NEX GEN*

INNOVATION FESTIVAL

MEDIA KIT

Guidelines

How to use the NEX GEN* logo, the colours, patterns, badge frames, seals, universes and avatars in your own posts, flyers, stories and slides.

11 February 2027 · Douala

CONTENTS

1. The festival
2. Naming rules
3. The logo
4. Colours
5. Typography
6. Patterns, frames, seals, universes, avatars
7. Co-branding and the EXP Seasons endorsement
8. What is not in the kit, and why
9. Permitted use
10. Version

1. The festival

On 11 February 2027, NEX GEN Innovation Festival brings eleven talents together on one stage in Douala, around an unprecedented challenge: filling a stadium to celebrate Cameroonian youth. It is the youth gathering of the EXP Youth Season, with eleven universes run by their hosts and communities.

This kit is for everyone who talks about the festival: universe hosts and their communities, partners, promoters, ambassadors and the press. Use the real files, follow these pages, and your post will look like the festival.

11.02.2027
11 February 2027

Douala
Cameroon

11
universes, each with its hosts

1
stadium to fill

30,000 participants: our goal
A stated goal, never a count.

2. Naming rules

The name is part of the brand. Write it the same way everywhere, in every language.

Write

NEX GEN Innovation Festival
The full name, at least once in every text.

NEX GEN
The short form, once the full name has been given.

#NGIFest
The hashtag, as on the seal.

Never write

- Next Gen
- NexGen
- Nex-Gen
- Nex Gen
- NEXGEN

Never translate the name, abbreviate it differently or join its two words.

- The brand name and the universe names stay in English in every language: a French text also says “NEX GEN Innovation Festival” and uses each universe’s English name.
- 30,000 participants is our stated goal, never a count or a fact. Write “30,000 participants: our goal”, never “30,000 participants” on its own.
- The date is 11 February 2027, or 11.02.2027 in short.
- NEX GEN is written in capitals with a space between the two words.
- The star * belongs to the logo. In running text, write NEX GEN without it.

3. The logo

The logo is the NEX GEN wordmark in Bricolage Grotesque ExtraBold, in capitals, followed by a coral star: the one the festival page and the badges draw. The SVG files hold it as outlines, so it looks right without the font. Never redraw or retype it: use the files in 01-logo-nex-gen.

Versions

NEX GEN*

On light: ground letters, coral star.
nex-gen-logo-on-light

NEX GEN*

On dark: ink letters, coral star.
nex-gen-logo-on-dark

NEX GEN*

One colour, black: one-colour print and colour backgrounds.
nex-gen-logo-black

NEX GEN*

One colour, white: one-colour print on dark.
nex-gen-logo-white

NEX GEN*
INNOVATION FESTIVAL

The lockup adds INNOVATION FESTIVAL beneath the wordmark. Use it where the full name does not appear nearby. Same four versions.
nex-gen-logo-lockup-on-light · -on-dark · -black · -white

NEX GEN*
INNOVATION FESTIVAL

Every version comes as an SVG (print, design tools) and as a transparent PNG 600, 1200 and 2400 px wide (posts, stories, slides).
01-logo-nex-gen/*.svg · *-600.png · *-1200.png · *-2400.png

Clear space

Keep a free space at least the height of the N on every side. The files already include it: place them as they are and do not crop them.

Minimum size

The wordmark is at least 25 mm wide in print and 120 px wide on screen. Below that, use the logo larger: never drop the star to make it fit.

NEX GEN*

Actual size: 25 mm of wordmark.

3. The logo, continued

Backgrounds

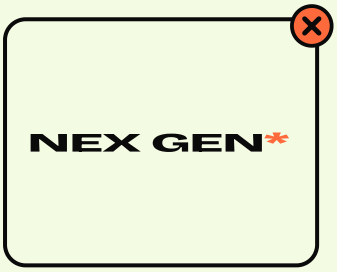
Dark ground: the on-dark version.

Ink or white: the on-light version.

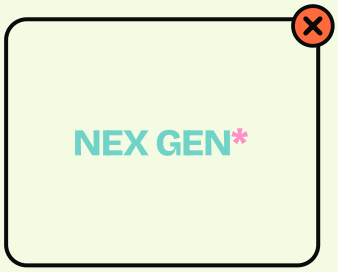
A palette colour: the black version. Never the coral star on coral.

A photo or a busy pattern: put the logo on a ground or ink plate.

