



GUIDELINES · MAY 2026

brand book.

V 1.0 · MAY 2026 · NEXT2U® S.À R.L. - S

MAY 2026 · V1.0

Inside the book.

A walk through the visual language we built for next2u — the marks, the colours, the type, the principles. One idea per spread.

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SPREADS

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Who **we** are.

next2u is just starting. A peer-to-peer marketplace, built in Luxembourg, for the people right next to you.

We help people buy, sell, and find what's already nearby. Fairly, locally, in nine languages. The whole platform is built around one quiet idea: trust between neighbours scales further than algorithms ever could.

This book is the visual side of that idea. Our marks, our colours, our type — what they mean, where they live, and where they shouldn't. Treat it as a contract, not a suggestion.



What we stand for.

Four ideas we keep coming back to. Every product call, every brand decision, every line in this book traces back here.

01 Right next to you

Geography is the feature. We don't open the door to the world — we open the one to your street.

02 Built by people

Every listing has a name behind it. Trust between neighbours, not anonymous accounts hiding behind algorithms.

03 Multilingual by default

Nine languages from day one. The platform meets you in your own tongue — never the other way around.

04 Built to scale

Rooted in Luxembourg, designed to reach further. The local feel doesn't break when the map gets bigger.

The logomark.

A radiating sun whose rays enclose a teardrop — a pin dropped right where you are.

It symbolises locality, warmth, and the simple act of finding something close. The logomark is the primary visual element of our brand. It may appear on its own without the wordmark and should be reproduced at its native gradient whenever the surface permits colour.



Geometric anatomy.

Every element in the mark relates back to a single base unit — the diameter of the pin.

Nine rays radiate at **30°** intervals around the pin. The eye occupies one third of the pin's diameter, and the inner highlight is one fifth of the eye. These proportions are fixed — redrawing the mark without them breaks its recognition.

| 9 RAYS · 30°

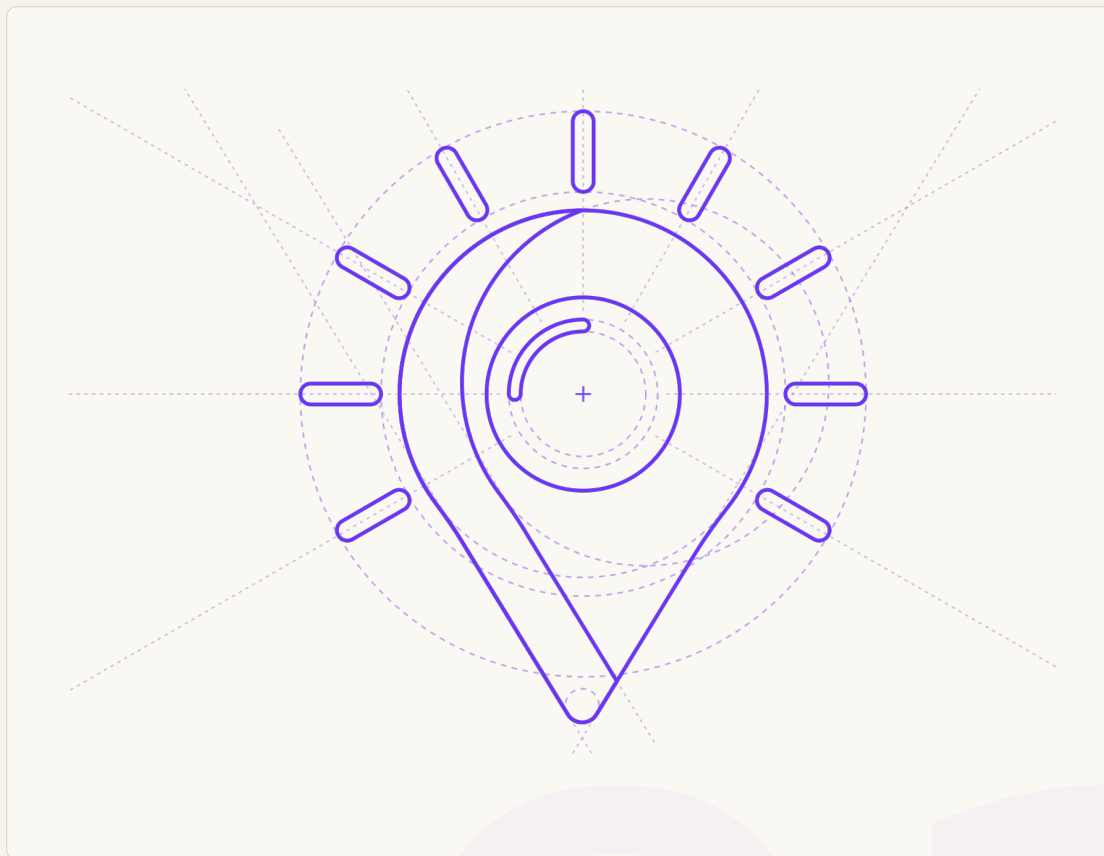
| RAY $\approx \frac{1}{6} \times \text{PIN}$

