



# Brand Guidelines

Learn more at  
[www.noxtua.com](http://www.noxtua.com)



# Welcome to the Noxtua Brand Style Guide



Thanks for stopping by! Here you will find information about the elements that make up Noxtua brand and the correct way to use them.

# Content

Logo Design 02

---

Photography 20

---

Color Palette 24

---

Typography 29

---

Brand Usage 31

---

Web Design 101

---

# 01. Logo Design

- Logo Versions
- Logo mark
- Logotype
- Wordmark grid
- Logotype grid
- Logo mark grid
- Logo backgrounds
- Safe space
- Minimum Size
- Color Contrast
- Logo misuse

## Logo Versions

Noxtua offers three distinct logo versions: a horizontal logo for streamlined branding, a stacked logo for compact applications, and a logo mark for versatile use across various platforms. Each version is designed to maintain brand integrity and visual impact, ensuring consistency and recognition in different contexts and formats. Whether you need a full representation or a simplified mark, these options provide the flexibility to adapt to any branding requirement, all while preserving the core identity of Noxtua.

Stacked Logo Lockup



Horizontal Logo Lockup



Wordmark



Icon



## Logo mark

The Noxtua logo mark embodies a timeless symbol inspired by the owl, a universal representation of wisdom, knowledge, and keen insight—core values of the Noxtua brand. Its shield-like shape reinforces a sense of trustworthiness, security, and reliability, reflecting Noxtua’s commitment to guiding and protecting its audience. Designed with simplicity and versatility in mind, this mark ensures strong brand recognition across various applications while maintaining a distinct and memorable identity.



## Logotype

The Noxtua logotype is a combination of the logo mark and the wordmark, creating a unified and recognizable brand signature. The logo mark, inspired by the owl, represents wisdom, knowledge, and insight, while its shield-like form conveys trustworthiness and security—core principles of Noxtua. The wordmark features a modern, clean typeface that enhances readability and reinforces a sense of professionalism and innovation.



# Logo Versions

Noxtua offers three distinct logo versions: a horizontal logo for streamlined branding, a stacked logo for compact applications, and a logo mark for versatile use across various platforms. Each version is designed to maintain brand integrity and visual impact, ensuring consistency and recognition in different contexts and formats. Whether you need a full representation or a simplified mark, these options provide the flexibility to adapt to any branding requirement, all while preserving the core identity of Noxtua.

Stacked Logo Lockup



Horizontal Logo Lockup



Wordmark



Icon



## Logo mark

The Noxtua logo mark embodies a timeless symbol inspired by the owl, a universal representation of wisdom, knowledge, and keen insight—core values of the Noxtua brand. Its shield-like shape reinforces a sense of trustworthiness, security, and reliability, reflecting Noxtua’s commitment to guiding and protecting its audience. Designed with simplicity and versatility in mind, this mark ensures strong brand recognition across various applications while maintaining a distinct and memorable identity.



## Logotype

The Noxtua logotype is a combination of the logo mark and the wordmark, creating a unified and recognizable brand signature. The logo mark, inspired by the owl, represents wisdom, knowledge, and insight, while its shield-like form conveys trustworthiness and security—core principles of Noxtua. The wordmark features a modern, clean typeface that enhances readability and reinforces a sense of professionalism and innovation.



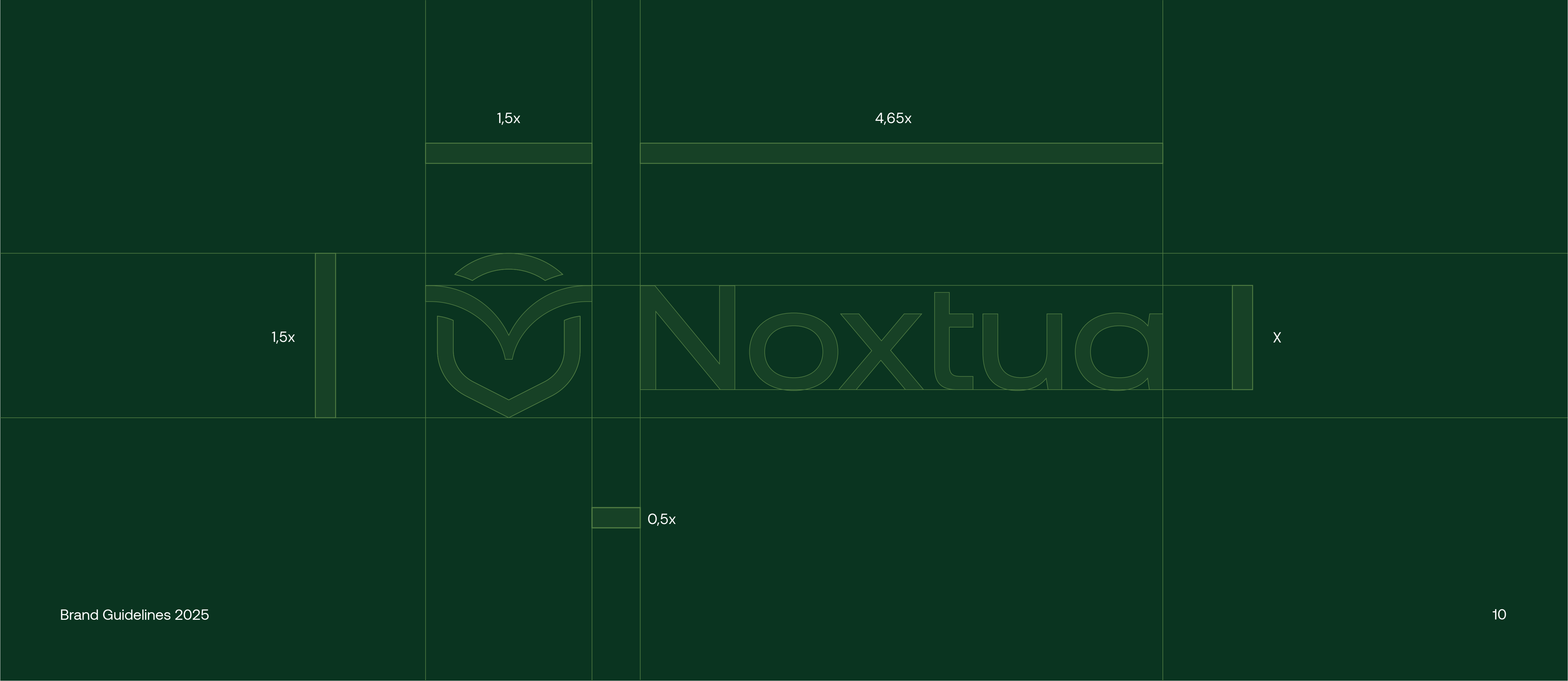
# Wordmark grid

The Noxtua wordmark is meticulously constructed using a precise grid system, ensuring balance, alignment, and visual harmony. The grid defines the kerning—the spacing between individual letters—optimizing readability and maintaining a cohesive structure.



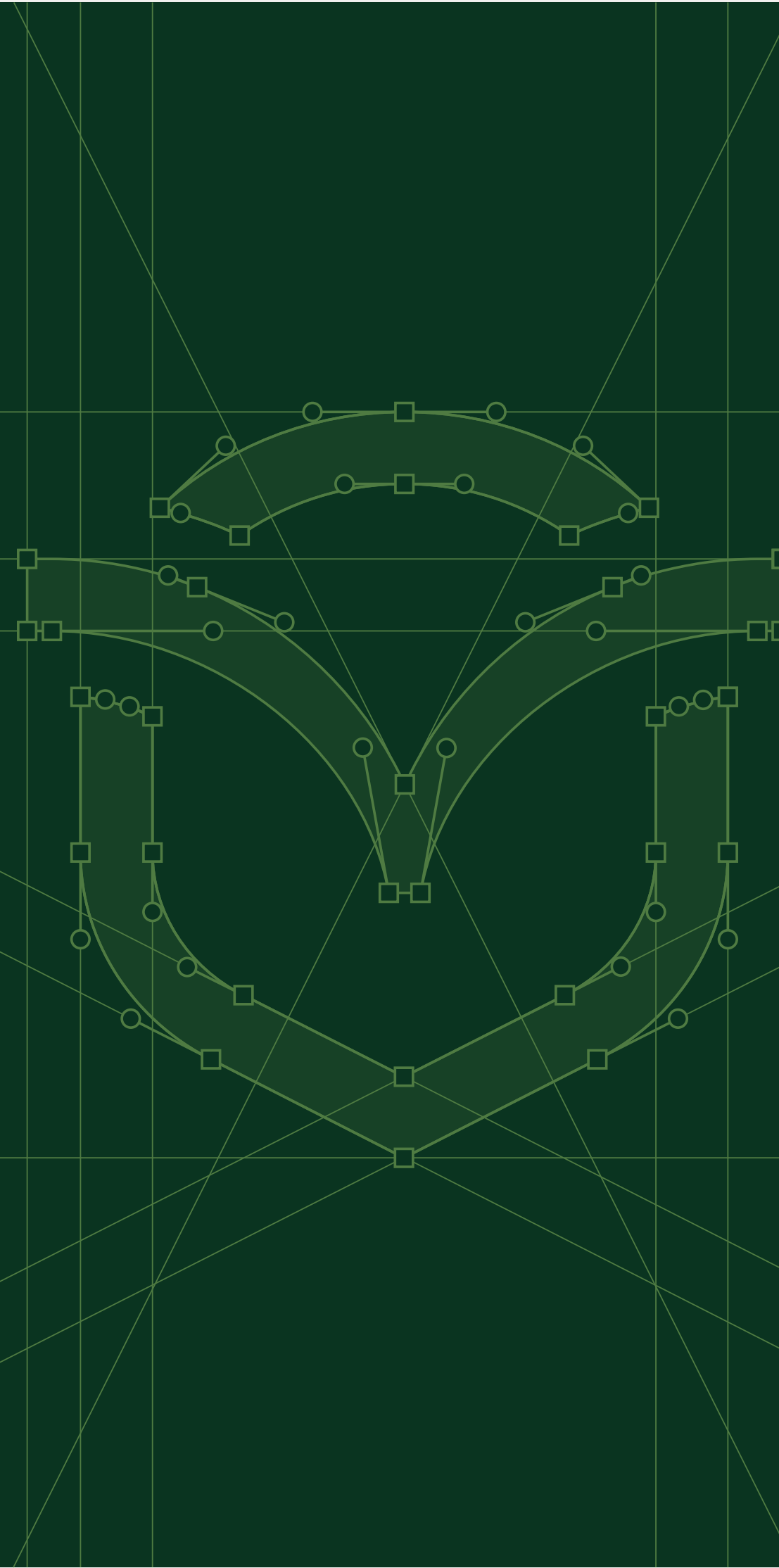
# Logotype grid

The Noxtua logotype follows a precise grid system, ensuring balanced proportions between the logo mark and wordmark. This structure maintains harmony, alignment, and spacing for a professional, refined identity. Defined proportions guarantee clarity and legibility, strengthening brand recognition. To maintain integrity, these proportions should never be altered. Consistent spacing and alignment reinforce Noxtua’s credibility and strong presence across digital and print formats.



