Proximus NXT Visual Identity

proximus

Proximus Branding Team ©Proximus 2023

Brand architecture

Brand architexture

Context

Context

Proximus will simplify its brand architecture from an inside out perspective, to an outside in perspective. Instead of focussing or own segmentation (business, enterprise), we'll focus on the needs of the client: do they need mostly Telco or do they need ICT?

As a result, the Proximus Business and Proximus Enterprise logo disappear and will be replaced by Proximus and Proximus nxt. It's important to note that both brands still fall under the Think possible umbrella!

Current brand architecture

proximus

proximus business

proximus enterprise

New brand architecture

proximus

proximus NXT

Mission / Credo / Baseline

Mission / Credo / Baseline

This change is not just a change of a symbol, but a symbol of change in the complete organisation.
Website, products, partners, ... will all be repositioned to serve the new mission.

Mission / Credo / Baseline

Mission

Never used externally, only internally, for indoctrination purposes

We co-create opportunities and enable you to grow in a secure and sustainable manner.As a result of our unique expertise in next-gen IT services and advanced connectivity, you can achieve your ambitions and realize your vision.

Our talented employees are eager to help you to realize your full digital potential. Together we implement sovereign and trusted solutions that make people work smarter and live better.

Mission / Credo / Baseline

How to write Proximus NXT in plain text?

In plain continuous text we write Proximus NXT like this, with a capital P, N, X and T.

Proximus with P, like it always is in plain text, being the main brand name.
Then adding NXT in capitals to avoid that people would simply overlook it.

Proximus is a very strong brand, so writing Proximus nxt would not make the NXT stand out enough.

Mission / Credo / Baseline

Credo

“Inspired by tech, driven by people.”

The credo can be used as headline in launch comm.

The layout can be in several lines. In this case, use the light font for the first part and the bold font for the second.

Headline leading is equal to typesize. Eg. 100/100pt

Mission / Credo / Baseline

Baseline

Used as second line under the logo.

“tech. bizz. people.”

Generic: sometimes the context is general (a booth at a confer aence) and we cannot put a specific contextual second line. For this we need a generic second line. We call it the baseline.

The current baseline is a short recap of the credo.

Mission / Credo / Baseline

Baseline

When NOT to use a second line

In a generic situation where we already have the credo nearby. In that case, the baseline is redundant.

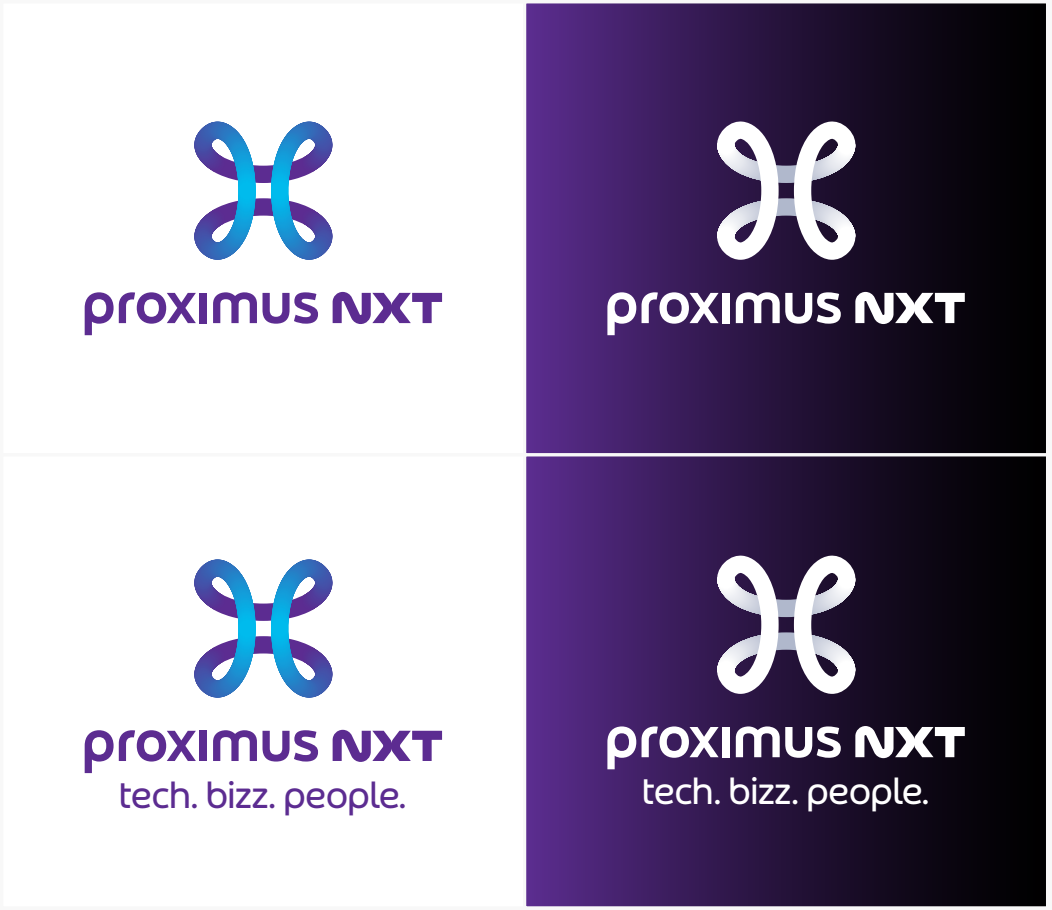
Logo

Logo

Vertical logo / Full colour

The full colour logo is the primary version and should be used in all enterprise communications where possible.

Always prioritize the vertical version over the horizontal one.



Logo

Horizontal logo / Full colour

The full colour logo is the primary version and should be used in all enterprise communications where possible.

Always prioritize the vertical version over the horizontal one.

Logo

Vertical logo / Greyscale

Only use the greyscale versions
if colour reproduction is
not possible.

Always prioritize the vertical version
over the horizontal one.

Logo

Horizontal logo / Greyscale

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Horizontal logo / Greyscale

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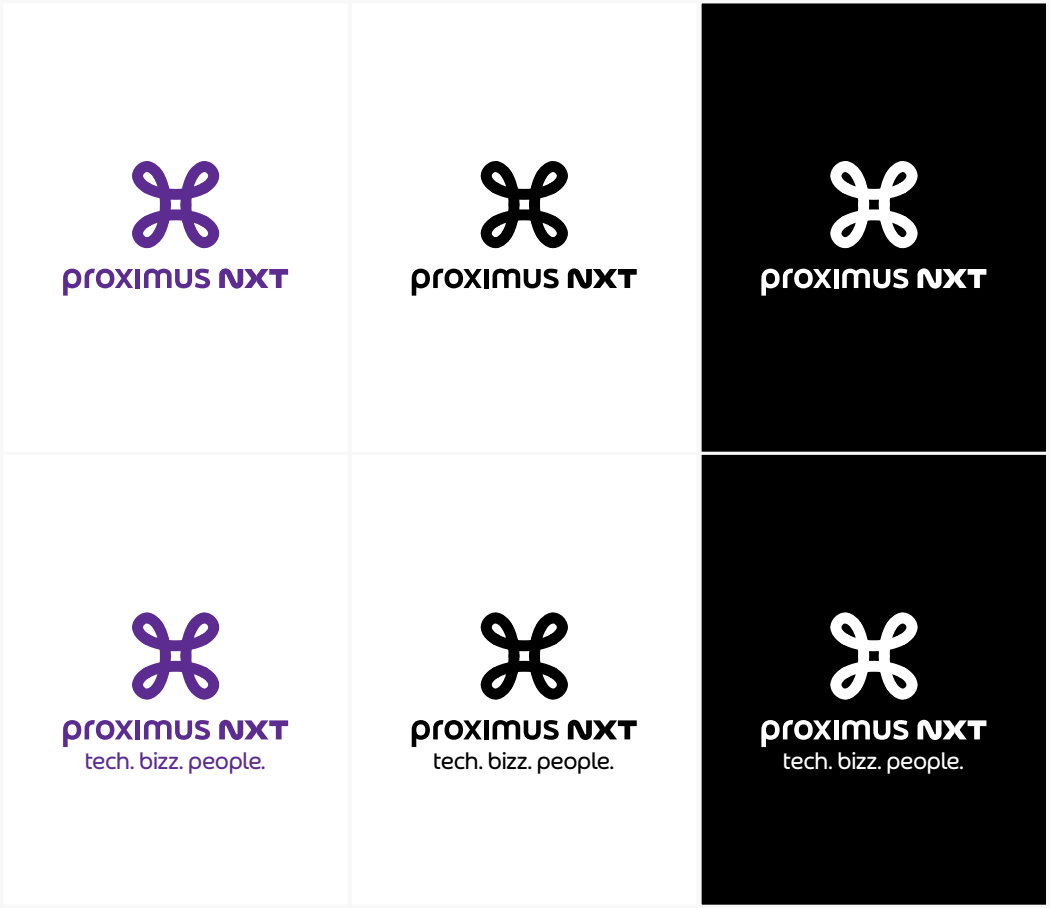
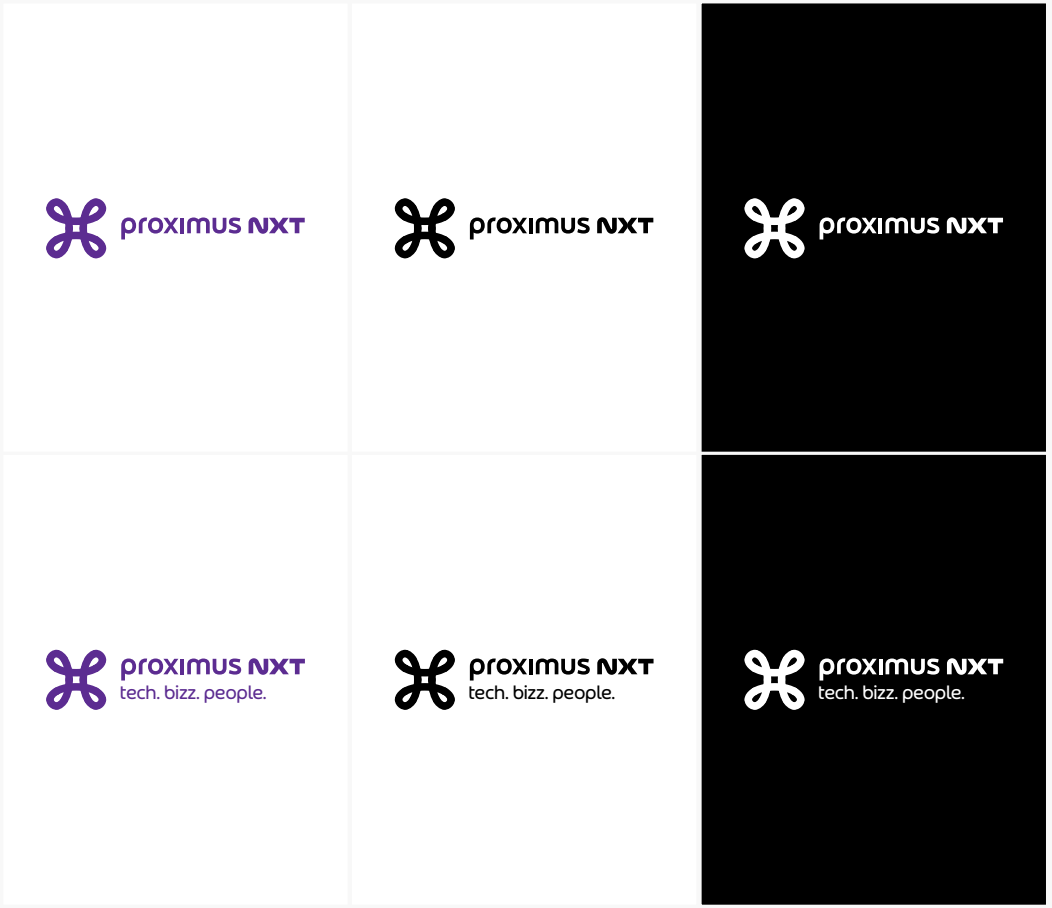


Logo

Horizontal logo / Greyscale

Only use the greyscale versions
if colour reproduction is
not possible.

