



DESIGN GUIDELINES **BRAND IDENTITY SYSTEM**

JANUARY 2021

nexi

CONTENTS

1.
THE BRAND

2.
LOGO AND BASIC ELEMENTS

3.
EXAMPLES OF CORPORATE
APPLICATIONS

4.
GENERAL GRAPHIC FORMAT

5.
DIGITAL GRAPHIC
FORMAT

6.
VIDEO GRAPHIC FORMAT

7.
APPLICATIONS EXAMPLES
DOTS NETS

1.

THE BRAND

1.1.1

OUR VISION

OUR VISION

Close to our Customers and always looking to the future. It is an important commitment on many fronts, which requires great investments, expertise and specialisation, with an important objective: to be THE European PayTech alongside our Partners and Customers so that together we can make the digital payments market expand.



“We are convinced that every payment will be digital. It is not a question of whether, but when: because it is simple, fast and safe for everyone. We are THE European Paytech, and for this reason we constantly invest in technology, skills and innovation, with a focus on two fundamental objectives: meeting the needs of our customers and offering them payment tools that can improve daily lives or give more impetus to their businesses.

We are committed every day to supporting people, businesses of all sizes, banks and institutions.

Our aim is to transform the way people pay and companies accept payments, offering our customers the most innovative and reliable solutions to serve their customers more effectively and to help their businesses to expand.”

Group CEO
Paolo Bertoluzzo

+9thousand
payment **experts**

about 300mln
in **annual investments**
in IT & innovation

+1000
of top **financial
institutions**

2.4mln
merchants served

about 160mln
managed cards

25
countries in Europe

2.

LOGO AND BASIC
ELEMENTS

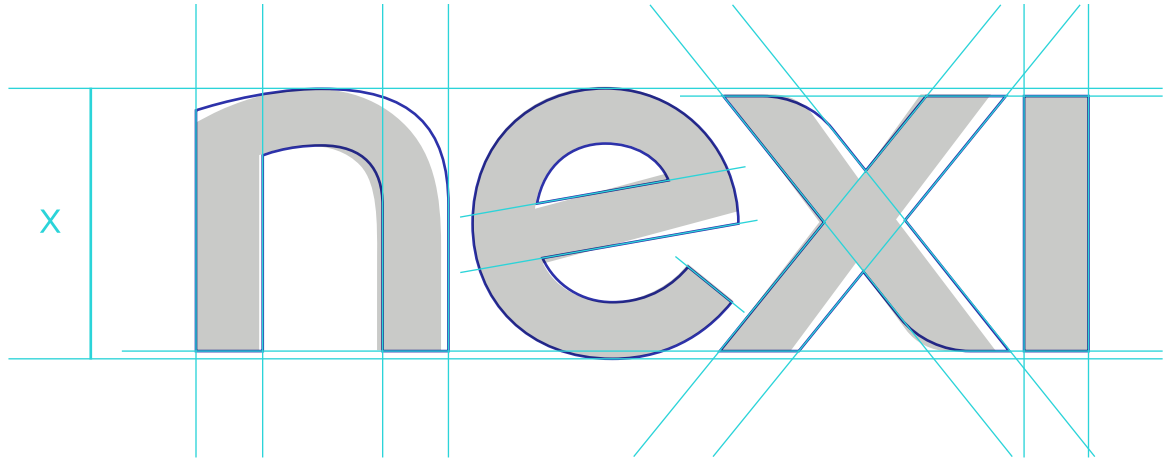
2.1.1 PROPORTIONS	2.1.6 NEXI COLOURS SECONDARY PALETTE	2.2.1 SOCIAL ICON
2.1.2 MINIMUM CLEAR SPACE	2.1.7 COLOURED BACKGROUNDS	2.3.1 INSTITUTIONAL TYPOGRAPHY
2.1.3 MINIMUM SIZE	2.1.8 BLACK AND WHITE VERSION	2.3.2 SYSTEM FONT
2.1.4 INSTITUTIONAL COLOURS	2.1.9 IMPROPER USES	2.4.1 ICON SYSTEM
2.1.5 NEXI COLOURS INSTITUTIONAL COLOURS AND PRIMARY PALETTE	2.1.10 CONVERGENCE OF OTHER BRANDS	

PROPORTIONS

The logo must comply with all the rules set out on this page and in the following pages.

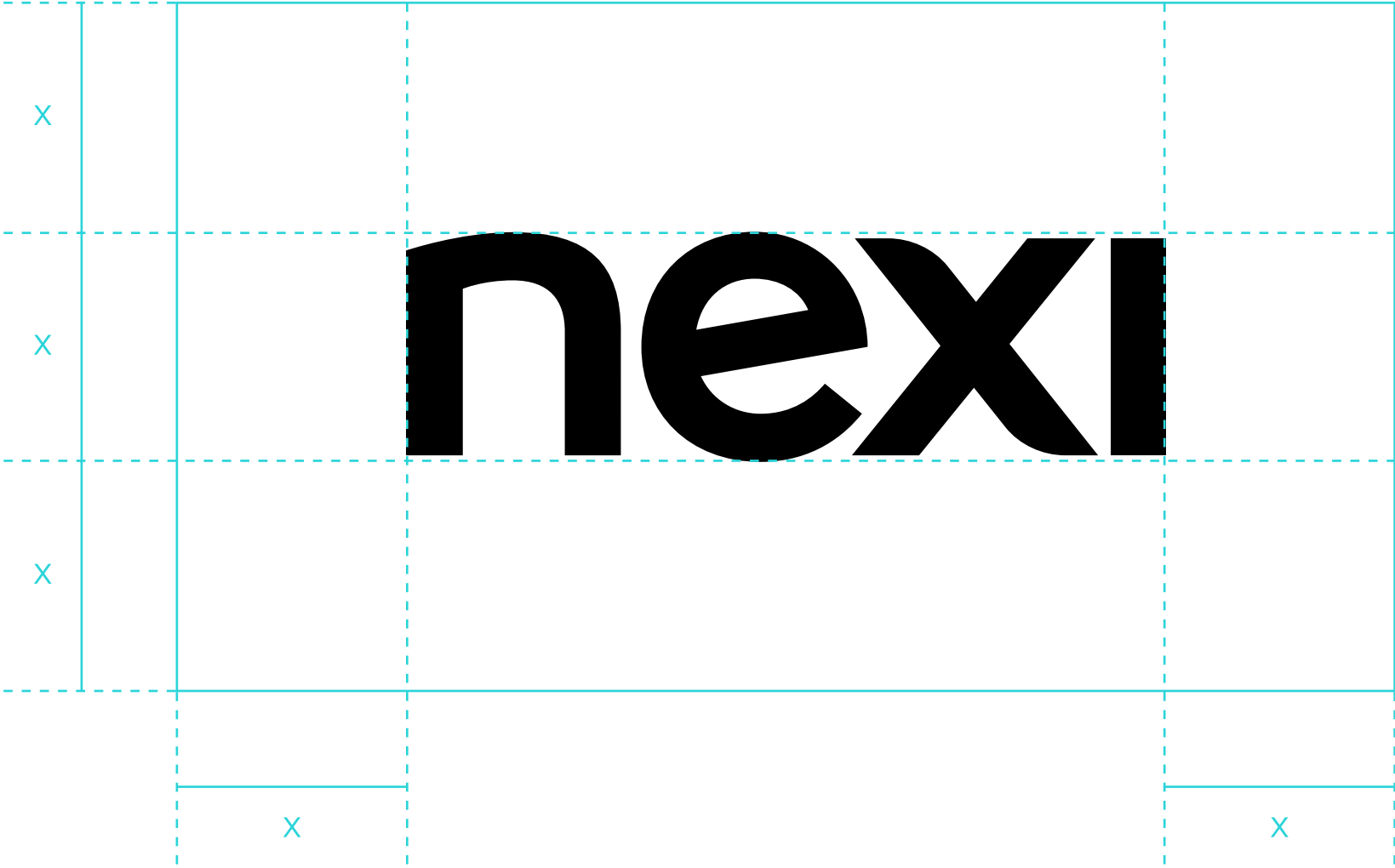
The Nexi logo has been designed in a specific and distinctive way; it must not be distorted or modified in any way.

The height of the logo is x.



MINIMUM CLEAR SPACE

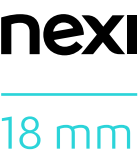
Around the logo there is a minimum clear space that must never be occupied by graphic or written elements. This area corresponds to the height of the logo (x).



MINIMUM SIZE

The minimum measurements under which the logo cannot be reproduced are linked to technical factors and are different for all that is considered off-line (print) and for all that is considered online (digital).

PRINT



DIGITAL



! The logo can only be printed in a size smaller than 18 mm on credit cards.

INSTITUTIONAL COLOURS

The institutional colour is encoded on this page: blue colours the logo. The encoding of this colour must always be complied with and does not allow changes.

If placed on its institutional background, the logo is displayed in the negative version, i.e. white. It recovers its institutional colour when the background on which it is placed guarantees its legibility.

nexi

BLUE

C100 M88 Y0 K0	R45 G50 B170	Pantone 2126 C	Pantone Blue 072 U	WEBSafe: #2D32AA
----------------	--------------	----------------	--------------------	------------------

100%

60%

30%

nexi	nexi	nexi
------	------	------

! Nexi blue is also encoded in the colour scale of paints and coatings: RAL 5002.

NEXI COLOURS

INSTITUTIONAL COLOURS AND PRIMARY PALETTE

The main colours of the format are those encoded on this page.

The main colour of the Nexi look & feel is blue (for materials to be printed it is advisable to use Pantone 2126 C); the other colours can be used as support colours.

! Nexi Dark Blue is for background use only. Make sure that the graphic result of the visibility of the Nexi institutional colour is guaranteed in the printing process (post-lamination).

! The institutional blue colour can also be shaded with the light blue in special cases.

INSTITUTIONAL COLOUR

NEXI BLUE

C100 M88 Y0 K0	R45 G50 B170	Pantone 2126 C	Pantone Blue 072 U	WEBSafe: #2D32AA
----------------	--------------	----------------	--------------------	------------------

PRIMARY COLOUR PALETTE

NEXI LIGHT BLUE

C60 M0 Y20 K0	R43 G212 B217	Pantone 319C	Pantone 319U	WEBSafe: #2BD4D9
---------------	---------------	--------------	--------------	------------------

NEXI TEAL

C80 M0 Y50 K0	R0 G180 B157	Pantone 326C	Pantone 326U	WEBSafe: #00B49D
---------------	--------------	--------------	--------------	------------------

NEXI CORAL

C0 M75 Y48 K0	R255 G96 B101	Pantone 2346C	Pantone 2346U	WEBSafe: #FF6065
---------------	---------------	---------------	---------------	------------------

NEXI DARK BLUE

C100 M90 Y0 K55	R33 G40 B97	Pantone 2768 C	Pantone 289 U	WEBSafe: #212861
-----------------	-------------	----------------	---------------	------------------

GRADATION



NEXI COLOURS

SECONDARY PALETTE

The secondary colours of the format are those encoded on this page.

- ! The GREY 01 for internal forms can be converted into the following four-colour scheme: C0 M0 Y0 K70
- ! GREY 06 can only be used in the web part

BLACK

C0 M0 Y0 K100	R0 G0 B0	WEBSafe: #000000
---------------	----------	------------------

WHITE

C0 M0 Y0 K0	R255 G255 B255	WEBSafe: #FFFFFF
-------------	----------------	------------------

GREY 01

C30 M23 Y17 K58	R116 G118 B120	Pantone Cool Grey 9 C	Pantone Cool Grey 9 U	WEBSafe: #747678
-----------------	----------------	-----------------------	-----------------------	------------------

GREY 02

C20 M15 Y11 K40	R154 G155 B156	Pantone Cool Grey 7 C	Pantone Cool Grey 7 U	WEBSafe: #9A9B9C
-----------------	----------------	-----------------------	-----------------------	------------------

GREY 03

C13 M9 Y9 K27	R178 G180 B179	Pantone Cool Grey 5 C	Pantone Cool Grey 5 U	WEBSafe: #B2B4B3
---------------	----------------	-----------------------	-----------------------	------------------

GREY 04

C8 M5 Y6 K16	R201 G202 B200	Pantone Cool Grey 3 C	Pantone Cool Grey 3 U	WEBSafe: #C9CAC8
--------------	----------------	-----------------------	-----------------------	------------------

GREY 05

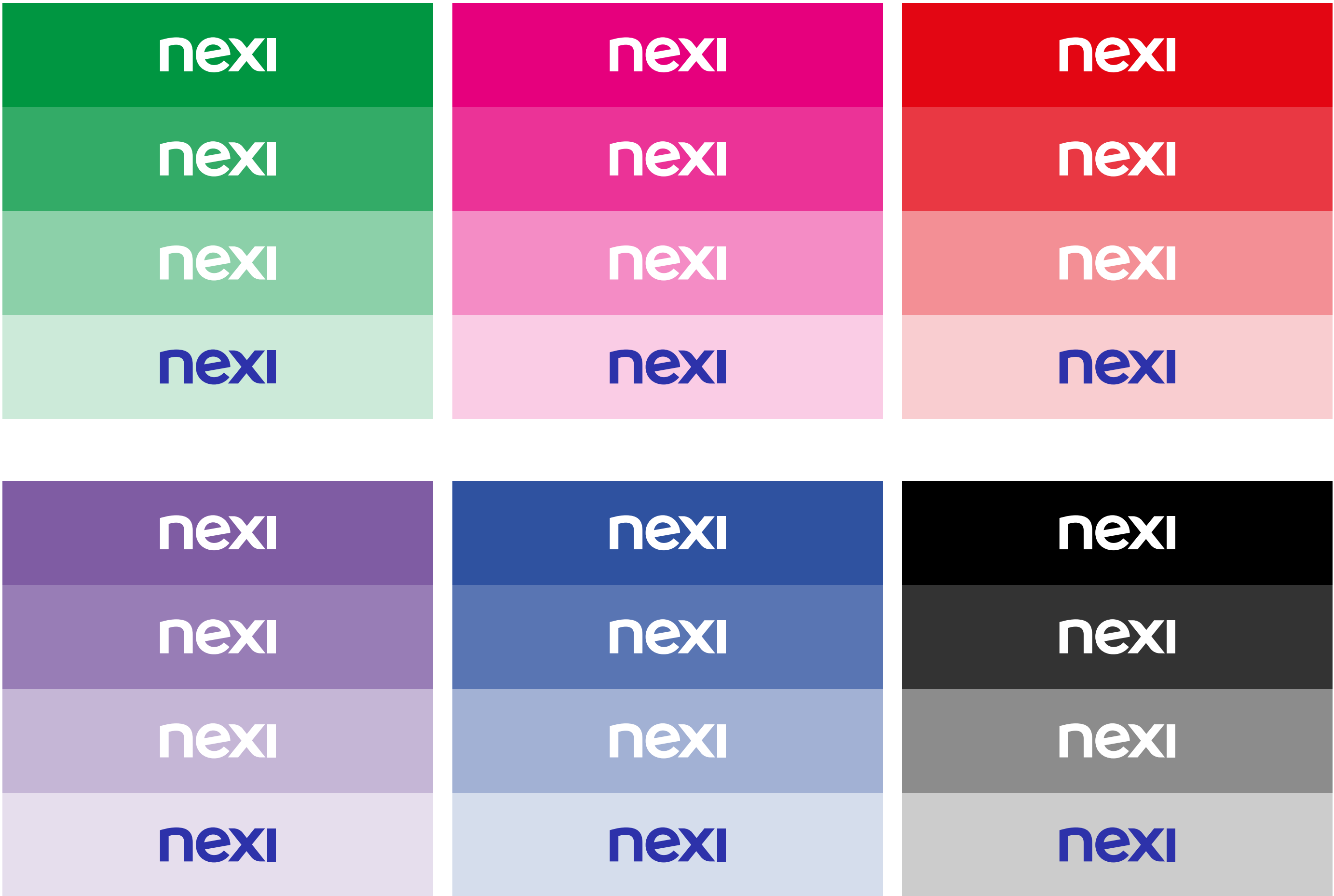
C4 M2 Y4 K8	R224 G225 B221	Pantone Cool Grey 1 C	Pantone Cool Grey 1 U	WEBSafe: #E0E1DD
-------------	----------------	-----------------------	-----------------------	------------------

GREY 06 - WEB USE ONLY

	R240 G240 B240	WEBSafe: #F0F0F0
--	----------------	------------------

COLOURED
BACKGROUNDS

If the logo is placed on coloured backgrounds, it will remain positive (institutional colour) or will become negative (white) to always ensure maximum legibility.



BLACK AND WHITE
VERSION

You can reproduce the logo in black and white when necessary.

In negative, the logo will be reproduced giving preference to the colour that guarantees greater legibility with respect to the background.

nexi

nexi

90%

nexi

80%

nexi

70%

nexi

60%

nexi

50%

nexi

40%

nexi

30%

nexi

20%

nexi

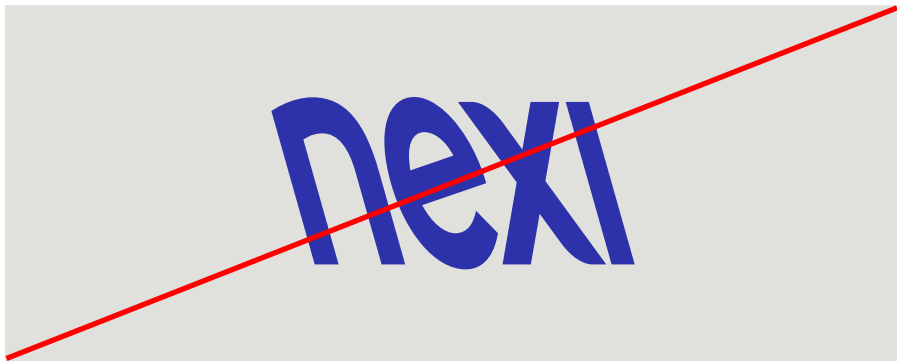
10%

nexi

IMPROPER USES

No components of the logo must ever be changed.

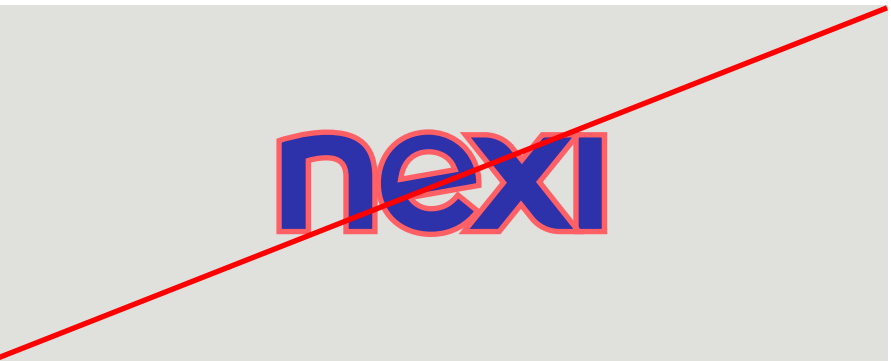
This page shows some examples of improper use of the Nexi logo.



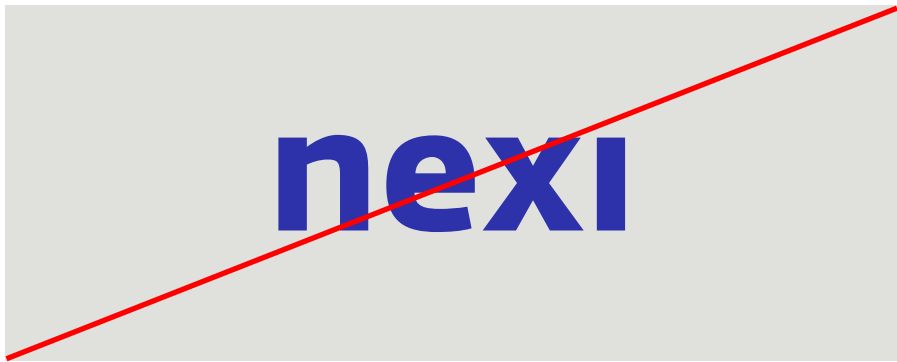
Do not distort



Do not change the colours



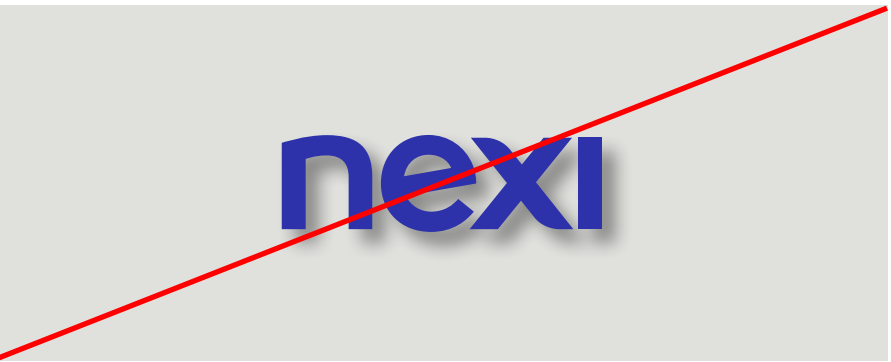
Do not apply outlines



Do not change the logo font



Do not use on similar backgrounds



Do not apply shadows or effects

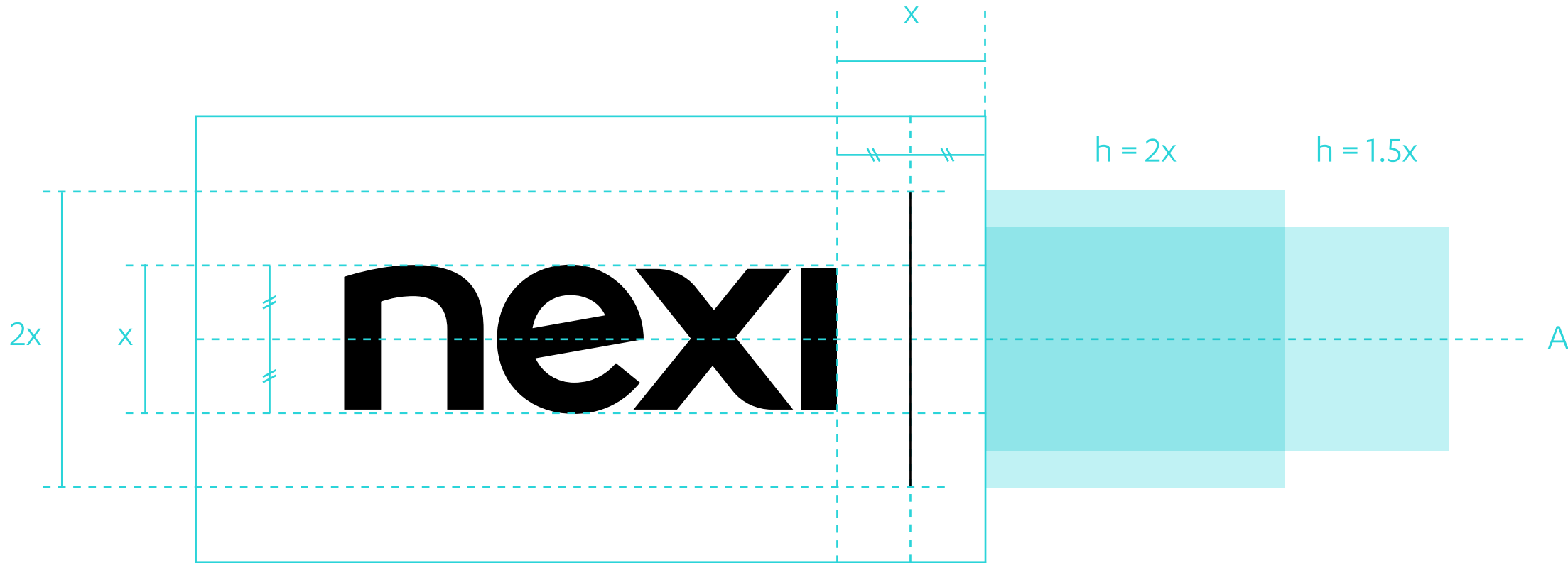
CONVERGENCE OF
OTHER BRANDS

Based on the proportions of the brands that need to be placed alongside the logo, two different dimensional ratios will be chosen.

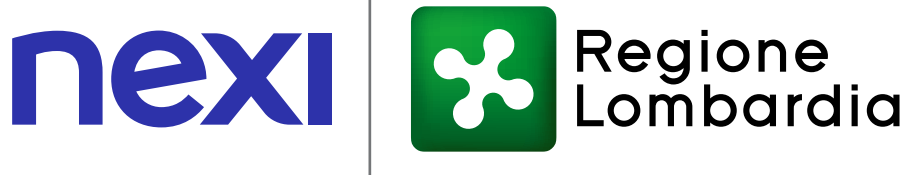
All brands with a compact development (smaller difference between base and height) will be sized with a total height of 2X, where X is the height of the Nexi logo. All brands with a horizontal development (greater difference between base and height), will be sized with a total height of 1.5X, where X is the height of the Nexi logo.

A vertical bar equal to twice the height of the logo (X) must then be placed between the two logos side by side. The colour of the bar is Grey 01, encoded in section 2.1.6.

The logos will in both cases always be centred on the horizontal axis (A) of the logo.



Sizing examples

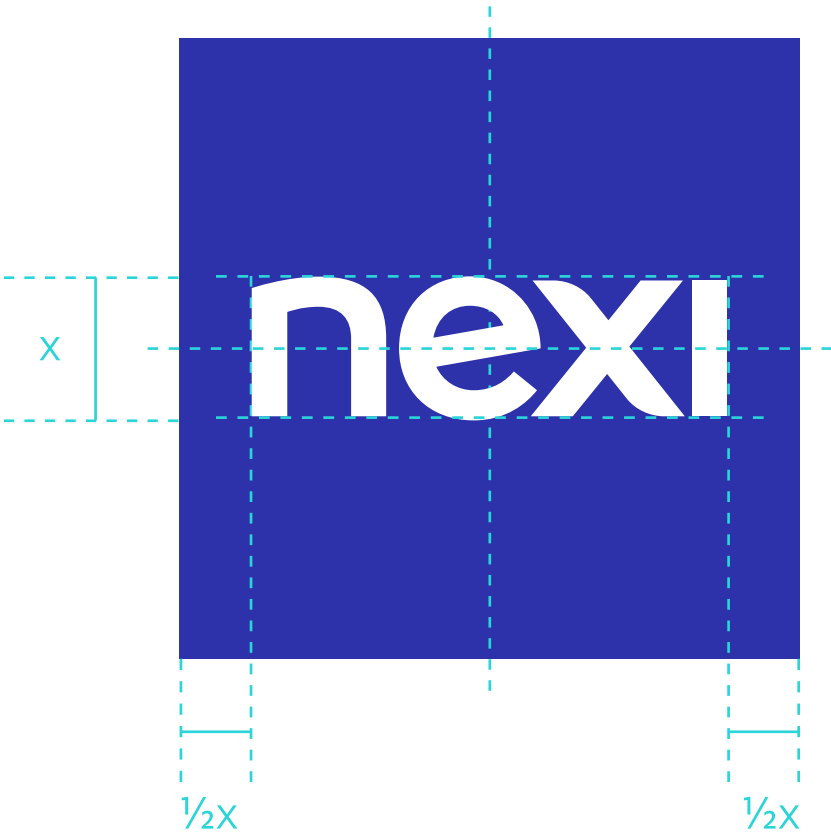


! Depending on requirements, the order of the logos can be reversed with the Nexi logo on the right.

