



BRAND ELEMENTS

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INTRODUCTION

BRAND ELEMENTS

The currency of our business is trust. Trust = Reliability + Delight.

Consistent use of the thought rich elements contained within this guide can have a dramatic impact on both reliability and delight thereby creating an increase of trust in our brand.

Deviations may be necessary from time to time. In such cases approval will be required. This guide is a living document and will be adapted to suit the growing needs of our business. The purpose of this document is to unify our voices so that our vision and values may resonate with our audiences. Your cooperation is vital and an important part of establishing our identity.

WHO WE ARE

BRAND ELEMENTS

WE ARE **PEOPLE DRIVEN** IN PURSUIT OF MEANINGFUL EXPERIENCE.

Arch Nexus nurtures meaningful experiences for people in and around the places we create and regenerate. The company is an ever-evolving employee-owned enterprise that has been thriving for over 40 years. We are a group of diverse specialists that are committed to the communities we serve.

Design is creation and Architecture is additive. As design professionals we have the opportunity and responsibility to inspire an increase in the universe, not just move value around and take our cut. After we have done our job, humanity (and the universe) has experienced a benefit; we make something out of nothing. Nature has invited us to gently gather it, organize it, make it full of purpose – and to preserve its beauty.

We are stewards of the built and natural environment. We respect both equally and are interested in affecting their increase through the work we do as a collective of design professionals. We seek diversity in all forms (markets, interests, people, etc.), which fosters adaptability, resilience, learning, mentoring and, thus, regeneration.

ROBOTO CONDENSED

ROBOTO CONDENSED LIGHT

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z

ROBOTO CONDENSED BOLD

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z

ROBOTO CONDENSED REGULAR

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z

USED FOR

- DISPLAY TEXT
- HEADINGS
- BODY TEXT
- TABLE CELL CONTENT
- TABLE CELL HEADERS
- STAND-OUT TEXT/KEY FACTS

LATO

LATO THIN

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

LATO REGULAR

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z

LATO SEMIBOLD

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

LATO BOLD

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z

LATO HEAVY

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z

LATO BLACK

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z

USED FOR

- HEADINGS
- LARGE BODY TEXT
- TABLE CELL CONTENT
- TABLE CELL HEADERS
- STAND-OUT TEXT/KEY FACTS

MERRIWEATHER

MERRIWEATHER LIGHT

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

MERRIWEATHER REGULAR

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

MERRIWEATHER ULTRABOLD

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

MERRIWEATHER BOLD

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

USED FOR

- CONTRAST TYPE (WHEN ANOTHER TYPEFACE IS NEEDED)
- BODY TEXT
- LEGIBILITY/HEAVY READING

LOGO

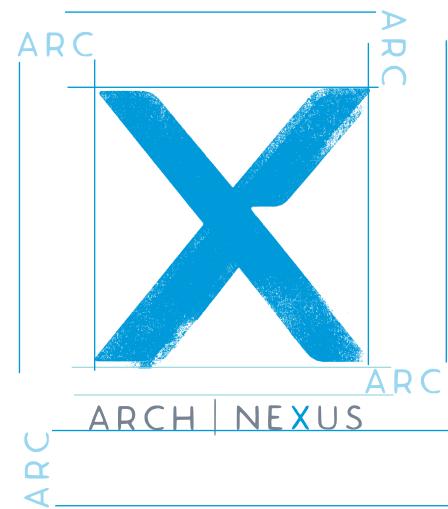


ARCH | NEXUS



BRAND ELEMENTS

M:\NEXUS MARKETING\NEXUS LOGO

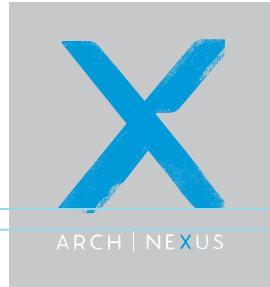


GENERAL GUIDELINES

- DO NOT ALTER THE LOGO IN ANY WAY
- DO NOT CHANGE THE TEXT, FONT, COLOR OR SHAPE OF THE LOGO
- DO NOT MAKE THE LOGO LESS THAN 1" WIDE (DOING SO WILL MAKE IT HARD TO READ)
- MAKE SURE THERE IS ENOUGH SPACE AROUND ALL SIDES OF THE LOGO THAT EQUAL THE SIZE OF "ARC"

