

August 2022



## Brand Guidelines



## Upgrade Additive Manufacturing

Welcome to Nexa3D's visual identity. We created this document to give you a deeper understanding of the Nexa3D brand. It offers guidance to help you apply it to everything we do. Use these guidelines to help navigate our requirements for usage of logos, colors, typography, and photography.

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# Introduction

## Massive Transformative Purpose

We are passionate additive manufacturing practitioners that are committed to digitizing the world's supply chain sustainably.

nexa3D®

Logo



# Primary logo

## Wordmark

Our full-color wordmark is at the core of our visual identity and should be used whenever possible. Consistent use of the full color logo is essential to strengthen brand recognition.



## Single-color applications

Alternative one-color options below are allowed. Select the logo that has the most contrast to the background for optimal legibility.



# Logo specifications

## Clearspace

The Nexa3D wordmark is always positioned in clear space for impact and legibility. A clearance space equal to the width of 'n' applies around the wordmark. No other element should inflict this area. There may be exceptional moments where the clear space can be minimized in order to increase the size of the logo. In this case a clear space equal to the 1/2 of width of 'n'.



## Minimum size

The Nexa3D logo should not appear smaller than 0.1875", or 14 px, from the baseline to ascender height. Sizes below this height can damage the logo's integrity.

nexa3D® 0.1875"

nexa3D® 14 px

# Incorrect logo usage

## Common misuses

To preserve the integrity of the Nexa3D brand, make sure to apply the logo correctly. Altering, distorting, or redrawing the logo in any way weakens the power of the image and could create customer confusion.



Do not alter the logo colors.



Do not reposition the logo components.



Do not rescale the logo components.



Do not add any other text to the logo.



Do not add effects to the logo.



Do not squeeze or stretch the logo.



Do not place the logo on a background without significant contrast or on unapproved colors.



Do not place the logo on top of a photo without significant negative space.



Do not rotate, invert, spin, angle, or pivot the logo.

# Product logos

## Product logo examples

**NXE400**

NXE 400

**NXD200**

NXD 200

**QLS820**

QLS 820

**XiP**

XiP

**XiPAir**

XiPAir

**xCURE**

xCURE

**xWASH**

xWASH

**nextFACTORY**

NextFactory

**evercare**

Evercare

**nexarator**

Nexarator

**LSPc**

LSPc

# Logo variations

## Logo variation examples



Pride month



Social media

## Partnership logos

For partnerships, we lock up the Nexa3D logo with a partner logo, using 'l' or 'X' in the clear space between logos. Clear space should be equal to the width of 'n' applied on both sides of 'l' or 'X'.



| partnership lockup

Partner logos are aligned to the baseline of the logotype



X partnership lockup

Partner logos are aligned to the baseline of the logotype



## Authorized Reseller logos

Use these reseller-approved badges. The logos may not be altered.



Landscape



Vertical

nexa3D®

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# Color

# Primary brand colors

Our primary palette is the core of our brand identity. The palette consists of Nexa Blue, Nexa Black, and White. Use these to ensure that your materials remain consistent with the Nexa3D brand.



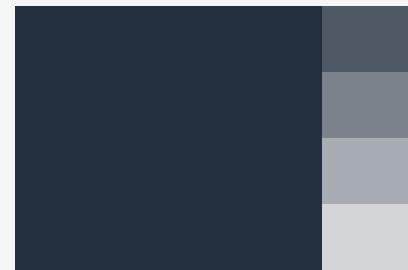
## Nexa Blue

CMYK **82/8/0/0**  
RGB **0/171/228**  
HEX **#00ABE4**  
PMS **299 C**



## White

CMYK **0/0/0/0**  
RGB **255/255/255**  
HEX **#FFFFFF**  
PMS **NA**

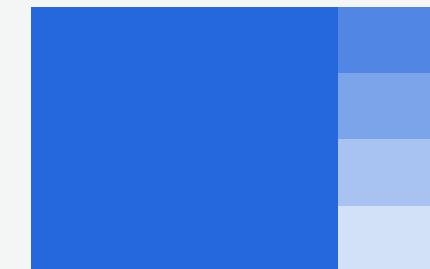


## Nexa Black

CMYK **85/72/52/53**  
RGB **35/47/62**  
HEX **#232F3E**  
PMS **432 C**

# Secondary brand colors

Our secondary palette provides additional flexibility when brand context is already established. The palette consists of Nexa Dark Blue and Nexa Green.



## Nexa Dark Blue

CMYK **83/62/0/0**  
RGB **0/171/228**  
HEX **#2568DD**



## Nexa Green

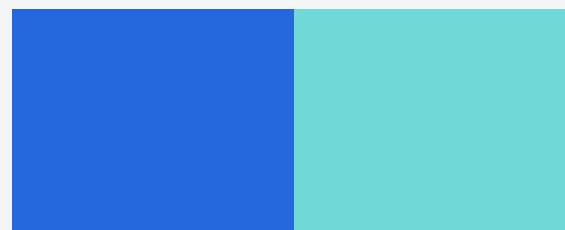
CMYK **50/0/21/0**  
RGB **112/216/214**  
HEX **#70d8d6**

# Color usage



## Primary

This palette should be used for the majority of our communications.



## Secondary

Bright and intense color palette that allows us to have moments of vibrancy.



## Neutral

Use these colors for UI backgrounds.



## Gradients

Dark, medium, light, and neutral gradients are used throughout our brand textures on marketing materials.

# Neutral palette for UI

Within our primary brand palette we have a neutral palette, which should only be used in digital applications.



## Black

CMYK 84/73/57/71

RGB 20/28/38

HEX #141c26

## Cool Gray 11

CMYK 78/65/49/37

RGB 57/68/81

HEX #394451

## Cool Gray 8

CMYK 57/44/38/6

RGB 119/126/135

HEX #777e87

## Cool Gray 6

CMYK 46/35/31/1

RGB 145/151/158

HEX #91979e

## Cool Gray 4

CMYK 26/18/17/0

RGB 189/193/197

HEX #bdc1c5

## Cool Gray 2

CMYK 10/7/6/0

RGB 226/228/230

HEX #e2e4e6

## Cool Gray 1

CMYK 3/2/2/0

RGB 244/245/245

HEX #f4f5f5

# Full palette

#00abe4	#232f3e	#2568dd	#70d8d6	#777e87
#cceef9	#d3d5d8	#d3e0f8	#e2f7f6	#f1f2f3
#99ddf4	#a7abb1	#a7c2f1	#c5efee	#e3e5e7
#66ccee	#7b828b	#7ca4ea	#a9e7e6	#bbb3ec
#32bbe9	#4e5864	#5086e3	#8cdfde	#92979f
#00779f	#141b26	#19489a	#59acab	#394451

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# Typography

# Typography

Our primary typeface is Lato. As a sans serif, it is bold and modern. The semi-rounded details of the letters give Lato a feeling of warmth and friendliness, while the strong structure provides stability and seriousness.

