

Brand guidelines

Intro

1. Design for yourself first.
Never speculate about what
others might like.

2. Open a new door without closing the one behind you. The opposite to disruptive. A long-term strategy for winning.

3. What's really meaningful?

Technical
warmth

At the precise intersection of raw technology and human warmth is Nothing. And at the very core of Nothing is Technical Warmth. A design philosophy. An intention. Our creative expression. And the starting point of everything.

If you have this intention when you start out, it will lead somewhere different. Somewhere good. It's when life always gets more interesting. We're a minuscule dot on the humanity timeline. It's not necessary to make a huge, self-important, profound mark.

The game's been played too safely. It's let us all down.
Converging design and the absence of opinion has
caused a feeling of indifference towards technology.
Indifference isn't us. Inspiration is.

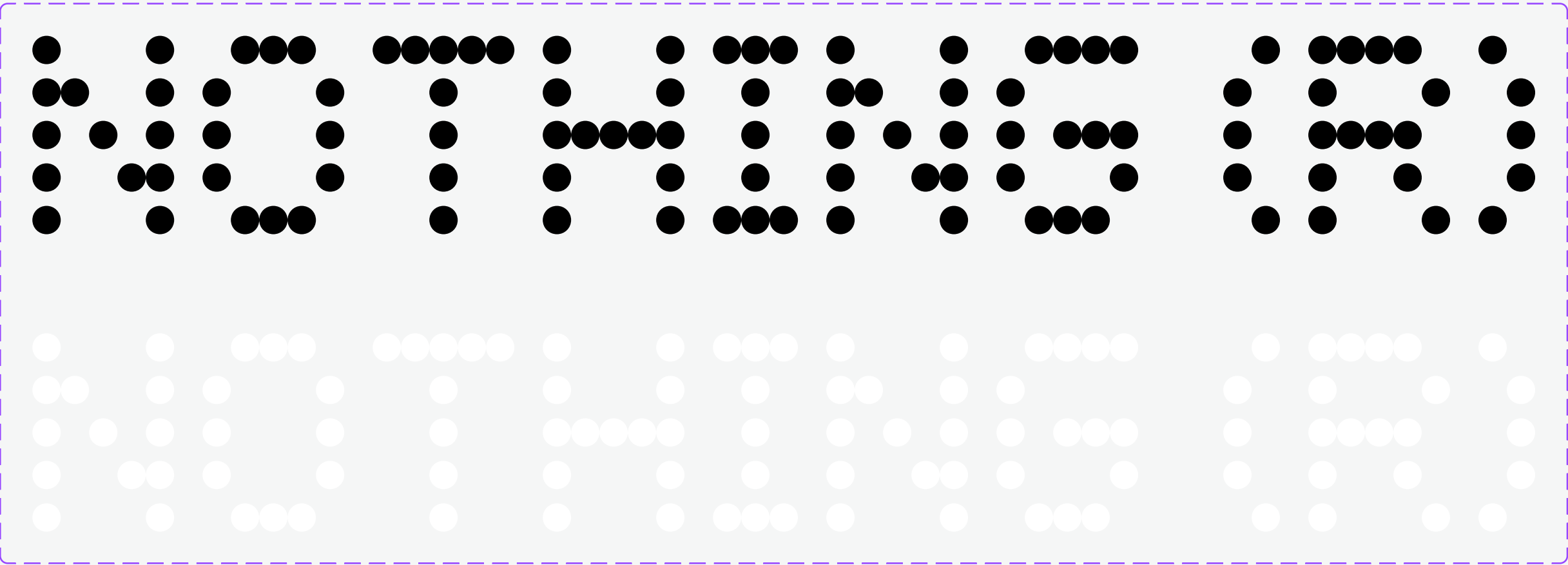
Identity

Our identity is based on a precise, systematic approach. Self-imposed limitations on how we use our visual tools make for smarter thinking. And, necessarily, better solutions.

Logotype

Our name is Nothing. Our logotype is nothing.
Yet through a design system, it exists. Imagine a
wordmark designed by machines. The dot matrix
system, made for printing and legibility in industrial
contexts, sets all necessary principles.

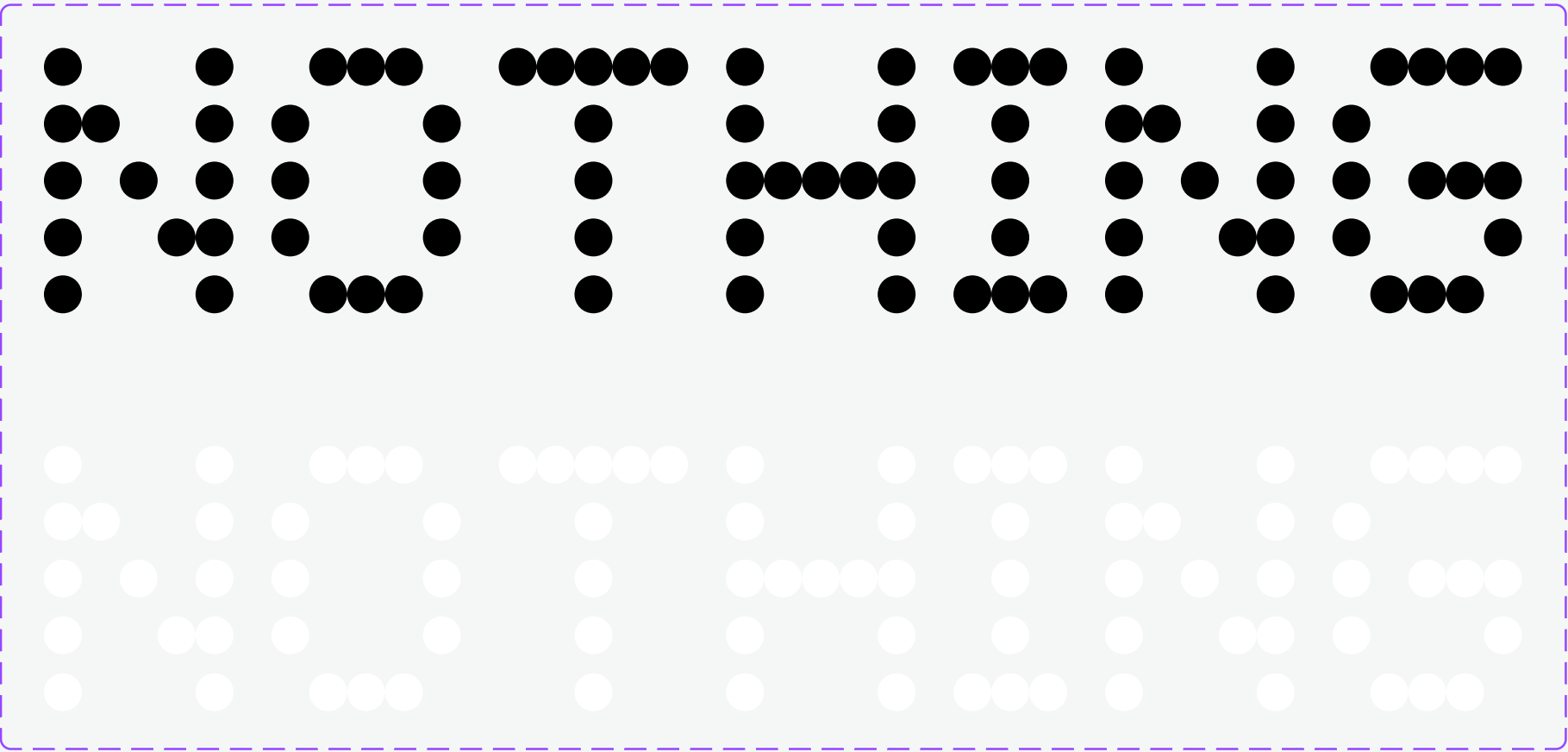
Logotype [vector; component]



Logotype [NDot]



Logotype (product only) [vector; component]



Logotype (product only) [Ndot]



NOTHING IS (A)SSSENS

NOTHING IS (A) | KITH

NOTHING IS (A) | MR PORT

DO
NOTHING (R)

DON'T
NOTHING

Don't use the logo without the (R) unless for a product name.

DON'T
nothing (r)

Only use uppercase for the logo.

DON'T
NOTHING (R)

Don't use a different typeface.

DON'T
NOTHING (R)

Don't use a different weight.

DON'T
NOTHING (R)

Don't distort or stretch the logo.

CAUTION
NOTHING (R)

Only use black and white for our logo, unless for exceptional circumstances.

DON'T
NOTHING (R)

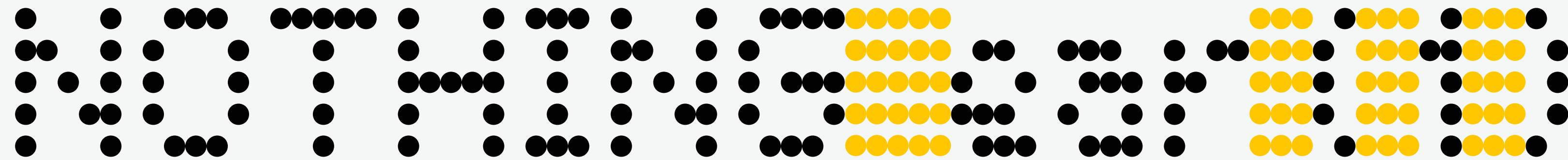
Don't add spaces around the 'R' – only in product numbering.

Product
lockups

-
1. All letters are lowercase with the exception of brand name: NOTHING (R)
 2. Number in brackets
 3. Any letter within brackets is lowercase

NDot

NDOTProduct lockup spacing



|A| 0%

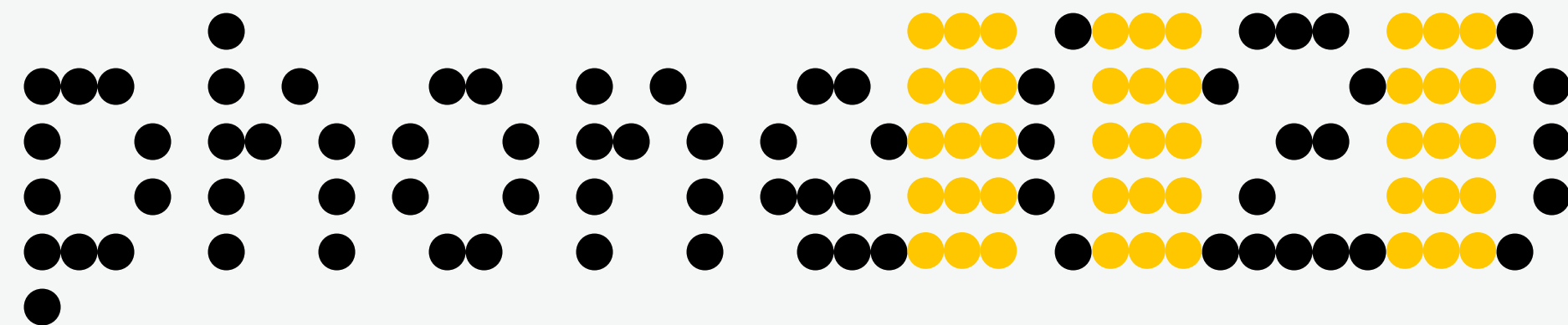
A 100%

.....
2X SPACES

.....
1X SPACE

.....
1X SPACE

.....
1X SPACE



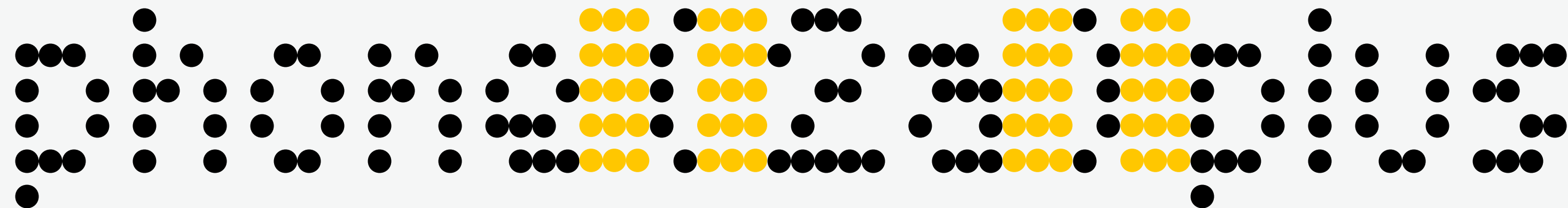
|A| 0%

A 100%

.....
1X SPACE

.....
1X SPACE

.....
1X SPACE



|A| 0%

A 100%

.....
1X SPACE

.....
1X SPACE

.....
1X SPACE

.....
1X SPACE

Product lockup examples

photon (1)

NOTHING

photon (2) plus

nothing (2)

-
1. Product names are written in title case
 2. All other copies are written in sentence case
 3. Number in brackets
 4. Any letter within brackets is lowercase

NType

Ear(a)

|A|

0%

A

100%

.....

1X SPACE

Phone(2)

|A|

0%

A

100%

.....

1X SPACE

Phone(2a)Plus

|A|

0%

A

100%

.....

1X SPACE

.....

1X SPACE

DO

NOTHING phone (2)

DO

phone (2a)

DO

Ear (a)

DON'T

NOTHING (R) phone (2)

Don't use the logo with the (R) when locking up with a product name.

DON'T

phone (2a)

You must have spacing around the number/letter (within the brackets) when using NDot.

DON'T

ear (a)

Don't use lowercase or have spacing around the number/letter when using NType.

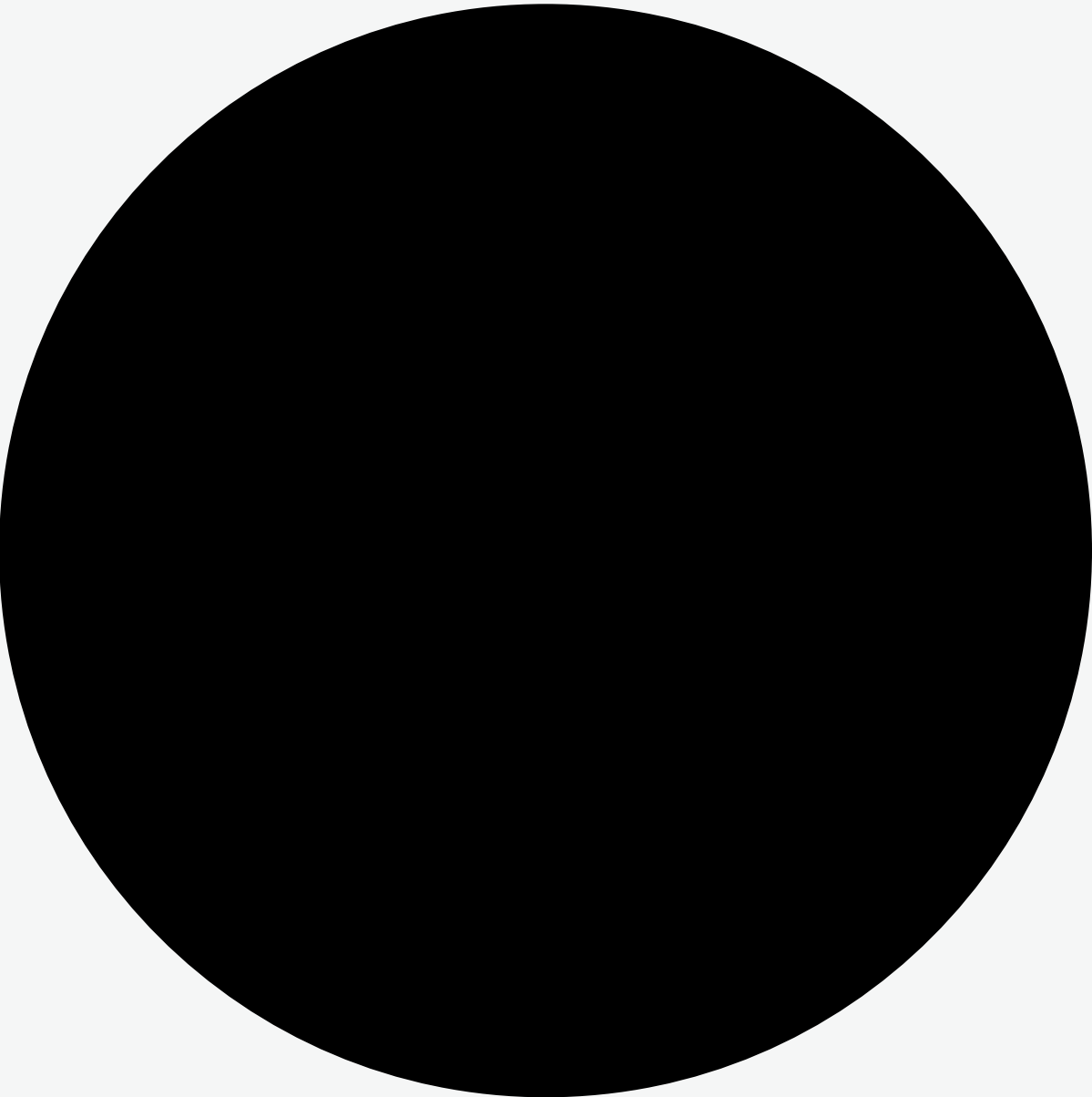
DON'T

phone 2

Always include the brackets – they are part of the product name.

