



NEXWAY

Guidelines.

Introduction.

As a small but ambitious **service and technology** company in **e-commerce and payment**, we want to become an international brand that is recognized by its corporate clients: software, services, and retail companies. With **Nexway**, they increase their online revenues and transform their business by having us run their online payment and subscriptions for their customers.

- We are **hands-on, operational, in action**. We are **doers and makers** (rather than abstract, lost in concepts and intentions)

- We are **focused on results – data-driven** (rather than good looks or impressions).

- We are **fully empathetic with our clients - we are an extension of their teams** (rather than focus on ourselves and internal processes, we are immersed in their business).

We know how to **adapt, change and innovate** along with the market (technology is our DNA).

We want to stand out - but for the good reasons: we're also a serious company that can be trusted, not a 6 months old startup.

Our Toolkit.

HELPING YOU TO GET THE BASICS RIGHT

Our toolkit contains the basic elements of our Nexway brand. They will evolve as our brand and applications develop.

The principles in this document are a starting point for creating engaging and inspiring applications.

We see this as a fluid process: get the basics right to build brand recognition and the rest is open to creative interpretation. In this way our brand stays fresh, designers can be inspired, and we can adapt to the changing trends in modern communication.

It's as easy as:

1. **Logos**
2. **Typography**
3. **Colors**
4. **Logo use**

Logos.

LOGO VARIANT

Our new logo is **modular, sober, versatile and timeless.**

It can be **adapted** to all communication media both in its shape and color and can be infinitely adapted.

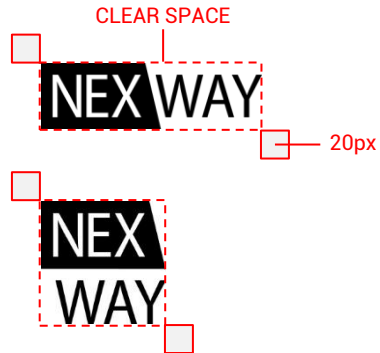
Our logo has the particularity of being **splittable.**

The logo consists of the word "NEX" in white, uppercase, sans-serif font, enclosed within a black trapezoidal shape that tapers to the right. To the right of this shape, the word "WAY" is written in the same white, uppercase, sans-serif font.The logo consists of the word "NEX" in white, uppercase, sans-serif font, enclosed within a black trapezoidal shape that tapers to the right. Below this shape, the word "WAY" is written in the same white, uppercase, sans-serif font.The logo consists of the letter "N" in white, uppercase, sans-serif font, enclosed within a black trapezoidal shape that tapers to the right.The logo consists of the word "NEX" in white, uppercase, sans-serif font, enclosed within a black trapezoidal shape that tapers to the right. Below this shape, the word "WAY" is written in the same white, uppercase, sans-serif font.

Logos.

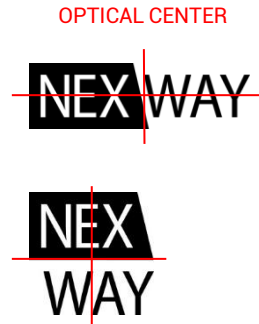
CLEAR SPACE

To use our logo effectively and with the maximum impact, a clear space surrounding the logo has been defined, equal to 20px. No other elements should fall within this space, including type, graphics devices or the edge of an application. Try also to observe the clear space when applying our logo over an image.



OPTICAL CENTER

If you need to position our logo in the middle of an application, please use the optical center to align it. The optical center runs along the right-hand edge of the letter 't' and is there to give the correct balance to our logo in centered applications.



MINIMUM SIZE

For printed applications, the minimum size for our is 30 mm wide.



Logo versions.

WHITE LOGO

Our white logo can be used on dark to medium backgrounds. It looks great when used on images or gradient. Don't use the white logo on pale backgrounds because the legibility will be impaired.



BLACK LOGO

Our black logo can be used on light to medium backgrounds. It looks great when used on images or gradient. Don't use the black logo on dark backgrounds because the legibility will be impaired.



FILE TYPES

Use the [.eps](#) file for printed applications and the [.png](#) file for digital.

Typography.

TITLE TYPOGRAPHY

We use the font **DM Serif Display** for all our brand communications.

