nexl

Brand Guidelines

Core
Assets

Logo

The Nexl logo is the official signature of the Nexl brand. Our logo is our most important asset, serving as the chief expression of the brand.

Logo

The Nexl logo is the anchor of our brand system, and maintaining the mark's integrity across all touchpoints is critical for establishing a successful corporate identity.

PRIMARY MARK

Logo

To ensure readability, there should always be as much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance away, as illustrated below. Using the height of the logo [x] is an easy guide to determining the minimum clear space
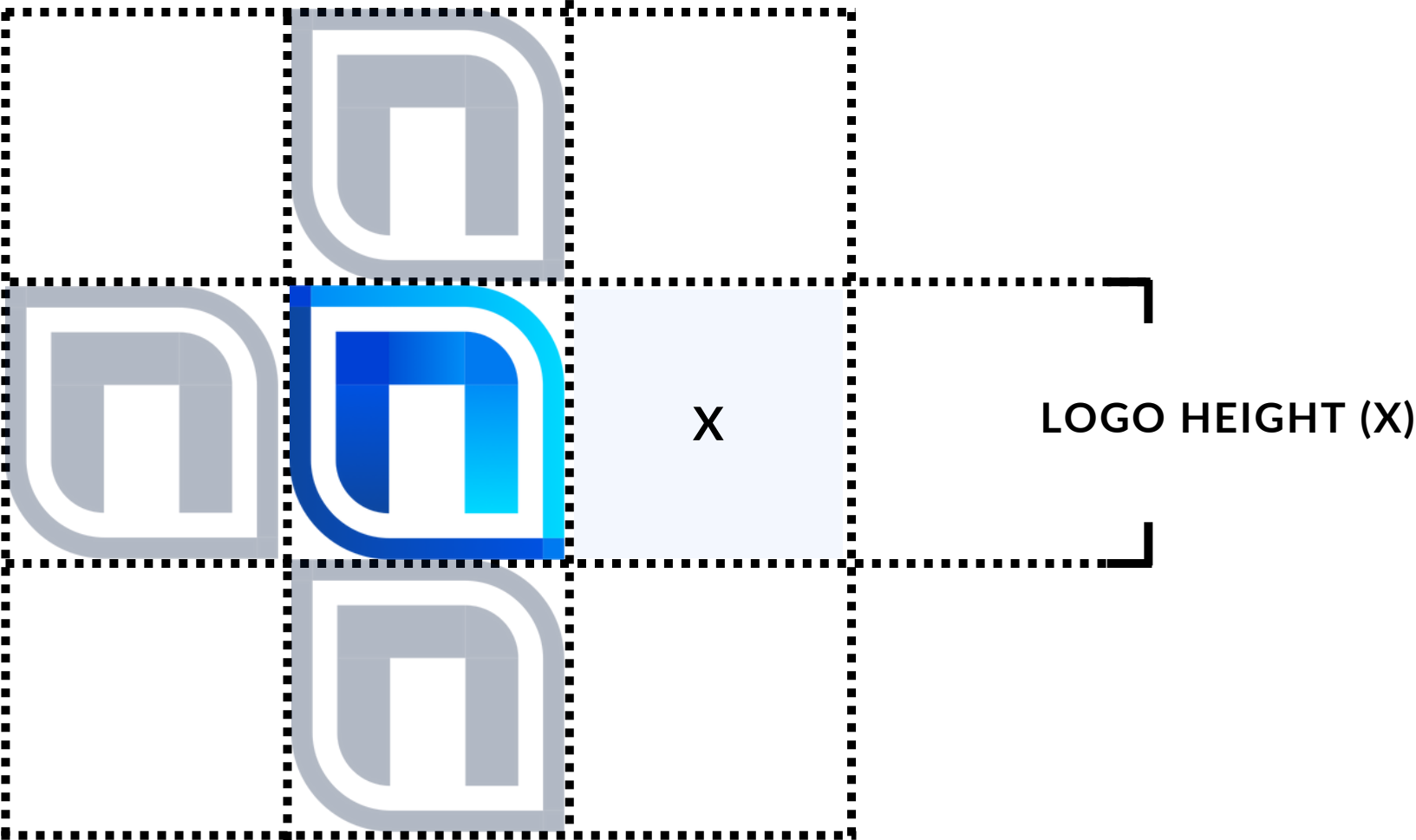
CLEAR SPACE

X

LOGO HEIGHT (X)

Logo

To ensure readability, there should always be as much clear space around our logo as possible. To give it the space it deserves, all other graphic elements must remain a minimum distance away, as illustrated below. Using the height of the logo [x] is an easy guide to determining the minimum clear space

CLEAR SPACE

X

LOGO HEIGHT (X)

Logo

To preserve the integrity of the brand, the full-color Nexl logo must only be displayed in a limited palette of color options. It is critical that the logo is not expressed in anything other than white, navy or light blue.