## Logo Mark grid

Designing the Noxtua logo mark required a careful balance between recognizability and abstraction. The challenge was to create an owl-inspired symbol that subtly conveys wisdom and knowledge without being overly literal while maintaining a sense of mystery and intrigue. Through a precise grid system, the proportions were refined to ensure an organic and visually appealing form that feels both structured and natural. This meticulous approach enhances the logo's timeless quality, allowing it to remain distinctive while integrating seamlessly into various brand applications.



## Logo backgrounds

Ensuring that the Noxtua logo is placed on approved background colors is essential to maintaining brand recognition and consistency. It should always appear in primary brand colors to reinforce its identity and visual impact. For optimal contrast and legibility, use the white logo on dark backgrounds and the dark green version on lighter backgrounds, such as purple or gray. To maintain clarity and visual cohesion, neither the logo nor the background colors should be altered.



**Logo versions**

Ensuring that the Noxtua logo is placed on approved background colors is critical to maintaining brand recognition and consistency. It should always appear in primary brand colors to reinforce its identity and visual impact. Whenever possible, these background colors should remain unmodified to maintain brand integrity. For optimal contrast and legibility, use the white logo on dark backgrounds and the dark green version on lighter backgrounds, such as purple or gray. Changing the logo or background colors is not recommended as it can reduce clarity and weaken the visual cohesion of the brand.



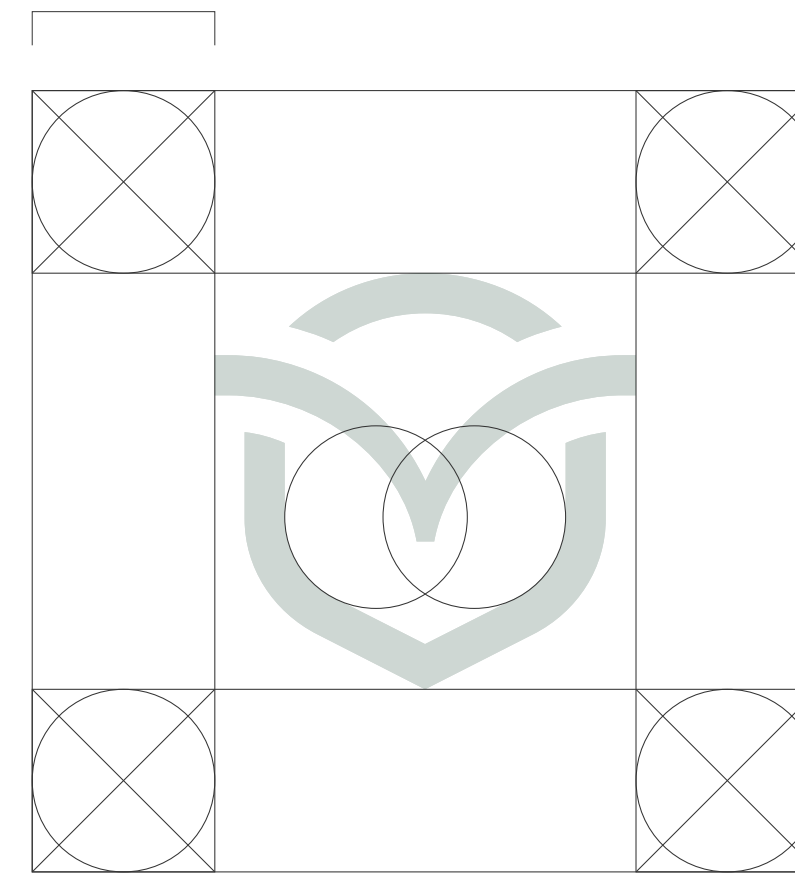
## Safe space

To maintain the integrity and impact of the Noxtua logo, a designated safe space must always be observed. This clear area ensures no other visual elements interfere, preserving clarity and prominence in any composition. The safe space follows proportional guidelines based on the logo's dimensions, ensuring consistency across applications. This margin prevents overcrowding and maintains a balanced, professional presentation. No text, images, or design elements should encroach upon this space, keeping the logo easily identifiable and visually effective.

Safe Space



Safe Space



# Safe space

To maintain the integrity and impact of the Noxtua logo, a designated safe space must always be observed. This clear area ensures no other visual elements interfere, preserving clarity and prominence in any composition. The safe space follows proportional guidelines based on the logo's dimensions, ensuring consistency across applications. This margin prevents overcrowding and maintains a balanced, professional presentation. No text, images, or design elements should encroach upon this space, keeping the logo easily identifiable and visually effective.

