



nextome

STYLE GUIDE

OUR MISSION

We create state-of-the-art **indoor navigation** and **positioning systems** that make spaces smarter and unlock new creative opportunities for companies, developers and people.

LOGO — POSITIVE/NEGATIVE



LOGO — HORIZONTAL VERSION — POSITIVE/NEGATIVE

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LOGO — ROUNDED



LOGO — VARIATION

POWERED BY  next**ome**

POWERED BY  next**ome**

LOGO DESIGN — SAFETY DISTANCE



LOGO DESIGN — MAXIMUM REDUCTION



IMPROPER LOGO USAGE

Shadow



Low contrast



Frame background



Variant



BRAND TYPOGRAPHY

Nexa light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nexa bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IDENTITY TYPOGRAPHY

Work sans
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Work sans
Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Work sans
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IDENTITY COLOR PALETTE

Primary Color

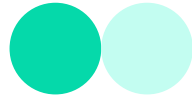


#10303B
#A0C1CB

R=16 G=48 B=59
R=160 G=193 B=203

C=94 M=65 Y=52 K=59
C=42 M=14 Y=19 K=0

Secondary Color



#05D9AA
#C3FDF1

R=0 G=217 B=170
R=195 G=253 B=241

C=66 M=0 Y=48 K=0
C=26 M=0 Y=14 K=0

INDUSTRY COLORS

Smart Cities & Mobility

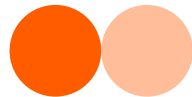


#F83E5A
#FCB1BC

R=248 G=62 B=90
R=252 G=177 B=188

C=0 M=85 Y=49 K=0
C=0 M=41 Y=14 K=0

Manufacturing & Logistics



#FF5C00
#FFBE99

R=255 G=92 B=0
R=255 G=190 B=153

C=0 M=74 Y=94 K=0
C=0 M=33 Y=40 K=0

Healthcare & Hospitals



#00A925
#C7EF6D

R=19 G=165 B=56
R=199 G=239 B=109

C=80 M=0 Y=100 K=0
C=31 M=0 Y=69 K=0

Smart Buildings & Offices



#0095E9
#99DAFF

R=0 G=149 B=233
R=153 G=218 B=255

C=76 M=32 Y=0 K=0
C=42 M=0 Y=0 K=0

Retail & Hospitality



#7B61FF
#BBADFF

R=123 G=97 B=255
R=187 G=173 B=255

C=73 M=76 Y=0 K=0
C=35 M=35 Y=0 K=0

Museums & Tradeshow



#C037FF
#E5ADFF

R=192 G=55 B=255
R=229 G=173 B=255

C=61 M=77 Y=0 K=0
C=21 M=37 Y=0 K=0

ICON SET BY INDUSTRIES



**SMART CITIES
& MOBILITY**



**MANUFACTURING
& LOGISTICS**



**HEALTHCARE
& HOSPITALS**



**SMART BUILDINGS
& OFFICES**



**RETAIL
& HOSPITALITY**



**MUSEUMS
& TRADESHOWS**



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**MUSEUMS
&**