

# The Nexar Identity

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The Nexar Identity is a visual expression of our brand personality.

The branding is simple, easily recognizable and conveys a sense of trustworthiness and forward motion expressed in both letterform and symbology.

The Nexar Identity features three core components: the Logo, the Symbol, and the Logo Lock-up.



**NEXAR**<sup>TM</sup>



# Primary Font

Montserrat is Nexar's selected typeface for use in all marketing collateral (printed and online) because of its contemporary look and feel with the Nexar Logotype. Montserrat should be the primary font use in online and offline collateral produced by Marketing or our Marketing Associates.

## Montserrat

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**Aa**

Montserrat – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789£\$?!<>{}[]#¢™®

Montserrat – SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789£\$?!<>{}[]#¢™®

# Secondary Font

Roboto is Nexar's selected typeface for use in all marketing collateral (printed and online) because of its contemporary look and feel with the Nexar Logotype. Roboto should be the secondary font used in online and offline collateral produced by Marketing or our Marketing Associates.

## Roboto

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Aa

Roboto – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789£\$?!<>{}[]#ç™®

**Roboto – Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**123456789£\$?!<>{}[]#ç™®**

# Typography Use

Altium has chosen Montserrat as its primary font family for headers, subheads, and supporting standalone copy. Roboto is used for all supporting and body copy or where there is lot of text.

## Header

Montserrat –  
SemiBold

# Donec ullamcorper nulla metus auctor fringilla.

## Subhead

Montserrat –  
Regular

Maecenas sed diam eget risus varius blandit  
sit amet non magna.

## Emphasis

Roboto – Medium

Obitae nus **Doloresequo Blaboriae** praeri ipiet repre net harum  
facesse rovitiam arist, asseque alis reprehendis solu uamqu idld  
utaspit estesti Onserum enduci sum, sum fugit arciam doluptat  
il et everionsequi ut quiame voluptatesed et veror mos

## Body

Roboto – Light

Obitae nus doloresequo blaboriae praeri ipiet repre net harum facesse  
rovitiam arist, asseque alis reprehendis solu uamqu idld utaspit estesti  
onserum enduci sum, sum fugit arciam doluptat il et everionsequi ut  
quiame voluptatesed et veror mos ditatem quam, expelis doloriore  
nonsenda non con porem. Et estibus ut estion nim non cuptaecate verios  
eaquidicium ilit ut fuga. Nam volut adiciditiam eosandi tianimp orruptam  
nimus iliquiatusa iditatu saectem ent alia suntiaspero odigenimi.

# The Nexar Logo

**The Nexar Logo** features the brand name, presented in a clean, bold font. It is set in all uppercase letters and visually balanced to provide a sense of establishment and trustworthiness.

The “**E**” features a rounded corner as a subtle nod to our relation to the electronics industry.

**Please Note:** When utilized in copy, **Nexar** is a proper noun and requires only an initial cap at every use.



NEXAR™

File Name: Nexar-Logo-1C-Blue

Please reference Logo Matrix at end of document for sizes and color options.

Available File Types: PNG, EPS, SVG

# The Nexar Symbol

The **Nexar Symbol** is our core brand identifier, an instantly recognizable visual cue for the Nexar brand identity.

Its flowing curves represent a stylized letter **N** that infers a sense of upward motion and limitless boundaries.

In context, it is unique enough to live without the logo however, in some communications it's probably best to use the full **Nexar Logo Lock-up**.

The Nexar Symbol is available in **two sizes**: a large "hero" size and a small size exclusively for use in digital and print spaces where space is extremely limited. Please reference Logo Matrix at end of document for sizes and color options.

Available File Types: PNG, EPS, SVG



File Name: Nexar-Symbol-4C

# The Nexar Logo Lock-up

The **Nexar Logo Lock-up** refers to the specific orientation of the **Nexar Symbol** and the **Nexar Logo** and is an essential component of the **Nexar Brand Identity**.

It comes in two variations for **vertical** or **horizontal** use.

To maintain consistency across all mediums, the lock-up should not be taken apart or altered in any way.

The Nexar Logo Lock-up is available in **two sizes**: a large “hero” size and a small size exclusively for use in digital and print spaces where space is extremely limited. Please reference Logo Matrix at end of document for sizes and color options.

Available File Types: PNG, EPS, SVG



File Name: Nexar-Logo-Lockup-Vertical-4C-LtBg



Nexar-Logo-Lockup-Horizontal-4C-LtBg

# Logo Lock-up and Clear Space

Color Horizontal  
Logo Lock-up



Color Vertical  
Logo Lock-up





# The Nexar Icon

The **Nexar Icon** can be used in a circle for social media avatars and other scenarios requiring an icon.

The icon should be used mainly as shown, featuring a combination of symbol not being constrained by the circle.

In very rare circumstances where a square shape is required, there is a square version of the icon available.

The Nexar Icon is available in **two sizes**: a large “hero” size and a small size exclusively for use in digital and print spaces where space is extremely limited. Please reference Logo Matrix at end of document for sizes and color options

Available File Types: PNG, EPS, SVG



File Name: Nexar-Icon-Round-4C



File Name: Nexar-Icon-Square-4C

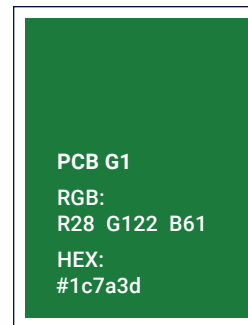
# The Nexar Identity Colors

The **Nexar Identity** color scheme was chosen not only for its boldness and visibility, but for its emotional connection to the electronics industry.