| EYE $\approx \frac{1}{3} \times \text{PIN}$

| HIGHLIGHT $\approx \frac{1}{6} \times \text{EYE}$

| HIGHLIGHT AXIS · PARALLEL TO V-TAIL

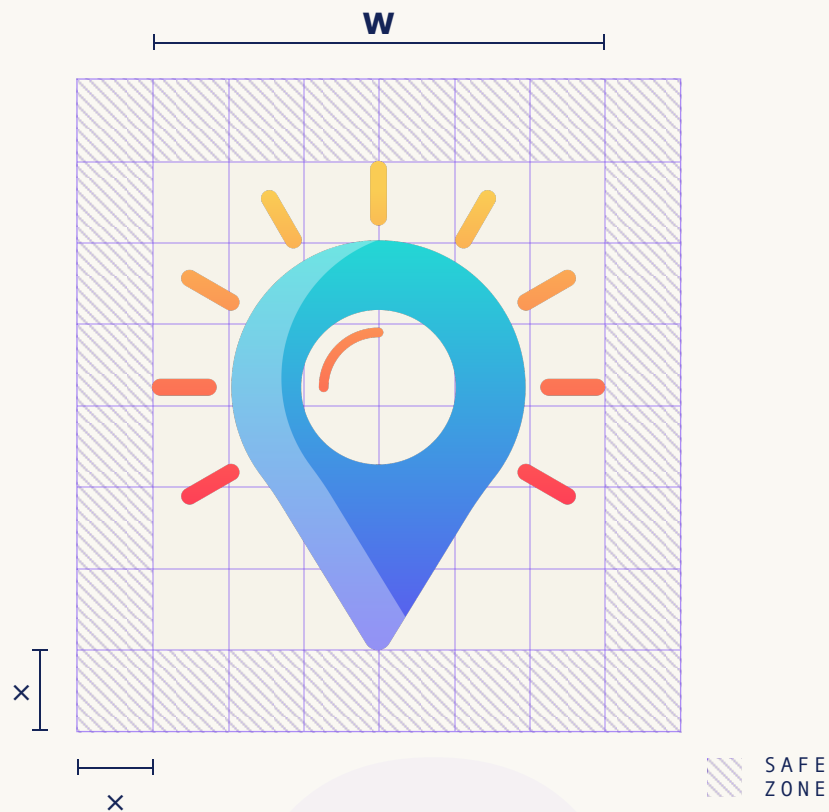
| INNER HIGHLIGHT · SOFT-LIGHT · LEFT



Safe zone.

The logomark must be surrounded by empty space.

Define x as $\frac{1}{6} \times W$, where W is the visible width of the mark. The logo bounding occupies a **6x6** field of these cells; the safe zone is the one-cell ring (x) of hatched cells around it. No other element may enter the hatched area.



The wordmark.

Our name in a custom geometric sans, set in all-lowercase to feel approachable rather than corporate.

It is used **on its own** when the logomark would be too small to read clearly, or in horizontal contexts (footers, email signatures, document headers, identity badges in the product UI).



next2u

Combining the marks.

Two valid forms. The **signature lockup** pairs the icon and wordmark with the -22° skewed rule between them — the brand's distinguishing separator.

A simpler **horizontal lockup** — icon and wordmark side by side, no separator — is also valid. Use it in compact surfaces (favicons, footers, small partner contexts) where the rule would clutter.

Both marks share a common vertical centre. Optionally, a **service label** may appear below the wordmark — uppercase, tracked $0.28em$, in the violet accent.



