

Nexen
name, brand identity, visual system, website



nexen™

How a successful manufacturer of mechanical control devices created a strong, memorable brand presence in a competitive market

situation

When a successful manufacturer of mechanical control devices decided to spin off one of its divisions, it needed branding, including a name.

Today, the Nexen Group is a leading manufacturer of linear motion, rotary motion control, and tension control systems for a variety of industrial applications.

The company has more than 40 worldwide sales offices and more than 1,500 worldwide distributor sales outlets.

challenges

Practical constraints. With an audience of engineers and maintenance repair operators, the name and identity had to be practical, yet memorable.

URL availability. Creation of a new corporate name is limited by URL availability, and many appropriate name candidates did not have corresponding URLs.

Global audience. The name and identity needed to appeal to an international audience, without any cultural drawbacks.

results

The new name — Nexen — comes from the Latin word “nexus,” meaning connection.

Nexen is a six-letter palindrome (a word that reads the same backward or forward), perfect for the back-and-forth motion integral to this manufacturer of clutches, brakes, and rotary motion-control products.

The brand identity with its pleasing symmetrical appearance and stylized “x” suggests both motion and control.

A new website, literature templates, and a detailed visual system provide a clean, brand-consistent look for all marketing.