

Brand Identity & Design Guidelines

Designed by: Gonçalo Mendonça

Version: 2.2

Introduction

This document defines the visual and graphic system of Nexled. Its purpose is to align all communication and ensure consistency across every application.

It establishes the guidelines for using the core visual elements color, typography, composition, and graphic style. These rules ensure that the identity is applied with precision, clarity, and respect for the brand's values.

The document also explains the design decisions behind the system. It presents the context of the brand, its evolution, and the strategic direction that supports its new positioning.

Nexled goes beyond lighting, we build trust through engineering, durability, and responsible design. Our products are technical, repairable, and developed for a long service life. The visual identity must reflect these principles with the same level of quality, efficiency, and precision.

Brand Message

Nexled creates high-quality LED lighting solutions tailored to each project. Every product reflects our commitment to efficiency, precision, and long-term performance.

Context

Nexled is part of the TEC IT and was created to enter the LED lighting sector with a clear focus on technical quality and long-term performance. As a young brand, its identity and values were developed gradually, shaped by the needs of the market and the company's engineering-driven approach.

With the brand now more mature and consolidated, a rework of its values and visual identity became necessary. Over the years, Nexled positioned itself in the premium and technical segment of the market. As a smaller company, competing on price was never the goal. Instead, the brand focused on delivering high-quality, durable, and repairable LED solutions.

The company's scale also enables flexibility. Nexled can develop new features, adapt products, and create tailored solutions that meet the exact needs of each client. As the brand prepares to expand beyond the local Portuguese market into Europe and later into markets outside the EU a stronger and more coherent identity is essential.

This rebranding initiative was proposed and developed by the author of this document, Gonçalo Mendonça. Through a detailed analysis, he identified several missing fundamentals in the brand's structure, such as a defined color palette, mission, values, cohesive visual system among other things. Some elements, like the logo, could not be redesigned due to legal constraints, but the rebrand was developed within these limits to create a complete and functional identity system.

This document presents the results of that work. It was created to guide future projects and support everyone involved in the brand's communication. A brand is a living system it evolves with the company's needs and the context in which it operates. For that reason, this Brand Book is a working document, supported by digital platforms where the information can be updated and accessed more efficiently.

Brand Essence & Values

Mission

- Develop high-performance LED lighting solutions.
- Adapt each product to the specific needs of every client.
- Promote durability, efficiency, and environmental responsibility.
- Combine technology and sustainability in every solution

Values

- Quality
- Innovation
- Efficiency
- Customization
- Sustainability

Vision

- Become the Portuguese reference in technical and sustainable lighting.
- Be recognized for excellence, innovation, and customization.
- Expand into the B2C market while maintaining professional-grade quality.
- Strengthen our presence in Europe and future international markets.

Brand Personality

- Technical
- Precise
- Modern
- Trustworthy
- Client-Focused

Tone of Voice

- Professional and technical, but always accessible.
- Direct and objective, with short and clear sentences.
- Confident without exaggeration or vague claims.
- Human and modern, focused on clarity and usefulness

Slogan

Before the rebranding, Nexled did not have a proper or unique slogan. The brand often relied on Tec IT messaging, which did not fully represent its identity or positioning. For this reason, the author proposed a new slogan that better reflects the company as a whole. The result is:

Slogan

Light for Every Need

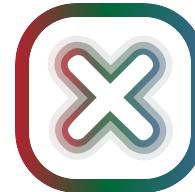
This slogan expresses Nexled values using the brand's tone of voice in a concise and direct way. It captures the essence of the brand and supports its global vision, reinforcing the idea that every product is designed with purpose, precision, and long-term reliability. It was created to work across different media, platforms, and marketing contexts, ensuring consistency and clarity in all communication.

Brand Architecture

Nexled is a Tec IT sub-brand within a Hybrid Endorsed architecture. Tec IT provides corporate credibility, while Nexled holds its own technical identity, inheriting shared values and tone. The endorsement "by Tec IT" or "A brand of Tec IT" is used only when necessary to reinforce trust and maintain cohesion across the group.



