



Brand guidelines

For partners, media and contractors

Truth ■ Progress ■ Impact



Contents

Public edition of the NEXTA brand guidelines: everything you need to use the logo and mention NEXTA correctly.

01	About NEXTA
02	Name and spelling
03	Logo
04	Clear space and size
05	Logo versions
06	Incorrect use
07	Colours
08	Typeface
09	NEXTA channels
10	How to credit NEXTA
11	Files and contacts



01

About NEXTA

Speaking about what matters —
fast, clearly and honestly.

The largest independent media outlet from Belarus with an international audience. We publish insights, analysis and exclusives on the most important social and political topics — for Belarusians, people across Eastern Europe and the world.

NEXTA’s reporting is regularly cited by leading international media. Founder and director: Stefan Putsila. The newsroom and full-cycle studio are based in Warsaw.

This text may be used as the standard NEXTA description in articles and press releases.

2015 founded	7.5M+ followers across platforms
22 channels and accounts	5 languages
26 people in the team	Warsaw newsroom and studio

Data: NEXTA platform analytics, September 2026.



02 Name and spelling

NEXTA

Pronounced “NEKH-ta”

✗ ~~Nexta~~ ~~NeXTA~~ ~~Next a~~

- Always NEXTA — in Latin capitals.
- Pronounced “NEKH-ta”. In Belarusian “nekhta” means “someone” — any ordinary person.
- Channel names are written as in the original: NEXTA Live, NEXTA Plus, NEXTA Moment, NEXTA Polska.
- Website: nexta.tv — lower case.



03

Logo

The logo consists of the brand mark and the wordmark. Use only the original files — never redraw the logo or set the wordmark in a font.



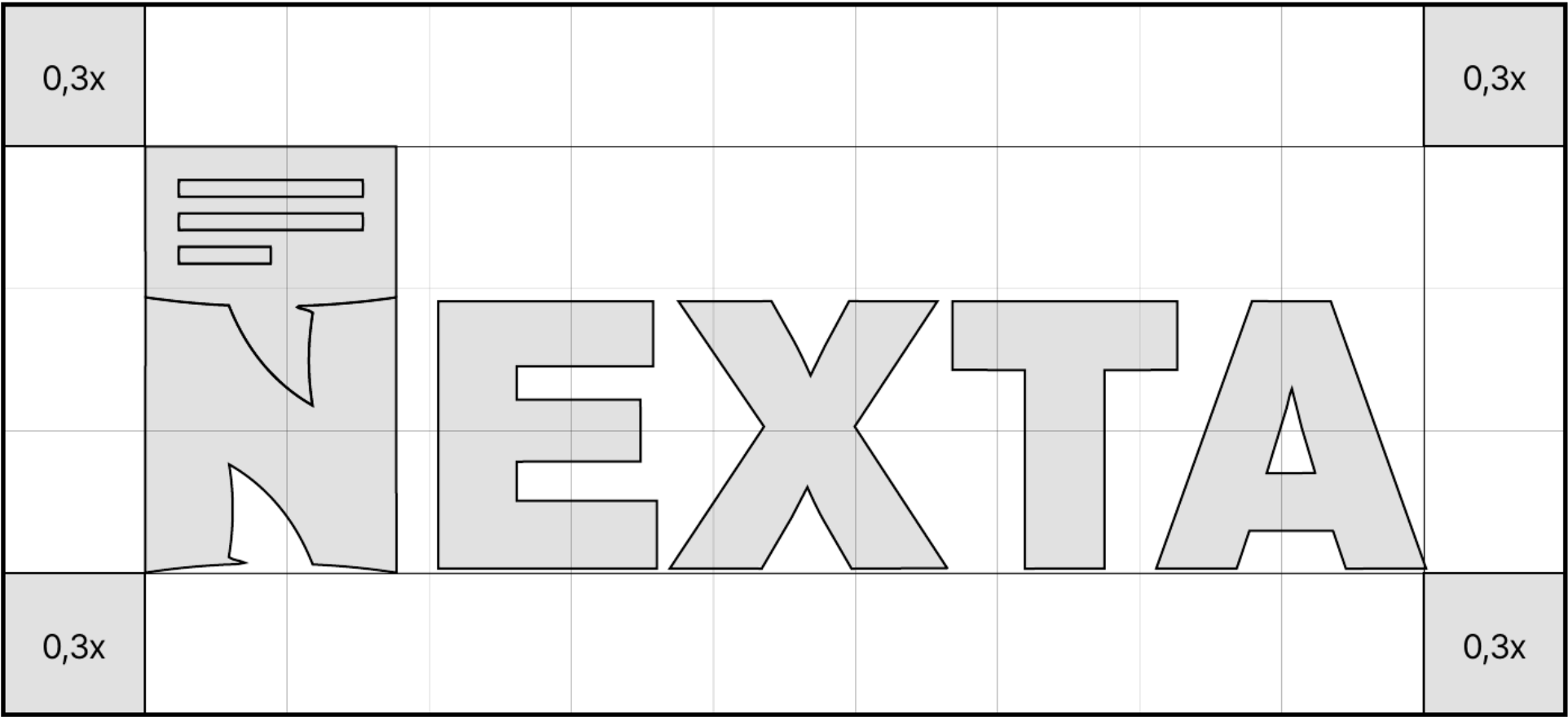
Brand mark



Mark + wordmark — primary version

04 Clear space and minimum size

Unit x is the height of the mark. Keep a clear space of at least 0.3x around the logo.



