

The logo features a large, bold 'N!' in white, followed by a vertical bar and the word 'NEXUS' in a smaller, white, sans-serif font. The background is a long-exposure photograph of a city street at night, showing red light trails from cars and illuminated buildings.

N! | NEXUS

THE AUTOMOTIVE AFTERMARKET COMPANY

BRAND BOOK

APRIL 2024

OUR STORY

- **About NEXUS Automotive International**

Established in 2014 by CEO Gaël Escribe, NEXUS Automotive International, the leading automotive aftermarket (AA) global community, is shaping the future of the AA.

Thanks to an entrepreneurial, innovative and agile mindset, N! disrupts the industry bringing innovative solutions for a more sustainable, digital and connected mobility. At the same time, it supports its community of more than 457 members in 137 countries, allied with 90+ global suppliers, by providing services to accelerate their growth.

N! is offering new approaches and new ideas for a connected, global and consolidated world of tomorrow to accelerate the success of car and heavy duty spare parts and services distributors and manufacturers, through 16 regional structures that connect them.

NEXUS' consolidated turnover was more than 42 billion euros in 2023.



NAMING

NAMING

We ask to use the full brand name, NEXUS AUTOMOTIVE INTERNATIONAL, at its very first appears in a text. As the brand name is quite long, it is allowed then to use it in its abbreviation, NEXUS or NI. No other abbreviation form are allowed to be used, such as NEXUS Automotive, NEXUS International, NAI, etc.

NEXUS has to be written in CAPS NEXUS Automotive International (not Nexus Automotive International).

OUR VALUES

OUR VALUES

N! believes that the automotive aftermarket will play a central role in the future of the mobility industry and wants to build this future along with progressive automotive players, with a strong value oriented model based on three pillars.

AGILITY

With agility, N! anticipates the future challenges and bring efficient solutions to shape the automotive aftermarket industry of tomorrow.

INNOVATION

NEXUS believes in the power of innovation to drive the success of its community and to disrupt the automotive industry with new cutting-edge ideas and solutions.

ENTREPRENEURSHIP

N! is a global group of automotive and heavy duty parts distributors and OE manufacturers connected with the automotive aftermarket entrepreneurs.

OUR BRAND

OUR BRAND NAME

The NEXUS brand name (Latin for «connect») reflects our company's aim; connecting business partners, jointly developing all relevant business aspects, using our in-depth knowledge of the industry, and therewith facilitate business opportunities.

OUR LOGO

The NEXUS logo reflects our organization; solidity, firm and causing impact. Its bold presentation makes us stand out in a mainly traditional world, expressing our innovative approach.

The exclamation mark confirms our solidness.

N! | NEXUS

THE AUTOMOTIVE AFTERMARKET COMPANY

CORPORATE COLORS



ORANGE

Orange CMYK

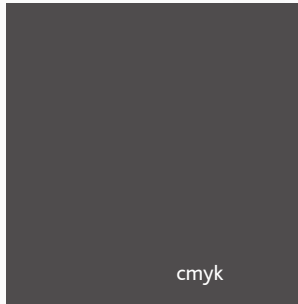
C 0% - M 50% - Y 100% - K 0%

Orange RGB

239-130-0

Orange PANTONE Solid Coated
PMS 144

Orange web
#f39200



DARK GREY

Dark Grey CMYK

C 0% - M 0% - Y 0% - K 80%

Dark Grey RGB

87-87-86

Dark Grey PANTONE Solid Coated
PMS 425

Dark Grey web
#575756

N! CORE LOGO



The official NEXUS core logo.

All these elements are indissociable from each other.

OUR DESIGN PHILOSOPHY

In building our brand, we have tried to develop in every respect a distinct identity and philosophy. In the following pages of this book, you will see and read about the exact guidelines governing the use and implementation of our signature, language, and graphic design.

Our signature was created to represent our brand's philosophy. It embodies transparency and impact. In all our communications and graphics, it is our wish to radiate this direct and simple approach.

USAGE

The NEXUS brand is a promise of integrity and respect in all our endeavors. Our values guide our behavior and the way in which we communicate. Our attitude is reflected through the use and tone of our language.

Please follow these guidelines for communication:

- Be authoritative, but never arrogant
- Speak clearly and concisely
- Use short and direct sentences
- Use precise language
- Demonstrate loyalty and understanding

TONE

Our tone of voice reflects the attitude of our personality. Our preferred tone stems from our values:

- Understanding, respectful, polite
- Consistently portray NEXUS as the insightful partner
- Adapt a friendly and approachable tone

LOGO



Minimum clear space around logo



Never change height or width unequally!



To make the logo prominent and stand out, a minimum clear space around the logo is needed. This clear space refers to a distance of 8 mm, as a unit of measurement, surrounding all sides of the logo.

