nexus

Nexus Brand Expression Guidelines

October 2023   v1.0

About
these guidelines

The primary purpose of this document is to deliver consistency – both in the message content and the visual manifestation of the new **Nexus** brand. This manual should be used to drive alignment throughout all communications.

These guidelines will cover all aspects of visual language relating to **Nexus** Communications. The following pages will set out rules for Brand Identity, Typography, Colour Palette, Graphic Devices, Photographic style and Tone of Voice.

Whether you are one of our partners, suppliers or associates, we hope that you will work with us to consistently deliver the new **Nexus** brand.

Content.

Brand strategy

Introduction.

Brand strategy starts with immersion – deep diving into your existing brand and identifying a 'space' or 'positioning' in which your new brand could be rooted.

Once we have defined a unique space for your brand, we create a central guiding purpose. This short phrase is what will underpin your new brand, helping determine how it comes to life visually, on every application and communication.

As well as the purpose, we write a manifesto, which is a short story that encapsulates the new brand as well as defining core personality traits and value proposition for each key stakeholder.

Purpose.

The purpose behind the co-working space project that caters to undergraduates, students, entrepreneurs, designers, marketers, and other future professions is to provide a shared environment and resources for fostering collaboration and interaction among individuals working in different fields.

The aim of this project is to enhance cooperation, provide a conducive space for work and creativity, and facilitate communication and the exchange of knowledge and ideas.

Essence.

Nex –
To -
Us.

The co-working space can provide an inspiring and motivating environment for innovation and creativity, where individuals can share ideas and collaborate on joint projects, increasing their chances of success and achieving their professional goals.

The manifesto.

Working Alone

1. Set clear goals: Define your tasks and objectives before starting your work. This will help you stay focused and motivated while working alone.
2. Establish a routine: Create a daily or weekly schedule that outlines specific times for individual work. Stick to this routine to maintain a productive workflow.
3. Minimize distractions: Find a quiet corner or dedicated workspace within the co-working space where you can concentrate without interruptions. Use noise-canceling headphones or other tools to block out distractions.
4. Prioritize time management: Break down your tasks into smaller, manageable chunks and set deadlines. Use time management techniques like the Pomodoro Technique to stay focused and productive.
5. Utilize resources: Take advantage of the amenities and resources offered by the co-working space, such as high-speed internet, meeting rooms, or printing facilities, to enhance your productivity.

Working Together

1. Foster connections: Engage with other co-workers and build relationships. Attend networking events or participate in community activities to connect with like-minded professionals.
2. Collaborate on projects: Identify opportunities for collaboration with other co-workers. Discuss ideas, share expertise, and leverage each other's skills to enhance the quality of your work.
3. Share knowledge: Offer your expertise and be open to learning from others. Participate in knowledge-sharing sessions or take part in co-working space initiatives that promote collaboration and learning.
4. Utilize common spaces: Take advantage of shared areas within the co-working space, such as communal tables or lounge areas, to interact with others and foster collaboration.
5. Engage in co-working events: Attend workshops, seminars, or group activities organized by the co-working space. These events provide opportunities to learn new skills, network, and collaborate with others.

Finding Balance

1. Communicate your needs: Clearly communicate your preferences and boundaries to others in the co-working space. Let them know when you need uninterrupted time to focus and when you are open to collaboration.
2. Use shared spaces effectively: Utilize designated collaboration spaces when you want to work together with others, and retreat to more private areas when you need focused, individual work time.
3. Respect others' space and time: Be mindful of other co-workers' need for concentration and privacy. Avoid unnecessary disruptions and respect their boundaries.
4. Seek feedback and support: Engage in regular check-ins with other co-workers to receive feedback and support. Collaboratively problem-solve and share insights to enhance individual and collective productivity.

Vision statement.

Support and promote modern and flexible work patterns, enabling professionals and entrepreneurs to realize their full potential and achieve success in their respective fields.

Message statement.

To highlight unique features, amenities, services, or a specific atmosphere that appeals to our target audience.

Values.

Participation

Active involvement and engagement in the activities and initiatives organized by the coworking space, contributing to community building and achieving common goals.

