

BRAND ASSETS

Logo and identity guidelines

Use the approved artwork and the standards below to present inext consistently in press, editorial coverage, and partner marketing.

LOGO SYSTEM

Choose the version for the background



Use the full logo whenever space allows. The compact icon is intended for square or space-constrained placements. Never rebuild or typeset the logo.

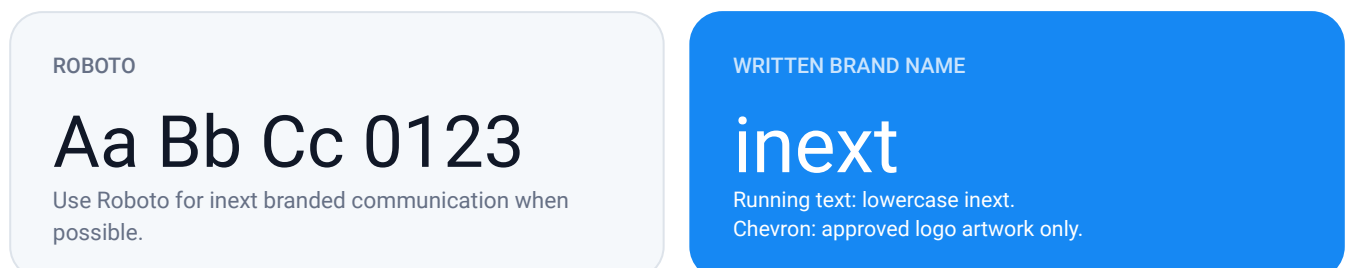
COLOR

A focused three-color palette



TYPOGRAPHY AND NAME

Keep supporting type clear and consistent





CORRECT USE

Protect the shape, contrast, and meaning

Consistent treatment makes the brand recognizable across editorial coverage, product materials, and partner campaigns.

DO

- Use the official SVG or PNG artwork supplied at inext.ltd/brand.
- Choose the approved variant with strong contrast against the background.
- Preserve the logo's proportions, arrangement, and comfortable clear space.
- Describe the relationship with inext accurately in partner materials.
- Use the compact icon only where the full wordmark would not remain legible.

DO NOT

- Do not invent colors or combine parts from different logo variants.
- Do not stretch, compress, rotate, crop, skew, or redraw the artwork.
- Do not add outlines, shadows, gradients, glows, or other effects.
- Do not rearrange the icon and wordmark or typeset a replacement.
- Do not use the text character › as a substitute for the logo chevron.

PERMISSIONS

Open assets, accurate representation

The logo files are freely available for legitimate press and editorial coverage and for partner marketing that reflects a genuine relationship. No request form or email gate is required. Use must not imply an endorsement, certification, or partnership that does not exist.

CURRENT STANDARD

This guide supersedes earlier written-name instructions. Use lowercase inext in running text. The custom chevron remains part of the approved logo artwork only.

Assets: inext.ltd/brand

Questions: inext.ltd/contacts