Never scale the logo unequally.

It is essential that the logo remains free of all graphics, taglines, identities, photography, and typography.

Preferably place the logo on the left side of a clear white background.

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. The minimum reproduction size of the logo with baseline is > width 50 mm.

However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, please make sure to avoid poor quality or distortion.

LOGO LIMITED USE

You can use the logo as on the left side of this page only in the case when the logo can't be used on a white background.



LOGO LIMITED USE



Colour: NEXUS Orange



Colour: NEXUS Dark Grey



Colour: NEXUS Black 100

Please use one of the options suggested on this page in case the corporate colors are not available. Please note that no colors other than the corporate colors or black are generally permitted. Do not use gradients or patterns in the logo.



LOGO ON IMAGE

The logo must always appear clearly and legibly on its backgrounds. Always observe clear space specifications and use high-quality vendors and reproduction methods.

The preferred color configuration of the logo in its corporate colors should appear on a white background whenever possible.

With the exception that the logo is necessary on an image, make sure that it's clear, legible and stands out enough. If the picture is dark, use preferably a white version. No other version is allowed.



IMAGE

Dynamic, modern and glossy photography for example:

- Bright, dynamic and technical details of products to illustrate quality and benefits
- Focus on innovation & sustainability



LOGO FOR WEBSITE AND DIGITAL USE

For digital and website usage, the logo to use is the official NEXUS logo, and it follows the same constraints and specifics explained in this brand book.



TYPOGRAPHY

Frutiger Bold

NEXUS

Frutiger Light

NEXUS

Verdana

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Verdana Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For the NEXUS brand name (global, regional and local), use Frutiger 65 Bold or/and Frutiger Light

For all other text, please use Verdana. This font is widely used in both internal and external NEXUS communications and is available in various weights. For purposes, however, the most commonly used are Light and Bold.

Electronic communications (e.g., World templates) require the use of the TrueType version of this font.

CORPORATE IDENTITY / PPT PRESENTATION

This is the title of the slide

This is the paragraph title

- Lorem ipsum dolor sit amet, suas autem eam an, eam vero ludus latine ex, mollis tincidunt est ei. Cu autem corpora dissimulatio qui, ne usu erudit reprimique. Quo vero debet erroribus an.
- Lorem ipsum dolor sit amet, suas autem eam an, eam vero ludus latine ex, mollis tincidunt est ei. Cu autem corpora dissimulatio qui, ne usu erudit reprimique. Quo vero debet erroribus an.
 - Ne dicta facilis interpretatis nec, sale sententiae adspicing est an.
 - Id natum oblique est, et vel affert soluta expetenda.
 - Ussu et cuncta metum, usu et portuosa possiduum.
 - Et vel etiam velit apparet, everti dolore oportere est et. Dolor dicunt et vis.
- Lorem ipsum dolor sit amet, suas autem eam an, eam vero ludus latine ex, mollis tincidunt est ei. Cu autem corpora dissimulatio qui, ne usu erudit reprimique. Quo vero debet erroribus an.



This is the title of the slide



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Lorem ipsum

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NI — 25

To maintain a consistent look across all NEXUS internal and external communications, we have a PPT template available.

Link available on demand, please contact: communication@nexusautomotive.eu

This is the title of the slide

This is the paragraph title

Lorem ipsum dolor sit amet, suas autem eam an, eam vero ludus latine ex, mollis tincidunt est ei. Nam justo error et, ea erat musae dissonet qui. At corpora gallegren philosopha mea, in iusto cetero corrupti nec, ad brute vocem inermis his.

This is the paragraph title

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- Sit et velit pericula. Ussu ferri invenire adspicing ex. Sed maximum legentis ex, et et aene misante.
- Et verra brute suum, oris aliquo: at vel, magna causae pro te. Oratio officio vortemur usu ex, comode repetit qui ex.



This is the title of the slide

LOREM IPSUM
Lorem ipsum dolor sit amet, suas autem eam an



LOREM IPSUM
Lorem ipsum dolor sit amet, suas autem eam an

LOREM IPSUM
Lorem ipsum dolor sit amet, suas autem eam an

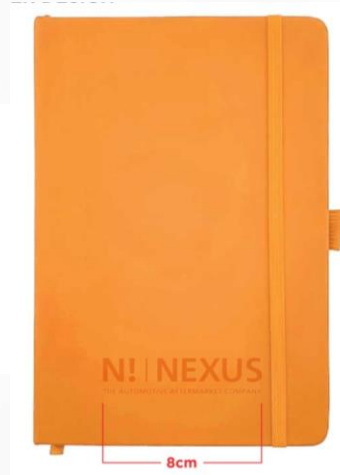
LOREM IPSUM
Lorem ipsum dolor sit amet, suas autem eam an

NI — 49

MERCHANDISE

You can buy your NEXUS merchandise on: <https://nexusautomotiveinternationalstore.com/>

Follow the examples on this page to customize your products. In case of very small printing, the NEXUS logo can be eventually used without line only in case of embroidery printing on fabric.



