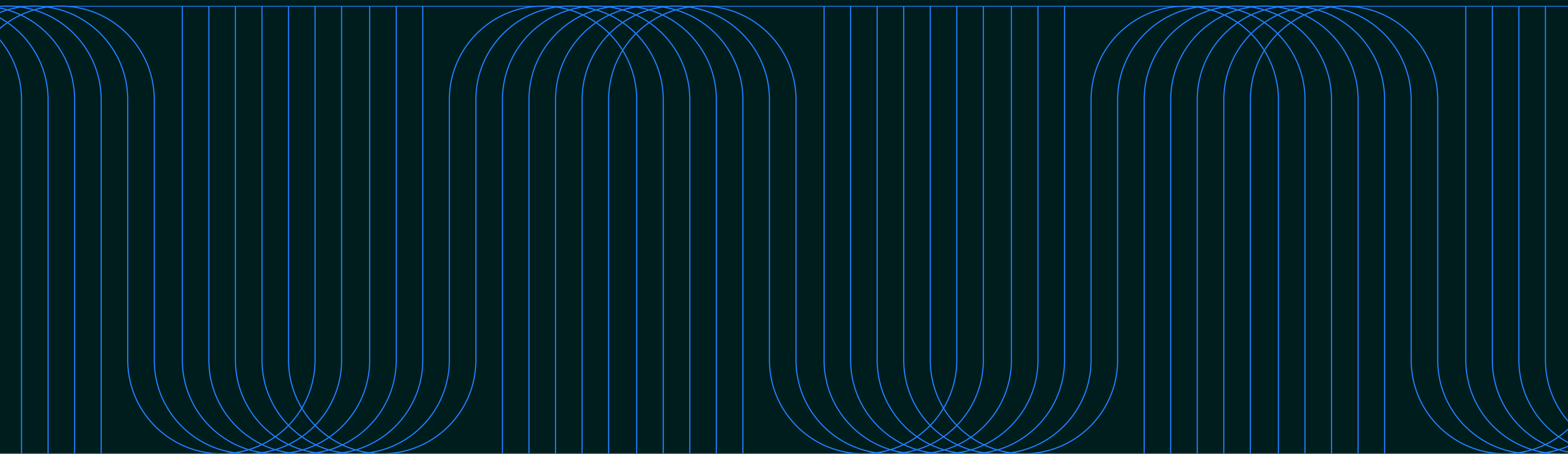




Primary Logo

The Nexcess logo is modern and sturdy. The wordmark features wide letterforms and squared-off corners in the “X” and “N” joints, increasing its approachability and ownability. In tandem, the logomark is an abstraction of both an “N” and a “nexus”—a central focal point or connection point. The two-tone blues give a feeling of motion to the mark and increase brand recognition.

This is the logo that should be used when introducing someone to the Nexcess brand. This logo should not be altered beyond changing the colors to other brand color combinations. This logo can also occur as a single-color.



Secondary Logo

Many situations arise in branding and marketing tactics when a different orientation of the logo may be more appropriate for messaging or layout. These secondary logos provide variety when a more compact logo is needed, or when a tagline is desired. For example, social media avatars are an appropriate use case of the standalone logomark, where the logo will appear next to the business name in the social media handle. Logos with tagline lockups should only be used in large-scale instances, where the smallest text is still easily legible.



NEXCESS
CLOUD WITHOUT COMPROMISE



NEXCESS

Logo Lockups

When the Nexcess logo needs to be added as a modifier another logo, it should follow the layout system shown here—with the “By Nexcess” element occupying a space of approximately one-third of the partner logo’s x-height and distanced from the main logo’s baseline an equivalent third.

Liquid Web
BY NEXCESS

 servers.com
BY NEXCESS

Liquid Web
BY NEXCESS

 servers.com
BY NEXCESS

Logo Rule Systems

It is important in all occurrences of the Nexcess logo to avoid certain design choices—not only to preserve brand cohesion but also to maintain credibility. This page outlines best practices for various use cases as well as treatments to avoid.

For further guidance on approved color combinations, refer to the Color Matrix page of this brand guide.



DO

Use white logos on dark backgrounds



DO

Use contrast compliant color combinations for logos on backgrounds



DO

Rotate logo vertically, when desired



DO

Use a subtle vignette when layering logos on busy photos



DON'T

Use “vibrating” colors for logos on backgrounds



DON'T

Stretch logo dimensions without preserving proportions



DON'T

Tilt logo on an angle



DON'T

Layer logos on busy photos without a vignette to boost contrast

Typography

The Nexcess type stack is a tasteful combination of sans serif and serif fonts that is both contemporary and trustworthy. The header, Source Serif 4, has a condensed style that adds a layer of modernity to the traditional undertones of a serif typeface. Geist, in Medium and Regular, makes up the remaining tiers of hierarchy. It is clean and highly legible, with quiet flare in its boxy letterforms—mirroring the squared qualities of the Nexcess wordmark.

