

# Digital Guidelines

## Brand Identity System

01

# Digital Brand guidelines

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| 1.1 | Foundation        | pag. 4  |
| 1.2 | Tone of voice     | pag. 8  |
| 1.3 | Design principles | pag. 14 |

Section 01 is mainly addressed to:

- Contant Managers

02

# Main components

|     |                           |         |
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| 2.2 | Overall and status update | pag. 23 |
| 2.3 | Page narrative            | pag. 24 |
| 2.4 | Modules                   | pag. 31 |
| 2.5 | Components                | pag. 45 |
| 2.6 | Elements                  | pag. 70 |

Section 02 is mainly addressed to:

- Contant Managers (2.1, 2.2)
- Designers (2.3, 2.4, 2.5, 2.6)
- Developers (2.4, 2.5, 2.6)

03

# Contacts

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| 1.3 | Design principles | pag. 14 |

01

# Digital Brand Guidelines

We are convinced that every payment will be digital. [...] Because it's simple, fast and safe for everyone.

Group CEO  
**Paolo Bertoluzzo**

Value 1

# Simplicity

Innovation

Reliability

→ Simplicity means enable the understanding minimising the friction.

Through a narrative and building model of properties that enable a content's progressive disclosure, it will be possible to manage both conversion's flows for products and services and institutional information.

The simplicity of communicating in a digital environment is certainly a pillar and an ambition of an European-level paytech company.

Simplicity

Value 2

# Innovation

Reliability

→ Innovation is not just a topic to guide the group to new goals.

In the field of digital ecosystem development, innovation is the compass that guide navigation choices and information architecture.

Innovating is not about amaze, is about improving constantly and progressively standards, elements and details so that the user feels themselves as the centre of communication and relevant contents.

Simplicity

Innovation

Value 3

# Reliability

→ Reliability of products and services means place itself as a reliable ecosystem in the digital scene.

Data, communication and information both public and private speak transparently, leaving no doubts.

Reliability and clarity are expressed by content and its form in group's digital properties, both in phase of discovery and customer base care, through consistent and clear elements and a direct and transparent communication.

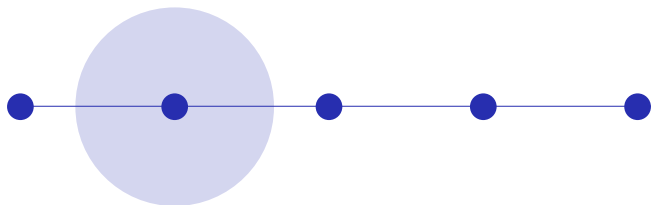
We want to shape the way people pay and businesses accept payments, **by offering our clients the most innovative and reliable solutions** that can enable them to serve their customers better and grow.

Group CEO  
**Paolo Bertoluzzo**



01.  
Straightforward/simple

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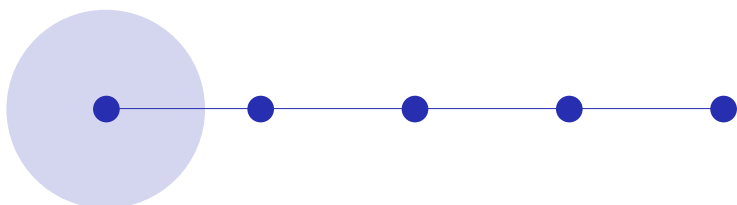


Elaborate

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02.  
Accessible/welcoming

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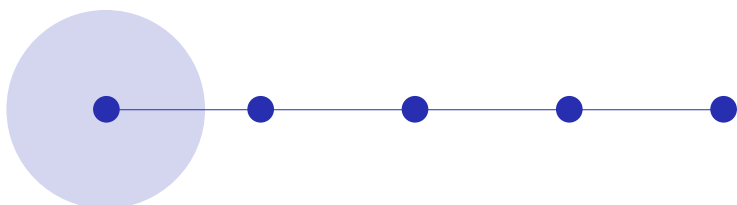


Tricky/tough

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03.  
Flexible

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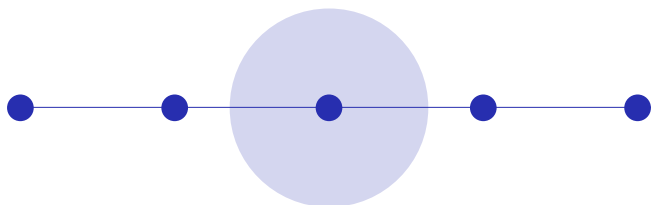


Unadaptable

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04.  
Friendly/human

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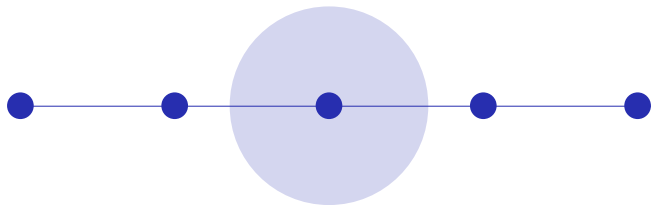


Formal/automatic

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05.  
Kindness

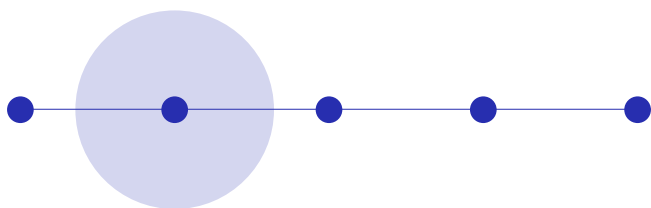
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Distance

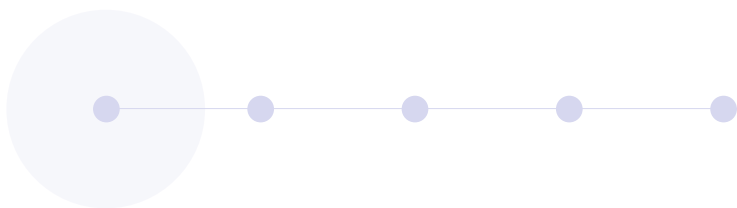
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01.  
Straightforward/simple

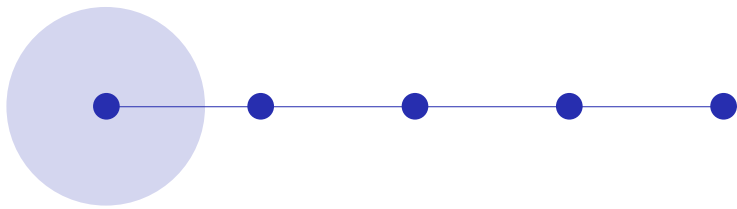


Nexi follows your need, not your wallet.  
Your trust pushes us to propose only solutions  
that solve your real problems.

02.  
Accessible/welcoming

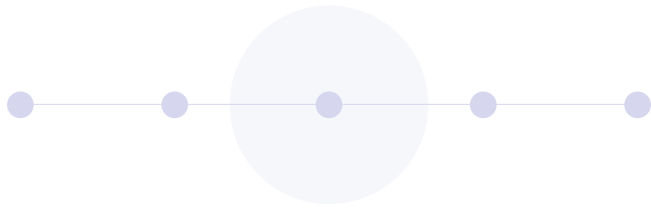


03.  
Flexible

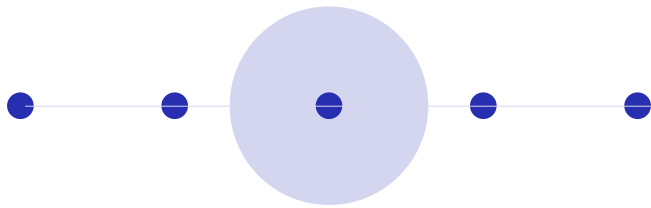


Nexi can help you find the best credit acquisition  
system for your business. Nexi is at your disposal  
to find the best POS solution for your store.

04.  
Friendly/human



05.  
Kindness



At Nexi we know the complexity of managing  
your business, large or small.  
This is why we are next to you, every day.

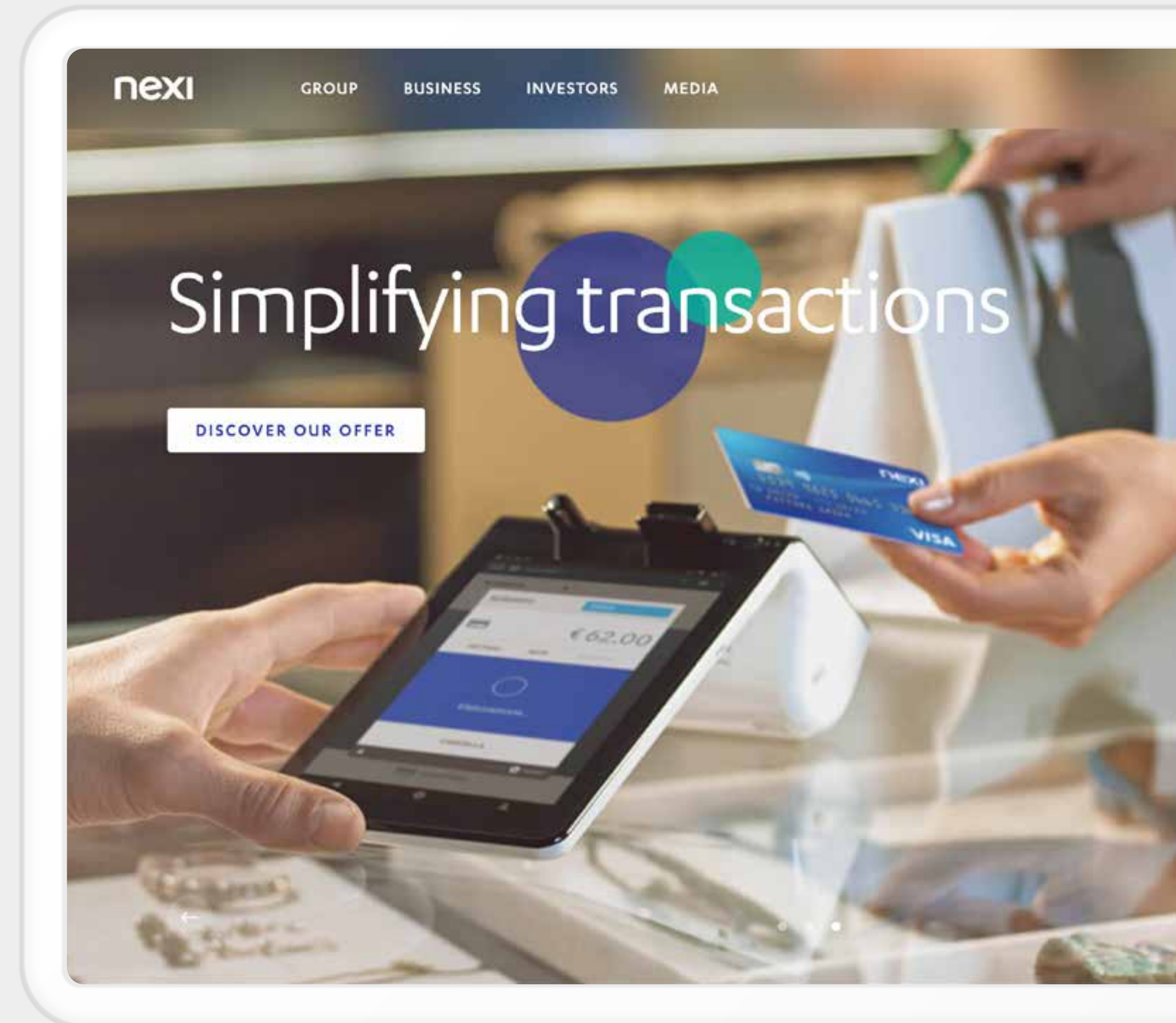
## STRAIGHT TO THE POINT

# An always clear narrative for the user

The tone of voice always seeks the greatest clarity and communicative transparency.

Better to avoid hiding messages or describing partial information.

The communication seeks to find its way to people, even when talking about complex elements.



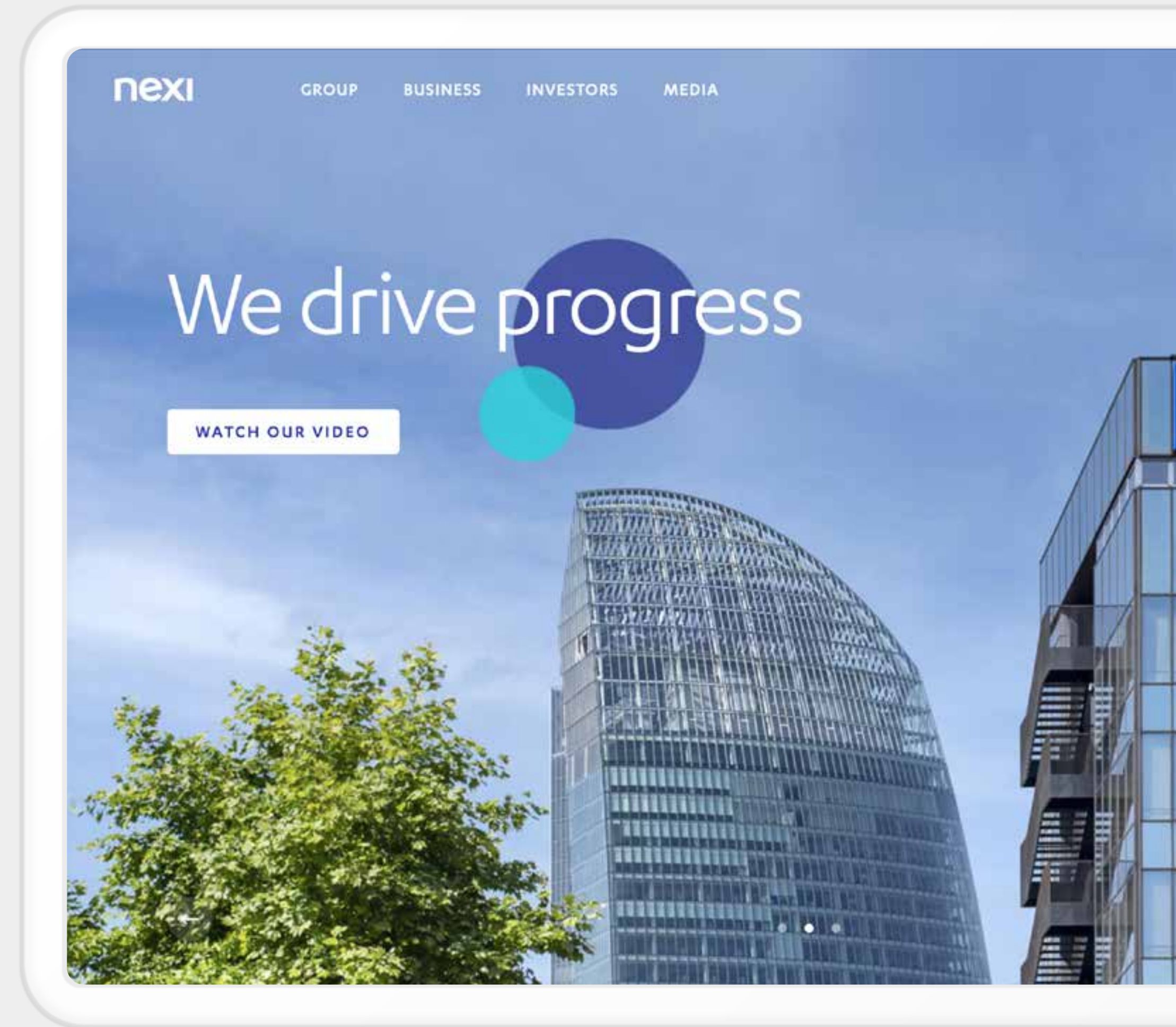


## LOOKING AWAY

# A language that brings people closer to technology

The communication and tone of voice are always aimed at the expectations people have of our industry. Both simplicity and innovation are translated into a concise language that aims for maximum effectiveness and understanding.

For example, using clear and precise examples to explain complex concepts or those that everyone does not readily understand.



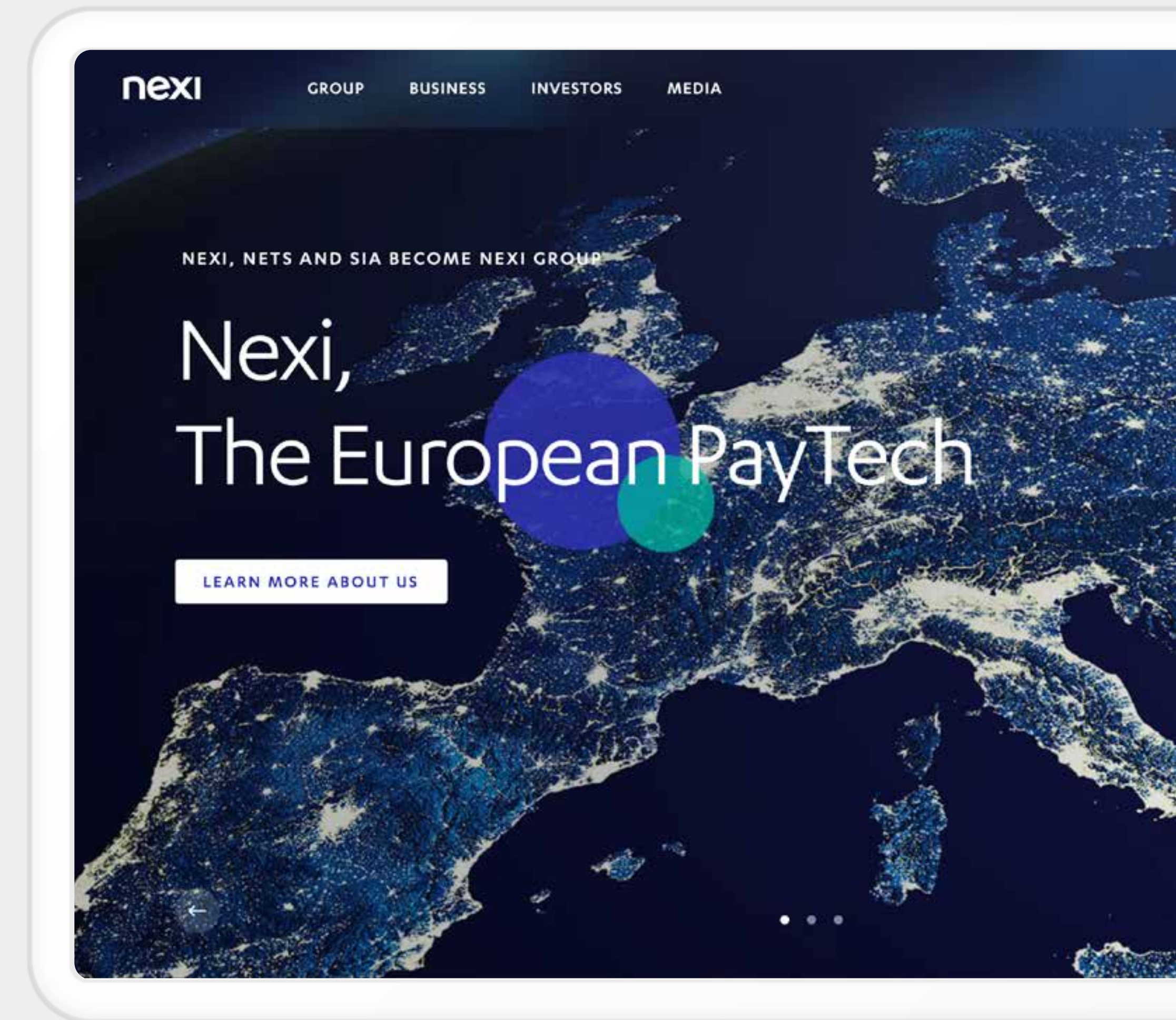


## TRANSMIT CONFIDENCE

# Speak with authority

In the Pay-Tech industry, it's easy not to feel protected by those who promise dreams. Nexi adopts language that ignites trust by avoiding complications or non-inclusive elements.

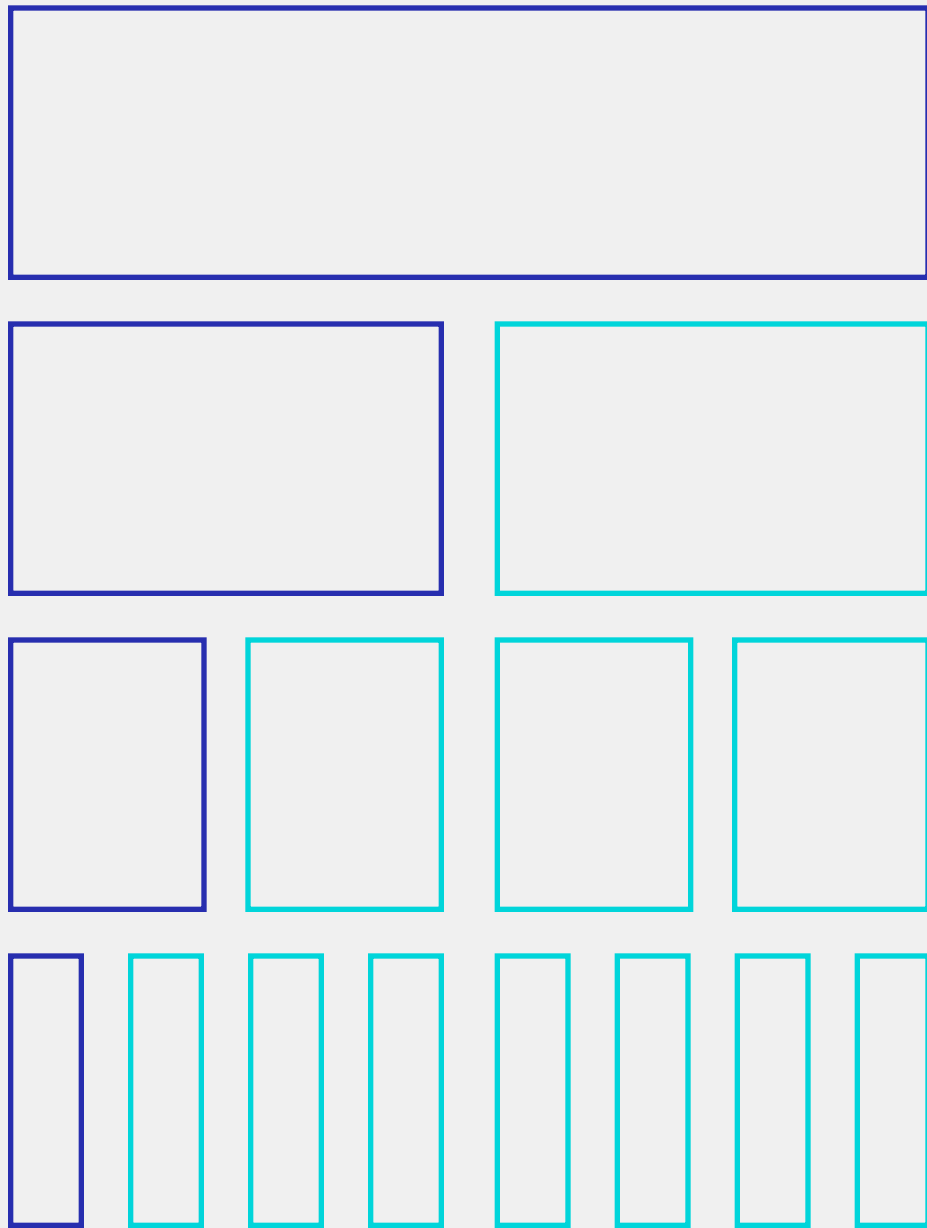
A strong sense of authority drives digital property communication through valuable data, information and references.



Design principle is a key of design.

It is the consistency assurance among goals, their reason why, the shape and the final feature.

It allows decisions scalability and to create a structure that meet expectations.



Progressive disclosure

Let the user discover on their own information, providing narrative fluency.

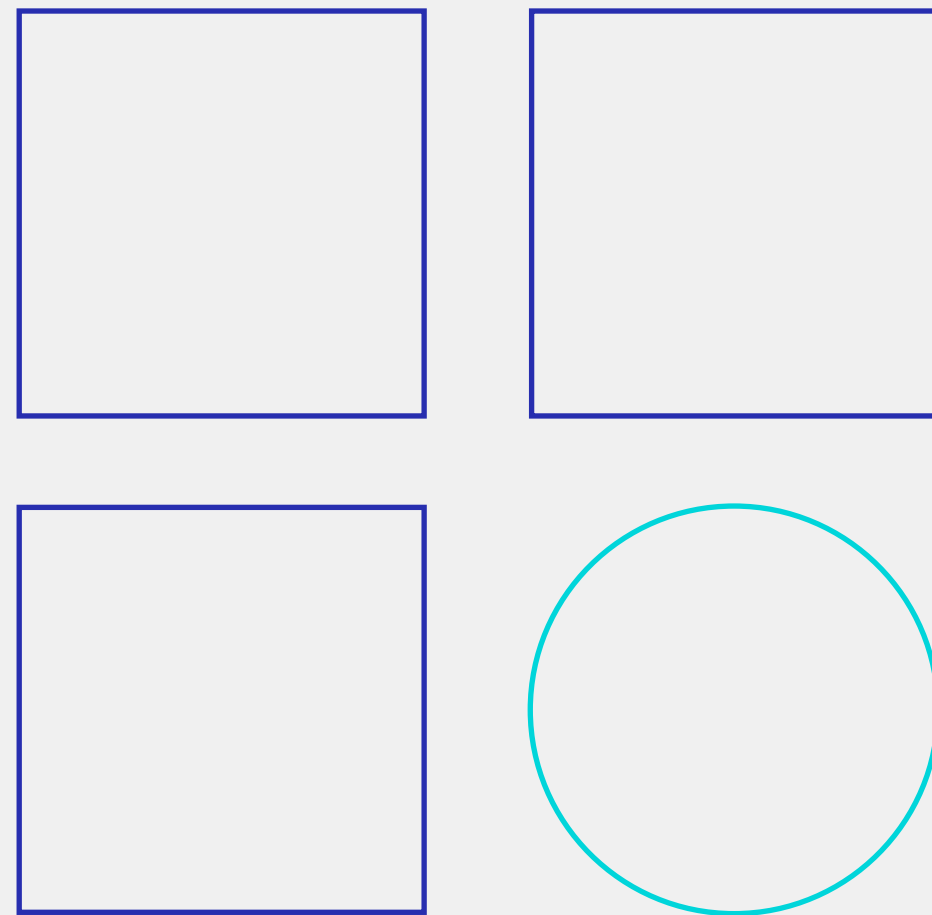
We could suppose that focusing users attention on a few principal features at the beginning, they could build a mental model restricting for the system and therefore be unable to get all their options.

