

Brand Guidelines



The following document serves as a reference to guide the communication and design across all touch points of the Nuro brand.

[Questions?](#)

Contact the Brand Design team:
brand-design@nuro.ai

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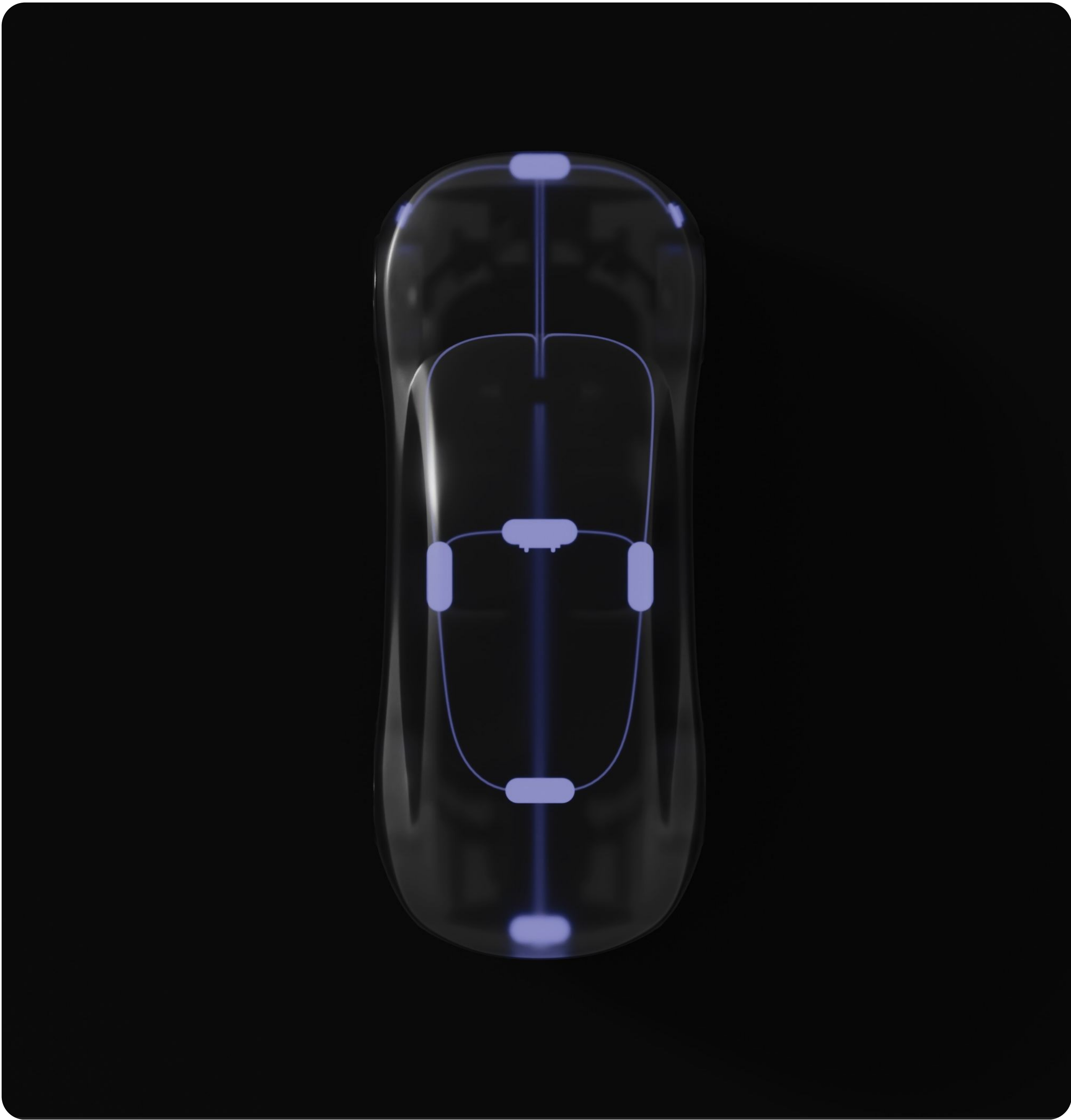
About Nuro

1

Nuro exists to better everyday life through robotics.

