

Liquid Web

BY NEXCESS

Brand Guidelines

2026 • V1.0

Prepared by Edelmade. For questions, assets or other
usage inquiries please contact us or visit edelmade.com

Primary Logo

The Liquid Web logo is a clean, modern sans serif logo mark paired with the “BY NEXCESS” modifier.

This is the logo that should be used when introducing someone to the Liquid Web brand. This logo should not be altered beyond utilizing one-color applications when necessary.

Liquid Web

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Logo Rule Systems

It is important in all occurrences of the Liquid Web logo to avoid certain design choices—not only to preserve brand cohesion but also to maintain credibility. This page outlines best practices for various use cases as well as treatments to avoid.



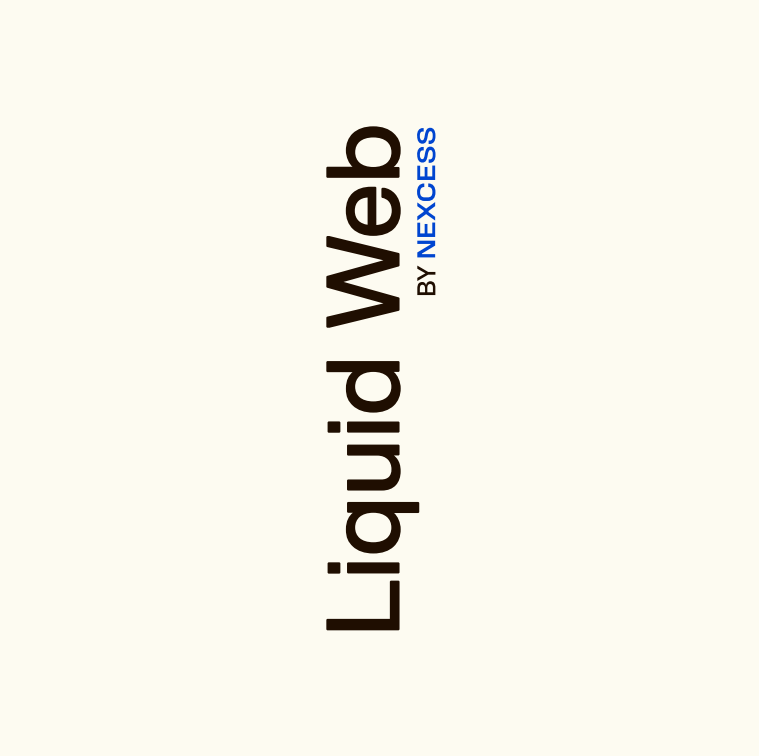
DO

Use white logos on dark backgrounds



DO

Use contrast compliant color combinations for logos on backgrounds



DO

Rotate the logo vertically if necessary for the use case



DO

Use a subtle vignette/darkened overlay when layering logos on busy photos



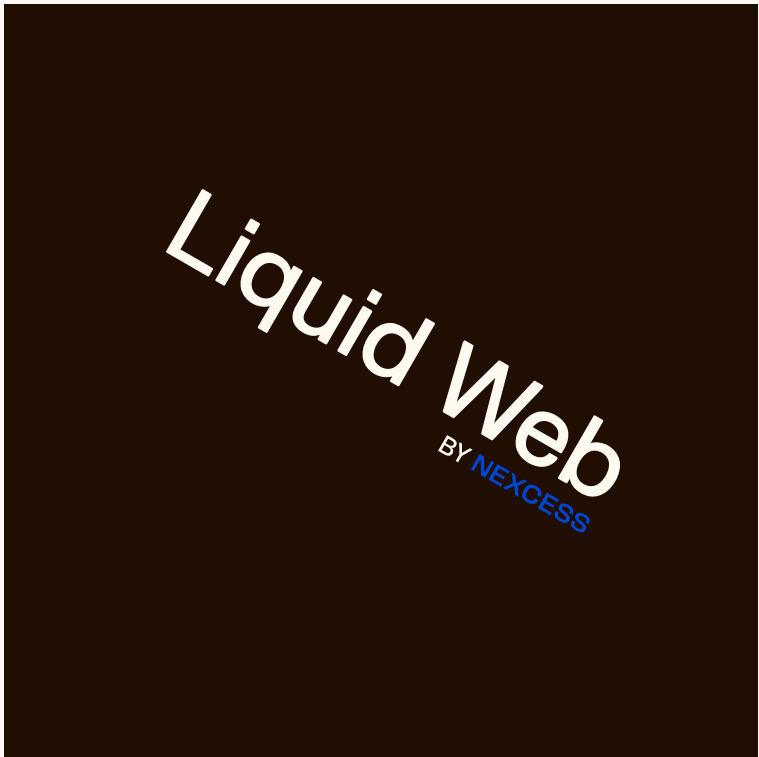
DON'T

Use “vibrating” colors for logos on backgrounds



DON'T

Stretch logo dimensions without preserving proportions



DON'T

Tilt logo on an angle



DON'T

Layer logos on busy photos without darkening the background to boost contrast

Desktop Type System

The Liquid Web type stack is a legible and accessible system built from a range of weights within the Geist family, which is also used by the Nexcess master brand. Download the Geist font family [here](#)

Because font rendering can vary across programs, special care should be taken to ensure typography appears as optically consistent as possible with these guidelines. For example, in PowerPoint presentations, subheaders should be set in Regular rather than Medium, and body copy should use Light weight to account for these differences.

Build without distraction.
Scale without limits.

The site you want, without
the dev time

The future of website building

Build scalable websites without wasting time

Liquid Web lets marketers, designers, and developers build,
optimize, and scale web experiences that get results.

DESIGN. BUILD. LAUNCH.

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DESIGN. BUILD. LAUNCH.

Build scalable websites without wasting time