Always prioritize the vertical version
over the horizontal one.

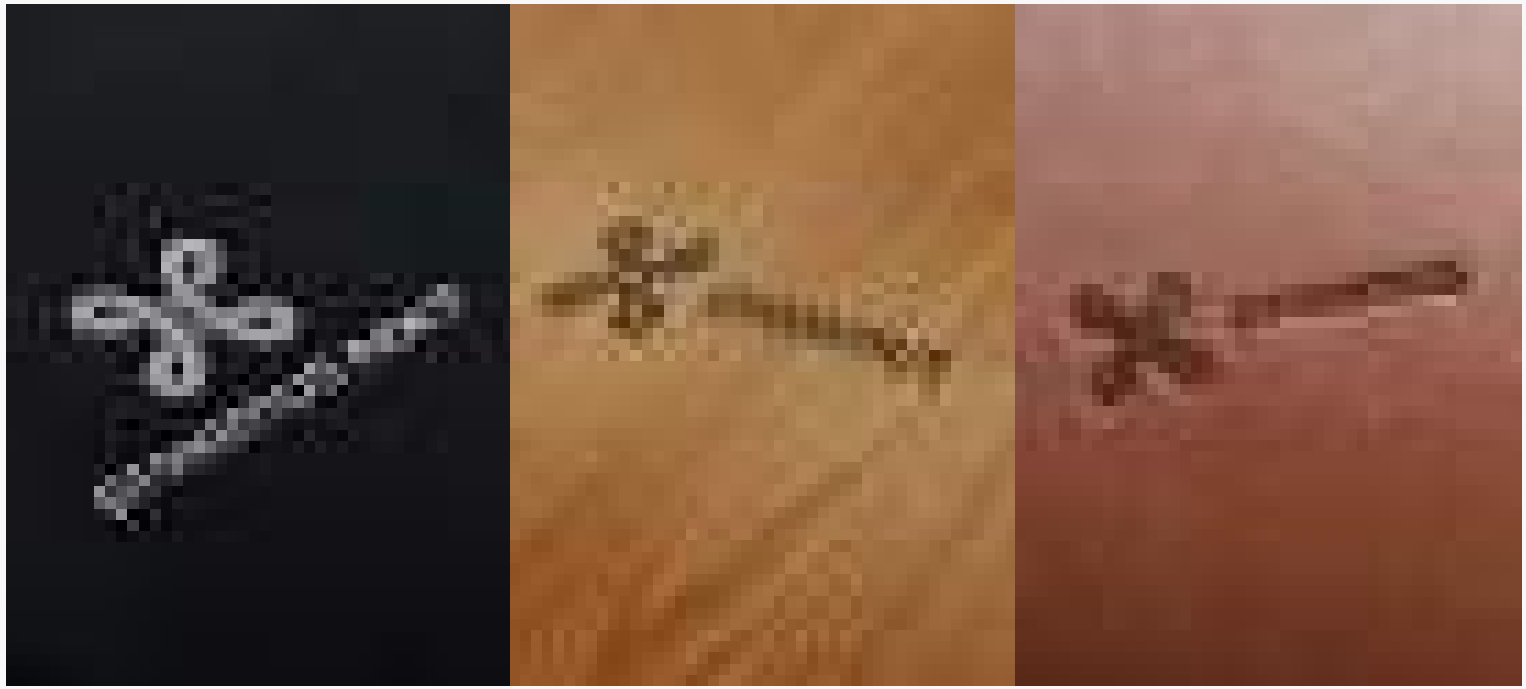


Logo

Stencil

Only use the stencil logo if any of the other versions cannot be reproduced (only for embroidery or engraving).

Always prioritize the vertical version over the horizontal one.



Logo

Minimal size

Only use the stencil logo if any of the other versions cannot be reproduced (only for embroidery or engraving).

Always prioritize the vertical version over the horizontal one.

7 mm
40 px

Print: 11 mm (Height)
Digital: 30 px (Height)

12 mm
70 px

Print: 12 mm (Height)
Digital: 70 px (Height)

Logo

Second line / Baseline

Sometimes the context is general (ex. a booth at a conference) and we cannot put a specific contextual second line. For this we need a generic second line.
We call it the baseline.
The current baseline is a short recap of the credo:
Tech. Bizz. People.

These guidelines are based on a **300 px** height of the logo.

All elements are centered

Logo

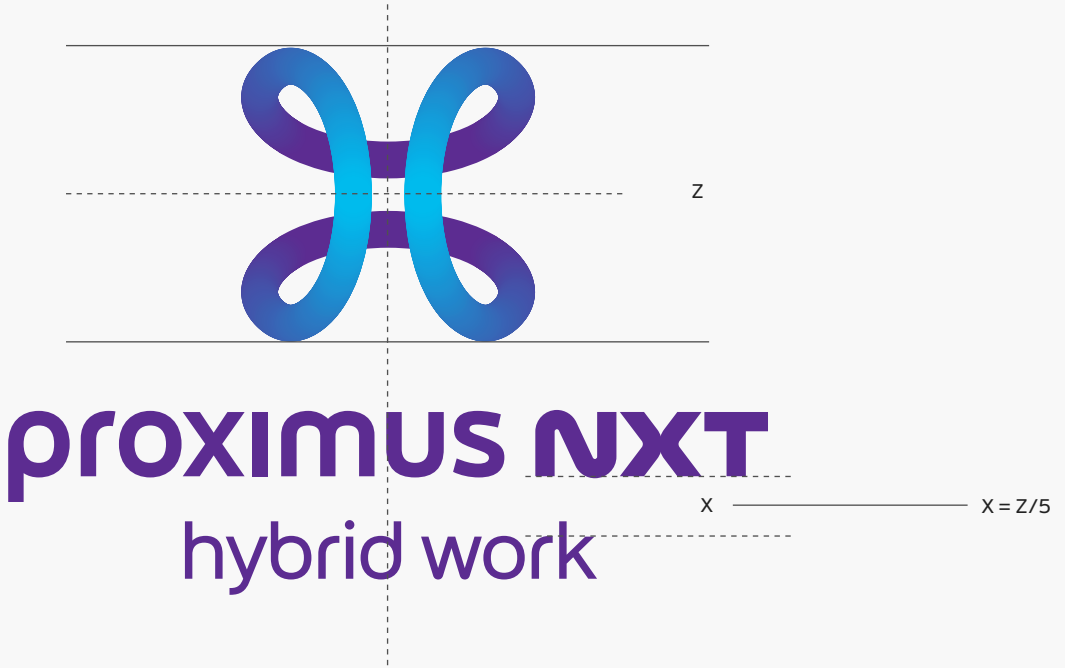
Second line / Contextual

You can adapt the second line to the context of the communication. When you have an advertising, banner, ... that talks about a specific ICT domain OR vertical, you can add that in the second line.

Logo

Second line / Contextual

To maintain proper proportions when creating a new second line, keep these guidelines in mind. These are based on a **300 px** height of the logo.



All elements are centered

Logo

Second line

Contextual

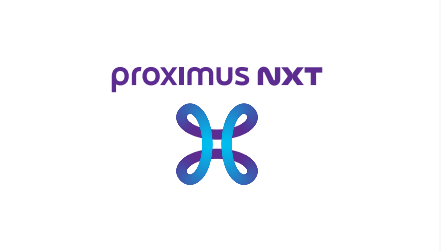
Generic

Logo

Please do not ...

Do not change the position of the logo elements

Do not change the font of the baseline



Do not change the composition of the logo

Do not change the colours of the logo elements

Do not add effects to the logo

Do not change the proportion of the logo elements

Logo

Examples

Logo

Examples

Logo

Examples

Logo

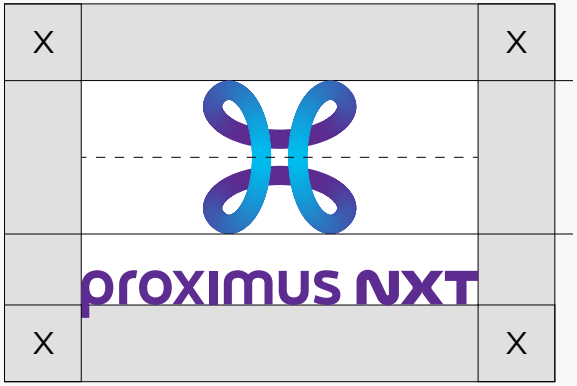
Examples

Logo

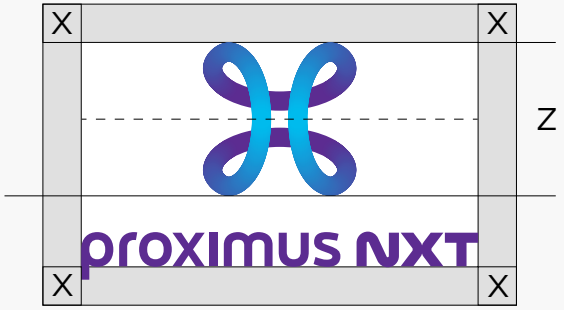
Safe area / Vertical logo

The safe areas are extremely important !

Try your best not to put other visual objects inside this safe zone so the logo can have enough space to represent us properly.