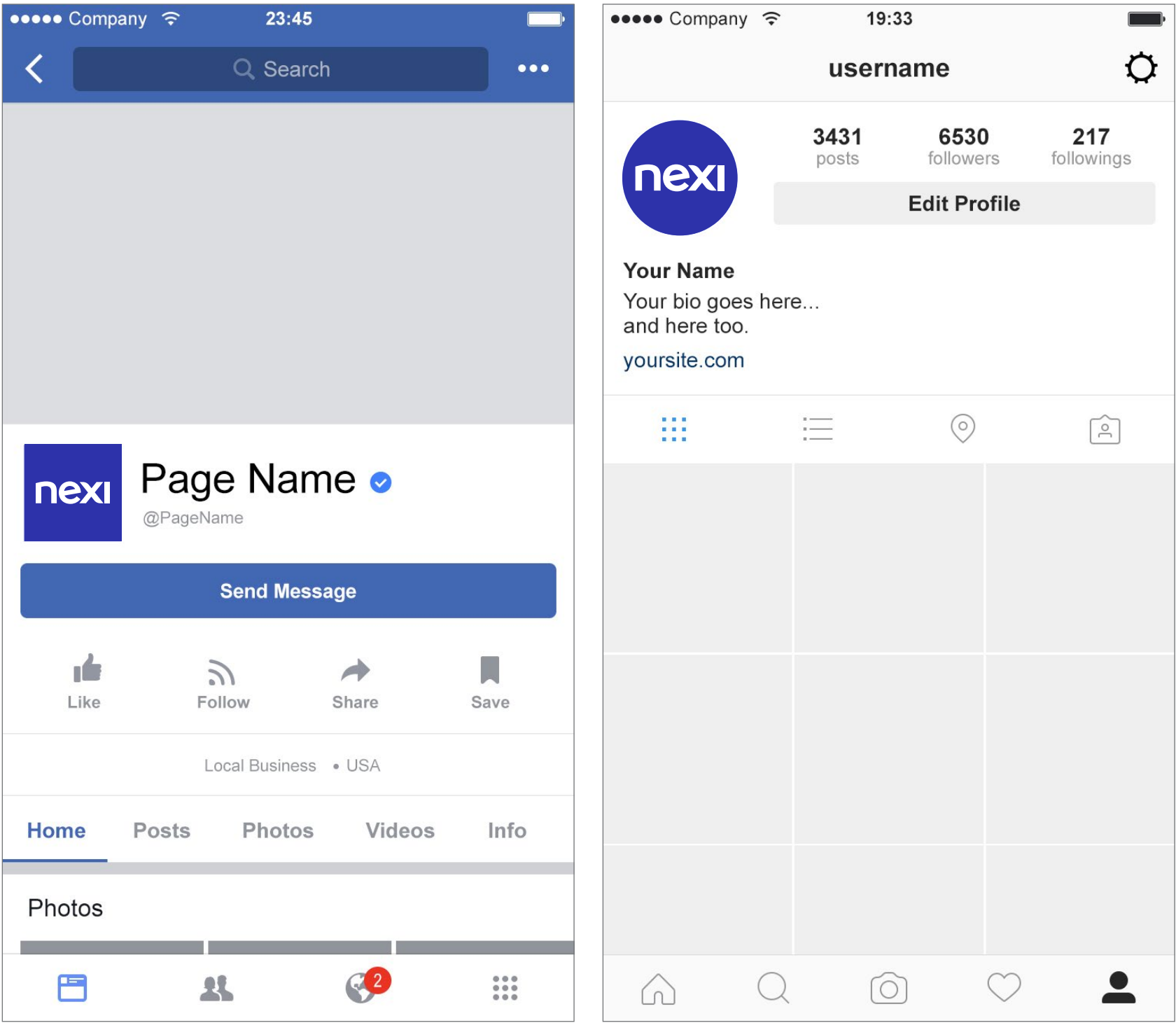
! When calculating the size of the brands or logos, any payoffs or claims must not be taken into account.

SOCIAL ICONS

The construction of social icons is calculated starting from the height (X) of the Nexi logo. The reference dimension $\frac{1}{2}X$ is shown on the right and left side of the logo, thus obtaining the width and height ($\frac{1}{2}X + \text{Nexi logo width} + \frac{1}{2}X$) of the blue square. The logo will then be aligned centrally inside it.



! Social icons are always set in a square format and will be cut by the social network in the form it uses.



INSTITUTIONAL
TYPOGRAPHY

KARBON FONT FAMILY

The Karbon family is the set of fonts chosen as the institutional typography for Nexi.

The use of this font family with the weights and characteristics shown in this Guideline constitutes a distinctive typographic system that allows the various printed and digital communication tools to be characterised.

This font must be used only for adv and printed materials (es: advertising, banners, brochures, posters, leaflets, roll-ups etc.).

Karbon App Hairline

Karbon App Hairline Italic

Karbon App Thin

Karbon App Thin Italic

Karbon App Light

Karbon App Light Italic

Karbon App Regular

Karbon App Regular Italic

Karbon App Medium

Karbon App Medium Italic

Karbon App SemiBold

Karbon App SemiBold Italic

Karbon App Bold

Karbon App Bold Italic

SYSTEM FONT

The font to be used on the Microsoft package is **Calibri**.

Calibri Light */Light Italic /*
Regular */Italic /***Bold** */Bold*
Italic

ICON SYSTEM

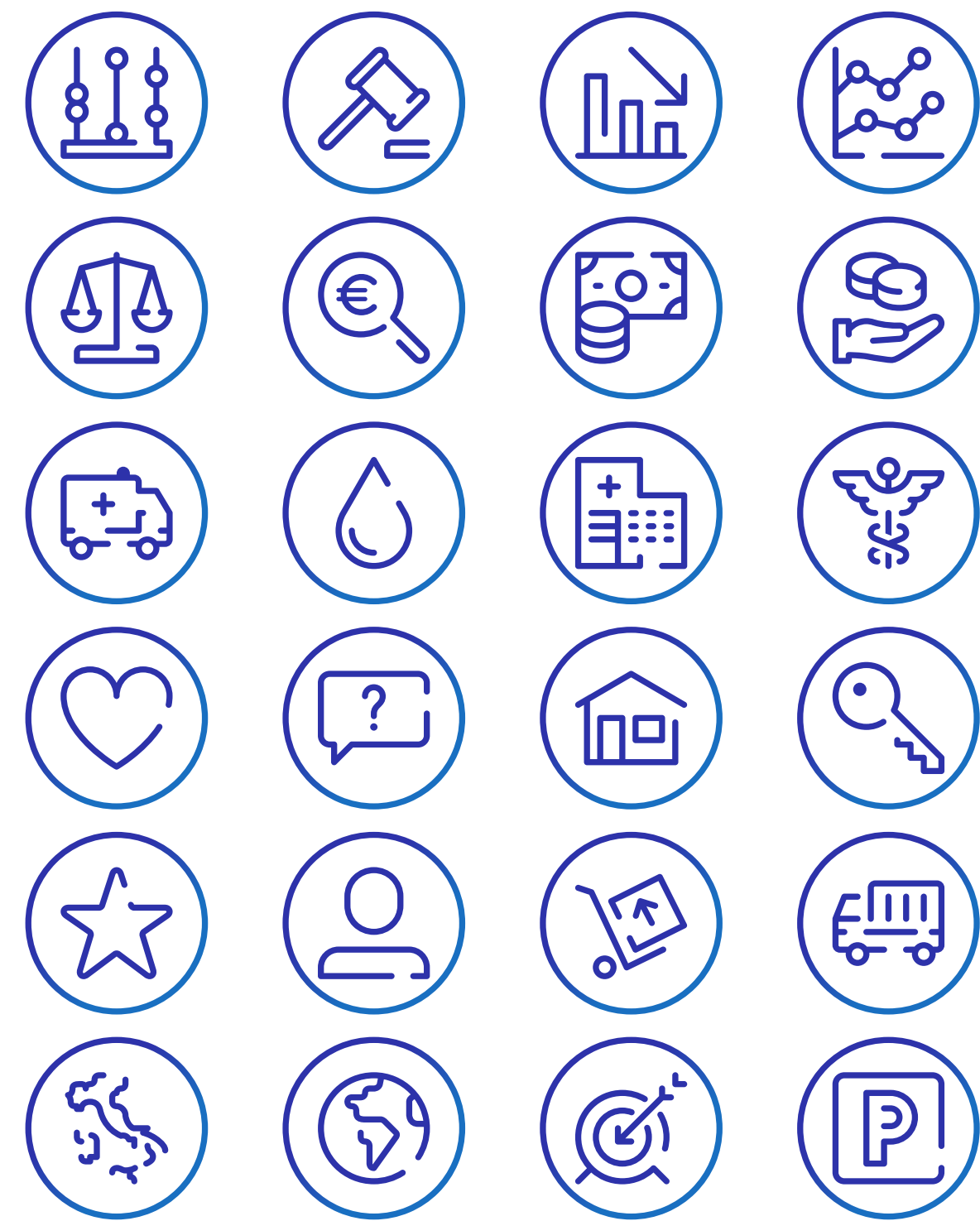
These icons have been designed to maintain high legibility when used in small sizes. Each icon identifies a function, product or action in the Company's various communication tools, especially in the digital field.

The icons cannot be used below the minimum measurements indicated.

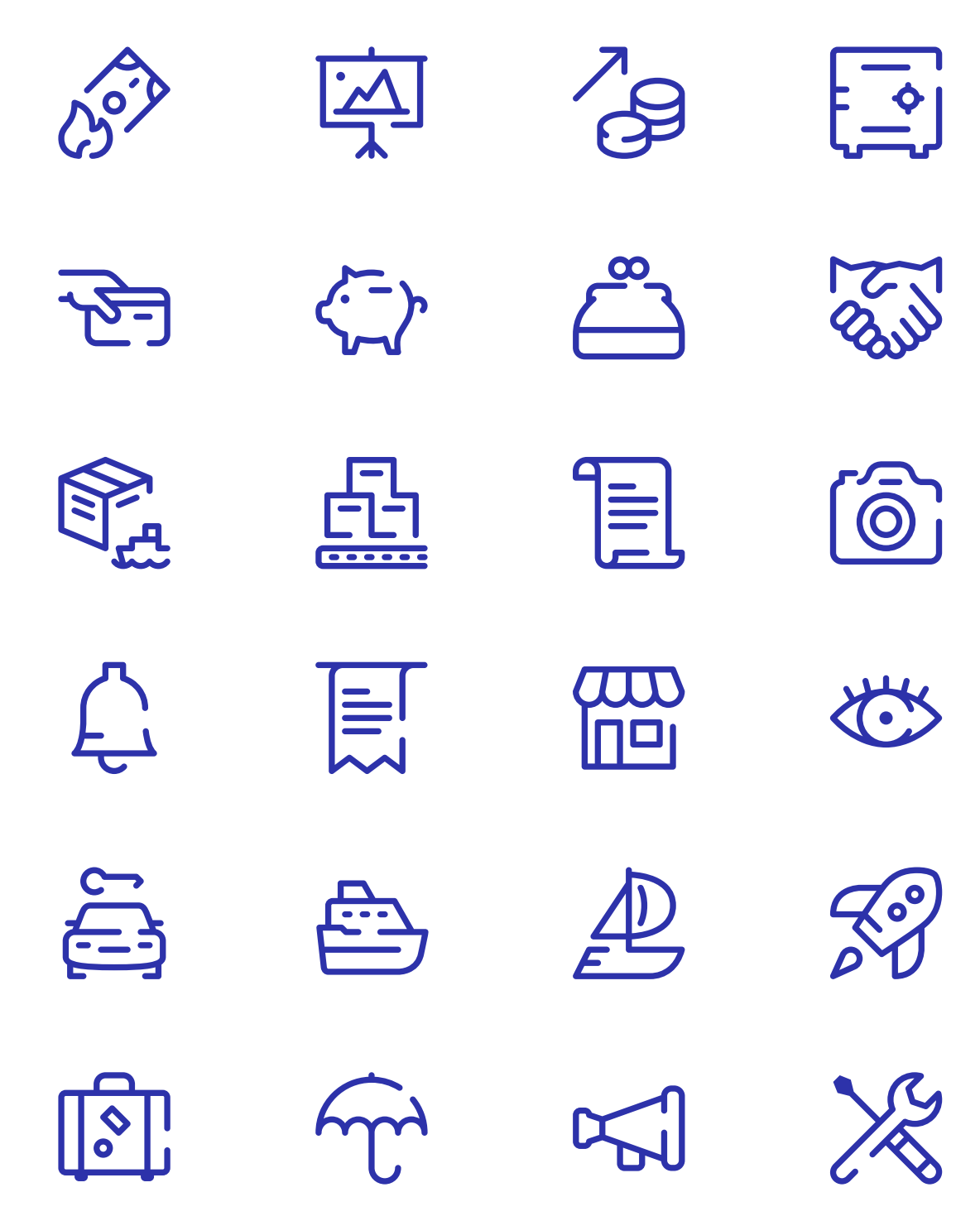
A minimum clear space exists around the icons. This area corresponds to $\frac{1}{2} X$, where X is the width of the construction square of the icons.

! The use of icons other than those provided in the Nexi set is prohibited. The set can be requested from the contacts given at the start of this guideline. Any new icons can be made on request.

Circled version



Uncircled version



Minimum size

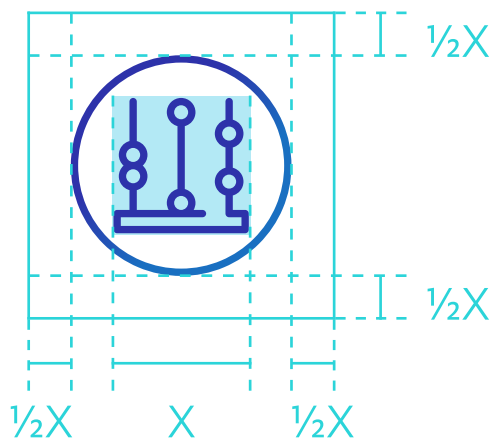


40 px
digital



10 mm
print

Safe area



Minimum size

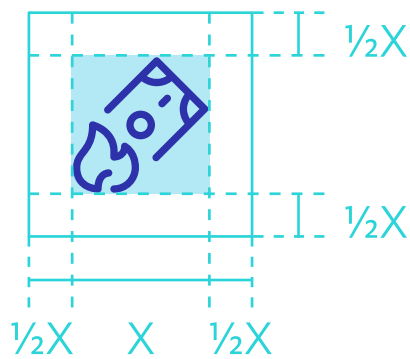


24 px
digital



6 mm
print

Safe area



3.

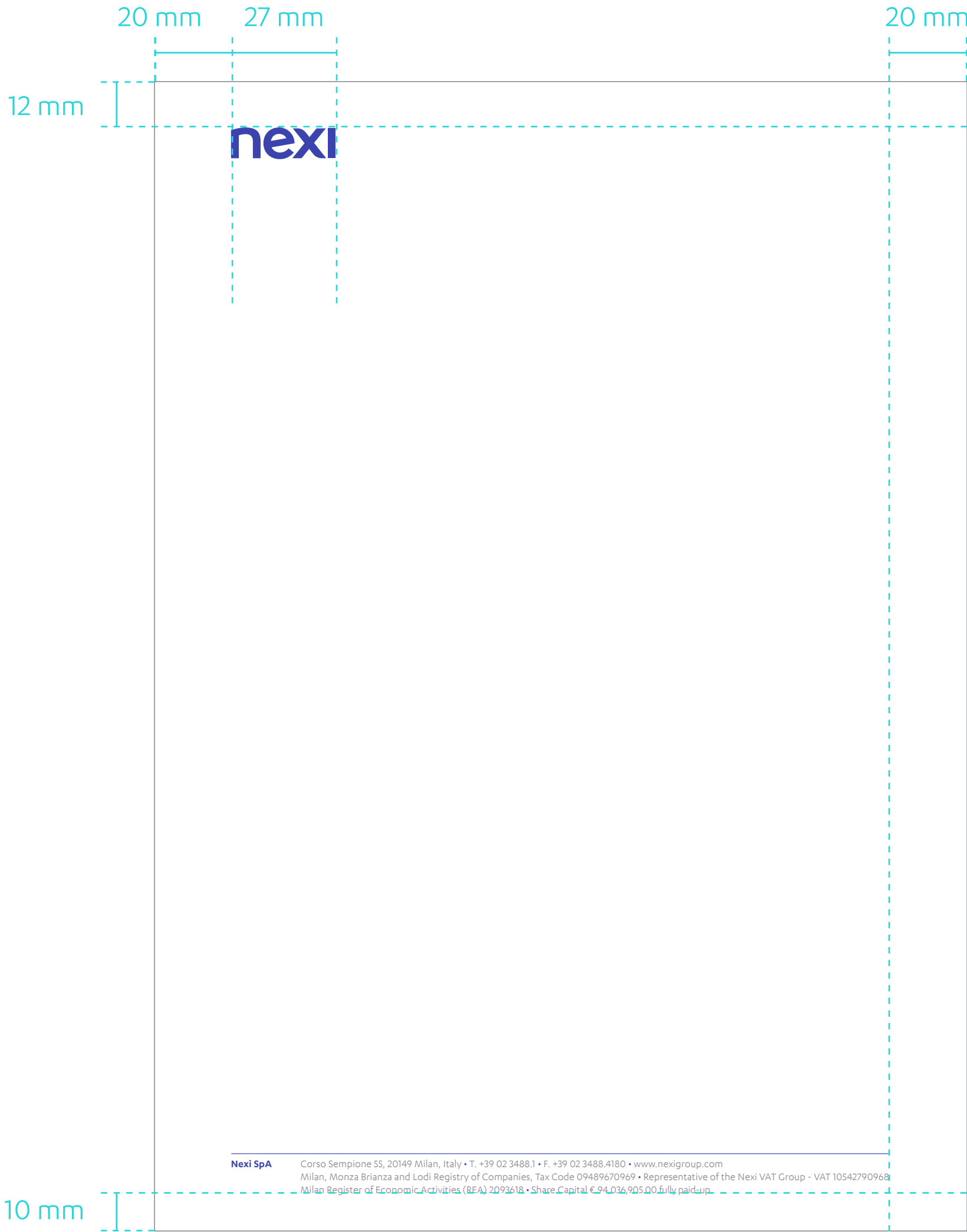
EXAMPLES OF
CORPORATE
APPLICATIONS

3.1.1	LETTERHEAD NEXI SPA	3.1.6	FOLDER	3.2.2	COMMUNICATIONS AND LETTERS INTERNAL COMMUNICATION
3.1.2	ENVELOPES DL ENVELOPE	3.1.7	FOLDER - DOCUMENT HOLDER	3.3.1	POWER POINT
3.1.3	ENVELOPES POCKET ENVELOPE	3.1.8	NOTEPAD	3.4.1	EMAIL SIGNATURE
3.1.4	WITH COMPLIMENTS	3.1.9	BADGE		
3.1.5	BUSINESS CARD	3.2.1	COMMUNICATIONS AND LETTERS LETTERHEAD		

LETTERHEAD

NEXI SPA

Letterhead size:
A4 size, 210 x 297 mm



First sheet



Continuation sheet

ENVELOPES

DL ENVELOPE

Envelope size:
236 x 110 mm

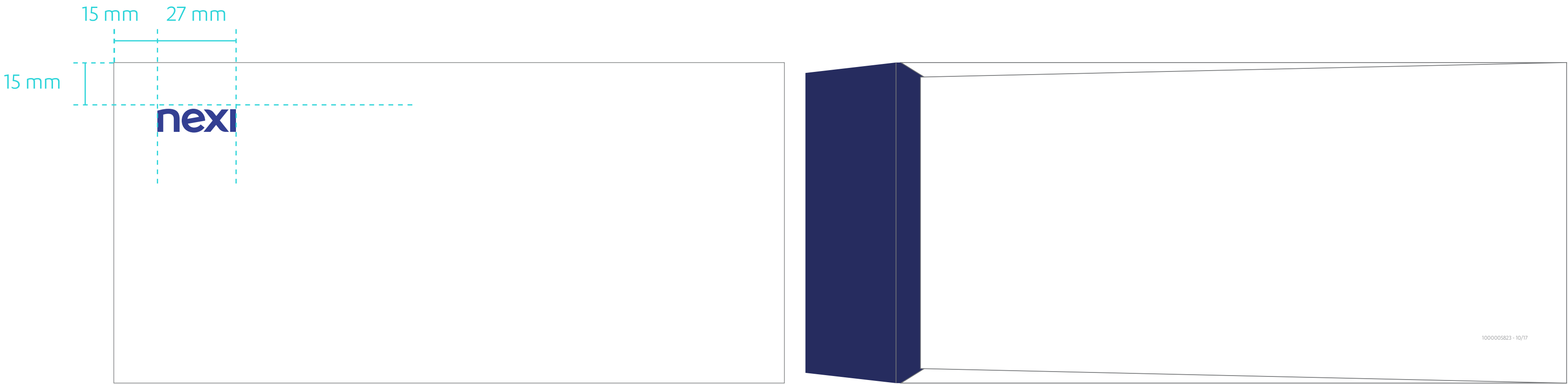


ENVELOPES

POCKET ENVELOPE

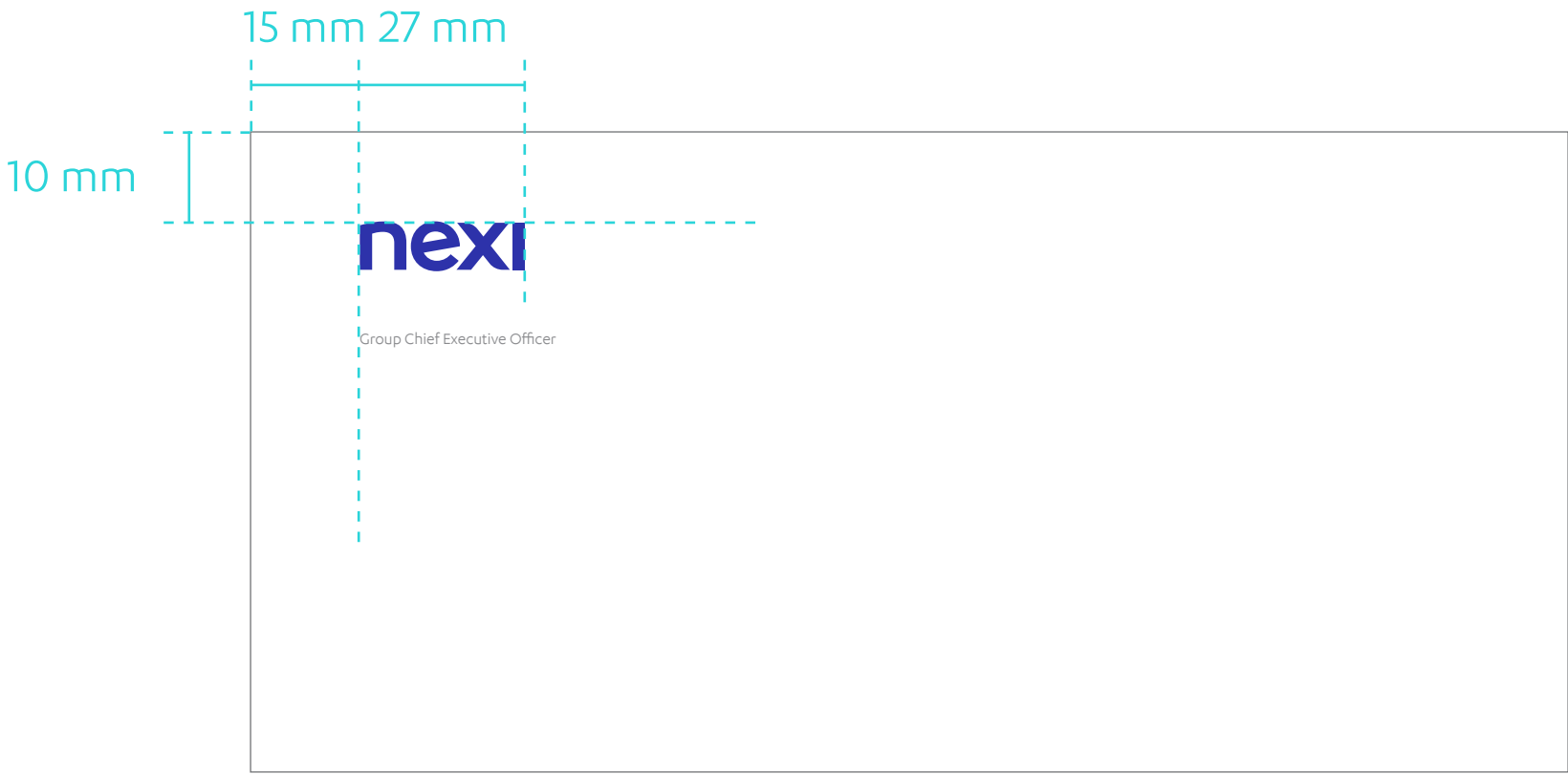
Envelope size:
American format, 230 x 110 mm

Pocket envelopes are windowless and
the inside is Nexi Blue.
Opening on the short side.