Aa  
Bb

## Type and color

Primarily use Nexa Black or white type. Choose Nexa Black or white based on optimized legibility. Limit use to only black or only white for each viewing page.

## Style and weights

## Light

## Light Italic

## Regular

## Regular Italic

## Bold

## ***Bold Italic***

Black

## ***Black Italic***

# Typography overview

## Headlines

Headlines are set in Lato Light, Regular, Bold, or Black. Use sentence case and proper punctuation. The space after a headline should be between 1/4 – 2/3 × the leading.

## Subheads

Subheads are set in Lato Regular, Bold, or Black and are attached to body copy on a new line or as a lead-in within the first paragraph.

## Body copy

Body copy is set in Lato Regular and should always be left-aligned.

## Tracking and leading

Tracking on both headlines and body copy should be set to 0 with optical kerning.

Relative text sizes.

We also recommend using a 12-column grid when making layouts.

### Headline

Lato Bold, 36 pt  
(can be Light, Regular, or Black)

# Headline text example

### Subhead

Lato Regular, 18 pt  
(can be Regular, Bold, or Black)

## Subhead lorem ipsum dolor sit amet consectetur adipiscing elit, sed do eiusmod

### Body

Lato Regular, 11 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### Quote

Lato Black, 15 pt  
Nexa Dark Blue

**“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”**

### Name

Lato Bold, 10 pt

First Last Name  
Title, Company

### Title and Company

Lato Regular, 10 pt

### Legal

Lato Regular, 8 pt

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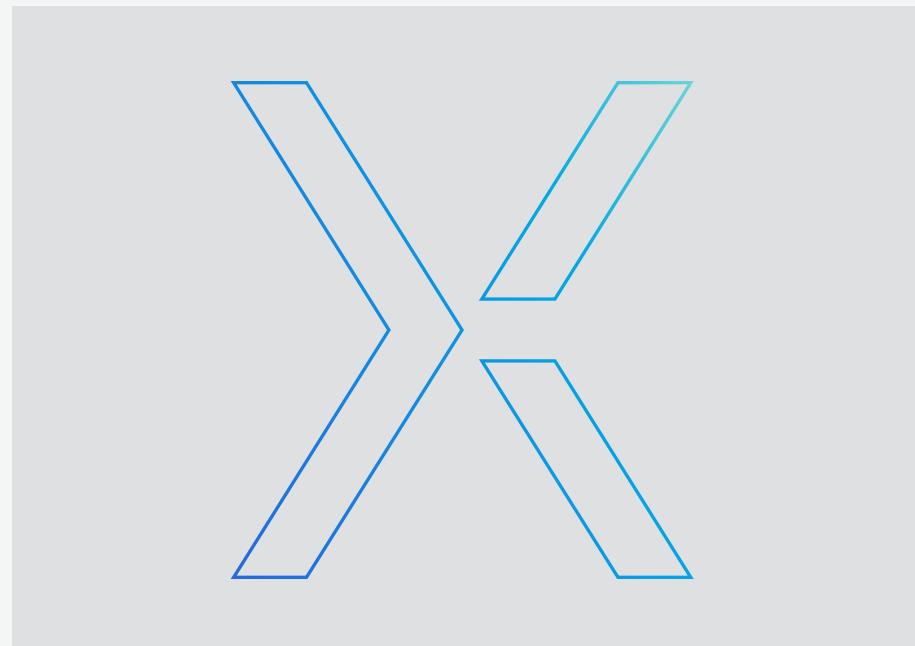
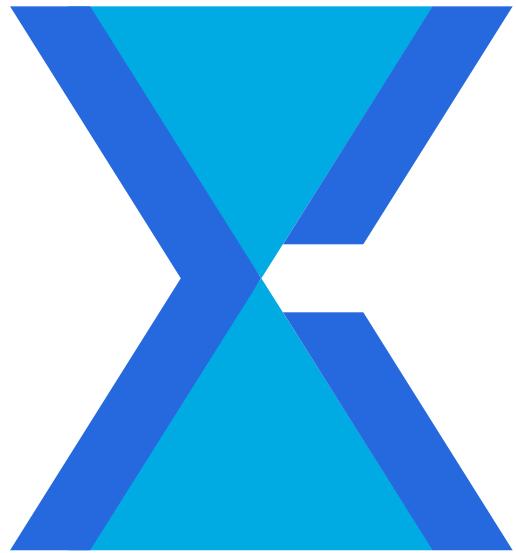
# Imagery