H1 - GEIST, REGULAR Size: 84px, Letter-Spacing: -5% , Line-Height: 90%

H2 - GEIST, REGULAR Size: 72px, Letter-Spacing: -4% , Line-Height: 95%

H3 - GEIST, MEDIUM Size: 40px, Letter-Spacing: -4% , Line-Height: 105%

H4 - GEIST, MEDIUM Size: 32px, Letter-Spacing: -3% , Line-Height: 110%

H5 - GEIST, MEDIUM Size: 28px, Letter-Spacing: -2% , Line-Height: 110%

H6 - GEIST, MEDIUM Size: 20px, Letter-Spacing: 3% , Line-Height: 125%

P [L] - GEIST, REGULAR Size: 24px, Letter-Spacing: 0% , Line-Height: 125%

P - GEIST, REGULAR Size: 18px, Letter-Spacing: 0% , Line-Height: 130%

P [S] - GEIST, REGULAR Size: 16px, Letter-Spacing: 0% , Line-Height: 125%

EYEBROW - GEIST, SEMIBOLD Size:16px, Letter-Spacing: 3% , Line-Height: 125%

CAPTION - GEIST, MEDIUM Size: 14px, Letter-Spacing: 0% , Line-Height: 100%

Mobile Type System

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DESIGN. BUILD. LAUNCH.

Build scalable websites without wasting time

H1 - GEIST, REGULAR Size: 42px, Letter-Spacing: -4% , Line-Height: 95%

H2 - GEIST, REGULAR Size: 40px, Letter-Spacing: -4% , Line-Height: 95%

H3 - GEIST, MEDIUM Size: 28px, Letter-Spacing: -3.5% , Line-Height: 105%

H4 - GEIST, MEDIUM Size: 24px, Letter-Spacing: -1.5% , Line-Height: 110%

H5 - GEIST, MEDIUM Size: 20px, Letter-Spacing: -1.5% , Line-Height: 110%

H6 - GEIST, MEDIUM Size: 16px, Letter-Spacing: 2% , Line-Height: 125%

P [L] - GEIST, REGULAR Size: 16px, Letter-Spacing: 0% , Line-Height: 125%

P - GEIST, REGULAR Size: 16px, Letter-Spacing: 0% , Line-Height: 130%

P [S] - GEIST, REGULAR Size: 14px, Letter-Spacing: 0% , Line-Height: 125%

EYEBROW - GEIST, MEDIUM Size: 16px, Letter-Spacing: 3% , Line-Height: 125%

CAPTION - GEIST, MEDIUM Size: 13px, Letter-Spacing: 0% , Line-Height: 100%

Color Palette

The Liquid Web color palette is energetic and fresh, sharing several core hues with its parent brand, Nexcess. Licorice, Mist, and Snow serve as the brand’s neutral foundation and should be used as default background colors across interfaces.

The secondary palette draws from Nexcess, featuring saturated, eye-catching blues. These are balanced by an electric orange, used strategically to create contrast and draw attention - particularly for primary actions like buttons. A range of supporting tints is also included for use in data visualizations and other contexts where additional color variation is needed.