Safe Space



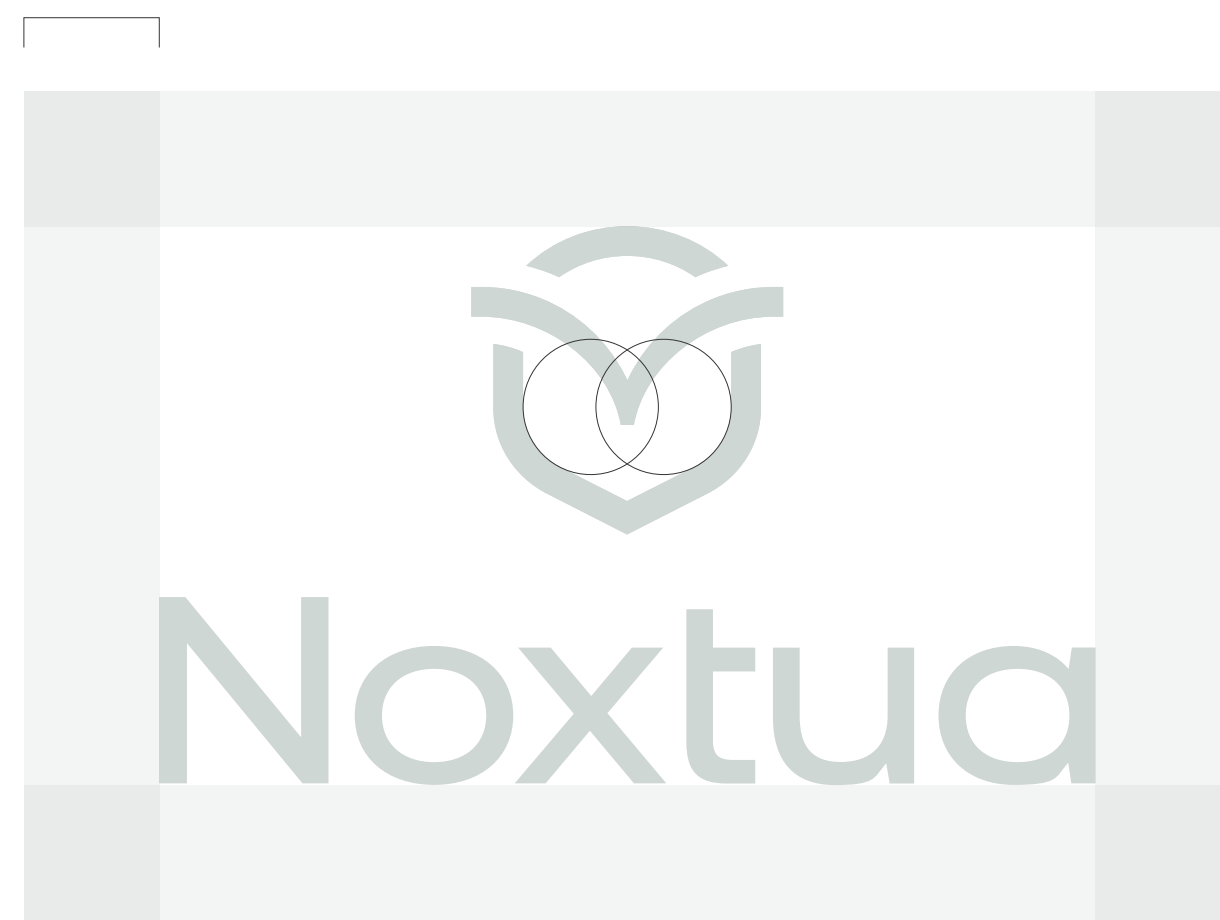
Safe Space



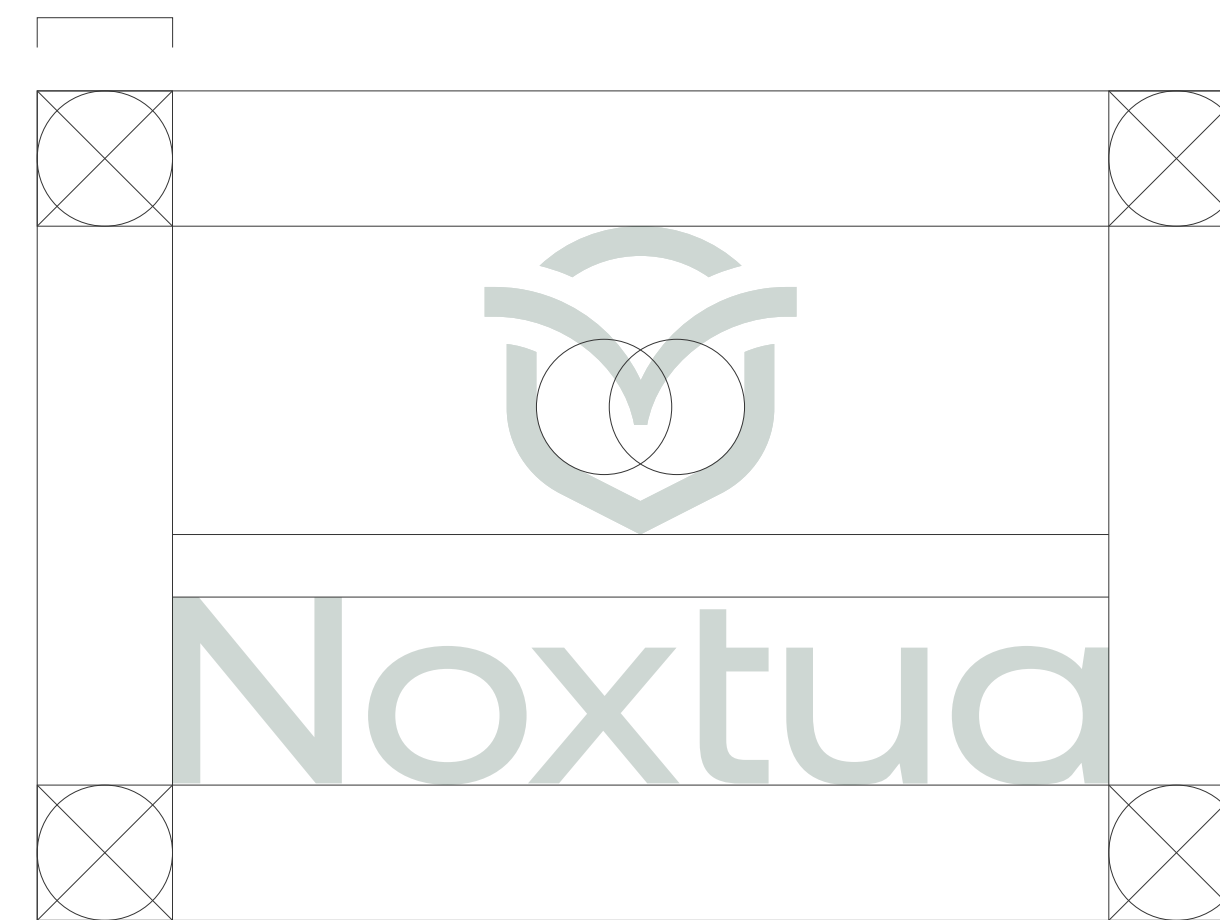
## Safe space

To maintain the integrity and impact of the Noxtua logo, a designated safe space must always be observed. This clear area ensures no other visual elements interfere, preserving clarity and prominence in any composition. The safe space follows proportional guidelines based on the logo's dimensions, ensuring consistency across applications. This margin prevents overcrowding and maintains a balanced, professional presentation. No text, images, or design elements should encroach upon this space, keeping the logo easily identifiable and visually effective.

Safe Space



Safe Space



## Minimum size

To ensure legibility and brand consistency, the Noxtua logo must never be displayed below its minimum size. Adhering to these guidelines will keep all details clear and recognizable in print and digital applications. For print, the minimum height of the logo mark and horizontal logotype is 8.2mm, while the stacked version requires 14.2mm. For digital use, the minimum height for all variations is 31px. Using the logo below these thresholds can compromise clarity and impact, making it essential to follow these size standards in all branding applications.

For Print



Minimum height for print: 8,2mm



Minimum height for print: 8,2mm



Minimum height for print: 14,2mm

For Digital



Minimum height for print: 31px



Minimum height for print: 31px



Minimum height for print: 31px

# Color contrast

For optimal visibility, the Noxtua logo should be placed on approved brand colors that ensure strong contrast. The correct examples on the left maintain clarity and legibility across applications. On the right, improper uses show low contrast or non-brand colors, reducing readability. To preserve a strong and professional identity, always use high-contrast backgrounds that enhance recognition and maintain brand consistency.

✓ Examples of recommended contrast between logo and background



✗ Examples of contrast that should be avoided



## Logo misuse

To maintain the integrity of the Noxtua brand, the logo must never be altered or distorted in any way. Modifying its structure, proportions, or colors can weaken brand recognition and consistency. The examples on this page highlight common mistakes to avoid, such as stretching, rotating, disproportionately scaling elements, or placing the logo within unapproved shapes. Ensuring correct usage preserves the professionalism and impact of the Noxtua identity across all applications. Always use the logo in its original form to maintain a strong and cohesive brand presence.

⊗ Do not modify the logo of any parts of logo.



⊗ Do not scale parts of the logo.



⊗ Do not put a box around the logo.



⊗ Do not stretch the logo (horizontally).



⊗ Do not stretch the logo (vertically).



⊗ Do not rotate the logo.



Photography (Team)

Photography (Clients)

Photography (Abstract)

# 02. Photography

# Photography

## Team

Noxtua's brand photography reflects its core values by capturing authentic, engaging, and dynamic moments. The imagery focuses on real interactions, collaboration, and personal growth, reinforcing the brand's human-centered approach. All photos should follow a consistent treatment and color palette to maintain visual cohesion. They should have a natural, authentic feel, avoiding overly staged or stock-like appearances. The goal is to create a warm and relatable visual identity that aligns with Noxtua's brand personality.



# Photography

## Team

Noxtua's brand photography reflects its core values by capturing authentic, engaging, and dynamic moments. The imagery focuses on real interactions, collaboration, and personal growth, reinforcing the brand's human-centered approach. All photos should follow a consistent treatment and color palette to maintain visual cohesion. They should have a natural, authentic feel, avoiding overly staged or stock-like appearances. The goal is to create a warm and relatable visual identity that aligns with Noxtua's brand personality.



# Photography

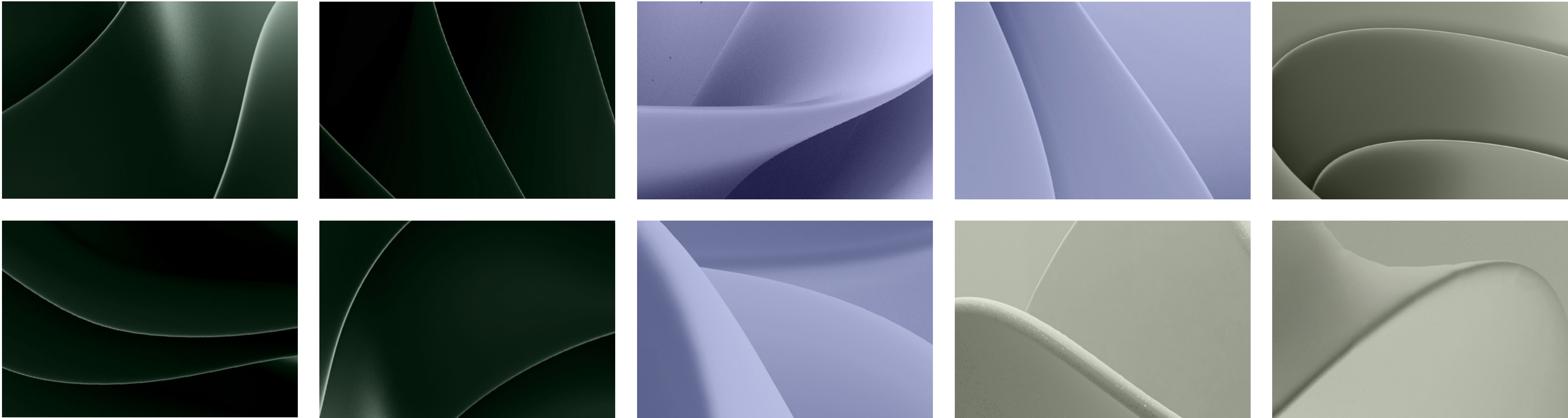
## Clients

Noxtua's brand photography reflects its core values by capturing authentic, engaging, and dynamic moments. The imagery focuses on real interactions, collaboration, and personal growth, reinforcing the brand's human-centered approach. All photos should follow a consistent treatment and color palette to maintain visual cohesion. They should have a natural, authentic feel, avoiding overly staged or stock-like appearances. The goal is to create a warm and relatable visual identity that aligns with Noxtua's brand personality.



**Photography**  
**Abstract**

Noxtua’s abstract imagery is inspired by layers, folds, and paper-like textures, creating a more fluid and creative visual expression for the brand. These dynamic compositions add depth and movement, reinforcing Noxtua’s modern and innovative identity. Similar images can be generated using 3D tools to expand the collection, ensuring consistency with the existing style. The key requirement is to base all visuals on Noxtua’s brand colors, maintaining a cohesive and recognizable aesthetic across all applications.



# 03. Color Palette

Primary colors

Secondary colors

Color combinations

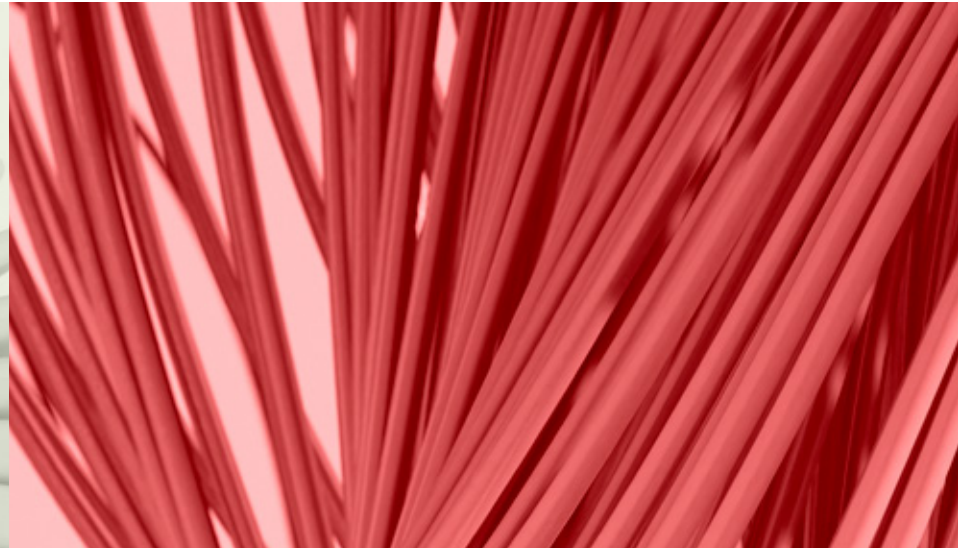
# Primary colors

Noxtua’s primary color palette reflects the brand’s essence and values, creating a cohesive visual identity. Verdant Canopy represents growth and wisdom, reinforcing Noxtua’s principles. Artichoke Green embodies balance and stability, promoting harmony. Lavender Blue evokes clarity and creativity, while Cloud Cover symbolizes purity and trust for an open, approachable feel. This palette ensures consistency across all brand applications, strengthening recognition and identity.

