



Brand Guidelines



Intro

Noxtua's rebranding evolution reflects our ambitious commitment to establishing a powerful, recognizable presence across the global legal technology landscape. As our footprint expanded beyond individual markets into a truly European and internationally-focused organization, our previous identity no longer captured the scope of our vision or the strength of our platform.

This rebranding was essential to signal our growth as an international enterprise with ambitious European roots, reinforce our unique position as a sovereign, European alternative in legal AI, create a stronger, more distinctive presence in a competitive global market, and provide a unified identity across all our regional operations and partner brands

At the core of everything Noxtua does – and everything our brand stands for – are the three pillars that have always defined us: Privacy, Security, and Compliance. These are not simply product features; they are fundamental commitments that shape every decision we make.

They, combined, ensure that legal professionals can trust us with their most sensitive work, knowing their data remains protected under European standards and principles.

While Noxtua is built on a distinctly European foundation, our rebranding reflects an international approach designed for global reach. We are focused on expanding worldwide while maintaining Europe as our primary market and strategic center. This positioning allows us to offer the world a genuinely sovereign alternative to US-dominated legal technology platforms – one built with European values, powered by European expertise, and governed by European data protection principles.

Noxtua is glad to have its partners in its journey. All the brands, together, join forces and multiply capacities. Together they are better.



Table of Contents

- 4 Logo
- 5 Logo Usage
- 6 Brand Family
- 7 Color Palette
- 8 UI Colors
- 9 Color Contrast
- 10 Typography
- 11 3D Textures
- 12 Support Imagery I
- 13 Support Imagery II
- 14 Human Imagery
- 15 Glass Elements
- 16 Icons
- 17 Deliverables Web
- 18 Deliverables Print
- 19 Teams Wallpapers
- 20 Desktop Wallpapers



Logo

The logo represents the global positioning of wisdom, intelligence, and sophistication.



Master Lockup



Signet

Small



Wordmark

Medium & Large



Logo Usage

The logo will vary its application regarding the type, size, and purpose of touchpoint it will be in.

Safe Space



Minimum Size

For Print

For Digital



Min. height 8,2 mm

Min. height 32 px



Min. height 8,2 mm

Min. height 32 px

Noxtua

Min. height 6,2 mm

Min. height 22 px



Min. height 16 mm

Min. height 62 px



Brand Family

Noxtua is an umbrella brand part of a powerful Brand Family composed by strong European Brands.

 Noxtua

Umbrella

 Beck-Noxtua

Germany, Poland, The Czech Rep. & Slovakia

 MANZ-Noxtua

Austria

 Swiss-Noxtua

Switzerland

 Ciela-Noxtua

Bulgaria

 Blendow-Noxtua

Sweden

 UJ-Noxtua

Romania



Color Palette

The Color Palette has two subdivisions, being one primary and the other, secondary. They should be placed obligatory together, being either one couple, or the other. A mixture of both sub-divisions is not recommended.