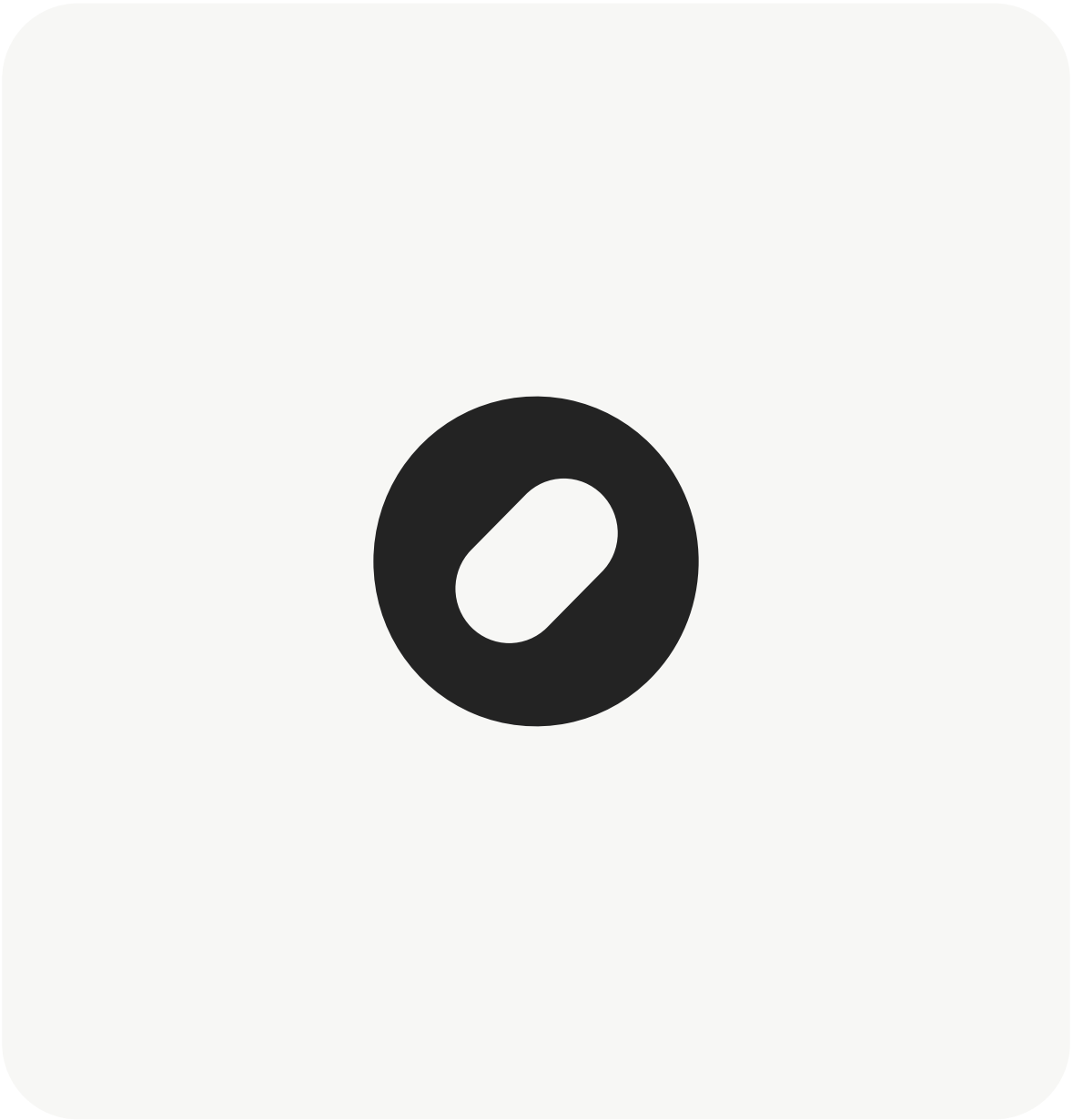