Communication

Enhancing effective and productive communication among members of the coworking space, whether through personal interaction or utilizing various communication channels, with the aim of exchanging information, fostering collaboration, and achieving common goals.

Diversity

Promoting and embracing diversity within the coworking space in terms of specialties, skills, and cultural backgrounds, fostering mutual learning and enriching experiences.

Creativity

Fostering and encouraging creativity and innovation among members of the coworking space, creating a conducive environment for creative thinking, generating new ideas, and finding innovative solutions.

Reciprocity

Encouraging mutual exchange of services and resources among members of the coworking space, where they share knowledge, experiences, and provide mutual assistance.

Behind the name.

Connection or Link

Nexus refers to a connection or link between different elements or entities. It signifies a relationship or point of intersection between various factors or components.

Center or Core

Nexus can also refer to a central point or core around which other elements revolve or depend. It represents a focal point or pivotal aspect that influences or holds together different aspects of a system or situation.

Working
Together
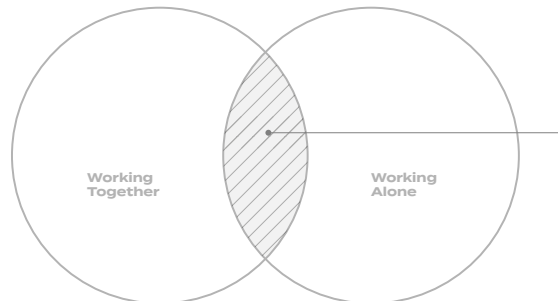
Working
Alone

Co Working - Nexus

co-working space environment offers the flexibility to balance individual work and collaboration. Adjust your approach based on your specific projects, deadlines, and personal style, while also considering the shared atmosphere and potential for collaboration within the co-working community.

Personality.

Engaging

Approachable
Friendly

Innovative

Creative
Open minded

Considerate

Humble
Empathetic

Commited

Reliable
Delivering

Transparent

Clear
To the point

Confident

Mature
Firm

Brand expression

Nexus Wordmark
Colour palette
Iconography
Illustration style
Photography
Typography

Introduction.

The visual expression is how the brand strategy comes to life. It translates the strategy we have defined in the previous section into a system that includes the typography, photography, illustration style, colour palette, icons and tone of voice.

In the following section, we will go over these elements in detail, clearly articulating how to use each one and the rationale behind the system we have created.
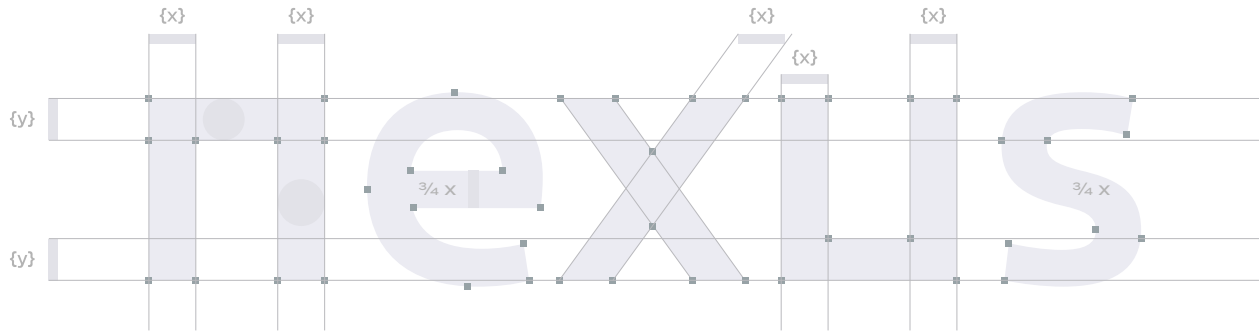
Logo.

A logotype tends to promote name recognition, and is associated with more traditional and formal approaches to branding. The success of a logotype depends on how well the typographic style matches the brand's identity.

Consider a lettermark logo as our business happens to have a long name. Condensing the business name into initials will help simplify our design and likewise, customers will have an easier time recalling our business and our logo.

A wordmark is a good decision as we are a new business and need to get our name out there.

A wordmark logo is a good idea as we have a distinct business name that will stick in customers' minds. Having our name in a great, designed font will make our brand all the stickier.