Research reveals that these worries are unfounded: people can better understand a system when helped to prioritize features and to spend more time on the most important ones.



## Principle of least astonishment

**Never surprise the user. An interface should act exactly as the user thinks it should do.**



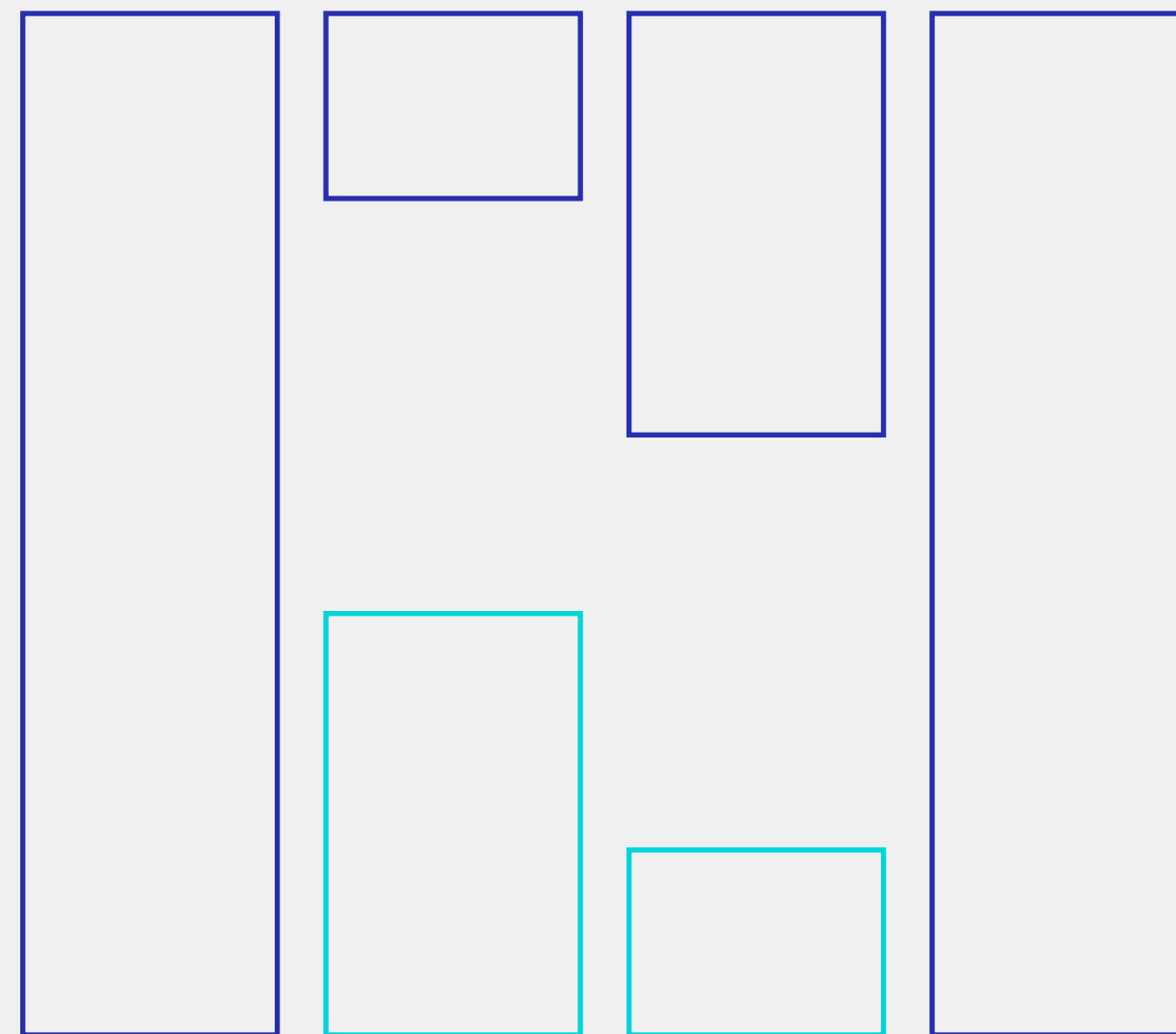
Surprises are always a potential source of frustration.

If navigation doesn't act as expected, user would be disappointed and leave for other solutions.

A user wants to have the control of navigation.

In other words, users shouldn't be surprised, scared or impressed by navigation performance, or by the performance of any digital property component.





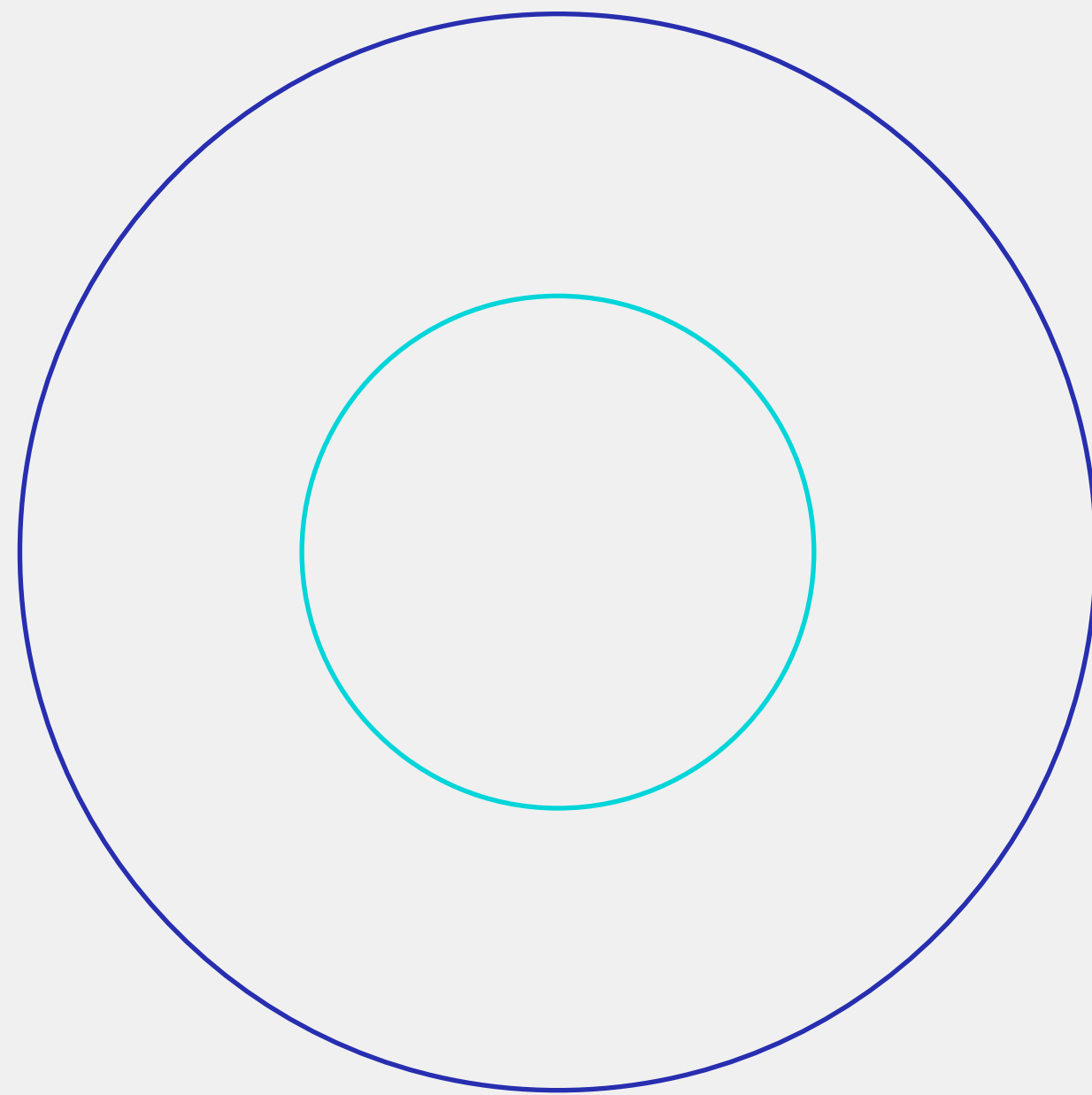
## Data-driven design

**Experience design decisions and user interface should be led by data.**

Data-driven design includes a constant redesign and optimisation of collected data (navigation data, iteration data, A/B test, etc.).

The final goal is the continuous improvement and the research of best performance in terms of usability and conversion.

Test&learn processes and data-driven design enable to grown conversion rate industry even of +24%.



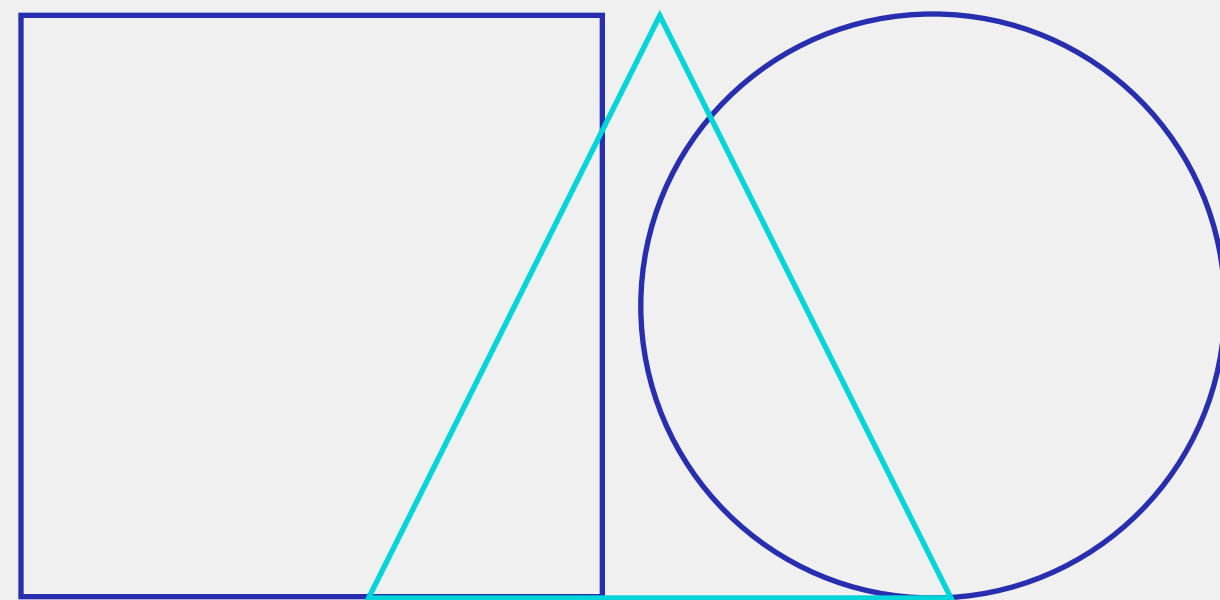
## User profiling

**Offer a customized experience based on profiling is what users expect besides an important support to conversion.**

In financial services industry, 89% of the users is more likely to buy products and services by companies that provide customized experiences on their digital platforms.

94% of companies that customized their website have recorded an increase of conversions.

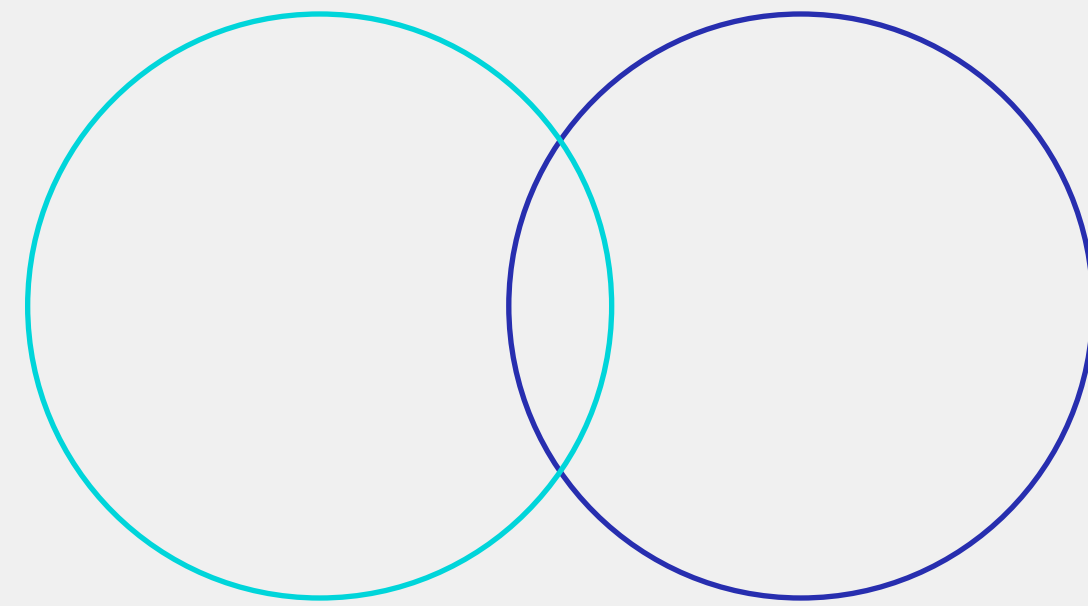
Content gives meaning



**The system should speak users language with words, sentences and concepts familiar to user, rather than system-oriented terms.**

Follow real world conventions rather than a specific terminology, providing information in a natural and logic order where possible.

A real content makes easier to find changes that will be needed instead of sink in adjustments and reviews at the end.



Authenticity fosters trust

**Good design is honest. It doesn't make a product more innovative, powerful or precious than it actually is.**

Good design does not try to manipulate customer with promises that cannot be kept.

Clichè and fuzzy marketing texts don't help to connect with people.

02

# Main components

|     |                           |         |
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# Nexi’s Design System helps products teams creating a coherent and a great experience.

## Why a Design System?

The DBI Design System provides the essential resources and best practices to create user interfaces consistently with Nexi’s design principles.

Key elements of the Design System are functional patterns or components, which are repeatable and reusable blocks of an interface, and style guidelines that control the language and the identity.

Having a shared design language empowers teams to focus on the customer journey, interactions, functionality and security.

# Introducing v 01.

Having a shared design language empowers the team of designers and developers to work more efficiently. We’re continually improving the DBI Manual. The following changes are listed by the date we completed each change. The changes will be publicly available in the next major Nexi release following the listed date.

- **Release v. 01 - April 15<sup>th</sup> 2022**
  - 1. lorem ipsum dolor
  - 2. sit amet dicae dentis atibus sus simus
  - 3. itaquides qui coneseq uatus
  - 4. optatiis sitatur maion con corem
- **Assets in progress**
  - 1. lorem ipsum dolor
  - 2. sit amet dicae dentis atibus sus simus
  - 3. itaquides qui coneseq uatus
  - 4. optatiis sitatur maion con corem

A new navigation, **focused on simplifying the proposal and on the product's centrality** to enable discovery and conversion.

Relevance, means that the page speaks specifically to the audience that you want to attract with your message.

A design project that can be adaptive and honest: using a formal tone of voice for the Group corporate platform, moving to a more commercial language for the websites of the Countries we collaborate with, without missing a sense of consistency between the two of them.



01.

# Information Architecture

1. User-centered
  2. Horizontal tree reduced to essentials
  3. Dynamic SEO compliance
4. Go as deep as you wish
  5. Product leading

02.

# Narrative Rhythm

1. Product/service’s ecosystem of dynamic value
  2. Mobile-first
  3. Product is gold
4. Go beyond with services

03.

# Centrality of the CTA

1. Maximise the focus on conversion
  2. Rightful dignity to content and user’s choice
  3. Leading users through the funnel without frictions
4. Clarity of primary paths and definition of the secondary ones
  5. Content converges into CTAs

04.

# Glossy Design Layout

1. Layout comes out of product and service’s content
  2. Elements and modules all speak the user’s language
3. Visual contrast to emphasize details value
  4. Enable the reading removing excess

05.

# Product Look & Feel

1. Paytech means ‘phygital’ soul
  2. The product is core in services storytelling
  3. The product is both technology and user experience

01.

# Information Architecture

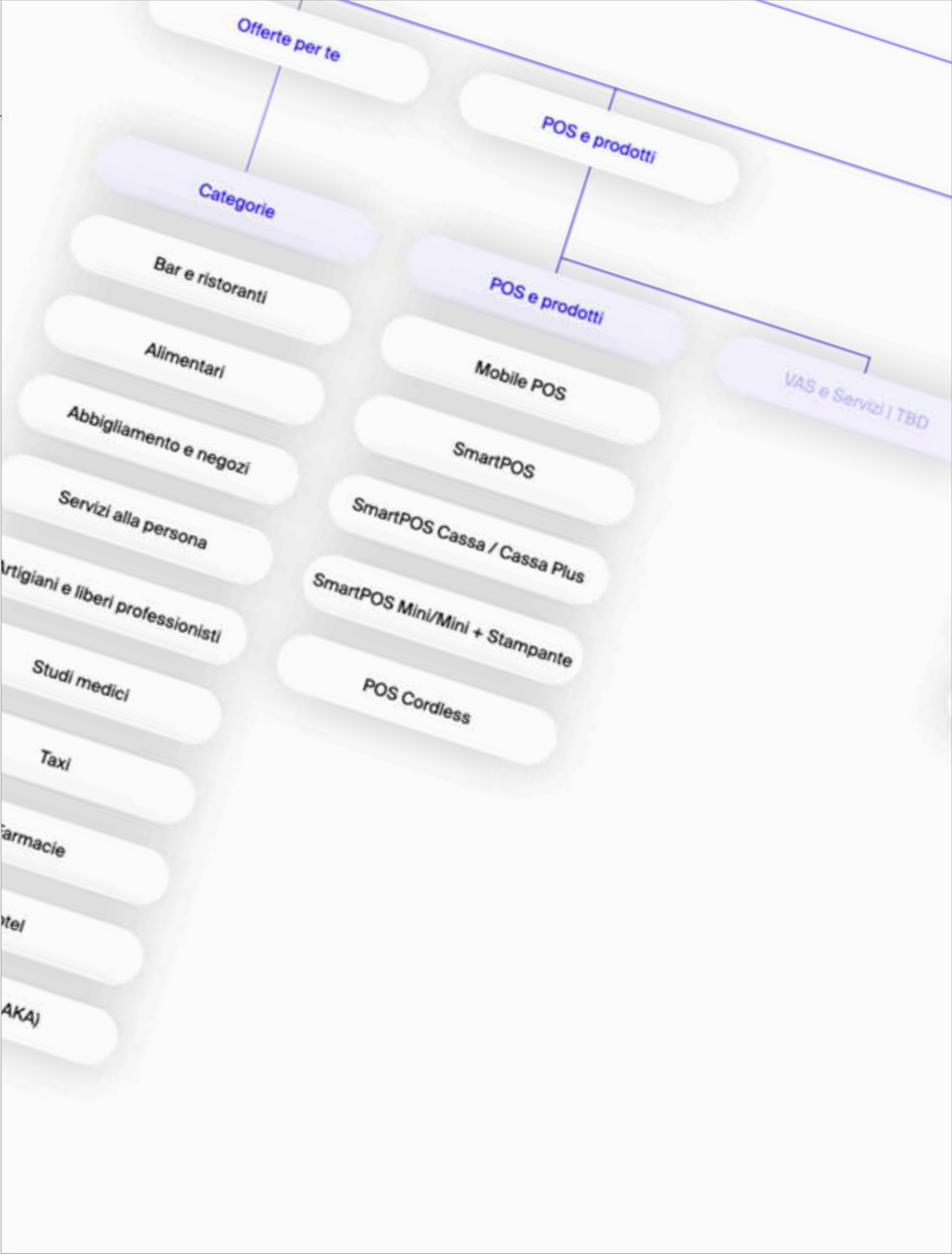
User Research

Nexi information architecture is based on a strong understanding of the content that the brand offers. We created an experience that allows users to focus on their tasks, not on finding their way around. Our objective is to encourage discovery and conversion.

Minimise rather than multiply

The architecture is the primary tool to simplify the digital property’s use. Design the architecture keeping the user at the centre means make navigation easy to discover products discovery and to collect institutional information.

Through an user-centered approach, it will be possible to guide users showing contents where they expects to find them.



02.

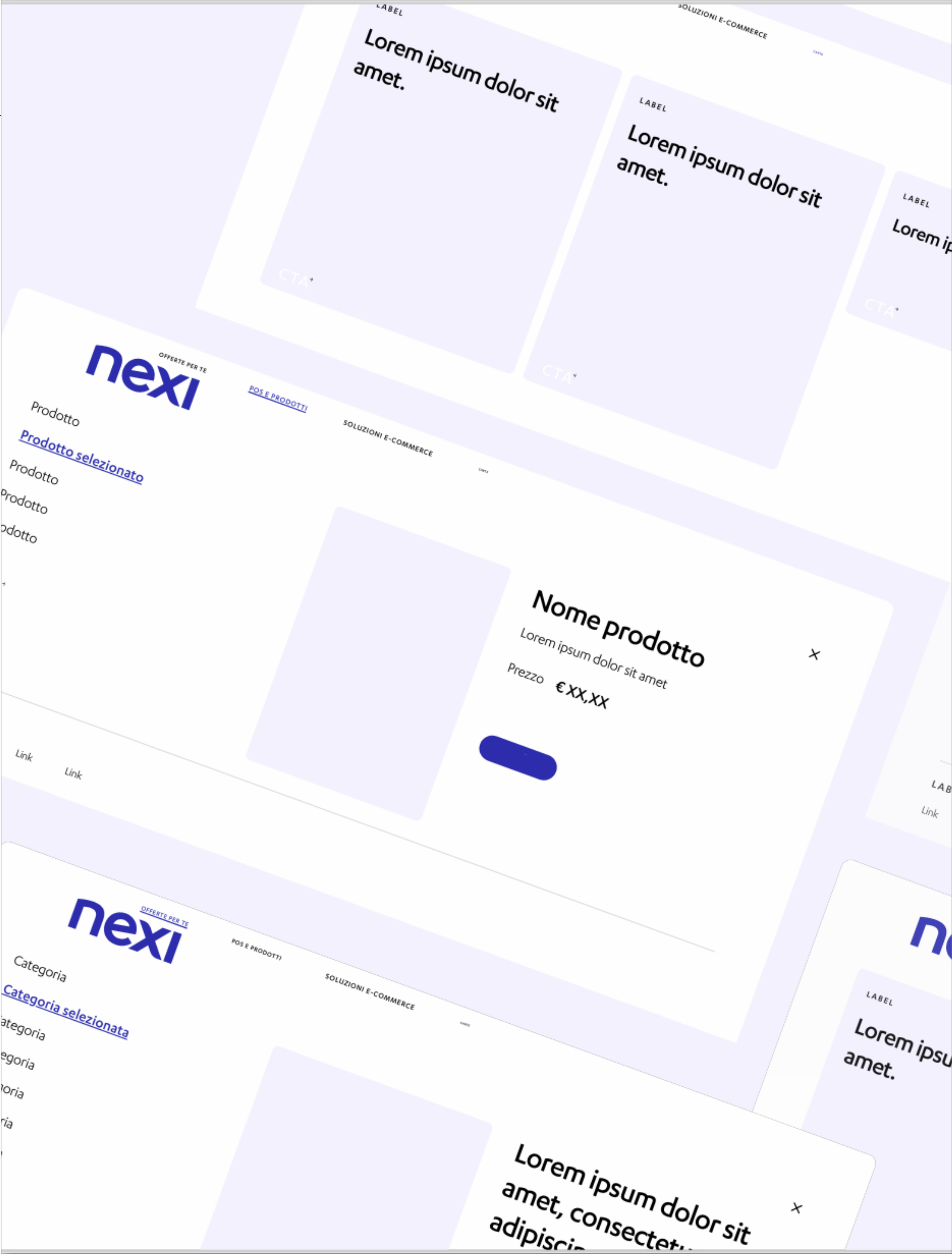
# Narrative Rhythm

Hierarchy

The main values we followed are: hierarchy and navigation. In order to elevate both of them, we disegned a wide set of moduls that can be mixed one after the other as the user is crolling down the web page.

Dynamism

The main objective behind our design choices is to create dynamism to the reading experience, still mantaing a sense of concistency.





## Leading users through the funnel without frictions

Define clearly the elements that lead to conversion is useful not only in a business logic, but it's also necessary in terms of brand awareness.

Set simple patterns and dignify primary and secondary interaction elements allows a clear scanning of the page's content, making intuitive navigation with no need of instructions. Therefore CTA are visual elements that take on the role of coordinate and simplify the content, by removing useless frictions for user's navigation.



SMARTPOS CASSA

## POS e Registratore di Cassa, insieme

A partire da ~~€55~~ **€27,50**

-50% sul canone per i primi 12 mesi se sottoscrivi un contratto con Nexi

ACQUISTA

CONTATTAMI

-100% sulle commissioni | Con il credito d'imposta risparmi sulle commissioni e hai un bonus fiscale fino a 160€



**L'unione perfetta:  
POS e Cassa in un  
unico terminale**

Con Nexi SmartPOS Cassa hai un POS e un registratore di cassa telematico omologato - tutto su un unico dispositivo - per l'invio dei corrispettivi elettronici, nel rispetto delle normative fiscali.



04.

# Glossy Design Layout

Facilitate the reading by removing the excess

To ensure a simple and product-centered use, layouts have to be modular, mobile-first and to have a progressive disclosure’s structure. Each element is self-consistent and makes complete sense to convey clearly a well defined message to the user. Filling elements don’t need to exist, just necessary information. User doesn’t deserve to waste their time and attention with useless redundancy. That’s not who we are.