LOGO

ALT. LOGO



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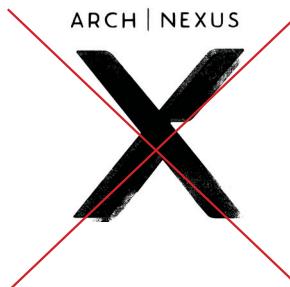
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ARCH | NEXUS



BRAND ELEMENTS

M:\NEXUS MARKETING\NEXUS LOGO

ALTERNATIVE HORIZONTAL LOGO



GENERAL GUIDELINES

- DO NOT ALTER THE LOGO IN ANYWAY
- DO NOT CHANGE THE TEXT, FONT, COLOR OR SHAPE OF THE LOGO
- DO NOT MAKE THE LOGO LESS THAN 1" WIDE (DOING SO WILL MAKE IT HARD TO READ)
- DO NOT PLACE ON BACKGROUND THAT MAKES THE LOGO HARD TO READ
- THE ALTERNATIVE HORIZONTAL LOGO IS NOT THE PREFERRED OPTION, BUT PROVIDED IF THE 'X' LOGO IS NOT PRACTICAL
- SEEK APPROVAL IF THE DETAILS IN THE LOGO CAN'T BE REPRODUCED ON UNIQUE MATERIALS

LOGO

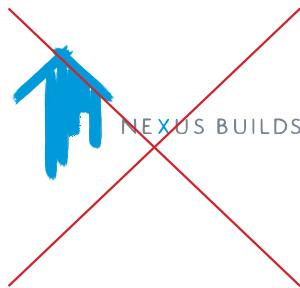
NEXUS BUILDS LOGO

BRAND ELEMENTS

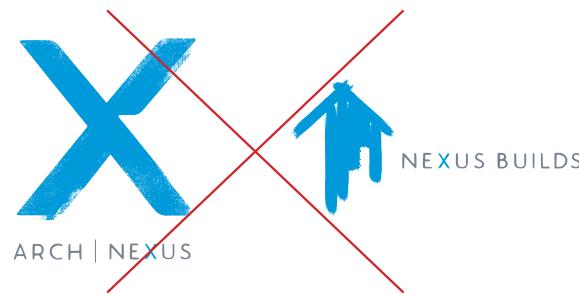
M:\NEXUS MARKETING\NEXUS LOGO\NEXUS BUILDS



NEXUS BUILDS

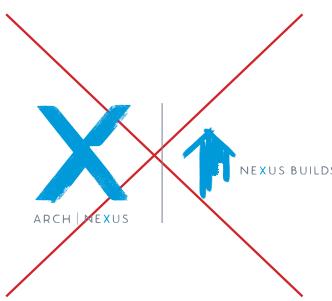


NEXUS BUILDS



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NEXUS BUILDS



ARCH | NEXUS

NEXUS BUILDS

GENERAL GUIDELINES

- SEEK MANAGEMENT APPROVAL TO USE LOGOS SEPARATELY
- DO NOT DELETE PIPE SEPARATING THE LOGOS
- DO NOT MAKE THE LOGO LESS THAN 2" WIDE (DOING SO WILL MAKE IT HARD TO READ)

HOW TO PROPERLY REPRESENT OUR NAME IN TEXT FORM

- **Architectural Nexus, Inc.** (contracts, almost no other place)
- **Architectural Nexus** (the first time it's written)
- **Arch Nexus** (thereafter)
- **AN** (acceptable shortening for internal project communication – not external marketing communication)
- **Arch+Nexus**
- **Architectural+Nexus**

BUILDINGS:

- **Arch Nexus SAC** (drop the vertical bar, it should only be in the graphic form of our logo) or **AN SAC** (short form for internal use)
- **Arch Nexus SLC** or **AN SLC** (short form for internal use)

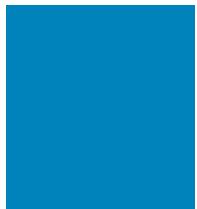
COMMON STYLE GUIDE

- NO double space after period
- YES Oxford comma

GENERAL GUIDELINES

- "ARCH NEXUS" SHOULD BE THE COMMON USAGE FOR ALL SHORT-HAND COMMUNICATION
- THE OLD USAGE OF THE PIPE BETWEEN THE WORDS IS BEING DISCONTINUED