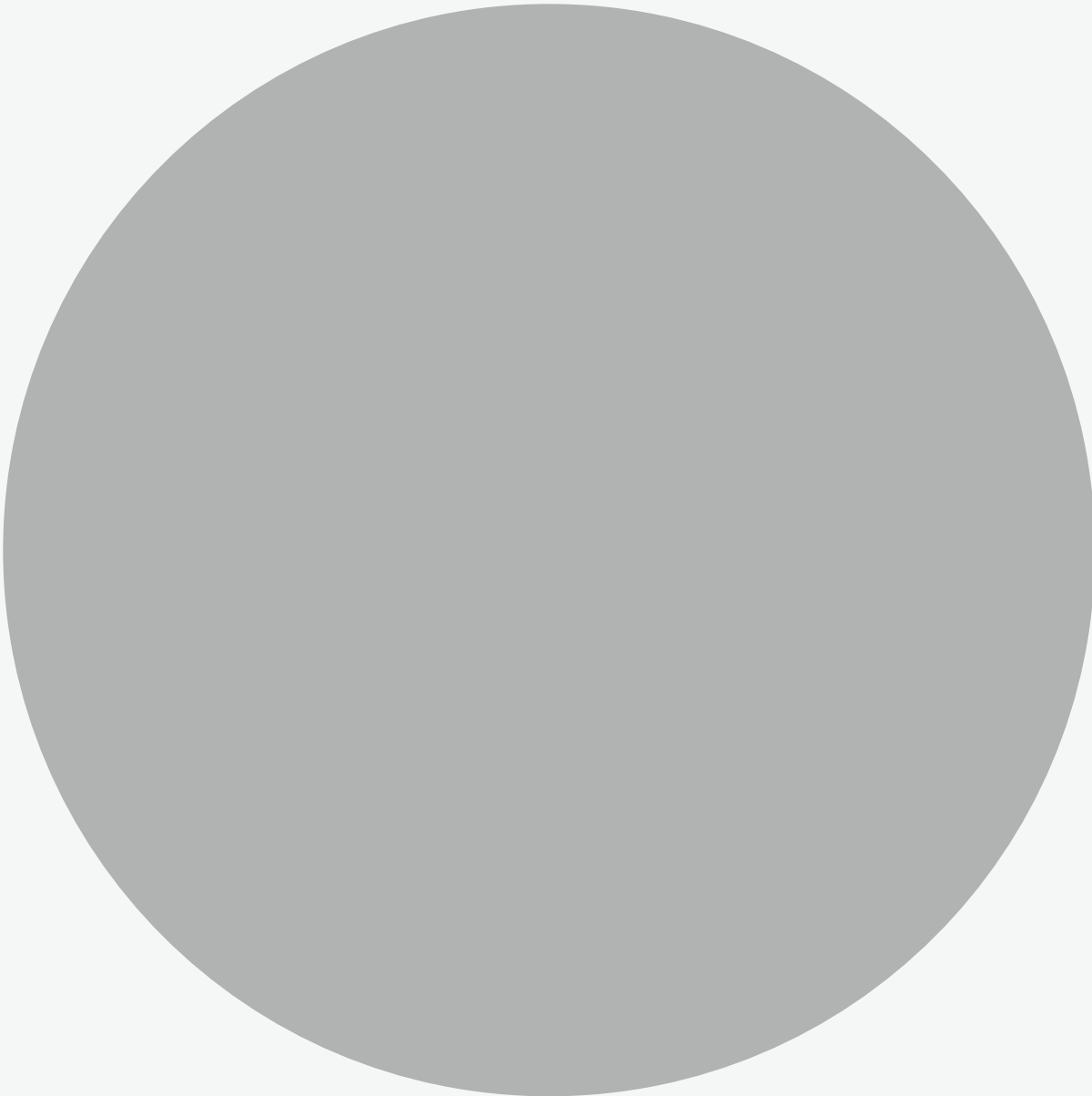
Colour

Nothing colours are carefully selected and used to serve a specific purpose. The palette consists of foundation colours (Natural grey, Black and Window grey), a highlight colour (Pure white), and primary colours (Blue, Red and Yellow).



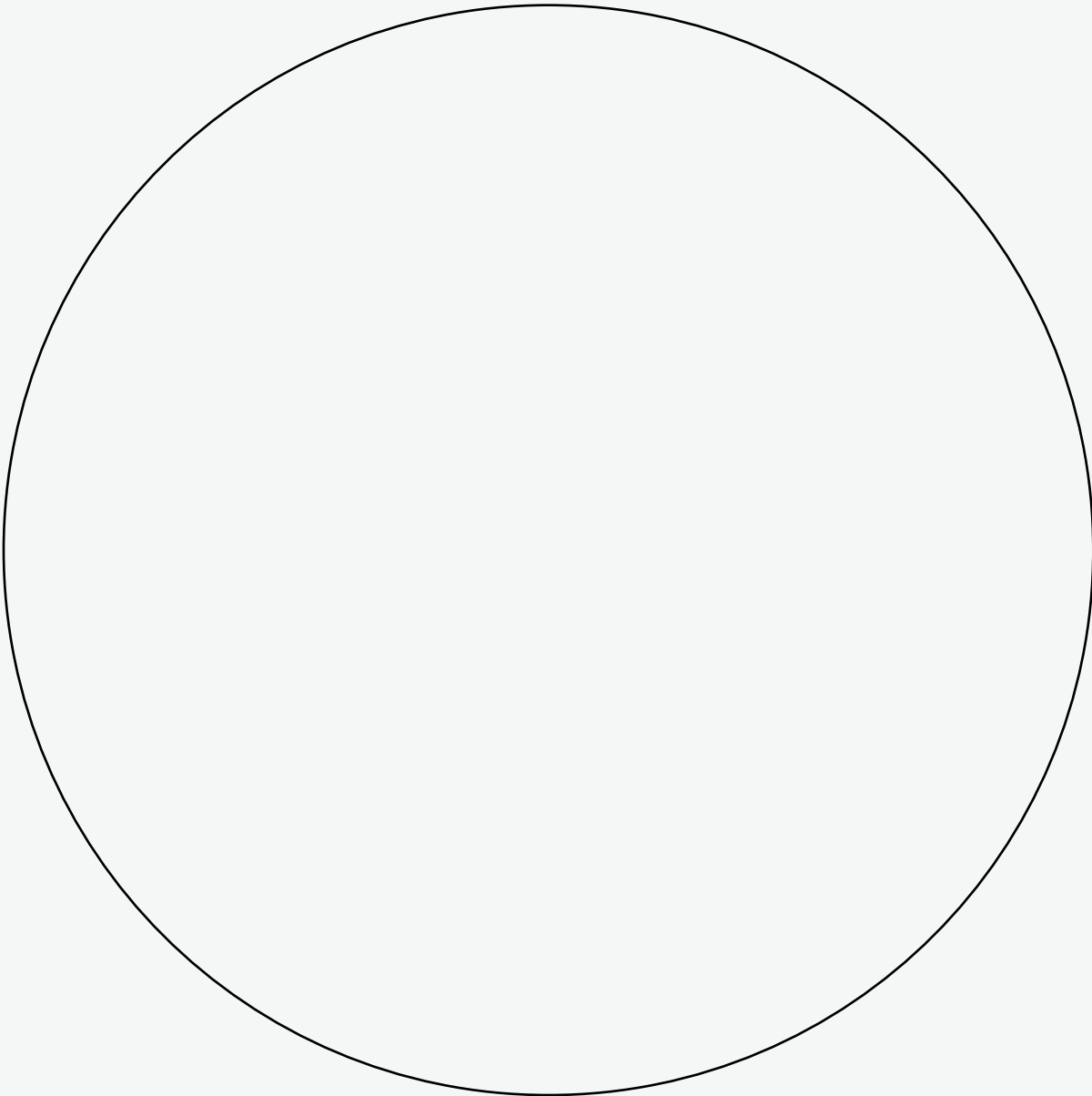
PURE BLACK

HEX #000000
RGB 0/0/0
CMYK 95/78/56/100
RAL 9005
PMS BLACK



WINDOW GREY

HEX #B1B3B3
RGB 177/173/173
CMYK 35/24/25/4
RAL 7040
PMS COOL GREY 5



N-GREY

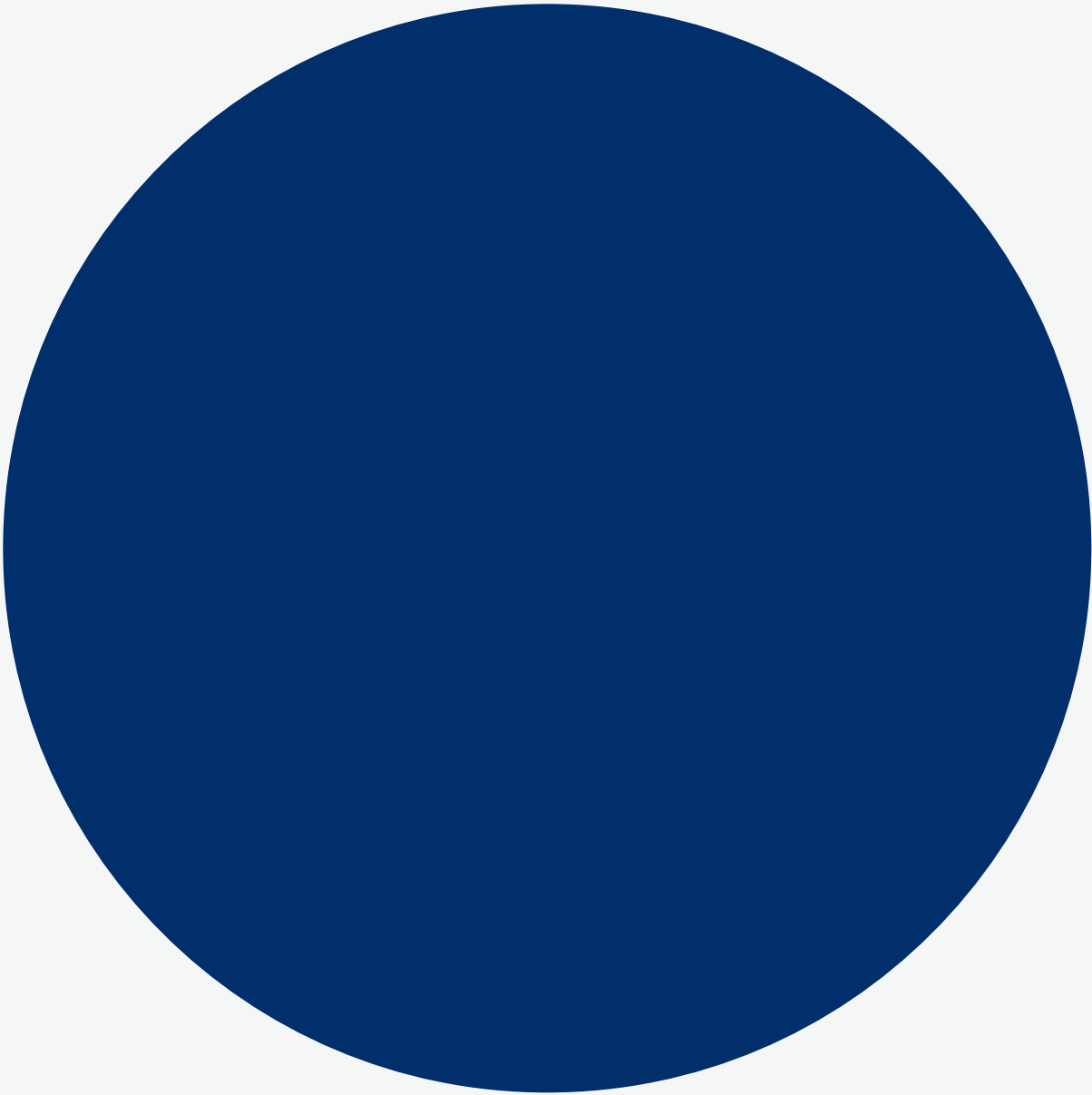
HEX #DCD7D2
RGB 242/242/238
CMYK 35/24/25/4
RAL 9003
PMS COOL GREY 5 (12.5%)

Primary colours



N-RED

HEX #C8102E
RGB 200/16/46
CMYK 12/100/81/3
RAL 3020
PMS 186



N-BLUE

HEX #002F6C
RGB 0/47/108
CMYK 100/83/35/22
RAL 5003
PMS 294



N-YELLOW

HEX #FFC700
RGB 255/199/0
CMYK 0/17/100/0
RAL 1003
PMS 109



PURE WHITE

HEX	#FFFFFF
RGB	255/255/255
CMYK	
RAL	90 10
PMS	

Typography

The Nothing typography set consists of two main fonts: Type82 (headline, regular and mono) Dot55 and Dot57. An additional font Lettera mono LL for small, informative text has been added. All three fonts are named to indicate the fundamentals of their design.

Type82 headline

Type82headline is inspired by mechanical type and is named after the Olivetti Lexikon 82 typewriter.

Type82headline may only be used for headlines.

Type82headline is not suitable for longer texts, but is very effective for one-or two-word communication.

QUICK GUIDE:

TYPE82HEADLINE.
USE TYPE82HEADLINE FOR SINGLE WORDS (1,2,3), OR SHORTER HEADLINES.

1.
CHOOSE A FONT SIZE BETWEEN 40PT TO INFINITY.

2.
LEADING IS SET TO 80% OF FONT SIZE.

3.
SPACING (VA) IS SET TO -20. ADDITIONAL MANUAL SPACING IS RECOMMENDED WHEN WORKING WITH SINGLE WORDS.

TYPE82HEADLINE IS NEVER USED SOLELY WITH UPPERCASE LETTERS. SINGLE WORDS AND SENTENCES ALWAYS STARTS BY USING UPPERCASE LETTER FOLLOWED BY LOWERCASE LETTERS.

Aa

Point sizing

40PT
MINIMUM FONT SIZE

Gutsy.

80PT

Gutsy.

160PT

Gutsy.

320PT

Gutsy.

620PT
NO MAXIMUM FONT SIZE

Gutsy.

Sound Anti Noise Wireless

Case

● DO

Technology

● DON'T

TECHNOLOGY

● DON'T

technology

● DON'T

technology

Type82
regular

.....

Type82regular is developed as an easy-to-use body font.
Type82regular derives from Type82headline but is modified to
create a good contrast for reading.
Type82regular suits body text, introduction text, quotations,
and both standalone single words and short headlines.

QUICK GUIDE:

TYPE82REGULAR.
USE TYPE82REGULAR FOR BODY TEXT, PREAMBLE TEXT, QUOTATION TEXT
AND SINGLE BIG WORDS (1,2,3)
OR SHORTER HEADLINES.

1.
CHOOSE A FONT SIZE BETWEEN 7.5PT MINIMUM FONT SIZE TO INFINITY.

2.
LEADING IS SET PENDING ON FONT SIZE. SEE LEADING CHART.

3.
SPACING IS SET PENDING ON FONT SIZE. SEE SPACING CHART.

Aa

Point sizing

7.5PT
MINIMUM FONT SIZE

“We make essential stuff that makes life work.
That maybe makes life a little better.”

10PT

“We make essential stuff that makes life work.
That maybe makes life a little better.”

15PT

“We make essential stuff that makes life work.
That maybe makes life a little better.”

30PT

“We make essential stuff that makes life work.
That maybe makes life a little better.”

60PT

“We make essential stuff that makes life work.
That maybe makes life a little better.”

120PT <
NO MAXIMUM FONT SIZE

“We make essential stuff that mak
That maybe makes life a little bett

Spacing

7.5 — 15PT

[A] +1%
[A] 125%

“We make essential stuff that makes life work.
That maybe makes life a little better.”

15 — 30PT

[A] +1%
[A] 115%

“We make essential stuff that makes life work.
That maybe makes life a little better.”

30 — 60PT

[A] -1%
[A] 115%

“We make essential stuff that makes life work.
That maybe makes life a little better.”

60 — 120PT

[A] -1%
[A] 100%

“We make essential stuff that makes life work.
That maybe makes life a little better.”

20PT <

[A] -1%
[A] 85%

“We make essential stuff that mak
That maybe makes life a little bett

Case

● DO

Technology

● DON'T

TECHNOLOGY

● DON'T

technology

● DON'T

technology

Type82
mono

.....

Type82mono is a monospaced font and functions as a typewriter font. Font sizes have been customised to mimic the same appearance as an authentic typewriter font. Usage follows the strict principles of a mechanical font. Left-aligned, never mix font sizes and VA set to >0<.

QUICK GUIDE:

TYPE82MONO.
USE TYPE82MONO FOR BODY TEXT, PREAMBLE TEXT.

1.
CHOOSE A FONT SIZE BETWEEN 7.5PT MINIMUM FONT SIZE TO 15PT
MAXIMUM FONT SIZE.

2.
LEADING IS SET PENDING ON FONT SIZE. SEE LEADING CHART.

3.
DON'T CHANGE THE SPACING BETWEEN LETTERS WHEN USING THE
TYPE82MONO FONT. TYPE82MONO IS A MONO SPACED FONT WHICH MEANS
THE SPACE BETWEEN THE LETTERS REMAINS THE SAME. VA IS SET TO >0<
(NOT OPTICAL OR METRICAL).