Elements and modules speak the user’s language

The communication with users is made of clear and specific messages. Nothing can distract the small attention that they are giving us, so the language has to be direct and assertive, speaking both of products and services. Modules are visually made of uniform components that ensure the essential formal consistency.

## Scopri tutti gli altri POS Nexi

Richiedi il tuo nuovo POS per iniziare a utilizzare da subito tutti i servizi Nexi



### SmartPOS cassa

A partire da €29 €14,50

SCOPRI DI PIÙ →



# Con Nexi risparmi sulle commissioni

## Commissione unica, zero canone

Con Nexi Mobile POS hai una commissione unica dell’1,89%

SCOPRI DI PIÙ →

## Zero commissioni su piccoli importi

Grazie all’iniziativa Micropagamenti di Nexi azzeri tutte le commissioni sulle transazioni fino a 10€ (fino al 31/12/2022)

SCOPRI DI PIÙ →

## Risparmia con il credito d’imposta

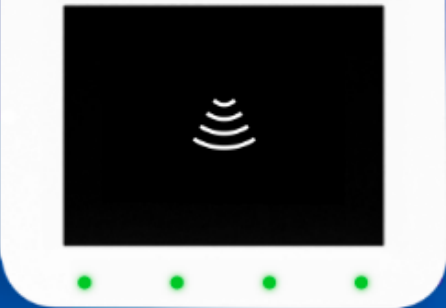
Con il Credito d’Imposta previsto dal Decreto Fiscale 2020 risparmi il 30% sull’importo delle commissioni

SCOPRI DI PIÙ →



# Basta un’app per gestire tutti i tuoi pagamenti

Associa il POS al tuo smartphone in pochi passaggi con l’app Mobile POS e gestisci subito i pagamenti grazie ad una serie di strumenti pensati per te



Associa il dispositivo, incassa il pagamento ed invia la ricevuta

05.

## Product Look & Feel

### Product-centered service's storytelling

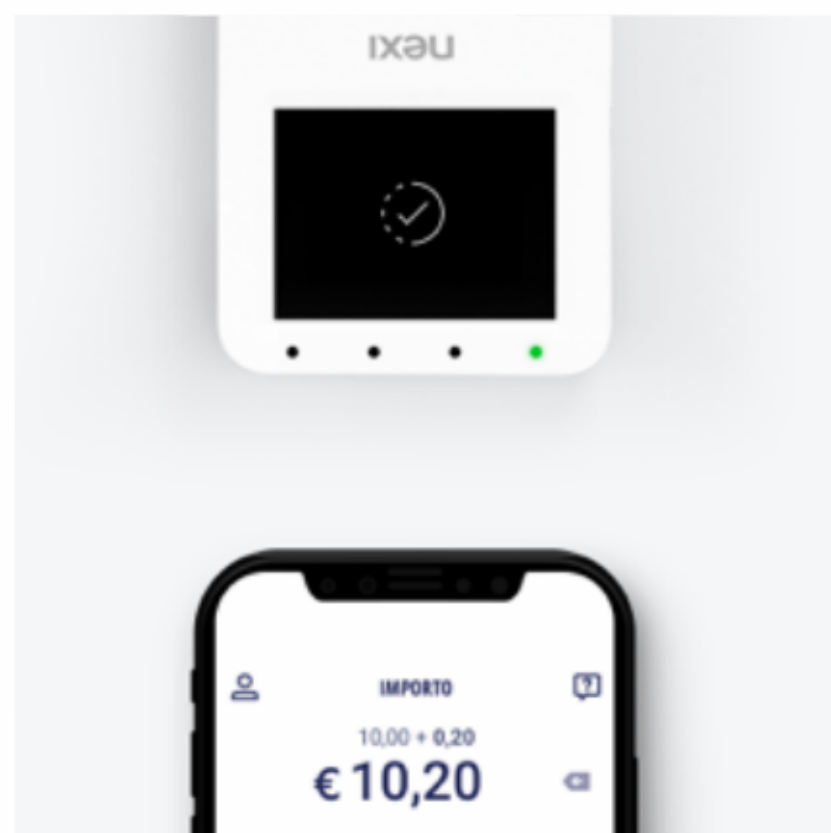
The product is introduced as an item (see the render at page 59) in all its details, enhancing design and technical features.

Its functionality is part of its aesthetics and determines the clarity of the dialogue between Nexi and its customers. Product is always introduced combined with context pictures and added value's services, that allows to understand the reachable potential for the business.

### Technological and real item

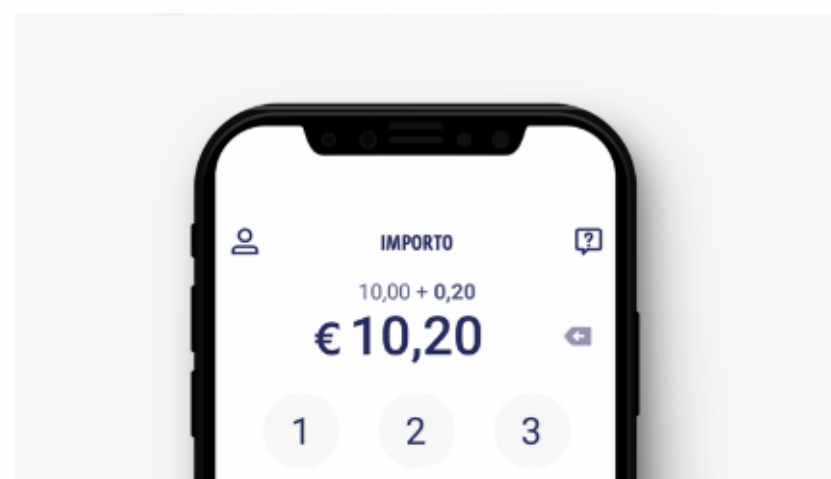
To describe the product is necessary to get it out of its context, thanks to high fidelity renders. The use of photographic pictures limits scalability of this solution.

Associa il dispositivo,  
incassa il pagamento  
ed invia la ricevuta



### Connetti il terminale

Accedi all'APP Nexi mobilePOS  
e connetti il terminale tramite il Bluetooth del  
tuo smartphone



Il POS da portare  
sempre con te:  
pagamenti digitali e  
tanti servizi inclusi

Leggero e maneggevole, ideale per liberi  
professionisti ed attività in mobilità.  
Con connettività garantita in WI-FI e 4G.

Un solo device, tante funzionalità.

Tascabile, ideale per i  
pagamenti in mobilità

SmartPOS Mini consente di accettare  
pagamenti fisici e digitali ovunque tu sia,  
anche in mobilità. **Le funzionalità per te  
sono tante**, come campagne sconti,  
opinioni dei clienti, rubrica e spedizioni.

Inoltre, potrai **far inserire la firma digitale  
ai tuoi clienti direttamente sul display**, e  
puoi inviare la ricevuta tramite e-mail.



Accetta qualsiasi tipo  
di pagamento

Puoi **incassare velocemente** con diversi  
metodi di pagamento e ricevere **l'accredito in un  
giorno** direttamente sul tuo conto corrente

Modules are the main elements of a layout. They make the messages clear at a glance and determine the focus of the information displayed.

An unlimited modular structure.

The scalable system of modules and components ensures the management of the information complexity both on single pages and across the digital property, generating several use cases.

It is essential to understand the building logic of the system to adopt rules that allow to maintain consistency and adapt it to every need.



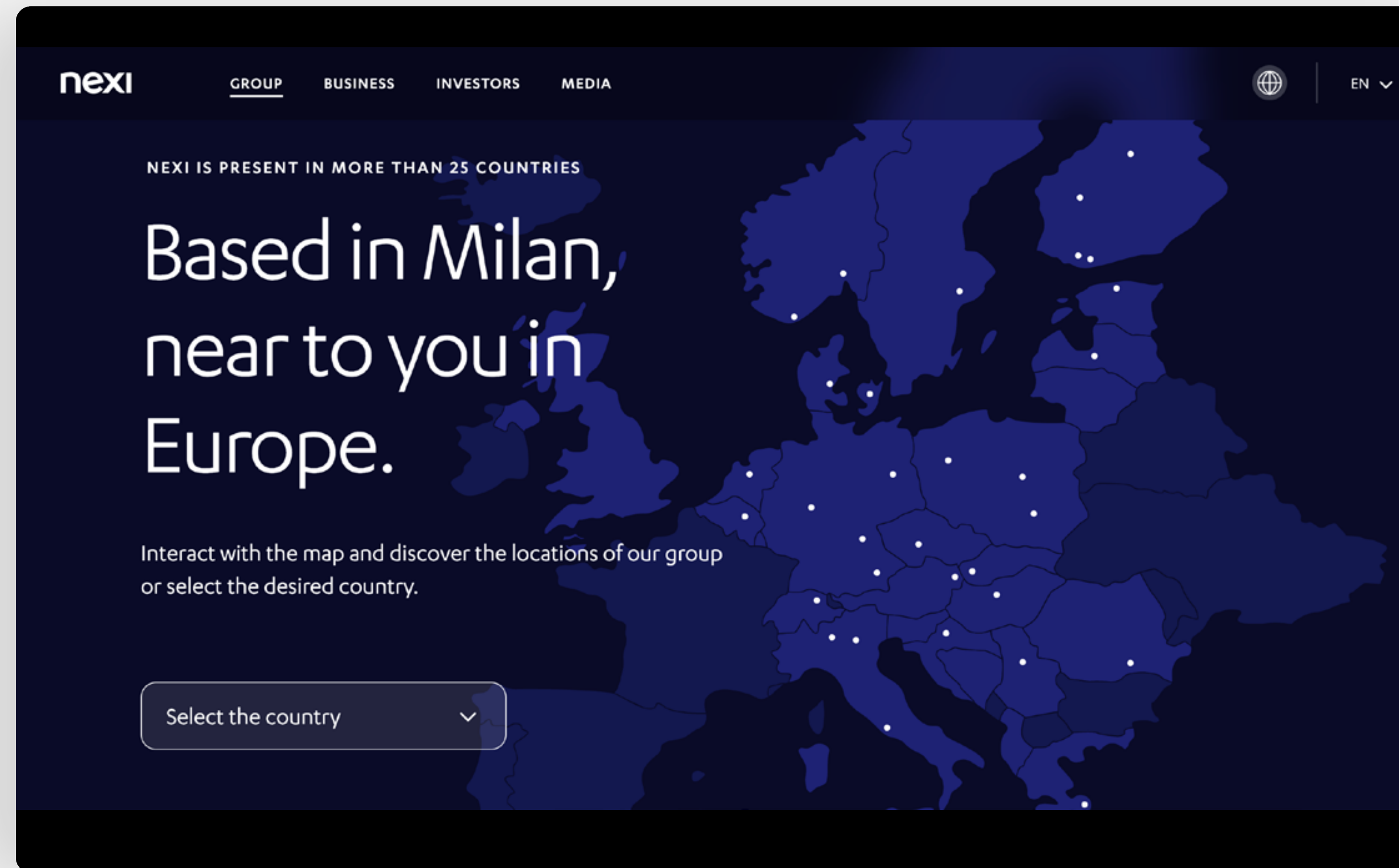
# Country Finder

## VISUALIZE EUROPEAN GROUP LOGIC

The Country Finder is a module that represents the group concept well at the institutional level.

It is good to give maximum prominence to full-scale assets in institutional-level representations and pages.

The narrative cuts must be high-level and the colors must follow a high-contrast pattern.



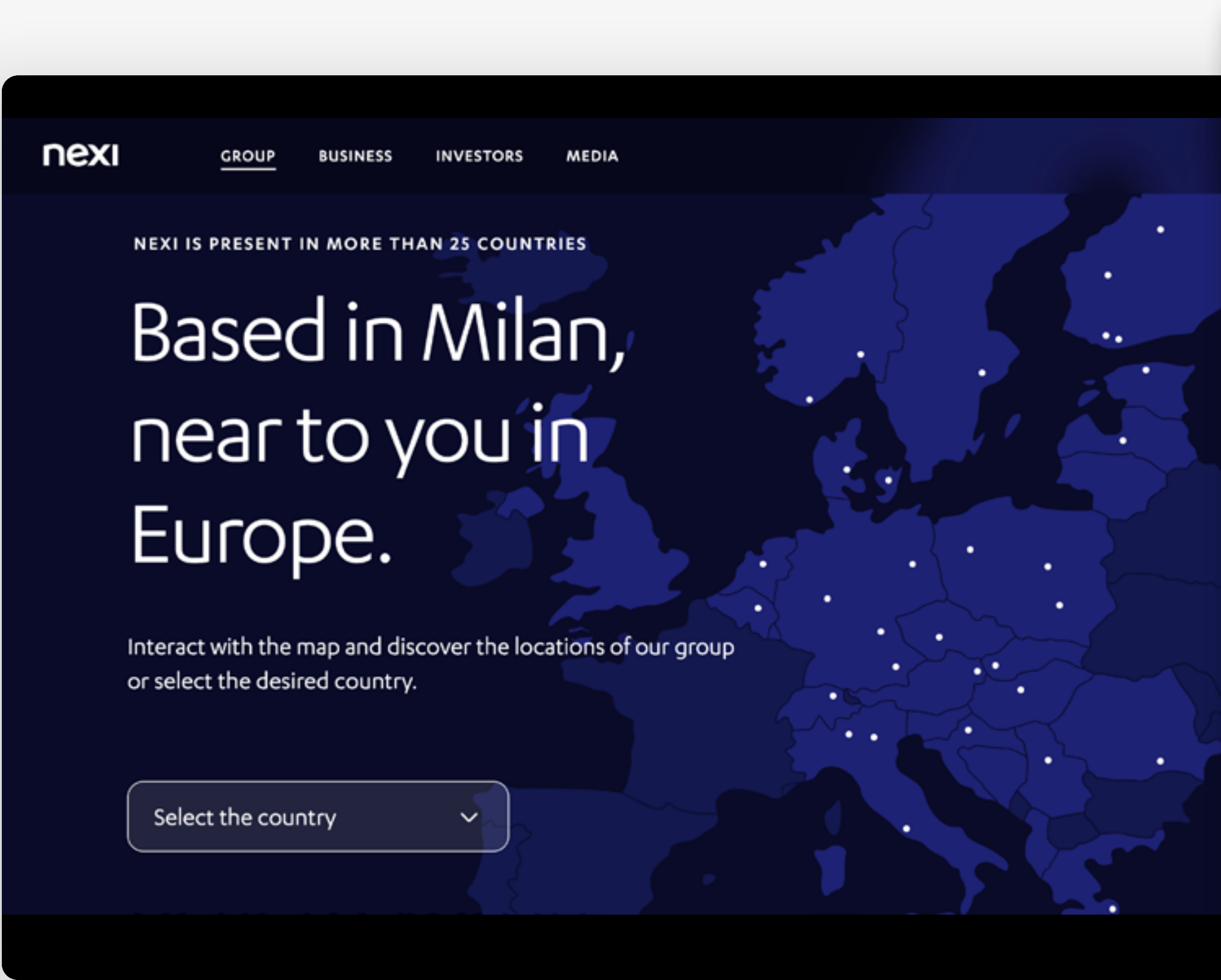


Unlike the commercial one, the institutional narrative is composed by wide-ranging modules where the tone of voice finds space to tell about the pillars and capture the attention of the high-profile user.

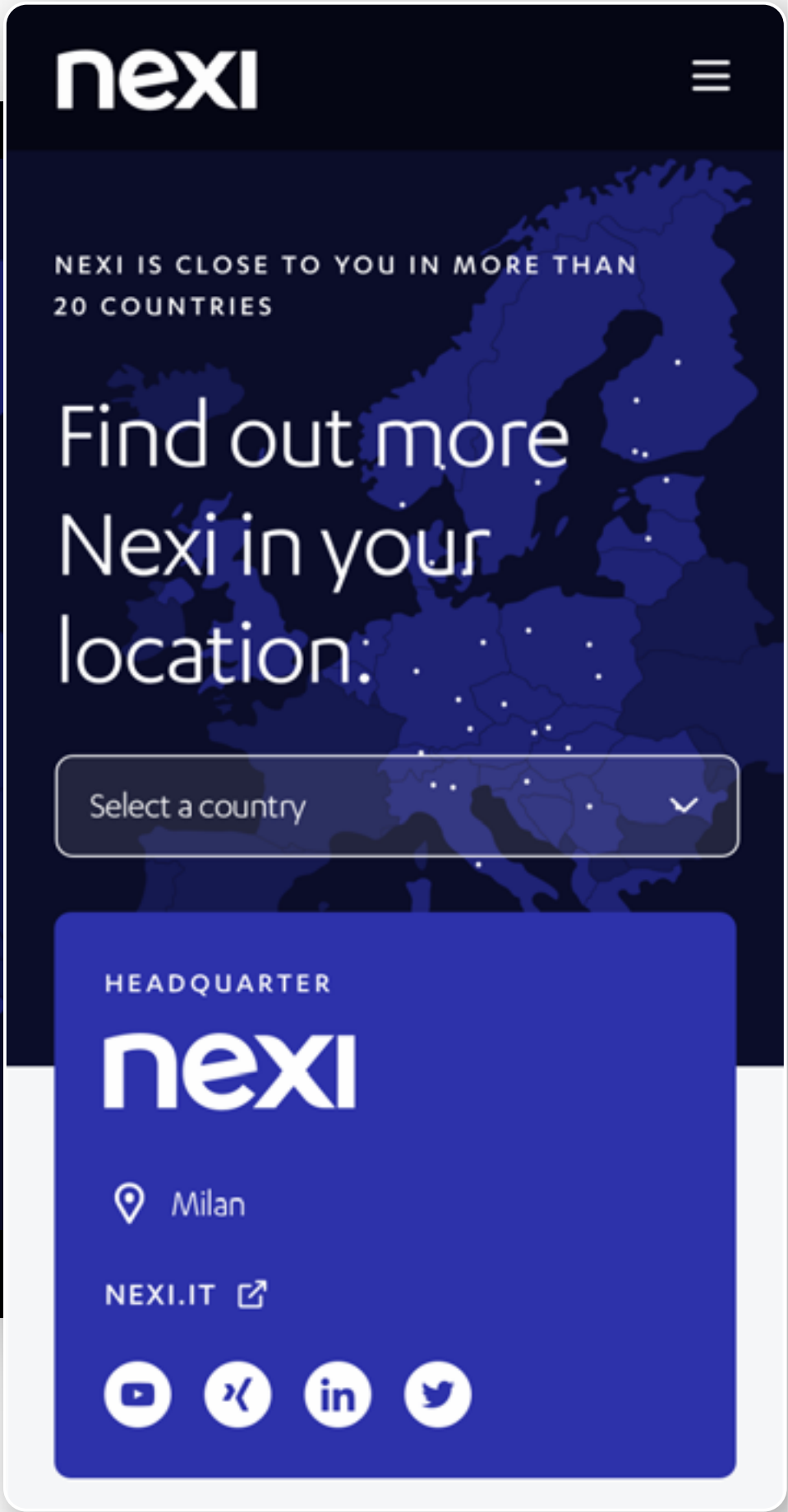
The center of the choices is the positioning logic, so maximum importance gives minimal options and less use of non-functional elements.

→ Design choices to follow:

- 1. Use screen impactful image.
- 2. Give evidence to primary colors, as Nexi Blue swatch.
- 3. Emphasize hierarchy between typography elements.
- 4. Give a strong evidence to call to actions.



Desktop view



Mobile view

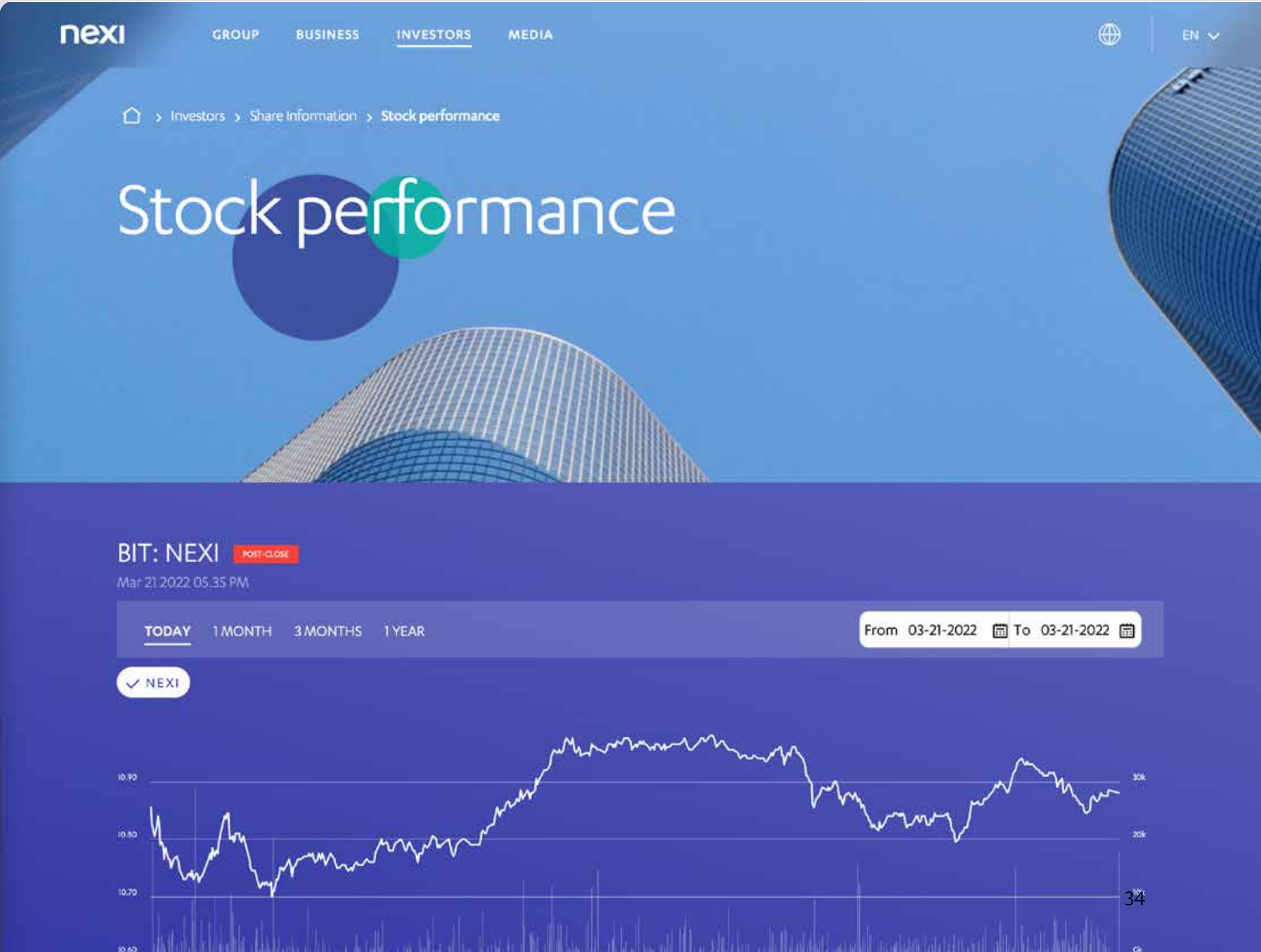
Current page images are intended references.

# Investors

## Overview

### DATA AT THE CENTER

The Investor overview module could represent data open up. Data visualization is a topic that mainly touches the institutional area through data visualization for shareholders or market trends on assets or comparisons of curves and statistics.





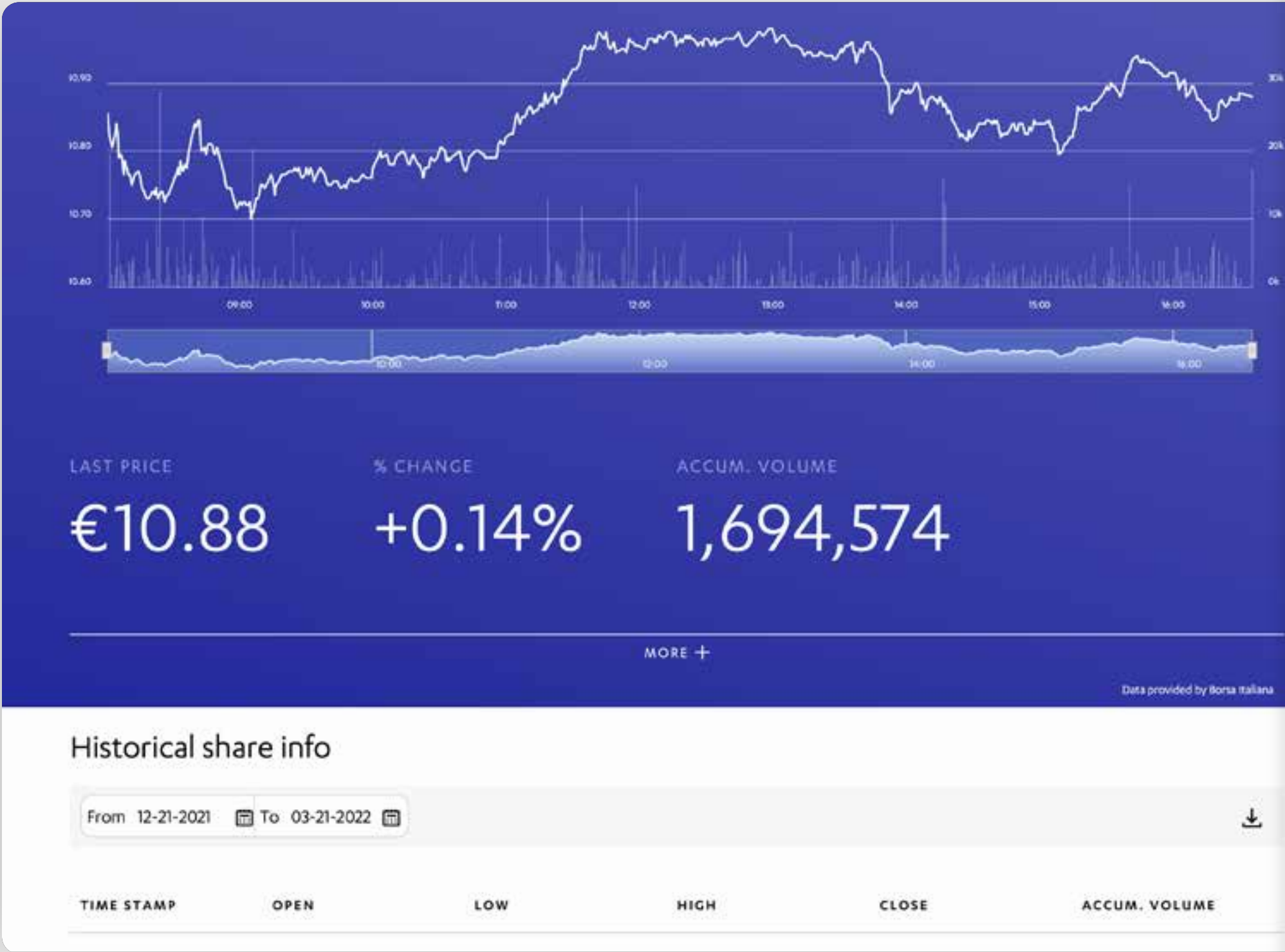
The following driver is to give maximum reading space to the consultation elements, both in desktop and mobile environments.