All letter spacing should be optically similar to the examples shown here. In Powerpoint presentations, subheaders should be set in Regular, rather than Medium, and body copy should be set in Light, to account for font rendering variability.

These are the only fonts to use with the Nexcess brand and have been provided in the Nexcess client folder. Additionally, all fonts are available on Google Fonts for free.

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING

This is a Header Font Option for the Brand

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur
adipiscing 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.

GEIST, MEDIUM

Kerning: 0%
Leading: 120%
Download the Geist font family [here](#)

SOURCE SERIF 4, REGULAR

Kerning: -7%
Leading: 90%
Download Source Serif [here](#)

GEIST, MEDIUM

Kerning: 0%
Leading: 120%
Download the Geist font family [here](#)

GEIST, REGULAR

Kerning: 0%
Leading: 120%
Download the Geist font family [here](#)

Color Palette

The Nexcess color palette is a fresh, calming spectrum of blues, greens, and creams, curated to convey maturity as well as modernity. Midnight, Mist, and Fog are the “neutrals” of the brand and should be the default backgrounds and text colors. Sky is the primary brand color and should be the first choice for color pops in text callouts or graphic elements, but never as a background color. Cumulus, Cirrus, and Electron are the brand’s secondary colors and should be used for visual variety or as backgrounds, when differentiation is needed. Acid, Moss, Olive, and Stratus are tertiary brand colors to be used only in instances where extra colors are needed, such as in charts.

BACKGROUND & TYPE COLORS

MIDNIGHT
#041C1E

MIST
#FEFBF2

FOG
#F5EFDf

PRIMARY ACCENTS

SKY
#3D7BF5

CUMULUS
#BDDFFF

CIRRUS
#DEEEFF

EXPANDED PALETTE

ELECTRON
#EEFF83

ACID
#D9E1A2

MOSS
#AEbB5D

OLIVE
#636C29

STRATUS
#29446C

Color Matrix

The color matrix acts as a color guide, outlining all brand-approved color combinations.

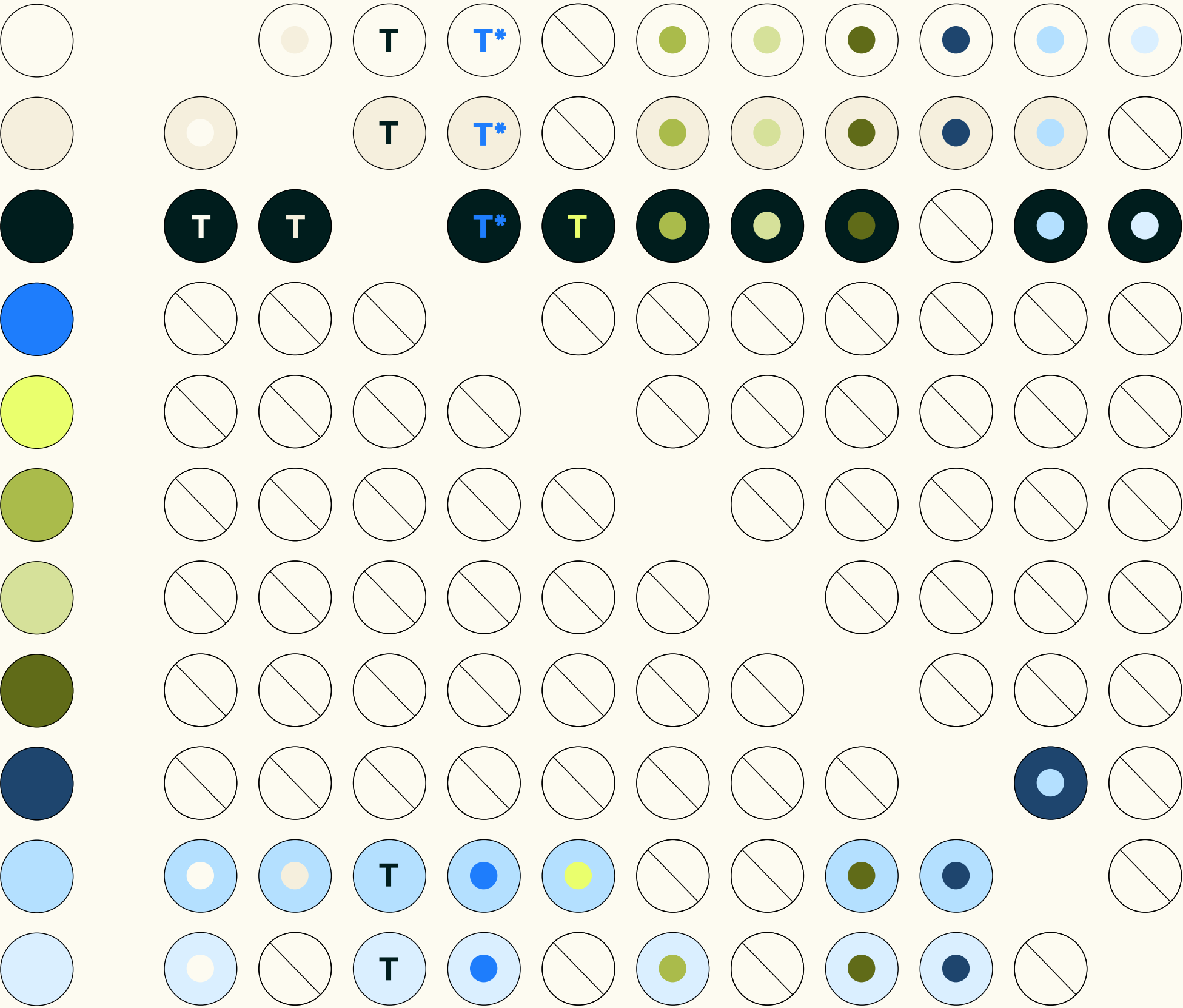
Text safe colors (marked with a T) are highly legible combinations that meet all the requirements for accessibility and are approved for any color use cases, including for graphics. Text safe colors marked with an asterisk are only accessible in larger-scale text and should not be used for body copy.

