

Brand Guidelines

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NEXO has grown to become one of the leading sound reinforcement companies in the world. We operate in a global market, distributing our products via a carefully chosen and highly valued network of distributors and dealers.

Just as we seek to provide our customers around the world with consistently high standards of service and support, so we seek to present our brand in a consistent and instantly recognisable manner in advertising, promotional materials and web presentations.

These guidelines have been developed to assist our distribution partners in the production of their own NEXO promotional materials, and to achieve the uniform look that will ultimately contribute to the equity of the NEXO brand.

Following the guidelines

This document contains information relating to the usage of the NEXO logo in print advertising, printed promotional material and datasheets, and on-line.

It also documents the approved logos for each of the major NEXO product ranges.

Electronic files for all of these logos are available to download in a variety of formats from the NEXO website at nexo-sa.com

Visitors are required to register in the Members section to obtain access to logo files and other assets including product images, application pictures, etc.

You will also find information about the use of fonts and typestyles, and advertising designs that will help to achieve a uniform look and feel for the NEXO brand.

Brand language

NEXO has earned an enviable reputation for excellence in sound reinforcement through innovation, engineering and manufacturing excellence.

We prefer to present the features and benefits of our projects objectively, only claiming what can clearly be substantiated with technical evidence. We prefer to avoid the hyperbole that can sometimes accompany advertising in our market sector.

Words we like to use in association with NEXO
Coherence, integrity, linearity, alignment, directivity, efficiency, sustainability, performance, measured, tested, analysed

Words we don't like to use in association with NEXO
Stunning, incredible, amazing, unbelievable, impossible

Introducing the NEXO Logo



1980s-1990s



2004-2007



Present - use only this logo now

NEXO Corporate Logo Evolution

As is often the case in growing companies, the NEXO logo has evolved over the years. It is quite possible that some legacy materials featuring older versions of the logo may still be in circulation. In the process of revising such materials, the opportunity should be taken to ensure that the current version of the logo is used.

Logo Specifications



Positive



Negative



5mm exclusion zone applies to all sizes of logo



Minimum width of logo 25mm

Utilisation

Correct usage of the NEXO logo is fundamental for the protection, maintenance, and promotion of the NEXO brand value. Please follow these guidelines carefully in the production of any materials to which the NEXO logo is applied.

Official NEXO Logos

These are the only logos authorized to be used in conjunction with NEXO communications on press releases, advertisements, letters, presentations, websites and all other official documents.

Logos Sizes

When using different logos sizes, in order to keep perfect proportions between height and width. The height must always be 35.3% less than the width.

NOTE:
Logo files can be obtained in a variety of file formats at nexo-sa.com

NOTE:
NEXO highly recommends using EPS format. NEXO logos available at nexo-sa.com

Use of the NEXO logo



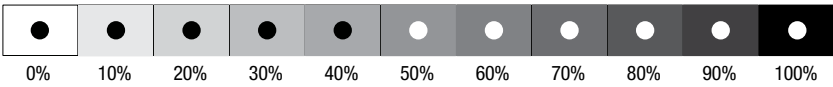
Official logo



Straplines



Colour palletete



Guideline

How to use the NEXO logo

NEXO’s traditional colours are black, white and grey. Therefore please do not use any colours other than black or white for the logo letters and limit the use of the NEXO logo on backgrounds where other colours are utilised.

The NEXO logo with a strapline

The strapline ‘Thinking. Inside the box.’ is designed to communicate the innovation and patented technologies and underpin all NEXO products. The strapline can be applied in print and digital marketing as shown.

NEXO blue colour

The blue colour is our secondary colour. It works to support our primary colours and to ensure clarity on any piece of communication. It should never dominate a page.

Background colour

This chart shows the changes in the background color of an area where the NEXO logo is displayed, when the color is changed in 10% steps. Use this standard as a guideline when deciding between the black or white NEXO logo.

Inappropriate use of the NEXO logo



Do not use any extra graphical elements



Do not use NEXO logo in any other colours than black & white



Do not add any text in direct use within the logo



Do not rotate or angle the NEXO logo other than when it is used on a vertical signboard. See page 17.



