

Brand Guidelines



RESPONSIVE LOGO



FULL-SIZE VERSION



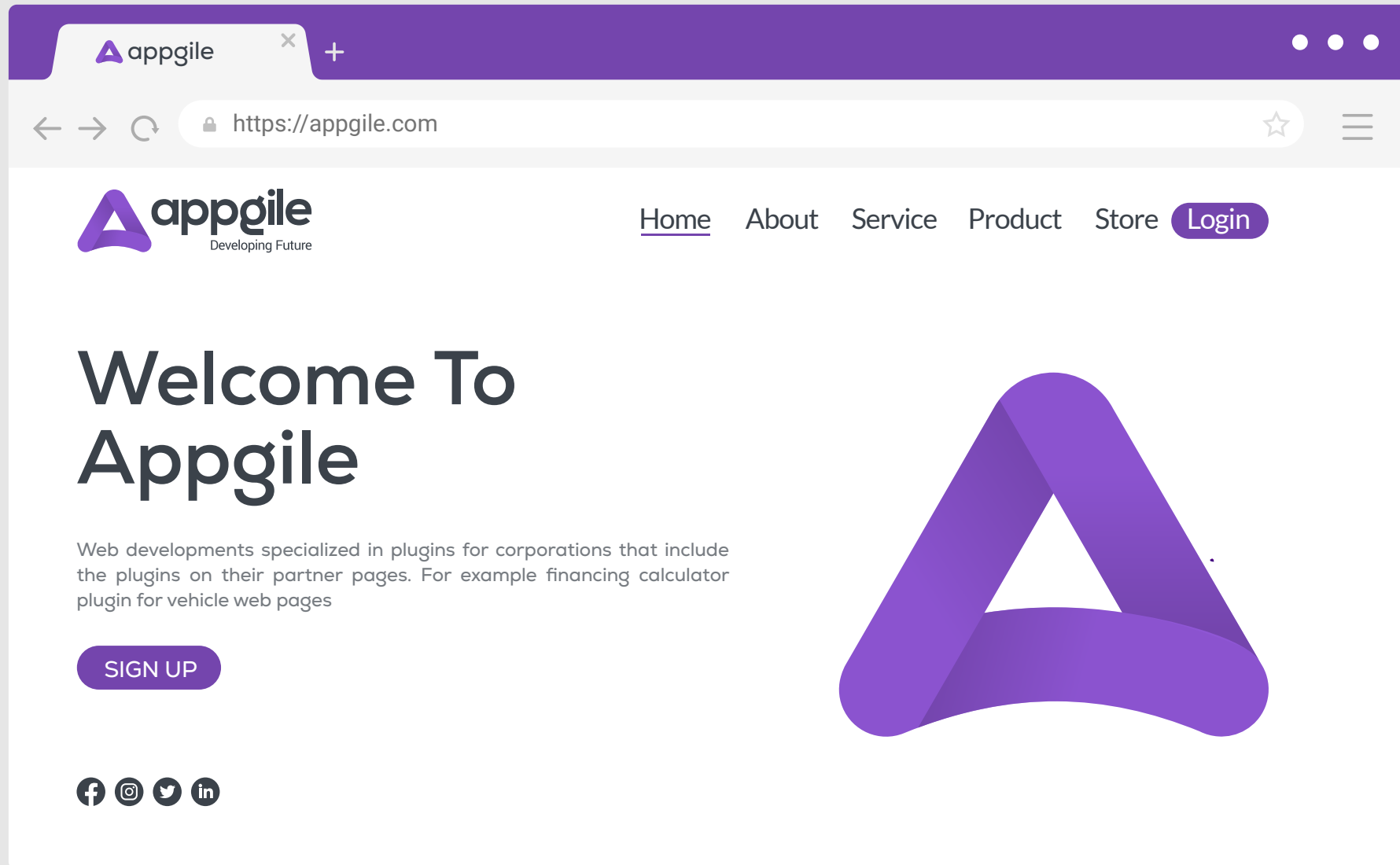
MID-SIZE VERSION



SMALLEST VERSION



WEB UI



COLOR PALETTE



LIGHT AND DARK BACKGROUND



LOGO CLEAR SPACE

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.



LOGO TYPES



APP ICON



Aa

Nexa-Bold

Aa Bb Cc Dd

1 2 3 4 5 6 7 8 9 0

ABOUT

Nexa family includes 4 very unique font styles & weights. The font family is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning etc. Nexa is most suitable for headlines of all sizes, as well as for text blocks that come in both maximum and minimum variations.

The font styles are applicable for any type of graphic design – web, print, motion graphics, etc. and perfect for t-shirts and other items like posters and logos.