The two shades of green are inspired by the most common color of PCBs and chosen to represent the manufacturing side of the electronics industry.

The dark navy blue, referred to internally as **Nexar Blue**, suggests strength, trust, and an established nature for the Nexar brand.

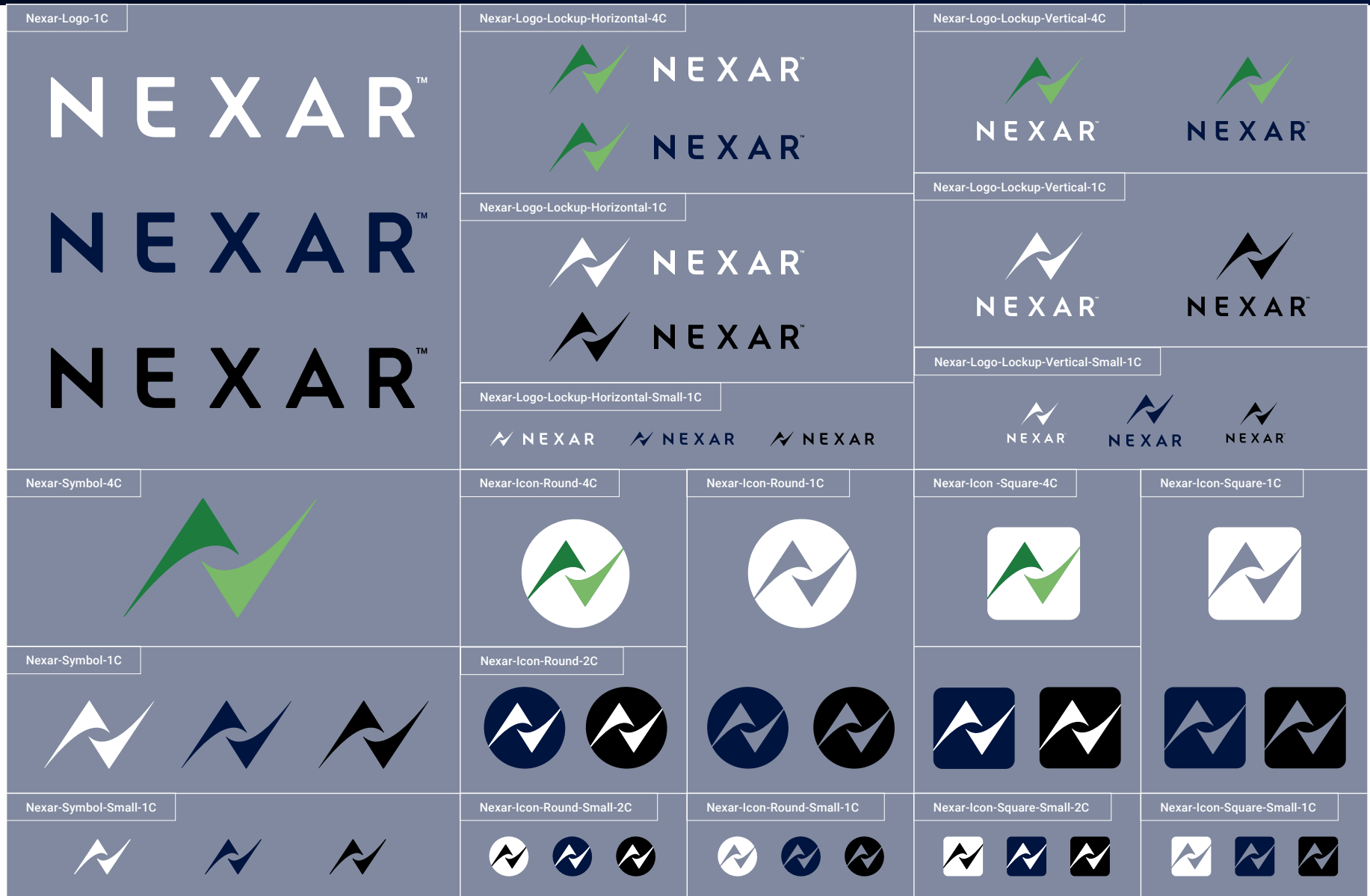
There has not been a print test of the color values in the following section. It is advised to do a one before any large scale print runs.



**NEXAR™**

# The Nexar Logo Matrix

Download the full Nexar Logo package [here](#). Small file versions should only be used in spaces under .25 inches (6 mm) tall.



# Incorrect Use

1



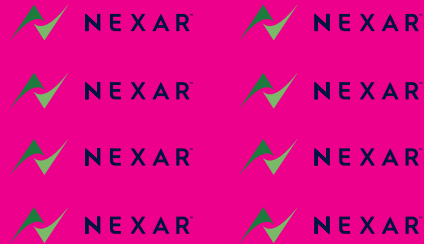
2



3



4



5



6



1 Don't skew the logo

2 Don't change logo proportions

3 Don't rotate the logo

4 Don't make a pattern out of the logo or icon

5 Don't change the color of the logo

6 Don't stroke the logo