Primary

Dark Plum
HEX #200f21

#4d3f4d

#796f7a

#a69fa6

#d2cfd3

Primary

Smooth White
HEX #efeeea

#f2f1ee

#f5f5f2

#f9f8f7

#fcfcfb

Secondary

Plum
HEX #3d1a39

#654861

#8b7689

#b2a3b0

#d8d1d8

Secondary

Sparkling Silver
HEX #e4e8f4

#e9edf6

#eff1f8

#f4f6fb

#fafafd



Violet
HEX #c9bdd2

Light Plum
HEX #613e6e

Dark Pink
HEX #c097d3

Grey Blue
HEX #a1aad3

Baby Blue
HEX #dde9fe

Blue
HEX #60a5fb

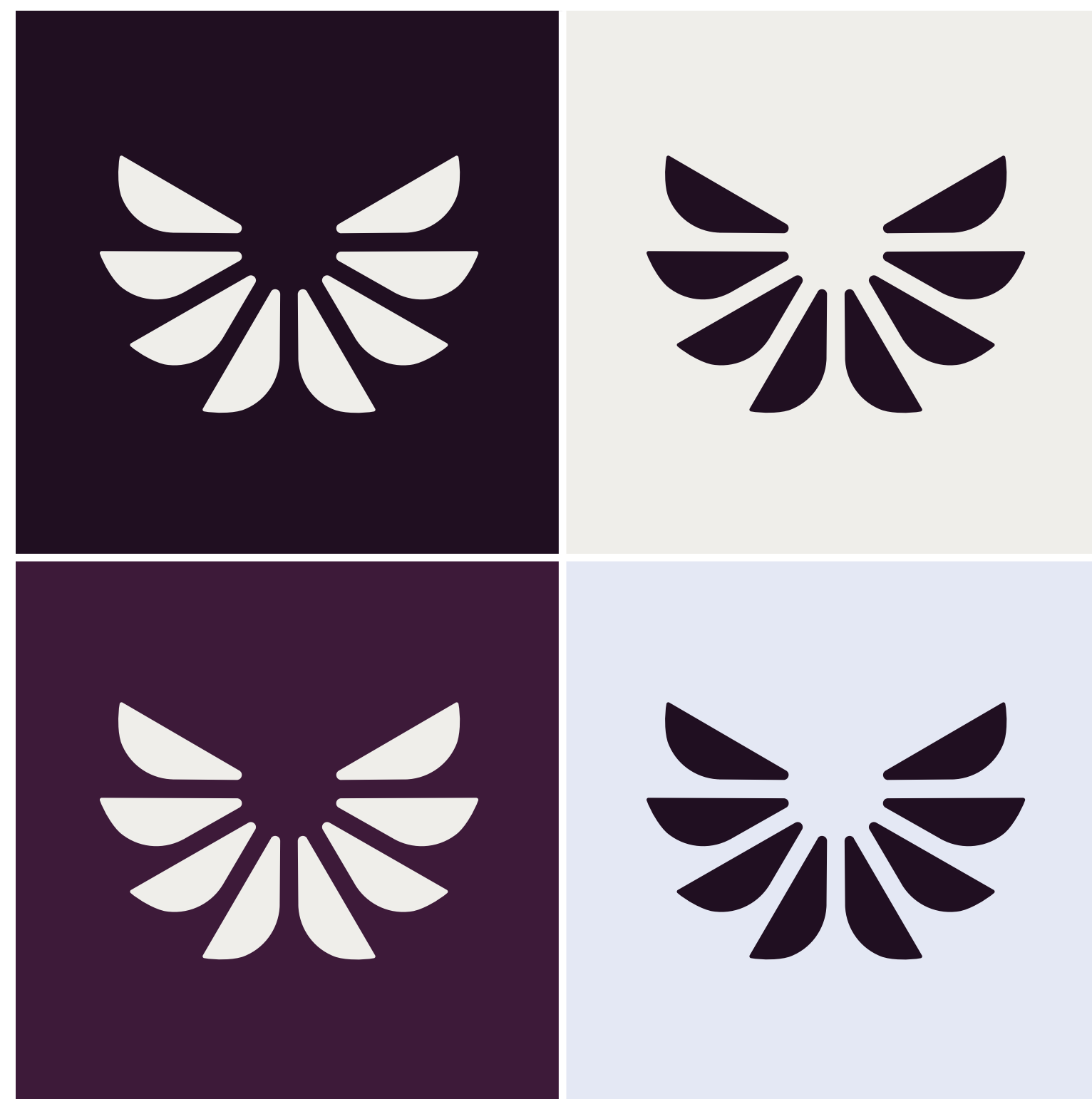
UI Colors

UI colors will support our communication, specially for online touchpoints around our UI design. These colors have the main purpose of highlight certain elements. They shouldn't have the main power in the visual.



Color Contrast

High contrast is a 'must' regarding the logo application to define the color divisions between primary and secondary.



✓ Smooth White
on dark Background

✓ Dark Plum
on light Background



✗ Other colors



Typography

Our typography highlights its brand core values. The serif style, in the light variation, was chosen to reinforce our elegance and sophistication aspects. They are important to maintain our current positioning.

DM Sans Light

Titles

DM Sans Light

Headlines 1

DM Sans Light

Headlines 2

DM Sans Light

Headlines 2

DM Sans Light

Body

Aa

abcdefghijklmnopqrstuvwxyz
1234567890°!"§\$%&/()=?`*Ä€



3D Textures

The textures are important to bring depth, playfulness, and dynamism to our branding. Their modern touch helps us to build our image in the tech environment.



Support Imagery I

Here we have 3 different spheres, being: the old (tradition), the new (modernism), and the foundation (connection).