WITH COMPLIMENTS

Card size with compliments:
210 x 99 mm



BUSINESS CARD

Business card size:
85 x 55 mm

Nexi Payments SpA (front/back)



Nets (front/back)

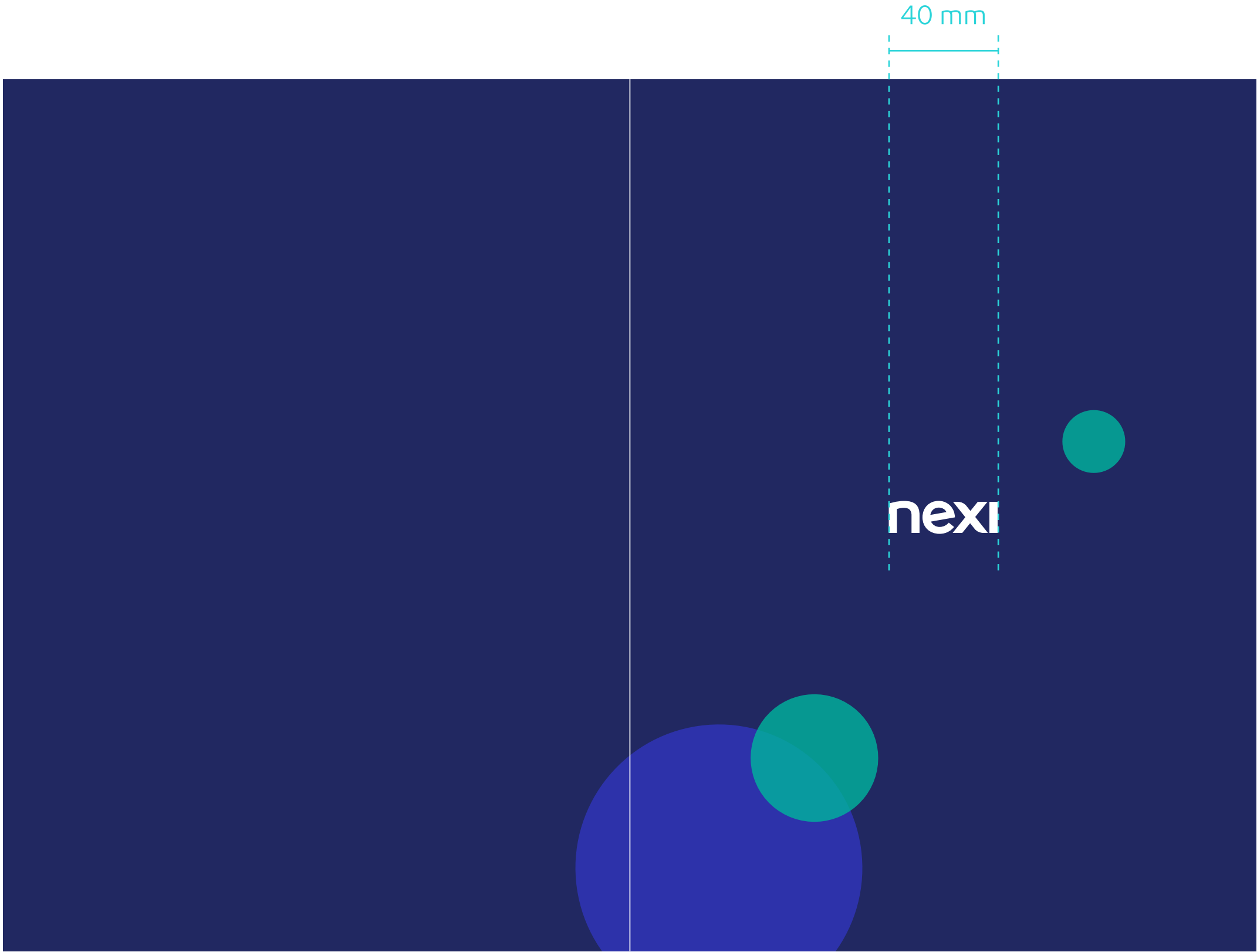


Sia (front/back)

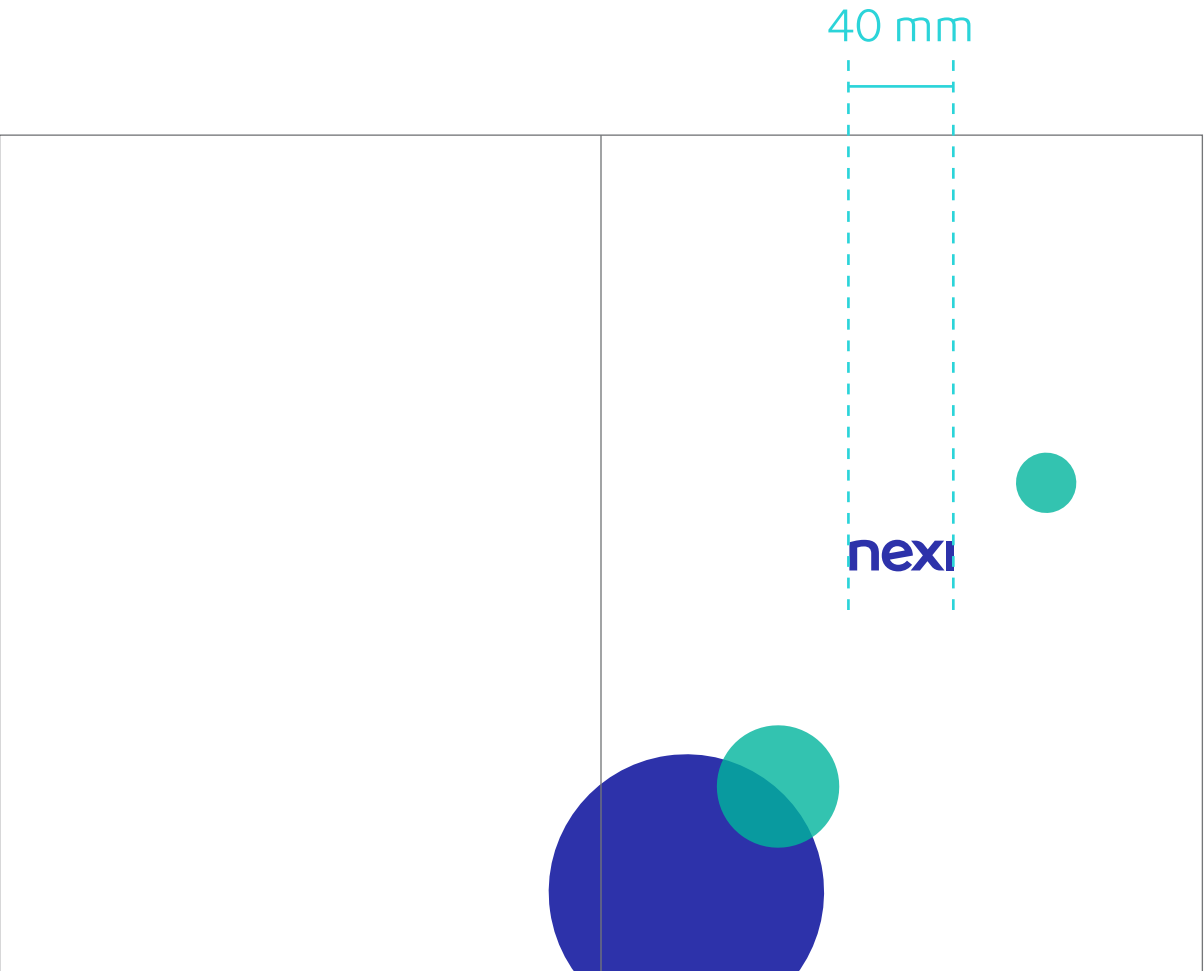


FOLDER

Folder size:
230 x 320 mm (closed format)
460 x 320mm (open format)



Exterior



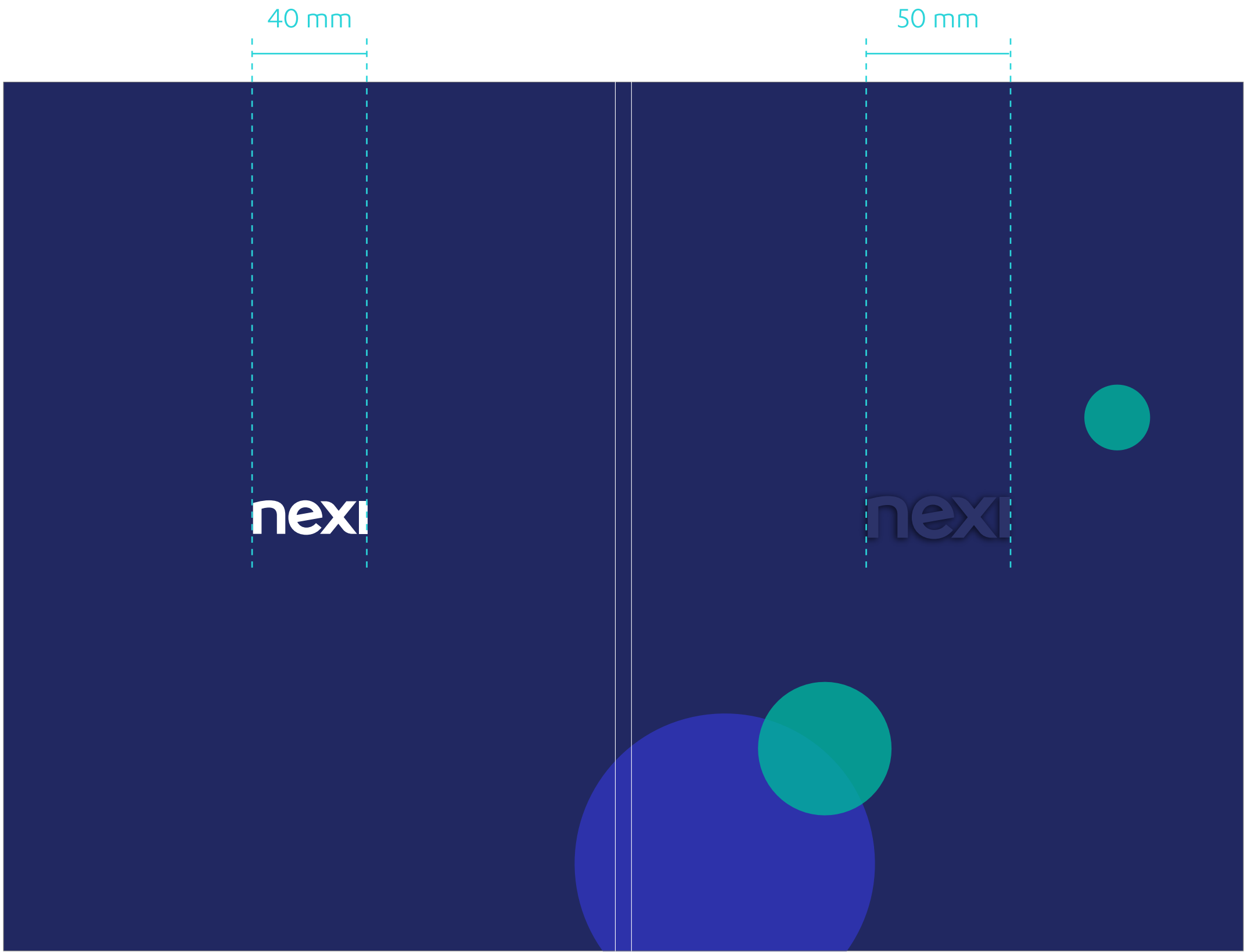
Interior



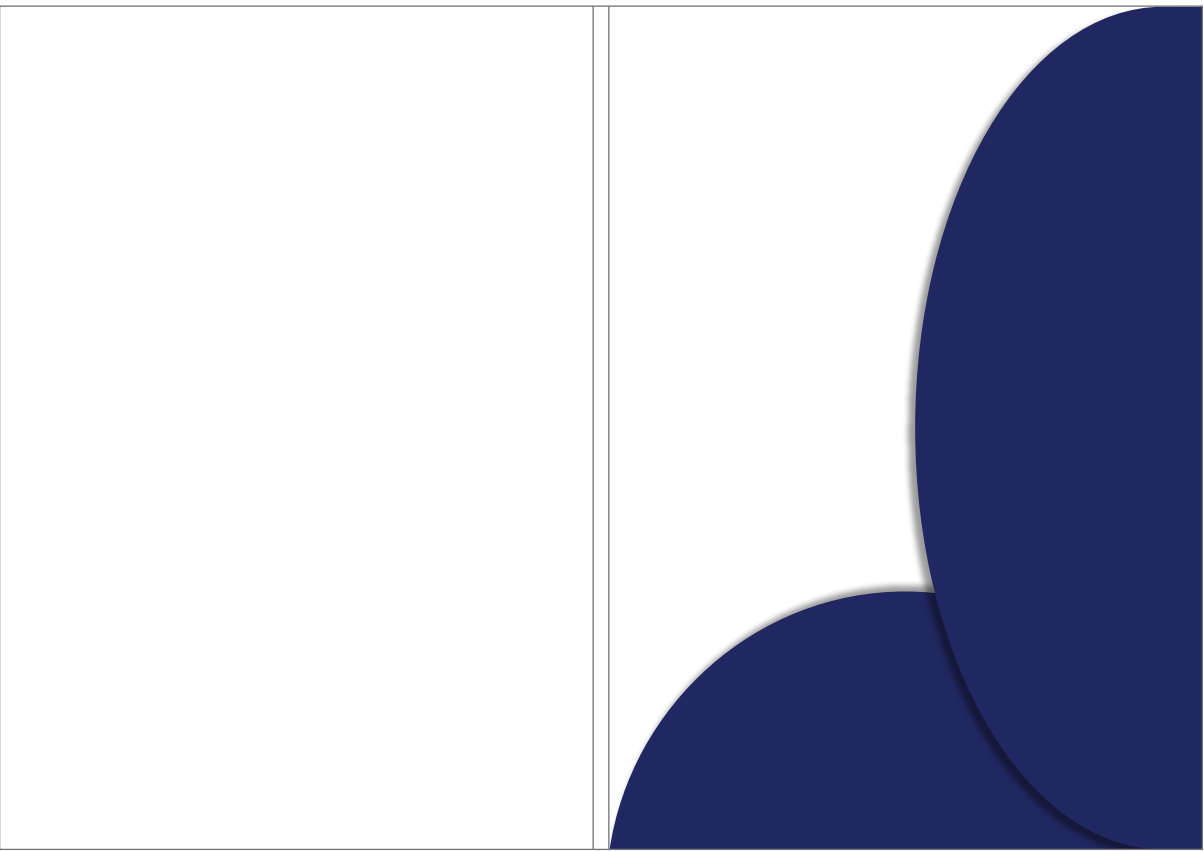
FOLDER - DOCUMENT
HOLDER

Folder size:
215 x 305 mm (closed format)
435 x 305mm (open format)

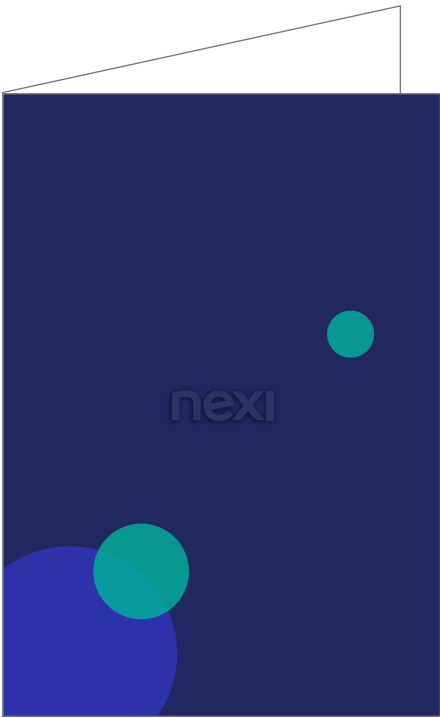
Front cover:
Hot embossed logo.



Exterior

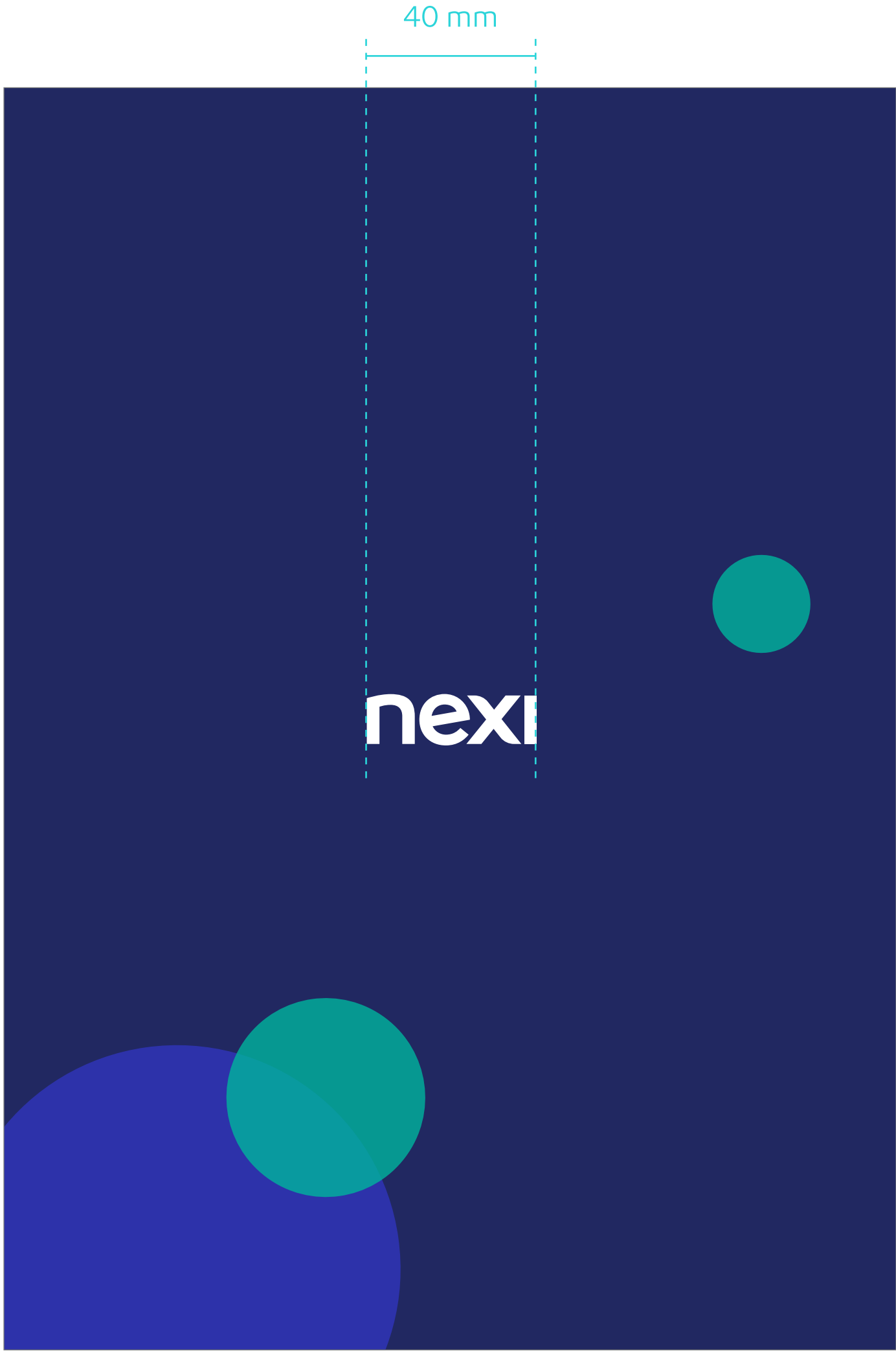


Interior

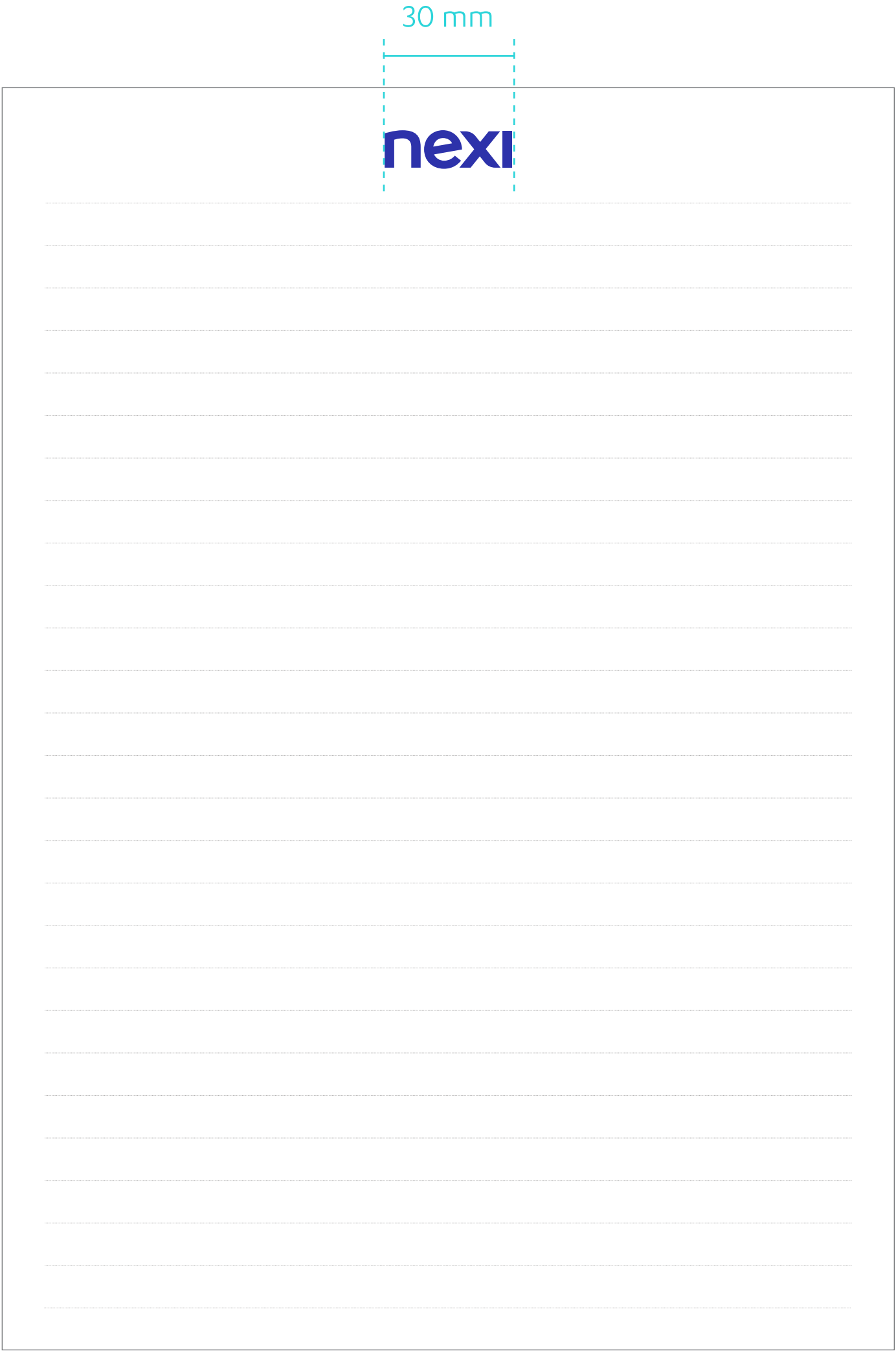


NOTEPAD

Notepad size:
A4 size, 210 x 297 mm



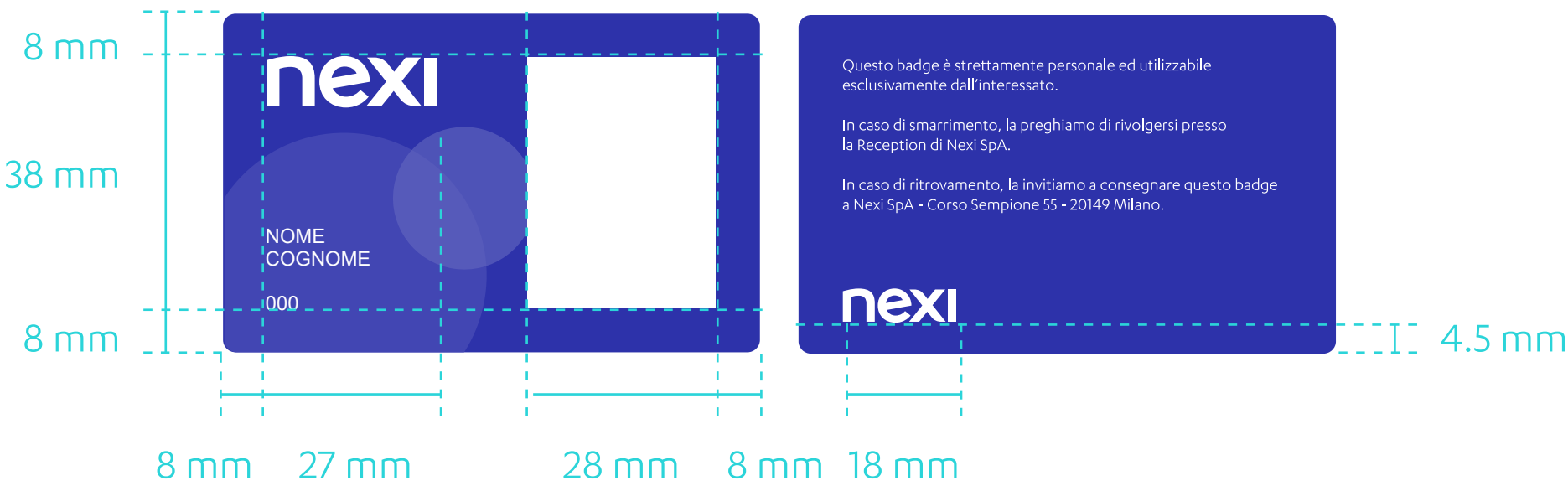
Cover



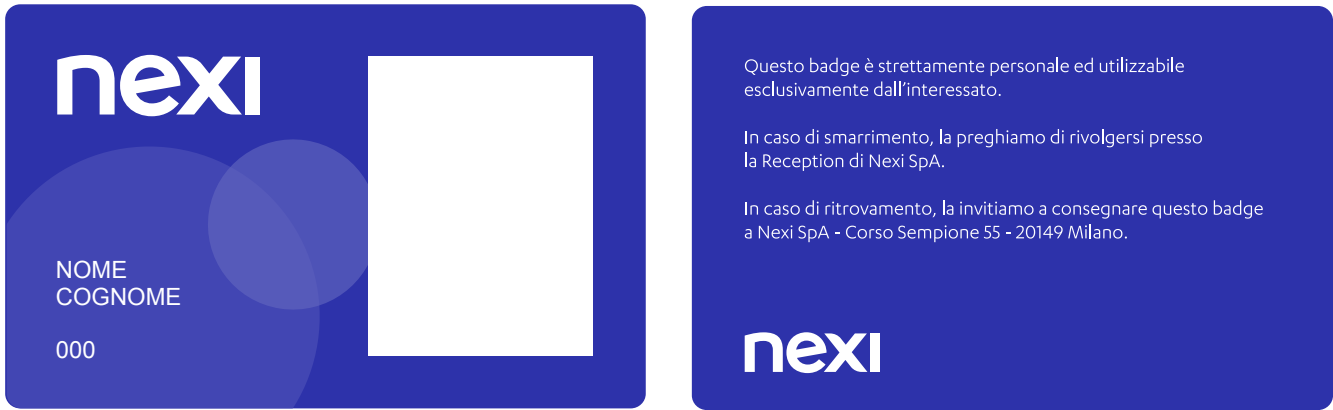
Sheets

BADGE

Badge size:
85.6 x 54 mm



Employee Badge (front/back)



BADGE

Badge size:
85.6 x 54 mm

Substitute Employee Badge (front/back)



Permanent Guest Badge (front/back)



Temporary Consultant Badge (front/back)



Maintenance/Service provider Badge > third-party company (front/back)



Trainee/Scholarship holder badge (front/back)



Temp Staff Badge (front/back)



COMMUNICATIONS AND LETTERS

LETTERHEAD

The text of communications and letters is in Calibri 11 pt Regular with 12 pt line-spacing.


The formatting of the various elements is as follows:

- Address: Calibri Regular 11 pt black
- Date and place: Calibri Bold 11 pt black
- Subject: Calibri Bold 11 pt black
- Subtitle: Calibri Bold 11 pt blue (RGB 45.50.170)
- Signature: Calibri Regular 11 pt black

Any tables must be formatted as follows:

- Table title row: Calibri Bold 11 pt blue (RGB 45.50.170)
- Data: Calibri Regular 11 pt black

! For the creation of accessible documents intended for publication on the web, we advise following the instructions provided by the Parent Company.



Address

Arial Calibri 11pt

Location, date: Calibri Bold 11pt

Object: Calibri Bold 11pt

Text Calibri Regular 11pt dolor sit amet, consectetur adipisicing 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.


- **Bullet point 1 Calibri Regular 11pt** 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.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.
 - **Bullet Point 2 Calibri Regular 11 pt Ut enim ad minima veniam**
 - quis nostrum exercitationem
 - ullam corporis suscipit laboriosam

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur. 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. Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur. Lorem ipsum dolor sit amet, consectetur adipisicing 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.

Nexi SpA

Corso Sempione 55, 20149 Milan, Italy • T. +39 02 3488.1 • F. +39 02 3488.4180 • www.nexigroup.com
Milan, Monza Brianza and Lodi Registry of Companies, Tax Code 09489670969 • Representative of the Nexi VAT Group - VAT 10542790968
Milan Register of Economic Activities (REA) 2093618 • Share Capital € 118,451,992.00 fully paid-up

First sheet



Subtitle Calibri Bold 11pt – Color Blue (RGB 45.50.170)

- > 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.
- **Bullet Point 2nd level Calibri Regular 11pt**
- Ut enim ad minima veniam
- quis nostrum exercitationem
- ullam corporis suscipit laboriosam

Nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur. Lorem ipsum dolor sit amet, consectetur adipisicing 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.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Figure Title Calibri Bold 11ptt	Date	Updates
Figure's text Calibri Regular 11pt	12.12.13	Lorem Ipsum
V. 02	14.14.13	Sit amet
V. 03	15.15.13	Autem voluptati

Signature Calibri Regular 11pt

Second sheet

COMMUNICATIONS AND LETTERS

INTERNAL COMMUNICATION

The text of communications and letters is in Calibri 11 pt Regular with 12 pt line-spacing.

The formatting of the various elements is as follows:

- Communication number: Calibri Bold 14 pt black
- Date and place: Calibri Regular 11 pt black
- Subject: Calibri Bold 11 pt black
- Level 2 title: Calibri Bold 11 pt blue (RGB 45.50.170)



INTERNAL COMMUNICATION

n.xxxv.01

Location, date

Object: Calibri Bold 11pt/12pt

From:	Name Surname	Office
To:	Name Surname	Office
	Name Surname	Office

- Current Text Calibri Regular 11pt/12pt dolor sit amet, consectetur adipisicing 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.
- List bullet 1 level Calibri Regular 11pt/12pt, hanging 6mm, spacing before 12pt 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.
 - Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.
 - Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

First sheet



Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

Title 2 level Calibri Bold 11pt/12pt,

- List bullet 2 level Calibri Regular 11pt/12pt, indent 6mm, hanging 8mm, spacing before 12pt, tabs 14mm, 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.
 - Ut enim ad minima veniam
 - quis nostrum exercitationem
 - ullam corporis suscipit laboriosam

nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur.