PRIMARY COLOR



PANTONE PROCESS BLUE C

HEX#: 0099D8

RGB: 0 153 216

CMYK: 100 13 1 2

- PRIMARY COLOR SHOULD BE EMPHASIZED IN DESIGNS MORE THAN ANY OTHER COLOR
- USE AS HIGHLIGHT WHEN POSSIBLE
- DO NOT ALTER THE BLUE HUE AND USE ONLY THE COLOR SHOWN

SECONDARY COLORS



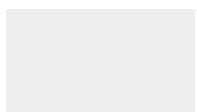
PANTONE 7545U

HEX#: 778390

RGB: 119 131 144

CMYK: 58 43 35 3

- SECONDARY COLORS ARE NOT USED AS ACCENTS
- FIRST TWO COLORS ARE GOOD FOR COLOR BLOCKING AND BACKGROUNDS
- THIRD (DARK GREY) IS USED FOR TEXT
- THEY ARE MOSTLY USED AS SUPPORT FOR THE PRIMARY COLOR



HEX#: EDEDEE

RGB: 237 237 238

CMYK: 0 0 0 7



PANTONE 170-13 U

HEX#: 504F51

RGB: 80 79 81

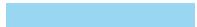
CMYK: 65 58 55 35 (PREFERRED)



PANTONE 144C HEX#: F18A00 RGB: 241 138 0 CMYK: 3 54 100 0



PANTONE 375C HEX#: 93D500 RGB: 149 201 61 CMYK: 47 0 98 0



PANTONE 2975C HEX#: 99D6EF RGB: 153 214 239 CMYK: 37 2 2 0

- TERTIARY COLORS ARE USED FOR INFOGRAPHIC SUPPORT.
- USE FOR SMALL ACCENTS
- USE ONLY WHEN MORE COLOR IS NEEDED

COLOR

SHADES OF NEXUS BLUE & GREY



PANTONE: PROCESS BLUE C (20% TINT)
CMYK: 20 3 0 4 **RGB:** 190 218 236



PANTONE: PROCESS BLUE C (40% TINT)
CMYK: 40 5 0 8 **RGB:** 135 190 222



PANTONE: PROCESS BLUE C (70% TINT)
CMYK: 54 18 0 0 **RGB:** 111 175 224



PANTONE: PROCESS BLUE C
CMYK: 100 13 1 20 **RGB:** 0 132 186



PANTONE: PROCESS BLUE C
CMYK: 100 13 1 40 **RGB:** 0 107 151



PANTONE: PROCESS BLUE C
CMYK: 100 13 1 60 **RGB:** 0 81 117



PANTONE 171-1 C
CMYK: 9 13 13 0 **RGB:** 205 209 210



PANTONE 174-5 U
CMYK: 51 36 31 1 **RGB:** 133 147 158



PANTONE 178-11 C
CMYK: 67 51 49 22 **RGB:** 80 88 94

BRAND ELEMENTS

M:\NEXUS MARKETING\SWATCHES

- SHADES OF PROCESS BLUE COLOR CAN BE USED WHEN MULTIPLE COLORS NEEDED, AS SHOWN IN THE EXAMPLE SCHEDULE BELOW
- SHADES CAN BE USED, BUT THE PRIMARY NEXUS BLUE IS STILL THE MAIN COLOR EMPHASIZED IN DESIGNS. THE PRIMARY COLOR SHOULDN'T BE REPLACED BY SHADES.