LOGO COLORWAYS- FULL COLOR

Logo

To preserve the integrity of the brand, the one-color Nexl logo must only be displayed in a limited palette of color options.

**LOGO COLORWAYS-
ONE COLOR USE**

Logo

It is critical to respect the integrity of Nexl's signature. Accuracy and consistency help build and protect the brand's global image. Please use the logo with care to ensure that our identity is presented with unity. The graphics below are examples of what not to do when using the logo. These are just a few ways the logo might be misapplied.

INCORRECT USAGE

DO NOT CROP THE LOGO

DO NOT REARRANGE OR RESIZE THE LOGO ELEMENTS

DO NOT REARRANGE OR RESIZE THE LOGO ELEMENTS

DO NOT USE OTHER TYPEFACES TO RECREATE OUR LOGO

DO NOT APPLY SHADOWS OR EFFECTS

DO NOT CHANGE THE COLOR OR OUTLINE OUR LOGO

DO NOT CHANGE THE TRANSPARENCY OF THE LOGO

DO NOT DISTORT OT ROTATE IT

Icon

The iconic Nexl symbol is a shorthand for the brand. The symbol can be used as a stand-alone graphic, but only if it already appears locked up with the wordmark within the experience. Think of the symbol as an abbreviation of the logo — ideal for spaces with size constraints or assets with repeated use of the mark. The same color rules from the logo apply to the icon as well.

ICON COLORWAYS

Color
Palette

Our color palette infuses the brand with personality, conveying a sense of optimism.

Color

Our brand colors are the three colors acceptable for expressing our brand marks and logo. Bold and distinctive, this palette is restrained and must always remain consistent. These colors can be used across all branded materials and assets. As the foundation of our brand color palette, these colors can stand alone or be paired with our secondary palette.

BRAND COLORS

WHITE
HEX # FFFFFF
R 255 • G 255 • B 255
C 0 • M 0 • Y 0 • K 0

NAVY
HEX # 03193F
R 3 • G 25 • B 63
C 95 • M 60 • Y 0 • K 75
PANTONE 282 C

BLUE
HEX # 0041D2
R 0 • G 65 • B 210
C 100 • M 69 • Y 0 • K 18
PANTONE 2728 C

Color

A fresh and reliable color palette gives range to our visual identity that feels youthful and exciting. Accent colors should be used for variety and emphasis but should be used sparingly.

COLORS PALETTE

LIGHT BLUE
HEX # F3F7FE
R 243 • G 247 • B 254
C 4 • M 3 • Y 0 • K 0
PANTONE 656 C

COOL BLUE
HEX # CDDCFF
R 205 • G 220 • B 255
C 20 • M 14 • Y 0 • K 0
PANTONE 2707 C

ROBINS EGG
HEX # 00D2FC
R 0 • G 210 • B 252
C 100 • M 17 • Y 0 • K 1
PANTONE 306 C

YELLOW
HEX # FFCE5C
R 255 • G 206 • B 92
C 0 • M 19 • Y 64 • K 0
PANTONE 122 C

ORANGE
HEX # E36D09
R 227 • G 109 • B 9
C 0 • M 52 • Y 96 • K 11
PANTONE 152 C

GREEN
HEX # 1AA786
R 26 • G 167 • B 134
C 84 • M 0 • Y 20 • K 35
PANTONE 339 C

Color

To maximize the use of our palette, it's important to balance the use of each color. While use of color can vary based on our audience and content, this guide helps to visualize the way in which our colors should be used proportionally. Overuse of one color can misrepresent the brand or diminish the strength of the primary brand colors.

