As a small but ambitious service and technology company in e-commerce and payment, we want to become an international brand that is recognized by its corporate clients: software, services, and retail companies. With Nexway, they increase their online revenues and transform their business by having us run their online payment and subscriptions for their customers.

- We are hands-on, operational, in action. We are doers and makers (rather than abstract, lost in concepts and intentions).

- We are focused on results – data-driven (rather than good looks or impressions).

- We are fully empathetic with our clients - we are an extension of their teams (rather than focus on ourselves and internal processes, we are immersed in their business).

We want to stand out - but for the good reasons: we’re also a serious company that can be trusted, not a 6 months old startup.

We know how to adapt, change and innovate along with the market (technology is our DNA).
HELPING YOU TO GET THE BASICS RIGHT

Our toolkit contains the basic elements of our Nexway brand. They will evolve as our brand and applications develop.

The principles in this document are a starting point for creating engaging and inspiring applications.

We see this as a fluid process: get the basics right to build brand recognition and the rest is open to creative interpretation. In this way our brand stays fresh, designers can be inspired, and we can adapt to the changing trends in modern communication.

It’s as easy as:

1. Logos
2. Typography
3. Colors
4. Logo use
LOGO VARIANT

Our new logo is modular, sober, versatile and timeless. It can be adapted to all communication media both in its shape and color and can be infinitely adapted.

Our logo has the particularity of being splittable.
Logos.

CLEAR SPACE

To use our logo effectively and with the maximum impact, a clear space surrounding the logo has been defined, equal to 20px. No other elements should fall within this space, including type, graphics devices or the edge of an application. Try also to observe the clear space when applying our logo over an image.

OPTICAL CENTER

If you need to position our logo in the middle of an application, please use the optical center to align it. The optical center runs along the right-hand edge of the letter ‘t’ and is there to give the correct balance to our logo in centered applications.

MINIMUM SIZE

For printed applications, the minimum size for our logo is 30 mm wide.
Logo versions.

WHITE LOGO

Our white logo can be used on dark to medium backgrounds. It looks great when used on images or gradient. Don’t use the white logo on pale backgrounds because the legibility will be impaired.

BLACK LOGO

Our black logo can be used on light to medium backgrounds. It looks great when used on images or gradient. Don’t use the black logo on dark backgrounds because the legibility will be impaired.

FILE TYPES

Use the .eps file for printed applications and the .png file for digital.
DM Serif Display is a high-contrast transitional face. With delicate serifs and fine detailing, the design has been shaped for use in super-sized poster settings. It is accompanied by DM Serif Text, for use in smaller point ranges. DM Serif Display supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages. It was designed by Colophon Foundry (UK), that started from the Latin portion of Adobe Source Serif Pro, by Frank Grießhammer.
We use the font Roboto for all texts in our brand communications. Google's signature family of fonts, the default font on Android and Chrome OS, and the recommended font for Google's visual language, Material Design.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

It's noticeable that Roboto is very popular for one-page websites and especially startups.

This is the regular family, which can be used alongside the Roboto Condensed family.

See github.com/google/roboto
The colors are used **exclusively for titles** will always depend on the dominant color of the image to which it relates. You will find here a range of usable colors.

**The color of the text will be either black or white like the logo.**

When titles/text are in the image they will be in black or white.
Hands-on e-commerce.
Logo and title use / Exemples.

Title color.

Text color.

Where payments mean business.