



Logos

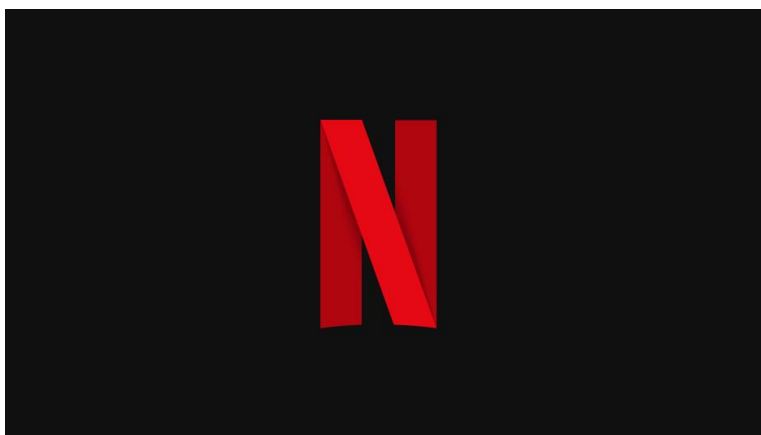
# The N symbol and Netflix wordmark

DOWNLOAD



## Logos

letter of the alphabet: it's universal and instantly identifiable as shorthand for our brand. However, without Netflix Red, the N Symbol might not read as Netflix, which is why it **always appears in its signature color.**



## Wordmark

The Wordmark remains an essential identifier of our brand. While our goal is to lead with the N Symbol, we enlist the Wordmark to ensure brand recognition in low-awareness markets or when production limits the use of color.

Logos



Color

The Symbol should appear in our brand standard Red and our Symbol Dark Red. The Wordmark should appear in our brand standard Red, except when limited by production (see Special-use Wordmarks below).



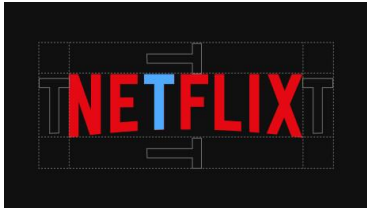
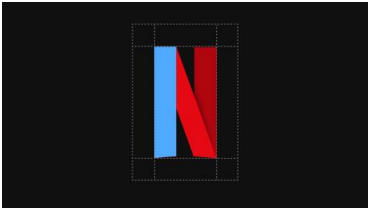
	Symbol Dark Red
Net	
F	RGB 178 7 16
F	HEX B20710
C	CMYK 18 100 100 1
PM	PMS 7627 C



Netflix Red
RGB 229 9 20
HEX E50914
CMYK 0 96 93 2
PMS 1795 C

Logos

always give them room to breathe and stand out. The clear space around the N Symbol is the width of one leg of the N. The clear space around the Wordmark is the width of the T.



# In Context

Our logos commonly appear on solid colors, Textures, and content. Proper contrast ensures logo readability.



# Readability

When placing a logo on a background, aim for a contrast ratio of 2.25:1 or higher to ensure readability. If the contrast is too low, adjust the background or

Logos

NETFLIX

0% Black  
Contrast  
ratio =  
4.8:1

NETFLIX

10% Black  
Contrast  
ratio =  
3.8:1

NETFLIX

20% Black  
Contrast  
ratio = 3:1

NETFLIX

30% Black  
Contrast  
ratio =  
2.3:1

NETFLIX

40% Black  
Contrast  
ratio =  
1.7:1

NETFLIX

50% Black  
Contrast  
ratio =  
1.2:1

NETFLIX

60% Black  
Contrast  
ratio =  
1.2:1

NETFLIX

70% Black  
Contrast  
ratio =  
1.8:1

NETFLIX

80% Black  
Contrast  
ratio =  
2.6:1

NETFLIX

90% Black  
Contrast  
ratio =  
3.7:1

NETFLIX

100%  
Black  
Contrast  
ratio =  
4.4:1

# Special- Use Wordmarks

Netflix Red is our brand’s signature color, but our Wordmark does appear in black or white when necessary. **DO NOT USE** without approval from the Brand Team.



White Wordmark examples:  
bugs on video assets like trailers  
(where contrast between Netflix  
Red Wordmark and background  
cannot be achieved), where use  
of color is limited by production.



Black Wordmark examples:  
where use of color is limited by  
production.

## Logos

# Co- branding Principles

Some partnerships may be approved for the creation of a Netflix-partner logo lock-up. If approved, try to ensure that the Netflix logo appears first, there is a complete parity of size, placement and province in the partner materials, and that there is appropriate spacing between the logos per the Netflix clear space guidelines.