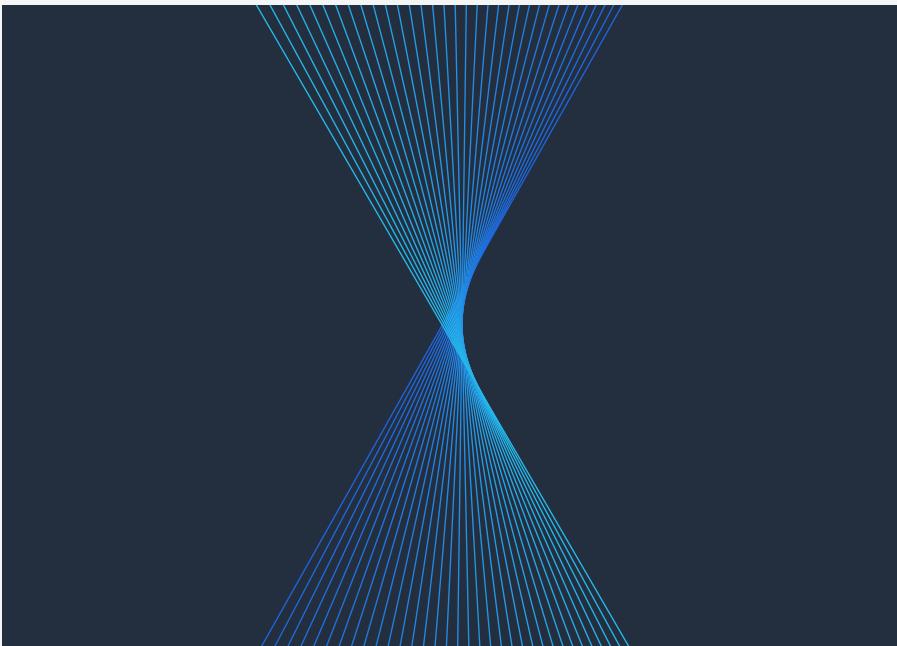
# Brand shapes

## Nexa X

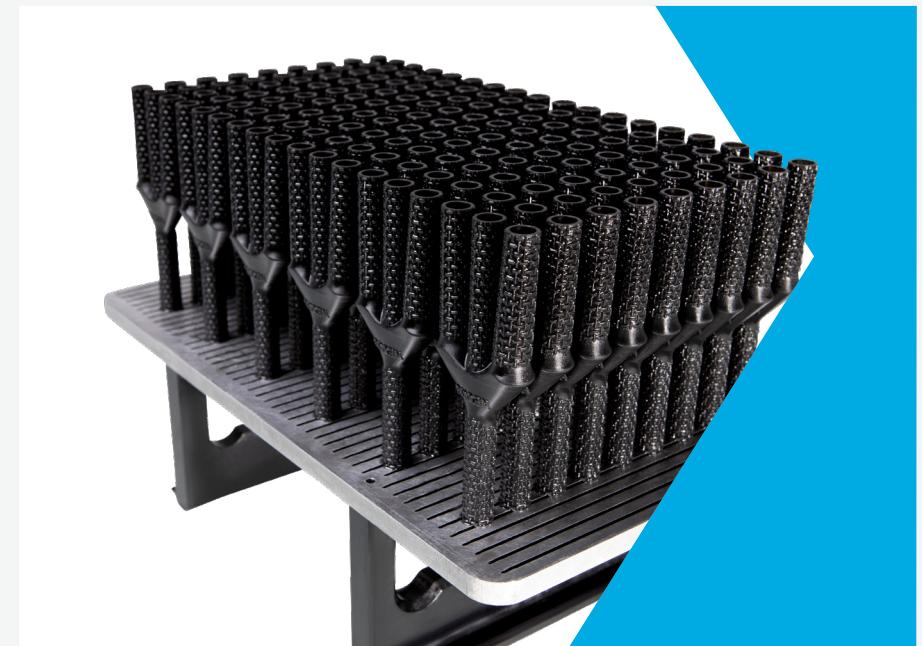
The positive and negative shapes in the X derived from the logo can be used in a variety of ways to add dynamism to any touchpoint. The three treatments are keyline, rotation, and clipping mask.



Keyline



Rotation



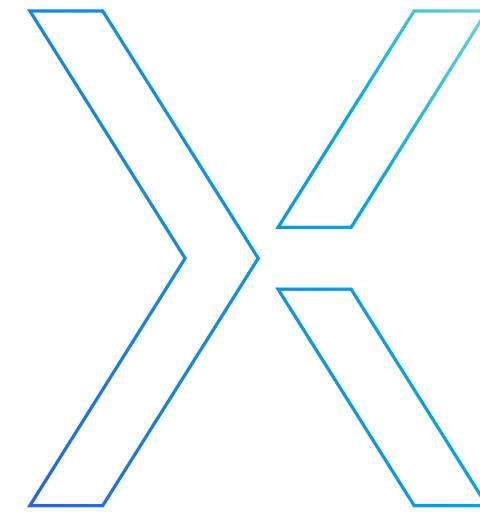
Clipping mask

# Keyline X

## How to use

The keyline X can be used at any size but must maintain 1.25 pt. stroke thickness.

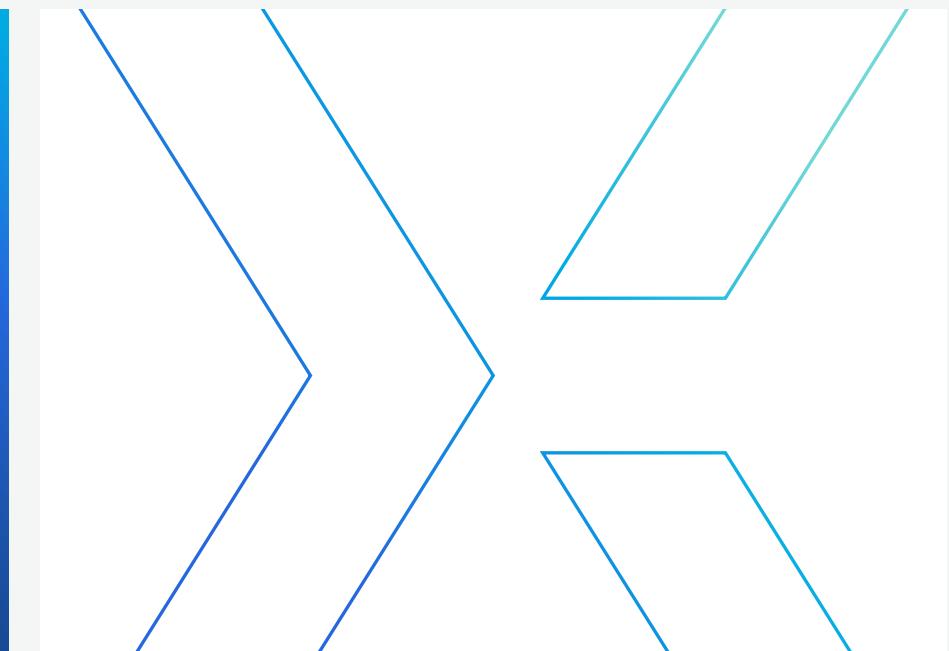
The keyline X can be used as a background image but the shapes should be used individually in combination with photography. The color of the keyline X can be only Nexa dark blue, blue, and green gradient. See examples below as a guide.



