

August 2022

nexa3D<sup>®</sup>

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®

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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.





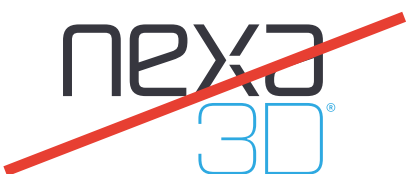
# Incorrect logo usage

## 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

nxp400

NXE 400

nxp200

NXD 200

QLS820

QLS 820

XiP

XiP

XiP*air*

XiPAir

x*cure*

xCURE

xWASH

xWASH

next*factory*

NextFactory

ever*care*

Evercare

nexa*tor*

Nexarator

LSP*c*

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 ‘|’ or ‘X’ in the clear space between logos. Clear space should be equal to the width of ‘n’ applied on both sides of ‘|’ or ‘X’.



# Authorized Reseller logos

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



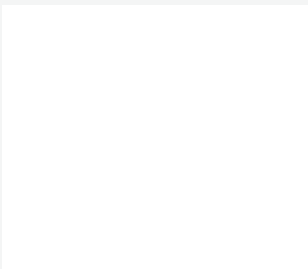
# Color

# 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



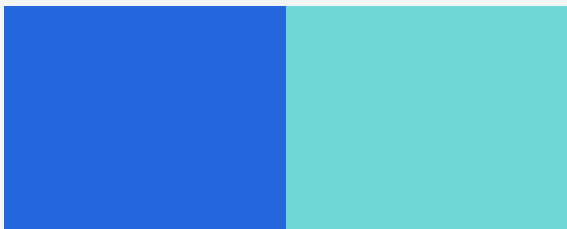
**Nexa Green**  
CMYK 50/0/21/0  
RGB 112/216/214  
HEX #70d8d6

# Color usage



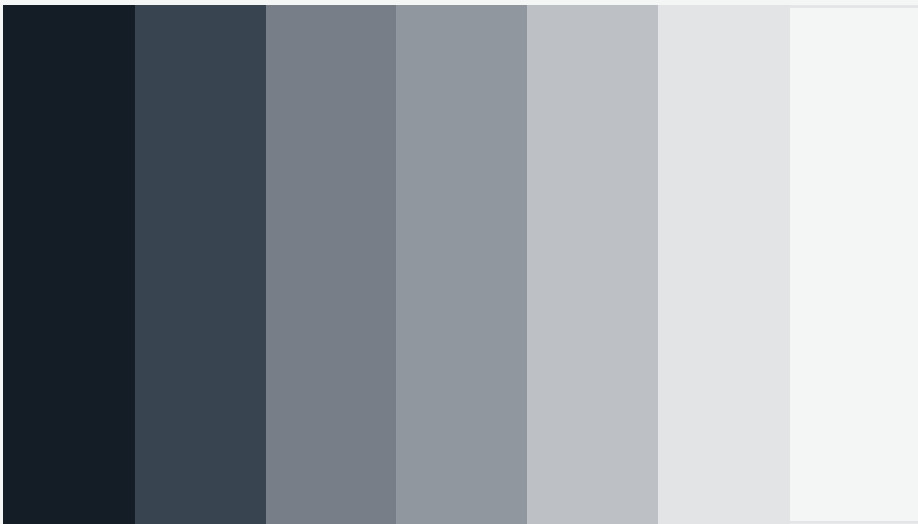
## Primary

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.

						
<b>Black</b>	<b>Cool Gray 11</b>	<b>Cool Gray 8</b>	<b>Cool Gray 6</b>	<b>Cool Gray 4</b>	<b>Cool Gray 2</b>	<b>Cool Gray 1</b>
CMYK 84/73/57/71	CMYK 78/65/49/37	CMYK 57/44/38/6	CMYK 46/35/31/1	CMYK 26/18/17/0	CMYK 10/7/6/0	CMYK 3/2/2/0
RGB 20/28/38	RGB 57/68/81	RGB 119/126/135	RGB 145/151/158	RGB 189/193/197	RGB 226/228/230	RGB 244/245/245
HEX #141c26	HEX #394451	HEX #777e87	HEX #91979e	HEX #bdc1c5	HEX #e2e4e6	HEX #f4f5f5

