

**NEXT**

Brand Identity & Guidelines

# NEXT

Our Brand guidelines explain how to use all our brand assets and how to bring everything together in a way that creates a strong, consistent brand.

Use these guidelines as a high-level overview of how to bring the NEXT brand to life.

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# Logotype

Our logotype is at the heart of our brand. It represents who we are and what we stand for. It's confident, yet trustworthy and human, fashionable yet timeless. Always treat our logotype with the respect it deserves.

Our logotype is derived from our existing typeface NEXT Display Sans. It is carefully constructed to maintain own-able characteristics while allowing for perfect legibility at any size within any application.

**N E X T**

**N E X T  
H O M E**

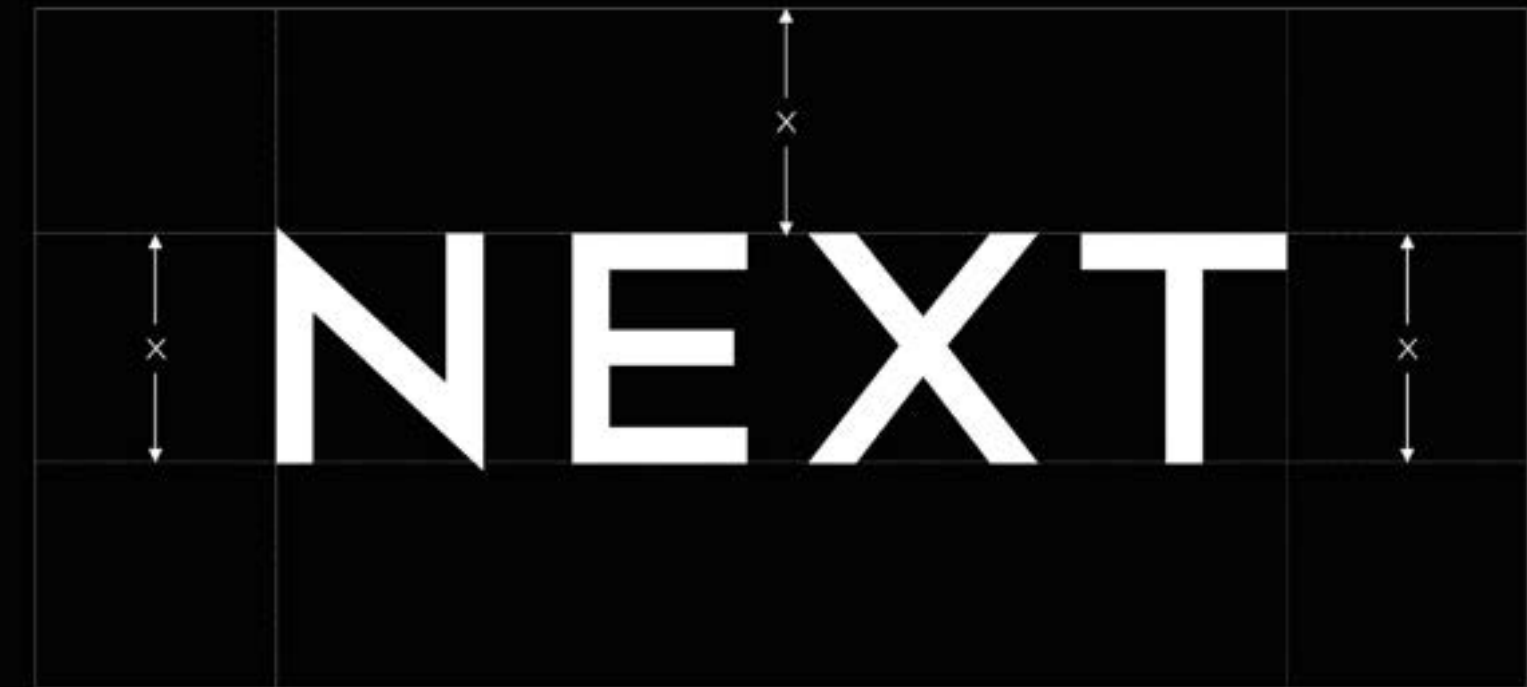
# Logotype

We want to make sure that our logotype is always looking it's best. This means we need to make sure there is always a certain amount of clear space surrounding the logotype to ensure that it's distinct and legible.

Use this diagram as a point of reference for clear space when positioning the logotype.

## **Clearspace Exceptions**

The logotype placement depends on the type of communication and use. For App and social media icons an exception to the exclusion zone can be applied.



# Logotype

## Logotype DON'Ts

To make sure our brand is always consistent and looking its best, there are certain things we never do with our logotype.

Do not stretch, distort or modify the logo in any way. Do not obstruct the logo and always have the exclusion zone in mind.

Make sure to consider the logo file type that you are using - for example, a JPEG can't have a transparent background

For any help with file types or placement contact [Graphics@next.co.uk](mailto:Graphics@next.co.uk)

Don't obstruct the logotype



NEXT  
50% Off

Don't modify the logotype



NEXT

Do not distort in any way



*NEXT*

Do not rotate



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Do not apply effects of any kind



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Do not colour the logotype



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# Logotype

## Logotype Minimum Sizing

When scaling our logotype, consider minimum sizes to ensure and maintain visibility and legibility.

Use this diagram as a point of reference for minimum sizes.

