

nex



# Brand Guidelines

Nex Visual Identity



Designer: Johnson Favour Bliss  
eniolajohnson910@gmail.com

Prepared For: Amelia  
Brand Name: Nex

Name of Branding Agency: Bliss  
ig: bliss\_\_\_graphics

# 04.15

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# Introduction

01



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This the Nex Brand identity Style Guide.  
It tells you who we are, what we stand  
for, how we look, whenever and where –  
ever we show up in the world.



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# Our Story

02



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## Our Story



We are Nex, your partner in progress. Born from a vision to empower businesses to not just navigate the present but confidently stride in to their future, we bring strategic insight and actionable solutions to the table.



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## Our mission



“To empower organizations with strategic insights and actionable solutions, enabling them to confidently navigate complexity, embrace innovation and achieve sustainable growth.”



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## Our vision



“To create a future where businesses, equipped with strategic foresight and innovative solutions, thrive and contribute to dynamic and prosperous global landscape.”



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# Our Strategy

# 03



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## Our Positioning

Nex is the dynamic business consulting firm that propels organizations towards sustainable growth and thriving future through strategic insights and impactful solutions.



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## Design Approach

Nex design approach is rooted in clarity and functionality. We believe in creating solutions that are not only aesthetically pleasing but, more importantly, intuitive and effective in driving results. Our designs prioritize clear communication, logical structure and user clarity to ensure our client's message is conveyed powerfully and their goals are achieved efficiently.



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## Brand Values

We are forward-thinking and committed to driving positive momentum for our clients

We approach challenges with insightful analysis and well-defined plans

We are focused on delivering tangible and measurable outcomes for our clients

We equip organizations with the knowledge and tools to achieve sustainable success



# Progressive Strategic Results Empowering

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# Verbal Identity

04



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## Tone of Voice

Nex Tone is clear, concise and result-oriented. We communicate directly and efficiently, focusing on the key information and the desired outcomes. Our language is professional and focused, reflecting our commitment to delivering tangible value and driving progress for our clients.



**Clear  
Concise  
Result  
Oriented**

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## Examples

### Uclear

“We leverage a proprietary framework of synergistic modalities to facilitate transformative organization evolution.”

### Clear

“Our coaching program provides a step-by-stepp system to help your business grow and adapt to market chages.”



## Clear

Clarity means ensuring your potential clients and current coaches understand your methodologies, the coaching process and the specific areas you focus on, avoiding Business jargon.

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## Examples

### Not Concise

"In order to achieve the desired outcome and successfully finalize the transaction, it is absolutely essential that you provide us with the necessary documents ASAP."

### Concise

"Please provide the required documents to complete the transaction quickly"



## Concise

Business owners and leaders are typically short on time. Your communication needs to be efficient, respecting their busy schedule. Get to the core message quickly and avoid lengthy, theoretical explanations.

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## Examples

### Not Result-Oriented

“We offer excellet customer support”

### Concise

“Get your issues resolved quickly with our 24/7 support, ensuring minimal disruption to your workflow.”



## Result-Oriented

This tone focuses on the outcomes, benefits and achievements that your product, service, or message can deliver. It highlights the tangible value and the impact for the audience. The emphasis is on what the audience will gain or achieve.

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# Wordmark & Icon

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## Design Approach

This “nex” wordmark is characterized by its simplicity, modernity and the string implied meaning of “next.”

It’s clean San-Serif typeface and lowercase lettering contribute to an approachable yet forward-thinking feel.

### Typeface

The fonts used “Be Vietnam Pro” is a modern San\_Serif font. They are clean, modern.

### Overall Shape

The lowercase letters contribute to a softer, more approachable overall shape compared to uppercase letters.



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## Clearspace

Clear space, also known as negative space, is the empty area around and between elements in a design. It's not just blank; It enhances readability, focus and overall visual appeal by giving elements room to breathe.

So in short form clear space is "breathing room."