# Full palette

#00abe4	#232f3e	#2568dd	#70d8d6	#777e87
#cceef9	#d3d5d8	#d3e0f8	#e2f7f6	#f1f2f3
#99ddf4	#a7abb1	#a7c2f1	#c5efee	#e3e5e7
#66ccee	#7b828b	#7ca4ea	#a9e7e6	#bbbec3
#32bbe9	#4e5864	#5086e3	#8cdfde	#92979f
#00779f	#141b26	#19489a	#59acab	#394451



# 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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 {[(&)]}\*,,,:?!/|\bullet¶@®©™  
«»‹›“”„””… — — — — — † ‡ + < = > ≠ ≤ ≥ ± × ÷ − ∞ ~ ≈ °  
\$¢£¥€\$#%‰

## 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 and Company**  
Lato Regular, 10 pt

— [

Title, Company

**Legal**  
Lato Regular, 8 pt

— [

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# Imagery

# Brand shapes

## Nexa X

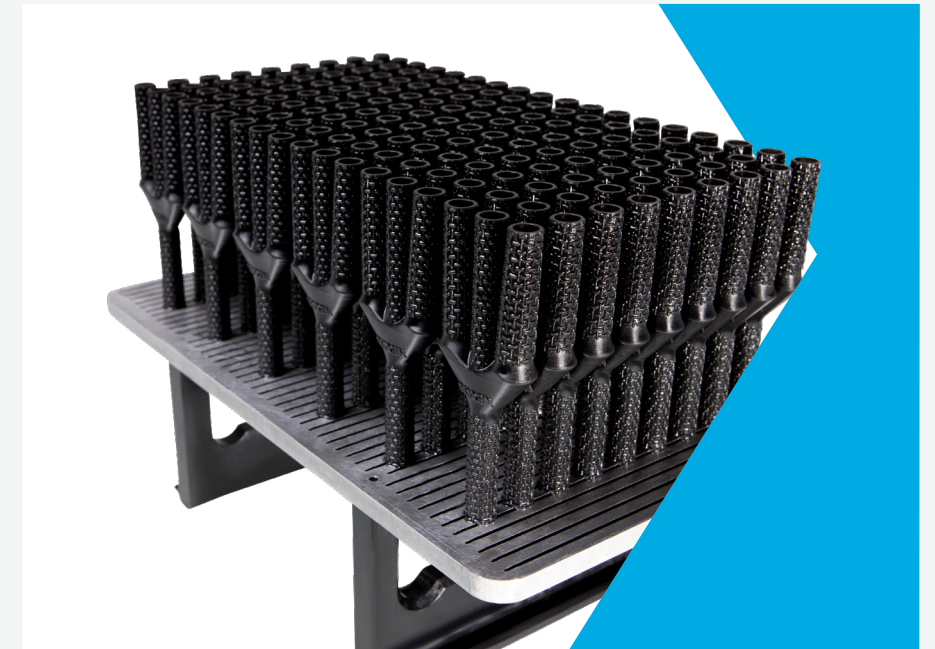
The positive and negative shapes in the X derived from the logo can be used in a variety of ways to add dynamism to any touchpoint. The three treatments are keyline, rotation, and clipping mask.