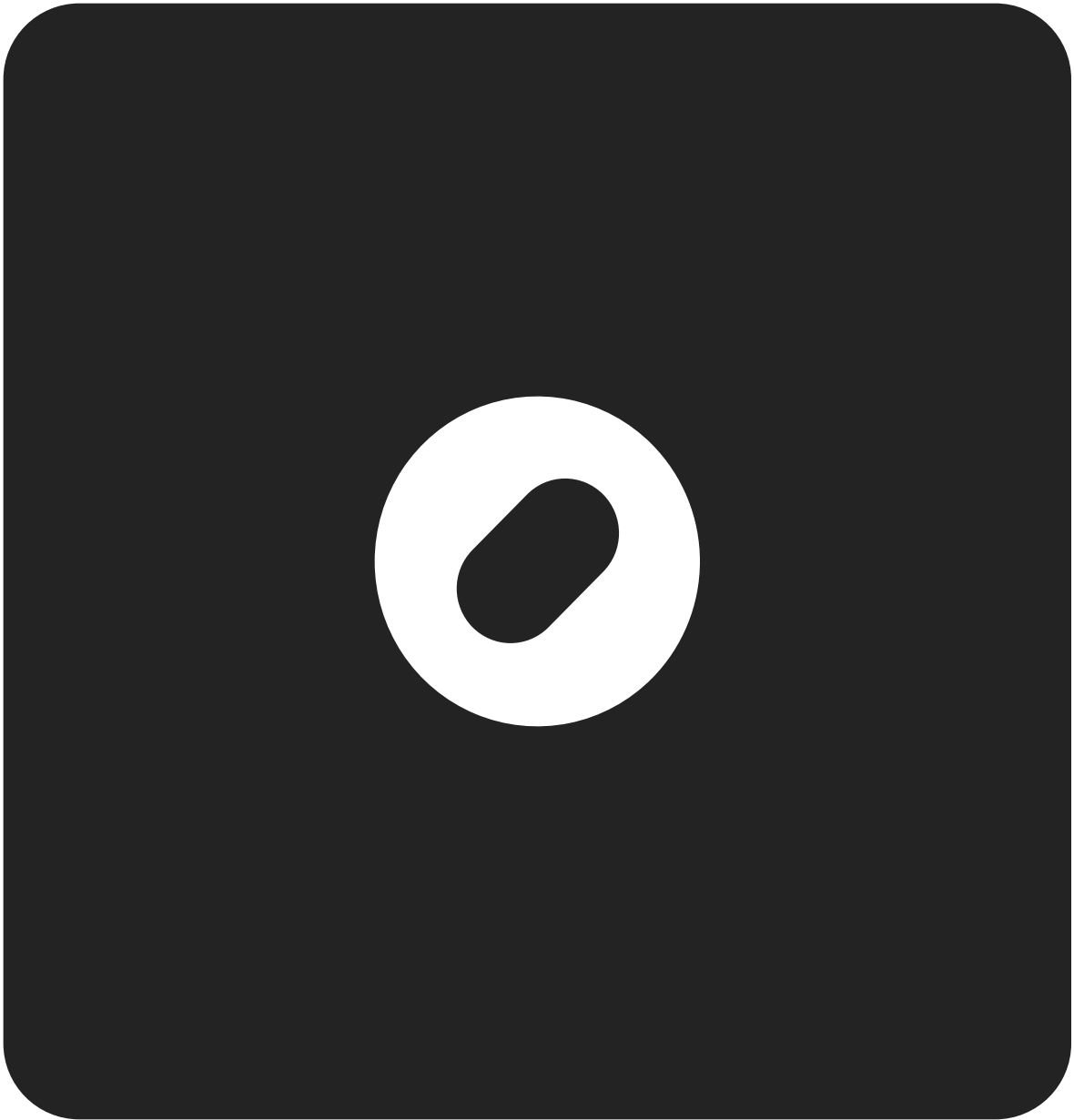
About Nuro

