



U-NEXT



U-NEXT GUIDELINES

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to anyone involved in the reproduction or usage of the U-Next brand.

A strong brand means consistency, clearness, impact, and should strive to do so with the utmost simplicity.

The following manual is a reference book for U-Next designers. It is the official policy document regarding the U-Next brand identification, communication in general, and sets the tone and level of quality for all U-Next graphics.

It is also a reference for any subsidiary, partner, or contractor working on or with the U-Next brand.

It describes the U-Next logo, the environment in which the logo will evolve, the visual identity, and serves as a guide

To that effect, the duty of every collaborator should be to ensure that unity across mediums and any form of communication is upheld and that design standards always satisfy and maintain excellency by following the manual's guidelines and seeing that the specifics are diligently monitored.



U-Next is committed to delivering the best quality entertainment, and building an all-encompassing platform consisting of video-on-demand services paired with magazines, e-books, mangas, and music. Our communication should be a genuinely engaging experience, playful, and deliver high entertainment value.

Our visual style is built on strong foundations, that will allow us to evolve. It must reflect the industry we are in by being bold, innovative, and creative.

Our brand personality was established on the following characteristics:

Playfulness

Our visual style is engaging, light, colorful, and bold.

Flexibility

U-Next is a diverse content provider, and as such, working in many different areas, the visual style needs adaptability to tackle the challenges of always feeling new, being able to differentiate services, while staying instantly recognizable to be consistent.

Impact

Our visual style key components are effectiveness and simplicity to captivate, interest, and deliver a huge influence.

Uniqueness

Being in a highly competitive industry means one should be afraid of conformity. We are an innovative and disruptive brand that aims not to follow, but to stand on its own.



Corporate Logomark

The logomark is designed as a contemporary monogram, emphasizing the brand, and our name.



Wordmark

The wordmark is custom-made typography specifically designed to match the symbol, and the negative space proportions it creates.

The U-Next logo is the central element and the most immediate representation of our company and our brand in the U-Next visual communication system. It is the most valuable corporate asset and must be used consistently in the proper, approved forms.

Public regular use of this signature is essential in establishing and maintaining recognition.

It has two parts, the corporate logomark, and the corporate wordmark.

The logomark can be used alone, but the wordmark should never be.

The logo must never be altered nor distorted in any way. It must never be re-drawn. No changes are allowed in the spacing, the letter form, or the proportion of the logo.

The logo exists in six different forms, each serving a different purpose. For the logo, black color is preferred.



Logomark specifications

The logomark is an evocative and distinct mark easy to remember by its simplicity. It is a contemporary monogram that represents our name.

It is the most important symbol of the U-Next visual communication system.

No changes are allowed on the proportion of the logomark. It must never be altered nor distorted in any way. It must never be re-drawn.



Logo lockup: vertical, specifications

The logo lockup is the combination of our symbol with our wordmark. It represents the full extent of our company, bearing our name and its graphic representation. The vertical form is the preferred version of our logo, one that should be consistently used.

The relationship between the symbol and the wordmark is constant. The size or position should not be changed. The logo lockup must never be altered nor distorted in any way. It must never be re-drawn. No changes are allowed in the spacing, the letter form, or the proportion of the logo.

**Logo lockup: horizontal, specifications**

The logo lockup is the combination of our symbol with our wordmark. It represents the full extent of our company, bearing our name and its graphic representation.

In the interest of design flexibility for use in various media, notably the digital environment where space is scarce, the following version has been designed and approved.

The relationship between the symbol and the wordmark is constant. The size or position should not be changed.

The logo lockup must never be altered nor distorted in any way. It must never be re-drawn. No changes are allowed in the spacing, the letter form, or the proportion of the logo.

**Logomark: square, specifications**

The logomark is an evocative and distinct mark easy to remember by its simplicity. It is a contemporary monogram that represents our name.

It is the most important symbol of the U-Next visual communication system. Its square form is to be used in conjunction with the pattern system, to reach the full potential of the U-Next visual communication system and strengthen the brand.

The relationship between the symbol and the square shape is constant. The size or position should not be changed.

No changes are allowed on the proportion of the logomark. It must never be altered nor distorted in any way. It must never be re-drawn.

**Logo lockup: square, specifications**

The logo lockup is the combination of our symbol with our wordmark. It represents the full extent of our company, bearing our name and its graphic representation.

