BRAND GUIDELINES

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01 Brand Logo
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01 BRAND LOGO

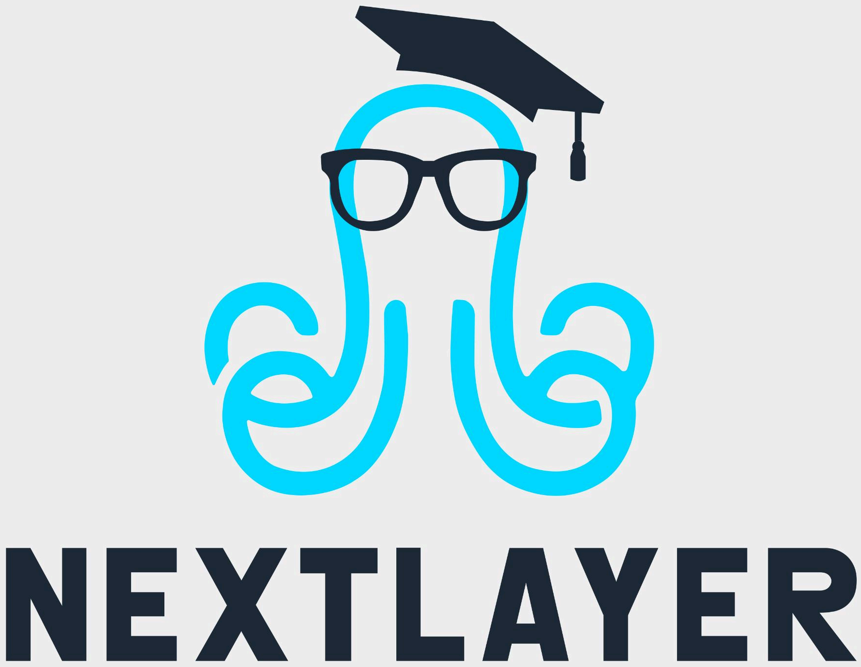
Visual Identity
Manual

NEXTLAYER

Primary Logo

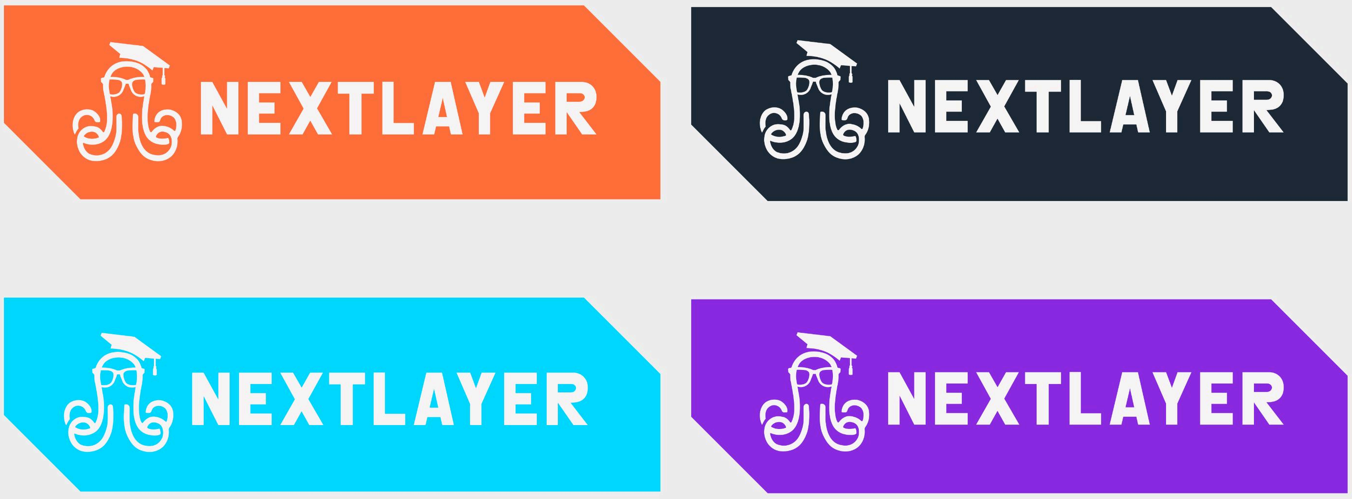
The primary logo is the main visual representation of NextLayer. It serves as the cornerstone of our brand identity, appearing on key brand materials such as websites, packaging, and marketing collateral. This logo should be used consistently to maintain brand recognition and integrity.

The NextLayer primary logo is the core element of our brand identity, representing innovation, precision, and skill-based learning. It should always be used in its original form, maintaining clear space for visibility and impact. The logo must follow brand color guidelines and should not be altered, stretched, or modified in any way.