Graphics safe color combinations should be used only for layering brand elements—text must never be set in these combinations. Low-contrast color combinations are most suited for background textures and linework.

FOREGROUND COLOR



BACKGROUND COLOR

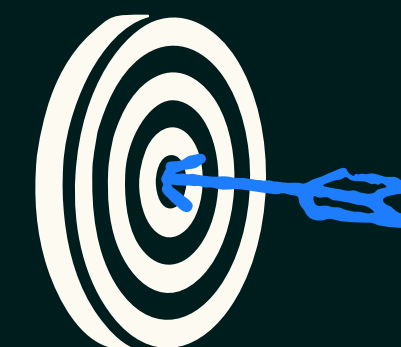
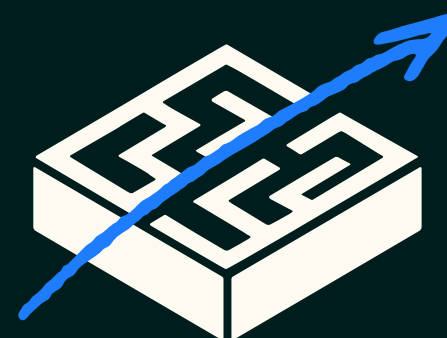
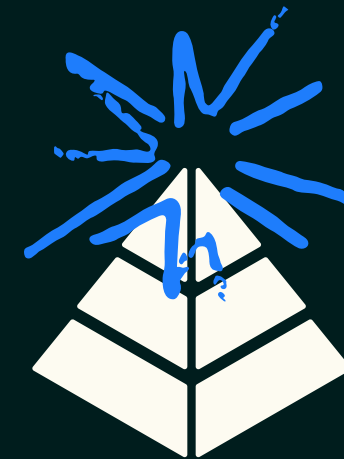


- T - TEXT SAFE COLORS
- * - ONLY AA / LARGE TEXT COMPLIANT TEXT COLOR
- ⊙ - GRAPHICS SAFE COLORS

Icons

The Nexcess icon suite blends dimensional flat graphics with textured, hand drawn elements to create a distinct icon style that is approachable, modern, and engaging. This combination of styles brings a sense of levity and playfulness to the brand without compromising professionalism.