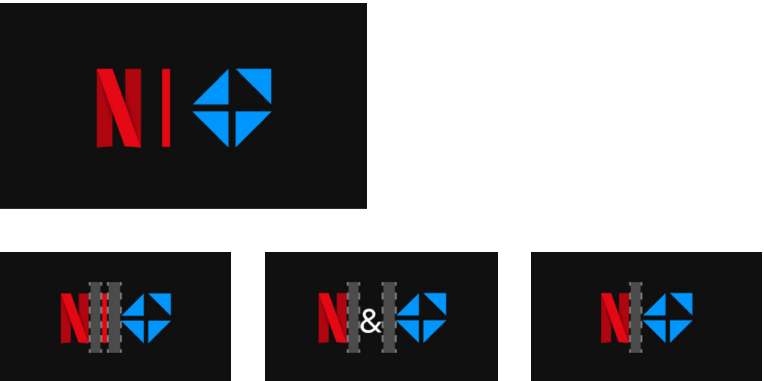
Generally, if a Partner is using their symbol, the N Symbol should be used. If a partner is using their full logo, use the full Netflix wordmark. Alternatively, you can consider the level of awareness within your region when choosing to leverage the wordmark or N Symbol (ie. Higher-awareness markets tend to choose the N Symbol due to high familiarity).

The design element that separates the two marks is flexible in form and color

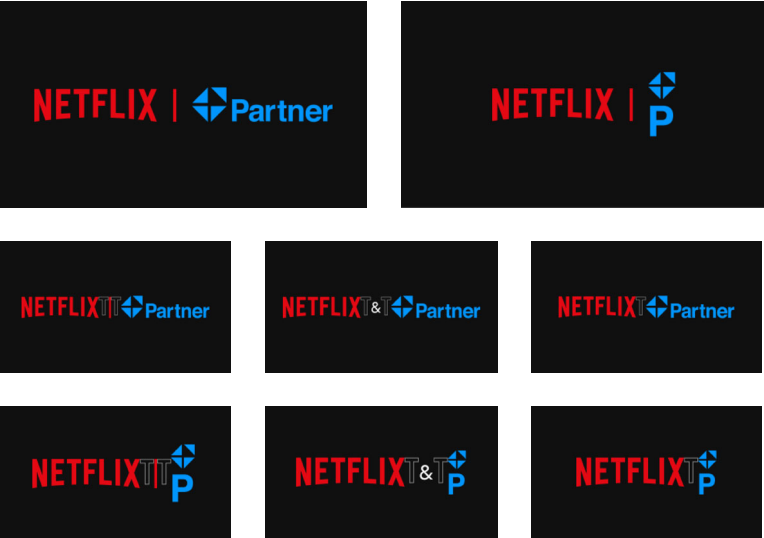
provided a few examples of different separators below to showcase this flexibility.

Logos

N SYMBOL +  
PARTNER LOGO



NETFLIX  
WORDMARK +  
PARTNER LOGO



# Avoid

and allows for creativity elsewhere. Avoid these usages.

## Logos

### N SYMBOL



Don't change the gradient



Don't stretch



Don't add effects



Don't place over busy backgrounds



Don't change the color



Don't rotate



Don't flatten to one color



Don't make ribbons



Don't place in a shape or container



Don't use on a red background



Don't use the symbol to replace any letterform



Don't substitute the N from the Wordmark for the symbol



Don't flip the symbol. Make sure that the curve is on the bottom















Don't lock up words with the N-Symbol. This is reserved for our product category labels only.

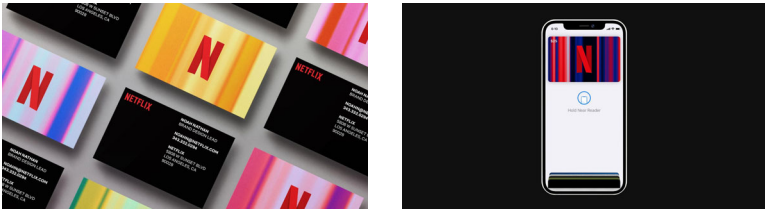


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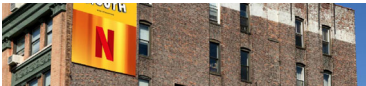
WORDMARK

			
Don't use a white Wordmark	Don't stretch	Don't add effects	Don't place over busy backgrounds
			
Don't change the color	Don't rotate	Don't flip	Don't use the Wordmark and the N Symbol in the same layout
			
Don't write words in the style of the logo	Don't place in a shape or container	Don't use in a sentence	Don't use an old version

APPLICATION EXAMPLES



Logos



All uses of the Netflix materials are subject to the [Terms and Conditions](#).