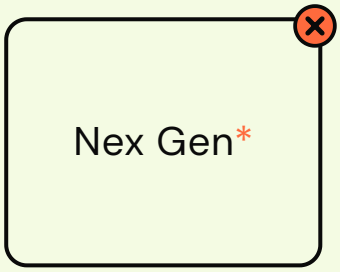
Don't



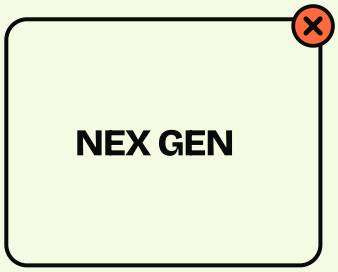
Stretch or squash it.



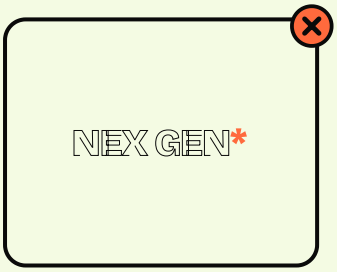
Recolour the letters or the star.



Retype it in another font.

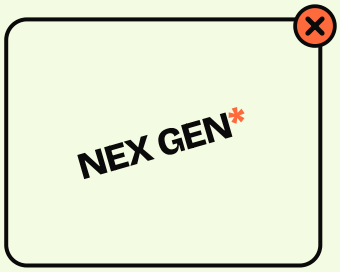


Drop or move the star.



Outline the letters.

Add a shadow or an effect.



Rotate or tilt it.

Place it on a busy photo or pattern without a plate.

4. Colours

The Night Market palette: a dark ground, a light ink and six marks. Use only these colours, by their HEX value on screen. The CMYK values are approximate: ask your printer for a proof.

Aa
text in ink · 18.6:1

ground
--nx-ground
#0A0A0A
RGB 10 10 10
CMYK 0 0 0 96 approx.

Aa
text in ink · 16.0:1

card
--nx-card
#1C1C1E
RGB 28 28 30
CMYK 7 7 0 88 approx.

Aa
text in ground · 18.6:1

ink
--nx-ink
#F4FBE3
RGB 244 251 227
CMYK 3 0 10 2 approx.

Aa
text in ground · 9.4:1

lime
--nx-lime
#95C11F
RGB 149 193 31
CMYK 23 0 84 24 approx.

Aa
text in ground · 7.0:1

coral
--nx-coral
#FF6A3D
RGB 255 106 61
CMYK 0 58 76 0 approx.

Aa
text in ground · 9.4:1

pink
--nx-pink
#FF8FC7
RGB 255 143 199
CMYK 0 44 22 0 approx.

Aa
text in ground · 12.7:1

saffron
--nx-saffron
#FFC72C
RGB 255 199 44
CMYK 0 22 83 0 approx.

Aa
text in ground · 11.2:1

lagoon
--nx-lagoon
#6FD3C8
RGB 111 211 200
CMYK 47 0 5 17 approx.

Aa
text in ground · 8.9:1

lilac
--nx-lilac
#B9A3E3
RGB 185 163 227
CMYK 19 28 0 11 approx.

Pairs that work

- Ink on ground or card: text and headlines.
- Ground on any of the six marks: stickers, chips, buttons.
- A mark on ground: titles, outlines, accents.

Aa Aa Aa

Pairs to avoid

- Ink text on a mark: too pale to read.
- One mark on another.
- A mark as text on ink.

Aa Aa Aa

Files: 03-colours holds the swatch sheet (PNG and PDF) and the list (TXT and JSON) with HEX, RGB and approximate CMYK.

5. Typography

Two typefaces, both free under the SIL Open Font License, in the 10-fonts folder.

BRICOLAGE GROTESQUE · EXTRABOLD 800

Fill the stadium with us.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ÀÂÇÉÈÊËÎÏÔÛÙÜŒ

DM SANS · REGULAR 400 · BOLD 700

On 11 February 2027, NEX GEN Innovation Festival brings eleven talents together on one stage.

abcdefghijklmnopqrstuvwxyz
àâçéèêëîïôûùüÿœ **0123456789 «»**

Bricolage Grotesque ExtraBold (800) for the logo, headlines and big numbers: tight letter-spacing (-3%), short lines, sentence case or capitals.

DM Sans Regular (400) and Bold (700) for text, captions and labels.

