

The logo consists of the word "NEXA" in a bold, outlined font. The letters are white with a thin black outline, set against a dark blue rectangular background. A small five-pointed star is positioned between the "E" and the "X".

NEXA

Modern Tech.
Y2K Spirit.

The Idea Behind Nexa

Nexa reimagines high-end tech gadgets through the lens of Y2K optimism. Based in Brooklyn, we capture the playful creativity of 1997–2005 design and bring it forward into sleek, premium devices for today.



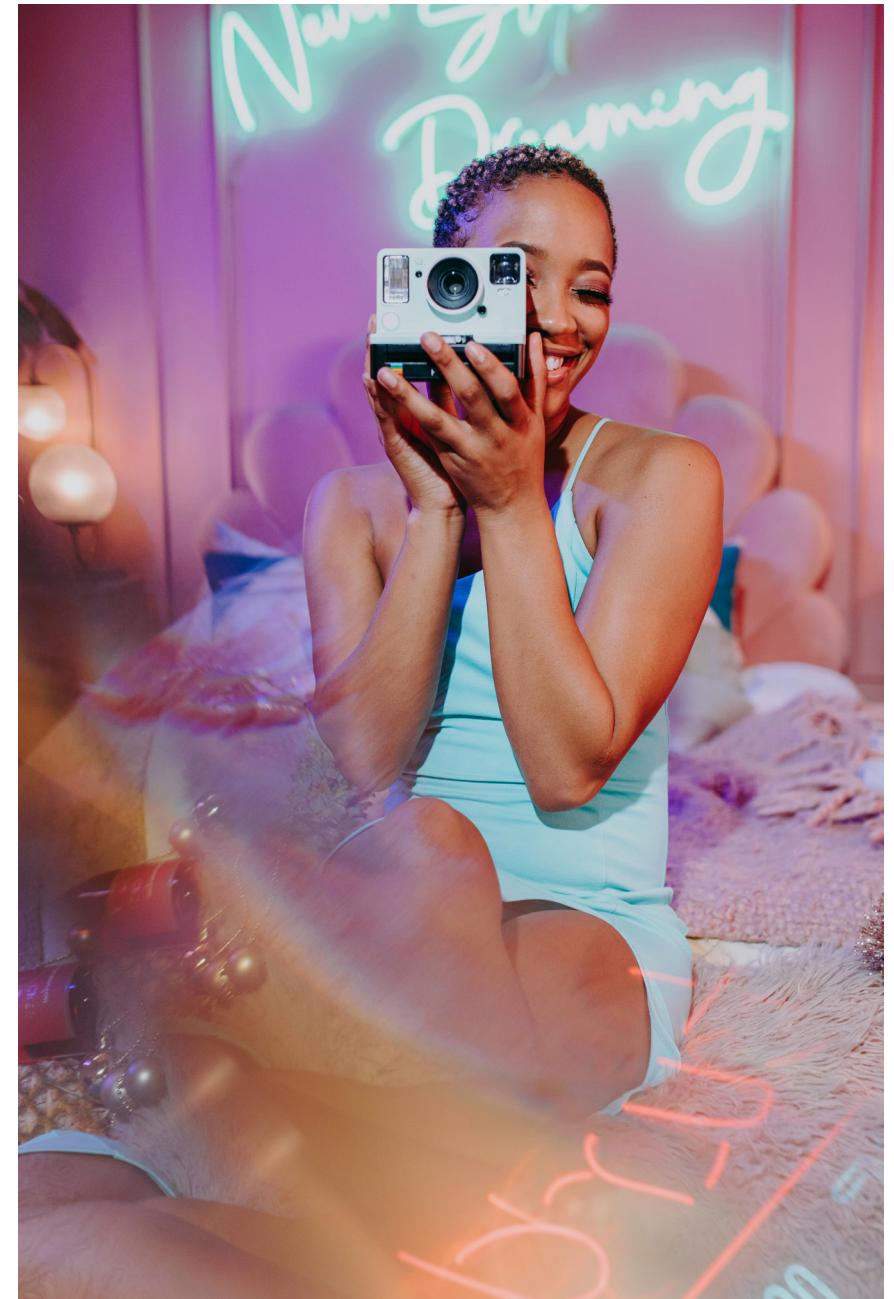
Expressive
Optimistic
Playful



Who Nexa Designs For

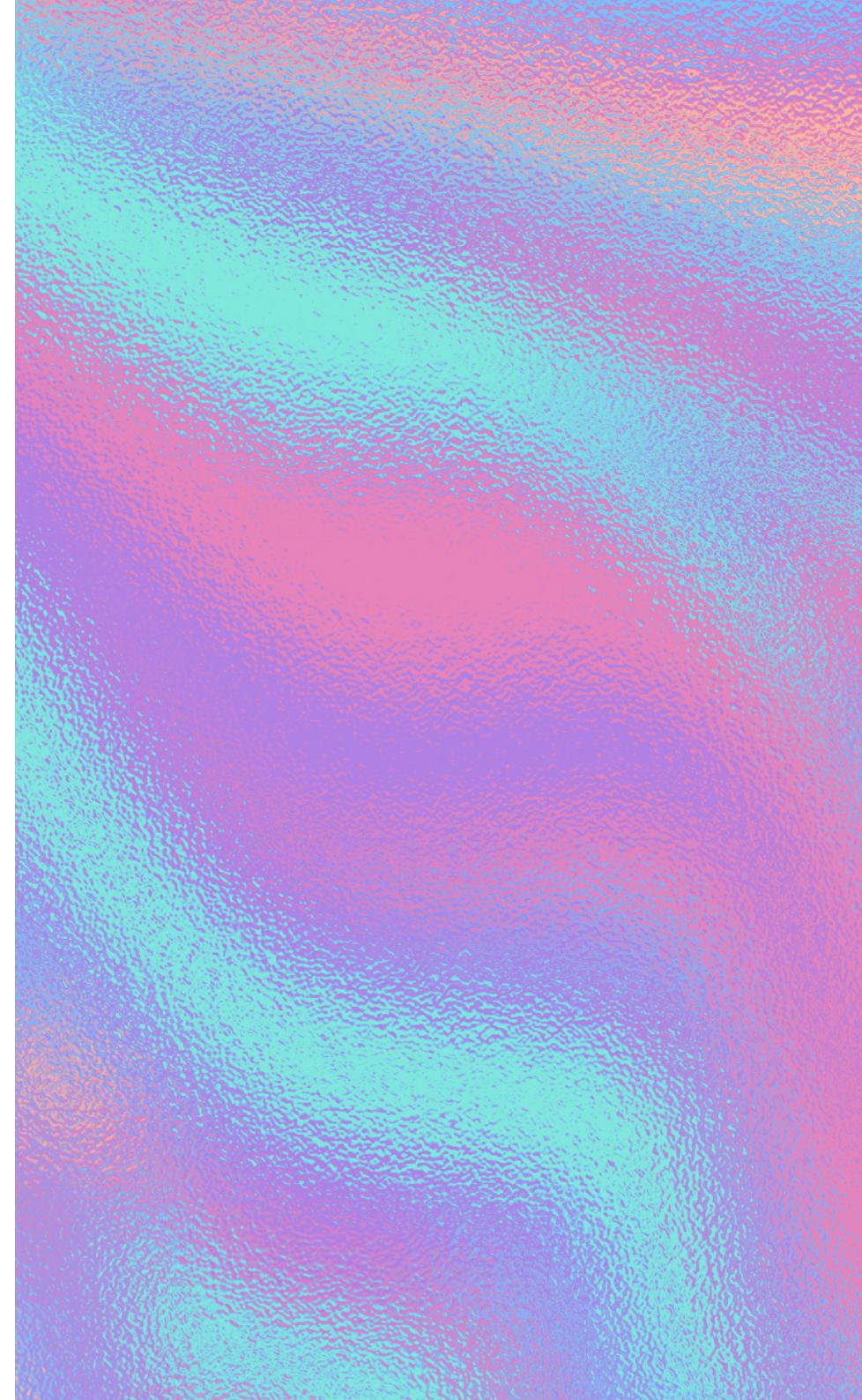
Our focus is nostalgic millennials. They grew up with colorful, quirky devices and now want tech that feels exciting again.