Aa

Point sizing

7.5PT
MINIMUM FONT SIZE

Commercial success is never our starting point. Technical Warmth is. And if you have this intention when you start out, it will lead somewhere different. Somewhere good. It's when life always gets more interesting. We're this minuscule dot on the humanity timeline. It's not necessary to make a huge, self-important, profound mark. It's OK to contribute just a bit. Yes, tools have to work. But why can't they work for the mind? For the soul? Why can't we create really good products that make life work a little better - and help you feel a little bit better?

10PT

Commercial success is never our starting point. Technical Warmth is. And if you have this intention when you start out, it will lead somewhere different. Somewhere good. It's when life always gets more interesting. We're this minuscule dot on the humanity timeline. It's not necessary to make a huge, self-important, profound mark. It's OK to contribute just a bit. Yes, tools have to work. But why can't they work for the mind? For the soul? Why can't we create really good products that make life work a little better - and help you feel a little bit better?

12PT

Commercial success is never our starting point. Technical Warmth is. And if you have this intention when you start out, it will lead somewhere different. Somewhere good. It's when life always gets more interesting. We're this minuscule dot on the humanity timeline. It's not necessary to make a huge, self-important, profound mark. It's OK to contribute just a bit. Yes, tools have to work. But why can't they work for the mind? For the soul? Why can't we create really good products that make life work a little better - and help you feel a little bit better?

15PT
MAXIMUM FONT SIZE

Commercial success is never our starting point. Technical Warmth is. And if you have this intention when you start out, it will lead somewhere different. Somewhere good. It's when life always gets more interesting. We're this minuscule dot on the humanity timeline. It's not necessary to make a huge, self-important, profound mark. It's OK to contribute just a bit. Yes, tools have to work. But why can't they work for the mind? For the soul? Why can't we create really good products that make life work a little better - and help you feel a little bit better?

Spacing

7.5 - 10PT

A

 0%

A

 145%

Commercial success is never our starting point.
Technical Warmth is.

10 - 15PT

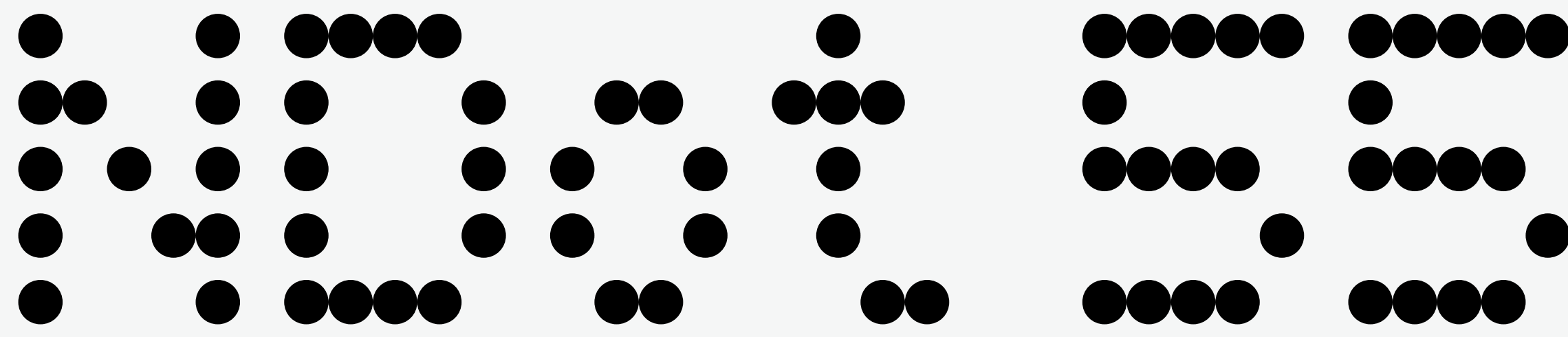
A

 0%

A

 140%

Commercial success is never our starting
point. Technical Warmth is.



Dot55 is a functional industrial font, designed to be used with industrial dot matrix printers.

The font is used with the same principles as a dot matrix printer: essential words, informative text on industrial packaging and containers. Dot55 is used for all product names and the Nothing logotype.

Dot55 should not be used as a normal font.

Font sizes should not be mixed. Never combine Dot55 with other fonts in layout, for example as headline or preamble.

Use of Dot55 is distinct and systematic; like a machine is the designer.

QUICK GUIDE:

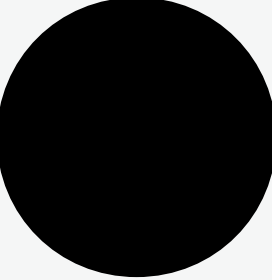
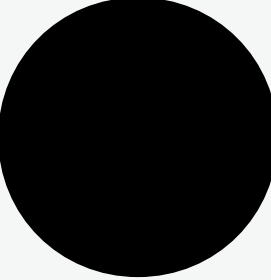
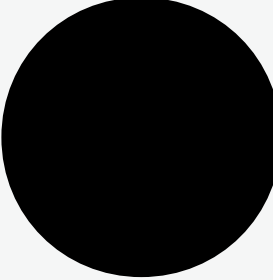
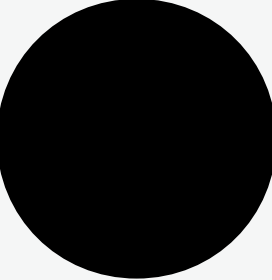
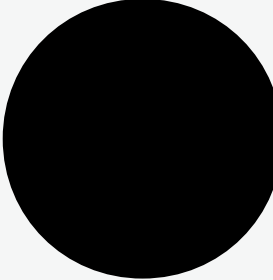
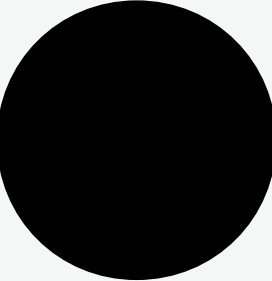
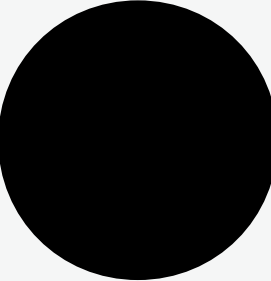
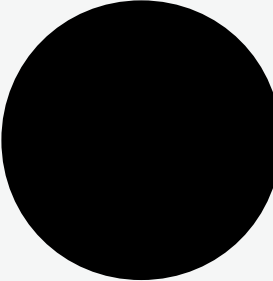
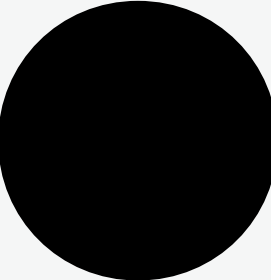
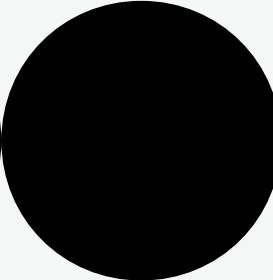
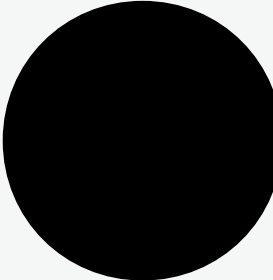
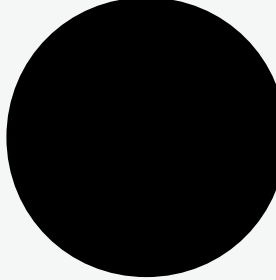
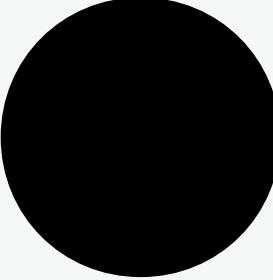
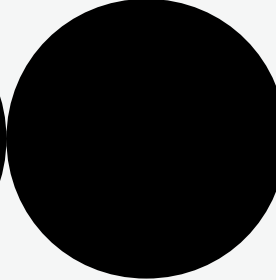
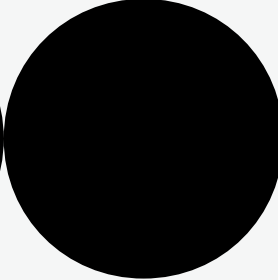
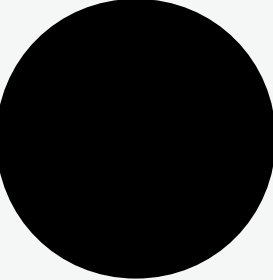
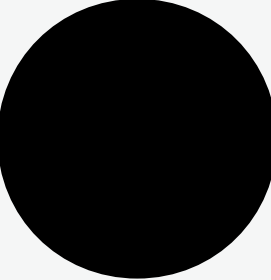
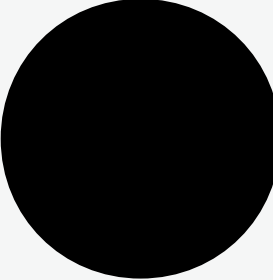
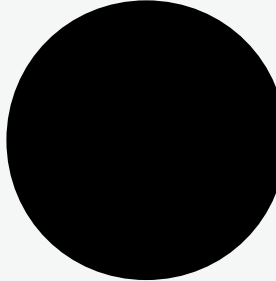
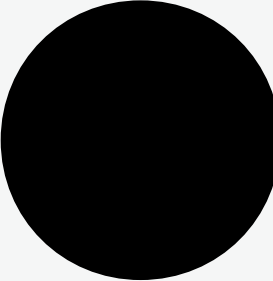
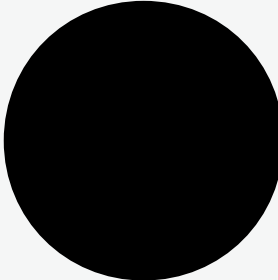
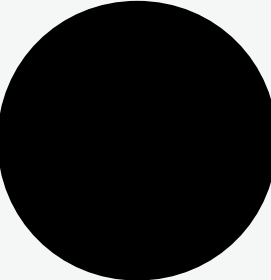
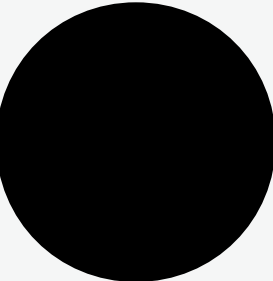
DOT55.
USE DOT55 FOR PRODUCT TEXT AND PRODUCT NAMES. THE DOT55 IS USED FOR THE NOTHING LOGOTYPE.

1.
CHOOSE A FONT SIZE BETWEEN 10PT MINIMUM FONT SIZE TO INFINITY.

2.
LEADING IS SET TO 90% OF FONT SIZE.

3.
DON'T CHANGE THE SPACING BETWEEN LETTERS WHEN USING THE DOT55 FONT. DOT55 IS A MACHINE MATRIX-BASED FONT WHICH MEANS THE SPACE BETWEEN THE LETTERS REMAINS THE SAME. VA IS SET TO >0< (NOT OPTICAL OR METRICAL).

SMALLER FONT SIZES OF DOT55 CAN BE FOUND ON NOTHING PRODUCTS. THESE ARE EXCEPTIONS EXECUTED BY OUR DESIGN TEAM. DOT55 IS MAINLY USED WITH UPPERCASE LETTERS, BUT CAN ALSO BE USED WITH UPPERCASE LETTERS COMBINED WITH LOWERCASE LETTERS.



Point sizing

10PT
MINIMUM FONT SIZE

phone(1)

20PT

phone(1)

40PT

phone(1)

80PT

phone(1)

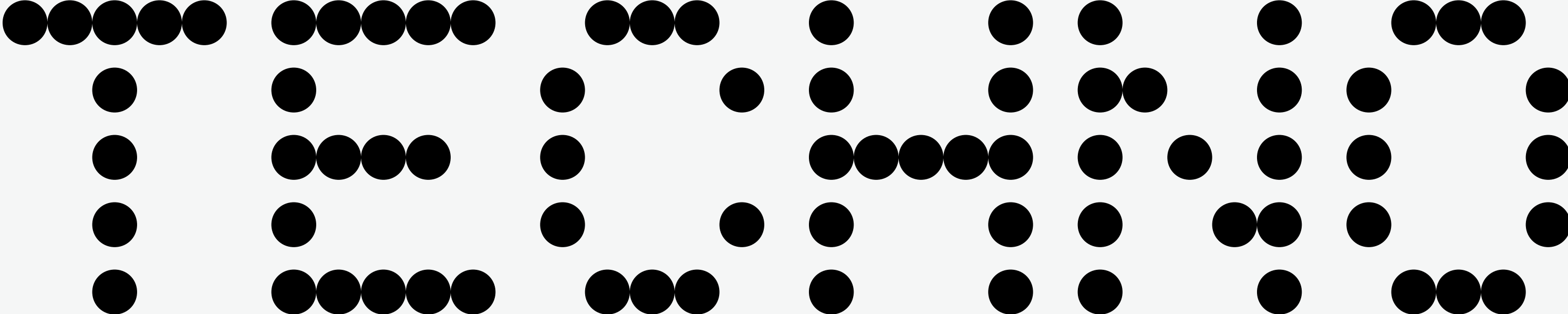
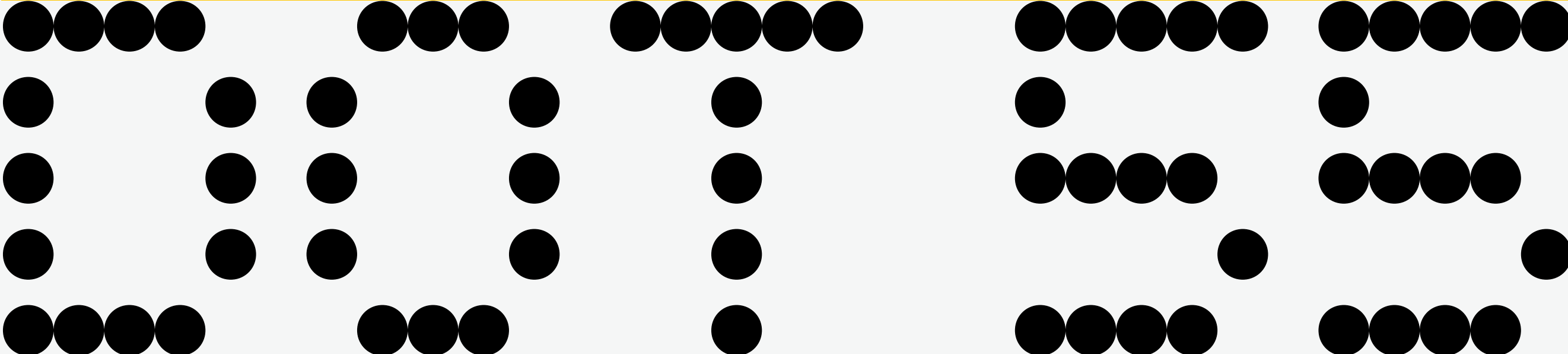
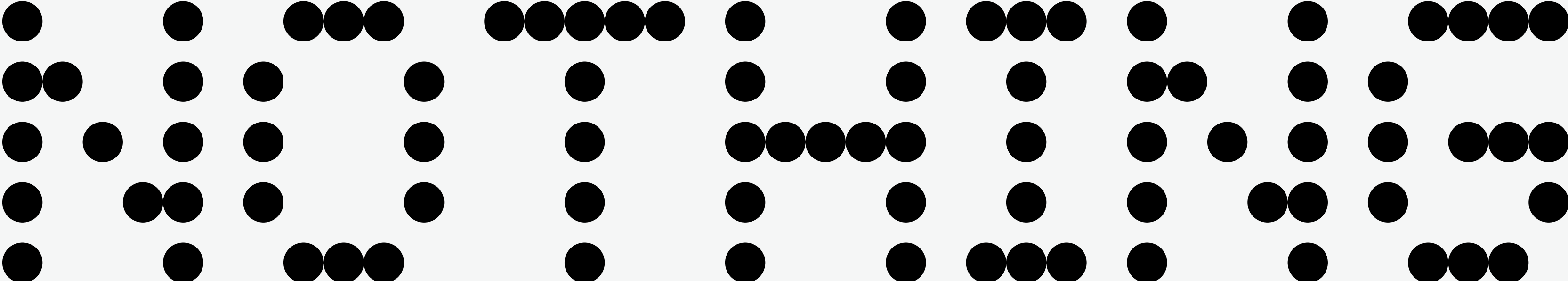
160PT

phone(1)

320PT
NO MAXIMUM FONT SIZE

phone(1)

|A| 0%
|A| 90%



LETTERA
MONO LL

.....

The Lettera mono LL font is only to be used in small font sizes, ranging from 5pt to maximum 15pt. Examples of usage include small, informative product text and legal text.

QUICK GUIDE:

LETTERA MONO LL.
USE LETTERA MONO LL FOR PRODUCT TEXT, LEGAL INFORMATION TEXT AND ADDITIONAL INFORMATION TEXT.

1.
CHOOSE A FONT SIZE BETWEEN 5PT MINIMUM FONT SIZE TO 10PT MAXIMUM FONT SIZE.

2.
ADJUST FONT WIDTH TO 90%.

3.
LEADING IS SET TO 110% OF FONT SIZE.

4.
DON'T CHANGE THE SPACING BETWEEN LETTERS WHEN USING THE LETTERA MONO LL FONT. LETTERA MONO LL IS A MONO SPACED FONT WHICH MEANS THE SPACE BETWEEN THE LETTERS REMAINS THE SAME. VA IS SET TO >0< (NOT OPTICAL OR METRICAL).

