

NEXUDUS

Brand guidelines

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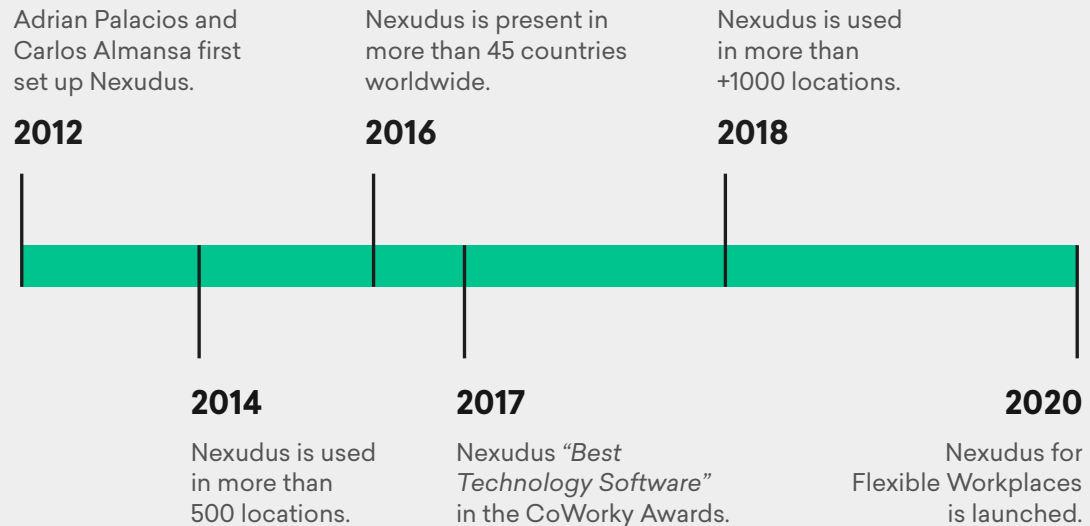
Welcome

The purpose of this document is to help our *Partners, Consultants, Ambassadors and Spaces* to understand our branding and to ensure that their assets are aligned with our brand vision, mission and visual identity. This document is ment to be a compilation of all the rules and conditions for using of our brand correctly. Please read these guidelines and make sure you only use resources downloaded from **nexodus.com/press-resources**
In case of any doubt, please contact our Head of Communications at **communications@nexodus.com**

Our brand

Co-Founders Adrian Palacios and Carlos Almansa discovered the coworking movement back in 2010 and fell in love with the concept. Since it was launched back in 2012, Nexodus has supported hundreds of coworking and flexible workspaces around the world.

Nexodus is a fully white-label coworking management platform that helps operators and coworking space managers automate most of the tasks they need to do to run their spaces in an efficient manner. The coworking movement's values are Collaboration, Openness, Community, Accessibility, and Sustainability. At Nexodus, not only do we believe in these, but we apply them together with our own brand core values: Technology, Flexibility, Innovation.



Our mission statement

Our mission is to provide workplaces with an efficient solution that saves them both time and resources. We are pioneers in the coworking movement, and we have been supporting the management and growth of flexible workspaces around the world for the past 8 years. The coworking movements values are Collaboration, Openness, Community, Accessibility and Sustainability. At Nexodus, we strongly believe in them as part of our company's philosophy. We work very hard to build great products and provide real value to our customers.



Nexodus merchandising examples

Nexodus tagline:

**Helping to manage operations
and communities in coworking
and flexible workspaces
since 2012.**

Logotype

The name of the brand Nexodus is the outcome of combining the words **Nexus & Exodus**. Nexus, from Latin “**the act of binding together; bond**” and Exodus: “**a going out; a departure or emigration, usually of a large number of people**”.

Bringing people together and binding communities are the original values that Nexodus works towards. Bonding professionals under the same principles and values, often under the same roof!

Design-wise, our logo approach has always been to try to symbolise the spirit of the Coworking Movement: we want our brand to be accessible to everyone, and to avoid any unnecessary additions so that it stands out for its boldness and simplicity, just like our platform.



“N” symbol

Our logo has its minimum representation in the “N” symbol, used only for the favicon and occasional applications such as a header of a corporate document when required.

ONLY use when recommended by the Communication Head.



Logo clear space

To ensure the Nexodus logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the width of the letter “N”. (indicated by “X”).



Logo minimum size (print)

To make sure the logo is always clear and legible, there is a minimum size requirement. When reproducing the Nexodus logo in print, the minimum size is 30 mm width. For online use, the minimum sizing is 50 pixels at 72 dpi.

