

# NIXOS BRANDING GUIDE

VERSION 0.1.0



We believe in open-source innovation and a community-driven ethos — values that have shaped our identity from the very beginning. As you explore this guide, we hope you'll sense the spirit of stable evolution — a core principle we embrace over stagnation or chaos.

This guide serves as a framework to help ensure that our communication and design consistently reflect the values that define Nix: innovation, reliability, and simplicity. It brings together creative expression and technical precision to foster a unified identity across all touchpoints.

We've aimed to include everything you need to feel confident and comfortable when working with the NixOS visual identity — the public face of our declarative builds and deployments ecosystem. If anything is unclear or you have questions, we're always happy to help.

Please feel free to reach out to the Marketing Team or the Brand and Design Steward directly. You can find contact information here: [nixos.org/community/teams/marketing](https://nixos.org/community/teams/marketing)

# INDEX

IDENTITY  
LOGO  
TYPOGRAPHY  
COLOR

**IDENTITY**



Design is not just surface-level — it is a reflection of who we are. Our visual identity — the NixOS snowflake with its two shades of blue, clean geometry, and recursive form — signals the values we share.

**Openness**

**Transparency**

**Inclusivity**

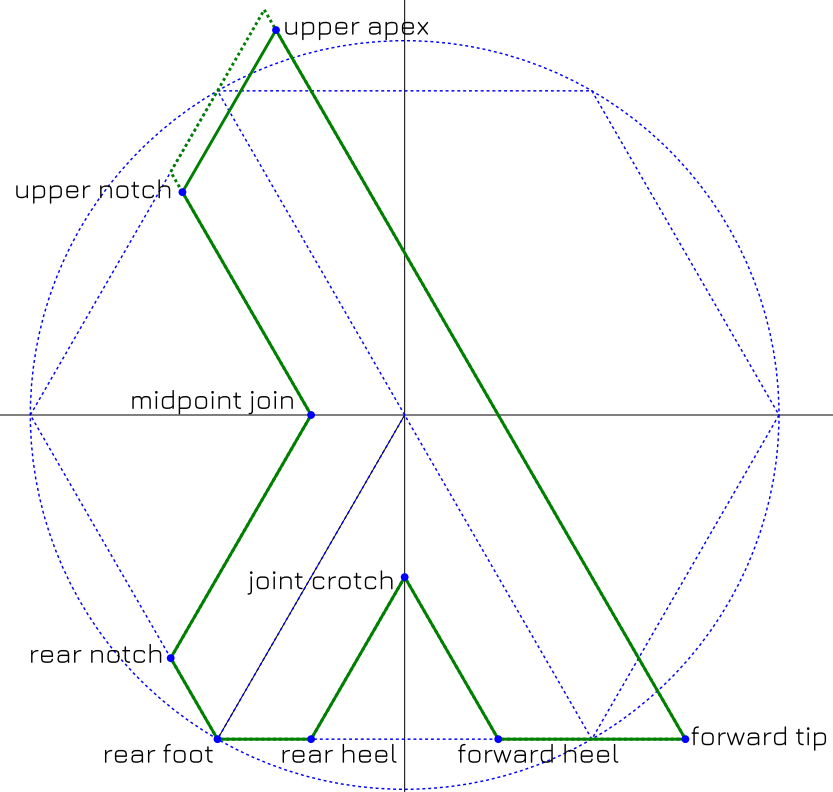
These brand guidelines are not rigid constraints, but clear and thoughtful principles designed to guide consistent, intentional expression. They reflect the maturity of our community and help us communicate with consistency and intention. They also help prevent confusion with other ecosystems and reinforce the unique identity of NixOS.

A cohesive brand builds confidence — not just in the project, but in the people behind it. It creates alignment around a shared vision and helps express the distinctive spirit of the open source community we are proud to be part of.

We hope you feel that same sense of pride and belonging. This is more than a project — it is a movement shaped by all of us.

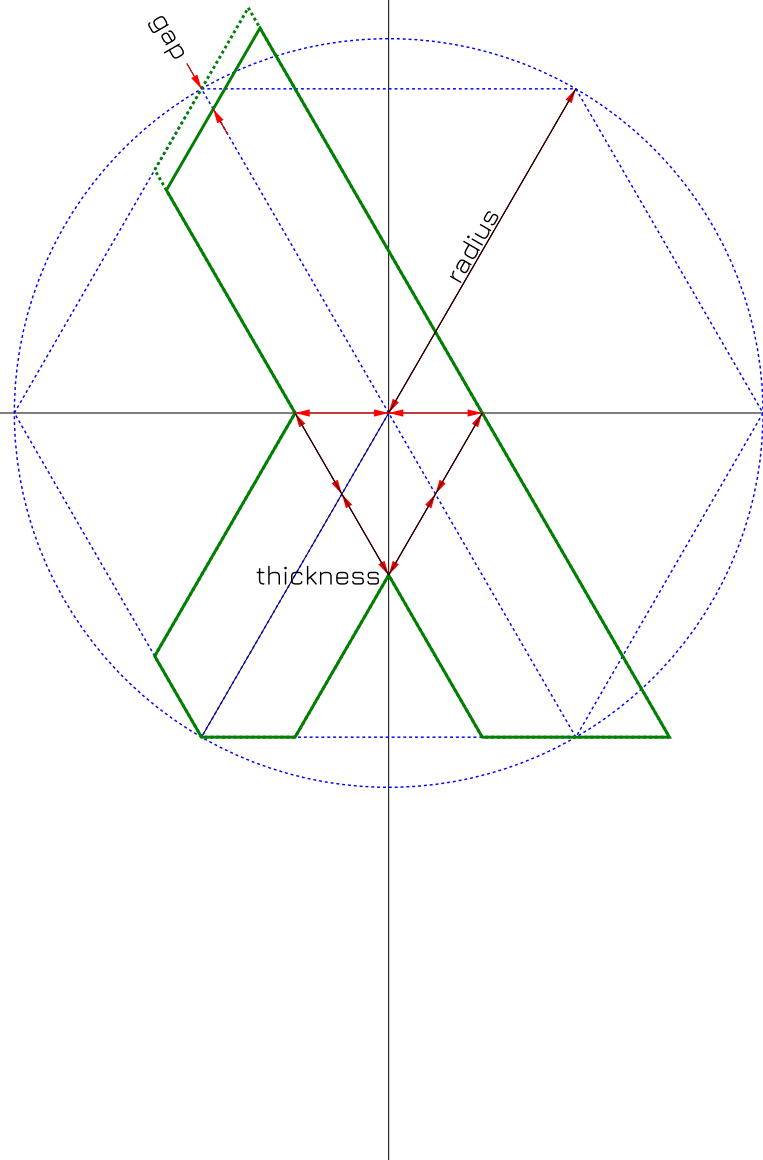
**LOGO**





The lambda is created by referencing the geometry of a hexagon. The lambda skeleton intersects the hexagon vertices at three locations:

