

Noctis

Noctis renews its logo: a visual identity that looks to the future without forgetting the past

Noctis – a solid and successful company with extensive experience in the production of 100% Made in Italy textile beds – **presents the redesign of its logo**. A significant yet harmonious change that reflects the evolution of a well-established brand, constantly growing and looking towards the future.

The new logotype is the result of a strategic revision aimed at refreshing the brand's image according to the principle of "less is more", while maintaining its historical identity. The updated design preserves the recognition and brand awareness built over more than three decades, adopting a more contemporary approach in line with Noctis' values of modernity, innovation, solidity, and elegance, which distinguish it as a leader in the bedding sector.

The logo structure has been simplified to enhance readability and aesthetic impact. Graphic elements have been minimised, removing ligatures in the lettering to make it clearer and more versatile across all platforms. The proportions have also been optimised to ensure a more balanced and harmonious appearance.

The typography has evolved: the new font, more modern and stylised, ensures greater readability, strengthening Noctis' brand identity. The bolder character conveys a sense of robustness and recognition in the design furniture sector. Specific details, such as the initial "N" kept uncut and the customised "T" redesigned with a distinctive stroke, enhance the brand's uniqueness and consistency across various corporate communication tools, from catalogues to websites.

The colour palette has been updated while preserving Noctis' chromatic identity. Blue, the brand's signature colour, remains central to its communication, now presented in more vivid and contemporary shades for a more dynamic and impactful visual effect.

Founded in 1990 in Pergola, Noctis has established itself over the years as a benchmark in the production of upholstered beds, combining Italian craftsmanship with the most modern manufacturing technologies. Producing 600 textile beds per day with meticulous attention to detail, the company continues to invest in innovation and pursue a clear mission: to offer high-quality, entirely Italian-made beds at accessible prices.

The aesthetic evolution of the logo marks an important chapter in Noctis' journey of growth and renewal, ready to embrace future challenges with the same passion and commitment that have defined its history.

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