

BRANDING GUIDE

2018-19

ABOUT THE COMPANY

CONNEXUS

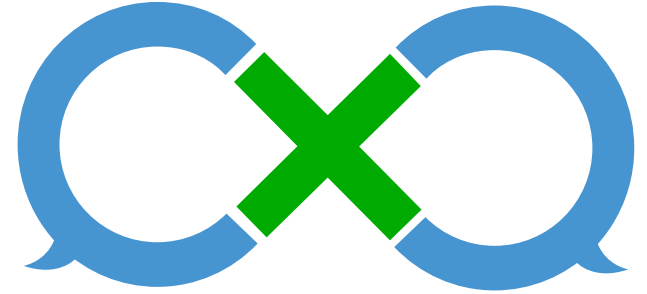
ConneXus is a company that offers products with translation services. People will be able to communicate and understand through a via app. ConneXus is also about serving its customers, investors, and employees. The need that our company will be providing the people with would be having connections around the world without having any language barriers. Our company is devoted to getting everyone from around the world to connect with each other through language. ConneXus is a revolutionary startup business that is in the sector of innovative technology for communication worldwide. We sell ear pieces that contain specific features and languages. We currently have five products, in which are called the Emmisary, the Pilot, the Diplomat, the Aviator, and the Ambassador. These pair of ear pieces translate multiple languages into the language of your own. As well as, the handheld product, The Pilot, and the wristwatch, The Aviator.

TABLE OF CONTENTS

Exhibit 1.....	Company Logo & Fonts
Exhibit 2.....	Company Color Palette & Logo Variation
Exhibit 3.....	Company Stationary
Exhibit 4.....	Social Media

COMPANY LOGO

Due to public opinion, our logo has been renewed to a more simplistic, infinity sign look. The infinity sign symbolizes the infinite ways that ConneXus helps create a connection with people all over the world. It is also a demonstration of two people speaking to each other which, is the purpose of the two speech bubbles. The “X” however, symbolizes that two people are connecting with each other. It is a real demonstration of what ConneXus is all about, which is having people from around the world interact with each other through language.



CONNEXUS

FONT(S)

COPPERPLATE (REGULAR)

12. THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

18. THE QUICK BROWN FOX JUMPS OVER THE LAZY
DOG

24. THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG

36. THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

Calibri

12. The quick brown fox jumps over the lazy dog

18. The quick brown fox jumps over the lazy dog

24. The quick brown fox jumps over the
lazy dog

36. The quick brown fox
jumps over the lazy dog

COMPANY COLOR PALETTE

C:69
M:30
Y:0

Blue implies professionalism, serious mindlessness, integrity, sincerity and calm. Blue is also associated success as many large international company use blue in their logo. Integrity is very important to our brand as we are providing translation services to people around.

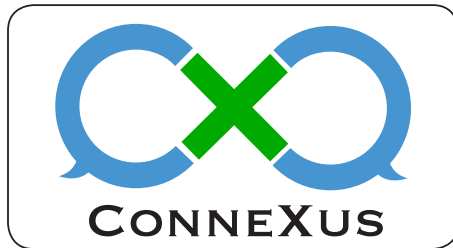
C:81
M:3
Y:100

Green is commonly used when a company wishes to emphasize their natural and ethical credentials, Other meanings ascribed to it include growth and it's popular with financial products too. We chose green for the freshness of the color and its feeling of life. When people can communicate to adds to the quality of life.

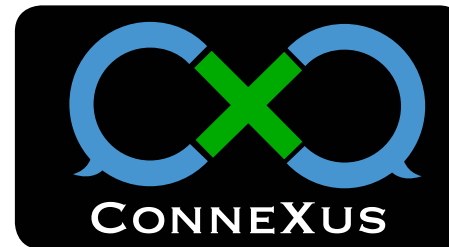
C:40
M:33
Y:34
K:1

Gray is a cool, neutral, and balanced color as well as formal, conservative, and sophisticated. The color gray is a timeless and practical color.

COMPANY LOGO VARIATION




WHITE BACKGROUND



BLACK BACKGROUND

COMPANY STATIONARY


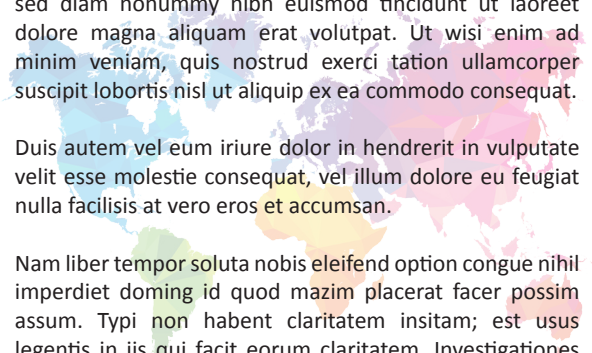


Dear Ms. Reader,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

Nam liber tempor soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius.



Connexus
1401 S. Grand Avenue,
Santa Ana, CA 92705
connexus.ca@veinternational.org

LETTERHEAD

FRONT




CONNEXUS
CONNECTING THE WORLD
THROUGH LANGUAGE

YURIDIA FIGUEROA


1401 S. GRAND AVENUE,
SANTA ANA, CA 92705
(714) 796-7433
WWW.CONNEXUS.WORLD
CONNEXUS.CA@VEINTERNATIONAL.ORG

BUSINESS
CARD

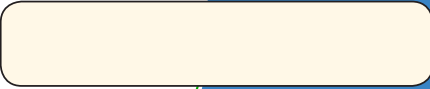


CONNEXUS

BACK



Connexus
1401 S. Grand Ave.
Santa Ana, CA 92705



ENVELOPE

SOCIAL MEDIA