Founded in 2016, Nuro is a leading autonomous technology company with vehicles on the road today in multiple U.S. cities. The company is helping automotive OEMs and mobility providers accelerate autonomous vehicle development through the Nuro Driver™ platform, a state-of-the-art autonomous driving system that combines automotive-grade hardware and AI-powered self-driving software to enable up to Level 4 systems on mobility platforms and personally-owned vehicles. For more information, visit [nuro.ai](https://www.nuro.ai).



Logo

2



Brand elements

Wordmark and Brandmark

At Nuro, we emphasize progress, momentum, and innovation. Like a turning wheel, our logo's simple, familiar form symbolizes Nuro's constant forward motion, continually creating new possibilities.

 Download

Colors

3

Please note: When PMS colors aren't an option, we recommend working alongside a trusted print vendor to match the CMYK values as closely as possible.

Colors

Overview

The primary Nuro brand palette relies on white and charcoal to create a clean aesthetic with contrast and flexibility. We balance our white and charcoal with neutral shades of warm gray, black, yellow, and our brand purple.

N-Charcoal	C71 M55 Y64 K72	Pantone Black C Pantone Black U	#232323
N-White	C0 M0 Y0 K100	Paper	#FFFFFF
N-Electric	C77 M68 Y0 K0	Pantone 2366 C Pantone 2366 U	#5B42FF
N-02 Electric	C90 M80 Y0 K0	Pantone 2098 C Pantone 2098 U	#3F1CC3
N-03 Electric	C38 M33 Y0 K0	Pantone 2366 C – 50% Tint Pantone 2366 U – 50% Tint	#AEADFD
N-Sun	C0 M0 Y15 K1	Pantone 7499 C Pantone 7499 U	#F8F1D4
N-04 Grey Warm	C0 M2 Y3 K6	Pantone Warm Gray 1 C Pantone Warm Gray 1 U	#F7F7F5
N-03 Grey Warm	C0 M4 Y8 K17	Pantone Warm Gray 3 C Pantone Warm Gray 3 U	#EEEEEA
N-02 Grey Warm	C0 M5 Y10 K29	Pantone Warm Gray 5 C Pantone Warm Gray 5 U	#CAC7C3
N-01 Grey Warm	C0 M8 Y14 K38	Pantone Warm Gray 7 C Pantone Warm Gray 7 U	#A6A3A1

Typography

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If you are a creative partner who needs access to these fonts, please contact the Brand Design team: brand-design@nuro.ai

Typography

Typeface Usage

Our brand’s typography system is crafted using Suisse Int’l, a humanist typeface. Suisse Int’l can be licensed from Swiss Typefaces. Suisse Int’l Regular is the primary weight and does the heavy lifting. Suisse Int’l Mono is mainly reserved for technical language, datapoints, and numbers or small details we want to call out.

When using the Google Suite, Helvetica Neue and IBM Plex Mono will be the closest match to our brand’s typography.