Standard safe area
X=Z/2



Exceptional smaller safe area
X=Z/4

Logo

Safe area / Vertical logo

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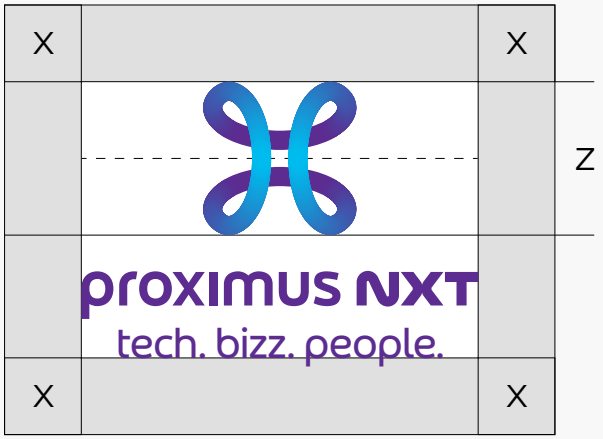
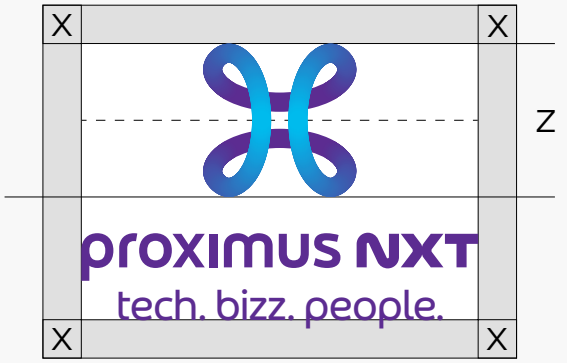


Standard safe area
X=Z/2



Exceptional smaller safe area
X=Z/4

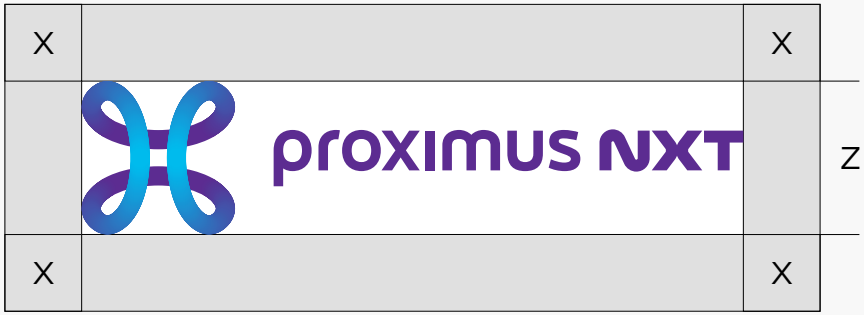
Logo

Safe area / Horizontal logo

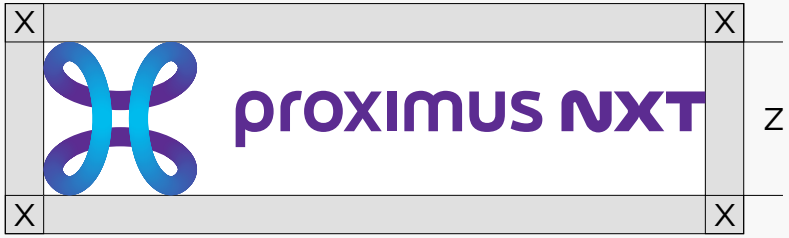
The safe areas are extremely important !

Try your best not to put other visual objects inside this safe zone so the logo can have enough space to represent us properly.

Standard safe area
X=Z/2



Exceptional smaller safe area
X=Z/4



Logo

Safe area / Horizontal logo

The safe areas are extremely important !

Try your best not to put other visual objects inside this safe zone so the logo can have enough space to represent us properly.

Standard safe area
X=Z/2

Exceptional smaller safe area
X=Z/4

Logo

Co-branding / horizontal with vertical NXT logo

Symbol x1

Symbol x1/2

For more detailed info on Co branding please follow this path on the Brand Center: **Brandcenter - Specific pxs specs - Co-branding pxs - specs**

Spacing: examples

3 kinds of horizontal logo

Specifications

Width: max. 3 symbols

Height: max. the height of the Proximus logo

Vertically centered

Logo

Co-branding / horizontal with vertical NXT logo

examples

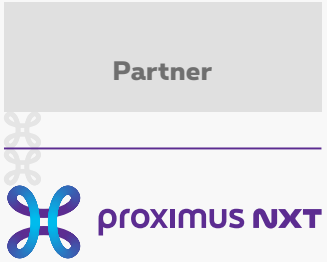
Logo

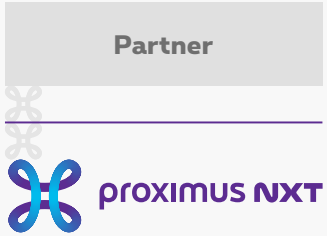
Co-branding / vertical with horizontal NXT logo

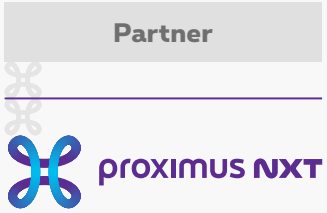
Symbol x1

Symbol x1/2

For more detailed info on Co branding please follow this path on the Brand Center: **Brandcenter - Specific pxs specs - Co-branding pxs - specs**

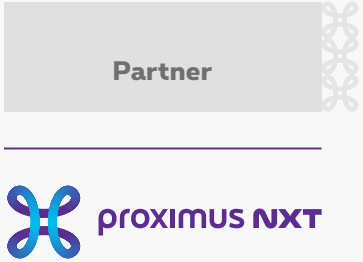




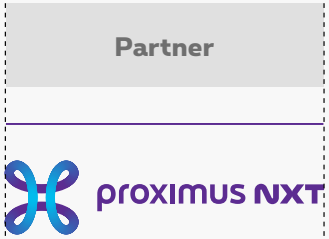


Specifications

Max. the height of three 1/2 symbols



Logo Proximus justified



Logo

Co-branding / vertical with horizontal NXT logo

examples

Logo

Co-branding / safe area

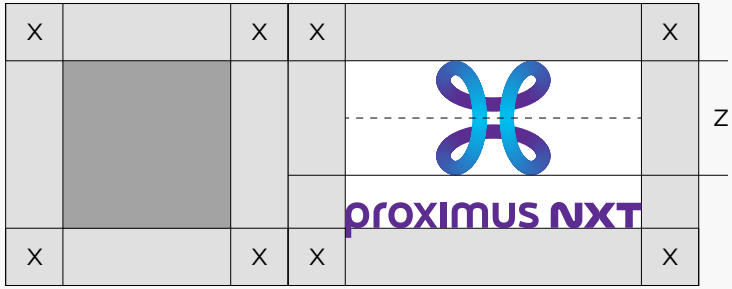
The safe areas are extremely important !

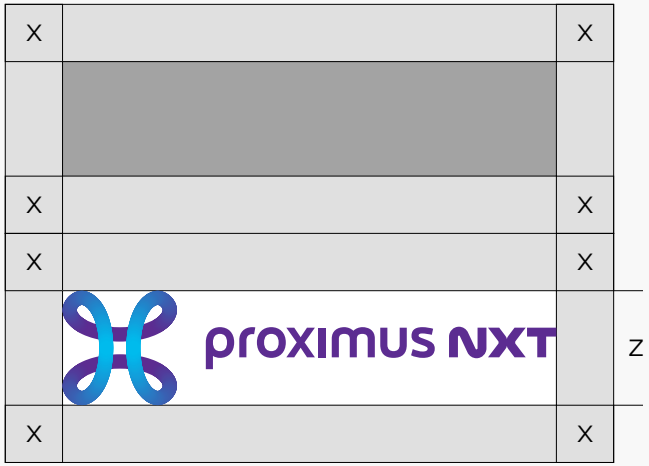
Try your best not to put other visual objects inside this safe zone so the logo can have enough space to represent us properly.

1. Lock-up, minimum size *
Print: 10 mm (height)
Digital: 28px (height)

2. Lock-up, minimum size *
Print: 18 mm (height)
Digital: 54px (height)

*not taking into account the safe area





Logo

Sign off

W.I.P.

Colours

Colours

Ratio

The recognisable Proximus purple is prominent in the layouts

The black is mainly present in the gradients that add a touch of personality.

White adds freshness, mainly by applying it in headlines.

Colours

Ratio

Visual example of a communication with the good ratio

On a photographic background it will almost never be possible to have a 50% purple presence. As most photograph based compositions throughout this document show, purple tends to become underrepresented. This is not considered a problem as the purple overlays and light effects remain strong identifiers for the brand even without the perfect color ratios.

Colours

Primary colours

Purple is our brand identifier and should always be clearly visible in all our communications.

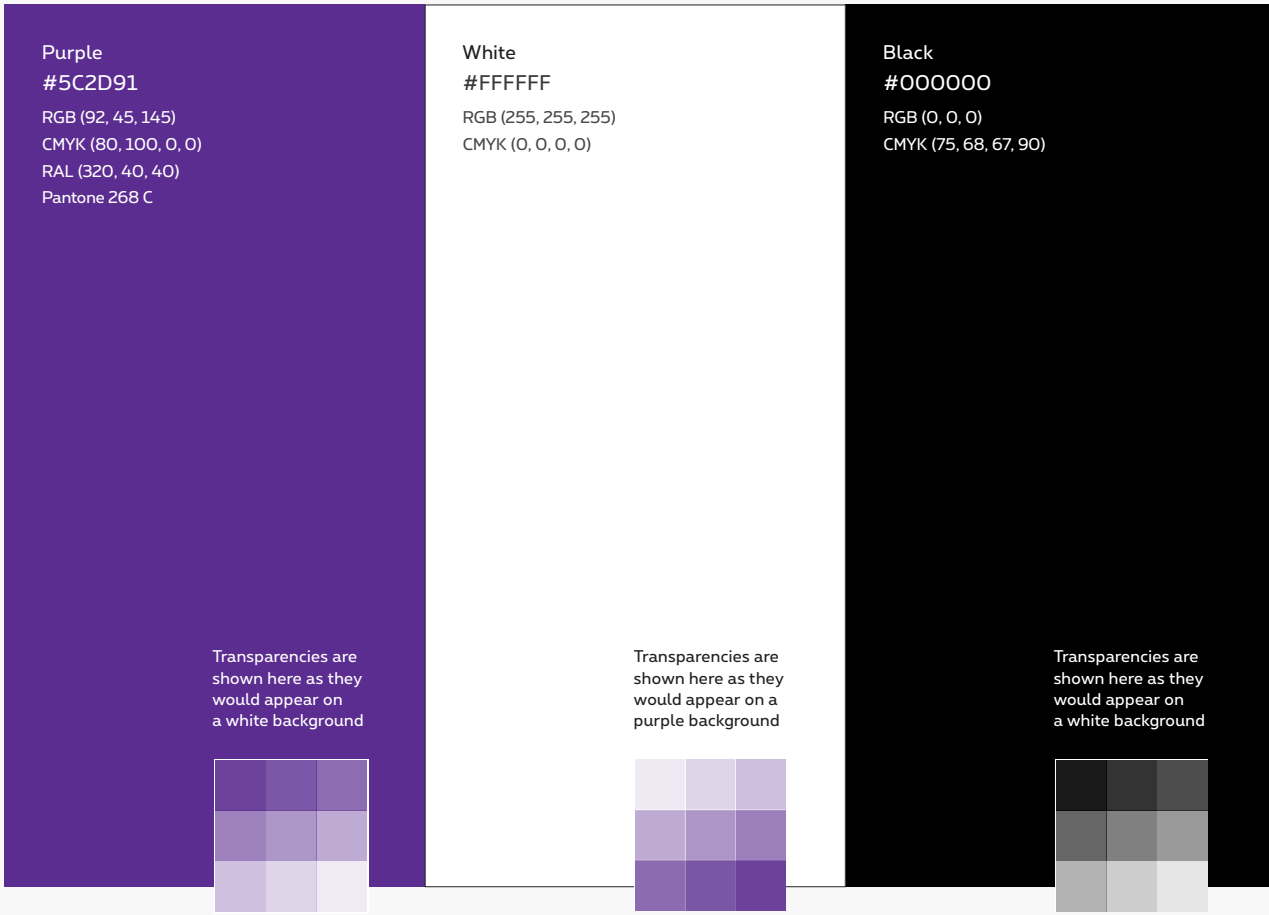
White adds freshness, mainly by applying it in headlines.
In some lighter layouts it can be a canvas colour.