Aa

Point sizing

5PT
MINIMUM FONT SIZE
REGULAR ONLY

TECH SPECS
(MAIN CAMERA)
50 MP
F/1.88
1/1.57" SENSOR
84.5° FOV
OIS & EIS
AUTO FOCUS
10X DIGITAL ZOOM
ULTRA-WIDE CAMERA
50 MP
F2.2
1/2.76" SENSOR
114° FOV

7.5PT

TECH SPECS
(MAIN CAMERA)
50 MP
F/1.88
1/1.57" SENSOR
84.5° FOV
OIS & EIS
AUTO FOCUS
10X DIGITAL ZOOM
ULTRA-WIDE CAMERA
50 MP
F2.2
1/2.76" SENSOR
114° FOV

10PT

TECH SPECS
(MAIN CAMERA)
50 MP
F/1.88
1/1.57" SENSOR
84.5° FOV
OIS & EIS
AUTO FOCUS
10X DIGITAL ZOOM
ULTRA-WIDE CAMERA
50 MP
F2.2
1/2.76" SENSOR
114° FOV

15PT
MAXIMUM FONT SIZE

TECH SPECS
(MAIN CAMERA)
50 MP
F/1.88
1/1.57" SENSOR
84.5° FOV
OIS & EIS
AUTO FOCUS
10X DIGITAL ZOOM
ULTRA-WIDE CAMERA
50 MP
F2.2
1/2.76" SENSOR
114° FOV

7.5PT

10PT

15PT
MAXIMUM FONT SIZE

TECH SPECS
(MAIN CAMERA)
50 MP
F/1.88
1/1.57" SENSOR
84.5° FOV
OIS & EIS
AUTO FOCUS
10X DIGITAL ZOOM
ULTRA-WIDE CAMERA
50 MP
F2.2
1/2.76" SENSOR
114° FOV

TECH SPECS
(MAIN CAMERA)
50 MP
F/1.88
1/1.57" SENSOR
84.5° FOV
OIS & EIS
AUTO FOCUS
10X DIGITAL ZOOM
ULTRA-WIDE CAMERA
50 MP
F2.2
1/2.76" SENSOR
114° FOV

TECH SPECS
(MAIN CAMERA)
50 MP
F/1.88
1/1.57" SENSOR
84.5° FOV
OIS & EIS
AUTO FOCUS
10X DIGITAL ZOOM
ULTRA-WIDE CAMERA
50 MP
F2.2
1/2.76" SENSOR
114° FOV

Spacing

A

 0%

A

 110%

TECH SPECS
(MAIN CAMERA)
50 MP

Case

● DO

TECHNOLOGY

● DON'T

technology

● DON'T

Technology

● DON'T

Technology

Layout

Nothing operates a grid system for simple construction of layouts.

1. Evaluate format.

2. Select grid from 2, 4, 6, 8 or 10 columns.

3. Define column spacing using 2.3% of format width.

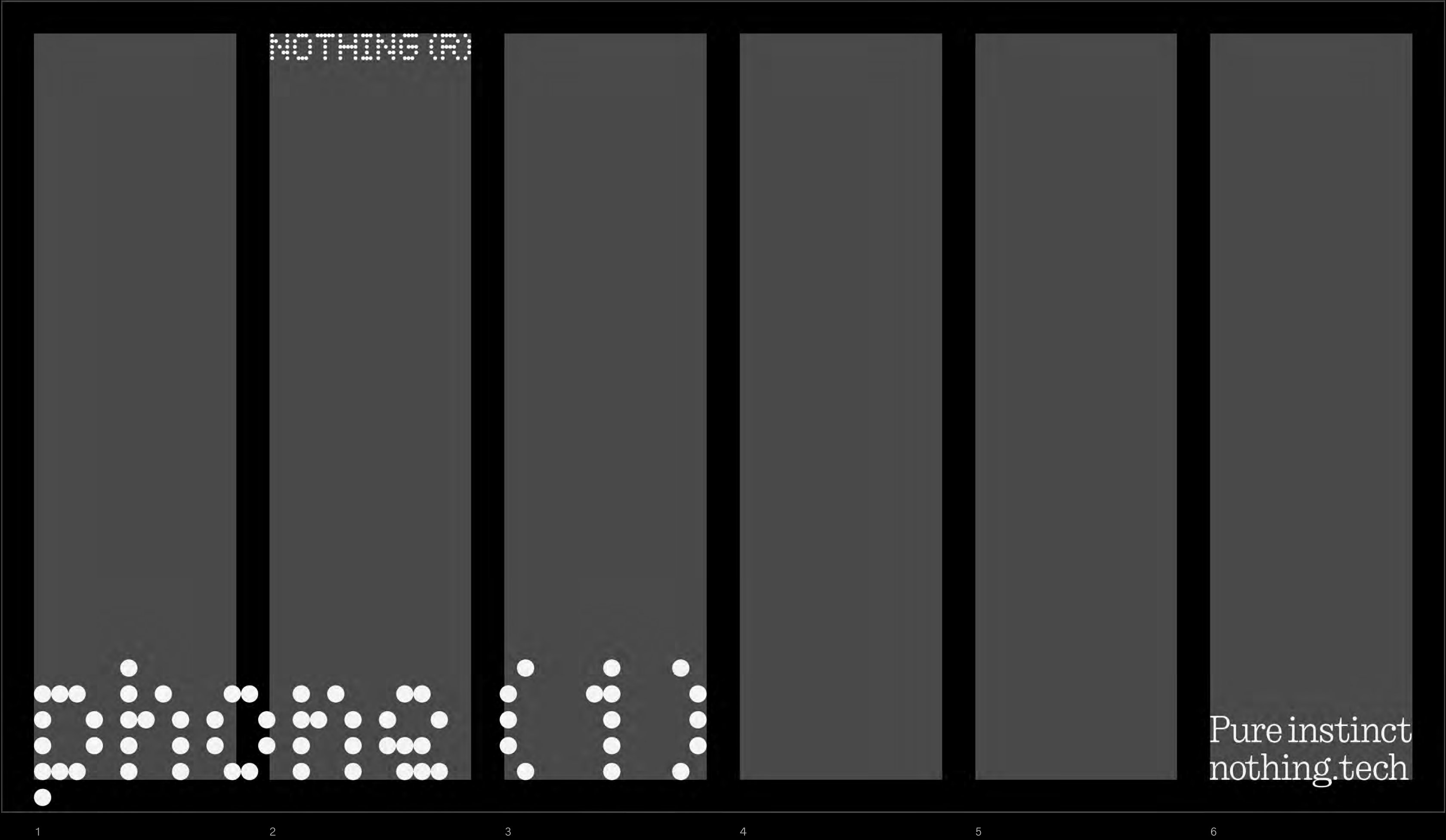
Full bleed layouts

GRID 6 COLUMN EXAMPLE

FORMAT > 16X9

QUICK GUIDE: GRID SYSTEM

- 1. SCALE DOWN YOUR FORMAT FROM BOTTOM LEFT CORNER BY 2.3%. THE WIDTH IS YOUR COLUMN MARGIN SPACE.
- 2. DIVIDE YOUR FORMAT BY 2, 4, 6, 8, 10 -MINUS COLUMN MARGIN SPACE.



GRID 4 COLUMN
EXAMPLE

FORMAT > 1X1, 4X6
AND 9X16



1

2

3

4

1X1



1

2

3

4

4X5



1

2

3

4

9X16:
IG ORGANIC STORY



1

2

3

4

9X1:
IG SPONSORED STORY

GRID 4 COLUMN
EXAMPLE

FORMAT > 1X1, 4X6
AND 9X16



1X1



4X5



9X16:
IG ORGANIC STORY



9X1:
IG SPONSORED STORY

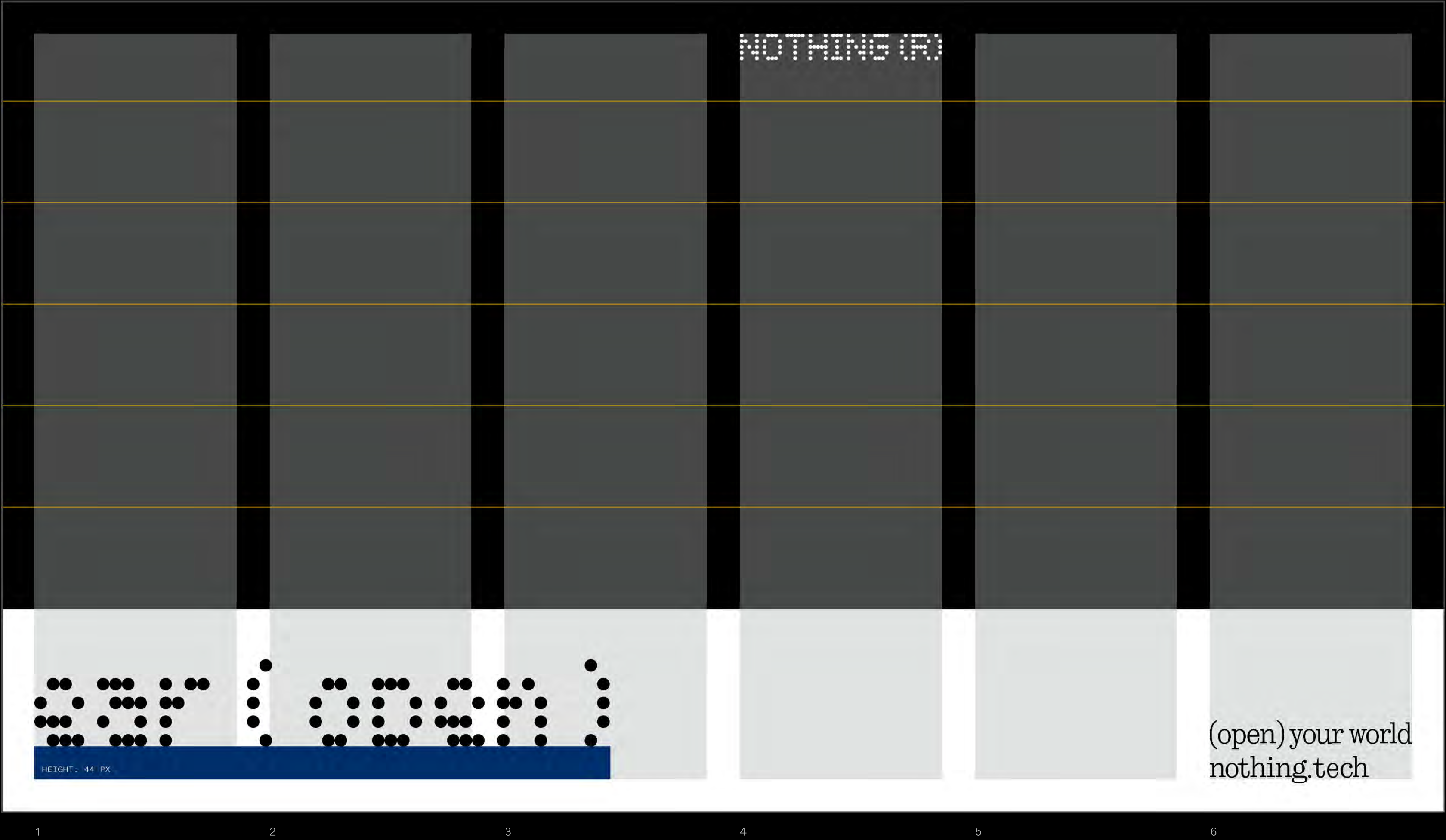
Split layouts

GRID 6 COLUMN WITH ISOLATED
MESSAGING AT THE BOTTOM

FORMAT > 16X9

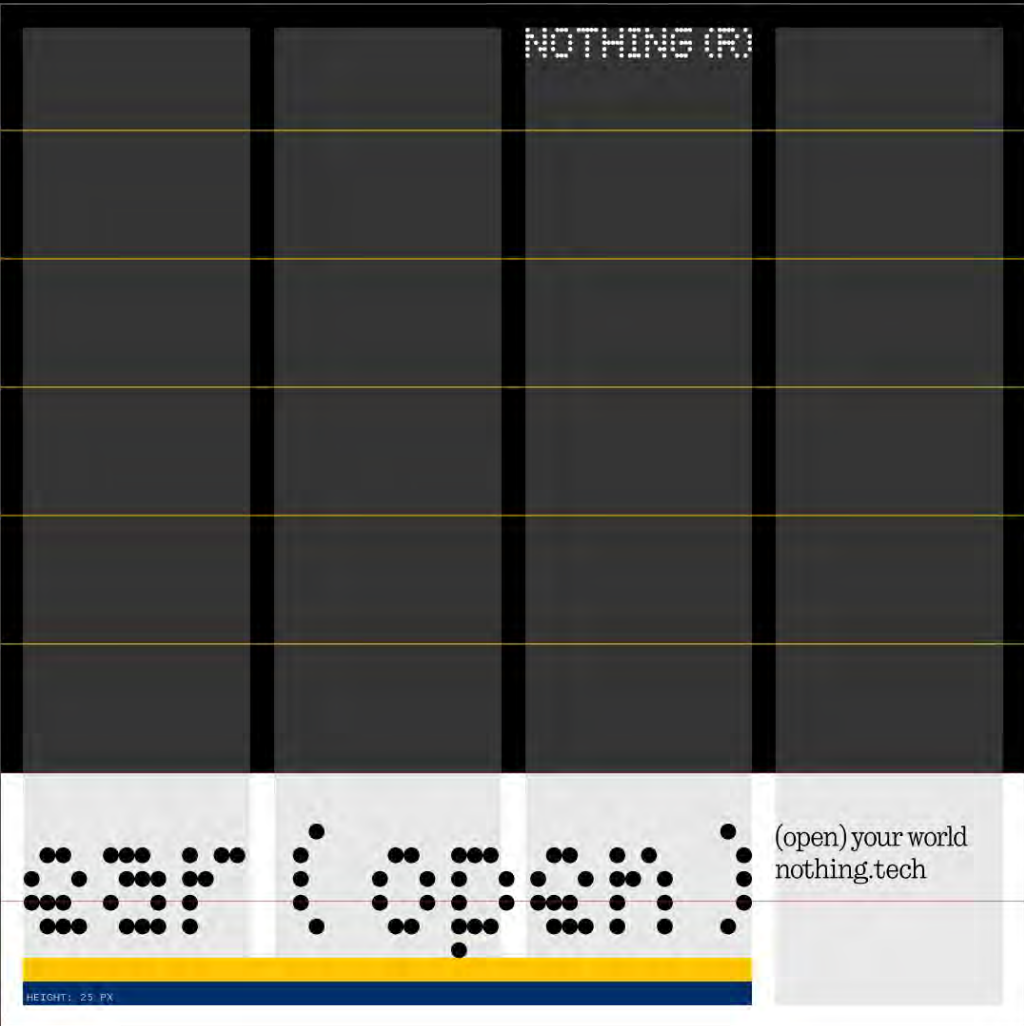
QUICK GUIDE: GRID SYSTEM

- 1. SCALE DOWN YOUR FORMAT FROM BOTTOM LEFT CORNER BY 2.3%. THE WIDTH IS YOUR COLUMN MARGIN SPACE.
- 2. DIVIDE YOUR FORMAT BY 2, 4, 6, 8, 10 -MINUS COLUMN MARGIN SPACE.
- 3. ADD 8 ROWS WITHOUT ANY GUTTER/MARGIN SPACE
- 4. USE THE BOTTOM TWO ROWS TO CREATE A SOLID WHITE PATCH. THIS IS WHERE ALL YOUR COPY WILL SIT.



