

BY NEWCOLONY,
BRAND EXPERIENCE, DIGITAL DESIGN, CONTENT PRODUCTION, TECHNOLOGY
EST. 2014 IN NIGERIA, KENYA
NEWCOLONY.COM

Concept proposal

Client

Nigerian Television Authority (NTA)
NTA, Nigeria's national broadcaster, aims to inform, educate, and entertain the public while preserving the nation's cultural fabric. With a presence in every state, NTA seeks to become a global digital voice for Nigerian stories.

NewColony

A creative and strategic agency that redefines how African brands present themselves globally. Specializing in brand transformation, digital innovation, and bold storytelling, Republic blends cultural insight with future-facing design to create campaigns and platforms that connect across continents.

Nigeria's national broadcaster, the Nigerian Television Authority, must transform from legacy media to a future-facing streaming-first, multi-platform service for a global Nigerian audience.

This is a generational pivot, not just an upgrade.

Process
Brief
Research
IA
Concept
Design
Next steps
Timeline

The
Media
Shift

The Gap

The Right
to Lead

Opening

The Media Shift

Audiences are no longer sitting in front of TV screens. They're watching on their phones, tablets, and laptops—on demand, on their own terms.



The Gap

Nigeria lacks a dedicated national streaming platform that centralizes contemporary and archival Nigerian content, competes with global players in quality and accessibility, and upholds cultural authenticity while delivering a modern user experience.

The Right to Lead

NTA has the history, archives, credibility, and reach to define this space. But it must act now.

Opening

Audiences are no longer sitting in front of TV screens. They're watching on their phones, tablets, and laptops—on demand, on their own terms.

Our Solution: NTA+

NTA+ is a digital platform offering live TV streaming and on-demand content, including news, dramas, comedies, and documentaries.

Streams live TV and on-demand shows (news, dramas, comedies, documentaries)

Hosts exclusive original content (youth-led, culture-focused, diaspora-conscious)

Provides access to the NTA archive (restored and digitally mastered classics)

Serves as a cultural bridge—celebrating Nigerian heritage in a fresh, relevant way

04. Strategic Pillars

Digital-first
Content-led
Globally
connected

05. Brand System

We propose a new NTA+ logo — designed for digital environments, responsive formats, and international recognition. The “+” symbol cuts through the typography, representing:

The crossing of tradition and innovation

The fusion of public broadcasting and private usability

A modern rebirth of the NTA brand

Design System



Option 1. Design

The NTA+ logo modernizes a legacy identity for a digital-first world. It's sleek, geometric, and glowing orange, communicating energy, relevance, and reach.

Typography & Form: Strong, streamlined letterforms convey momentum and innovation. The custom "A" emphasizes progress.

"+" Symbol: Positioned at the end, it promises more content, access, and evolution beyond traditional broadcasting.

Glow & Color: The rich orange glow adds warmth and digital fluency, standing out in both light and dark environments.

Digital-Ready Construction: Responsive across mediums, scalable for app icons, adaptable for screen intros, and clean for watermarking. It anticipates future use in motion graphics and UI elements.

This identity transforms NTA from a legacy broadcaster into a vibrant streaming brand with cultural authority—confidently Nigerian, globally aware, and ready for the future.

UX/UI Design



We will deliver high-fidelity UI mockups of the NTA+ platform, including:

Home Screen: Personalized content grid (Live Now, Trending, Archive, Originals)