Black is a canvas too. It enables our colours to stand out. Can be used for black based identities (Pickx, Epic..).

Follow the Proximus colour codes as closely as possible – whichever medium you're working on. The specific materials and methods used in different projects will affect the final colour reproduction. The result can differ due to:
– grades of paper and plastic
– printing and manufacturing processes
– lighting conditions
In these situations colour values may need to be manually adjusted to match the PANTONE® values as closely as possible.

RAL colours are used primarily for signage systems.

Opacity: Colours can be used from 10 to 100% with 10% increments.



Colours

Secondary colours

Secondary colours can further enrich our communications. They play a supporting role and can help where additional colours are required.

The magenta and turquoise, from our secondary colour palette, stand out when used in combination with the purple, and at the same time they match well. For example, they can be used to add highlights to texts.

Grey can be used on a functional level. E.g. to create light content areas.

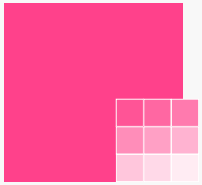
They can never be used standalone, but always in combination with the primary purple.

Tints allow for flexibility within our system.

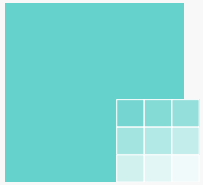
They can be used to complement secondary colours in information graphics, for example.

All permitted tints and colour breakdowns are shown here.

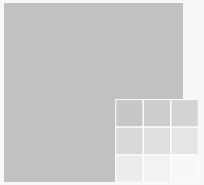
Colours can be used from 10 to 100% opacity with 10% increments.



Magenta
#FF418C
RGB (255, 65, 140)
CMYK (0, 80, 0, 0)
RAL (4003)
Pantone 7424 C



Turquoise
#66D2CC
RGB (102, 210, 204)
CMYK (55, 0, 25, 0)
RAL (6027)
Pantone 325 C



Grey
#C1C1C3
RGB (193, 193, 195)
CMYK (5, 0, 0, 30)
RAL (7047)
Pantone CoolGrey 4 C

Transparencies are shown here as they would appear on a white background

Gevoelige data veilig in de public cloud

De zogenaamde sovereign cloud is de veiligste optie om gevoelige en vertrouwelijke informatie te bewaren in de cloud. Maar u geniet dan niet van de flexibiliteit van de public cloud. Of toch?

Gevoelige data veilig in de public cloud

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Colours

Gradients

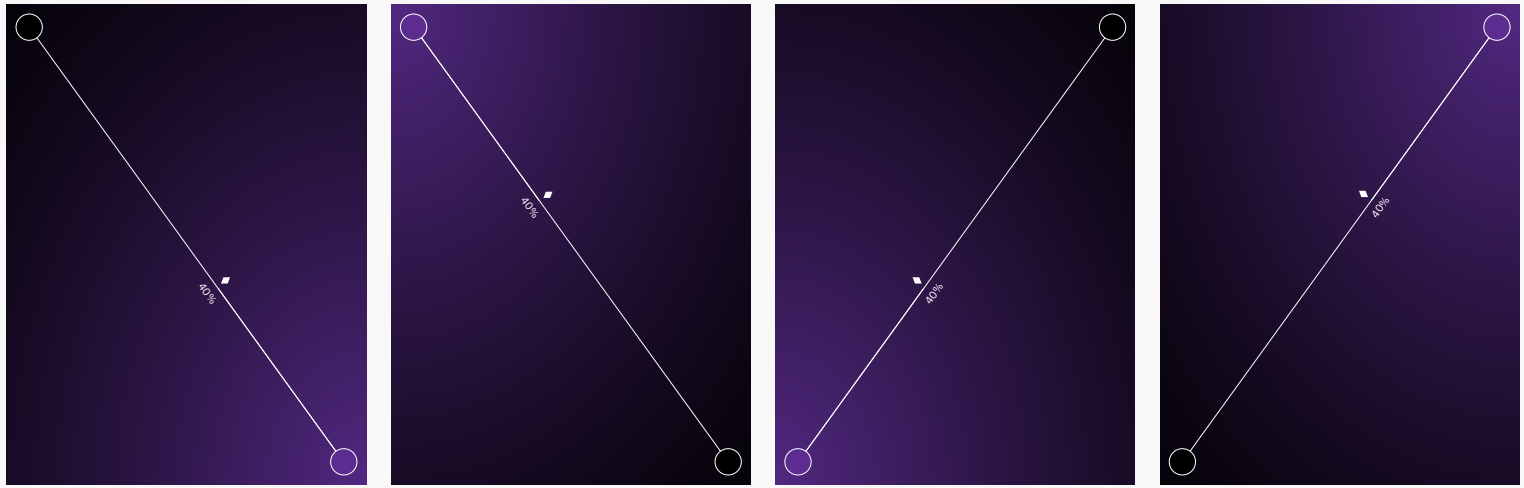
Radial gradient

Linear gradient

Colours

Gradient settings

Radial gradients

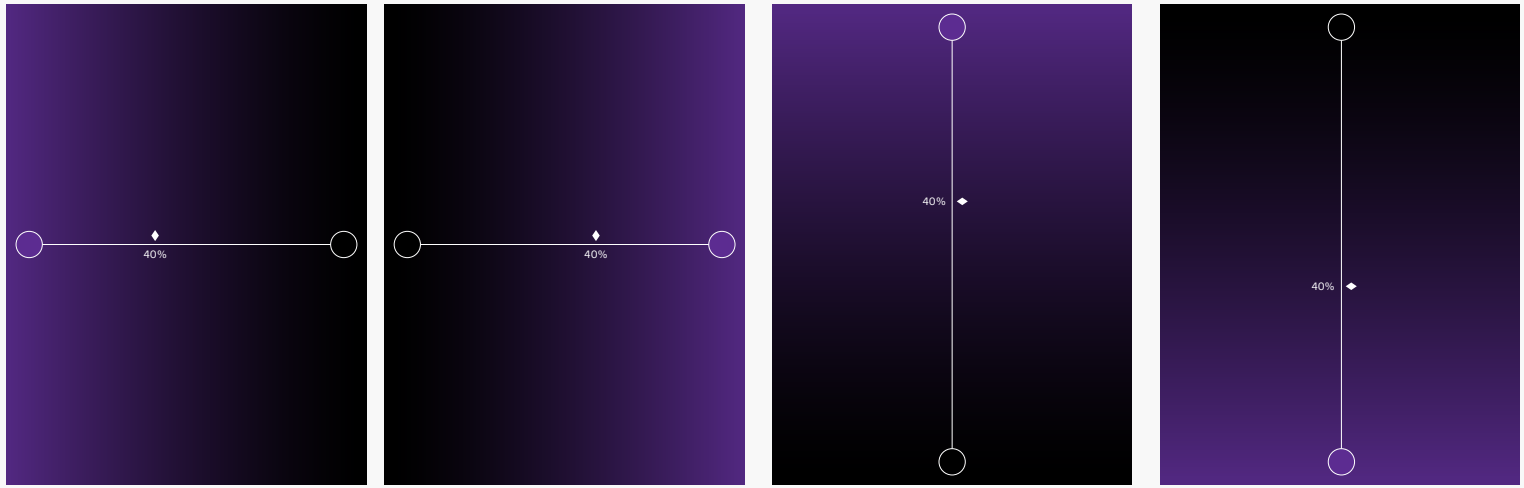


When applying radial gradients, keep in mind these settings.
Always pull the gradient tool from corner to corner.
Make sure the position of the slider is set at 40%, starting from purple.

