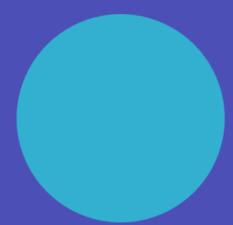


DESIGN GUIDELINE BRAND IDENTITY SYSTEM

2026



nexi

1. LOGO

Next
Generation
payments



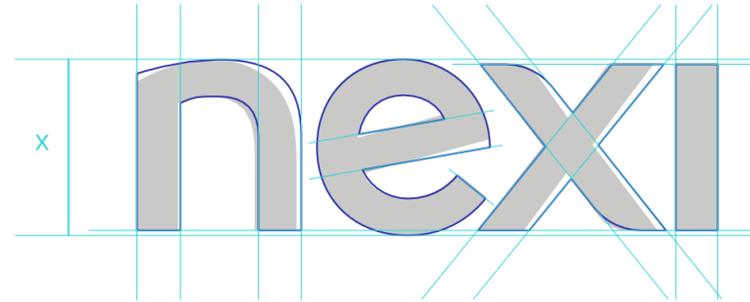
Next to
Customers

PROPORTIONS

The logo must comply with all the rules set out on this page and in the following pages.

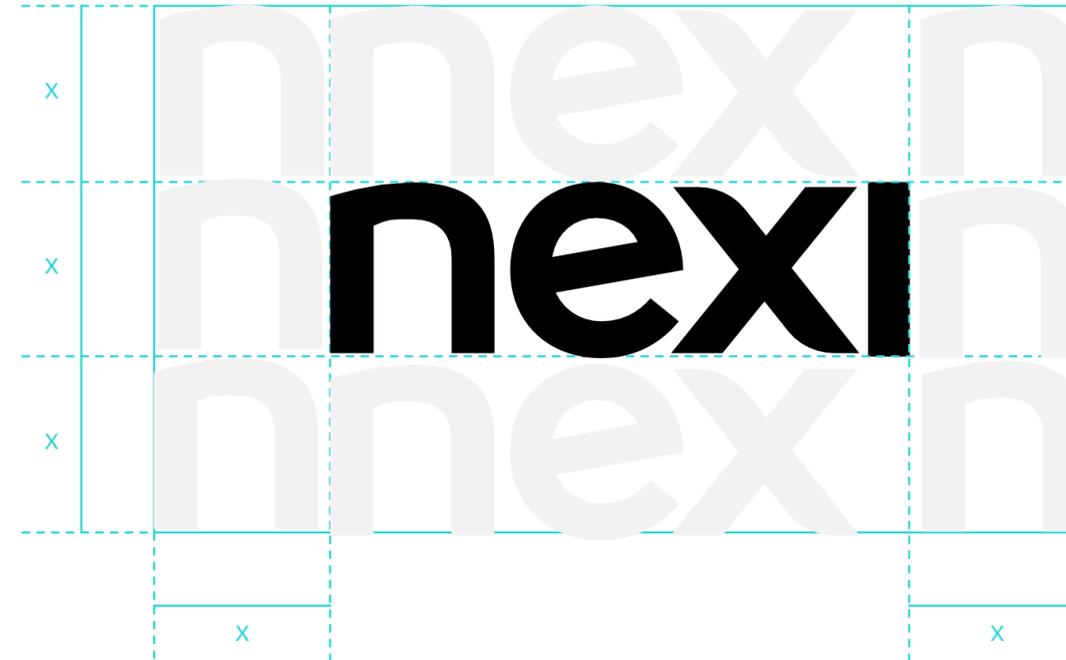
The Nexi logo has been designed in a specific and distinctive way; it must not be distorted or modified in any way.

The height of the logo is x.



MINIMUM CLEAR SPACE

Around the logo there is a minimum clear space that must never be occupied by graphic or written elements. This area corresponds to the height of the logo (x).



MINIMUM SIZE

The minimum measurements under which the logo cannot be reproduced are linked to technical factors and are different for all that is considered offline (print) and for all that is considered online (digital).

PRINT

nexi
18 mm

DIGITAL

nexi
50 px

! *The logo can only be printed in a size smaller than 18 mm on credit cards.*

NEXI COLOR LOGOS

The **institutional colour** is encoded on this page: blue colours the logo. The encoding of this colour must always be complied with and does not allow changes.

If placed on **its institutional blue background**, the logo is displayed in the negative version, i.e. white. It recovers its institutional colour when the background on which it is placed guarantees its legibility.

! *Nexi blue is also encoded in the colour scale of paints and coatings: RAL 5002.*

The image shows the Nexi logo in a bold, lowercase, sans-serif font. The letters are a deep blue color, and the logo is centered on a plain white background.

BLUE

C100 M88 Y0 K0

R45 G50 B170

Pantone 2126 C

Pantone Blue 072 U

WEBSafe: #2D32AA

Negative version

The image shows the Nexi logo in a bold, lowercase, sans-serif font. The letters are white, and the logo is centered on a solid blue background.

BLACK AND WHITE VERSION

The **logo** may be reproduced in **black and white** when necessary.

In **negative**, the logo will be rendered in the colour that ensures the **highest legibility against the background**.



90%



80%



70%



60%



50%



40%



30%



20%



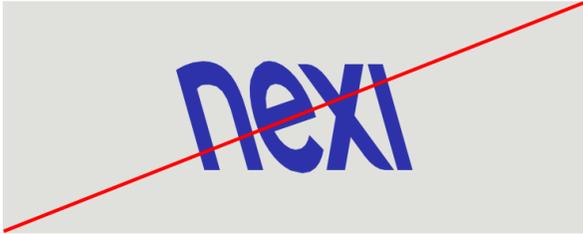
10%



IMPROPER USES

No part of the logo can be altered.

This page provides examples of incorrect use of the Nexi logo.



Do not distort



Do not change the colours



Do not apply outlines



Do not change the logo font



Do not use on similar backgrounds



Do not apply shadows or effects

x

When creating a **sub-brand combo logo**, follow this structure:

- **Horizontal** version: [Sub-brand Logo] [vertical line] [part of + Nexi Logo]
- **Vertical** version: [Sub-brand Logo] [horizontal line] [part of + Nexi Logo]

! More sub-brand options (including Ratepay, P24, and others) are planned for implementation.



CONVERGENCE OF COBRADING BRANDS

Based on the proportions of the brands logo that need to be placed alongside the logo, two different dimensional ratios will be chosen.

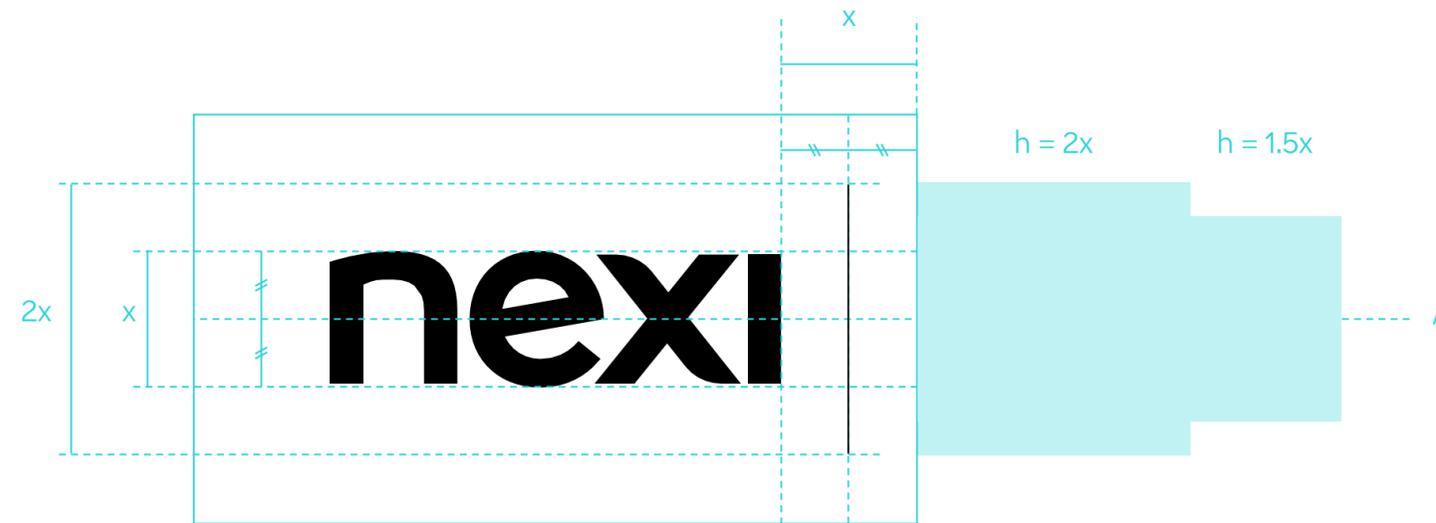
All **brands logo** with a **compact development** (smaller difference between base and height) will **be sized with a total height of 2X, where X is the height of the Nexi logo.**

All brands with a **horizontal development** (greater difference between base and height), will be **sized with a total height of 1.5X, where X is the height of the Nexi logo.**

A **vertical bar**, equal to **twice the height of the logo (X)**, must be **placed between the two logos** when displayed side by side.

The **bar** should be in **Grey 01**.

In both cases, **the logos will always be centered on the horizontal axis (A) of the logo.**



nexi | LOGO

Examples

nexi | VISA

nexi | 

nexi | 
LEGAMBIENTE

nexi |  Microsoft

! *When calculating the size of brands or logos, any payoffs or claims must not be included.*

! *Depending on requirements, the order of the logos can be reversed with the Nexi logo on the right. This situation should be evaluated and approved by Group Brand & Communication team*

! *If the Nexi logo will be used in a combined logo made from a partner, Group Brand & Communication team need to approve the combined logo before the final usage.*

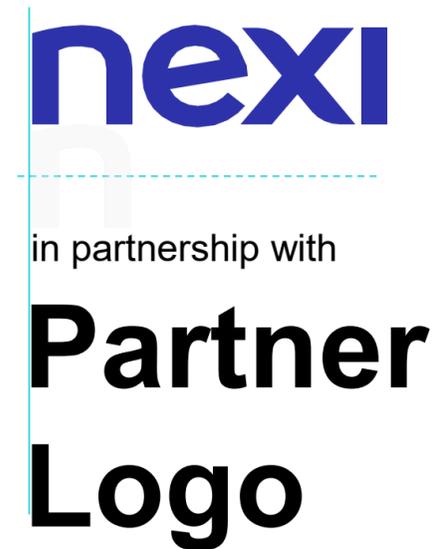
When creating a **Partnership combo logo**, follow this structure:

- **Horizontal version:** [Nexi] [in partnership with] & Partner Logo



The image shows a horizontal partnership logo structure. On the left is the word "nexi" in a blue, lowercase, sans-serif font. To its right is a vertical line. To the right of the line is the text "in partnership with" in a small, black, sans-serif font. Further to the right is the text "Partner Logo" in a large, bold, black, sans-serif font. A dashed horizontal line is drawn across the middle of the "nexi" and "Partner Logo" text.

- **Vertical version:** [Nexi] [in partnership with] & Partner Logo

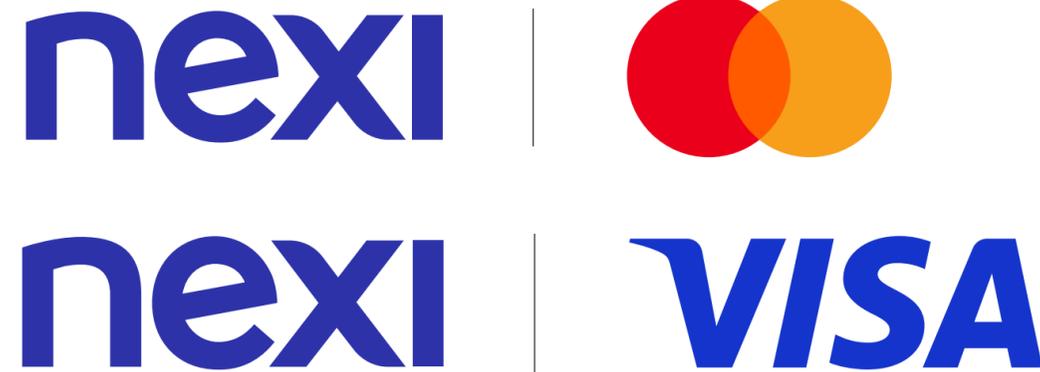


The image shows a vertical partnership logo structure. At the top is the word "nexi" in a blue, lowercase, sans-serif font. Below it is a vertical line. To the right of the line is the text "in partnership with" in a small, black, sans-serif font. Further to the right is the text "Partner Logo" in a large, bold, black, sans-serif font. A dashed horizontal line is drawn across the middle of the "nexi" and "Partner Logo" text.

- ! *The wording "in partnership with" will not undergo localization or translation.*

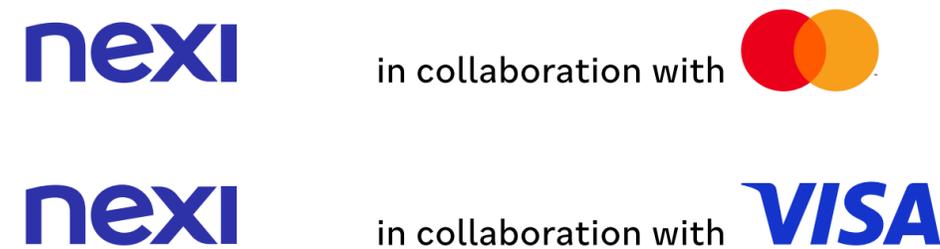
SCHEME

When using a **Scheme logo combine to Nexi Logo** follow this structure:



The Nexi logo and the logos of schemes can be used together as a combined logo when both Nexi and the scheme are integral parts of the service or offering (e.g., payment cards).

When using a **Scheme logo combine to Nexi Logo in a situation of collaboration or sponsorship**, follow this structure



When the scheme supports Nexi in promoting a service, the scheme's logo must include the wording "in collaboration with" or "in partnership with"

All logos should appear visually balanced. Our logo should not appear significantly larger or smaller than the scheme logo. Maintain a minimum clear space around each logo equal to the height of the capital letter in our logo. This ensures both logos are visually balanced.

x

The naming approach within Nexi, aims for 3 prime benefits:

- Easier orientation for customers and sales teams navigating through the offer portfolio
- Effective SEO strategy in relation to the category search
- Reinforcement of the Masterbrand Nexi in association with offer innovation

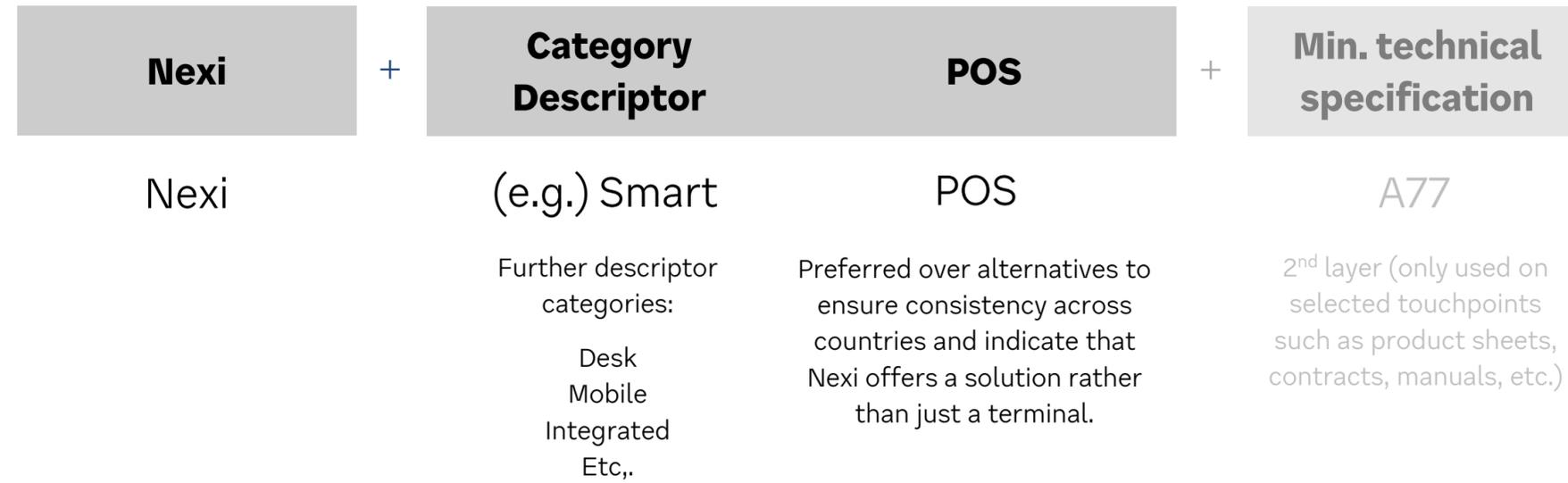
nexi

Product category
descriptor

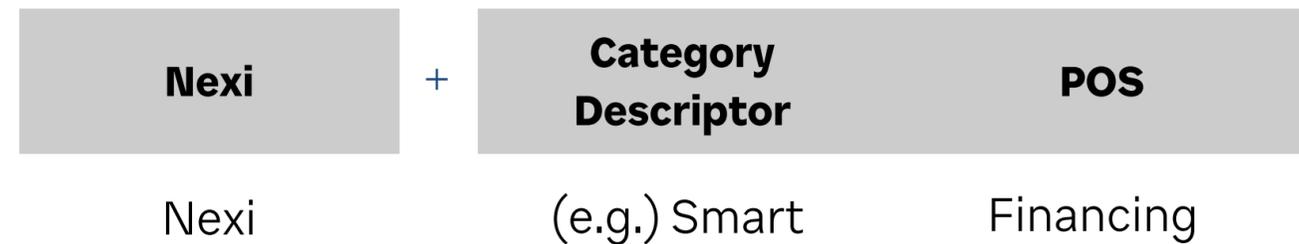
Model

x

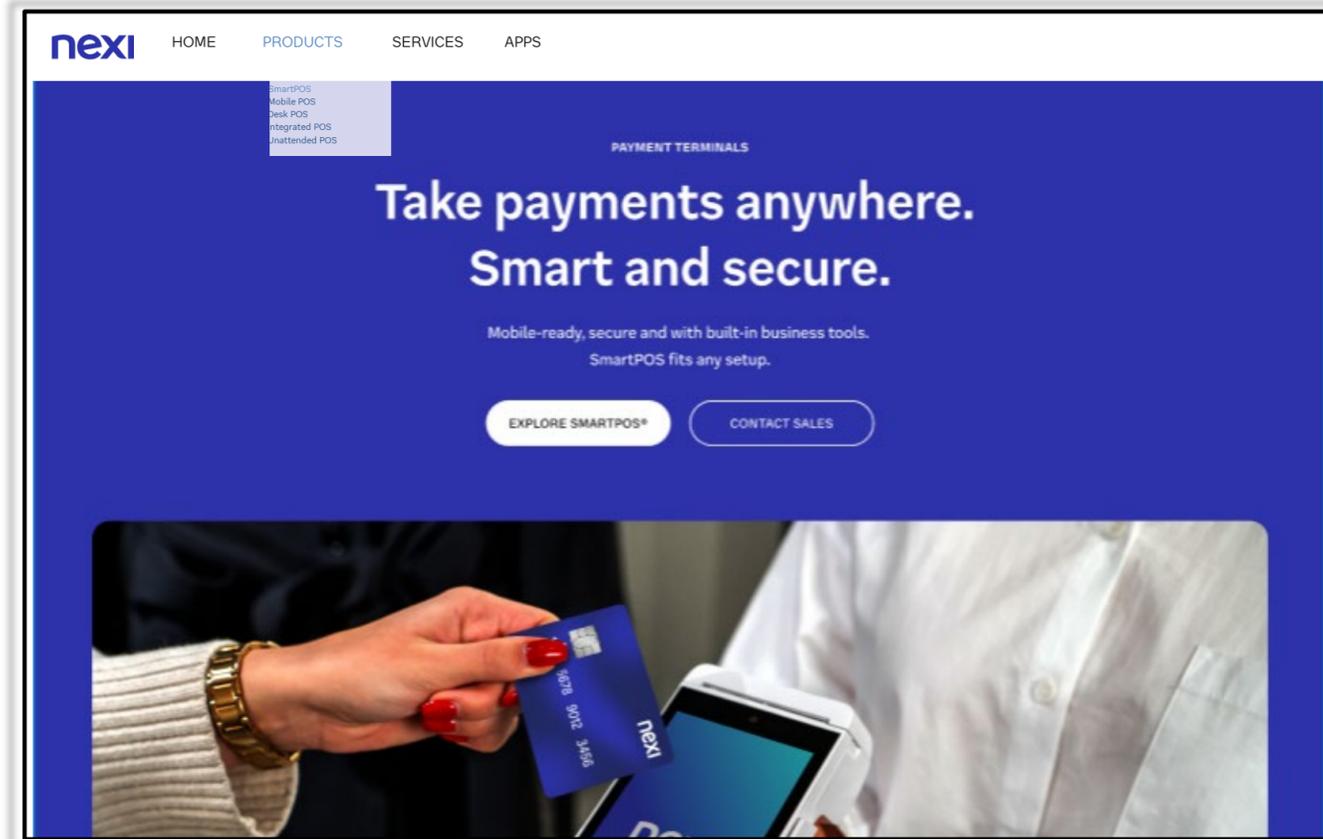
POS terminal names



Value Added Services



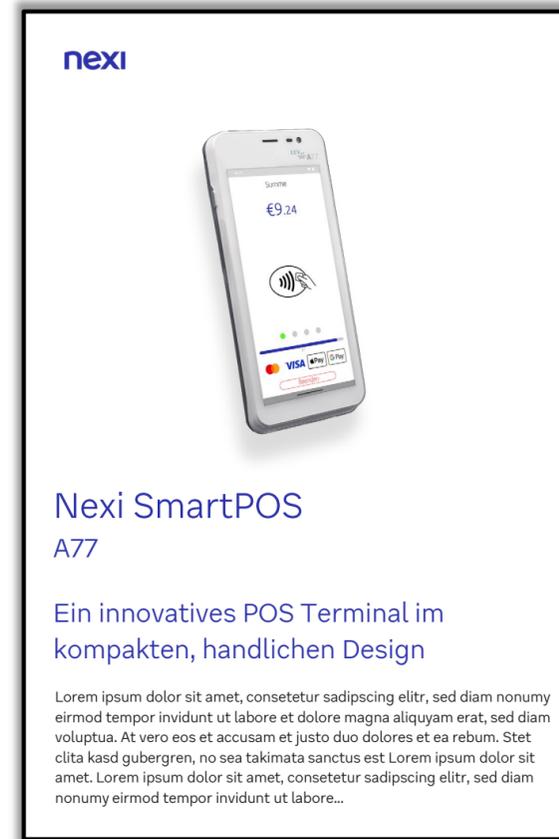
Illustrative examples of using the proposed logic across touchpoints:



Website



Social Media



Product Flyer



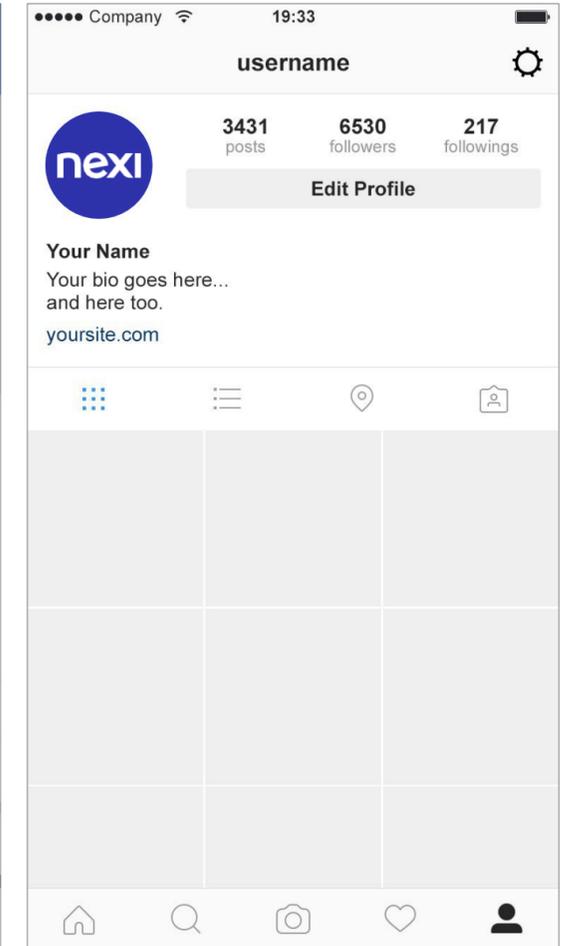
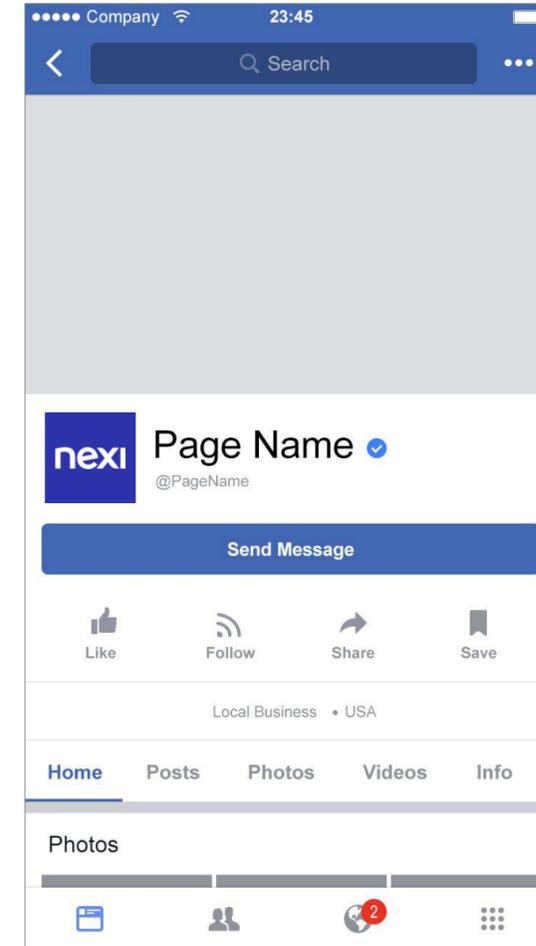
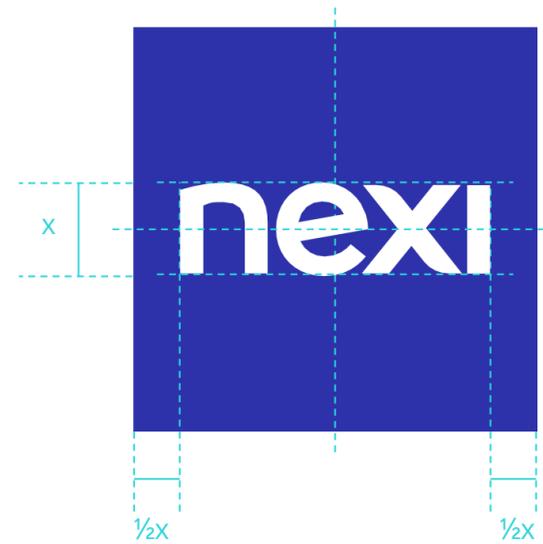
Contracts

- ! The model number of the terminal is only used in selected touchpoints like in the second layer communication with more product details like.e.g. contracts, product sheets and on website – but not in the broad advertising.