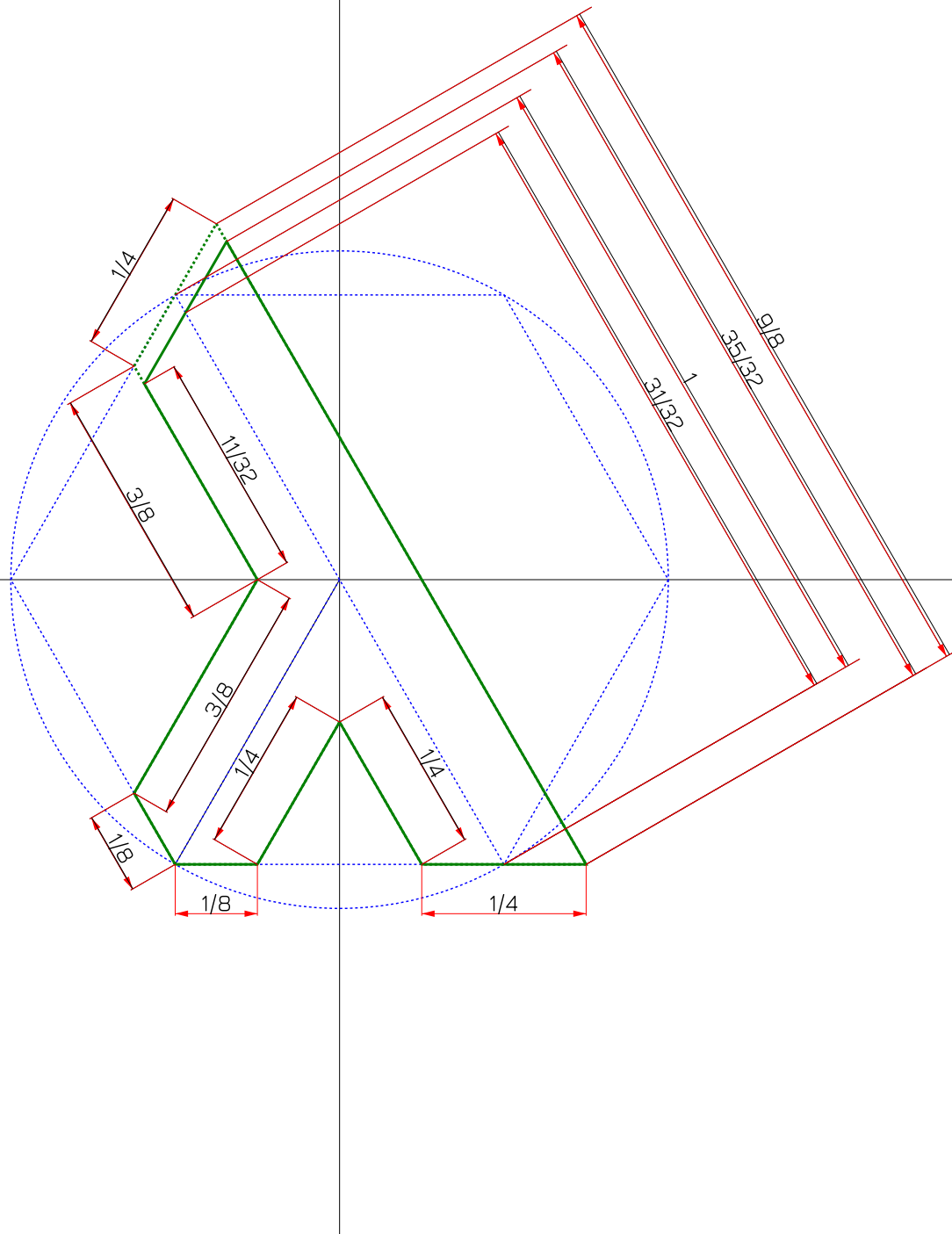
- At the top left between the upper apex and upper notch.
- At the bottom left at the rear foot.
- At the bottom right between the forward heel and the forward tip.



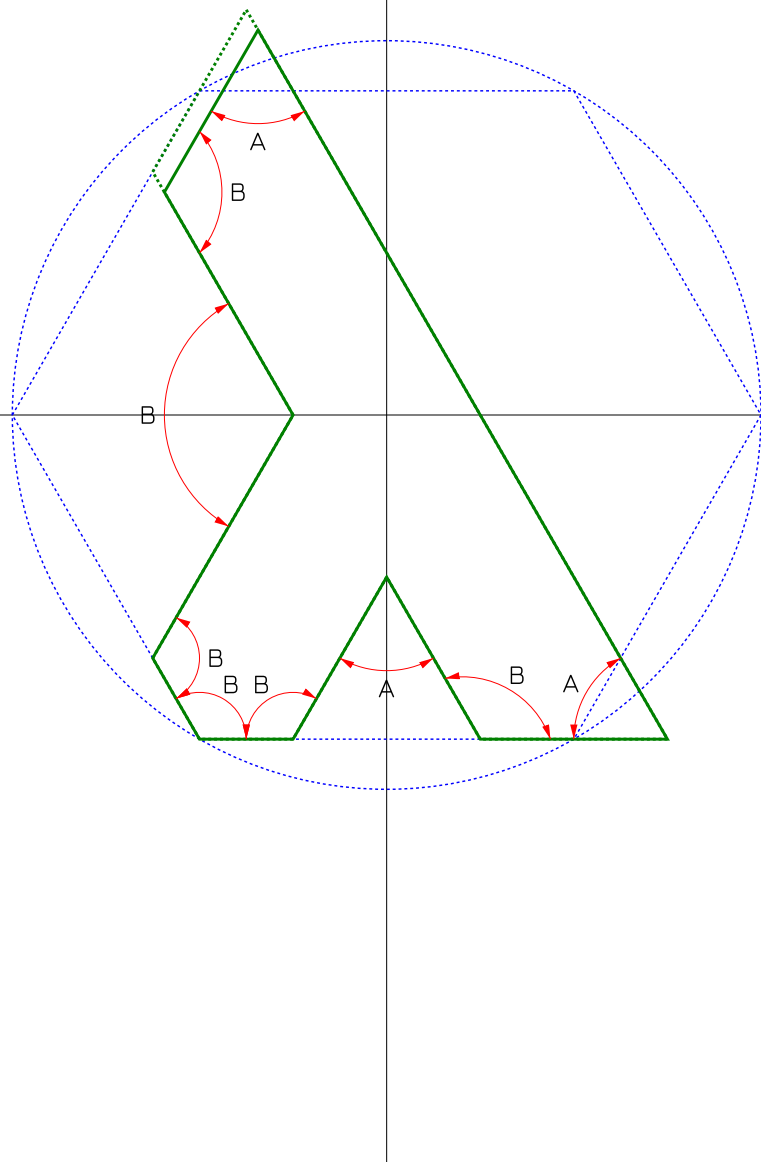
The lambda is defined by three parameters:

- **radius:** The distance from the origin to the vertex intersection points.
- **thickness:** The distance from the lambda skeleton to the vertices. It follows lines angled at multiples of  $60^\circ$ . This can be observed in the 6 lines forming a triangle beneath the origin. It is defined as a fraction of the *radius* with a default value of  $1 / 4$ .
- **gap:** This distance that the upper apex and upper notch are translated towards the origin. The dashed section is the lambda with no gap. It is defined as a fraction of the *radius* with a default value of  $1 / 32$ .