Suisse Int’l
Regular
0123456789

Primary typeface
Suisse Int'l

Suisse Int’l
Mono Regular
0123456789

Supportive typeface
Suisse Int'l Mono

Helvetica Neue
Regular
0123456789

Google Suite
Helvetica Neue

IBM Plex Mono
Regular
0123456789

Google Suite
IBM Plex Mono

Photography

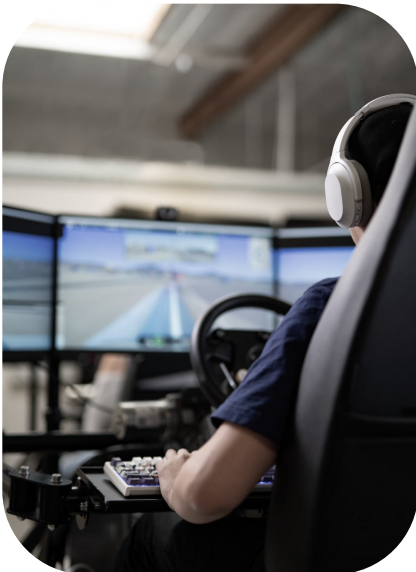
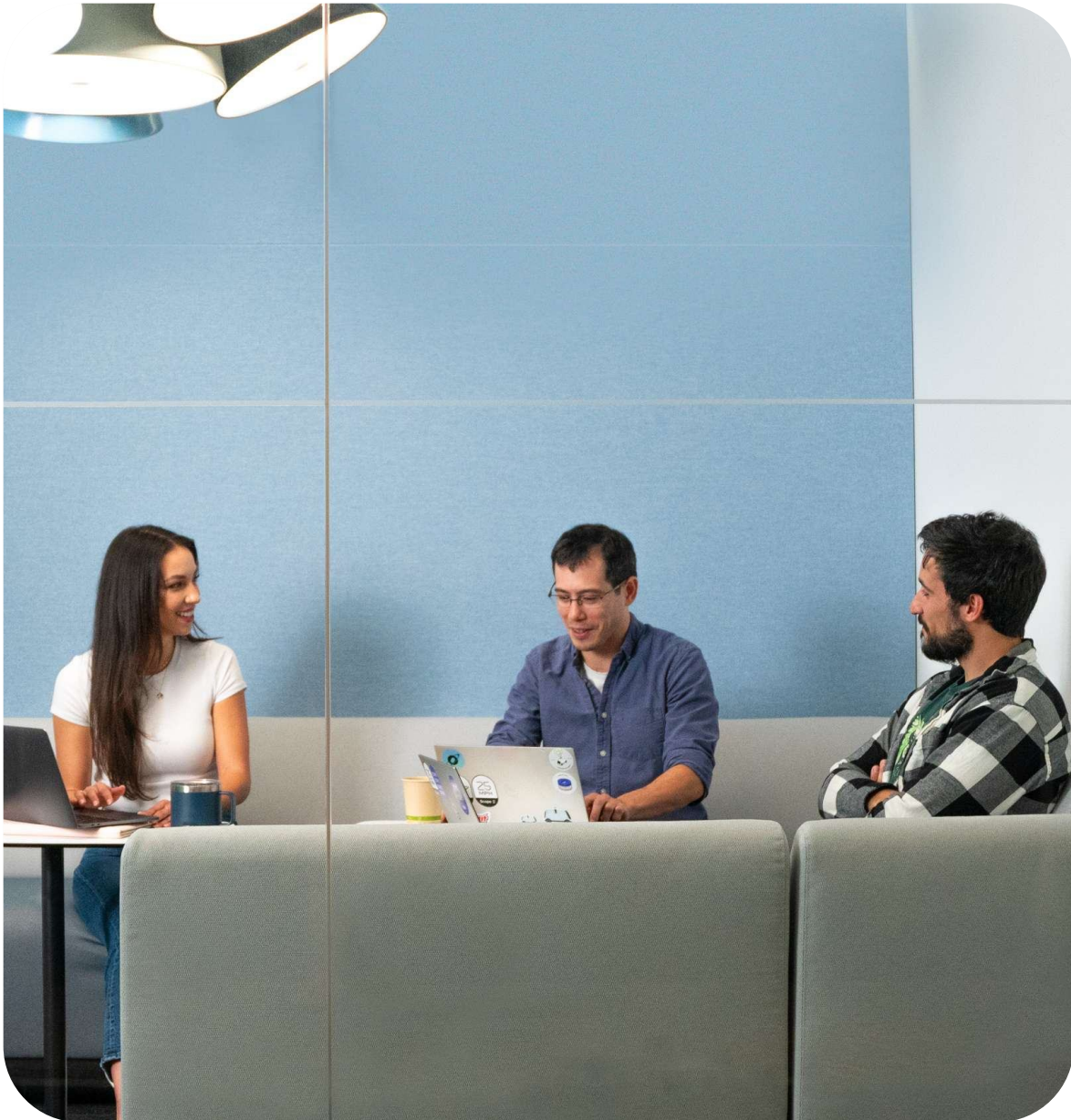
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Photography