The choice leads us to a digital positioning of tangible impact and maximum transparency. The concept of progressive disclosure and user-centric approach must be able to find breathing space in the functional modules.

→ Design choices to follow:

- 1. Use rounded corners for graphs and interactive elements within.
- 2. Apply color contrast between graphs and typographic elements.
- 3. Keep high readabilit for numbers, symbols and values.

Current page images are intended references.



Desktop view



Mobile view

# Product Hero

MAIN VARIANT: NEXI WHITE BACKGROUND

The product is central to the landing on the page in commercial digital properties. There are no contextual elements but it is presented through high-definition tech-inspired renderings.

The concept is to exasperate the concept of Pay-tech, where the product is a means through which to access the network of services dedicated to categories, uses and specificities that make up an extended range of solutions.

*Current page images are intended references.*





# Product Hero

ALTERNATIVE VARIANT: NEXI BLUE BACKGROUND

The product is central to the landing on the page in commercial digital properties. There are no contextual elements but it is presented through high-definition tech-inspired renderings.

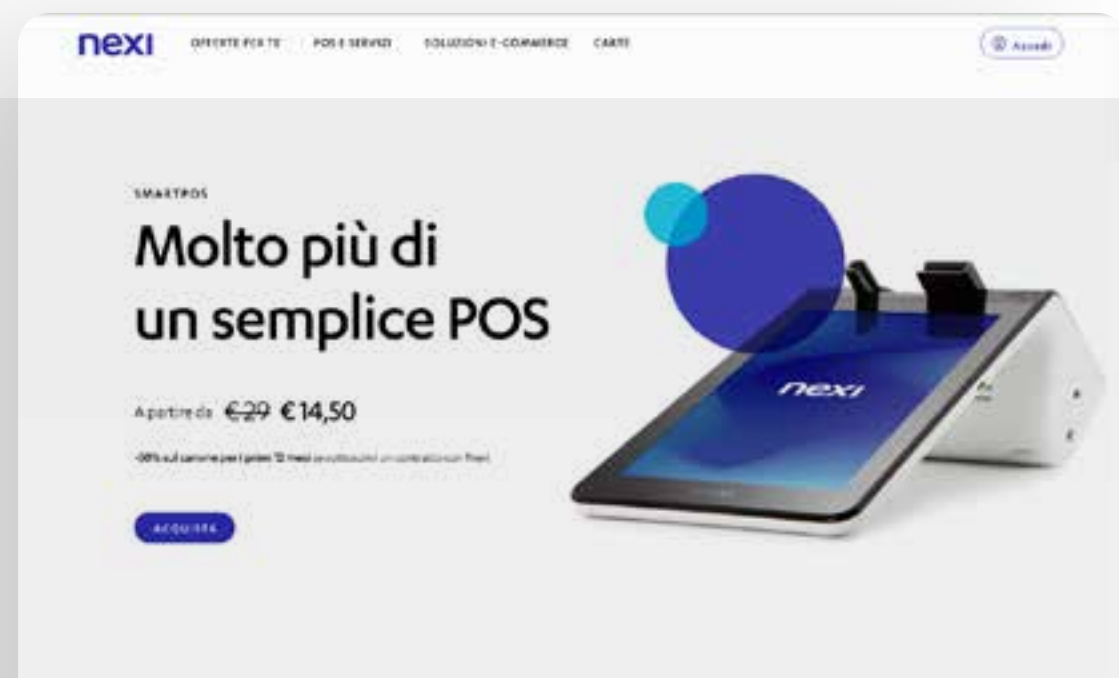
The concept is to exasperate the concept of Pay-tech, where the product is a means through which to access the network of services dedicated to categories, uses and specificities that make up an extended range of solutions.

*Current page images are intended references.*





## Smart POS



### Il POS smart per accettare tutti i pagamenti e gestire la tua attività

Design funzionale con doppio schermo, per un'esperienza di pagamento semplice ed interattiva. Ideale per il tuo punto vendita, con connettività garantita in WiFi e 4G.

Un solo device, tante funzionalità.

### Pensato per te ed i tuoi clienti

Con Nexi SmartPOS accetti buoni sconto, buoni pasto e mance e puoi controllare e gestire le tue transazioni direttamente da SmartPOS grazie all'App Nexi Business integrata. Le funzionalità per te sono tante, come campagne sconti, opinioni dei clienti, rubrica e spedizioni.

Inoltre, grazie al secondo schermo, potrai far inserire la firma digitale ai tuoi clienti ed inviare la ricevuta tramite e-mail.

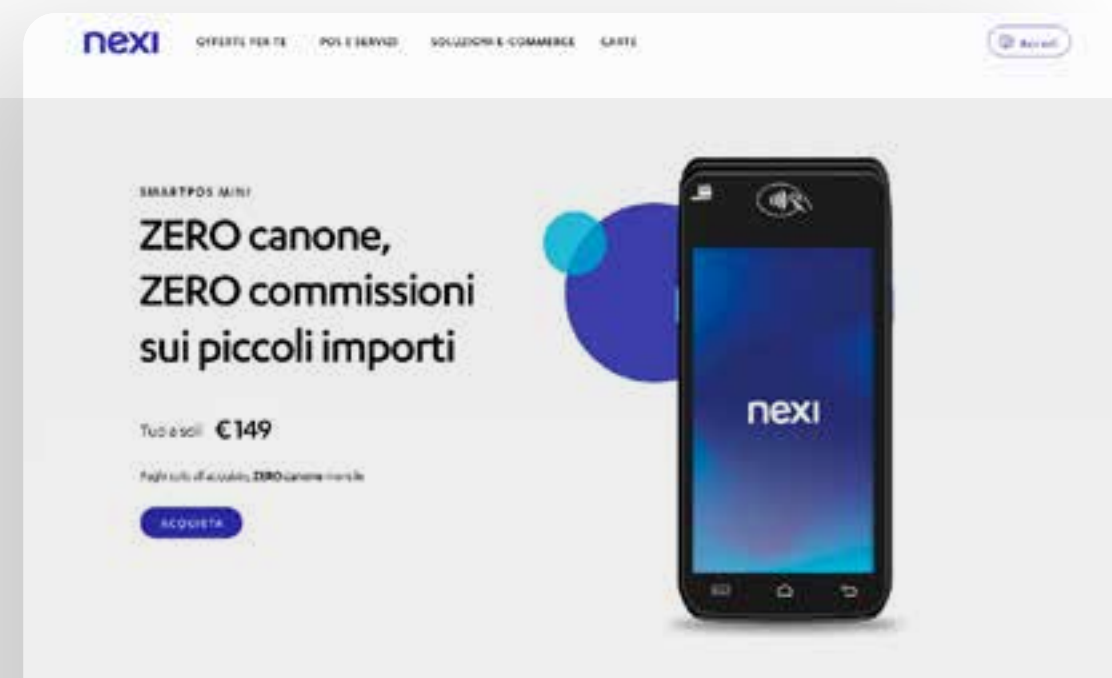


### Accetta qualsiasi tipo di pagamento

Puoi incassare velocemente con diversi metodi di pagamento e ricevere l'accredito in un giorno direttamente sul tuo conto corrente



## Smart POS Mini



### Il POS da portare sempre con te: pagamenti digitali e tanti servizi inclusi

Leggero e maneggevole, ideale per liberi professionisti ed attività in mobilità. Con connettività garantita in Wi-Fi e 4G.

Un solo device, tante funzionalità.

### Tascabile, ideale per i pagamenti in mobilità

SmartPOS Mini consente di accettare pagamenti fisici e digitali ovunque tu sia, anche in mobilità. Le funzionalità per te sono tante, come campagne sconti, opinioni dei clienti, rubrica e spedizioni.

Inoltre, potrai far inserire la firma digitale ai tuoi clienti direttamente sul display, e puoi inviare la ricevuta tramite e-mail.



### Accetta qualsiasi tipo di pagamento

Puoi incassare velocemente con diversi metodi di pagamento e ricevere l'accredito in un giorno direttamente sul tuo conto corrente



### PRODUCT HERO

Core product value proposition and direct access to the purchase funnel where possible.

*Note: it is always possible to access the conversion funnel through the presence of the sticky bar fixed on top*

### CONTEXT IMAGE

Photographic area describing the context of the use of the product.

### SECONDARY TRIGGER

Area of text (no images) that reinforces the message of landing on the page or indicates another element of the product value proposition.

### MAIN DETAIL

Text and images area that defines the functional and pragmatic aspects highlighting the return value for the target user.

### HIGHLIGHTS

Areas of text or text + images that highlight the characteristics and peculiarities of the product according to priority.



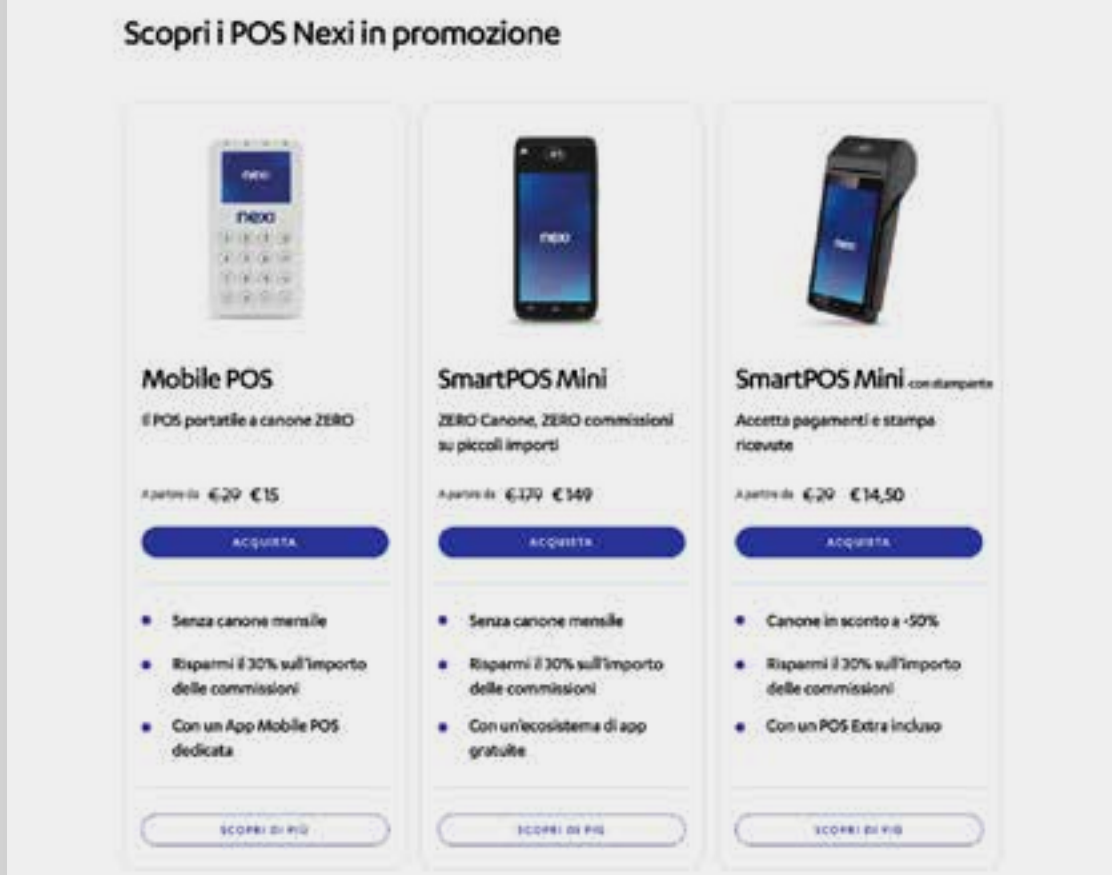


# Product showcase

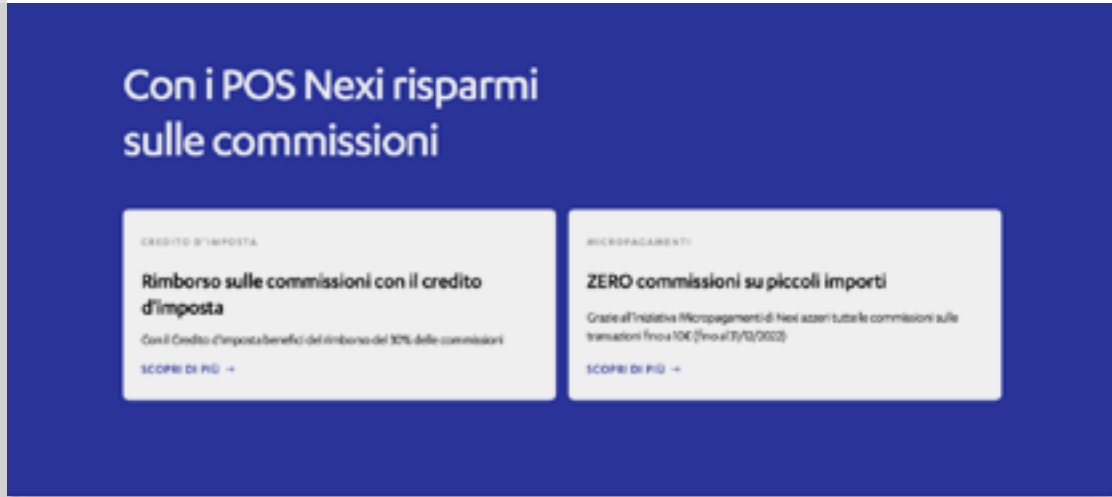
CAROUSEL  
Possibility to highlight special commercial conditions with different priorities.



MAIN PILLARS  
Extract of the benefits of the products presented in a key of extreme synthesis.



STATIC COMPARISON  
Unlike a dynamic comparison where you choose what to compare, the static comparison highlights the products according to business logic.



SERVICES LAUNCH  
Selection of secondary launches by product and business priorities.



DETAIL MODULES  
Detail descriptions to accommodate more technical or detailed elements to complete the overview of the product and service offering.



# Services Page

LANDING  
Description of the primary value of the service in the context of use with text and image.



DEEPENING  
A detailed description of the value for the user.



RANGE (PROSPECT)  
Product launch module that enables the use of the service and connection to the product purchase funnel.



CUSTOMER ACTIVATION  
Activation module of the customer who already has the device on which to use the service.



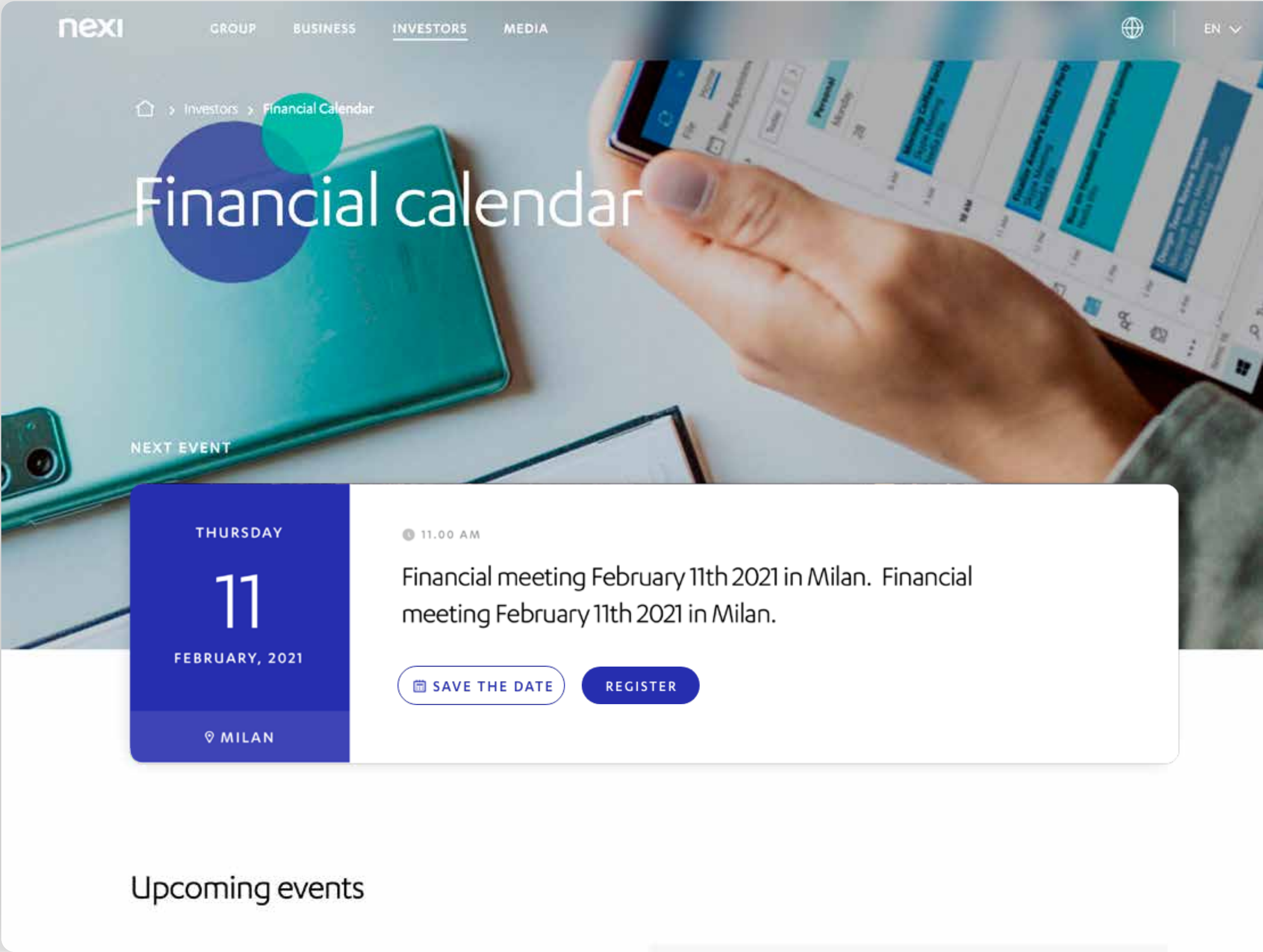
FOOTER



# Calendar

## FUNCTIONAL EVENT AGENDA MANAGEMENT

The calendar module (represented here by the financial calendar) is helpful in an institutional context or in the events area to indicate with extreme simplicity the basic information of brand appointments or dedicated events with group participation.



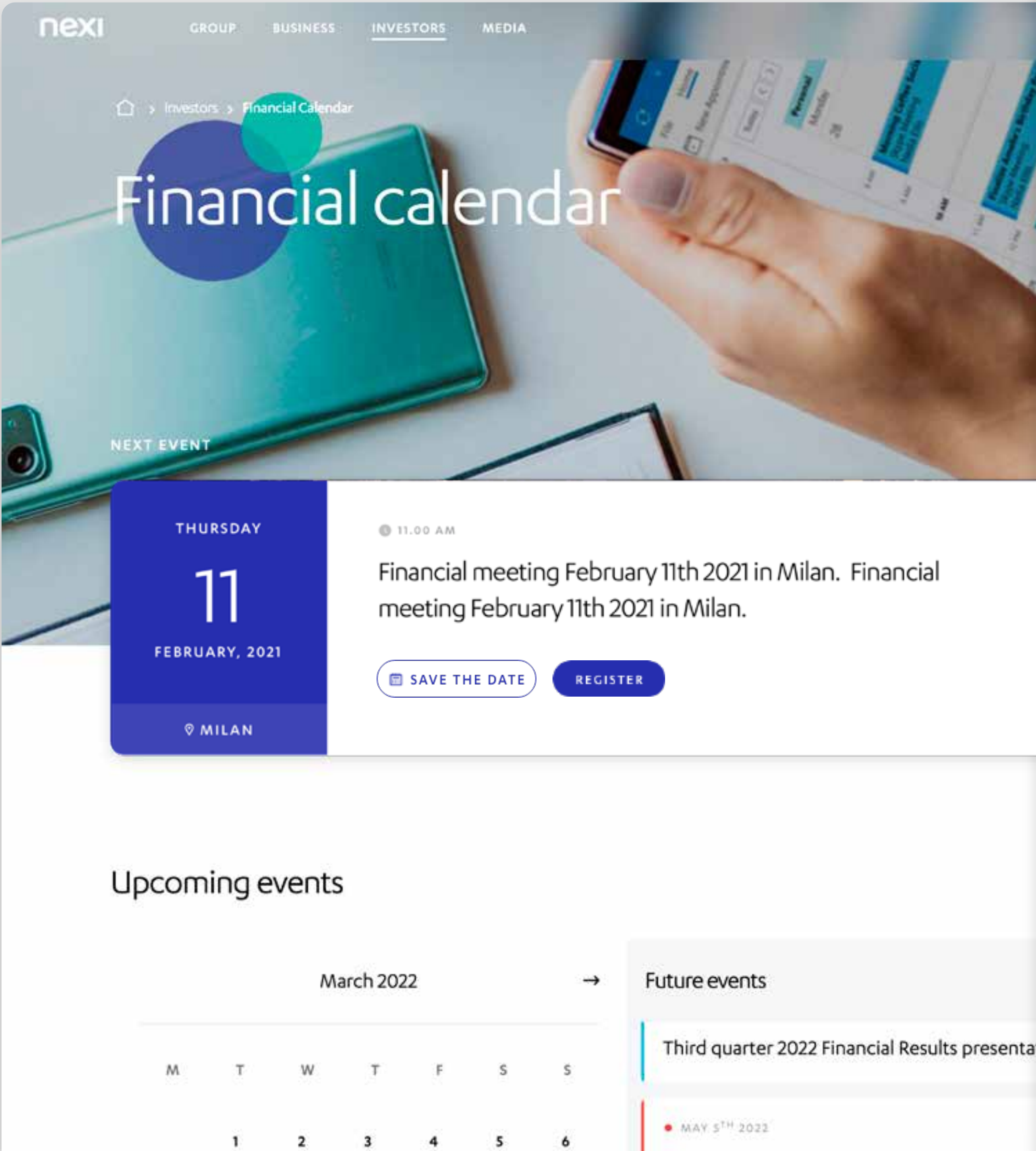


The composition is defined by a descriptive highlight that allows to quickly focus the user’s attention and consideration on the topic.

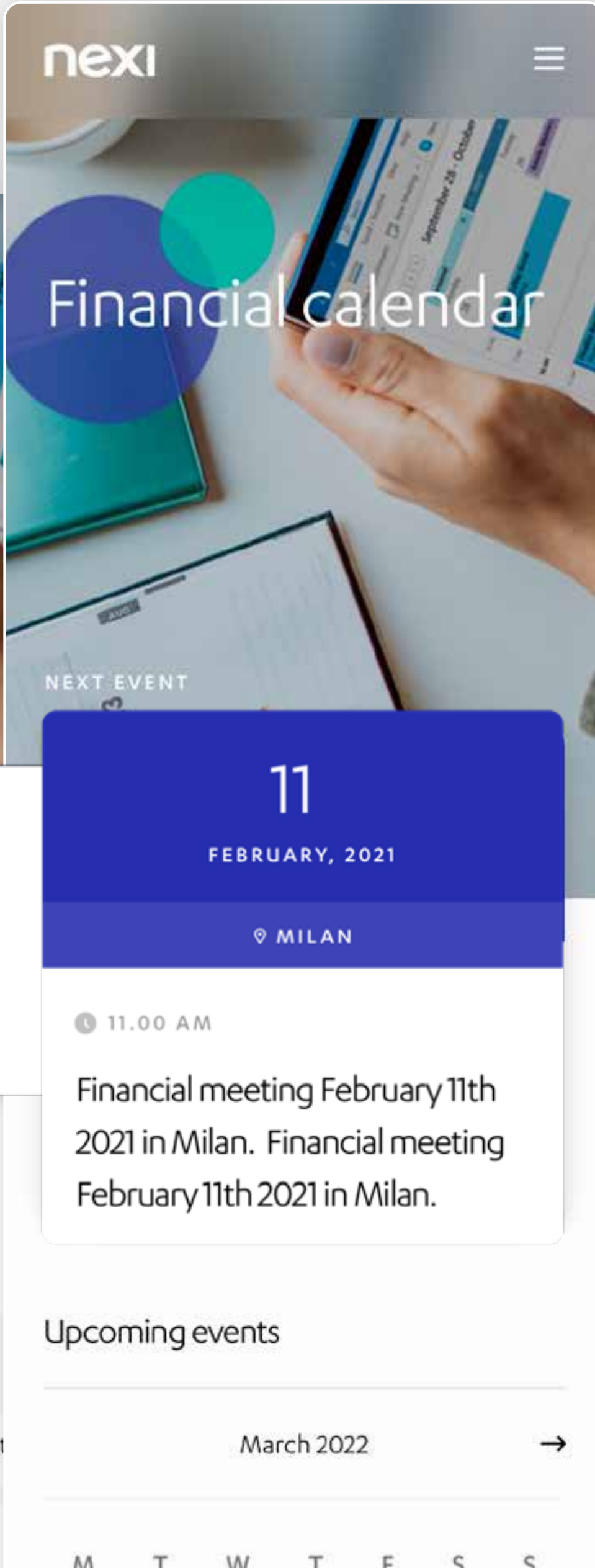
The second area of extended view on the month allows the programming at a glance.