Show Page: Key art, episode list, watch/resume button, social share

Search & Discovery: Voice input, genre filters, local language tags

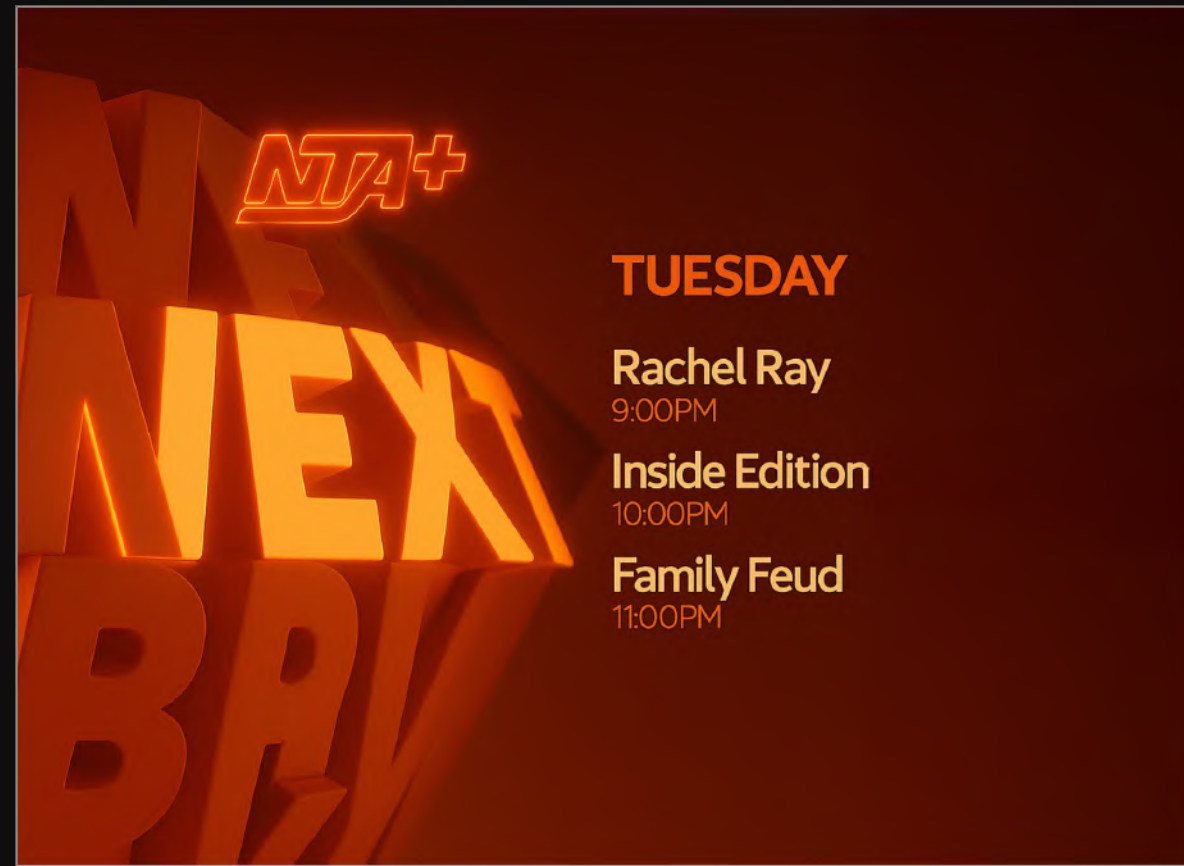
Live Player Interface: Seamless switching between national and regional channels

Design Direction: Clean, cinematic, Afro-modern UI with bold type, dark theme, and intuitive flow.

Live TV / Now Showing

We'll deliver high-fidelity UI mockups for NTA+'s Live TV experience, including:

- Real-time carousel of currently airing programs with key art, titles, runtime, and genre.
- Clean, scrollable interface showing national and regional NTA feeds with live previews and direct access.
- On-hover or tap-to-expand overlays with cast, summary, next show preview, and instant watch/resume options.
- Dynamic genre and category tags that update in real-time.
- Bold, cinematic layout with Afro-futurist accents, glowing UI elements, dark mode, and seamless user flow across devices.