Lorem ipsum dolor sit amet⁽¹⁾, consectetur adipisicing 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.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Issued by:	Office	Name Surname
		Signature
Issued by:	Office	Name Surname
		Signature

⁽¹⁾ Footnote Text Calibri Regular 9pt/9,6pt. Footnote Reference Arial Bold 8pt unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Second sheet

POWER POINT

The Power Point template is developed on the 16:9 format.

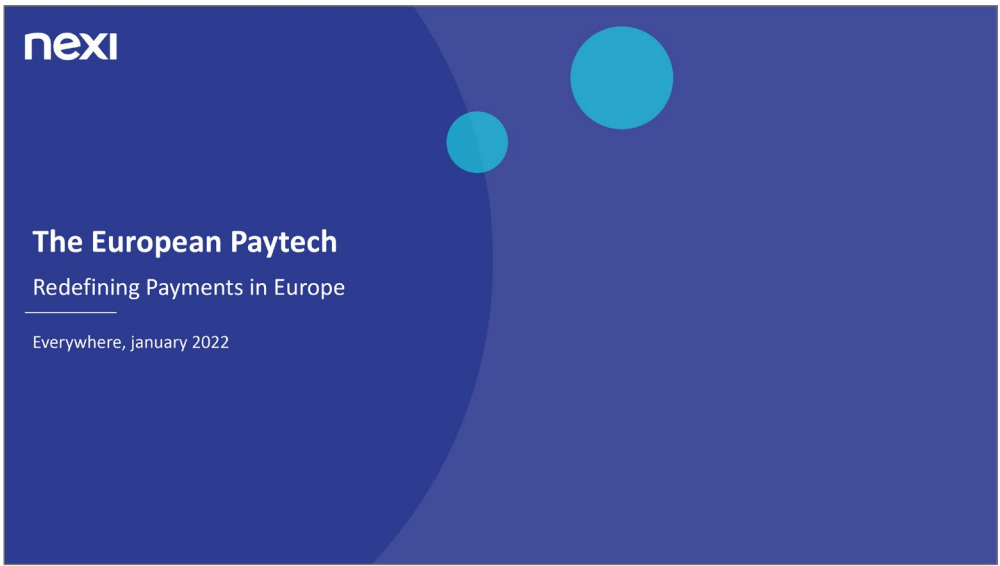
On this page, some sample slides of template pages.

The template specifies all the characteristics to be followed to create the presentation to the best effect.

! To receive the full Power Point template or for more information contact:
daniela.ballabio@nexigroup.com
Brand & Communication



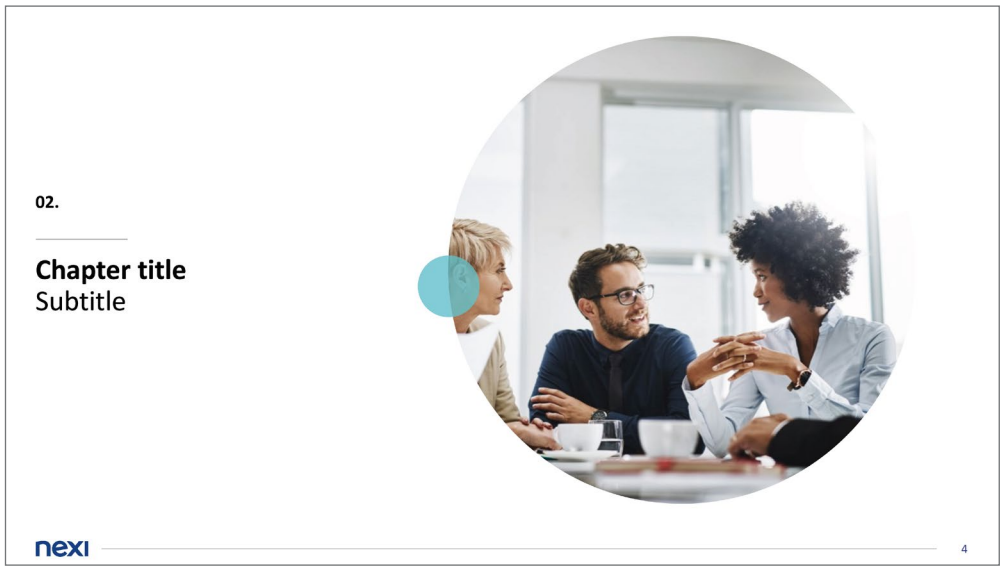
Example Cover - Photographic



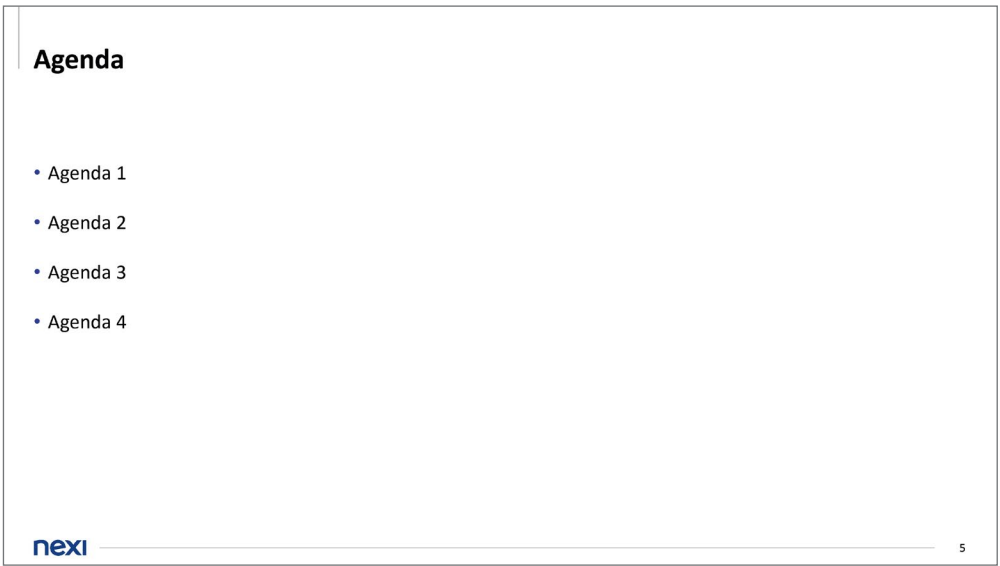
Cover Example - Graphics



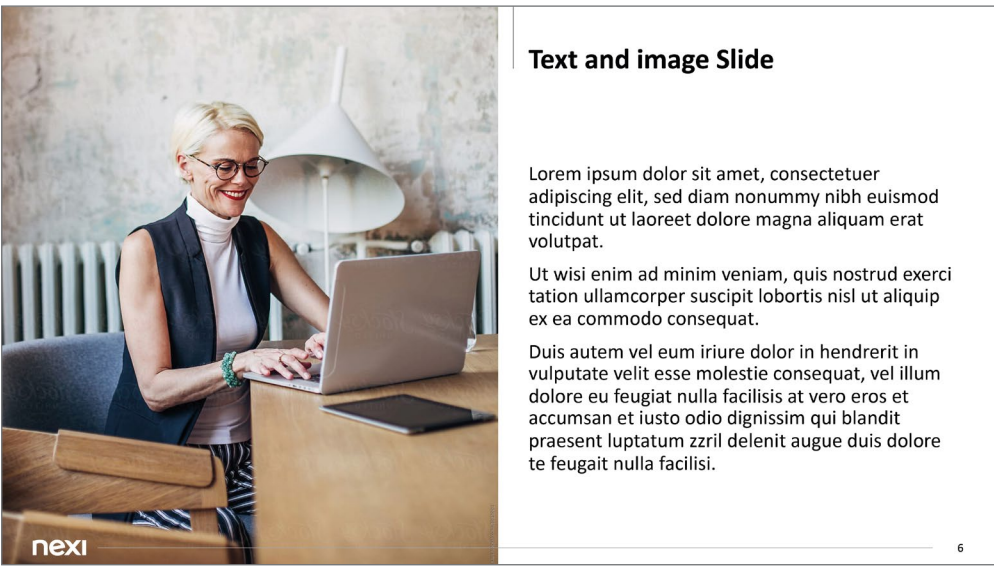
Example Chapter - Blue



Example Chapter - White



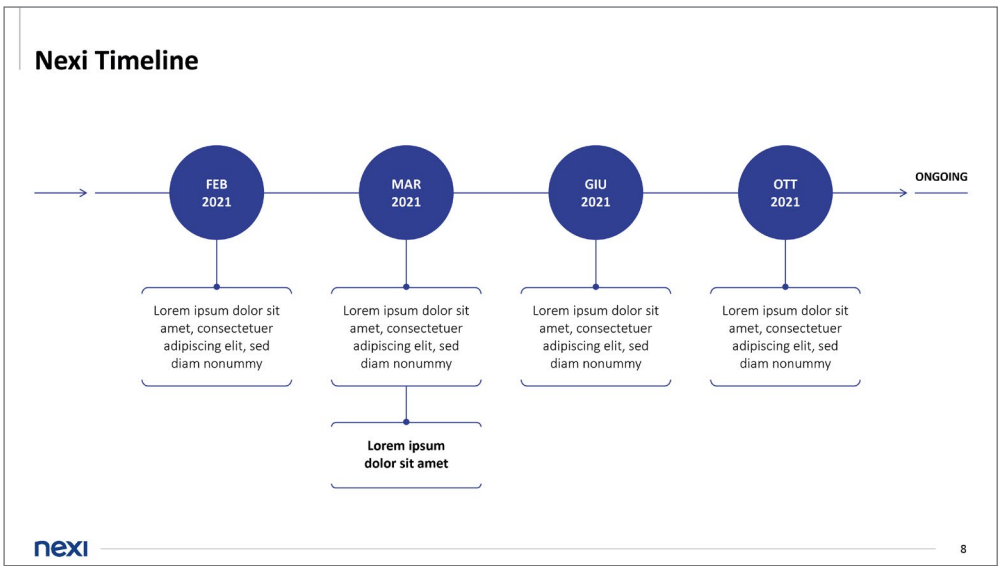
Example Agenda Slide



Example slide with photo and text



Example slide with photo and large text



Example slide with Timeline



Example of closing slide

COMMUNICATIONS AND LETTERS

EMAIL SIGNATURE

Email body: The body text of the email must be written with the Calibri font size 12pt in black.

Signature: The composition of the signature is with the Calibri font in size 10pt.

Name and surname are in black.
The writer’s position in the institution, the area they belong to, and the rest of the address are in grey # 8E8E91 (R142 G142 B145).

The height of the Nexi logo is 25 px.

! To encode the colours used, users must always refer to the relevant section 2.1.5 and following, in this guideline.



4.

GRAPHIC
FORMAT

4.1.1	GENERAL OVERVIEW	4.3.4	GRAPHIC ELEMENTS DOTS: TILTING	4.4.5	PRINT FORMAT NEXI + PARTNER
4.2.1	PHOTOGRAPHIC ELEMENTS GENERAL RULES: OK	4.3.5	GRAPHIC ELEMENTS ILLUSTRATIVE	4.4.6	PRINT FORMAT ROLL-UPS AND POSTERS
4.2.2	PHOTOGRAPHIC ELEMENTS GENERAL RULES: KO	4.4.1	PRINT FORMAT STRUCTURE	4.5.1	WEB FORMATS RECTANGULAR BANNERS
4.3.1	GRAPHIC ELEMENTS DOTS: SIZE	4.4.2	PRINT FORMAT VERTICAL DEVELOPMENT	4.5.2	WEB FORMATS SKYSCRAPER BANNERS
4.3.2	GRAPHIC ELEMENTS DOTS: LAYOUT AND OVERLAP	4.4.3	PRINT FORMAT HORIZONTAL DEVELOPMENT	4.5.3	WEB FORMATS HORIZONTAL BANNERS
4.3.3	GRAPHIC ELEMENTS DOTS: COLOUR	4.4.4	PRINT FORMAT AMERICAN FORMAT	4.5.4	WEB FORMATS VERTICAL BANNERS

GENERAL OVERVIEW

Nexi's visual identity is developed through a graphic format that aims to make all the (printed and digital) artifacts recognizable, so that they lead back to a single issuer.

The following pages show all the individual elements and general rules for the application of this system.

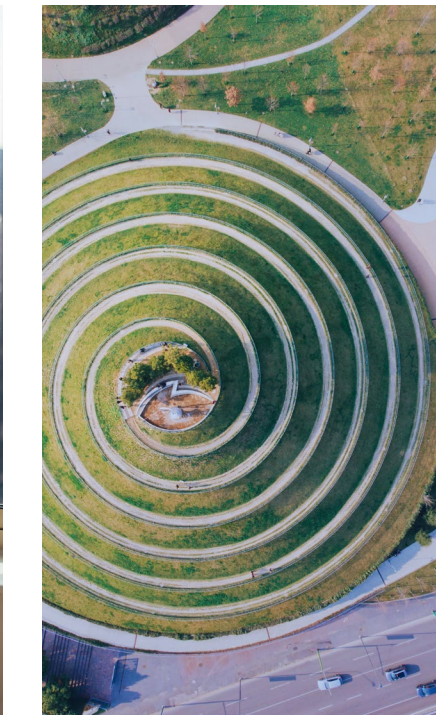
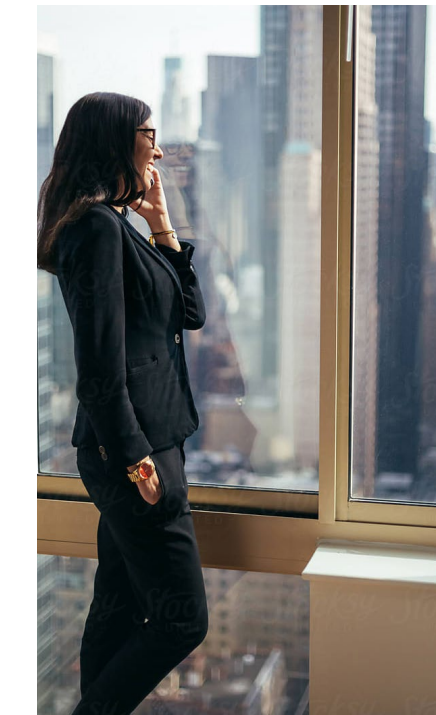


PHOTOGRAPHIC ELEMENTS

GENERAL RULES: OK

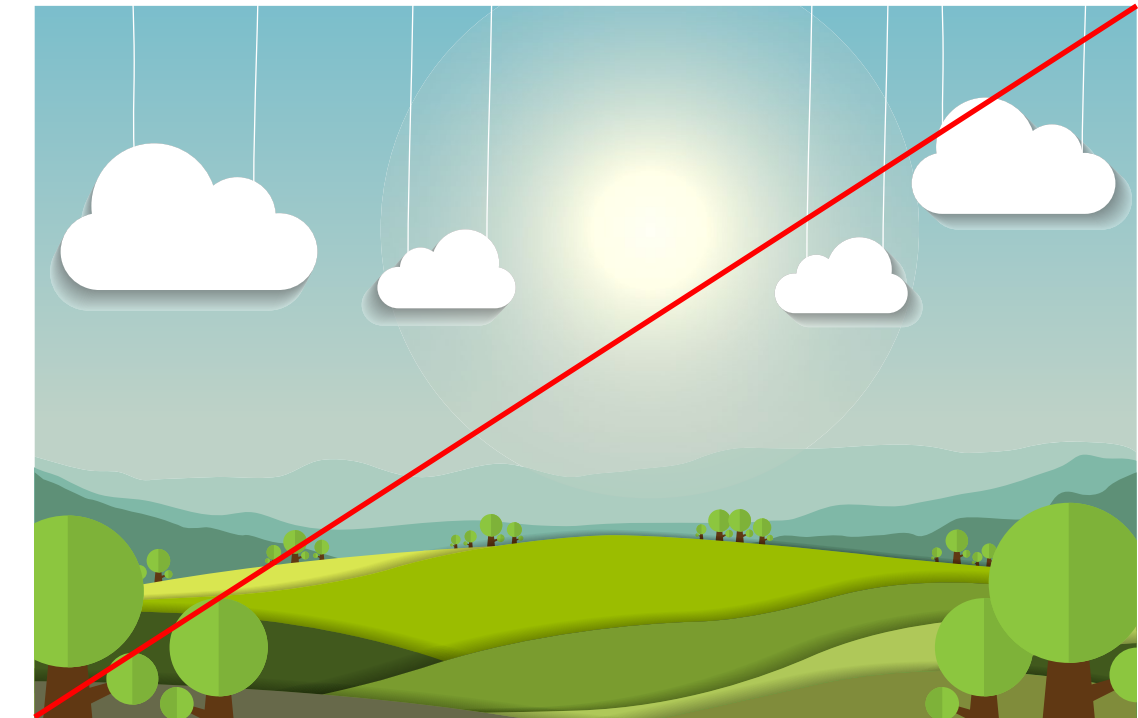
Photographic elements in the Nexi creative format must follow the following general rules:

- close up on devices
- presence of persons
- use of neutral colours and soft shades typical of the Nordics, warmed by the presence of people and green plants
- in architectural photos maintain a presence of green
- if faces are shown, they should preferably be smiling faces
- always include elements to recount the setting of each shot and the story that may be hidden there
- avoid cold studio atmospheres and plastic poses. Give preference to spontaneity and imperfections that confer authenticity
- avoid standard, confused, overexposed and impersonal images



PHOTOGRAPHIC ELEMENTS

GENERAL RULES:
KO



GRAPHIC ELEMENTS

DOTS: SIZE

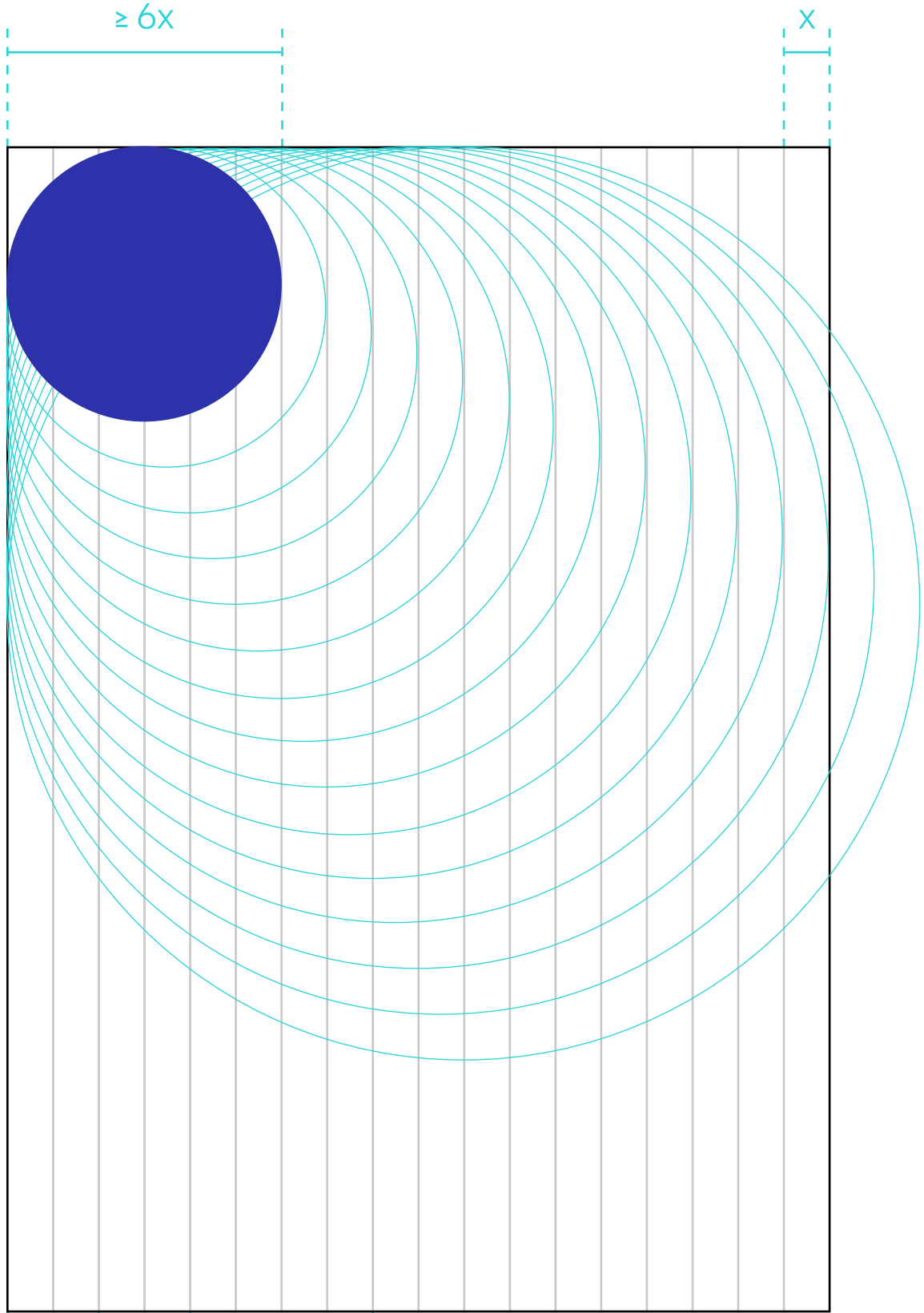
To calculate the size of the dots, divide the shorter side of the medium on which they are to be applied into 18 columns/ rows.

The size of the blue dot varies according to the texts it must contain. The size must, nevertheless, be a multiple of x (1/18 of the medium) and the minimum size must never be less than 6x.

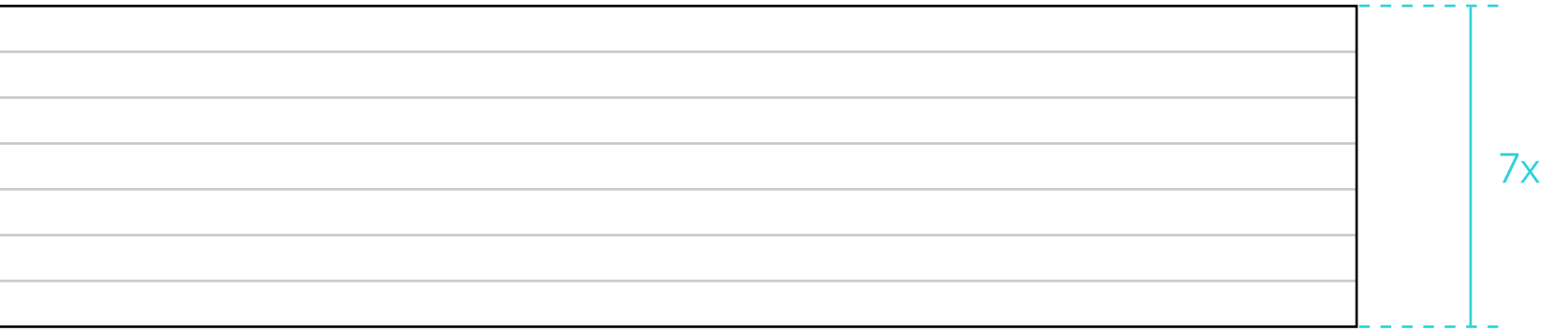
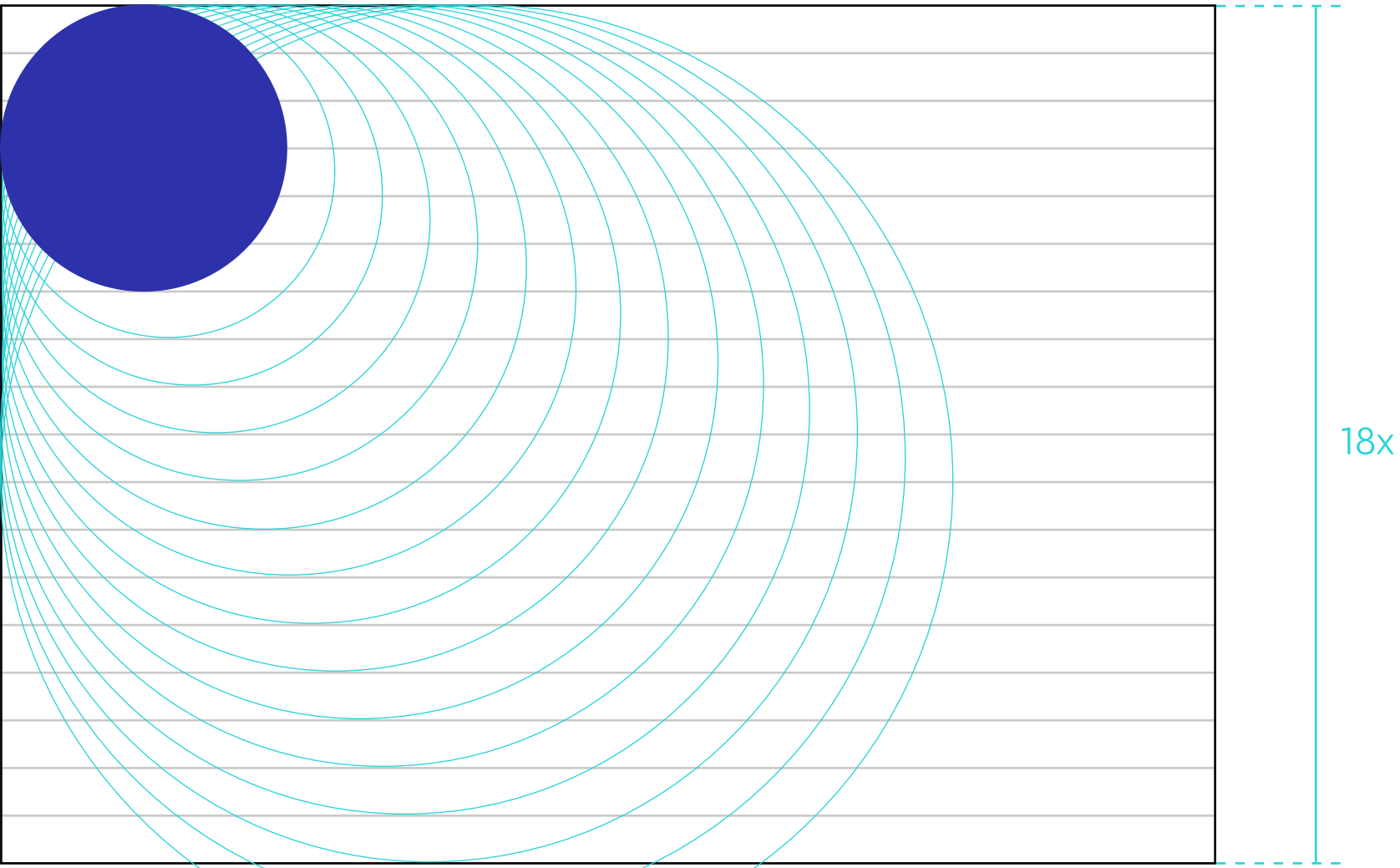
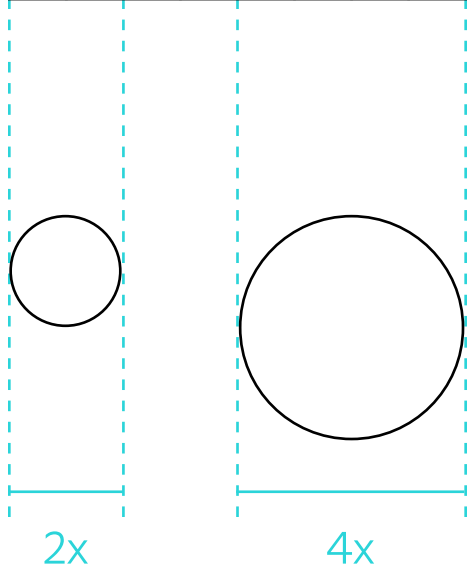
The size of the secondary dots is always 2x for the smallest and 4x for the largest.

! For very vertical/horizontal formats, reduce the number of columns/ rows to 7.