Do not use any older versions of the NEXO logo

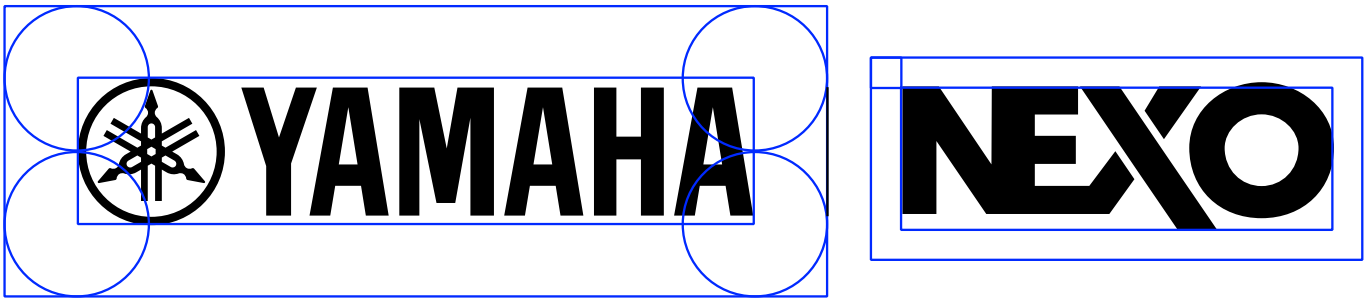


Do not stretch logo

Using the NEXO logo with other logos


Making it work with other brands

When using the logo in conjunction with other logos, please keep the same size proportions between all the logos with a minimum exclusion zone of 5mm

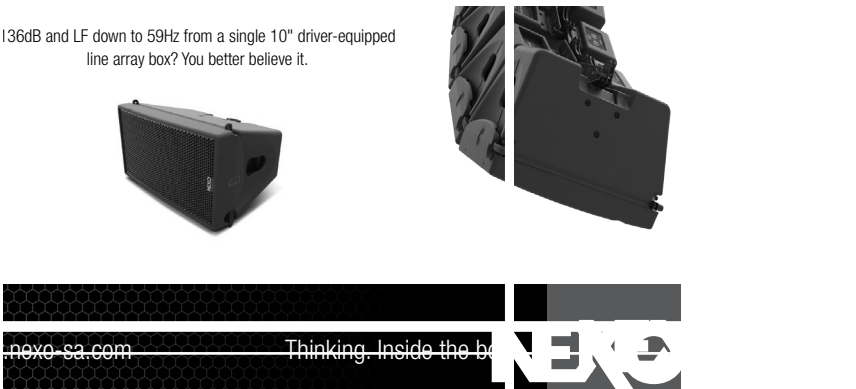




Placement of the NEXO logo



Acceptable



Not acceptable

Placement

Only authorised personnel or companies are allowed to utilize the NEXO logo for communication or promotional purposes.

When presented, the logo should always be placed on a document or any other communication platform where it is clearly visible.

The logo placement varies according to the support. Please refer to the examples in this guide to define the correct placement.

NEXO 40th Anniversary Logo



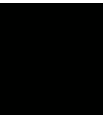
When to use it

In 2019, NEXO celebrates its 40th Anniversary. The following logo should be used on marketing materials and communications in use during the year 2019.

Colour palette



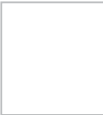
C: 87 M: 74 Y: 0 K: 0
R: 1 G: 42 B: 255
Pantone : Blue 072 C



100% Black



80% Black



White

Placement of the Anniversary logo



Adverts



Brochures

Proportion on A4 formats



Proportion

On A4 format, the NEXO logo should be 20% of the A4 width for good visibility and impact.

Fonts

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Heading style HelveticaNeue ThinCond

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Subheading style HelveticaNeue MediumCond

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Body copy style HelveticaNeue LightCond