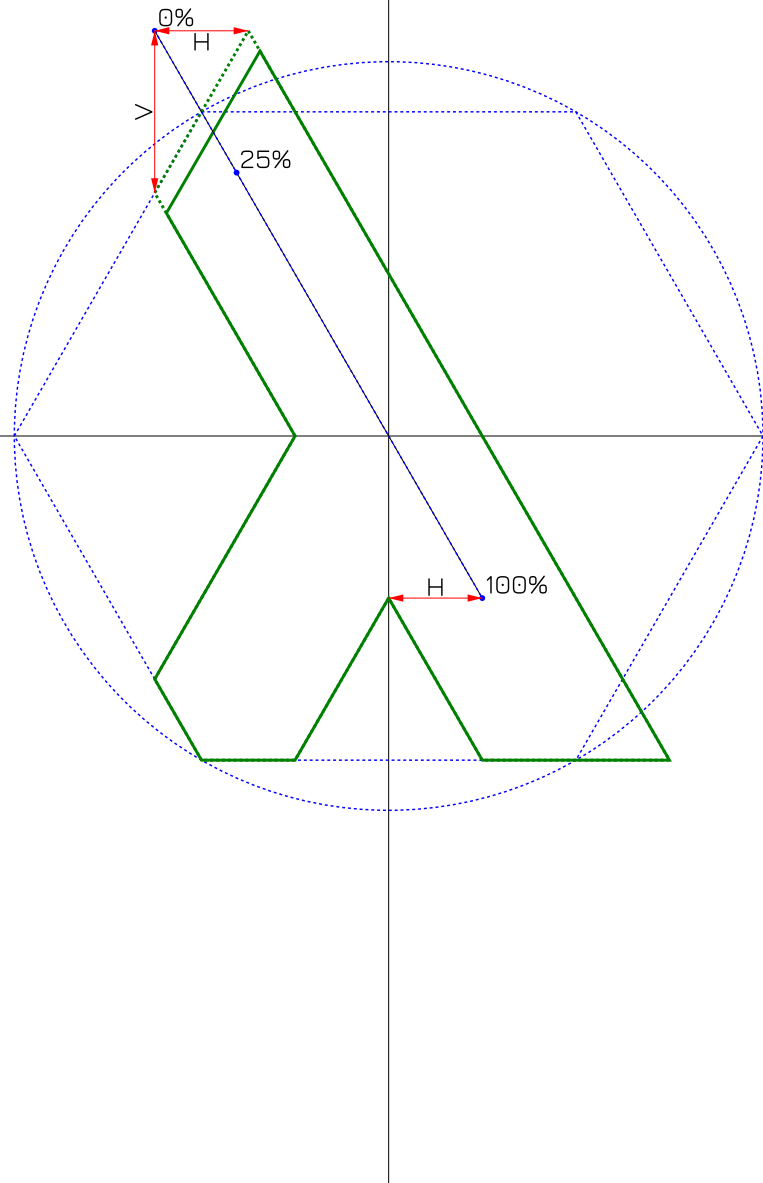




All meaningful dimensions of the lambda emerge as simply rational numbers given the default values of thickness and gap and setting the radius to  $1/2$  such that the hexagon maximal diameter is 1. In all cases, the denominator is a power of 2.

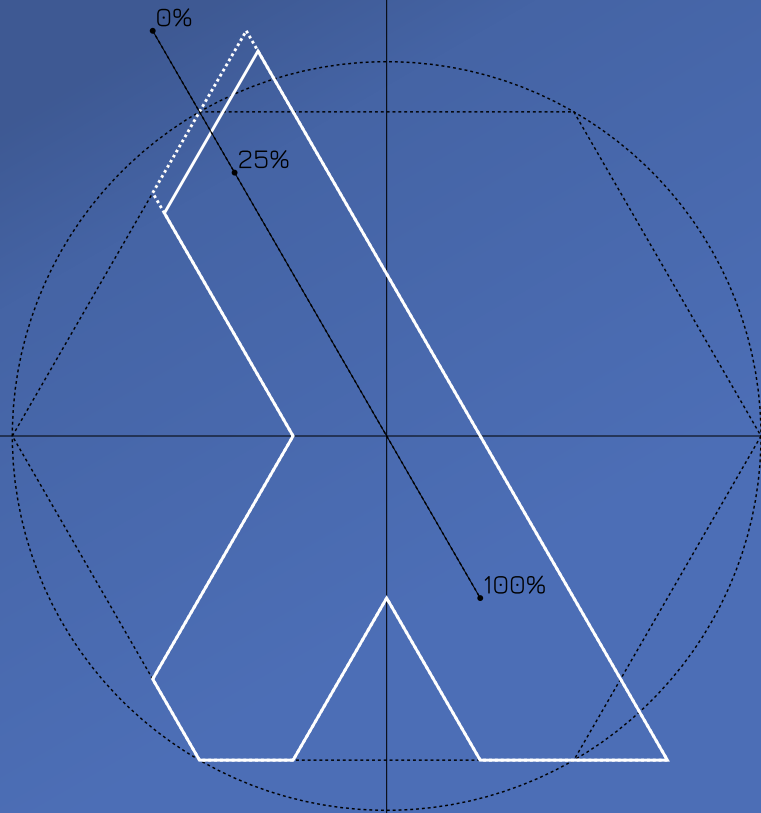


All angles are integer multiples of 60°.  
 A angles are 60°.  
 B angles are 120°.