The structure of the module allows to respond in a heterogeneous way to different types of users: returning user who needs elements to block the plan and the user in discovery, who is evaluating the specific interest in the programming

Desktop view



Mobile view

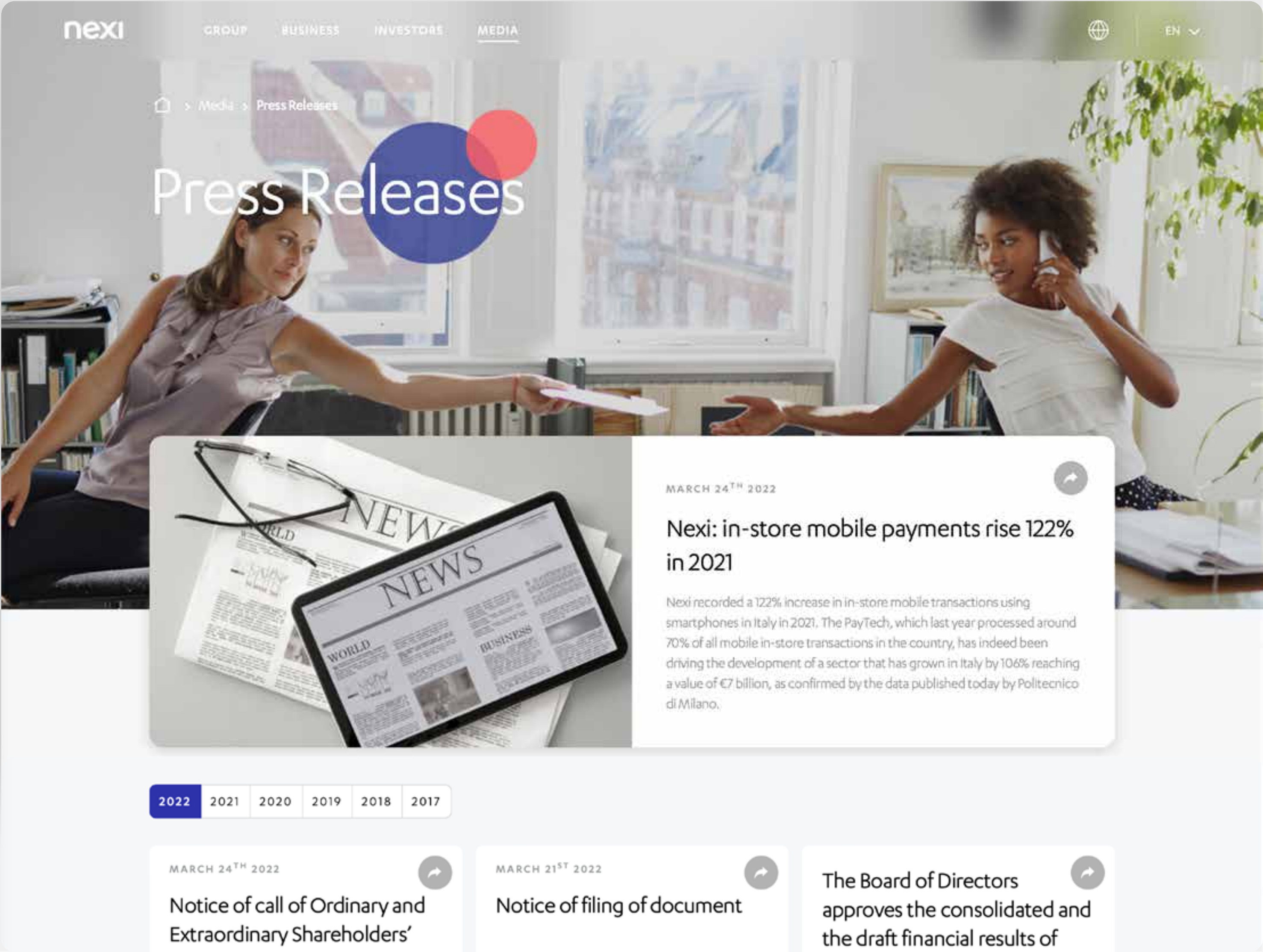




# Press Release

DYNAMIC MANAGEMENT OF INSTITUTIONAL COMMUNICATIONS

The institutional area to find official and press releases is a significant module with a substantial interaction potential even if limited to a small number of users.



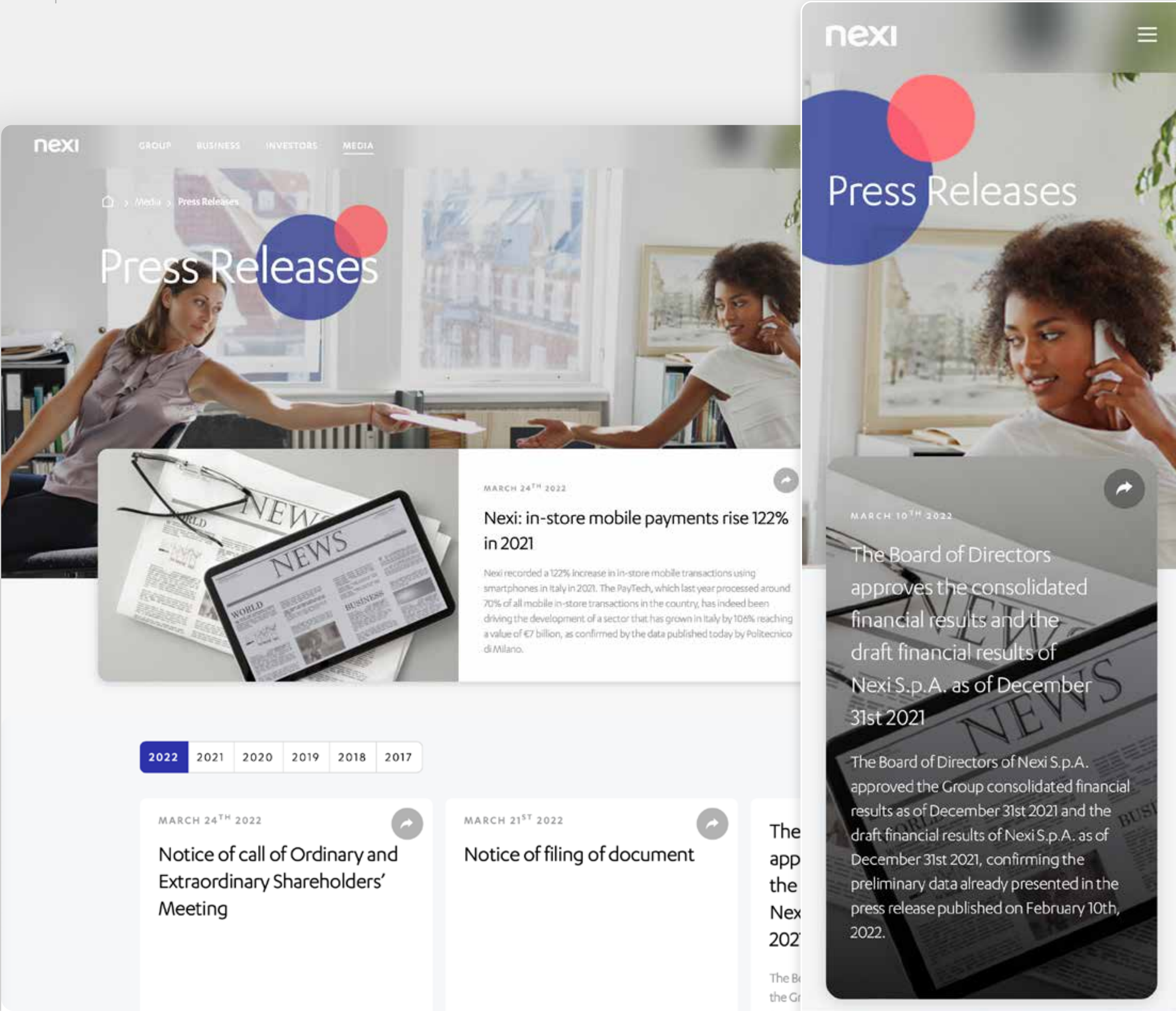


The configuration through topic tagging facilitates consultation by topic and research without burdening the module with a dedicated search bar.

The navigation pattern within the area is based on the design pillar of progressive discovery, enabling different categories of users to use the room.

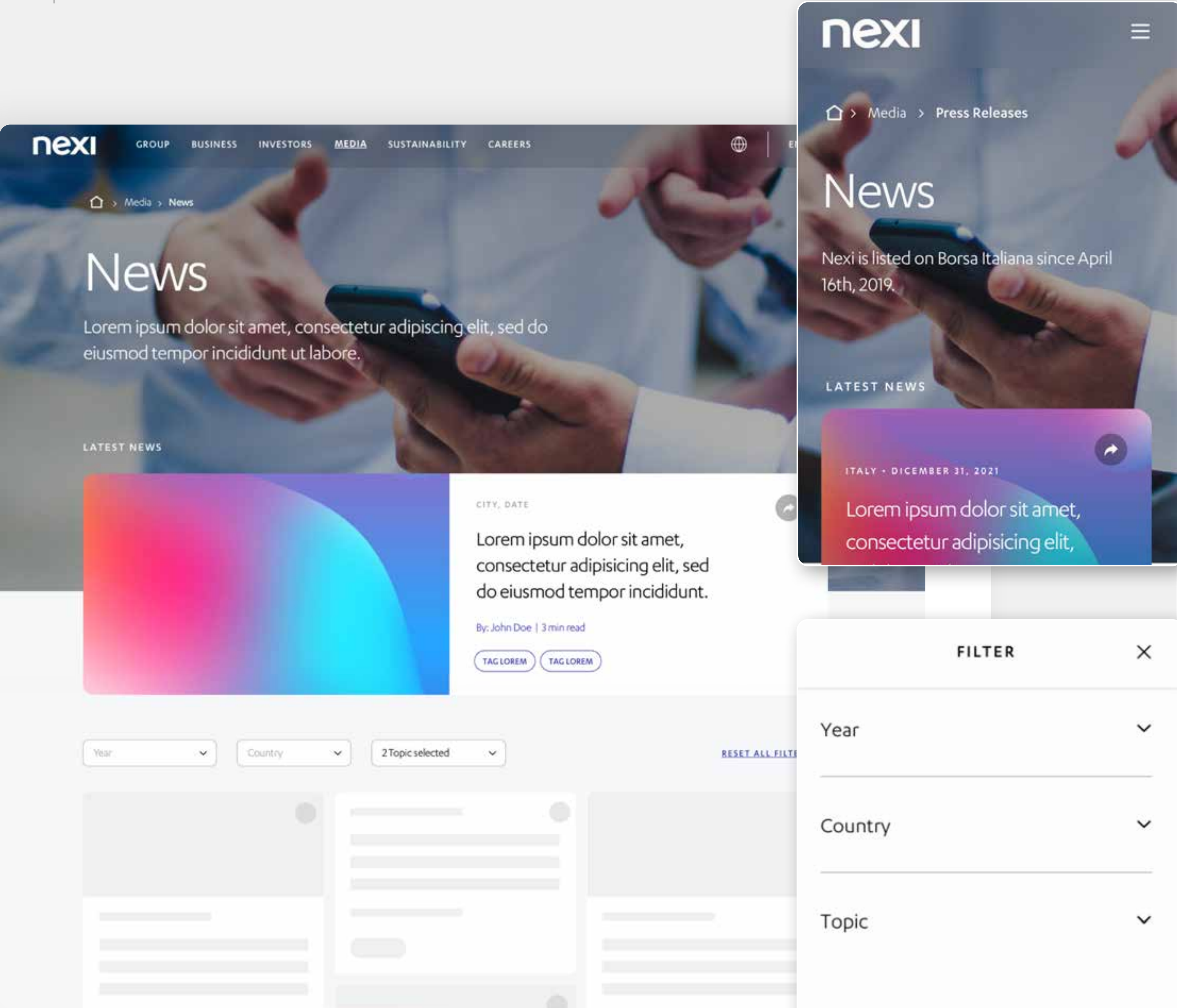
There is a certain degree of freedom of exploration designed for those looking for official information.

Current page images are intended references.





The internal organization of the reading always respects the principles of typographical hierarchy and information with a layout optimized for on-screen reading (length of the text lines, blank spaces, etc.).



Current page images are intended references.

Components are the basic rules which guide the creation and consistency of page's modules. Corner stones of a scalable and fluid system.

Composing implies adapting its own intent to the rules by building a new brick of the system.

The main components are distributed indiscriminately regarding the purpose of the property, whether it is part of the conversion funnel or of the institutional's area.

# Digital color scheme

Nexi Blue

R 45 G 50 B 170  
WEBSafe #2d32aa

Nexi Black

alternative color

R 0 G 0 B 0  
WEBSafe #000000

Nexi Dark Blue

R 33 G 40 B 97  
WEBSafe #212861

Nexi Light Blue

R 43 G 212 B 217  
WEBSafe #2BD4D9

Nexi Teal

R 0 G 180 B 157  
WEBSafe #00B49D

Nexi Coral

R 255 G 96 B 101  
WEBSafe #FF6065

# Digital background palette

Nexi White

50%

R 255 G 255 B 255  
WEBSafe #FFFFFF

Nexi Blue

30%

R 45 G 50 B 170  
WEBSafe #2d32aa

Sulle pagine di prodotto può aumentare,  
assorbendo la percentuale di Nexi Dark Blue

Nexi Grey

10%

R 246 G 247 B 249  
WEBSafe #f6f7f9

Nexi Dark Grey

10%

R 167 G 167 B 167  
WEBSafe #a7a7a7

# Primary colors

## Nexi White

→ When to use it:

The Nexi White is one of the core colours of the brand awareness along with the nexi blue.

It is used in the digital environment as the primary page background according to the rules set out and is also used as background for cards and tiles.

It is also the background of sticky menus and bottom bars.

## Nexi Grey

→ When to use it:

The Nexi Grey is considered an accent colour for the primary Nexi White.

It is used in service sections to contrast with Nexi White and, in some instances, to differentiate on page’s areas with Nexi white’s background.

It never overlaps with Nexi Blue/ Dark Blue areas.

## Nexi Dark Grey

→ When to use it:

The Nexi Dark Grey is considered an accent colour for the primary Nexi White.

It is used in service sections to contrast with Nexi White and, in some instances, to differentiate on page’s areas with Nexi white’s background.

It never overlaps with Nexi Blue/ Dark Blue areas.

## Nexi Blue

→ When to use it:

The Nexi Blue is the main colour for brand awareness.

It is used in the positive logo version, but also in the page background to create the visual and narrative break.

It is the colour of the primary CTAs that allow interactions with the purchase and discovery funnel.



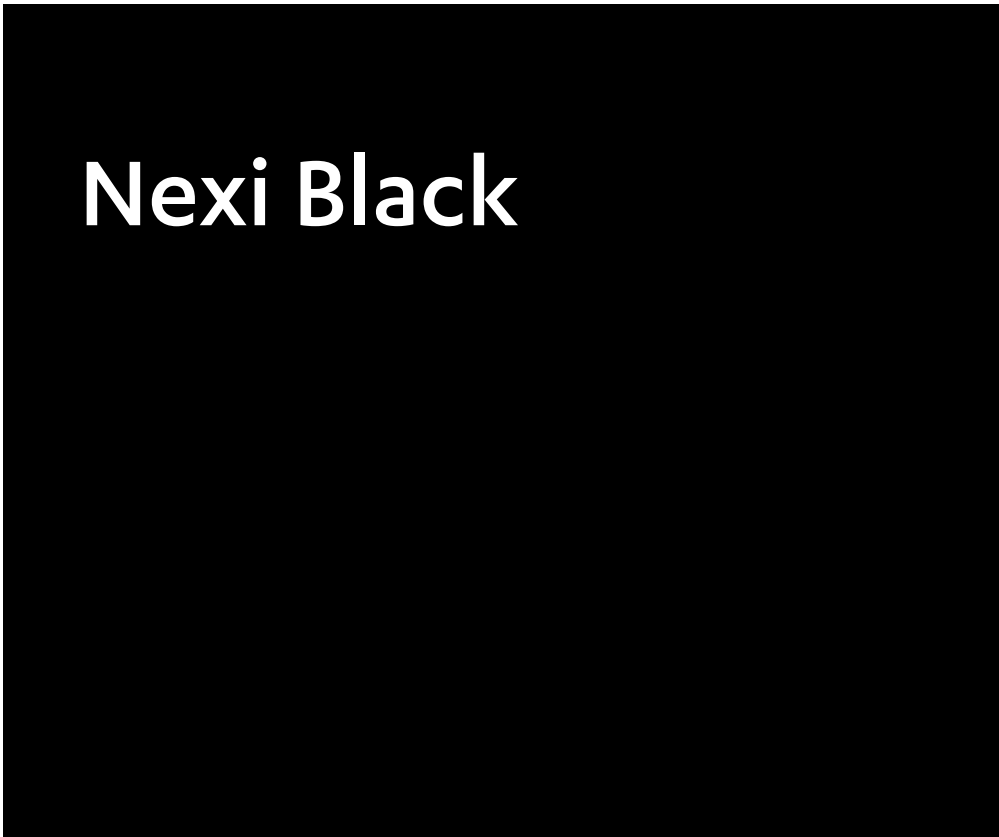
# Accent colors



→ **When to use it:**  
The accent colours Nexi Light Blue, Nexi Teal and Nexi Coral are mainly used for the decorative elements of brand circles.  
  
Nexi light blue can be used for toggles and banners in pages and service elements.

→ **When to use it:**  
The Nexi Dark Blue can be considered an accent colour of the Nexi Blue.  
  
It is used in a few cases as a page background where it is needed to increase the contrast of content from a nexi blue background area.  
  
It can be used in sections or service components to ensure the proper break away from the content sections.

# Altenative



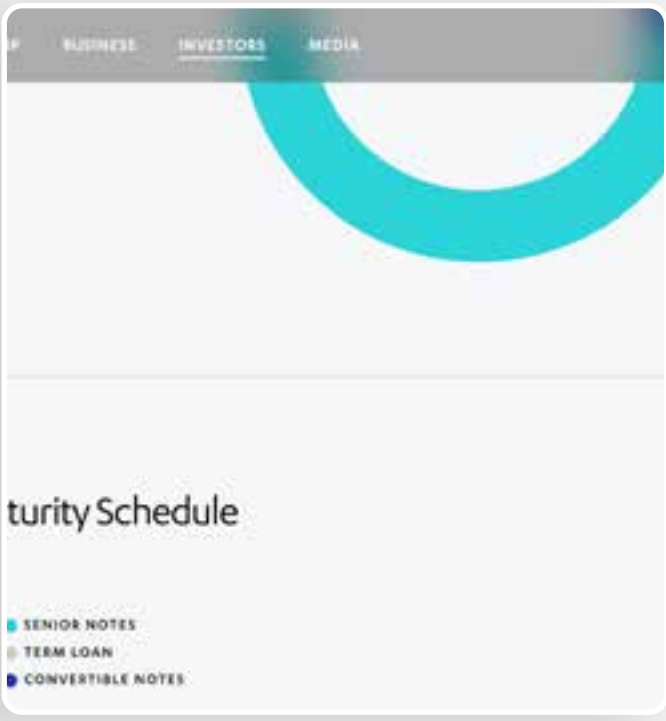
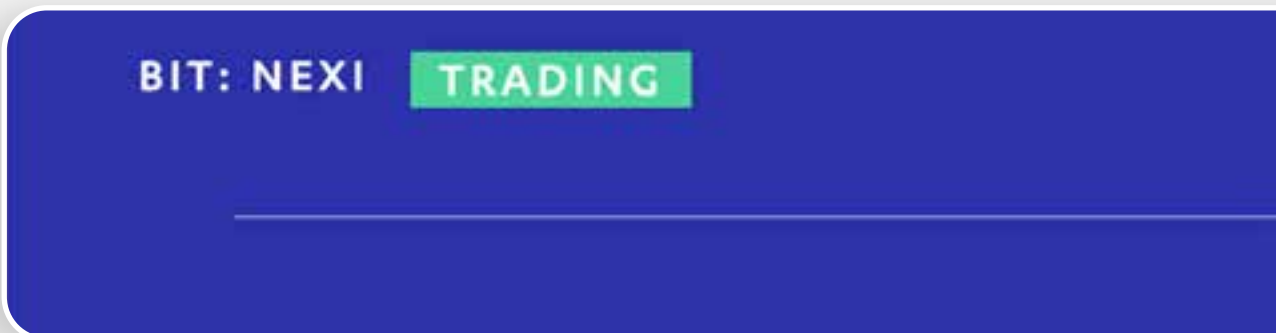
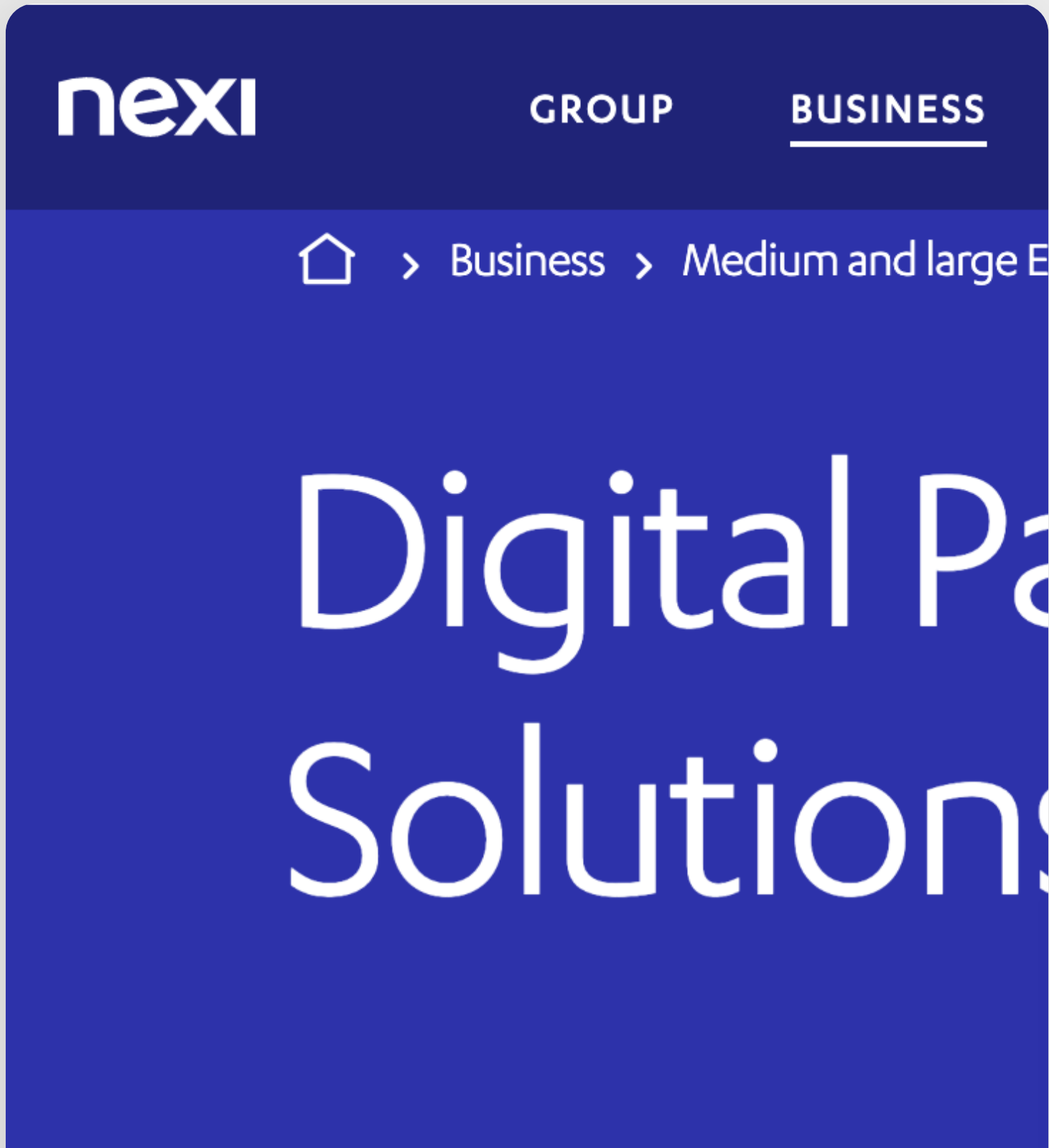
→ **When to use it:**  
Nexi Black is the alternative color that serves to give maximum contrast with the primary Nexi White.  
It is mainly used on typography in accordance with Nexi Blue.  
  
Nexi Black can use it for some element bases to detach the content from the main narrative (Ex. Footer)

Color palette is divided into three specific areas of use: primary colors, accent colors and alternative colors (which only includes Nexi Black).

Primary colors are central in the construction of digital properties. They are used for all modules, both as interaction (CTA, toggles, etc.) or in the background on institutional and commercial pages. They are also the alternative colors of the typography and keep the contrast high depending on the background color.

The accent colors are mainly used for the composition of the ‘Nexi Dots’, the distinctive elements of the new brand identity that are inherited in applying the digital brand identity to the digital properties. Accent colors can also be used as a background for specific elements in the commercial area (such as Cards, special bars, etc.).

The accent color is used for typography and also for some specific backgrounds within the digital properties (eg, Footer).



# Typography

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.