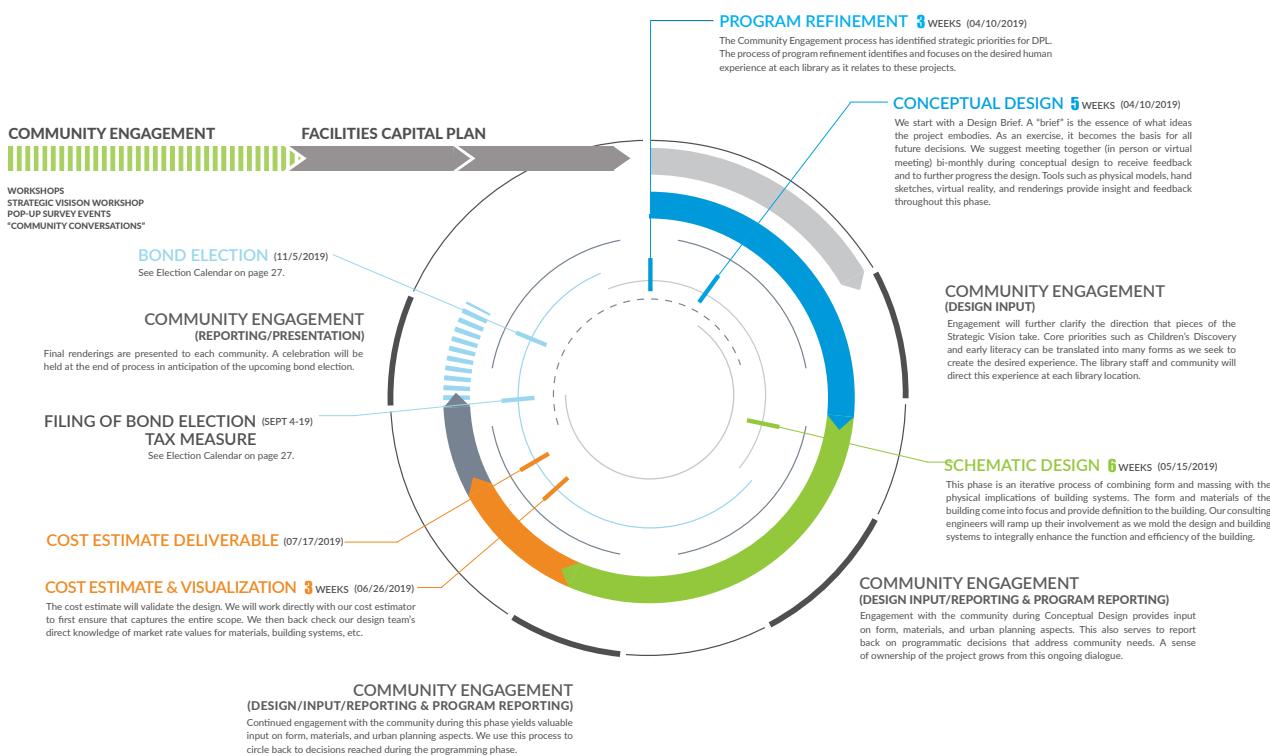
EXAMPLE



COLOR

EXAMPLES OF COLORS APPLIED

BRAND ELEMENTS





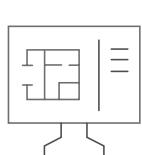
USED FOR

- HEADINGS
- IMAGE DESCRIPTIONS
- WEBSITE HEADINGS
- PLUS SIGN FONT IS LATO AND VARIOUS WEIGHTS CAN BE USED

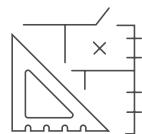


USED FOR

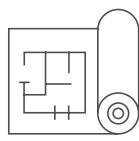
- HEADINGS
- PAGE FOOTERS
- CALL-OUTS/DESCRIPTIONS



BUILDING ASSESSMENT



COMMUNITY ASSESSMENT



SERVICE MODEL + EXPERIENCE



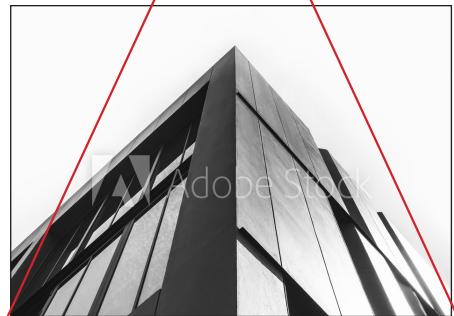
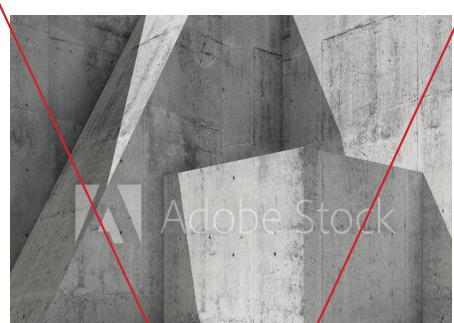
INFOGRAPHIC ICONS

- STYLE OF ICONS SHOULD BE CONSISTENT
- ARCHITECTURAL SPACES IN ICONS
- STRONG USE OF LINE
- SIMPLE IS BETTER

IMAGERY

ARCHITECTURAL PHOTOGRAPHY

BRAND ELEMENTS



GENERAL GUIDELINES

- PREFERENCE GIVEN OF PHOTOGRAPHS THAT SHOW THE CONNECTIONS OF PEOPLE, NATURE AND BUILDINGS
- USE PHOTOGRAPHY OF OUR BUILDINGS THAT WE WORKED ON, NOT BUILDINGS DESIGNED BY OTHER FIRMS
- BLACK & WHITE AND COLOR PHOTOS ARE ENCOURAGED TO BE USED

