

The Font:

Bauhaus it is the choice. It's both measured and curvy, doesn't lack of expressiveness, but at the same time it's not so picky. It recalls architecture through one of the simplest nexus: its history.

The Logo:

The word "N E X U S" is splitted by a module derivated from the font dimension.

The middle "X" acts as a link - a connection - between the two syllables, written inside a square and generated by the negative of a full circle.

The **red colour** comes from the Pisa flag, as the twelve circles in the corners, globes of the crux that everyone can see everywhere in the city.

The geometry rules the whole composition, keeping clear the readability of the word as the concept behind the conferences: Architecture and Mathematics.

n e x u s