Mark + wordmark: 0.3x clear space on all sides



Mark: 0.3x vertically, 0.5x horizontally



Mark + wordmark: min. 80 px / 20 mm



Mark: min. 16 px / 6 mm

05

Logo versions

Choose the version that fits the background. On photos and busy backgrounds, place the logo on a solid panel.



Light background · #13



Blue background · #11



Black background · #12



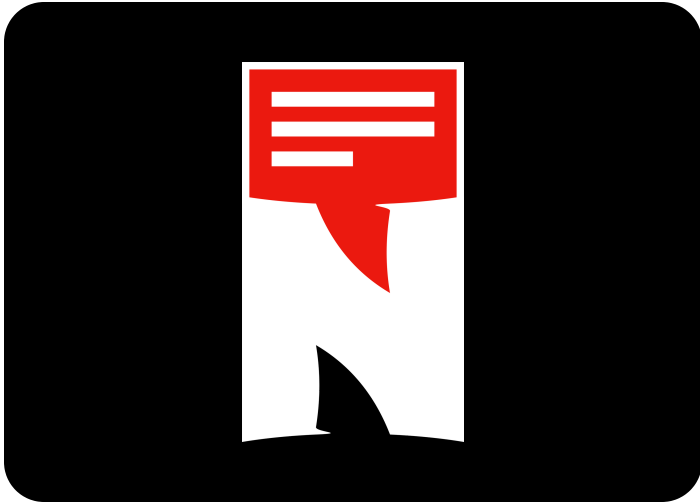
One colour · #15



Square for avatars · #25



Round mark · #16



Mark only · #4



Wordmark only · #7

06 Incorrect use

Any alteration weakens recognition.



Stretch or squash



Rotate



Change colours



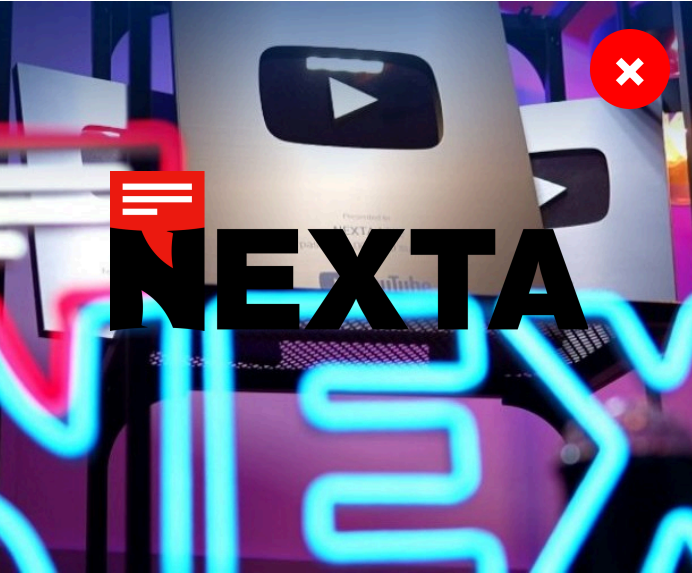
Add shadows or effects



Retype the wordmark



Use on low-contrast backgrounds



Make it transparent

07

Colours

Blue, red, white and black. Red is used for accents only.

LOGO COLOURS

NEXTA Blue

HEX #003399
RGB 0, 51, 153
CMYK ≈ 100 67 0 40

NEXTA Red

HEX #EE1A0F
RGB 238, 26, 15
CMYK ≈ 0 89 94 7

White

HEX #FFFFFF
RGB 255, 255, 255
CMYK ≈ 0 0 0 0

Black

HEX #000000
RGB 0, 0, 0
CMYK ≈ 0 0 0 100

SUPPORTING COLOURS

Deep Blue

HEX #001B89
RGB 0, 27, 137
CMYK ≈ 100 80 0 46

Bright Blue

HEX #1944F6
RGB 25, 68, 246
CMYK ≈ 90 72 0 4

Grey

HEX #A6A6A6
RGB 166, 166, 166
CMYK ≈ 0 0 0 35

Light

HEX #EFEFEF
RGB 239, 239, 239
CMYK ≈ 0 0 0 6



08

Typeface

Inter — a free typeface with Latin and Cyrillic: rsms.me/inter or Google Fonts.