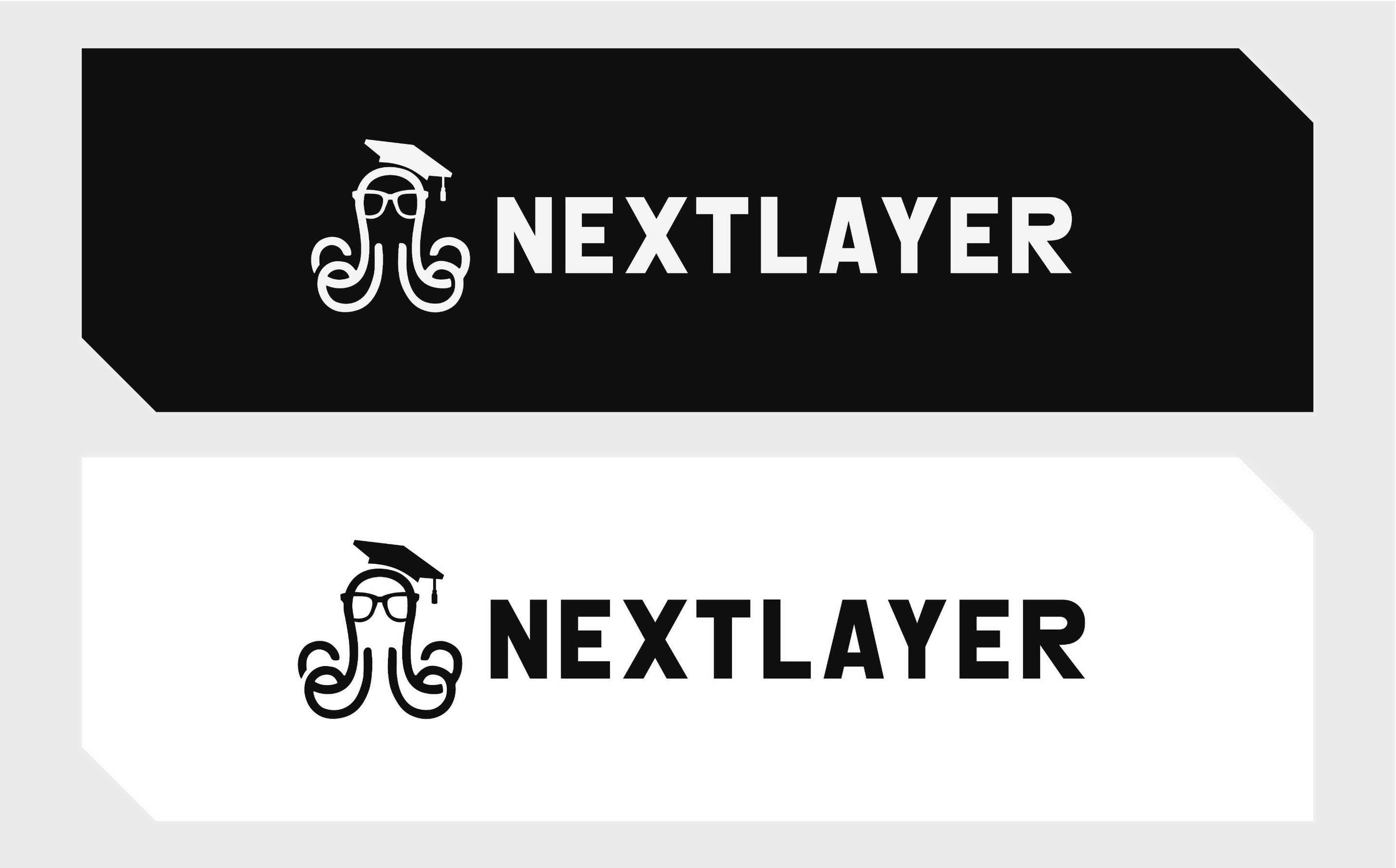
Color Versions

The NextLayer logo is designed to be versatile across different backgrounds and applications. It is available in multiple color versions to ensure clarity and consistency in various settings.