Keyline



Rotation

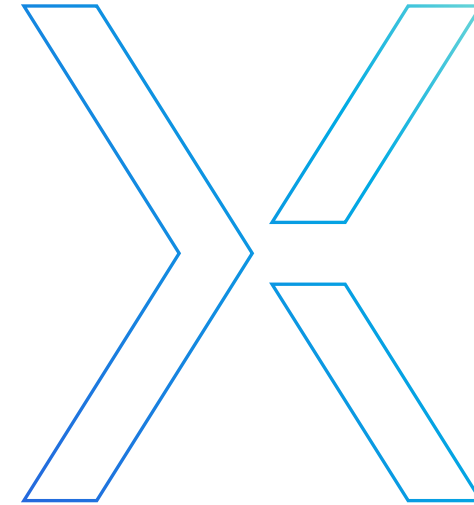


Clipping mask

# Keyline X

## How to use

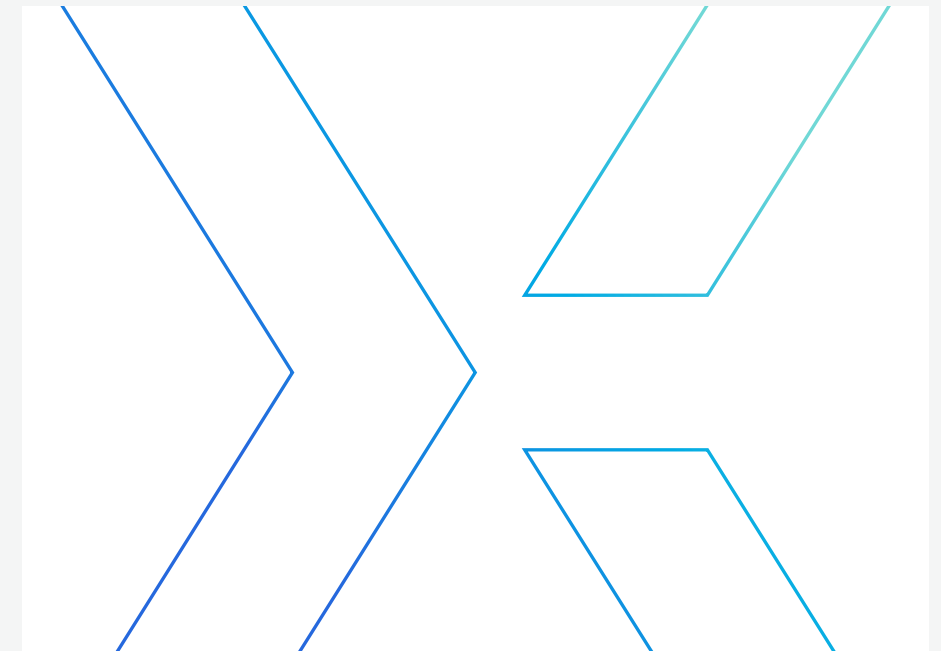
The keyline X can be used at any size but must maintain 1.25 pt. stroke thickness. The keyline X can be used as a background image but the shapes should be used individually in combination with photography. The color of the keyline X can be only Nexa dark blue, blue, and green gradient. See examples below as a guide.