Using the correct font

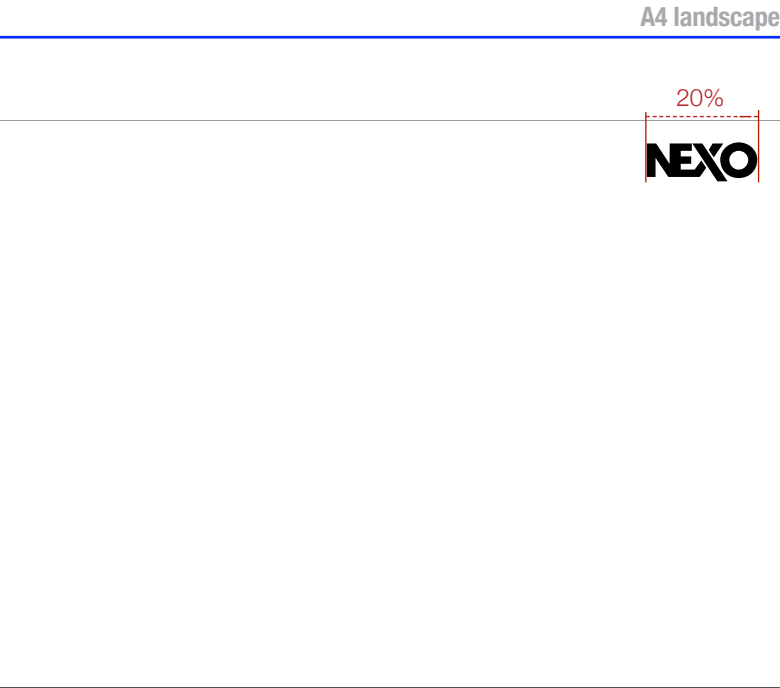
Only fonts from the Helvetica Neue family should be used in the creation of NEXO marketing materials and communications.

NOTE:
The Helvetica font sets can be downloaded from www.fonts.com

Using capital letters

When used in a text, NEXO must always be displayed in capital letters.

Same note for ranges names : STM, GEO, PS, RS



Printed Adverts and Brochures



Advertising

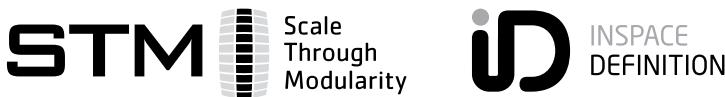
Web Banners



Brochures - Feature double page spreads and covers



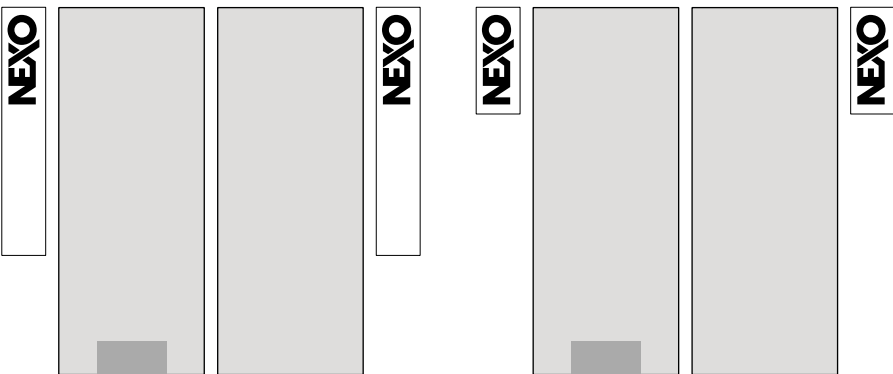
System/Product Logos



Product Logos

Authorised logos for use in conjunction with NEXO systems or product groups are available for download at nexo-sa.com

Signboards

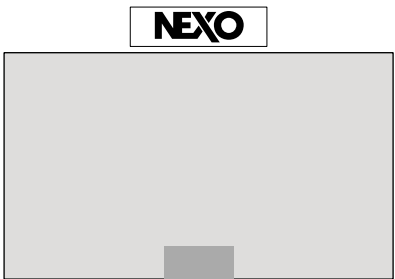
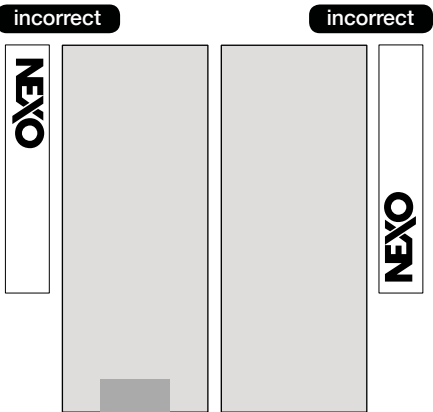


Regulation colours

Black or White as the background colour

Vertical signboards

Use black or white for the NEXO Logo, aligning it with the top of the signboard so that it reads vertically from bottom to top, leaving space in the lower area of the signboard. If it is not possible to leave enough space in the lower area of the signboard, center the NEXO Logo, using white or black as the background color.



Examples of unauthorized usage

Example 1: Do not arrange signboard layouts so that they read from top to bottom.

Example 2: Do not align the logo with the bottom of the signboard.