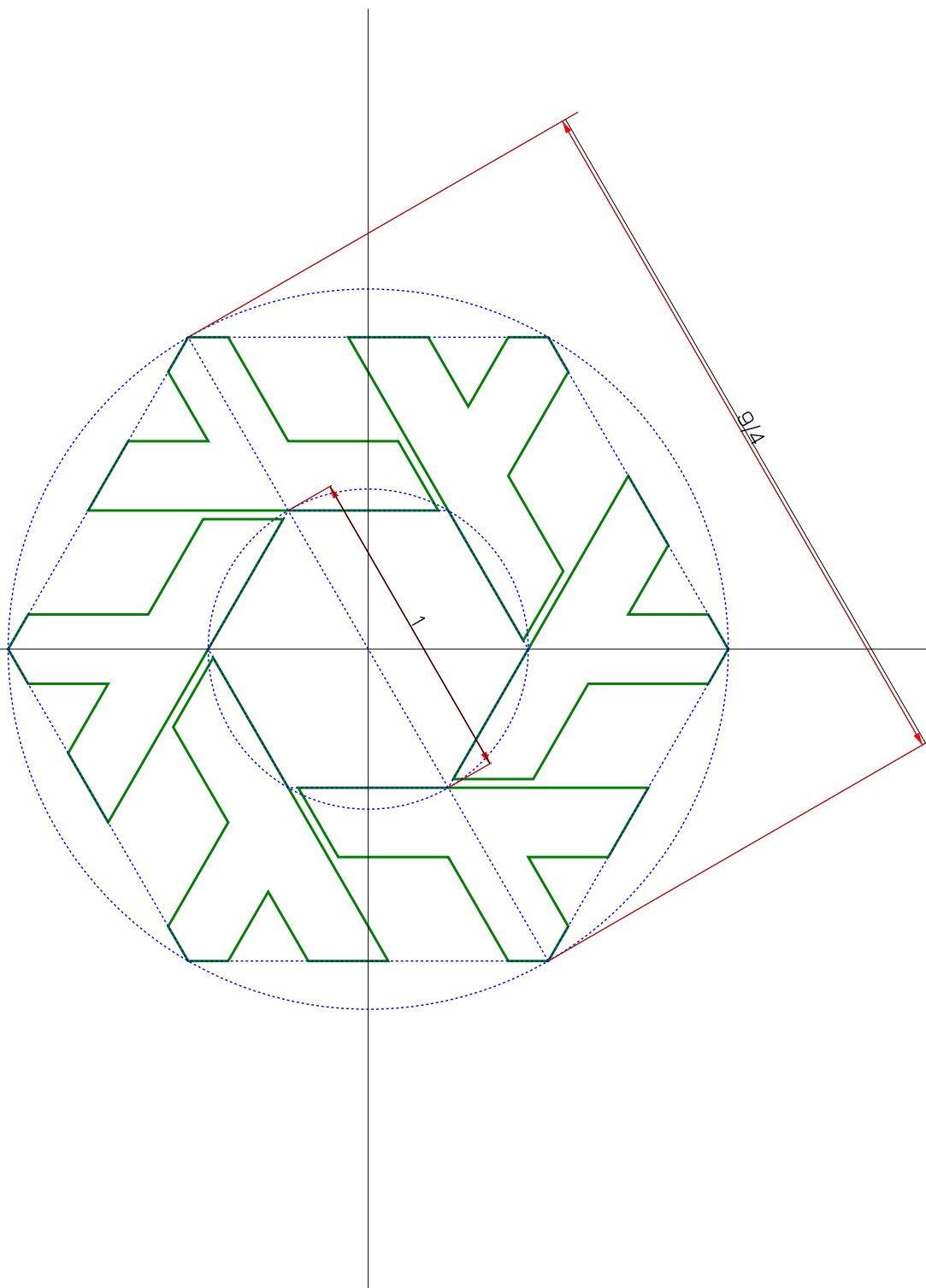


The gradient of the lambda is defined by 2 points. The first end point is located at the intersection above the upper notch and to the left of the upper apex. The first end point references the vertices of the lambda with zero gap. The second end point is located to the right of the joint crotch coincident with the lambda skeleton.

The gradient stop points are located at 0%, 25%, and 100%.



The selected color of the lambda is true below and to the right of the 100% gradient stop point. The lightness and chroma is lowered at the 25% and 0% gradient stop points.



Six lambdas are used to create the “NixOS Snowflake”. The lambdas are located using an inner hexagon. They are located such that if they had zero gap, the upper apex would be coincident with a vertex of the inner hexagon and the long diagonal of the lambda is colinear with an edge of the inner hexagon. An outer hexagon emerges with vertices that are coincident with the rear foot of the lambdas. If the inner hexagon maximal diameter is 1, the outer hexagon maximal diameter is  $9 / 4$ .



The proportions of the logotype are driven by the height of the “N” glyph. The “i” glyph has been mirrored along the vertical axis. No other modifications have been made to the glyphs. The glyphs have been manually kerned to maintain a balance between simplicity and identity.



When combining the logomark and logotype, the dimensions of the logotype are driven by the dimensions of the logomark. A line intersecting the forward heel and upper notch of upper left and bottom right lambdas intersects the top and bottom of the “N” glyph. The exact mathematical formula for the height of the “N” glyph is