NEXTLAYER
NEXTLAYER
NEXTLAYER
NEXTLAYER

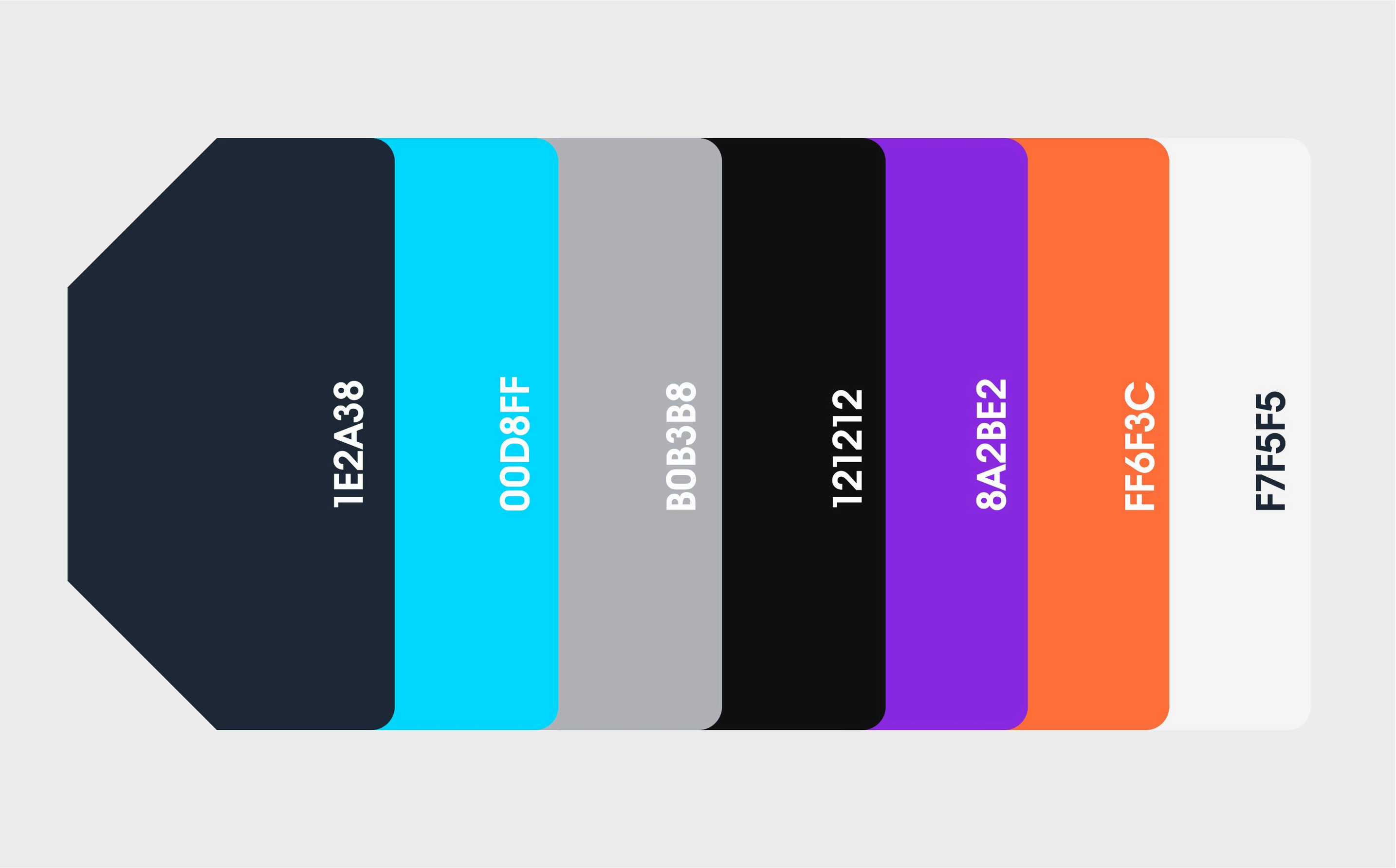
Monochrome Versions

The monochrome version of the NextLayer logo is used when color reproduction is limited or for minimalistic design applications. It is available in black and white to ensure clarity across different backgrounds.


NEXTLAYER
NEXTLAYER

Brand Colors

NextLayer's brand colors reflect a modern, futuristic, and innovative identity, aligning with its focus on skill-based education, robotics, and design.

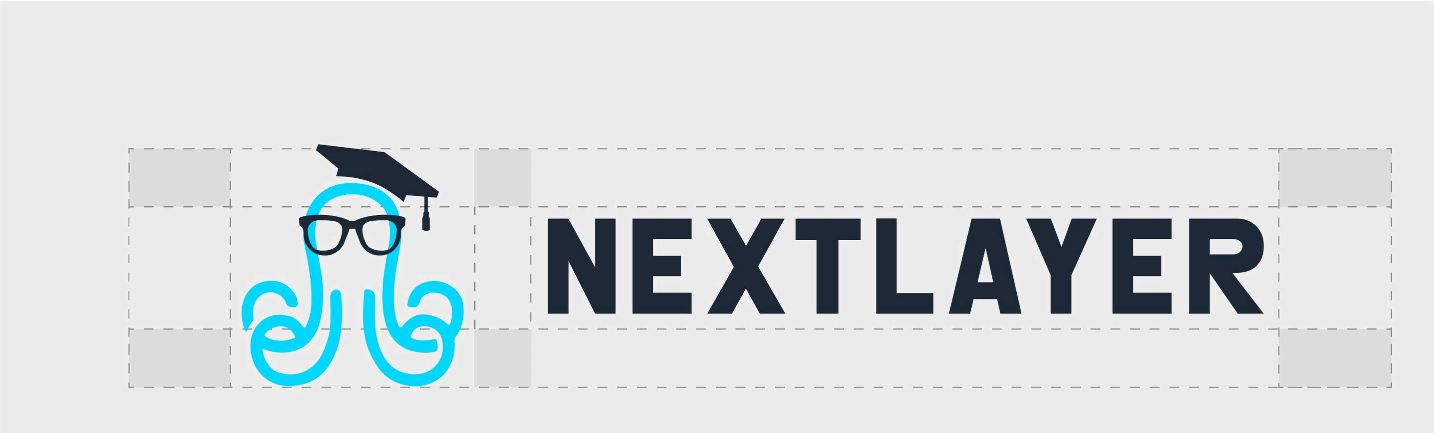

1E2A38
00D8FF
B0B3B8
121212
8A2BE2
FF6F3C
F7F5F5

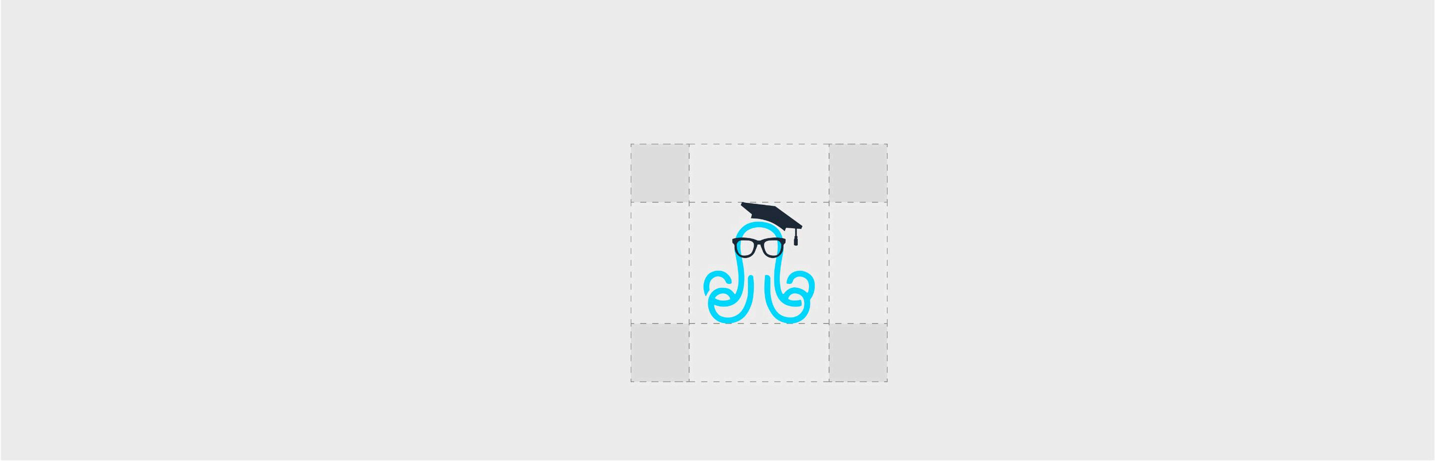
02 Usage Guides
2.1 Exclusion Zone
2.2 Minimal Size
2.3 Variations