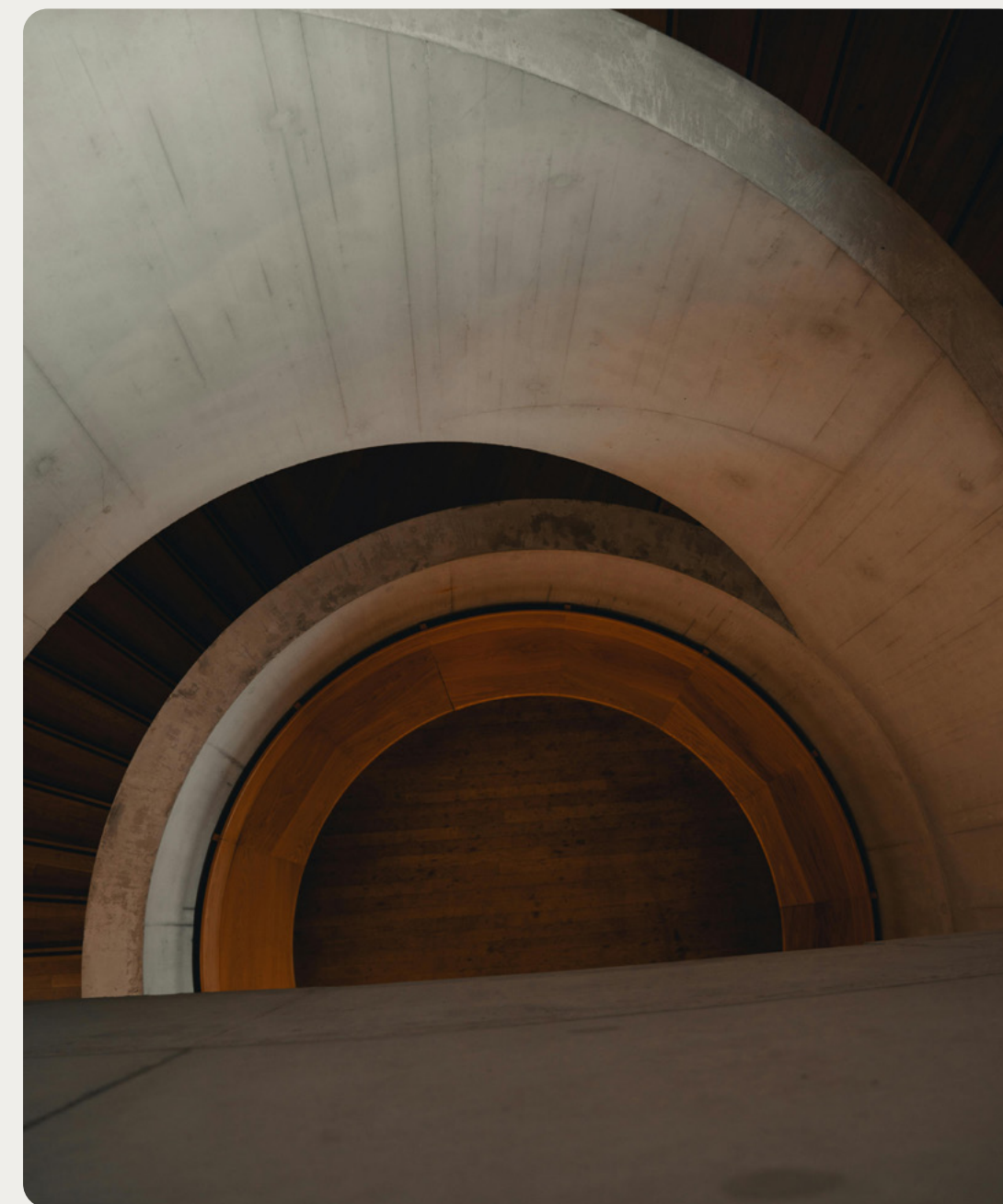
Tradition



Connection



Modernism





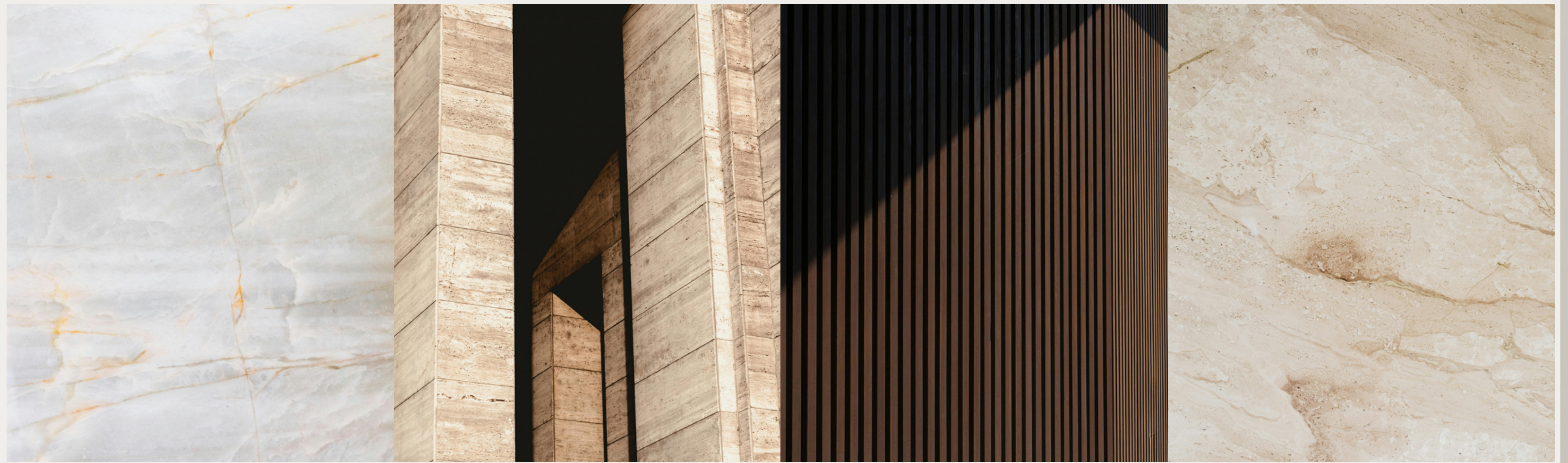
Support Imagery II

The idea is to connect both worlds of time, the old and the new, via a path to strengthen our presence.

