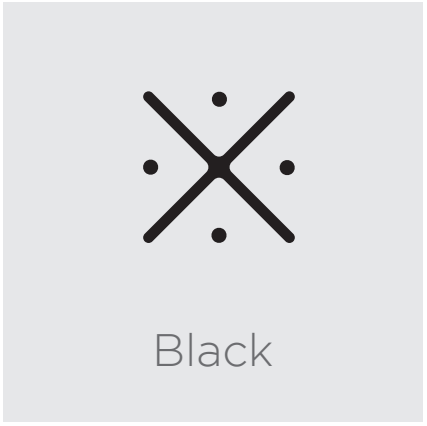
The basics of the nexo standards logo

The nexo standards logo uses five colors : Blue, Orange, Green, Yellow and Nexo Gray. The logo should be used on white background for maximum impact and clarity on five colors. In cases where the background as darkest as nexo gray, the 5 colors is not appropriate, following versions are available for use:

The same rules apply to usage of our «cross» mark. A number of logo and design assets in different file format and sizes are available for download. Never attempt to recreate the logo - always use the atwork provided and adhere to the usage guidelines.



nexo
STANDARDS

Clear space & sizing

The minimum clear space is defined by the x of the abbreviation halved (50%). Try to maximize clear space whenever possible.

Minimum size - 8 mm height in print

Background colors & photos

1

2

3

4

Background colors & photos

Ideally the logo is to be used on a white background for maximum impact and clarity. When this is not possible, be sure to choose background colors or photos that provide sufficient contrast with the logo.

1 - Use the five-colors logo on white or light-colored backgrounds or photos.
The ‘in’ is to remain white.

2 - Use the five-colors or black logo on dark backgrounds or photos that provide sufficient contrast for all logo components. The ‘in’ is to remain white.

3 - Use the solid white logo on dark-colored backgrounds or photos. The ‘in’ should be transparent.

4 - Use the solid black logo on white or light colored backgrounds or photos, or in one-color print applications. The ‘in’ should be transparent.

Fonts

NEXO STANDARDS FONTS

GOTHAM - Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 -éèêë - €

GOTHAM - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 -éèêë - €

GOTHAM - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 -éèêë - €

GOTHAM - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 -éèêë - €

GOTHAM - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 -éèêë - €

NEXO STANDARDS FONTS BODY

ARIAL - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 -éèêë - €

ARIAL - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 -éèêë - €

ARIAL - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 -éèêë - €

ARIAL - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 -éèêë - €

Guideline colors

Nexo Blue
C75% M5% Y10% K0%
R0 V117 B213
#00b1d5

Nexo Orange
C00% M55% Y85% K0%
R242 V136 B69
#f28845

Nexo Green
C31% M3% Y93% K0%
R186 V208 B93
#bad05d

Nexo Yello
C1% M18% Y100% K0%
R253 V203 B56
#fecb38

Nexo Gray
C36% M29% Y30% K0%
R0 V117 B213
#a8a7a7

NO

YES

YES

Bast pratices

Follow these guidelines when working with the nexo standards logo.

Do: Use only approved logo assets

Don’t recreate the logo. You can download everything you need on nexo website

Do: Provide clear space

Make sure the minimum clear space is applied to the logo and «cross sign». Maximize clear space wherever possible.

Do: Make sure the logo keep a good visibility

Ensure that either the word standards reads clearly and visible on the logo.

Do: contrast whith the background

Make sure the logo reads clearly and has sufficient contrast with a background color or photo.

Don’t: Add effects

Drop shadows, bevels, gradients, and strokes don’t mix with the nexo standards logo

Don’t: Modify the logo

The LinkedIn logo should never be redrawn, distorted, rotated, or added to.

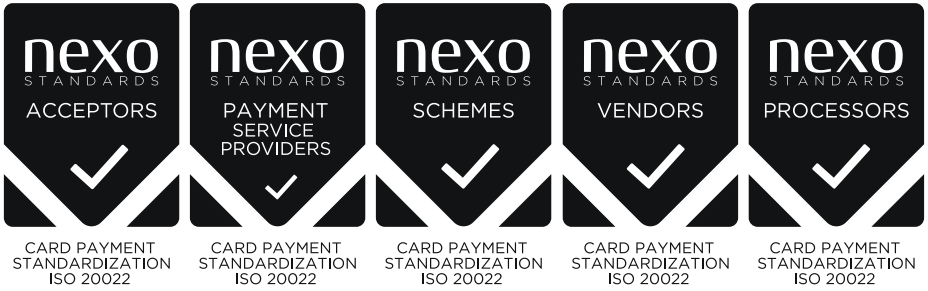
Don’t: Change the color

Our logo likes to stay nexo five colors, black, or white. Don’t fill it with a pattern or a photo.

nexo standards badges

Color Shine

Color flat



Black & White

Print design

You should as far as possible achieve high quality printing.
The logo supports very well the warming.

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