Both lettermark and wordmark logos are easy to replicate across marketing material and branding thus making them highly adaptable options for a new, and developing, business.
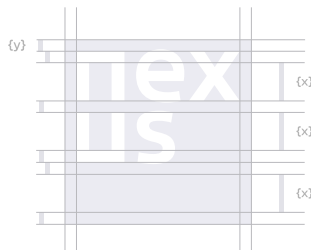
{x}   {x}   {x}   {x}

{x}

{y}

¾ X   ¾ X

{y}

nexus

Grids .. contrary to beliefs that they are constricting, actually improves creativity and flexibility.

All points in spaces are usually accounted Hence it reduces unnecessary tinkering and increases productive time.

Logo grids help in creating a versatile design that can be used in any form and space.

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Nexus Brandmark – Social Media

Nexus brandmark is rearranged when used as a display image for social media. This ensures that the mark is visible when restricted to specific shapes like a circle or a square. The color of the mark is inversed and is used as white on black for to put emphasis on the primary brand color.

1. Square display image

The rearranged **Nexus** mark within a square is used for Facebook, LinkedIn and Twitter. Ensure that the mark is arranged exactly at the points specified

2. Circle display image

The **Nexus** mark within a circle is used for Instagram.
Ensure that the mark is arranged exactly at the points specified

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Our Brandmark
The Nexus wordmark primarily
exists in black.
When applied onto a
background colour, the
brandmark in both cases
should be set in white.

It is preferred that the
background colour is the same
black as Nexus's primary
colour.

If need be, the background can
only be set in Nexus's
secondary colour swatches
shown above, as long as
Nexus brandmarks are in
white.

Artworked files
Please use the artworked files
provided. Do not recreate or
alter any of the files provided.

nexus | 5mm

nexus | 10mm

nexus | 10mm
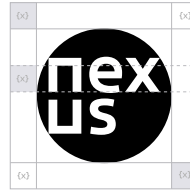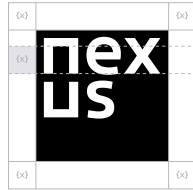
Brandmark – Clear space
Clear space refers to the minimum space that should be left unused around the logo.
The clearspace is determined using the height of the below part of N letter.

Minimum size
In order for the brand to achieve maximum visibility, it is important to not scale the brandmark beyond minimal size.

1. The minimum size is 5mm of the height of the wordmark.

2. The minimum size is 10mm of the height of the brandmark.

Artworked files
Please use the artworked files provided. Do not recreate or alter any of the files provided.
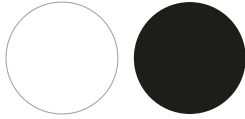
Colour palette.

Nexus colour palette consists of 2 primary colours; Black and White , and one secondary colour, and 8 tertiary colors.
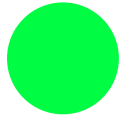These colours have been carefully considered, as each colour relates to a positive emotion that results from experiencing the Nexus.

In the following pages, we will showcase the different values of each colour swatch and examples of their different usage. This will help you determine which colour to use and when to use it.