"n" is pushing "e" to "x"



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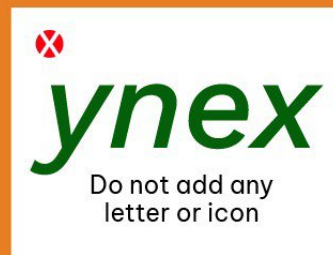
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## Missuse of Wordmark

This is when you use your word-mark improperly.





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## Wordmark in Action



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# Our Logo

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## Design Approach

The logo is modern, abstract geometric design that likely intends to convey concept like connection, growth or innovation.

Its simplicity and boldness makes it potentially memorable and versatile and it harmonizes well with the accompanying wordmark.

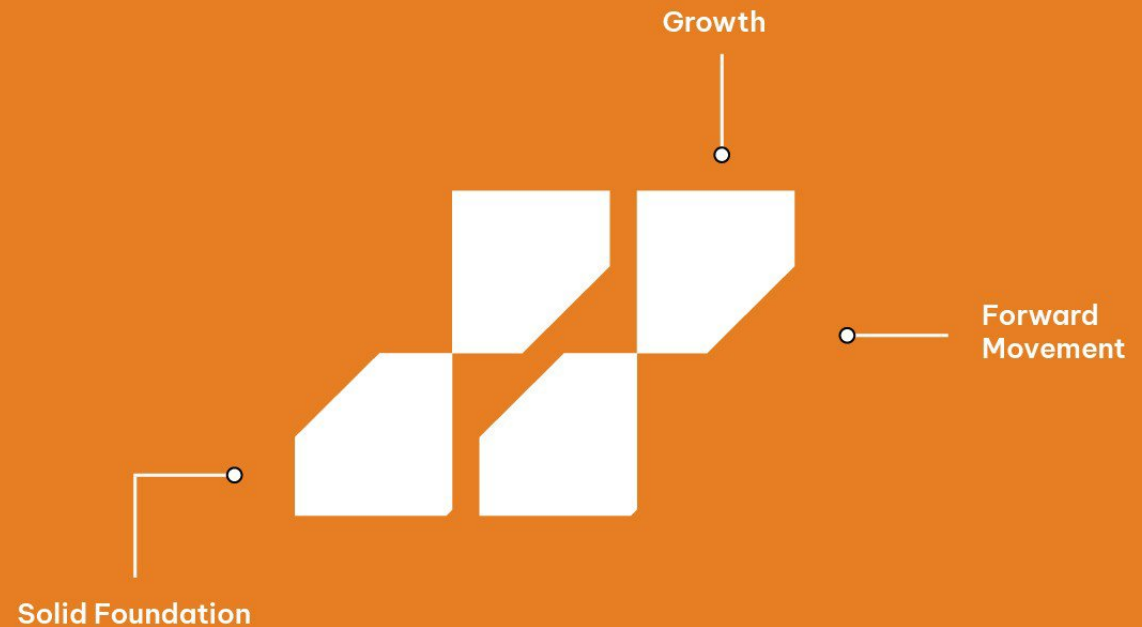


### Feature 1

The abstract nature makes the logo memorable

### Wordmark Relations

The simple and bold nature of the logo complements the clean and lowercase "nex" wordmark.



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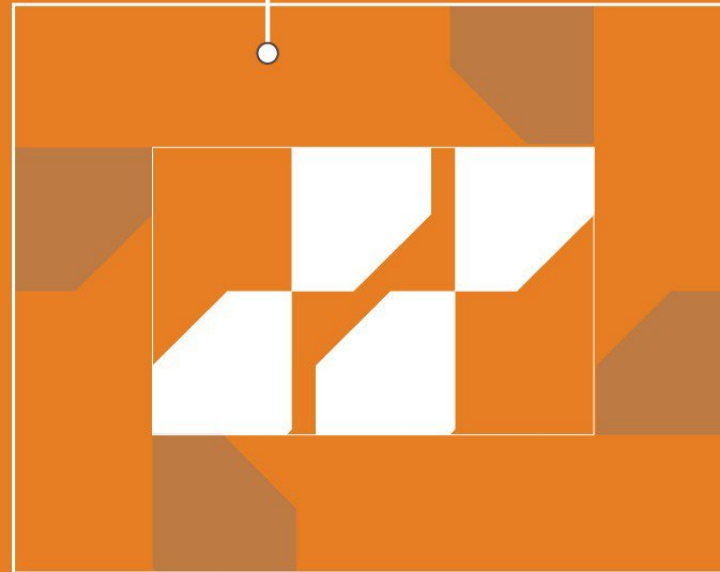
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So in short form clear space is "breathing room."