Keyline X shape interacting with photography



Keyline X shape interacting with photography and dark gradient

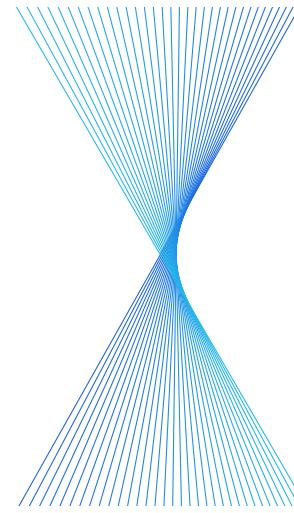


Keyline X as a background image

# Rotation X

## How to use

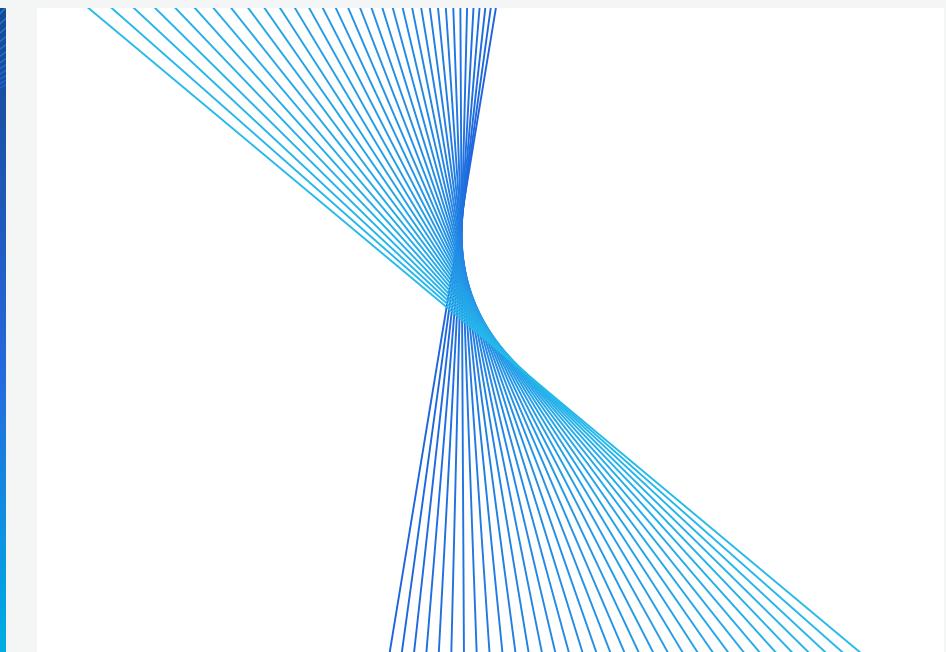
The rotation X can be used at any angle as a background image or interact with photography but should not interfere with typography. The color of the rotation X can be only Nexa dark blue and blue gradient. See examples below as a guide.



Rotation X, -50° angle combined with photography



Rotation X, -35° angle combined with photography and dark gradient



Rotation X, 15° angle as background image

# Clipping mask

## How to use

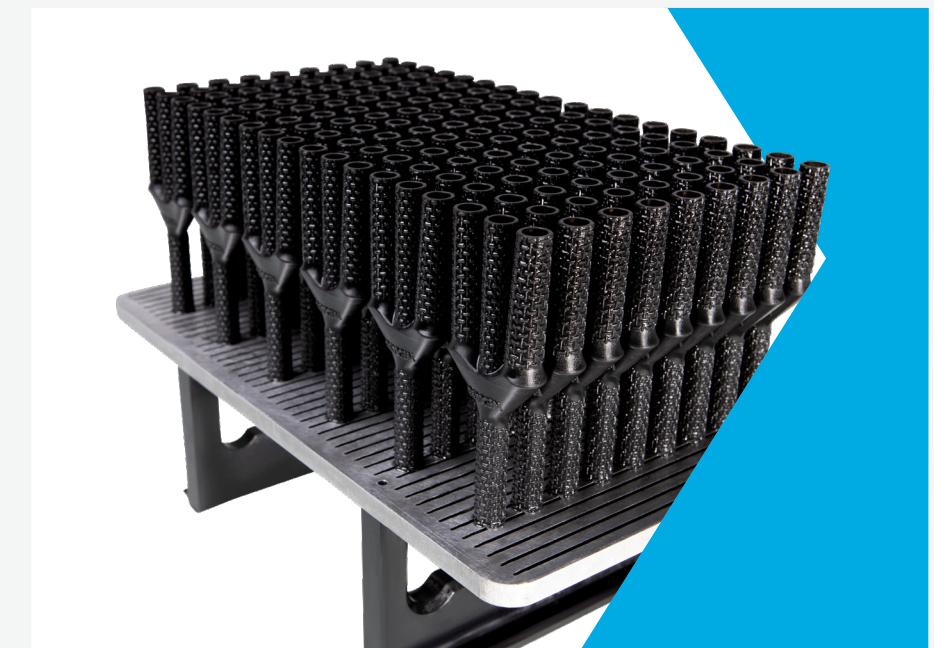
Use each shape in the X individually as a clipping mask at any size. Please follow these guides below for combining the clipping mask treatment with photography and typography.



QLS 350  
Clipping mask combined with photography, typography, and light gradient