Keyline X shape interacting with photography



Keyline X shape interacting with photography and dark gradient



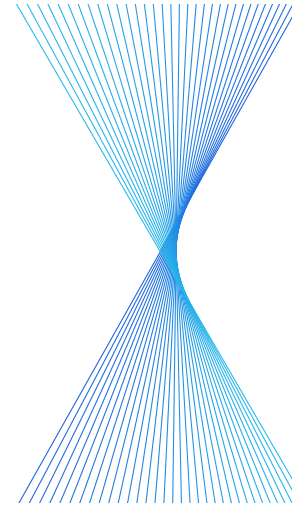
Keyline X as a background image



# Rotation X

## How to use

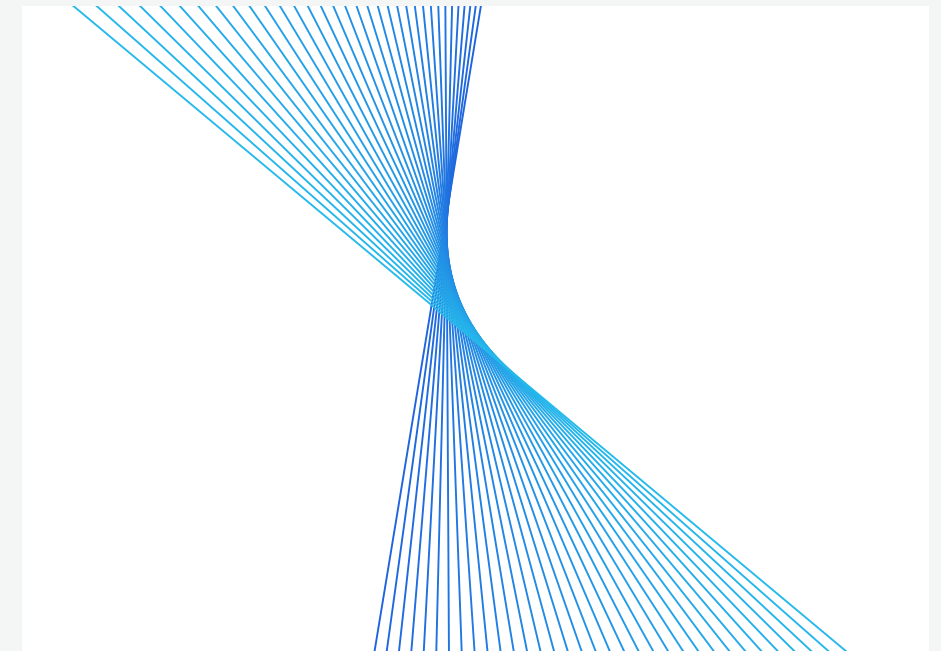
The rotation X can be used at any angle as a background image or interact with photography but should not interfere with typography. The color of the rotation X can be only Nexa dark blue and blue gradient. See examples below as a guide.