02 USAGE GUIDES

Exclusion Zone

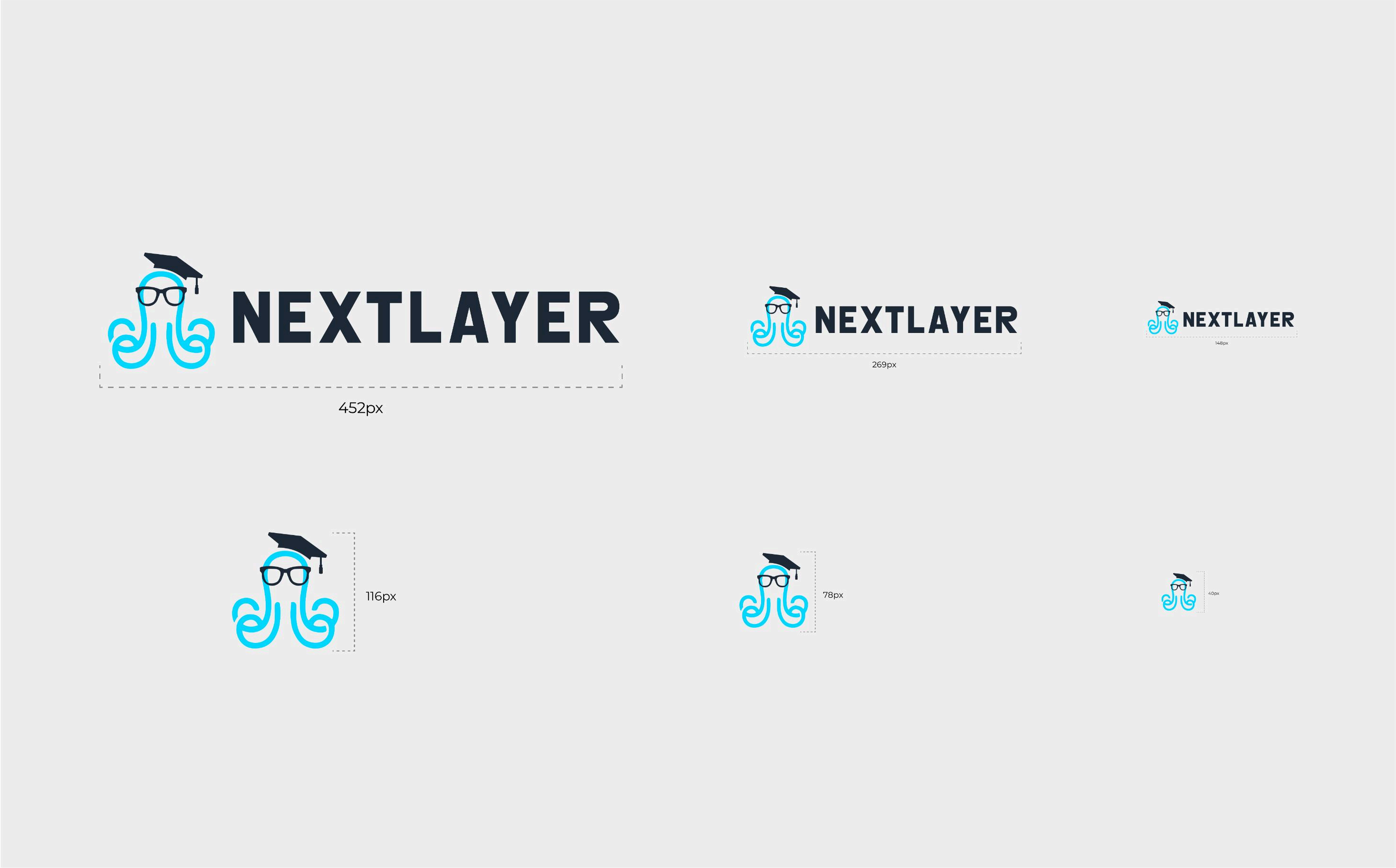
The exclusion zone ensures that the NextLayer logo maintains visual clarity and impact by preventing any surrounding elements from crowding it.