Clipping mask combined with photography and Nexa dark blue

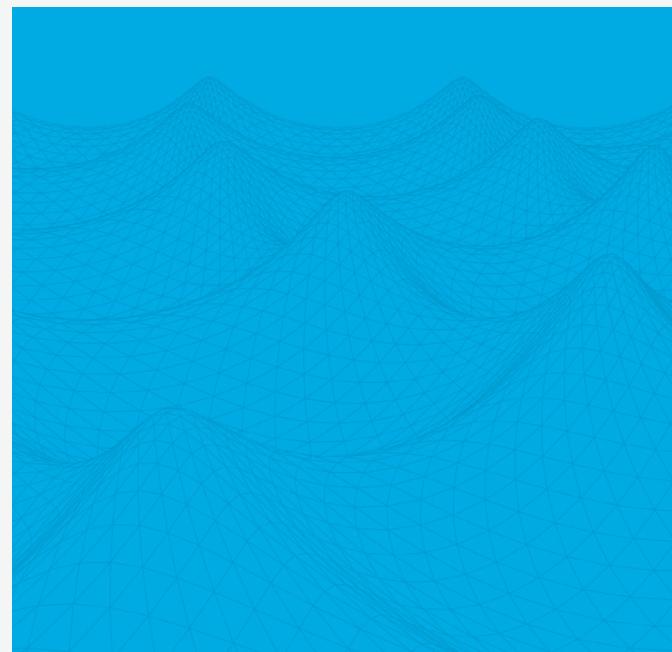


Clipping mask combined with photography and Nexa blue

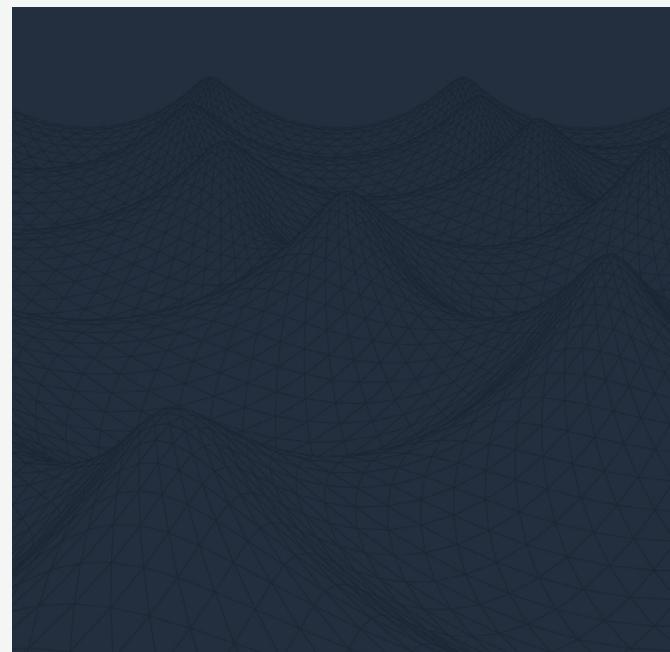
# Nexa wave

## How to use

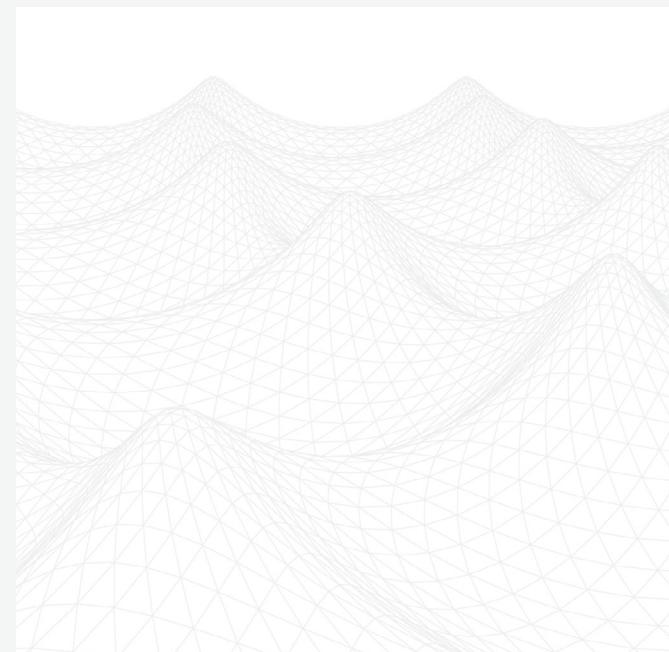
The Nexa wave can be used as background texture in various marketing materials. The color of the wave can be only Nexa blue, black, white, and dark blue. See examples below as a guide.



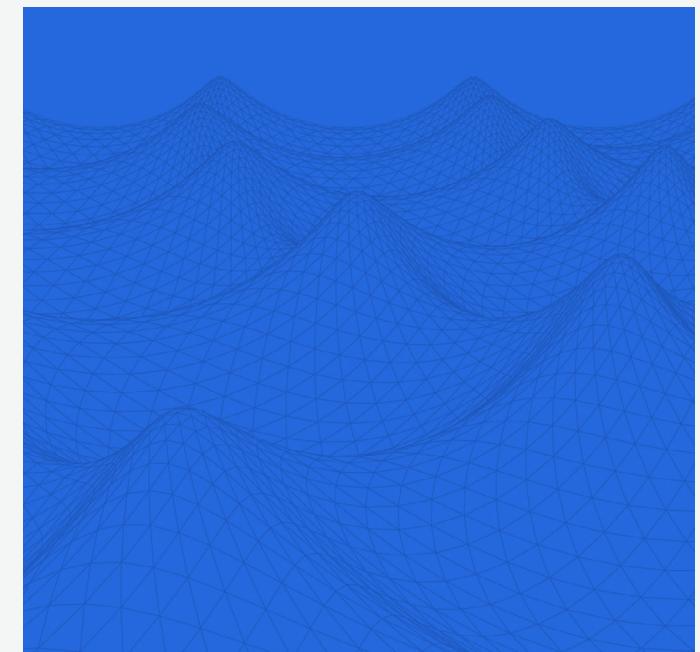
Nexa wave blue



Nexa wave black



Nexa wave white



Nexa wave dark blue

# Photography

## Objects on white

All Nexa3D machines and parts should be shot in a studio environment against white background.



## People

Full or half body shots of people making things with Nexa3D. Photographed in their work environment and never staged or portraits.



## Place

Environment shots should be authentic with minimal retouching and shot in the real world.



# Iconography

Icons are simple, friendly visual system for highlighting simple information with speed and clarity. Nexa3D icon examples shown below.