MAIN DOT



SECONDARY DOTS



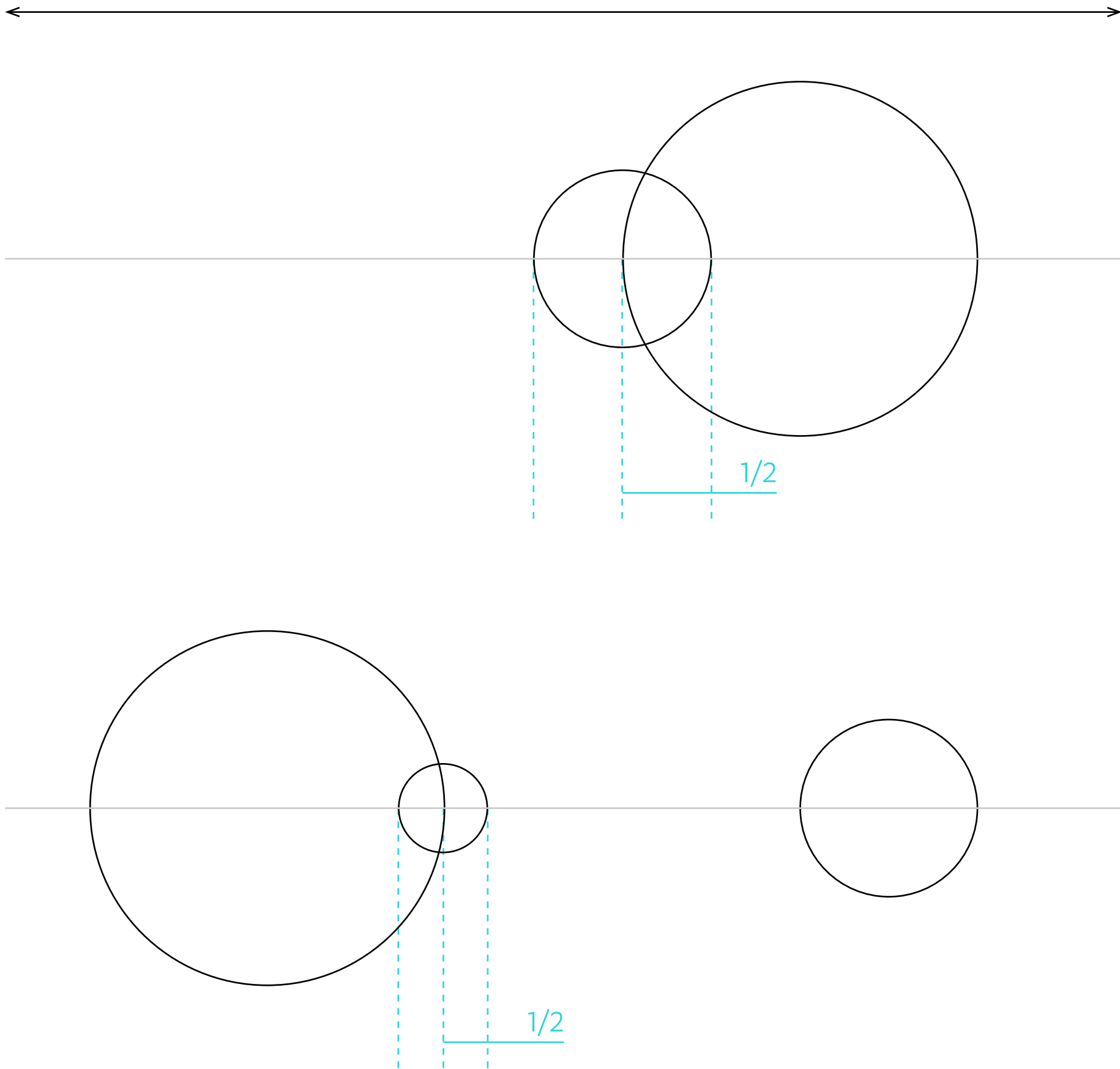
EXAMPLE OF DIVISION OF A VERY HORIZONTAL
FORMAT

GRAPHIC ELEMENTS

DOTS: LAYOUT AND
OVERLAP

Dots can be moved along an axis. One of the secondary dots must always overlap the main dot.
The overlapping area corresponds to 1/2 of the diameter of the secondary dot.

! Within the format, a minimum of 2 up to a maximum of 3 dots must be used.



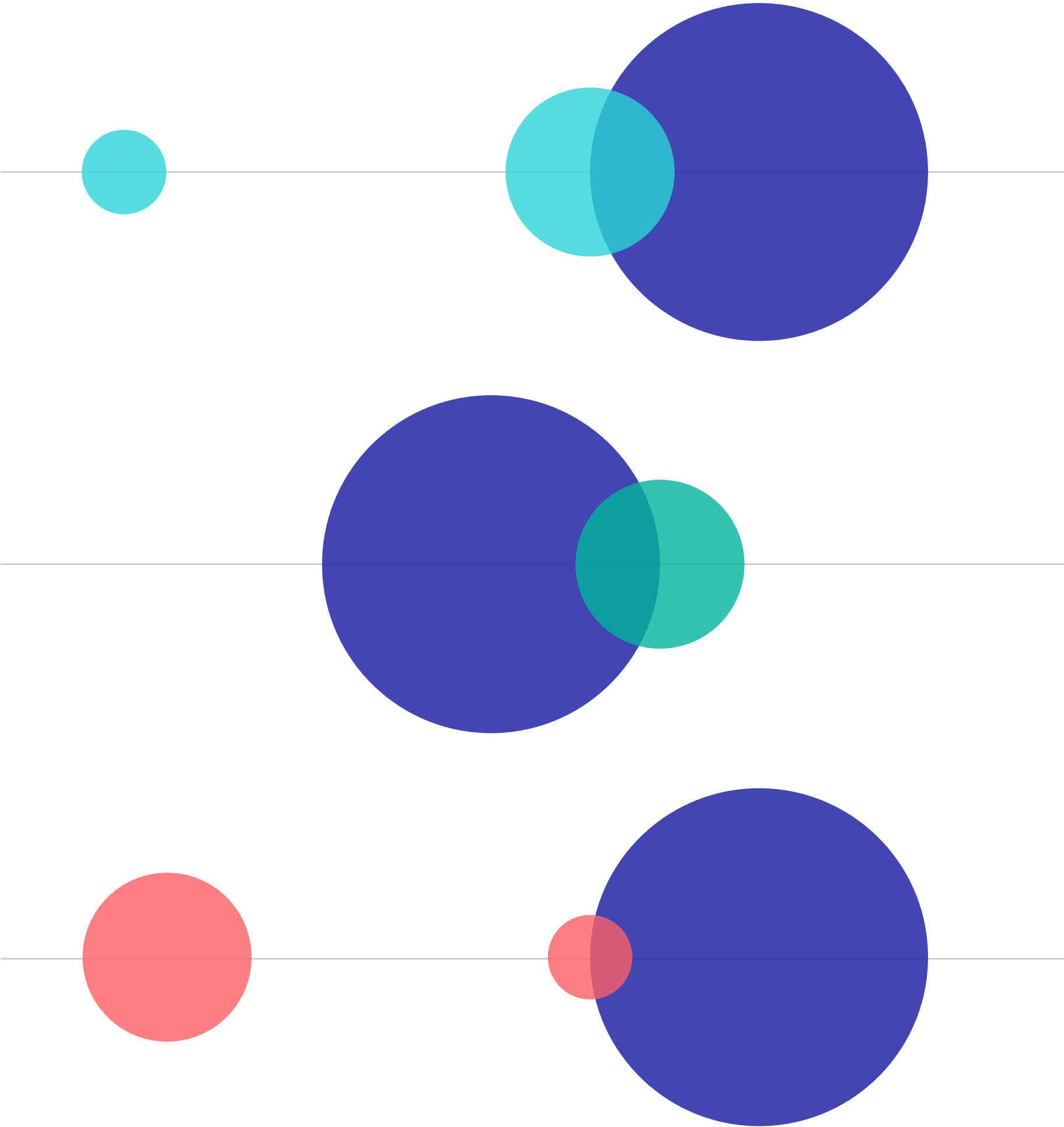
GRAPHIC ELEMENTS

DOTS: COLOUR

The dot with the largest dimensions must always be 90% Nexi Blue.

The smaller dots must be coloured with the other three colours of the primary colour palette (see section 2.1.5) with 80% opacity.

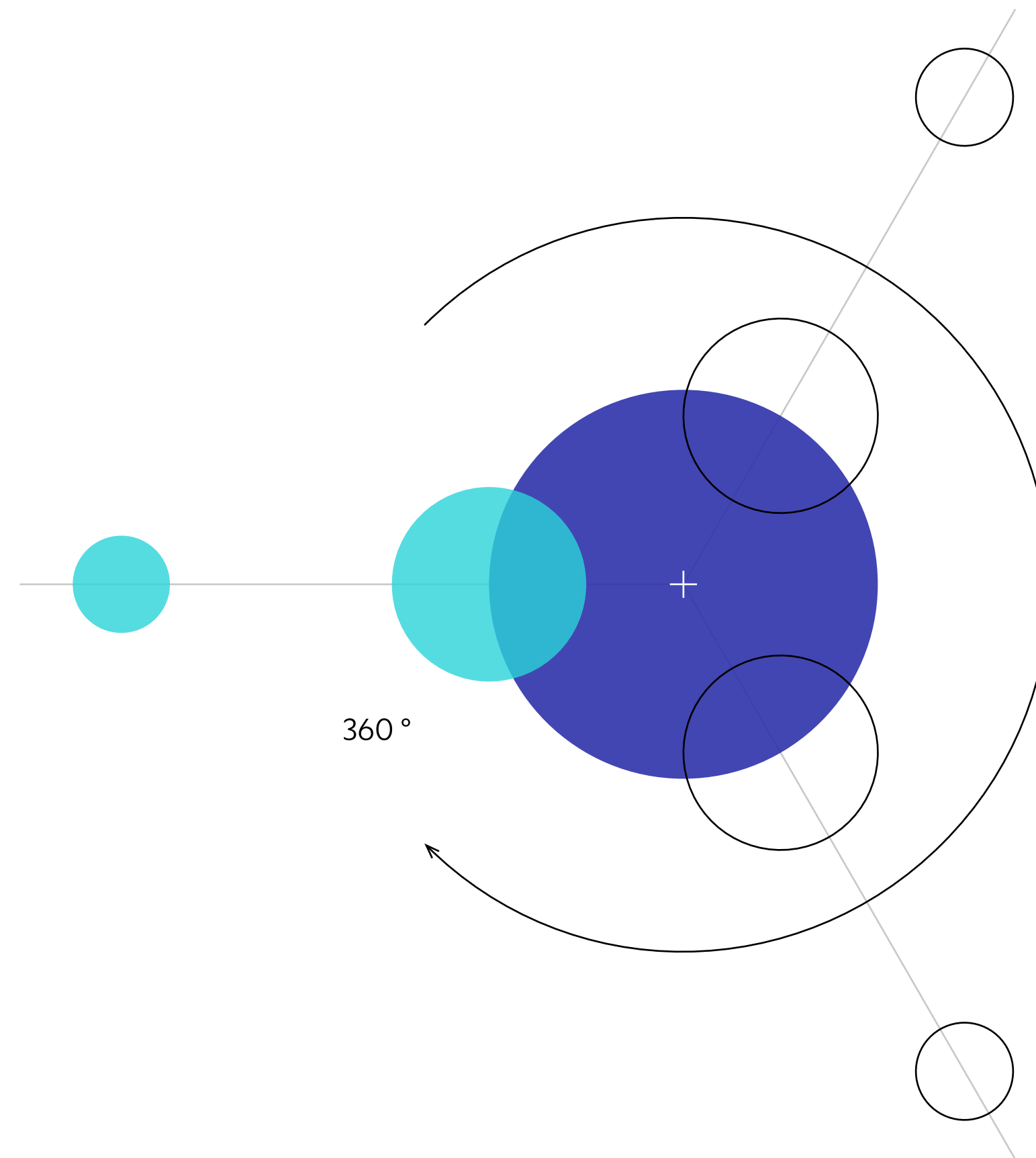
! On the same medium the smaller size dots must be of the same colour; the colours cannot be mixed.



GRAPHIC ELEMENTS

DOTS: TILTING

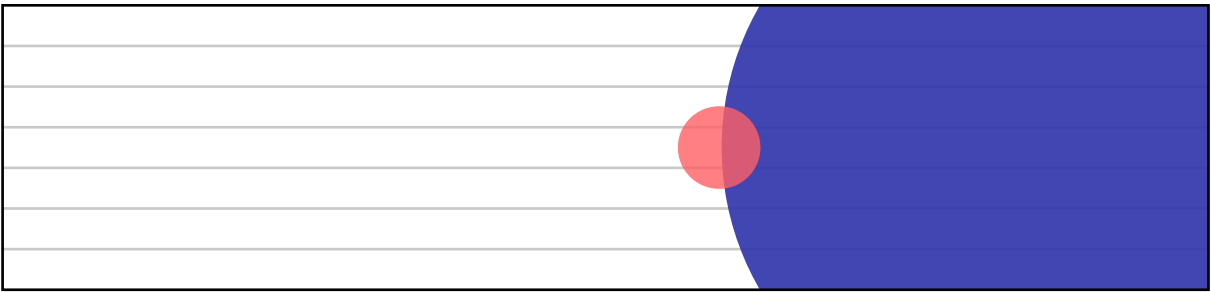
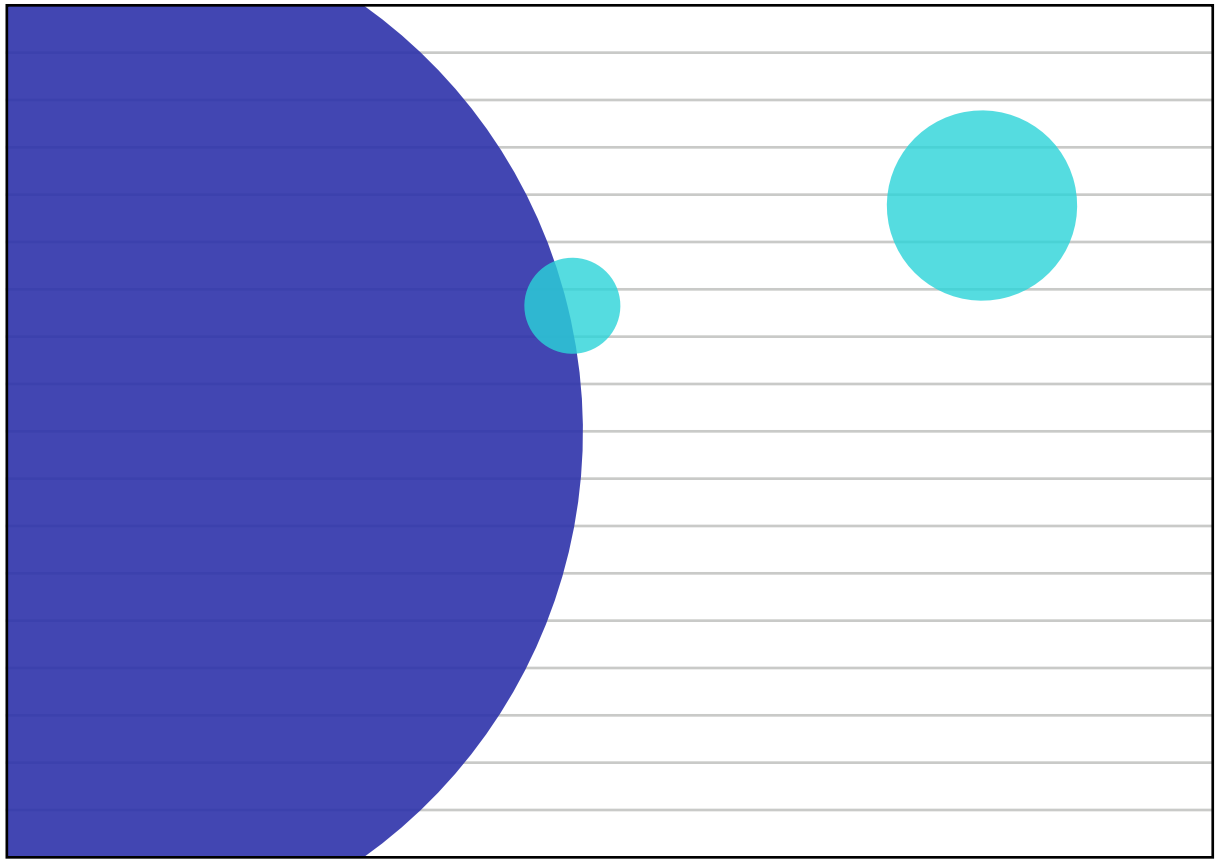
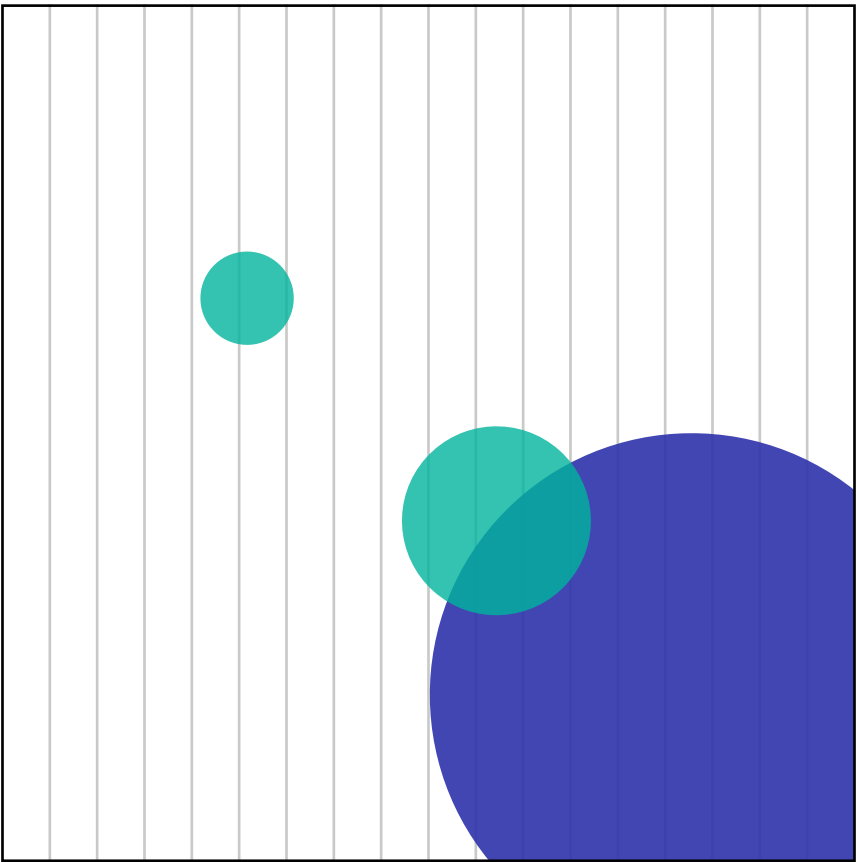
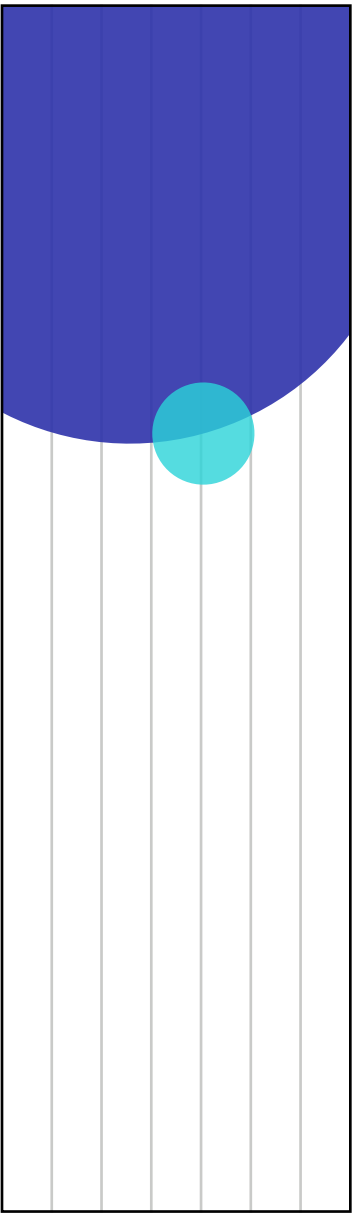
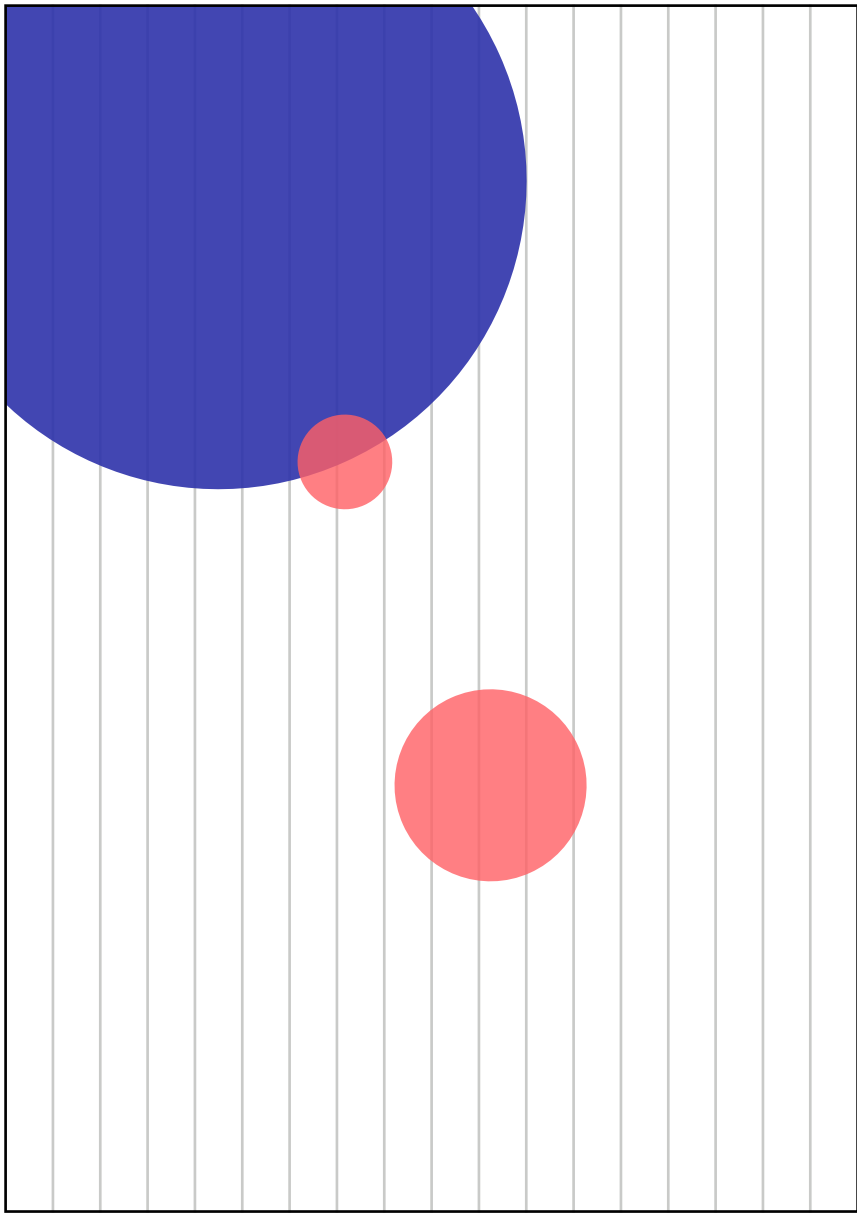
The axis on which the dots are placed can be rotated, and the centre of the rotation is always the blue dot.



GRAPHIC ELEMENTS

ILLUSTRATIVE

On this page, some examples of formats created by applying the rules set out in the previous sections.



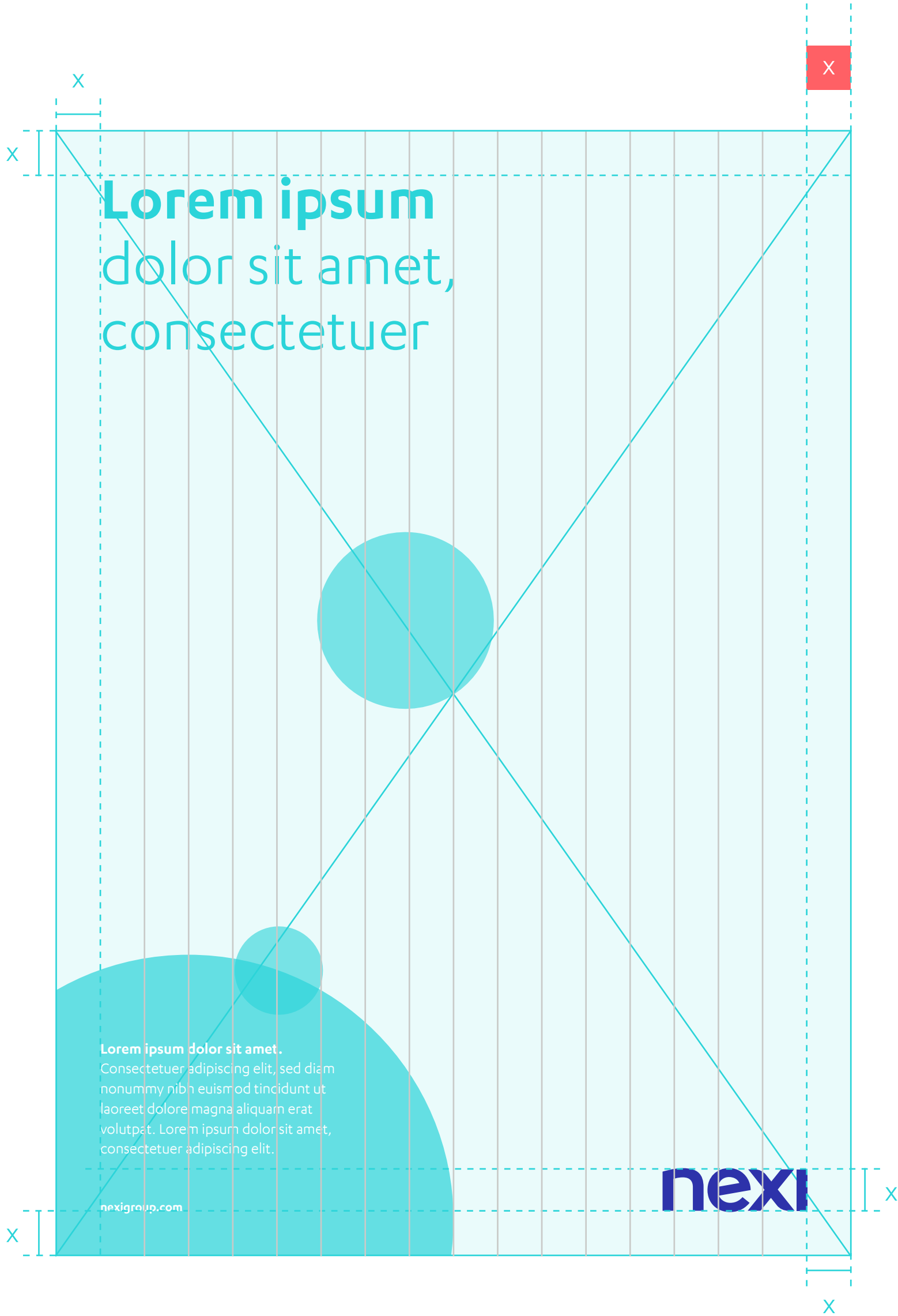
PRINT FORMAT STRUCTURE

The standard unit for layouts, called *Module*, is a square equal to 1/18 of the shorter side of the medium.

As shown in the example, the safety distance at the sides of the page is 1 *Module*. The headline, the bodycopy and the Nexi logo are located at a distance of 1 *Module* from the two sides in which one decides to place them. The logo is 1 *Module* high and must always be placed in the lower right corner.

The main dot, in this case used to contain the bodycopy, is positioned by aligning it according to the 18 columns into which the format was divided.

