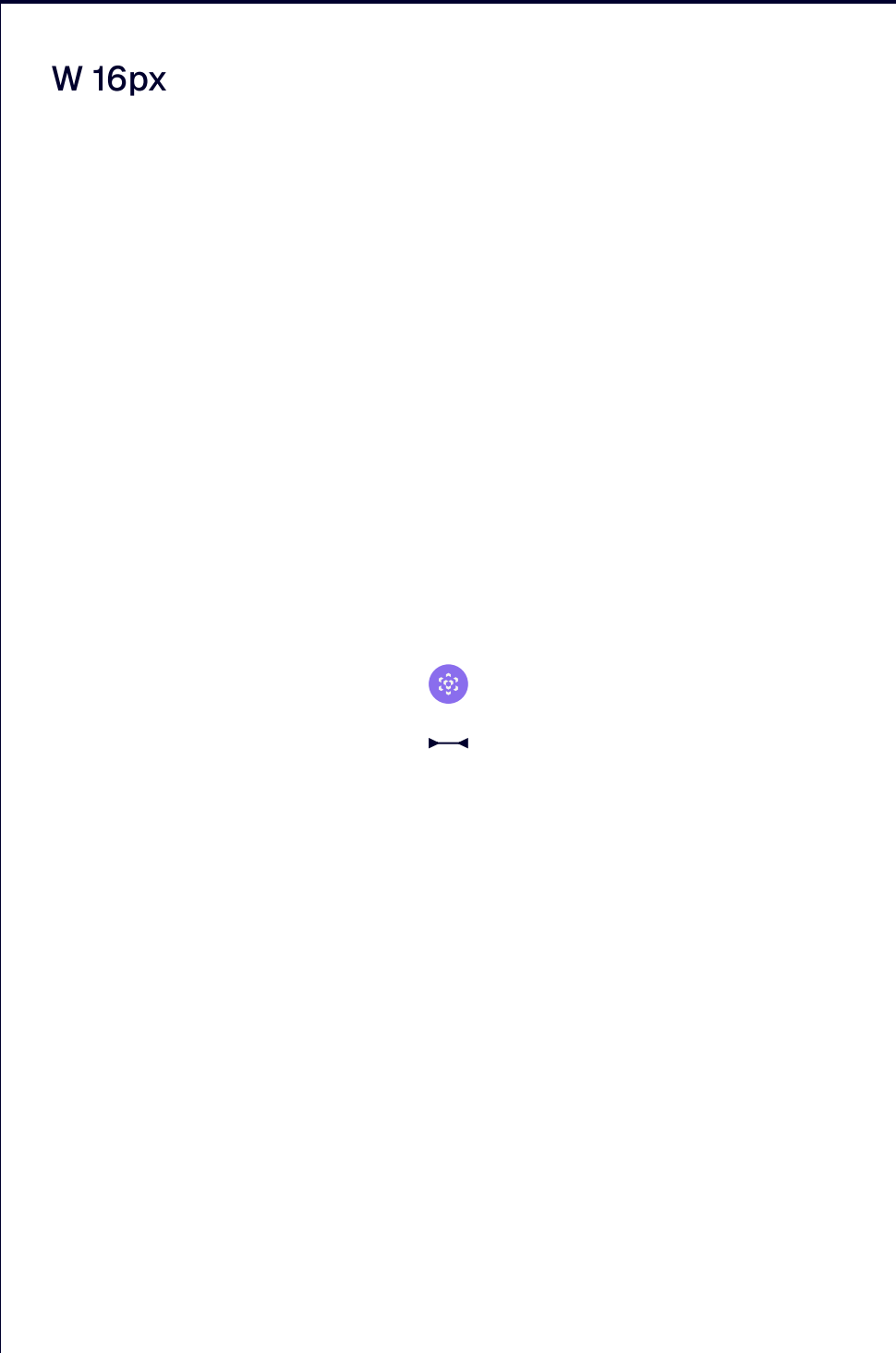


Circle Avatar

Used on any platform that uses circle avatars.

Minimum Sizes

Establishing a minimum size ensures the impact and legibility of the logo remains uncompromised. For most instances, do not scale the logo below these recommended sizes.

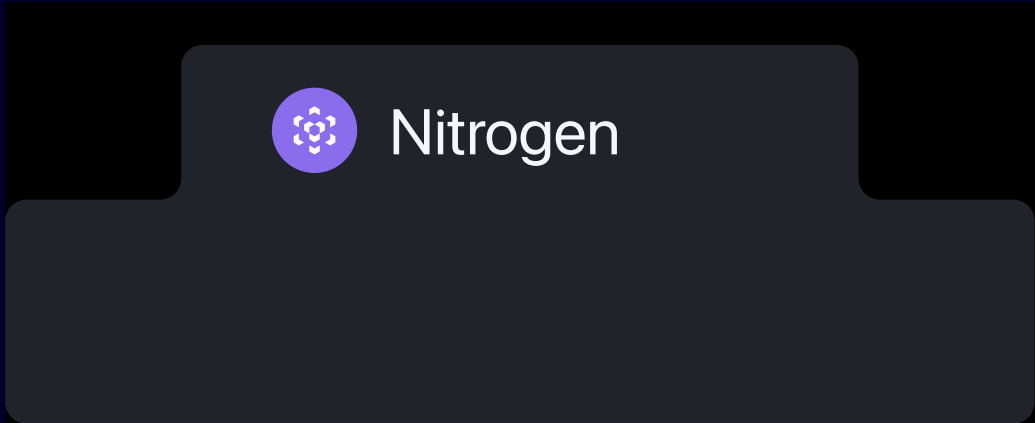
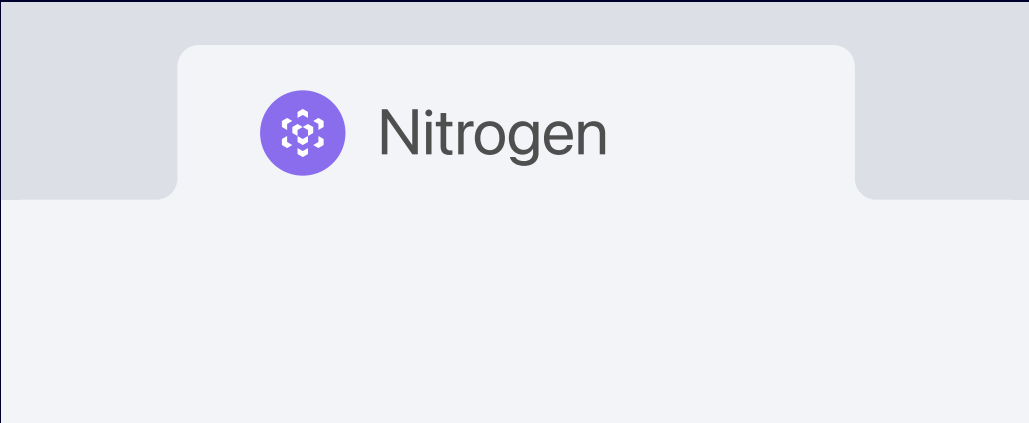


Favicon

Nitrogen leverages our mark for our website's favicon.