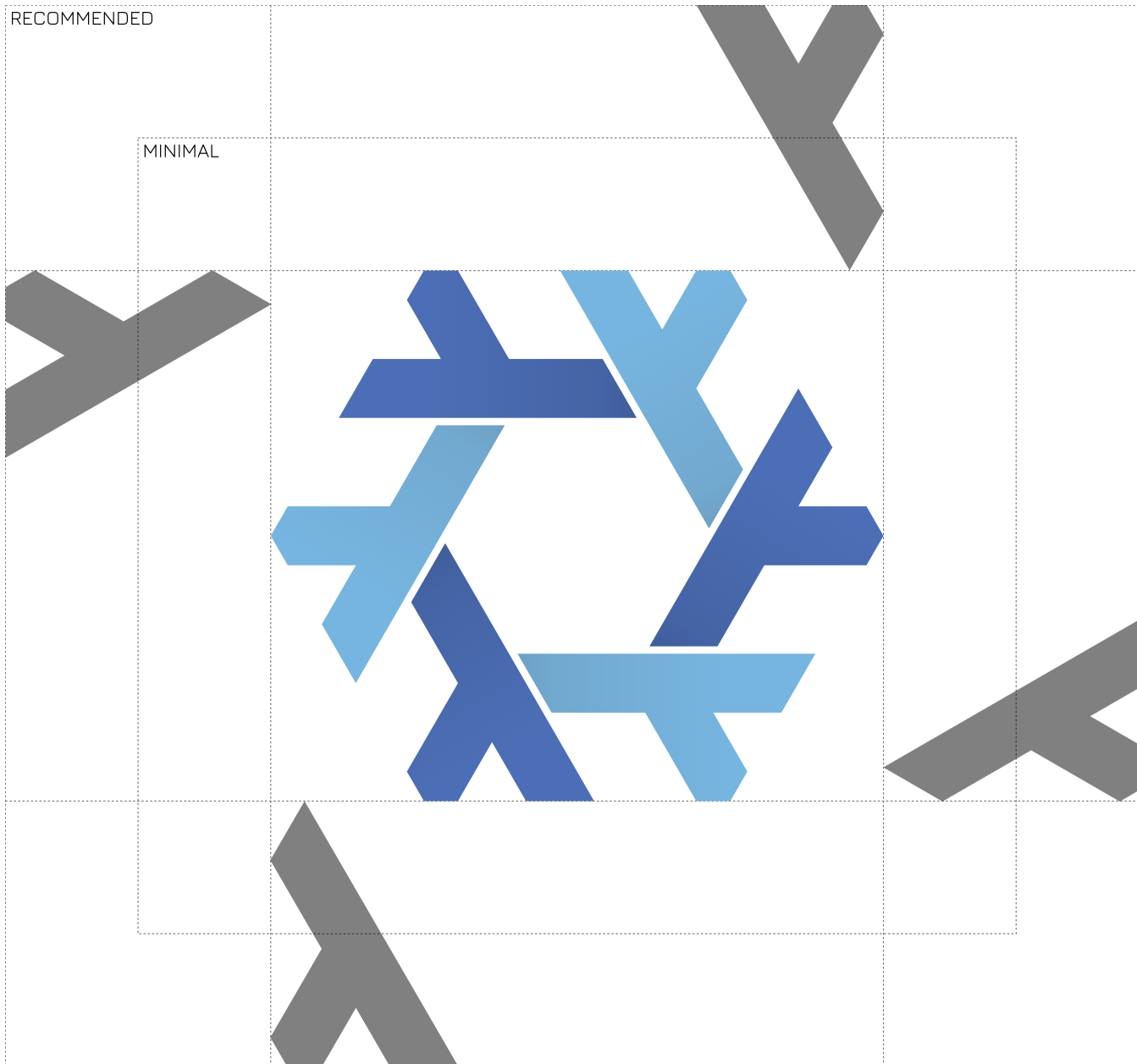
$$\sqrt{3} \text{ radius } (1 + 2 \text{ thickness}).$$

The spacing between the logomark and logotype is manually set and displayed as the fraction of the height of the “N” glyph.



When placing the horizontal variant of the logo, the recommended clearspace is equivalent to the height of the logomark. The minimal clearspace is equivalent to half the height of the logomark.





When placing the logomark, the recommended clearspace is equivalent to the height of the lambda with no gap. This is equivalent to half the height of the logomark. The minimal clearspace is equivalent to half the height of the lambda with no gap or a quarter the height of the logomark.



When placing the logotype, the recommended clearspace is equivalent to the height of the capital N in NixOS. The minimal clearspace is equivalent to half the height of the capital N in NixOS.



NixOS

The minimum size for the logo, logomark, and logotype is defined by their height.

**Digital** 24 px

**Print** 6 mm or 0.24 in

Horizontal



Vertical



Two variants of logo layout are available: horizontal and vertical. The horizontal layout is the primary and recommended layout. The vertical layout is provided as a secondary layout.

Default/Black



Default/White



Rainbow/Black



Rainbow/White



Black/Black



White/White



There are multiple color variants of the logo. The colored variants of the logomark can be used with the white or black logotype. The black and white variants of the logomark must be used with the black and white logotypes respectively.

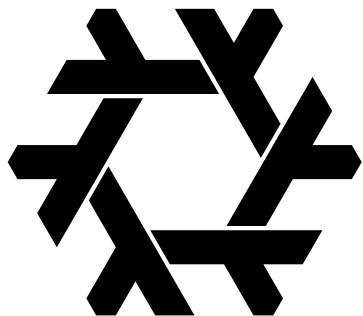
Default/Gradient



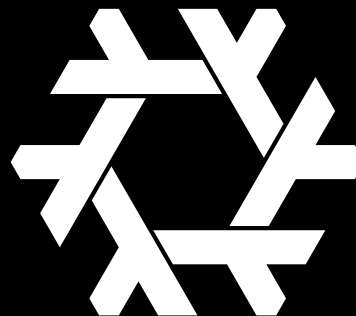
Rainbow/Gradient



Black/Flat



White/Flat



## Variations / Logomark / Colors

There are 4 color variants of the logomark. The colored variants of the logomark should use gradient colors. The black and white variants of the logomark must use flat colors.

Gradient



Flat



There are 2 color styles of the logomark: gradient and flat colors. Generally gradient colors should be used. When using black or white logomarks, use flat colors. Flat colors can be used for any color variant when creating print or other physical media.

Black



NixOS

White



NixOS

Variations / Logotype / Colors

There are two color variants of the logotype:  
black and white.



Black/Normal

The NixOS logo in black/normal style, featuring the word "NixOS" in a black, sans-serif font. The letter "x" is black, and the "i" has a blue dot. The entire logo is enclosed in a dashed rectangular border.

White/Normal

The NixOS logo in white/normal style, featuring the word "NixOS" in a white, sans-serif font. The letter "x" is white, and the "i" has a blue dot. The logo is set against a solid black rectangular background.Black/ $\lambda$ 'The NixOS logo in black/lambda prime style, featuring the word "NixOS" in a black, sans-serif font. The letter "x" is blue, and the "i" has a blue dot. The entire logo is enclosed in a dashed rectangular border.White/ $\lambda$ 'The NixOS logo in white/lambda prime style, featuring the word "NixOS" in a white, sans-serif font. The letter "x" is blue, and the "i" has a blue dot. The logo is set against a solid black rectangular background.

There are two color style variants of the logotype: **normal** and  $\lambda$ ' (**lambda prime**).

The  $\lambda$ ' variant shades the "x" in **NixOS** using the default colors of the logomark, drawing attention to the lambda shape embedded within the letter — a visual homage to our roots in functional programming. This symbol holds special meaning for the project, representing our alignment with functional principles and the elegance they bring to software design.

For situations where a more neutral or subdued appearance is appropriate, the normal variant provides a clean, consistent option suitable for all contexts.

**Note:** The  $\lambda$ ' variant must not be used in combination with the logomark.

Do not crop the logo or any of its components.



Do not independently scale logo components.



Do not use the *Nix* variant with the logomark.



Do not distort the logo or any of its components.



Do not mirror or flip the logo or any of its components.



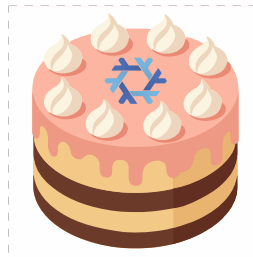
Do not rotate the logo or any of its components.