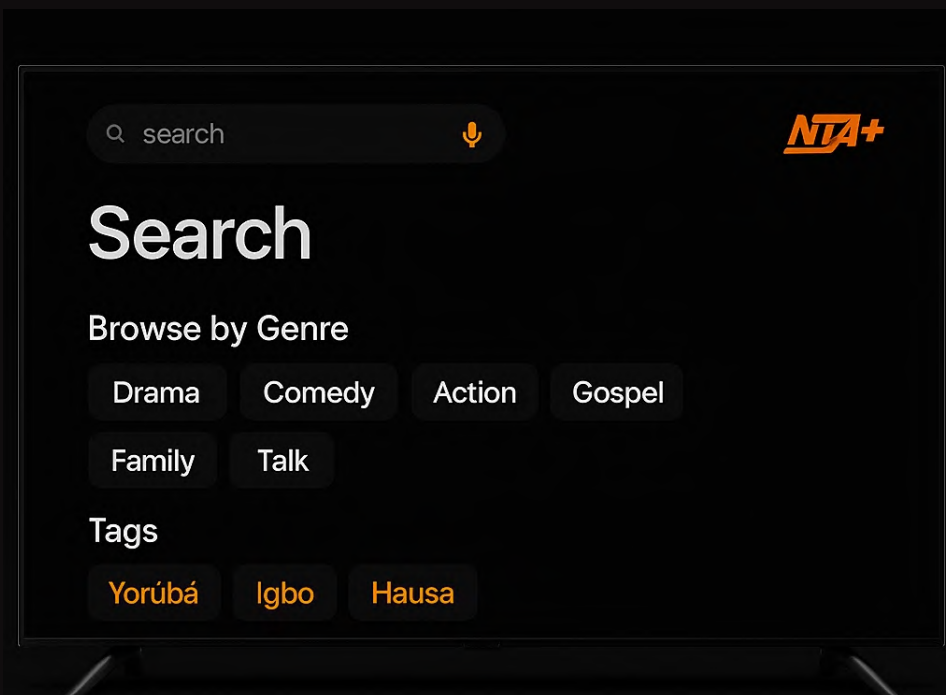


Craft



Search & Discovery

A sleek, voice-enabled interface that lets users explore NTA+ content by genre or language. With smart filters and local-language tags (Yorùbá, Igbo, Hausa), viewers can instantly find what matters to them—whether it's drama, comedy, gospel, or regional storytelling. Built for intuitive browsing across mobile and TV.



“This isn’t a
revolution. It’s an
evolution of what
was always
possible.”

— *The NTA+ design ethos*

App Structure & Layout

HOME

Top Nav / Logo
Hero Slider (New + Trending)
Featured Picks
Suggested For You
Category Shortcuts
Footer Nav

LIVE TV

Channel Tabs (National / Regional)
Now Showing
Current Broadcast
Program Info Overlay
EPG Schedule Access
Quick Switch Channels

MOVIES & SHOWS

Categories (Drama, Comedy, Gospel, etc.)
Featured picks
Originals
Recommended
Most Watched
Continue Watching

SEARCH

Search bar (voice + text)
Genre filters
Language tags (Yorùbá, Igbo, Hausa)
Recent searches
Suggested For You
Footer

PROFILE

Watchlist
Continue Watching
Downloads
Settings
Logout
Legal / Support

CONTACT

Header
Content
Image
Featured picks
Suggested for you
Socials
Footer

The concept

Reintroducing NTA to a digital-first generation. Our creative approach focuses on evolution, not revolution — building on the legacy of Nigeria's most iconic broadcaster while repositioning it for a new era of streaming and cultural relevance.

The concept is Afro-modern, cinematic, and unapologetically bold — designed to connect diaspora and local audiences through content, nostalgia, and innovation.

We understand the audience is changing — younger, mobile-first, and story-driven. This rebrand respects that shift, creating a platform experience and identity system that is intuitive, premium, and deeply rooted in Nigerian identity.

Look & feel

Our photography reflects the spirit of modern African storytelling—bold, authentic, and cinematic. Every image should reinforce NTA+ as a premium, accessible, and future-facing entertainment platform rooted in cultural depth and creative excellence.



Cinematic & Editorial: Studio-lit, richly contrasted compositions with clean backgrounds. Inspired by high-end streaming platforms (e.g., Netflix key art, Apple TV campaigns).

Afro-Modern Aesthetic: Celebrate African identity with a contemporary lens—natural hair, authentic expressions, stylish yet relatable wardrobe.