Nexa products offer them both functionality and the emotional connection of nostalgia.



Positioning

To nostalgic millennials, Nexa is the high-end tech brand that makes modern devices exciting again. We achieve this by blending today's performance with the design spirit of the Y2K era.



The Nexa Logo

Playful yet refined, the Nexa logo draws from the bold shapes of Y2K design.



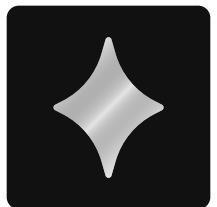
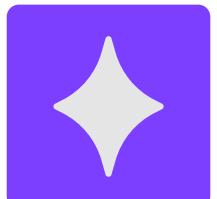
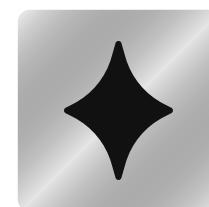
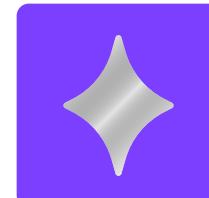
Primary logo



Primary logo variations



Secondary logo



Logo icon

Brand Elements

Our color palette reflects retro-futuristic optimism.

The typography is versatile: expanded black weights create impact, while regular weights keep content clean and modern.

Primary

R: 125
G: 63
B: 255

C: 67,84%
M: 74,02%
Y: 0%
K: 0%

#7d40ff

R: 17
G: 17
B: 17

C: 73,28%
M: 67,21%
Y: 65,74%
K: 82,57%

#111111

R: 229
G: 229
B: 229

C: 8,89%
M: 6,45%
Y: 6,95%
K: 0%

#e5e5e5

Secondary

R: 0
G: 255
B: 198

C: 55,41%
M: 0%
Y: 40,35%
K: 0%

#00ffc6

R: 255
G: 216
B: 77

C: 0,68%
M: 12,72%
Y: 81,34%
K: 0%

#ffd94d

Font: SF Pro

Headings - Expanded Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

Subheadings - Expanded Regular

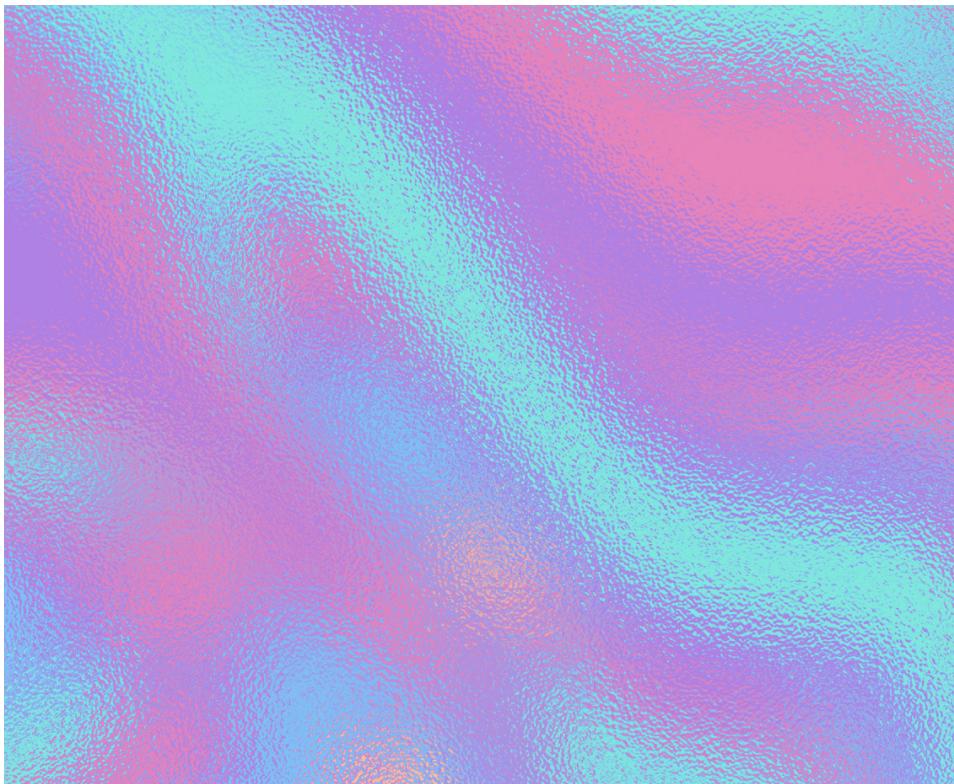
