



NEX DEVICES
A LIND INNOVATION

With It's sharp corners and iconic feel, this mark takes on several elements. It represents connectivity, it's an abstract mark of the letter X (which has a forward thinking or future feel to it in itself) and the arrow represents forward moment / thinking. It's has a very simple but reassuring feel making it an effective way to tell sell your brand. This logo also works well in that we can have a typographical logo as well as a icon / mark that we can pull out of the logo. See side of box. I wanted to have something simple and that we can also co-brand easily with all of your future applications i.e Nex Routers, Nex Servers, Nex Phones etc etc.

This logo also works well when needed at a scaled down version. See logos here in different colors and size.

Notice the reversed out arrow in the text "Nex" (above) between the "e" and "x" I think its a really nice subtle element that reflects our new icon. It also doubles as a mini house, and since your team will be producing household equipment I thought this was another nice subtle touch.

This is a mock up of your package design. Keep in mind this is only to show you what could be and how this logo will translate on any future packaging. I added your logo and graphics over a pre existing box keeping in mind that this may be a possibility in the near future.