16px



Co-Branding

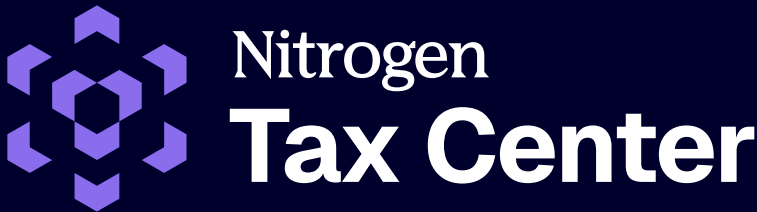
Intentional co-branding is important to ensure consistency of the Nitrogen brand. Use the primary logo and mark for co-branding purposes.

Spacing is determined by the inside hexagon pattern — as referenced in the Clear Space section. Unless otherwise noted by partner brands, each logo is optically equal, as a collection of shapes.



Product Logos

Establishing intentional and approved branding is crucial to achieving consistency and clarity within Nitrogen's brand architecture. You can find the approved lockups for product logos here.



Incorrect Usage

A strong brand identity succeeds when it's used consistently. To make sure the Nitrogen brand appears as consistently as possible, don't misuse our logo in these ways.



✗ Don't use alternative lockups of the logo.



✗ Don't use unapproved colors for the logo.



✗ Don't outline any part of the logo.



✗ Don't apply any special effects to the logo.



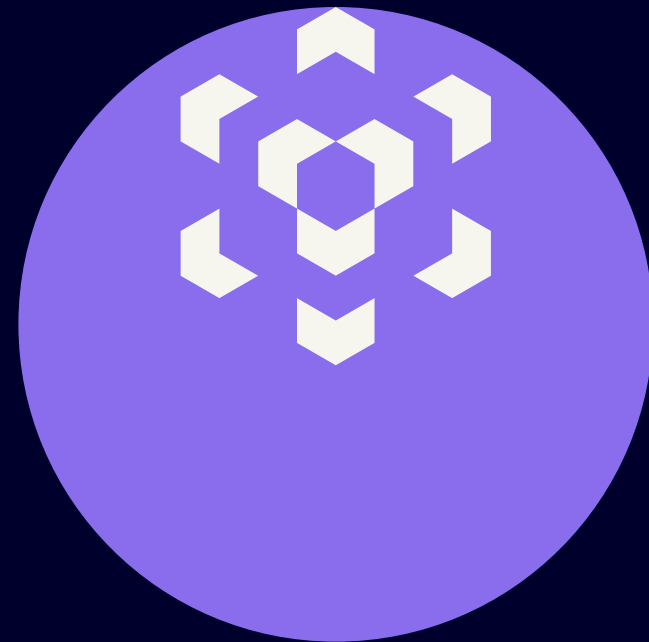
✗ Don't rotate the logo.



✗ Don't stretch the logo to fill space.

Incorrect Clear space usage

The importance of clear space around brand elements cannot be overstated. Always keep a minimum clear space to maintain visual clarity and to provide maximum impact.



✗ Do not crop the mark too close to the edge in avatars.



✗ Avoid visual tension created by placing the lockup too close to the edge of a composition or next to other elements.

Color

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Color distinguishes the Nitrogen brand, adding meaning, energy, and depth to our identity.

Use color appropriately through all expressions of our brand to enforce a consistent and recognizable brand experience.

Primary Palette

These colors comprise the official Nitrogen palette. They should be the foundation for any visual communication and will cover most of your color needs.

Night Sky

282 U / 282 C

91 / 85 / 48 / 68

0 / 0 / 46

#00002E

Ice (Primary)

3 / 1 / 0 / 0

245 / 248 / 254

#F5F8FE

Ice (Secondary)

5 / 2 / 0 / 0

236 / 242 / 254

#ECF2FE

Fearless Purple

2725 U / 2101 C

58 / 62 / 0 / 0

139 / 109 / 237

#8B6DED

Extended Palette

Our secondary color palette should be used to complement our primary palette and create hierarchy throughout the brand experience.