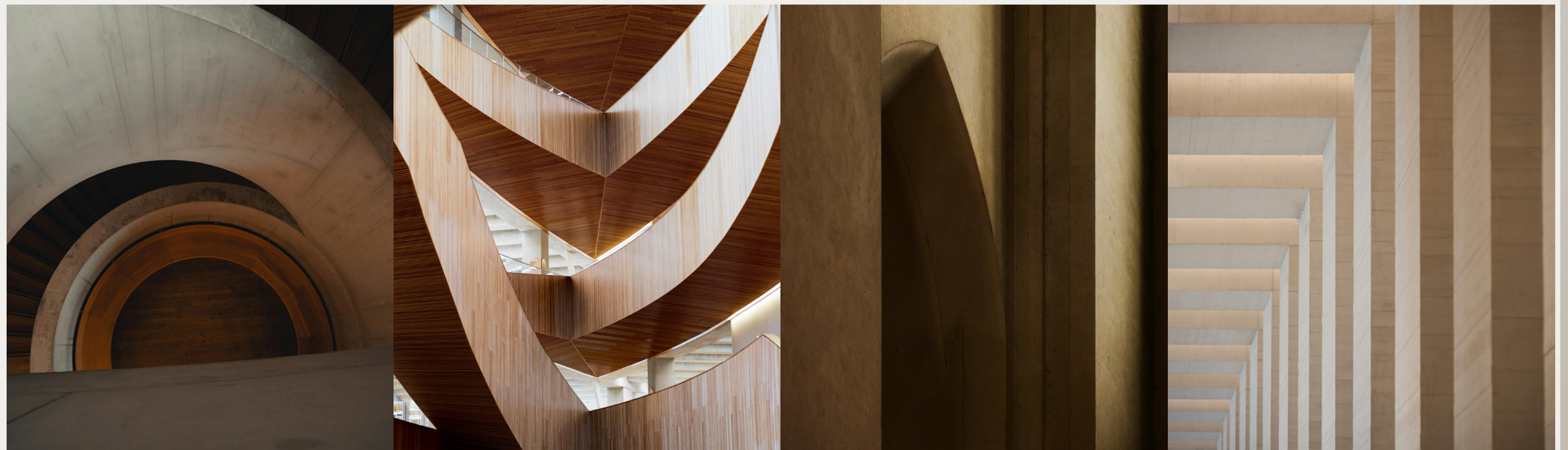
Tradition



Connection



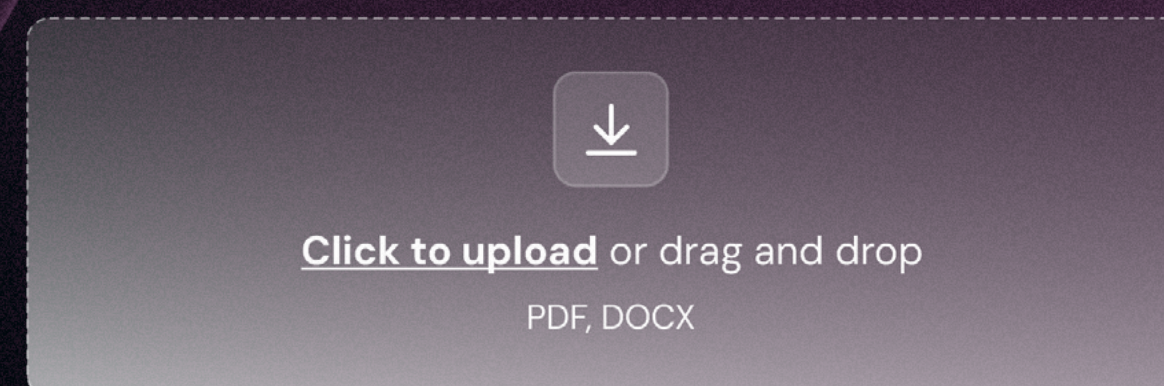
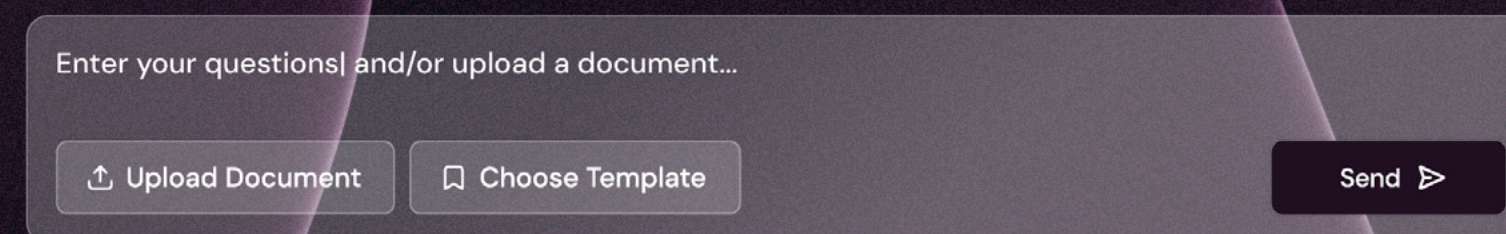
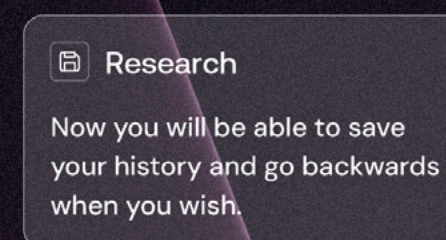
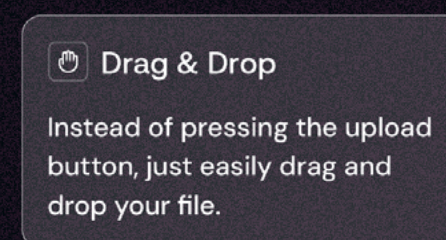
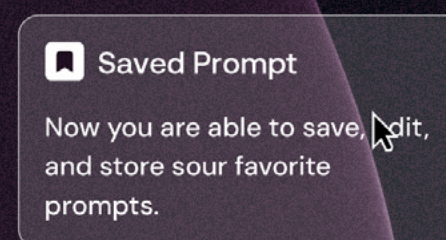
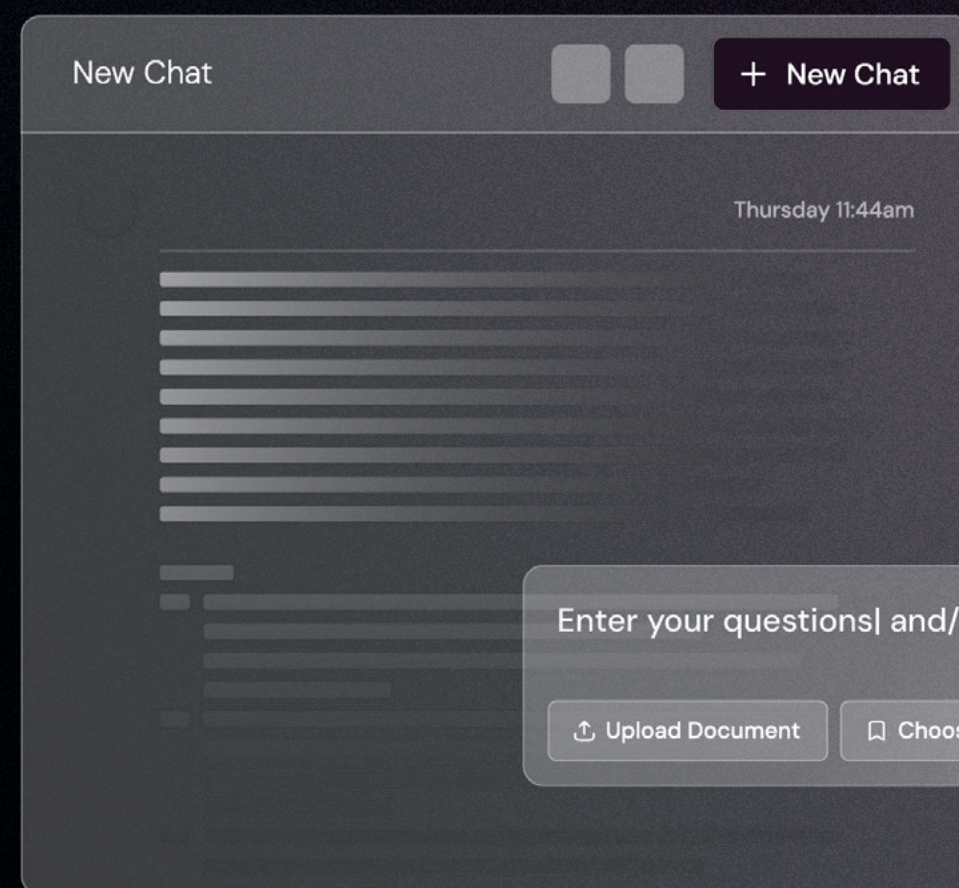
Modernism





