BRAND IDENTITY & VISUAL DESIGN FOR NEXBING

A modern identity.
One consistent brand experience.

Approved final design · Currently in use



PROJECT COST

$1,200

DURATION

6 weeks

START DATE

10 August 2025

www.nexbing.com

An identity shaped around the vision.

Company: Nexbing

Service: Brand Identity & Visual Design

THE OBJECTIVE

We worked with Nexbing to create a unique brand identity that reflects its vision and establishes a strong, recognizable presence. The goal was a modern, professional, and visually appealing identity that communicates the brand’s personality and values.

THE CREATIVE PROCESS

Our process began with understanding Nexbing’s vision, audience, and overall brand direction. These insights informed a cohesive visual identity spanning the logo, color selection, typography, and supporting brand elements.

THE PROCESS GRAPHICS / IDEA TO REALITY



Idea

Find the useful thought.



Strategy

Give it a direction.



Design

Make it feel right.



Build

Make it work.

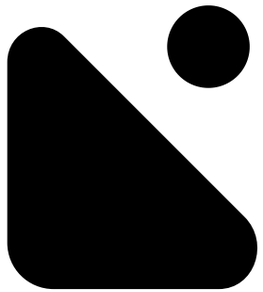
A recognizable mark.
A clear visual signature.

A consistent logo system gives Nexbing a distinctive identity across light and dark settings.

PRIMARY LOCKUP / REVERSED



STANDALONE SYMBOL



Logo system

A cohesive symbol and wordmark for a consistent brand presence.

Visual consistency

The same recognizable identity across brand materials and platforms.

Careful detail

Proportion, spacing, and contrast support a professional, memorable result.

Simple ingredients.
A cohesive identity.

A focused palette, considered typography, and supporting elements keep the brand experience unified.

BLACK

#000000

RGB 0 / 0 / 0

WHITE

#FFFFFF

RGB 255 / 255 / 255

TYPEFACE / NUNITO SANS

Light thought.
Clear action.

TYPEFACE / NUNITO SANS

Light / 300

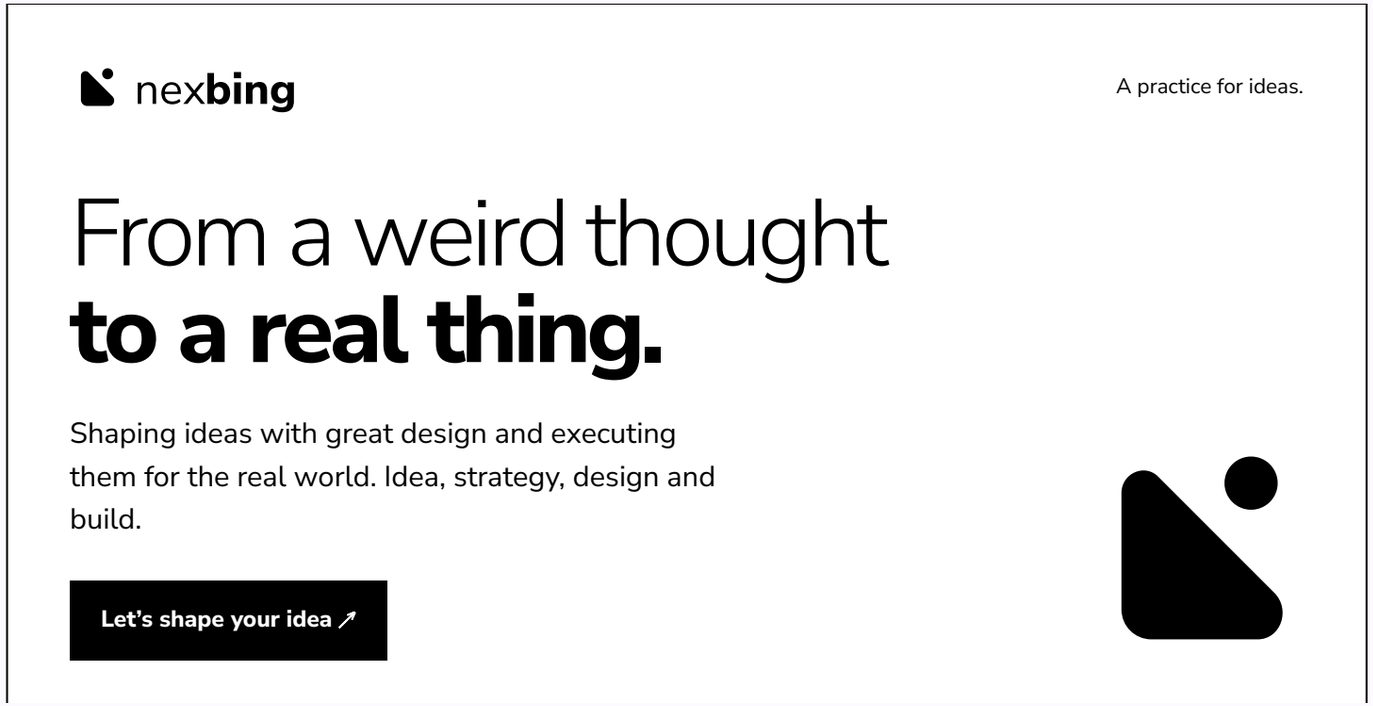
Thoughtful headlines. Generous space.