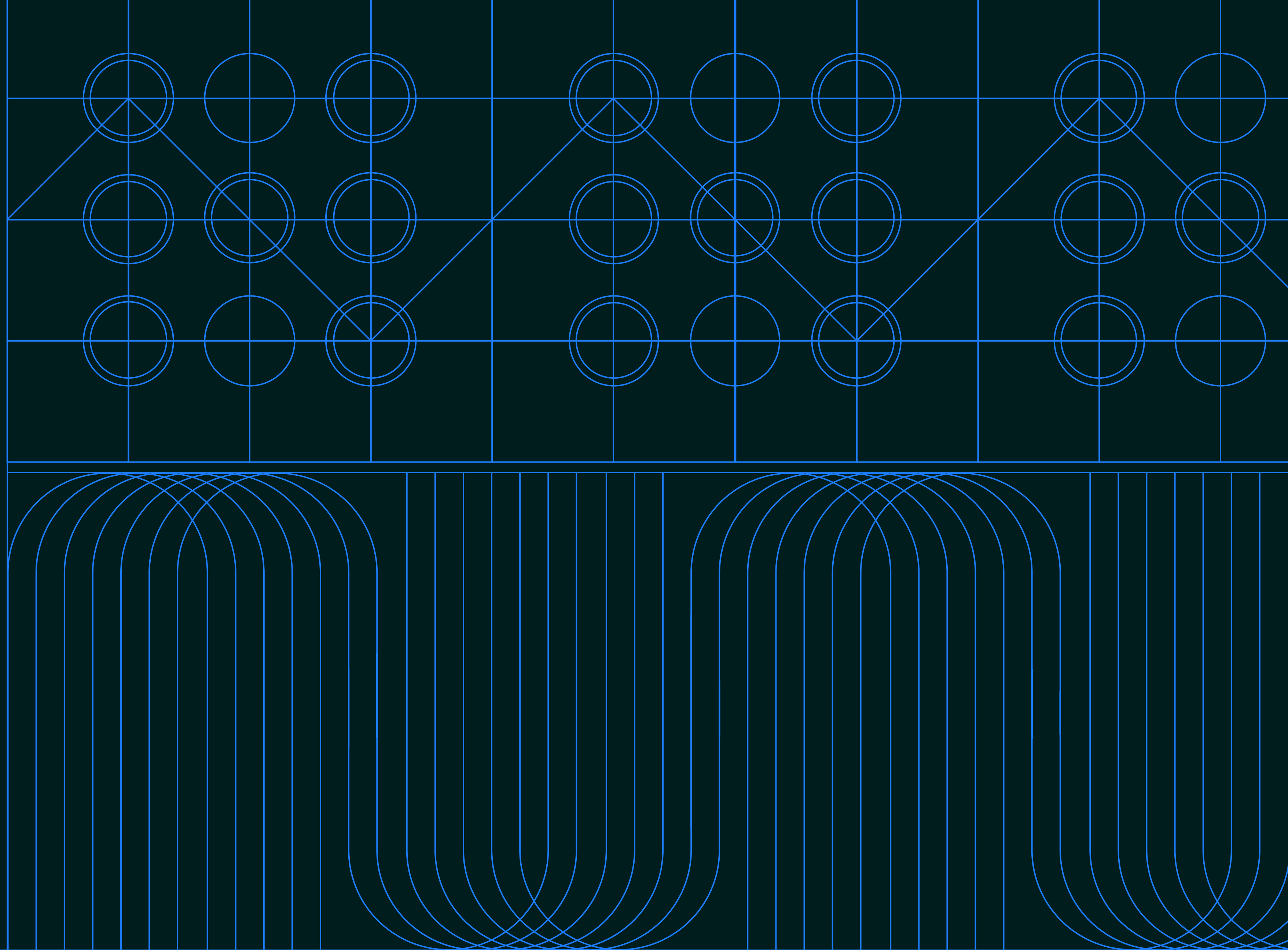
Vector files for these icons have been provided in the client folder. All future icons created for Nexcess should adhere to these established design conventions to maintain visual consistency and ensure cohesive brand expression.



Line work Patterns

A custom set of linework patterns serves as a dynamic background element within the brand system—adding depth and visual interest without overwhelming a viewer. They should be used to establish a cohesive and recognizable visual texture across brand touchpoints.

Built on structured, intentional lines, the patterns communicate precision while their directional flow adds a sense of momentum.