Aa Zz

АБВГДЕЁЖЗИЙКЛМНОПРСТУЎФХЦЧШЫЬЭЮЯ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Bold headlines

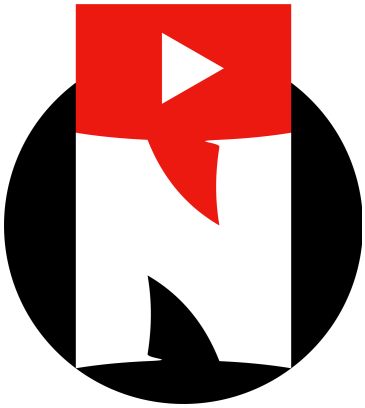
Medium body text

EXTRA BOLD labels

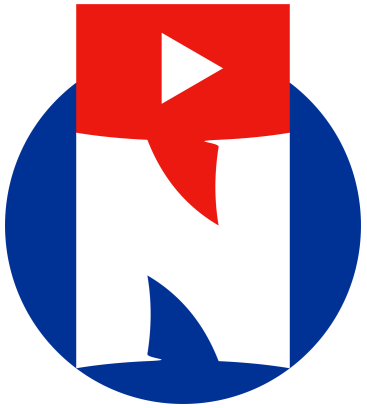


09 NEXTA channels

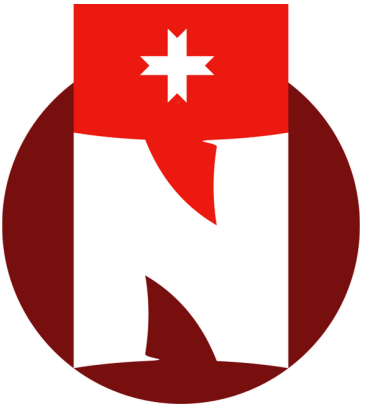
Each channel has its own mark: the shape stays the same, only the icon in the red bubble and the circle colour change.



NEXTA Live
@NEXTALive



NEXTA
@nexta_tv



NEXTA Plus
@nexta_plus



NEXTA Moment
@nexta_moment



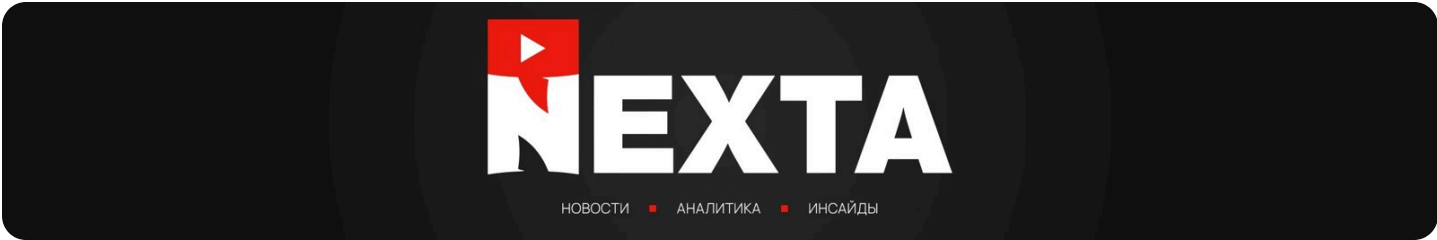
NEXTA Polska
@NEXTA_Polska



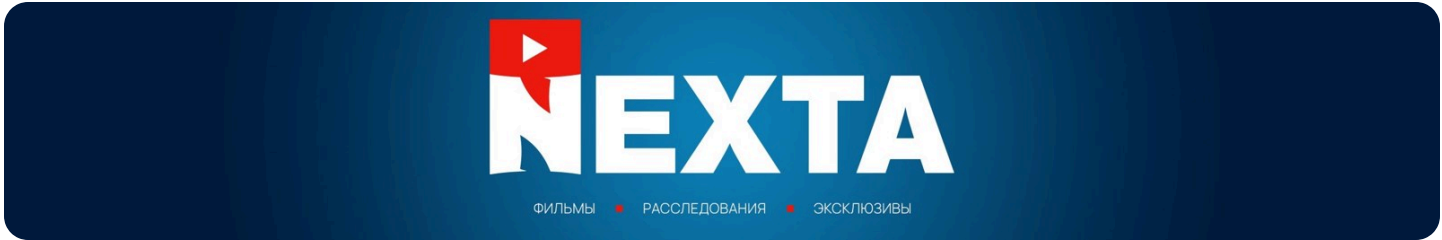
NEXTA Global
@NEXTA_Global



NEXTA Archive
@nexta_archive



NEXTA
НОВОСТИ • АНАЛИТИКА • ИНСАЙДЫ



NEXTA
ФИЛЬМЫ • РАССЛЕДОВАНИЯ • ЭКСКЛЮЗИВЫ

10

How to credit NEXTA

For media, partners and anyone using our materials.

In text	“according to NEXTA”, “NEXTA reports”, with a link to nexta.tv or the original post.
Video and photos	do not crop or cover the NEXTA watermark. Credit: “Video: NEXTA”.
Quotes	name the channel if the material was published on a specific platform: “NEXTA Live on Telegram”.
Co-branding	keep the clear space and give logos equal visual weight.



Files and contacts

DOWNLOAD

- Logos — 30 versions in PNG and EPS
- Brand guidelines — PDF
- Inter typeface — rsms.me/inter

Need another logo version or a co-branded asset? [Get in touch](#).

CONTACTS

contact@nexta.tv
nexta.tv

Partnerships, press and use of NEXTA materials





Truth ■ Progress ■ Impact

nexta.tv · contact@nexta.tv