White
FFFFFF

Black
000000

Green
00FC43

Gray
F2F2F2
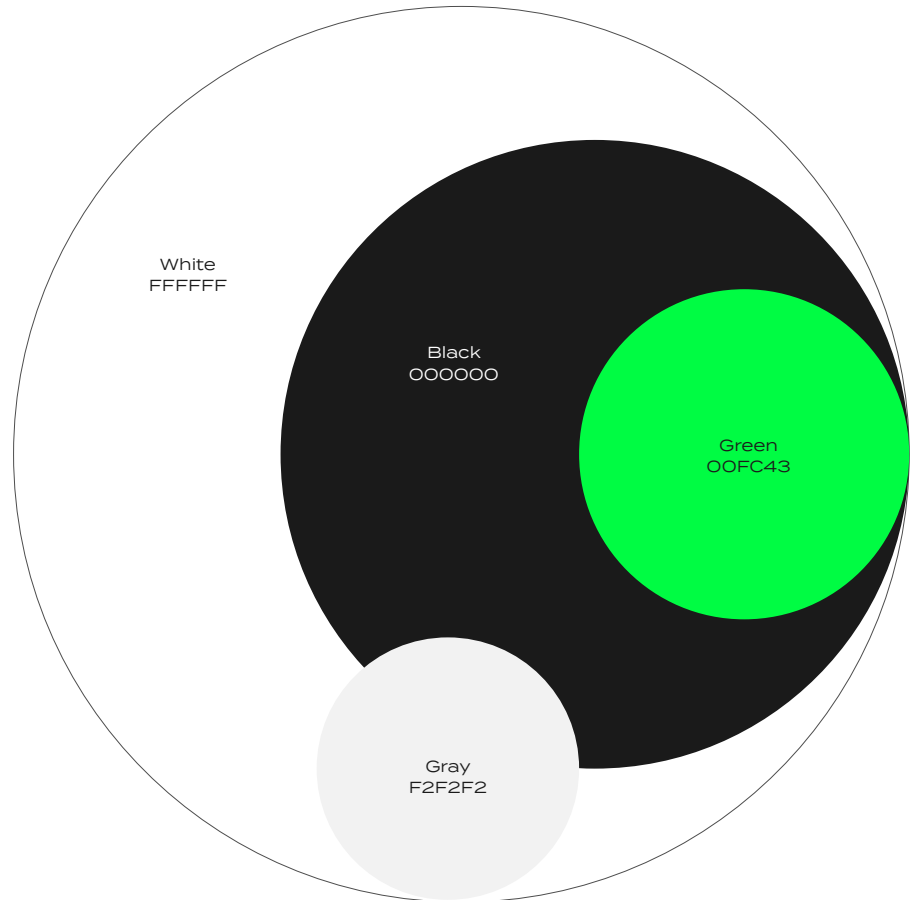
Primary colors

Secondary colors

Happy

Fascinated

Inspired

Imaginery

Unique

Relaxed

Optimistic

Grounded

Keep in mind
When the colour palette is used correctly, it becomes a key visual asset. Please make sure to use the correct value of each colour swatch.

Iconography.

Nexus designed icons are refreshingly simple. We have used a outline shapes, both sharp and smooth, to craft an instantly recognizable style.

Icons are universal, therefore they should be clear, simple and instantly recognisable
Icons should be enjoyable to use and easy to understand

In order to build a library of icons that belongs to the same family, it is important to base iconography on a precise grid and to use repetitive shapes whenever possible

The library of icons works across different platforms, from digital to printed collaterals to signage.
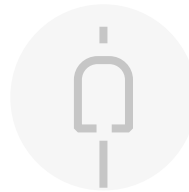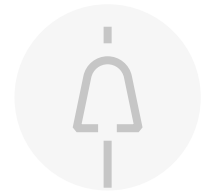
Meeting Room
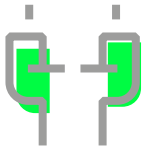
Coffee

Men

Woman

All iconography representing key services in Nexus use blacks.

When creating a new icon for a service, here are a few steps to follow:

1. Find out the one special thing that summarises the service or the event.

2. Try to see what symbol universally represents that service even if the first thing you have to do is to actually search for it on Google images.

3. Recreate it using the iconography grid by trying to use similar shapes and curves.

Illustration Style.

Brands can also use illustrations to inject personality and humor into their marketing campaigns, which helps to create an emotional connection with their audience. Such illustrations can increase brand recall and help in creating a unique brand voice.
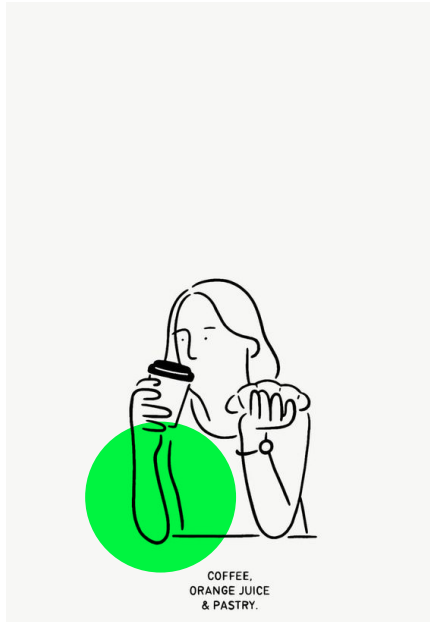
illustrations are a powerful tool for art direction in branding. They can add personality, communicate a message and create an emotional connection with the audience. By carefully considering style, tone and placement, illustration can help a brand to create a distinct visual identity.

