

API Naming & Logos (Available at developer.netflix.com)

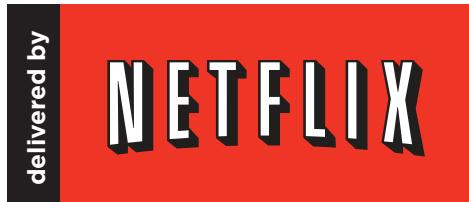
Netflix cannot be the first word in the application name.

It can be used in the naming of an app as “x for Netflix” or “x with Netflix”, “x’s Netflix Manager”, etc. This makes it clear that the offering is not from Netflix.

“Flix” is not allowed in the naming of an application.

Primary API logo

To provide our customers with the most consistent, optimal experience, please use the approved electronic files only when including the logo in your design layout.



2-Color API Logo

This is our primary signature.

Secondary API logo

The secondary logo is used only when space is limited or adapting with a partner’s unique brand. Please note that any additional icons found on the Netflix site are not available for use.



Netflix
(This is in Gotham)



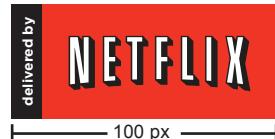
Netflix
(This is in Arial)



[Netflix](#)
(As a text link to netflix.com)

Minimum Size

The primary API logo must not be used smaller than 100 px in width.



The secondary API logo must not be used smaller than 16 px in width.



Required Attribution:

All applications must feature the Netflix API logo (or “delivered by Netflix” in text) on any page or screen where the Netflix API has a presence and next to where the implementation appears in the UI. The API logo (or text) must link to <http://www.netflix.com>

Add to Queue buttons (Available at developer.netflix.com)

There are 4 different button sizes for you to choose from. An important note, apply the buttons correctly to ensure that its visual impact and overall integrity are not diluted or compromised. Do not alter, redraw, or reconfigure the buttons. Please use the approved electronic files only when including the buttons in your design layout.

110px x 22px



This is most commonly used



This is when adding a movie series to your queue

72px x 22px



65px x 18px



38px x 18px



Layout Examples

General branding:

Netflix cannot be the leading brand or the only brand.

Look below for examples to see how it all comes together

The screenshot shows the Facebook login screen on the left and the My Netflix application page on the right. The application page features a large red 'NETFLIX' logo with a play button icon. It includes a description of the app, a 'Sign Up' button, and sections for the discussion board, 'How does it work?', and developer information about David.

Here is an example of adapting the Netflix favicon with a partner's unique brand



Improper Logo Usage

As shown in the examples below, please do not recreate the logo or alter the configuration, type style or relative proportions



Do not stretch or distort



Do not alter color field cropping



Do not change the typeface



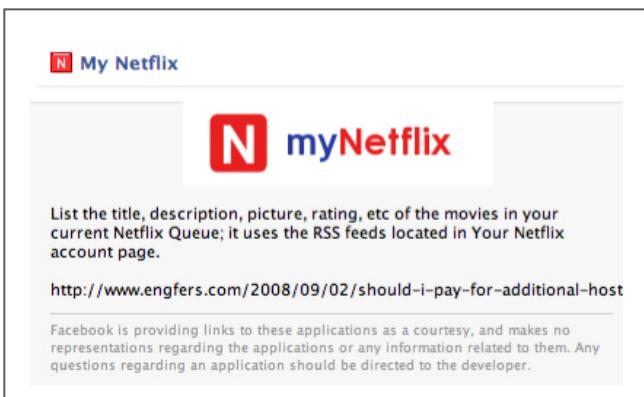
Do not change field color



Do not rearrange layout



Do not change the naming convention



Do not manipulate the logo



Do not create your own visual graphics