NEXI LOGO ON SOCIAL ICONS

The construction of social icons is calculated starting from the height (X) of the Nexi logo.

The reference dimension $\frac{1}{2}X$ is shown on the right and left side of the logo, thus obtaining the width and height ($\frac{1}{2}X + \text{Nexi logo width} + \frac{1}{2}X$) of the blue square. The logo will then be aligned centrally inside it.



2. COLOURS

NEXI COLOURS: PRIMARY COLOUR USAGE GUIDELINES

To ensure consistency and recognisability across all touchpoints, colour usage within the Nexi brand follows a defined hierarchy and purpose. Below are the essential rules governing the use of our brand colours across **assets, backgrounds, and graphical elements** such as **dots** within the Corporate Visual Identity (CVI).

Primary Colour: Nexi Blue

- **Nexi Blue** is the institutional and primary brand colour.
- It must be the **dominant colour** across all materials (print and digital).
- Use Nexi Blue for:
 - **Backgrounds** of layouts and templates
 - **Large dots** within the CVI
 - **Key brand assets** primary components

Tonal Shades of Nexi Blue

- **Light and dark variants** of Nexi Blue may be used in **special cases**, such as:
 - UI components (hover states, active states, etc.)
 - Infographics and data visualisation
 - Layered backgrounds or charts
- The **core Nexi Blue must account for at least 70%** of the total blue usage in any asset.
- Use these shades thoughtfully to maintain **visual hierarchy** and **brand dominance**.
- Always manage positioning to ensure Nexi Blue leads the composition.

INSTITUTIONAL COLOUR

NEXI BLUE

C100 M88 Y0 K0

R45 G50 B170

Pantone 2126 C

Pantone Blue 072 U

WEBSafe: #2D32AA

GRADATION



NEXI COLOURS: SECONDARY COLOUR USAGE GUIDELINES

Our **secondary colour palette** serves a supportive role. These colours are designed to **complement** Nexi Blue and add flexibility to our design system. their application is intentionally limited to ensure brand coherence:

- Approved uses of secondary colours:
 - **Small dots** in graphical brand elements
 - **Accent details** and visual highlights
 - **Supplementary UI elements**, as long as they remain visually subordinate to Nexi Blue
- ! • **Do not use secondary colours** as:
 - Background colours (except in specific web/digital components, as outlined in the Digital Design Guidelines)
 - The **larger dots** of the CVI

! **Use of Nexi Dark Blue in Exceptional Cases**

- **Nexi Dark Blue** may only be used *when Nexi Blue is not technically or visually effective, for example:*
 - Merchandise such as **cups, t-shirts**, or other **promotional materials**
- This use is **exceptional** and must be carefully managed to preserve brand recognition.
- Even in these cases, the **core brand tone and clarity** must be maintained.

SECONDARY COLOUR PALETTE

NEXI LIGHT BLUE

C60 M0 Y20 K0

R43 G212 B217

Pantone 319C

Pantone 319U

WEBSafe: #2BD4D9

NEXI TEAL

C80 M0 Y50 K0

R0 G180 B157

Pantone 326C

Pantone 326U

WEBSafe: #00B49D

NEXI CORAL

C0 M75 Y48 K0

R255 G96 B101

Pantone 2346C

Pantone 2346U

WEBSafe: #FF6065

NEXI DARK BLUE

C100 M90 Y0 K55

R7 G29 B73

Pantone 2768 C

Pantone 289 U

WEBSafe: #071d49

Accessible Accent Colours for Digital

- To ensure accessibility when overlaying **white text** on a **secondary colour background**, an **accessible accent colour** from the Nexi palette must be used.
- These colours are optimized for **readability and contrast compliance** in digital environments.
- **Refer to the Digital Guidelines** for full specifications and usage scenarios.

ACCESSIBLE SECONDARY COLOUR PALETTE

NEXI LIGHT BLUE



NEXI TEAL



NEXI COLOURS: BLACK, WHITE AND GREY PALETTE USAGE GUIDELINES

Black (Restricted Use)

- **Black must not be used as a background**, with one exception:
 - **Website footers**
- Use of black in **graphical elements or visual assets** requires **explicit approval** from **Group Brand & Communication**.
- This ensures that black does not overpower Nexi Blue or disrupt brand tone.

Use of White Backgrounds (Conditional)

- **White** may be used as a background in **exceptional cases only**.
- This approach is acceptable **only when the brand context is unmistakably clear** (e.g., branded environments, clearly Nexi-owned channels).
- **Prior approval** from **Group Brand & Communication** is required before using a white background in this way.

Grey: Supportive & Neutral

- **Grey** is used as a **secondary background colour** and for **subtle design elements**.
- It serves to:
 - **Support** the primary palette
 - Enhance **readability**
 - Maintain a **clean, professional tone**
- Grey must not compete with or distract from key brand elements or content. Its role is always supportive, never dominant.

BLACK

C0 M0 Y0 K100	R0 G0 B0	WEBSafe: #000000
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WHITE

C0 M0 Y0 K0	R255 G255 B255	WEBSafe: #FFFFFF
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GREY 01

C30 M23 Y17 K58	R116 G118 B120	Pantone Cool Grey 9 C	Pantone Cool Grey 9 U	WEBSafe: #747678
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GREY 02

C20 M15 Y11 K40	R154 G155 B156	Pantone Cool Grey 7 C	Pantone Cool Grey 7 U	WEBSafe: #9A9B9C
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GREY 03

C13 M9 Y9 K27	R178 G180 B179	Pantone Cool Grey 5 C	Pantone Cool Grey 5 U	WEBSafe: #B2B4B3
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GREY 04

C8 M5 Y6 K16	R201 G202 B200	Pantone Cool Grey 3 C	Pantone Cool Grey 3 U	WEBSafe: #C9CAC8
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GREY 05

C4 M2 Y4 K8	R224 G225 B221	Pantone Cool Grey 1 C	Pantone Cool Grey 1 U	WEBSafe: #E0E1DD
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GREY 06 - WEB USE ONLY

	R240 G240 B240	WEBSafe: #F0F0F0
--	----------------	------------------

! The GREY 01 for internal forms can be converted into the following four-colour scheme: C0 M0 Y0 K70

! GREY 06 can only be used in the web part

COLOUR USAGE MATRIX

Colour	Background	Large Dots	Secondary small Dots	Usage
Nexi Blue	✓	✓	✗	Always primary
Light/Dark Nexi Blue	✓ (≥70% Nexi Blue)	✗	✗	Use for depth or contrast
Nexi Dark Blue	! Use only for specific usage	✗	✗	Requires approval
White	!Use only for specific usage	✗	✗	Requires approval
Grey	✓ (subtle use)	✗	✗	Supportive, neutral role
Black	✗ (except web footer)	✗	✗	Requires prior approval
Secondary Accent Colours	✗ (except defined digital use)	✗	✓	Accent use only
Accessible Accent Colours	✓ (digital only)	✗	✓	For contrast with white text

By strictly following these colour usage rules, Nexi ensures a **clear, coherent, and trusted visual identity**, across every environment and medium.

3. FONT

INSTITUTIONAL TYPOGRAPHY - NEXI SANS PRO FONT FAMILY

Typography plays a fundamental role in conveying the Nexi brand identity. A clear, consistent typographic system ensures **legibility, professionalism, and brand recognition** across all media and formats.

Institutional Typeface: Nexi Sans Pro

The **Nexi Sans Pro** font family is the official typeface of the Nexi brand. It was chosen for its **clarity, modernity, and versatility**, and is used across all core communication tools to create a **cohesive and distinctive visual tone**.

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.

This font must be used only for adv and printed materials and digital materials (es: advertising, banners, brochures, posters, leaflets, roll-ups, website* and Apps*, etc.).

**If Nexi Sans Pro cannot be used, Ubuntu may be used as the fallback font.*

You can download the font here:

www.nexigroup.com/en/brand-guidelines/

Nexi Sans Pro Thin

Nexi Sans Pro Thin Italic

Nexi Sans Pro Light

Nexi Sans Pro Light Italic

Nexi Sans Pro Regular

Nexi Sans Pro Regular Italic

Nexi Sans Pro Medium

Nexi Sans Pro Medium Italic

Nexi Sans Pro Semi Bold

Nexi Sans Pro Semi Bold Italic

Nexi Sans Pro Bold

Nexi Sans Pro Bold Italic

INSTITUTIONAL TYPOGRAPHY - NEXI SANS PRO FONT FAMILY

To ensure optimal readability and a balanced visual rhythm, the recommended line spacing (leading) should be **2 points larger than the font size**. For example, if body text is set at **14pt**, the line spacing should be **16pt**.

However, when using the **Nexi Sans Pro** typeface, it's acceptable to use **equal line spacing** meaning, for example, **14pt text with 14pt line spacing**. This exception helps maintain compactness while preserving legibility in most use cases.

To maintain visual clarity and brand consistency, it is recommended to **limit the number of font weights used within a single layout**. Ideally, **use no more than two weights** in the same composition.

When combining weights, ensure there is **enough contrast** to create clear hierarchy. This typically means selecting weights that are **at least one step apart** (e.g., *Regular* and *Semi Bold*, not *Regular* and *Medium*).

Example of recommended pairing:

Nexi Sans Pro Semi Bold for headings and bolded copy

Nexi Sans Pro Regular for body text

+2pt line spacing

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Equal

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Headline

Nexi Sans Pro Semi Bold

Body text

Nexi Sans Pro Regular

SYSTEM FONT – FALLBACK FONTS

In specific environments where Nexi Sans Pro **cannot be embedded or rendered** correctly:

Inter may be used as the fallback on **web and app** interfaces.

Calibri is the required substitute for all documents created within **Microsoft Office** tools (PowerPoint and Word).

Arial serves as the final fallback for DEM and third-party platforms that **do not support Calibri** (e.g., certain third-party platforms or email clients).

! No other fonts are permitted.

Calibri Light

Calibri Light Italic

Calibri Regular

Calibri Regular Italic

Calibri Bold

Calibri Bold Italic

Arial Regular

Arial Regular Italic

Arial Bold

Arial Bold Italic

FONT USAGE BY PLATFORM

Platform / Tool	Primary Font	Fallback / Default
Print materials	Nexi Sans Pro	—
Website* and App* design	Nexi Sans Pro	Inter
Microsoft Office (Word, PPT, Excel)	Calibri	—
DEM (Direct Email Marketing)	Arial/Calibri	Calibri/Arial
Third-party platforms	Calibri	Arial (if Calibri is not supported)

4. ICONS

ICON & PICTOGRAM SYSTEM

Our visual symbol set can be used across both digital and print materials.

Icons are small, functional symbols used in digital interfaces to represent actions, tools, objects or states. Icons stay compact (16–32 px) and support interaction in navigation, buttons, status indicators, and other UI elements. In our designs we use Lucide icons, an open-source library with a modern aesthetic and more than 1,300 consistently drawn symbols based on a 2 px stroke.

Pictograms are larger, more expressive visuals that communicate ideas or explain concepts across product and marketing touchpoints. Pictograms start at 48 px and help users understand empty states, onboarding steps, feature highlights, or educational and marketing content. Only two colors are permitted: White and Nexi Blue. No additional colors, tints, gradients, or variations may be used.

Icons and pictograms must follow the sizing, spacing, and style standards to ensure clarity and legibility at small scales. Icons represent functions, products, or actions across the Company’s communication tools and may not be used below their minimum size. Each icon requires a clear space of $\frac{1}{2} X$ around it, where X is the width of its construction square.

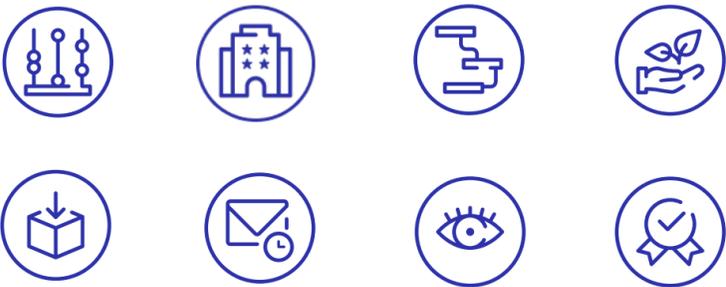
Circled version



Uncircled version



Circled version



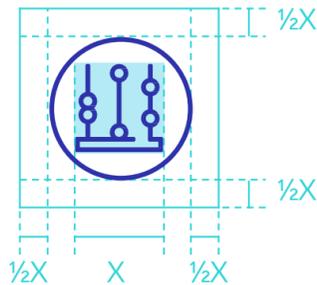
Uncircled version



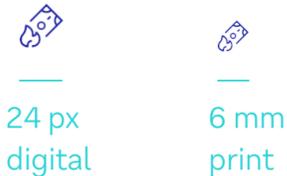
Minimum size



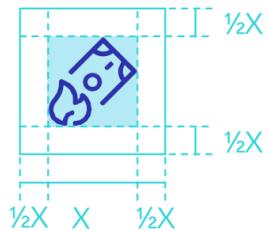
Safe area



Minimum size



Safe area

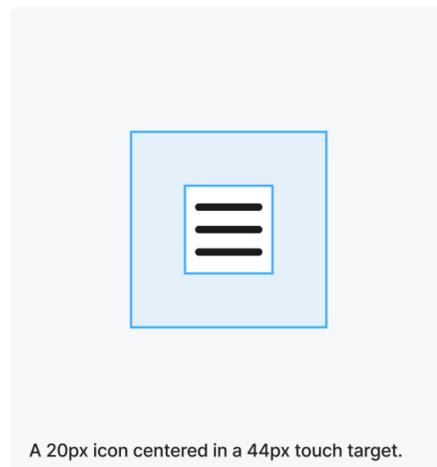


! The use of icons other than those provided in the Nexi set is prohibited. You can find the Pictogram overview here: <https://www.nexigroup.com/brand-guidelines>

ICONS

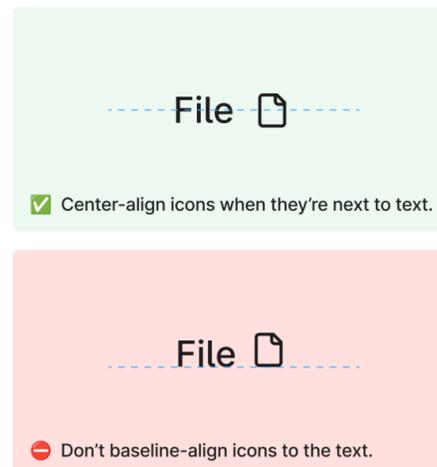
We use the Lucide icon library as the foundation for our iconography. Lucide provides a modern, cohesive visual language with more than 1,300 symbols built on a consistent 2 px stroke. Its SVG-based architecture ensures crisp rendering at any resolution, from small terminal interfaces to high-density mobile displays. The library is actively maintained, regularly updated, and offers broad compatibility with major frameworks including React, Vue, Angular, Svelte, and vanilla JavaScript.

Touch targets, alignment, color



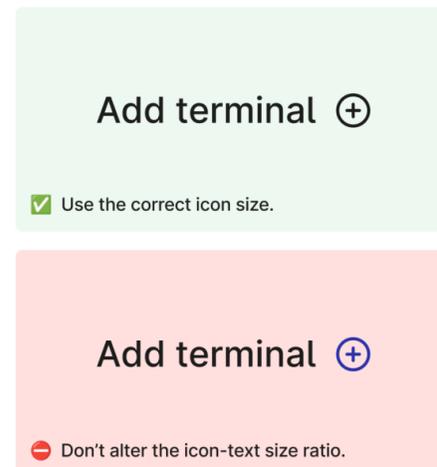
Touch targets

All touch targets for interactive icons need to be **44px or larger**. Developers can add padding to a touch target with CSS to meet the 44px requirement.



Alignment

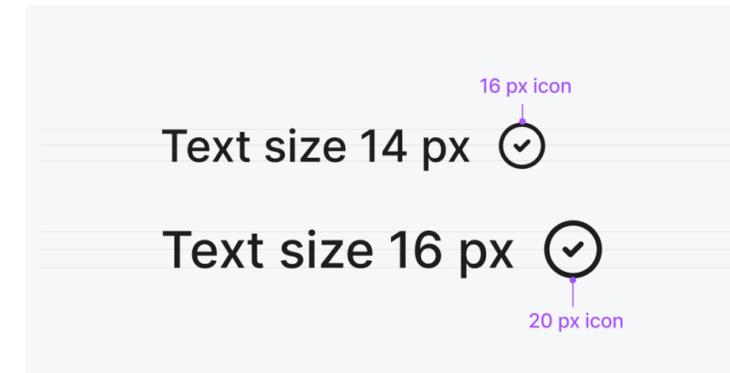
When used next to text, icons should be center-aligned.



Color

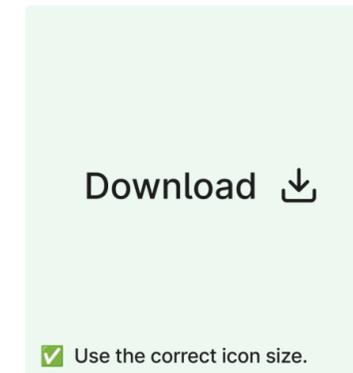
Icons are always a solid, monochromatic color and need to pass at least AA contrast. Icons do not have interaction states, only their backgrounds do.

Text pairing



16px and 20px icons are optimized to feel balanced when paired with 14px and 16px text size.

Use 24px and 32px when larger icons are needed.



5. DOTS

GRAPHIC ELEMENTS – DOTS COLOR

The **dots system** is a distinctive and expressive component of Nexi's CVI. When used correctly, it reinforces brand recognition.

General Rules

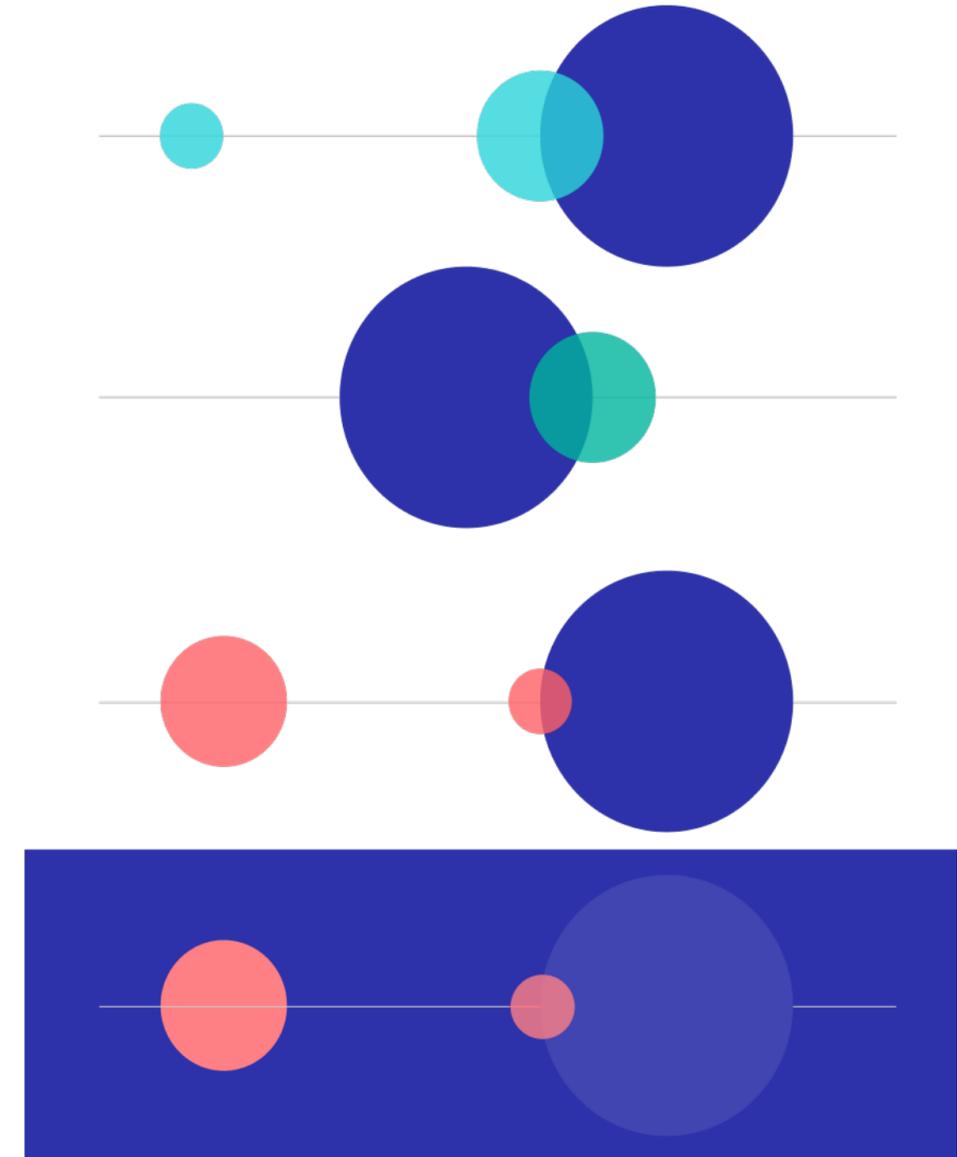
- Dots placement should always align with the **grid, layout, and visual template of** the asset.
- A **single secondary dot** may be used with the Nexi Blue one **without** adding a (medium or small) dot.
- When **secondary dots** are present, they must be aligned on an axis and overlapping the Nexi **Blue one** (refer to the designated alignment instructions on the following slide DOTS: TILTING and DOTS: LAYOUT AND OVERLAP).
- **A maximum of three dots** is allowed per design unit: **1 Large Nexi Blue dot + 1 or 2 secondary dots.**

Primary Dot: Nexi Blue

- Each composition must feature **one large dot**, always in **Nexi Blue at 100% or 90% opacity depending on background.**
- This is the **anchor element** and establishes the brand presence.
- No substitutions or additional large dots are allowed.
- This ensures that the brand's **primary colour remains central and dominant** in the visual hierarchy.