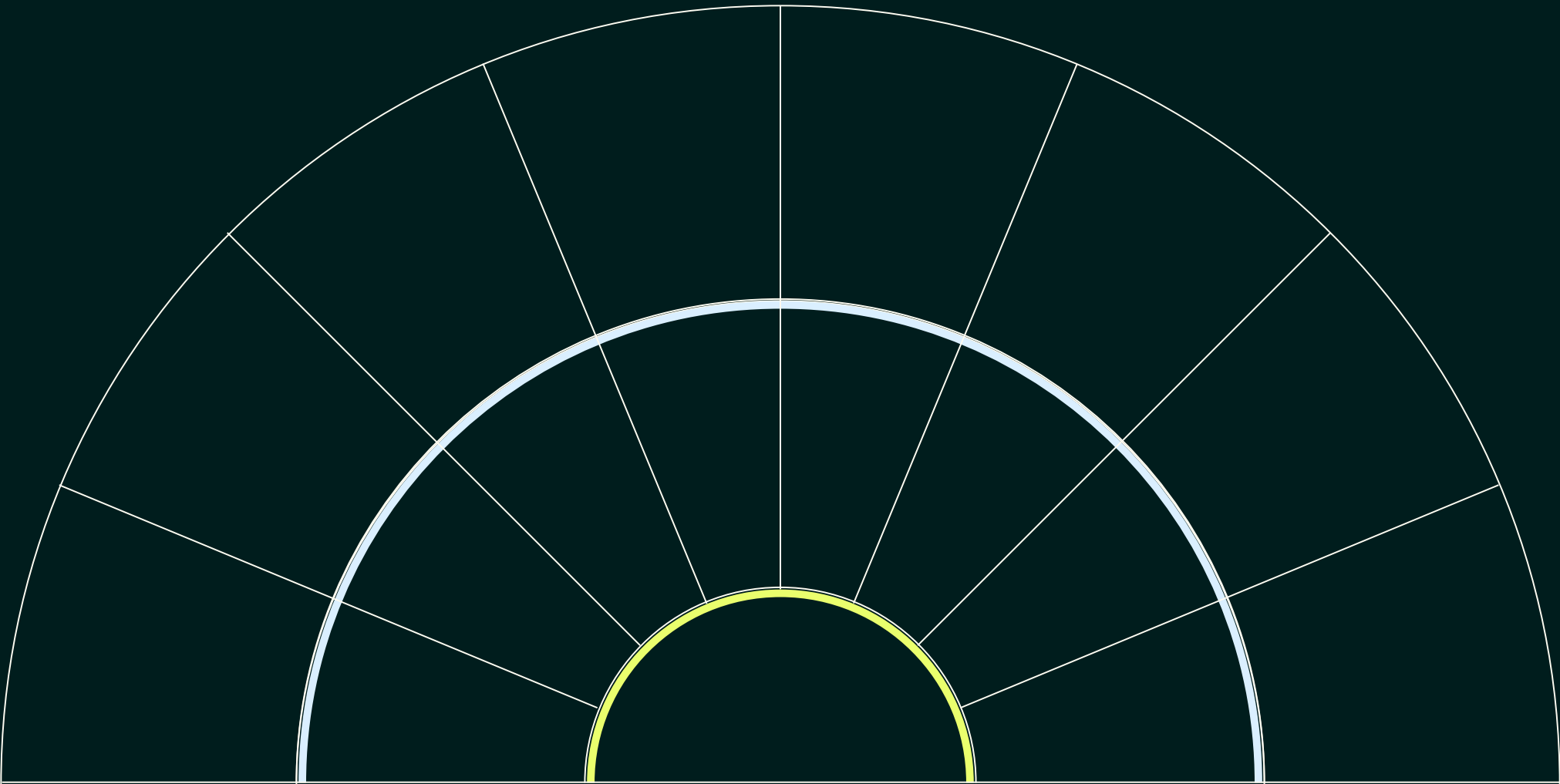
Graphic Elements

The brand’s graphic elements work together to communicate clarity, innovation, and structure. The cloud image allows the viewer to quickly understand Nexcess’ core offerings while also adding a modern touch to the overall identity. Complementing this is a system of precise line work designed to organize information in a clean, streamlined way—guiding the eye and reinforcing a sense of efficiency. Finally, small pops of colored lines are strategically used to draw attention to key details, highlight important information, and visualize data within graphs. Together, these elements create a cohesive visual language that feels contemporary, organized, and purposeful.