Colours

Gradient settings

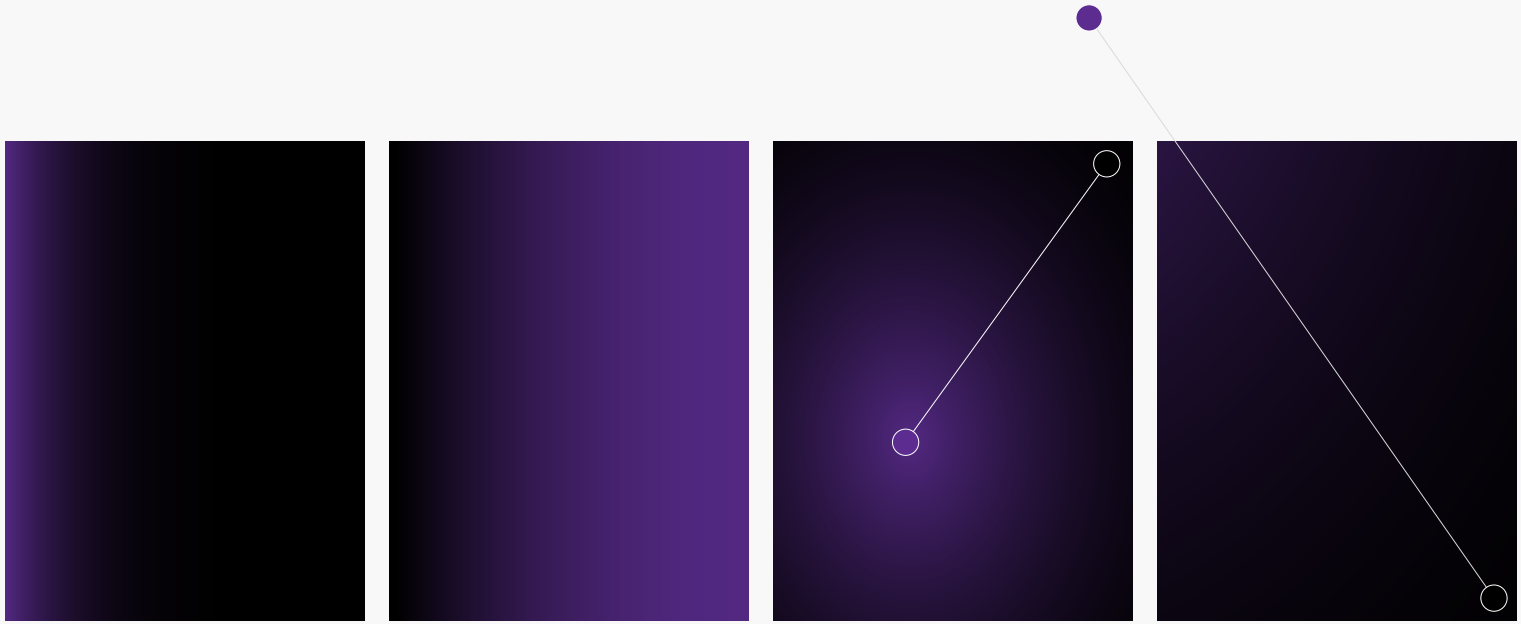
Linear gradients



When applying linear gradients, keep in mind these settings.
Always pull the gradient tool from edge to the oposing edge.
Make sure the position of the slider is set at 40%, starting from purple.

Colours

Wrong applications of the gradients



The gradient is not smooth, and the black is too prominent.

The gradient is not smooth, and the purple is too prominent.

The gradient doesn't start in the corner.

The gradient doesn't end in the corner

Colours

Editorial colour use

White will be a very dominant background colour in certain cases, in e.g. inside pages of magazines on web pages.

Typography

Typography

Main fonts

Welcome to the new Proximus

Hello 13480 une connexion tout confort

een **uniek** abonnement
voor uw vast en mobiel internet

Typography

Main fonts

light

regular

bold

extrabold

Our bespoke typeface is distinctive and contemporary yet simple and not too stylized, which means it will be able to stand the test of time.

It expresses our personality and is key to the visual style in which we convey our messages.

To ensure clarity, avoid typesetting with hyphenation, irregular word spacing (e.g. justified text) and an overly fussy punctuation style.

Typography

In use

Inspired by tech, driven by people

Hic tore nos acculla ntibustis nistio iusam eum que erum utatis volorum alit verovitium

Osant. Hicil molecepero modignissit andam fugit moluptae con conse invel molore veratus doluptist omniminiate lamusan tibus, ipic to et fugitat ibustiu sandant vent. Ellendus dollendi berovitam, nobis dolut min et doluptatem quam, cores es iuscid que volupta spiet, alitas et ut occusdam dolorerora doluptatur re expliqui dolorporrum dolupta.

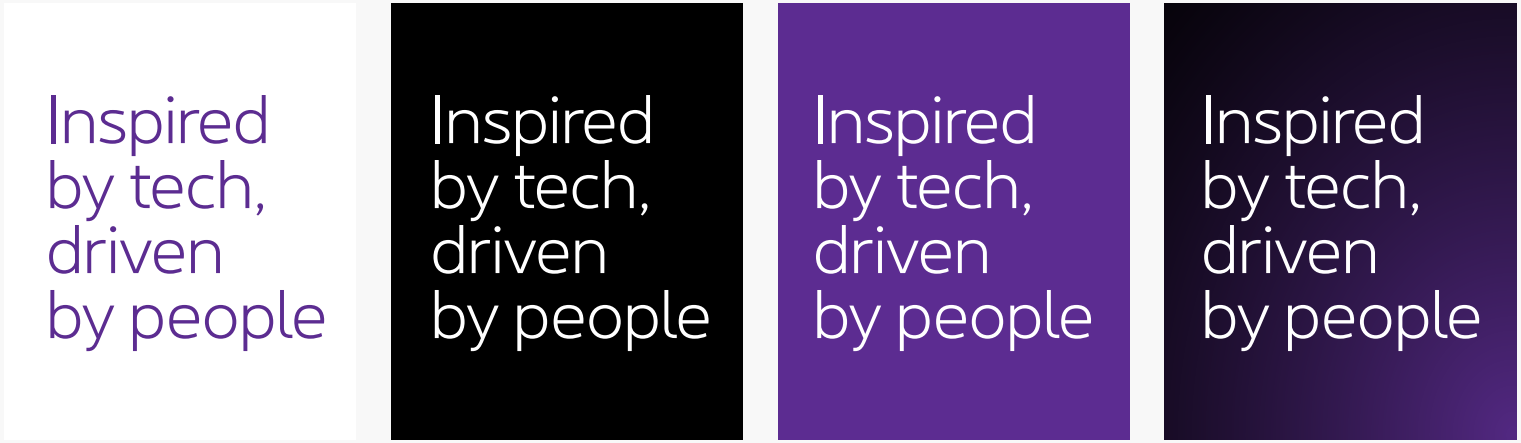
Headlines
Proximus Light
Leading is equal to typesize

Subtitles
Proximus Bold
Significantly smaller than headline
Leading is 140% of typesize

Body copy
Proximus Regular / Light
Leading is 140% of typesize

Typography

On coloured background



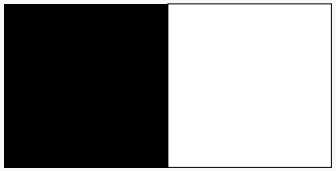
Typography

Font colours

Body text

Default: Black.

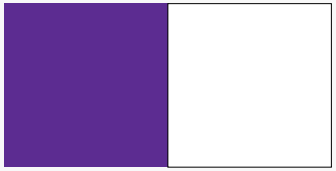
Use white on backgrounds that are too dark for the use of black text.



Headlines

Default: Primary purple.

Use white on backgrounds that are too dark for the use of black text.



Use secondary colours only to emphasize a keyword or a key part of the phrase if this makes sense within the concept and if readability is not affected.

Gevoelige data veilig in de public cloud

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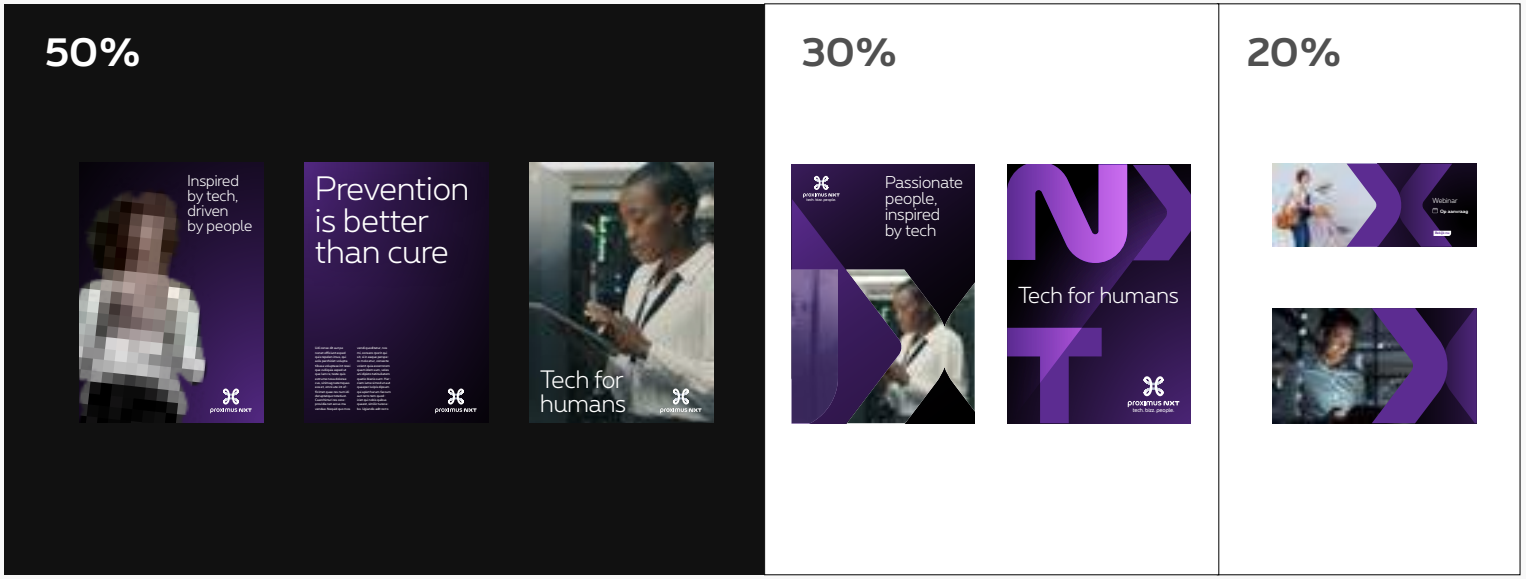
Visual language

Visual language

Usage percentages



Simple layouts without pronounced branded elements. The colour gradient is often present, and headlines in the Proximus font also add recognisability.

NXT based layouts

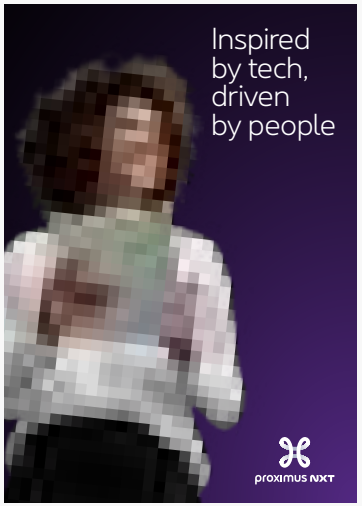
X based layouts

Visual language

Layouts without shapes

When we want to create quieter layouts without using NXT's graphic elements, the black-purple gradient is an important asset. This is used as a background on which we can place cutout photos. We can also create typographic layouts by using large headlines on top of the gradient, or images.

For proper gradient usage, be sure to check out the 'Colours' chapter.