IMAGERY

PEOPLE



BRAND ELEMENTS

GENERAL GUIDELINES

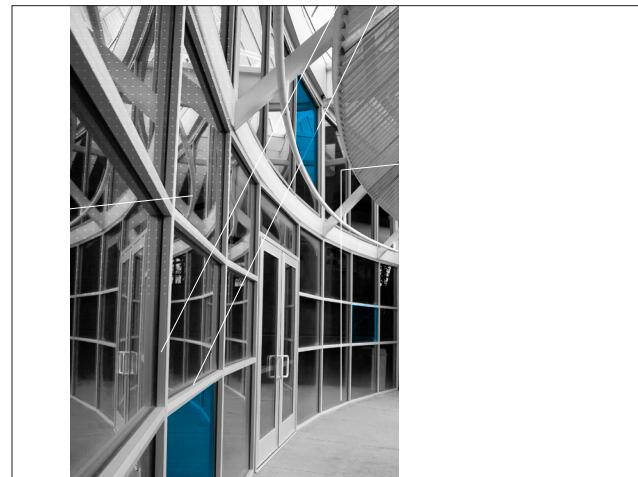
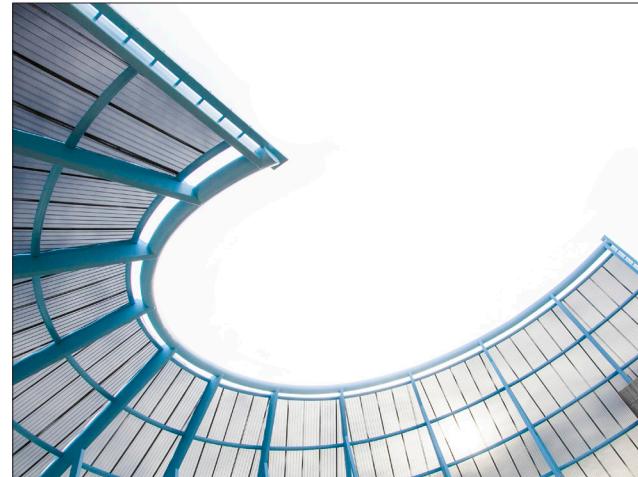
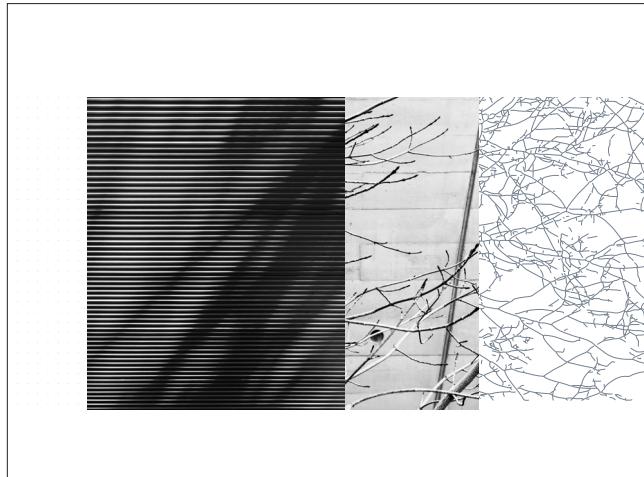
- LOOK FOR IMAGES THAT PORTRAY AUTHENTIC HUMAN BEHAVIOR, EMOTIONS AND EXPERIENCES.
- AVOID IMAGES WHERE INDIVIDUALS LOOKED POSED OR STAGED.
- AVOID IMAGES THAT PORTRAY OBLIVIOUS SYMBOLISM. IMAGES SHOULD HAVE LAYERS OF INTERPRETATION.
- PEOPLE SHOULD BE UNRECOGNIZABLE

When looking for imagery to use for proposals, presentations and briefs, look for images that provoke human emotion and experience. Behind almost every image that is chosen, there should be a planned connection to the project's brief. Each chosen image should have a connection to the established "story", allowing the individual portraying their idea to become the expert on that subject.