			
<b>Verdant Canopy</b>	<b>Artichoke Green</b>	<b>Lavender Blue</b>	<b>Cloud Cover</b>
RGB: 23, 51, 34 CMYK: 85, 50, 83, 65 HEX: 173322	RGB: 89, 122, 72 CMYK: 72, 31, 91, 16 HEX: 597A48	RGB: 211, 214, 239 CMYK: 15, 12, 0, 0 HEX: D3D6EF	RGB: 241, 240, 238 CMYK: 4, 3, 4, 0 HEX: F1FOEE
%75	%75	%75	%75
%50	%50	%50	%50
%30	%30	%30	%30
%10	%10	%10	%10

# Secondary colors

Noxtua’s secondary color palette complements the primary colors to enhance web applications, interactive elements, and system states such as errors, warnings, confirmations, and neutral indicators. These colors enhance usability and create a clean, intuitive experience. Soft Red signals errors or critical alerts, ensuring visibility. Soft Green represents success and validation, reinforcing positive interactions. Soft Yellow indicates warnings, capturing attention without overwhelming. Soft Black adds contrast and depth, creating a sophisticated, modern foundation.

				
<b>Grayish Green</b>	<b>Soft Red</b>	<b>Soft Green</b>	<b>Soft Yellow</b>	<b>Soft Black</b>
RGB: 170, 174, 159 CMYK: 36, 24, 38, 0 HEX: AAAE9F	RGB: 238, 101, 106 CMYK: 0, 80, 49, 0 HEX: EE656A	RGB: 110, 177, 98 CMYK: 69, 3, 89, 0 HEX: 6EB162	RGB: 241, 190, 96 CMYK: 1, 29, 81, 0 HEX: F1BE60	RGB: 16, 17, 17 CMYK: 74, 67, 66, 83 HEX: 101111
%75	%75	%75	%75	%75
%50	%50	%50	%50	%50
%30	%30	%30	%30	%30
%10	%10	%10	%10	%10

# Color combinations

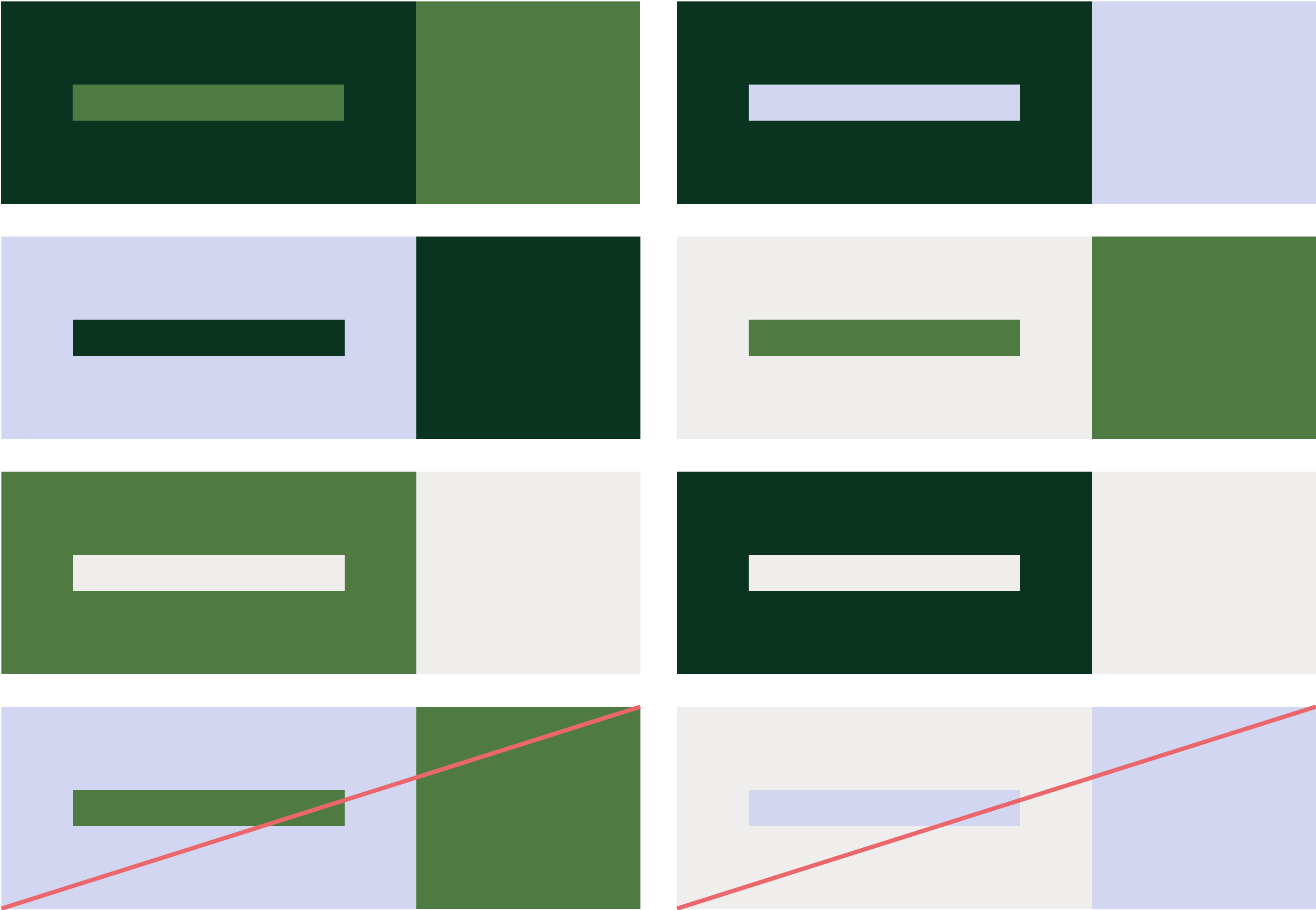
Noxtua’s color combinations are designed to create visual harmony, brand recognition, and accessibility across all applications. The approved pairings ensure readability and contrast, maintaining a professional and modern aesthetic.

When selecting colors for brand materials:

- Stick to recommended combinations to preserve clarity and brand consistency.
- Ensure sufficient contrast between text and background to enhance legibility.
- Avoid mismatched or low-contrast pairings, as shown in the examples marked with red lines.

By following these guidelines, Noxtua’s visual identity remains strong, consistent, and easy to recognize in all design contexts.

To maintain visual consistency and accessibility, Noxtua’s color combinations are carefully selected. The approved pairings ensure strong contrast, readability, and harmony across various brand applications. The examples shown on the top rows represent recommended combinations that align with the brand’s identity and provide clear visibility. The last two examples, marked with red lines, are not recommended due to insufficient contrast or a mismatch with the brand’s established color palette. Following these guidelines ensures a cohesive and professional visual presence.



# 04. Typography

# Typography

Noxtua’s typography ensures clarity, modernity, and a strong brand presence. Aeonik Medium is used for bold, readable headlines, while DM Sans Regular provides a refined, modern feel for body text. This system maintains consistency across digital and print, reinforcing Noxtua’s identity with a clean, structured approach. Proper use of font weights and styles enhances legibility while preserving a cohesive, elegant brand experience.

Headlines

Aeonik Medium

# Noxtua, Europe's sovereign Legal AI

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@#\$%^&\*v

Body text

## DM Sans Regular

At Noxtua, we are committed to transforming the legal landscape through sovereign, European-focused AI solutions. Founded in Berlin in 2017, our mission is to empower legal professionals with cutting-edge technology that prioritizes innovation and privacy.

Our mission is to advance European legal AI with innovative, privacy-focused solutions that embody precision and excellence.

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@#\$%^&\*

Aeonik Regular

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789  
!@#\$%^&\*()+

Aeonik Light  
Aeonik Regular  
Aeonik Medium  
Aeonik Bold

Aeonik Bold

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz0123456789  
!@#\$%^&\*()+

Welcome to the future of Legal AI  
Welcome to the future of Legal AI  
Welcome to the future of Legal AI  
Welcome to the future of Legal AI

# AaBbCc

# 05. Brand Usage

Branding overview

Visual Language in Use

Logo on abstract background

Layouts and Grids

Billboards

Posters set

Digital poster

Printed logo

Embossed logotype

Logo on glass

Logo on background

Letterhead

Bussiness Cards

Pens

Stationery kit

Books

Folders

Fav Icon

App Icon

Social Media Templates

Mugs

Wall

# Branding overview

This bento-style overview showcases the versatility of Noxtua's visual identity across multiple applications. From digital assets to physical products, the brand maintains a cohesive presence through its structured logo system, symbolic patterns, and strategic use of brand colors. Consistency in typography, imagery, and material integration reinforces Noxtua's professional and modern brand expression.



## Visual language

The Noxtua visual language is based on three core symbols, each representing a fundamental aspect of the brand.

- Wisdom – Inspired by the shape of an owl's eyebrows, reflecting intelligence and expertise.
- Security – Derived from the lower part of a shield, symbolizing protection and trust.
- Connection – A circular arc from the top of the logo, representing the seamless interaction between AI and human intelligence.

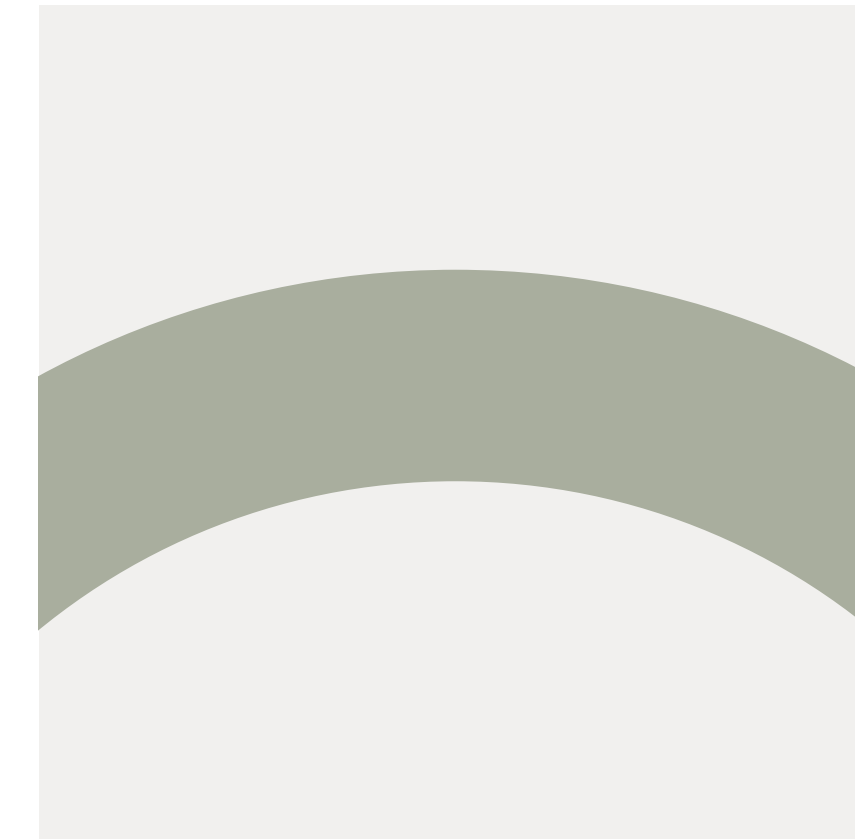
These elements create a cohesive identity that reinforces Noxtua's values and vision.