DM Serif Display is a high-contrast transitional face. With delicate serifs and fine detailing, the design has been shaped for use in super-sized poster settings. It is accompanied by DM Serif Text, for use in smaller point ranges.

DM Serif Display supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages. It was designed by Colophon Foundry (UK), that started from the Latin portion of Adobe Source Serif Pro, by Frank Griebhammer.

The GM Serif project was commissioned by Google from Colophon, an international and award-winning type foundry based in London (UK) and Los Angeles (US) who publish and distribute high-quality retail and custom typefaces for analog and digital media.

See github.com/googlefonts/dm-fonts

DM SERIF DISPLAY

Regular
Regular Italic

Typography.

TEXT TYPOGRAPHY

We use the font **Roboto** for all texts in our brand communications.

Google's signature family of fonts, the default font on Android and Chrome OS, and the recommended font for Google's visual language, Material Design.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

It's noticeable that Roboto is very popular for one-page websites and especially startups.

ROBOTO

Thin

Thin Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

ROBOTO CONDENSED

This is the regular family, which can be used alongside the [Roboto Condensed](#) family.

See github.com/google/roboto

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

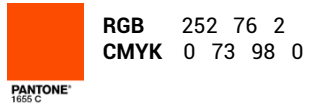
Colors.



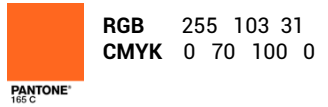
RGB 175 35 28
CMYK 0 95 100 21



RGB 218 41 28
CMYK 0 95 100 0



RGB 252 76 2
CMYK 0 73 98 0



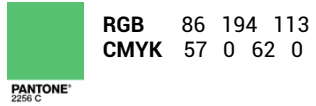
RGB 255 103 31
CMYK 0 70 100 0



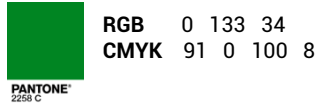
RGB 214 154 45
CMYK 0 32 87 8



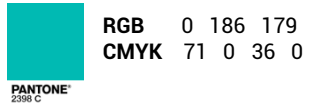
RGB 255 209 0
CMYK 0 9 100 0



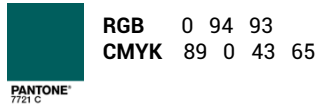
RGB 86 194 113
CMYK 57 0 62 0



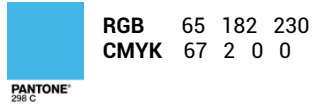
RGB 0 133 34
CMYK 91 0 100 8



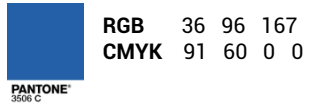
RGB 0 186 179
CMYK 71 0 36 0



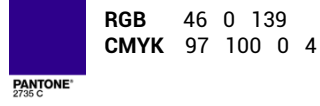
RGB 0 94 93
CMYK 89 0 43 65



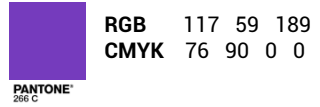
RGB 65 182 230
CMYK 67 2 0 0



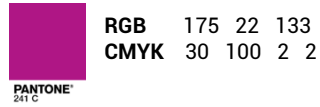
RGB 36 96 167
CMYK 91 60 0 0



RGB 46 0 139
CMYK 97 100 0 4



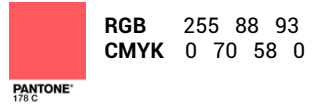
RGB 117 59 189
CMYK 76 90 0 0



RGB 175 22 133
CMYK 30 100 2 2



RGB 223 25 149
CMYK 4 88 0 0



RGB 255 88 93
CMYK 0 70 58 0



RGB 162 170 173
CMYK 21 11 9 23

The colors are used **exclusively** for **titles** will always depend on the **dominant color of the image** to which it relates.

You will find here a range of usable colors.

The color of the text will be either **black or white** like the logo.

When titles/text are in the image they will be in black or white.

Logo and title use / Exemples.



Title color.
Text color.

Logo and title use / Exemples.



Title color.
Text color.



Julie Damiral. **Art Director**

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