COFFEE,
ORANGE JUICE
& PASTRY.
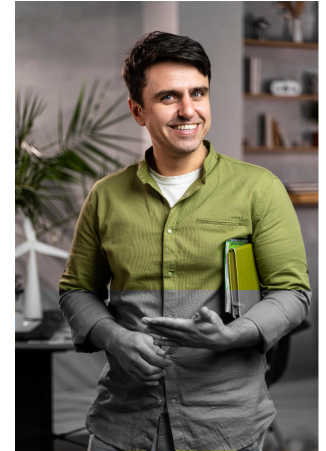
Photography.

Photography – Lifestyle
Nexus photography style needs to reflect its personality traits.

Colored – B&W

Therefore, the imagery should showcase people with a positive attitude and a natural state of happiness; one that is reflective of Nexus and simultaneously of Dubai.

Photography – Portraits
Portrait imagery has a similar style as lifestyle imagery; it showcases people with a positive attitude and a natural state of happiness.

Please make sure, when placing the Nexus logo on the image, that the background is simple enough for the icon to stand out.

Typography.

Shown is a sample of text set in the **Termina** Latin typeface, as well as the system font (calibri) proposed in case the Nexus typeface cannot be used.

Headlines

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@£$%&*()−+={}":<>

For body

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz 123456789!@£$%&*()−+={}":<>

Aa

Typography.

Shown is a sample of text set in the
Lama Sans typeface,

Headlines

**ا بب تت ثث جح حج خخ د ذ ر ز سس شش
صص ضض ط ظ عع غغ فف قق كك لل مم
نن هه و يي ي**

For body

ا بب تت ثث جح حج خخ د ذ ر ز سس شش
صص ضض ط ظ عع غغ فف قق كك لل مم
نن هه و يي ي

Brand applications – Offline

Cups
Uniform
Roll up
Business card
ID

Using brand-specific illustrations and
expressive phrases about coffee and
communication, while incorporating the
horizontal logo and leaving appropriate
white space.

nexus™

Be with someone
who knows
your **coffee** order.

A minimal brand uniform typically consists of a white t-shirt with a black logo and black pants with a white logo. This type of uniform adheres to a clean and simple aesthetic, focusing on the combination of contrasting colors for a visually striking look.

The white t-shirt serves as a blank canvas, allowing the black logo to stand out prominently. This creates a strong visual impact and ensures that the logo is easily recognizable. The simplicity of the white t-shirt also conveys a sense of purity and neutrality, which can be associated with a minimalist brand identity.

Similarly, the black pants with a white logo create a stylish and balanced contrast. The dark color of the pants provides a solid foundation, while the white logo adds a striking element of contrast. This combination maintains consistency with the black and white color scheme, reinforcing the brand's visual identity.

By utilizing a minimal brand uniform consisting of a white t-shirt with a black logo and black pants with a white logo, the brand achieves a sleek and cohesive look. This uniform conveys a sense of simplicity, sophistication, and brand recognition.

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WORXPACE

LIVE CONNECTED

85 x 200 mm
A roll up with a minimal design that aligns with the same aesthetic as the brand uniform would feature a clean and uncluttered layout