In the table at the side you can find the *Module* size and the *minimum* font size of some layout elements in 5 formats that maintain the A4 proportions.



 → MODULE = 1/18 of the short side of the medium

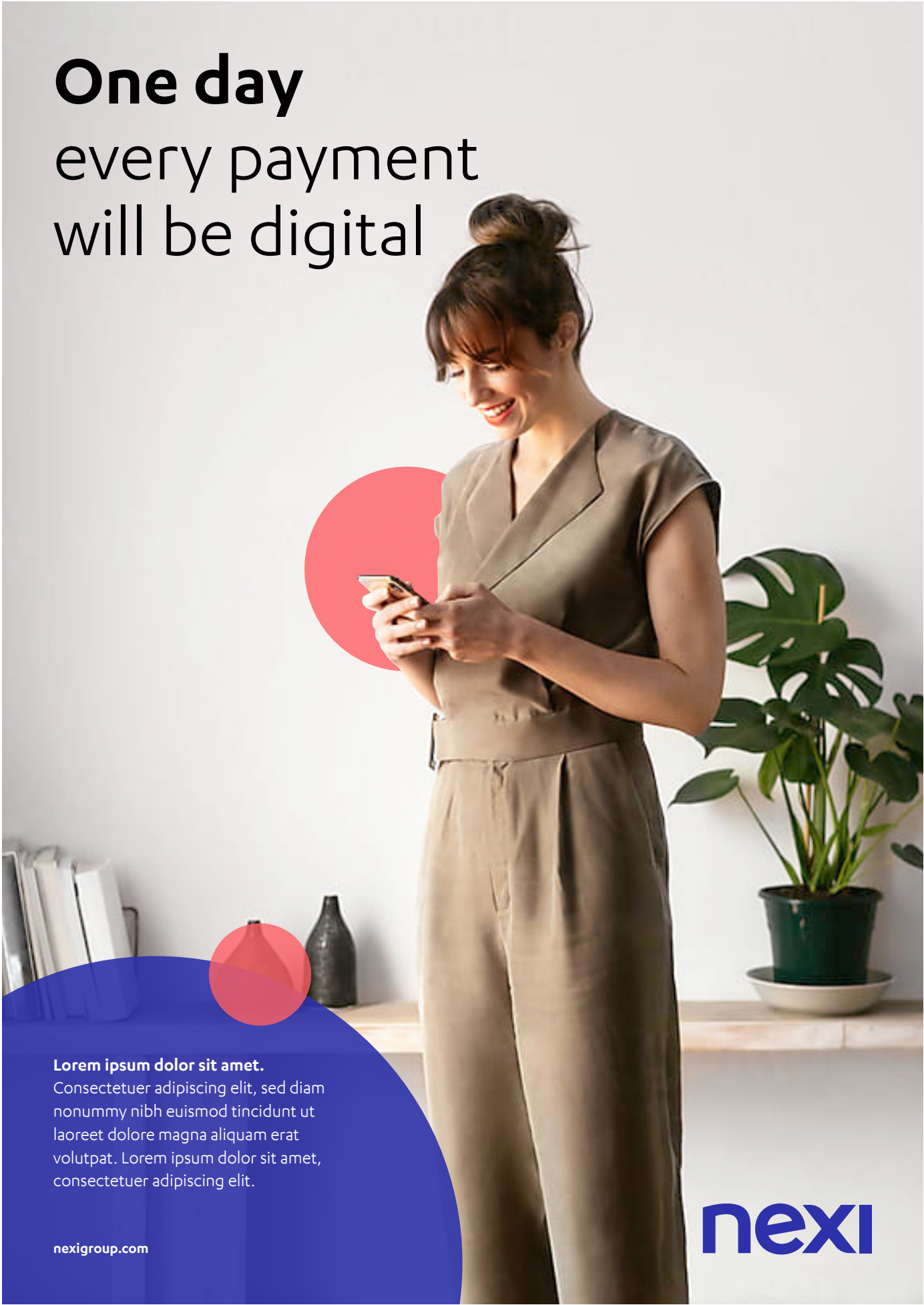
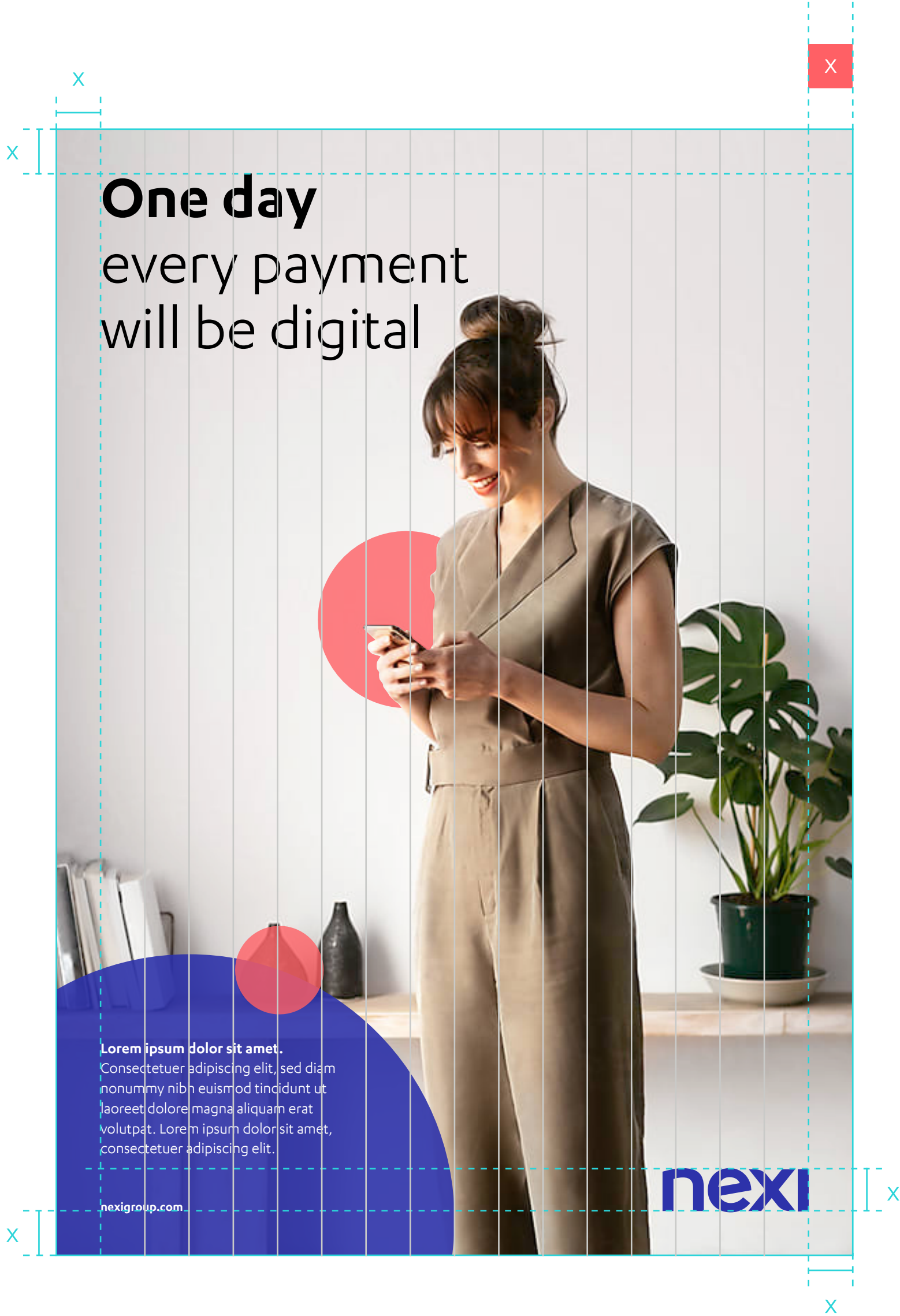
Standard format sizes

	A3	A4	A5
Module	16.5 mm	11.667 mm	8.25 mm
Headline	68 pt	48 pt	34 pt
Bodycopy	17 pt	12 pt	8 pt
Website	14 pt	10 pt	8 pt
Legal notices	11 pt	8 pt	6.5 pt

	480x680 mm	680x980 mm
Module	26.667 mm	37.778 mm
Headline	110 pt	155 pt
Bodycopy	27 pt	40 pt
Website	20 pt	30 pt
Legal notices	15 pt	20 pt

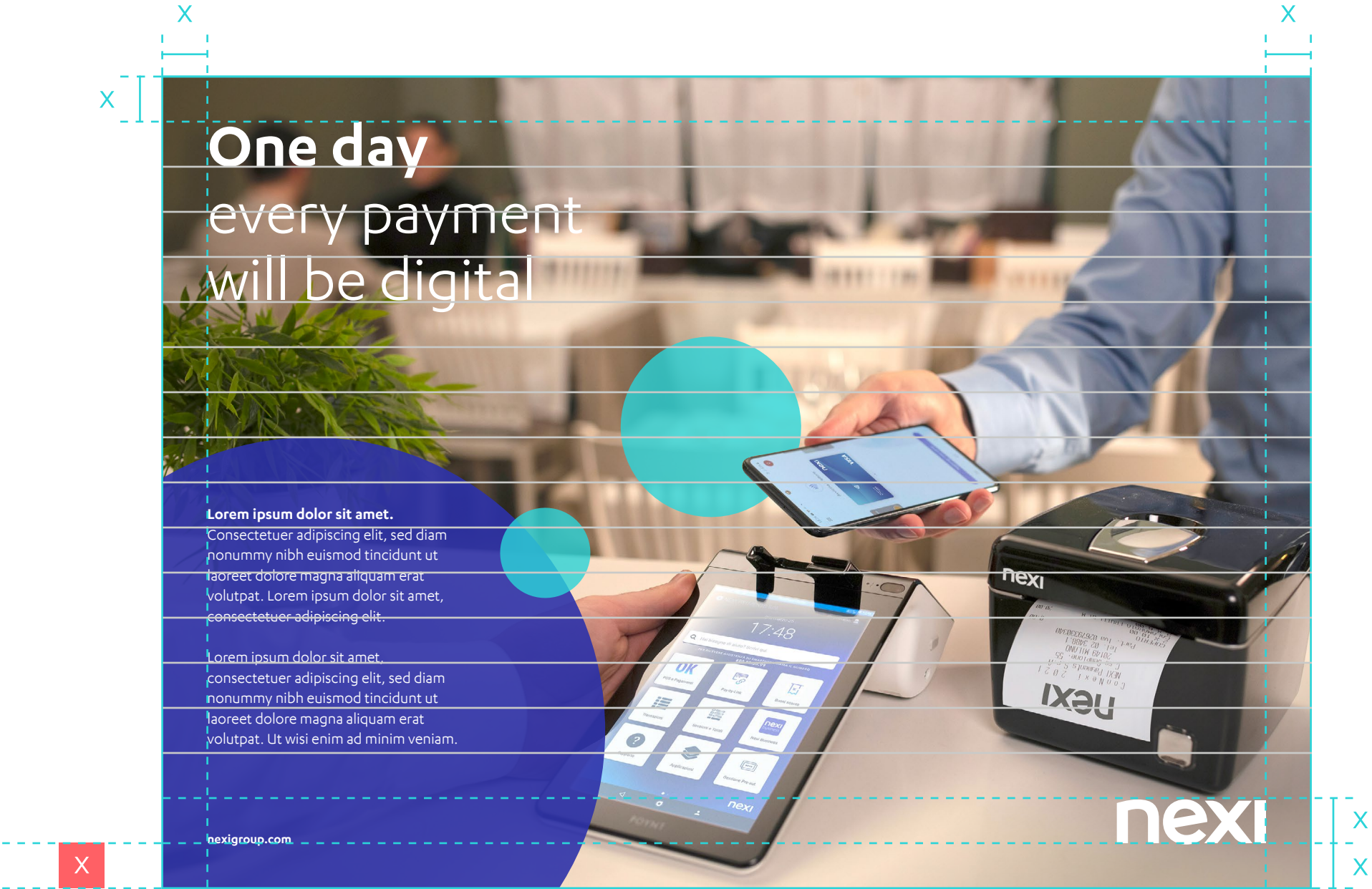
PRINT FORMAT

VERTICAL DEVELOPMENT



PRINT FORMAT

HORIZONTAL
DEVELOPMENT

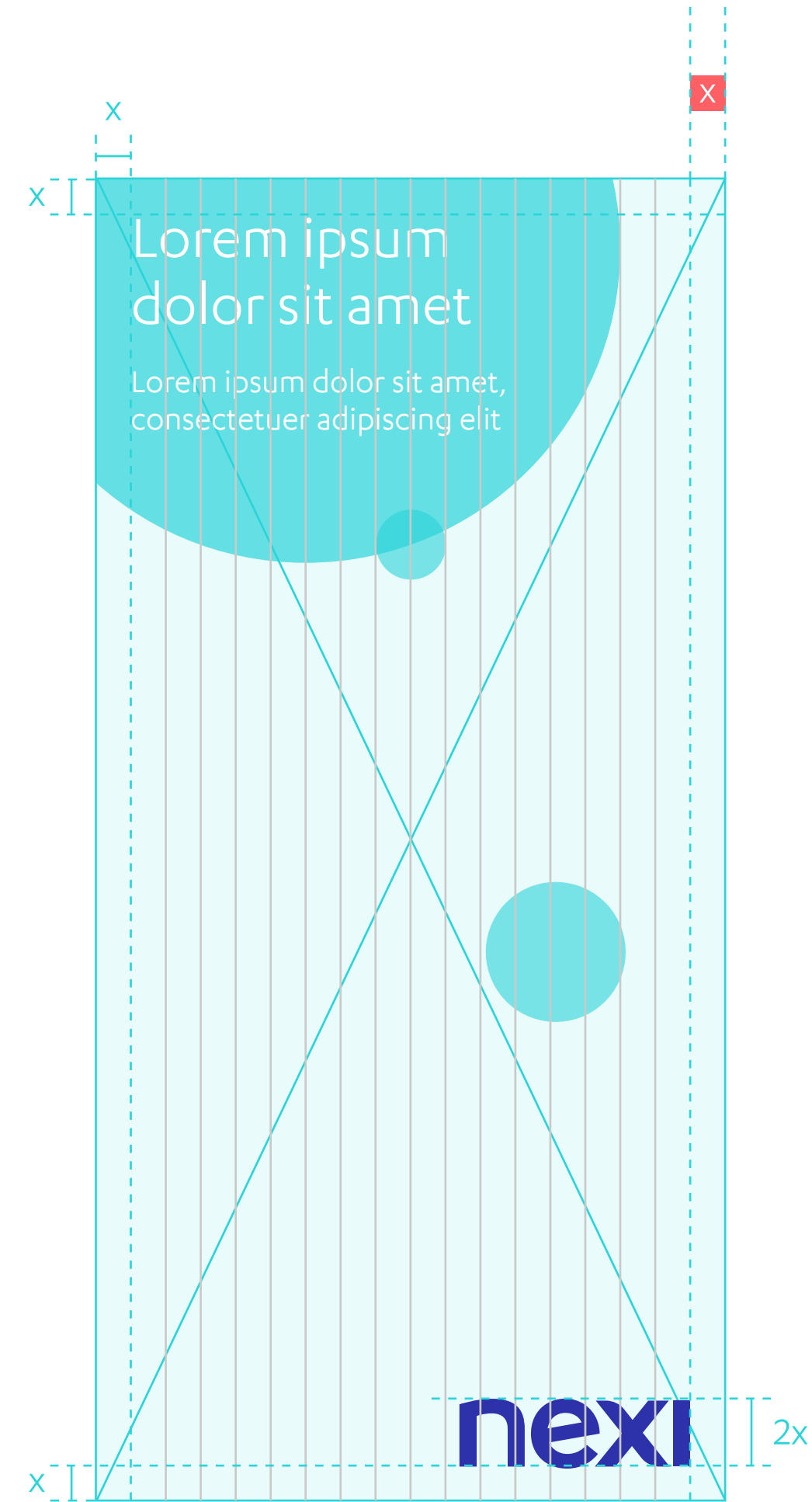


PRINT FORMAT AMERICAN FORMAT

In media with a similar ratio to the American format, some format rules need to be changed.

For the margins and the positioning of the elements, follow the rules set out in section 4.4.1, whereas, on the other hand, the size of the logo will need to be changed: on these formats, it needs to be 2 *Modules* high instead of 1.

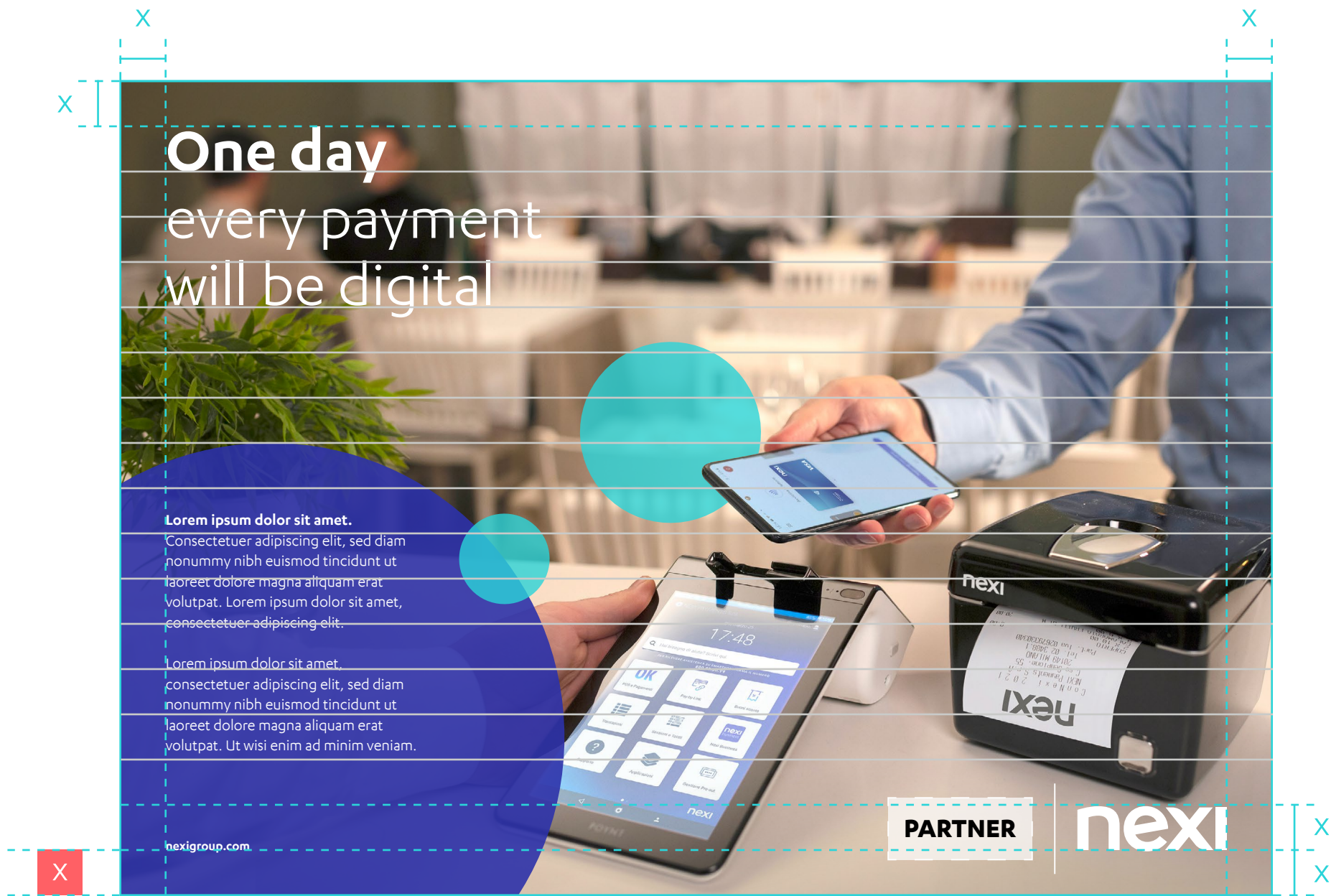
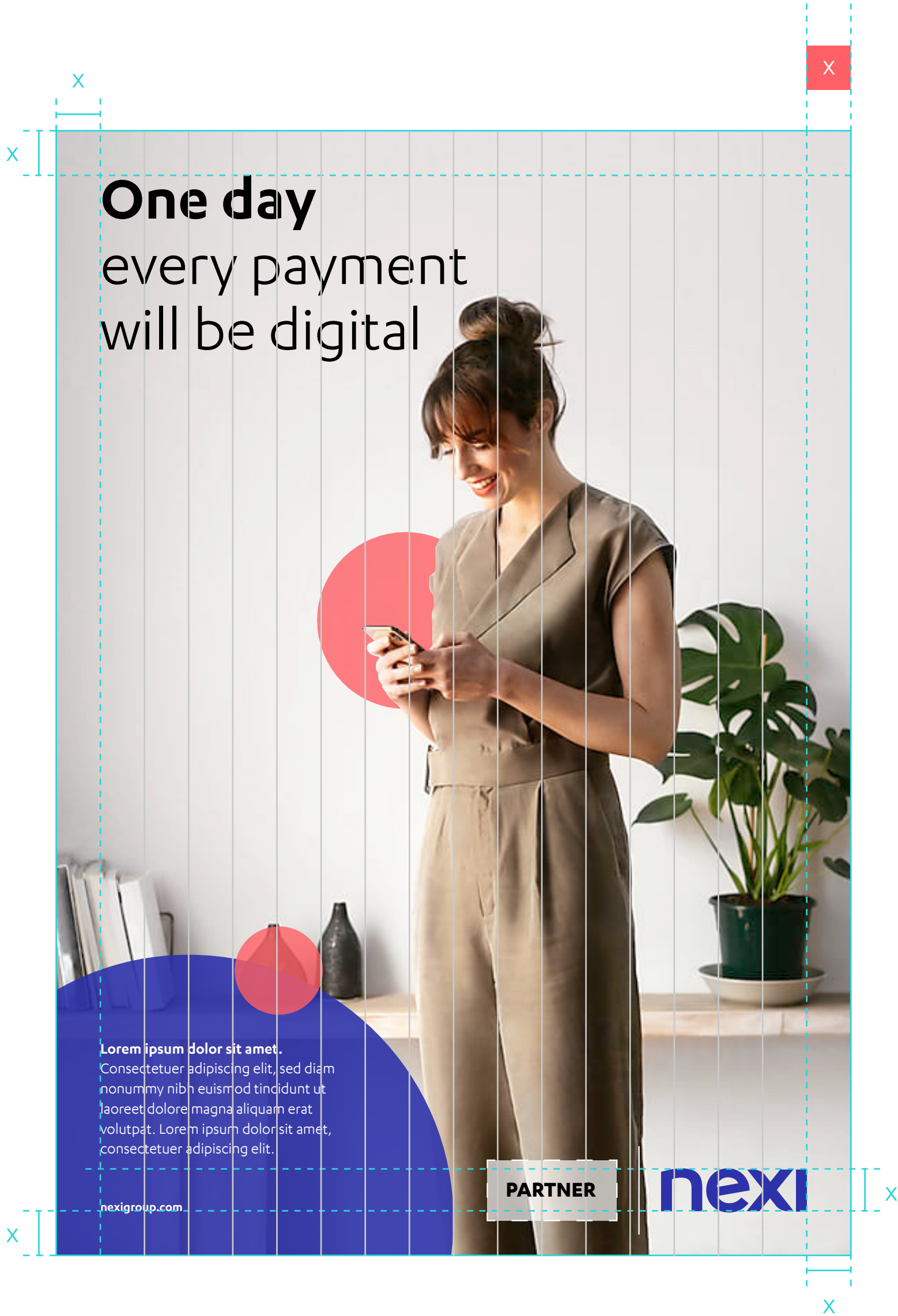
! These rules are suitable for all formats with proportions similar to the American format (both horizontal and vertical versions).
Ex: 1:2; 5:8.



PRINT FORMAT

NEXI + PARTNER

In the Nexi + Partner signature version, the Partner logo must be attached to the Nexi logo following the rules set out in section 2.1.10.



PRINT FORMAT

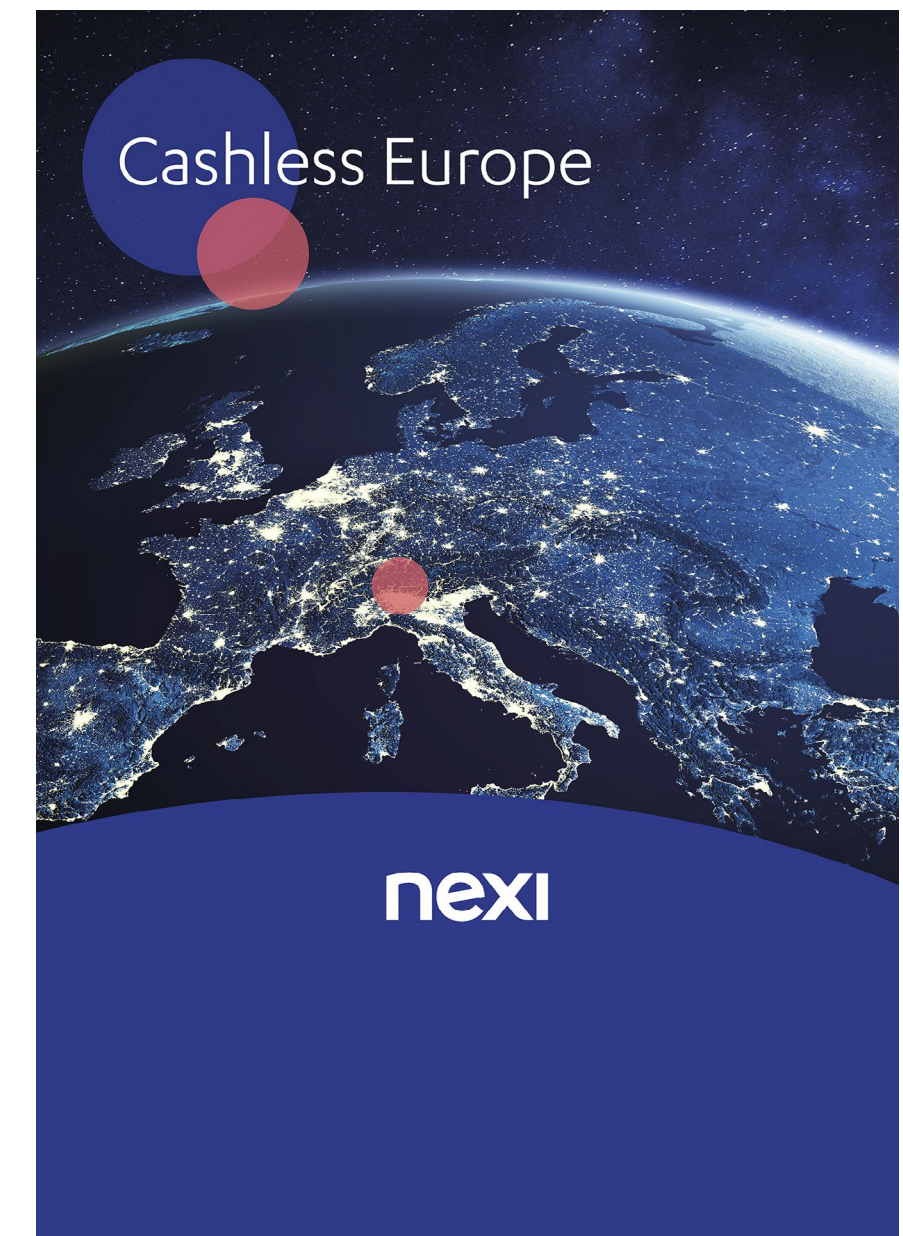
ROLL-UPS AND POSTERS

On this page, some examples of additional formats created by applying the rules set out in the previous sections.