Rotation X, -50° angle combined with photography



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



Rotation X, 15° angle as background image

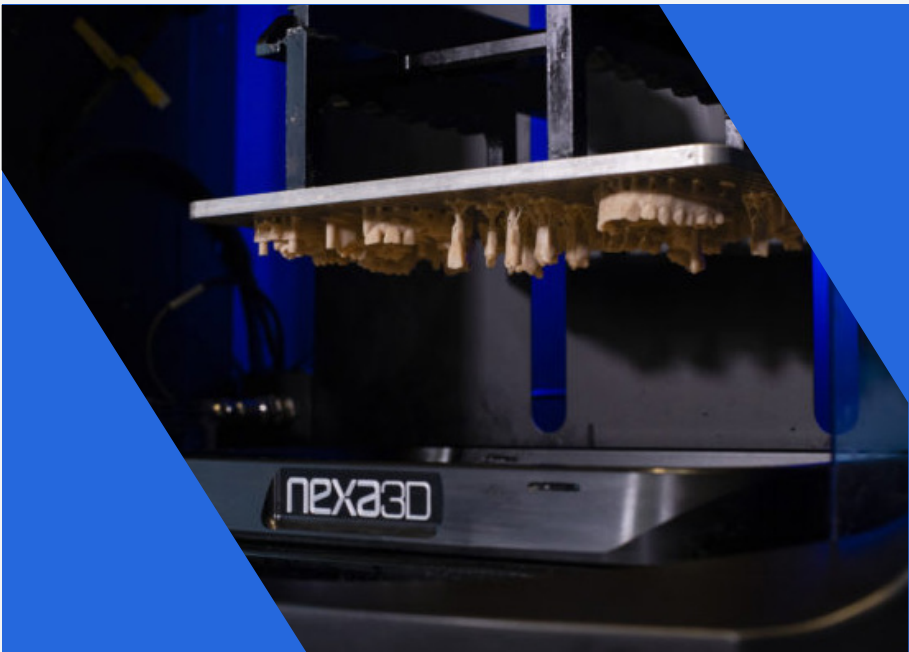
# Clipping mask

## How to use

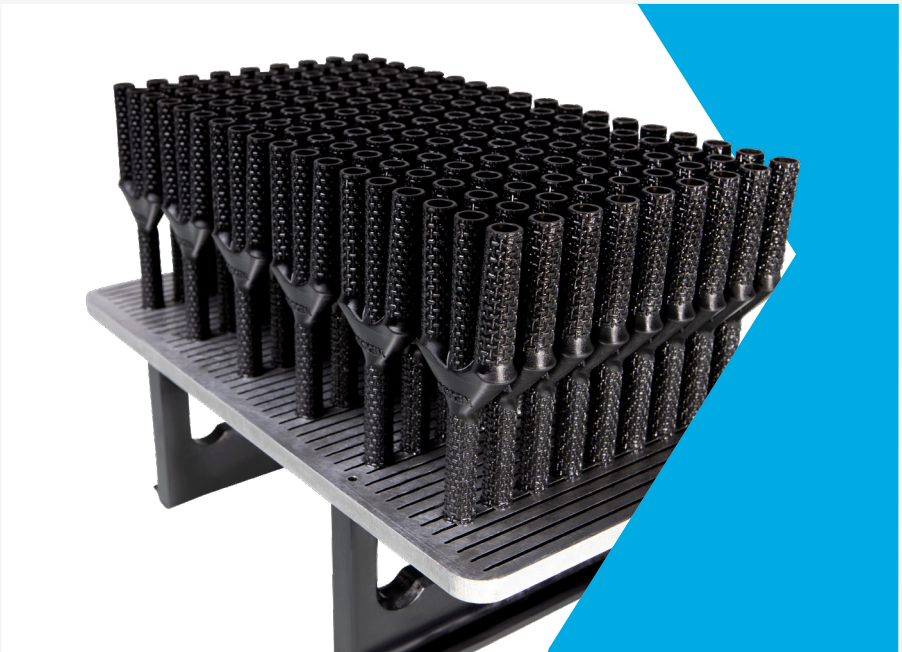
Use each shape in the X individually as a clipping mask at any size. Please follow these guides below for combining the clipping mask treatment with photography and typography.



Clipping mask combined with photography, typography, and light gradient



Clipping mask combined with photography and Nexa dark blue



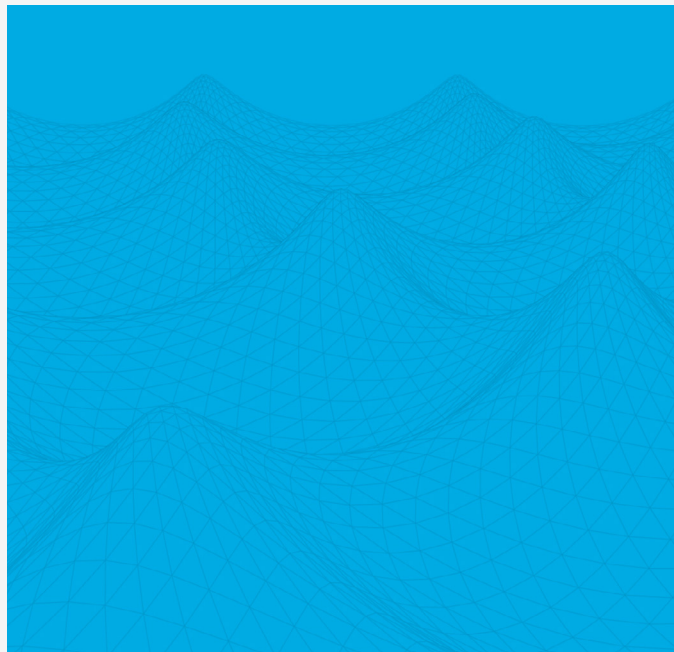
Clipping mask combined with photography and Nexa blue