COLORS USAGE

| 30% | 25% | 20% | 15% | 2% | 2% | 2% | 2% | 2% |
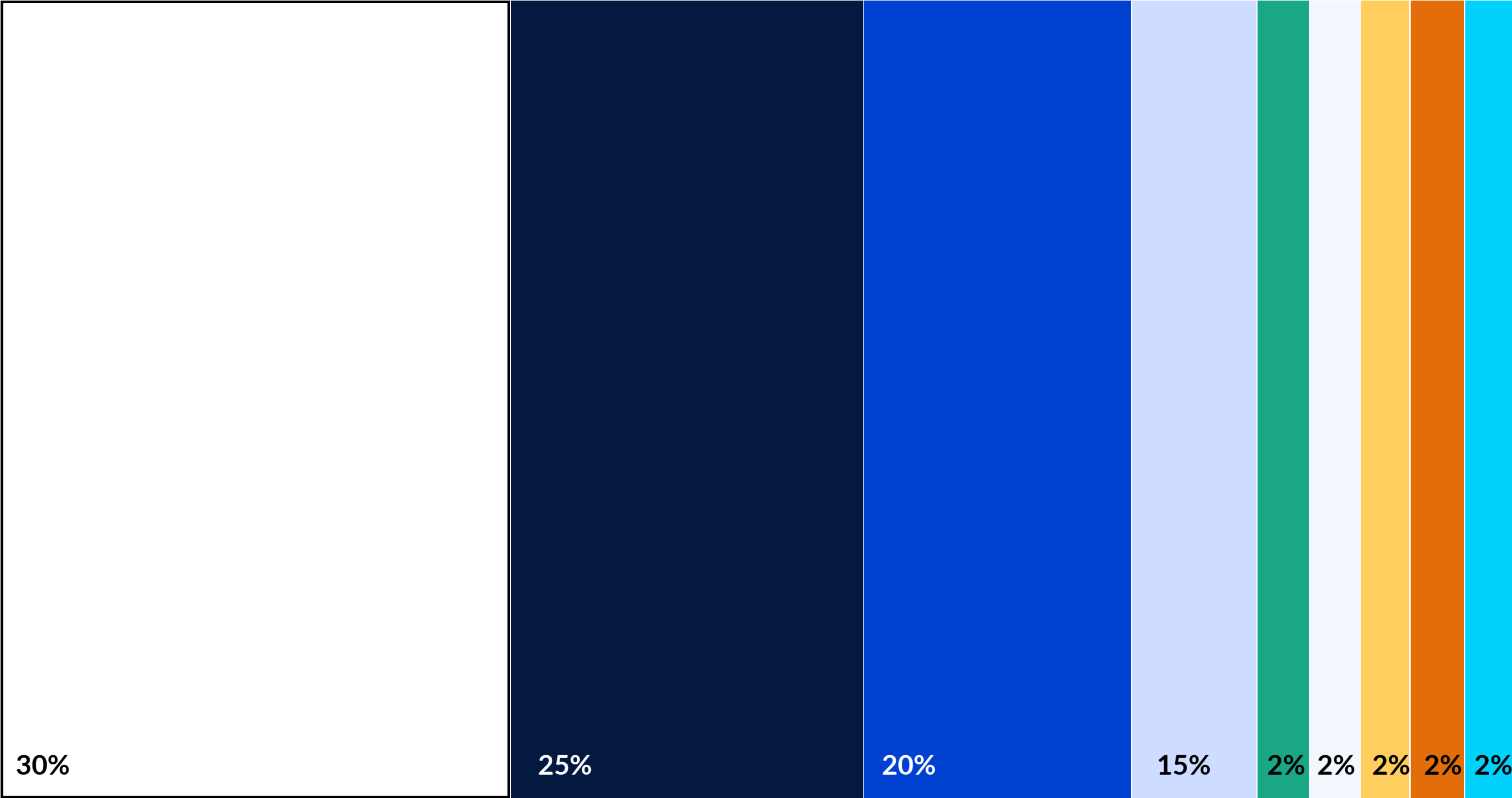
Typography

We apply a confident, clear and friendly typographic approach to ensure the brand resonates crisply and clearly across applications and demonstrates the benefits of our product.

Typography

All examples are shown below pass the contrast standards.

ACCESSIBITY

WHITE ON COLOR

WHITE ON COLOR

WHITE ON COLOR

WHITE ON COLOR

BLACK ON COLOR

BLACK ON COLOR

BLACK ON COLOR

BLACK ON COLOR

Typography

Lato is the foundational typeface for the Nexl brand. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. Body copy, subheads, labels, buttons, call-outs, and any other extraneous type are set in Lato. This font family allows for typographic flexibility with an extensive collection of weights and characters

LATO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Thin	4 Ways You Can Grow Your Creativity Using Legal Tech
Thin Italic	*Top 10 Tips With Legal Tech*
Light	How To Win Friends And Influence People with Legal Tech
Light Italic	*3 Legal Tech Secrets You Never Knew*
Regular	**Some People Excel At Legal Tech, And Some Don't**
Regular Italic	*The Secret Of Legal Tech*
Bold	**How To Make More Money in Legal Tech By Doing Less**
Bold Italic	***The Philosophy Of Legal Tech***
Black	**Where Is The Best Legal Tech?**
Black Italic	***No More Mistakes With Legal Tech***

Typography

Roboto Slab serves as Nexl's display typeface. Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves, the font should be used sparingly — primarily with headlines that call for impact.

ROBOTO SLAB

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Thin	4 Ways You Can Grow Your Creativity Using Legal Tech
Extra Light	Top 10 Tips With Legal Tech
Light	How To Win Friends And Influence People with Legal Tech
Regular	3 Legal Tech Secrets You Never Knew
Medium	Some People Excel At Legal Tech, And Some Don't
Semi Bold	The Secret Of Legal Tech
Bold	How To Make More Money in Legal Tech By Doing Less
Extra Bold	The Philosophy Of Legal Tech
Black	Where Is The Best Legal Tech?

Typography

To maintain the best visual hierarchy, Nexl uses a defined typographical system that is modern, clean, and relevant to the brand image. Roboto Slab has a minimal application within our system, primarily for headlines, callouts, and quotes. Quotations or text with more than one sentence is set in Roboto Slab Regular for legibility purposes. Subheads are always placed in Lato.