Horizontal signboards

When displaying the NEXO Logo on a horizontal signboards place it in the center.

Displaying the NEXO Logo directly on a building

When displaying the NEXO Logo directly on a building use it.

Tradeshows / Event booths

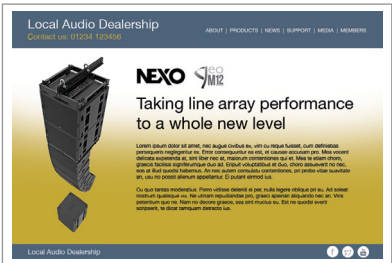


Regulation colours

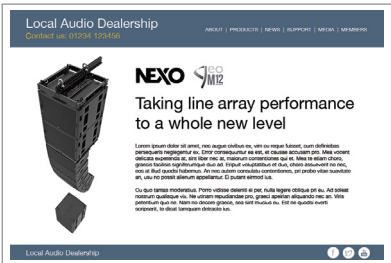
- Primary colours are White and Light grey.
- Secondary colours are Black and Dark grey.
- Complimentary colour is NEXO green colour.

NOTE:
Do not use the complimentary colour as a main booth colour.

Websites



X Not acceptable



✓ Preferred

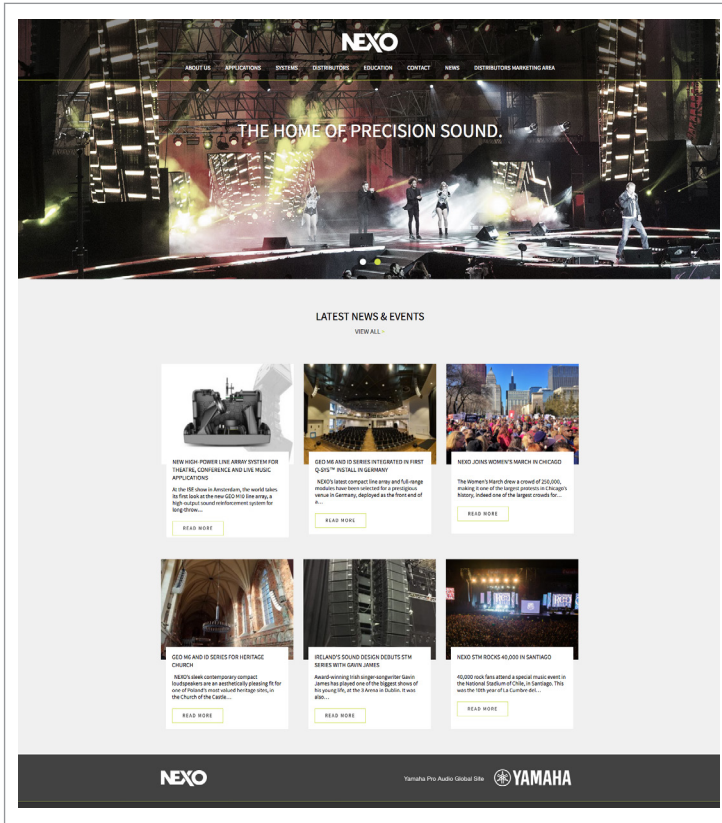
Distributor and Dealer Websites

Distributor and Dealer Websites

Distributors and resellers featuring NEXO products on their own websites should build NEXO pages in accordance with brand guidelines.

All product images should be shown on a white background.

Official NEXO Website (all languages)



Official NEXO Website (all languages)

The NEXO website shall have headers in black transparent with a white NEXO Logo.

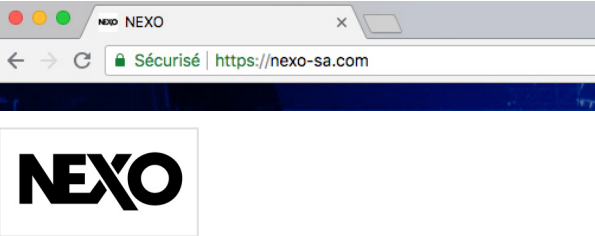
Font of the website should be Helvetica when Source Sans Pro is not available.

Websites with NEXO Brand other than the main NEXO website shall apply the followings, in principle:

- A website with black header shall have a white NEXO Logo
- A website with white header shall have a black NEXO Logo.
- A website with no clear header shall have a black (or white according to the background color) NEXO Logo.

