

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



I N N O V A T E

2004-2007



Present - use only this logo now



Present - supplementary logo

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.

A
Yamaha
Group
Company

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



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 the Yamaha logo

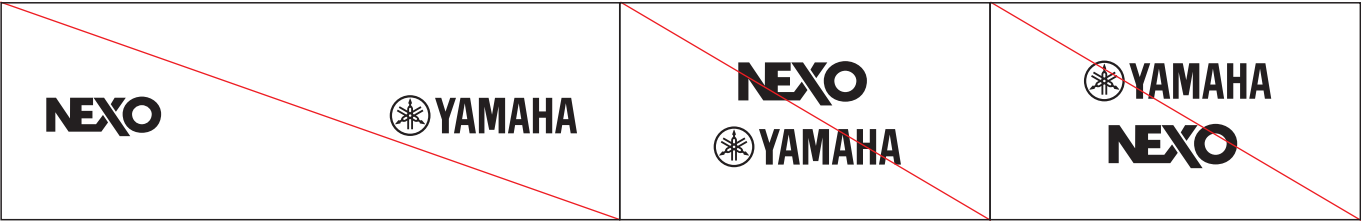


Basic Principles

- Use black or white Yamaha logo and black or white NEXO logo.
- Use NEXO logo, not NEXO | Yamaha Group Company logo, together with Yamaha logo.
- Use black or white for the background color of the logos.
- Make each logo equally independent and symbolic.
- Make a simple layout. Do not imply relationship or priority between the two brands by layout.
- The Brand Promise logo may not be used when the Yamaha logo and the NEXO logo are used together.

Layout

- Place the logos horizontally, not vertically, so that one does not appear superior to the other.
- Place Yamaha logo on the left.
(This applies when placing two logos on a single surface. This does not apply when placing each logo in different surface of a three-dimensional object.)



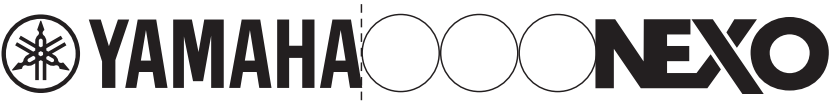
*Place Yamaha on top only if horizontal layout is inevitable.

Using the NEXO logo with the Yamaha logo



Size / Height

To bring the equal sense of presence, match the height of two logos by texts “YAMAHA” and “NE.”



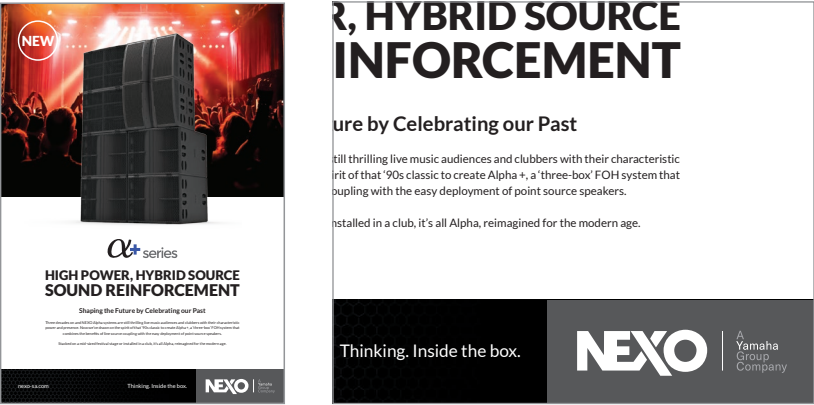
Distance

Keep sufficient distance between two logos to make them independent. Isolation should be a minimum of three circles of a tuning fork.

Rules

Yamaha Logo or NEXO Logo Alone				Yamaha Logo and NEXO Logo Together
Use black or white for the YAMAHA logo, not violet.				Use the YAMAHA Logo, not the Brand Promise Logo.
				Use the NEXO logo, not the “NEXO A Yamaha Group Company” logo.

Placement of the NEXO logo



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.