DISPLAY TYPE STYLES

Revenue Ops for Law Firms

LARGE HEADLINE- ROBOTO SLAB, BOLD

Capture all your firm's relationships

SUB-HEAD- LATO

Align lawyers with Marketing and BD

SMALL HEADLINE- ROBOTO SLAB, MEDIUM

"When I was first given access, I totally lost track of time and ended up spending my entire day on Nexl!"

QUOTES- ROBOTO SLAB, REGULAR

Typography

Lato is the brand's core typeface and is used for body text, small text, text headlines and as well as captions and attributions. Lato is always set in sentence case, with the exception of small captions. For smaller or in-text headlines, Lato Bold is used to create visual hierarchy and distinction.

TEXT TYPE STYLES

Relationship data with NO manual entry

TEXT HEADLINE- LATO, BOLD

By integrating directly into your Office 365 or Google Workspaces, Nexl captures relationship insights based on email and calendar events. Using multi-level data enrichment and relationship mapping, NEXL provides your lawyers and business development teams with the relationship data they need to grow your firm.

BODY TEXT LATO

PHILLIP THURNER ● FOUNDER & CEO NEXL

CAPTIONS LATO, CAPS

Visual
Toolkit

**Graphic
Asset**

Extending through the brand's visual system, our graphic asset serves to emphasize the brand proposition and bring energy to the Nexl identity.

Graphic Asset

The Nexl leaf is a visual representation of our brand's logo. The leaf shape stands for growth. With this added Graphic Asset, our clients will begin to remember to notice the brand throughout all media, whether the logo is shown next to or not.
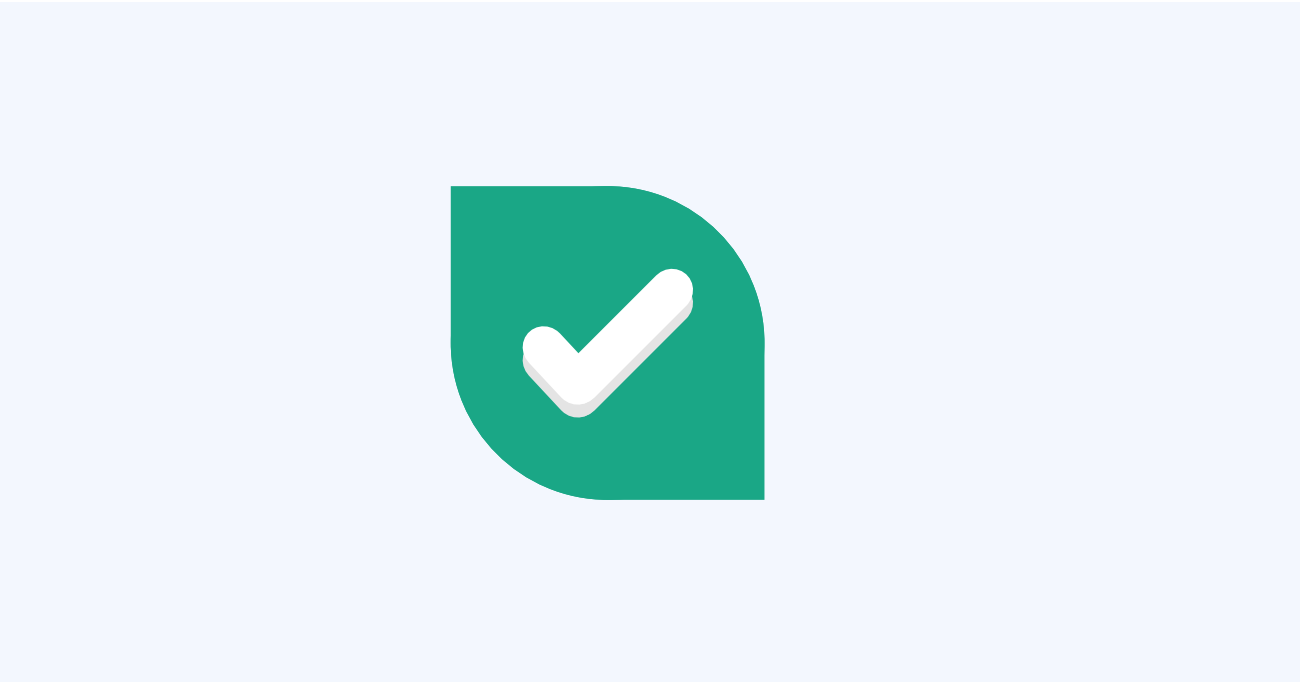
NEXL LEAF

Graphic Asset

There are several visual executions of the Nexl leaf — application is depended on content and intended audience.

NEXL LEAF

Graphic Asset

The simplicity of the brand stairstep allows it to pair well with photography. The shape can serve as a container to hold photography or as an outlined frame to building other graphic elements.

ASSET IN USE

"Revenue Operations is how we bring marketing business development and lawyers together into one team."

