

LexDo.it: new brand identity for the startup that simplifies and digitizes company creation and management

The redefinition of its brand identity aims to reflect the platform's evolution and communicate the company's new positioning as the leading player in Italy for online business setup and management.



Milan, Italy Nov 3, 2025 ([Issuewire.com](https://www.issuewire.com)) - LexDo.it, Italy's first digital platform to start, manage, and grow new businesses, announces the launch of its new brand identity. This strategic and creative direction reflects the company's evolution: born as a platform to create personalized contracts and legal documents online in just a few minutes with the support of legal experts, LexDo.it now provides everything needed to run a business, from the first steps to growth. Opening a company entirely online, managing bureaucracy from a single digital space, and accelerating growth through extra tools such as business accounts and subsidized loans, all guided by a team of legal and accounting professionals.

Through a co-design process involving different internal teams and customer feedback, LexDo.it has renewed its positioning, translating it into a more solid, consistent, and recognizable visual and verbal identity. The pictogram, inspired by a folded sheet of paper, symbolizes the creative act of bringing something great to life from a simple starting point: the document that certifies a company's formation becomes the foundation of a valuable enterprise. The choice of a modern logotype and a color palette combining energy and dynamism (orange-red) with professionalism (ink black) further strengthens the idea of an innovative, reliable, and forward-looking service that inspires action.

The new logo and visual system convey LexDo.it's new claim: "Your business? Done and dusted." This visual and verbal synthesis embodies the philosophy of simplicity, speed, and concreteness that the company wants to bring to all Italian entrepreneurs.

Founded in 2015 by Giovanni Toffoletto, LexDo.it simplifies every stage of the entrepreneurial experience through a fully online, accessible, fast, and guided service. From a single digital space and with the support of dedicated lawyers and accountants, it provides entrepreneurs, startups, and professionals with all the tools they need to start a business online, manage all bureaucracy, save money, and grow with additional tools.

LexDo.it's renewed branding strategy was created to communicate more clearly the vision and values that have always guided the company: clarity, speed, efficiency, and autonomy. These principles translate into the promise of a 100% online service that simplifies bureaucratic processes and

guarantees quick, fully understandable solutions, putting entrepreneurs' needs at the center.

“With this rebranding, we want to tell our story in a simple and direct way: our mission is to support those who want to turn an idea into reality without being held back by bureaucracy. Over the years, we have become the go-to platform for more than 400,000 entrepreneurs, and our new brand will help us reach even more people. We believe entrepreneurs are the backbone of the country, and we will continue to provide them with the tools to achieve their dreams with just one click. Because starting a business should be as easy as said and done,” says Giovanni Toffoletto, CEO & Founder of LexDo.it.

“We wanted to create a brand that speaks the language of people - direct, practical, professional, and empathetic - eliminating the distance often felt in professional services,” adds Caterina Gazzotti, Head of Marketing at LexDo.it.

The new brand identity will be at the center of upcoming communication campaigns across all digital and physical touchpoints. The goal is to strengthen LexDo.it's position as the go-to partner for anyone who wants to turn an entrepreneurial idea into reality without dealing with bureaucracy, offering a unique online service in Italy with dedicated experts and tools that simplify business creation, management, and growth.



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