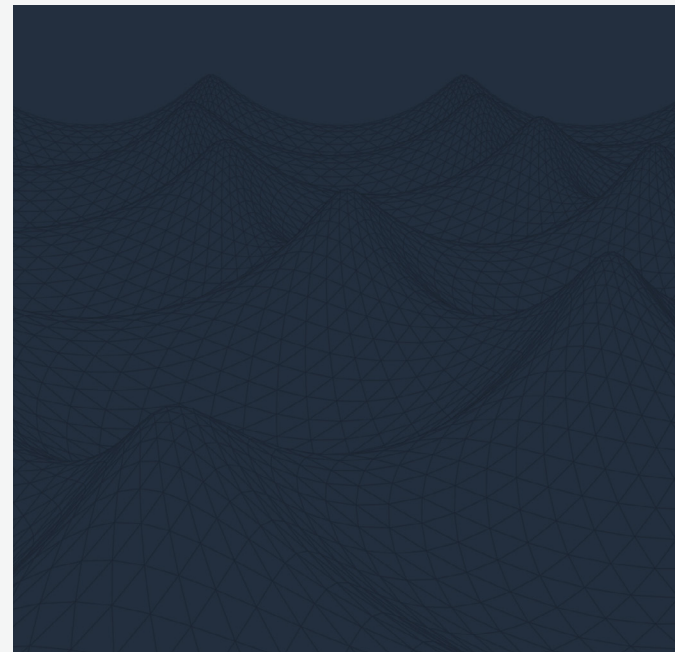
# Nexa wave

## How to use

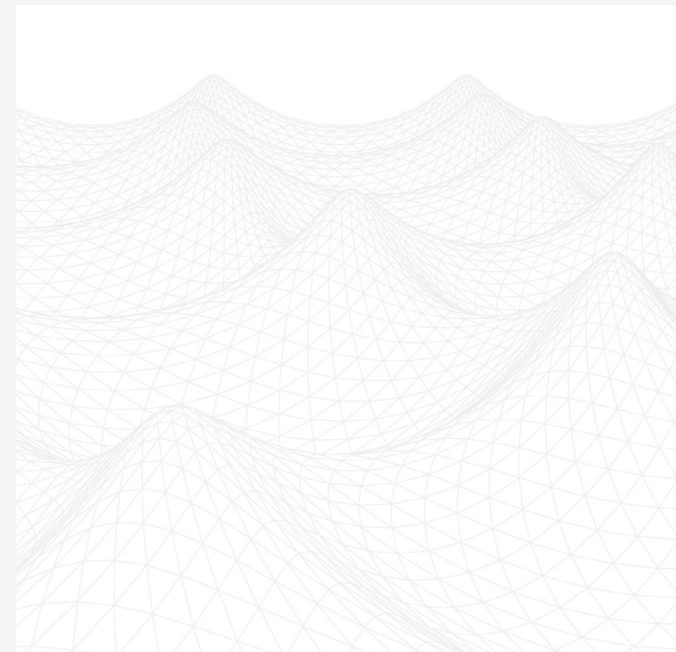
The Nexa wave can be used as background texture in various marketing materials. The color of the wave can be only Nexa blue, black, white, and dark blue. See examples below as a guide.