Its square form is to be used in conjunction with the pattern system, to reach the full potential of the U-Next visual communication system and strengthen the brand.

The relationship between the logo lockup and the square shape is constant. The size or position should not be changed.

The logo lockup must never be altered nor distorted in any way. It must never be re-drawn. No changes are allowed in the spacing, the letter form, or the proportion of the logo.



Logo lockup: rectangle, specifications

The logo lockup is the combination of our symbol with our wordmark. It represents the full extent of our company, bearing our name and its graphic representation.

In the interest of design flexibility for use in various media, notably the digital environment where space is scarce, the following version has been designed and approved.

Its rectangle form is to be used in conjunction with the pattern system, to reach the full potential of the U-Next visual communication system and strengthen the brand.

The relationship between each constitutive element is constant. The size or position should not be changed.

The logo lockup must never be altered nor distorted in any way. It must never be re-drawn. No changes are allowed in the spacing, the letter form, or the proportion of the logo.

Its vertical version is more suited as it accentuates the logomark.

This version is more suited towards corporate and formal uses where the pattern system cannot be applied, and therefore where the square shape logo lockup would feel out of place.

Logomark

The logomark is the preferred version and the logo of choice for any form of communication or representation of the company and the brand where the name of the company is not needed as an aid to recognition.

Its usage is highly contextual, as the company is not yet part a the select cadre of brands that are represented not by name, but by a symbol.

Logo lockup: vertical

The vertical logo lockup is the preferred version and the logo of choice for any form of communication or representation of the company and the brand.

It is the original version of the logo and the primary symbol used to represent our company.

Logo lockup: horizontal

In situations where space is limited and name recognition is required, the logo lockup vertical version might sometimes prove to be inefficient at conveying the information, thus the use of the vertical lockup version would be preferred.

The company's communication encompasses various media, notably the digital space, where this version would most likely be more suited.

Logomark: square

The square logomark is the preferred version and the logo of choice for any form of communication or representation of the company and the brand when used conjointly with the pattern system, where the name of the company is not needed as an aid to recognition.

This version is more suited towards most communication forms as the pattern system is a direct extension of the logo and should be treated as such.

As the pattern system should primarily be used everywhere, this version is de facto the main logo.

Its usage is highly contextual. As an example, corporate branding such as stationery doesn't require the use of the logo lockup, as the context in which the logo is displayed, and the message it conveys prevent any confusion as to which company is represented.

Logo lockup: square

The square logo lockup is the preferred version and the logo of choice for any form of communication or representation of the company and the brand when used conjointly with the pattern system. Its vertical version is more suited as it accentuates the logomark.

This version is more suited towards most communication forms as the pattern system is a direct extension of the logo and should be treated as such.

As the pattern system should primarily be used everywhere, this version is de facto the main logo.

Logo lockup: rectangle

In situations where space is limited and name recognition is required, the logo lockup square version might sometimes prove to be inefficient at conveying the information, thus the use of the rectangle lockup version would be preferred.

Its use is highly situational, and caution should be used while using this version alongside the pattern system. As a matter of fact, in most cases, when the pattern system is displayed, the square logo lockup version remains the primary choice.



The examples shown below illustrate the acceptable uses of the U-Next logo in various situations.

In the case of the logomark and the logo lockup in its vertical and horizontal iteration: The logo should always use a single color. The preferred color is either white or black. Any other color could be possibly used but the decision should be referred to the Branding Department.

White or very light value background:

Against a white or very light value background the logo should be in black.

Black or very dark value background:

Against a dark or very dark value background the logo should be in white.

Medium value background:

Against a medium value background, the logo should be in either white or dark depending on which is more appropriate. White remaining the color of choice in most cases.

In the case of the logomark and the logo lockup in their square versions:

The logo should always be in white against a dark enough valued square to remain legible.

The preferred color for the square shape is black. Any other color could be possibly used but the decision should be referred to the Branding Department.

When used in conjunction with the pattern system, the square shape should be black and the logo should be white, to allow consistency and the logo to benefit from the highest contrast possible in the design.

Any exception to that rule should be referred to the Branding Department.

In the case of the logo lockup in its horizontal version:

The logomark and the wordmark should always be in white against a dark enough valued square to remain legible.

The preferred color for the square shape is black. Any other color could be possibly used but the decision should be referred to the Branding Department.