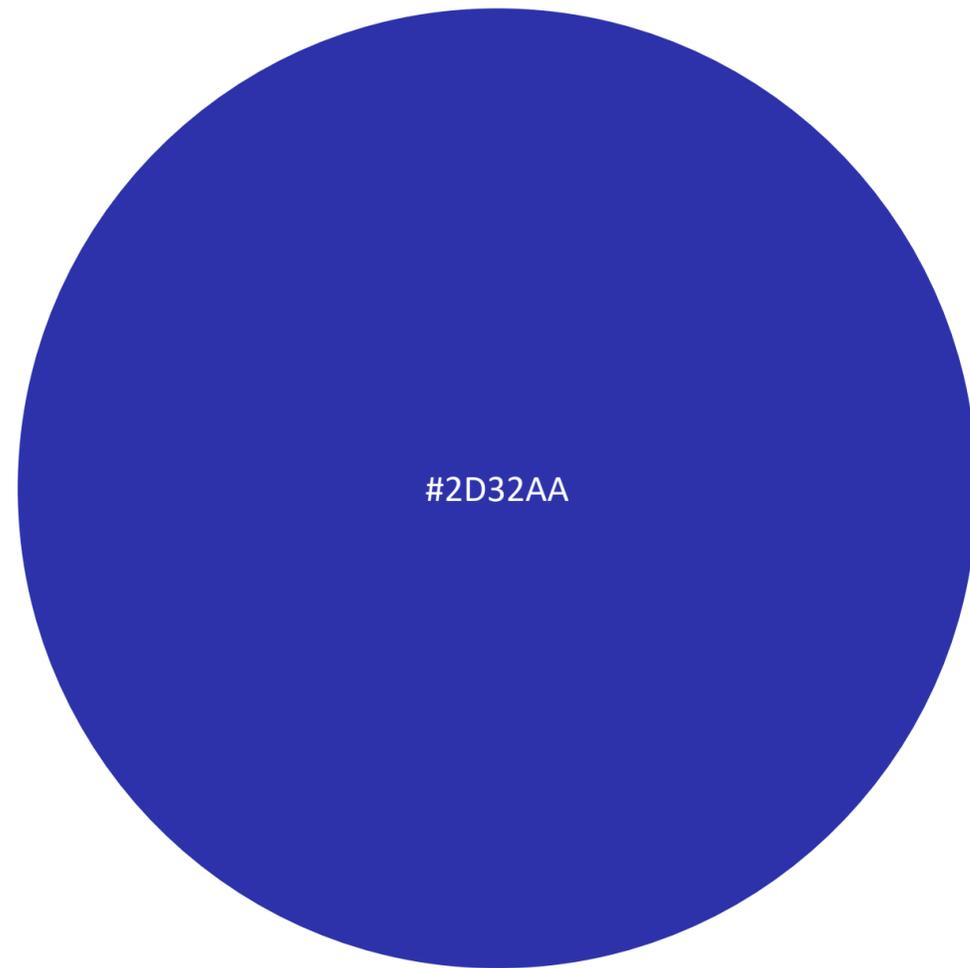
Secondary Dots: Secondary Colours Palette

- Small and medium dots must use **only one supporting colour** per size group, at **80% opacity.**
- Secondary dots must always appear **subordinate** to the primary Nexi Blue dot.
- Secondary dots **within a single composition** must use **only one supporting colour. No mixing of colours** is allowed across dots of the same size class.

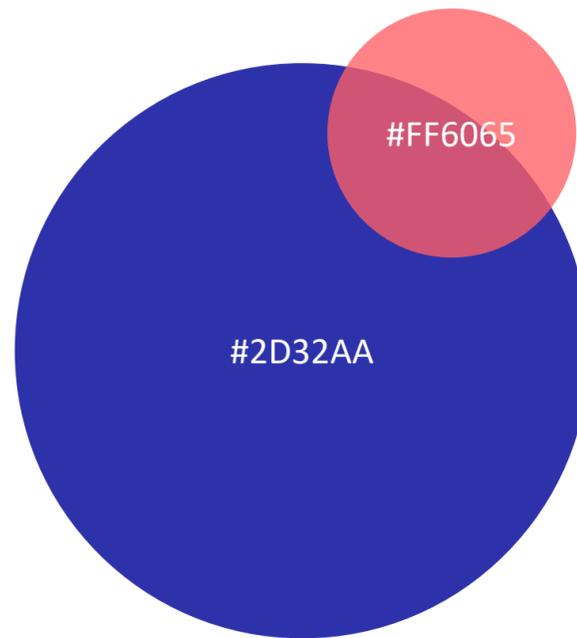


SYMBOLISM OF THE BRAND COLOURS

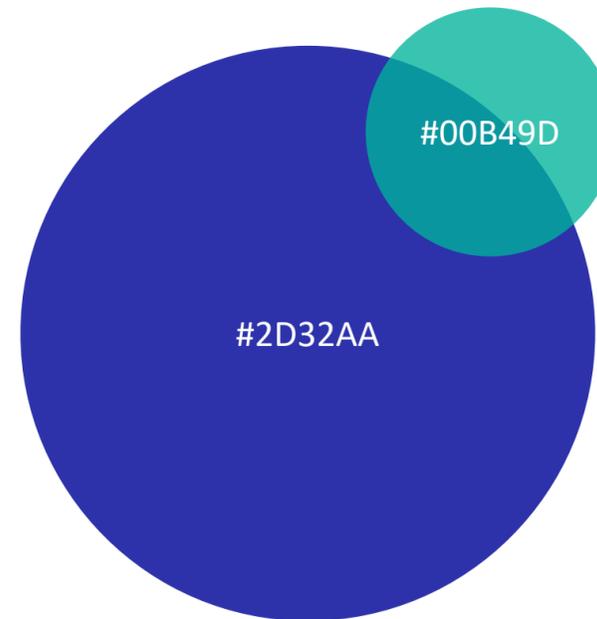
The key meaning behind the brand colours



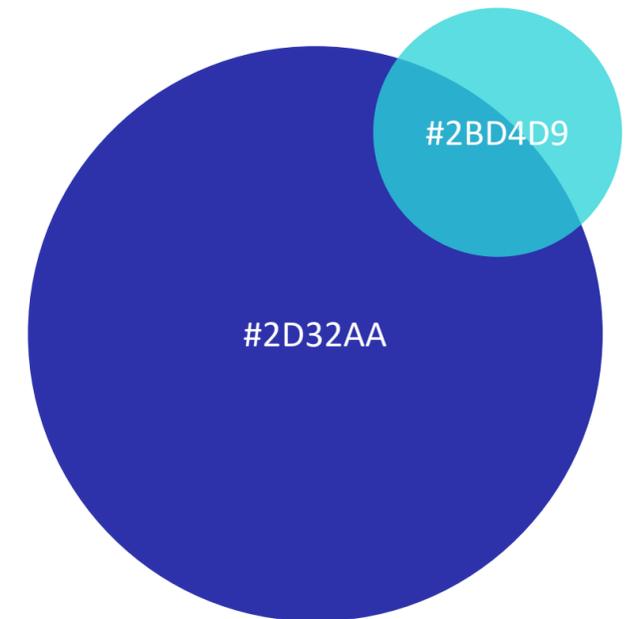
Nexi Blue = digital



Coral = friendliness
and gentleness



Teal = positive and
environment



Light blue = transparency,
easiness

! To maintain visual consistency of our brand system, secondary colours must never be mixed within a single layout.

GRAPHIC ELEMENTS – DOT APPLICATION OVERVIEW

Dot type	Colour	Colour Opacity	Photographic image in the dot	Quantity Limit	Rules Summary
Primary dot	Nexi Blue	100% to 90% depend on background	Allowed if it covers the entire dot area, replacing the Nexi blue.	1	Must always be present and dominant
Secondary dot/dots	One secondary colour only	80%	Not allowed	Optional (max 2)	Always smaller than the primary dot.. Use one or two secondary dots. When using two secondary-colour dots, they must be the same colour and should be two different sizes (one medium and one smaller) Never in Nexi Blue
Total	—	—		Max 3 per layout	1 large Nexi Blue dot + up to 2 secondary dots, using only secondary colours.

GRAPHIC ELEMENTS – DOTS: USAGE ON BACKGROUNDS

The **largest dot** in Nexi's Core Visual Identity must always be **Nexi Blue**. Its rendering must adapt based on the **background context** to ensure optimal visibility and brand consistency.

Nexi Blue on Nexi Blue (Tone-on-Tone)

- When the background is also **Nexi Blue**, apply one of the following two approaches:
 - **Option A:** Keep the **dot solid (100% Nexi Blue)** and set the **background** at **85/90% intensity**.
 - **Option B:** Keep the **background solid Nexi Blue (100%)** and set the **dot** at **85/90% intensity (adding a white background behind the dots)**.
- This tone-on-tone contrast allows the dot to remain visible while maintaining brand harmony.

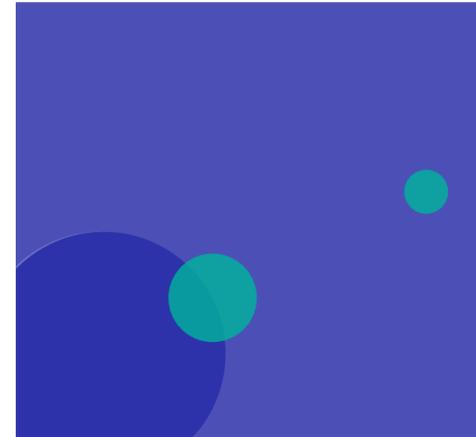
Nexi Blue on Image Background

- When placing the dot over **photographic or visual imagery**:
 - Set the **Nexi Blue dot at 90% opacity**.
 - Ensure the image area beneath the dot does not compromise contrast or visibility.
 - Apply blur or contrast correction to the image behind the dot if needed.

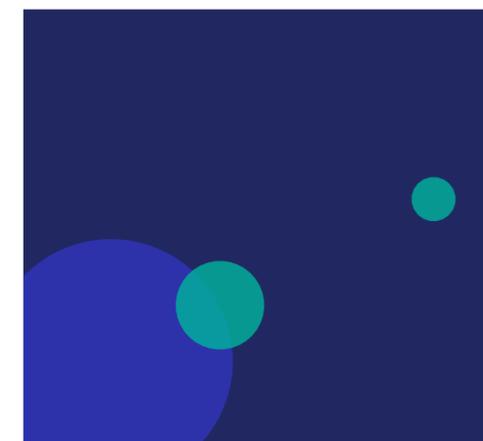
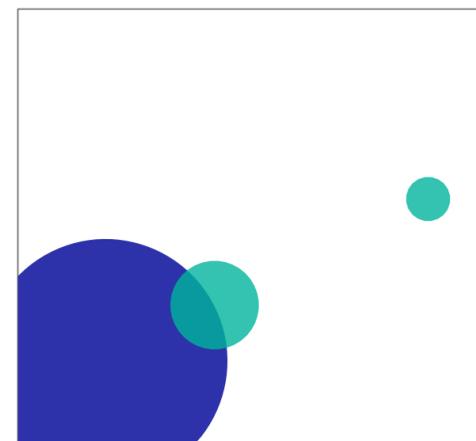
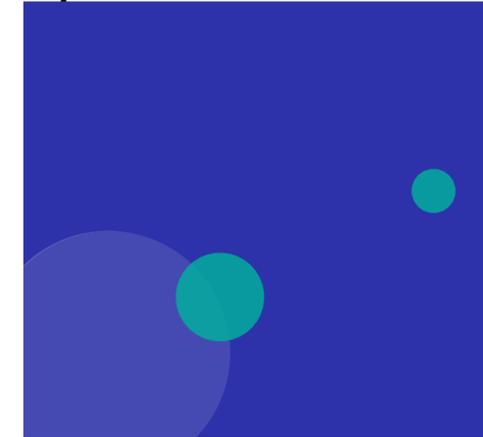
Nexi Blue on White or Dark Blue Background

- When placed on a **white or dark blue background**:
 - The Nexi Blue dot must be **100% opacity** (fully solid).
 - This ensures strong contrast and a clean, branded impact.

Option A:



Option B:

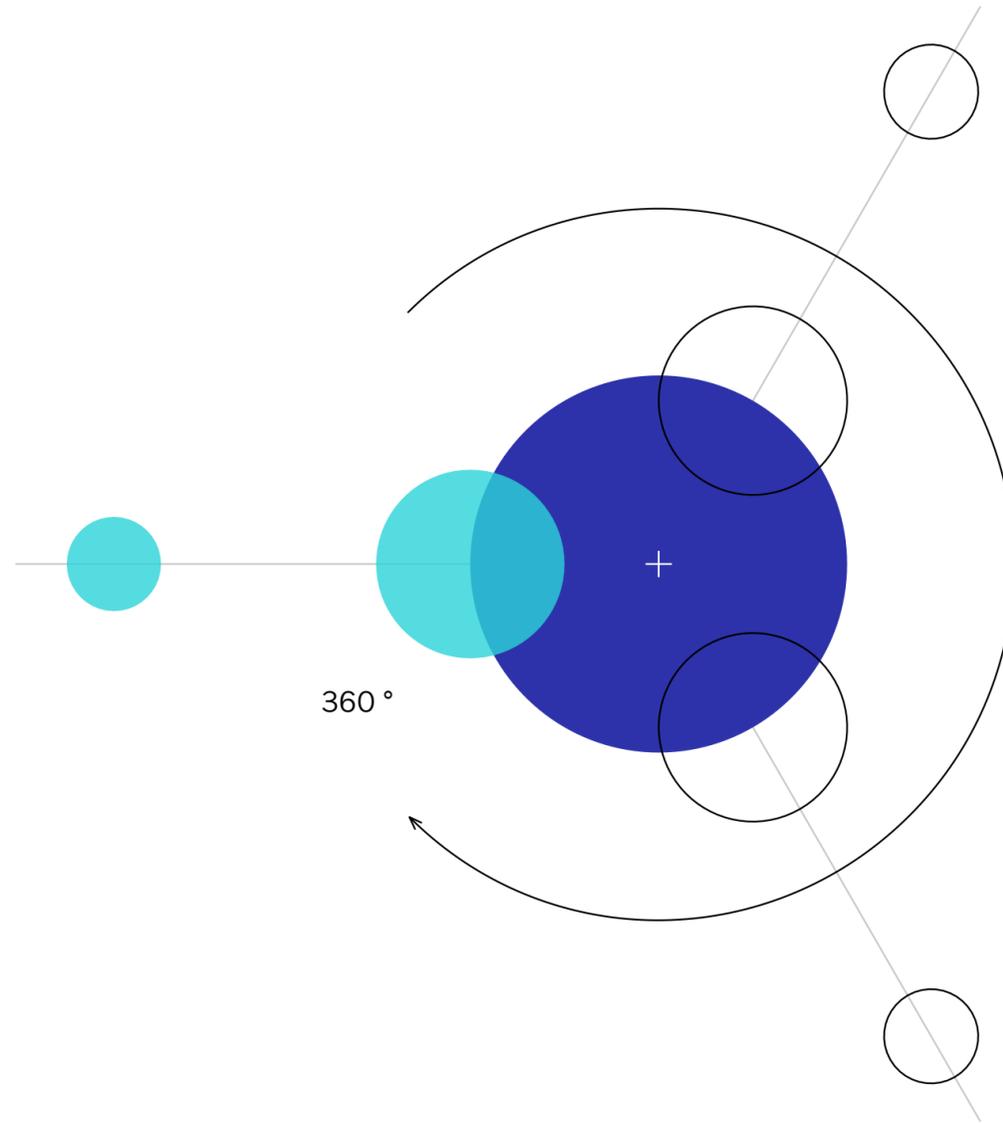


GRAPHIC ELEMENTS – DOTS: QUICK REFERENCE TABLE

Background Type	Dot Colour	Dot Opacity	Notes
Nexi Blue (85/90%)	Nexi Blue	100%	Tone-on-tone: minimize either the dot or the background
Nexi Blue (solid 100%)	Nexi Blue	85/90%	Tone-on-tone: minimize either the dot or the background
Image background	Nexi Blue	90%	Ensure sufficient contrast with underlying image
White background	Nexi Blue	100%	Must appear fully opaque and bold
Nexi Dark Blue	Nexi Blue	100%	Must appear fully opaque and bold

GRAPHIC ELEMENTS – DOTS: TILTING

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



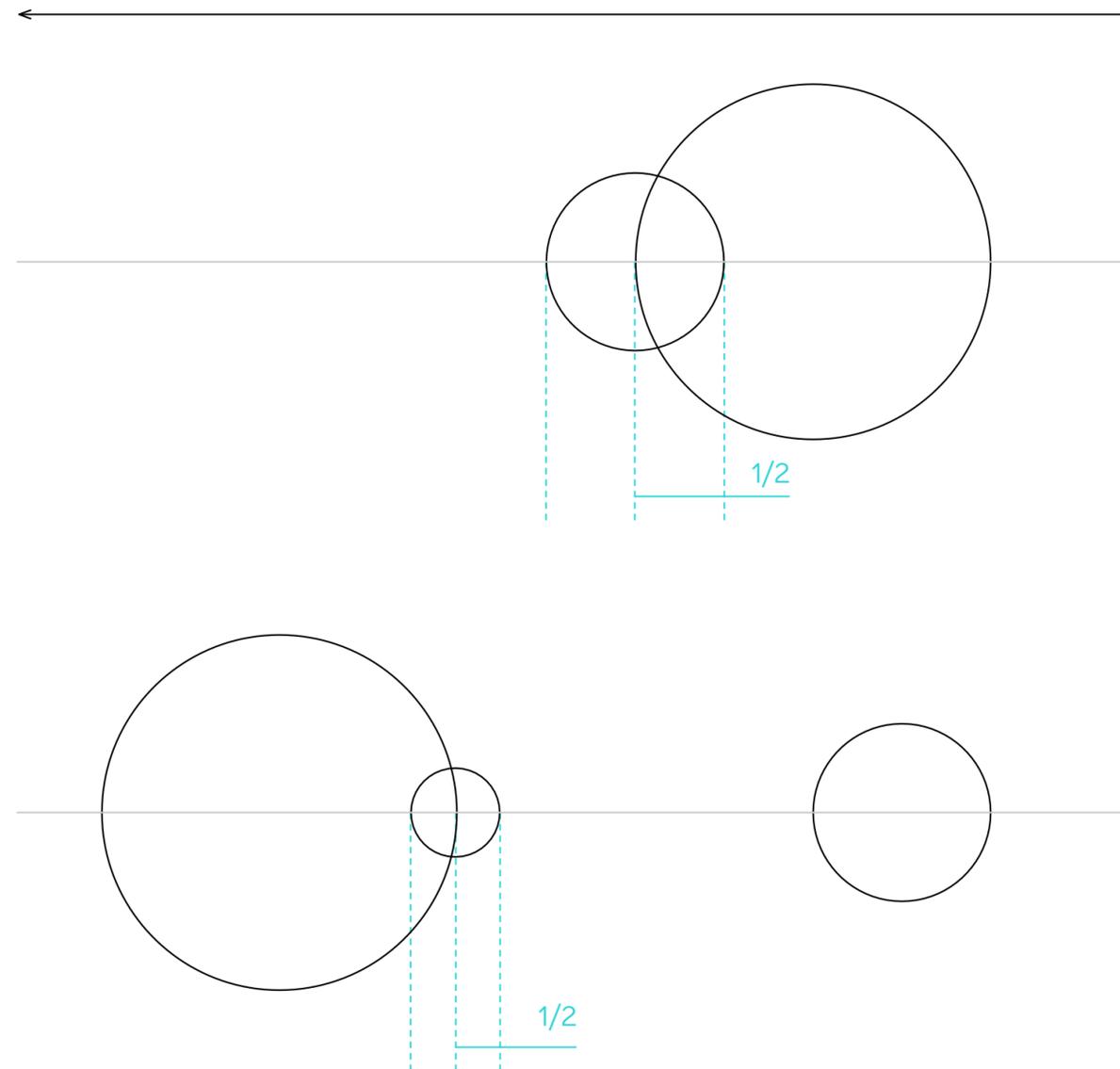
GRAPHIC ELEMENTS – DOTS: LAYOUT AND OVERLAP

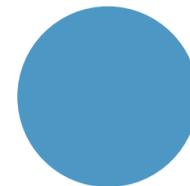
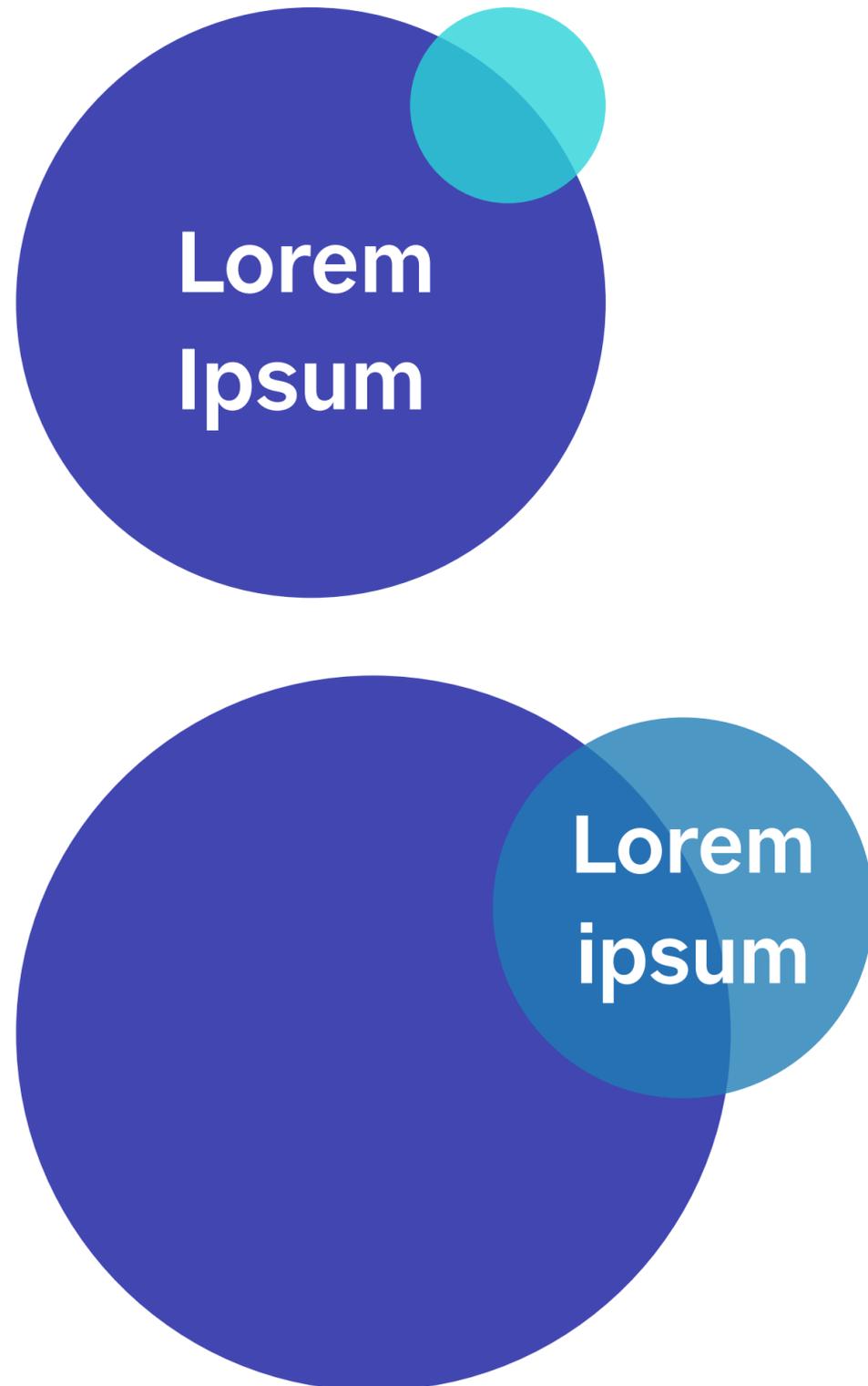
Dots can be moved along an axis. One of the secondary dots must always overlap the main dot.

The overlapping area corresponds to $\frac{1}{2}$ of the diameter of the secondary dot.