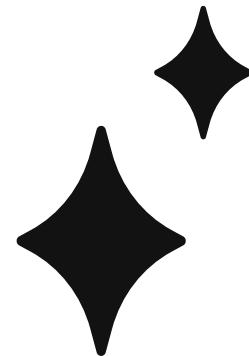
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

Body Text - Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890**

Additional Elements

Supporting icons and geometric patterns bring depth to the Nexa identity. These details echo retro-futuristic aesthetics while giving flexibility across touchpoints.



Styleguide

Logo



NEXA NEXA



Colors

Primary

R: 125 G: 63 B: 255 C: 67,84% M: 74,02% Y: 0% K: 0% #7d40ff	R: 17 G: 17 B: 17 C: 73,28% M: 67,21% Y: 65,74% K: 82,57% #111111	R: 229 G: 229 B: 229 C: 8,89% M: 6,45% Y: 6,95% K: 0% #e5e5e5
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Secondary

R: 0 G: 255 B: 198 C: 55,41% M: 0% Y: 40,35% K: 0% #00ffc6	R: 255 G: 216 B: 77 C: 0,68% M: 12,72% Y: 81,34% K: 0% #ffd94d
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The Nexa logo blends modern clarity with Y2K-inspired style. Use the full-color version by default, with monochrome, background-free, and simplified icon variations for flexibility. Sideways orientation is allowed when needed.

Typography

Font: SF Pro

Headings - Expanded Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Subheadings - Expanded Regular

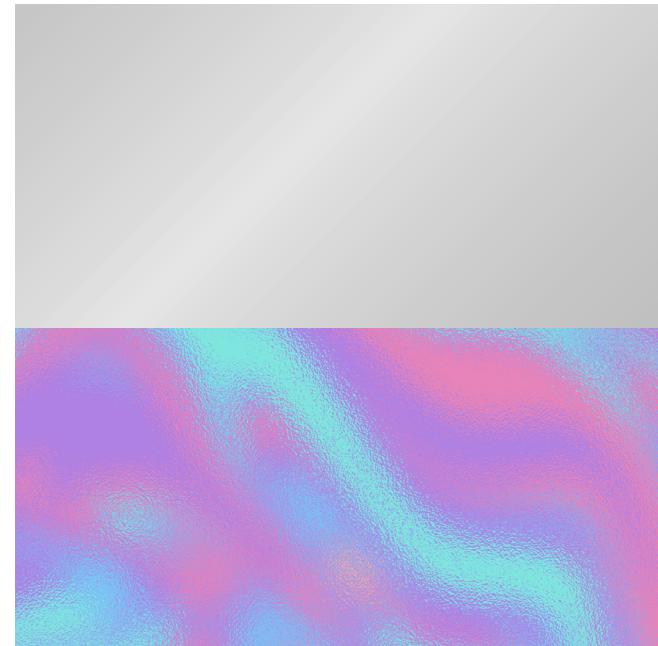
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Body Text - Regular