**Wisdom**



**Security**



**Connection**

## Visual language in use

The Noxtua visual language is based on three core symbols—Wisdom, Security, and Connection—which are derived from the brand's logo and used dynamically across various applications. These symbols are applied in different brand expressions, from marketing materials to product packaging and merchandise, reinforcing Noxtua's identity while allowing creative flexibility. Whether used as a bold graphic on a tote bag or as a subtle design element in digital and print materials, the system ensures consistency and recognizability across all brand touchpoints.



## Logo on abstract background

This visual establishes Noxtua's core identity by combining the logo with the brand's signature abstract background. The fluid dark green forms symbolize sophistication, technology, and trust, reinforcing Noxtua's position as a leader in AI-powered legal solutions. The minimal yet impactful composition ensures strong recognition across digital and physical applications.



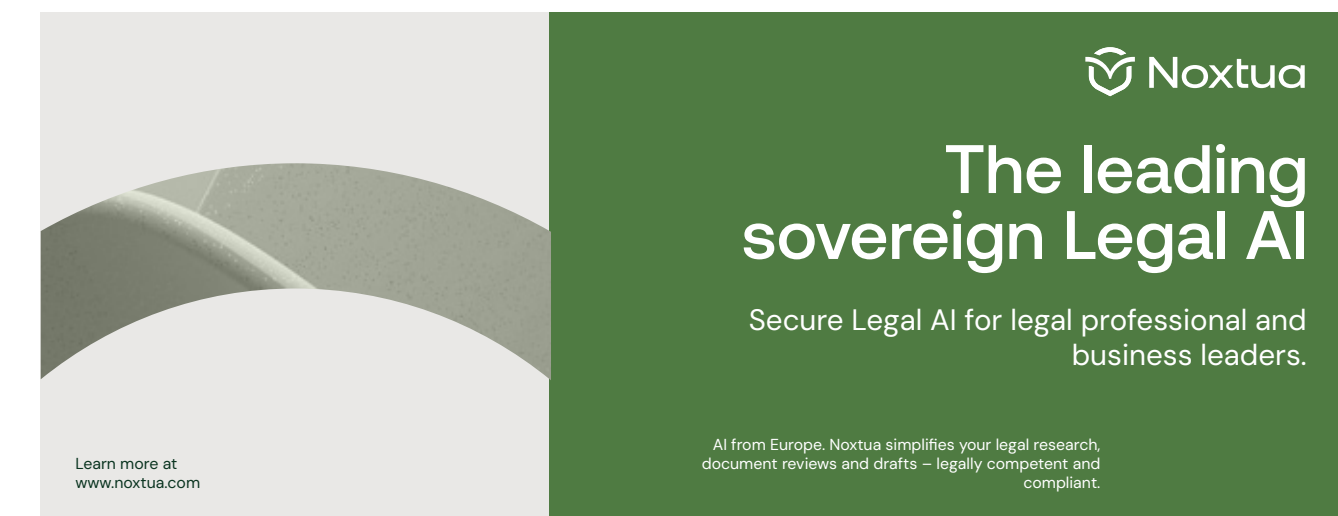
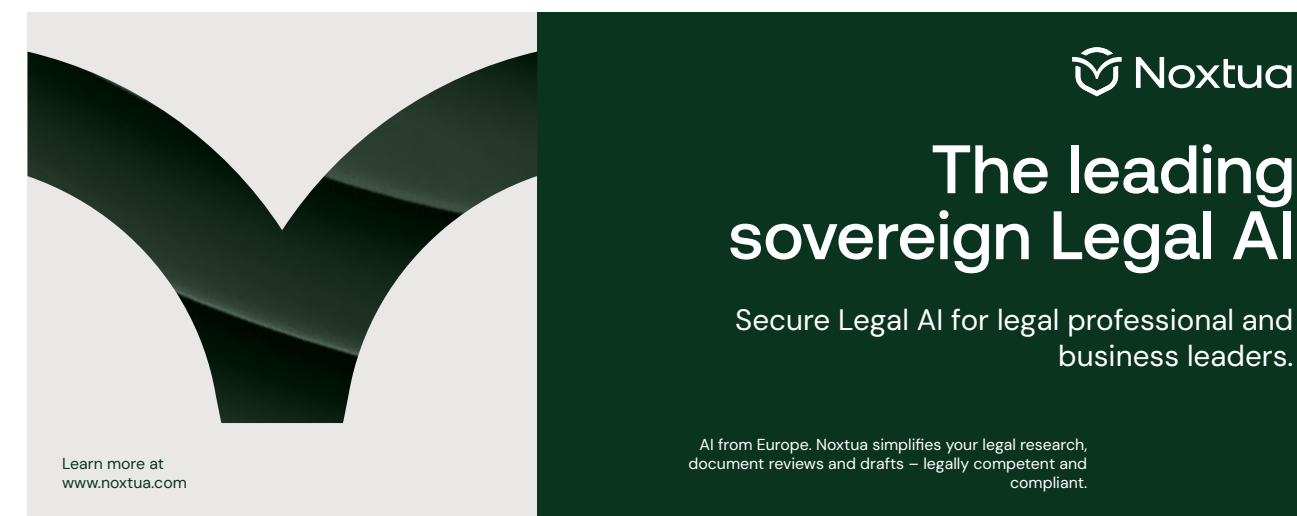
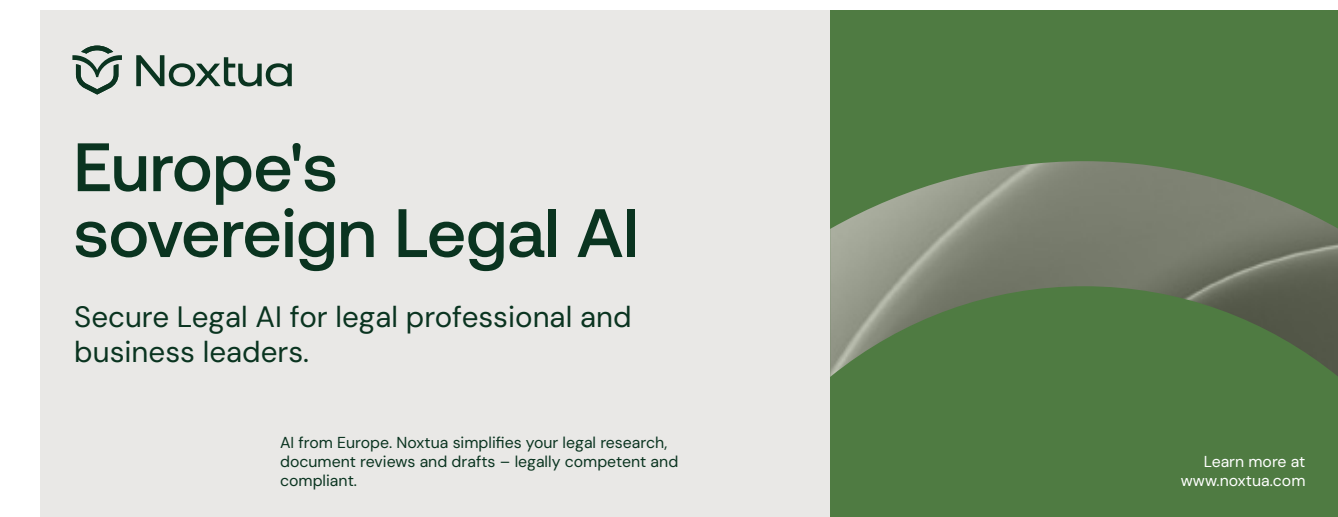
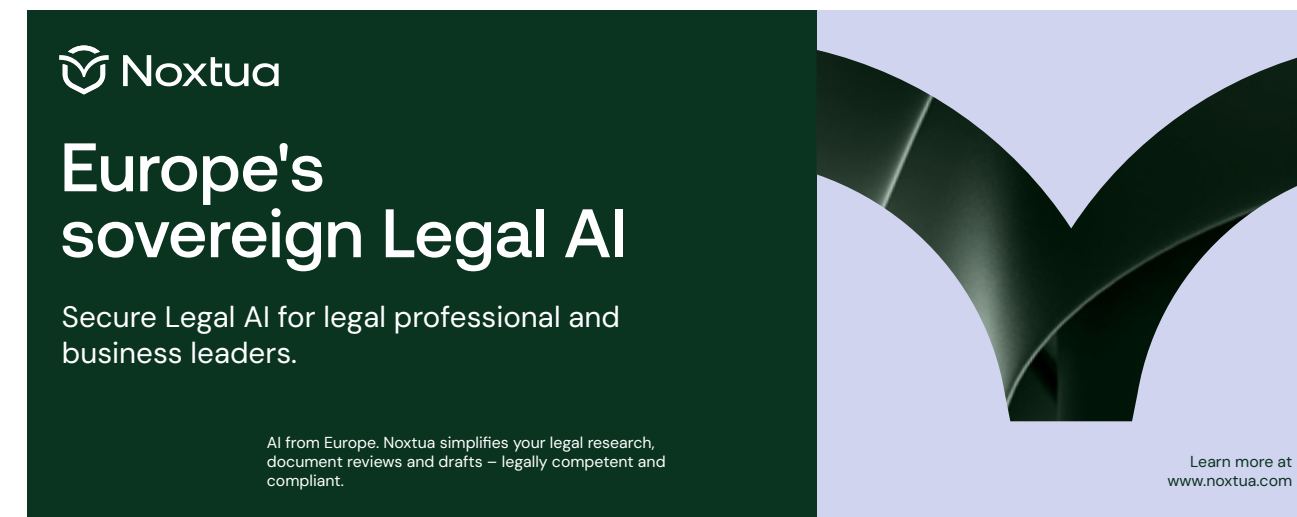
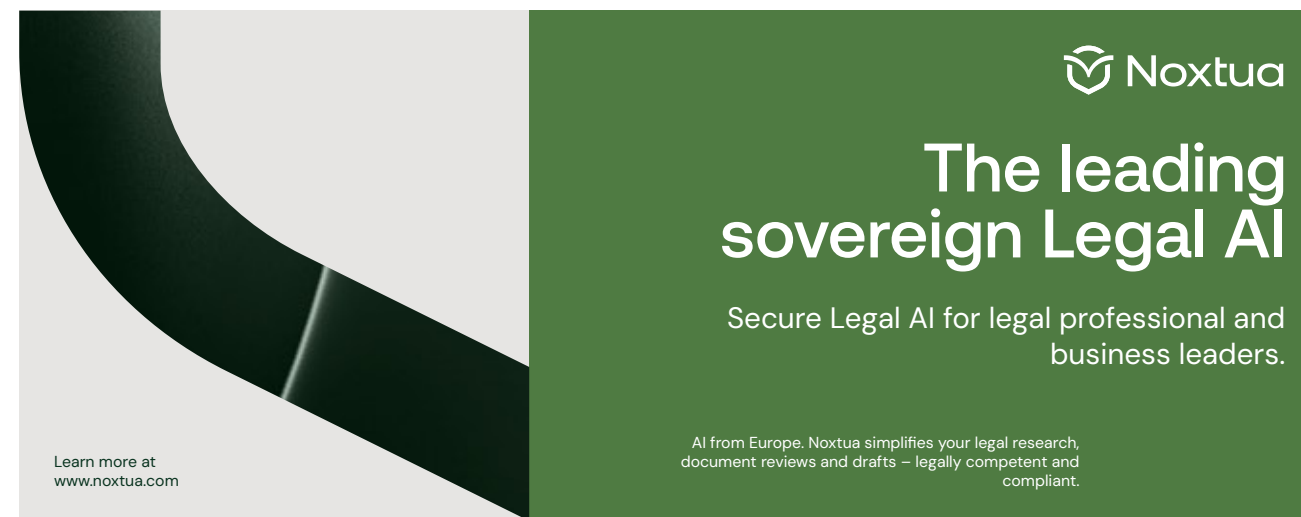
## Billboard with symbol