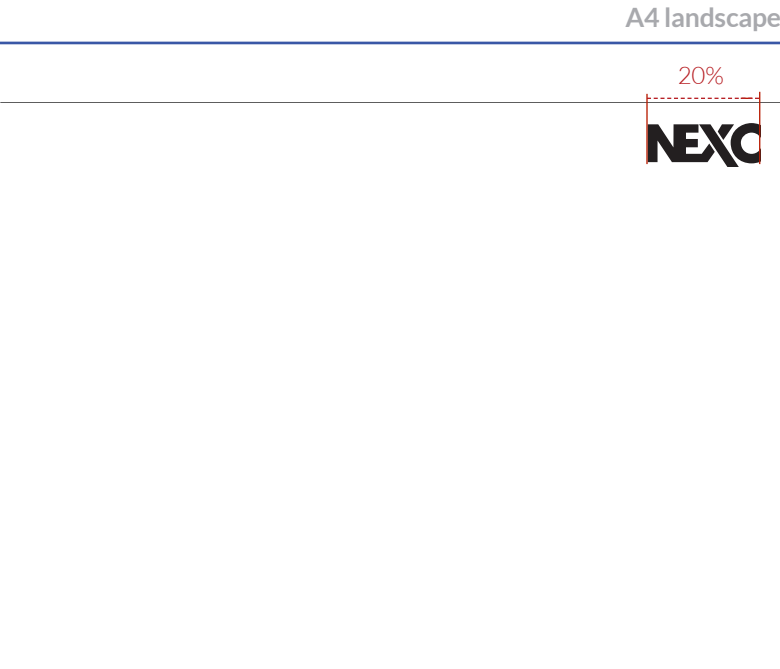
The logo placement varies according to the support. Please refer to the examples in this guide to define the correct placement.

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 Lato Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Heading style Lato Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Subheading style Lato Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Body copy style Lato Regular

Using the correct font

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

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

Using capital letters

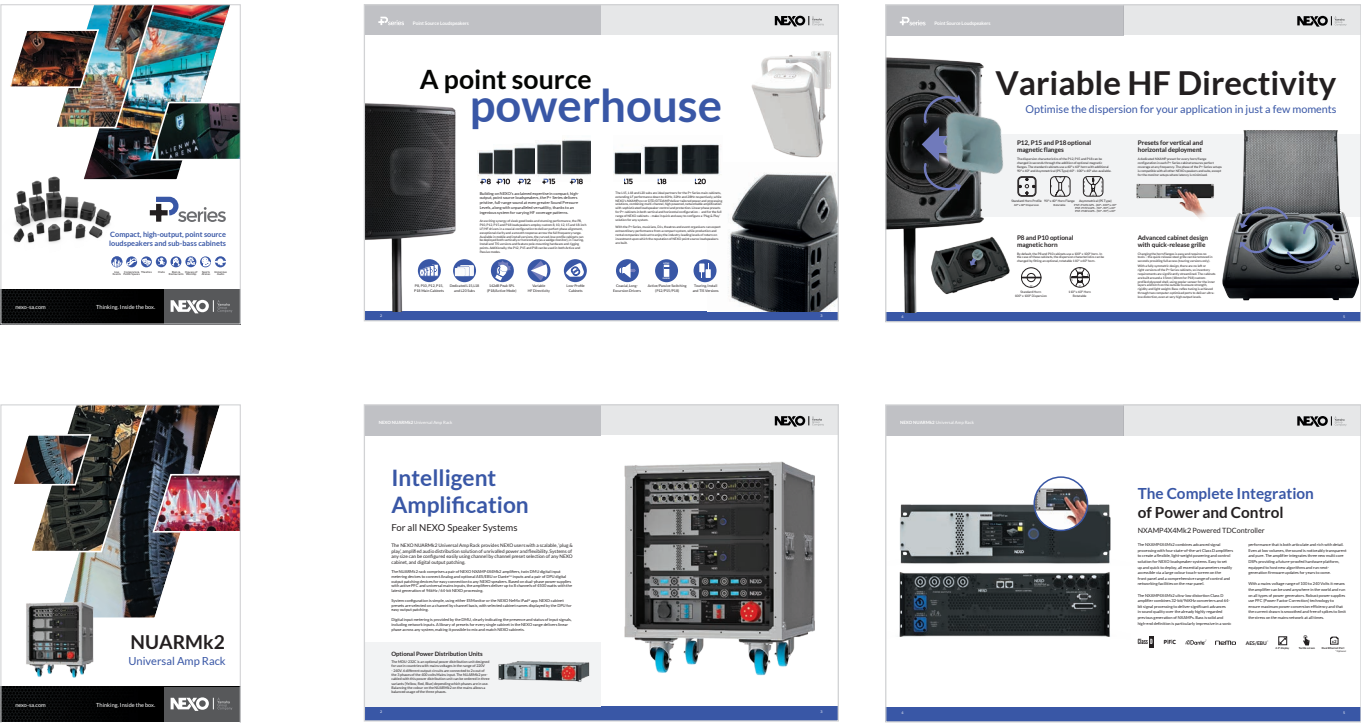
When used in a text, NEXO must always be displayed in capital letters.