Usage on backgrounds

The Nexodus logo is available in three colour versions: **Primary** (1-colour positive in orange) which should be used every time that is possible; **Secondary** (negative, in white); and **1-colour positive** (in black).

The simple design of our logo gives it strong legibility; however, it is important to always maintain strong contrast with the background for optimal visibility.

It's mandatory to use the **Primary** (1-colour positive in orange) and the **1-colour positive** (in black) for lighter backgrounds. And the **Secondary** (negative, in white) on darker or black backgrounds.



Primary logo on white



1-colour logo (black) on white



Secondary logo (white) on primary orange



1-colour logo (black) on secondary colour (yellow)



Secondary logo (white) on a secondary colour (aqua)



1-colour logo (black) on light gray



Secondary logo on dark photography background (for positioning only)



1-colour logo (black) on light photography background (for positioning only)

Logo misuse

The examples on this page illustrate some, but not all, potential misuses of the logo. These rules apply to all versions of the logo. Keep in mind that the logo is carefully rendered artwork, and any alteration of the logo, apart from proportional scaling, is considered misuse. **Do not alter the provided assets.**



DO NOT use the Primary logo on a background that renders the logo illegible.



DO NOT use the 1-colour logo on a background that renders the logo illegible.



DO NOT use the Secondary logo on a background that is too light to allow legibility.



DO NOT change the transparency of any version of the logo under no circumstances.



DO NOT use the Primary logo on a dark photography background (for positioning only) in any case.



DO NOT use drop shadows or any other effects.



DO NOT use the Primary logo on a light photography background (for positioning only) in any case.



DO NOT distort the logo or use it in any other colour.

Brand architecture



Nexus Products branding

Within Nexusus' portfolio of products and services offerings, we have seven companion apps that enhance the members' experience and automate the daily tasks of operating a flexible workspace. This App Suite has its own branding derivative of Nexusus Secondary logo.

Their logos have 1-colour version: **Primary**, negative in white, over an orange square. With Nexusus "N", except for *Passport for Nexusus*, as a common element. **Please DO NOT alter the apps names.**

Passport by Nexusus



NexBoard



NexDelivery



NexClicker



NexIO



NexKiosk



NexEvents

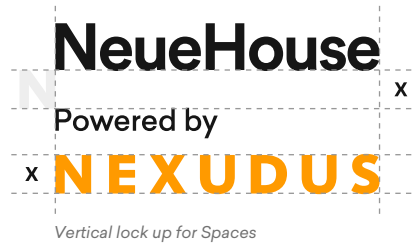


Partnerships

For *Consultants, Ambassadors and Spaces*, we lock up the Nexudus logo with a partner logo, with Nexudus always at the bottom or right position. Use clear space between logos. Clear space should be the height of the letter “N” in the vertical lock up and the width of the letter “N” of our logo in the horizontal lock up. Partner logos width should be the same as ours and aligned vertically and in the horizontal version both should have the same height.

We are excited to work with you!
We kindly ask that you adhere to the following:

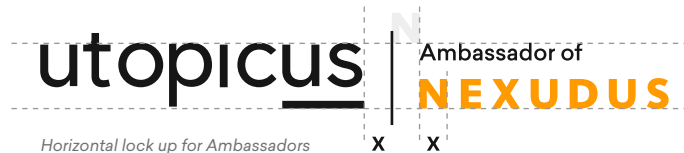
- **DO NOT use Nexudus name or marks as part of your own.**
- **DO NOT use Nexudus in any advertising without our explicit approval.**
- **DO NOT use Nexudus assets or similar words/marks on apparel or merchandise.**



Vertical lock up for Spaces



Vertical lock up minimum size



Horizontal lock up for Ambassadors

Colour palette

Primary colours

Orange PMS 137C CMYK 0, 45, 95, 0 RGB 255, 153, 0 HEX FF9B00	Black PMS Black CMYK 0, 0, 0, 100 RGB 22, 22, 22 HEX 161616	Gray PMS 446C CMYK 54, 27, 36, 82 RGB 63, 63, 63 HEX 3F3F3F	White CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX FFFFFFFF
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Primary colours

Use these colours when creating any layout or collateral design that involves Nexodus. Text should always be set in black, grey (or its tones) or white.

Secondary colours

Green, yellow, magenta, red, aqua, purple, royal blue and blue can be used as accent colours. Do not use secondary colours for text. Only use white or black text over secondary colour backgrounds. Secondary colours can coexist with our primary colours.

