



BRAND GUIDELINES

NXTGEN

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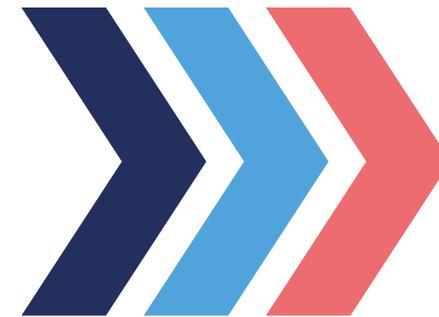
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FORMATS

- | | |
|--------------------|--|
| NXT GEN.png | Logo with transparent background. |
| NXT GEN.eps | Vector (editable) file. Adobe Illustrator. |
| NXT GEN.ai | Vector (editable) file. Adobe Illustrator. |
| NXT GEN.cdr | Vector (editable) file. CorelDRAW. |
| NXT GEN.pdf | Vector (editable) file. Pdf. |

LOGO USAGE OPTIONS



NXT GEN LOGO

To be used in almost all circumstances across consumer-facing communications both print and digital.

NXT GEN SIGN

To be used when space is limited or rare digital cases like as an app icon or co-branding opportunity.

LOGO USAGE OPTIONS

NXTGEN

Digital enablement for complex business

The main version of the logo can be presented both horizontally and vertically with or without the tagline.

NXT
GEN

*Digital enablement
for complex business*

LOGO USAGE OPTIONS



Also, the logo can be presented in monochrome. It is not recommended to use the monochrome version of the logo with the color version simultaneously within the same context.

LOGO USAGE OPTIONS



There should be a free space around the logo equal to the width of the arrow sign. The space should remain regardless of whether the logo is used with or without a tagline, in a horizontal or vertical arrangement.

LOGO USAGE OPTIONS WITH A BACKGROUND



The main requirement for placement logo on various backgrounds is the clear readability of all elements of the logo with clear contrast of colours. The main logo in colours is used only on light monophonic backgrounds, or on images with a minimum transparency of 80%. In all other cases the monochrome version of the logo is used.

UNACCEPTABLE LOGO USAGE



disproportionate distortion of the geometry



linear distortion



spontaneous color change



using shadow effect under the logo



changing the location of logo elements



changing the font



placement on non-contrast backgrounds

COLOUR SCHEME

Primary Colours

#32375D
R50 G55 R93
C97 M89 Y35 K27

#51A4DB
R81 G164 R219
C67 M22 Y0 K0

#ED6C6F
R237 G108 R111
C0 M71 Y48 K0

#2B2A29
R43 G42 R41
C0 M0 Y0 K100

#FFFFFF
R255 G255 R255
C0 M0 Y0 K0

Supplementary Colours

#F7F7F7
R247 G247 R247
C4 M2 Y3 K0

FONTS

BiomeW04-Light

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890,«»€";?;!@#\$%&*()

Avenir Next Ultra Light

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890,«»€";?;!@#\$%&*()

BiomeW05-LightItalic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890,«»€";?;!@#\$%&()*

The company name is presented in two fonts «NXT» is written with BiomeW04-Light, and for the «GEN» part Avenir Next Ultra Light.

Tagline «Digital enablement for complex business» is written with the Light Italic version of Biome font family.

ICONOGRAPHY



Flat custom icons in brand colours to be used on any marketing materials both digital and printing.

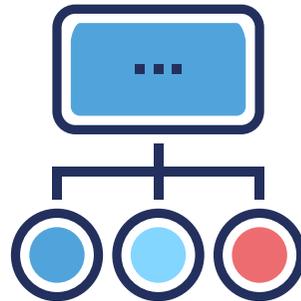
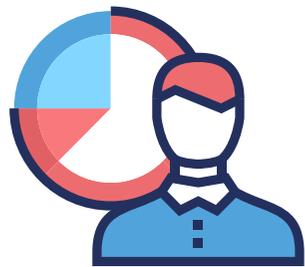


IMAGE TONE



Speaking to the proposition of the brand, we wish to represent "Next Generation" people as the focal point of all imagery. All imagery should ladder up to a focus on human connection and interaction with modern technology. We want to show the lifestyle using art-of-state technology in a fun casual way.

The images should be bright, sunny and have friendly positive tone. It is also recommended to stick to the brand colours with the elements of the images: colour of clothes, furniture etc).

IMAGE DON'TS



Staged stock imagery that doesn't feel real



Illustrations and vector graphics

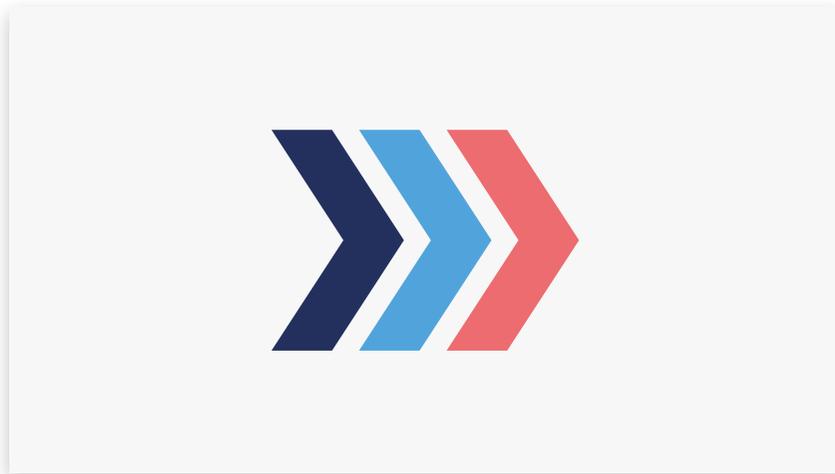


Images with outdated devices



Overused business concepts

BUSINESS CARD



Front



Reverse



The brandbook is designed
by Wix Pro