Tec IT
Logo



Nexled
Logo

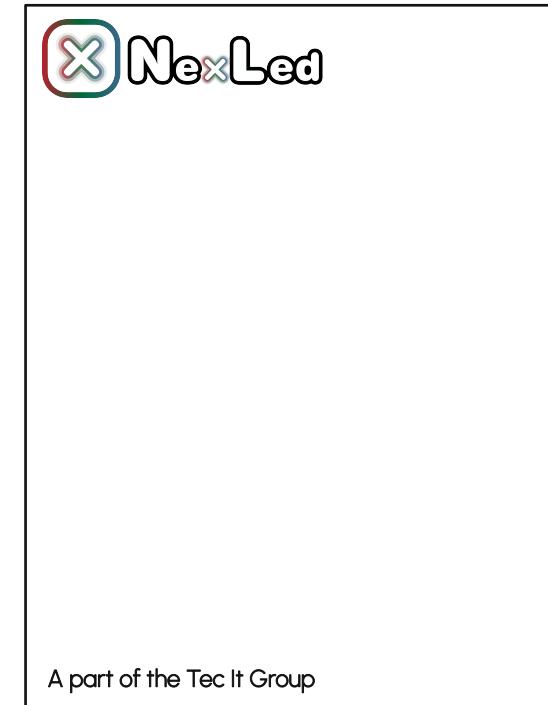
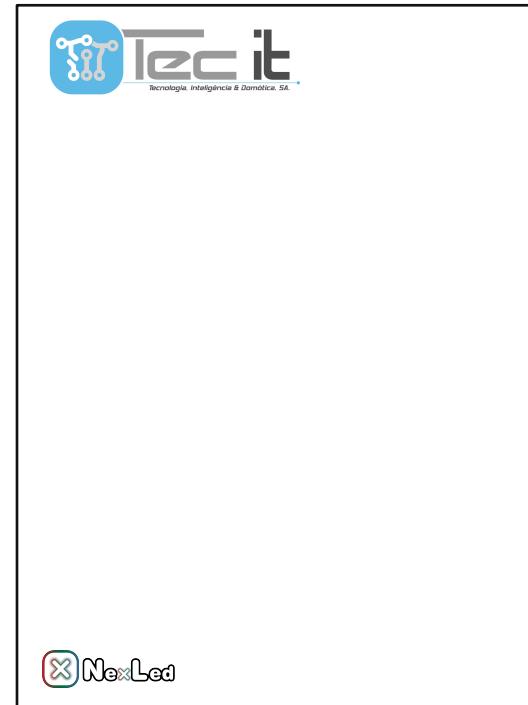
Main Rule

The brands have distinct roles, they must not be used together.
Nexled appears alone in all product and marketing materials, with the exceptions of legal or corporate exceptions

This separation ensures clarity, avoids brand dilution, and reinforces Nexled position as a specialized lighting brand with its own identity, values, and visual system. The architecture defines when each brand should be used, helping maintain consistency and coherence across all touchpoints.

Brand Architecture - Application Rules

Here are examples showing how both brands should coexist within a document, illustrating the correct and incorrect applications of the two identities

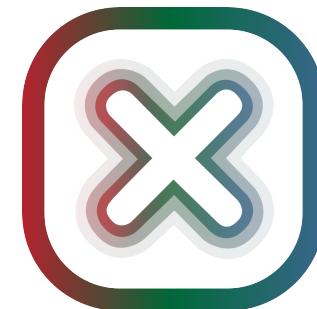


Logo

Below is Nexled primary logo, presented in its two core versions: the full wordmark with symbol and the standalone symbol. Both are essential elements of the brand's identity. As stated earlier, the logo could not be altered due to legal constraints.



Symbol & Wordmark



Symbol Only

The entire visual system color palette, typography, graphic elements, and layout principles was developed based on the existing logo. Since it could not be changed, the author drew inspiration from its characteristics to reinforce and complement it. Its rounded geometry, simplicity, and technical precision serve as the foundation for all applications, ensuring consistency and immediate recognition across every touchpoint.

The symbol may be used independently in specific contexts where a more compact or iconic representation is needed, while the full version should remain the brand's primary signature.

Logo - Size & Margins

The Nexled logo is built on simple geometric forms and rounded corners, reflecting technical precision and modernity. The proportions between the symbol and the wordmark are fixed and must remain unchanged in every application. Altering the structure, stroke weights, or original spacing is not permitted.