Install the TTF files on your computer, or upload them to your design tool. They include every French accent. The logo itself is never typed: use the logo files.

10-fonts/BricolageGrotesque[opsz,wdth,wght].ttf · DMSans[opsz,wght].ttf · DMSans-Italic[opsz,wght].ttf · OFL

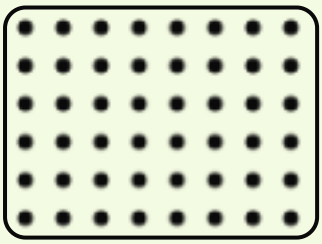
6. Patterns, frames, seals, universes, avatars

Patterns

The four decorations of the universe cards. Dots, zigzag and check tile seamlessly: repeat the SVG tile or the 512 px PNG. Rings is a corner graphic: place it in a corner and crop it.

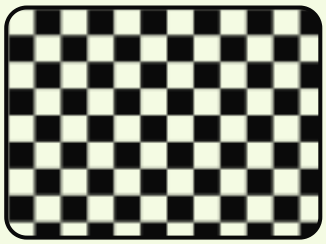
Don't set text over a pattern without a plate, or recolour a pattern outside the palette.

04-patterns/pattern-<kind>-<colour>-on-<colour>.svg · .png



Dots

Zigzag



Check

Rings (corner)

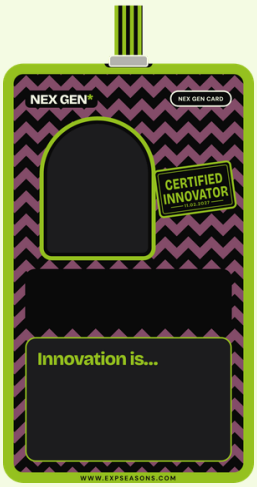
6. Graphic elements, continued

Badge frames

The four badge designs in the six rim colours, as blank teaser faces: the “CERTIFIED INNOVATOR” stamp and an empty photo well. Use them as decoration or as a “make yours” invitation.

Never present a frame, blank or filled in, as someone’s real badge or as a ticket. Real badges are made on expseasons.com.

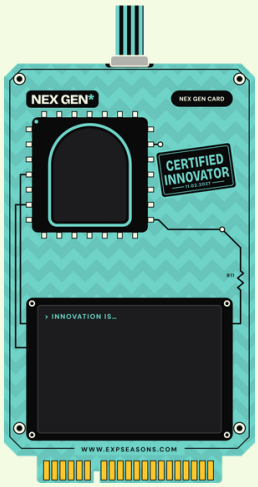
05-badge-frames/badge-<louder|stickers|tape|circuit>-<colour>.svg · .png



louder

stickers

tape



circuit

Photo frames

Five shapes in the six rim colours. Place your own photo behind the frame.

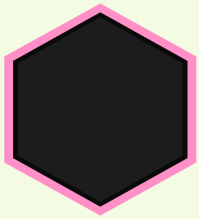
Only use photos you have the right to use, with the consent of the people in them.

06-photo-frames/frame-<shape>-<colour>.svg · .png

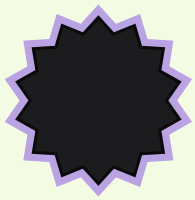
arch

circle

square



hex



star

Seal

The #NGIFest seal with the festival date, in the six colours: a sticker for the corner of a post.

Don’t change its text or its date.

Stamp

The “CERTIFIED INNOVATOR” rubber stamp, dated 11.02.2027, as on the badges.

It decorates; it certifies nothing. Never stamp it on a document.

“11” stickers

The three “11” stickers (artists, comedians, universes), in English and in French.

Don’t change the figures: there are eleven of each.

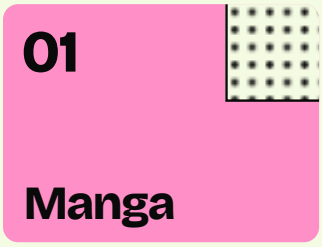
6. Graphic elements, continued

The 11 universes

One card per universe, in its colour and pattern, named as on the festival page. Hosts: use your universe's card.

Keep the universe names in English and never change a card's colour.

