Our Logo

Simple, straightforward, and legible, our logo prominently identifies our brand name with clear, crisp typography. The icon is a stylized representation of our core functionality, defined in shades of our company green color – Pantone 368 – flanked by the company name on a single line. The symbol and wording should always be used together, in balanced proportion.

Our logo reads best on white or very light backgrounds. But there are instances when it is necessary for the logo to appear on colored backgrounds or overlayed on photographs. In that instance a special “Colored Background” version of the logo is provided. This version reads well against a background of our corporate green and other medium-toned backgrounds. On very dark or black backgrounds, please use the “Reversed Logo” version. See below for a summary of the various logo formats.

In addition to the primary logo treatment, there is a two-line version that can be used to keep the logo as large as possible in the space available.

**Primary Use**
Horizontal, single line

**Secondary Use**
Stacked, two line

**Standard Logo**
For use on white or light grey backgrounds. This is our primary brand signature and should be the default choice for most of our communications.

**Colored Background Logo**
This version works great when the logo appears on a solid green background, and also works well when overlaid over simple photography. Avoid putting the logo over detailed, busy imagery. Legibility is key.

**Reversed Logo**
For use on dark grey and black backgrounds. Notice how the contrast and color of the typography shifts to make our name stand out even in the darkest environments.

Do not squeeze or stretch the proportions of the logo, change the typeface, or use different color combinations. And do not try to recreate the logo from a font. Only use the official logo files provided. See the full list versions and file formats to serve any purpose on the following page.
Using the Logo

The Nimble Storage logo is made up of a combination of our corporate green and black. The icon consists of three shades of Pantone 368 and the name alternates in black and green. Please use the appropriate colored logo for each use; see guide below. This ensures our brand shines in its best light.

Pantone 368 Green – 50%
Pantone 368 Green – 75%
Pantone 368 Green – 100%

Primary Logo
One-line version has the filename designation: "Nimble_Storage_Logo1"

Secondary Logo
Two-line version has the filename designation: "Nimble_Storage_Logo2"

For white or light colored backgrounds
For green and medium colored backgrounds
For black or dark colored backgrounds

CLEAR AREA AROUND LOGO

For an eps or jpeg of the Nimble Storage logo, please send an email to info@nimblestorage.com