Do not use the logo on similarly-colored backgrounds.



Do not place the logo on a cake.



## Misuse

The NixOS logo is a key element of our visual identity. To preserve its integrity and recognizability, it must be used with care. Distorting, excessively cropping, or altering the logo can compromise its clarity and risk confusion with other software ecosystems — something we actively seek to avoid.

Always ensure the logo has sufficient clear space. When uncertain, err on the side of generosity; a few extra pixels can help maintain legibility and visual impact.

**TYPOGRAPHY**



AaBbCcDdEeFfGgHh  
 IiJjKkLlMmNnOoPpQ  
 qRrSsTtUuVvWwXxY  
 yZz0123456789.,;:!?  
 ()[]{}-—“”” @#&%\* /\n  
 + - = \_ ~ ^ \$ € £ ¥ ± ≠ ≤ ≥ ∞

The NixOS typeface is Route 159, a modern sans serif designed for clarity and digital readability. Originally developed by dotcolon as a web font, Route 159 draws on the experience behind the Vegur and Aileron typefaces, with a strong emphasis on screen performance.

The design balances precision and approachability, making it well-suited for the NixOS logotype. Route 159 helps reinforce the NixOS identity: clean, efficient, and thoughtfully engineered.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,;:!?()[]{}-—'""

@#&%\*/\+ -=\_~^\$€£¥±≠≤≥∞

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,;:!?()[]{}-—'""

@#&%\*/\+ -=\_~^\$€£¥±≠≤≥∞

Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789.,;:!?()[]{}-—'""**

**@#&%\*/\+ -=\_~^\$€£¥±≠≤≥∞**

**Bold**

**Regular** is the standard weight used in the NixOS logotype and across most brand applications. It strikes a balance between readability and presence.

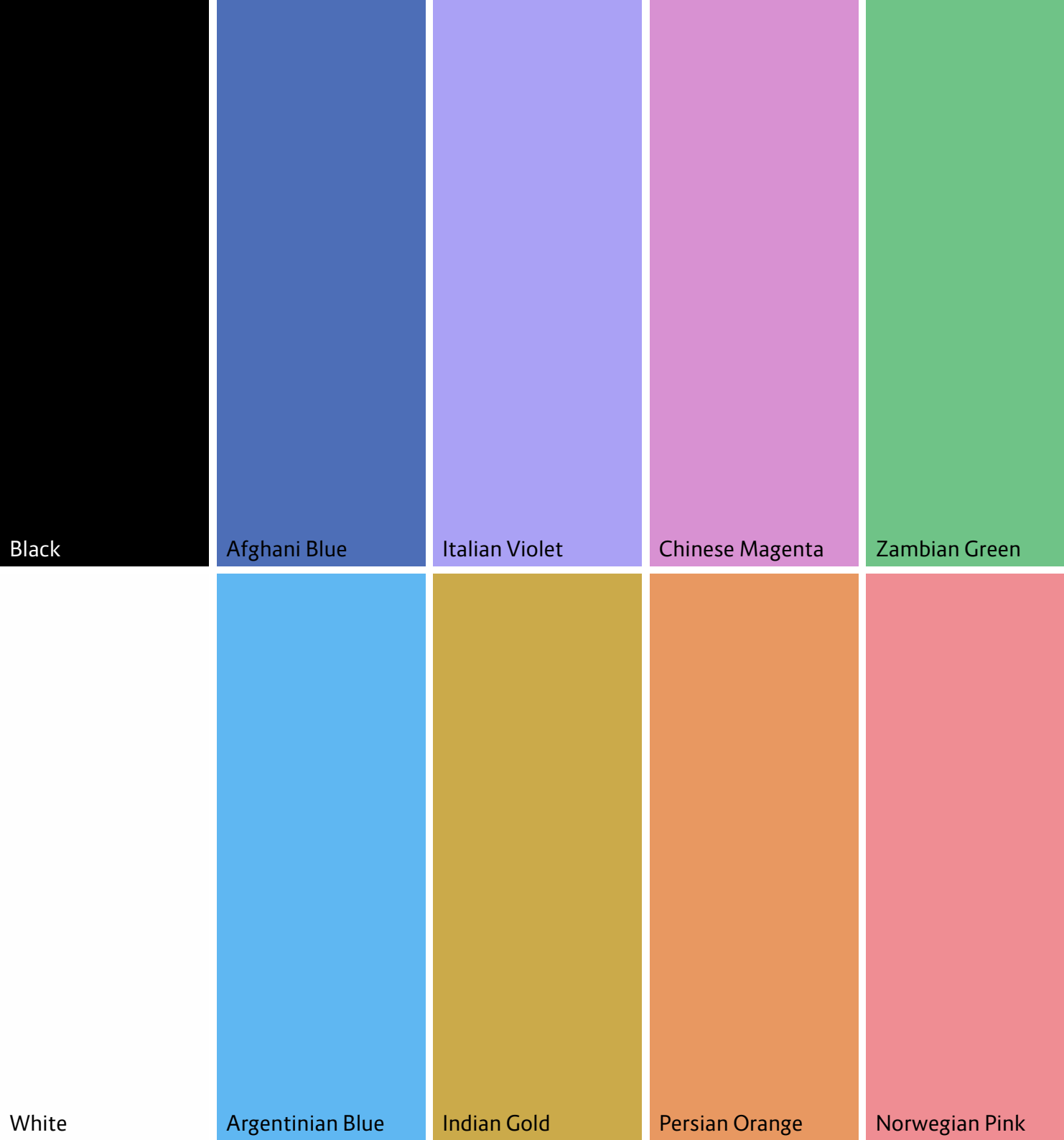
**Light** offers a softer tone and may be used alongside the logo in contexts where subtlety is important — such as team names, sub-branding, or secondary identifiers.

**Bold** provides additional emphasis when needed, though it is currently reserved for future use as the identity system evolves.

Each weight maintains the clarity, legibility, and modern character that define the Route 159 typeface. Their consistent use helps ensure a cohesive visual voice across NixOS communications.

**COLOR**





## Palette

The palette is designed to balance clarity with character, blending technical precision with a sense of openness and trust. Our palette is divided into three main categories:

### **Primary**

This includes Black and White.

### **Secondary**

This includes Afghani Blue and Argentinian Blue.

### **Accent**

This includes Italian Violet, Indian Gold, Chinese Magenta, Persian Orange, Zambian Green and Norwegian Pink.

These colors are more than visual accents—they symbolize the elegance of declarative systems and the strength of the Nix community. Their consistent use reinforces a unified and exquisite identity across all communication and visual touchpoints.