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General Manager

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@Nexusworxpace

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W O R X P A C E

90 x 60 mm
A business card with a minimal design that
aligns with the same aesthetic as the brand
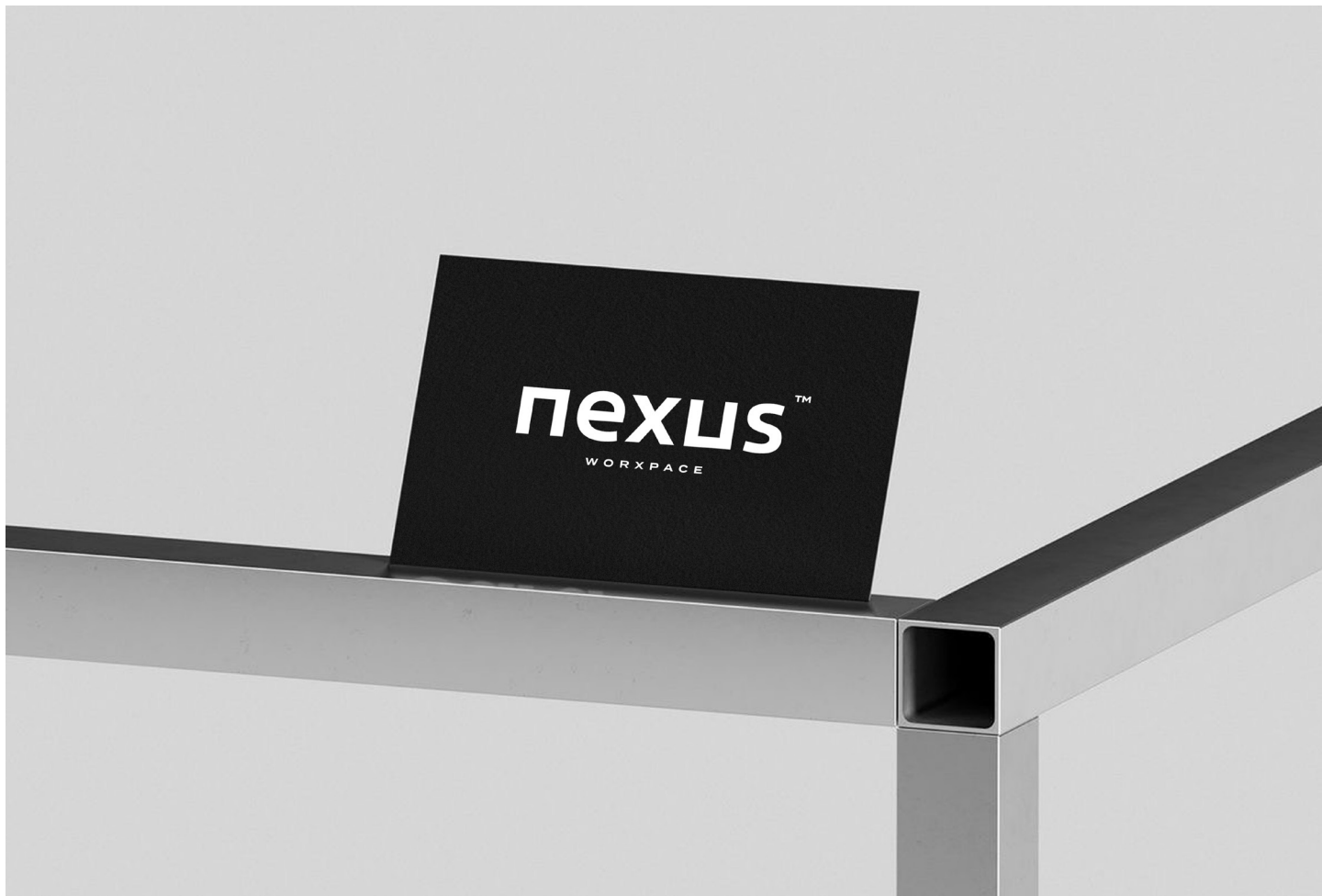uniform would feature a clean and
uncluttered layout

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General Manager

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@Nexusworxpace

nexus™

OMAR A.

GENERAL MANAGER

nex
us ™

LIVE CONNECTED

Brand applications – Online

Mobile app - Icon
Digital screen

Nexus

Nexus

Brand Story

Introduction.

Connection :
Co-working spaces have become hubs for fostering connections and collaboration among professionals from various industries. These shared work environments offer a unique opportunity for individuals to network, share ideas, and build relationships.

In co-working spaces, individuals have the chance to interact with like-minded individuals who may have different skills, backgrounds, and experiences. The open and collaborative atmosphere encourages spontaneous conversations, idea exchange, and even potential partnerships.