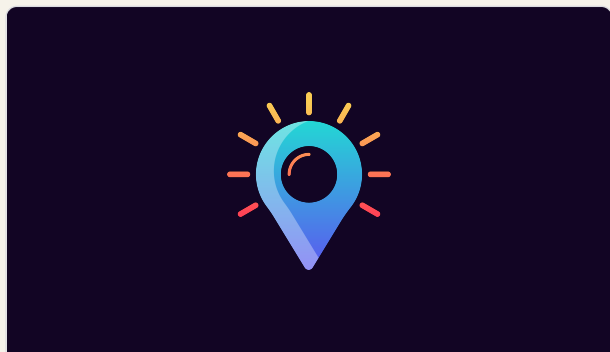
SIGNATURE · WITH -22° RULE



HORIZONTAL · NO RULE

Three approved **variants**.

Picked based on the surface and the production constraints of the medium. **Gradient** is the default — fall back only when colour fidelity is impossible.



PRIMARY

Gradient

Full-colour mark. Dark surfaces, screen-first contexts, marketing, product UI.

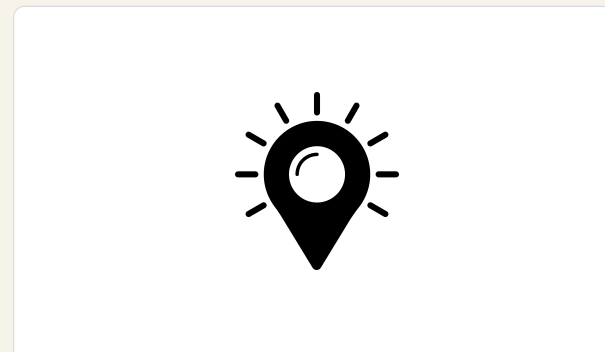


ON DARK

Mono — white

#ffffff

Single-ink pin. Dark or photographic surfaces without colour fidelity.



ON LIGHT

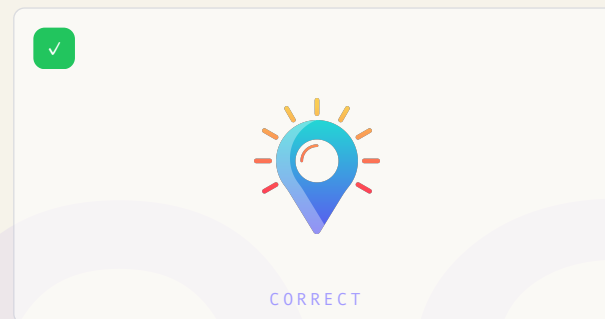
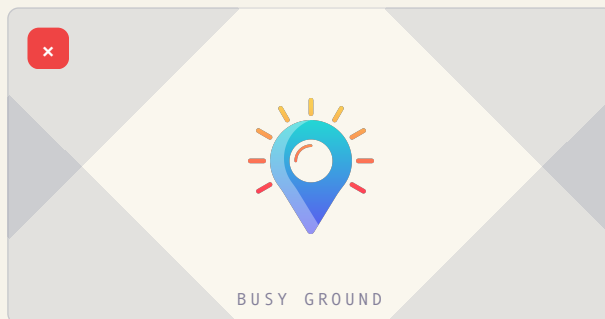
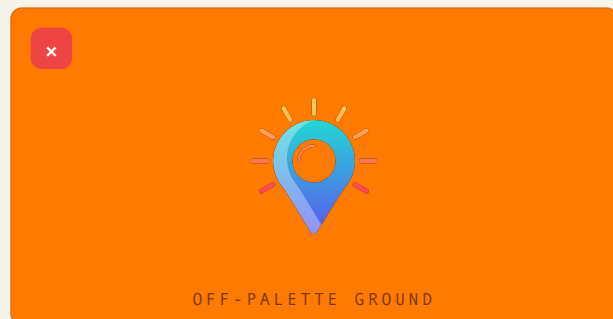
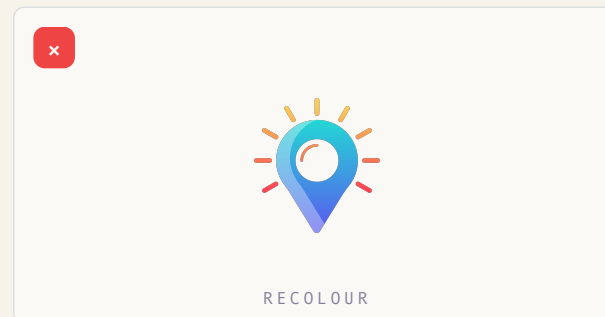
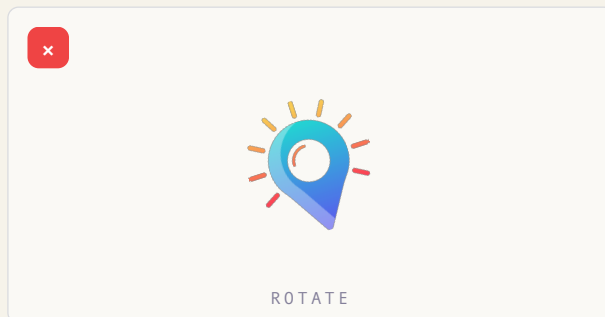
Mono — black