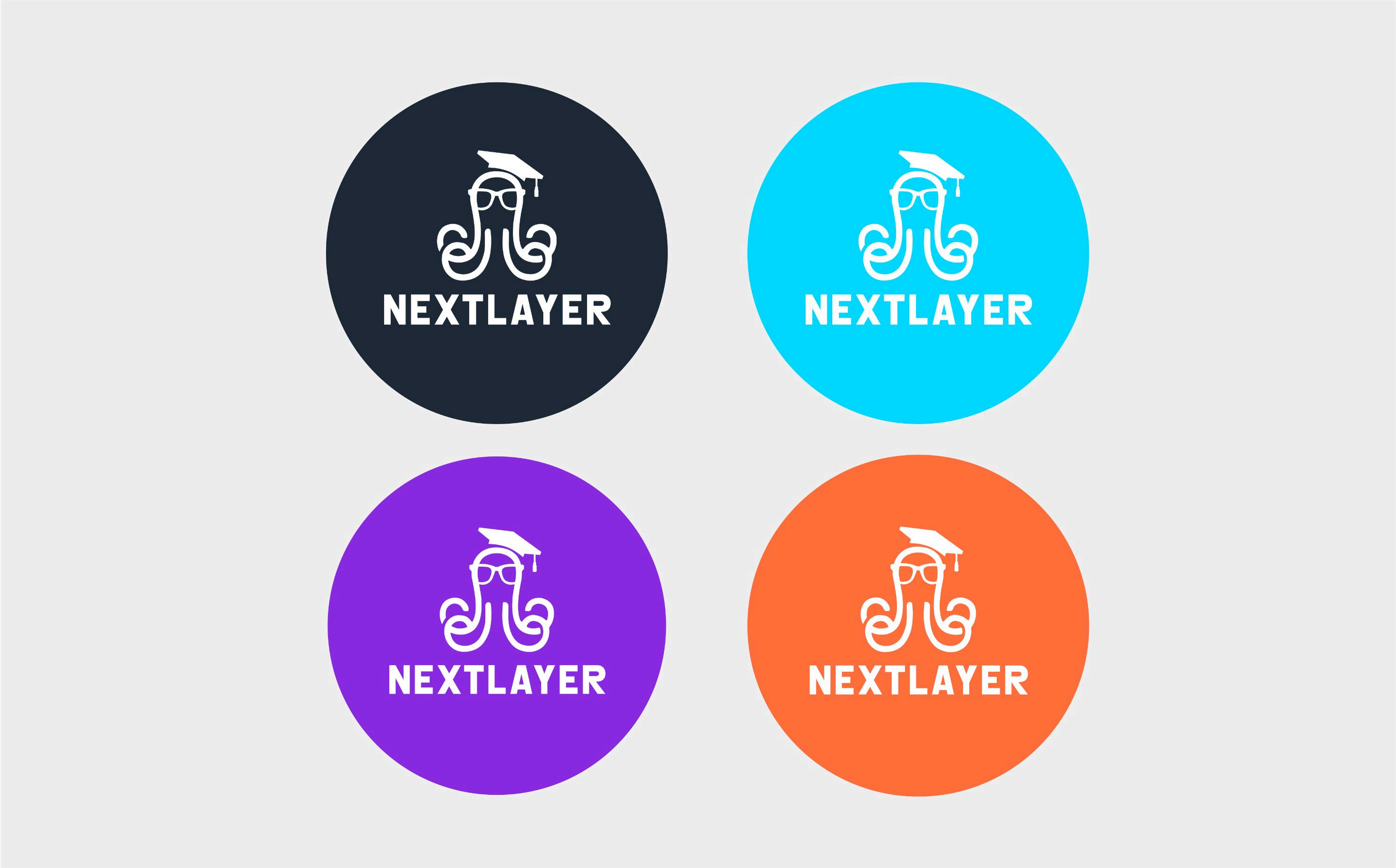
Minimal Size

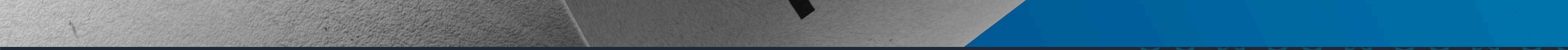
The NextLayer logo must maintain its clarity and legibility across all applications. To ensure this, a minimum size restriction is necessary. For digital use, the logo should never be displayed smaller than 50 pixels in width, ensuring it remains sharp and readable on screens. For print applications, the logo should be at least 20mm (0.8 inches) in width to maintain detail and brand recognition. Using the logo below these minimum sizes may result in loss of readability and weaken the brand's visual impact.


NEXTLAYER
452px
NEXTLAYER
269px
NEXTLAYER
148px
116px
78px
40px

Variations

To ensure flexibility across different mediums and backgrounds, the NextLayer logo is available in multiple variations. Each version maintains brand consistency while adapting to various use cases.


NEXTLAYER
NEXTLAYER
NEXTLAYER
NEXTLAYER



03 **Typogrphy**
3.1 Primary Font
3.2 Secondary Font
3.3 Hierarchy

03 TYPOGRAPHY

Primary Font

The primary font for NextLayer is chosen to reflect its modern, innovative, and professional identity. It ensures readability, consistency, and a futuristic aesthetic across all branding materials.

Nunito

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam felis tellus, scelerisque ut aliquet ut, imperdiet sed tortor.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam felis tellus, scelerisque ut aliquet ut, imperdiet sed tortor.

Light
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

Bold
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

Regular
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

ExtraBold
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890

Aa

Secondary Font

The secondary font complements the primary typeface by adding versatility and balance to the brand's typography system. It is used for body text, subheadings, and longer-form content, ensuring readability while maintaining a modern and professional feel.

AvantGarde Bk BT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam felis tellus, scelerisque ut aliquet ut, imperdiet sed tortor.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam felis tellus, scelerisque ut aliquet ut, imperdiet sed tortor.

Light
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890
Aa

Bold
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890
Aa

Regular
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890
Aa

ExtraBold
AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
1234567890
Aa

Hierarchy

A well-defined typography hierarchy ensures clear communication and visual consistency across all NextLayer branding materials. The hierarchy establishes a structured approach to text elements, enhancing readability and engagement.

1. Headline Nunito, Bold - Size, 60px Leading 64px - Tracking 0px	**Whenever you need to use 1. Headline and 2. Headline together keep the gap height of 2. Headline.**
2. Headline Nunito, Medium - Size, 30px Leading 32px - Tracking 0px	Whenever you need to use 2. Headline and Sub-Heading together keep the gap height of 1. Headline.
3. Sub-Heading ClassGarmnd BT, Bold - Size, 20px Leading 24px - Tracking 0px	**Whenever you need to use Sub-Heading and Body Text together keep the gap one and a half height of Sub-Heading.**
4. Body Text ClassGarmnd BT, Regular - Size, 17px Leading 20px - Tracking 0px	Whenever you need to use Sub-Heading and Body Text together keep the gap one and a half height of Sub-Heading.