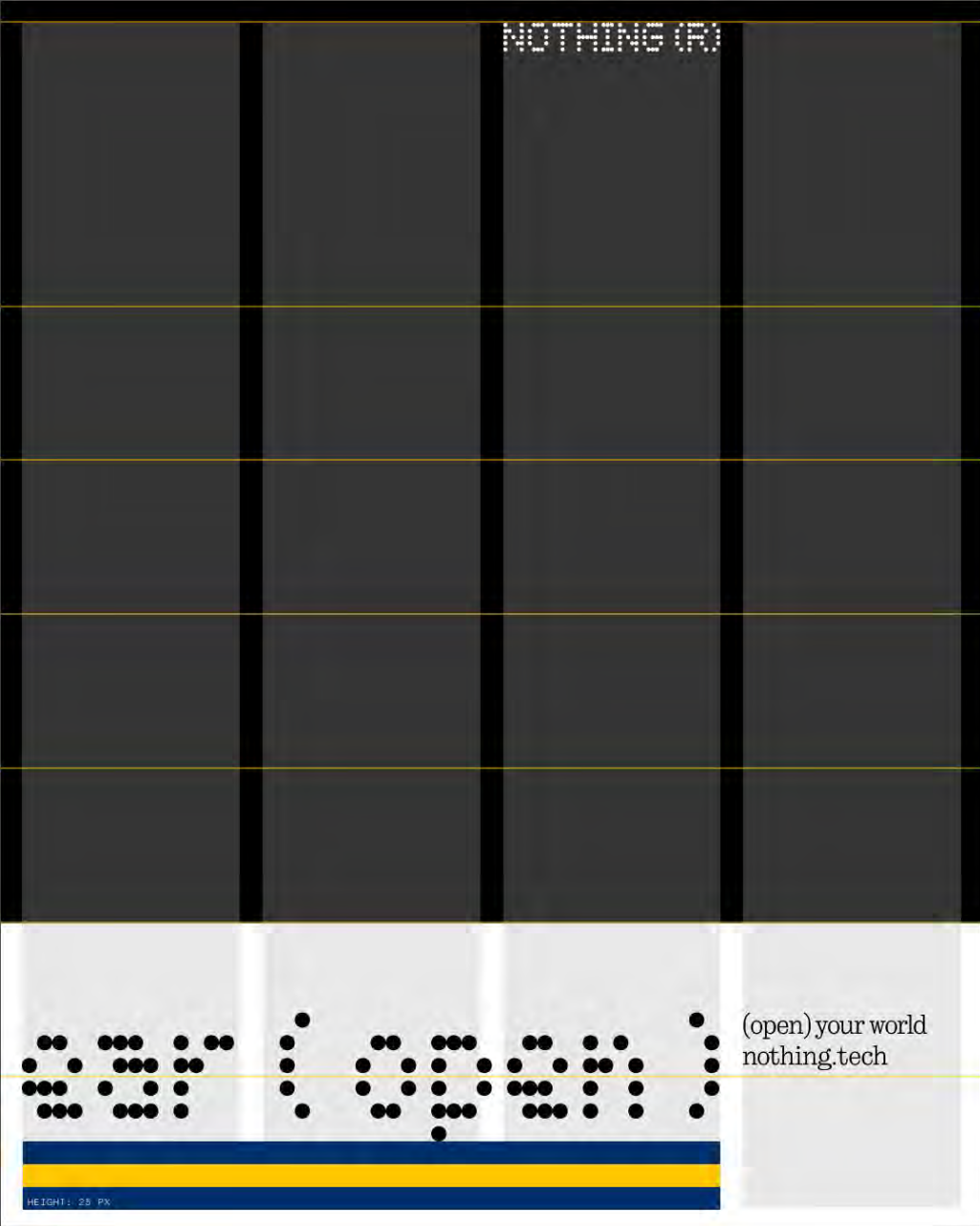
GRID 4 COLUMN
EXAMPLE

FORMAT > 1X1, 4X6
AND 9X16



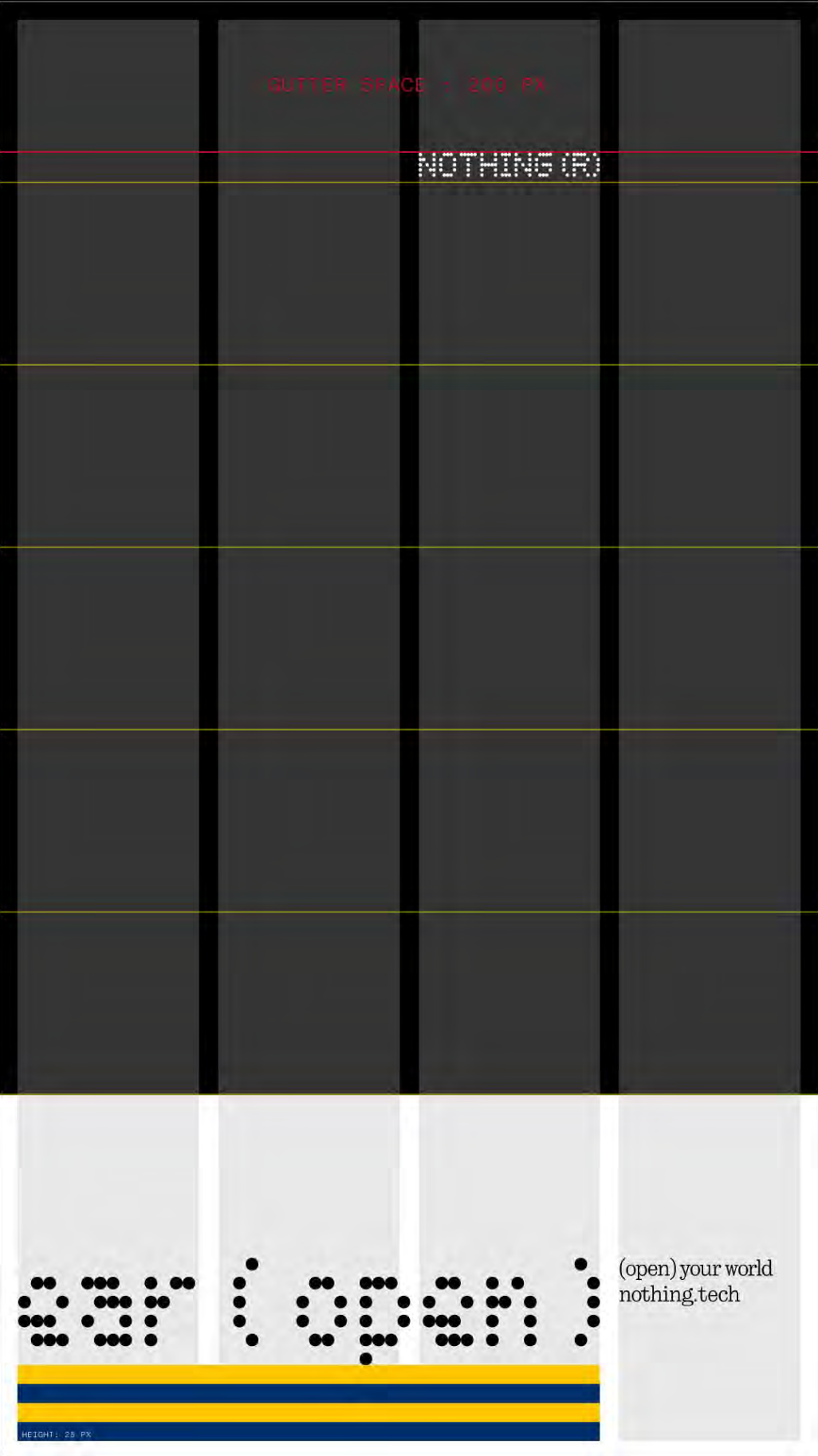
1 2 3 4

1X1



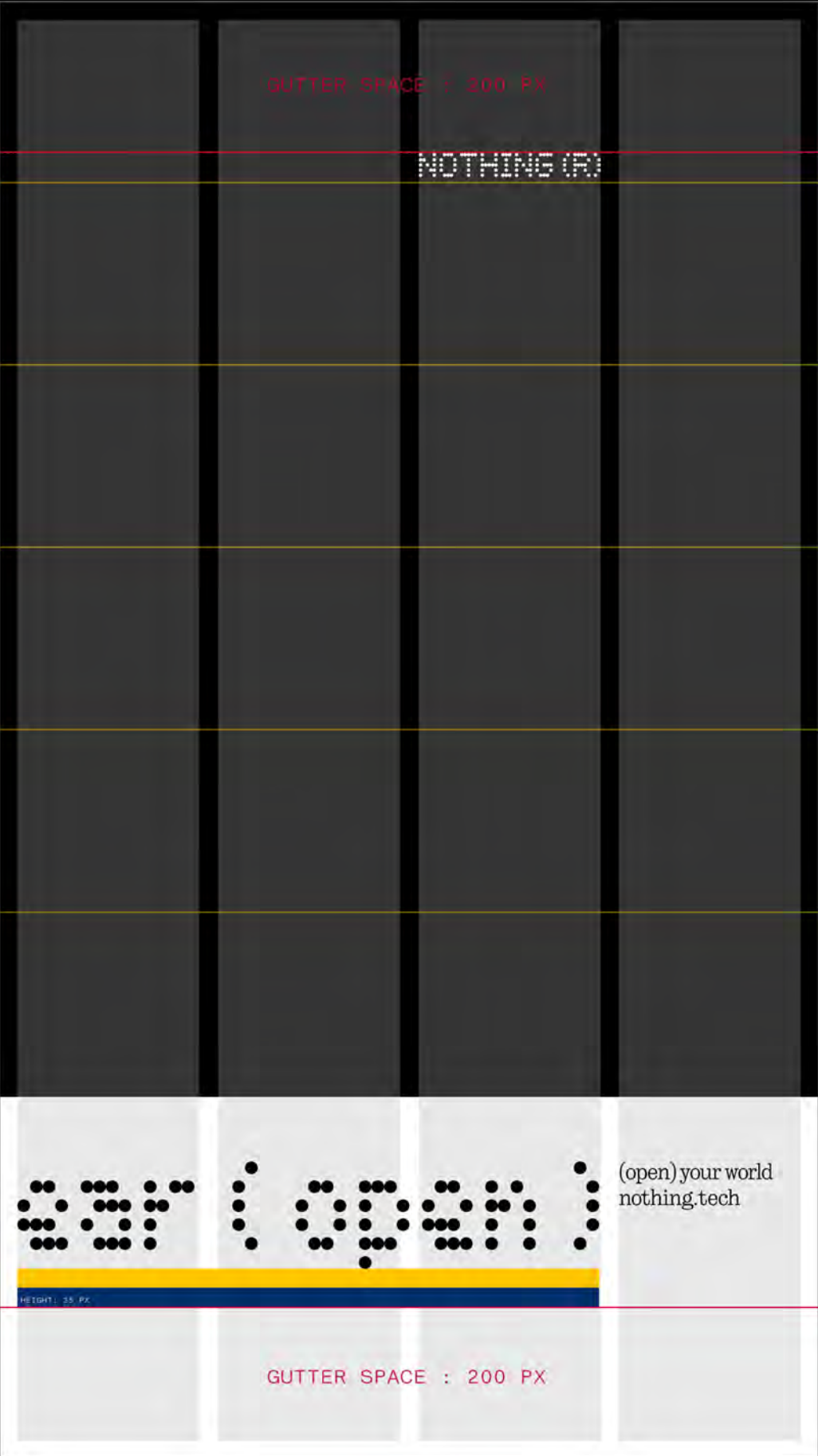
1 2 3 4

4X5



1 2 3 4

9X16:
IG ORGANIC STORY



1 2 3 4

9X1:
IG SPONSORED STORY

GRID 4 COLUMN
EXAMPLE

FORMAT > 1X1, 4X6
AND 9X16

NOTHING (R)



ear (open) : (open) your world
nothing.tech

1 2 3 4

1X1

NOTHING (R)



ear (open) : (open) your world
nothing.tech

1 2 3 4

4X5

NOTHING (R)



ear (open) : (open) your world
nothing.tech

1 2 3 4

9X16:
IG ORGANIC STORY

NOTHING (R)



ear (open) : (open) your world
nothing.tech

1 2 3 4

9X1:
IG SPONSORED STORY

Logo

Logotype Placement

QUICK GUIDE FOR LOGOTYPE PLACEMENT

FORMAT EXAMPLE > 16X9

QUICK GUIDE

- 1. SCALE DOWN YOUR FORMAT FROM BOTTOM LEFT CORNER BY 2.3%. THE WIDTH IS YOUR COLUMN MARGIN SPACE.
- 2. DIVIDE YOUR FORMAT BY 2, 4, 6, 8, 10 -MINUS COLUMN MARGIN SPACE.
- 3. USE ANY OF THE COLUMNS TO PLACE THE LOGOTYPE EXCEPT FOR THE RIGHT MOST COLUMN UNLESS SUPPORTED BY ADDITIONAL TEXT. IT IS ALWAYS TOP ALIGNED.
- 4. SCALE THE LOGOTYPE TO FULL COLUMN WIDTH.



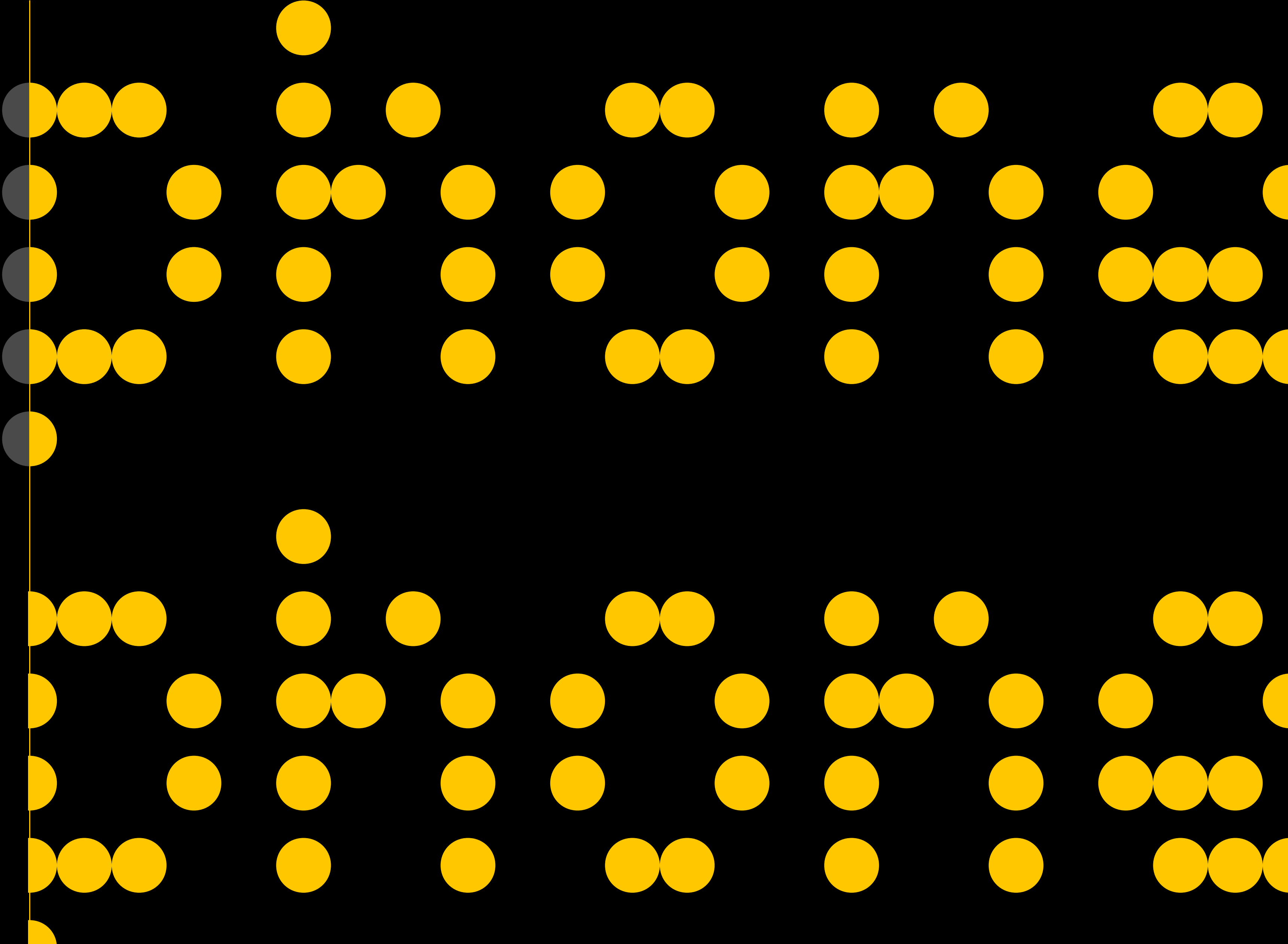
The Cut

At times for elevated applications, we use a treatment called the cut. It's usage is restricted to NDot 55 and is suitable for both print and digital use. It mimics the use of an industrial handheld inkjet printer.

USAGE OF THE CUT

QUICK GUIDE

- 1. CHOOSE NDOT 55 AND WRITE TEXT.
- 2. USE EITHER LEFT ALIGNED OR RIGHT ALIGNED PLACEMENT OF TEXT.
- 3. THE FIRST DOT ROW OR LAST IS ALWAYS CUT IN THE MIDDLE.



NOTHING (R)



ear (2)

26 October
7:30 PM IST
nothing.tech

NOTHING ear (2)



Live now
15:00 GMT

22 March
Watch on
nothing.tech



Do's and Don'ts



DON'T APPLY COLOURS ON ANY GRAPHIC ELEMENTS



DON'T USE SHADOW ON ANY GRAPHIC ELEMENTS



DON'T ALTER LAYOUT



DON'T INCREASE SIZE OF LOGOTYPE BEYOND COLUMN WIDTH



DON'T USE GRADIENTS



DON'T ALTER LAYOUT



DON'T CHANGE PLACEMENT OF ADDITIONAL LOGOTYPES



DON'T ALTER LAYOUT

Photography

Nothing images are divided into three clear categories: Youth, Elevated and Basic images. Each category serves a defined purpose. Regardless of category, Nothing images capture the essence, soul and purpose of each product in a single strong shot. Always add as little as possible. Hero imagery can be created with the use of Creative Themes, especially to launch products.

Product focus

Elevated product images capture each product in strong, iconic styles. Elevated product images are shot analogue as a reference point and recreated as still renders or motion.



Product focus

Elevated product

Elevated product images captures the product in strong, iconic styles, they form the backbone of campaign images.