clearspace



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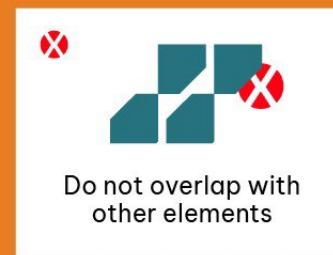
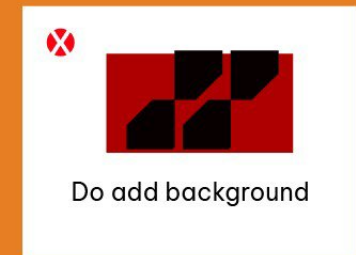
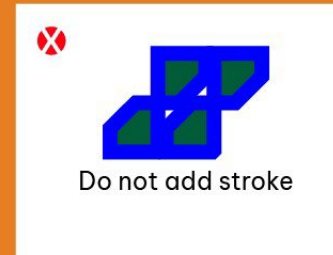
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## Missuse of Logo

These are the things you must not do with  
your logo.



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## Logo in action



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# Brand Color

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## Color Selection

These colors are selected  
based on nex's brand

Boldness  
Growth  
Inspiration  
Confidence  
Stability  
Friendliness



**Black**  
Stands for Boldness

HEX: #567549  
RGB: 231,987,543  
CMYK: 0,67,54,1

**White**  
Stands for Freshness

HEX: #567549  
RGB: 231,987,543  
CMYK: 0,67,54,1

**Tangerine**  
Stands for Friendliness

HEX: #F7931E  
RGBA: 247,147,30,1  
CMYK: 0%,41%,88%,5%

**Green Sea**  
Stands for Growth and Renewal

HEX: #16A085  
RGBA: 22,160,133,1  
CMYK: 86%,0%,17%,37%

**Burnt Orange**  
Stands for Confidence

HEX: #D35400  
RGBA: 211,84,0,1  
CMYK: 0%,59%,100%,17%

**Aquamarine**  
Creativity and Inspiration

HEX: #5FFFE0  
RGBA: 231,987,543  
CMYK: 62%,0%,12%,0%

**Russet**  
Stands for Reliability and Stability

HEX: #895810  
RGBA: 137,88,16,1  
CMYK: 0%,35%,85%,45%



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## Primary Type

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laore.

# AaBbCc

Be free, be audacious,  
Rule the world.

Be Vietnam Pro | **Bold** | Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

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## Tracking Kerning & Leadind

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About Us

## WHY FIT IN WHEN YOU CAN STAND OUT?

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About Us

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About Us

## WHY FIT IN WHEN YOU CAN STAND OUT?

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## Secondary Type

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# AaBbCc

Be free, be audacious,  
Rule the world.

Atemica | Regular

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## Tracking Kerning & Leadind

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About Us

Why fit in  
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stand out?

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About Us

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when you  
can stand  
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<p>HEX: #000000          RGBA: 0,0,0,1          CMYK: 0%,0%,0%,100%</p> <p>HEX: #01F23A          RGBA: 1,242,58,1          CMYK: 99%,0%,76%,5%</p>	<p>HEX: #000000          RGBA: 0,0,0,1          CMYK: 0%,0%,0%,100%</p> <p>HEX: #01F23A          RGBA: 1,242,58,1          CMYK: 99%,0%,76%,5%</p>	<p>HEX: #000000          RGBA: 0,0,0,1          CMYK: 0%,0%,0%,100%</p> <p>HEX: #01F23A          RGBA: 1,242,58,1          CMYK: 99%,0%,76%,5%</p>	
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