2x

Short headline.

1 1/2x

Second headline is set in Nunito.

1x

1. Sub-Heading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed dolore magna aliquam erat volutpat. Ut wisi.

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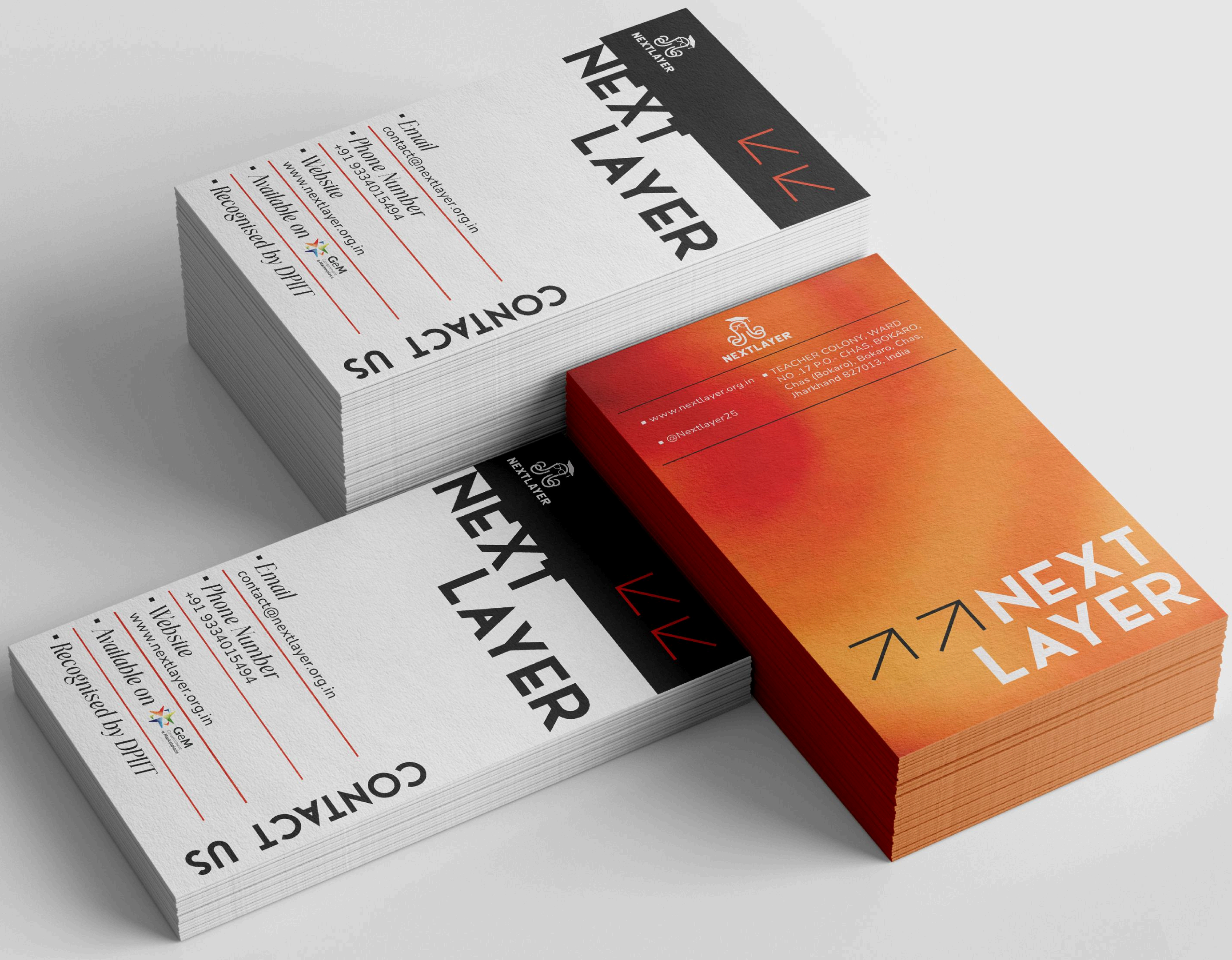
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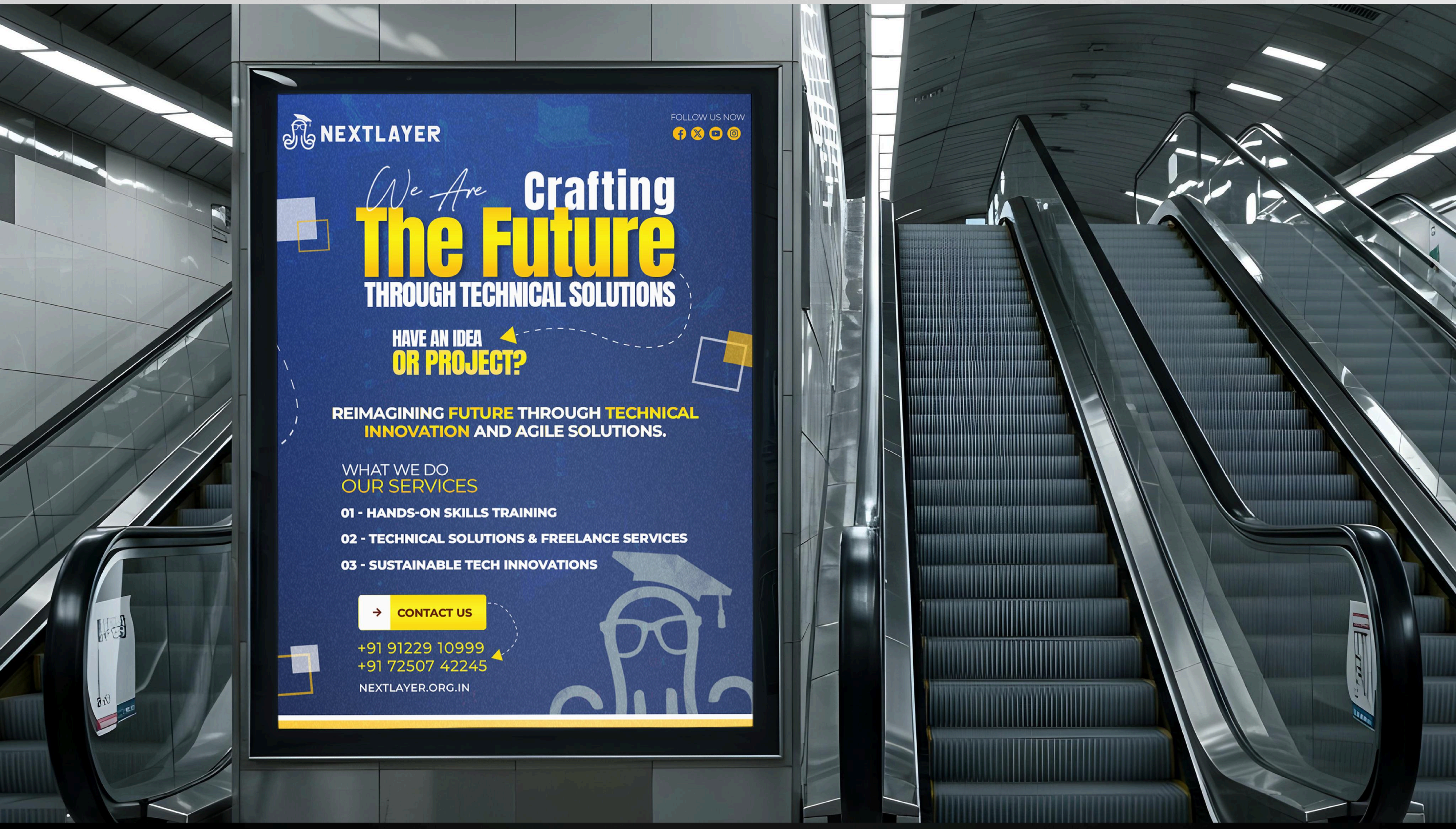