On digital properties, typography follows a high-level definition divided as follows:

|            |                                      |
|------------|--------------------------------------|
| Nexi White | R 255 G 255 B 255<br>WEBsafe #FFFFFF |
| Nexi Blue  | R 45 G 50 B 170<br>WEBsafe #2d32aa   |
| Nexi Black | R 0 G 0 B 0<br>WEBsafe #000000       |

Headline  
Karbon App  
Medium  
18 pt - All caps

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Title  
Karbon App  
Medium  
64 pt

The quick brown fox  
jumps over the lazy dog

Body text  
Karbon App  
Regular  
24 pt

The quick brown fox jumps over the lazy dogQuamenihilis. Mae aut C. Tere condem mors hos coniu et; iam dentent. Nam depsenatium sentien terurevius Ad factuus sen nosul consus

The quick brown fox jumps over the lazy dogQuamenihilis. Mae aut C. Tere condem mors hos coniu et; iam dentent. Nam depsenatium sentien terurevius Ad factuus sen nosul consus

Bulleted list  
Karbon App  
Regular  
28 pt

- The quick brown fox jumps over
- the lazy dogQuamenihilis.
- Mae aut C. Tere condem mors hos coniu et; iam dentent.

Call to action  
Karbon App  
Regular  
28 pt

THE QUICK BROWN

inactive

THE QUICK BROWN

active



The typographic hierarchy is essential as many contents on digital properties require further study (always in line with the key values of the Digital Brand Manual in chapter 1).

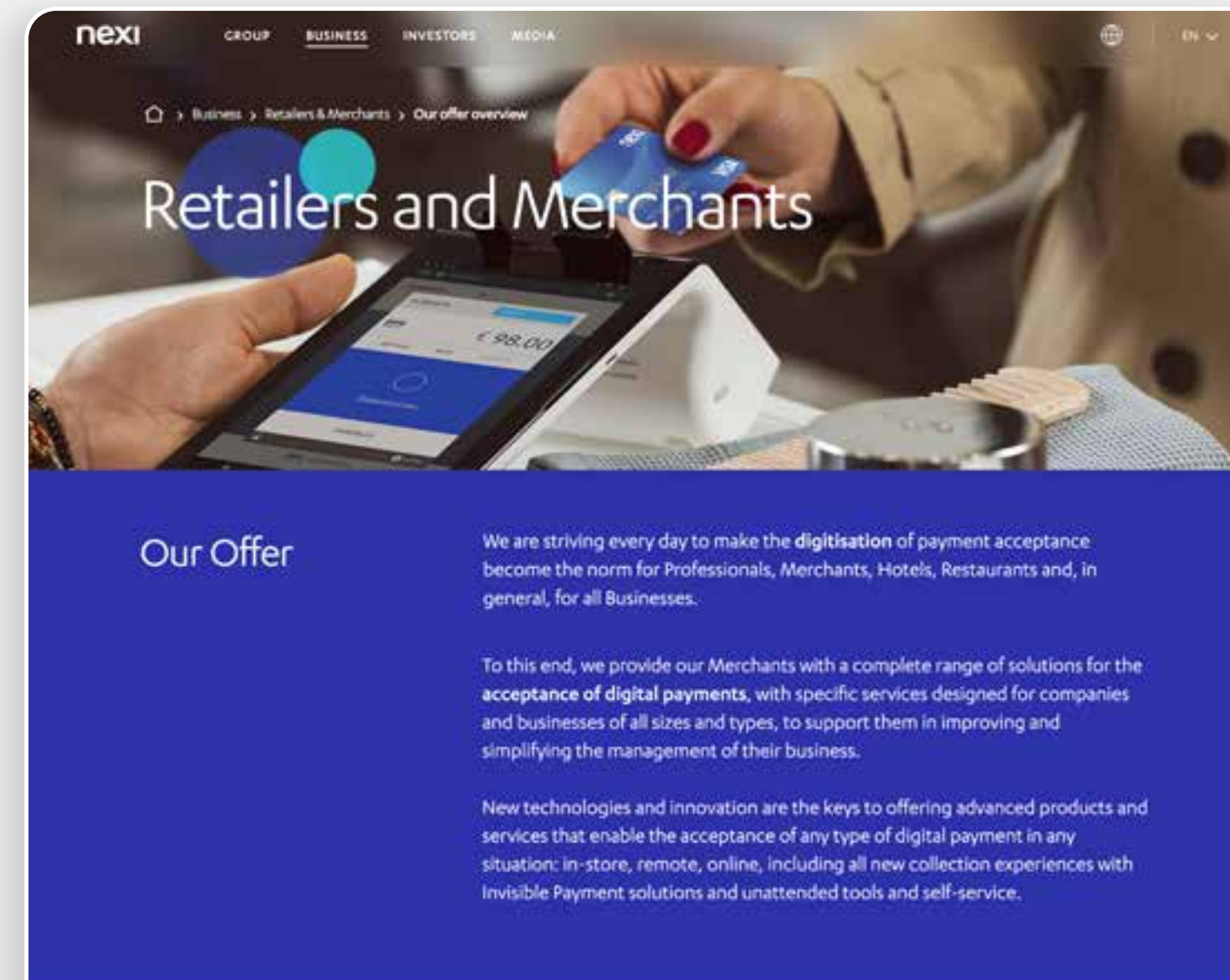
Simplicity must also be determined by how typographical use, full and empty, and page narration work together.

→ **Design choices to follow:**

1. Create an effective hierarchy between text components.
2. Balance the length of the text lines against the content, take into account reading fatigue on the screen.
3. Check readability in terms of contrast and page narrative.
4. Always Refer to the design library.

→ **Design choices to follow:**

1. Do not use texts in other colors.
2. Do not change the typography elements of the design library.



## A multi-channel approach

Our **digital payment acceptance** solutions meet the needs of Retailers, Merchants, Stores and Companies to deal with their **sales activities**, whether they are in-store and on the move or online and through social channels.

Easy to integrate with platforms and management tools already available to Merchants, our collection solutions allow Merchants to offer their customers simple and effective **digital payment experiences**, on all purchasing channels.

## In-store solutions

We support Merchants in the management of **digital payments**, providing a wide range of **POS solutions**: from the most advanced terminals of the Nexi **SmartPOS®** range, to solutions to manage the **cash desk and payments within the point of sale**, up to tools to be used for **on-the-move collections**.

Our POSs are not just collection tools, but enablers of a wide range of services designed specifically for the various types of activities and needs of Merchants.

[DISCOVER MORE](#)

## E-commerce solutions

We offer our Merchants flexible solutions for **accepting e-commerce payments**, suitable for any type of online business, from the simplest e-commerce sites, to the largest and most complex ones.

Our solutions include the possibility of **accepting different payment methods**



## Il POS smart per accettare tutti i pagamenti e gestire la tua attività

Design funzionale con doppio schermo, per un'esperienza di pagamento semplice ed interattiva. Ideale per il tuo punto vendita, con connettività garantita in WIFI e 4G.

Un solo device, tante funzionalità.



# Call to action

The call to action (CTA) is a fundamental element of the system of components that make up the Nexi design library.

CTAs have a rounded shape to differentiate themselves optically from page elements and be more easily identified by the observer for visual affordance.

They have different states between active and disabled and can be found in various interaction elements (Widgets, page modules, sticky bars, modals etc.).

MILAN, FEBRUARY 11TH 2021

Consolidated Quarterly Report as at 31.03.2021 - Board of Directors approval and 1Q21 Results Presentation

SAVE THE DATE

REGISTER

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

VIEW DETAILS

13

MAY, 2021

MILAN

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Speakers: CEO Paolo Bertoluzzo, CFO Bernardo Mingrone

SAVE THE DATE

REGISTER

NEXI S.P.A. LAST PRICE

0% Convertible Bond 24Feb2028 (ISIN XS2305842903)

CODICE ISIN XS2305842903

AMMONTARE (MIL EUR) 1,000

DATA DI EMISSIONE 02/24/2021

DATA DI SCADENZA 02/24/2028

DETTAGLI

LUXEMBOURG STOCK EXCHANGE

MEDIA CONTACTS

Name Surname

Role, Country

SEND EMAIL

SCOPRI

SCOPRI

Retails, Merchants & Stores

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

VIEW DETAILS

First level Second level Leaf

nexi

Title that will be more than one

every day, every pay

CALL TO ACTION CALL TO ACTION

SCOPRI

SCOPRI

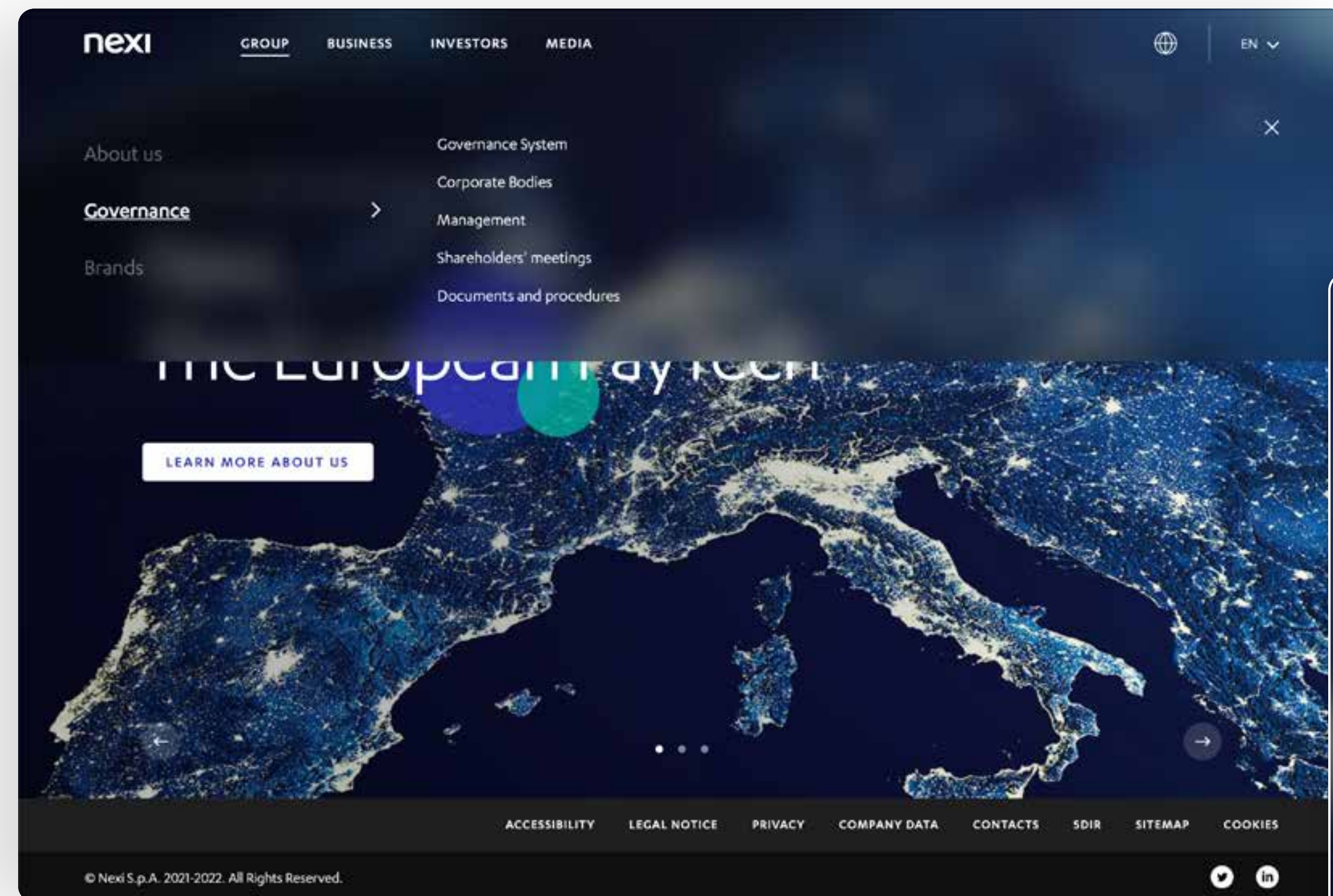
SCOPRI



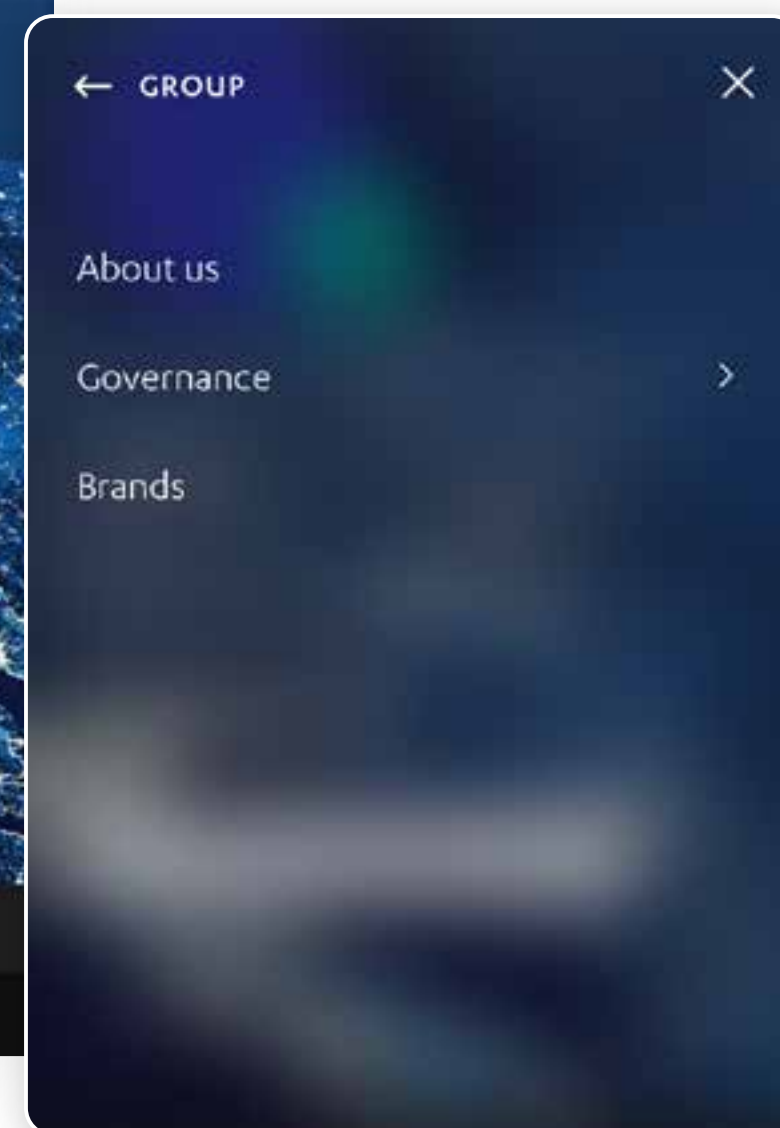
# Primary navigation

The main navigation is structured with a dropdown menu (optimized for mobile), enabling institutional and commercial digital properties to work in the same interaction area.

Thanks to rationalized information architecture, the main navigation can effectively host all tree-lined information on corporate sites up to the third navigation level. It is not recommended to graft pages beyond this threshold.



Desktop view

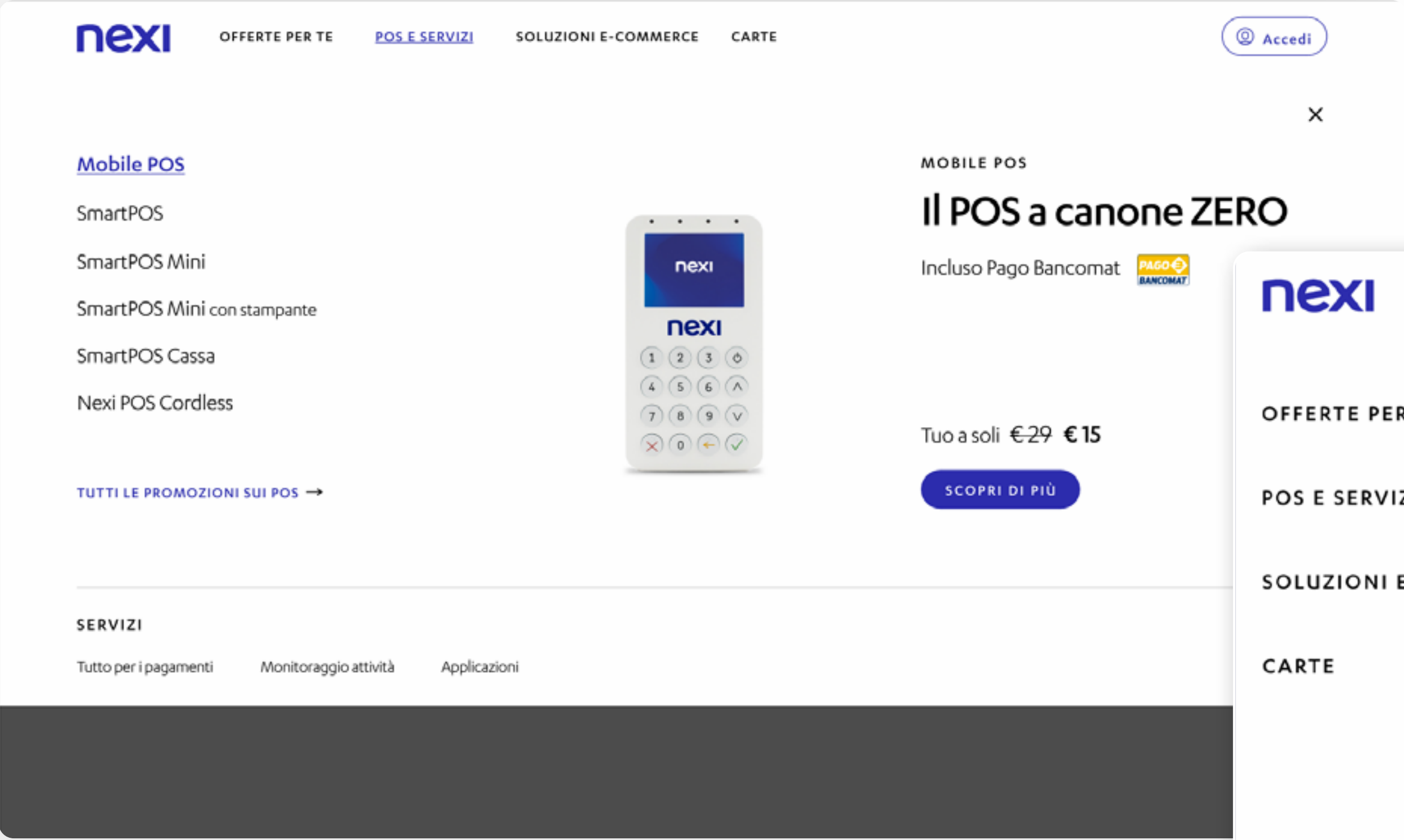


Mobile view



The navigation on the commercial properties follows the same structure logic with different components that enable the product display from the menu. Purchasing can be inserted into the conversion funnel from the menu if strategic and business conditions require it.

In this navigation, it is possible to insert content launches in synergy with images and text to increase the commercial narrative of the sections and better target the prospect in discovery on the property.



Desktop view



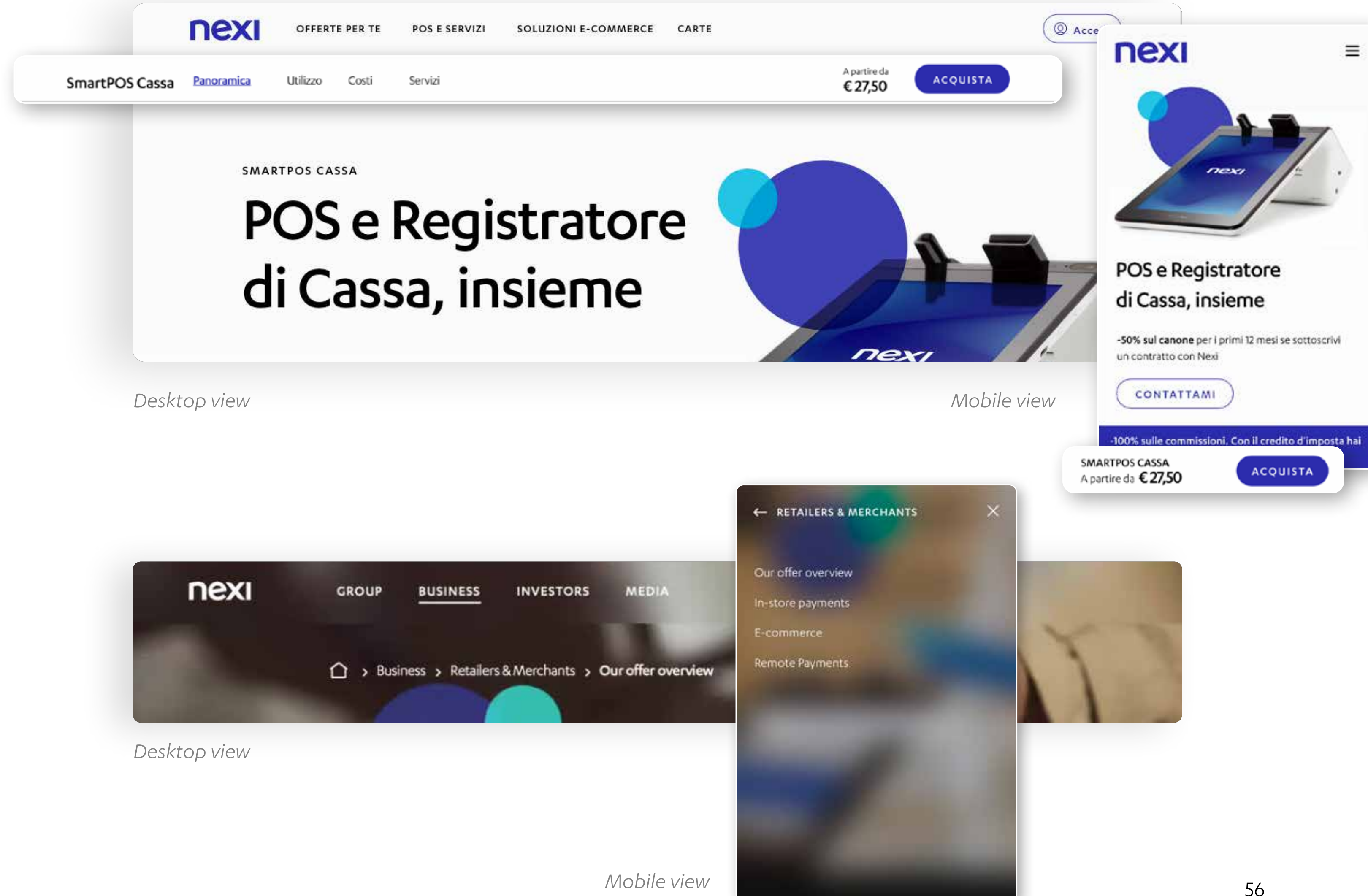
Mobile view

# Sticky Menu & Bread Crumbs

Page navigation is an element that has a medium-low impact on the user in institutional properties. While, it becomes a strong driver of experience in commercial properties.

On institutional digital properties, the choice falls on the use of accessible breadcrumbs. The solution also enables less flexible and more complex architectures. On commercial digital properties, the choice not to rely on breadcrumbs leads to making the most of the anchors on the page with fixed sticky bar systems (with dedicated desktop and mobile logics).

Access to the conversion is always on in the navigation, so the discovery phase gets worthy. User is free to explore and have a clear visual anchor, if he wants to proceed with purchasing the product or service.





# Imaginary

## PHOTOGRAPHY

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

→ Design choices to follow:

- 1. Close up on devices.
- 2. Presence of persons.
- 3. Use of neutral colours and soft shades typical of the Nordics, warmed by the presence of people and green plants.
- 4. In architectural photos maintain a presence of green.
- 5. If faces are shown, they should preferably be smiling face.
- 6. Always include elements to recount the setting of each shot and the story that may be hidden there.

→ Don'ts:

- 1. Atmospheres and plastic poses. Give preference to spontaneity and imperfections that confer authenticity.
- 2. Avoid standard, confused, overexposed and impersonal imagesetting of each shot and the story that may be hidden there.





# Imaginary

## DOTS

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.

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.

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

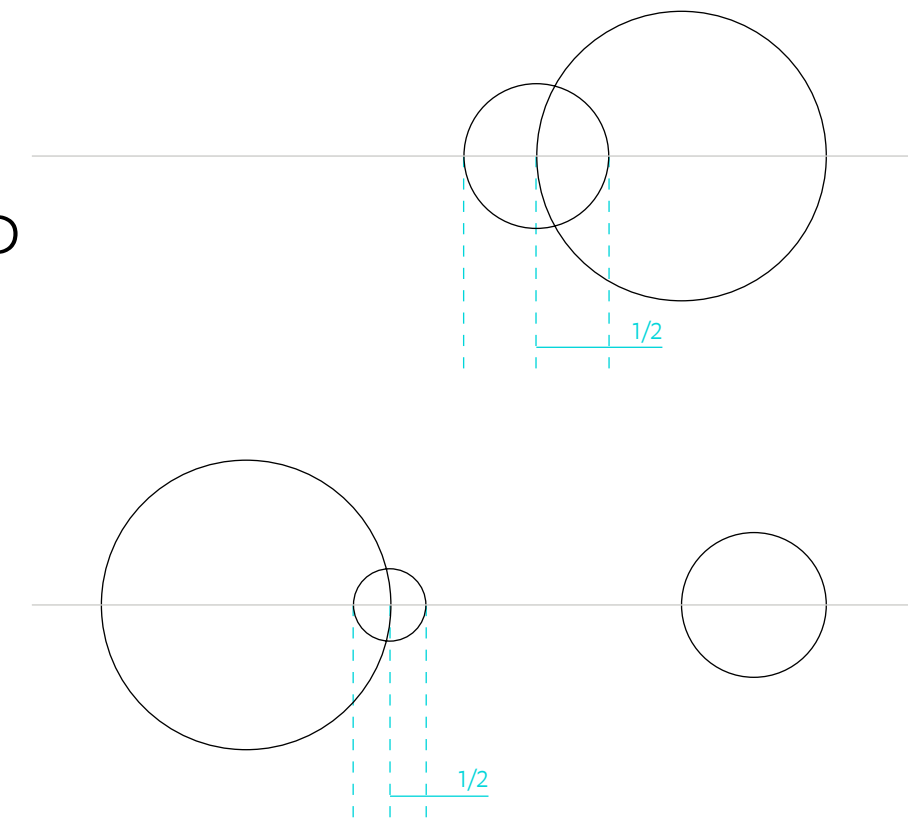
→ **Design choices to follow:**

1. Nexi Dots should be used in their two-tone version in the post-production of product Heroes for a product or institutional pages.
2. Nexi Dots are suitable for service pages and VAS with image filling, differentiating from product navigation and the conversion funnel.
3. Always use the geometries that refer to the brand book (shown here).