For secondary dots, one should overlap the Nexi Blue dot at 50%, while the other may be detached. If only one secondary dot is used, must not be detached from the primary Nexi Blue dot but should always overlap

! *Within the format, a minimum of 2 up to a maximum of 3 dots must be used.*





Color Nexi Light blue digital usage only

When using dots to highlight prices or promotional content in advertisements, follow these rules to ensure consistency and accessibility:

- Design Consistency: Use the approved dot style (size, shape, spacing) as defined in the brand toolkit. Avoid custom variations.
- Colour Contrast: The text colour within the dot must meet accessibility standards when placed over the chosen secondary colour. Use WCAG AA compliance as a minimum. USE ACCESSIBILITY COLOR PALETTE FOR DIGITAL USAGE
- Clear Messaging: Pair the dot with concise, action-oriented text (e.g., “Now €9.99” or “Save 20%”) that aligns with brand tone.
- Avoid Overuse: Dots are attention-grabbing — use them sparingly to maintain impact and avoid visual clutter.

GRAPHIC ELEMENTS – DOTS: SIZE

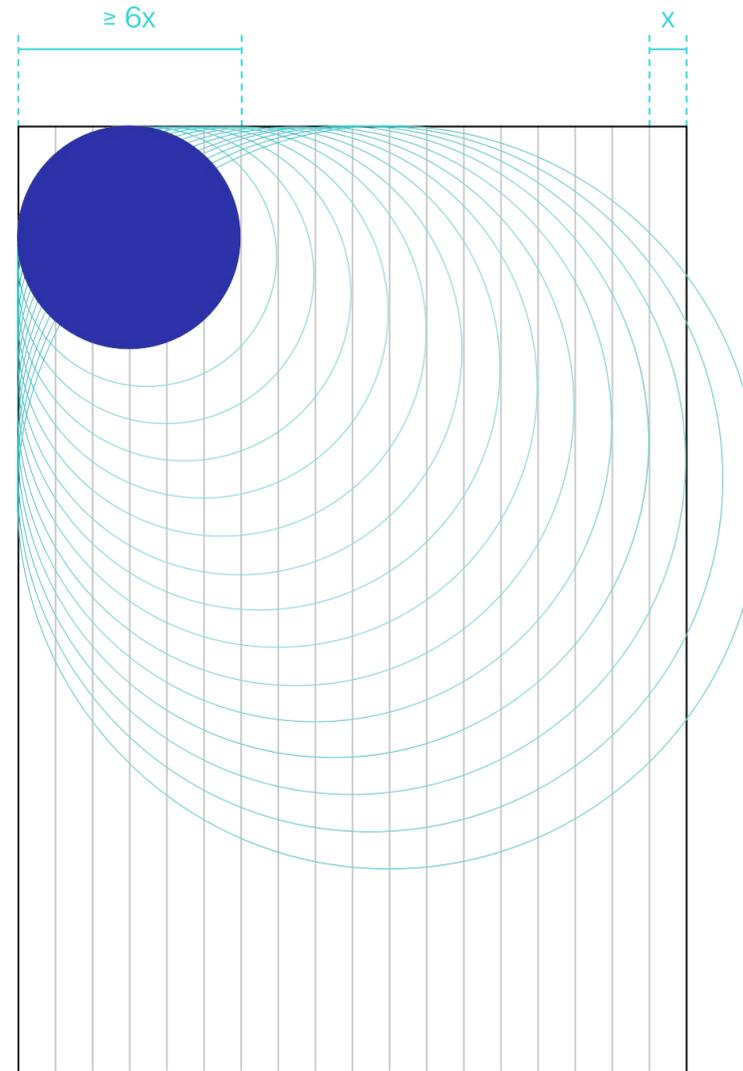
To calculate the size of the dots, divide the shorter side of the medium on which they are to be applied into 18 columns/rows.

The size of the blue dot varies according to the texts it must contain. The size must, nevertheless, be a multiple of x (1/18 of the medium) and the minimum size must never be less than $6x$.

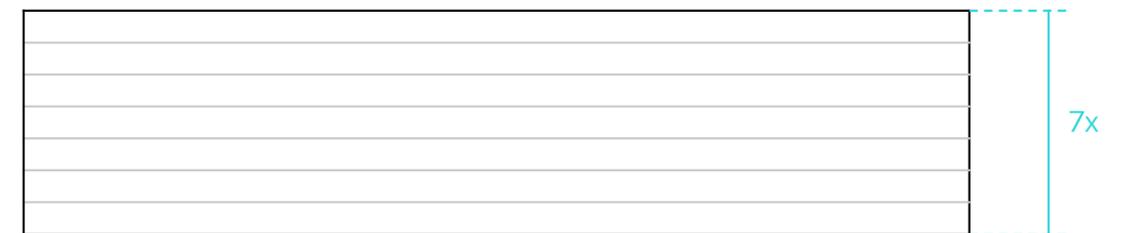
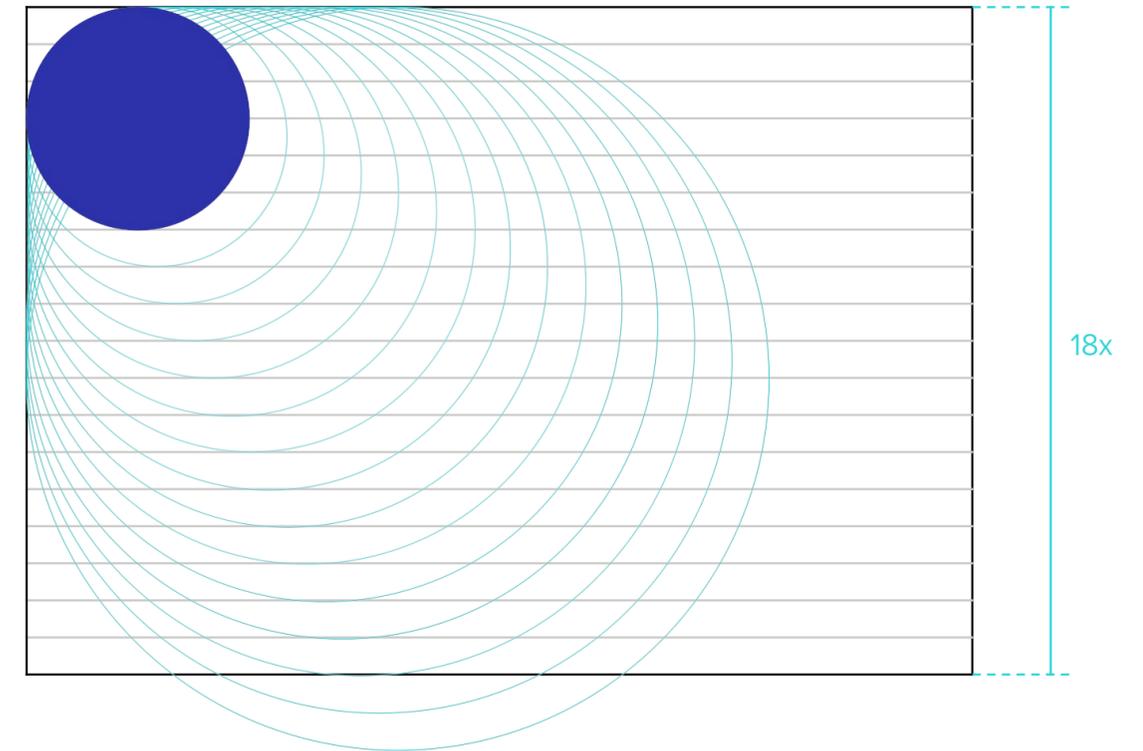
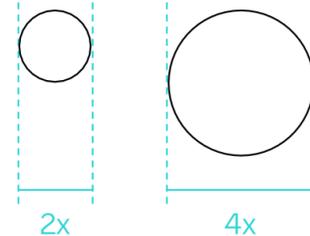
The size of the secondary dots is always $2x$ for the smallest and $4x$ for the largest.

! For very vertical/horizontal formats, reduce the number of columns/rows to 7.

MAIN DOT

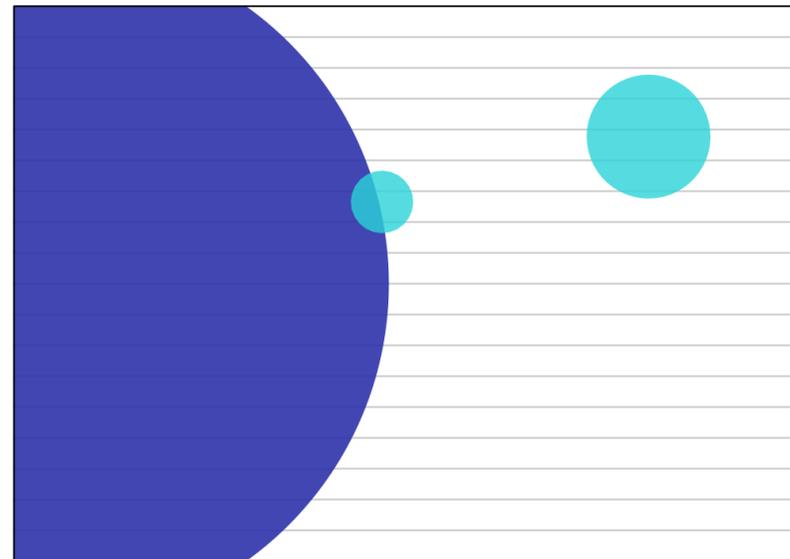
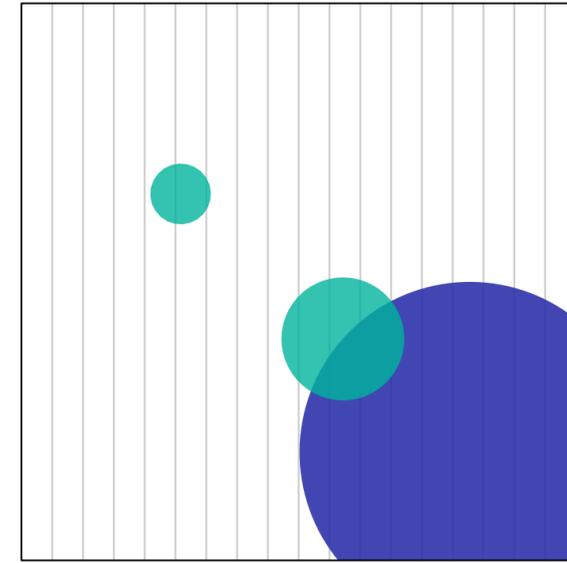
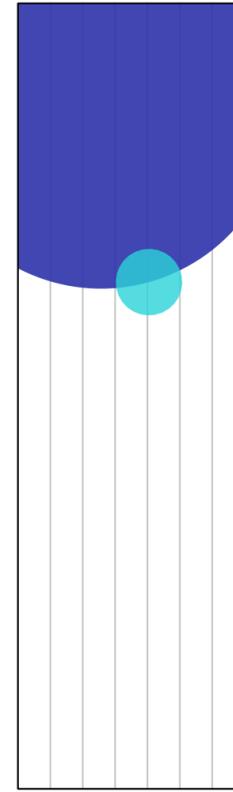
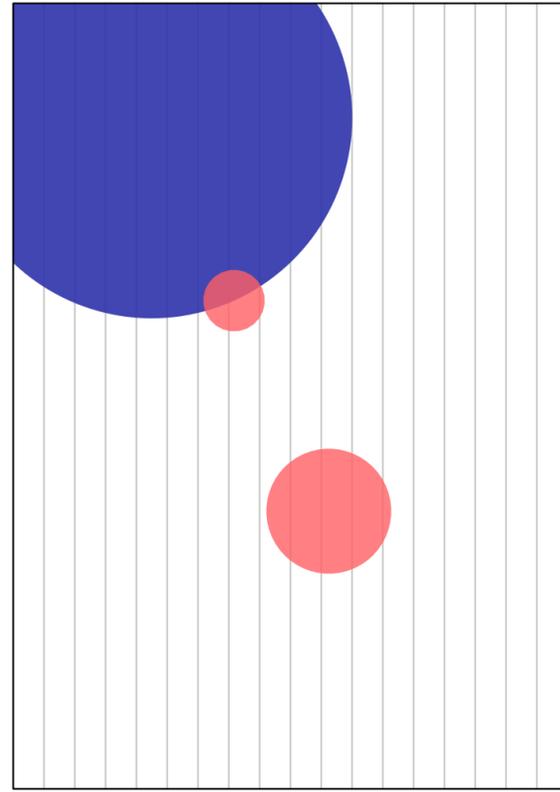


SECONDARY DOTS



EXAMPLE OF DIVISION OF A VERY HORIZONTAL FORMAT

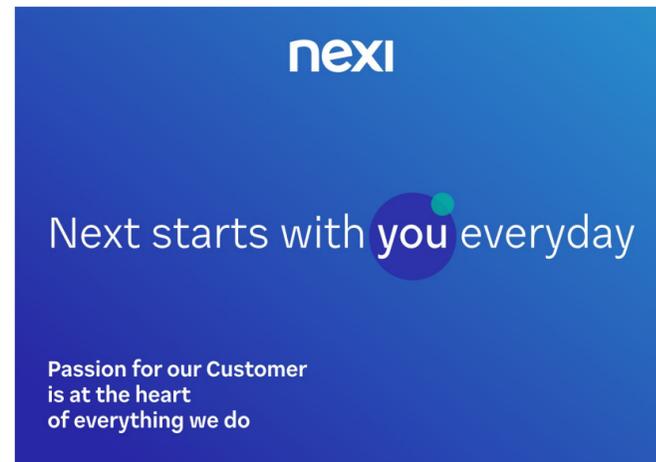
On this page, some examples of formats created by applying the rules set out in the previous sections.



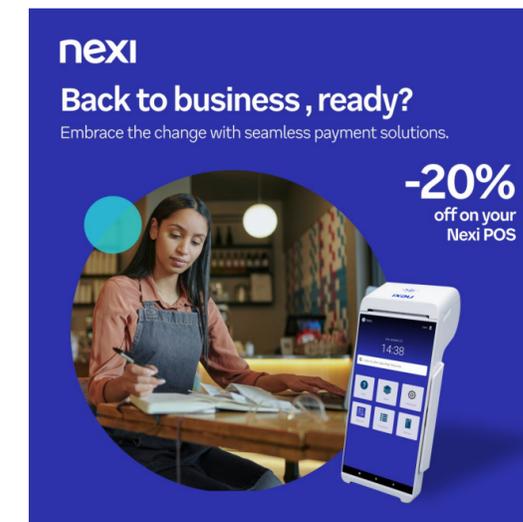
USAGE OF DOTS

On this page, some examples of use of dots created by applying the rules set out in the previous sections.

CORRECT USES



! Images may be placed inside the primary (big) dot only; **secondary attached dots must remain image-free.**



WRONG USES



No white dot usage



Main dot must be blue coloured. Only one secondary dot can overlap the main one.



It is recommended to prevent the "confetti" effect made by the presence of several dots at the same time.

In all our Claims dots should preferably go **from bottom left to top right.**

This upward flow reflects our message of progress, positivity, and forward momentum.



INCORRECT APPLICATIONS

It is recommended to position textual content on the left side of the layout, while any supporting image or background should be placed on the right.

Only colors from the Nexi color palette are permitted. Dot elements must not be gradient-filled or color-altered in any way.

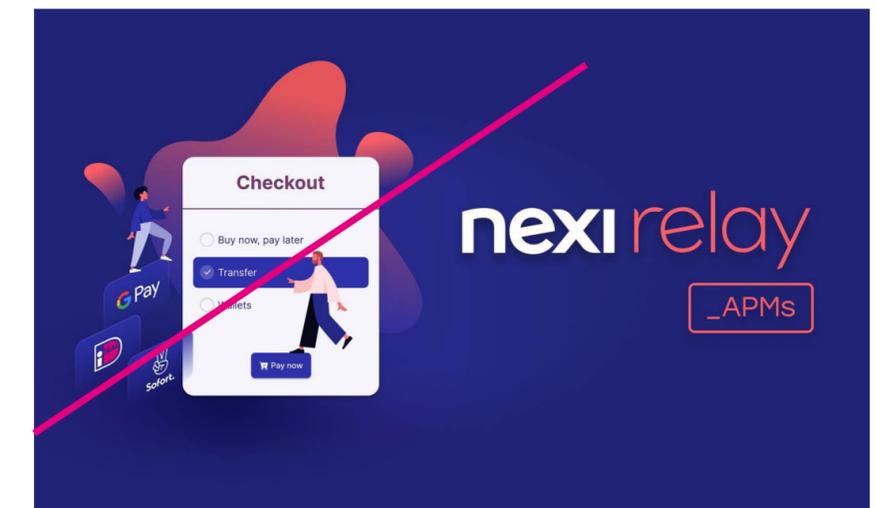
The use of dots must strictly adhere to the positioning, proportions, and color combinations outlined in sections - -----

No alternative shapes may replace the dots.

Text highlights or icons may be inserted within the dots, provided legibility is maintained.

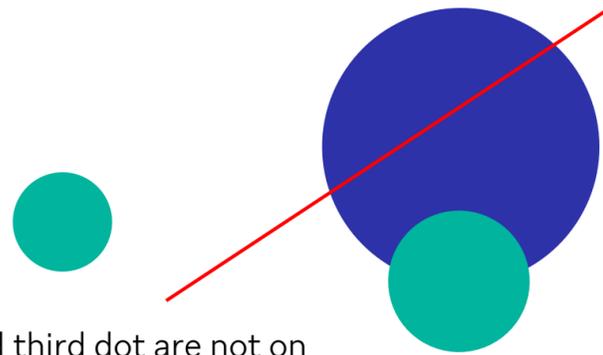
No elements may be visually or graphically connected to the dots.

The use of the dots is subject to these constraints and cannot be modified.

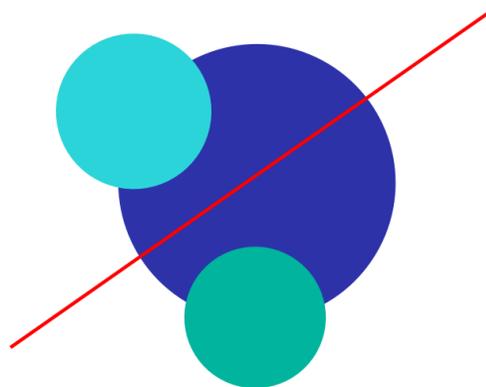


INCORRECT APLLICATIONS

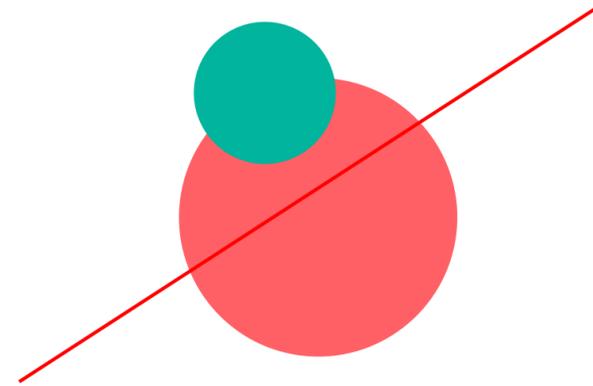
Misinterpretation of the guidelines:



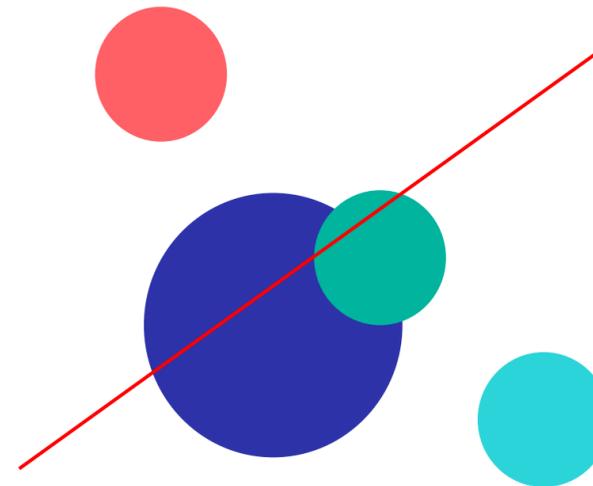
Second dot and third dot are not on the same axis



Two Dots are attached to the main Nexi blue dot + two different colours



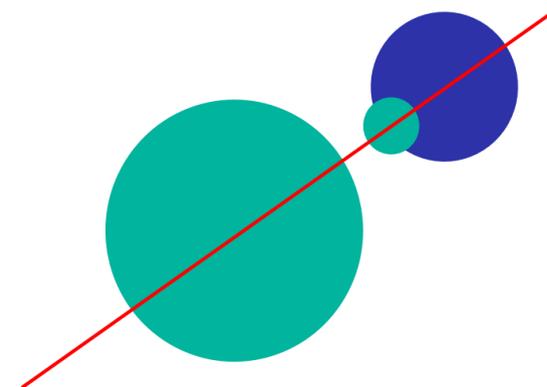
Main dot is in coral needs to be Nexi blue



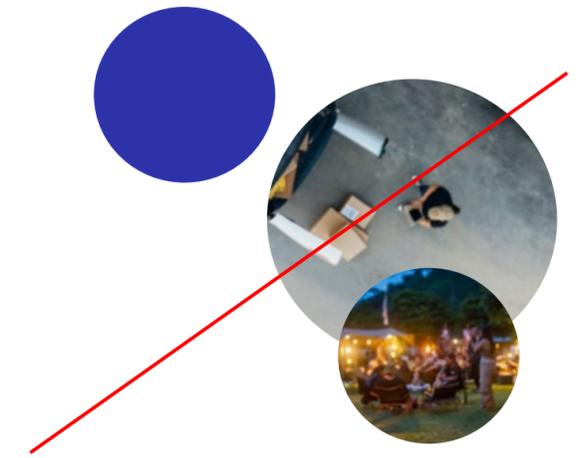
Dots are not aligned on the axis + different colours



Two circles + different colours attached to the main circle



Third dot is larger than main dot



Two dots with images + not in the same axis and Nexi Blue is used as secondary dot.



Main dot is a gradient + an outline circle + it covers a face

6. PHOTOGRAPHIC ELEMENT

PHOTOGRAPHIC ELEMENTS – GENERAL RULES

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

- Focus on close-up shots of devices to highlight detail and functionality.
- Include people in the frame to add warmth and relatability.
- Use neutral tones and soft shades, enhanced by the presence of individuals and natural elements like green plants.
- In architectural photography, incorporate greenery to soften the environment and add life.
- If faces are shown, prioritize genuine, smiling expressions.
- Each image should tell a story - include contextual elements that reveal the setting and hint at the narrative behind the shot.
- Avoid sterile studio environments and overly posed compositions. Embrace spontaneity and natural imperfections that convey authenticity.
- Steer clear of generic, cluttered, overexposed, or impersonal imagery.
- Represent a broad range of people across age, gender, ethnicity, and lifestyle to reflect real-world diversity and inclusivity.



PHOTOGRAPHIC ELEMENTS – PRODUCT IMAGERY

Product imagery must always appear **clean, clear, and authentic**.

Screens shown in visuals should display:

- A **real, functioning screen** in use, or
- One of the **approved placeholder screens** when a live screen is not available.

All screens must be shown in the **local language and currency** to ensure relevance and credibility in every market.