Fearless Purple 2725 U / 2101 C 58 / 62 / 0 / 0 139 / 109 / 237 #8B6DED #A892F2 #C5B6F6 #E2DBFB	Sky 2727 U / 284 C 53 / 35 / 0 / 0 115 / 156 / 252 #739CFC #96B5FD #B9CEFE #DCE6FE	Action Green 3395 U / 3395 C 62 / 0 / 57 / 0 15 / 232 / 160 #0FE8A0 #4BEEB8 #87F3D0 #C3F9E7	Ultraviolet 2572 U / 2572 C 29 / 59 / 0 / 0 220 / 115 / 252 #DC73FC #E596FD #EEB9FE #F6DCFE
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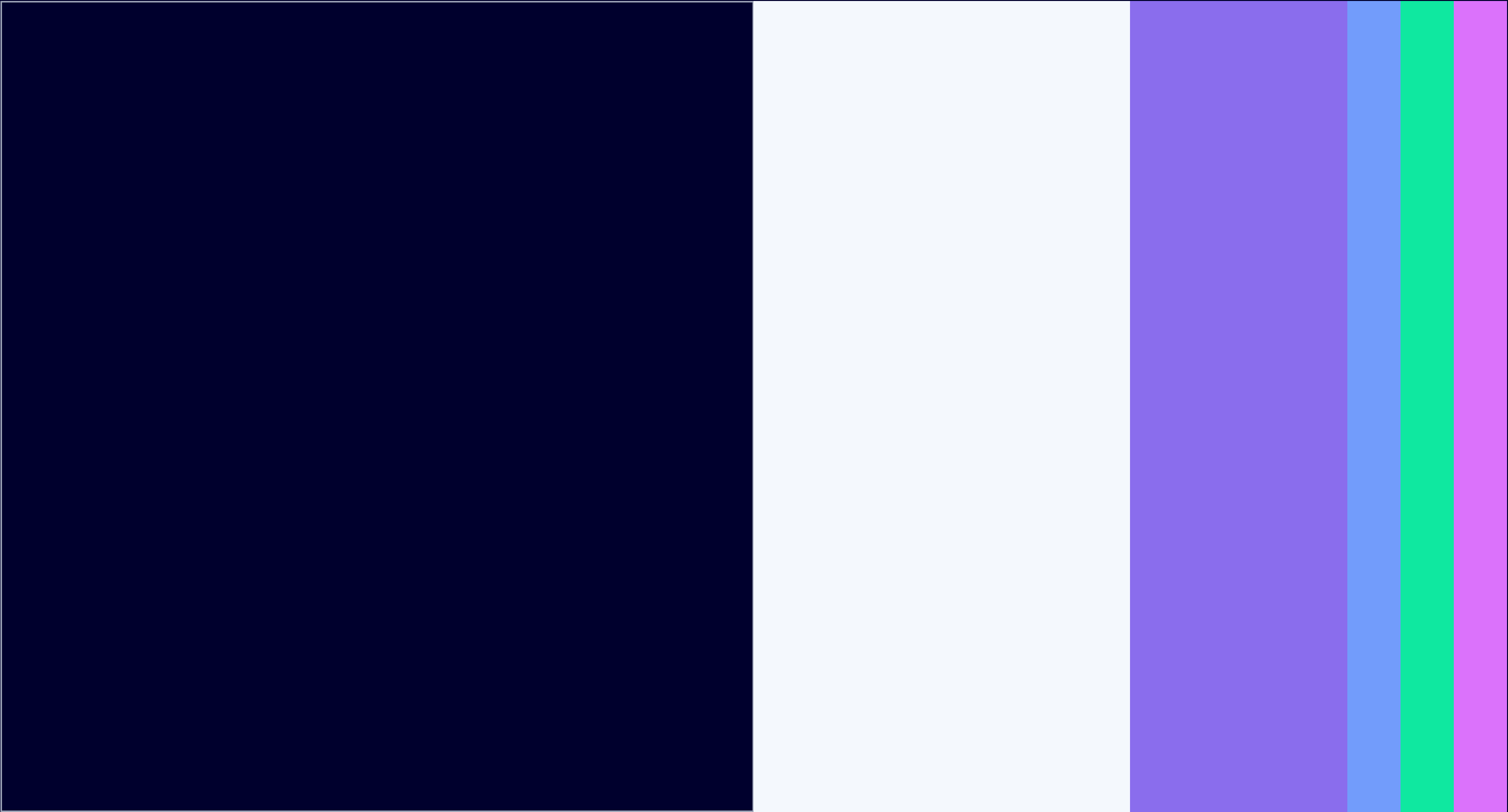
Neutral Palette

The neutral palette allows for color accents throughout the brand. It should always be used in small amounts.

White	Neutral 1 (Ice)	Neutral 2	Neutral 3	Neutral 4	Neutral 5	Neutral 6	Neutral 7	Neutral 8	Neutral 9	Neutral 10 (Night Sky)
#FFFFFF	#F5F8FE	#D3DCE6	#B8C1CF	#9EA5B8	#848AA1	#696E8A	#4F5373	#35375C	#1A1C45	#00002E

Usage Ratios

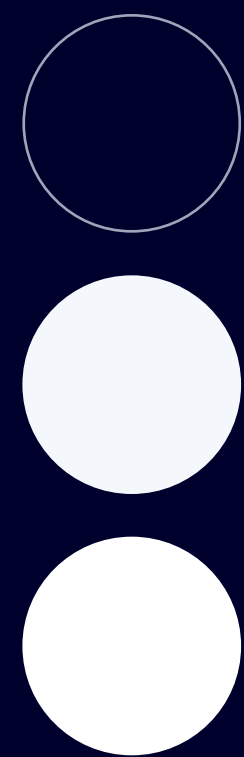
The color ratio per brand application should reflect these percentages to the best of your ability.



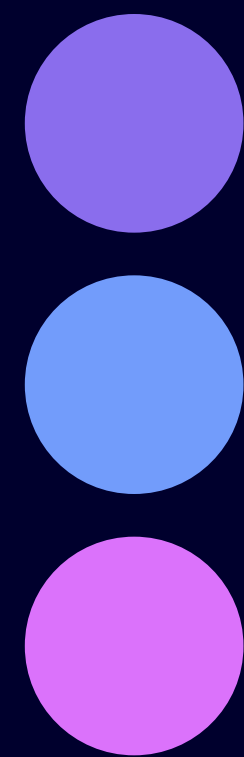
Usage Frequency

This usage guide will help you determine when and how often to use the color palette.

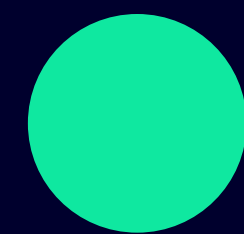
Use most often



Use for pops of color



Use for CTAs and interactive elements



Accessibility

When used correctly, these approved color combinations meet WCAG’s AA requirements for normal text, large text, and UI components.

White / Night Sky AAA20.2	White / Neutral 3 AAA11.2	White / Neutral 5 AA5.89	
Night Sky / Ice AAA18.99	Night Sky / Neutral 7 AAA7.1	Night Sky / Neutral 5 AA4.7	
Night Sky / Fearless Purple AA5.29	Night Sky / Sky AAA7.59	Night Sky / Action Green AAA12.57	Night Sky / Ultraviolet AAA7.6

Typography

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Typography plays an essential role in our visual identity, lending form and flavor to our words.

Use typography consistently and with intention to preserve proper hierarchy and reinforce our recognizability and distinction.