NEXCESS

LIQUIDWEB



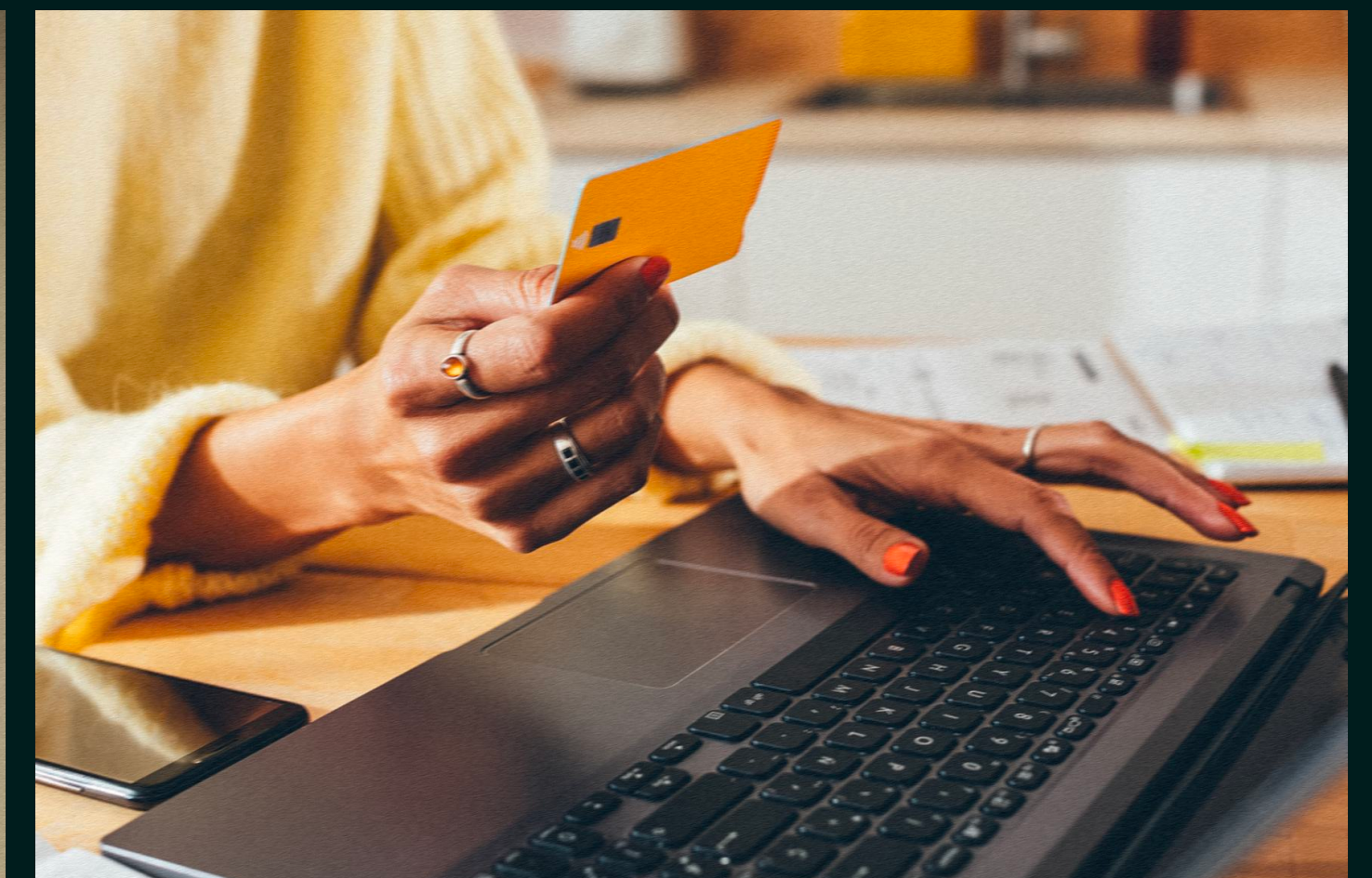
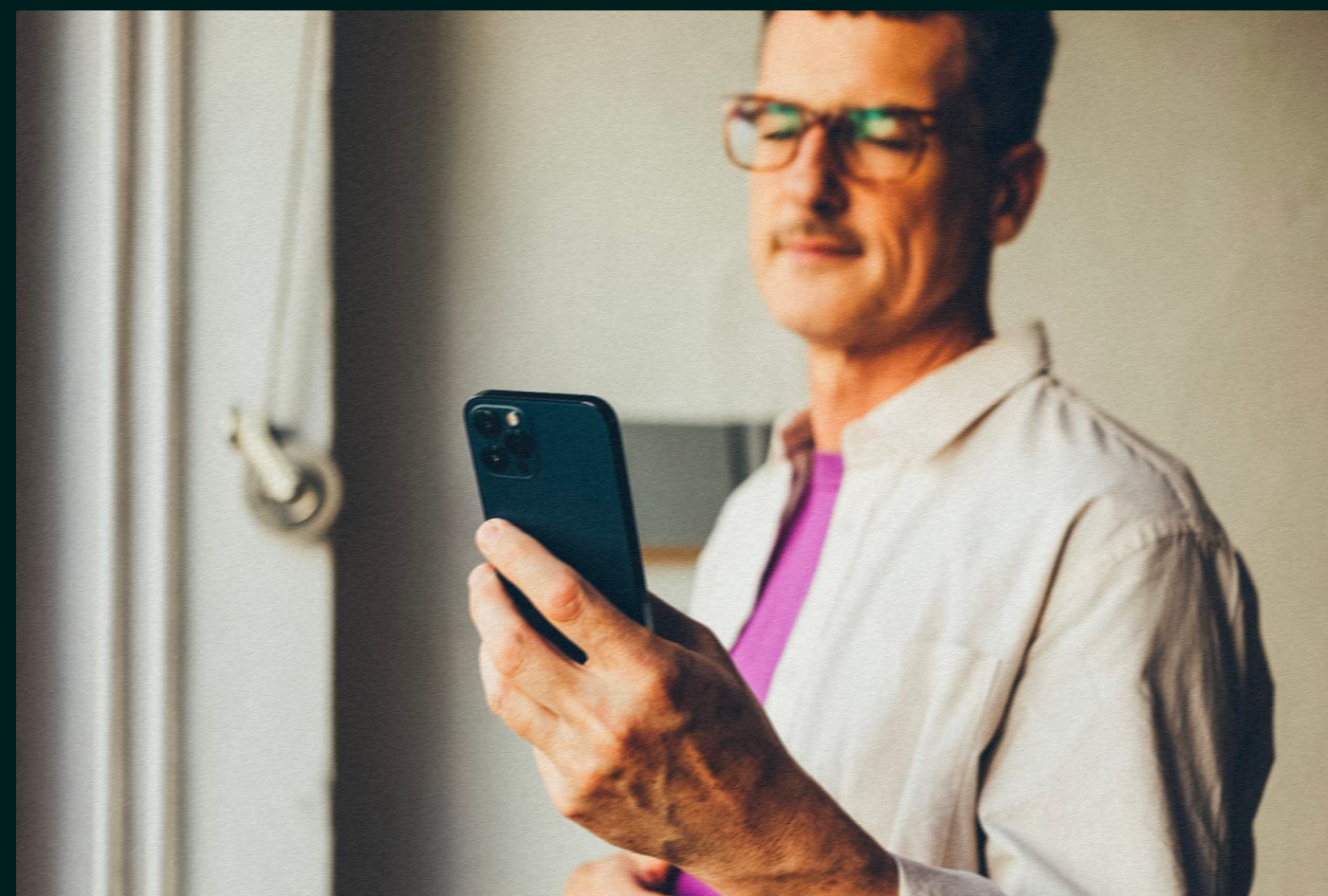
Imagery Style: Stock