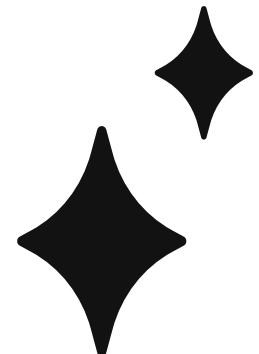
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Nexa uses a single versatile typeface family for consistency. Different weights create hierarchy: Expanded Black for headings, Expanded Regular for subheadings, and Regular for body text.

Visual Elements

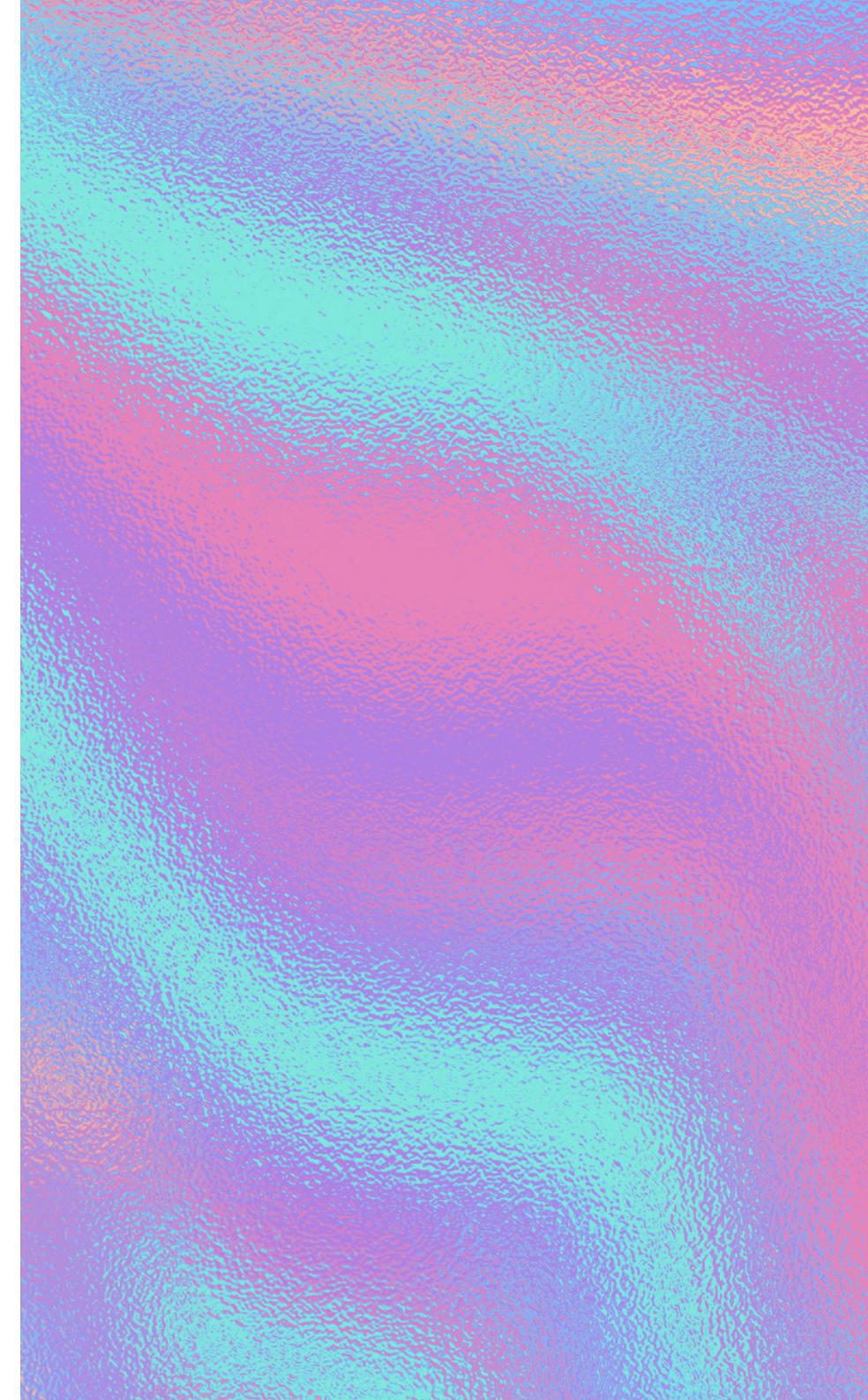


Nexa's visual elements draw from Y2K culture, including holographic gradients, metallic finishes, playful dashed lines, and the star icon inspired by the logo.