Symbol & Wordmark

Minimum Sizes

Digital: 250 × 77 px

Print: minimum width of 45 mm



Symbol Only

Minimum Sizes

Digital: 64 × 64 px

Print: minimum height of 12 mm

To ensure legibility and visual impact, the logo must always be surrounded by a clear area. No text, images, or graphic elements may enter this protected space.

These rules guarantee that the Nexled identity remains sharp, consistent, and professional across all digital and printed formats.

Logo - Color Versions

Nexled has two primary logo versions: Color and Black & White.

The color version is the main signature and should be used whenever possible.



The Black & White version is reserved for monochrome printing, manuals, or situations where color cannot be applied.



These are the approved versions of the Nexled logo.

Logo - Application Rules

The Nexled logo must always be applied with consistency and precision. The examples below show incorrect applications of the logo uses that compromise clarity, recognition, and the integrity of the brand across all contexts.



Mixing color with black & white



Using a different font



Other colors or gradients



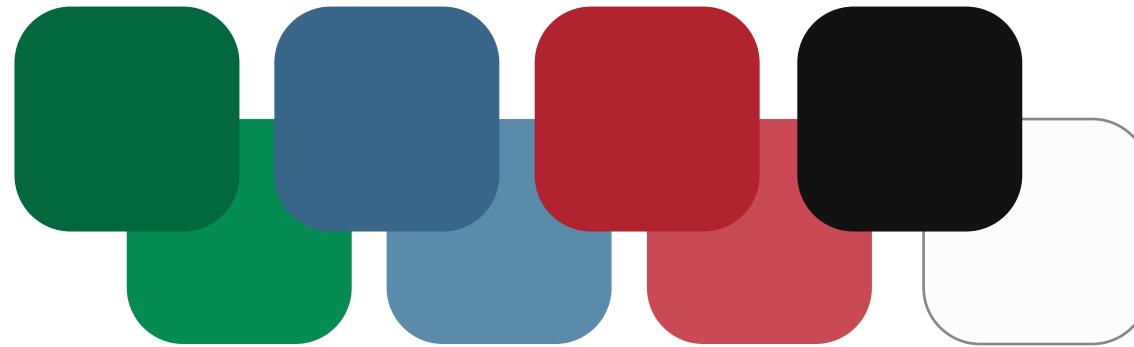
Wordmark only



Stretched or distorted

Color Palette

The Nexled color palette was developed to ensure visual consistency across all digital and print environments, supporting a brand expression that is technical, modern, and trustworthy. The primary colors are derived directly from the logo, reinforcing recognition and coherence throughout the identity.



Green is the core color of the Nexled system. It represents sustainable technology, energy efficiency, and reliability. This tone is used for key highlights, primary actions, titles, and structural identity elements.

Blue and red serve as secondary colors and should be applied sparingly either alongside green or independently in specific components. They must never replace green as the primary brand color or be used as dominant tones in sub-pages such as the support platform.

Neutral tones function as the foundation of the palette, used for text, backgrounds, and essential interface surfaces.

Color Palet - Info

Primary

HEX - #03683D
RGB - 3, 104, 61
CMYK - 97, 0, 41, 59

Secondary

HEX - #058C53
RGB - 5, 140, 83
CMYK - 96, 0, 41, 45

Tertiary

HEX - #BEE0D2
RGB - 190, 224, 210
CMYK - 15, 0, 6, 12

Quaternary

HEX - #E3F1EB
RGB - 190, 224, 210
CMYK - 15, 0, 6, 12

Primary

HEX - #386789
RGB - 56, 103, 137
CMYK - 59, 25, 0, 46

Secondary

HEX - #5B8BAA
RGB - 91, 139, 170
CMYK - 46, 18, 0, 33

Primary

HEX - #B1242F
RGB - 177, 36, 47
CMYK - 0, 80, 73, 31

Secondary

HEX - #C94A55
RGB - 201, 74, 85
CMYK - 0, 63, 58, 21

Hover

HEX - #4C1D95
RGB - 76, 29, 149
CMYK - 49, 81, 0, 42

Primary

HEX - #878787
RGB - 135, 135, 135
CMYK - 0, 0, 0, 47

Secondary

HEX - #D9D9D9
RGB - 217, 217, 217
CMYK - 0, 0, 0, 15

Tertiary

HEX - #EDEDED
RGB - 237, 237, 237
CMYK - 0, 0, 0, 59

Black

HEX - #121212
RGB - 18, 18, 18
CMYK - 0, 0, 0, 93

White

HEX - #FCFCFC
RGB - 252, 252, 252
CMYK - 0, 0, 0, 1

Typography

Urbanist is the primary typeface of Nexled. This geometric sans-serif was chosen for its clarity, balance, and contemporary character. Its clean structure reflects the brand's values.