`08-universes/universe-<nn>-<name>.svg · .png`



Manga

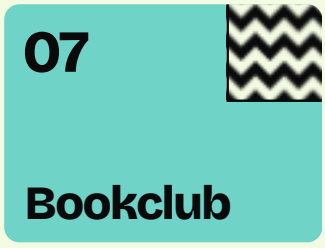
Gaming

Urban Fashion

Street Art

Beauty

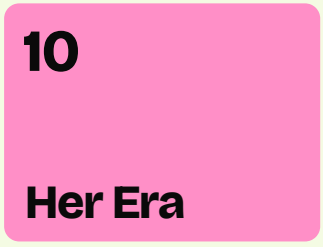
Afro-Urban Dance



Bookclub

Wellness

AI Valley



Her Era

Hype DJ

Avatars

The 55 drawn portraits of the badges, in eleven groups (arts, dance, gaming and more), as SVG and 1024 px PNG. Two of each group are shown here.

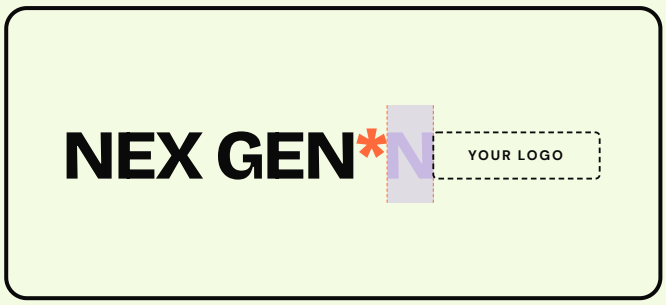
Use them where a person's photo would go, but never present an avatar as a real person's portrait.

`09-avatars/<group>-<name>.svg · .png (1024 px)`

7. Co-branding and the EXP Seasons endorsement

Partners and hosts may show their logo with NEX GEN*.

- NEX GEN* comes first: on the left, or on top.
- Leave at least the height of the N between the two logos.
- Give your logo the same visual weight as the wordmark, never more.
- ✕ Never put your logo inside, over or touching the wordmark, and never combine the star with another mark.



The EXP Seasons endorsement

NEX GEN Innovation Festival is an event of the EXP Youth Season, a division of EXP Seasons. When the endorsement appears, the EXP Youth Season logo sits below NEX GEN*, smaller, after the line “An EXP Youth Season event”. Use the EXP SEASONS logo when the message speaks for EXP Seasons as a whole.

The EXP logos: the charter's rules

Summarised from the EXP Seasons brand charter (version 1.0, August 2026).

- The EXP block is the fixed element of every EXP logo; EXP Youth Season is a division logo of EXP SEASONS. p. 4
- Clear space: twice the width of the E, all around the logo. p. 7
- Backgrounds: white, dark, colour, and busy — on a busy photo, the logo sits on a plate. p. 8
- Minimum size: 25 mm in print, 120 px on screen. p. 9
- Never distort or stretch the EXP block. p. 9
- Never change a division’s colour combination: the check in the X matches the colour of the qualifying word. p. 9
- Never change the typefaces of the logo or of the sub-brands. p. 9
- Never place the logo on a visually busy background without a mask or a darkening or lightening veil. p. 9

In 02-logos-exp-seasons, for EXP SEASONS and EXP Youth Season, logo and isotype: colour (couleur) for light backgrounds, white (blanc) for dark ones, and one-colour 100% black and 100% white.

8. What is not in the kit, and why

Some festival graphics are left out on purpose: they would make a fake ticket easy, or use someone's image without permission.

- The "PAYÉ" (paid) stamp. On a badge it proves a paid, valid ticket: publishing it would let anyone make a "paid" badge.
- QR codes and ticket codes. They are the ticket itself, scanned at the entrance. Prices and unlock links are left out for the same reason.
- Photographs of people. A person's image needs their written permission: use the avatars, or your own photos with consent.
- Real holders' badges, names and quotes. They belong to the people who made them.

Need something that is not here? Write to e-contact@expseasons.com.

9. Permitted use

- Free to use for communication about the NEX GEN Innovation Festival: posts, flyers, stories, slides, press.
- Merchandise, commercial products or any change to the logo need our written permission.
- The same terms cover the EXP SEASONS and EXP Youth Season logos in the kit.

Rights holder: EXP Seasons.

Permissions and questions:

e-contact@expseasons.com

10. Version

Kit version 1.0 · 25 November 2026

This guide is generated with the kit's own files. When the kit changes, its version changes too.

The latest kit is on the press page: www.expseasons.com/en/press

NEX GEN*
INNOVATION FESTIVAL