This photography style focuses on real, everyday moments that reflect how end customers interact with technology in their lives. Scenes feel natural and relatable—capturing activities like making payments, receiving care, managing tasks, and relaxing at home.

Lighting is soft and warm, with a preference for natural light that creates an inviting, human-centered tone. Compositions are candid and slightly editorial, often framed mid-action to feel authentic rather than staged.

Subjects are the clear focus, with shallow depth of field and uncluttered backgrounds helping to maintain clarity.

An edit is applied to all photos (PSD file has been shared for future use) to create a more lived-in and own-able look.

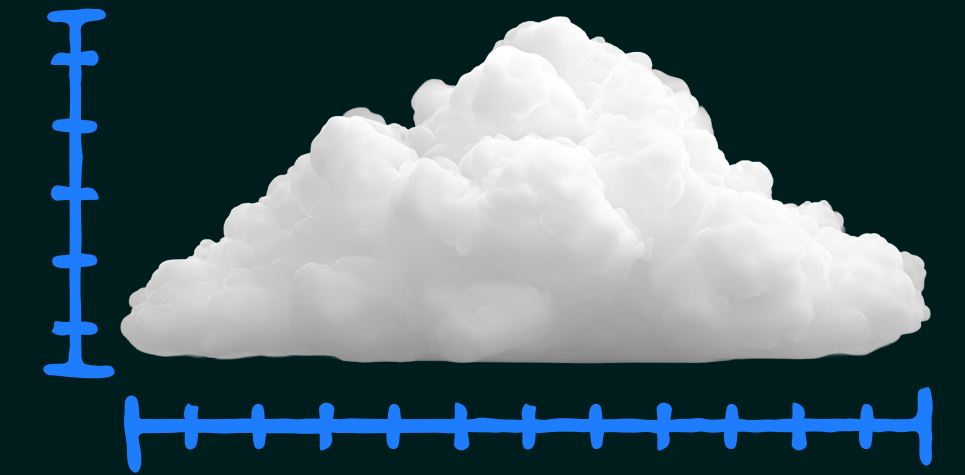
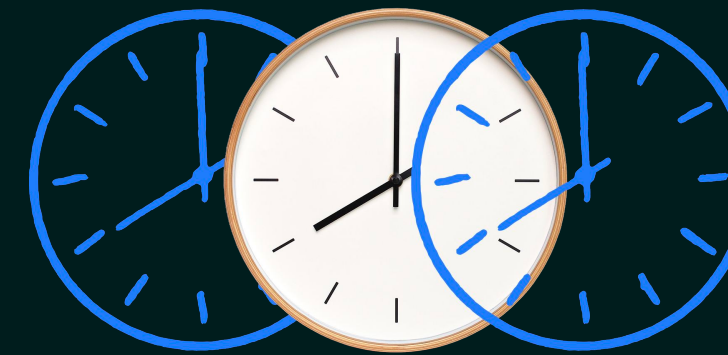


Imagery: Cut Outs + Illustration

This style combines realistic 3D objects with minimal, hand-drawn line overlays to visualize abstract concepts. Photoreal objects are paired with simple, brush-stroke illustrations (utilizing the Eucalyptus brush in Procreate) that act as a consistent visual language across scenes.

Soft, realistic lighting grounds the hardware, while flat line work adds a layer of clarity and abstraction—creating a modern, approachable tone that makes complex systems feel intuitive and easy to understand.

These images have been provided as SVGs so line work can be changed to other brand colors as-needed.



BRAND IN USE

Marketing Campaign

This marketing campaign example highlights how the illustrated line style can work alongside the image cutout treatment to introduce moments of levity within the Nexcess marketing strategy, adding personality while staying aligned with the brand's overall visual system.