Although distinct from Swiss 721 BT Black Rounded, the typeface used in the logo, Urbanist complements it visually. It maintains a technical feel while offering greater versatility and readability across the many environments where the brand lives: web interfaces, technical dashboards, catalogs, and institutional communication.

Together, these two typefaces create a cohesive, scalable, and professional typographic system that supports Nexled's ambitions combining clarity, geometric precision, and modern versatility to ensure consistent performance across every touchpoint

Lorem Ipsum Dolor Sit Amet

Typography - Info

Nexled typography must remain simple, technical, and consistent. To maintain clarity and precision across all applications, the typographic system follows a set of core principles:

- Always use the Urbanist type family to ensure a unified visual voice.
- Establish hierarchy through weight, size, and spacing, never through decorative effects.
- Use black or white text depending on background contrast, always within the official palette.
- Ensure formatting is quick to apply and consistent across web, print, and presentations.
- Select text color based on contrast and accessibility, aligned with the brand's color system

H1 - SemiBold

Print: 24-34 pt

Web: 40-56 px

Paragraph - Regular

Print: 13-15 pt

Web: 16-18 px

H2 - SemiBold

Print: 18-24 pt

Web: 28-40 px

Notes - Light

Print: 11-15 pt

Web: 12-14 px

H3 - Medium

Print: 16-20 pt

Web: 22-28 px

Typography - Application Rules

Typography must be applied with consistency and precision. The examples below illustrate incorrect uses that compromise clarity, hierarchy, and the technical character of the Nexled brand

Light for every need

Mixing unrelated font weights

Light for every need

Ignoring the defined size hierarchy

Light for every need

Applying colors outside the palette

Light for **every**

Using formatting styles that break the system

Light for every need

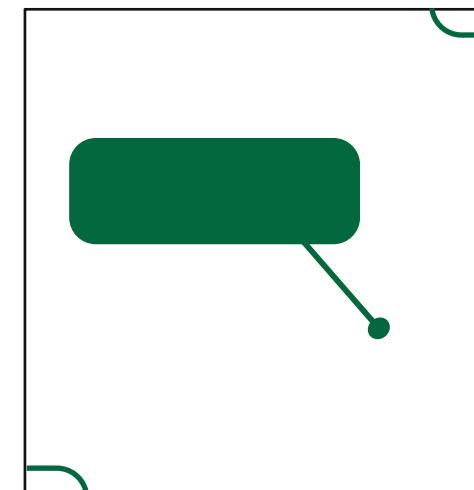
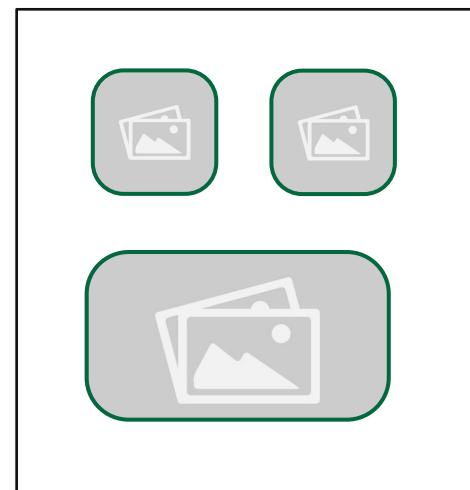
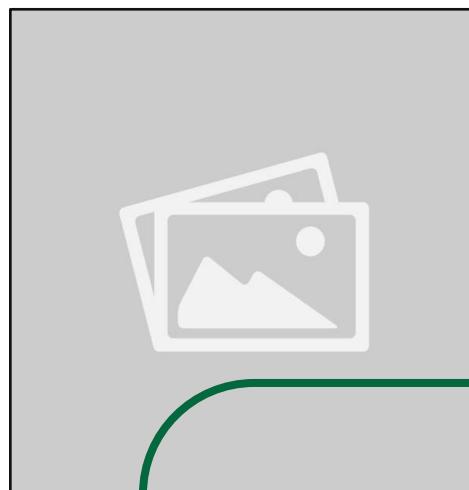
Using non-brand typefaces

Visual Elements

Before the redesign, Nexled had no defined graphic elements. The new system introduces a visual language that is simple to apply across all platforms, easy to maintain, and directly connected to the logo and the broader identity while remaining clearly differentiated from competitors.