BEN CHIRIBOGA

Head of Growth - Nexl

I have worked at four law firms in multiple countries, and Nexl is by far the best CRM system I have used. **The combination of data and public information is ten times the value to my role in business development than any other system I have used.** The bigger the firm, the clunkier the CRM system, in my experience. Nexl seems to have been designed for law firms in mind. I would highly recommend it to any firm looking to upgrade their CRM system.

Matthew Shannon
Head of Business Development North America
KINSTELLAR

Most often, it's not the business planning but coordination, tracking and execution where law firms need help. **Nexl's Revenue Ops** is bang-on in identifying this gap and it could of great help for law firms in maximizing their revenue potential. I recommend not only the BD teams but also the Managing Partners to look at this white paper which throws an interesting insights on Revenue Ops. It stands as a solution that can help law firms align and cross the execution gap, win more market share, and push back against the very real threats they face today from client, market, and competitive pressures alike."

EXECUTION GAP

nexl

PLAN   REVENUE

AMAN ABBAS

Founder – LawWiser

Misaligned Law Firm? Let's fix that.

Revenue Operations is a new way to align marketing, BD, and lawyers for more revenue.

Learn How Inside Our Revenue Ops White Paper.

What happens when firms use Revenue Operations?

Revenue Operations for Law Firms

Get The White Paper

☑ Align Teams   ☑ Breakdown Siloes   ☑ Accelerate Revenue

nexl

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For Marketing

Legacy CRM
Large scale mailing & events that promote the credentials of the law firm.

VS

Nexl Rev Ops
Targeted personalized outreach to decision makers.

Layout

These grid system guidelines give structure to the visual brand elements ensuring that the representation of our brand is consistent, reliable and recognizably Nexl.

Layout

Following a prescriptive layout helps maintain consistency across Nexl's communications. Defining the real estate on the page and screen for logo placement serves as a signature; we want to include our identity on branded assets. Keep logo placement to the following corners based on the size and ratio of the application used.