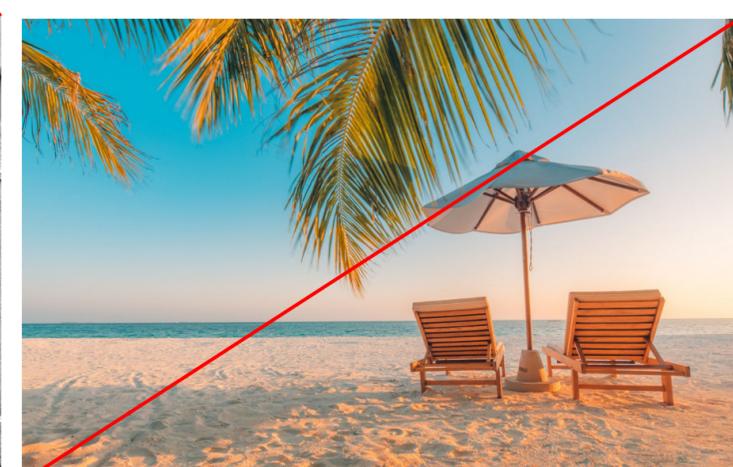
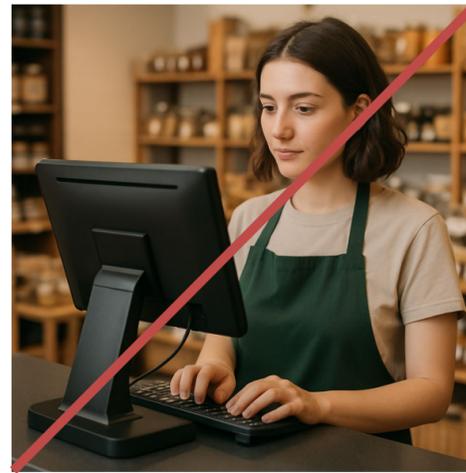


PHOTOGRAPHIC ELEMENTS – DON'T USE THESE TYPES OF IMAGES

To keep our brand visuals authentic, consistent, and aligned with our identity, please avoid the following elements in all communications and materials:

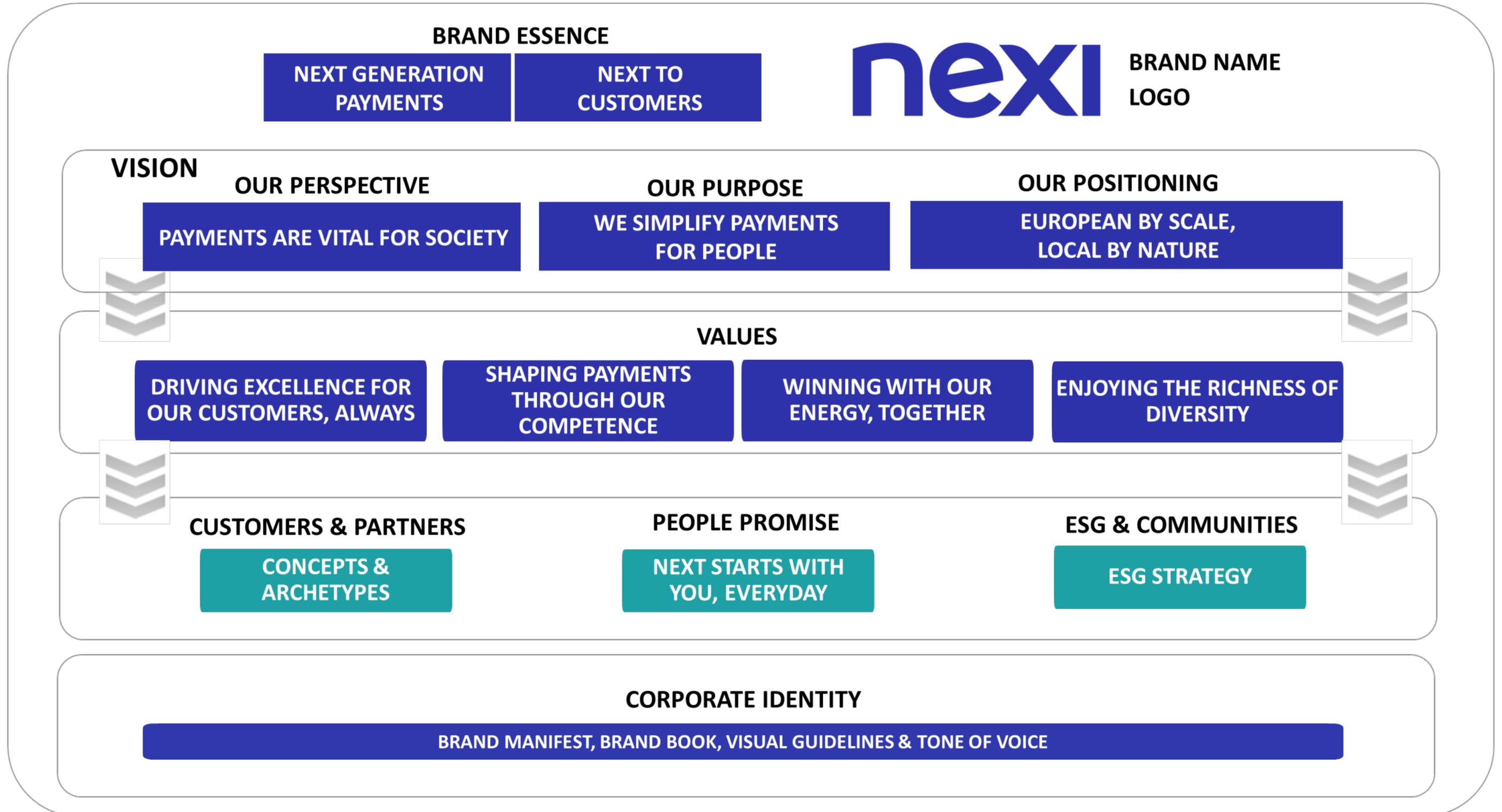
- **Illustrations, comics, or 3D renderings**
These are not part of our brand identity. The only exception is the use of illustrations within **gamification concepts**, and even then, they require prior approval from both the Brand and Communications teams.
- **Staged or artificial-looking stock photos**
Images that feel overly posed, corporate, or unrealistic do not reflect the genuine and human tone of our brand.
- **Black-and-white or heavily stylized visuals**
These treatments create a mood that does not match our brand expression and should be avoided.
- **Scenic, abstract, or non-contextual imagery**
Visuals without a clear connection to our brand, our people, or our purpose dilute our message and should not be used.

Stock photos **are allowed**, but only when they feel **natural, authentic, and true to real-life moments**. Choose images that reflect genuine interactions, relatable environments, and a sense of honesty



- **AI Usage:** AI-generated imagery is becoming increasingly common across social media and digital platforms, but its use must be approached with caution. Not all AI-created visuals align with the moral standards, ethical principles, and brand values we represent.
- Because of this, **any use of AI-generated images should be carefully evaluated** to ensure it reflects our commitment to authenticity, responsibility, and integrity.

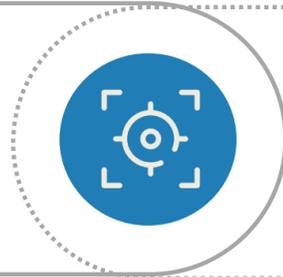
7. TONE OF VOICE



STONE OF VOICE

Our Stone of Voice is built on our Nexi Vision:

Our Perspective



Payments are vital for Society,
but more and more complex and
very fragmented across Europe

Our Purpose

(Our Why) Our reason to exist in
the society, beyond timeframes
and business

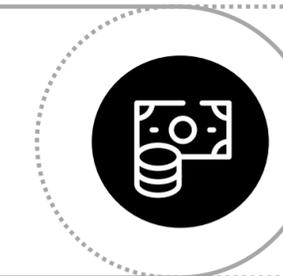


We simplify payments for People

- by being always reliable and secure
- with Customer-first solutions
- with close Customer support

Our Positioning

Our Position + Role in the Market



European by scale, Local by nature

Three simple rules for writing in Nexi style.



Place yourself in the reader's shoes

Organize text to enhance readability. Use appealing wording to convey the passion we have for what we do.



Simplicity and clarity "Write as you speak."

Keep the language simple so that everyone can understand it easily. Understanding becomes synonymous with respect. And it's respect that pays off. Always.



Synthesis, not only brevity

Synthesis is not just brevity but knowing how to extract the gist of the news and stimulate the desire to read it.

8. TEMPLATES

Lorem ipsum dolor sit amet
Aliquam ullamcorper sapien sit amet ante aliquet sagittis

Lorem ipsum dolor sit amet

- Aliquam ullamcorper sapien sit amet ante aliquet sagittis
- Aliquam ullamcorper sapien sit amet ante aliquet sagittis
- Aliquam ullamcorper sapien sit amet ante aliquet sagittis

nexi

Molto più di una Carta.
È la tua indipendenza.

Carta Nexi zhero

Scegli Nexi zhero,
la **prima Carta di Credito** per i ragazzi
dai 14 anni in su.

Richiedila in filiale.

LOGO BANCA | **nexi**

immagine illustrativa. Per le condizioni di credito e per il regolamento della Carta di Credito Nexi zhero visitate il sito nexi.it

Molto più di una Carta.
È la sua indipendenza.



Scegli Nexi zhero,
la Carta di Credito per i ragazzi
dai 14 anni in su.

Richiedila in filiale.

LOGO BANCA

nexi

Messaggio Pubblicitario. Per le condizioni contrattuali ed economiche delle carte si rimanda rispettivamente ai Fogli Informativi e al Regolamento disponibili presso le Banche aderenti e nell'area trasparenza del sito nexi.it.

Lorem ipsum
dolor sit amet

- Aliquam ullamcorper sapien sit amet ante aliquet sagittis
- Aliquam ullamcorper sapien sit amet ante aliquet sagittis
- Aliquam ullamcorper sapien sit amet ante aliquet sagittis

nexi

8.1 LETTERHEAD

COMMUNICATIONS AND LETTERS - LETTERHEAD

The text of communications and letters is in Calibri 11 pt Regular with 12 pt line-spacing.

The formatting of the various elements is as follows:

- Address: Calibri Regular 11 pt black
- Date and place: Calibri Bold 11 pt black
- Subject: Calibri Bold 11 pt black
- Subtitle: Calibri Bold 11 pt blue (RGB 45.50.170)
- Signature: Calibri Regular 11 pt black

Any tables must be formatted as follows:

- Table title row: Calibri Bold 11 pt blue (RGB 45.50.170)
- Data: Calibri Regular 11 pt black

! *For the creation of accessible documents intended for publication on the web, we advise following the instructions provided by the Parent Company.*

nexi

Address
Arial Calibri 11pt

Location, date: Calibri Bold 11pt

Object: Calibri Bold 11pt

Text Calibri Regular 11pt dolor sit amet, consectetur adipisicing 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.

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- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.
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 - quis nostrum exercitationem
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Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

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.

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

Nexi SpA Corso Sempione 55, 20149 Milan, Italy • T. +39 02 3488.1 • F. +39 02 3488.4180 • www.nexigroup.com
Milan, Monza Brianza and Lodi Registry of Companies, Tax Code 09489670969 • Representative of the Nexi VAT Group - VAT 10542790968
Milan Register of Economic Activities (REA) 2093618 • Share Capital € 118,451,992.00 fully paid-up

First sheet

nexi

Subtitle Calibri Bold 11pt – Color Blue (RGB 45.50.170)

- > 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.
 - **Bullet Point 2nd level Calibri Regular 11pt**
 - Ut enim ad minima veniam
 - quis nostrum exercitationem
 - ullam corporis suscipit laboriosam

Nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur.

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Figure Title Calibri Bold 11pt	Date	Updates
Figure's text Calibri Regular 11pt	12.12.13	Lorem Ipsum
V. 02	14.14.13	Sit amet
V. 03	15.15.13	Autem voluptati

Signature Calibri Regular 11pt

Second sheet

COMMUNICATIONS AND LETTERS - INTERNAL COMMUNICATION

The text of communications and letters is in Calibri 11 pt Regular with 12 pt line-spacing.

The formatting of the various elements is as follows:

- Communication number: Calibri Bold 14 pt black
- Date and place: Calibri Regular 11 pt black
- Subject: Calibri Bold 11 pt black
- Level 2 title: Calibri Bold 11 pt blue (RGB 45.50.170)

nexi

INTERNAL COMMUNICATION

n.xxiv.01

Location, date

Object: Calibri Bold 11pt/12pt

From:	Name Surname	Office
To:	Name Surname	Office
	Name Surname	Office

Current Text Calibri Regular 11pt/12pt dolor sit amet, consectetur adipisicing 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.

- List bullet 1 level Calibri Regular 11pt/12pt, hanging 6mm, spacing before 12pt 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.
- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.
- Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

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Pagina 1 di 2

First sheet

nexi

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

Lorem ipsum dolor sit amet, consectetur adipisicing 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.

Title 2 level Calibri Bold 11pt/12pt,

- List bullet 2 level Calibri Regular 11pt/12pt, indent 6mm, hanging 8mm, spacing before 12pt, tabs 14mm, 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.
 - Ut enim ad minima veniam
 - quis nostrum exercitationem
 - ullam corporis suscipit laboriosam

nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur.

Lorem ipsum dolor sit amet⁽¹⁾, consectetur adipisicing 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.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Issued by:	Office	Name Surname
		Signature
Issued by:	Office	Name Surname
		Signature

⁽¹⁾ Footnote Text Calibri Regular 9pt/9.6pt. Footnote Reference Arial Bold 8pt unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Pagina 2 di 2

Second sheet

8.2 ENVELOPES

ENVELOPES – DL ENVELOPE

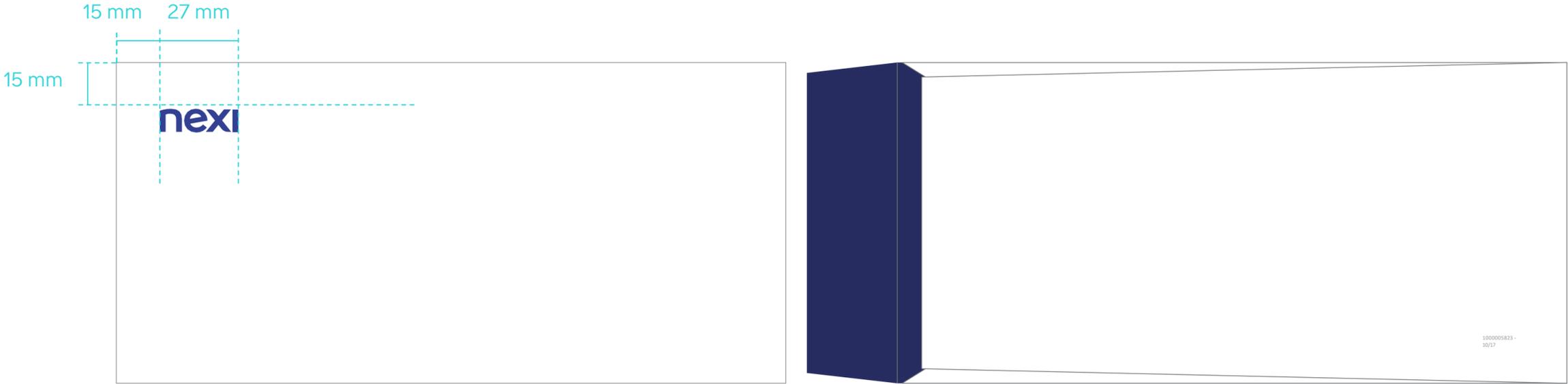
Envelope size:
236 x 110 mm



ENVELOPES – POCKET ENVELOPE

Envelope size:
American format, 230 x 110 mm

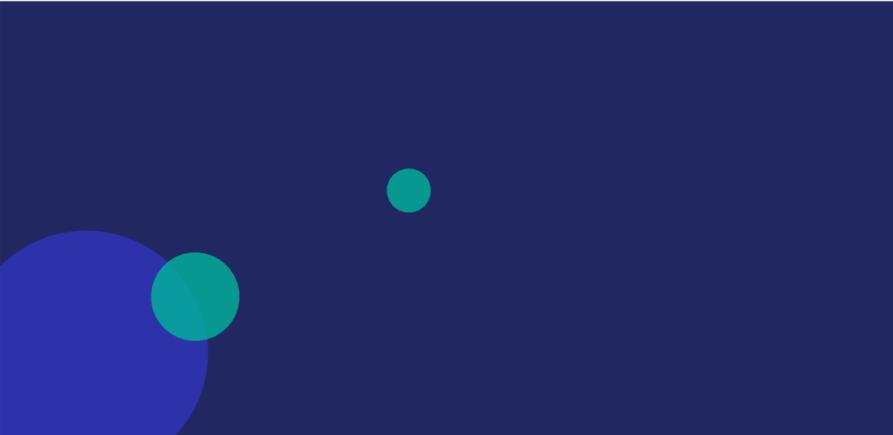
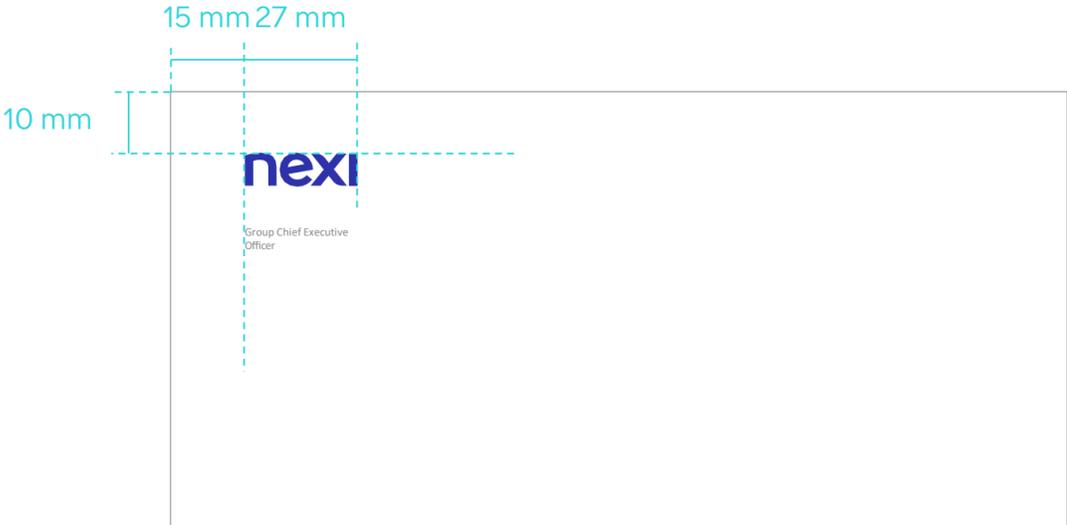
Pocket envelopes are windowless
and the inside is Nexi Blue.
Opening on the short side.



ENVELOPES – POCKET ENVELOPE

WITH COMPLIMENTS

Card size with compliments:
210 x 99 mm



8.3 BUSINESS CARD

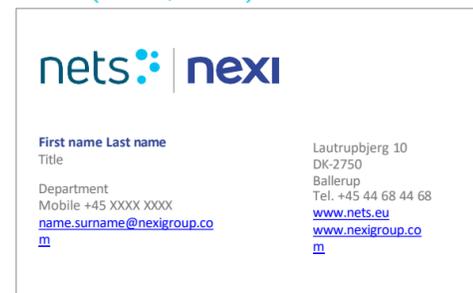
BUSINESS CARDS

Business card
size: 85 x 55 mm

Nexi Payments SpA (front/back)



Nets (front/back)



With QR code (front/back)



8.4 EMAIL SIGNATURES

EMAIL SIGNATURES

Email body: The body text of the email must be written with the Nexi Sans Pro Regular font size 12pt in black.

Signature: The composition of the signature is with the Nexi Sans Pro Regular font in size 10pt.

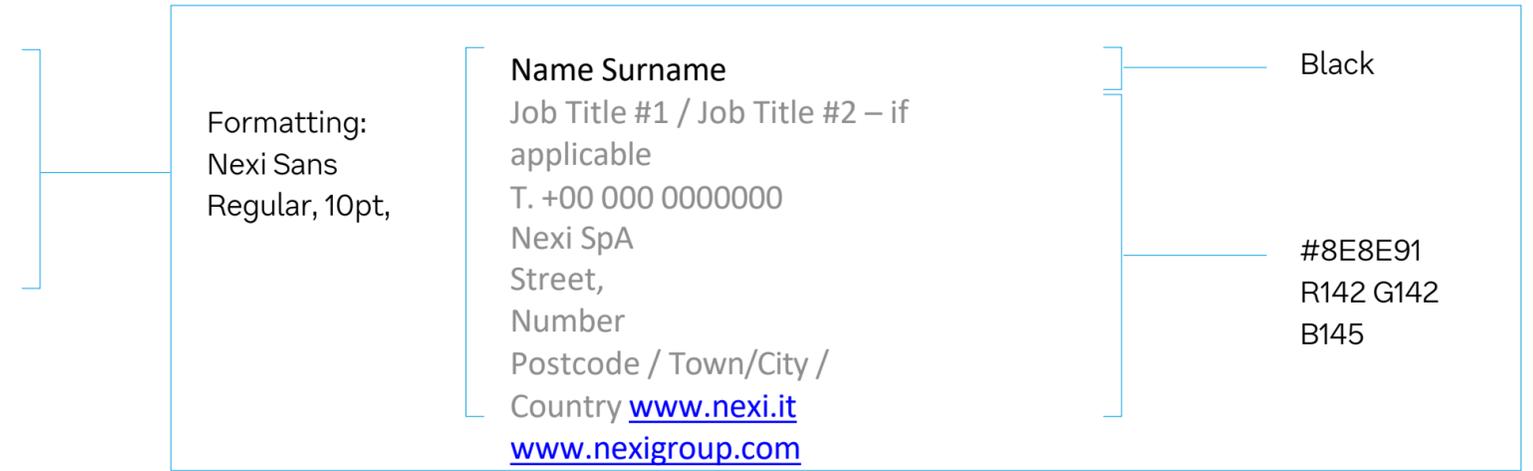
Name and surname are in black.

The writer's position in the institution, the area they belong to, and the rest of the address are in grey # 8E8E91 (R142 G142 B145).

The height of the Nexi logo is 25 px.

25 px
25 px

Name Surname
Job Title #1 / Job Title #2 – if applicable
T. +00 000 0000000
Nexi SpA
Street,
Number
Postcode / Town/City /
Country www.nexigroup.com
nexi



! Don't add anything else, such as quotes, other logos, etc.

Other **Nexi community logos** may be used in signatures only for limited periods related to relevant international events associated with the community theme.

! To encode the colours used, users must always refer to the relevant section Colours and following, in this guideline.

Mario Rossi
Job Title #1 / BU – if applicable
Address - City - Country
mobile: +00 000 0000 000
mario.rossi@nexigroup.com
www.nexigroup.com



Any motivational quote or any other phrase that is not connected to Nexi's brand identity.

EMAIL SIGNATURES BANNER

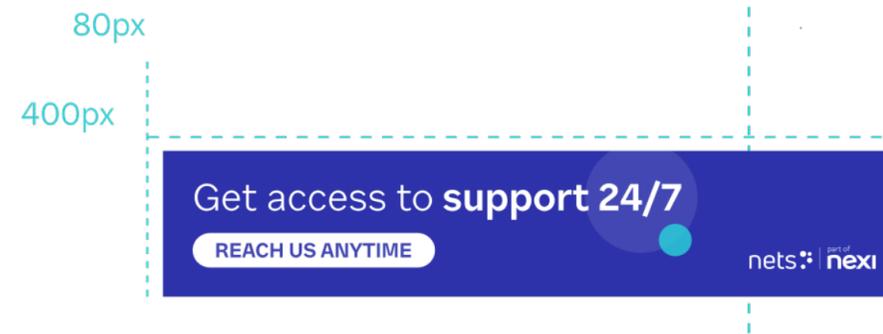
Email Signature banner:

- Size: 400 × 80 px
- Format: PNG or JPEG (GIF for subtle animations)
- Design: Clean, aligned with Nexi's brand colors, fonts, and logo
- Content: One clear message or CTA (e.g., "Try our new app")
- Tone: Friendly, professional, and consistent with brand voice
- Usage: Ideal for campaigns, events, product highlights, or seasonal messages

Nexi United:

Usage - only as addition

Email Banner size:
400 px x 80 px



Name Surname
Title
Department
M. + XXXXXXXXXXX
Nexi Germany GmbH
Helfmann-Park 7
65760 Eschborn, Deutschland
www.nexi.de
www.nexigroup.com

nexi



The Email Signature Banner must always be placed as the final element in the email signature and should not exceed twice the width of the signature.

8.5 POWER POINT PRESENTATION

POWER POINT

The Power Point template is developed on the 16:9 format.

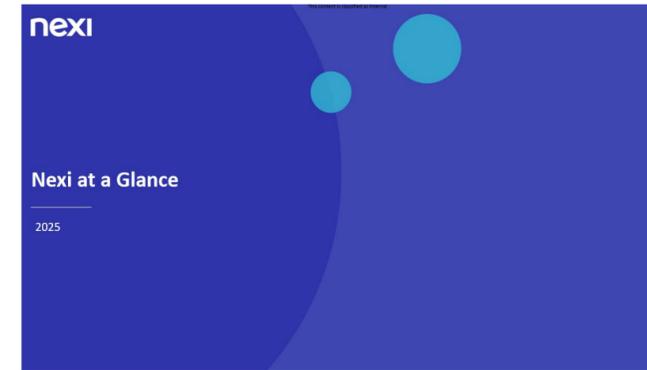
On this page, some sample slides of template pages. The template specifies all the characteristics to be followed to create the presentation to the best effect. **The font to be used for PowerPoint presentations is Calibri.**

The Nexi Sans Pro font may be used only if presentations are converted to PDF files before being shared externally, or if the Nexi Sans Pro font is shared in advance with the organization for events.

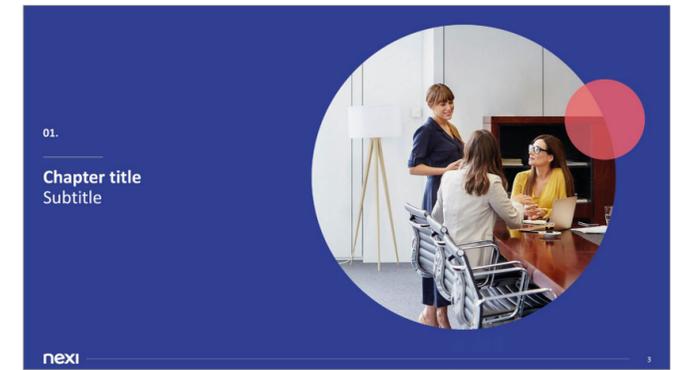
Master PPT template can be downloaded from Intranets under Our Group/Brand Identity/Brand Materials and Templates.



