OUR BRAND SIGNATURE

The N represents connection and a never-ending stream of stories to our subscribers. Simple and iconic, it instantly sparks brand recognition.

COLOR

The N symbol color palette always consists of two tones. This helps give it dimension and differentiate from the N within the full Netflix logo. The primary background for the N symbol is black. This is to emulate a premium cinematic feel as we continue to set the industry standard for original content.

CLEARING SPACE

The minimum clear space of the N symbol is half the width of the N (X = N width x 0.5).

CLEARING SPACE

In certain situations, the N symbol can also be used on a white or contextually colored background, as long as there is a 3:1 contrast ratio. Anything less may compromise visibility and is not recommended. Color contrasts can be checked [here].

AVOID

Avoid substituting the N from the wordmark for the symbol.
Avoid locking up the symbol and the wordmark.
Avoid using a white symbol.
Avoid using the symbol on a red background.
Avoid altering the symbol’s shadow or adding other dimensional effects.
Avoid placing the symbol in a shape or container.
Avoid rotating the symbol.
Avoid using the logo on busy backgrounds.
Avoid using the symbol to replace a letterform.

Thank you
Avoid doormats, rugs, or anywhere else people walk. Please protect our logo from getting dirty.

Avoid scratch-offs, dart boards, and other surfaces that are sure to be damaged. We love our logo too much to let it come to harm.

Avoid disposable items, such as plastic cups and paper napkins. Our logo was not designed to be crumpled, smeared with food, or tossed into the trash.

Avoid food. We don’t want our logo to be sliced, bitten, or digested.

Our primary logo is Netflix Red on a black background. This is to create a premium cinematic feel as we continue to set the industry standard for original content.

Avoid using a white logo, except for a video watermark. For all other cases, please contact brand@netflix.com.

Avoid using a white logo on a contextually colored background.

Avoid adding effects like shadows, dimensions, and gradients to the logo.

Avoid placing the logo in a shape or container.

Avoid rotating the logo.

Avoid using the logo on busy backgrounds.

Avoid using an old version of the logo.

Avoid stretching or compressing the logo.

Avoid dabbing, sponges, or anywhere else people walk. Please protect our logo from getting dirty.

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