This billboard showcases a dynamic use of Noxtua's visual language by integrating a pattern derived from its core symbols—wisdom, security, and connection. The structured layout maintains a clear hierarchy with a clean text section, ensuring readability, while the patterned side adds depth and brand recognition. This approach reinforces the identity while keeping the messaging visually compelling.



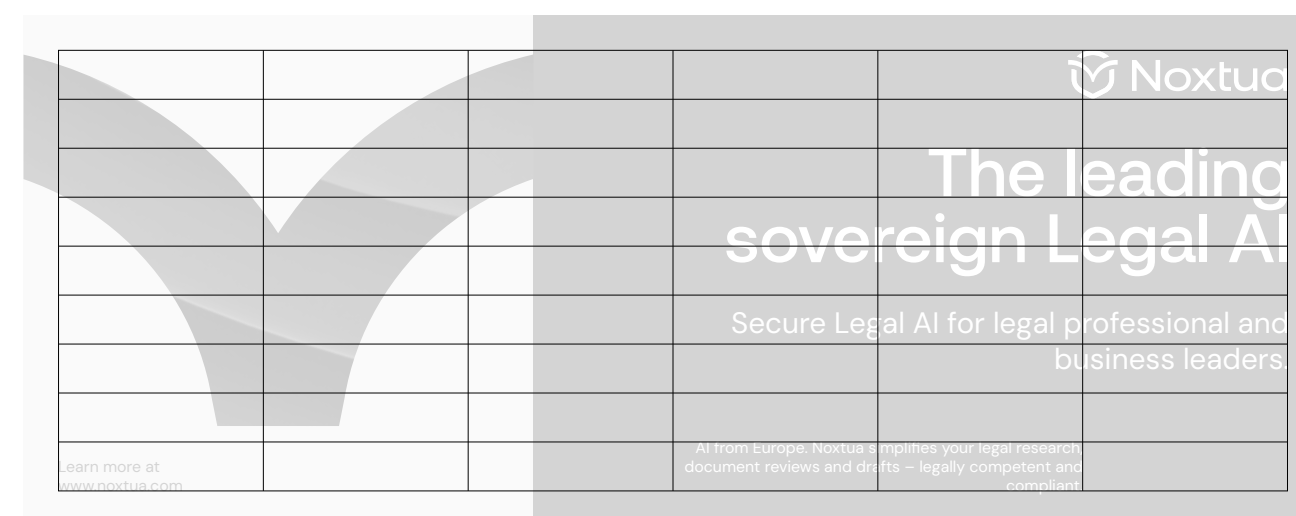
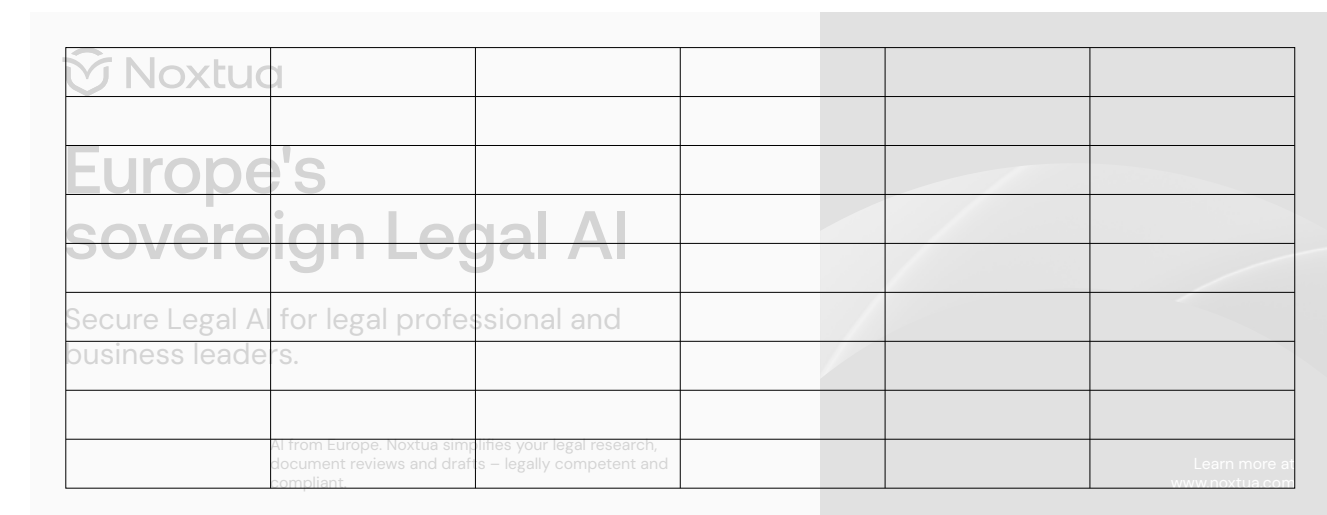
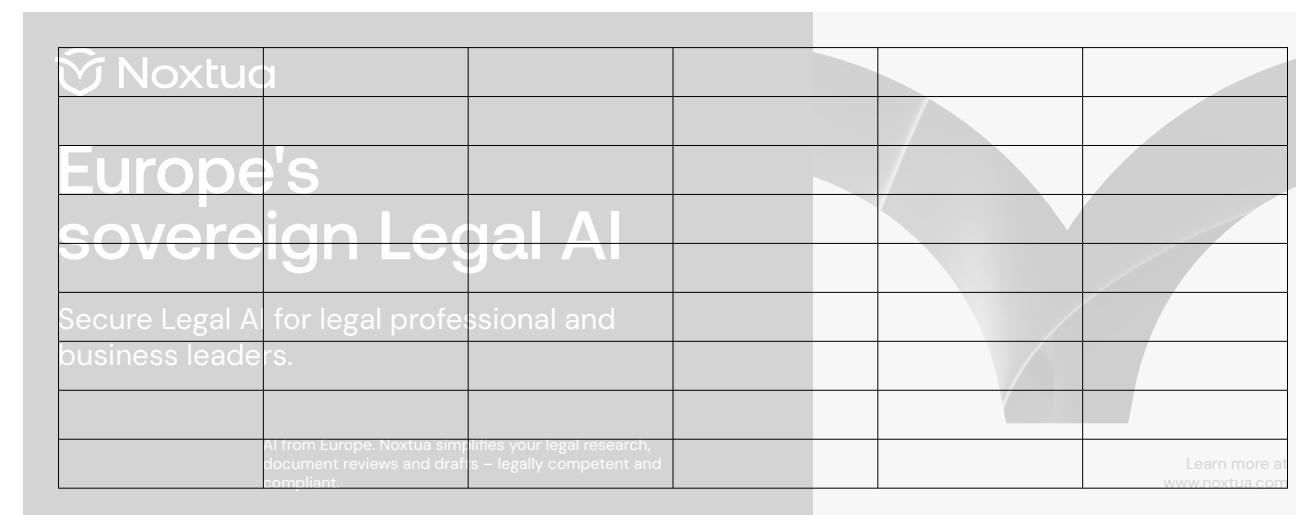
## Billboard package

This set of billboard designs showcases the versatility of Noxtua's visual language. Each layout integrates brand colors, typography, and abstract imagery in different compositions. Some designs use individual visual language symbols as graphic elements, while others feature patterns made from these symbols to create a dynamic and structured look. These billboard templates ensure consistency and adaptability across various branding and advertising applications.