Visual language

Layouts with shapes

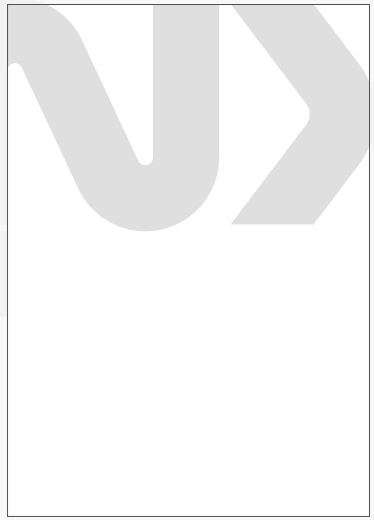
NXT based layouts
The three NXT letters are used to build layouts

X based layouts
Since the X is the most distinctive letter, we can use it on itself to create compositions

Visual language

NXT based layouts

The letters can be placed in the frame in various ways.



Visual language

NXT based layouts

1.
Place the NXT letters in the canvas.

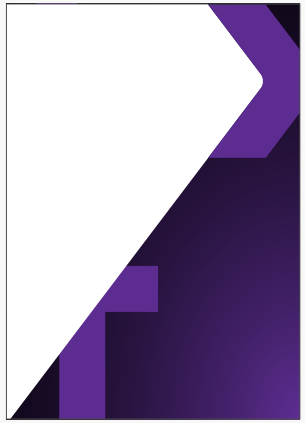
2.
Add a gradient background, and make sure the NXT letters are Proximus purple.

3.
Apply the overlay on top of the layout (see next page).

Visual language

NXT based layouts

Guidelines to recreate the overlay effect.



1.
Screen (RGB) / Print (CMYK)
Expand the inner corner of the X. Make sure it is a white solid shape.

2.
Screen (RGB) / Print (CMYK)
Go to 'Effects > Overlay'

3.
Screen (RGB) / Print (CMYK)
Apply a 'Gradient feather' on the shape, from the inner corner of the X to the edge of the canvas.

4.
Screen (RGB)
Duplicate the layer, paste it on top. Put the transparency at 40%.
Print (CMYK)
Duplicate the layer, paste it on top. Put the transparency at 40%.

Visual language

NXT based layouts

In combination with photography

We can put photography
inside the NXT letters

Or put the NXT letters on top
of photography

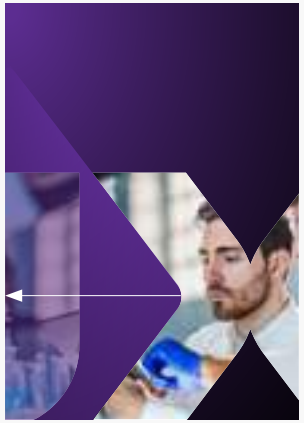
Visual language

NXT based layouts

In combination with photography

These kind of layouts require different overlay settings to achieve the best result. The settings may vary a little depending on the photo used. The percentages can be adjusted so that a similar effect is achieved throughout the different layouts.

1.
Screen (RGB) / Print (CMYK)
Expand the inner corner of the X. Make sure it is a white solid shape. The photographic layers is in the front.



2.
Screen (RGB) / Print (CMYK)
Go to 'Effects > Overlay'. The opacity is 100%. Apply a 'Gradient feather', from the inner corner of the X to the edge of the canvas.

3.
Screen (RGB) / Print (CMYK)
Duplicate the layer, and make it a solid purple shape. Make sure this shape is put on top.

4.
Screen (RGB) / Print (CMYK)
Change the opacity of the purple layer to 50%.

Visual language

NXT based layouts

In combination with photography

These kind of layouts require different overlay settings to achieve the best result. The settings may vary a little depending on the photo used. The percentages can be adjusted so that a similar effect is achieved throughout the different layouts.

1.
Screen (RGB) / Print (CMYK)
Expand the inner corner of the X. Make sure it is a white solid shape. The photographic layers is in the front.

2.
Screen (RGB) / Print (CMYK)
Go to 'Effects > Overlay'. The opacity is 100%. Apply a 'Gradient feather', from the inner corner of the X to the edge of the canvas.

3.
Screen (RGB) / Print (CMYK)
Duplicate the layer, and make it a solid purple shape. Make sure this shape is put on top.

4.
Screen (RGB) / Print (CMYK)
Change the opacity of the purple layer to 50%.

Visual language

X based layouts

In X-based layouts, we can also distinguish between layouts without ...

... and with photography.

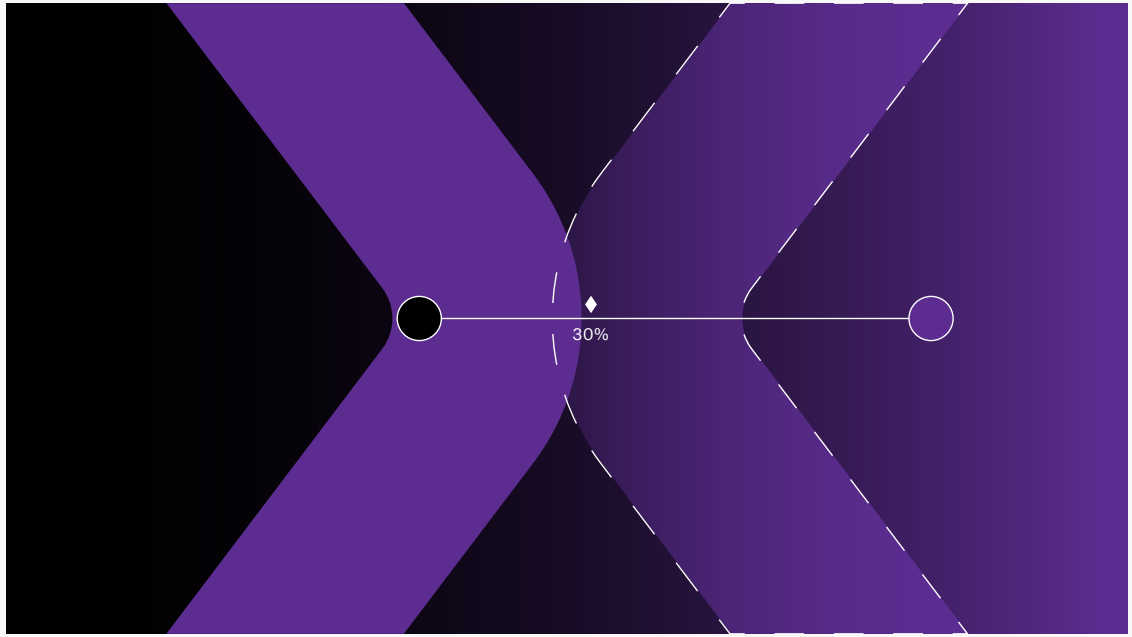
Visual language

X based layouts

The X shape can be placed freely into the artboard.
This kind of layout works best in a horizontal frame.

Visual language

X based layouts



The right part of the X is filled with a gradient.
The black part starts at the inner corner of the left part of the X, and the purple part ends at the corners of the right part of the X.

The left part of the X is always filled with Proximus purple.

These gradient settings are only used in X based layouts.

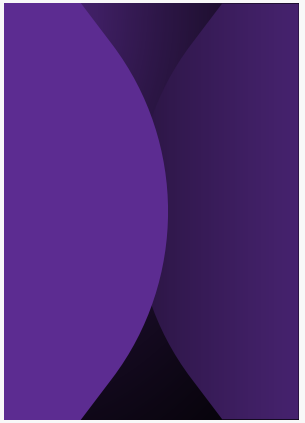
Visual language

X based layouts

Do not add additional colours to the layouts

Make sure there are no weird gaps between NXT and the edges of the canvas.

Do not change the order of the letters.



Don’t zoom in too much on the details. That way the shapes are unrecognisable.

Icons

Icons

Main icons

For Proximus NXT, we use the same icons as Proximus. These can be downloaded via the brand portal, or contact the branding team.

Do not add a gradient fill to these icons.

Photography

Photography

Style

Photography

Examples

Display images that show the subjects or situations linked to Proximus NXT activities, with a preference for realistic contexts.

Avoid images that portray cliché ideas, as well as over-edited photos.

Design system

Design system

Here you find guidance to help you translate our brand to digital platforms. Several options are proposed. Make your pick based on context and UX best practices.

The Proximus design system for website and app experiences consists of working code, design tools and resources, human interface guidelines, and a vibrant community of contributors.

More detailed guidelines and best practices are available on https://designsystem.proximus.com.

Interfaces evolve quickly. Please verify on https://designsystem.proximus.com if you are using the latest versions.

More information: https://wap.proximus.com/groups/proximus-design-system

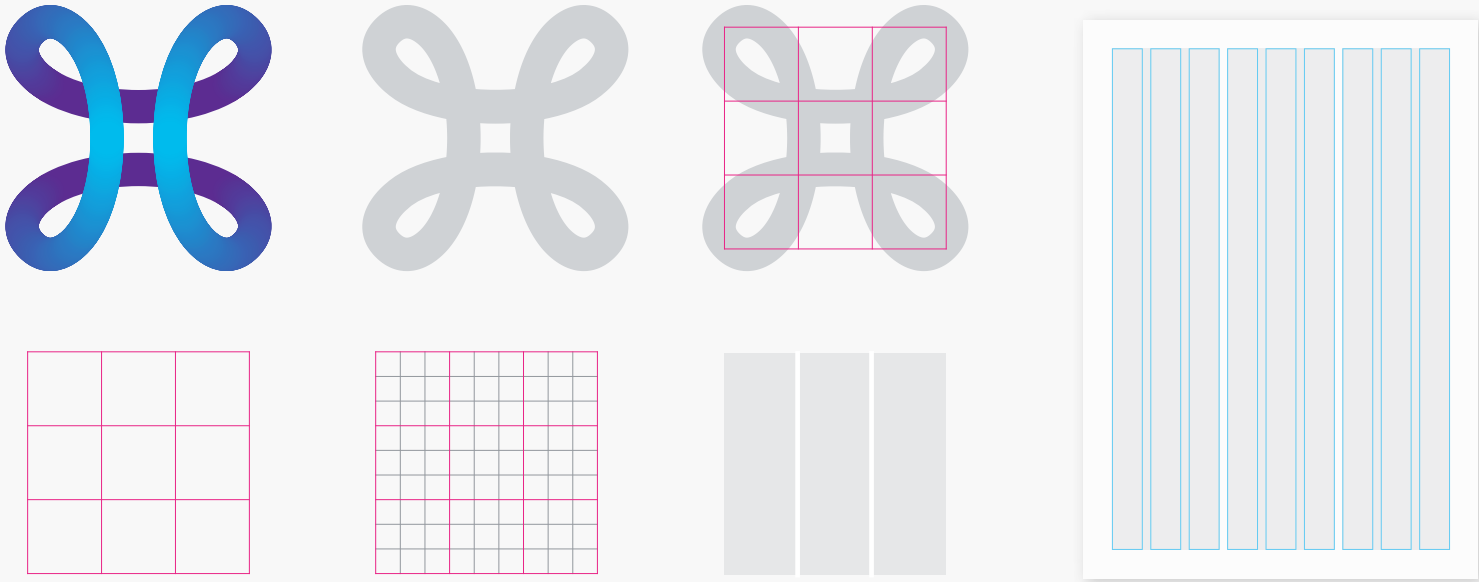
Grid system

Grid system

All Proximus publications use a basic 3-column grid which is originally derived from our symbol.