TYPEFACE STYLES

Nexa Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?/)

Nexa Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?/)

Nexa Thin

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?/)

TYPEFACE STYLES

Roboto Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?/)

Roboto Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?/)

Roboto Thin

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*?/)

HORIZONTAL LOGO



LOGO OUTLINE VIEW



VERTICAL LOGO



T-SHIRT



DO`S AND DON`TS



Full primary logo



Just logo mark



Do not stretch



Do not blur



Do not distort



Do not use wrong colors



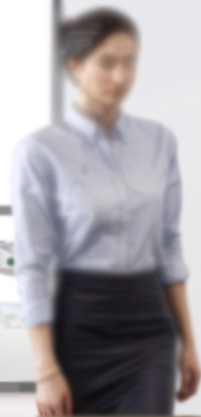
Do not use shadow



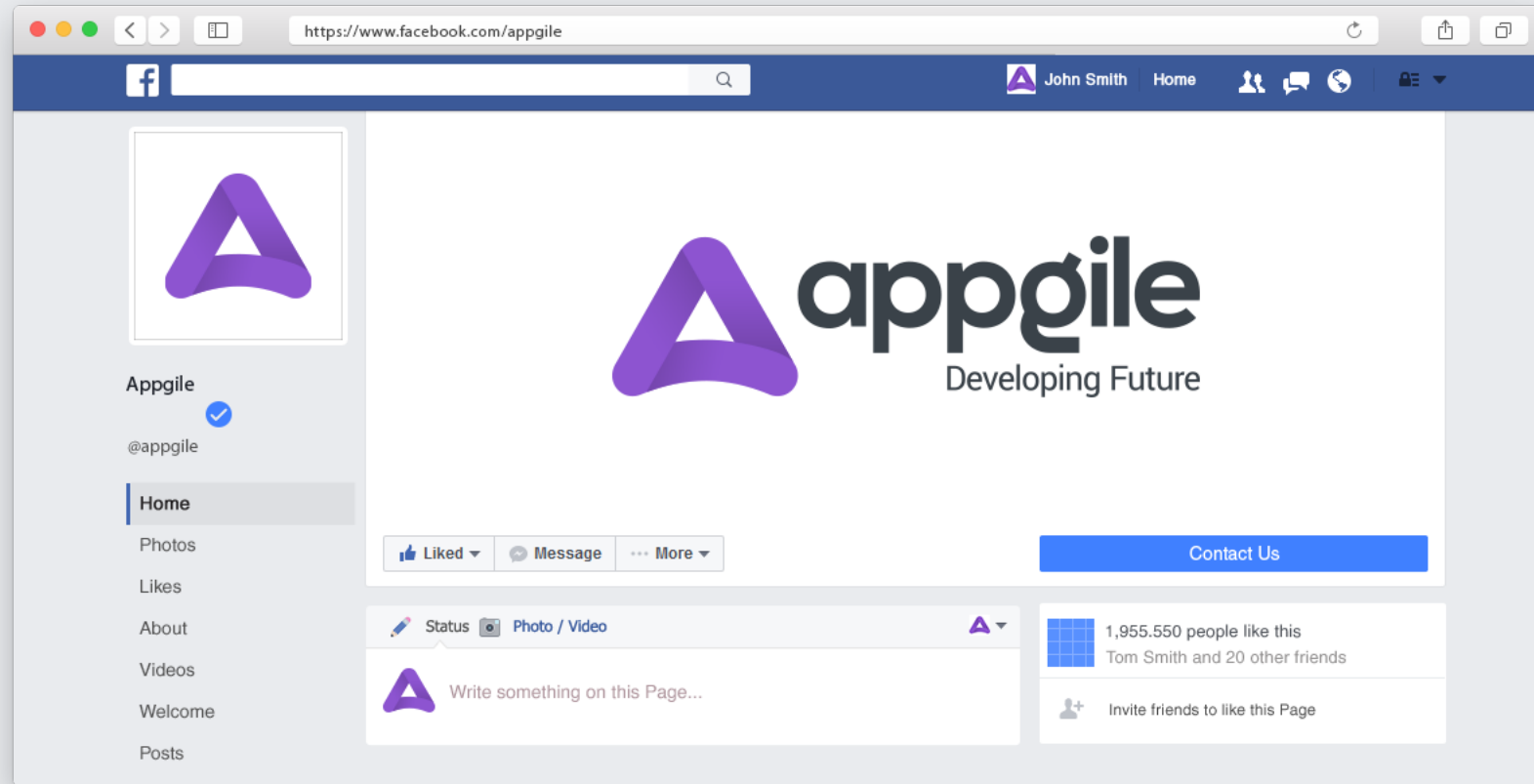
Do not rotate

STATIONERY





SOCIAL MEDIA



Thank You