Secondary colours

Green PMS 339C CMYK 70, 0, 60, 0 RGB 0, 197, 143 HEX 00C58F	Yellow PMS 122C CMYK 0, 15, 75, 0 RGB 255, 217, 83 HEX FFD953	Aqua PMS 313C CMYK 85, 0, 15, 0 RGB 12, 204, 237 HEX 0CCCED	Red PMS 178C CMYK 0, 75, 50, 0 RGB 255, 92, 94 HEX FF5C5E
Magenta PMS 225C CMYK 0, 85, 0, 0 RGB 249, 47, 158 HEX F92F9E	Purple PMS 2655C CMYK 66, 63, 0, 0 RGB 132, 104, 232 HEX 8468E8	Royal Blue PMS 2130C CMYK 80, 65, 0, 0 RGB 82, 104, 255 HEX 5268FF	Blue PMS 279C CMYK 75, 35, 0, 0 RGB 34, 150, 243 HEX 2296F3

Colour combinations

Please use preferably all Nexodus's colours (primary and secondary) at 100% value. Use 10-15% **shades for backgrounds** only if needed.

To maximize legibility and therefore accessibility, use mainly the 3 first combinations: white, orange and black. These offer the best contrast in all cases, screen and print. In case the use of a secondary colour is needed, the rule to apply is to use black text when the background colour is less intense. And to use white text when the background colour is more intense. This rule also applies to text on photographs.

Black on white
Gray on white
Orange on white

Black on orange
White on orange
Gray on orange

White on black
Orange on black
Secondary on black

White on gray
Orange on gray

DO NOT use secondary colours on gray!

Black on secondary
White on secondary

DO NOT use secondary colours on secondary!

White on secondary
Black on secondary

DO NOT use secondary colours on secondary!

Black on light photography

White on dark photography

Brand fonts

Typography is a crucial element of our visual identity. These font families were carefully chosen to reflect Nexodus's brand identity. Fonts, when used consistently in appearance, unify messaging and create familiarity so communications from Nexodus are most effective.

Please DO NOT distort or alter the original design of these fonts by any means.

Primary font

Sailec is Nexodus's primary typeface. It's a clean, modern, sans-serif typeface that works well for display copy/headlines, body text, and everything between.

Only use all caps in small instances such as charts, labels and UI navigation. The default weight to use is Sailec Regular. In cases where legibility is an issue, use Sailec Medium.

In cases where Sailec is not available, please use Inter (Google fonts) as a substitute. See next page.

Sailec bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890!@#€\$%&()=¿?;,:**

Hairline
Hairline Italic
Thin
Thin Italic
Light
Light Italic

Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic

**Black
Black Italic**

Brand fonts

Secondary font

Inter (Google fonts) is Nexodus's secondary typeface. Inter is a variable font family carefully crafted & designed for computer screens that works well for display copy/headlines, body text, and everything between.

Only use all caps in small instances such as charts, labels and UI navigation.

Web safe font

In cases where inter is not available, please use Roboto (Google fonts) as a substitute.

Inter bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
1234567890!@#€\$%&()=¿?;,,::**

Thin
Extralight
Light
Regular
Medium

Semibold
Bold
Extrabold
Black

Roboto bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
1234567890!@#€\$%&()=¿?;,,::**

Thin
Thin Italic
Light
Light Italic
Regular

Regular italic
Medium
Medium italic
Bold
Bold italic

Black
Black Italic

Typesetting

With regards to typesetting, here is an ideal stack for screen hierarchy: this is a system that establishes an order of importance within information, allowing a reader to easily navigate content and find what they're looking for. It's one of the most important techniques for communicating content effectively. As a rule, there should be a numeric relationship between all type sizes. This sizes may vary if needed but have to be validated by the Communication Head.

Headline

Font-weight: Sailec Bold
Font-size: 64 px
Line-height: 76 px
Colour: Black
Use case: (Screen) Page header (80% preview)

Headline

Font-weight: Sailec Bold
Font-size: 42 px
Line-height: 54 px
Colour: Black
Use case: (Screen) Section header / Header in general (80% preview)

Call to action

Font-weight: Sailec Bold
Font-size: 36 px
Line-height: 46 px
Colour: Black
Use case: (Screen) Call to action and Titles (80% preview)

Subheadline

Font-weight: Sailec Regular
Font-size: 26 px
Line-height: 42 px
Colour: Gray or Black
Use case: (Screen) Explain page header and Testimonials / Also title in Bold and Black

This is a title

Font-weight: Sailec Bold
Font-size: 22 px
Line-height: 34 px
Colour: Black
Use case: (Screen) Section title / Small title

Subheading

Font-weight: Sailec Regular
Font-size: 20 px
Line-height: 32 px
Colour: Gray or Black
Use case: (Screen) Small subheading / large button in Bold and Black

Typesetting

Clarity and simplicity. That's the basis of our typographic style. So when you're designing documents, think about the hierarchy of the information, and whether it's easy to read. Using weight, colour, and placement in an intentional and considered way makes an easier reading experience for the user.