Example Roll-up



Sample Posters



WEB FORMATS

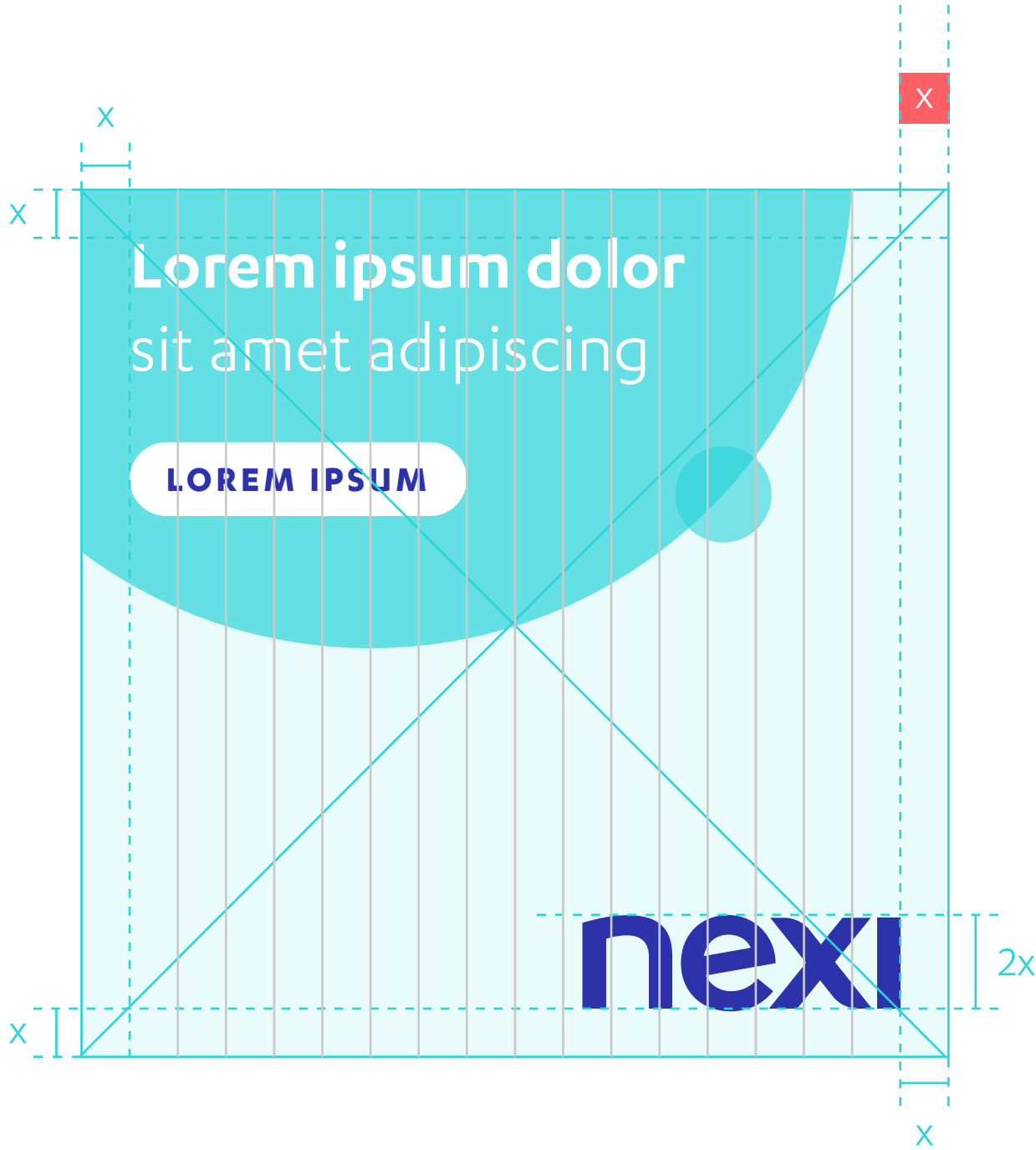
RECTANGULAR BANNERS

The same rules applied to print materials in the construction of the margins must be followed in the creation of web materials.

As for the size of the Nexi logo, the minimum recommended size is 2x in height.

In addition to photographic banners, one can also make banners that are solely of typography, in which the Nexi Blue is used as a background at 90%, and the main dot is 100% Nexi Blue.

- !
- This type of cage is suitable for banners with measurements similar to:
250 x 250 p
300 x 250 p
336 x 280 p
580 x 400 p



photographic banner

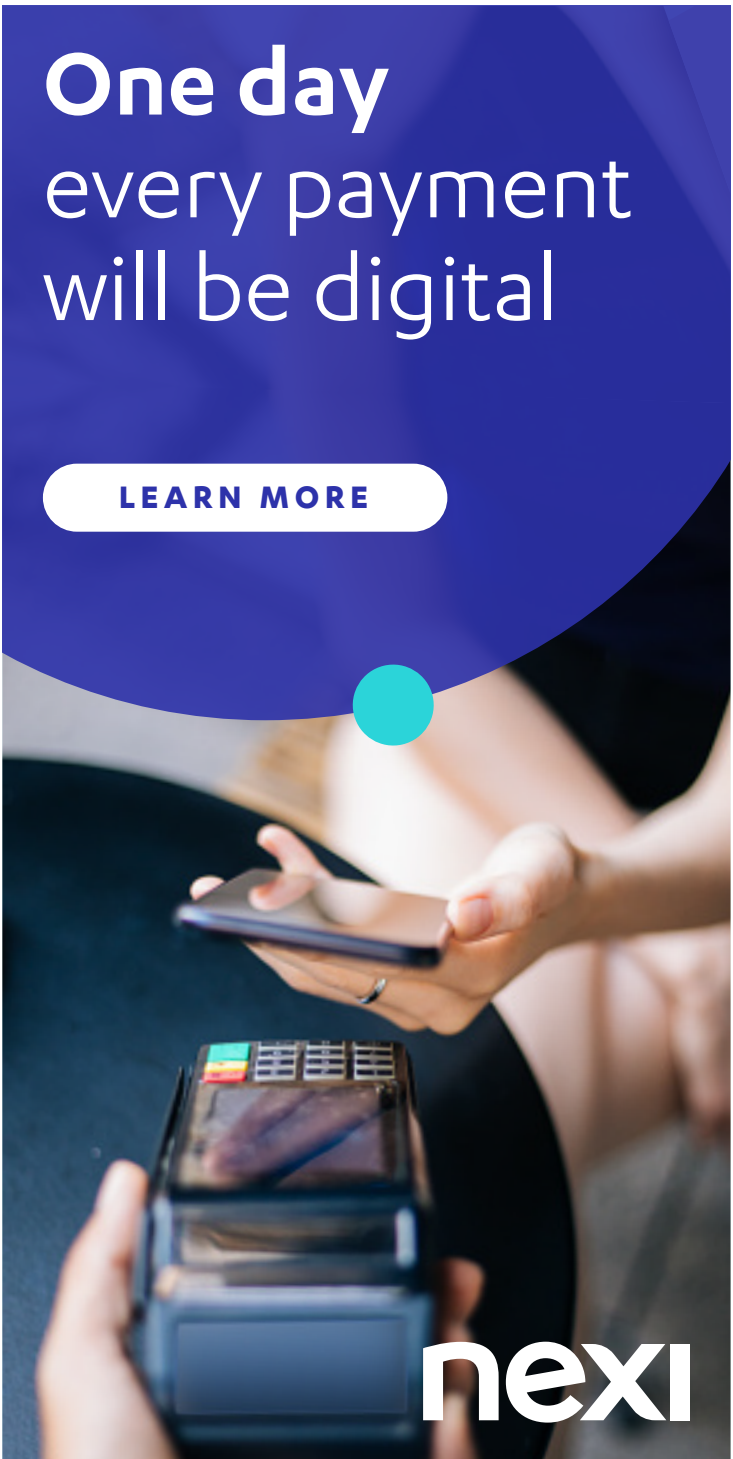
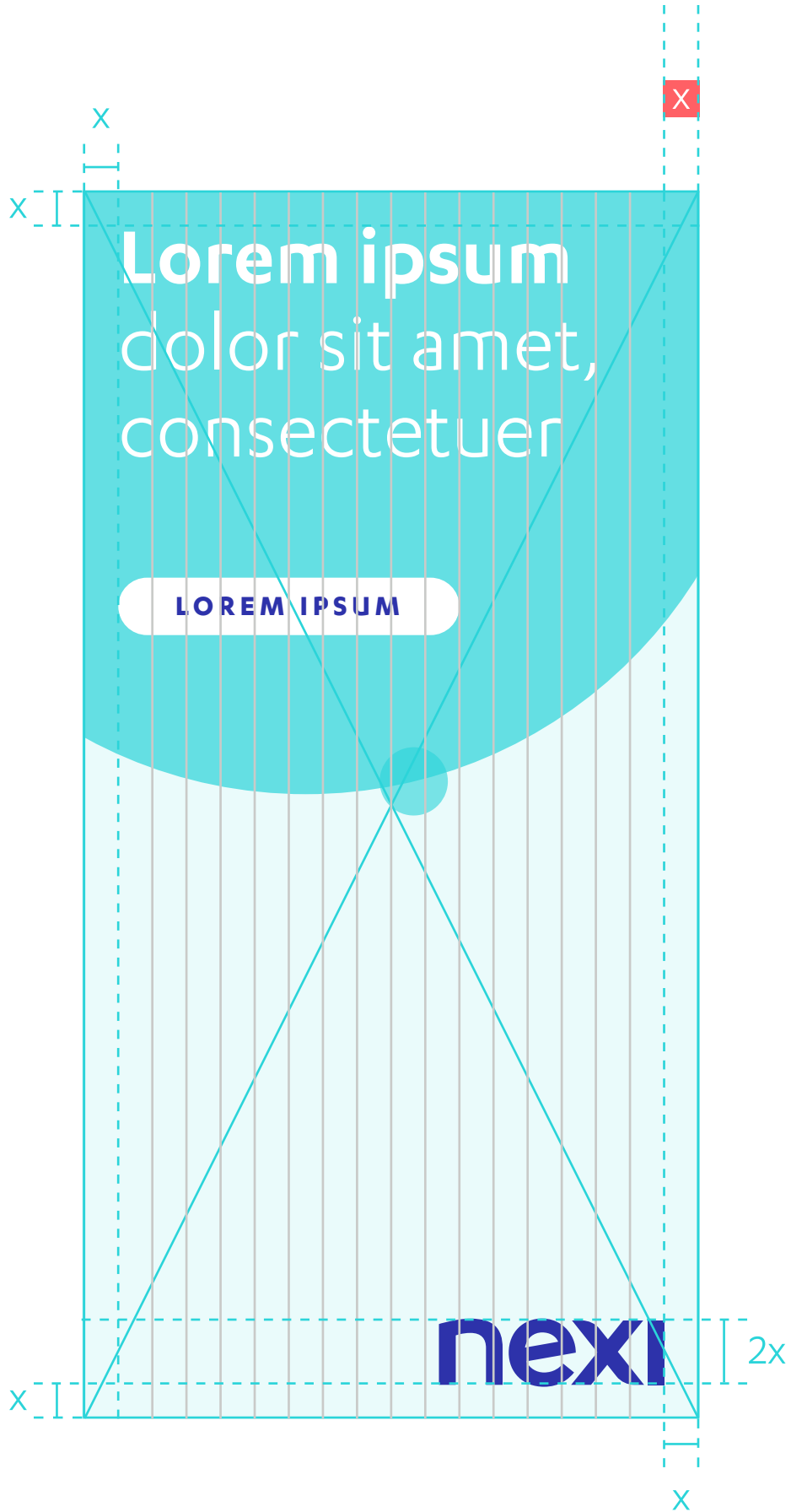


typographic banner



WEB FORMATS

SKYSCRAPER BANNER



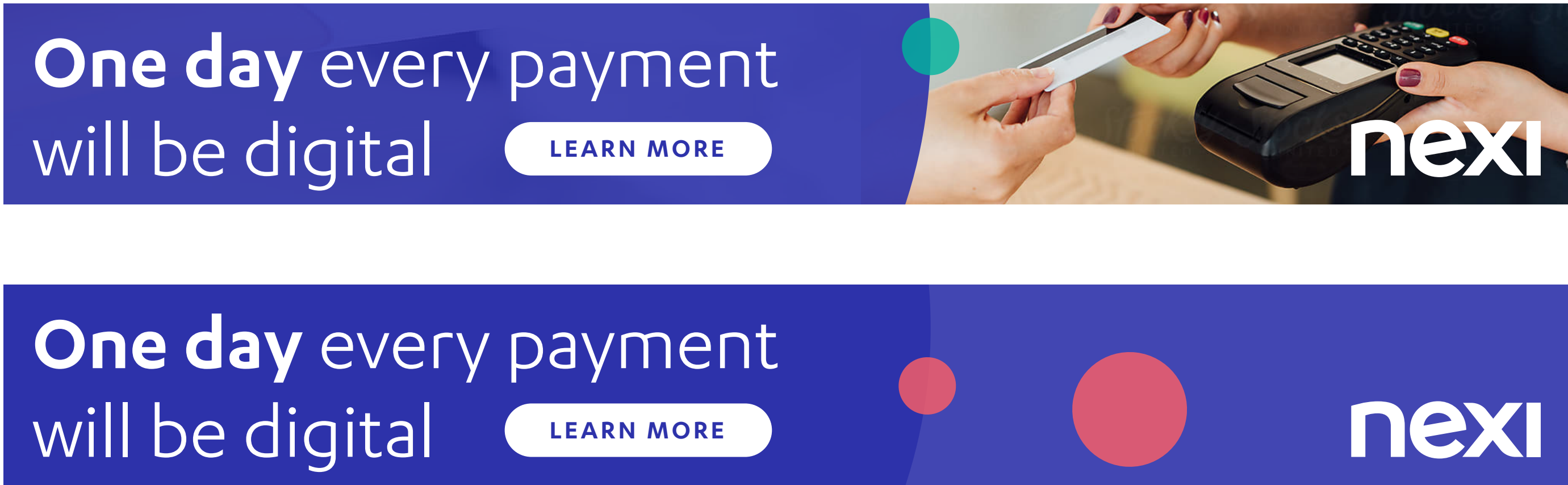
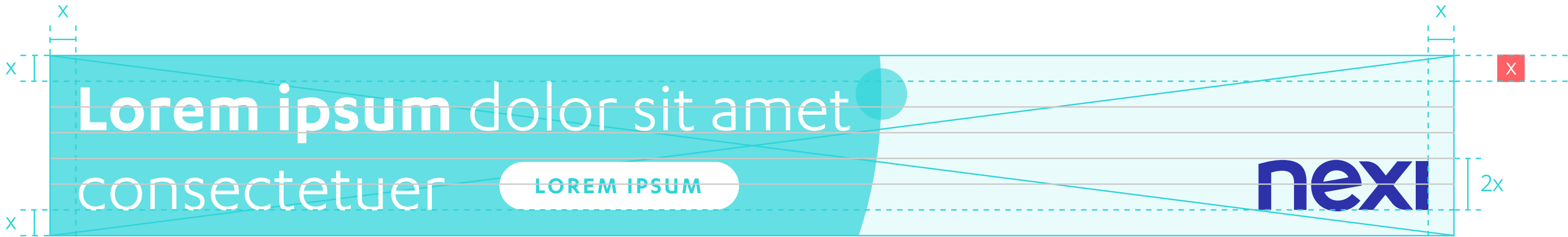
! This type of cage is suitable for banners with measurements similar to:
300 x 600 p
300 x 1050 p

WEB FORMATS

HORIZONTAL BANNERS

In the creation of the horizontal banners, the medium must be divided into 7 lines instead of 18.

The minimum recommended size of the Nexi logo is 2x height.



! This type of cage is suitable for banners with measurements similar to:
468 x 60 p
480 x 60 p
728 x 90 p
970 x 90 p

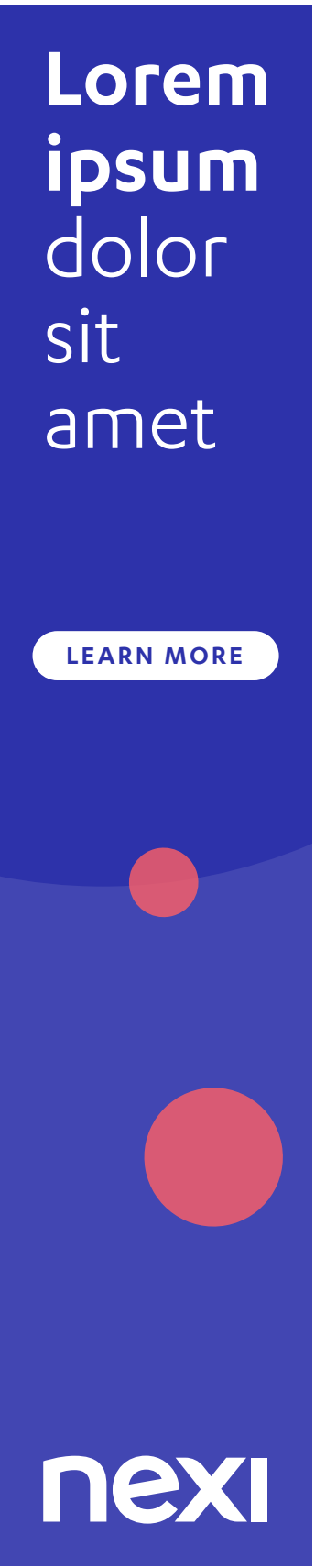
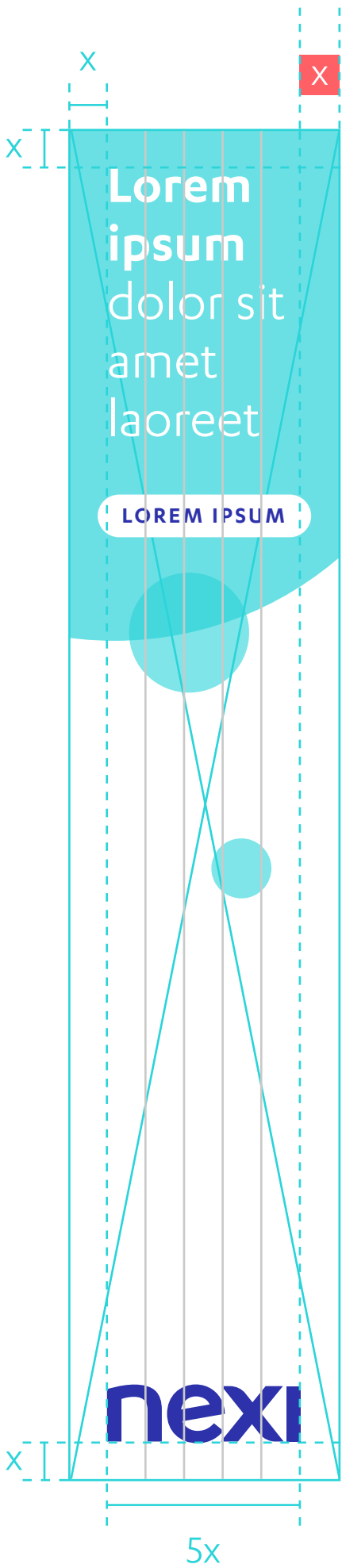
WEB FORMATS

VERTICAL BANNERS

In the creation of vertical banners, the medium must be divided into 7 columns instead of 18.

The recommended Nexi logo size is the width of the banner minus the margins (5 columns).

! This type of cage is suitable for banners with measurements similar to:
120 x 240 p
120 x 600 p
160 x 600 p



5.

DIGITAL
GRAPHIC
FORMAT

5.1.1

WEB PORTAL

5.2.1

DEM

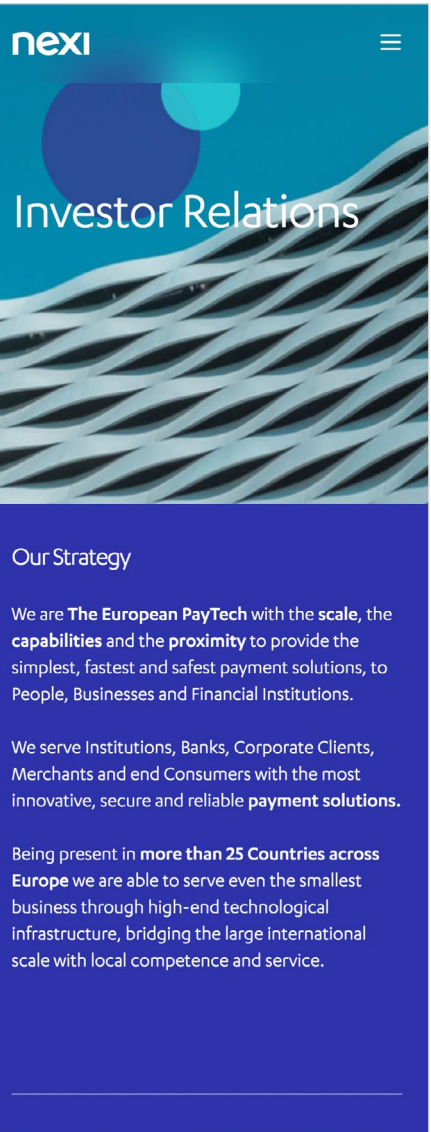
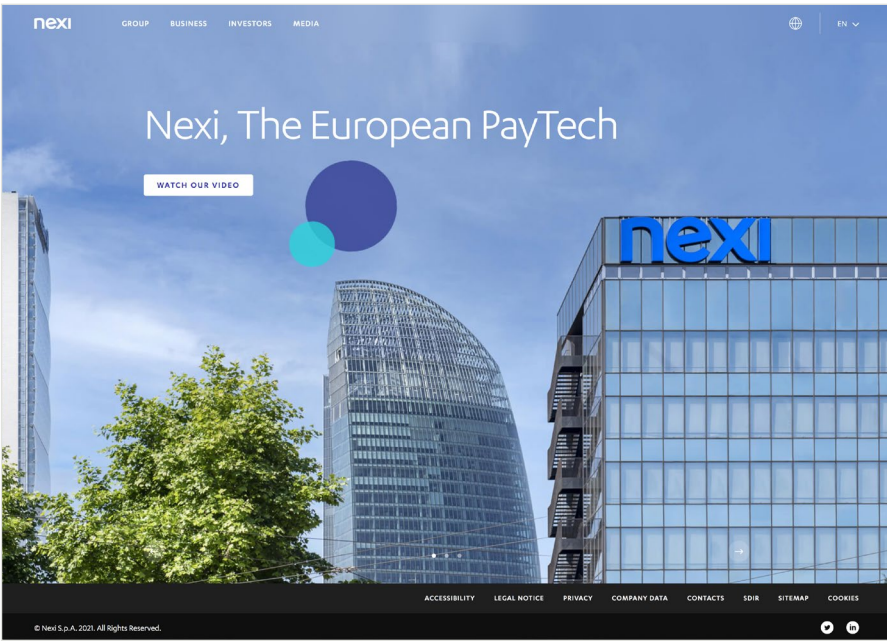
WEB PORTAL

Digital properties are managed through InVision Design System Manager (DSM), a platform that allows you to design on a large scale, helping teams to create, maintain and develop a powerful design system.

For the useful specifications of the web pages, one should refer to the dedicated guidelines

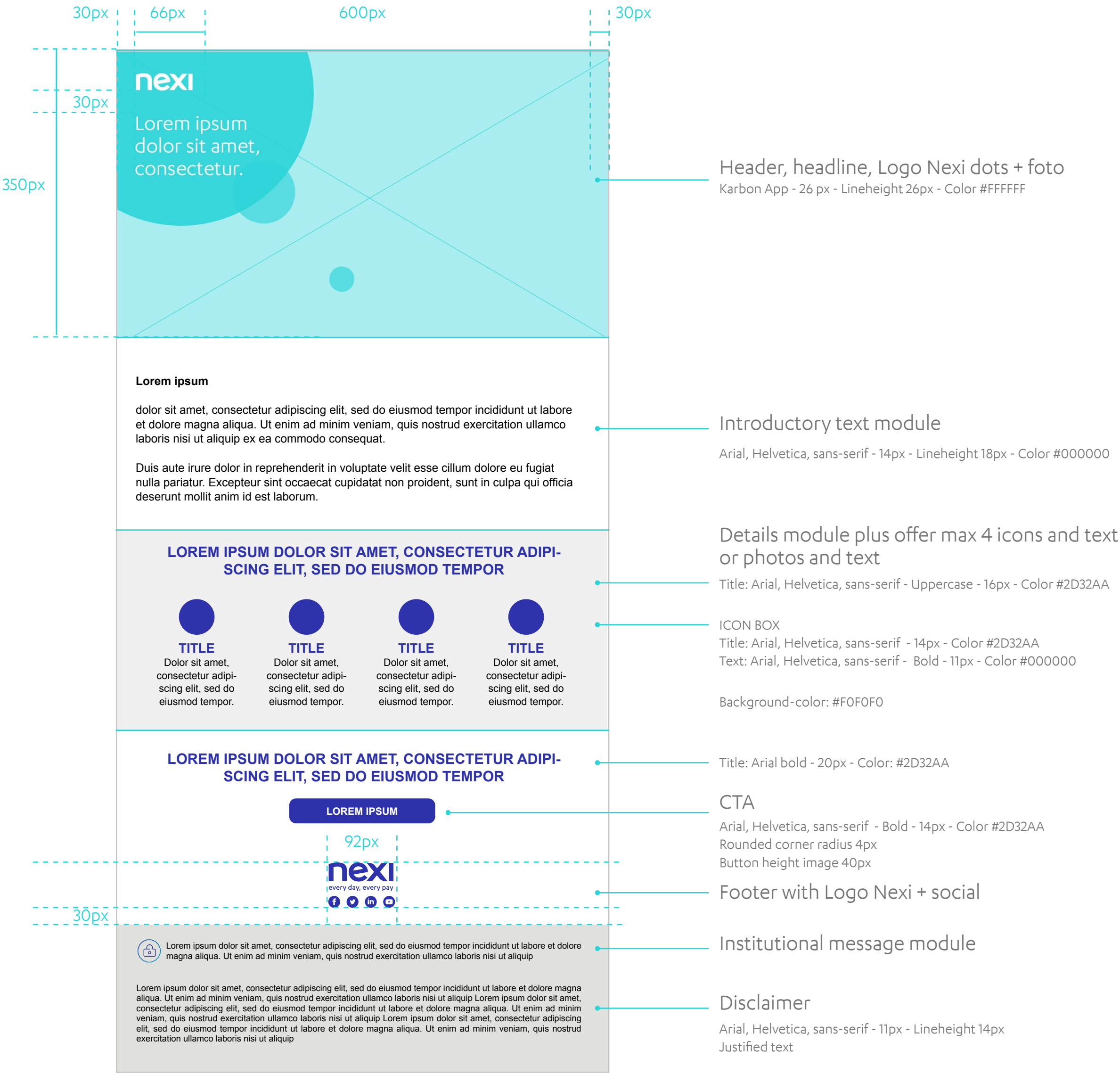
!