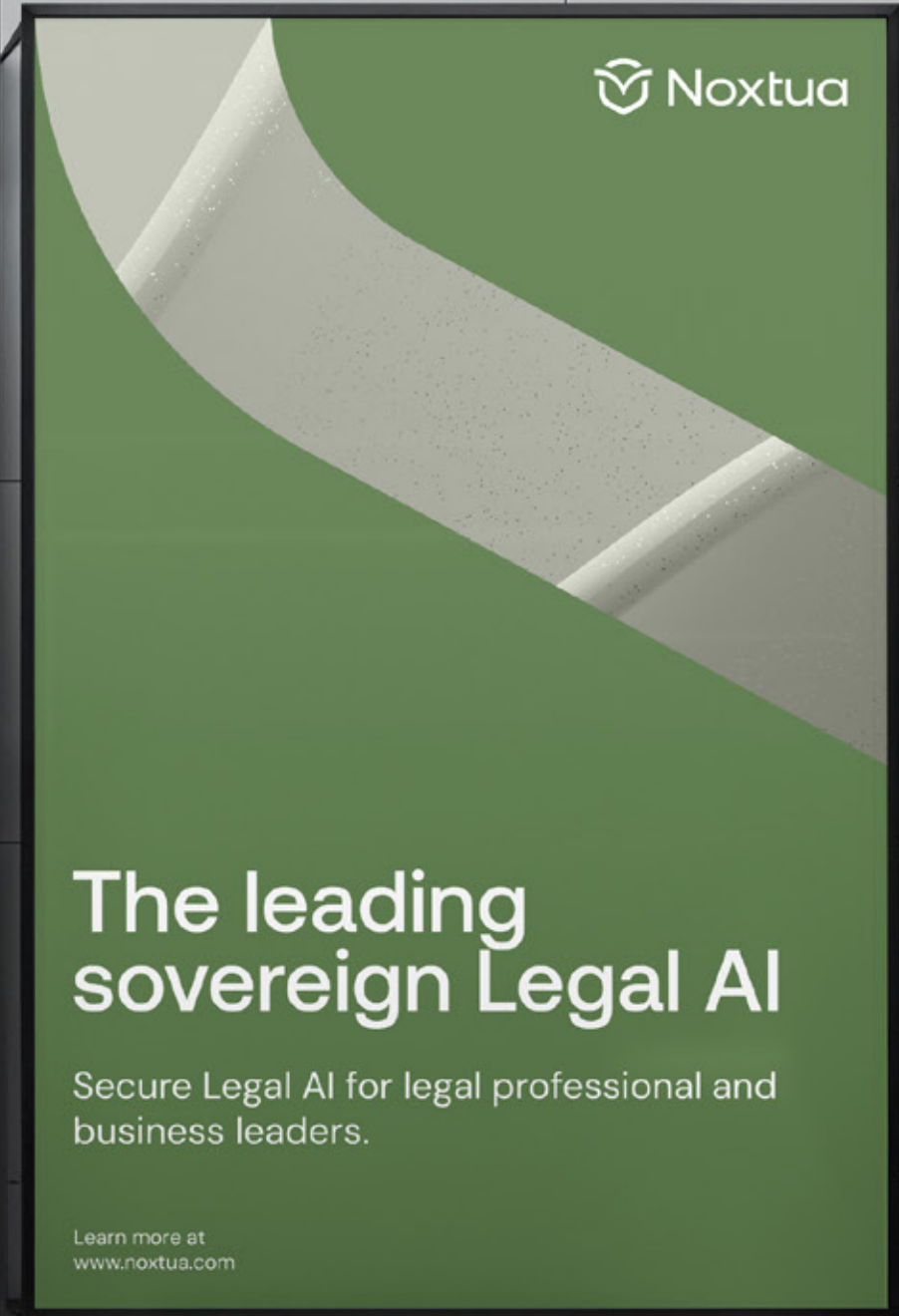
## Layouts and grids

This page presents the structured grid system used for Noxtua's billboard designs. These grids ensure a cohesive and consistent approach to all future materials, maintaining balance, readability, and brand integrity. By following these layout guidelines, Noxtua's visual identity remains professional and adaptable across various applications. The framework allows for a seamless combination of typography, brand colors, abstract imagery, and symbolic elements.



# Posters with symbols

These posters showcase Noxtua’s core visual language, integrating the three symbolic elements: Wisdom, Security, and Connection. Each design blends abstract imagery with brand colors to reinforce Noxtua’s AI-driven legal expertise. The structured layouts ensure clarity and consistency across various environments, maintaining a strong brand presence.



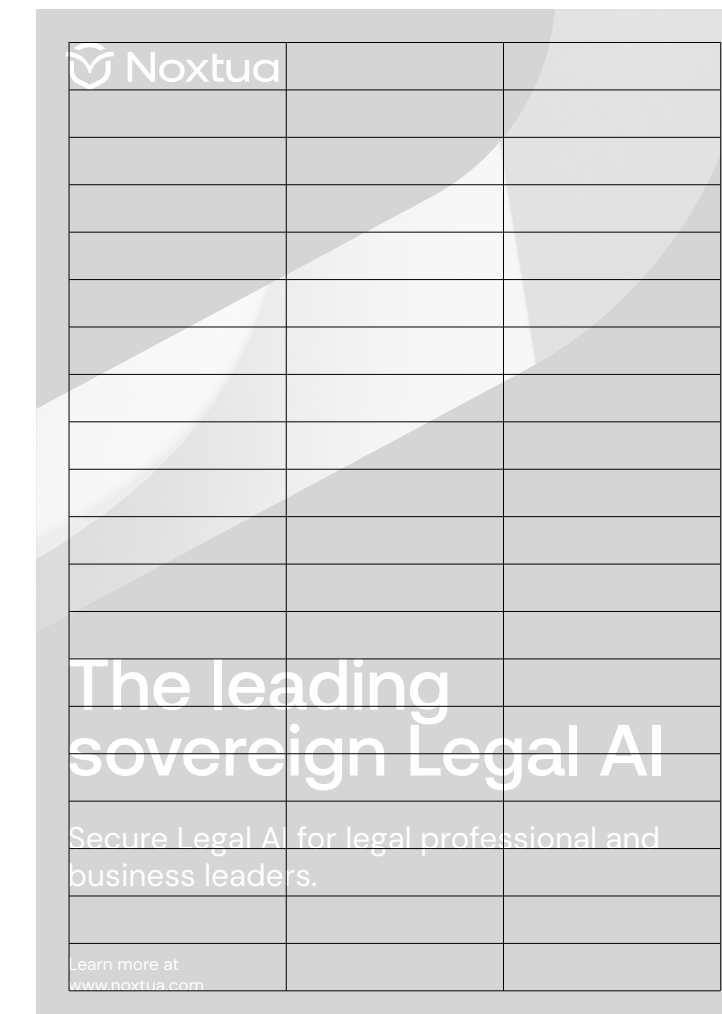
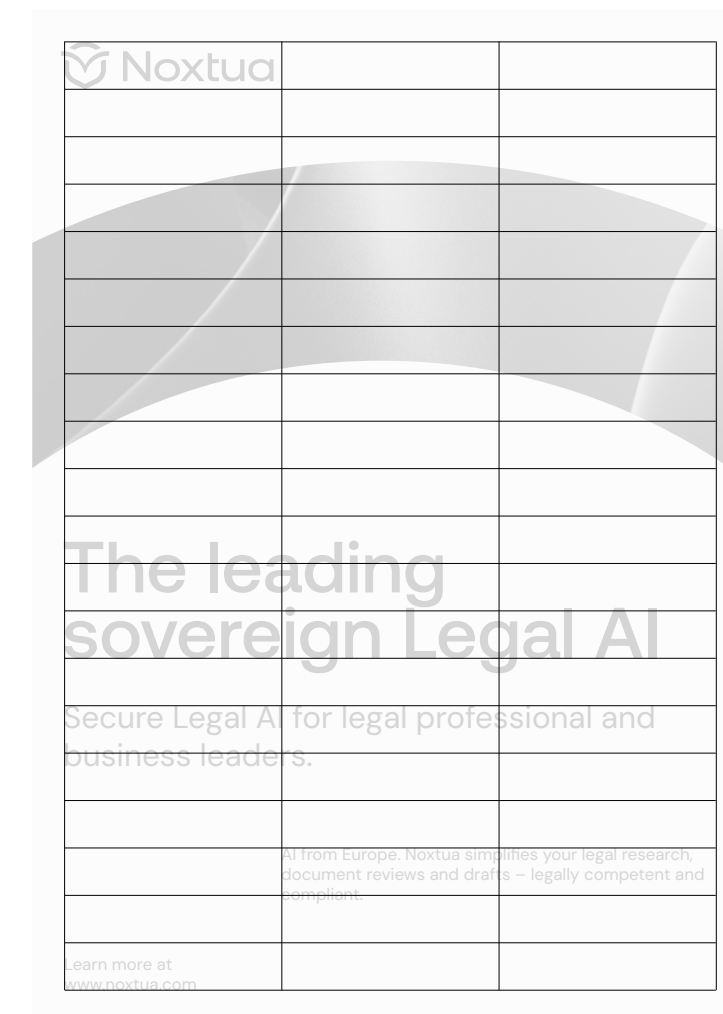
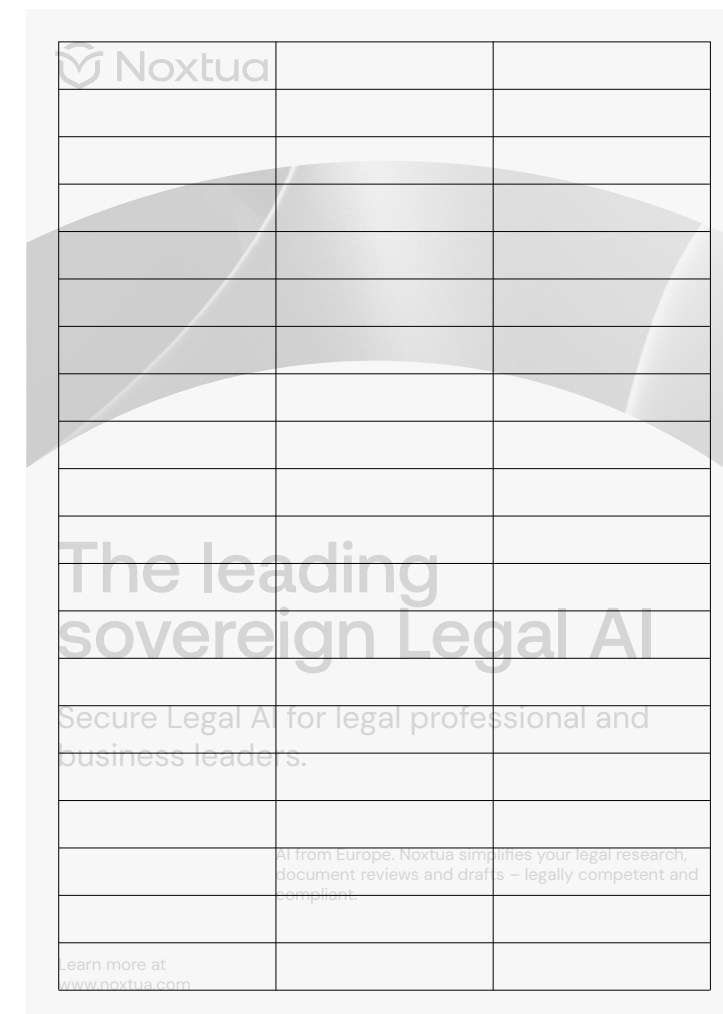
## Posters

This set of posters designs showcases the versatility of Noxtua's visual language. Each layout integrates brand colors, typography, and abstract imagery in different compositions. These designs use single visual language symbols as graphic elements. These posters templates ensure consistency and adaptability across various branding and advertising applications.



