

BRAND PROJECT

STX GROUP

A Dealer Portal for Motor Traders.



SHAPING THE RIGHT IMAGE

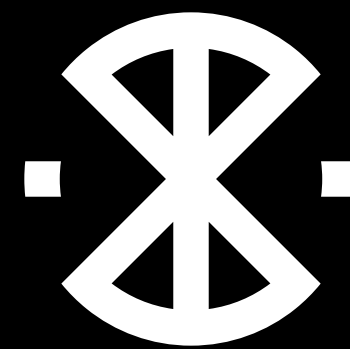
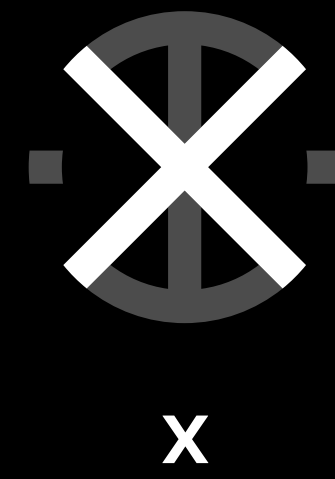
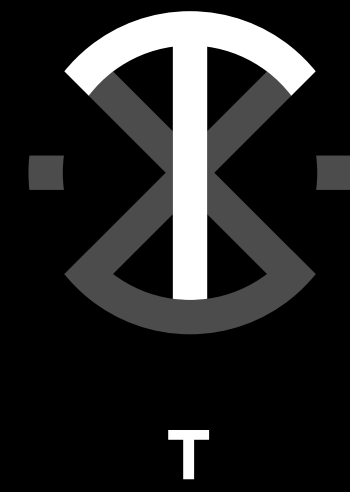
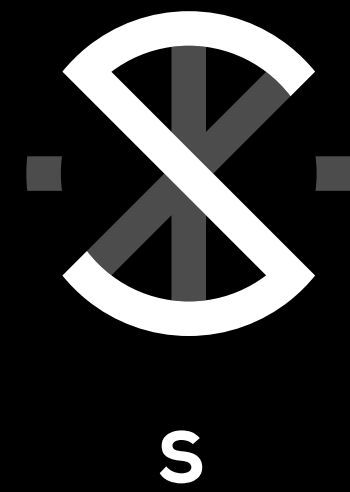
— A PREMIUM OUTLOOK OF THE COMPANY

— A LOGO WITH AUTOMOBILE ROOTS

— CREATING BRANDS FOR STX



LOGO FOR STX GROUP



BRANDS FOR STX

A dark, high-contrast photograph of a car's interior, showing the steering wheel and dashboard.

sell
this
car

A dark, high-contrast photograph of a motorcycle, showing the headlight and front fairing.

sell
this
bike

A dark, high-contrast photograph of a white van, showing the side profile.

sell
this
Lvan

A dark, high-contrast photograph of a commercial truck, showing the front grille and headlights.

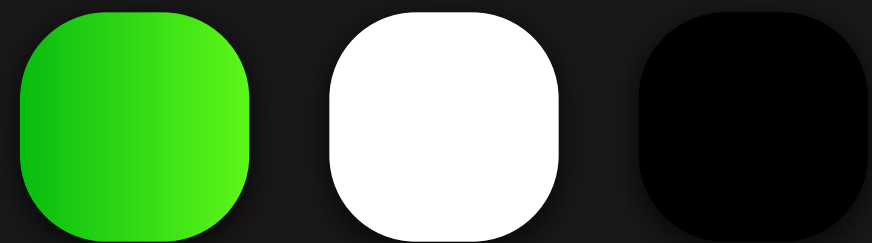
sell
this
commercial

BRANDS FOR STX



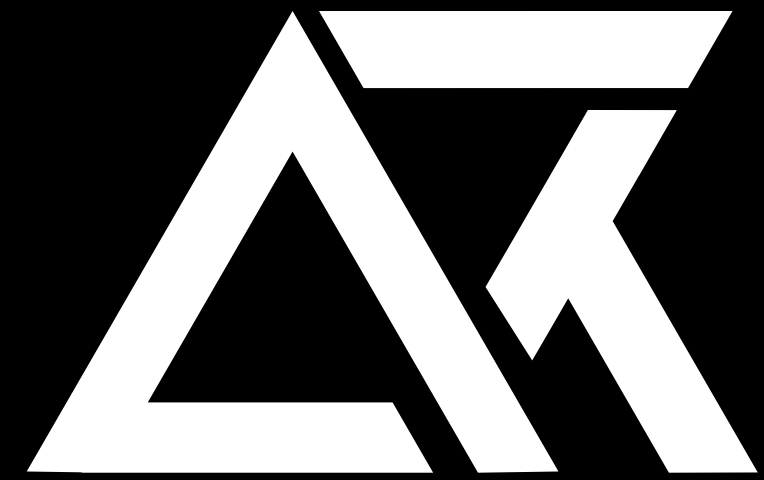
4 BRANDS, SAME FEEL, SAME LOOK

ENGAGING & APPROACHABLE



NEXA HEAVY NEXA HEAVY NEXA HEAVY

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