Whether it's through organized events, communal areas, or simply working side by side, co-working spaces provide a fertile ground for creating meaningful connections that can lead to professional growth, knowledge sharing, and even lifelong friendships.

links

All about connections
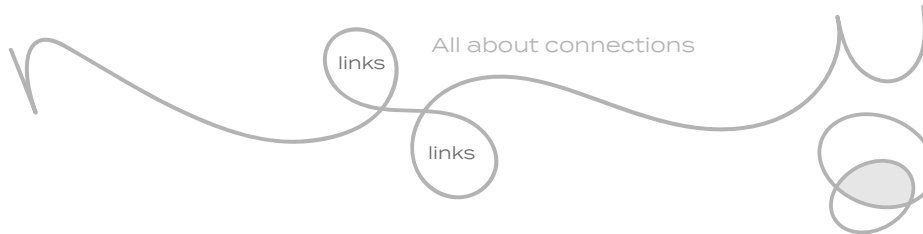
links

letters ⟶ motion movements ⟶ links

linking people
with each other

n

Network:
Building and expanding connections within the co-working community.

s

Scalability:
Focusing on the ability of the co-working space to adapt, expand, and accommodate the growing needs of its users and community.

e

Engagement:
Encouraging active participation and involvement among co-workers.

x

eXperience:
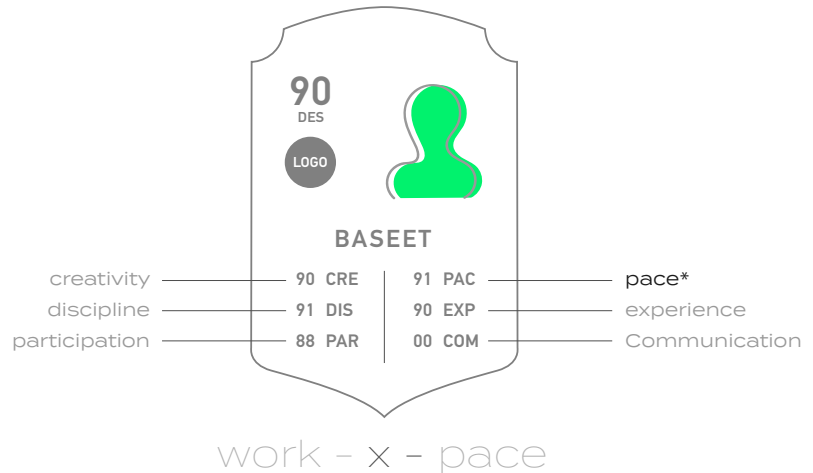Creating a positive and enriching environment for co-workers.

eXploration:
Encouraging co-workers to explore new ideas, collaborate with different individuals, and discover innovative approaches within the co-working space.

u

User-centric:
Focusing on the needs and preferences of co-workers.

Tagline.

Worxpace : work space

The term "pace" in the context of work refers to the speed or rate at which tasks or activities are carried out. It relates to the tempo or rhythm of work and how efficiently and effectively tasks are completed within a given timeframe. A fast pace implies a quick and efficient work style, while a slower pace suggests a more deliberate and measured approach.

The appropriate pace of work can vary depending on the nature of the task, individual preferences, and organizational requirements.

90
DES

LOGO

BASEET

creativity	90 CRE	91 PAC	pace*
discipline	91 DIS	90 EXP	experience
participation	88 PAR	00 COM	Communication

work - x - pace

Representing the personal capabilities and traits of individuals in the shared workspace through FIFA cards, where each attribute is given a specific rating and an overall rating for the person.

LIVE CONNECTED.

The slogan "Live Connected" serves as a reminder for individuals to actively engage with their peers, leveraging the diverse skills, backgrounds, and experiences present within the co-working community.

It encourages professionals to break down barriers, spark conversations, and explore collaborative opportunities that can lead to personal and professional growth. The co-working space strategy aims to cultivate an atmosphere of openness and collaboration, where individuals feel inspired to connect, support one another, and collectively achieve their goals.

About GROMA.

Our Vision Is to be a global engine that provides genuine solutions to grow businesses
We aim to foster long-term business bonds with our customers; and deliver best-in-class solutions that result in profitable revenue outcomes.

Our services are driven by our values of excellence, passion, tenacity, integrity, and results.

Thank You.