## Poster grids and layouts

This page presents the structured grid system used for Noxtua's poster designs. These grids ensure a cohesive and consistent approach to all future materials, maintaining balance, readability, and brand integrity. By following these layout guidelines, Noxtua's visual identity remains professional and adaptable across various applications. The framework allows for a seamless combination of typography, brand colors, abstract imagery, and symbolic elements.



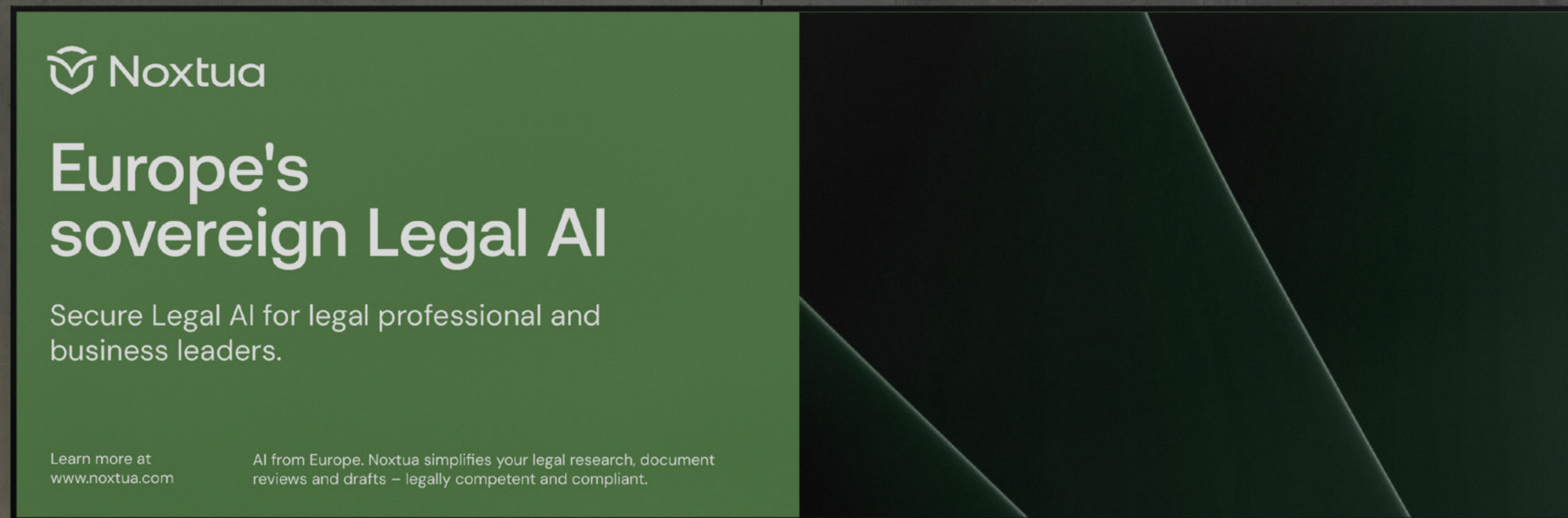
## Printed logo

This example showcases the Noxtua logo printed on white paper, demonstrating its clarity and adaptability in high-quality print applications. The strong contrast ensures legibility, while the refined typography maintains a professional and elegant brand presence.



## Billboard

The Noxtua billboard maintains a structured and visually striking layout by combining a solid branding color block for text with an abstract imagery section. To ensure clarity and consistency, always place text on a flat background in one of the brand's primary colors. The abstract imagery should complement the brand palette while creating a dynamic contrast with the text area for a clean and professional presentation.



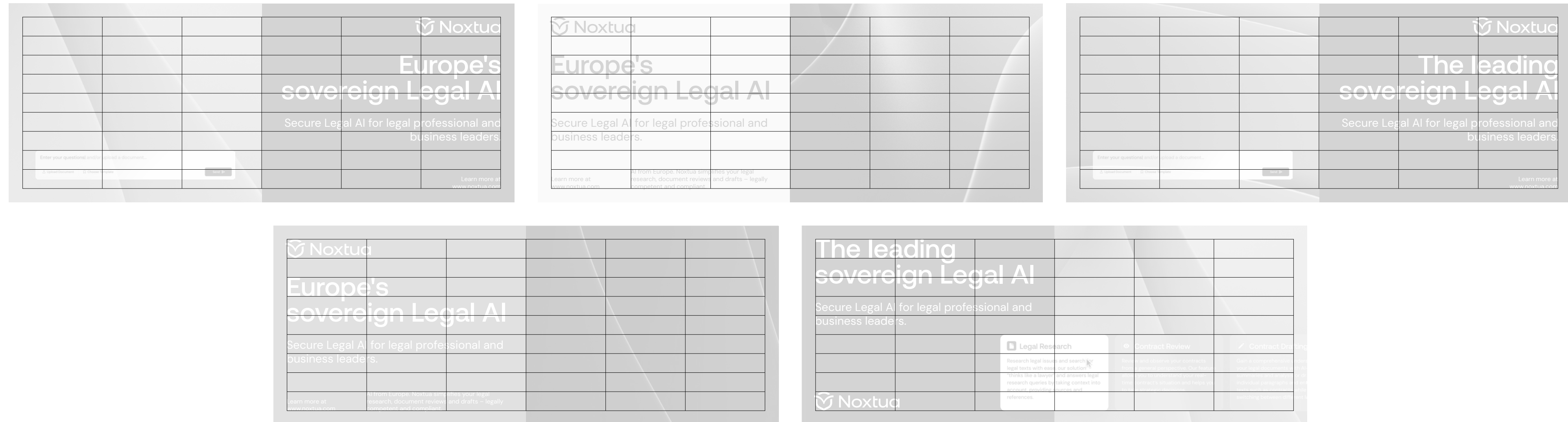
# Billboards

This page showcases a variety of billboard layouts, demonstrating the flexibility of Noxtua's visual identity. These designs utilize a combination of brand colors, abstract imagery, and photography, along with UI elements to increase engagement. The structured approach ensures clarity, readability, and consistency across different formats, reinforcing Noxtua's strong and modern brand presence in public spaces.



## Layouts and grids

This page presents the structured grid system used for Noxtua's billboard designs. These grids ensure a cohesive and consistent approach to all future materials, maintaining balance, readability, and brand integrity. By following these layout guidelines, Noxtua's visual identity remains professional and adaptable across various applications. The framework allows for a seamless combination of typography, brand colors, abstract imagery, and symbolic elements.



## Posters set

This example showcases five different poster designs, demonstrating the flexibility of Noxtua's visual system. The layouts adapt seamlessly across various formats, combining text, abstract imagery, photography, and brand symbols. Each variation follows the core branding principles, ensuring a consistent yet dynamic presentation.



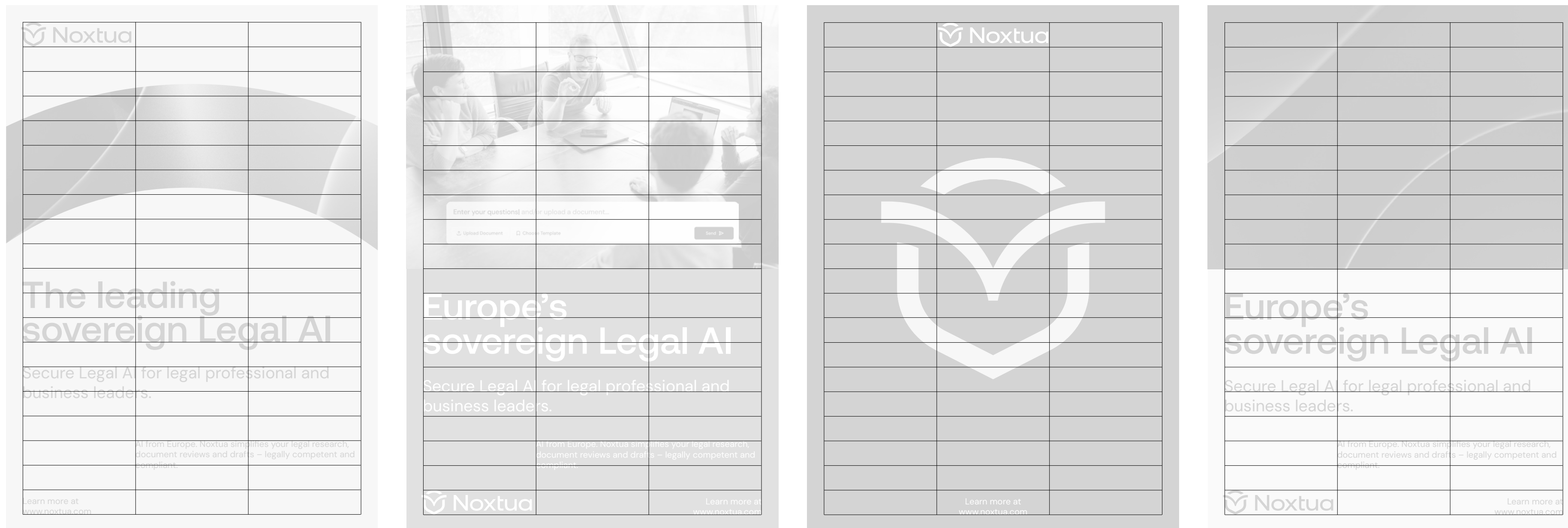
## Posters set

This example showcases four different poster designs, demonstrating the flexibility of Noxtua's visual system. The layouts adapt seamlessly across various formats, combining text, abstract imagery, photography, and brand symbols. Each variation follows the core branding principles, ensuring a consistent yet dynamic presentation.



## Poster grids and layouts

This page presents the structured grid system used for Noxtua's poster designs. These grids ensure a cohesive and consistent approach to all future materials, maintaining balance, readability, and brand integrity. By following these layout guidelines, Noxtua's visual identity remains professional and adaptable across various applications. The framework allows for a seamless combination of typography, brand colors, abstract imagery, and symbolic elements.



## Embossed logotype

This example highlights the Noxtua logotype embossed on paper, showcasing its adaptability to premium print finishes. The subtle relief effect enhances the tactile quality, adding depth and sophistication while maintaining a clean and elegant brand presence.



## Billboard with Photography & UI Elements

This example integrates approved brand photography with a structured text area for a balanced and engaging visual. Always use images from the brand's curated selection or ensure a similar style for consistency. The photographic half can include UI elements to reinforce Noxtua's digital presence, making the design feel modern and interactive while maintaining clear messaging.