BACKGROUND & TYPE COLORS

Licorice #1E1004	Mist #FEFBF2	Snow #FFFFFF
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PRIMARY ACCENTS

Cobalt #1145C9	Rain #2B69E3	Sky #3D7BF5	Cumulus #BDDFFF	Sand #DECB95	Pebble #FBE BBB	Electric Orange #FF7B42	Sherbet #FFB784
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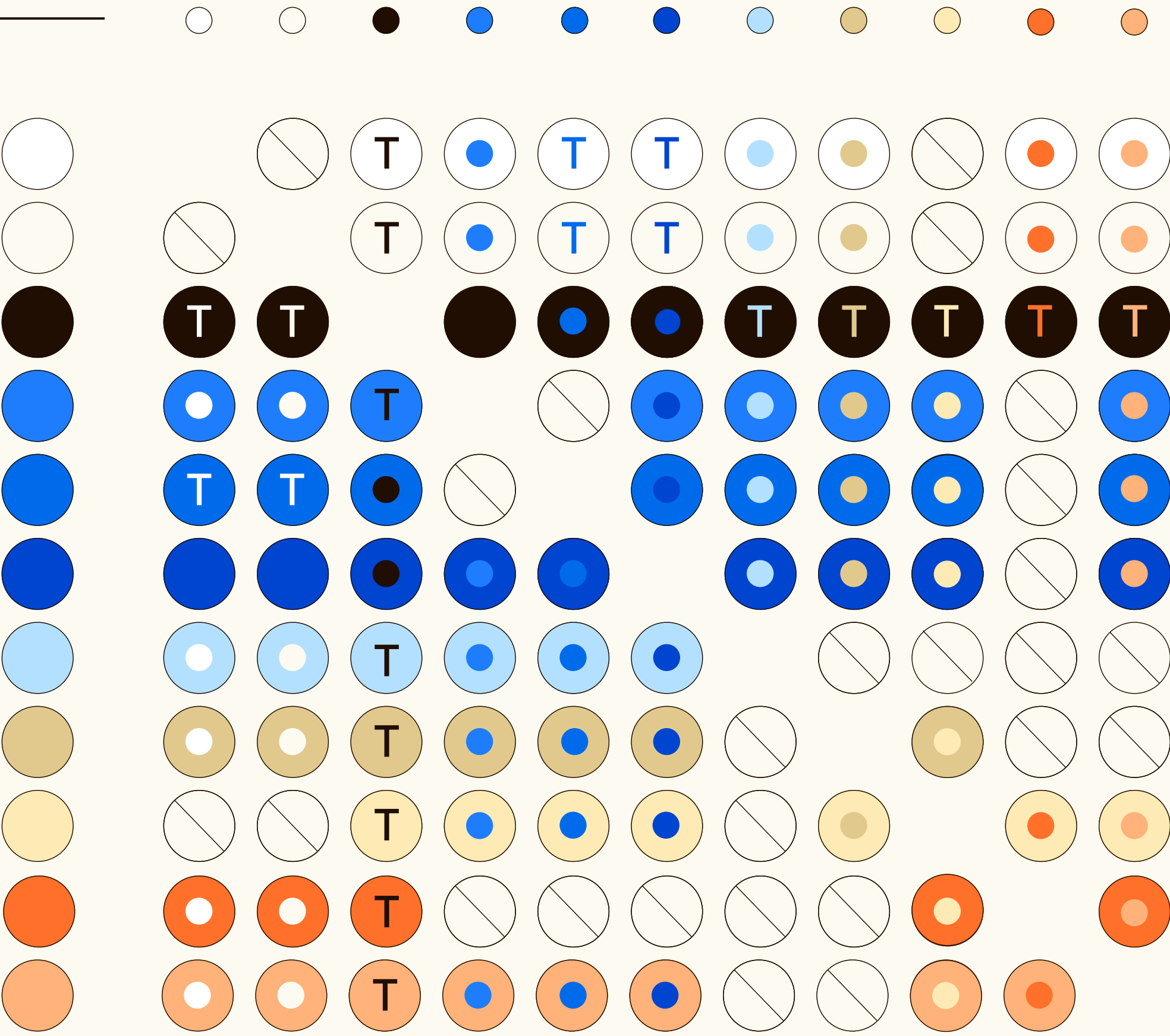
Color Matrix