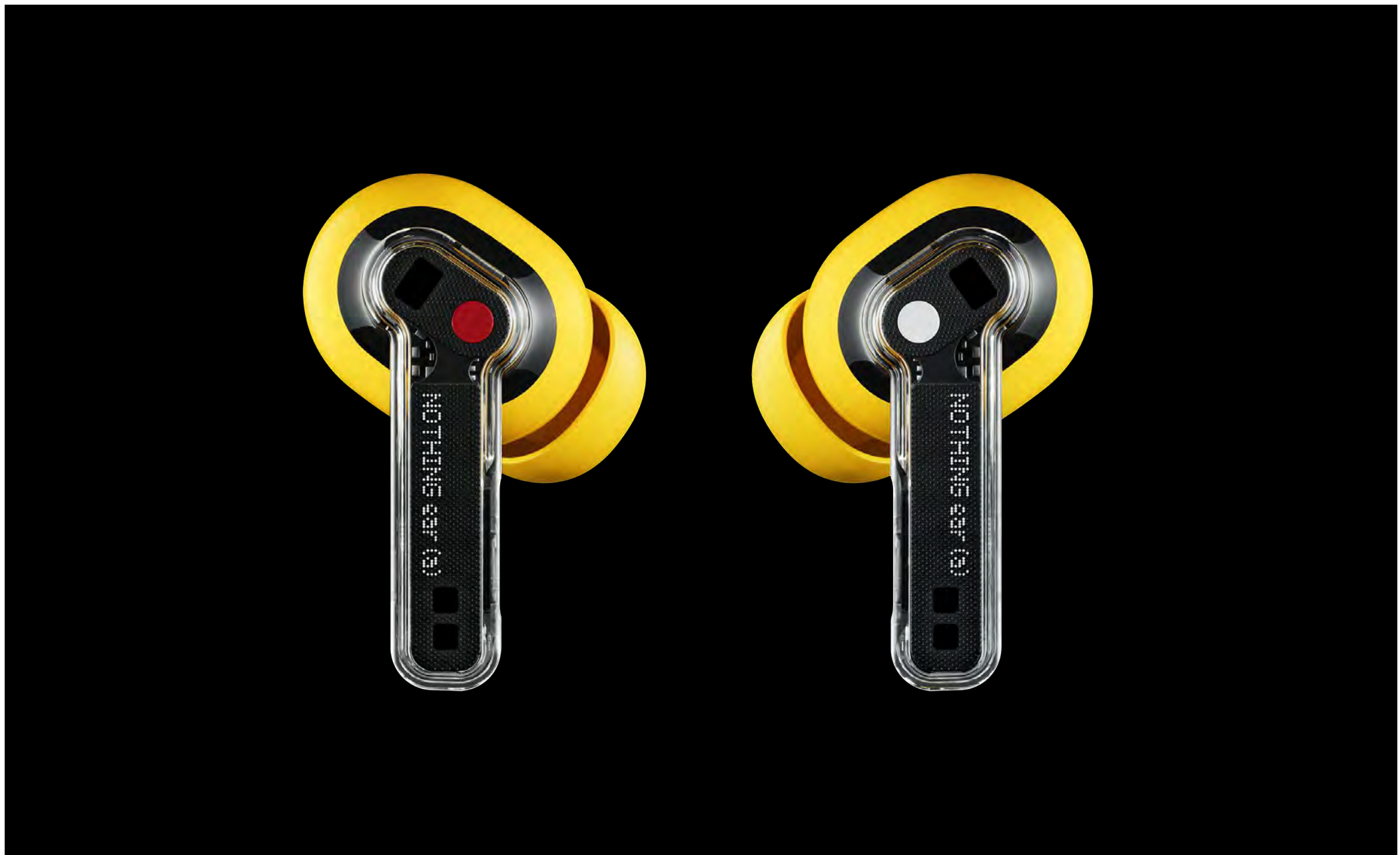
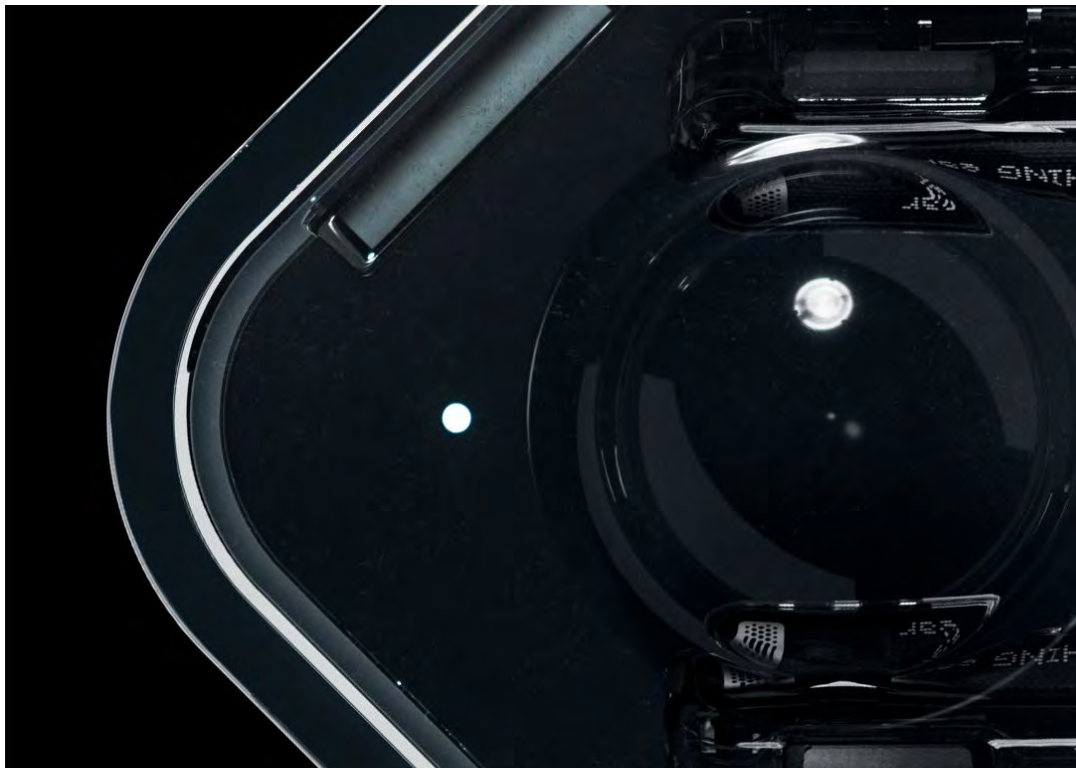
Macro product

Close-ups of the product, focusing on all of its little design details and refinements.

Packshot

Packshot images showcase the product in an analytical and technical manner







Product focus

Elevated product
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Macro product
Close-ups of the product, focusing on all of its little design details and refinements.

Packshot
Packshot images showcase the product in an analytical and technical manner





Lifestyle focus

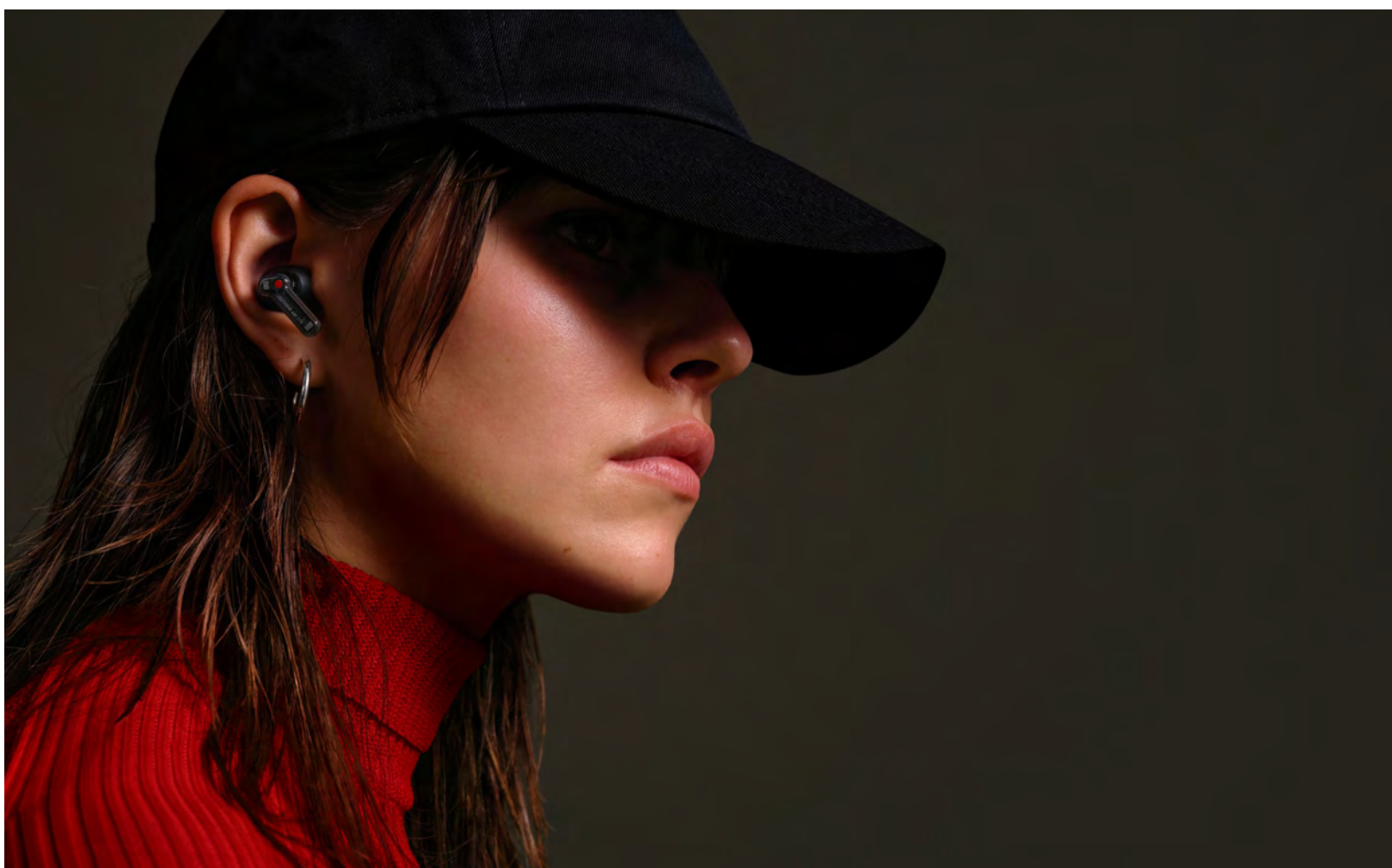


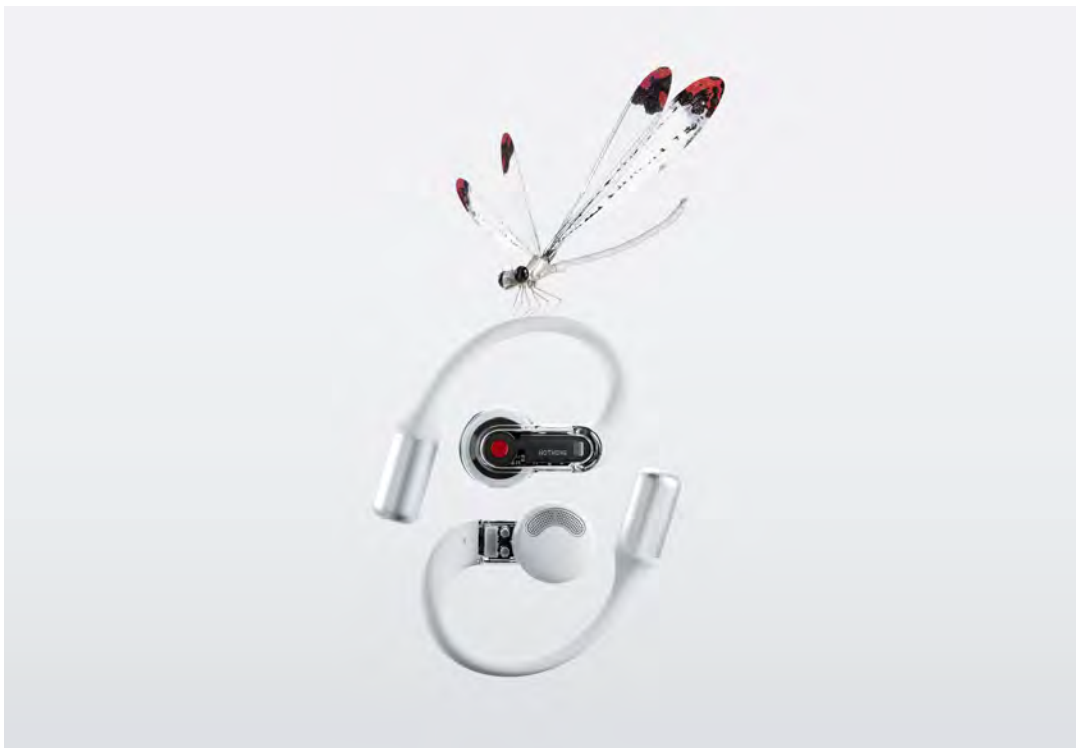
Lifestyle Focus

Lifestyle
Lifestyle imagery utilises high-fashion models for a truly premium aesthetic.

Insect + Animal
Insect assets explore the theme of ‘evolution’, showing the improvements in colour, texture and detail from the previous beetle, alongside how it interacts with product in new ways.







Lifestyle Focus

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Lifestyle imagery utilises high-fashion models for a truly premium aesthetic.

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Applications

Coherent expression in even the most functional
applications creates a consistent sense of Nothing.

Digital

NOTHING (R)



Play date.

18.04.24
nothing.tech

NOTHING ear (2)



Dark and mighty

Ear (2) black
Better sound.
Better clarity.
Just better.
nothing.tech

NOTHING (R)



Out now.

Visit
nothing.tech

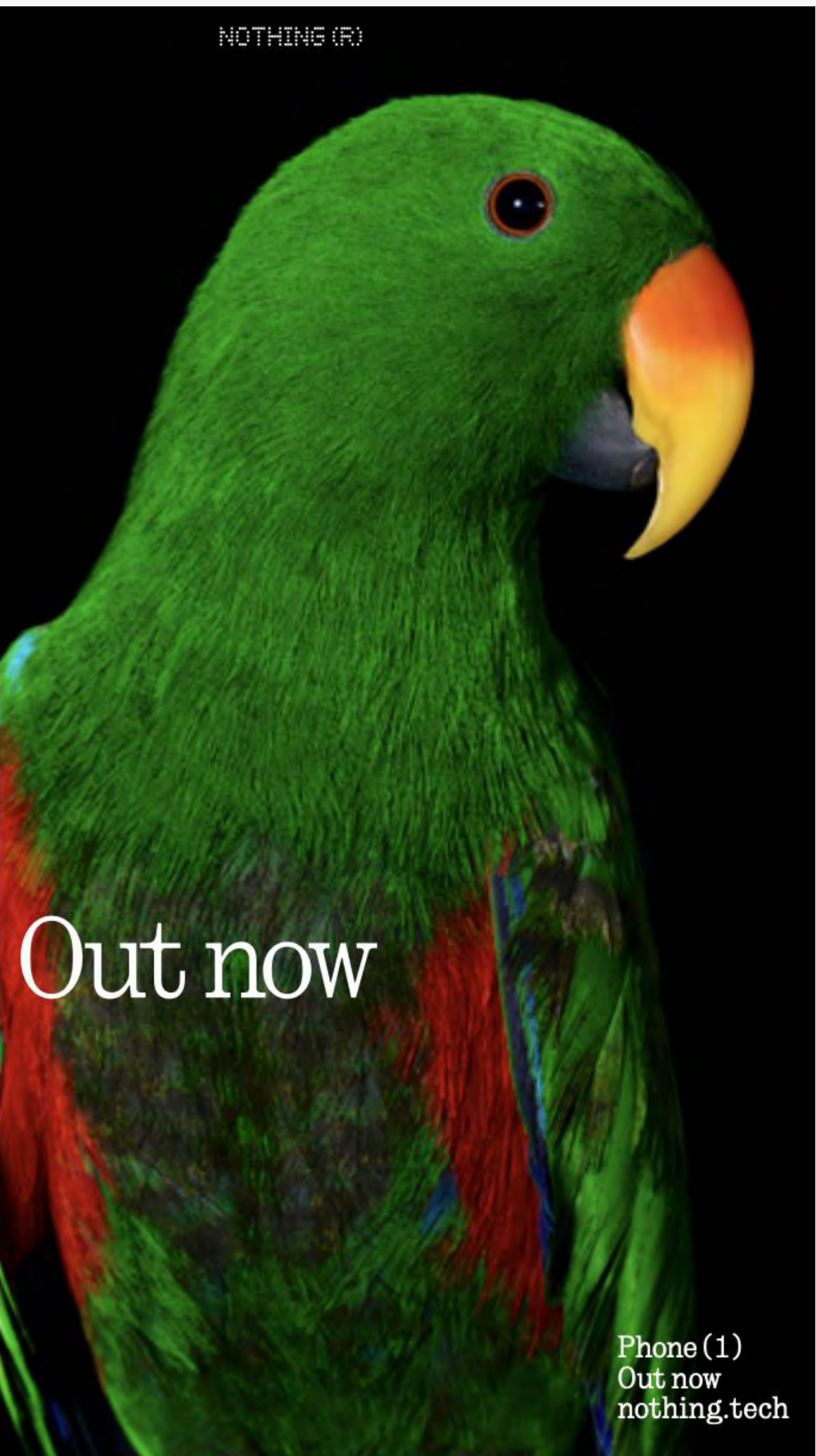
NOTHING phone (2)