Human Imagery

Human imagery is important to bring the emotional aspect to our branding. It will support our communication generating identification and brand memory with the audience.



Glass Elements

They are important elements to highlight subconsciously the AI aspect in our communication. These elements indirectly give the user a fresh and modern touch.

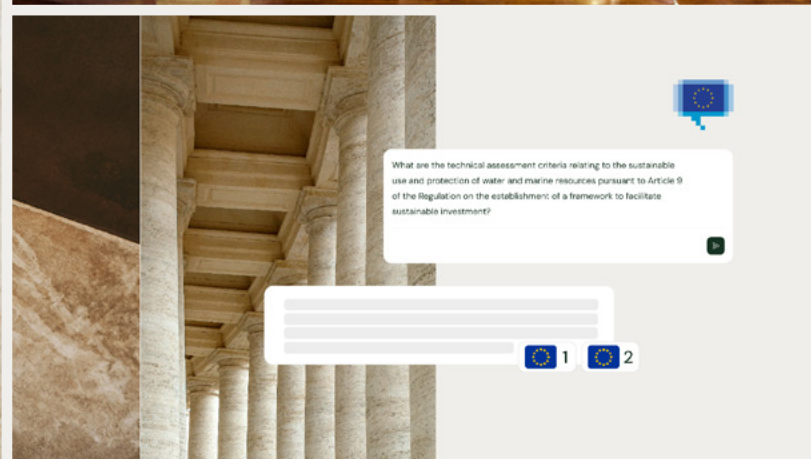
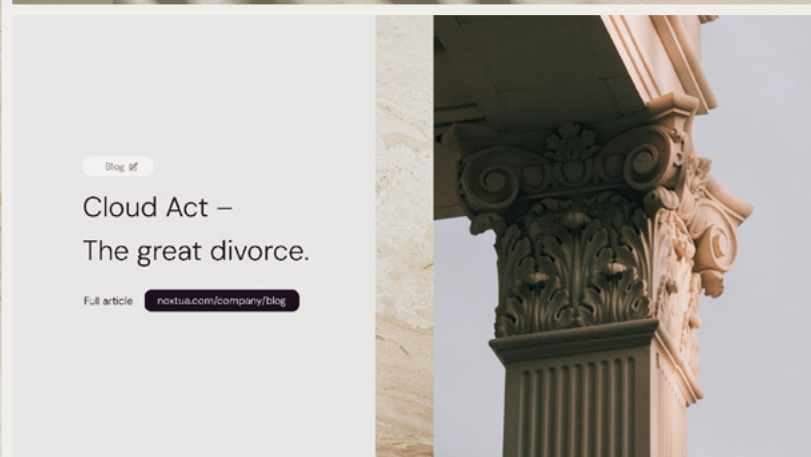