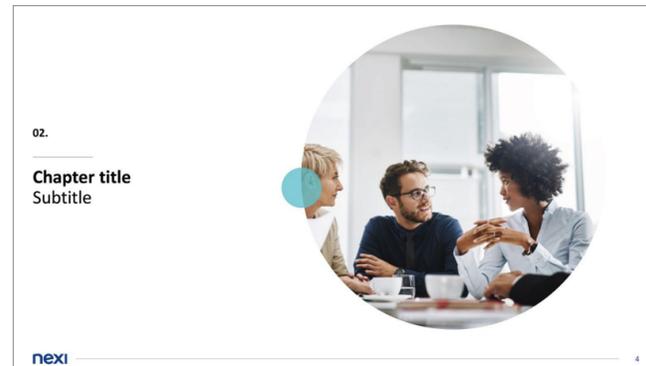
Example Cover - Photographic



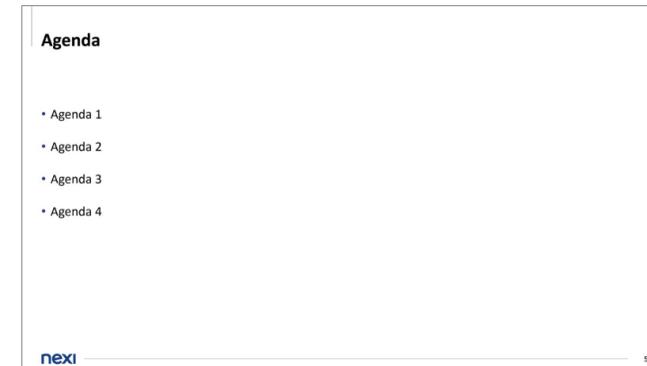
Cover Example - Graphics



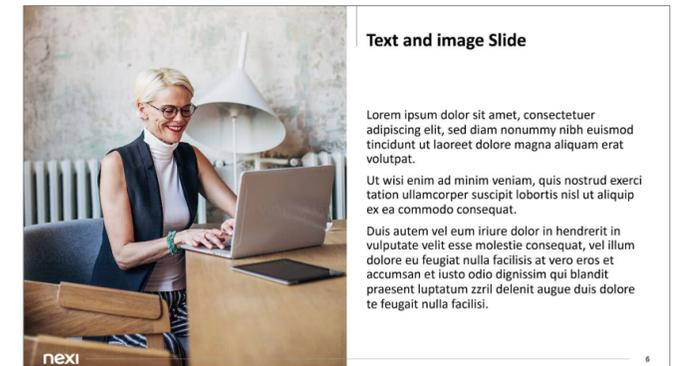
Example Chapter - Blue



Example Chapter - White



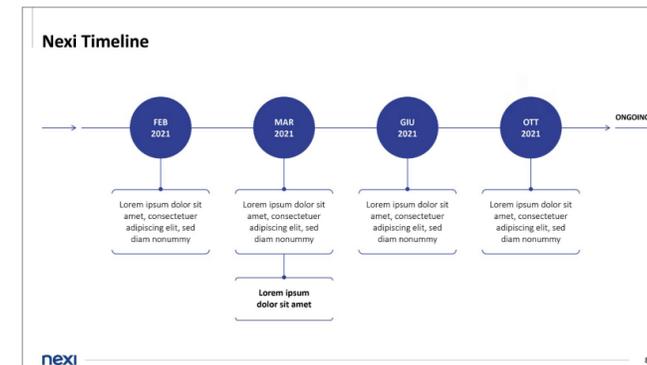
Example Agenda Slide



Example slide with photo and text



Example slide with photo and large text



Example slide with Timeline



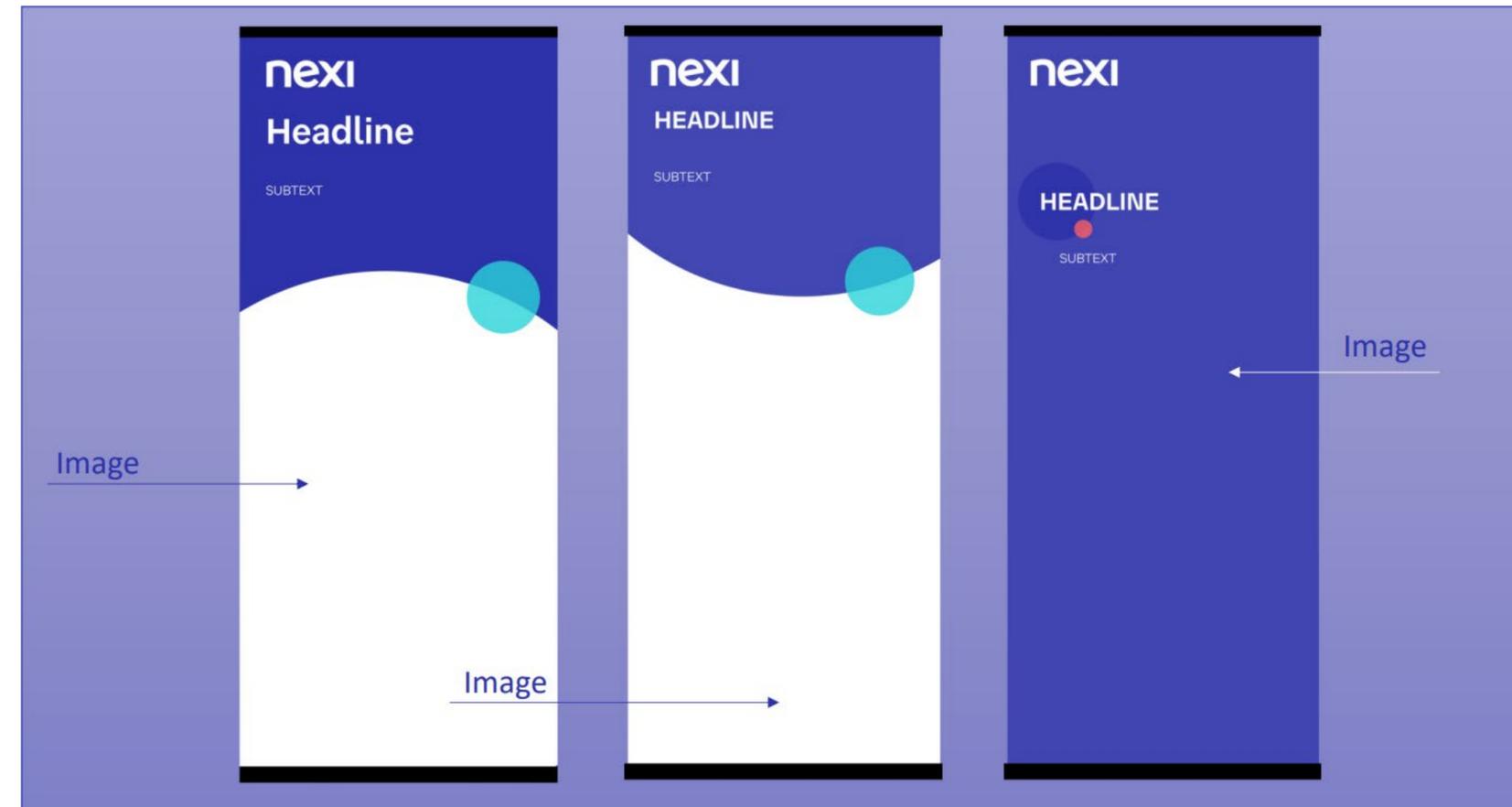
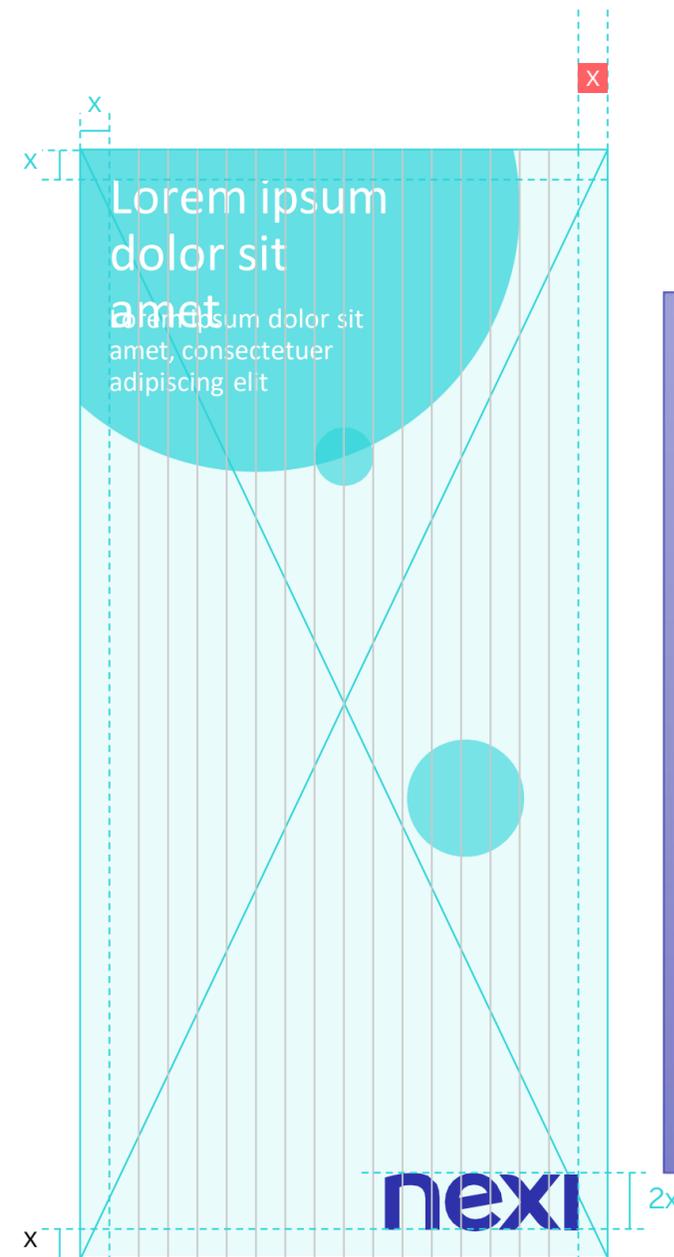
Example of closing slide

8.6 ADVERTISING/PROMOTIONAL PRINTED MATERIALS

PRINT FORMAT – ROLL-UPS

In media with a similar ratio to the American format, some format rules need to be changed.

For the margins and the positioning of the elements, follow the rules set out in section 4.4.1, whereas, on the other hand, the size of the logo will need to be changed: on these formats, it needs to be 2 *Modules* high instead of 1.



! These rules are suitable for all formats with proportions similar to the American format (both horizontal and vertical versions). Ex: 1:2; 5:8.

PRINT FORMAT – ROLL-UPS EXAMPLES

nexi

We simplify payments for People

A woman in a brown apron is using a white Nexi payment terminal to serve a customer at a cafe. The customer is smiling and holding a card. The background shows a cafe interior with shelves of coffee-making equipment.

nexi

Payments are vital for Society

A man in a brown apron and glasses is smiling while using a white Nexi payment terminal. The background shows a cafe interior with shelves of coffee-making equipment.

nexi

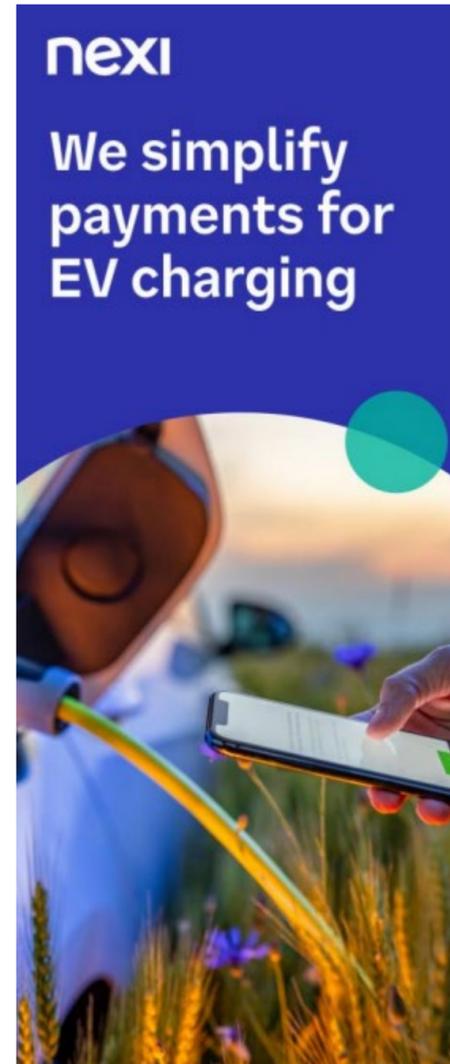
We simplify payments for People

Unlock your business opportunities.

A person is using a white Nexi payment terminal to process a payment. The background is a blurred indoor setting.

nexi

We simplify payments for EV charging

A person is using a white Nexi payment terminal to charge an electric vehicle. The background shows a car with a charging cable plugged in.

nexi

All-in-one Nexi Checkout

A man and a woman are smiling while using a white Nexi payment terminal. The man is holding a card. The background shows a cafe interior with a laptop and a plant.

nexi

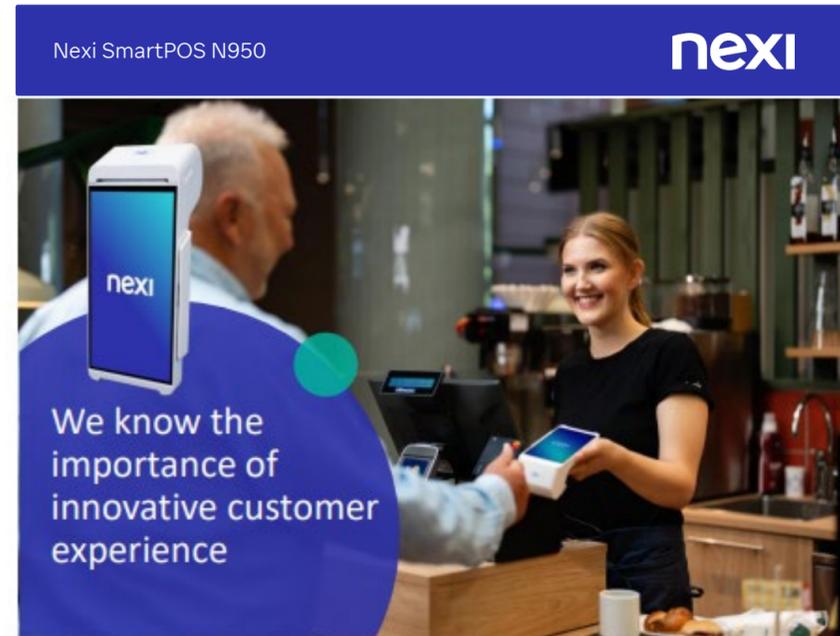
European by scale, Local by nature

A globe with a network overlay, representing global reach and local focus. The background is dark blue with white lines connecting various points on the globe.

8.6 PRODUCT SHEETS

PRINT FORMAT – NEXI + PARTNER

In the Nexi + Partner signature version, the Partner logo must be attached to the Nexi logo following the established rules.



Nexi SmartPOS N950

More than a terminal. Unlock your business opportunity

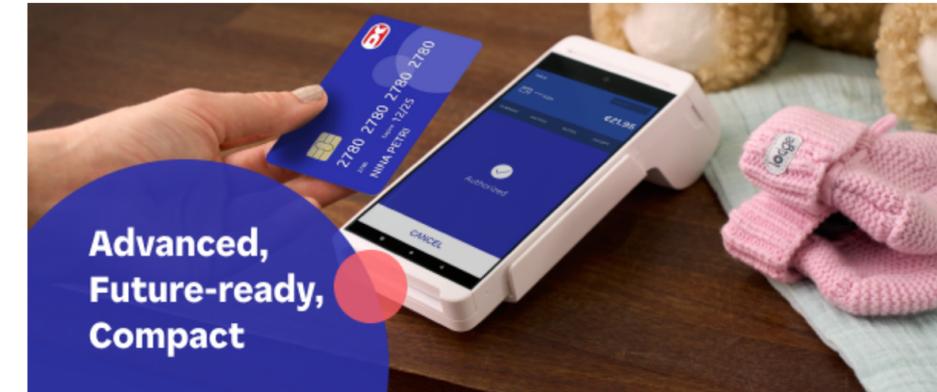
Nexi SmartPOS N950 enables you to deliver exceptional payment experience where speed and convenience are paramount. The modern, large touch screen terminal is intuitive for users, supporting all major schemes and payment wallets.

With the Nexi SmartPOS N950, you can create exciting, engaging, and differentiated customer experiences through value-added services and applications developed by both in-house and third-party teams.

The Nexi SmartPOS N950 supports merchant applications to offer new buyer experiences and new revenue streams for merchants. Better experiences for your customers, smarter for your business.

Key benefits for your business

- Distinctive Design for Exceptional Payment Experience: Touch Display for Enhanced Customer Interaction
- Customisation for verticals and clients through stand-alone or lightly integrated Apps
- App Development by In-House and Third-Party teams in an open ecosystem, facilitating the development of new apps and ensuring faster time-to-market thanks to easier merchant app management
- Cost savings for merchants adopting Android terminals: lower development costs and potential TCO reduction due to the all-in-one device



Nexi SmartPOS N950

Key benefits:

- Intuitive, smartphone-like user experience
- Engaging and fast payment experience both for merchants and consumers
- Customizable audio and accessibility support

Features:

POWER SOURCE <ul style="list-style-type: none"> • Input: 100-240V AC 50/60Hz • Output: 5.0V DC, 2.0A 	CONTACTLESS PAYMENT <ul style="list-style-type: none"> • Cards/mobile devices and tags • NFC enables wallet payments, i.e., Google and Apple Pay 	KEYPAD <ul style="list-style-type: none"> • Secure virtual keypad for PIN entry, 1x power button, 1x VOL+, 1x VOL-
ADDITIONAL POWER SOURCE <ul style="list-style-type: none"> • Charging station 	ACCEPTED CARDS <ul style="list-style-type: none"> • Visa, Mastercard, JCB, CUP, American Express • Please turn to your local sales/product rep. for more info 	CERTIFICATES <ul style="list-style-type: none"> • PCI PTS 6.x • Please turn to your local sales/product rep. for more info
BATTERY <ul style="list-style-type: none"> • Li-Ion, 7.2V/2600mAh/18.7Wh (ca.3.6V/5200mAh) 	SIZE AND WEIGHT <ul style="list-style-type: none"> • Dimensions: 201 mm (L) *79,8 mm (W) *62 mm (H) • Weight: 464 g 	OPERATIVE SYSTEM <ul style="list-style-type: none"> • OS: Android 10
COMMUNICATION <ul style="list-style-type: none"> • Mobile 4G (3G/2G) • Wi-Fi (802.11 a/b/g/n/ac) 2.4G & 5G • Bluetooth 4.1 BLE / 5.0* 	PRINTER <ul style="list-style-type: none"> • Built-in high-speed thermal printer, 321 mm/s • Paper roll diameter: 40mm • Paper width: 58mm 	OPERATING AND STORING CONDITIONS <ul style="list-style-type: none"> • Operating temperature: 0°C -40°C (32°F -104°F) • Storage temperature: -20°C -60°C (-4°F -140°F) • Relative humidity: 5% -93% (Non-condensing)
SCREEN <ul style="list-style-type: none"> • 5,99"(-15,21 cm) LCD color touchscreen, resolution of 1440 x 720 	MEMORY <ul style="list-style-type: none"> • 2GB RAM, 16GB Flash 	PROCESSOR <ul style="list-style-type: none"> • Quad-core Cortex-A53, 1.4GHz
CARD READERS <ul style="list-style-type: none"> • EMV chip reader • Magnetic stripe reader • Contactless reader 		

Nexi SmartPOS N950

Experience the freedom of mobility and innovation with the Nexi SmartPOS N950, the next-generation smart terminal designed to empower merchants. Sleek and portable, it combines a cutting-edge design with powerful functionality to deliver seamless payments.

Ready out of the box with a pre-installed battery, SIM card, and docking station, the N950 is truly plug-and-play. The connection via Wi-Fi or 4G ensures fast, secure transactions—anytime, anywhere.

Its nearly 6" vibrant color touchscreen opens the door to a more interactive, engaging, and intuitive payment experience, enhancing both customer satisfaction and in-store efficiency.



Extensive online support and telephone customer support



Support for leading card brands and wallets



Easy to operate, customer friendly terminal

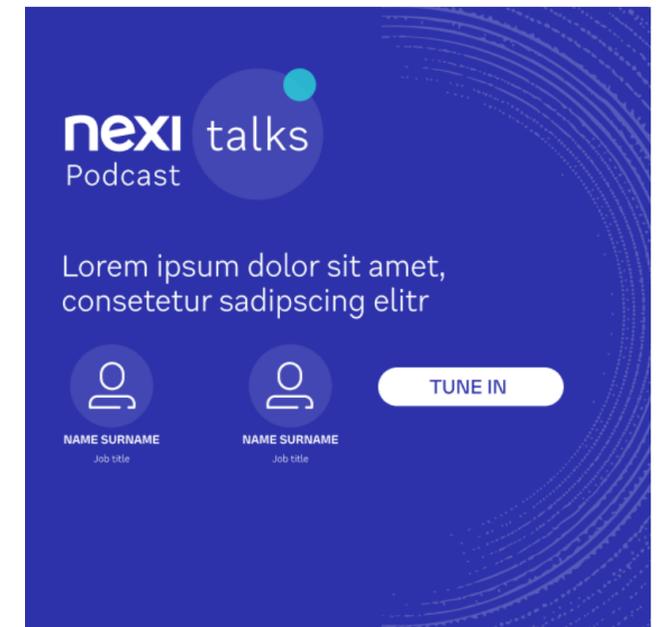
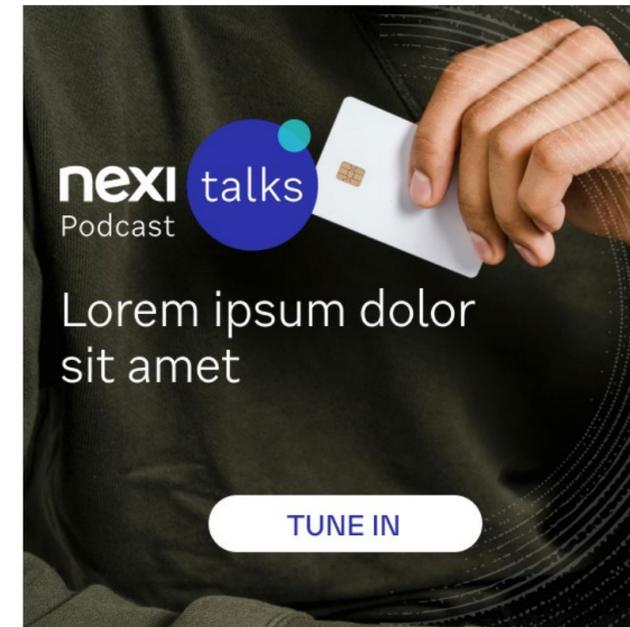
Nets Denmark A/S
Klaussdalsbrovej 601
DK-2750 Ballerup
Denmark

nexi

8.7 PODCASTS

PODCASTS

Use approved colors, typography, and include the designated podcast logo in a clear position. For co-branded versions, partner logos must follow official co-branding rules and maintain correct proportions and spacing.



