Nextdoor

Design Toolkit

Brand Logos

Nextdoor's logo is simple and clean, and its preferred form is the horizontal lock-up. Another form common for square uses is the logomark by itself. Avoid use of the logotype without the logomark.
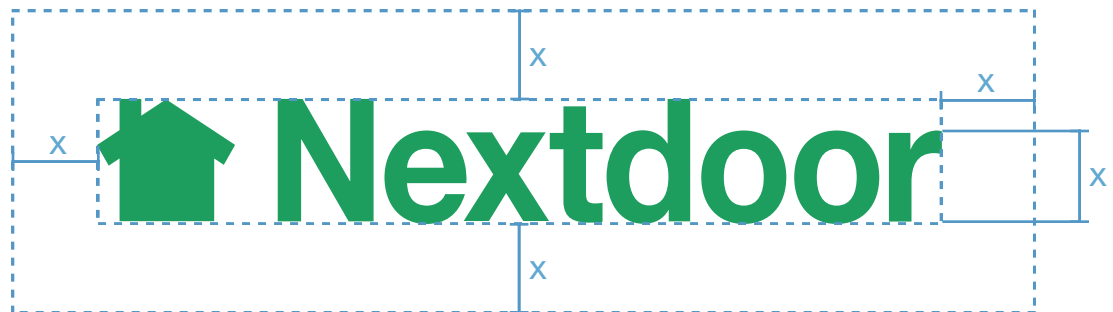
Necessary clear space for the logo is defined by the x-height of the text.

Preferred

Horizontal lock-up

Clear Space

Color

HEX: #1e9e5e
RGB: 30, 158, 94
CMYK: 81, 0, 41, 38

HEX: web/mobile development
RGB: on-screen use (Keynote, video, etc.)
CMYK: process/digital color printing

Personality and Voice

In all of Nextdoor's product and materials, try to keep a neighborly tone, by understanding these six adjectives that describe our personality. These adjectives can help guide your voice when writing copy, or simply give inspiration for the user experience.

Engaging   not neutral; makes people want to participate

Helpful   to the point; offering useful info, not chitchat

Conversational   like a friendly acquaintance, but not overly familiar

Real   in a tone you would actually use in conversation

Likeable   upbeat and enjoyable to hear from

Unobtrusive   tone never gets in the way of communication

Colors

Nextdoor relies on four base greens, two accents, and a palette of grays. Variables for these colors can be found in the following files:

Web: nextdoor-variables.less
iOS: nd-design-factory.m
Android: colors.xml

Accents

greenDark
#1a7d4f
primary button borders

green
#1e9e5e
primary color

greenLight
#9cd6bb
news feed button borders

greenLighter
#e3f8ee
news feed button color

blue
#5297c6
tags, alerts

orange
#f3933e
alerts, some actions

Grays

grayDarker
#1e1c1c
web body text

grayDark
#333333
mobile body text

gray
#5a5a5a
headers, mobile icons

grayLight
#9b9999
subtitles, web icons

grayLighter
#d8d8d8
separators

grayLightest
#f1f1f1
backgrounds, post replies

graySuperLight
#f6f6f6
backgrounds

white
#ffffff
reversed text

Typography

Nextdoor uses Helvetica Neue as its base typeface, along with two weights, Medium and Regular. The styles described here apply to web, but can be used as guidelines elsewhere.

Use the header and subheader styles for titles and headlines, and use the body style for longer paragraphs of text. Subtitles appear in a lighter gray, generally under the text or image being described.

Please try to avoid computed fonts when developing for web or mobile.

Header   **Helvetica Neue Medium 18px**
                         font-weight: 500;

Subheader   **Helvetica Neue Medium 16px**
                         font-weight: 500;

Body   Helvetica Neue Regular 14px
                         font-weight: 400;

Subtitle   Helvetica Neue Regular 13px #9b9999
                         font-weight: 400;

Buttons

Nextdoor has three primary button classes for web: .btn-primary, .btn-hollow, and .btn-mini. Use .btn-primary for buttons that complete an action, such as opening a link or displaying a modal.
Use .btn-hollow for toggle buttons, often seen on entity pages. And reserve .btn-mini for buttons in the news feed.

These classes can be found in nextdoor-buttons.less and nextdoor-page-base.less.

normal　　　　*:hover*　　　　*:active*

Sign up　　　**Sign up**　　　N/A

Action: .btn-primary

Subscribe　　　**Subscribe**　　　✔ **Subscribed**

Toggle: .btn-hollow

THANK | 20　　　THANK | 20　　　**THANKED! | 21**

THANKED! | 21　　**THANKED! | 21**　　THANK | 20

News feed: .btn-mini