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## Catch a glimpse of our fresher LexisNexis look!

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The LexisNexis brand is a strategic asset that reflects the full scope of our company – from product inception to our consultative sales process, to the tone, look and feel of our communications. As our customers evolve, and we transform as a company, our brand needs to reflect these changes to clearly communicate what we stand for today.

We have updated our brand to provide a cleaner, more modern and more consistent look across the globe that will re-energize our "face" to the customer. It reflects that we are a company with innovative, customer-centric products and solutions delivering better outcomes; a company that champions the Rule of Law; a company that our customers want to partner with in their business.

Every employee here at LexisNexis plays a critical role in building our reputation and bringing the LexisNexis brand to life in the marketplaces and communities we serve.

Our brand identity is conveyed through a variety of channels, ranging from verbal and written communications to logos and imagery.

The filter used to create internal and external communications is our [brand voice](#). To make it easier for all employees to find the right balance for their written and verbal communications we now have four core attributes of our LexisNexis brand: **Confident – Inspiring – Thoughtful – Clear**.

[Red](#) is our signature color. Our customers associate us with this color. Featuring a modernized and brightened red, the refreshed look conveys optimism and warmth. This updated red is reflected in our company logo which, otherwise, remains unchanged. You will also see a stronger emphasis of the color red across the marketing materials, brochures and websites.

What's more, red will also be used to focus and emphasize communications with the [Insight Bar](#), an all-red text box. This motif, used for print, online and video communications, helps sharpen communications by drawing the eye and focus to its message.

The fresher design is accompanied with more modern, authentic [imagery](#). We want our customers to see real-life settings reflected in our images so that they can identify with the situation, follow the story we are telling, and get inspired.

Alongside this article, you will see a selection of brand examples. From Sydney to Johannesburg and Beijing to New York – marketers around the globe have taken a first stab at energizing our brand with this fresher look.

There are also small changes that every one of you needs to make to bring the updated look to life. Please update your [current signatures](#) and make sure to use new letterhead and [presentation templates](#). There is no need to re-order business cards until current stock is depleted.

If you would like to gain a deeper understanding of our evolved brand platform, visual identity system, and approach to brand architecture and product naming, please visit the [Brand Toolkit](#).





Click on an image for a full view of the brand example. [Click here](#) for larger, higher-resolution versions of all the images.

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