Come to the
bright side

Phone (2)
Lights, camera,
less distraction.
nothing.tech

NOTHING (R)



Out now

Phone (1)
Out now
nothing.tech

NOTHING (R)



phone (1)

Phone (1)
Out now
nothing.tech



Mighty
little things

Ear (2)
Better sound.
Better clarity.
Just better.
nothing.tech



Mighty
little things

Ear (2)
Better sound.
Better clarity.
Just better.
nothing.tech



Mighty
little things

Coming soon.
nothing.tech

NOTHING (R)



Out now

Phone (1)
Out now
nothing.tech

NOTHING phone (2)



Come to the
bright side

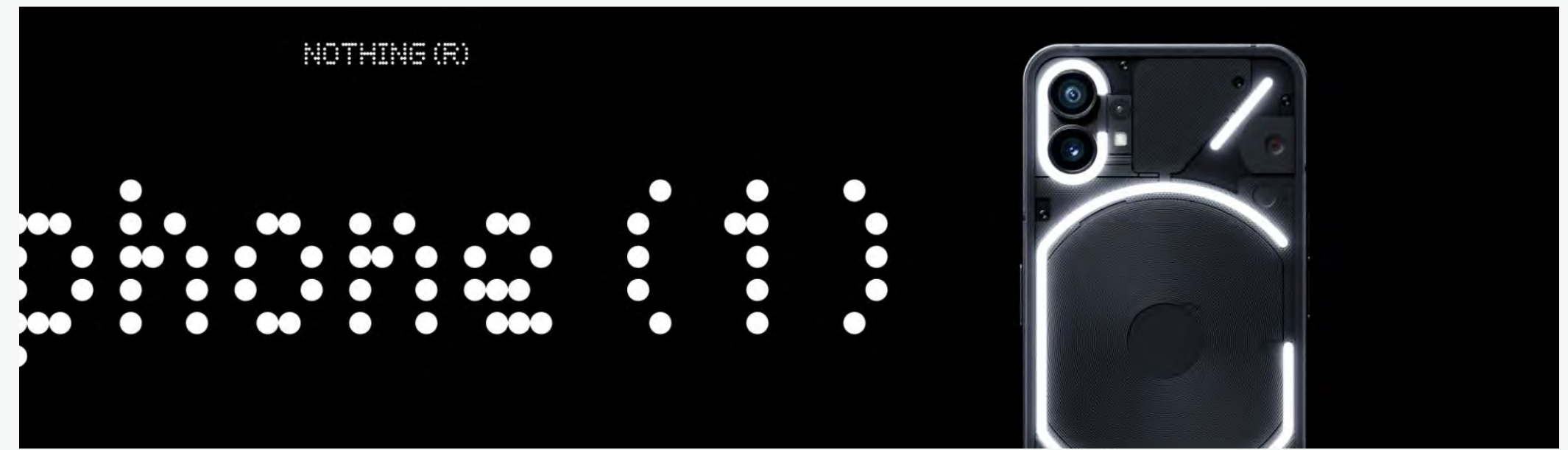
Phone (2)
Lights, camera,
less distraction.
nothing.tech

Instinct



NOTHING (R)

Phone (1)
Out now
nothing.tech



NOTHING (R)

01 Contents

02 Contents

03 Contents

NOTHING (R)

2

NOTHING (R)

Youth images reflect the visionary Nothing consumer interacting with our product. Shot in studio against a monochromatic cyclo, Youth images carry an authentic expression and are never perceived as constructed fashion images. Street casting and minimal muted styling

3

NOTHING (R)

3

Presentation
Slide layouts

Technical Warmth

Nothing
Community.

NOTHING (R)

Take our community. Ever since the beginning we've been finding ways to include our fans, our users. Like how we opened up our Series A funding to the community. How we have a community representative on our Board – so there's clear two – way communication between the company at the highest level and our users. However fast we grow, however big we get, there's always someone to hold us accountable from the community side. That's transparency.

Nothing
Community.

When we landed on the concept of transparency, it made sense. It looked cool. It looked different. It allowed the technology to be shown.



End.

2

Presentation
Slide layouts

Objects



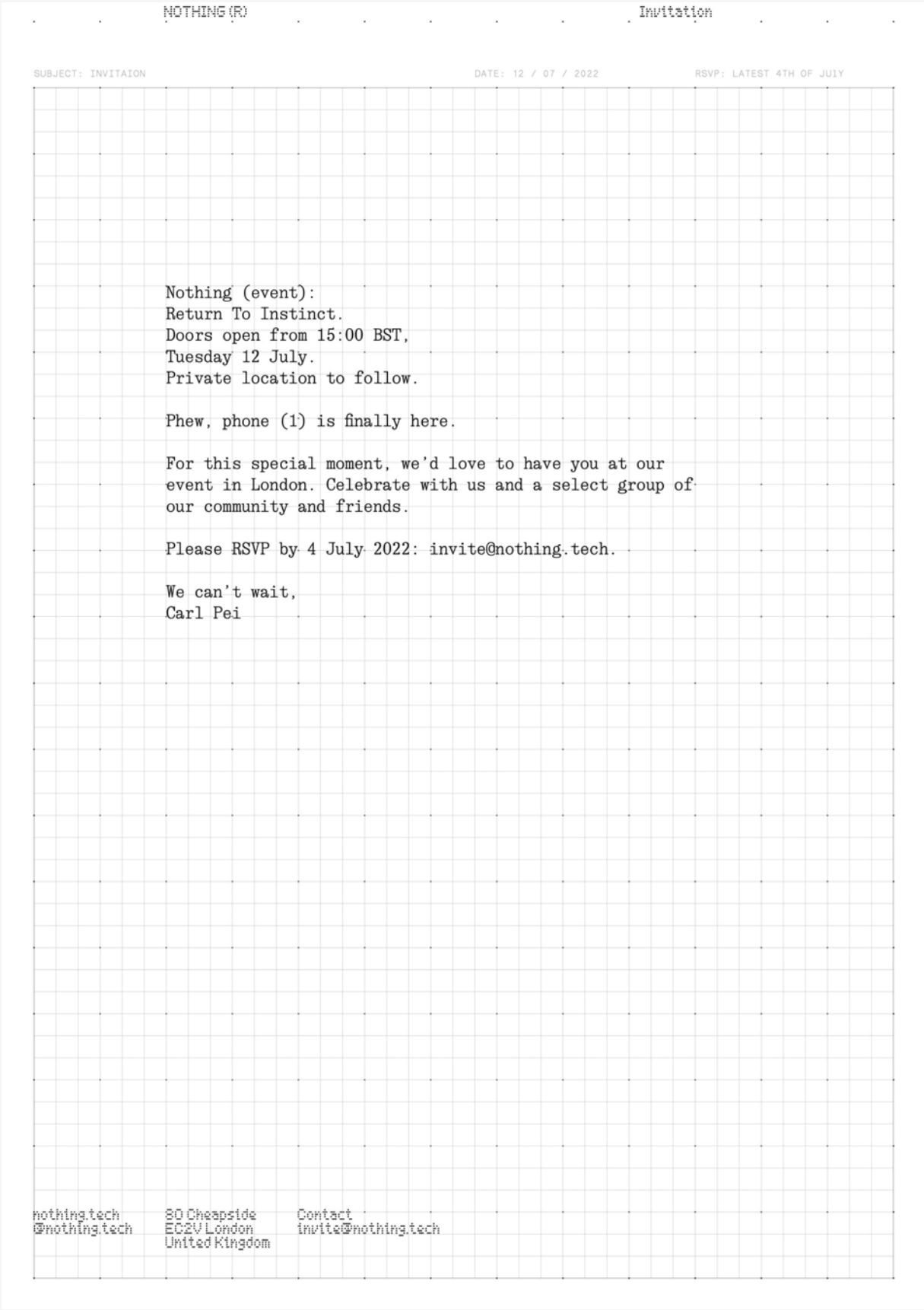
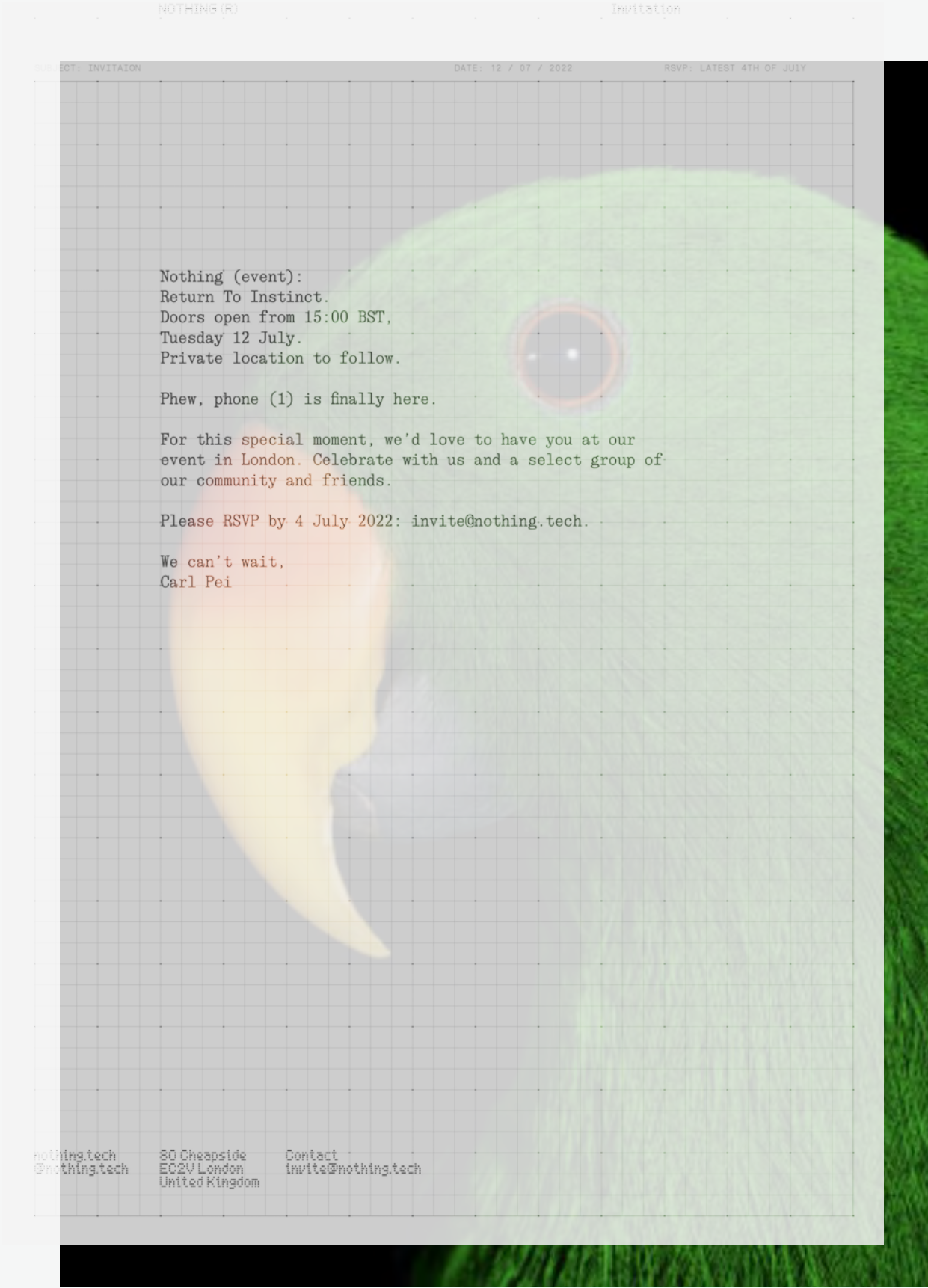
Print
Packaging