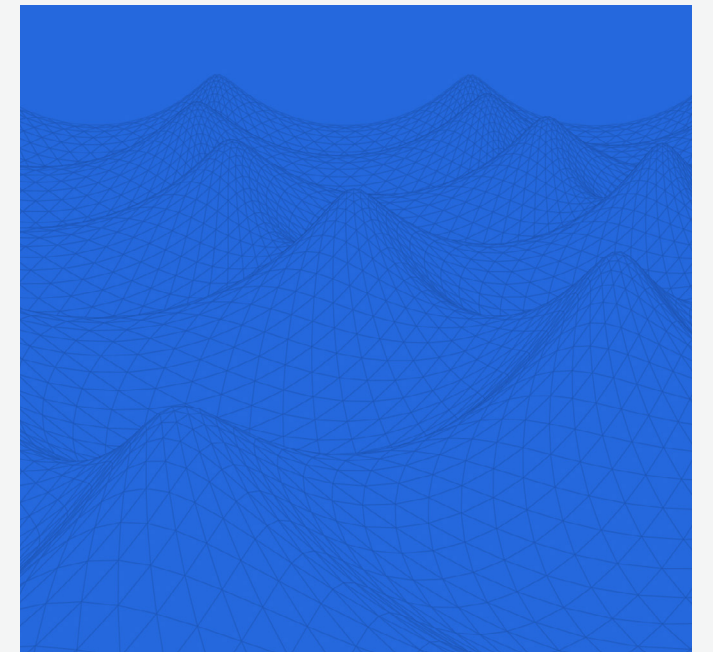
Nexa wave blue



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

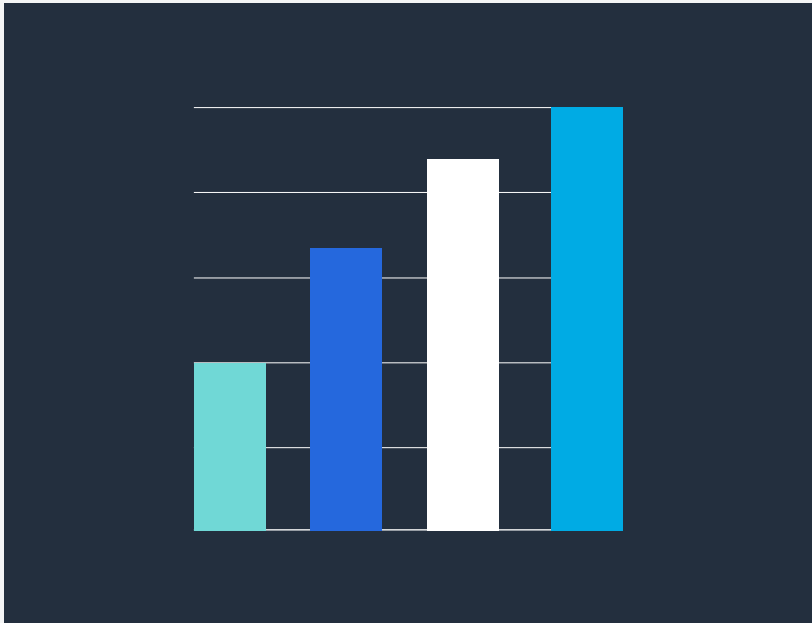
Accessibility standards ensure typography and visuals achieve sufficient color contrast. WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