For further information, please contact:
daniela.ballabio@nexigroup.com
Brand & Communication



DEM

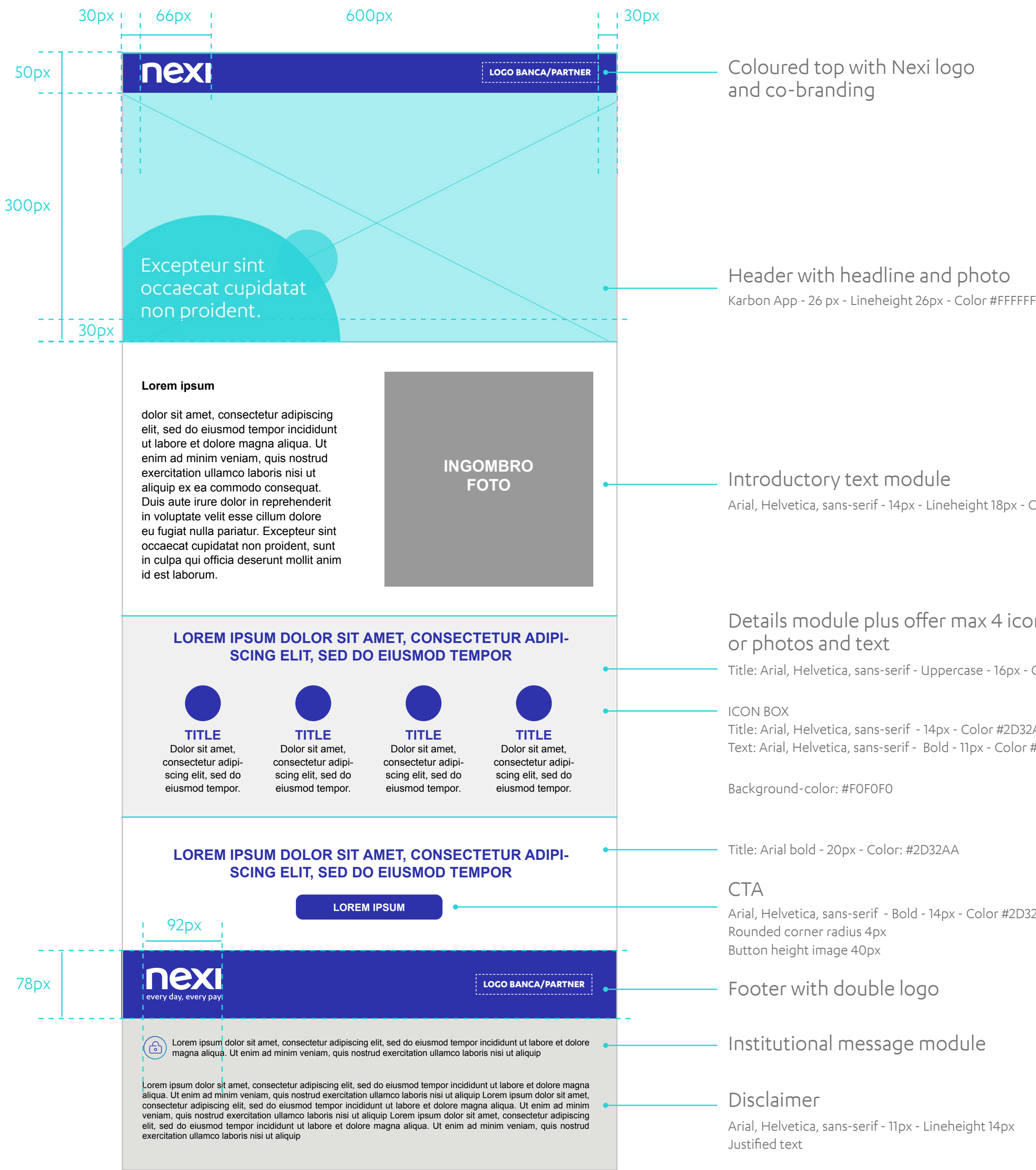
VARIANT 1



DEM
VARIANT 2



DEM
VARIANT 3



6.

VIDEO
GRAPHIC
FORMAT

- 6.1.1
OPENING AND CLOSING
SEQUENCE
- 6.2.1
USE OF DOTS
- 6.3.1
TITLING AND LOWER THIRDS
- 6.4.1
TRANSITION EFFECTS
- 6.5.1
ASPECT RATIO AND
DISTRIBUTION

OPENING AND CLOSING SEQUENCE

Opening sequence

Closing sequence

Use the logo animations available at the following links to open and close your videos (password: guideline2022):

[opening sequence](#)

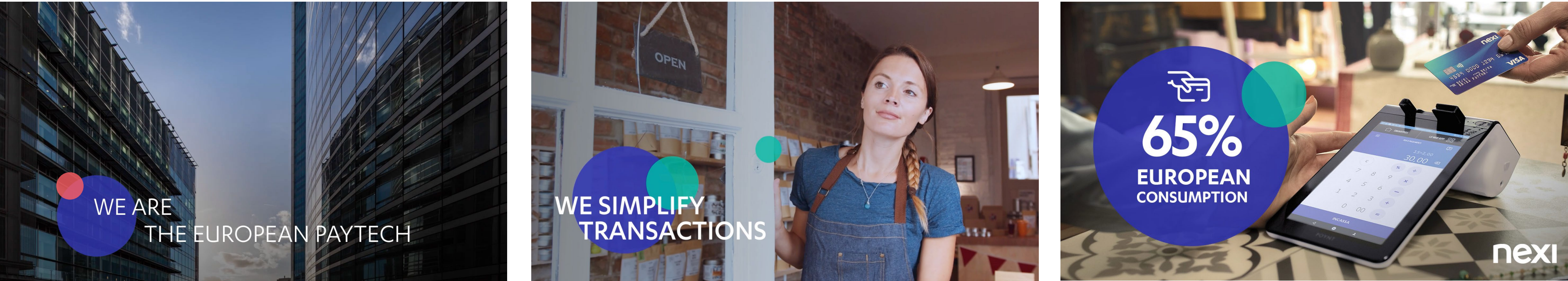
[closing sequence](#)

[Download the source file here](#), if you need to replace the Nexi logo with the one of another Group’s Company.

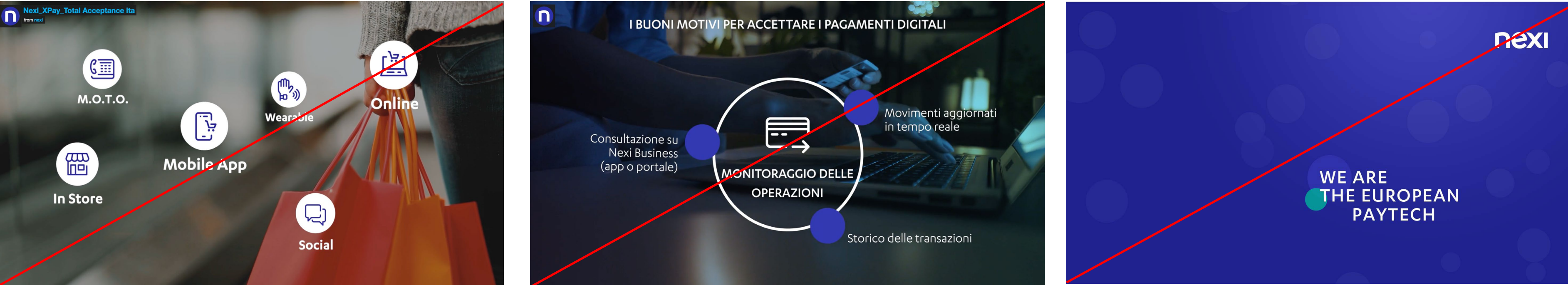
USE OF DOTS

On this page, some examples of use of dots created by applying the rules set out in the previous sections.

CORRECT USES



WRONG USES



Dots should not include icons.

Main dot must be blue coloured. Only one secondary dot can overlap the main one.

It is recommended to prevent the “confetti” effect made by the presence of several dots at the same time.

TITLING
MAIN TITLE

It is recommended writing the main title in capitol letters.

For long titles, you can use also upper and lower cases.



LOWER THIRDS
INDIVIDUAL NAMES AND
JOB TITLES

In lower thirds of the interviews always use shape and animation of the dots to show individual names and titles.



TRANSITIONS/EFFECTS

Prefer simple and smooth transitions.
It is recommended use dot shape transitions.

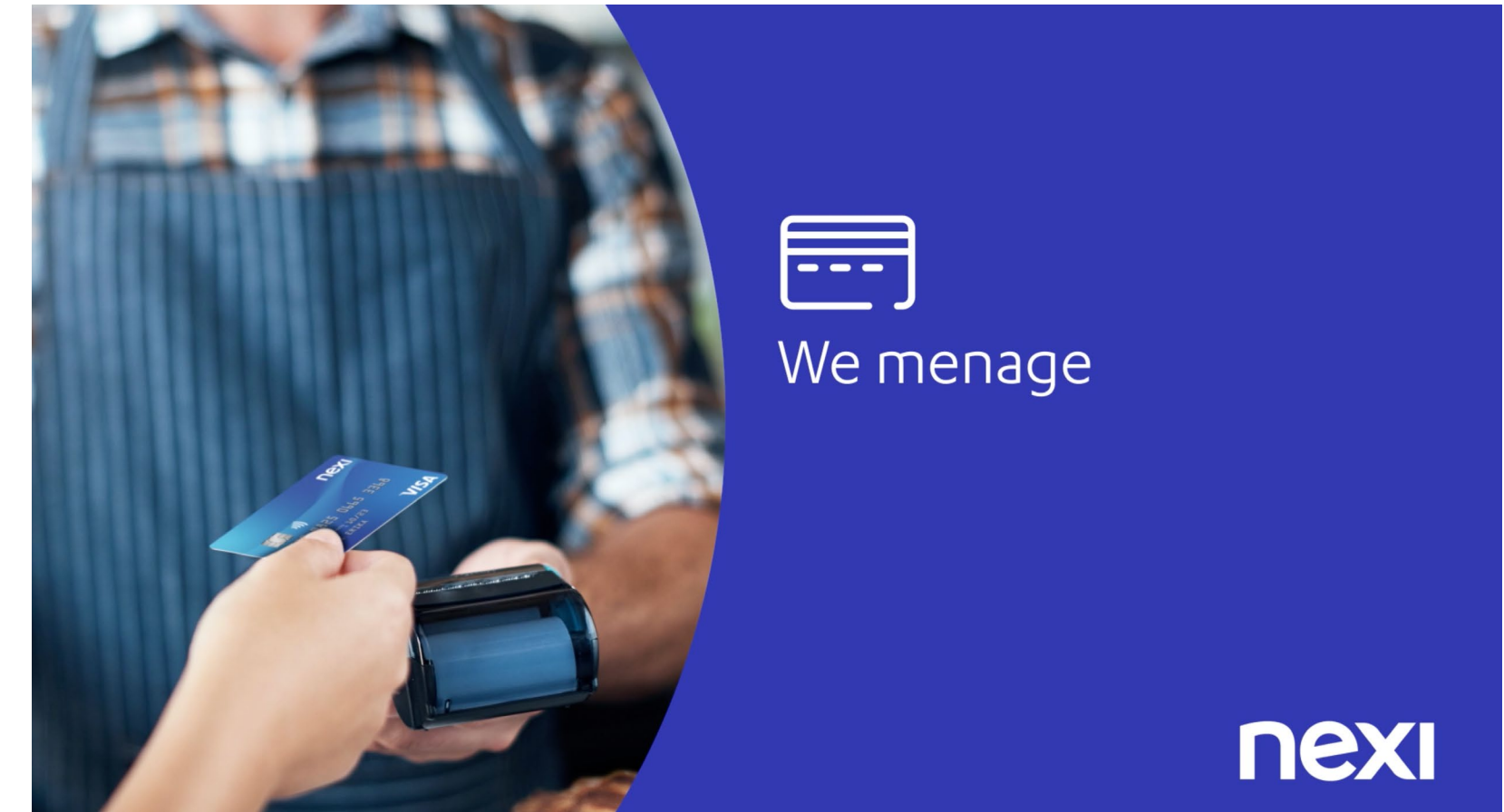
Heavy or strange effects should be avoided.

ACCEPTABLE TRANSITIONS

- Dissolve
- Clean cut
- Fade to blue or another flat color

UNACCEPTABLE TRANSITIONS

- Wipes/Peels
- Distort
- Tile
- Pixelate
- Picture in picture



ASPECT RATIO

16:9 RATIO

Most modern screens are set in a 16 by 9 ratio. This ratio is used also in the main video platform, for example YouTube and Vimeo, and social networks, for example LinkedIn and Twitter.

EXEPTION

On Facebook it is recommended to use a vertical ratio, such as 5:4 or 9:16, for a better experience by smartphone

DISTRIBUTION

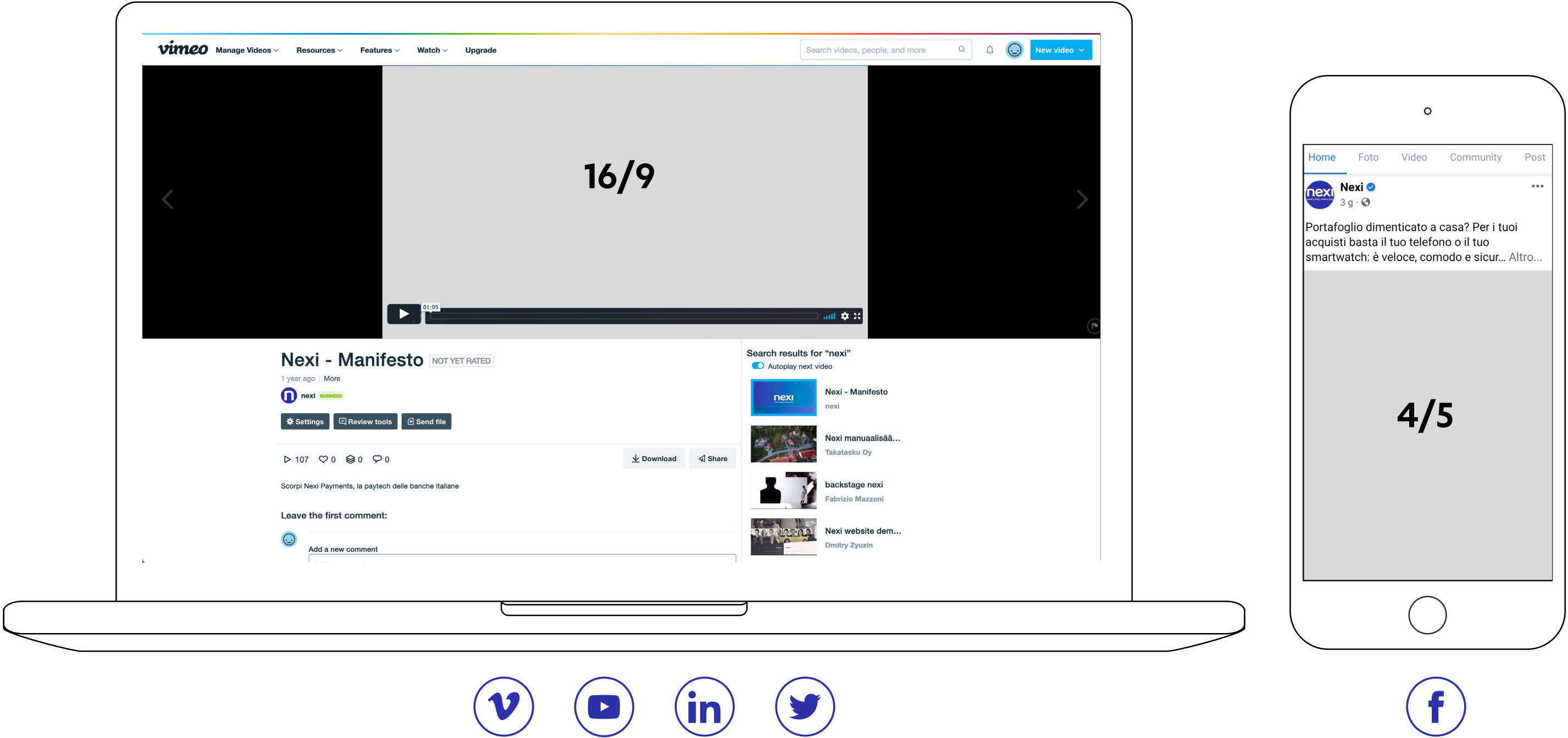
LICENCE

Licence of all video elements must respect copyrights.

Music must be purchased or created with royalty free licence

Be sure to have a release for **people** and some famous **places**.

6.5.1



7. APPLICATION EXAMPLES DOTS NETS

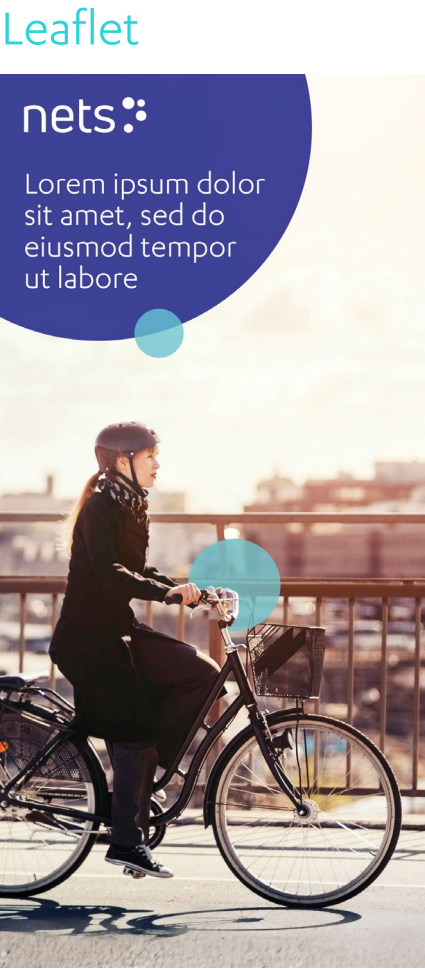
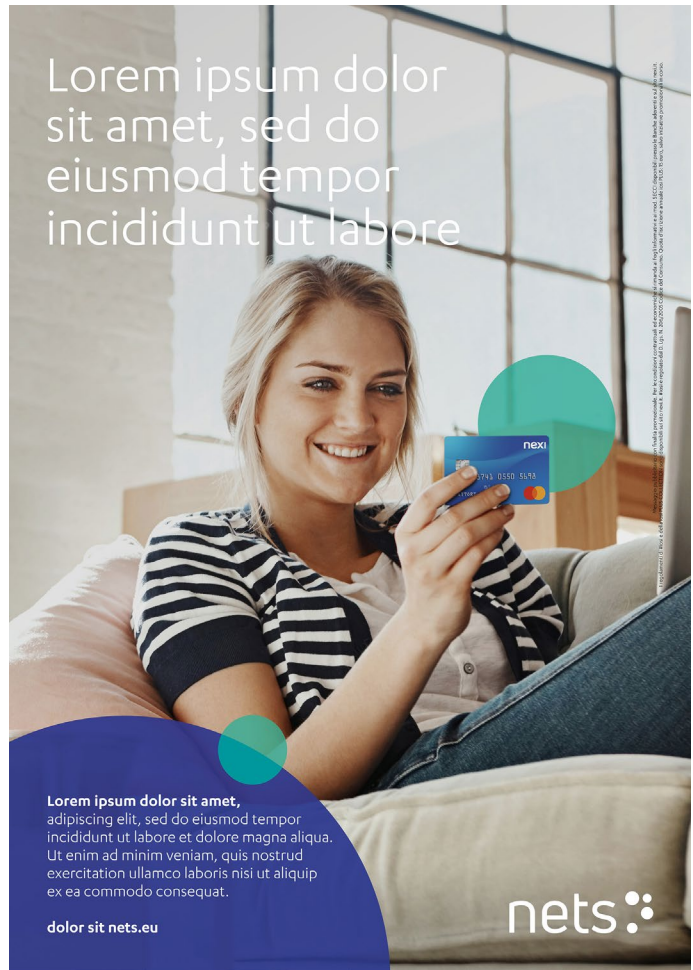
APPLICATIONS EXAMPLES DOTS NETS

On this page some examples on the application of dots on various materials.

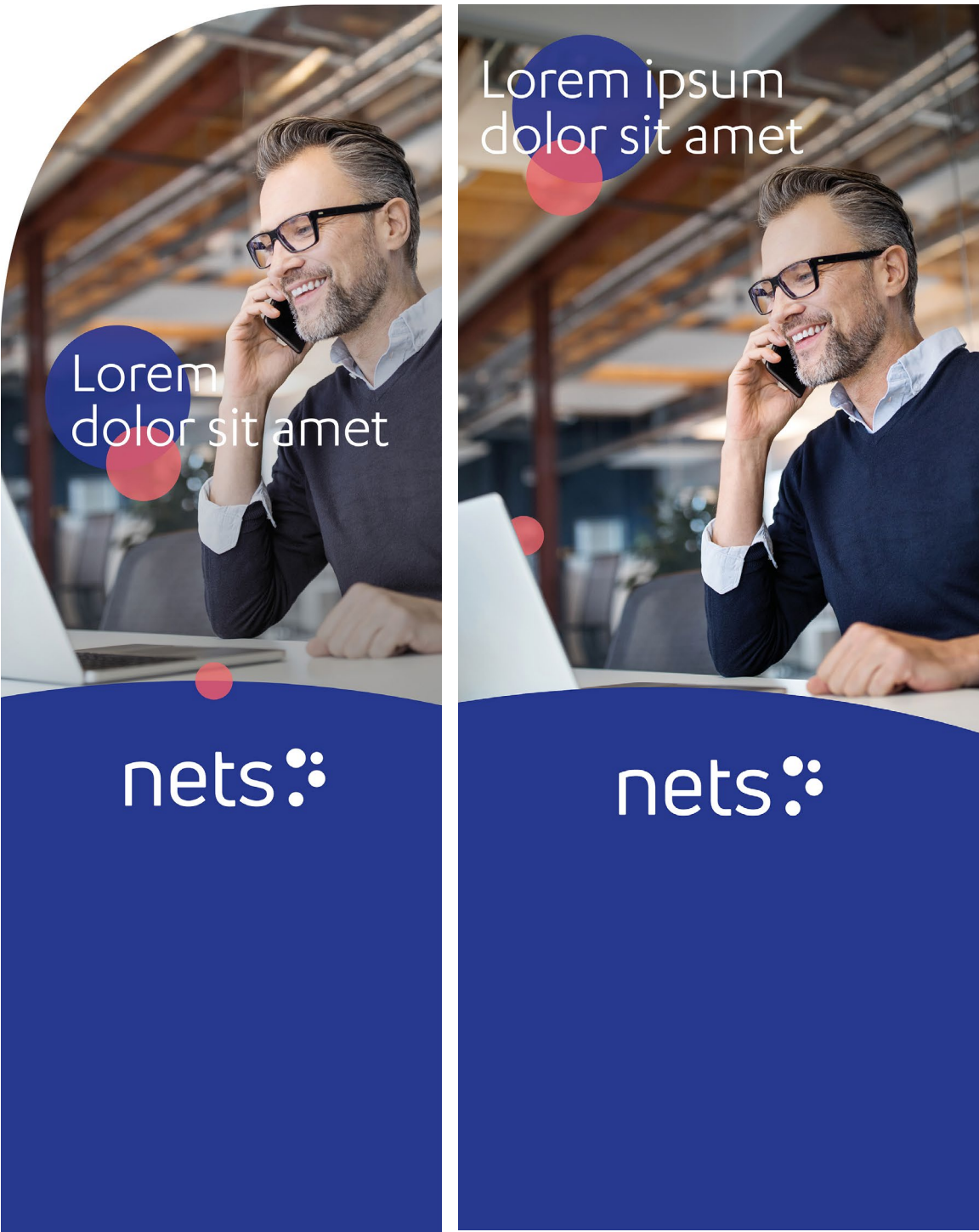
The logo with Part of Nexi Group must be used only exceptionally (eg Christmas cards, press releases...) and must be approved from time to time.



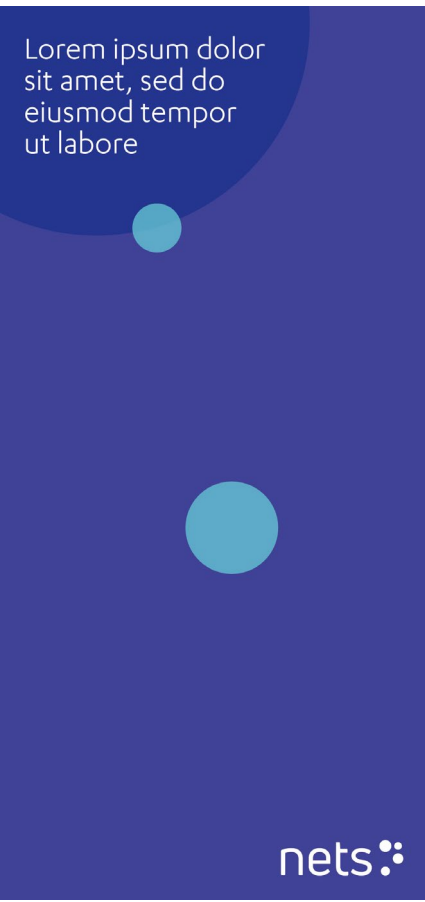
Advertising page



Sails / Rool-up



Poster



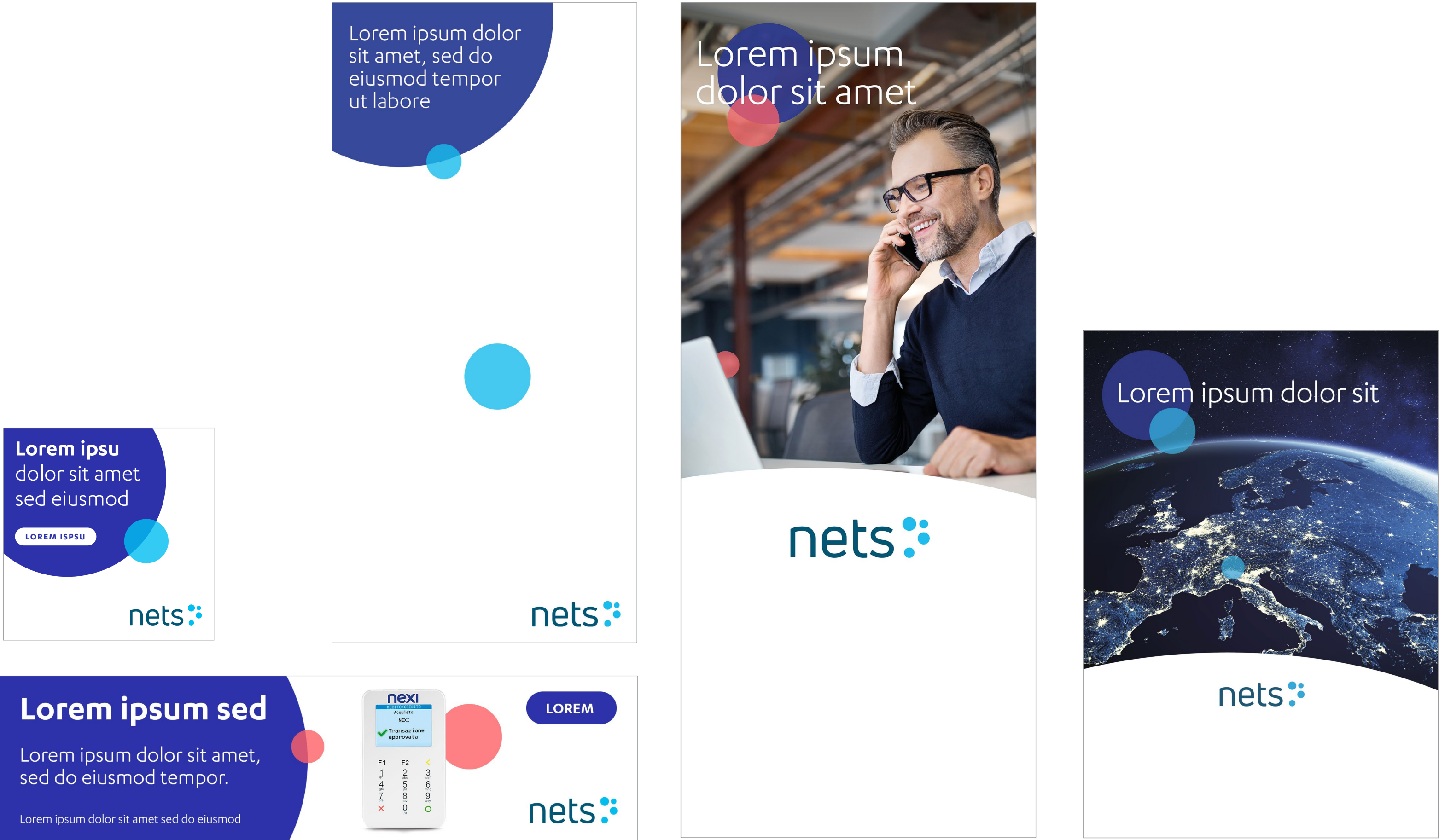
Banner



APPLICATIONS EXAMPLES DOTS NETS

Examples of Nets logo application in positive color.

The green dot in this case should never be used.



nexi