9.8 WEBINARS

WEBINARS

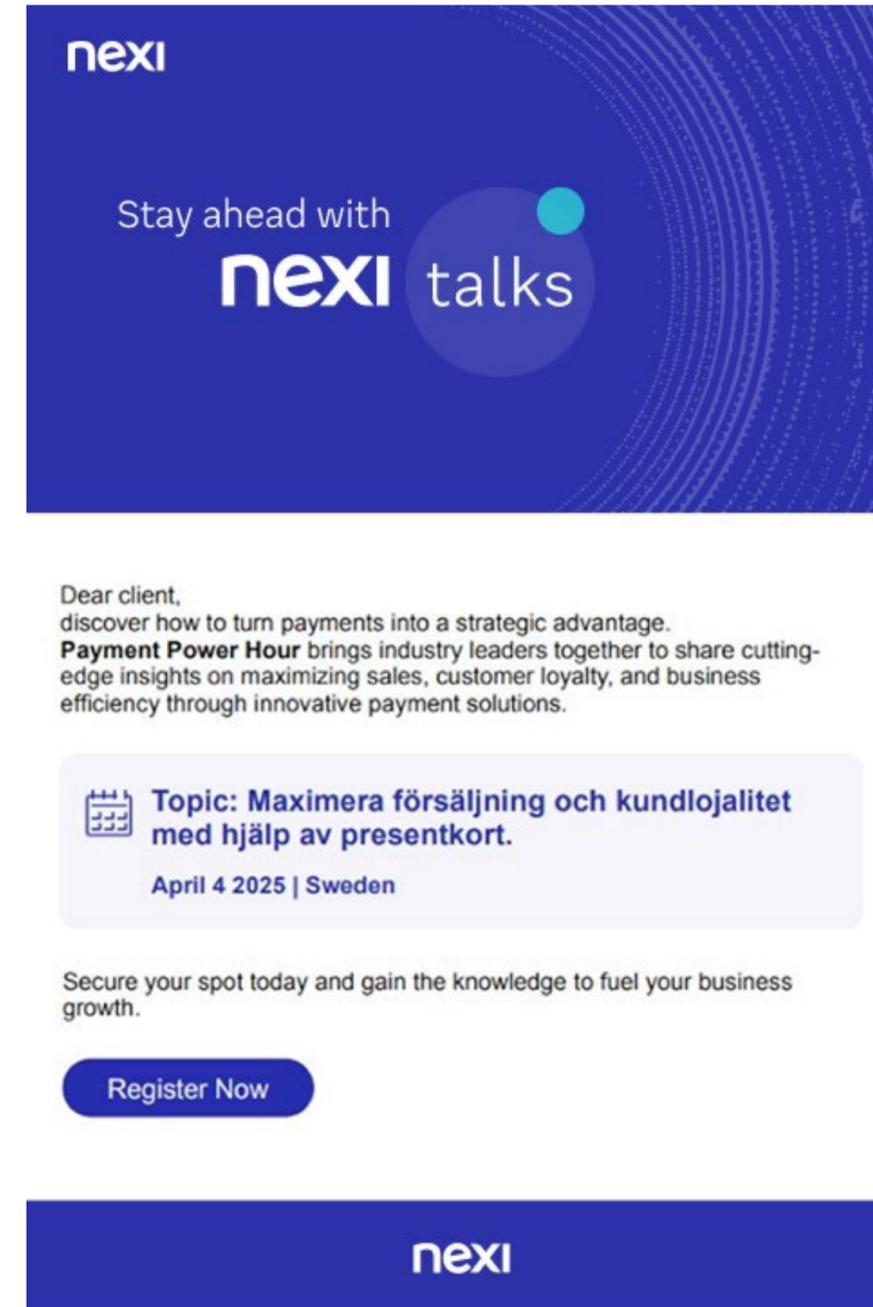
Our webinars are an extension of our brand experience. They should visually communicate professionalism, clarity, and innovation while maintaining consistency with our overall brand identity.

The logo stamp acts as a seal of authenticity for all webinar-related content. It should never be cropped, rotated, or combined with other elements.

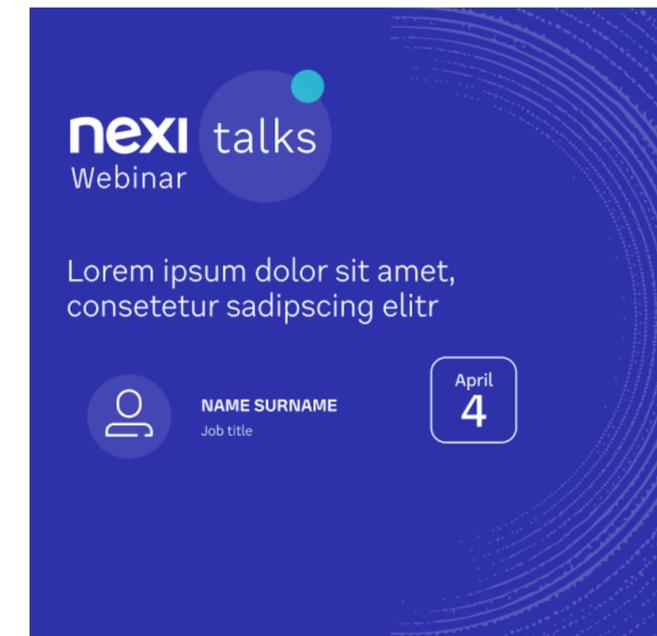
Logo Stamp



Email Template



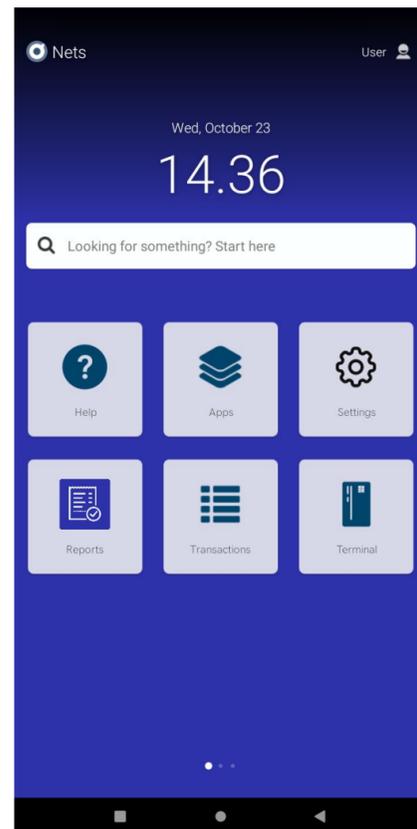
SoMe



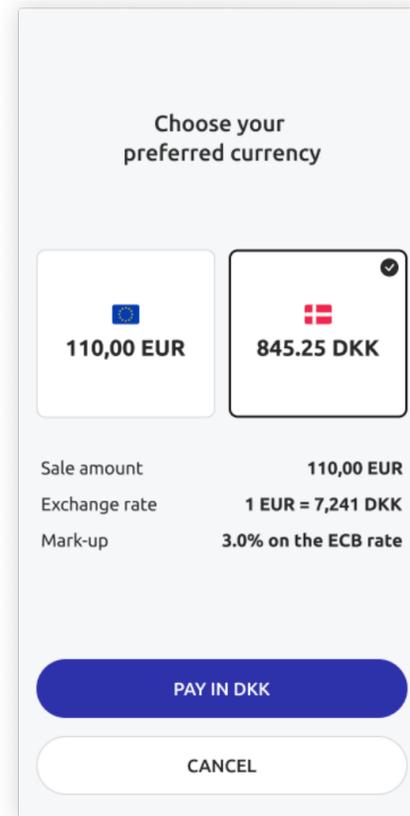
8.9 SCREEN USAGE FOR TERMINAL DEVICES

TERMINAL SCREEN USAGE

All terminal screens must follow approved standards to ensure consistency and compliance. Always use screens validated by the Product Department. If an approved screen is not available, the design must be aligned with the Brand and Communications Department to maintain visual integrity and brand coherence. Unauthorized variations are not permitted. All screens should adhere to brand standards for typography, color, and logo placement as outlined in this guideline.



Example DCC screen



Fallback version



Screensaver animation



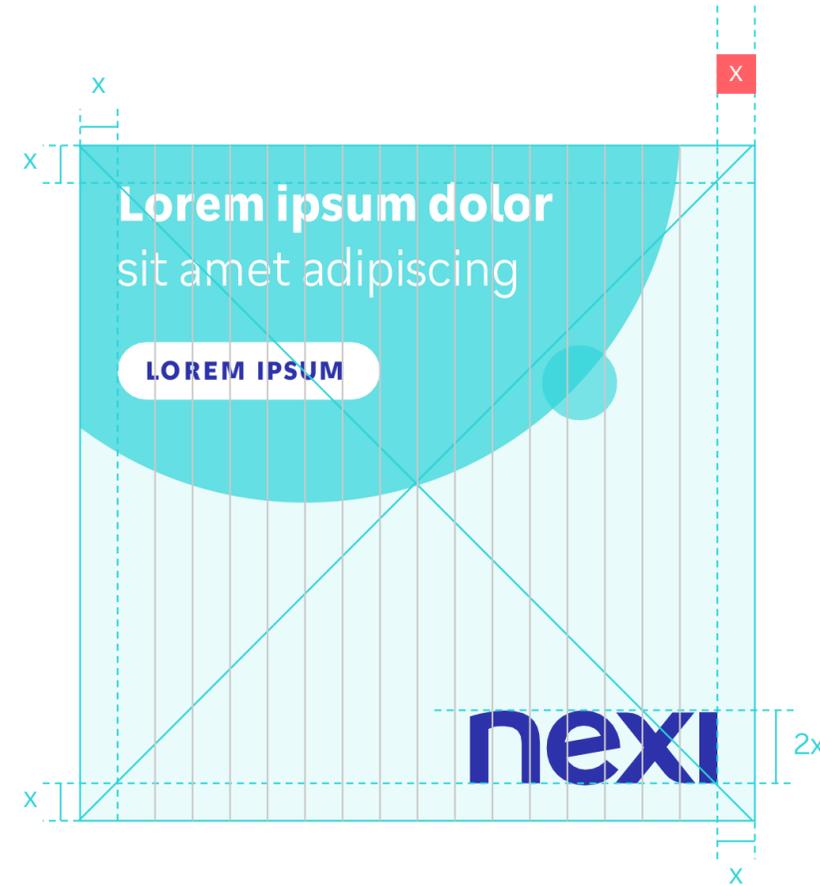
8.10 ADVERTISING/PROMOTIONAL DIGITAL MATERIALS

DIGITAL FORMATS – RECTNAGLED SHAPED BANNERS

The same rules applied to print materials in the construction of the margins must be followed in the creation of web materials.

As for the size of the Nexi logo, the minimum recommended size is 2x in height.

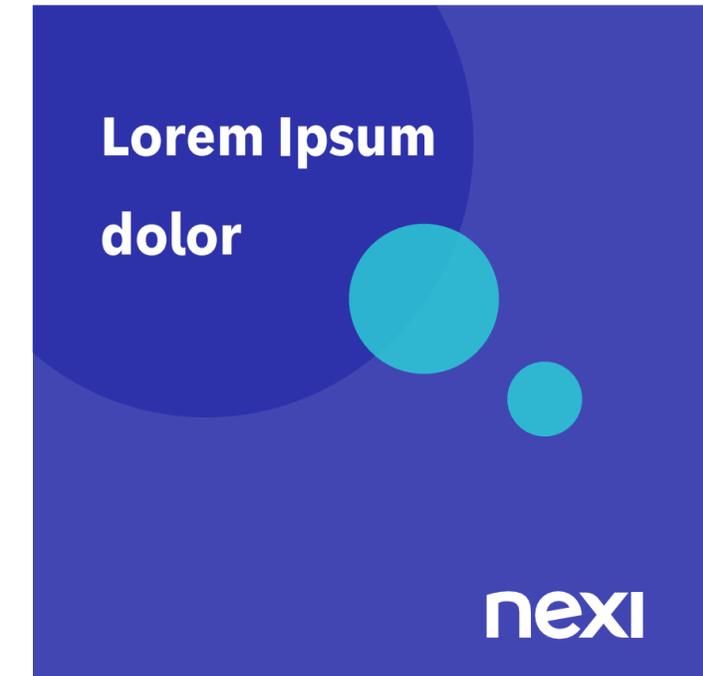
In addition to photographic banners, one can also make banners that are solely of typography, in which the Nexi Blue is used as a background at 90%, and the main dot is 100% Nexi Blue.



photographic banner

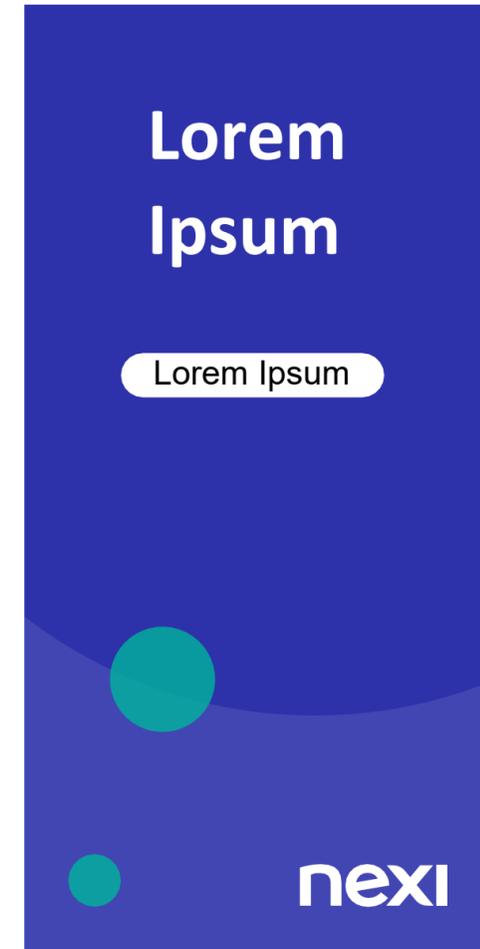
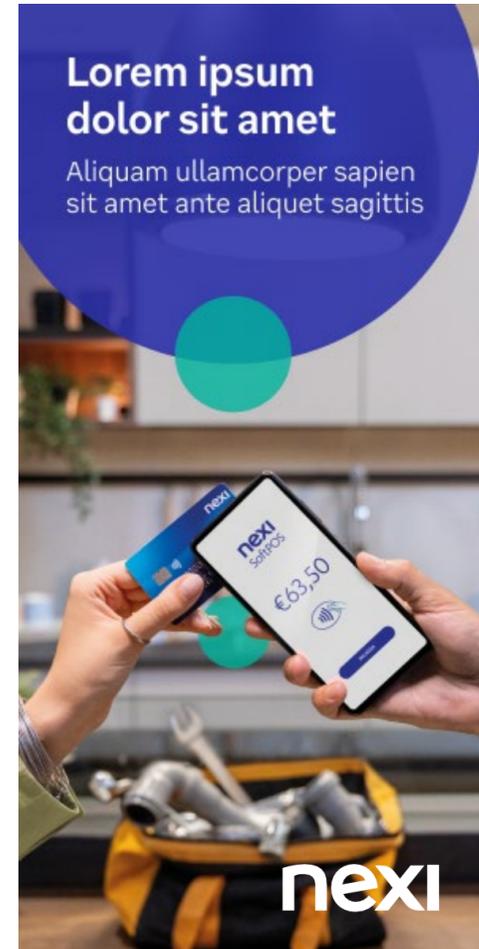
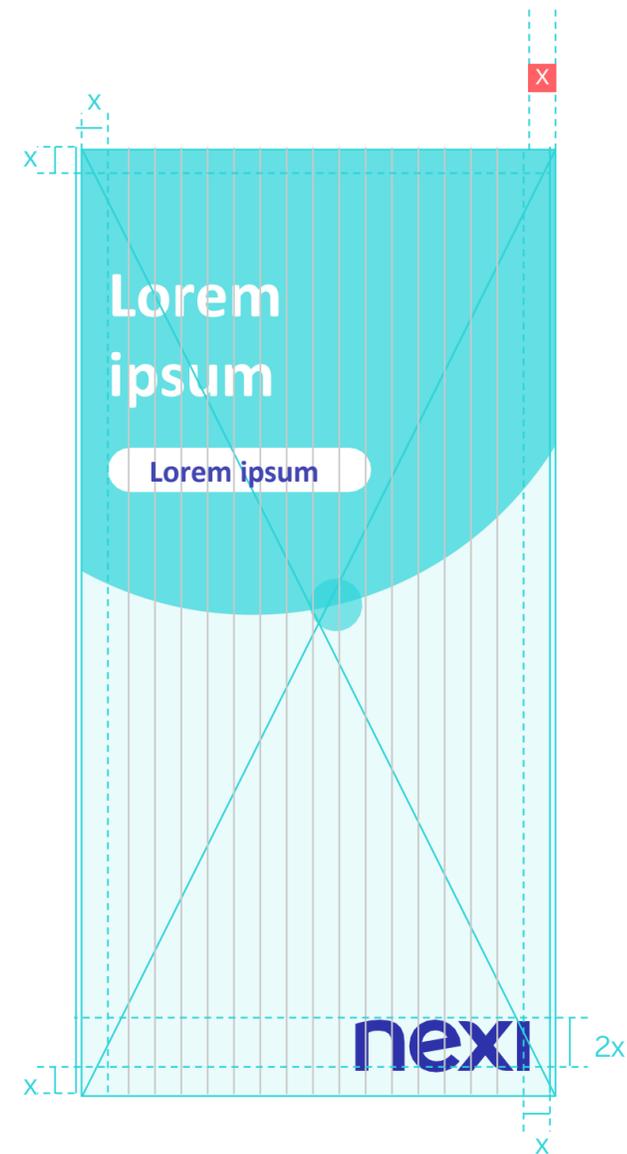


typographic banner



- ! *This type of cage is suitable for banners with measurements similar to:*
 - 250 x 250 p
 - 300 x 250 p
 - 336 x 280 p
 - 580 x 400 p

DIGITAL FORMATS – SKYSCRAPPER BANNER

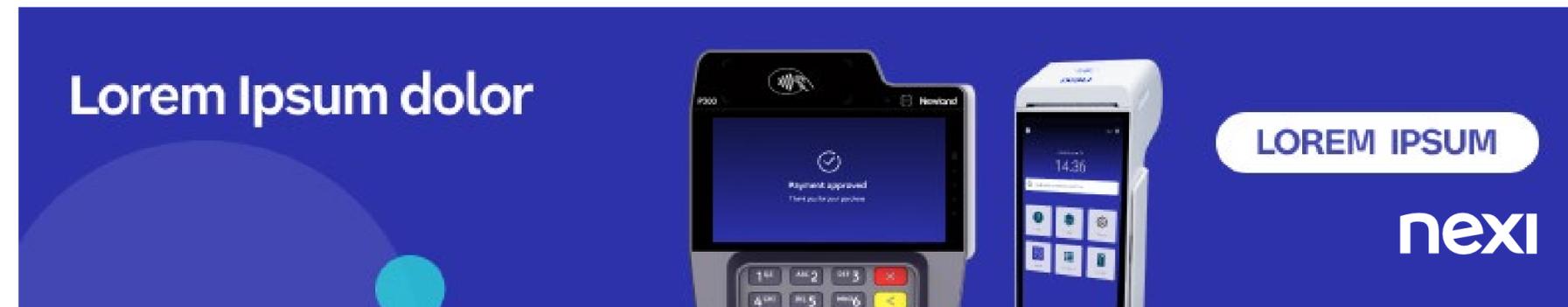
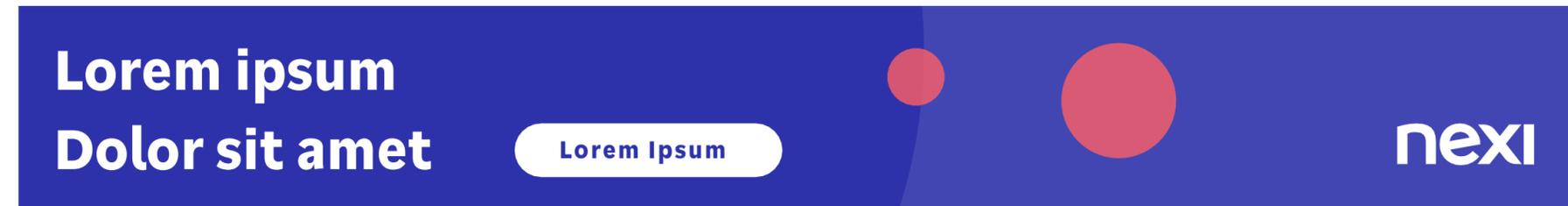
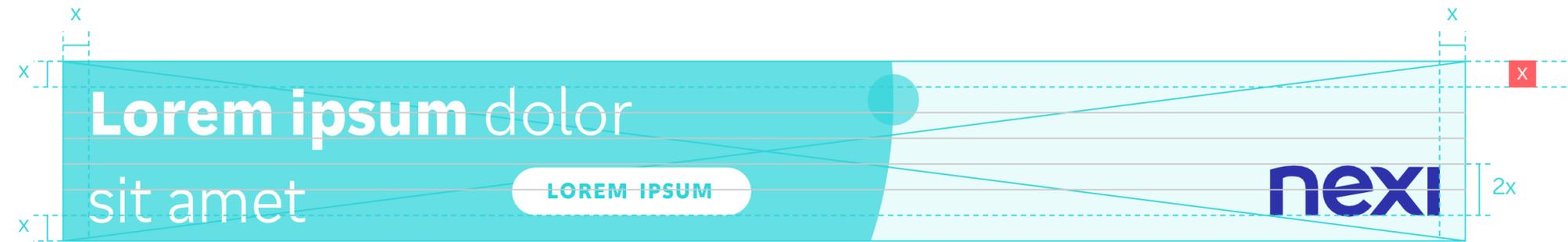


! This type of cage is suitable for banners
with measurements similar to: 300 x 600 p
300 x 1050 p

DIGITAL FORMATS – HORIZONTAL BANNER

In the creation of the horizontal banners, the medium must be divided into 7 lines instead of 18.

The minimum recommended size of the Nexi logo is 2x height.



! This type of cage is suitable for banners with measurements similar to:

468 x 60 p

480 x 60 p

728 x 90 p

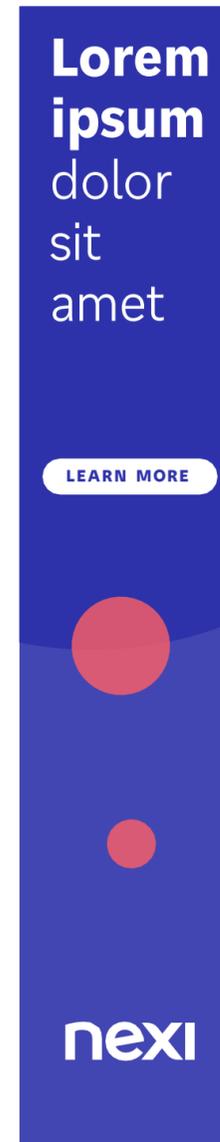
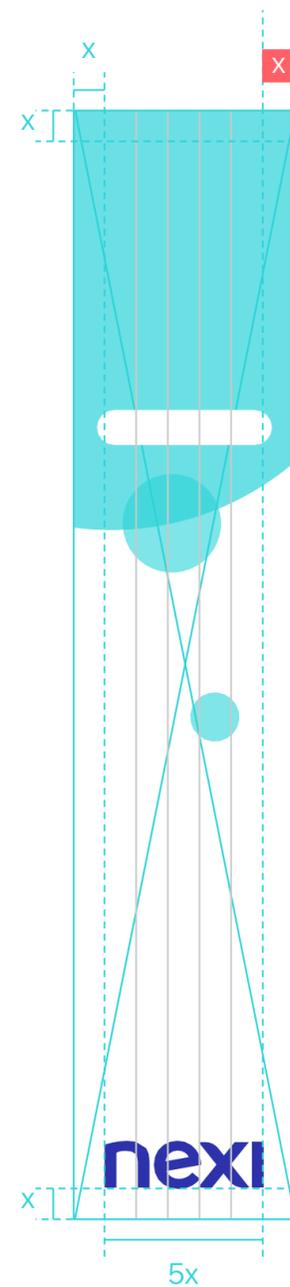
970 x 90 p

DIGITAL FORMATS – VERTICAL BANNERS

In the creation of vertical banners, the medium must be divided into 7 columns instead of 18.

The recommended Nexi logo size is the width of the banner minus the margins (5 columns).

- ! This type of cage is suitable for banners with measurements similar to:
 - 120 x 240 p
 - 120 x 600 p
 - 160 x 600 p



8.11 PROMOTIONAL EMAILS – DEM (DIRECT EMAIL)

VARIANT 1

TEMPLATE USAGE STIMULATION

The Nexi logo will always be positioned on the left while the space on the right is reserved for partner logos or specific activities (e.g. name of the engagement program)

Hero: main element of the interface and must summarize the main information and actions already at the top

It can be composed of:

- Initiative duration bar - Font Arial size 14 px
- Communication category label - Gray band #f0f0f0
- headline - Font Arial Bold Nexi Blue #2D32AA, size 26 px, maximum 2 lines
- Dots image - 80X76 px
- Sub-heading - Font Arial size 16 px line spacing 20 px
- CTA button - Angoli stondati r=50%, Testo: #ffffff, Background: #2d32aa

Headline

- Size font: 26px
- Bold
- Point at the end of the line.
- No more than three lines.
- Product name always at the end.