#000000

Single-ink pin on white. Invoices, correspondence, A4 mono print.

Do's & don'ts.

Do not alter the mark. The gradient and the geometry *are* the brand — recolouring, stretching, or layering effects erodes recognition.



Brand colors.

ANCHORS

Two structural colours that carry every surface — **navy** for documents and trust, **night** for product canvases and presentations.

ANCHOR · 01

Navy

HEX #142457
RGB 20 36 87
CMYK 100 88 0 50
Pantone 2766 C

ANCHOR · 02

Night

HEX #0C0719
RGB 12 7 25
CMYK 93 92 41 78
Pantone Black 6 C

ACCENTS — SAMPLED FROM THE LOGO

Four colours pulled directly from the gradient stops of the logomark. Use sparingly: data viz, hover states, callouts. Never as a flat background.

ACCENT · TEAL

Teal

HEX #1AECDD
RGB 26 236 208
CMYK 62 0 32 0
Pantone 3265 C

ACCENT · INDIGO

Indigo

HEX #6B35F7
RGB 107 53 247
CMYK 73 79 0 0
Pantone 2725 C

ACCENT · SUN

Sun

HEX #FACC54
RGB 250 204 84
CMYK 0 19 73 0
Pantone 128 C

ACCENT · CORAL

Coral

HEX #FF1C56
RGB 255 28 86
CMYK 0 92 56 0
Pantone 1788 C

Type system.

Geist carries the brand voice across product and marketing surfaces; **Inter** is the documented fallback. **Georgia** appears in editorial accents inside long-form documents (legal, financial). **Geist Mono** is reserved for identifiers, code, and metadata.

PRIMARY

Geist

Display & headings · 400–700 · letterspacing
–2.5%

↗ fonts.google.com/specimen/Geist

The quick brown fox jumps over the lazy dog

BODY

Geist · 400 / 500

UI, paragraphs, captions · line-height 1.55

↗ fonts.google.com/specimen/Geist

Local marketplaces are not built by algorithms — they are built by the people next to you.

IDENTIFIERS

Geist Mono

Tracked 0.04em · code, IDs, badges

↗ fonts.google.com/specimen/Geist+Mono

next2u-S.à r.l.-S · ID 0xA3F2 · GET /v3/listings

EDITORIAL

Georgia

Italic for accents · legal & financial

System · pre-installed

Right next to you.

Co-branding with **partners.**

When next2u appears alongside a partner, the next2u lockup pairs with the partner mark using the multiplication symbol (×) as the separator. The two marks share a common horizontal axis.

Use the navy variant on light surfaces, the white variant on dark surfaces. The × keeps its weight visually balanced against the cap-height of the wordmark.



ON LIGHT SURFACES



ON DARK SURFACES

Brand assets.

Everything you need to use the next2u brand — logos, wordmarks, every variant, palette swatches, and this book.

DOWNLOAD THE FULL PACK

**next2u.lu/
brand**

V 1.0 · MAY 2026 · ~12 MB

↓ ZIP

01

Pin logomark · SVG, PNG (gradient, white, black)

02

Wordmark · SVG, PNG (white, navy, violet)

03

Lockups · signature & horizontal · SVG, PNG

04

Color swatches · ASE & CSS variables



END OF BOOK

**All you need, next to
you.**