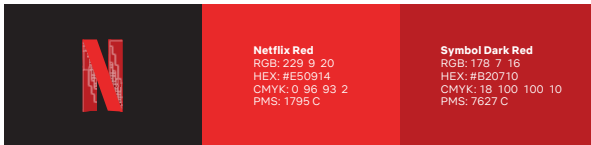


## OUR BRAND SIGNATURE



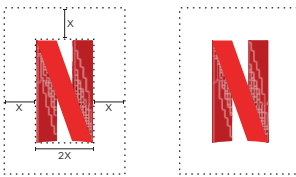
The N represents connection and a never-ending stream of stories to our subscribers. Simple and iconic, it instantly sparks brand recognition.

## COLOR



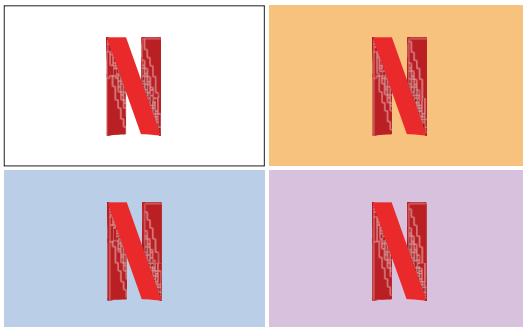
The N symbol color palette always consists of two tones. This helps give it dimension and differentiate from the N within the full Netflix logo. The primary background for the N symbol is black. This is to emulate a premium cinematic feel as we continue to set the industry standard for original content.

## CLEARING SPACE



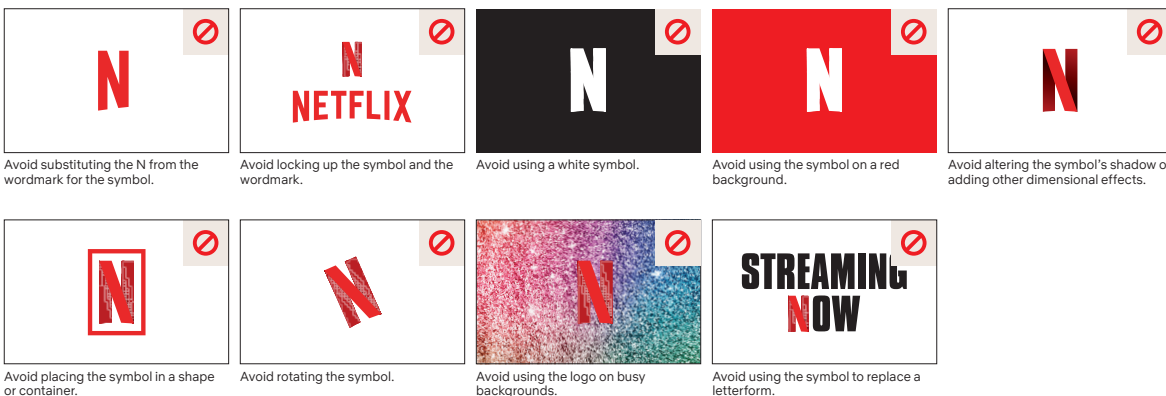
The minimum clear space of the N symbol is half the width of the N ( $X = N \text{ width} \times 0.5$ ).

## 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



## OUR BRAND SIGNATURE

NETFLIX

With the arc of a vintage CinemaScope and the signature Netflix red, our wordmark is iconic.

## COLOR

NETFLIX

Netflix Red  
RGB: 229 9 20  
HEX: #E55994  
CMYK: 0 98 93 2  
PMS: 1795 C

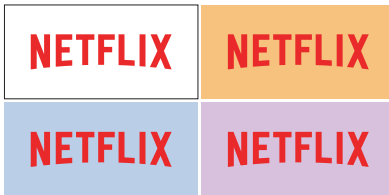
Our primary logo is Netflix Red on a black background. This is to create a premium cinematic feel as we continue to set the industry standard for original content.

## CLEARING SPACE



The minimum clear space of the logo is the width of the "T" in Netflix.

## LOGO ON COLOR



In certain situations, the logo 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](#).

## VIDEO WATERMARK



On very few occasions, the logo can appear in white. One such occasion is for the video watermark.

## AVOID



Avoid using a white logo, except for a video watermark. For all other cases, please contact [brand@netflix.com](mailto:brand@netflix.com).

Avoid using a white logo on a contextually colored background.

Avoid using the logo in a sentence.

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

Avoid stretching or compressing the logo.



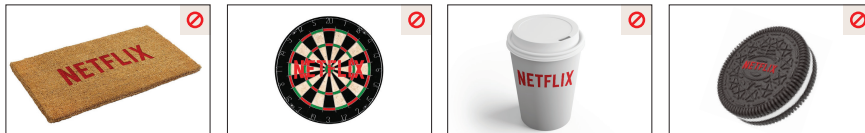
Avoid placing the logo in a shape or container.

Avoid rotating the logo.

Avoid using the logo on busy backgrounds.

Avoid using an old version of the logo.

## CONSIDERATIONS



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.