Confident & Composed: Subjects are aware of the camera. Framing is precise, like a film still. Avoid cheesy grins or exaggerated poses.

Mood-Driven: Lean into rich blacks, soft glows, and directional light to evoke emotion and depth.

Color palette

Friendly
Open
Strategic
Bold

MUSTARD YELLOW

HEX F3A931
R 254
G 230
B 74



MUSTARD YELLOW

HEX FCFAF4
R 252
G 250
B 244



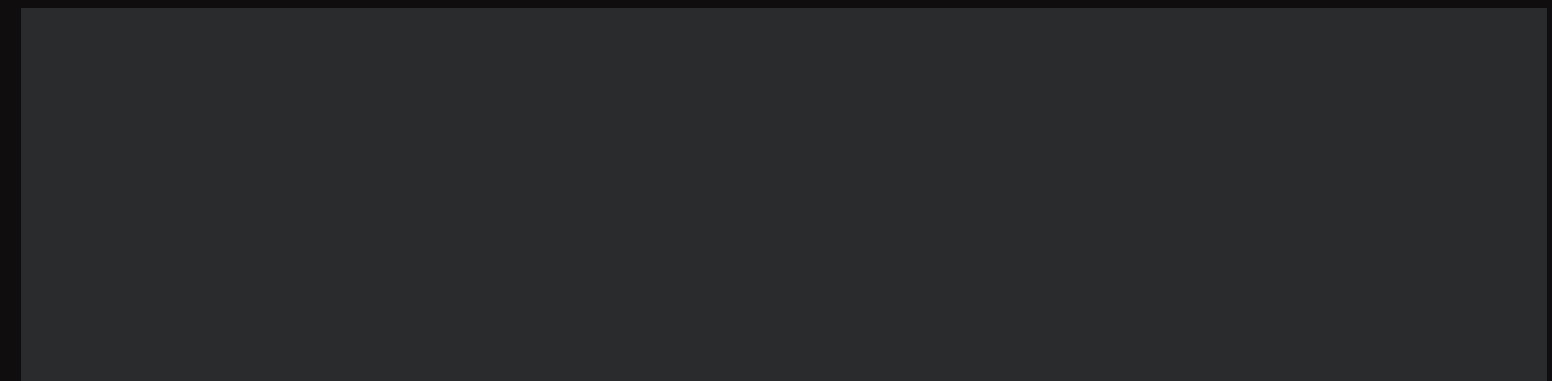
SPACE GREY

HEX 969696
R 150
G 150
B 150



CHARCOAL

HEX 2A2B2C
R 42
G 43
B 44



Typography

A B C

1 2 3

HEADER
LUNCHTYPE22 REGULAR

SUBTITLE
JUNICOE ITALIC

BODY
LUNCHTYPE22 REGULAR

CAPTION
OPTICIAN SANS

Clean but sophisticated

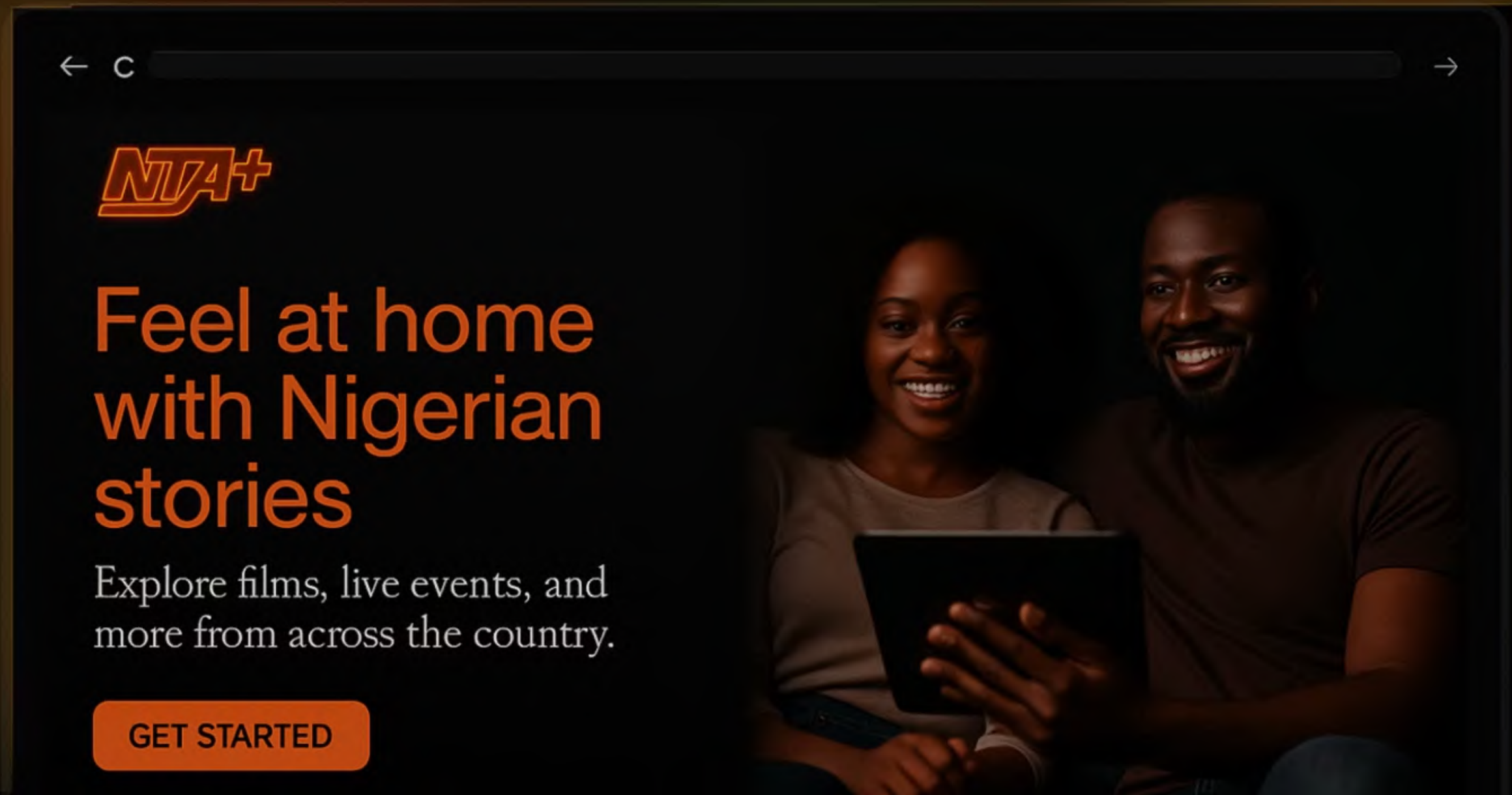
Talk about the typography here. Include examples of every font and explain what it is intended for.

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TALK ABOUT THE TYPOGRAPHY HERE. INCLUDE EXAMPLES OF EVERY FONT AND EXPLAIN WHAT IT IS INTENDED FOR.

Typography in use

Watch anywhere, anytime



What's next?

Next steps

To move forward with the NTA+ brand rollout, the following actions are required:

Internal Sign-off: Approval of the updated brand identity system, design language, and proposed UI mockups by NTA's core leadership team.

Content Alignment: Finalization of programming categories, metadata tagging structure (e.g. genre, language), and confirmation of archive assets.

Platform Integration Brief: Technical specifications and API documentation from the dev team to align our UI work with engineering requirements.

Marketing Asset Delivery: Signoff on photography and tone-of-voice guidelines so campaign visuals, motion templates, and copy can be adapted accordingly.

Production Kickoff: Once the above is confirmed, we will move into production of full platform mockups, brand rollout toolkit, and launch campaign assets.

Let us know when feedback is consolidated — and we'll begin turning this vision into reality.

Timeline



APRIL

MAY

JUNE

*Thank you
Let's create magic together*

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