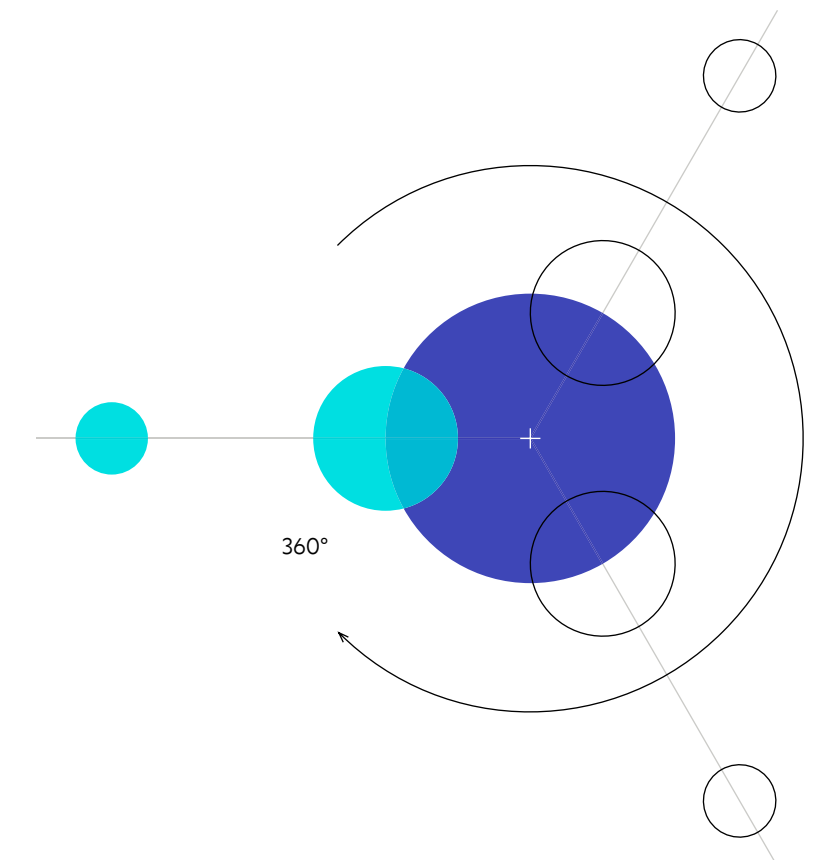
→ **Don'ts:**

1. Do not use any other colors besides accent colors.
2. Do not reverse primary color and accent color in post-production.

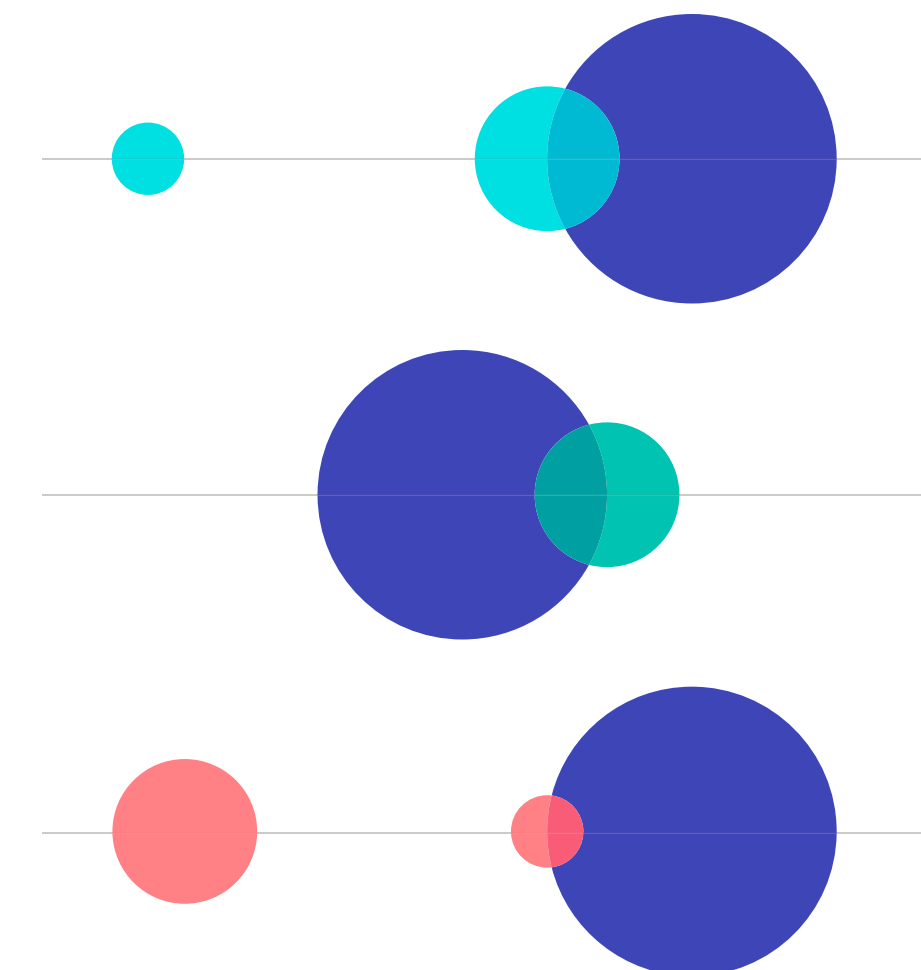
STEP 1.  
LAYOUT AND  
OVERLAP



STEP 3.  
TILTING



STEP 2.  
COLOUR





# Imaginary

## RENDER

In the representation of physical products for the acquisition of payment or cards, digital brand guidelines choose to opt for high-definition rendering.

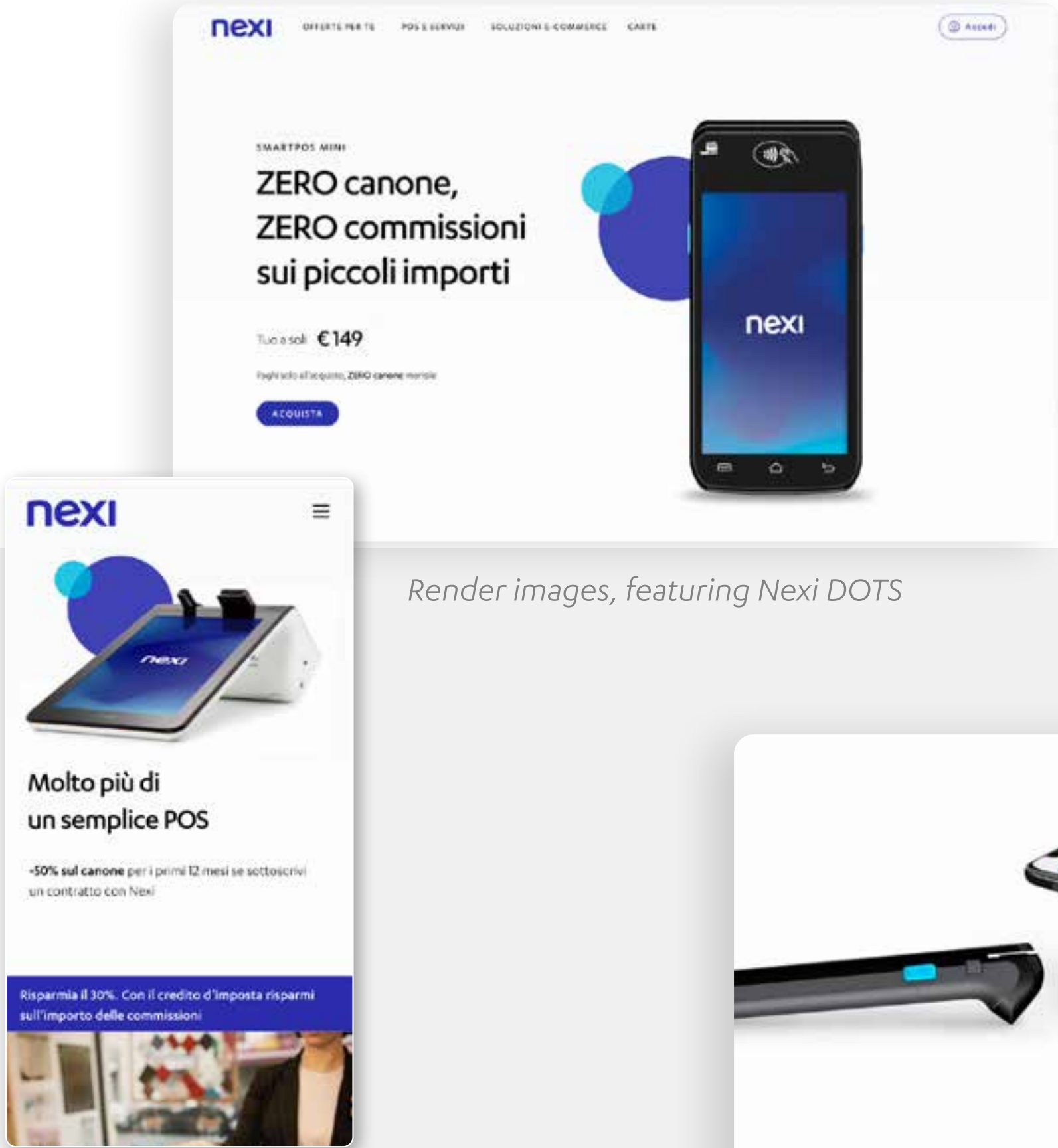
This solution guarantees uniformity of exposure, colors and lighting treatment and gives maximum flexibility in the production of assets both for digital properties and for digital advertising materials.

*Current page images are intended references.*



The rendering position on the page has some degrees of freedom, depending on the type of function and context. Preferably, merchant products must have a monochrome background. In the case of a relationship with the human figure (hands, fingers, etc.), the utmost care in perspective and scale is essential.

The products must always be represented lit with a plausible screen, without a placeholder or logo.



Render images, featuring Nexi DOTS

Mobile view



Mobile view



Still-life images, featuring humans

Current page images are intended references.





Render images, featuring Nexi DOTS



Mobile view

Current page images are intended references.



Still-life images, featuring humans



Mobile view



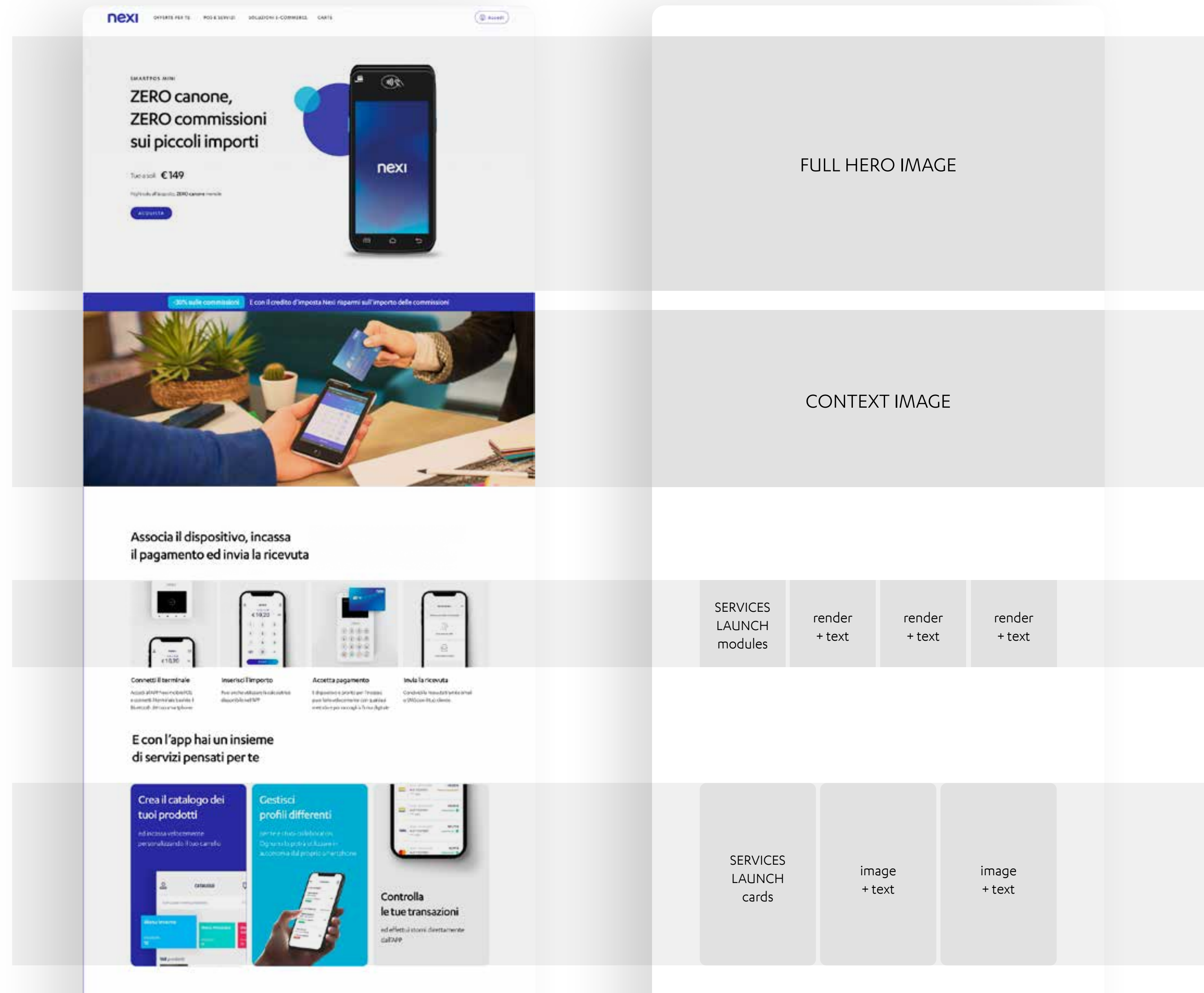
# Imaginary

## LAYOUT & MODULES

The images are inserted in the layout with two primary purposes: contextualizing and supporting the narrative.

Contextualization is fundamental in the commercial field to accompany key concepts of product marketing in a non-didactic and straightforward way. The photographic cut must be chosen carefully according to the guidelines and given the correct centrality to the product.

The images also compose secondary elements such as cards and widgets that can address non-priority aspects of the story, helping them acquire the right narrative rhythm and accent colors.





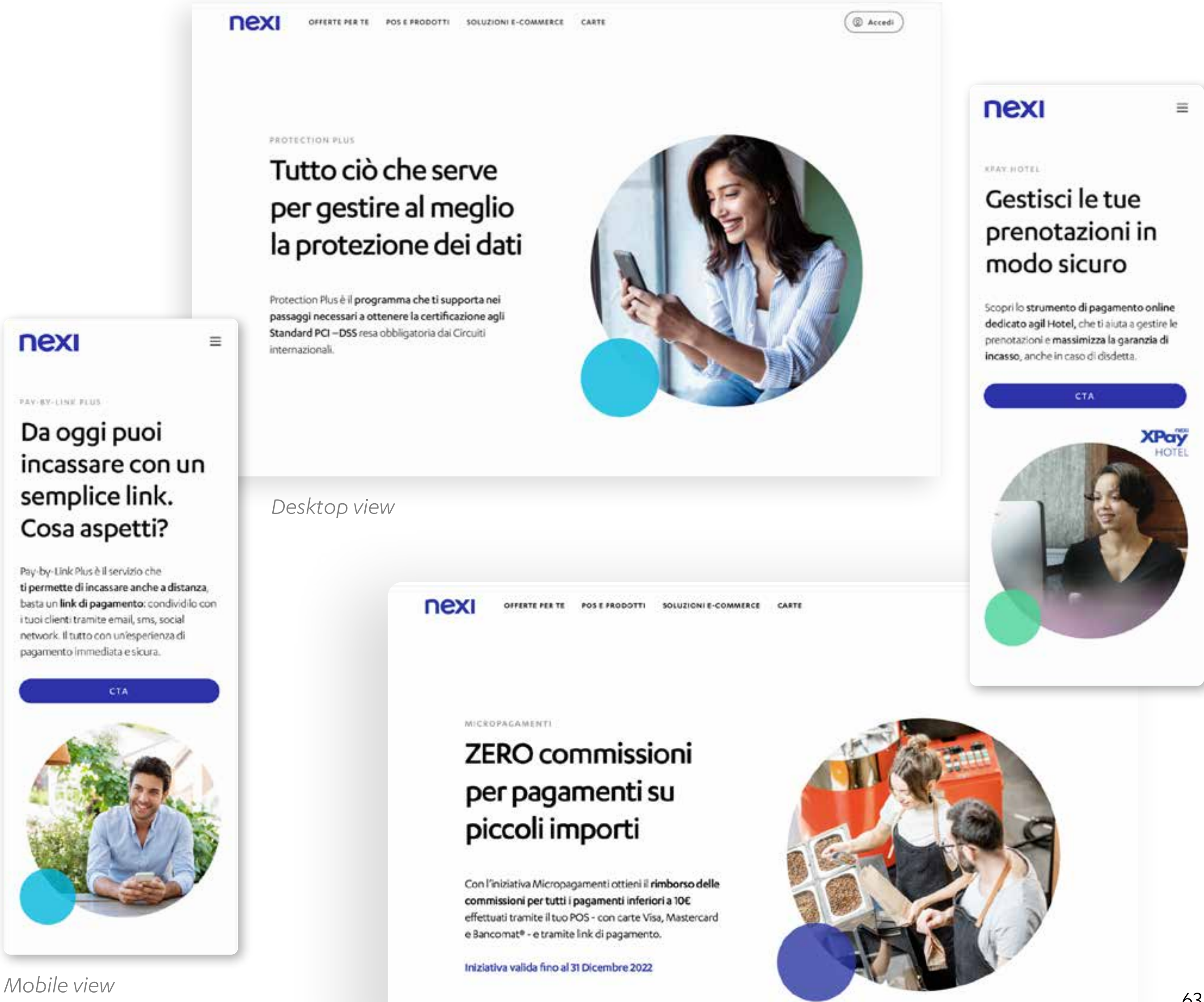
# Imaginary

## CUTS & SHAPES

- **Design choices to follow:**
1. Nexi Dots are suitable for service pages and VAS with image filling, differentiating from product navigation and the conversion funnel.

2. Use the geometries that refer to the brand book (shown here).
- **Don'ts:**
1. Use any other colors besides accent colors.

2. Reverse primary color and accent color in post-production.



Mobile view

Desktop view

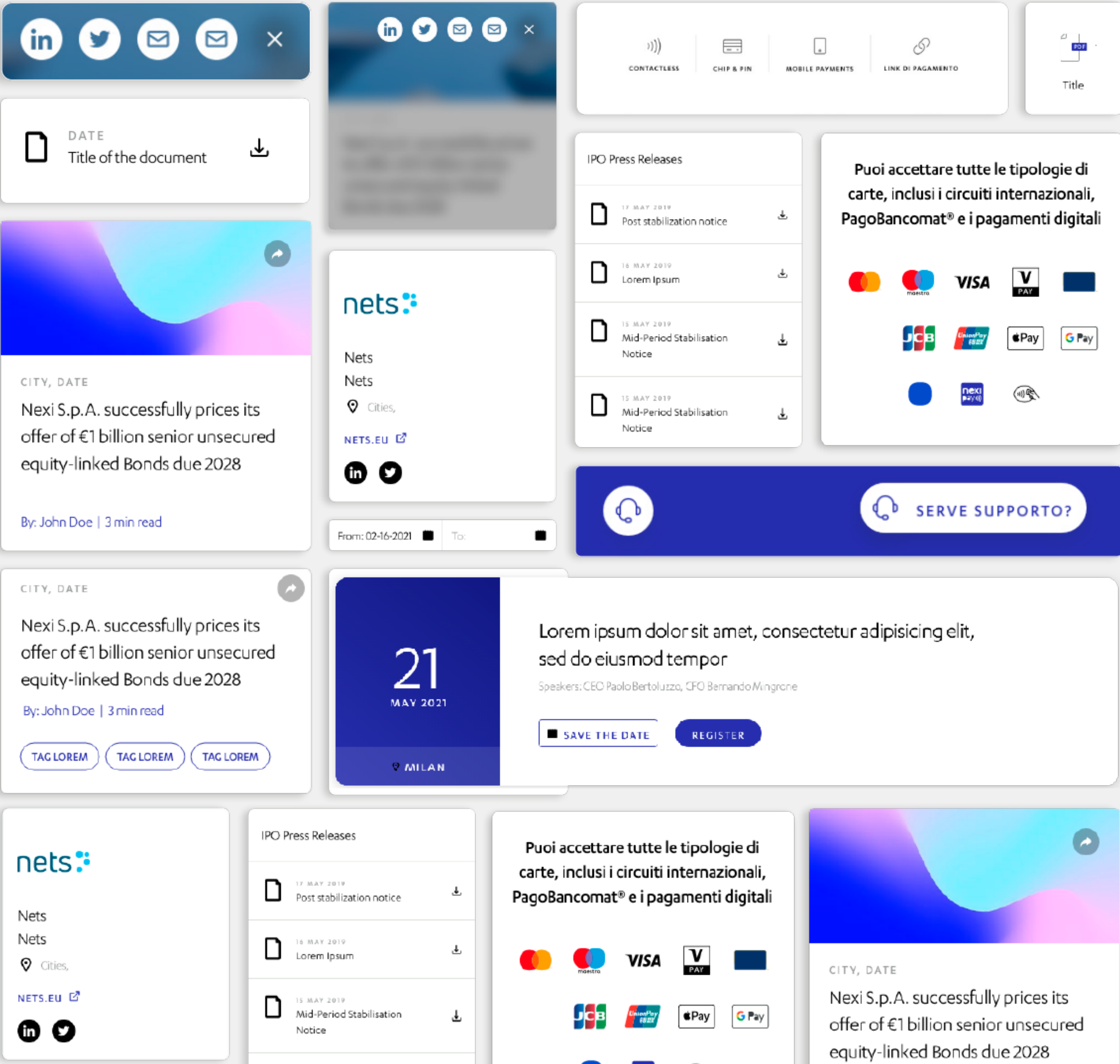
# Icons

ICONS LIBRARY NEXI →

Iconography has different functions within the horizon of the group’s digital properties.

The functional icons (with a variable degree of interaction) have a defined pattern that leads them to be recognizable in all properties, according to the use of primary colors (Nexi White, Nexi Blue or Nexi Dark Blue) or alternative (Nexi Black).

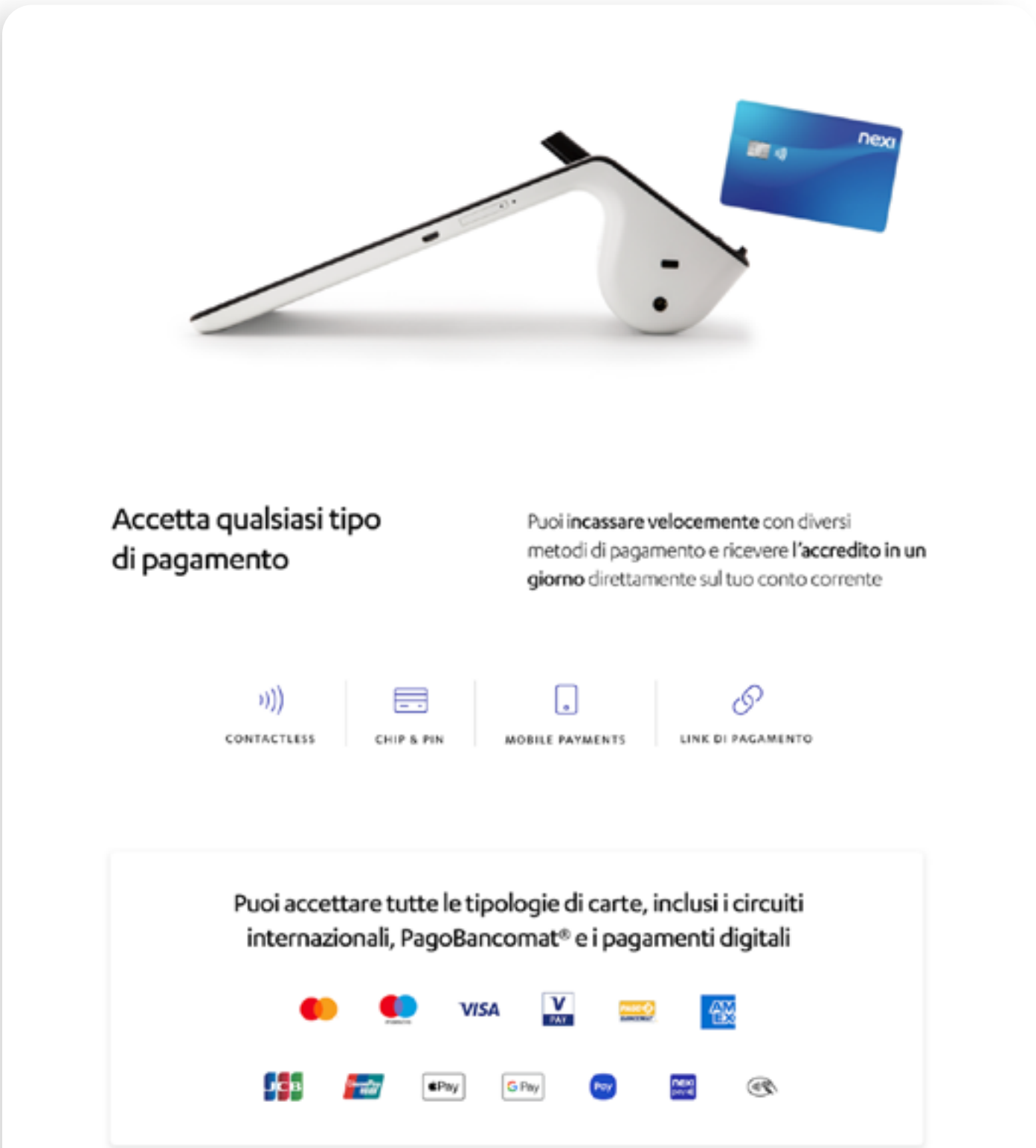
The icons of third parties or payment circuits, on the other hand, necessarily have a freer scheme and basic grid system rules on lines and always primary background.