Bodycopy

- Font: Arial
- Title: font size 20px; Lineheight 26px
- Text: font size 16px; Lineheight 22px
- Color: black, blue only for important titles/concepts
- No italic
- institutional DEM: «Dear customer» + alignment to the left / promotional DEM: no «Dear customer» + alignment to the center

Cards

The contents will be organized in Cards. Each of these can contain images, titles, text, buttons, lists and other components.

Dividing lines

- Color: Grey
- Only if the DEM is long and developed in several paragraphs

Box with images

- Font: Arial
- Color: gray outline and white background - present if Device image outline is not required
- Text color: black, blue used only if there are no other colored elements (images/logos)

CTA

Arial Bold - 14px - uppercase/lowercase
Rounded corner radius 50px
4 different types of buttons will be used based on the priority and importance of the CTA.



Claim

A new Brand element will then be integrated which will consist of a line that will take up the concept of «More Beyond»

Disclaimer

Arial 11px - Lineheight 14px
Justified text

DEM

VARIANT 2

TEMPLATE SERVICE ADOPTION

General canva: width 600px, margin dx 30px, margin sx 30px

Logo: Dimensions doble 134x40px, effective 67x20px

Tag: Font-size/line spacing: 14px/22px, Colore: #8c8c8c, Weight: bold

Title: Font-size/line spacing: 22px/28px, Weight: bold

Cover image: Dimensions doble 1080x 650px, effective 540x325px, v

Incipit: Font-size/line spacing: 16px/24px, Color: #000000

CTA small: Font-size/line spacing: 14px/14px, Color: #ffffff, Background: #2d32aa, Padding top e bottom: 8px, Padding sx e dx: 25px

Multi-step box: Title: Font-size/line spacing: 20px/22px, Sottotitoli: Font-size/line spacing: 16px/20px bold, Text: Font-size/line spacing: 16px/20px, Icons: Dimensions 100x100px

CTA full width: Font-size/line spacing: 16px/16px, Color: #ffffff, Background: #2d32aa, Padding top e bottom: 10px, Width: 540px

Disclaimer: Font-size/line spacing: 14px/16px

Footer phishing: Font-size/line spacing: 11px/14px

nexi

Pagamenti con il telefono

Paga i tuoi acquisti con il telefono: molto più facile che bere un caffè!



Utilizzare il telefono per pagare tutti i tuoi acquisti? Non è mai stato facile come oggi, e puoi farlo senza portare con te il portafogli!

I pagamenti con il telefono sono ampiamente accettati. Utilizza il tuo smartphone per pagare tutti gli acquisti quotidiani, dalla colazione della mattina alle spese più importanti.

Scarica l'App Nexi Pay

Scopri i vantaggi di fare acquisti con il telefono



È semplice: basta uno sguardo o l'impronta digitale
Non serve ricordare il PIN della Carta, grazie al riconoscimento biometrico solo tu puoi autorizzare il pagamento. Ti basta avvicinare il telefono al POS e...fatto!



È comodo: puoi lasciare a casa il portafogli
I pagamenti con telefono e smartwatch sono ampiamente accettati, puoi pagare in tutti gli esercizi commerciali abilitati ai pagamenti Contactless.



È sicuro: i tuoi dati sono sempre protetti
Tutte le transazioni sono protette da elevati standard di sicurezza, ed è possibile dissociare la Carta dal tuo telefono direttamente dal wallet in qualsiasi momento.



È conveniente: ottieni il doppio dei punti Iosi
Ogni volta che utilizzi il telefono per i tuoi pagamenti ottieni il doppio dei punti Iosi.

Scopri di più

Messaggio pubblicitario con finalità promozionale. I servizi Iosi sono regolati dal D.lgs.n. 206/2005-Codice del Consumo. Il regolamento di Iosi e Iosi PLUS è disponibile sul sito nexi.it o su App Nexi Pay. Puoi disdire quando vuoi chiamando il Servizio Clienti Iosi e Iosi PLUS al 800.15.11.11. Per maggiori informazioni sul Mobile Payments leggere il [Regolamento](#).

Pagare con il telefono? Molto più facile che bere un caffè!

nexi

Come riconoscere le comunicazioni che ricevi da Nexi

- Il mittente delle comunicazioni termina sempre con [nexi.it](#) o [nexipay.com](#)
- I link non rimandano mai a pagine e applicazioni esterne al sito [nexi.it](#) o [nexipay.com](#) o a quelle della tua Banca (la pagina aperta deve avere il protocollo HTTPS o l'indicazione "certificato valido" ed essere contrassegnata dal lucchetto chiuso)
- I tuoi dati personali, i numeri della tua Carta, le password e anche i tuoi codici di sicurezza come PIN, Keyid o one time password (OTP) sono segreti. Per questo non ti chiederemo mai per chiederli, né ti manderemo email o sms con link e pagine esterne al sito [nexi.it](#) o [nexipay.com](#) o a quello della tua Banca, in cui ti viene richiesto di inserirli.

Se hai dubbi di aver ricevuto una comunicazione sospetta, o di aver lasciato i tuoi dati su un sito contraffatto, scrivi a segnalazioni.abuso@nexi.it o chiama subito il Servizio Clienti Nexi. [Clicca qui](#) per scoprire come difenderti dalle frodi online.

Se non vuoi più ricevere comunicazioni commerciali da Nexi [clicca qui](#).

VARIANT 3

TEMPLATE NEWSLETTER

General canva: width 600px, margin dx 30px, margin sx 30px

Logo: Dimensions doble 134x40px, effective 67x20px

Tag: Font-size/line spacing: 14px/22px, Colore: #8c8c8c, Weight: bold

Title: Font-size/line spacing: 26px/28px, Weight: bold

Dots image: 80X76 px

Incipit and text: Font-size/line spacing: 16px/24px, Color: #000000

Cover image: Dimensions doble 1080x 650px, effective 540x325px, rounded corners radius= 10px

CTA small: Font-size/line spacing: 14px/14px, Color: #ffffff, Background: #2d32aa, rounded corners radius= 50px

Title "Offerte de mese": Font-size 20px

Offer: Image: Dimensions doble 540x444px, effective 280x222px, Text: Font-size/line spacing: 12px/20px

Text "Vai su... e Molto di più...": Font-size/line spacing: 12px/20px, bold

CTA full width: Font-size/line spacing: 16px/16px, Color: #ffffff, Background: #2d32aa, Padding top e bottom: 10px, Width: 540px

Disclaimer: Font-size/line spacing: 14px/16px

Footer phishing: Font-size/line spacing: 11px/14px

nexi

Iosi PLUS TRAVEL: aprile

La vacanza perfetta, a prezzi imbattibili!

Libera la tua voglia di viaggiare con Iosi PLUS Travel: accedi in esclusiva a promozioni e offerte sempre nuove, per viaggi e vacanze indimenticabili, in Italia e all'estero!



Vola in Sardegna a prezzi imbattibili! Prenota con i nostri pacchetti volo+hotel oppure volo+appartamento.

Ad esempio: Hotel Baia del Porto 4*, Porto Ottolù, pensione completa con bevande ai pasti, spiaggia e volo inclusi da 7 notti da 795€.

Scopri di più

Le offerte del mese

Pacchetti vacanza scontati
Prenota i pacchetti vacanza con i migliori tour operator, in Italia e nel mondo, con lo sconto del 10% (5% sulle offerte speciali, crociere e tour operator non preferenziali).

Ad esempio: Grecia, Veratour Naxos, All Inclusive, volo e trasferimenti inclusi.

7 notti da 710€



Experience in Sicilia

Scopri la bellezza di Taormina e della Sicilia Barocca. Assapora la migliore cucina della tradizione. Soggiorna in un nuovissimo hotel fronte mare.

Albatros Beach Hotel 4*, Letojanni, mezza pensione, volo e trasferimenti inclusi.

7 notti da 1.099€

AVIS

Maggiore

Europcar

Autonoleggio al 20%

Prenota la tua auto a noleggio in Europa, con i migliori marchi con sconti dal 15% al 20%.

Scegli tra AVIS, Maggiore e Europcar.

Vai su Iosi PLUS TRAVEL per scoprire le altre offerte riservate e prenotare subito il tuo viaggio!

Clicca qui

Molto più di un programma fedeltà. Solo cose belle.

Messaggio pubblicitario con finalità promozionale. I servizi Iosi sono regolati dal D.lgs.n. 206/2005-Codice del Consumo. Il regolamento di Iosi e Iosi PLUS è disponibile sul sito [nexi.it](#) o su App Nexi Pay. In caso di comunicazioni sospette chiama il numero [02345444](#) (Tariffazione di rete fissa - come da condizioni stabilite dal tuo gestore). Non rispondere a questa comunicazione, per contattarci accedi alla sezione Assistenza dal sito [nexi.it](#) o dall'App Nexi Pay. Puoi disdire quando vuoi chiamando il Servizio Clienti Iosi e Iosi PLUS al 800.15.11.11.

VARIANT 4

SERVICE COMMUNICATION

General canva: width 600px, margin dx 30px, margin sx 30px

Logo: Dimensions doble 134x40px, effective 67x20px

Tag: Font-size/line spacing: 14px/22px, Colore: #8c8c8c, Weight: bold

Title: Font-size/line spacing: 26px/28px, Weight: bold

Dots image: 80X76 px

Incipit and closure: Font-size/line spacing: 16px/24px, Color: #000000

Title "Cosa fare...": Font-size/ line spacing: 20px/22

Multi-step box: Icons: Dimensions 100x100px, Text: Font-size/line spacing: 16px/22px,

Gray box for further information: Title: Font-size/line spacing: 20px/28px, Text: Font-size /line spacing: 16px/22px, Background: #eaeaf5

Footer phishing: Font-size/line spacing: 11px/14px

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Comunicazione di servizio

Verifica e aggiorna i tuoi dati.

Nonostante i tentativi di sollecito, ti informiamo che il tuo **questionario di adeguata verifica**, indispensabile per continuare ad utilizzare la tua Carta, **risulta non essere ancora stato aggiornato**.

Pertanto, con la presente, desideriamo informarti che come indicato nel Regolamento all'interno della sezione «Blocco della carta», **l'operatività della tua Carta Nexi è stata temporaneamente sospesa**.

Per evitare il blocco definitivo e la risoluzione del contratto, ti chiediamo di procedere con **l'aggiornamento del questionario entro il 30 settembre 2024**.

Qualora l'aggiornamento non pervenisse entro tale data, la Carta Nexi verrà definitivamente bloccata ed il contratto con Nexi risolto.

Cosa fare per aggiornare i tuoi dati:

Accedi all'App Nexi Pay o entra nell'Area Personale del sito [nexi.it](#)

Entra nella sezione Profilo e scorri fino alla sezione **Normativa antiriciclaggio - Dati personali**, poi clicca su **Modifica Dati Personali**

Compila tutte le sezioni anagrafiche previste e carica il tuo documento di riconoscimento: carta d'identità, patente o passaporto (fronte/retro)

Ricorda: per evitare il blocco carta è indispensabile compilare tutte le sezioni richieste e caricare il documento di identità.

Perché te lo chiediamo?

L'aggiornamento dei dati è necessario in quanto la Normativa Antiriciclaggio in vigore richiede la verifica, nel continuo, della completezza, accuratezza ed aggiornamento dei Dati di Adeguata Verifica della Clientela, necessari per poter proseguire il rapporto con Nexi (art. 42 d.lgs. 231/2007 cd. "obbligo di astensione").

Importante

La tua Carta ha addebiti automatici attivi che verranno bloccati. Dovrai aggiornare il numero della Carta presso tutti i gestori per evitare disservizi.

Se hai già provveduto ad aggiornare i tuoi dati, ti invitiamo a non considerare questo messaggio.

Il Servizio Clienti è a tua disposizione.

Cordialmente,
Nexi Payments S.p.A.

nexi



Come riconoscere le comunicazioni che ricevi da Nexi

- Il mittente delle comunicazioni termina sempre con [nexi.it](#) o [nexipay.com](#)
- I link non rimandano mai a pagine e applicazioni esterne al sito [nexi.it](#) o [nexipay.com](#) o a quelle della tua Banca (la pagina aperta deve avere il protocollo HTTPS o l'indicazione "certificato valido" ed essere contrassegnata dal lucchetto chiuso)
- I tuoi dati personali, i numeri della tua Carta, le password e anche i tuoi codici di sicurezza come PIN, Keyid o one time password (OTP) sono segreti. Per questo non ti chiederemo mai per

INTERNAL COMMUNICATION MESSAGES

VARIANT 5



Header
 Headline: Karbon App Bold - 26 px - Lineheight 26px - Color #FFFFFF
 Maximum 3 lines, product name always at the end, insert the period at the end of the line.

HEADER VARIANT 1

Introductory text module

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR

ICON BOX

TITLE	TITLE	TITLE	TITLE
Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.	Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.	Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.	Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

CTA

Footer with Logo Nexi

Institutional message module

Disclaimer

Introductory text module
 Title - Arial 20px - Lineheight 26px - Color #000000 / Color #2D32AA
 Text - Arial 16px - Lineheight 22px - Color #000000

Details module plus offer max 4 icons and text or photos and text
 Title: Arial Bold - Uppercase - 20px - Color #2D32AA

ICON BOX
 Title: Arial Bold - Uppercase - 14px - Color #2D32AA
 Text: Arial - 11px - Color #000000

Background-color: #F0F0F0

Title: Arial bold - 20px - Color: #2D32AA

CTA
 Arial Bold - 14px - uppercase/lowercase
 Rounded corner radius 4px
 Button height image 40px

Footer with Logo Nexi
 Title: Arial bold - 20px - Color: #2D32AA

Institutional message module
 Title: Arial bold - 20px - Color: #2D32AA

Disclaimer
 Arial - 11px - Lineheight 14px
 Justified text



HEADER VARIANT 2

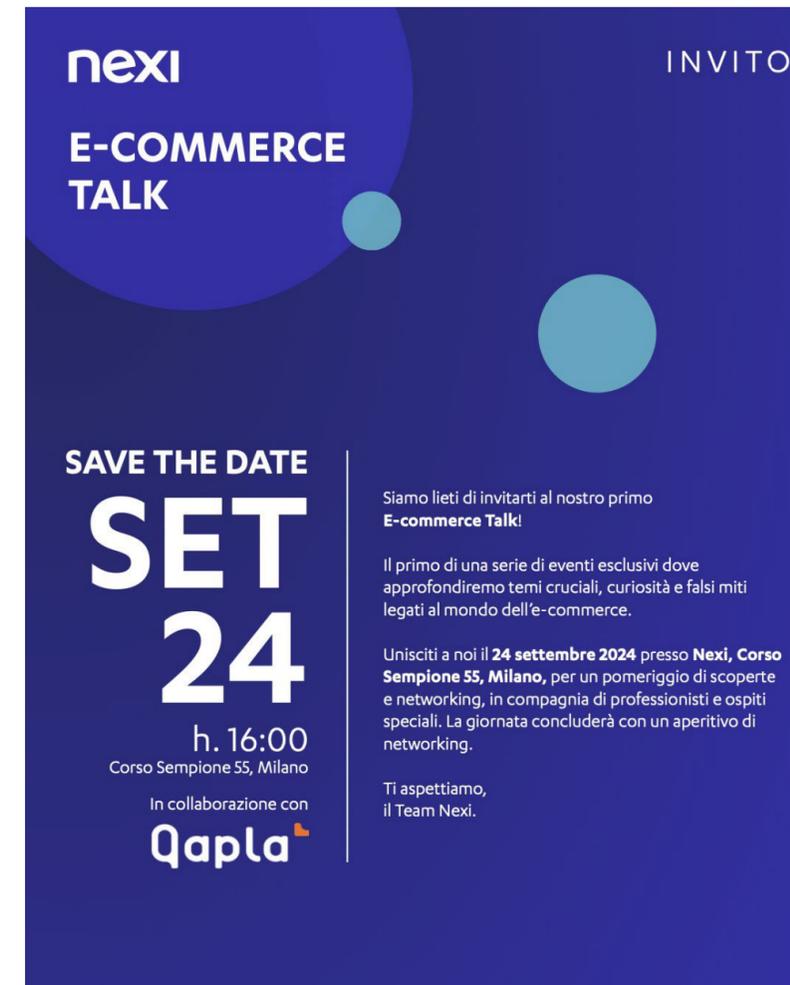


HEADER VARIANT 3



INVITE EVENT NEXI

The dedicated template is applied whenever a suitable, event-specific visual exists.



GENERIC INVITATION

The generic template is used for events that do not have an adequate visual available for the occasion.

8.12 VIDEO GRAPHIC FORMAT

OPENING AND CLOSING SEQUENCE

Use the logo animations available at the following links to open and close your videos

[Nexi Brand Guideline, font, logos, icons, video etc](#)

[Download the source file here](#), if you need to replace the Nexi logo with the one of another Group's Company.

Opening sequence



Closing sequence



TRANSITIONS/EFFECTS

Prefer simple and smooth transitions. It is recommended use dot shape transitions.

Heavy or strange effects should be avoided.

ACCEPTABLE TRANSITIONS

- Dissolve
- Clean cut
- Fade to blue or another flat color

UNACCEPTABLE TRANSITIONS

- Wipes/Peels
- Distort
- Tile
- Pixelate
- Picture in picture

DOTS ANIMATION

- Align with already approved animations (Nexi Brand Video etc.)
- Keep a calm, smooth and simple movement
- Dots should stay in the frame – and not come in and out – or 'jump' around
- Ask Group Brand & Comms for guidance



TITLING MAIN TITLE

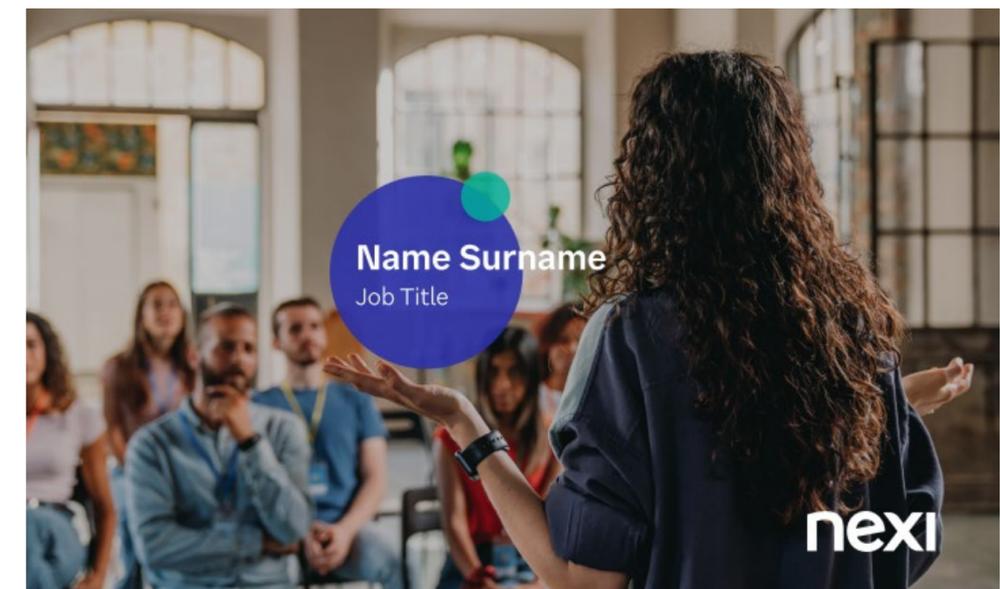
It is recommended writing the main title in capitol letters.

For long titles, you can use also upper and lower cases.



LOWER THIRDS INDIVIDUAL NAMES AND JOB TITLES

In lower thirds of the interviews always use shape and animation of the dots to show individual names and titles.



ASPECT RATIO

16:9 RATIO

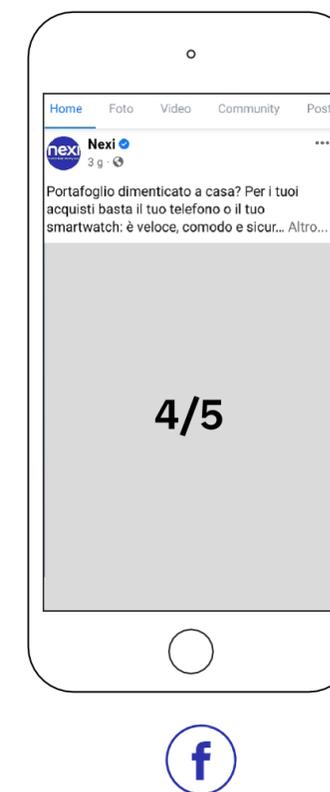
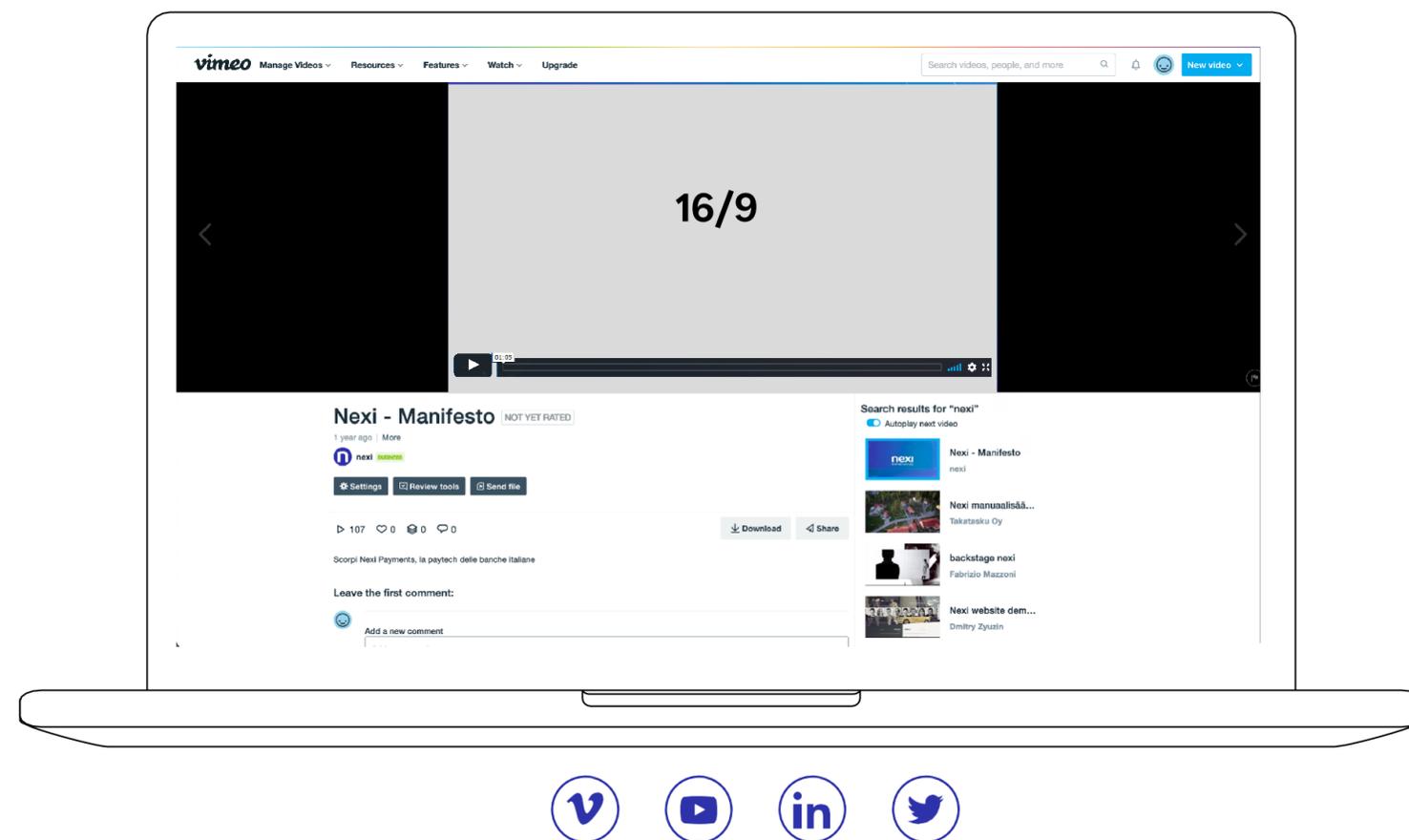
Most modern screens are set in a 16 by 9 ratio. This ratio is used also in the main video platform, for example YouTube and Vimeo, and social networks, for example LinkedIn and Twitter.

EXCEPTION

On Facebook it is recommended to use a vertical ratio, such as 5:4 or 9:16, for a better experience by smartphone

DISTRIBUTION LICENCE

Licence of all video elements must respect copyrights.



Music must be purchased or created with **royalty free licence**

Be sure to have a release for people and some famous places.

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