For practical reasons, we can split it further into 6 or 9 columns which provides more flexibility when positioning and aligning images, text and other graphic elements.

Print grid system introduction



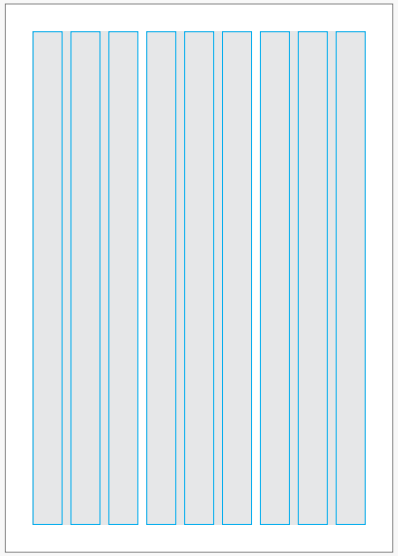
Grid system

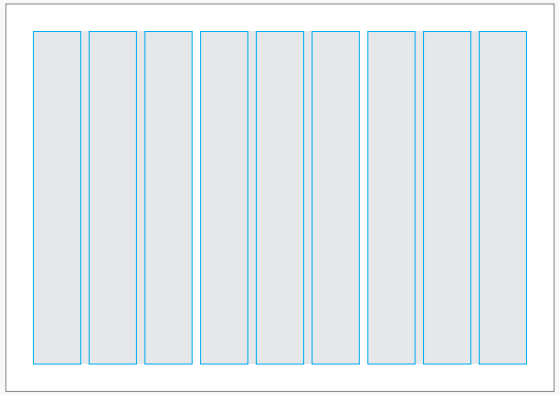
Use a 9-column grid for most portrait and landscape formats. For narrow formats like DL or small applications like the SIM Card, 6-column grids work better.

Column grids

9 column grid

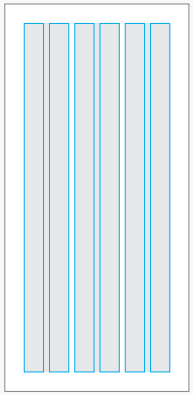
For standard formats

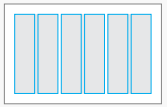




6 column grid (alternative grid)

For standard formats





Grid system

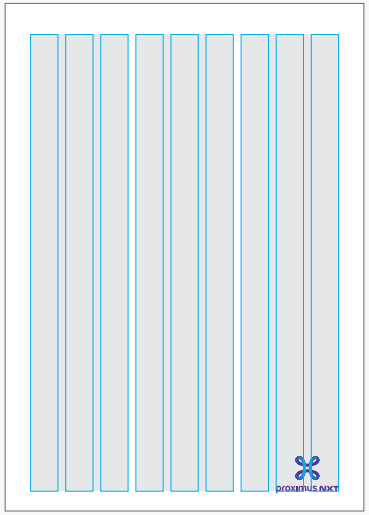
As a general rule, the logo is equal to 2 columns on a portrait format and 1 + 1/4 -column on a landscape format.

On formats which are further away from the standard A-format, it might be necessary to adjust the size so it feels in line with other materials.

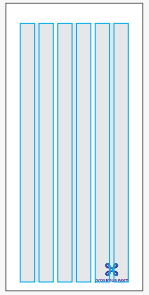
When the logo is used with the baseline, the logo moves up so the baseline sits on the margin as shown. See page 31 for guidance on when to use the logo with baseline.

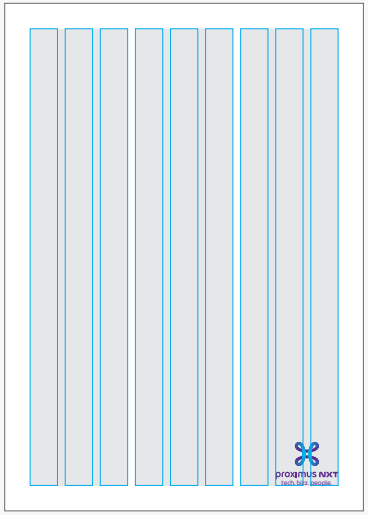
Exception
A phone packaging example is shown opposite where we've adjusted the logo size to 2.5 columns wide, as the format is almost square.

Logo size and position

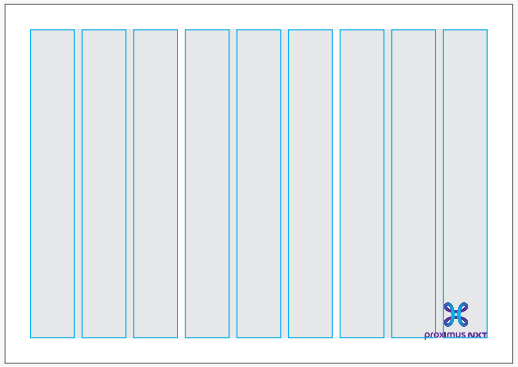


Portrait format
Logo: Two columns wide

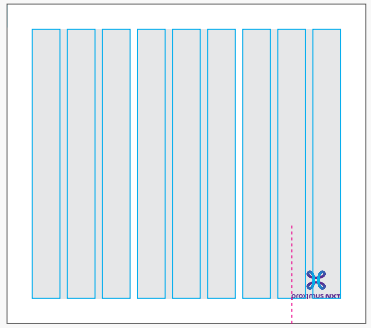




Logo with baseline
Logo moves up and baseline sits on margin



Landscape format
Logo: One column + 1/4 wide



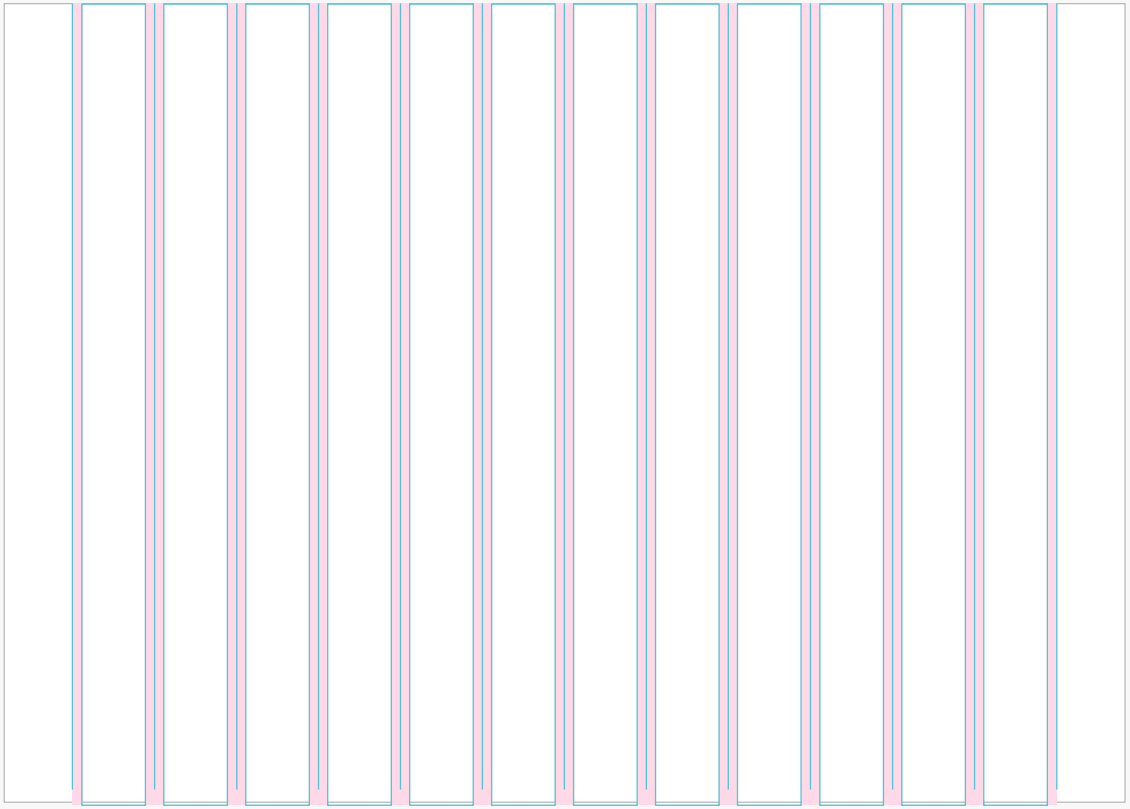
Exception for almost square format
Logo: 1.5-columns wide

Grid system

Generic grid

12 column grid

For web pages and mobile apps



We use a 12 columns system with gutters of 2rem.

Max width is 120rem (equivalent to 1200px at the 1200 px breakpoint).

= gutters

Grid system

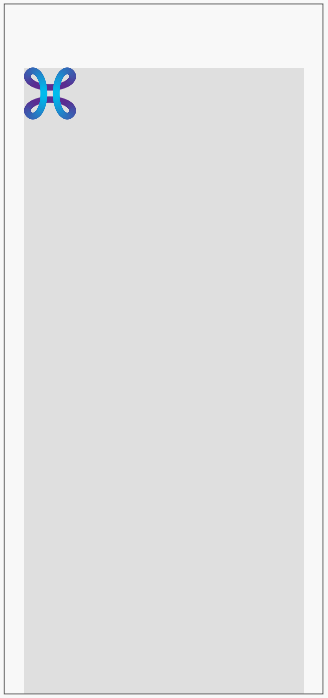
The two first examples show the position of the symbol on the TV interface and on web pages. In those cases it's always placed in the top left corner.

On other digital media, such as banners, custom campaign landing pages and apps, the symbol or the logo can be placed **in any corner** of the screen.

The relative size of the logo in these examples is not fixed.

Logo position

TV interface and desktop website (symbol only)



Mobile website (symbol only)

Other (with a symbol only)

Other (with a full logo)

Applications

Applications

Applications

Applications

Applications

Applications

Applications

Dag mevrouwBriot

De digitalisering biedt bedrijven volop kansen. De keerzijde ervan? De toenemende kwetsbaarheid op vlak van cybersecurity. Bedrijven doen hun uiterste best om hun cybersecuritystrategie up to date te houden. Het blijft helaas een strijd tegen cybercriminelen die steeds beter georganiseerd zijn en gebruikmaken van de laatste nieuwe technologieën.