Black

HEX: #000000

CMYK: 0 0 0 100

OKLCH: 0 0 0

Black and White form the foundation of our visual system. They provide the structural balance needed to support other colors and ensure accessibility and clarity across all mediums. Use them for text, backgrounds, borders, and general layout scaffolding. Their neutrality allows the other colors in the palette to shine while maintaining a clean, professional tone.

White

HEX: #ffffff

CMYK: 0 0 0 0

OKLCH: 1 0 0



Afghani Blue  
HEX: #4d6fb7  
CMYK: 58 40 0 28  
OKLCH: 0.55 0.12 264

Afghani Blue and Argentinian Blue are the signature colors of the NixOS brand. These shades are used for prominent elements such as headers, icons, navigation bars, and key interface components. They evoke trust, stability, and clarity — perfectly aligned with the principles of declarative design. When in doubt, reach for these blues.

Argentinian Blue  
HEX: #5fb8f2  
CMYK: 61 24 0 5  
OKLCH: 0.75 0.12 240

## Palette / Accent

Italian Violet  
HEX: #aaa1f6  
CMYK: 31 34 0 4  
OKLCH: 0.75 0.12 288

Chinese Magenta  
HEX: #d991d2  
CMYK: 0 33 3 15  
OKLCH: 0.75 0.12 330

Zambian Green  
HEX: #6fc488  
CMYK: 43 0 31 23  
OKLCH: 0.75 0.12 152

Italian Violet, Indian Gold, Chinese Magenta, Persian Orange, Zambian Green and Norwegian Pink bring vibrancy and dimension to the brand. These colors are intended for subtle emphasis: buttons, charts, tags, illustrations, and other moments of interaction or expression. Use them intentionally — sparingly, but confidently — to enhance communication without overwhelming the design.

Indian Gold  
HEX: #cbaa4b  
CMYK: 0 16 63 20  
OKLCH: 0.75 0.12 90

Persian Orange  
HEX: #e99861  
CMYK: 0 35 58 9  
OKLCH: 0.75 0.12 54

Norwegian Pink  
HEX: #f08d94  
CMYK: 0 41 38 6  
OKLCH: 0.75 0.12 16

L95 HEX: #eeeeee CMYK: 0 0 0 7 OKLCH: 0.95 0 0	L85 HEX: #cecece CMYK: 0 0 0 19 OKLCH: 0.85 0 0	L75 HEX: #aeaeae CMYK: 0 0 0 32 OKLCH: 0.75 0 0	L65 HEX: #8f8f8f CMYK: 0 0 0 44 OKLCH: 0.65 0 0	L55 HEX: #717171 CMYK: 0 0 0 56 OKLCH: 0.55 0 0	L45 HEX: #555555 CMYK: 0 0 0 67 OKLCH: 0.45 0 0	L35 HEX: #3a3a3a CMYK: 0 0 0 77 OKLCH: 0.35 0 0	L25 HEX: #222222 CMYK: 0 0 0 87 OKLCH: 0.25 0 0	L15 HEX: #0b0b0b CMYK: 0 0 0 96 OKLCH: 0.15 0 0
L95 HEX: #e8effc CMYK: 8 5 0 1 OKLCH: 0.95 0.02 264	L85 HEX: #b7cefd CMYK: 28 18 0 1 OKLCH: 0.85 0.07 264	L75 HEX: #87adfa CMYK: 46 31 0 2 OKLCH: 0.75 0.12 264	L65 HEX: #698dd8 CMYK: 51 35 0 15 OKLCH: 0.65 0.12 264	L55 HEX: #506fb2 CMYK: 55 37 0 30 OKLCH: 0.55 0.11 264	L45 HEX: #3b5487 CMYK: 56 38 0 47 OKLCH: 0.45 0.09 264	L35 HEX: #28395f CMYK: 58 40 0 63 OKLCH: 0.35 0.07 264	L25 HEX: #15213a CMYK: 63 43 0 77 OKLCH: 0.25 0.05 264	L15 HEX: #050b18 CMYK: 77 55 0 91 OKLCH: 0.15 0.03 264
L95 HEX: #e3f1fb CMYK: 9 4 0 2 OKLCH: 0.95 0.02 240	L85 HEX: #a4d5f7 CMYK: 34 14 0 3 OKLCH: 0.85 0.07 240	L75 HEX: #5fb8f2 CMYK: 61 24 0 5 OKLCH: 0.75 0.12 240	L65 HEX: #3d98d1 CMYK: 71 27 0 18 OKLCH: 0.65 0.12 240	L55 HEX: #2579ab CMYK: 78 29 0 33 OKLCH: 0.55 0.11 240	L45 HEX: #1a5b82 CMYK: 80 30 0 49 OKLCH: 0.45 0.09 240	L35 HEX: #0f3f5b CMYK: 84 31 0 64 OKLCH: 0.35 0.07 240	L25 HEX: #062437 CMYK: 90 34 0 78 OKLCH: 0.25 0.05 240	L15 HEX: #010d16 CMYK: 94 44 0 91 OKLCH: 0.15 0.03 240
L95 HEX: #ededfc CMYK: 6 6 0 2 OKLCH: 0.95 0.02 288	L85 HEX: #cbc7fa CMYK: 19 20 0 2 OKLCH: 0.85 0.07 288	L75 HEX: #aaa1f6 CMYK: 31 34 0 4 OKLCH: 0.75 0.12 288	L65 HEX: #8c82d4 CMYK: 34 39 0 17 OKLCH: 0.65 0.12 288	L55 HEX: #6f66ae CMYK: 36 41 0 32 OKLCH: 0.55 0.11 288	L45 HEX: #534c84 CMYK: 37 42 0 48 OKLCH: 0.45 0.09 288	L35 HEX: #39345d CMYK: 39 44 0 64 OKLCH: 0.35 0.07 288	L25 HEX: #211d38 CMYK: 42 48 0 78 OKLCH: 0.25 0.05 288	L15 HEX: #0b0917 CMYK: 54 61 0 91 OKLCH: 0.15 0.03 288
L95 HEX: #f6eed8 CMYK: 0 3 12 3 OKLCH: 0.95 0.03 90	L85 HEX: #dfcc99 CMYK: 0 9 31 12 OKLCH: 0.85 0.07 90	L75 HEX: #cbaa4b CMYK: 0 16 63 20 OKLCH: 0.75 0.12 90	L65 HEX: #ac8b26 CMYK: 0 19 78 33 OKLCH: 0.65 0.12 90	L55 HEX: #8a6e08 CMYK: 0 21 94 46 OKLCH: 0.55 0.11 90	L45 HEX: #695205 CMYK: 0 42 4 59 OKLCH: 0.45 0.09 90	L35 HEX: #493802 CMYK: 0 23 97 72 OKLCH: 0.35 0.07 90	L25 HEX: #2b2001 CMYK: 0 25 98 83 OKLCH: 0.25 0.05 90	L15 HEX: #100a00 CMYK: 0 35 99 94 OKLCH: 0.15 0.03 90
L95 HEX: #ffe5fc CMYK: 0 10 1 0 OKLCH: 0.95 0.04 330	L85 HEX: #e9bee4 CMYK: 0 18 2 9 OKLCH: 0.85 0.07 330	L75 HEX: #d991d2 CMYK: 0 33 3 15 OKLCH: 0.75 0.12 330	L65 HEX: #b873b2 CMYK: 0 38 3 28 OKLCH: 0.65 0.12 330	L55 HEX: #955890 CMYK: 0 41 3 42 OKLCH: 0.55 0.11 330	L45 HEX: #71426d CMYK: 0 42 4 56 OKLCH: 0.45 0.09 330	L35 HEX: #4f2c4c CMYK: 0 44 4 69 OKLCH: 0.35 0.07 330	L25 HEX: #2f182d CMYK: 0 48 4 82 OKLCH: 0.25 0.05 330	L15 HEX: #120711 CMYK: 0 64 6 93 OKLCH: 0.15 0.03 330
L95 HEX: #faebe2 CMYK: 0 6 9 2 OKLCH: 0.95 0.02 54	L85 HEX: #f3c2a3 CMYK: 0 20 33 5 OKLCH: 0.85 0.07 54	L75 HEX: #e99861 CMYK: 0 35 58 9 OKLCH: 0.75 0.12 54	L65 HEX: #c77942 CMYK: 0 39 67 22 OKLCH: 0.65 0.12 54	L55 HEX: #a25e2c CMYK: 0 42 73 36 OKLCH: 0.55 0.11 54	L45 HEX: #7b461f CMYK: 0 43 75 52 OKLCH: 0.45 0.09 54	L35 HEX: #562f13 CMYK: 0 45 78 66 OKLCH: 0.35 0.07 54	L25 HEX: #341a08 CMYK: 0 49 85 80 OKLCH: 0.25 0.05 54	L15 HEX: #150702 CMYK: 0 64 92 92 OKLCH: 0.15 0.03 54
L95 HEX: #e0f5e5 CMYK: 8 0 7 4 OKLCH: 0.95 0.03 152	L85 HEX: #acdcb8 CMYK: 22 0 16 14 OKLCH: 0.85 0.07 152	L75 HEX: #6fc488 CMYK: 43 0 31 23 OKLCH: 0.75 0.12 152	L65 HEX: #4fa46a CMYK: 52 0 35 36 OKLCH: 0.65 0.12 152	L55 HEX: #378450 CMYK: 58 0 39 48 OKLCH: 0.55 0.11 152	L45 HEX: #28633c CMYK: 60 0 40 61 OKLCH: 0.45 0.09 152	L35 HEX: #194528 CMYK: 63 0 42 73 OKLCH: 0.35 0.07 152	L25 HEX: #0c2815 CMYK: 71 0 47 84 OKLCH: 0.25 0.05 152	L15 HEX: #030f05 CMYK: 83 0 63 94 OKLCH: 0.15 0.03 152
L95 HEX: #fce9ea CMYK: 0 7 7 1 OKLCH: 0.95 0.02 16	L85 HEX: #f8bcbe CMYK: 0 24 23 3 OKLCH: 0.85 0.07 16	L75 HEX: #f08d94 CMYK: 0 41 38 6 OKLCH: 0.75 0.12 16	L65 HEX: #ce6e76 CMYK: 0 46 43 19 OKLCH: 0.65 0.12 16	L55 HEX: #a8545b CMYK: 0 50 46 34 OKLCH: 0.55 0.11 16	L45 HEX: #803e44 CMYK: 0 51 47 50 OKLCH: 0.45 0.09 16	L35 HEX: #592a2e CMYK: 0 53 49 65 OKLCH: 0.35 0.07 16	L25 HEX: #361719 CMYK: 0 58 53 79 OKLCH: 0.25 0.05 16	L15 HEX: #160607 CMYK: 0 73 68 91 OKLCH: 0.15 0.03 16