IMAGERY

SUPPORTING PHOTOGRAPHY

BRAND ELEMENTS



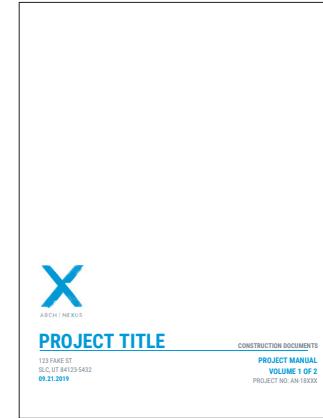
GENERAL GUIDELINES

- DETAILED SHOTS AND FULL SHOTS CAN BE USED
- SHOTS THAT TIE ARCHITECTURE TO NATURE ARE ENCOURAGED
- PHOTOS THAT EMPHASIZE LINES, RHYTHM AND PATTERN ARE PREFERRED
- PHOTOGRAPHY SHOULD BE THOUGHTFULLY USED. SOURCED FROM PROFESSIONAL STOCK PHOTOGRAPHY OR BY OUR PHOTOGRAPHER
- WHEN IN DOUBT, SEEK APPROVAL

IMAGERY

COVER PHOTOGRAPHY

BRAND ELEMENTS



GENERAL GUIDELINES

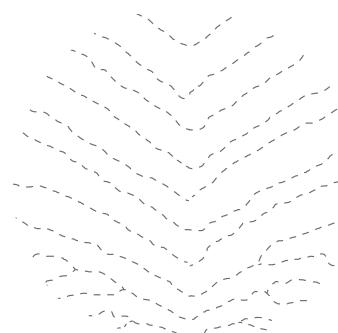
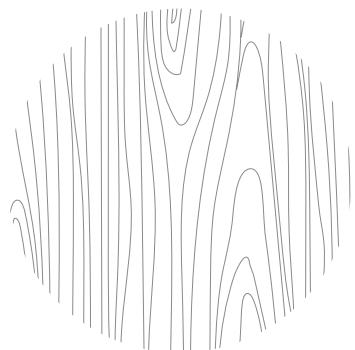
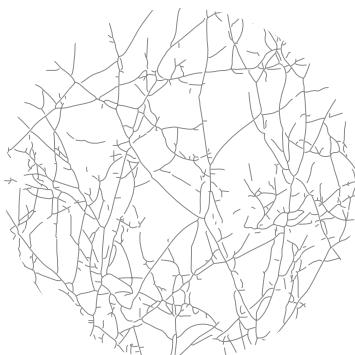
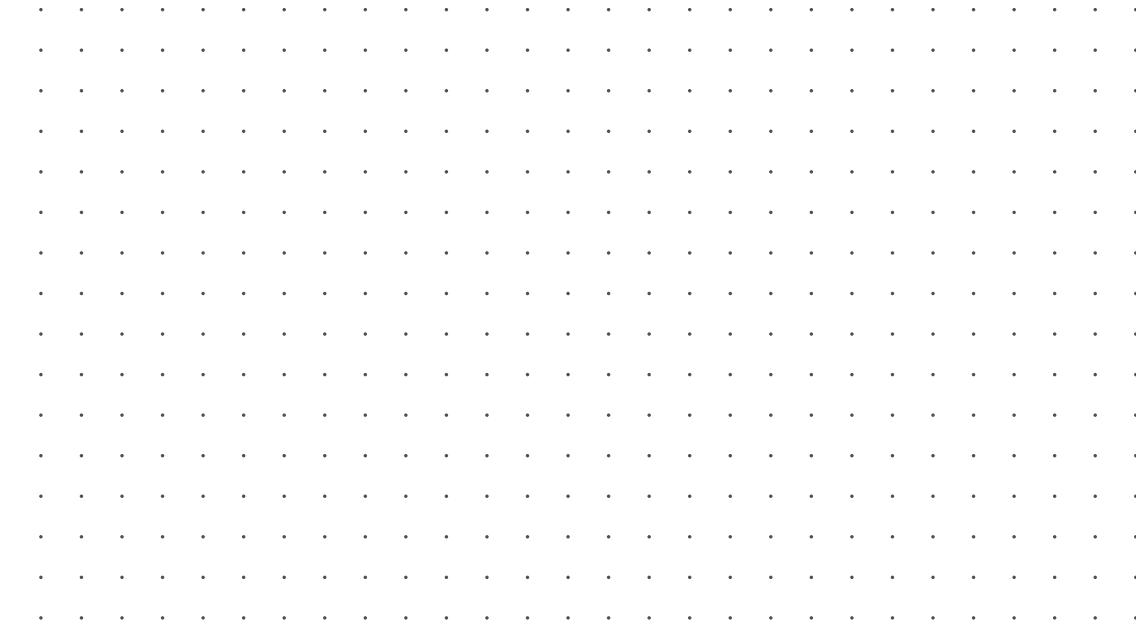
- ALL COVERS WILL BE PROVIDED BY OUR GRAPHIC DESIGNER
- THIS COVER GUIDE IS INCLUSIVE OF ALL 8-1/2 X 11 & 11 X 17 DOCUMENTATION (PROPOSALS, PROGRAMS, FEASIBILITY STUDIES, SPECIFICATIONS OR PROJECT MANUALS, ETC.)
- COVERS HAVE PHOTOGRAPHY THAT REPRESENTS THE PROJECT'S PLACE
- COVER PHOTOGRAPHY SHOULD INCLUDE NATURE ELEMENTS
- PHOTOGRAPHY SHOULD "TELL A STORY" OR HAVE CLEAR HIERARCHY
- PATTERNS ARE DISCOURAGED UNLESS RFP'S REQUIRE NO PHOTOGRAPHY
- BLANK OPTION IS NOT PREFERRED, BUT PROVIDED IF PHOTOGRAPHY IS NOT PERMITTED