BRAND NAMING



MEMBER OF
N!|NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY
ADRIATIC

MEMBER OF
N!|NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY
ARGENTINA

MEMBER OF
N!|NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY
CENTRAL EUROPE

MEMBER OF
N!|NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY
ITALIA

MEMBER OF
N!|NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY
NEDERLAND

MEMBER OF
N!|NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY
NORDIC BALTIC

MEMBER OF
N!|NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY
NORTH AMERICA

MEMBER OF
N!|NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY
RUSSIA

MEMBER OF
N!|NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY
UKRAINE

GLOBAL

On a global level the brand name to be used is NEXUS, and the baseline attached :
THE AUTOMOTIVE AFTERMARKET COMPANY

REGIONAL

On a regional level the composition of the brand name to be used is NEXUS Automotive Region name and the baseline attached :
For example: NEXUS Automotive Central Europe.
THE AUTOMOTIVE AFTERMARKET COMPANY

LOCAL

On a local level the composition of the brand name to be used is NEXUS Country name.
The country name is to be started in local language. Contact the brand and communication department for all the information about your local website.
So, for example: NEXUS Automotive Italia
THE AUTOMOTIVE AFTERMARKET COMPANY

MEMBERS OF NEXUS

OUR MEMBERS

MEMBER OF NEXUS

Being a member of NEXUS, you enjoy the many advantages the NEXUS company has to offer. We also encourage our members to actively communicate they are a NEXUS member to their regional and local markets, to confirm they are a solid business partner that benefits from a global network.

In doing so however, we want to control the NEXUS brand appearance and give strict regulations on how the NEXUS membership should be used in your own business communication.

Only in this way can we ensure the NEXUS brand is internationally built in a consistent and coherent manner.

MEMBERS OF NEXUS



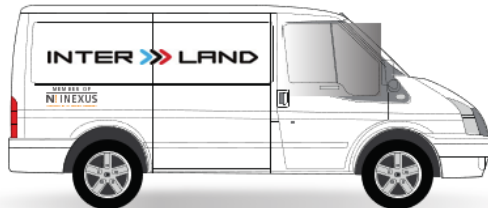
MEMBER OF

The logo Member of NEXUS was designed to be used by Members on their business cards, website, marketing materials, trade show, printed and digital materials.



MEMBERS OF NEXUS

MEMBER OF
N! | NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY



'Member of Nexus'-logo on corporate van

Examples

Examples of the use of the 'Member of NEXUS' logo and signing. Always keep in mind the guides how to use the logo.



Anna M. Sidor
Deputy Director of Purchase
T. 448 669 995 035
Inter Land Spolka z o.o Sp.K.
Ul. Leonharda 5a 10-454 Olsztyn, Poland

INTER >>> LAND

MEMBER OF
N! | NEXUS
A NEXUS MEMBER COMPANY

'Member of Nexus'-logo on communication materials

MEMBERS OF NEXUS

Office decoration Necessary



Expected in your HQ office as from the 1st January 2019

Office decoration Optional

OUTSIDE

- sign on the front of the premises
- sticker or silkscreen on a showcase
- totem or flag

INSIDE / MEETING ROOM

- logo visible at the reception
- roll up in the lobby
- integration of the logo in the screens

Please contact the Corporate Communication department for more information: communication@nexusautomotive.eu

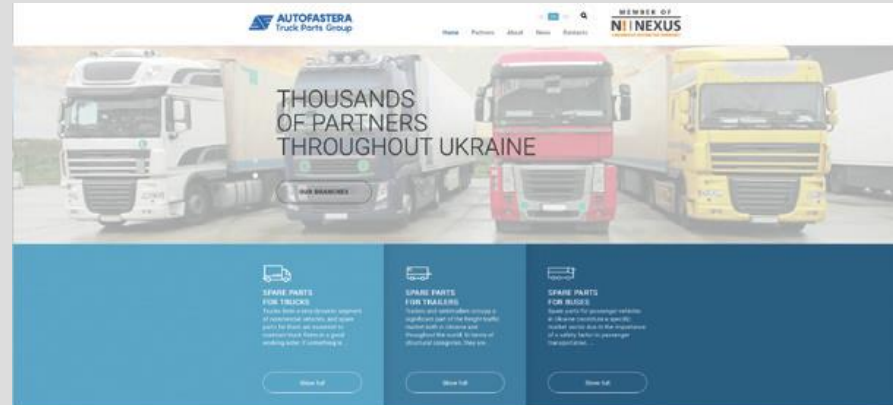
MEMBERS OF NEXUS



MEMBER LOCAL WEBSITE AND SOCIAL MEDIA

The NEXUS members are allowed to communicate on their website and social media about their membership within NEXUS.

