

**NEXON**

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BRAND BOOK

# The Logo



A **logo** is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

A **brand** is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers

**NEXON**

# Brief

# 2

## Brief

<b>Business name</b>	NEXON
<b>Type of logo</b>	LOGOTYPE
<b>Target audience</b>	ADULT
<b>Design personality traits</b>	FORMAL



**Clear Space**

clear space



clear space

# 4

## Scalability

**NEXON**

**NEXON**



75%

**NEXON**



50%

**NEXON**



25%

**Font**

5

**Font** Helvetica

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**BOLD**

Aa Bb Cc Dd Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Ww  
Xx Yy Zz 0 1 2 3 4 5 6 7 8 @ # !

**Font** YEKAN

---

**Bold** ا ا ب ب ب ج ج ج ج د د ذ ذ ر ر  
س س س س ص ص ص ط ط ط  
ع ع ع ف ف ف ق ک ک ک ک ل ل ل ل  
م م م ن ن و و ه ه ه ی ی  
۰ ۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ، ، % \* ( ) # < >

---

**Regular** ا ا ب ب ب ج ج ج ج د د ذ ذ ر ر  
س س س س ص ص ص ط ط ط ط  
ع ع ع ف ف ف ق ک ک ک ک ل ل ل ل  
م م م ن ن و و ه ه ه ی ی  
۰ ۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ، ، % \* ( ) # < >



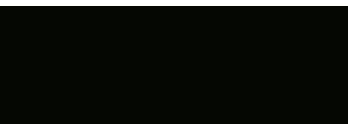
# Color Palette



**RGB** 240 126 38  
**CMYK** 00 60 90 00  
**HEX** #f07e26



**RGB** 140 140 140  
**CMYK** 46 36 36 16  
**HEX** #8c8c8c



**RGB** 222 226 243  
**CMYK** 15 10 00 00  
**HEX** #dee2f3

**RGB** 05 07 03  
**CMYK** 60 50 50 100  
**HEX** #050703



# Social Media



Instagram

1080 \* 1080 pixel



YouTube

250 \* 250 pixel

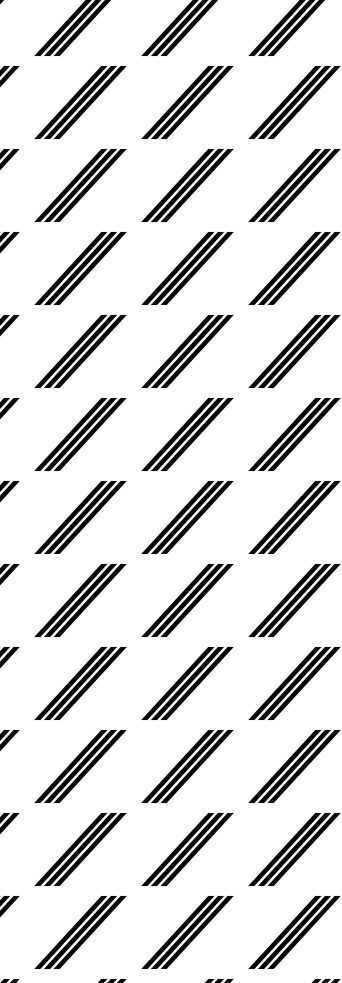


ClubHouse

110 \* 110pixel

# Pattern







# Logo On Photographs



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