IMAGERY

PATTERNS

BRAND ELEMENTS

M:\NEXUS MARKETING\BRAND ASSETS\PATTERNS



GENERAL GUIDELINES

- BIOPHILIC PATTERNS ARE ENCOURAGED TO BE USED LIGHTLY AND WITH A TRANSPARENCY
- DO NOT USE WITH A HEAVY STROKE, DARK COLORS OR WITH A LOT OF EMPHASIS
- DO NOT OVER-USE PATTERNS. FOR EXAMPLE, ONE OR TWO PATTERNS USED IN A PROPOSAL MULTIPLE TIMES IS FINE

IMAGERY

ARCHITECTURAL PHOTOGRAPHY EXAMPLE

BRAND ELEMENTS



GENERAL GUIDELINES

- WHEN USING PHOTOGRAPHY, FULL BLEED IS PREFERRED AND THE IMAGERY IS EMPHASIZED
- OVERLAYS OF NEXUS BLUE OVER THE IMAGE REINFORCES OUR BRAND

IMAGERY

ARCHITECTURAL PHOTOGRAPHY EXAMPLE

BRAND ELEMENTS

03 PROJECT APPROACH

PROJECT APPROACH 03

+ SACRAMENTO SPLASH CENTER COMPUTER RENDERING

+ KEARNS LIBRARY IN-HOUSE VIRTUAL REALITY TOUR

+ SACRAMENTO SPLASH CENTER 3-D PRINTED MODEL

VISUALIZATION TOOLS

Arch Nexus is always exploring new territory. From the inception of our organization we have thirsted for the tools that will improve outcomes for the organizations and people that we serve. While many firms outsource their energy, graphic design, environmental graphics, and visualization work, we employ an IBSA accredited energy modeling expert and three award-winning visualization artists. The diversity of perspectives that are found in our Visualization and Simulation Group is a tremendous asset to our firm.

These tools can be static (renderings look at only one view), complicated (such as detailed models) or expensive. Our award-winning visualization department at Arch Nexus has been recognized as the best in the Intermountain region, often providing support to highly recognized international design firms.