NEXTLAYER

FOLLOW US NOW

We Are **Crafting**

The Future

THROUGH TECHNICAL SOLUTIONS

HAVE AN IDEA OR PROJECT?

REIMAGINING FUTURE THROUGH TECHNICAL INNOVATION AND AGILE SOLUTIONS.

WHAT WE DO
OUR SERVICES

01 - HANDS-ON SKILLS TRAINING

02 - TECHNICAL SOLUTIONS & FREELANCE SERVICES

03 - SUSTAINABLE TECH INNOVATIONS

→ **CONTACT US**

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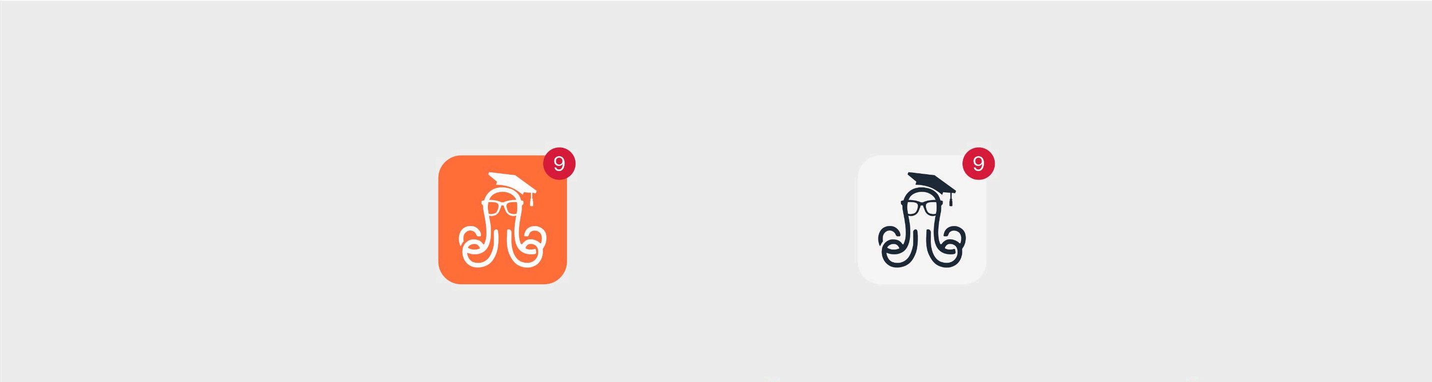
NEXTLAYER PRESENTS