FOREGROUND COLOR

BACKGROUND COLOR

T - AA COMPLIANT TEXT COLOR

⊙ - GRAPHICS SAFE COLORS



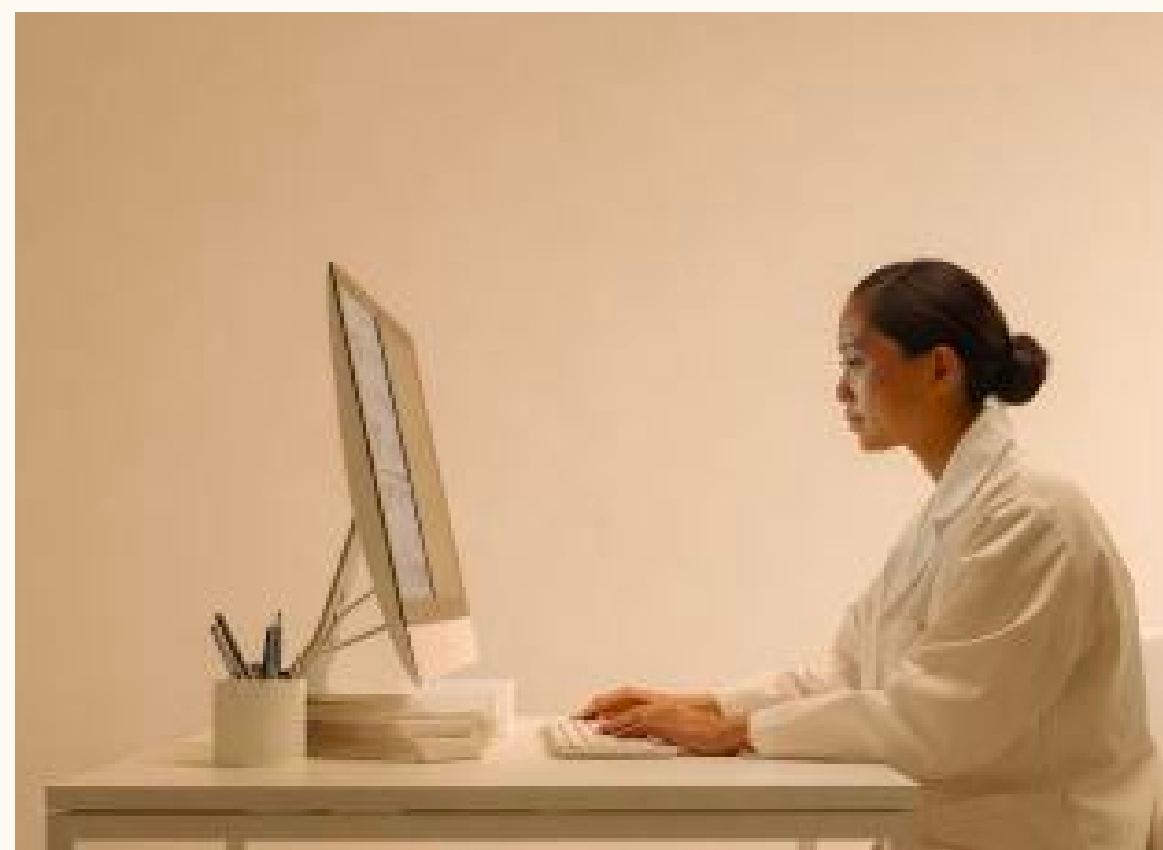
This color matrix is to be followed to ensure proper contrast, accessibility and legibility.

Image Style

The Liquid Web imagery style is a minimalist, conceptual 3D illustration style combining soft realism with playful abstraction. The visuals feel clean, modern, and editorial, with a strong emphasis on clarity, geometry, and color blocking.

Each scene uses a limited color palette (1–2 dominant colors)
Background and objects often sit within the same tonal family.

Lighting creates shadows that give depth. Subjects are typically centered or symmetrically arranged and placed in wide negative space. Scenes feel intentional and uncluttered



UX/UI Design

The layout is built from clean, reusable blocks with strong hierarchy, guiding users from a bold, benefit-led hero through solutions, proof points, and tailored use cases.

Visually, the interface balances structure and approachability through rounded components with a single squared off top right corner, generous spacing, and a restrained color system, paired with conceptual 3D imagery that carries much of the storytelling. This creates a polished, modern experience that feels both technical and accessible.