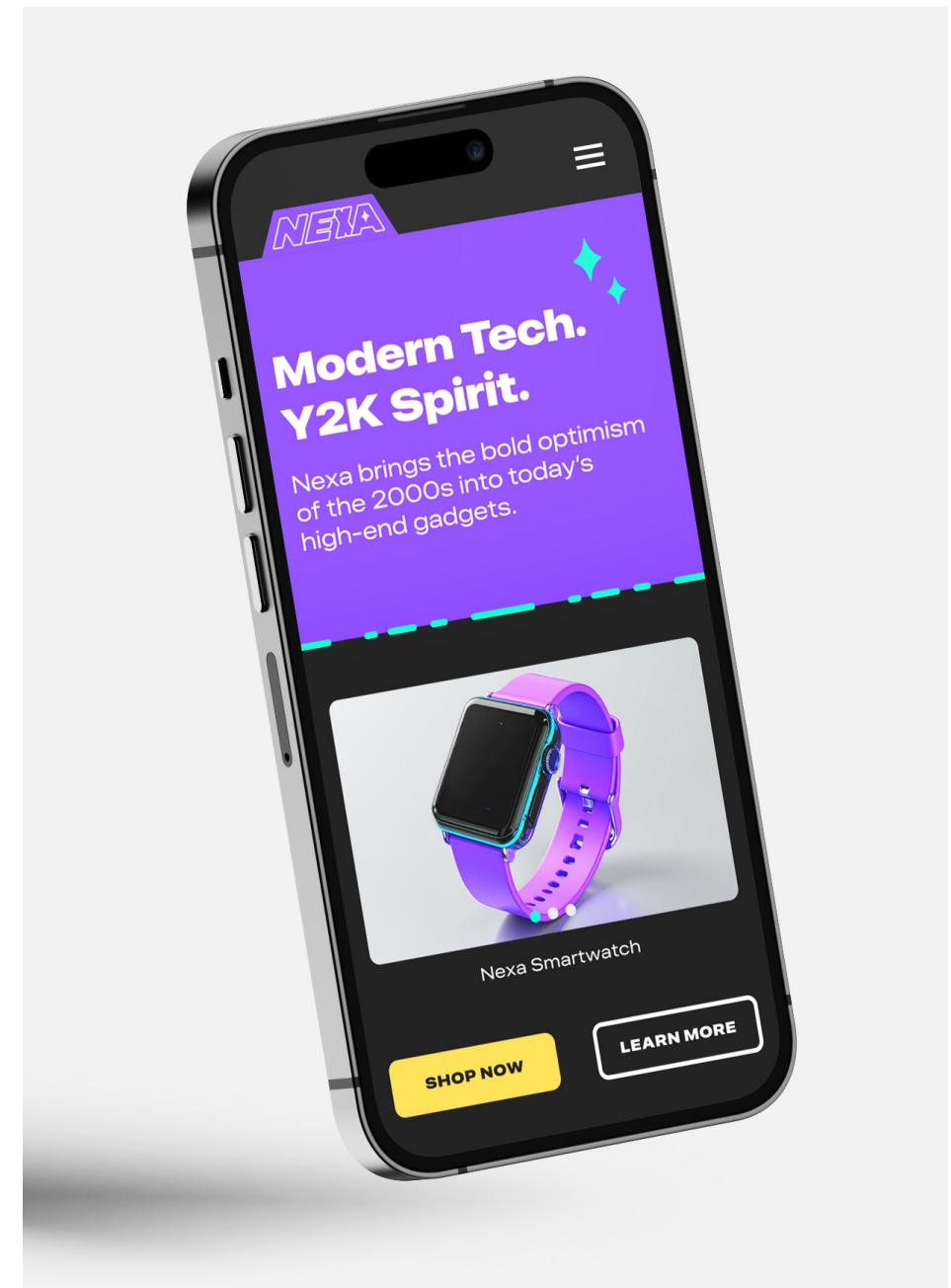
Packaging Design

Nexa packaging reflects the style of the object inside.
With bold colors and sleek finishes, it celebrates nostalgia while feeling premium.