LOGO PLACEMENT
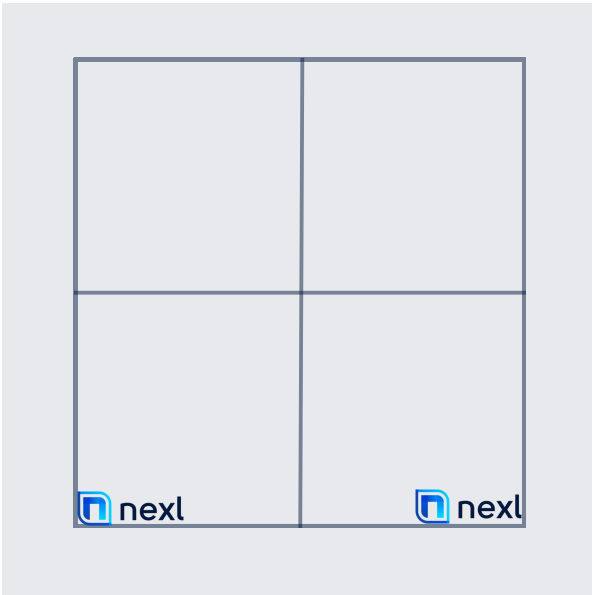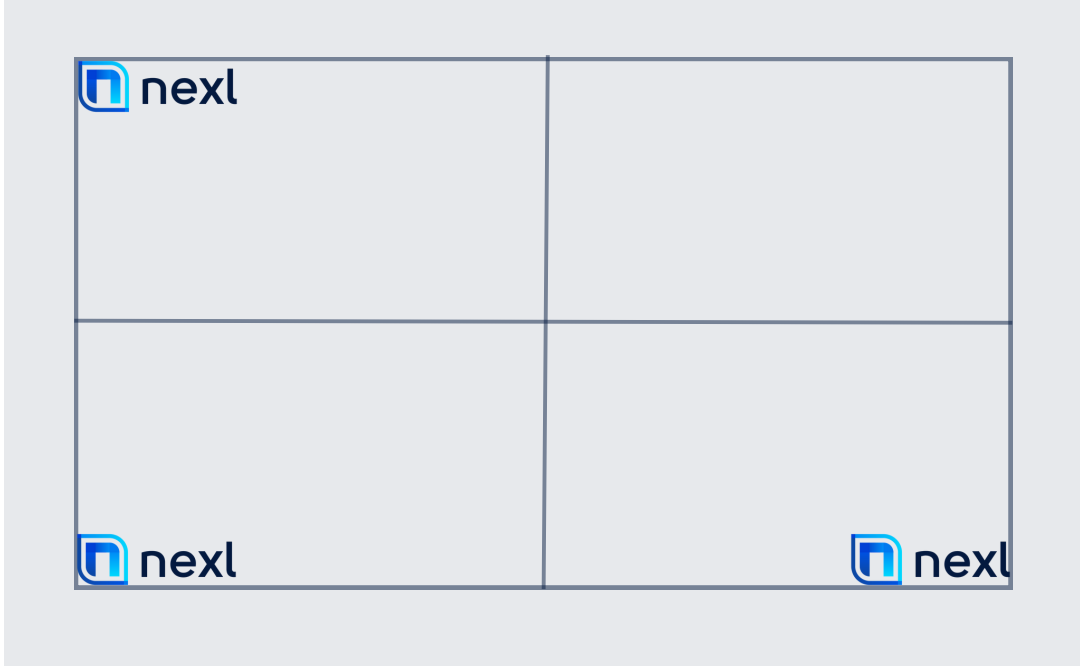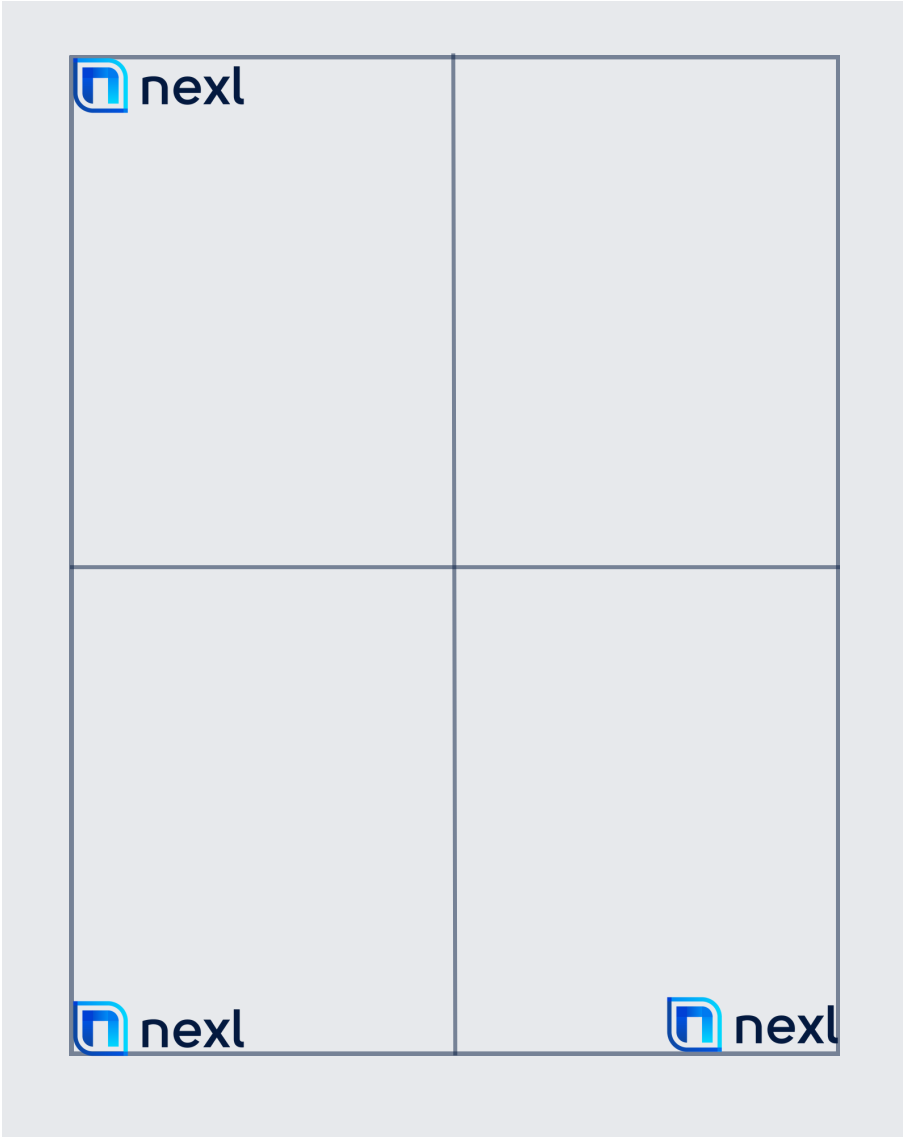
Layout

Utilizing a grid helps to organize information and establish hierarchy. Grids can be used to apply graphic elements, imagery and text. For both print and digital formats, Nexl deploys three options for grid layout. Each of these options ensure that the design will be simple and clean, and provide a range of layouts based on the amount of content.