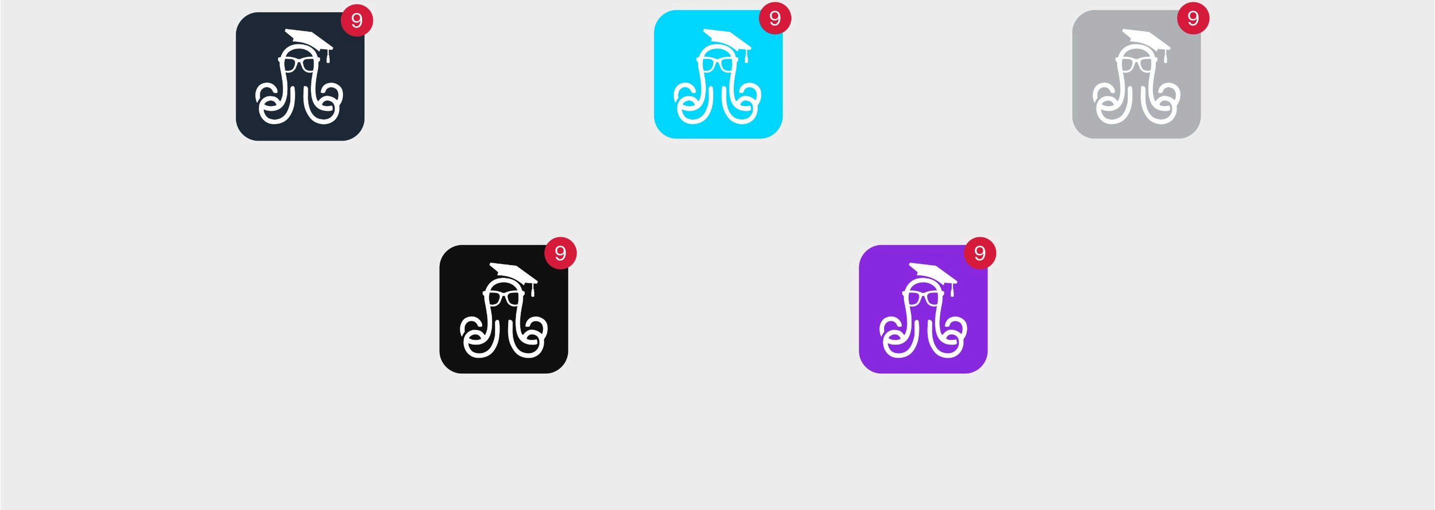
04 **Iconography**
4.1 App Icons

04 ICONOGRAPHY

Icons

Icons play a crucial role in NextLayer's visual identity, enhancing usability, aesthetics, and communication across digital and print materials. A consistent icon style ensures clarity, professionalism, and alignment with the brand's modern and minimalist approach.

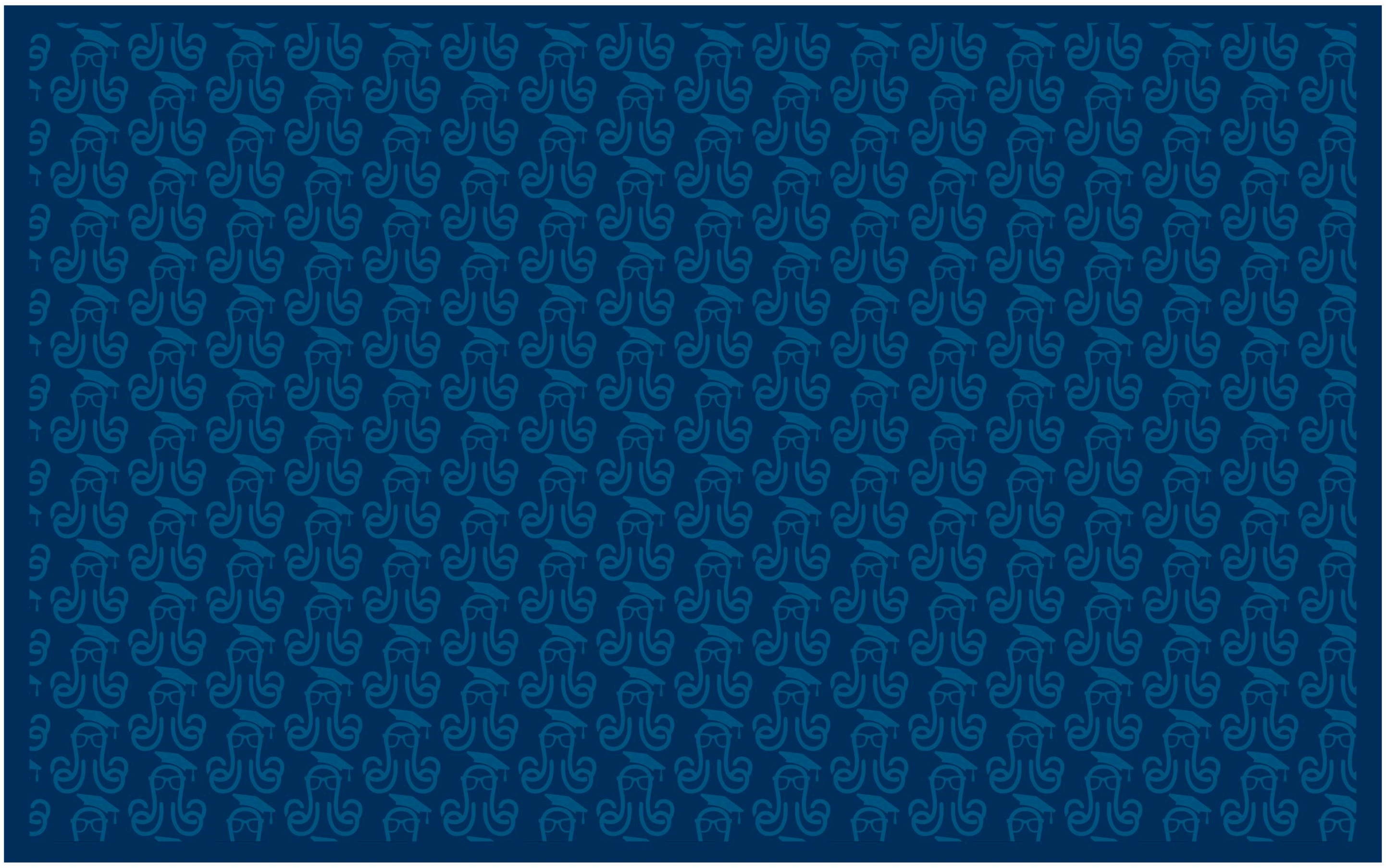




05 Patterns
5.1 Pattern

05 PATTERNS

Pattern



THANK YOU!