Primary Typeface, Geist

Geist is Nitrogen's primary brand font. It creates a scholarly and fearless presence in large typographic moments such as headlines and subheads.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Secondary Typeface, Geist Mono

Geist Mono is Nitrogen's secondary typeface. It has a technical and precise feel that is used in brand details like eyebrows, labels, and special callouts.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Tertiary Typeface, Lora

Lora is Nitrogen's tertiary typeface. It is warm and approachable, and is used for quotes, editorial copy, or large sections of body content like blogs or articles.

Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Usage

These are the values for Nitrogen’s type hierarchy when used on the web.

H1

Geist Extrabold
Size: 72 px
Leading: 100%
Tracking: -2%

Driving growth in the
toughest of firms.

H2

Geist Extrabold
Size: 56 px
Leading: 100%
Tracking: -2%

Driving growth in the
toughest of firms.

H3

Geist Medium
Size: 48 px
Leading: 100%
Tracking: -1%

Driving growth in the
toughest of firms.

Usage

These are the values for Nitrogen’s type hierarchy when used on the web.

H4

Driving growth in the toughest of firms.

Geist Regular
Size: 32 px
Leading: 120%
Tracking: 0%

H5

Driving growth in the toughest of firms.

Geist Regular
Size: 28 px
Leading: 125%
Tracking: 0%

H6

Driving growth in the toughest of firms.

Geist Regular
Size: 24 px
Leading: 130%
Tracking: 0%

Eyebrows

DRIVING GROWTH IN THE TOUGHEST OF FIRMS.

Geist Mono
Size: 14 px
Leading: 140%
Tracking: 8%

Usage

These are the values for Nitrogen’s type hierarchy when used on the web.

Buttons

Request a Demo

Geist Medium
Size: 14 px
Tracking: 0%

Body Large

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam sit amet enim elit. In ornare congue metus. Duis turpis risus, blandit eu ex et, sollicitudin egestas eros. Vestibulum a faucibus nunc.

Geist Regular
Size: 18 px
Leading: 150%
Tracking: 0%

Body Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam sit amet enim elit. In ornare congue metus. Duis turpis risus, blandit eu ex et, sollicitudin egestas eros. Vestibulum a faucibus nunc. Maecenas eu ante tincidunt, ultrices lorem vel, lobortis diam.

Geist Regular
Size: 16 px
Leading: 135%
Tracking: 0%

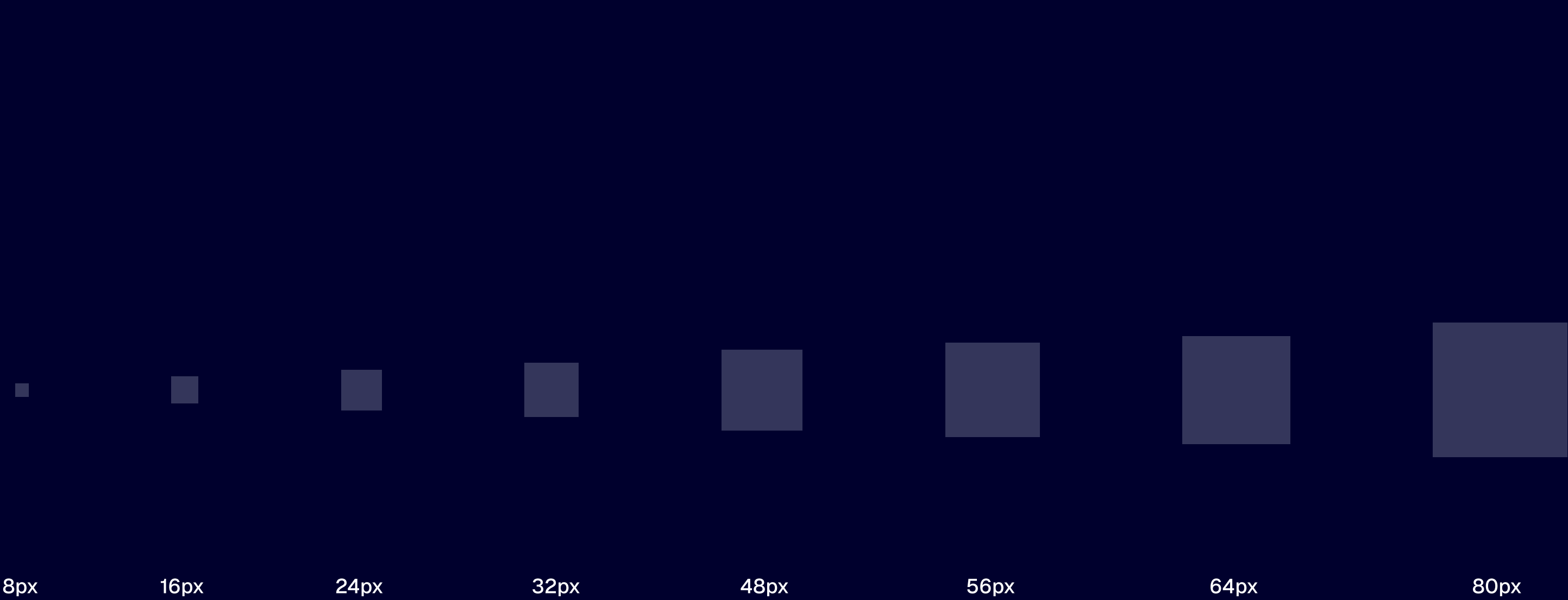
Body Small

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam sit amet enim elit. In ornare congue metus. Duis turpis risus, blandit eu ex et, sollicitudin egestas eros. Vestibulum a faucibus nunc. Maecenas eu ante tincidunt, ultrices lorem vel, lobortis diam. Vivamus mattis lorem arcu, ut sagittis nisi cursus.

Geist Regular
Size: 12 px
Leading: 140%
Tracking: 0%

Spacing

Follow the guidelines below to ensure readability and proper breathing room between lines of text. This will support a consistent audience experience and proper type hierarchy.



Hierarchy

This is a quick guide for using Nitrogen’s typography system and spacing method. While this example is not prescriptive, please try to retain these sizes and relationships to achieve proper typographic hierarchy.

Eyebrow

A PROVEN GROWTH PROCESS

16px

H1

Driving growth
in the toughest
of firms.

24px

H6

One sentence to support this headline lorem ipsum dolor sit amet adipiscing consectetur.

80px

H4

Section title

Body Medium

A sentence to support this subheading lorem ipsum dolor sit amet adipiscing consectetur amet lorem ipsum dolor dot.