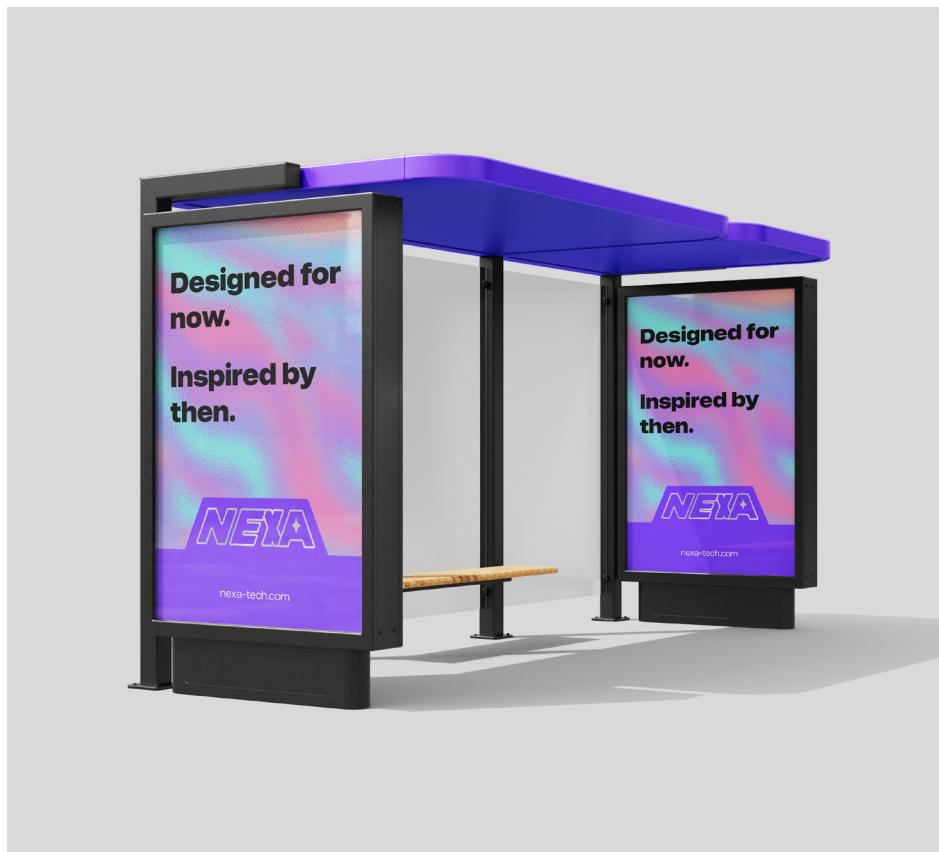
Website

Our mobile-first design uses bold visuals and simple navigation. The site merges nostalgia and luxury, offering an experience that feels fresh yet familiar.