Volume



Materials



Repeatability



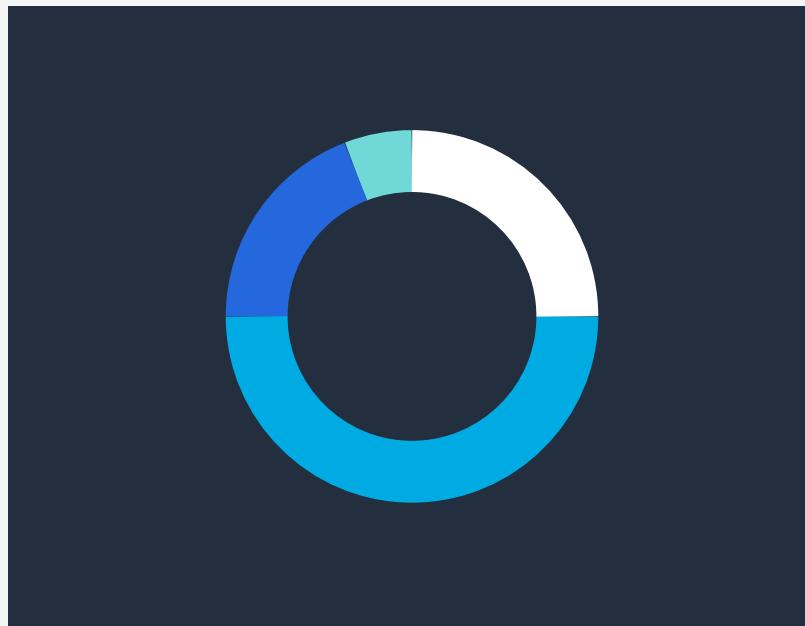
Speed

# Charts and tables

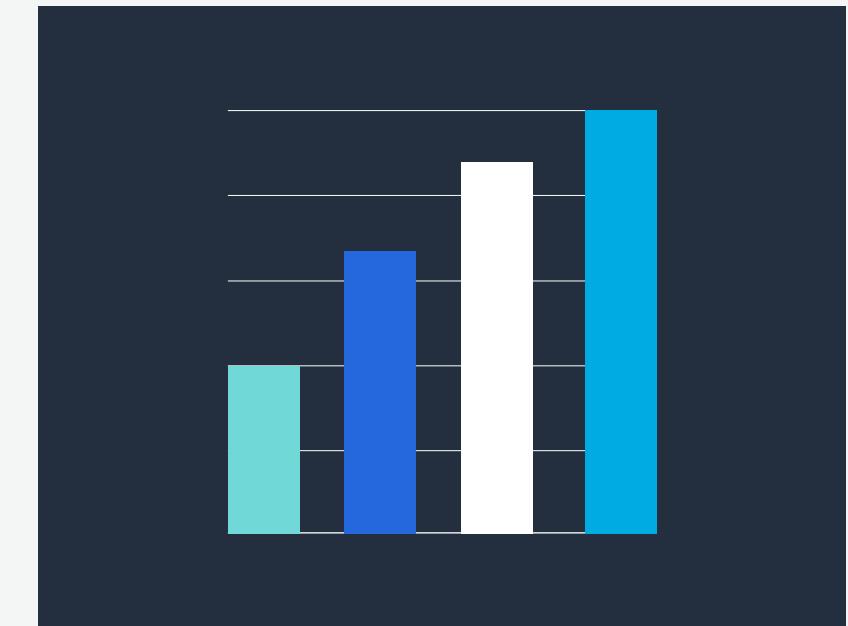
Accessibility standards ensure typography and visuals achieve sufficient color contrast. WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Property/Test	Value
Tensile Modulus/ASTM D638	2056 MPa
Ultimate Tensile Strength/ASTM D638	62 MPa
Tensile Elongation at Break/ASTM D638	26%
Flex Modulus/ASTM D790	1913 MPa
Flex Strength/ASTM D790	85 MPa
Hardness (Shore D)/ASTM D2240	86

Table



Pie chart



Bar graph

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# Brand in Use

# Naming guidelines

## This naming guide applies to Nexa3D products when mentioned in writing:

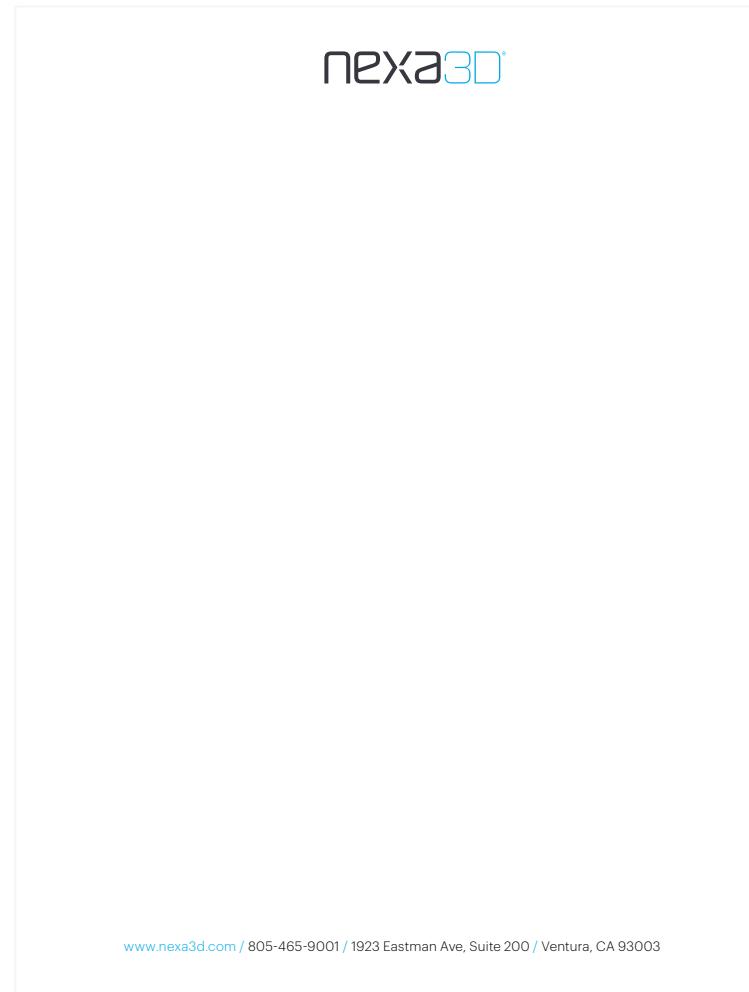
- Always refer to the company by its full name, Nexa3D, without shortening.
- For machine names with three letters followed by numbers, always use uppercase letters, and a space in between the letters and numbers. For example, NXE 400, NXD 200, QLS 820.
- For machine names starting with an “x,” always use lowercase “x” followed by all uppercase product names. For example, xCURE, xWASH.
- XiP should always be written as is.
- LSPc should always be written as is.
- For material names starting with an “x,” always use lowercase “x” followed by all uppercase product names. For example, xFLEX. When followed by a number, put no space between letters and numbers. For example, xPRO410. When followed by a color, add “-” in between material name and color. For example, xPEEK147-Black.
- For materials from partners, follow partner material naming conventions. For example, KeyModel Ultra, KeyGuide.
- For special parts and services, capitalize the first letter. For example, Nexarator, Evercare.
- If you have any questions about the naming of a product, please contact the marketing team.