When used in conjunction with the pattern system, the square shape should be black and the logomark and wordmark should be white, to allow consistency and the

logo to benefit from the highest contrast possible in the design.

The rectangle shape should be one of the main colors used in the design.

Any exception to that rule should be referred to the Branding Department.



U-NEXT

10 mm
30 px

8 mm 25 px

3 mm 20 px

The logo must be clearly visible and reproduced consistently. For this reason, a minimum size has been established.

The following minimum reproduction sizes in millimeters should be observed when reproducing the logo on printed media. The logo should never be printed at a lower size, to ensure the legibility of the symbol.



U-NEXT

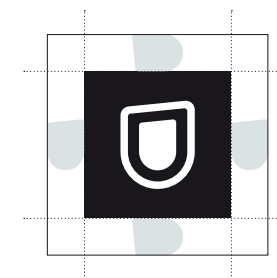
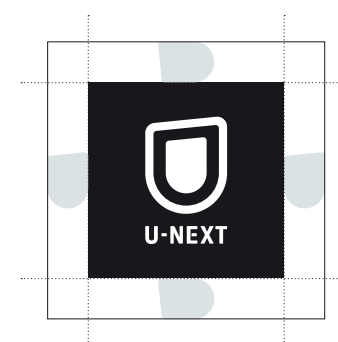
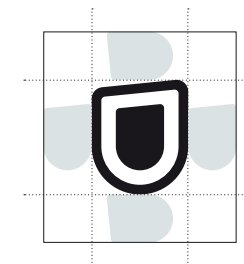
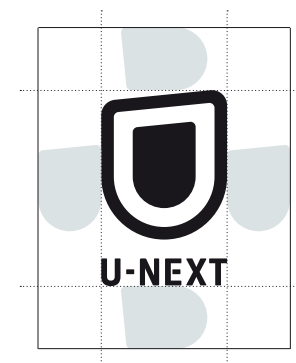
10 mm
30 px

8 mm 30 px

4 mm 30 px

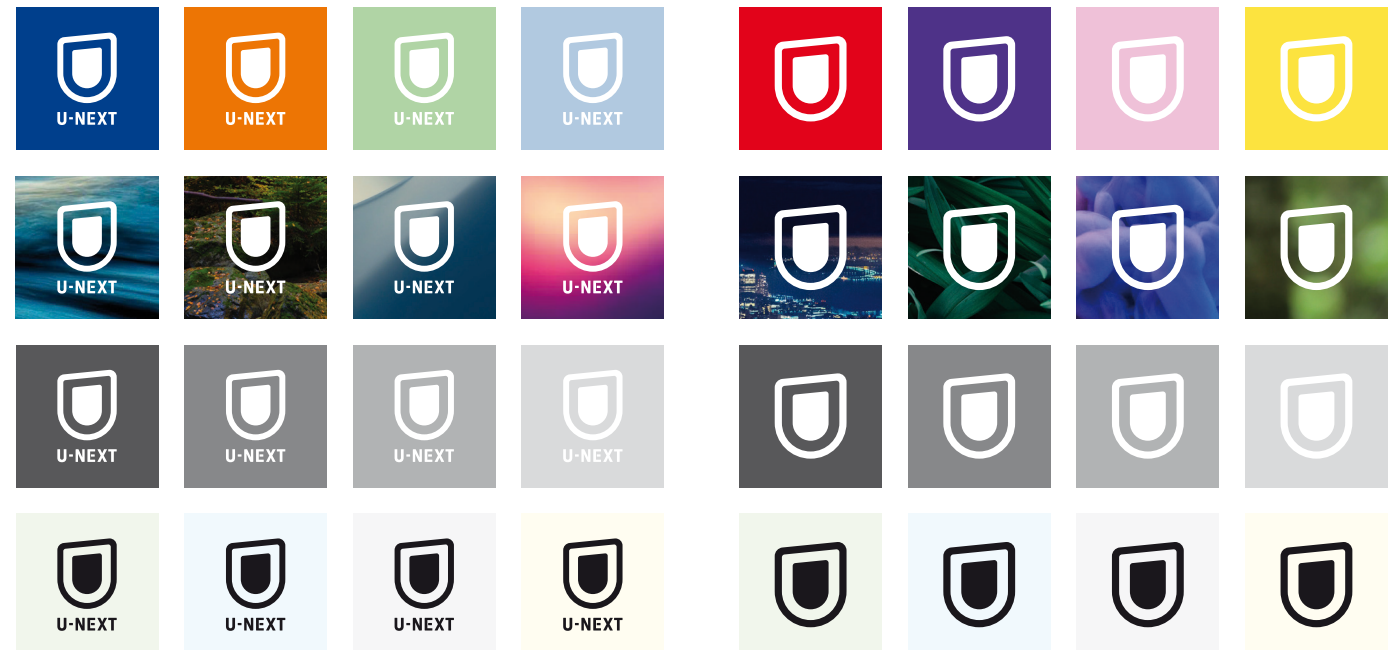
The following minimum reproduction sizes in pixels should be observed when reproducing the logo on digital media. The logo should never be reproduced at a lower size, to ensure the legibility of the symbol.