24px

Buttons

Request a Demo

Alternate Typefaces

Nitrogen’s brand fonts are all free and available through Google Fonts and most Google suite programs, however when the primary brand typefaces can’t be used, we recommend to include alternative typefaces. Alternative fonts aren’t always a 1:1 match, but will keep the essence of the branded type system consistent.

Brand Typefaces

Use most often in design and marketing.

Aa

Geist

Aa

Geist Mono

Aa

Lora

Universal Backups

Use only if brand typefaces are not supported.

Aa

Helvetica

Aa

Courier New

Aa

Georgia

Art Direction

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Building on the core visual foundation of logo, color, and typography, art direction outlines the unique ways in which we can enforce our brand visually.

This section defines what is and isn't appropriate for Nitrogen to display throughout our visual identity.

Auras

The Nitrogen auras are a foundational element of the brand’s visual expression. It communicates the theme of ‘northern lights’ and Nitrogen as an illuminating force in world of finance. Utilize these three treatments as outlined and strictly on dark backgrounds to create visual impact.

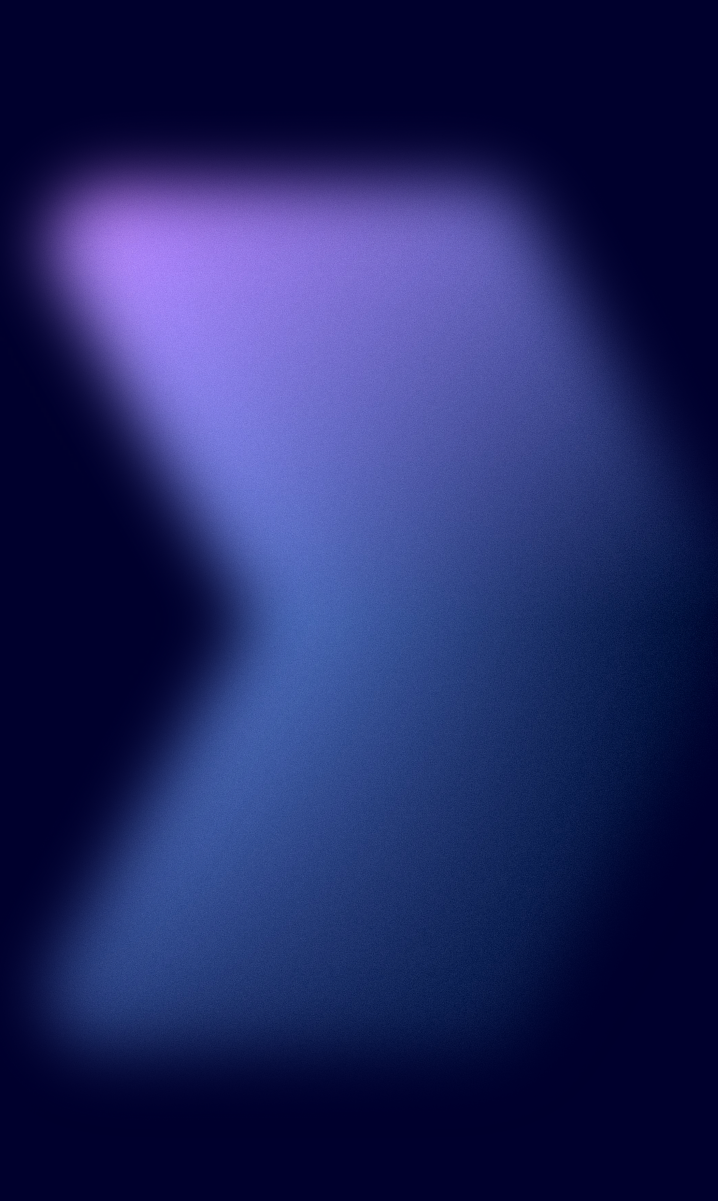
Nitrogen mark

For general communications



Chevron

For general communications



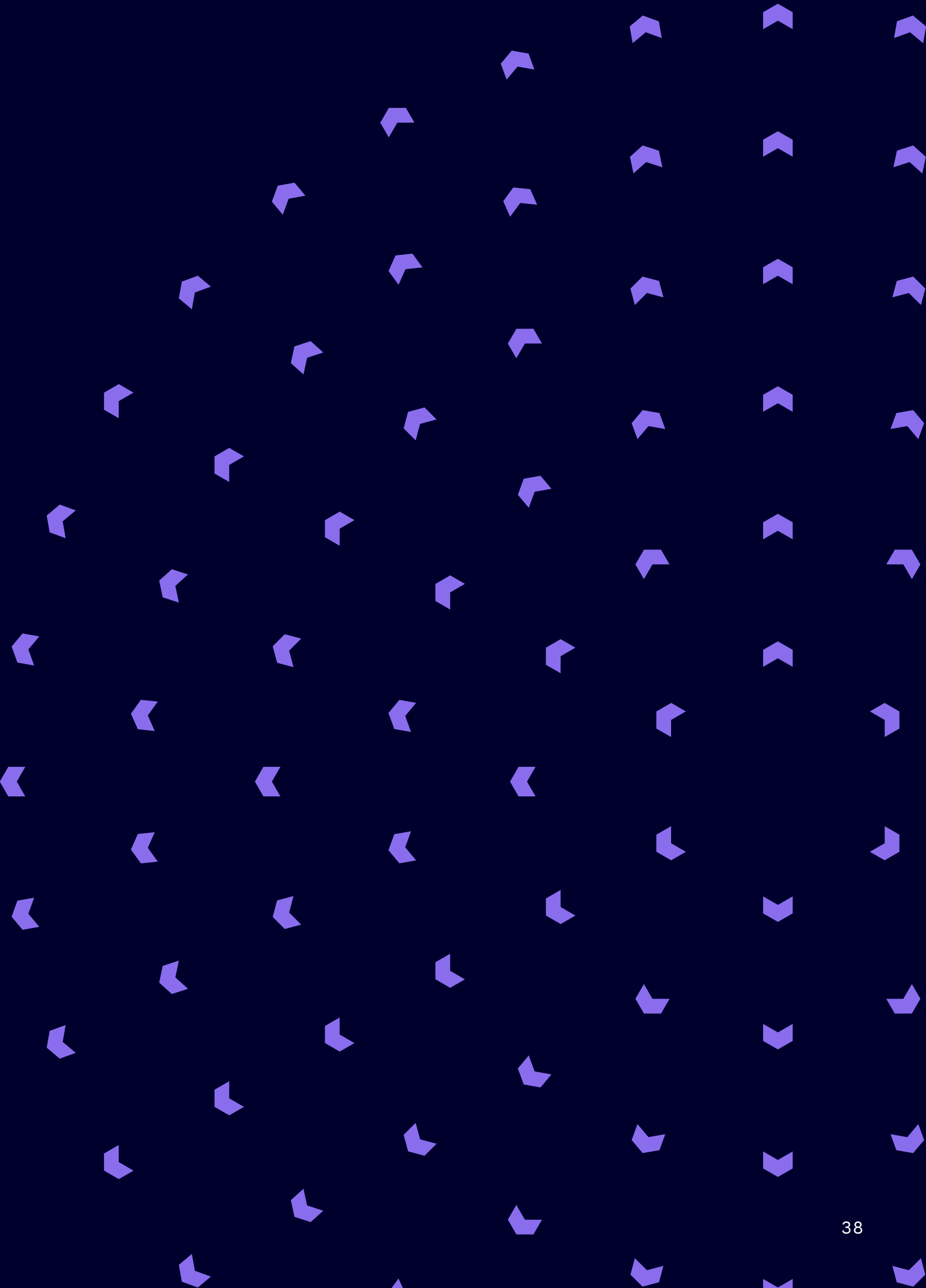
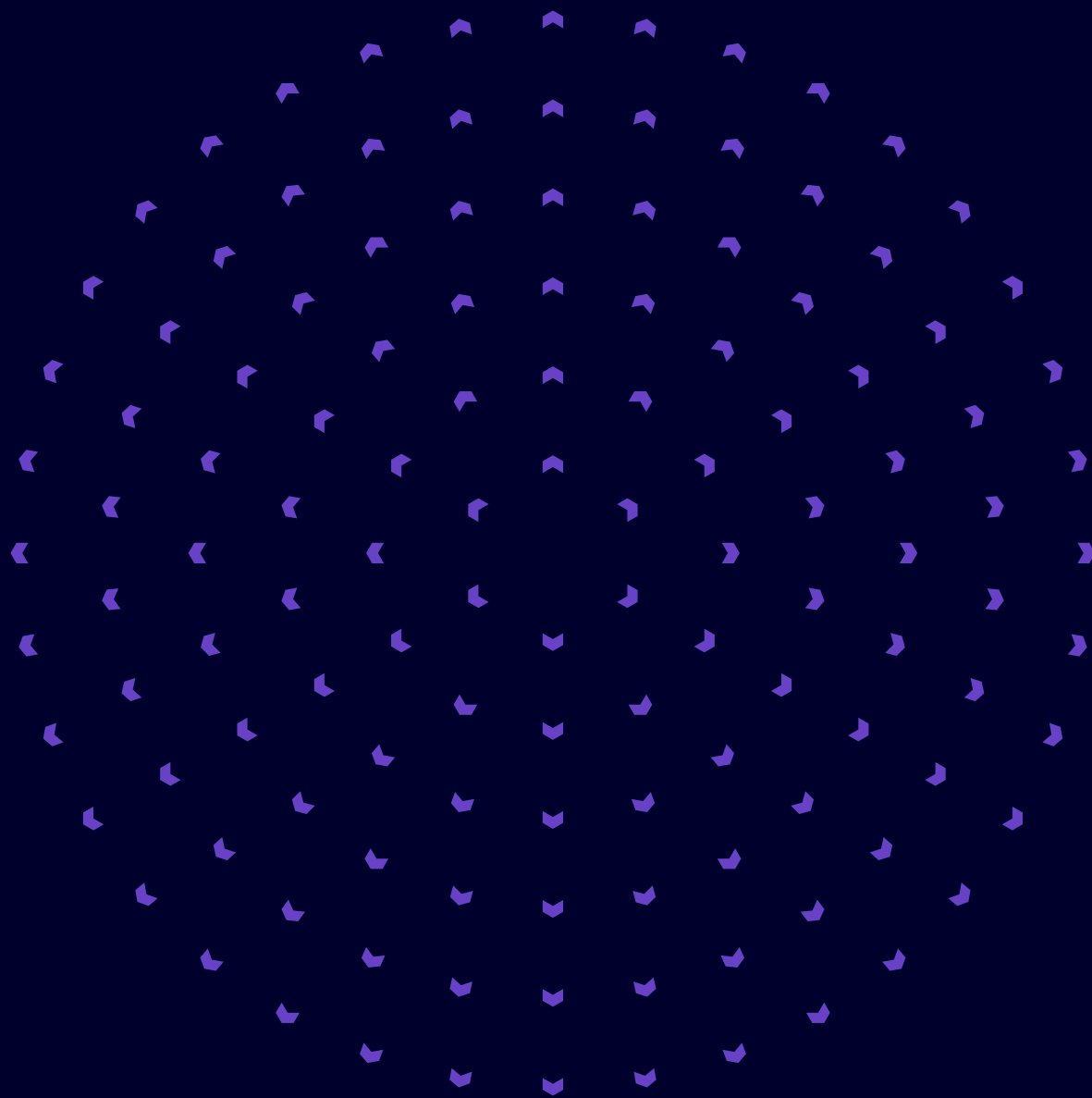
Nucleus