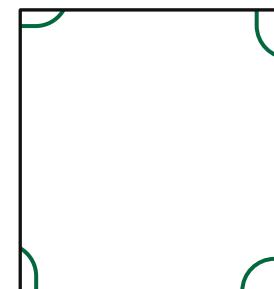
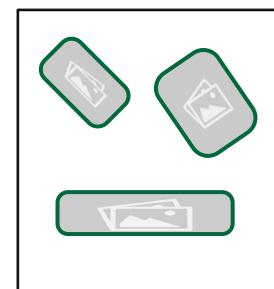
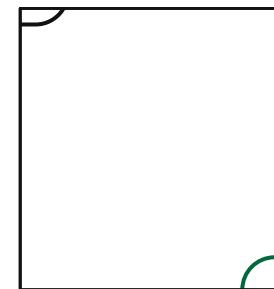
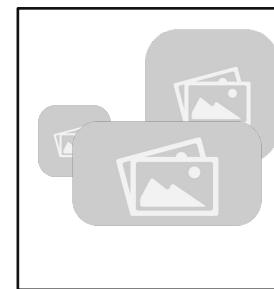
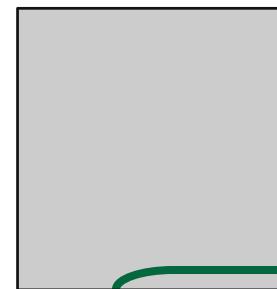
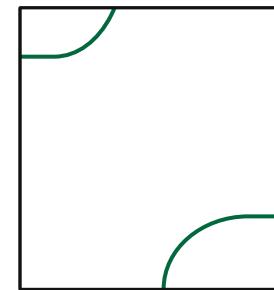
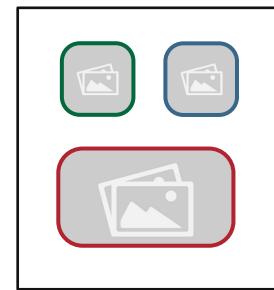
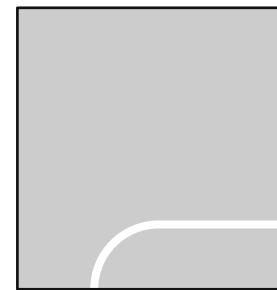
The concept originates from the core shape of the logo: a rounded square that expresses technical precision and simplicity. This form becomes a structural component within the visual system, creating identity, rhythm, and cohesion across applications without competing with the product or the information.

One of the key expressions of this idea is a continuous line with softened corners, directly inspired by the brand symbol. It can be placed along one or two edges of the layout typically in lower corners or opposite diagonals to balance space and establish a recognizable visual signature. Solid square blocks derived from the same shape may also be used, as shown in the examples below.



Visual Elements - Application Rules

Visual elements must be applied with consistency and intention. The examples below highlight incorrect uses that weaken clarity, disrupt hierarchy, and compromise the technical character that defines the Nexled brand



Icons

Before the redesign, Nexled had no established icon system. The new identity introduces a set of icons built on the Remix Design Icons family, chosen for its geometric clarity, technical precision, and seamless alignment with the brand's modern character. This icon family performs consistently across print and digital environments and pairs naturally with the Urbanist typeface, reinforcing a unified visual language.

Within the visual system, icons serve as supportive elements. They enhance comprehension, improve scannability, and structure information in a universal and immediate way, always complementing the content rather than competing with it.



Icons - Application Rules

Icons must be applied with consistency and intention. The examples below highlight incorrect uses that reduce clarity, disrupt visual balance, and weaken the technical precision that defines the Nexled brand.