Icons

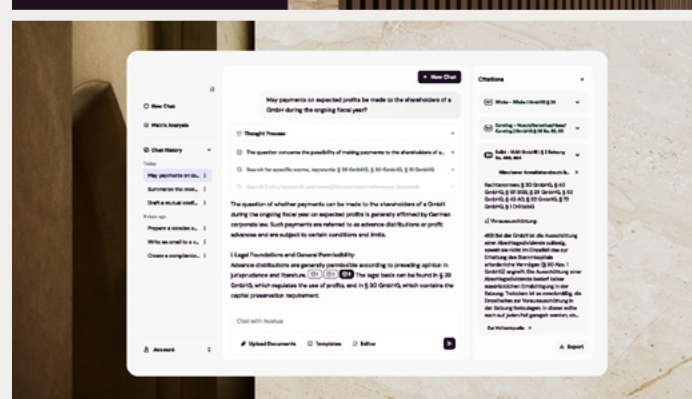
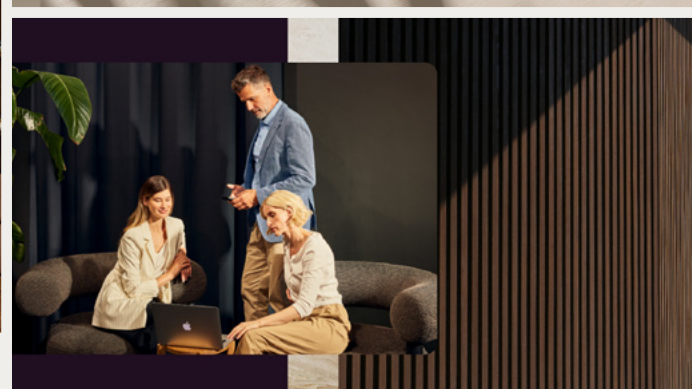
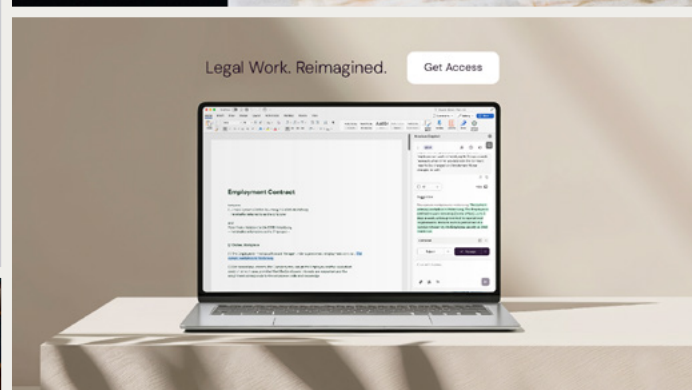
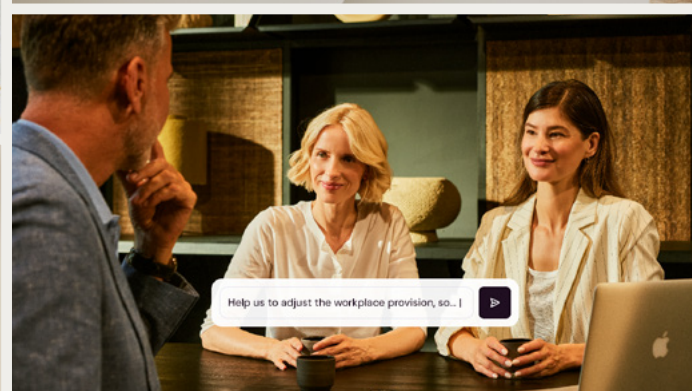
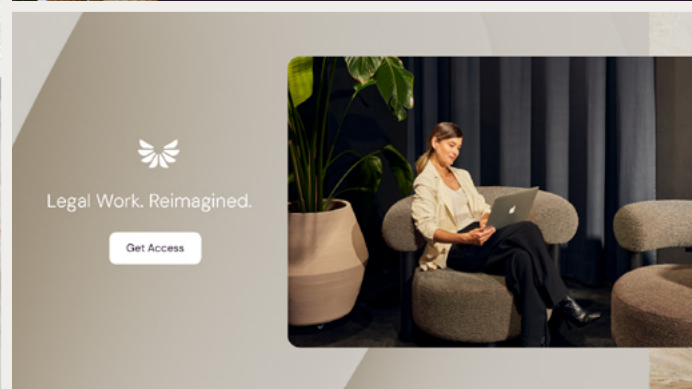
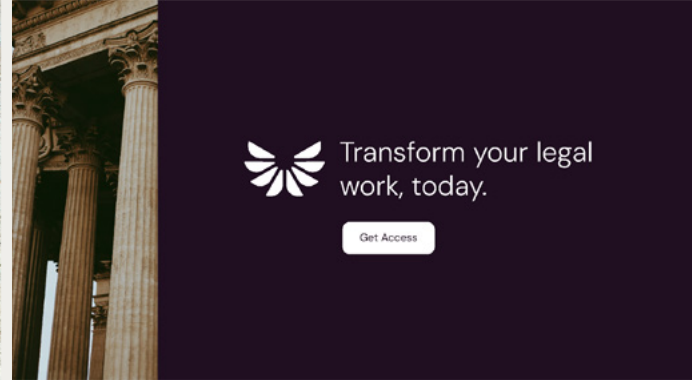
They help us to categorize sections, pages, slides, and different components in a clean, simple, and direct approach.