for Nucleus-related communications



Radial Chevrons

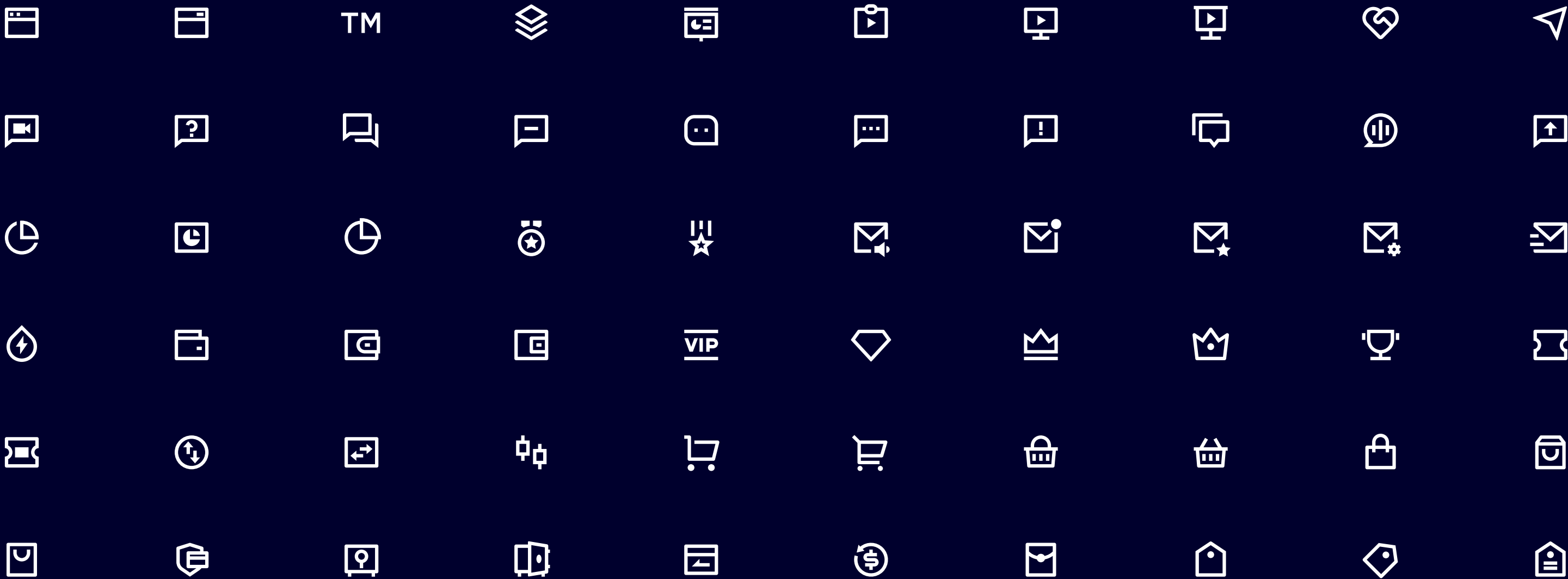
The radial chevron language is an important part of the Nitrogen visual language as it reinforces the brand's focus on providing accurate, detailed, and precise measurements and insights to its audience. The chevrons can be used as graphical accents next to photography as well as cropped backgrounds for texture.



Iconography

Nitrogen uses the open-source Remix Icon library. The Nitrogen system employs a monoline treatment to maintain consistency with the rest of the brand elements. These icons serve as visual shorthand to quickly and effectively convey information and identify items.

Use them in smaller applications, such as visual bullet points or navigation. For additional iconography needs, please visit remixicon.com.



Showcase

Justin Carolyne

Nitrogen Branding

To: Jason Tiberio

Inbox - Focus Lab

12:08 PM



Hey Jason,

No problem! We will definitely be sending all of this new swag your way. We'd also love to invite you to our brand launch party! We've arranged a custom tailor for your wardrobe needs.

One more thing! Didn't know if you knew this, but Outkast will be reuniting for our after party celebration. We can't wait to see you there.