GRID SYSTEM FOR PRINT
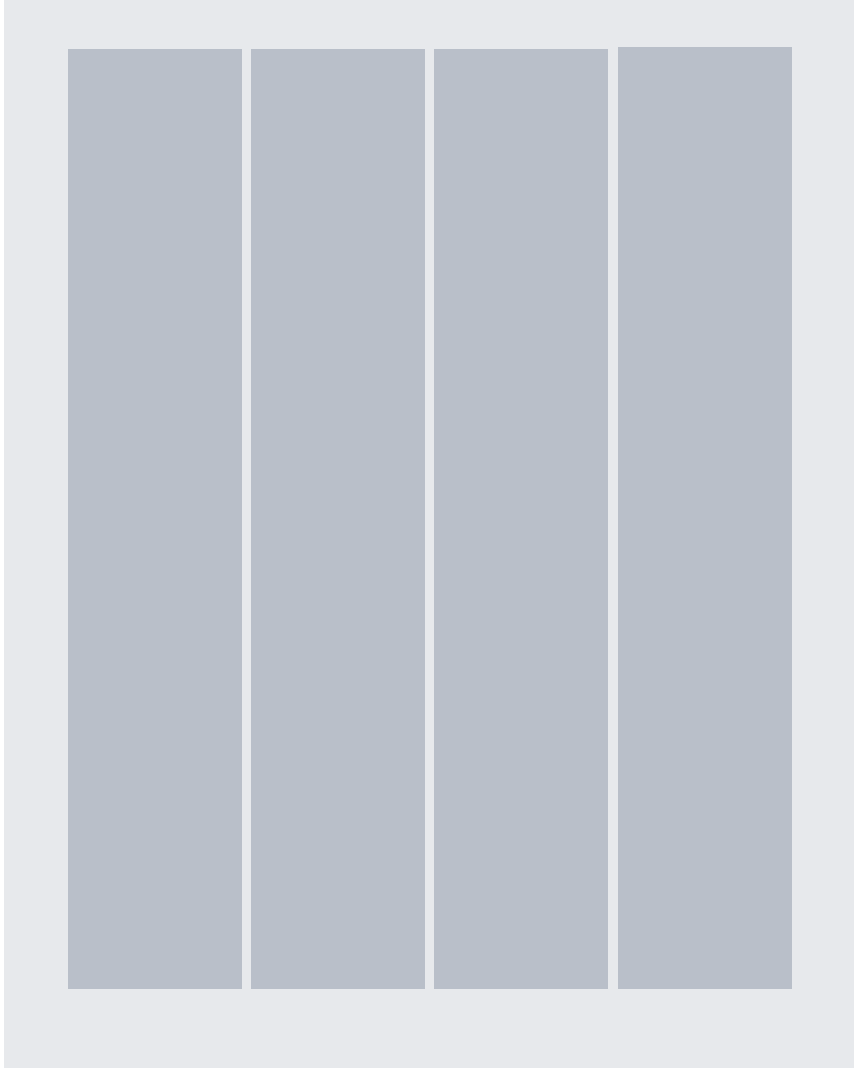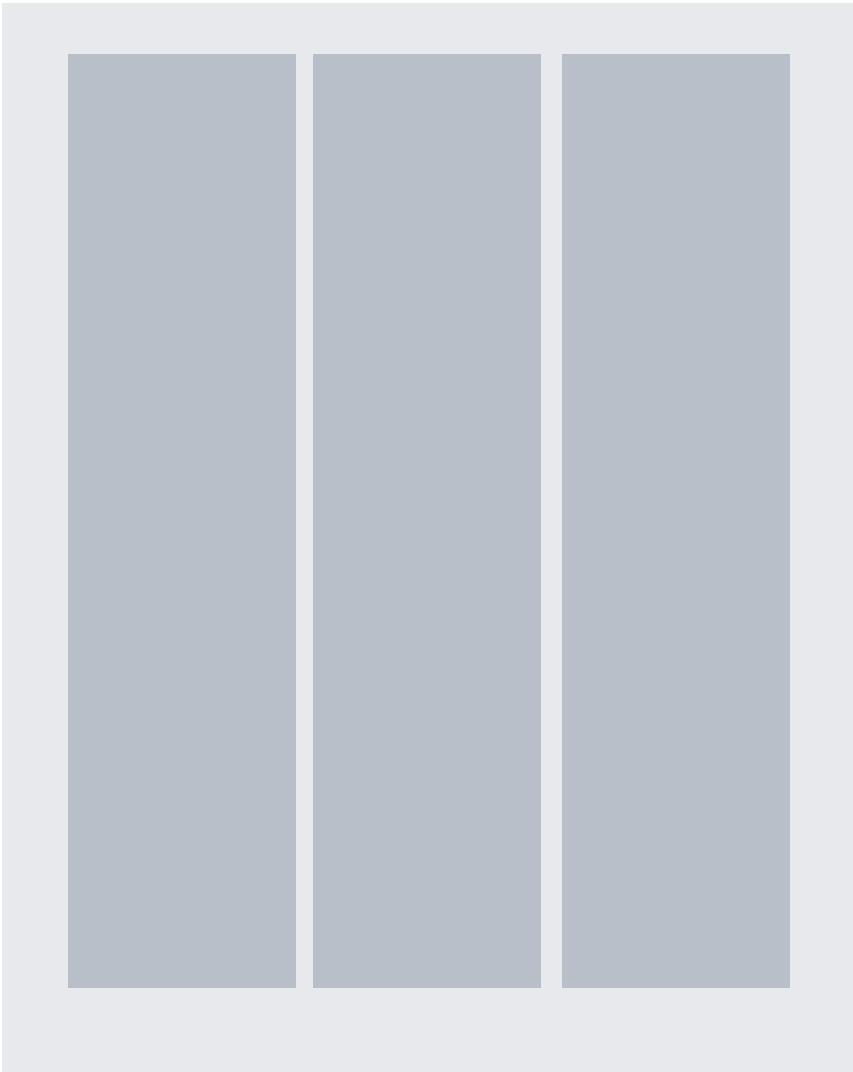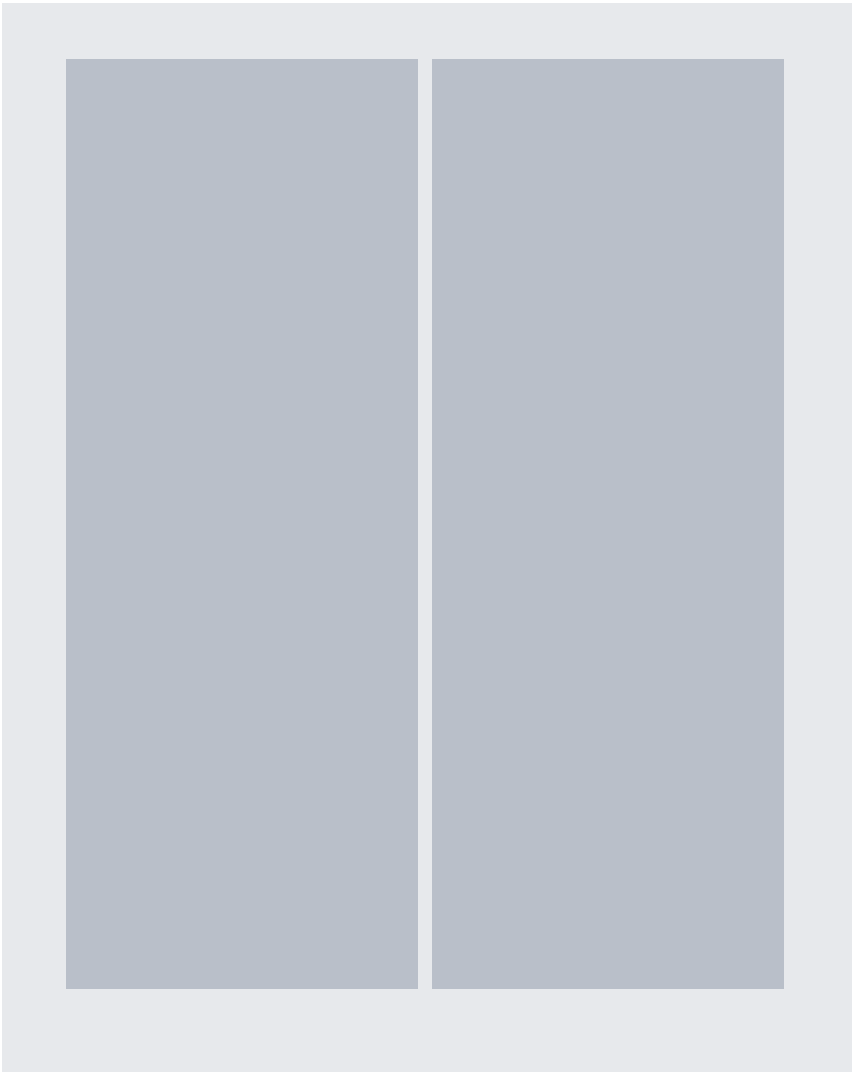
Appendix

If you are having trouble with anything in this guide, or if you are unsure if your communication best represents the Nexl Brand, please contact a member of the Nexl Marketing team.

Glossary

CMYK
Abbreviations for the colors Cyan (C), Magenta (M), Yellow (Y), and Black (K), the inks used in four-color printing. When these inks are combined in they can produce a wide spectrum of color.

COLOR PALETTE
A combination of colors that are intended to be used together. In this case the colors are a key part of the branded experience and help form a sense of place.

KERNING
Adjustment of spacing between a pair of type characters.

LEADING
The space between lines of type. It is generally measured from baseline to baseline and expressed in points.

LOCKUP
The fixed arrangement of one, two, or more graphic elements — such as a logo and web address etc. — to create a single unit.

LOGO
A specific mark that is a combination of letters, symbols, or graphics used to identify a brand in a single instance. Logos often embody the core values of a brand and use the brand colors.

PANTONE (PMS)
Pantone Matching System (PMS) is the world standard for the specification of printed inks between designers and printers.

RGB
Screen-based applications such as websites and apps typically select their color palette from the RGB color system - a palette containing differing combinations of Red (R), Green (G), and Blue (B).

TYPEFACE
In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight and/or style. PayPal Forward is the official PayPal typeface.

Brand Guidelines