The following minimum reproduction sizes in pixels should be observed when reproducing the logo on video media. The logo should never be reproduced at a lower size, to ensure the legibility of the symbol.



The logo requires a surrounding area clear of any graphic elements or text to maximize its visual presence. The recommended minimum clearance has been established to protect the logo and must be observed. It is only a minimum but should not be taken as a placement guide.

The minimum exclusion zone is equal to the width of the inner part of the symbol represented in each iteration of the logo.

































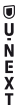






















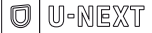





The following are correct and approved uses of the logo on various backgrounds.

The backgrounds can be images of plain colors. They must remain simple enough to ensure legibility of the logo.



The following are incorrect and unapproved uses of the logo on various backgrounds.

The backgrounds are either too light or the images are too complex, and hamper legibility of the logo.

The logotype must not be altered or distorted in any way.

The effectiveness of the logo depends on consistently correct usage as outlined in this manual. The examples shown here illustrate some incorrect uses of the logo.



Typography is the tone voice of any communication and, correctly used, is as much a design element as an image or a photograph.

Three fonts have been selected for their intricate qualities, their main purpose is to convey thoughts in a clear, clean, crisp and modern way.

Tazugane Gothic is a Japanese humanist sans-serif typeface with a distinctly human flavor that supports a sense of stability and readability; it was chosen for its balance and consistency.

The typeface exists in 10 different weights: Ultra Light, Thin, Light, Book, Regular, Medium, Bold, Heavy, Black, and Ultra Black.

たづがね角ゴシック Regular
鶴の長寿にあやかり、末永く使わ
れていくことを祈願して『たづがね
角ゴシック』と名付けました。
1234567890

ブログ中のテキストは
Tazugane Gothic、
フォントサイズは18pt、
行送りは22ptです。

ブログ中のテキストはTazugane
Gothic、フォントサイズは12pt、
行送りは16ptです。

ブログ中のテキストはTazugane Gothic、
フォントサイズは10pt、行送りは14ptです。



Sharp Sans is a geometric sans-serif typeface designed for utility in a sleek and minimalist form.

Its perfectionism and neutrality offer great legibility and readability in any set-up required by modern visual communication.

The typeface exists in 7 different weights: Thin, Light, Book, Medium, Semi Bold, Bold, and Extrabold, along with the corresponding italics.

Sharp Sans Book

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0




This copy block is the typeface Sharp Sans Book set in 18 point type with 22 points of leading. The wizard quickly jinxed the gnomes before they vaporized.

This copy block is the typeface Sharp Sans Book set in 12 point type with 16 points of leading. A quivering Texas zombie fought republic linked jewelry.

This copy block is the typeface Sharp Sans Book set in 10 point type with 14 points of leading. The quick onyx goblin jumps over the lazy dwarf.

Sharp Grotesk is a neo-grotesque typeface designed to push the boundaries and give the ability to go from standard to more extreme and exuberant designs, by offering an intense range of width and weight for nearly endless variety. The superfamily exists in 7 weights and 21 widths.

Sharp Sans Book 15
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



This copy block is the
typeface Sharp Grotesk
Book 15 set in 18 point
type with 22 points of
leading.
The quick fox jumps
nightly above wizard.

This copy block is the typeface Sharp
Grotesk Book 15 set in 12 point type with
16 points of leading.
Grumpy wizards make a toxic brew
for the jovial queen.

This copy block is the typeface Sharp Grotesk
Book 15 set in 10 point type with 14 points
of leading.
We promptly judged antique ivory buckles
for the next prize.