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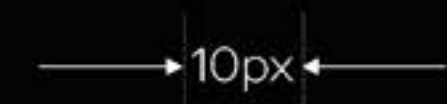
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# Portal

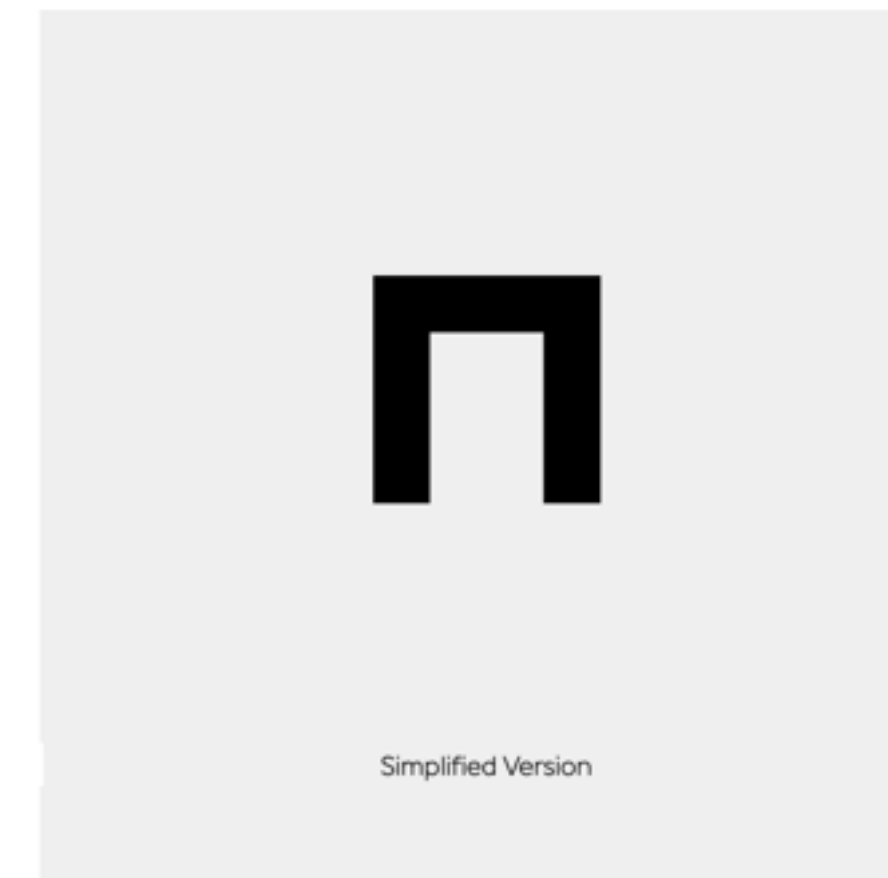
Our logotype is at the heart of our brand, however we have created a supporting marque to help aid the logotype.

This is called **The Portal**.

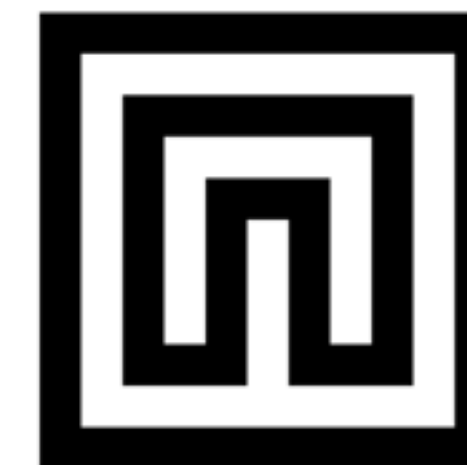
Designed in part to reflect the changing story of NEXT over recent years and reflect the new architecture of the retail shopping experience.



Primary Version



Simplified Version



Decorative Version

## Sub-brands

There are a wide range of Sub-brand lockups that have been created for the different areas of the business.

Please contact [Graphics@next.co.uk](mailto:Graphics@next.co.uk) for any enquiries.

NEXT BRANDS

NEXT BEAUTY

NEXT GROOMING

NEXT SOURCING

NEXT FLOWERS



# Typography

## NEXT Display Sans

6 Weights

158 Glyphs

Based on the NEXT logo, this sans serif font has been created exclusively for us.

Set in six weights with dynamic opentype features and over 150 glyphs.

Light

Book

Regular

**Medium**

**Bold**

**Extra Bold**

# Typography

## NEXT Display Extended

6 Weights

158 Glyphs

Based on the standard NEXT Display font, the extended version was created with wider, sharper edged characters, much like the NEXT logo.

NEXT Display Extended is primarily intended for use on headers and title lockups.

Light

Book

Regular

**Medium**

**Bold**

**Extra Bold**

# Colour

Black and white have been the basis of the NEXT brand since 1982 and remains our classic brand palette and primary colours. We use our logo either 'black on white' or 'white on black' - it shouldn't appear in any other colour in corporate applications.

There are sometimes exceptions to the rule, for example, in seasonal campaigns. For more clarity or any queries please check with [Graphics@next.co.uk](mailto:Graphics@next.co.uk)

## Next True Black

Pantone Black C  
RGB 0 0 0  
CMYK 50 50 50 100  
HEX #000000

## Next White

RGB 255 255 255  
CMYK 0 0 0 0  
HEX #FFFFFF

# Contact

For any queries regarding the NEXT branding  
or these guidelines please contact:

**[Graphics@next.co.uk](mailto:Graphics@next.co.uk)**