Sincerely (and most certain this will all happen),
JC

 Nitrogen

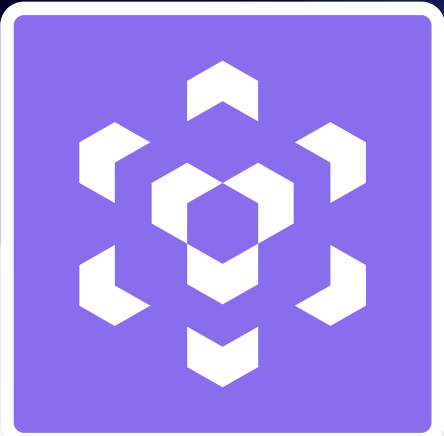
Justin Carolyne

VP, Brand & Communications

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Nitrogen

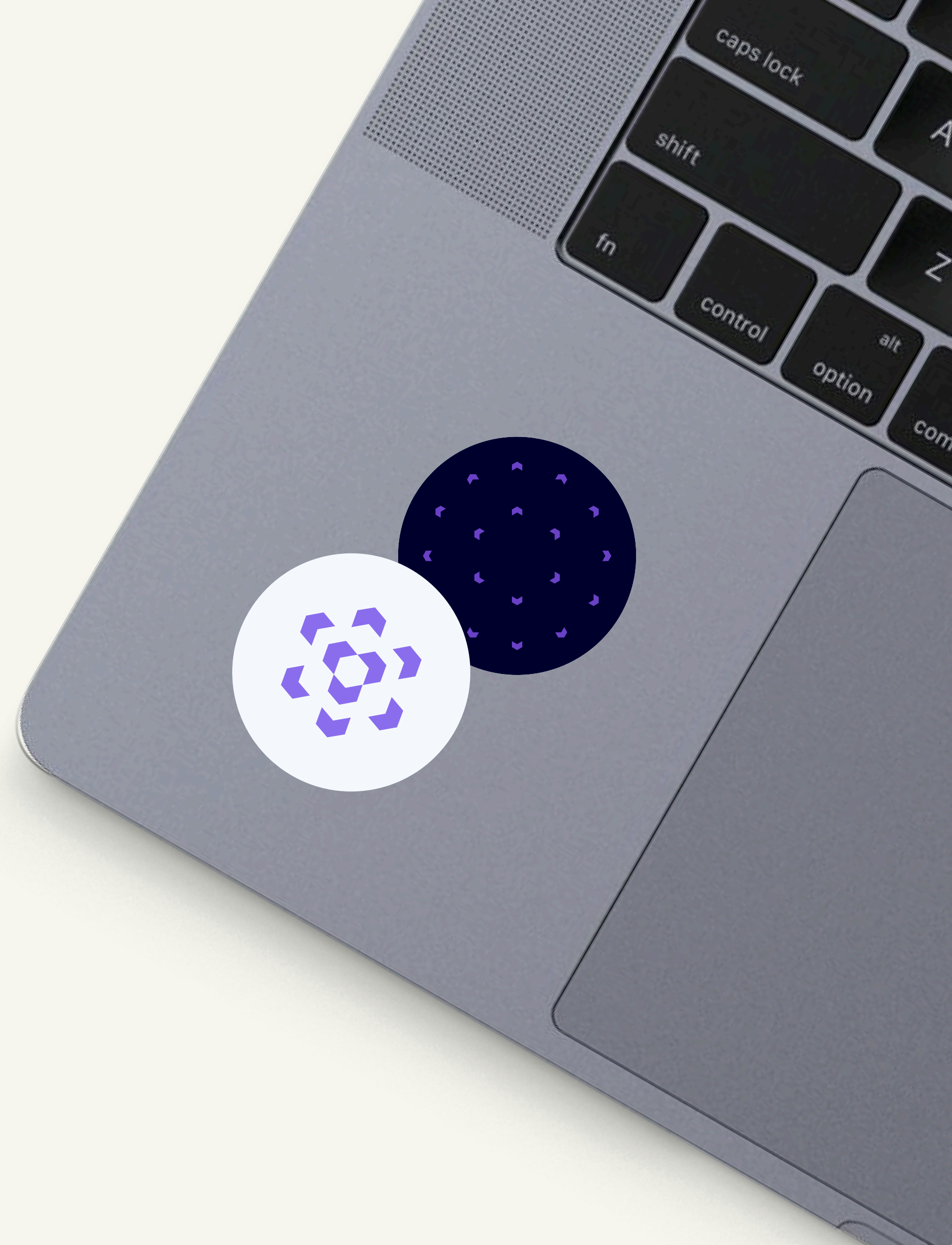
Software Development

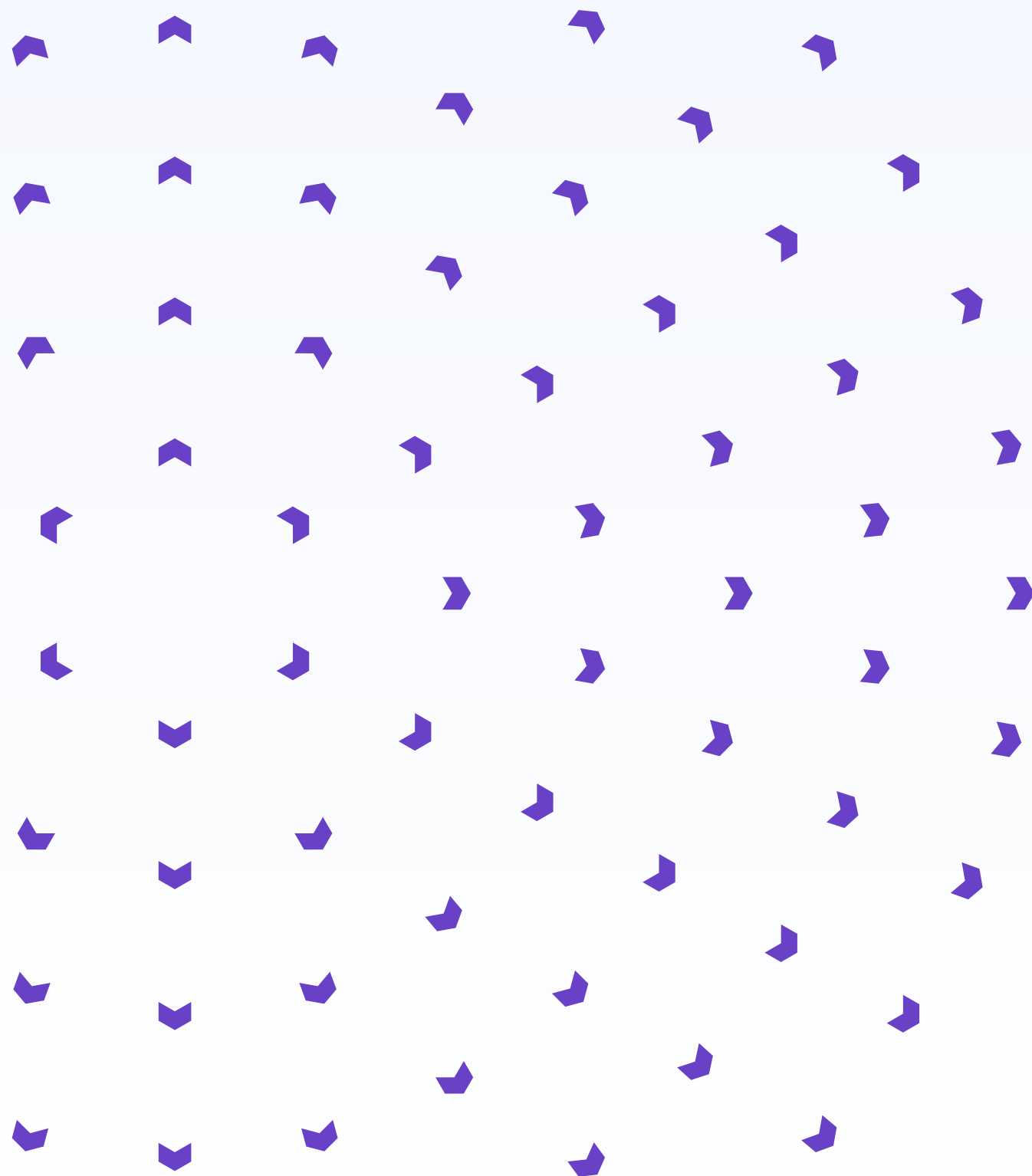
Auburn, California · 17,577 followers

Empowering the world to invest fearlessly

See jobs

Follow





RISK NUMBER

People are individuals with the Risk Number

And that's why fiduciaries love the Risk Number.

Gone are the days of having to stereotype investors based on their age and assign subjective semantics like "moderately conservative." With Nitrogen, you can illustrate your fiduciary care to clients and prove it to regulators.

[Watch Guided Tour](#)

CONNECTED SUITE OF AI ADVISOR PRODUCTS

Showcase the value of advice in every client moment.

Trusted by 30,000+ advisors to turn every client meeting
into a moment that matters.

[Book a Demo](#)

[Take a Tour](#)

	Risk Center	Research Center	Income Center	Tax Center	Legacy Center	Insurance Center NEW!	
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These guidelines are for the use of the Nitrogen team and associated agencies. If ever in doubt about applying this brand identity, please refer back to this document.

If you have any questions, please contact the Nitrogen design team.