Below you will find some examples of the usage of the logo "Member of NEXUS" on digital platform.



MEMBERS OF NEXUS

Endorsement

Our endorsement line is used when the communication priority is to create a link between the NEXUS brand and the one which is being endorsed.

This allows you to benefit from the quality assurance of the NEXUS brand.

Use of the NEXUS name and logo to endorse a particular service or product is not allowed without the written permission of NEXUS Automotive International.

This policy applies to uses such as news releases, articles placed in trade or other publications, annual reports and reviews, internal newsletters, publications on social media and marketing and promotional materials. Other uses will be considered on a case-by-case basis.

If you wish to use the NEXUS logo please do not hesitate to contact the brand and communication department: Julie Fontaine – Julie.Fontaine@nexusautomotive.eu

N! REGISTERED LOGOS

Usage of N! brand logos are subject to N! license agreement: for further information / guidelines / instruction manuals please contact N! Corporate Communication department: Julie Fontaine - julie.fontaine@nexusautomotive.eu



DR!VE+
THE WORKSHOP'S CHOICE



FIX!M



NEXUSTRUCK | N!



NEXUSAUTO | N!



NEXUSAUTO *classic* | **N!**



ORANGE

Orange CMYK
C 0% - M 60% - Y 100% - K 0%

Orange RGB
255-112-0

Orange PANTONE Solid Coated
PMS 1505

Orange web
#ef7d00



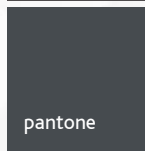
DARK GREY

Dark Grey CMYK
C 0% - M 0% - Y 0% - K 80%

Dark Grey RGB
87-87-86

Dark Grey PANTONE Solid Coated
PMS 425

Dark Grey web
#575756



N! REGISTERED LOGOS

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CONNECT

IAMaga



cmyk

pantone

ORANGE

Orange CMYK
C 0% - M 50% - Y 100% - K 0%

Orange RGB
239-130-0

Orange PANTONE Solid Coated
PMS 144

Orange web
#f39200

cmyk

pantone

DARK GREY

Dark Grey CMYK
C 0% - M 0% - Y 0% - K 80%

Dark Grey RGB
87-87-86

Dark Grey PANTONE Solid Coated
PMS 425

Dark Grey web
#575756

REGIONAL N! STRUCTURES – SOCIAL MEDIA

The NEXUS Regional Structures are allowed to communicate on social media by respecting the following rules:

- Publish content related to N! and its Community (N! Suppliers and N! Members)
- Each post should:
 - Not contain personal opinion
 - Contain relevant information
 - Contain pictures or movies with a high level of quality
 - Respect N! values and ethic approach
 - Content in English (in case of local message – the contact can be written both in English and local language)
 - Note: publish relevant news and avoid 'overkill' – qualitative vs quantitative posts
- Use hashtag (#) (ex. #NexusAutomotive #Proud2beNexus)

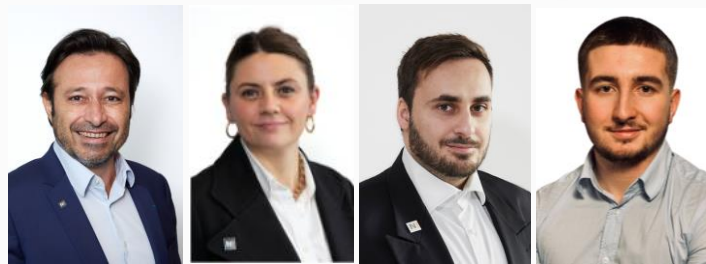


FINAL NOTE

Keep in mind that as NEXUS is growing so does this brand book. It is a living document; look for electronic updates and additions online.

If after reading this document you still have questions about the NEXUS visual and communication style, please contact our Corporate Communication department: julie.fontaine@nexusautomotive.eu

ALL COMMUNICATION TEAM



<u>Emmanuel Voguet</u>	N! Corporate Communication Director
<u>Julie Fontaine</u>	N! Corporate Communication Manager
<u>Andrea Pisanello</u>	N! Events N! Brand and Communication Digital Coordinator
<u>Hugo Almeida</u>	N! Events N! Communication Digital

General contact: communication@nexusautomotive.eu

A nighttime photograph of a winding asphalt road through a dark, wooded area. The road curves from the bottom left towards the center. Long, vibrant light trails in red and white, likely from a car's taillights and headlights, follow the curve of the road. The surrounding trees are silhouetted against the dark sky, and some rocky terrain is visible on the left side of the road.

N! | NEXUS
THE AUTOMOTIVE AFTERMARKET COMPANY

Thank you