Please get them on heroicons.com

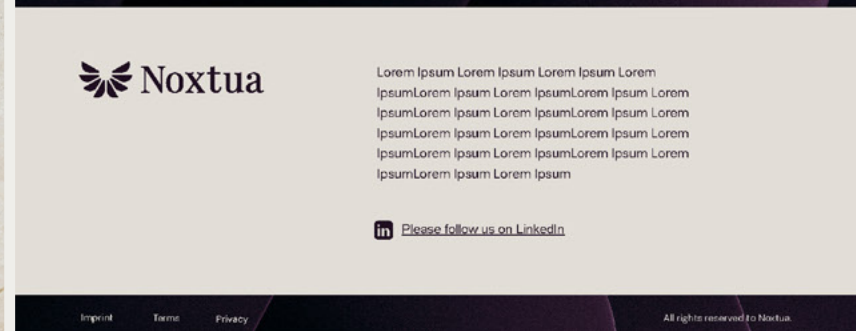
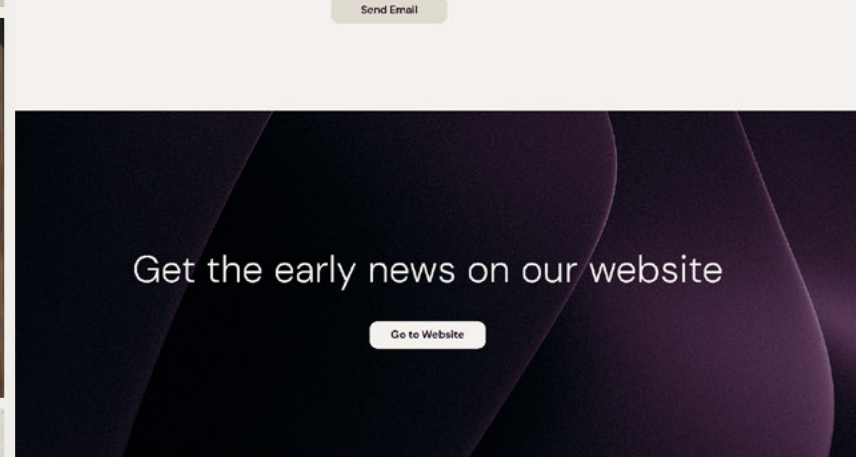
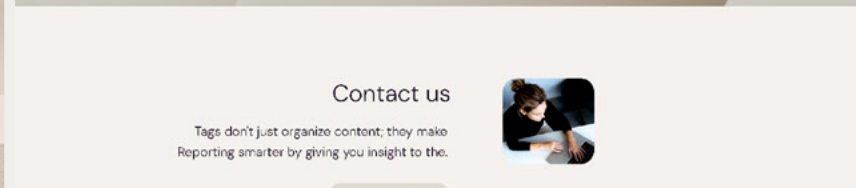
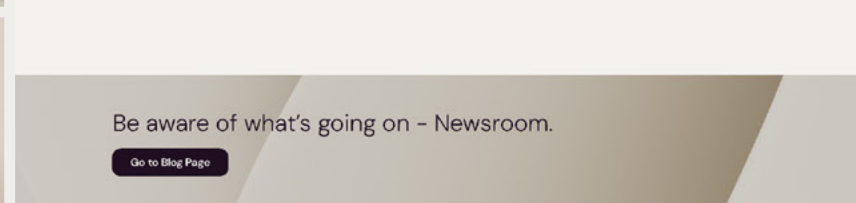
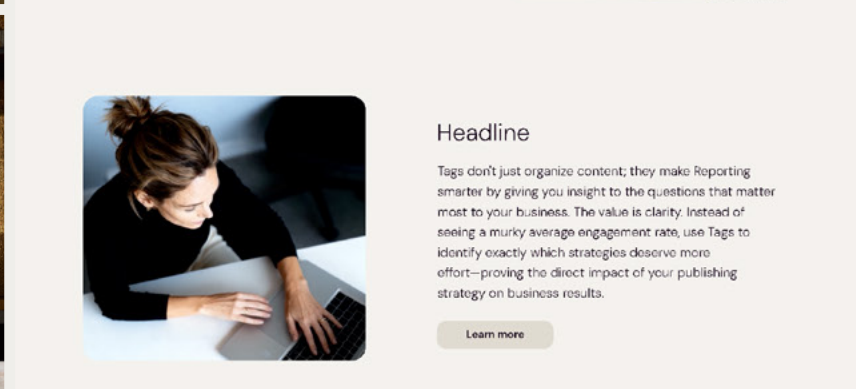
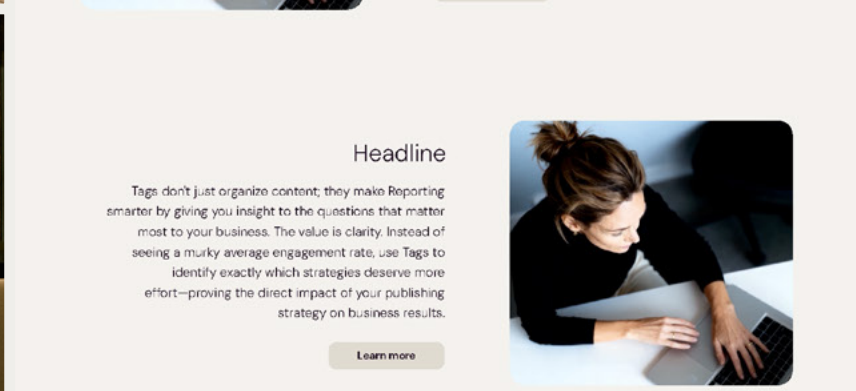
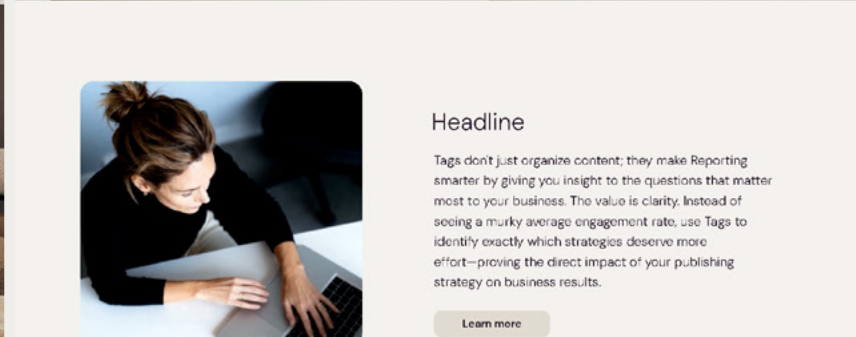
							
academic-cap	adjustments-horizo...	adjustments-vertical	archive-box-arrow...	archive-box-x-mark	archive-box	arrow-down-circle	arrow-down-left
							
arrow-down-on-sq...	arrow-down-on-sq...	arrow-down-right	arrow-down-tray	arrow-down	arrow-left-circle	arrow-left-end-on...	arrow-left-start-on...
							
arrow-left	arrow-long-down	arrow-long-left	arrow-long-right	arrow-long-up	arrow-path-rounde...	arrow-path	arrow-right-circle
							
arrow-right-end-on...	arrow-right-start-o...	arrow-right	arrow-top-right-on...	arrow-trending-do...	arrow-trending-up	arrow-turn-down-l...	arrow-turn-down-ri...
							
arrow-turn-left-do...	arrow-turn-left-up	arrow-turn-right-d...	arrow-turn-right-up	arrow-turn-up-left	arrow-turn-up-right	arrow-up-circle	arrow-up-left



LinkedIn Organic Posts



LinkedIn Ad Posts



Newsletter

Deliverables Web

They are the final visual representation of our branding. Now, for web.



Europe's Sovereign Legal AI

Verified Knowledge

European Sovereignty

Security & Compliance

Noxtua is Europe's sovereign Legal AI. Through exclusive partnerships with leading legal publishers from across the continent, the company develops the Legal AI Workspace and Europe's largest legal database, comprising more than 100 million documents, more than 7.5 million court decisions, and more than 250 years of European legal legacy.