Link large →

Font-weight: Sailec Bold
Font-size: 18 px
Line-height: 26 px
Colour: Blue
Use case: (Screen) Large link / button in Black (80% preview)



Font-weight: Sailec Bold
Font-size: 16 px
Line-height: 24 px
Colour: White, Black or Blue
Use case: (Screen) Button / Link (80% preview)

This is body text

Font-weight: Sailec Regular
Font-size: 16 px
Line-height: 24 px
Colour: Gray or Black
Use case: (Screen) Body text / Paragraphs / Attribution (80% preview)

Small body text

Font-weight: Sailec Regular
Font-size: 14 px
Line-height: 22 px
Colour: Gray or Black
Use case: (Screen) Body text / Attribution small (80% preview)



Font-weight: Sailec Bold
Font-size: 12 px
Line-height: 16 px
Colour: Blue
Use case: (Screen) Blog label (80% preview)



Font-weight: Sailec Bold
Font-size: 12 px
Line-height: 16 px
Colour: Black or White
Use case: (Screen) Small button (80% preview)

Visual elements

Our photography plays a huge part in expressing who we are and what we do:

1.- Some of our images are documentary style: they should feel like they've been taken by somebody participating in the scene. They're natural, not posed. Real life moments that represent real scenarios and people. Our images are honest and we don't treat them with heavy filters in post production. We use landscapes and close snippets of life, work and movement.

2.- We also use portraits (real people from coworking spaces) and we use them in the most naturalistic way possible: natural light and no post production if possible.



1. *Documentary style example*



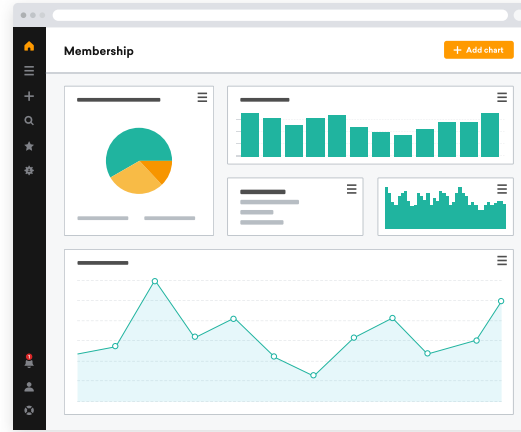
2. *Portrait example*

Depending on the channel, we will use a different type of photographic style: marketing campaigns, blog posts, events, webinars, etc. The image size will be as wide as the document (maximum) 72 dpi for screen and 300 dpi for print.

3.- Illustrations from our products: in case you need an illustration of our platform, or a mockup of any of our products (apps, etc.) please contact the Communication Head at communications@nexudus.com to request it.

Visual elements

Corporate iconography will be used when possible. If not, we will use Google Material icons. Photographs are preferred. When this is not possible due to the creative brief, illustrations will be used and they will be created ad-hoc. Stock illustration must not be used if possible, and illustrations must have a vectorial and minimalist geometrical style according to the brand.



Dashboard illustration



Corporate website illustration



Nexodus icons



Members portal illustrations

Document examples

Here are some basic indications on how to create layouts for documents, screen and print, such as Newsletters, Banners, Presentations or Emails. Also Flyers and Brochures.

Use the available fonts: **Inter** or **Roboto** in this case. These are mainly used for marketing purposes so be concise in the copy and use images that potentially could grab the attention of the reader (through colour or subject). If the background of the composition is white, please use a 1 px gray line for the contour or don't be afraid to use a light gray (#EEEEEE) background for the document.

Mailing / Newsletter (600 px width)

NEXUDUS • Nexodus logo at 200 px width

This is a headline • Roboto black in black (20 -24 pt) for headlines
Roboto regular (14 - 16 pt) for subheadlines and body text in gray.

This subheading briefly explains what this event is about

Read now • Roboto bold (16 pt) for buttons

This is a headline

This subheading briefly explains what this event is about

Read now

DO NOT use orange buttons.
You can use Secondary colours as composition background with a 10-15% shade. Always using the same colour also for the button itself.