## Palette / Tints

Tints provide a flexible extension of the core palette, offering a wide range of lightness levels—from subtle backgrounds to bold accents. These variations are useful for layering, accessibility, and adapting to different themes or environments.

While tints increase design versatility, they are intended to complement, not replace, the primary, secondary, and accent colors. Use them thoughtfully to maintain brand consistency and visual harmony.

NixOS Dark Blue  
HEX: #4d6fb7  
CMYK: 58 40 0 28  
OKLCH: 0.55 0.12 264

The NixOS logo uses two carefully selected color values derived from the core palette:

- A tint of Afghani Blue with a lightness of 0.55 and chroma 0.12
- A customized tint of Argentinian Blue with a lightness of 0.75 and a slightly reduced chroma of 0.09

While the Afghani Blue tint follows the standard palette, the Argentinian Blue variant has been subtly adjusted. The chroma was reduced from 0.12 (as defined in the palette) to 0.09 to better align with the historic appearance of the NixOS logo in earlier versions and maintain visual continuity with its established identity.

These two tones work together to preserve the logo's familiar character while adapting it to a more precise and accessible color system based on OKLCH.

NixOS Light Blue  
HEX: #77b6e1  
CMYK: 47 19 0 12  
OKLCH: 0.75 0.09 240

HEX: #c10100  
CMYK: 0 100 100 24  
OKLCH: 0.51 0.208963 29.2339

HEX: #ff6705  
CMYK: 0 59 98 0  
OKLCH: 0.7 0.204259 43.491

HEX: #fdb00b  
CMYK: 0 30 96 1  
OKLCH: 0.81 0.1681 76.78

HEX: #029b3b  
CMYK: 99 0 62 39  
OKLCH: 0.6 0.1751 147.56

HEX: #0088cc  
CMYK: 100 33 0 20  
OKLCH: 0.6 0.1414 241.38

HEX: #5a37bb  
CMYK: 52 71 0 27  
OKLCH: 0.46 0.1943 288.71

The rainbow variant of the NixOS logo features six colors inspired by the traditional rainbow Pride flag. These colors have been carefully adapted to better align with the visual language of the NixOS brand — they are softer and less saturated than the original flag, allowing them to integrate more seamlessly with the logomark’s geometry and tone.

This kind of adaptation is a common practice among organizations seeking to balance symbolic representation with brand cohesion. The result is a respectful and visually consistent expression of solidarity with the LGBTQ+ community.

The rainbow variant is used to celebrate diversity, inclusion, and the vibrant community that shapes NixOS.