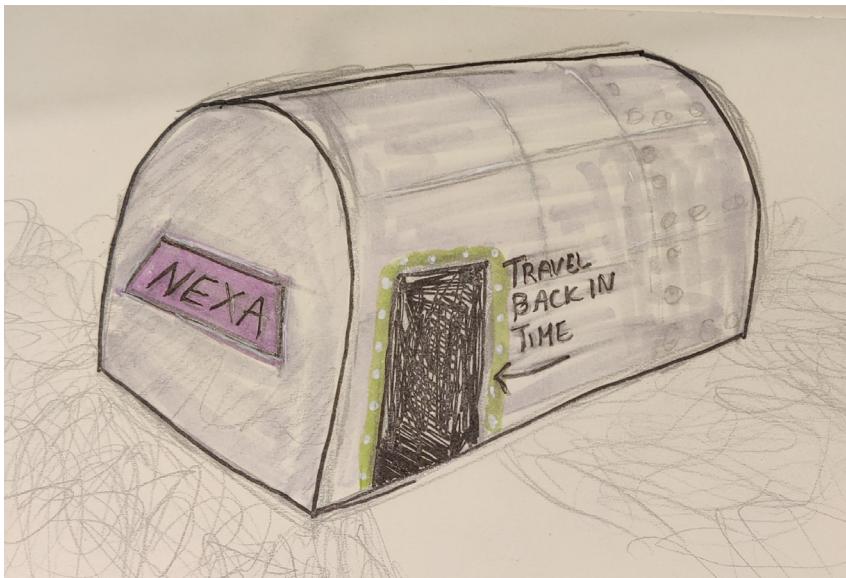
Poster Design

The Nexa poster makes a bold statement with retro-futuristic graphics. It bridges nostalgia and modernity, instantly catching attention in public spaces.

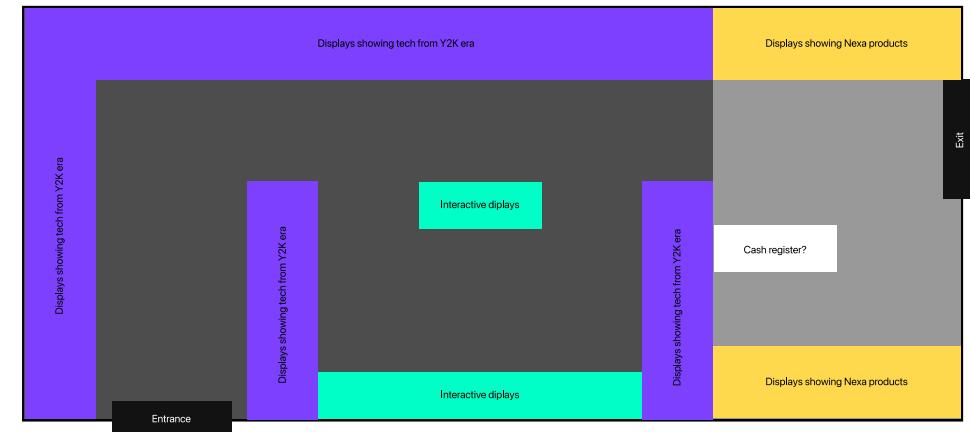


Wild-card Promotion

Nexa's wild-card promotion is a pop-up designed as a futuristic time machine. Its metallic exterior, glowing lights, and smoke effects make it feel like a machine that has just landed. Inside, visitors explore displays, some interactive, of 90s and 2000s gadgets before entering the Future Zone, where Nexa's products are revealed in a premium showcase. This immersive, Instagram-ready event positions Nexa as both nostalgic and forward-thinking.



Sketch of the exterior.



Sketch of the interior layout.



Types of products that could be shown in displays.

Modern Tech. Y2K Spirit.

Nexa bridges the optimism of the past with the innovation of today.
We're not just making gadgets — we're bringing back the excitement of technology.