# Stationary

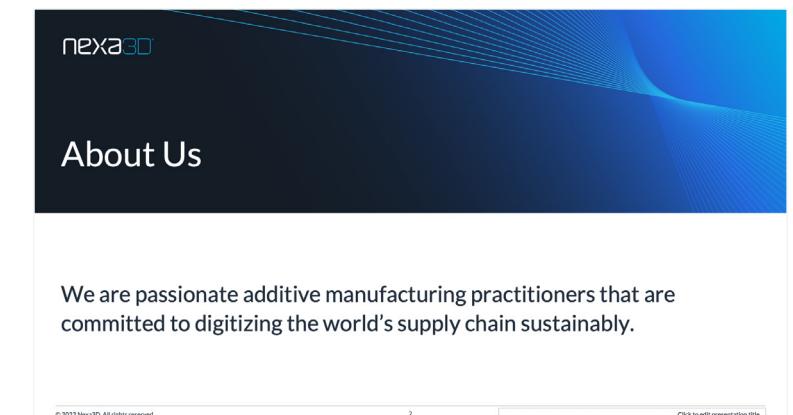
## Business card



## Letterhead



## Presentation template



# Email signature

Brand-consistent email signatures can provide additional recognition of our company. The Email Signature uses the font, Arial, with the name set in 11 pt. bold type and the remainder of the content in 9 pt. regular type.

Arial Bold, 11 pt  
#2568dd

First Last Name

Title

Arial Regular, 9 pt  
#232f3e

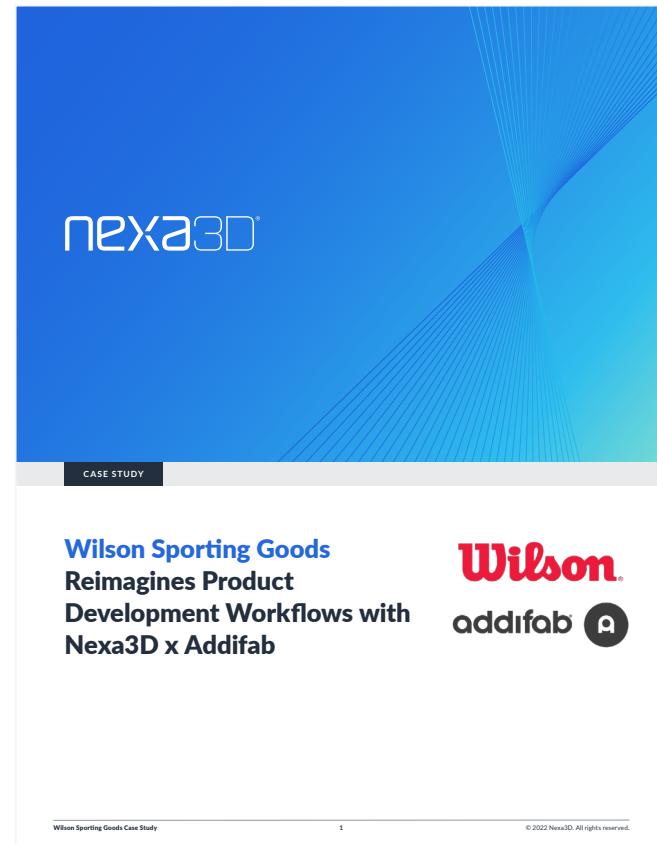
1923 Eastman Avenue, Suite 200, Ventura, CA 93003

[www.nexa3d.com](http://www.nexa3d.com)

**nexa3D**

# Marketing examples

## Case study



**Wilson Sporting Goods Reimagines Product Development Workflows with Nexa3D x Addifab**

**Wilson** and **addifab** have joined forces to revolutionize product development workflows. By leveraging the high-speed and high-accuracy of the **Nexa3D NXE 400** 3D printer, Wilson is able to rapidly iterate and produce complex prototypes and tooling for their sporting goods products. The collaboration has led to significant improvements in design efficiency and overall product quality.

**Key Takeaways:**

- Improved Iteration Speed:** The **Nexa3D NXE 400** allows Wilson to print complex parts up to 6.5x faster than traditional processes, enabling faster iteration cycles.
- Cost Reduction:** By using **Nexa3D's high-performance materials**, Wilson has been able to reduce material costs and increase overall efficiency.
- Quality Assurance:** The printer's **4K resolution** ensures edge-to-edge uniformity and accuracy, leading to higher quality prototypes and tooling.

**Conclusion:** The partnership between Wilson and Addifab has demonstrated the power of **Nexa3D's technology** in revolutionizing product development workflows. By combining the speed and accuracy of the **Nexa3D NXE 400** with the expertise of Addifab, Wilson is able to create high-quality prototypes and tooling faster and more efficiently than ever before.

## Brochure



**nexa3D**  
**NXE 400**  
Industrial 3D Printer for Ultrafast Production Parts and Prototypes

**Precision high speed additive manufacturing**  
With the patented LSPc™ Technology you can print up to 6.5x faster for ultrafast production of accurate, repeatable parts.

**Large, versatile build volume**  
10.8 x 6.1 x 15.7 inch (275x x 155 x 400 mm)

**Robust, high-performance materials portfolio**  
The NXE 400 is open source and compatible with various resin materials, including xPEEK, xABS, and xFLEX.

**Edge-to-edge uniformity and accuracy with 4K resolution**  
Count on part-to-part consistency across the full build volume without light diffusion near part edges.

