

[BRAND GUIDELINES 2025](#)

A comprehensive brand identity system for the future of
business automation.

01

Logo System

Our logo represents breakthrough momentum — the decisive leap into the next generation of intelligent automation.



The Breakthrough Mark

Three angular arrows in forward motion represent breaking through barriers — the unstoppable momentum of businesses taking the next step into intelligent automation.

The layered design symbolizes acceleration and progress, with each element building on the last.

Primary Logo — Light Backgrounds

GRADIENT WORDMARK



DARK WORDMARK



SINGLE COLOR — BLUE



Primary Logo — Dark Backgrounds

GRADIENT ICON + WHITE



CYAN WORDMARK



ALL WHITE



Primary Logo — Gradient Backgrounds

ON PRIMARY GRADIENT



ON MIDNIGHT GRADIENT



ON OCEAN GRADIENT



Stacked Logo

STACKED — LIGHT BG



Nexli

STACKED — DARK BG



Nexli

STACKED — GRADIENT BG



Nexli

02

Color System

A sophisticated palette that balances technology-forward energy with professional credibility.

Core brand colors

For highlights and CTAs



DEEP

#0A1628

NAVY

#1E3A5F

BLUE

#2563EB

Logos

AMBER

#F59E0B

Colors

CORAL

#F97316

Typography

ROSE

#EC4899

Usage

ROSE

#EC4899

Social

CYAN
#06B6D4MINT
#34D399

For UI and text

50
#FAFAFA200
#E4E4E7400
#A1A1AA600
#52525B900
#18181B

Gradient System

Primary

#2563EB → #06B6D4

Electric

#0A1628 → #2563EB

Midnight

#0A1628 → #1E3A5F

Ocean

#06B6D4 → #34D399

Sunset

#F59E0B → #EC4899

Logo Colorways



ELECTRIC



LIGHT



DARK



NAVY



BLUE



CYAN

03

Typography

A Swiss-inspired type system that balances character with clarity.

DISPLAY FONT — SYNE

Nexli Automation

Used for headlines, logo, and brand statements.

Aa

Regular 400

Aa

SemiBold 600

Aa

Bold 700

Aa

ExtraBold 800

PRIMARY FONT — OUTFIT

modern business

Used for body text and UI elements.

Aa

Light 300

Aa

Regular 400

Aa

SemiBold 600

Aa

Bold 700

Type Scale

H1 / 60px

Headlines

H2 / 52px

Section Titles

H3 / 36px

Feature Headings

Body / 16px

Body text for paragraphs and descriptions.

Small / 14px

Captions and supporting text.

Guidelines for maintaining brand consistency.

Clear Space



Minimum clear space equals the height of the icon (X).

Do's and Don'ts



✓ Use approved colors

Always use brand colors.



✓ Ensure contrast

White text on dark backgrounds.



✗ Don't use wrong colors



✗ Don't distort

05

Social Templates

Ready-to-use templates for social media.

 **Nexli**

**Never Miss
Another Lead**

AI-powered automation

 **Nexli**

**Smart Websites
24/7**

Double your leads

Instagram

1080×1080

LinkedIn

1200×1200

 **Nexli**

Built for Growth

 **Nexli**

AI Voice Agents

Twitter/X

1200×675

Facebook

1640×856



**Your Business.
Automated.**

nexli.net



**Limited Time
Offer**

Get started today →

Story

1080×1920

Promo

1080×1080



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