2D

Our photography captures the people and environments driving our technology, with a warm, fresh, and approachable tone.

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Vehicle renders

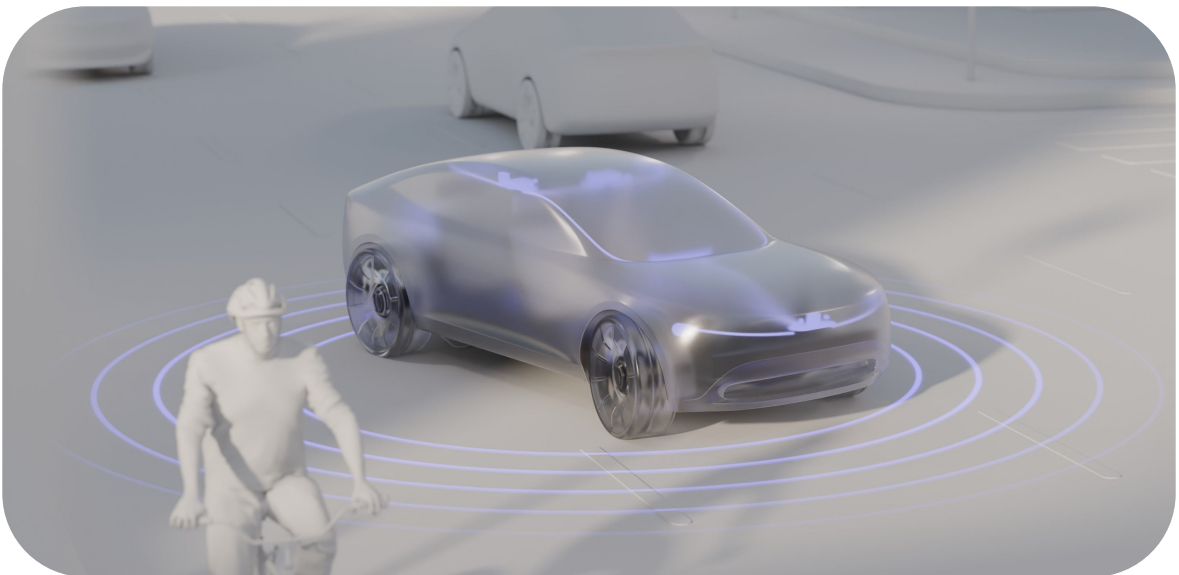
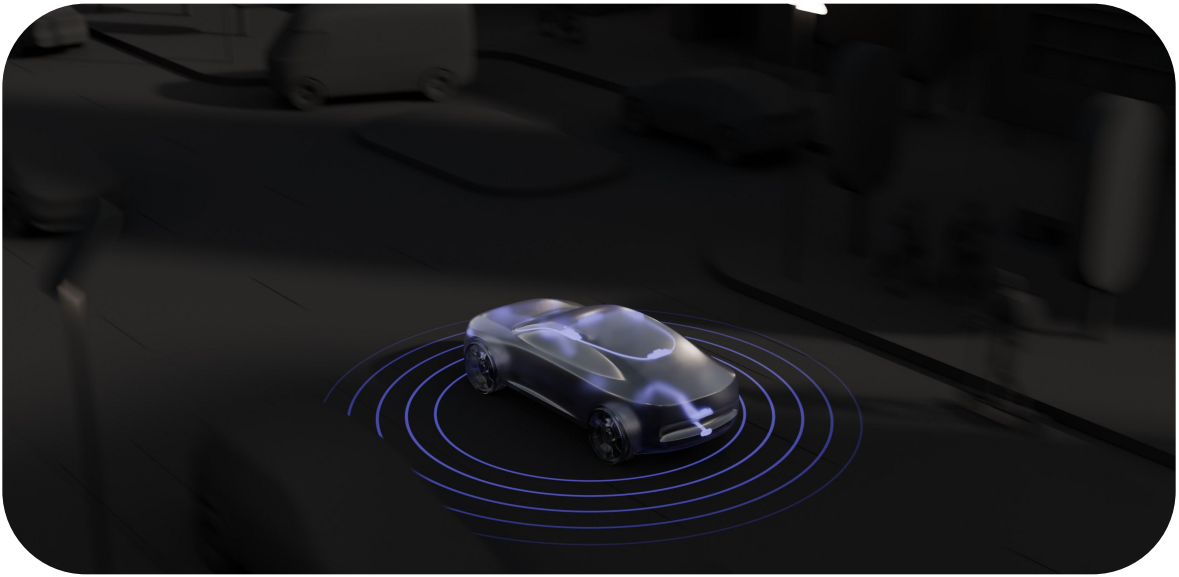
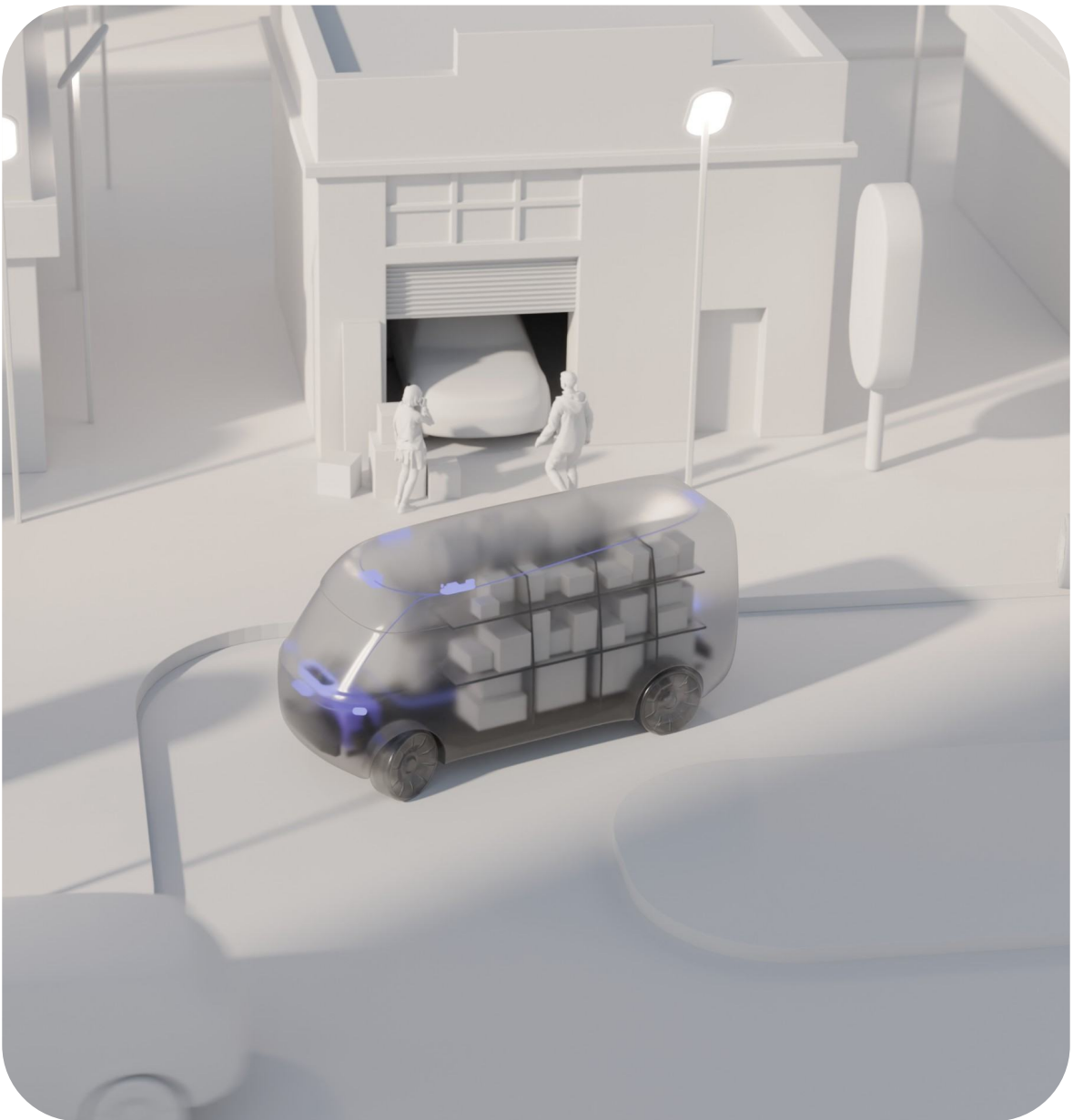
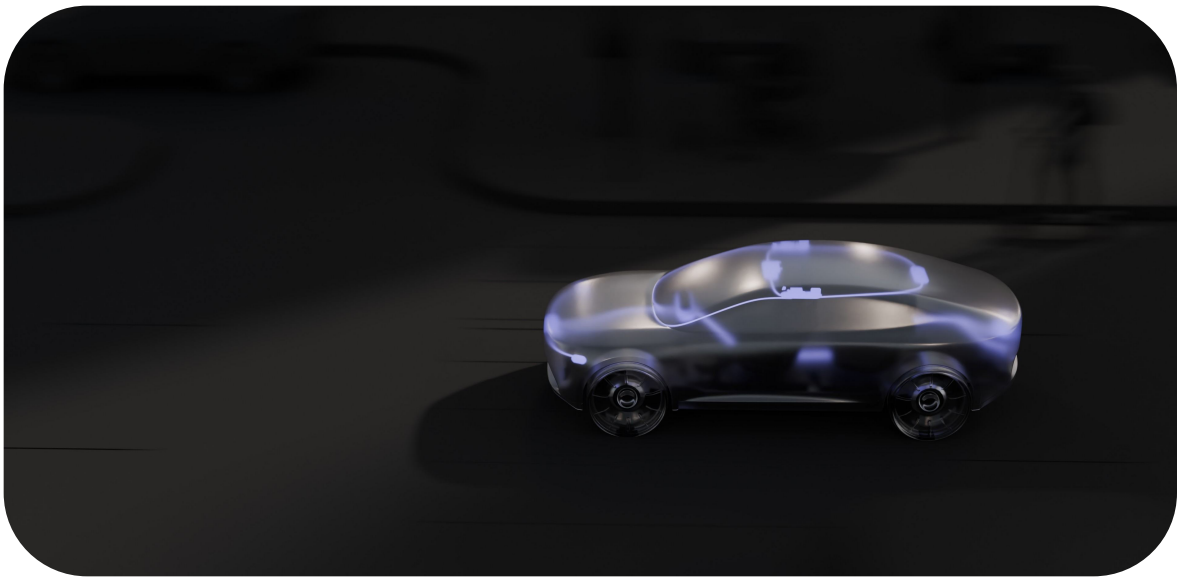
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Vehicle renders

3D

Our 3D renders showcase Nuro's scalable technology, which powers a variety of autonomous vehicles.

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Thank you.