

Version 1.0

April 2025

BRAND GUIDELINES

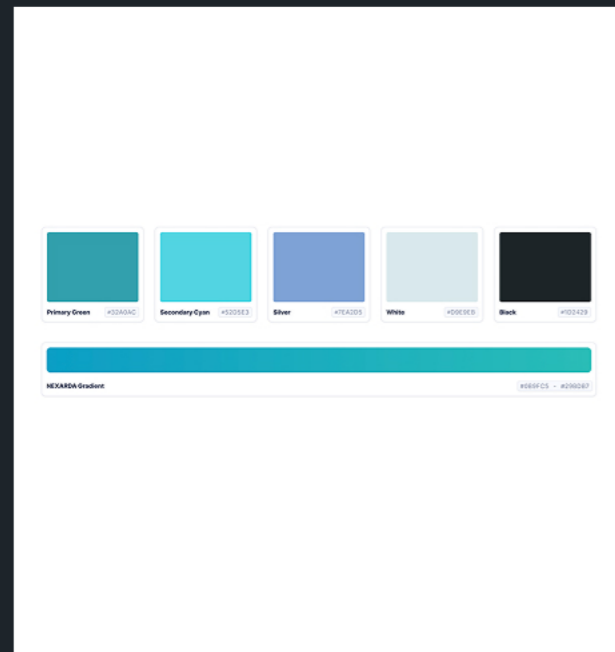
Name: NEXARDA™

Website: nexarda.com

Tagline: Game more, for less!

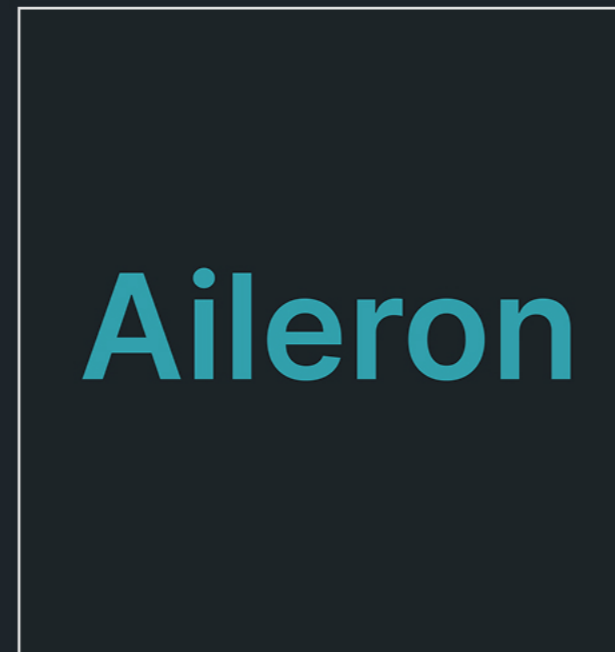


Contents



01 Colour Palette

Our defined colour palette and gradient style.



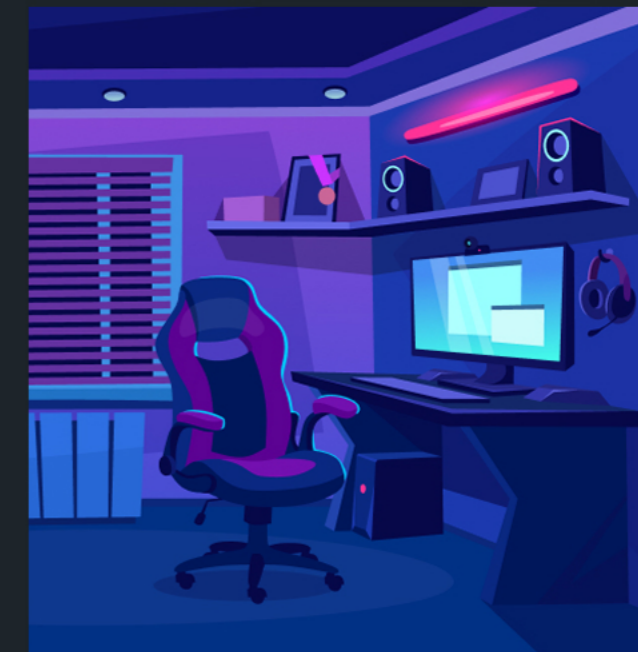
02 Typography

Our chosen font and it's variety of weights to be incorporated.



03 Logo Usage

This section explores the rules around our logo and assets.



04 Brand Tone

The emotional and stylistic choices used in our messaging.

Colour Palette

The colour palette is a fundamental element to the company's brand identity. It sets the tone, evokes emotions, and creates a visual language that resonates with your audience.

The image displays a color palette for NEXARDA. It features five individual color swatches and one gradient bar. Each swatch is a square with a rounded border, containing a solid color. Below each swatch is a label and a hex code. The gradient bar is a long horizontal bar with rounded ends, showing a smooth transition from a teal color to a darker teal color.

Color Name	Hex Code
Primary Green	#32A0AC
Secondary Cyan	#52D5E3
Silver	#7EA2D5
White	#D9E9EB
Black	#1D2429
NEXARDA Gradient	#0B9FC5 - #29BDB7

Typography

Typography plays a pivotal role in shaping our brand identity. It sets the tone, conveys your brand's personality, and enhances the overall visual appeal of communications. This section outlines the typography guidelines, providing a cohesive and consistent framework.

Aa

HEADINGS

Aileron 900

Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

SUBHEADINGS

Aileron 700

Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

TEXT

Aileron 400

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aileron is the chosen font for the [NEXARDA](#) brand. It is clean, minimal and open-sourced. It can be found on Adobe Fonts or alternatively downloaded from a third party source.

Aileron

AaBbCcDdEeFf

Aileron 400

AaBbCcDdEeFf

Aileron 700

AaBbCcDdEeFf


Aileron 900

AaBbCcDdEeFf


Aileron

Logo Usage

The NEXARDA logo is the visual cornerstone of our brand identity. It's the iconic symbol that represents our values, personality, and sets us apart from the competition.

NEXARDA logo on white background 



NEXARDA logo on a black background 



Supporting Visual

Here are some rules around the use of the soldier icon. We should ensure there is enough consistency between the soldier and background at all times.

NEXARDA gradient on light grey ✓



White on NEXARDA gradient ✓



Silver on black (poor contrast) ✗



Imagery

This illustration sets the tone of our brand. NEXARDA™ is the 100% free price comparison website built for gamers on all platforms. With our service you can save time & money by viewing price offers from 90+ approved retailers.