Dankzij de versleutelde public clouds en een doorgedreven identity management maakt u het cybercriminelen extra moeilijk. Geen idee waar u nu best de prioriteiten legt? Samen met de experten van Microsoft, Palo Alto Networks, Fortinet, TrendMicro en Cisco heb ik de belangrijkste trends en bedreigingen voor 2023 in kaart gebracht.

Veel leesgenot.

Wouter Vandebussche
Security-expert, Proximus

Gevoelige data veilig in de public cloud

De zogenaamde sovereign cloud is de veiligste optie om gevoelige en vertrouwelijke informatie te bewaren in de cloud. Maar u geniet dan niet van de flexibiliteit van de public cloud. Of toch?

Ontdek het hier

13 trends & threats in cybersecurity

Van multicloudsecurity tot cybercrime-as-a-Service, wipers, NIS2 en social engineering: deze lijst van trends & threats in cybersecurity helpt uw bedrijf in 2023 de juiste focus te leggen.

De 13 trends van 2023

Gaat ICT door een woelige periode?

Applications

Applications

Hybrid work

The fluid workplace

At Proximus, the workplace is a constantly evolving concept, but the past two years have seen exceptional change. **"Covid encouraged us to take bigger steps faster, and to reinvent the workplace."**

Margaret Denis

has 25 years of experience at Proximus and has been Director of Workspace Transformation since 2021.

With its Campus program, Proximus is completely redesigning the workplace. "Our approach is based on three pillars," says Margaret Denis, Director Workspace Transformation at Proximus. "First and foremost, employees have the ability to choose where, when, and how they work." This allows us to work in a way that not only matches the content of the job, but also the employee's personality and personal circumstances. "The second pillar is that of human connection. Creativity happens when people meet."

Environmental and social impact together form the third pillar of the program. "We are resolutely choosing a new and different use of our office buildings," Margaret explains. "An office that's virtually empty on Fridays because everyone chooses to work from home that day? That is not what we want." The Proximus towers in Brussels are the showcase for co-creation, an essential element of the Campus program. "The towers are growing into our inspiring, digital campus in Brussels, as well as forming a fluid ecosystem of workplaces with our regional offices, employees' home offices, and workplaces at partners and customers."

Co-creation with both customers and partners

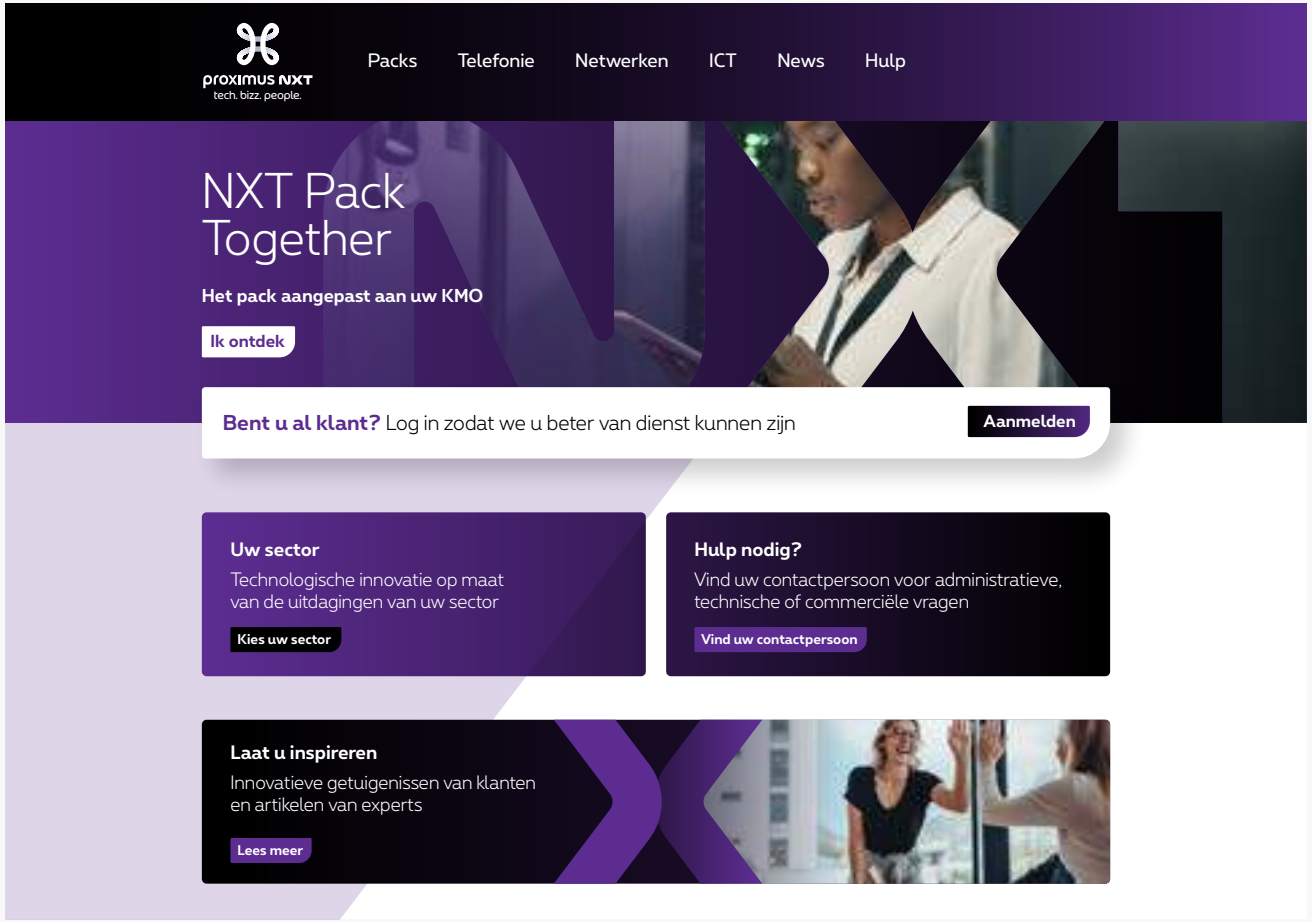
At its core, the Campus program is designed to create a new, flexible ecosystem. "It is crucial that employees feel good," says Margaret. "The physical workplace – the building – shapes itself around the employee, not the other way around." For example, co-creation is very important to us, not only between our various departments but also with customers and partners. That is why we are invested in an agile way of working together."

For other types of work, employees will be able to go to the headquarters in Brussels, but we also encourage them to use regional offices more. "We focus more on individual work there, but always within an environment where you can easily connect and collaborate with colleagues or partners." There, too, the buildings will be redesigned to meet the needs of the different types of activities. "The choice of workplaces is in continuous development in co-creation with our employees based on seven different profiles. These profiles are based on some typical aspects of work: number of interactions, complexity of those interactions, profiles inside the team or outside, mobility in a building or outside, etc."

"The physical workplace – the building – shapes itself around the employee, not the other way around."

Margaret Denis,
Director Workplace Transformation

Applications



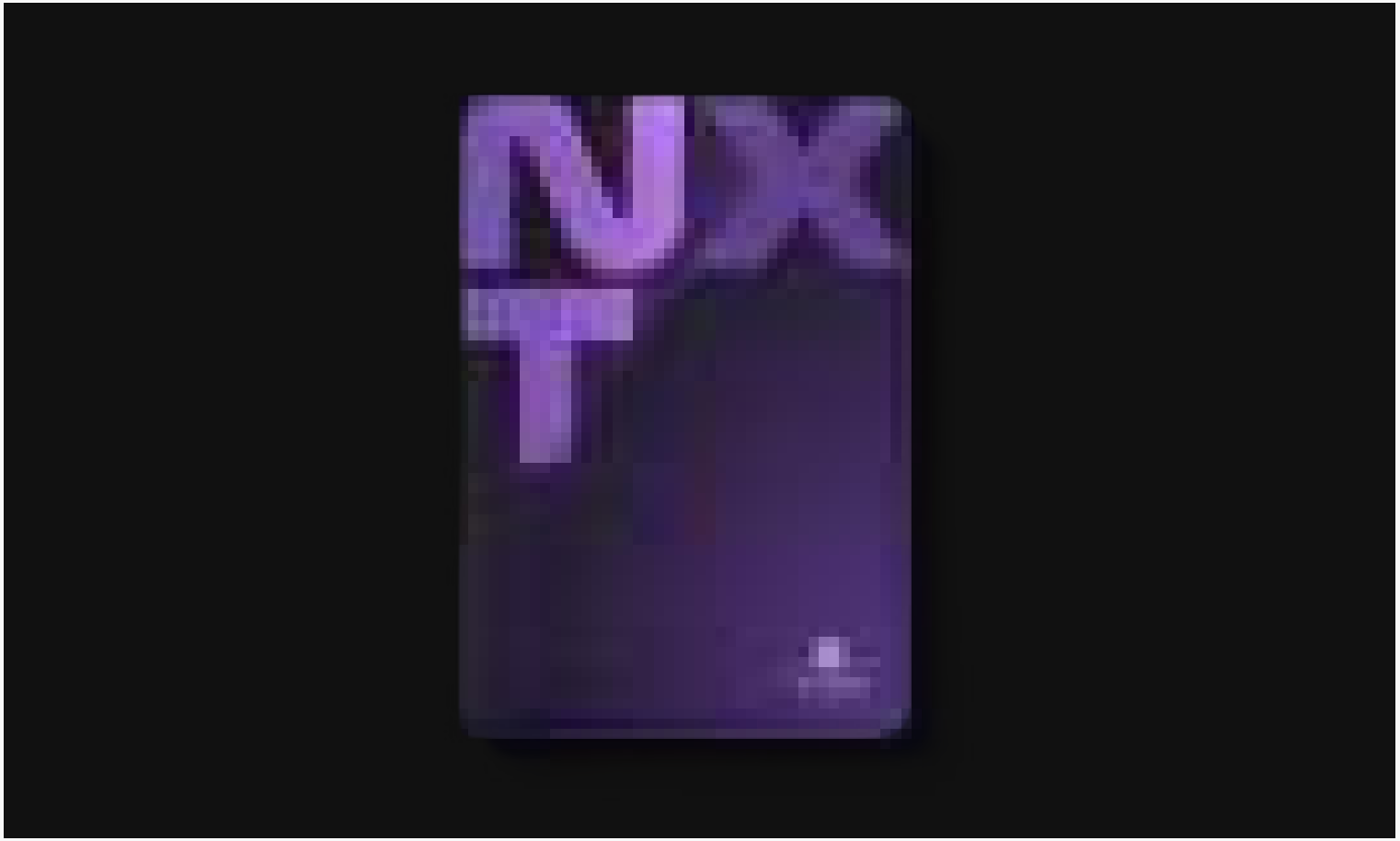
Applications

Applications

Applications

Applications

Applications



Applications

Applications

Applications

Thank you

If you have a question about this document contact us:

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branding-experience@proximus.com

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