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

Printed Adverts and Brochures



Advertising



Brochures - Feature double page spreads and covers

Web Banners



HEARD BUT NOT SEEN



SPREAD THE WORD



FOCUSED SOUND.
EVERYWHERE.



PITCH PERFECT SOUND



Thinking. Inside the box.

System/Product Logos

α+ series

M28 M28i

eo M M6 M6²⁰ M6^B

eo M10 M10¹² M10²⁵ M12 MSUB18

+ series **εPs** **εPs** OUTDOOR **STM** Scale Through Modularity **iD** INSPACE DEFINITION

DME10

eo S₁₂ S₈ T

eo D eo SUB

DIGITAL TD CONTROLLER NXAMP **DIGITAL** TD CONTROLLER nNXAMP4 **DIGITAL** TD CONTROLLER DTD

45N 12 NS-1 LS/8 α Alpha System α^e Alpha^e Series

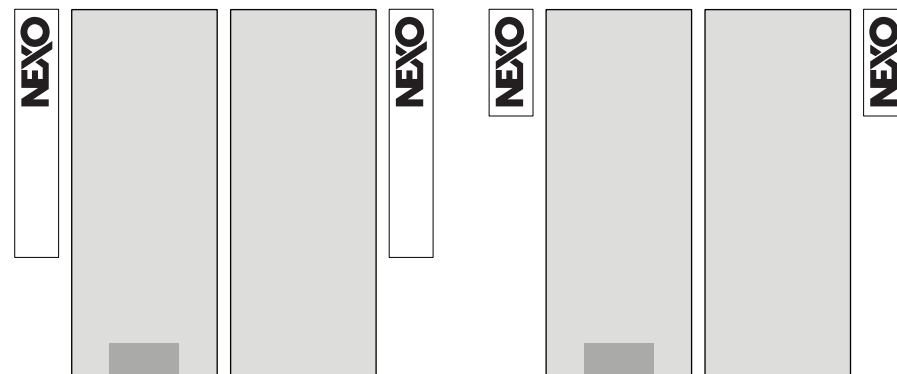
Ps 8 **Ps** 10 **Ps** 15 RS15 SubBass RS18 SubBass SUB-BASS

NeMo NS-1

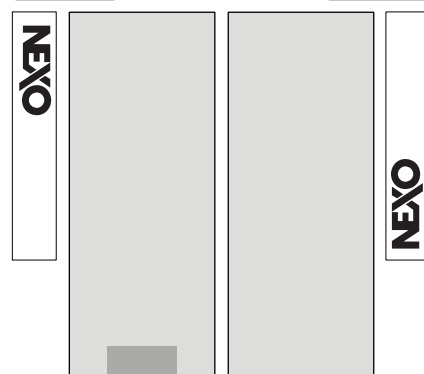
Product Logos

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

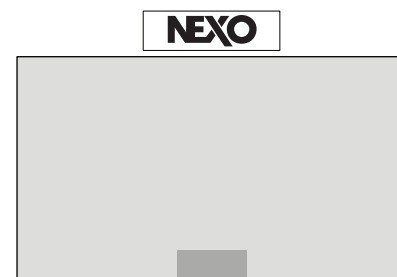
Signboards



incorrect



incorrect



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.

Roll-up Banners



Roll-up banners

- Only fonts from the Lato family should be used in the creation of NEXO roll-up banners.
- Use QR codes to provide instant access to product information and solutions guides.

Merchandise

Jackets



T-shirts / Polos



USB Keys



Mugs



Pens