The iconography supporting the narrative lives on a constantly evolving icon set but with distinct elements such as the stroke and the full-empty relationship.

Specific needs can expand this icon set but must be consulted to ensure iconographic coherence where the same service or concept is represented.



# Interaction states



Within the Nexi digital ecosystem, icons are symbols used to represent features, functionality, or content. Our icons are simple, approachable, and legible, as our tone of voice is. They should be recognized and easy to remember.

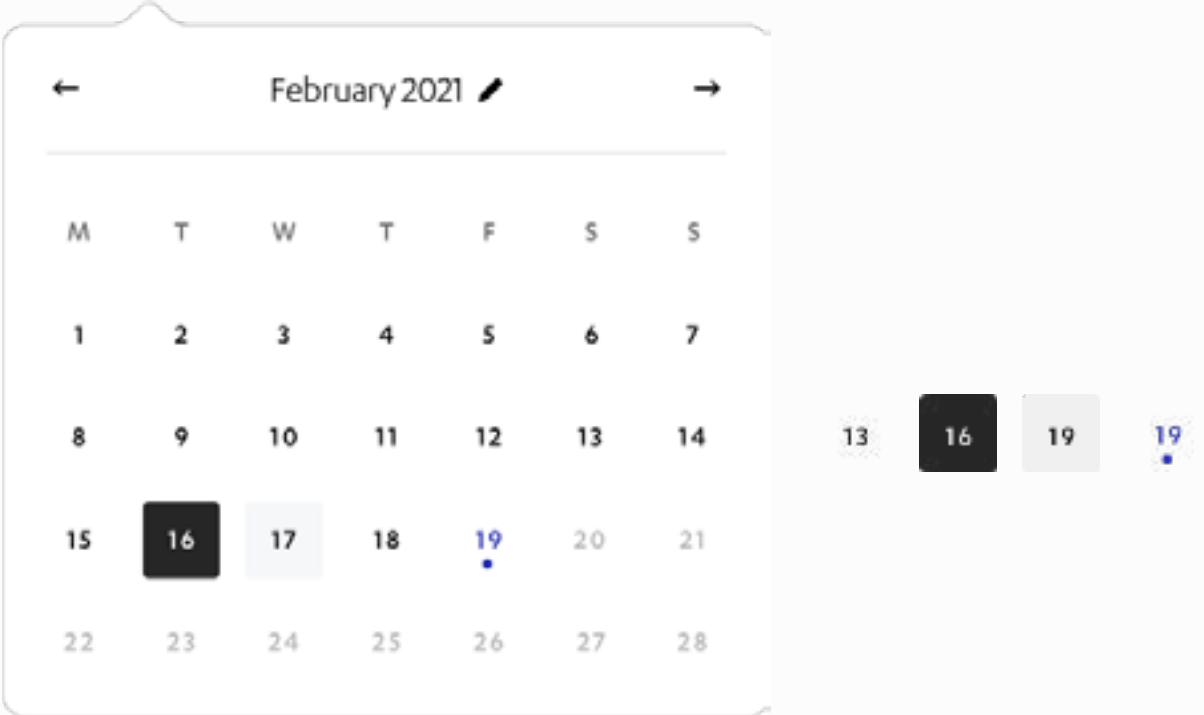
Any new icons can be created if needed. These icons have been designed to maintain high readability when they are used in small dimensions. Around the icons there is an area of respect. This area corresponds to ½ X, where X is the width of the square of icons.

Current page visual is intended a reference, resources are available in the INSPECT section above, instead.

## Types



Buttons



Datapicker and dates



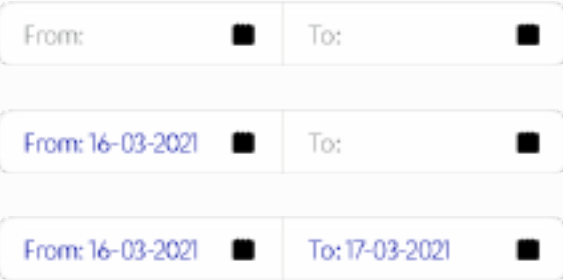
Filter Bar



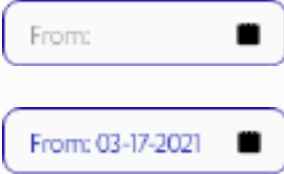
Other



Switcher



Dropdown data, double



Dropdown data, single



Dropdown form, select

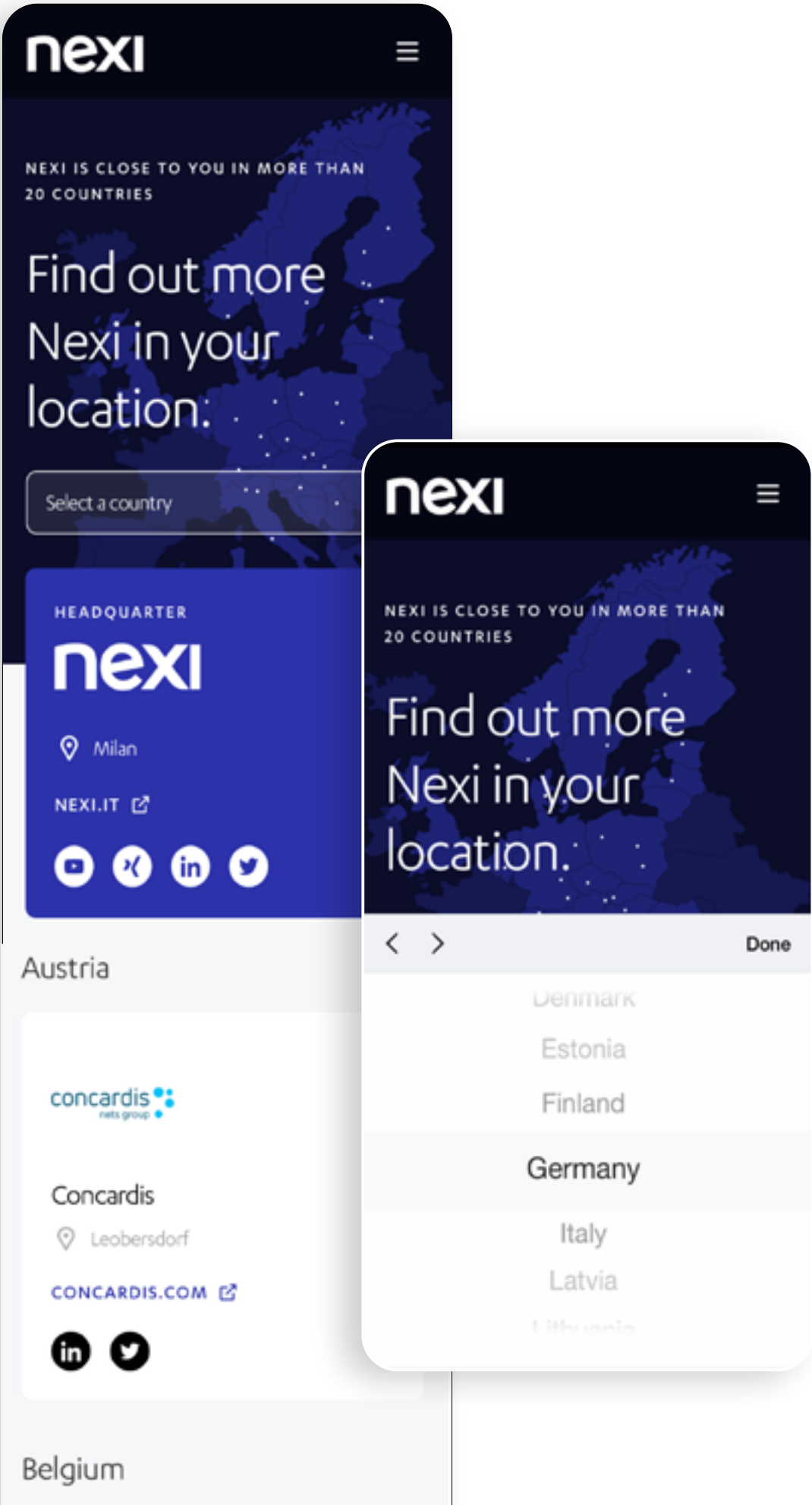
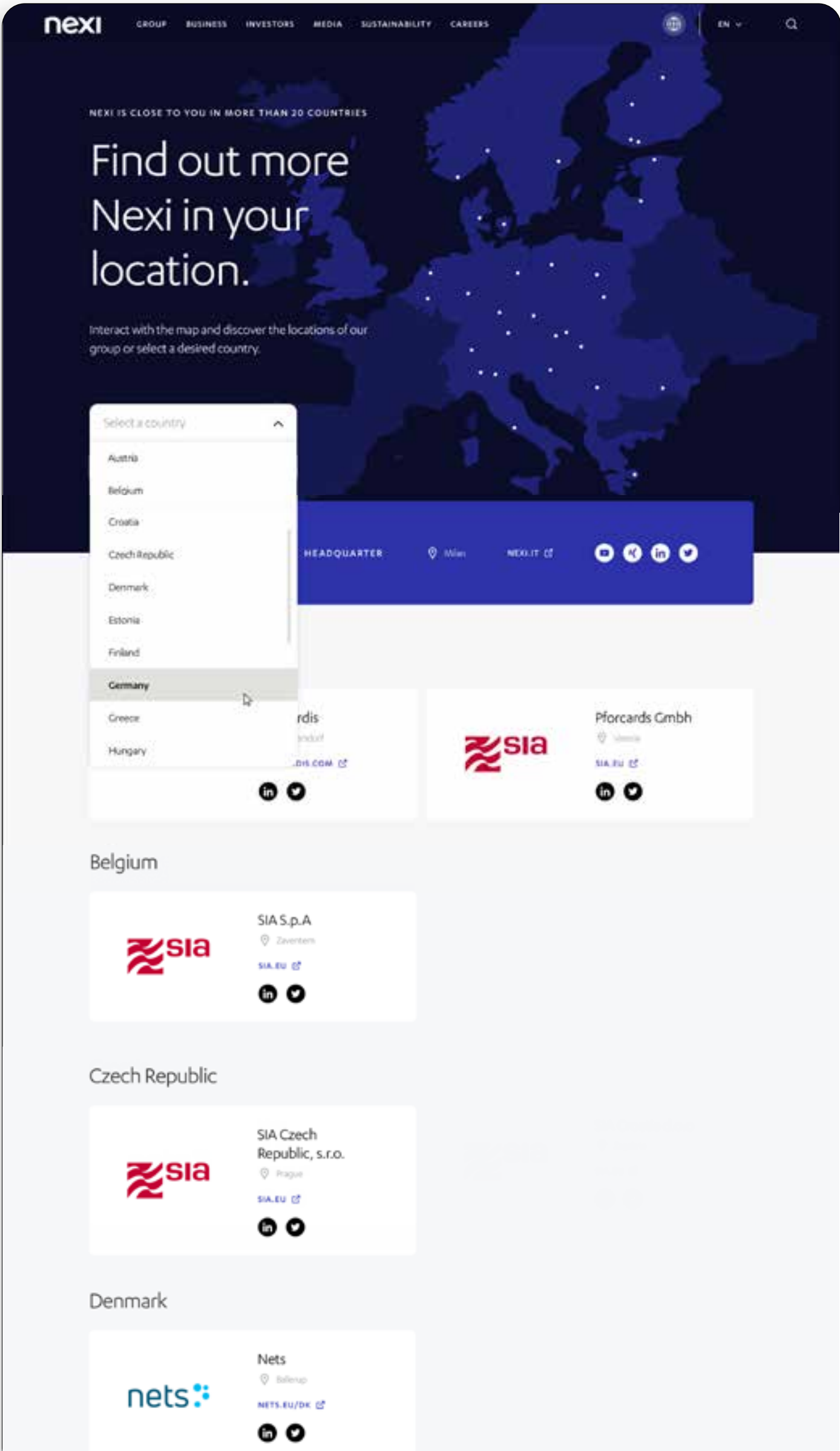


Dropdown Hero, select



Form, labels

The elements and design libraries that will be released and updated guarantee an effective repository from which to start composing new elements and evolving the language of digital properties as a group.





# Data visualization

It is straightforward to make information on the screen ineffective due to the user’s display speed and average attention.

Therefore, it is necessary to respect the pace of information, never placing more than one data or statistic side by side at a time and always giving the possibility in progressive disclosure to deepen and detail the information.



2021

TAG  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

NEXI S.P.A. **LAST PRICE**

0% Convertible Bond 24Feb2028 (ISIN XS2305842903)

CODICE ISIN  
XS2305842903

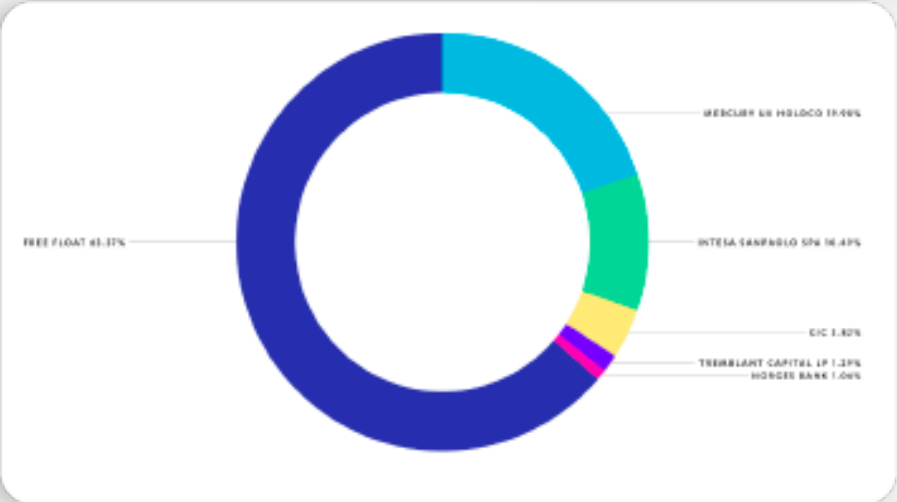
AMMONTARE (MIL EUR)  
1,000

DATA DI EMISSIONE  
02/24/2021

DATA DI SCADENZA  
02/24/2028

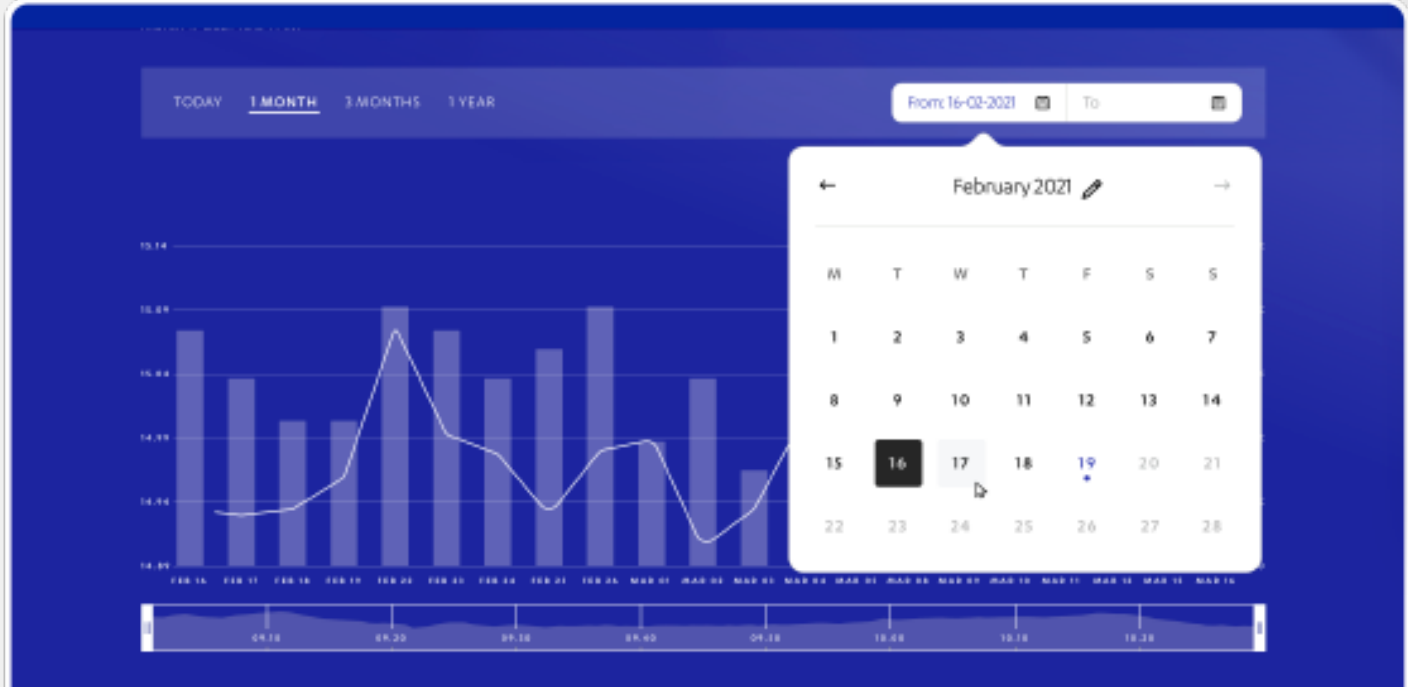
DETTAGLI

LUXEMBOURG STOCK EXCHANGE →



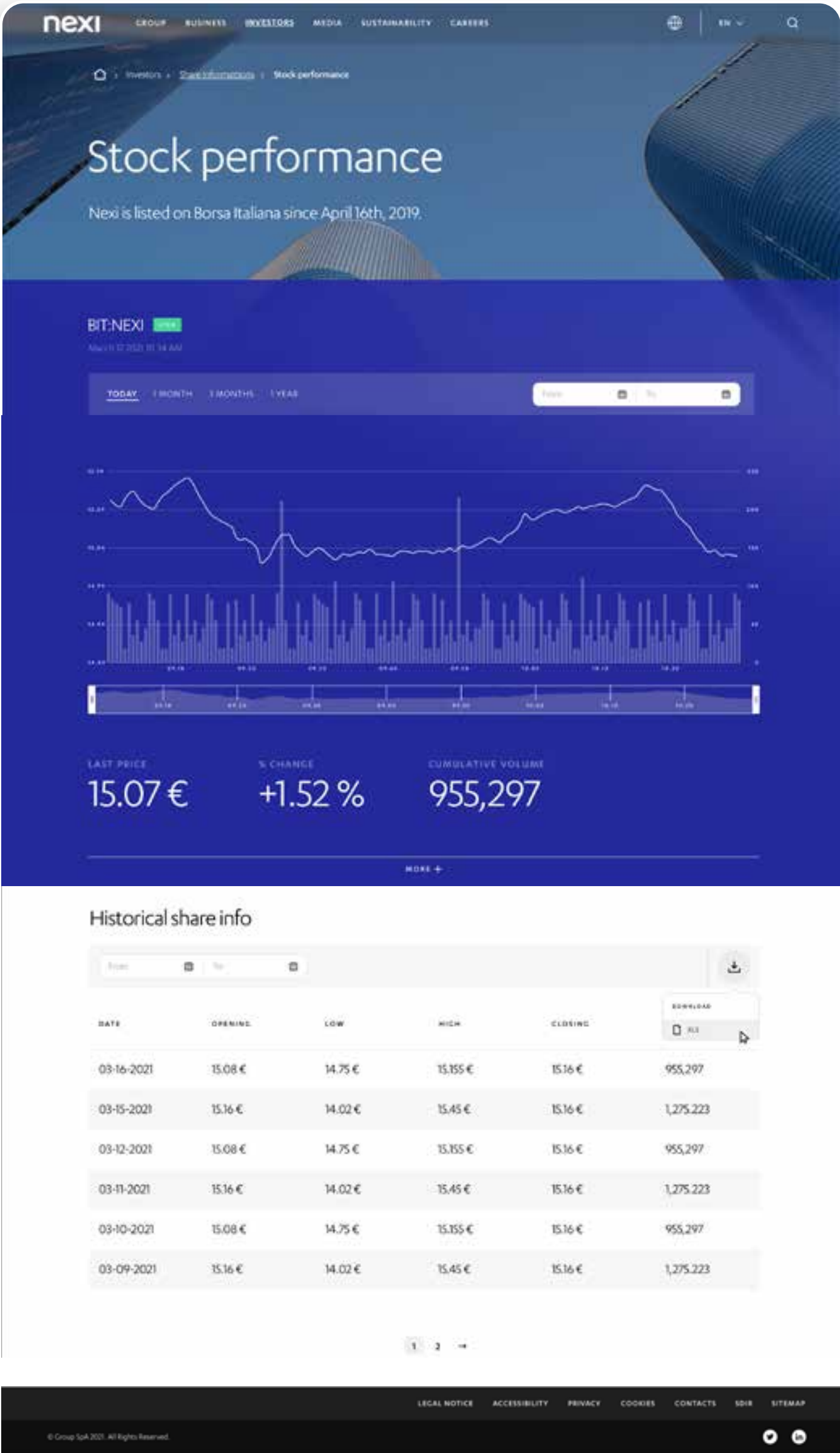
2021

TAG  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.



The data visualization library is very extensive but consists of a few atomic elements, which for simplicity guarantee a good affordance on different display models.

It is possible to expand it to cover new needs not yet tested. Still, it is necessary to start from the basic atoms to ensure the visual and chromatic coherence essential to develop an effective communication system.





INTRODUCING DBI

# UI Library

The UI Library is the guide for designers and developers, containing all the information necessary to their work as:

- semantic and accessible component markup;
- cross-browser compatible CSS;
- icon, font and design guidelines.

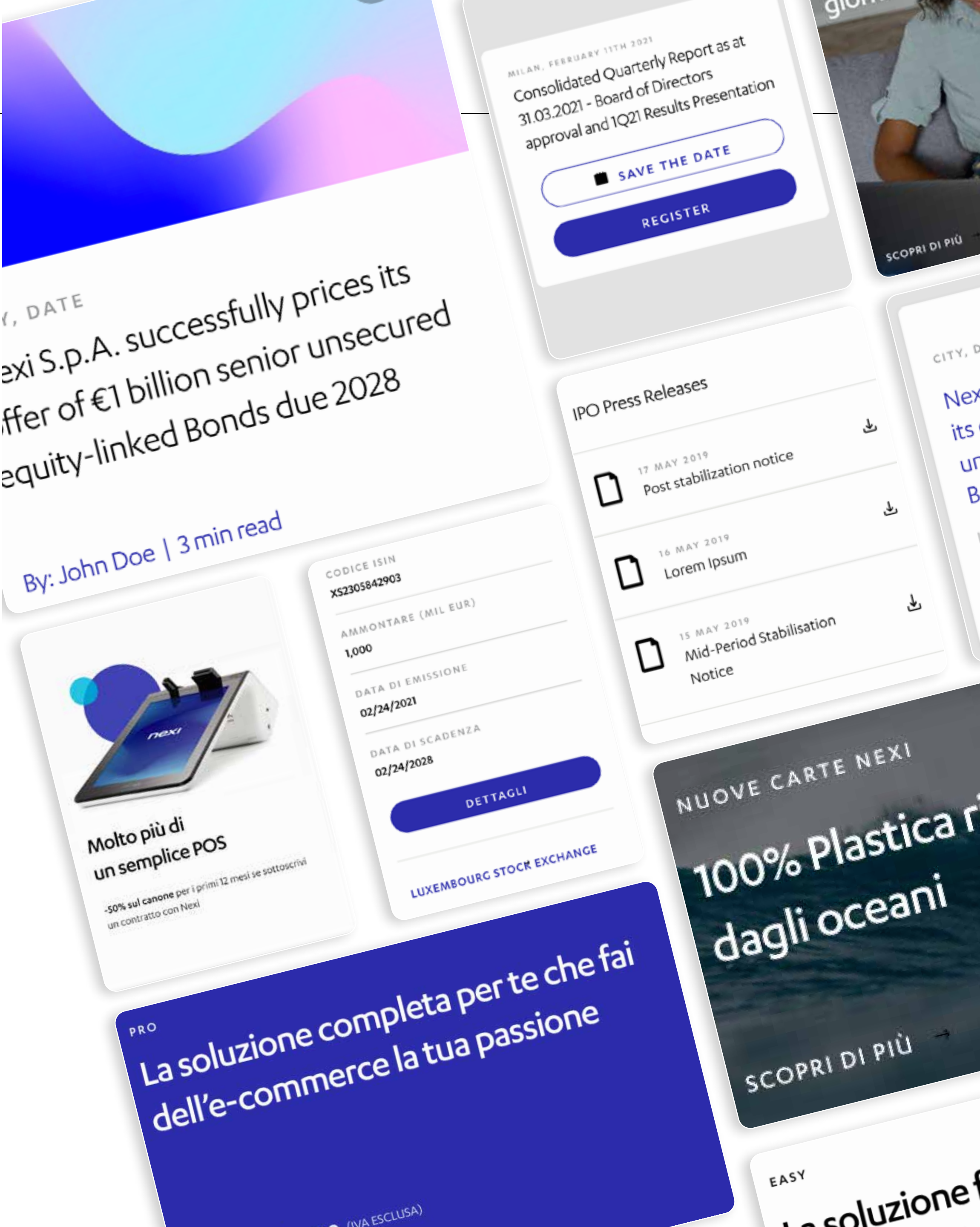
UI LIBRARY NEXI →

→ **Developers**

More in details, developers could get an overview of Nexi’s style and a complete documentation about components.

→ **Designers**

While designers could learn Nexi’s patterns and principles, having the access to all components to use in their designs.





03

# Contacts

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