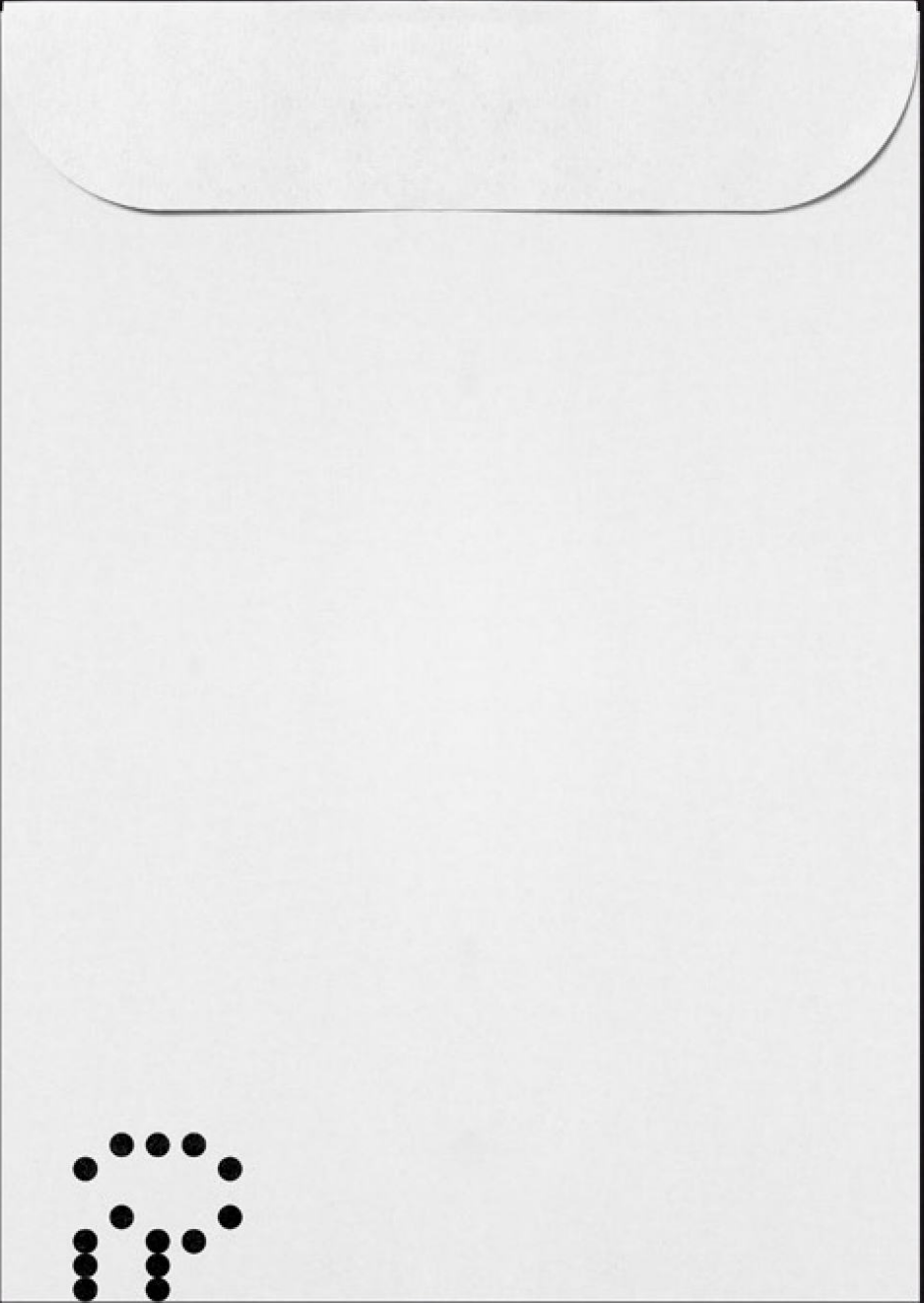
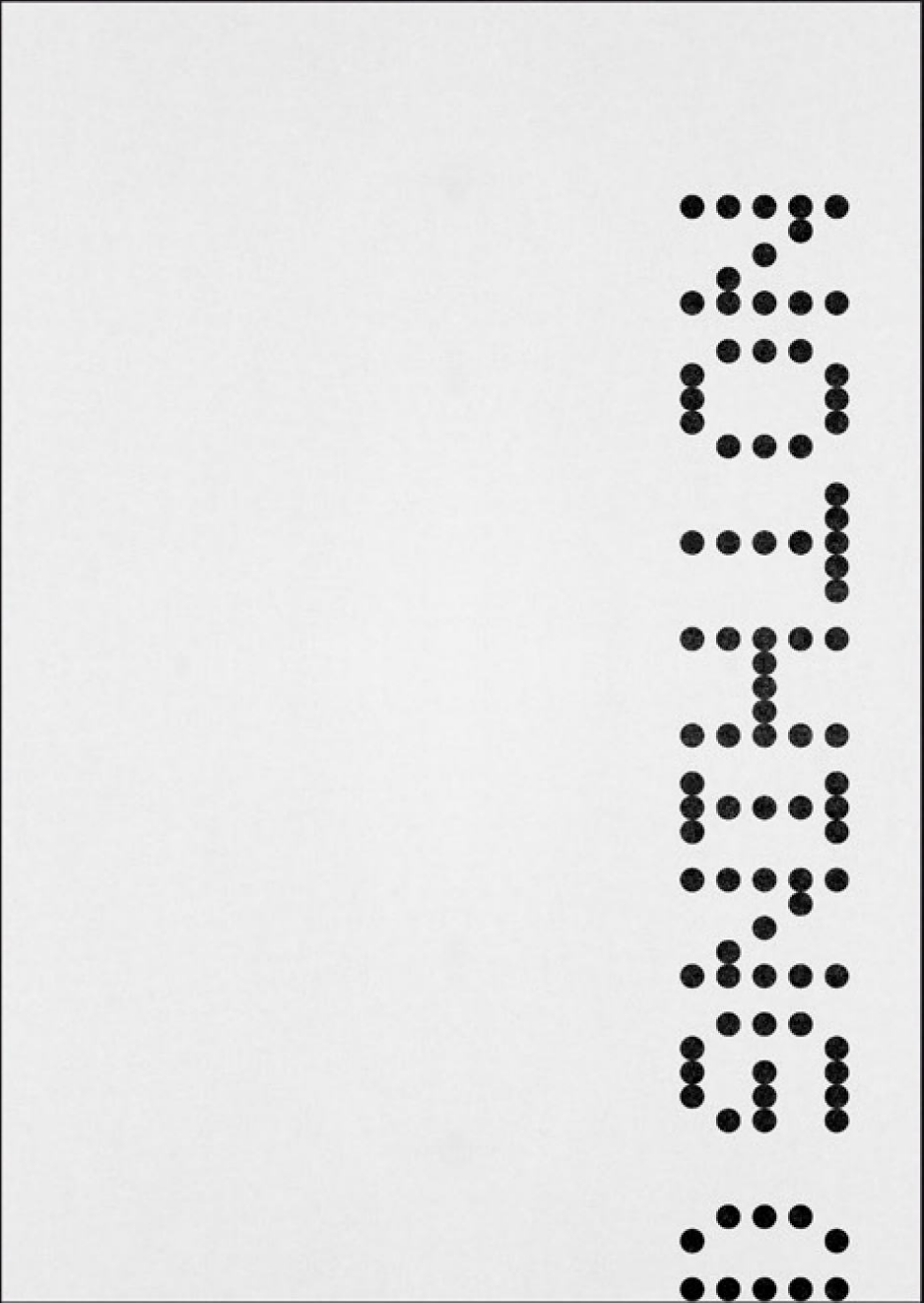
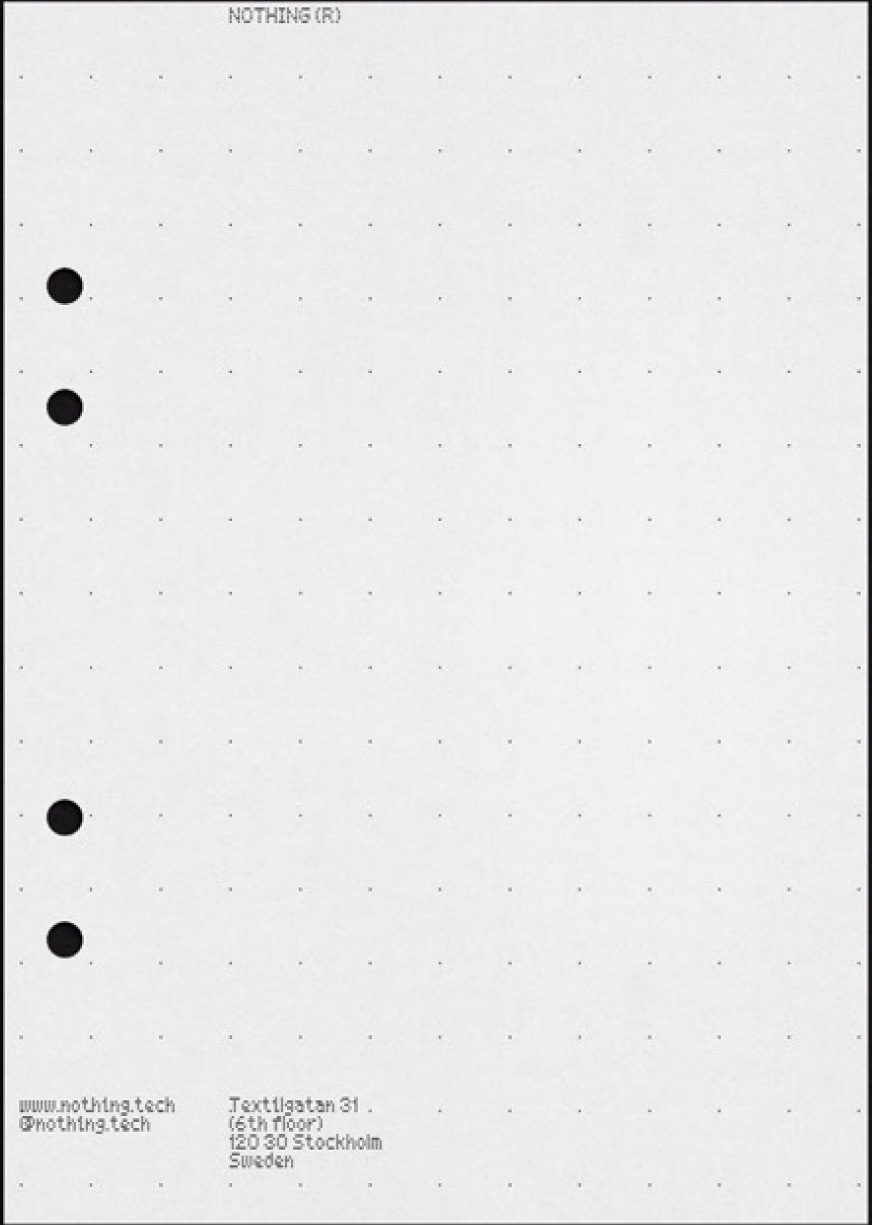
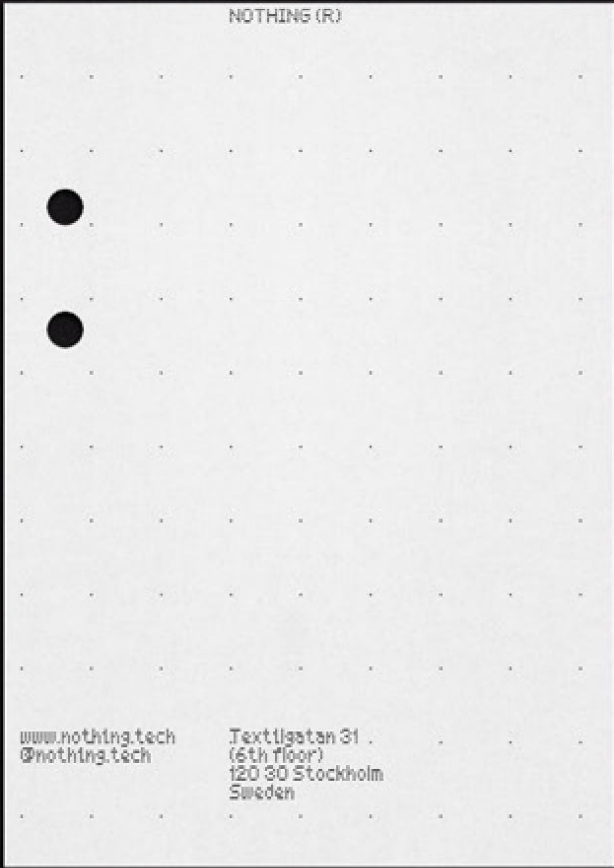


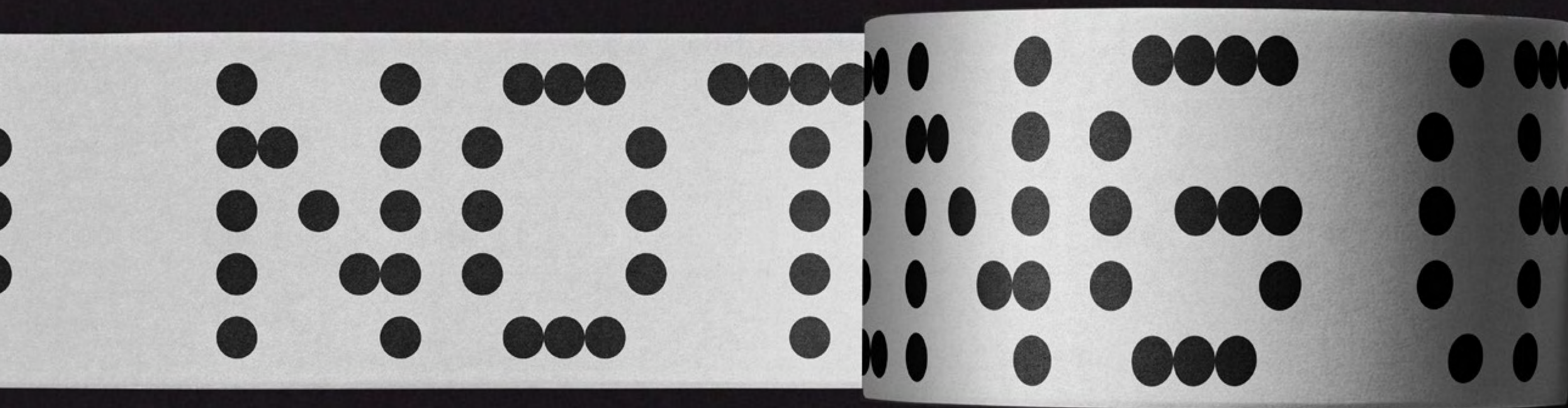
Accessories
Apparel

Print Invitation



NOTHING (R)



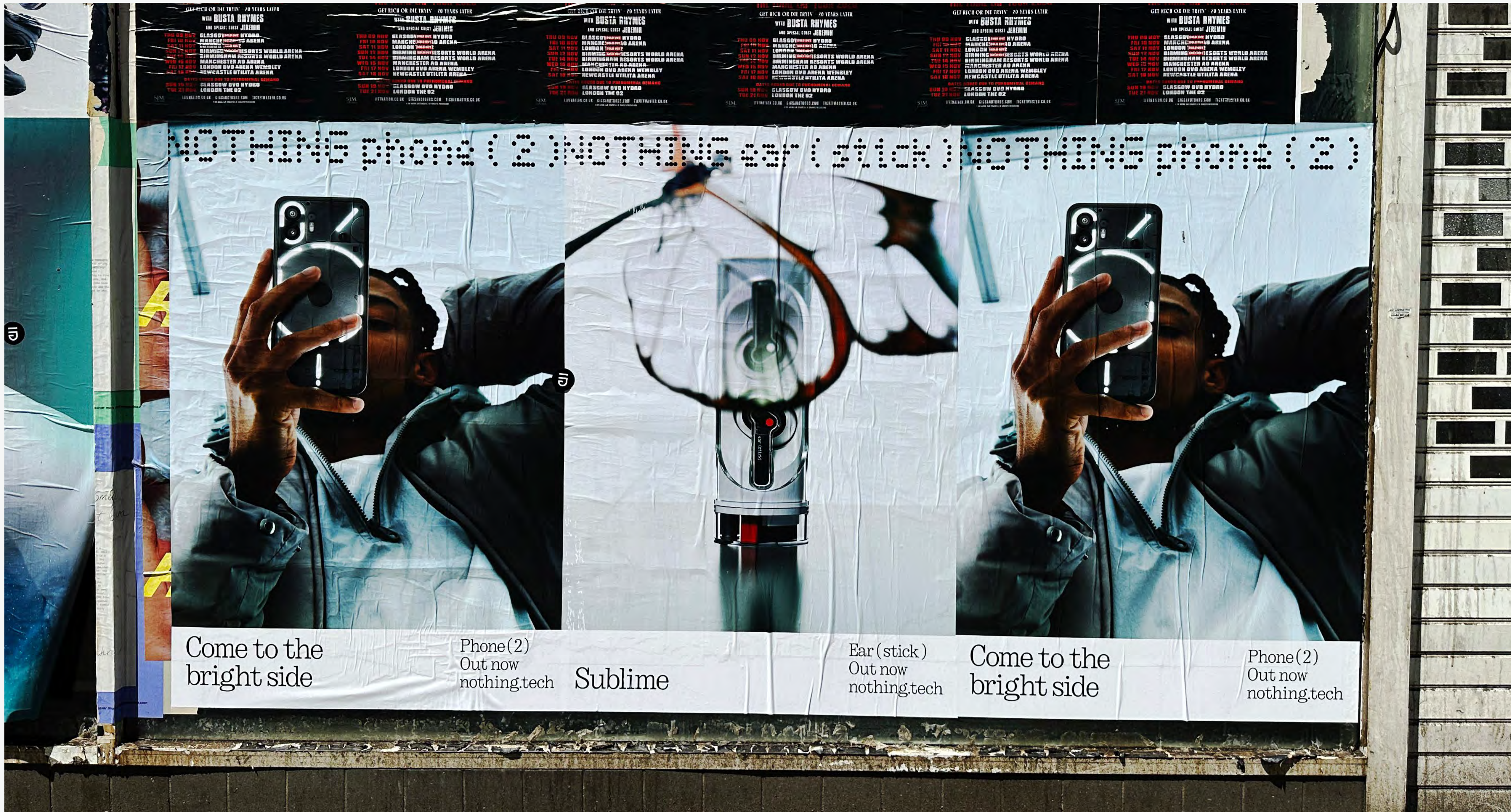


Objects
Tape

Spaces



OOH
Flyposting



OOH
Flyposting



OOH
Flyposting



OOH
Soho store, window vinyl



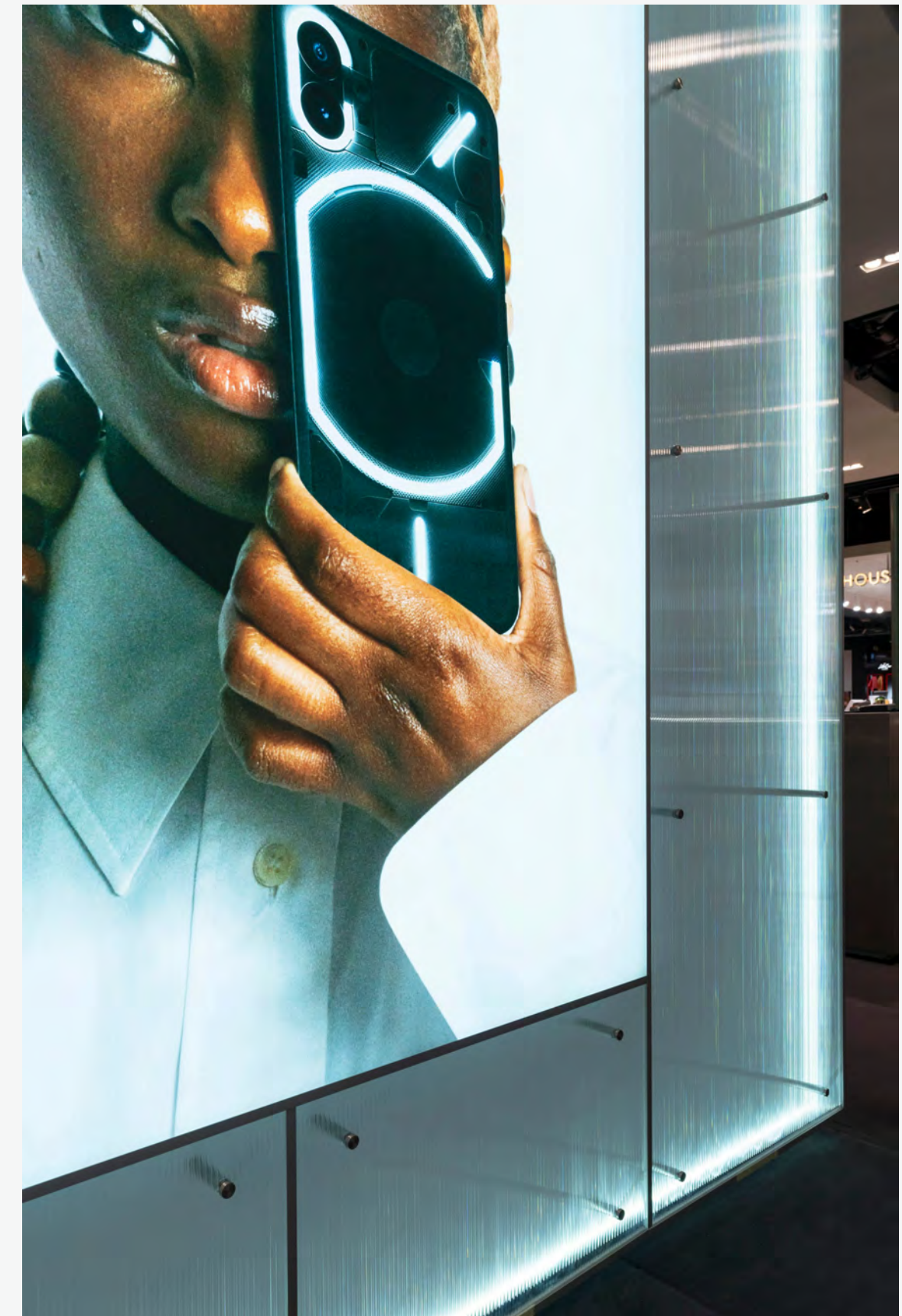
OOH
Flyposting



Space
Office branding



Space
Community update



Space
Global launch



End.