Whatever is used on the home page regarding header/logo colour must be used throughout the entire site.

The favicon (image that is displayed on browser tab or when bookmarked) shall be the NEXO black logo with a white background or transparent.



Favicon

Social medias

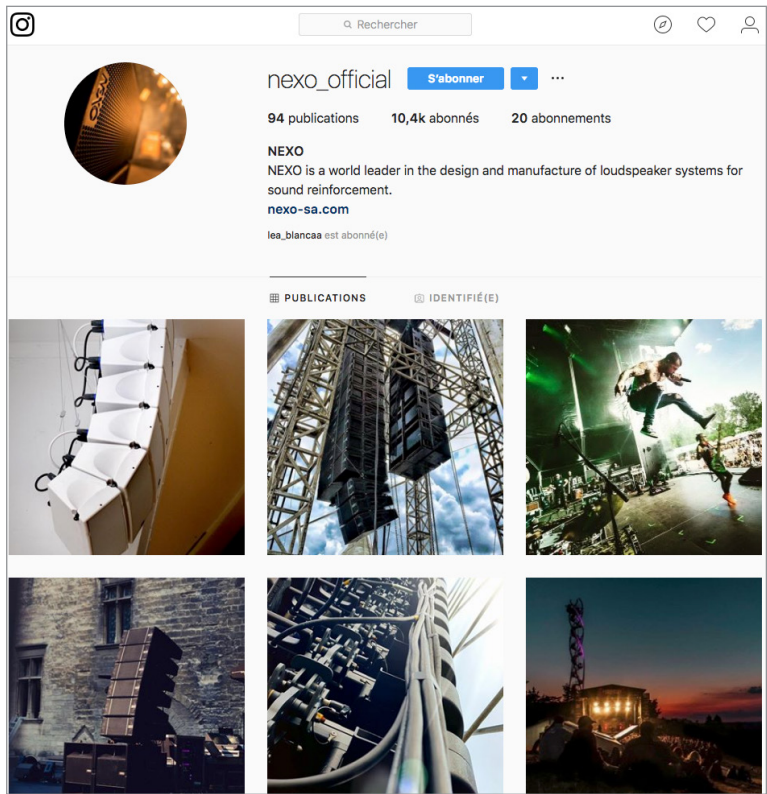
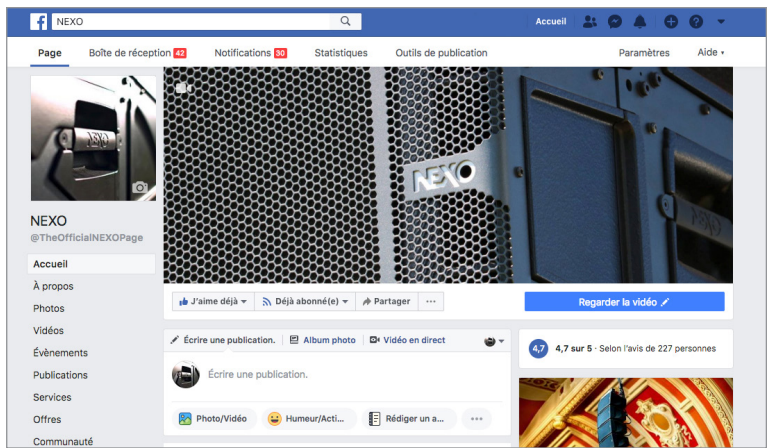
Basic principles :

Target Audience : Sound technicians, Sound engineers, Distributors, Dealers

Brand voice : Professional, Short and punchy, Friendly, Positive

Brand image : Technical, Premium

Message : News (Shows, Installations) , Events, Products focus, Guidance



Tips :

Contents :

- Photographs
- Videos
- Infographics
- Posts shared (from end-users, dealers, distributors...)

Posts :

- Think headline, not article
- Post regularly (Facebook : 1 post everyday, Instagram : 2 posts a week)
- Tell good stories
- Indicate the place of the event
- Be short and smart

Images :

A picture is worth 1000 words.

Note : On Instagram, images should be original, in high resolution or interesting in the way or place they have been taken.

Be responsive :

Make sure to answers fans questions or requests. Post comments and Facebook inbox should be checked regularly, at least everyday.

Analytics :

Use social medias anyltics tools to understand your audience (origin, engagement, behavior...).



Merchandise

Jackets



T-shirts / Polos



USB Keys



Pens



Mugs