**Functional Prototypes**   
**Production Manufacturing**   
**Jigs and Fixtures**   
**3D Printed Tooling and Inserts** 

## Data sheet



**nexa3D**  
**High Performance Materials**

**Request a Sample**

**Nexa3D's robust materials portfolio** is backed by strong partnerships with leading material providers including Henkel and BASF. Our resin 3D printing materials are tailored to the LSPc process to deliver ultrafast speed, durability and accuracy. Getting the most out of our ultrafast LSPc technology is enabled by this broad range of fully validated materials, which are formulated to provide unprecedented print speed as well as part characteristics required for optimal mechanical performance. This includes general purpose resins for prototyping or tooling as well as high performance resins like xPEEK for high temperature environments or xPP for exceptional elongation characteristics.

**Best For:**  
Functional prototyping, jigs, fixtures, and on-demand manufacturing of final components.

**Printer Hardware**

Build Volume (xyz)	275 x 155 x 400 mm (10.8 x 6.1 x 15.7 inch)
Pixel Pitch	76.5 $\mu$ m (0.0030 in)
Max Resolution	4K (2840 x 2160)
Wavelength	405 nm
Material Packaging	5kg jerry can

Weight	
3D Printer crated	250kg (550lb)
3D Printer uncrated	160kg (350lb)

**Nexa3D Software**  
Full-featured software tool set providing auto-orientation and leveling, automatic support generation, easy build plate adhesion, and a wide range of features including build submission, queue visibility, and job statistics.

**Connectivity**  
Gigabit Ethernet RJ-45 & WiFi Interface

**Operating Environment**

Air Temperature	20-25°C (68-77°F)
Electrical	NA Version: 100-120 VAC, 50/60 Hz, Single Phase, 8A (NEMA 15-5R) EU Version: 220-230 VAC, 50/60 Hz, Single Phase, 4A (CEE 7/7)
Humidity	RH below 70%

**Dimensions (WxDxH)**

3D Printer crated	990 x 990 x 1905 mm (39 x 39 x 75 inch)
3D Printer uncrated	730 x 730 x 1675 mm (28 x 28 x 66 inch)

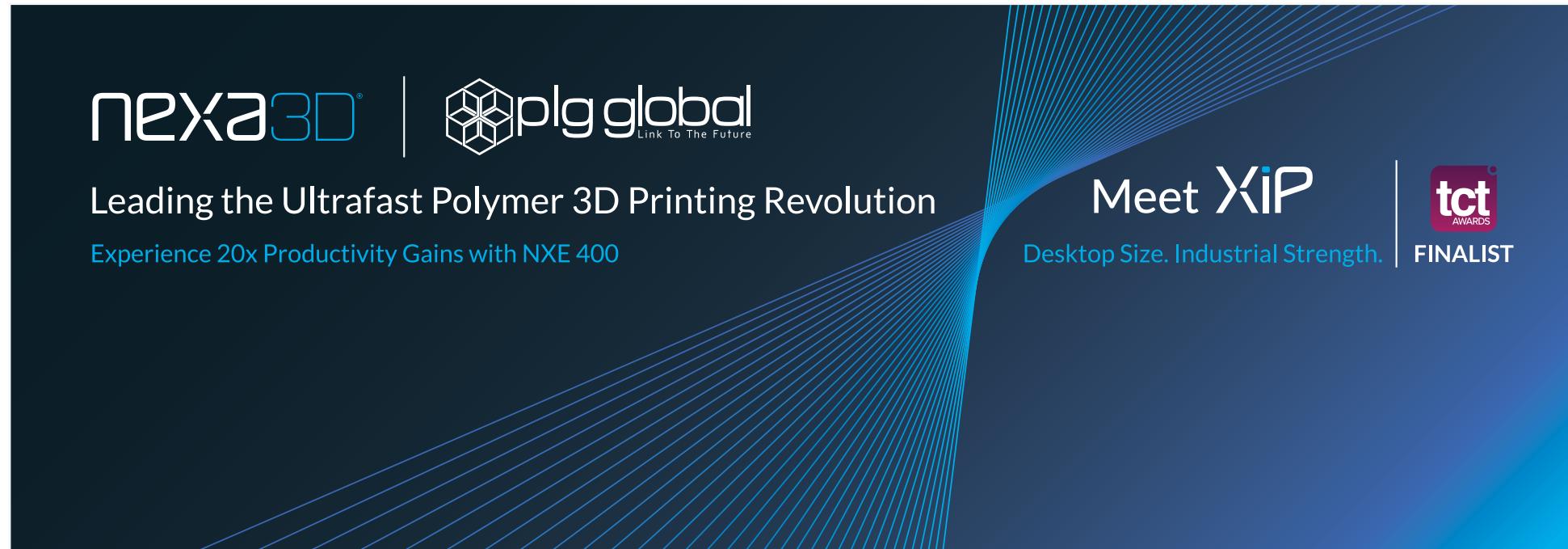
**Post-Processing**

Ships with basic part finishing tools accessory kit.  
• Max build requires wash basin & cure chamber with 100W UV curing unit and 60°C oven (ideal 20mW/cm<sup>2</sup> and up to 120°C)

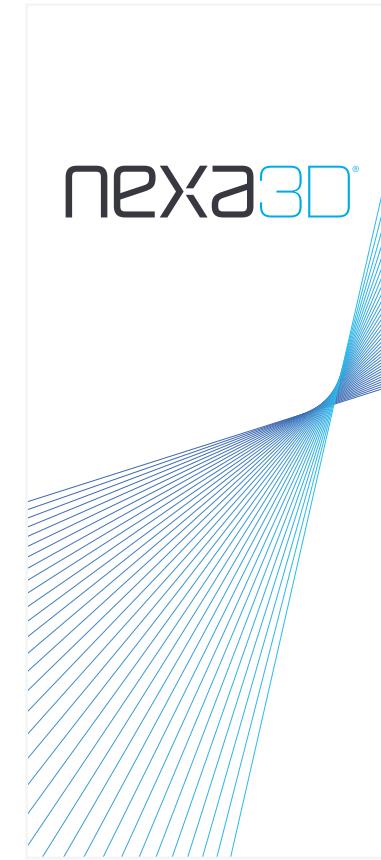
Note: Not all products and materials are available in all countries - please consult your local sales representative for availability.

# Exhibit

26x9 ft. booth stand



Retractable banners



August 2022

# Thank you