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

# Brand in Use



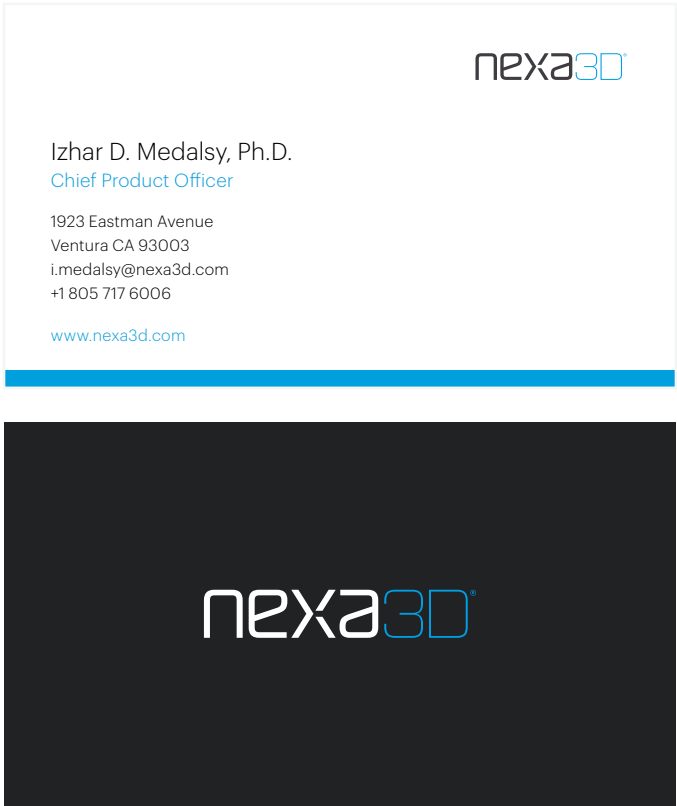
# Naming guidelines

**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

Arial Regular, 9 pt  
#232f3e

First Last Name

Title

1923 Eastman Avenue, Suite 200, Ventura, CA 93003

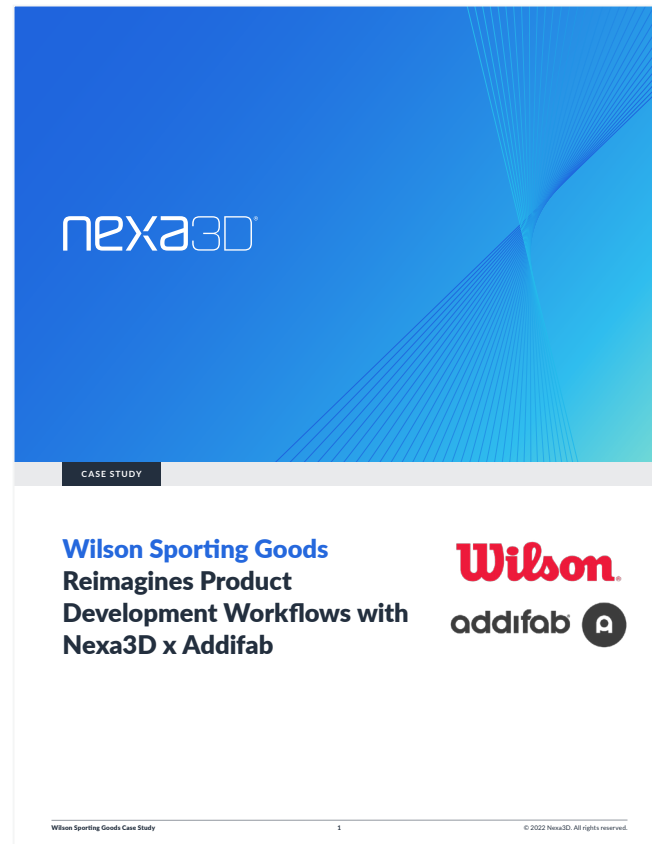
www.nexa3d.com

nexa3D



## Marketing examples

## Case study



## Brochure



## Data sheet

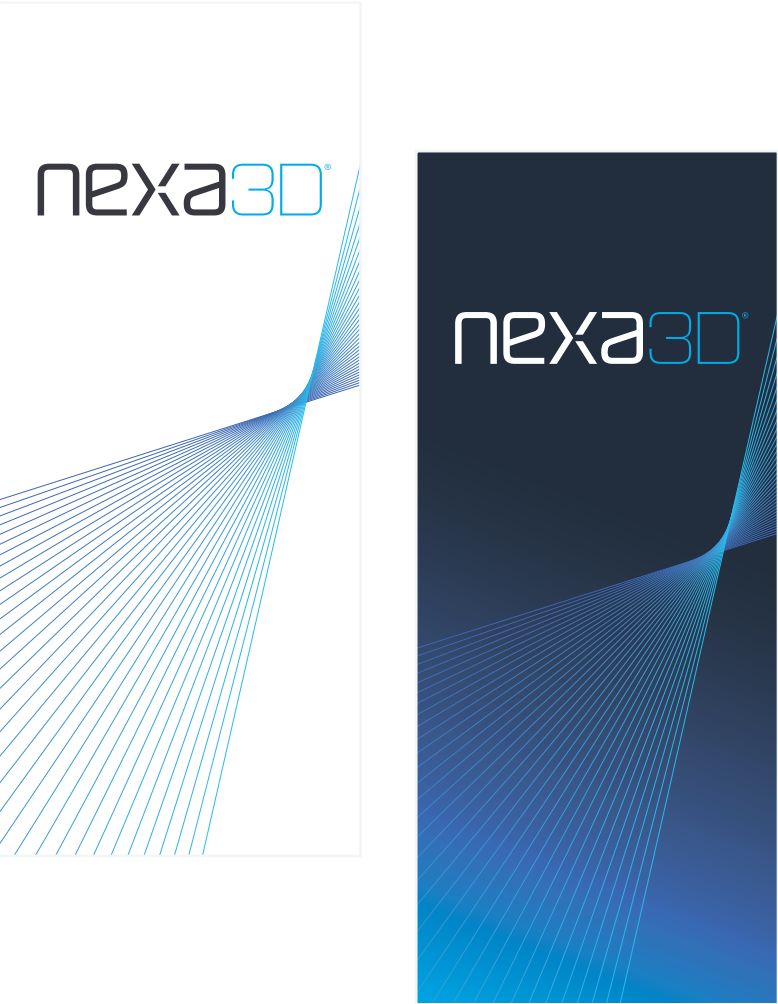


# Exhibit

26x9 ft. booth stand



Retractable banners



August 2022

# Thank you