Extra Bold / 800

Clear statements. Deliberate contrast.

The identity, in context.

Essential digital assets bring the visual direction together across different platforms.

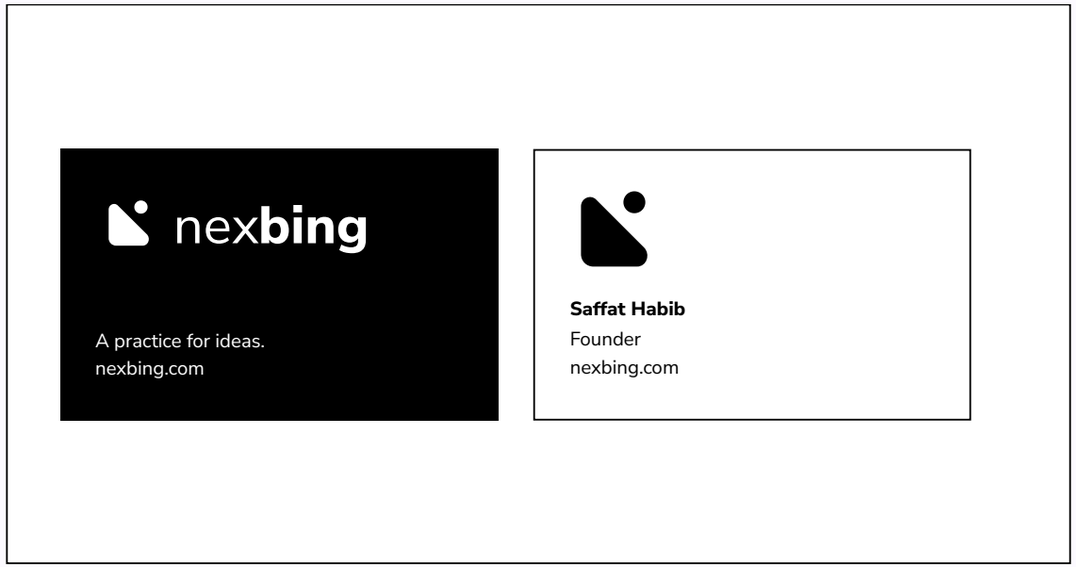


DIGITAL LAYOUT



CAMPAIGN ASSET

Small details.
One memorable experience.



Essential brand materials

Brand cards and a reusable proposal template extend the same visual identity beyond digital touchpoints.



The result

A refined, cohesive identity that gives Nexbing a professional image, strengthens its visual presence, and creates a solid foundation for future growth. Approved final designs, currently in use.