Using icon families outside
the approved set



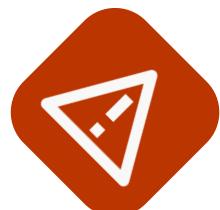
Applying colors that fall
outside the palette



Incorrect stroke weight,
rounded corners or visual
formatting



Removing the rounded
corners



Rotating icons in ways that
break alignment or
readability

Imagery

One of the key priorities of the rebranding was establishing clear imagery rules for photography, renders, and all visual assets. The imagery system must communicate technical precision, manufacturing quality, and modern simplicity always keeping the product as the central focus.

Adopt a technical and realistic visual style: sharp images that highlight materials and details, clean and soft lighting without harsh shadows, and neutral minimalist backgrounds or simple environments. Avoid human models. Favor frontal, lateral, and macro angles that reveal construction, texture, and functionality. Colors should remain neutral and true to the product's actual color temperature, maintaining a clean, modern, and technically driven mood.

Accurate representation of our products across the environments in which they are used is essential. Below are some examples.



Brand Communication

Nexled communication must express precision, clarity, and technical rigor. We speak in a simple, modern, and focused way explaining what matters without unnecessary complexity.

Our voice blends technical expertise with accessibility: we demonstrate authority without arrogance. Every message should reinforce who we are a reliable brand, committed to quality, and attentive to the real needs of our customers.

The way we communicate must strengthen the perception of professionalism and consistency across every channel, whether in a social post, a catalog, or a technical presentation.

How to Write

- Use short, concise sentences
- Avoid unnecessary jargon
- Use correct technical terms (lm, W, CRI...)
- Avoid vague adjectives
- No commercial overstatements

Keywords To Use

- Quality
- Efficiency
- Precision
- Engineering
- Durability

Tone Characteristics

- Technical, yet clear
- Direct and objective
- Confident, without exaggeration
- Modern and human

Keywords To Avoid

- Cheap
- Generic
- Perfect
- Revolutionary

Personas & Target Audience

Nexled serves a diverse ecosystem of professionals and specialized users who depend on lighting solutions that combine technical precision, durability, and modern design. These personas represent the core profiles that guide how the brand communicates, designs, and delivers value.

B2B - Architect/Integrator

A creative professional who seeks lighting that enhances space without compromising functionality. They value clean aesthetics, seamless integration, and reliable technical support.

What they expect - modern design, compatibility, clear documentation, and visual assets that help them present solutions with confidence.

B2C - Premium Homeowner

A consumer who values quality, longevity, and elegant lighting that elevates their home or workspace.

What they expect - modern aesthetics, ease of use, reliability, and a brand that feels premium without being complicated.

B2B - Electrical Engineer

A specialist who works with strict specifications and needs products that perform consistently in demanding environments.

What they expect - precision, durability, complete technical sheets, efficiency data, and trustworthy engineering that simplifies decision-making.

B2C - Business Owner

A professional who owns a business, office, or commercial space and wants lighting that reflects credibility, comfort, and long-term value. They are not technical buyers, but they care deeply about the final result and the perception it creates.

What they expect - dependable performance, a clean and modern look, energy efficiency, and solutions that elevate their space without requiring technical expertise.

Assets & Applications

All Nexled brand assets including logos, color specifications, typography files, iconography, and imagery resources are available for download on our official website. These materials ensure consistent and accurate application of the visual identity across every touchpoint.



Link To Assets

For access to the complete asset library,
visit: nexled.pt/brand-assets

Conclusion

The new Nexled visual identity reinforces who we are today and who we aim to become. This Brand Identity & Design Guidelines brings together the strategic and visual foundations that guide all brand communication from the logo to color, typography, iconography, imagery, graphic elements, and tone of voice.

Following these guidelines ensures that every piece, whether digital or printed, carries the same technical rigor, the same clarity, and the same personality. Strong brands are built through consistency and it is this consistency that creates trust, recognition, and long-term value.

This document is not static, it is a living guide. It should be applied daily, but also evolve as the brand grows, launches new products, and enters new markets. It provides a solid foundation for a future in which Nexled communicates with more impact, more structure, and a stronger sense of identity.

When a brand communicates with coherence, it builds trust.

When it builds trust, it becomes stronger.