Document examples

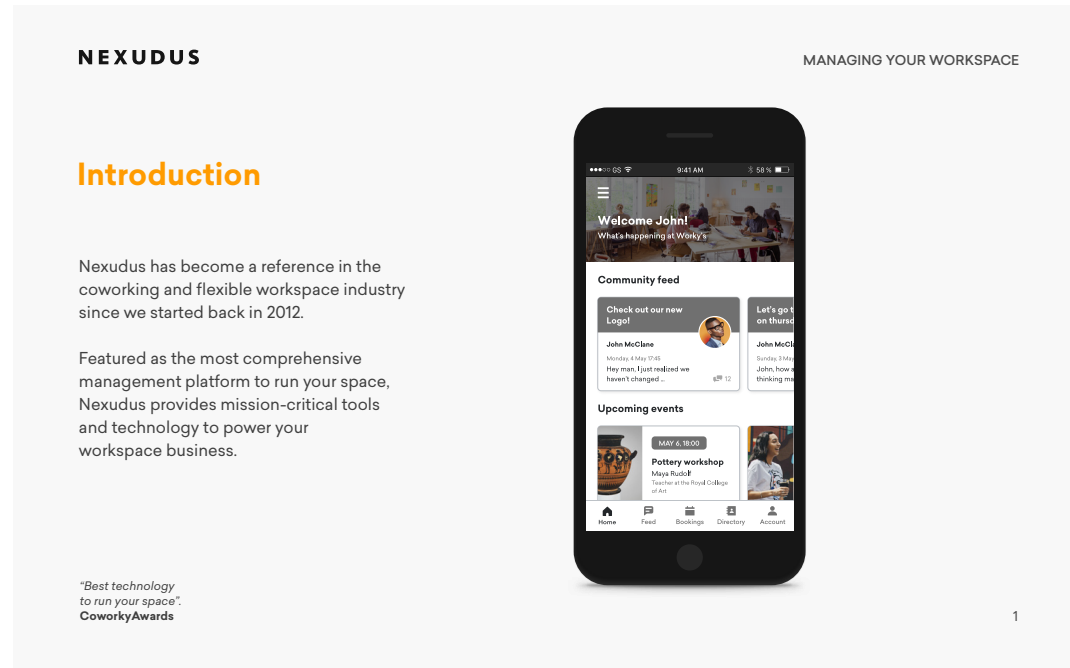
Nexodus logo at 90 px width

Conference Banner (350 x 100 px)



When creating banners consider using a Primary or Secondary colour at 100% hue, in order to stand out. Remember that the banner's area has to be a link.

Presentation layout (720 x 405 px)



When creating sales materials such as presentations, the Nexodus logo will always be placed on the left top or bottom corners in every slide of the document, depending on document layout. Also include the name of the presentation in every slide alongside the logo.

Document examples

Logo formula

$$\frac{\text{Document's longest side}}{4} = \text{Logo's width}$$

$$\frac{\text{Document's longest side}}{18} = \text{Distance to margins}$$

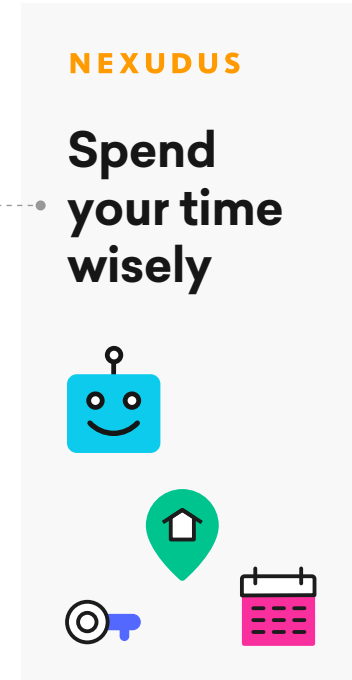
When creating marketing materials such as flyers or brochures, the Nexodus logo will always be placed in the lower right corner of the document or in the upper left corner depending on the creativity. Follow the above formula to find out the size and position.

Commercial flyer DIN-A5

Sailec bold for headlines
Sailec regular (10 - 14 pt) for body text



Brochure 100 x 200 mm. (closed)



Requirements and terms

When you reference Nexodus, your reference must be truthful and clearly and accurately indicate your relationship to Nexodus.

You are not permitted to use Nexodus name, logos or specific illustrations to represent your brand unless authorised specifically by Nexodus.

Do not use any Nexodus brand features in a damaging or derogatory way, or on any site that violates any law.

Do not use trademarks, logos, company names, icons, product or feature names, domain names, social media handles or avatars that include Nexodus, variations that look or sound similar to Nexodus or any Nexodus logos.

Do not register, purchase or use any domain names that include the word Nexodus - including any misspelling or transliteration of Nexodus.

Please make sure you only use resources downloaded from:

nexodus.com/press-resources

In case of any doubt, please contact our Head of Communications at:

communications@nexodus.com

NEXUDUS

Thank you!