BRAND IN USE

Deck
Template

The deck template showcases how the brand can flex across a range of needs—from data visualization to organizing complex information with multiple layers of hierarchy. Its clean design system supports clarity and structure, while maintaining a polished tone that reinforces Nexcess’ credibility.

All future presentations should follow this example, as well as the template Powerpoint provided in the client folder, as a guide for color and graphic element usage.



ENGINE

igh-fit ICP's
oduct market fit (PMF)
n marketing & sales
hips as force multipliers

Date or Subtitle Here9

COMPANY OVERVIEW

Built to Lead
the Specialty Cloud Era

Hyperscaler Fatigue AND THE AI SUPER-CYCLE

75% MAINTENANCE TAX

DIY SKILL SETS REQUIRED

"I need the right solution for the job, not the biggest toolbox."

>30% COST OVERRUNS

BILL COMPLEXITY

"I am overspending my budget by 30% and have difficulty forecasting my costs"

43% FAILED AUDITS

SHARE RESPONSIBILITY TRAP

"My internal teams waste time building/integrating tools instead of protecting our business"

25% PERFORMANCE DRIFT

PRIMITIVE DRIVEN COMPLEXITY

"Performance and latency can drift as much as 30% during peak usage windows"

97% DISILLUSIONED

GROWTH SIGNALS

Mid-market companies signaling repatriation of some of their workloads

AI Pilot-to-production failure rate

PRESENTATION TITLE

Date or Subtitle Here6

An Emerging Whitespace PURPOSE-BUILT CLOUD TO SOLVE FOR SCALE, COMPLIANCE, OPERATIONAL SUPPORT AND AI

PUBLIC CLOUD

DEV & SAAS PLATFORMS

SPECIALTY CLOUD

GENERAL-PURPOSE CLOUD COMPLEXITY ADDS COST, RISK AND TIME

- Primitive-driven architecture creates performance drift
- Consumption model requires in-house skills and unpredictable costs
- Shared responsibility model results in more risk points

SAAS LACKS FLEXIBILITY, CONTROL & ISOLATION

- Doesn't natively support industry specific controls & residency requirements
- Vendor dictates upgrade cycles, support boundaries and integration pathways

EMERGING AS THE 'GOLDBLOCKS' ANSWER

- Delivers control, isolation and compliance without the complexity
- Industry specific design with tailored services that match customer needs
- Offers predictable performance and cost clarity

PRESENTATION TITLE

Date or Subtitle Here8

A Compelling Value Creation Opportunity

OPERATING LEVERAGE

- \$17M of operational synergies
- Enterprise class operating cadence
- Globally scaled operational footprint

PRODUCT MARKET FIT

- ICP focused stacks
- Tailored expert support packages
- Integrated governance, risk and compliance (GRC)
- Enterprise scaled performance
- Simplified pricing bundles
- Specialty cloud sector trends
- AI super-cycle

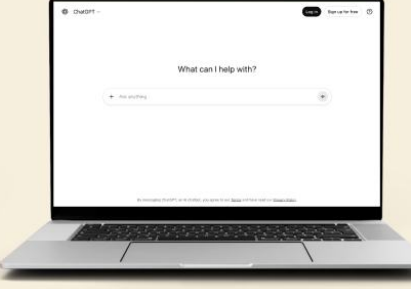
GROWTH ENGINE

- Target high-fit ICPs
- Clear product market fit (PMF)
- Precision marketing & sales
- Partnerships as force multipliers

PRESENTATION TITLE

Date or Subtitle Here9

Sector Momentum Fueled by Favorable Sector Tailwinds



PRESENTATION TITLE

Built to Lead
the Specialty Cloud Era

Hyperscaler Fatigue AND THE AI SUPER-CYCLE

75% MAINTENANCE TAX

DIY SKILL SETS REQUIRED

"I need the right solution for the job, not the biggest toolbox."

>30% COST OVERRUNS

BILL COMPLEXITY

"I am overspending my budget by 30% and have difficulty forecasting my costs"

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"Performance and latency can drift as much as 30% during peak usage windows"

97% DISILLUSIONED

GROWTH SIGNALS

Mid-market companies signaling repatriation of some of their workloads

AI Pilot-to-production failure rate

PRESENTATION TITLE

Date or Subtitle Here6



The cloud for mission-critical workloads.

Unlike hyperscalers, our cloud platform removes complexity, eliminates cost surprises, and natively manages risk.

Backed by seasoned experts and built to perform at global scale, Nexcess gives you confidence where others give you compromise.

Confidential & Proprietary — Prepared for the exclusive use of the recipient. Any reprinted distribution is prohibited.

BRAND IN USE

Logo Title Slide

This title slide example shows the Nexcess logo in context and highlights the cutout image style. Together, these elements form a dynamic layout delivers a strong first impression.