 **Noxtua**



Verified Knowledge

European Sovereignty

Security & Compliance

 **Noxtua**

Access our website noxtua.com

Europe's Sovereign Legal AI 

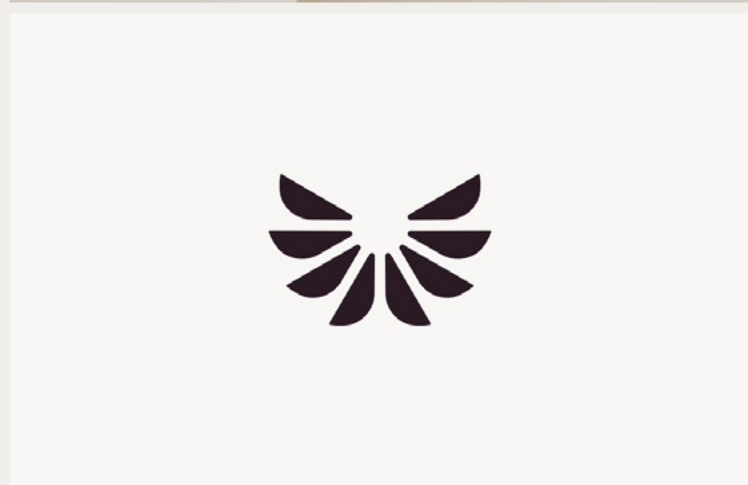
Noxtua is Europe's sovereign Legal AI. Through exclusive partnerships with leading legal publishers from across the continent, the company develops the Legal AI Workspace and Europe's largest legal database, comprising more than 100 million documents, more than 7.5 million court decisions, and more than 250 years of European legal legacy.



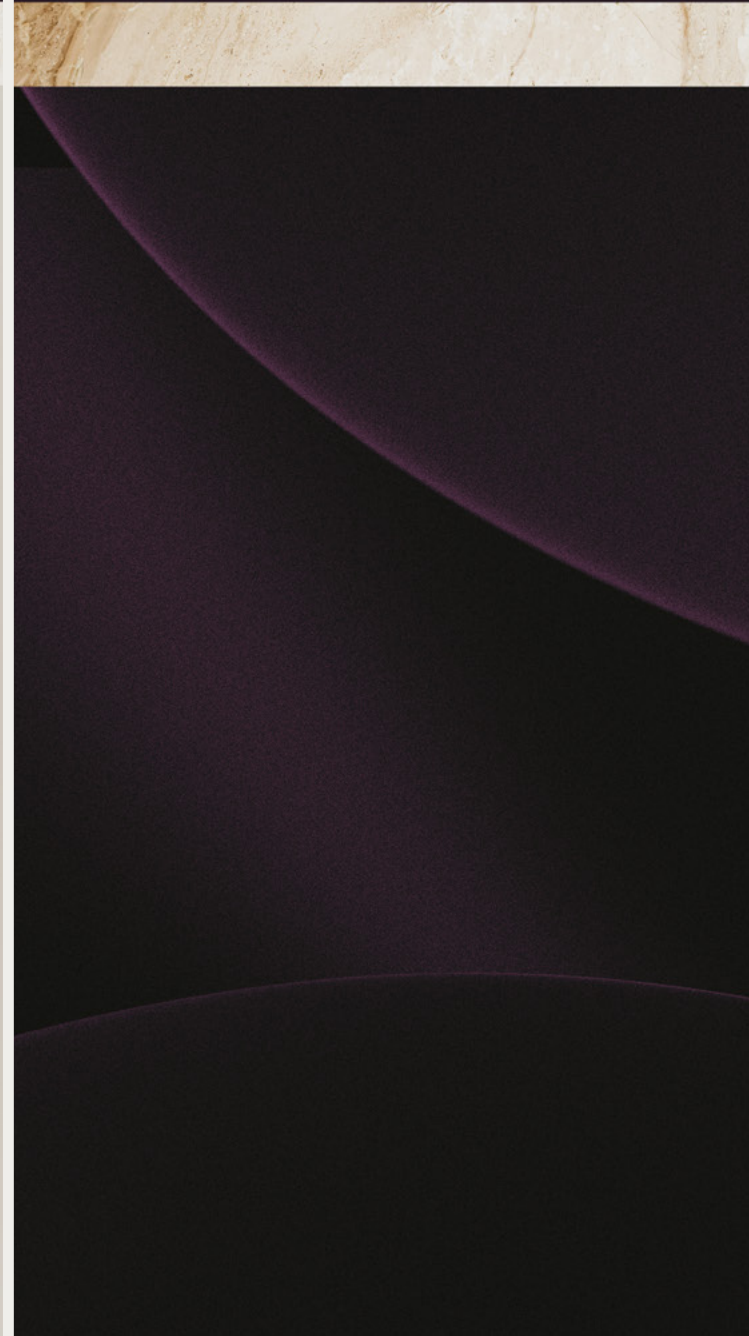
Legal-grade AI results built on premium publisher literature

Please research what other provisions in the... 

Legal work. Reimagined.  **Noxtua**



Legal work. Reimagined.  **Noxtua**



 **Noxtua**
LEGAL WORK. REIMAGINED

Name & Surname
Role
your.email@noxtua.com
+49 000 1234567
www.website.com
linkedin.com/yourpage
↑ Your address



Deliverables Print

They are the final visual representation
of our branding. Now, for print.



Teams Wallpapers

Visual representation of our offices
around the world.





Desktop Wallpapers

Ludic representation of our core values, USPs, and positioning. It's where our mind goes where we combine all the main elements of our branding.