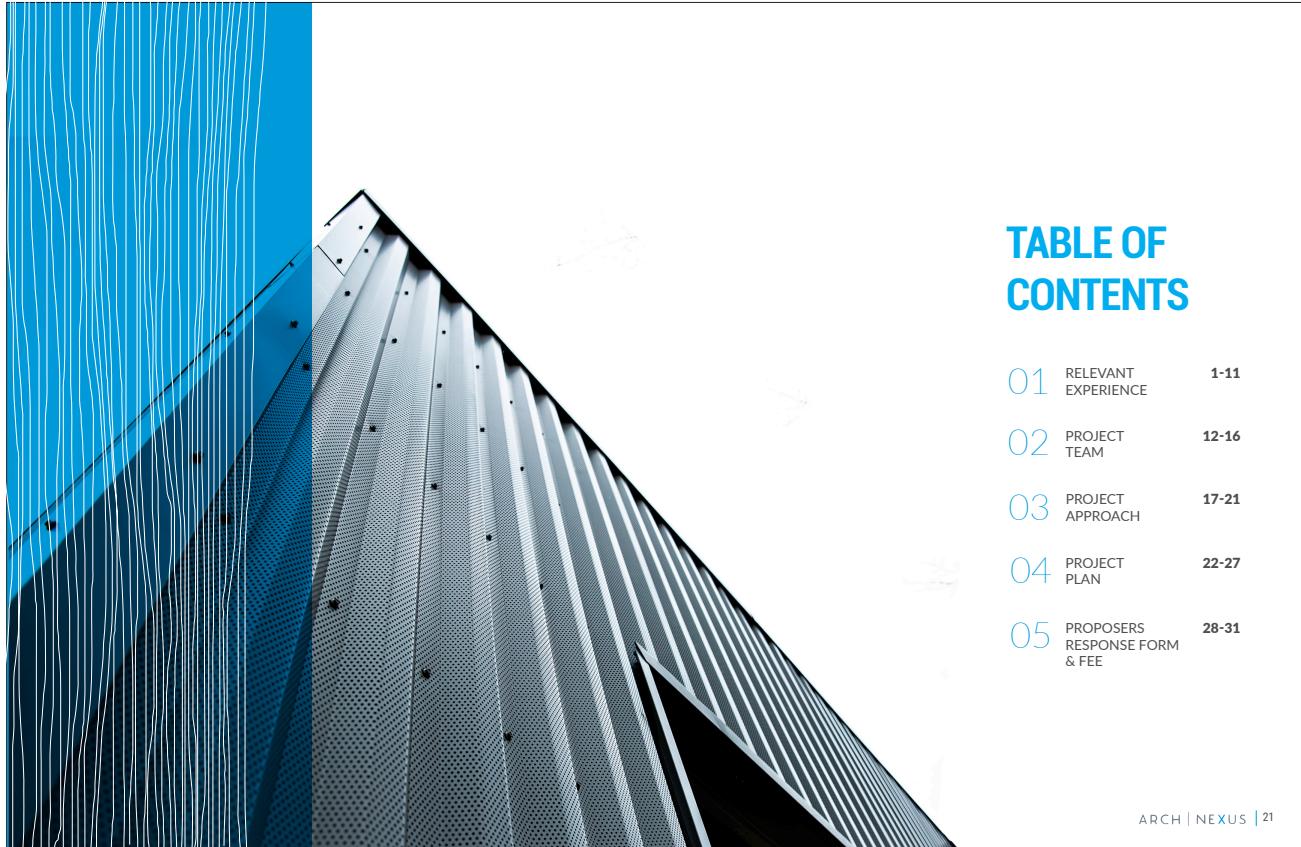
We can develop concepts quickly in Sketch-up or Revit, which we can import into our 3D printer and create a quick and relatively inexpensive study tool.

VIRTUAL REALITY

What sets the Arch Nexus team apart is the ability to make these virtual experiences at a level of quality that surpasses what other architects are using. We go beyond the use of cheap cardboard headsets, limited by the hardware inside of a cellular phone, in favor of professional grade HTC Vive technologies created for virtual reality gaming. This allows us to develop content with high quality lighting, shadow, color, materiality, reflectivity, and audio that can fully submerge the user in room scale environments, all in high resolution and at high framerates. The user can take a few steps and walk across a virtual room, traverse through an entire project at their leisure, or simply change their perspective by sitting in a chair to experience the critical sight lines that are required in a library. It becomes beneficial to maintain high framerates for a smooth experience because it nearly eliminates the stereotypical discomfort people associate when using virtual reality. This all

GENERAL GUIDELINES

- IMAGES OR RENDERINGS ARE THE MAIN FOCUS
- WHEN IMAGES USE PART OF A PAGE, UTILIZE AN TOP-BOTTOM OR SIDE-SIDE EDGE BLEED
- ALWAYS USE A TWO-PAGE COMPOSITION



The image shows a close-up architectural photograph of a building's exterior. On the left, a vertical blue panel with white vertical lines is visible. To its right is a wall with a perforated metal or mesh pattern. The lighting creates strong shadows and highlights on the textured surface.

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GENERAL GUIDELINES

- WHITE SPACE IS ENCOURAGED
- USE OF DETAILED SHOTS OF OUR BUILDINGS PREFERRED
- COMBINING BIOPHILIC PATTERNS PREFERRED