

WEB + BRAND

# Rebranded live, zero downtime

Full brand change and a deeper marketing site for Paralegent.ai, shipped continuously on live main without ever taking it down.

Cognilium product · I own the go-to-market surface

DISCIPLINE	Web + Brand
STACK	Next.js 15 · React 19 · TypeScript · Tailwind · Framer Motion · ~346 commits / 20 days
LIVE / VERIFY	<a href="https://paralegent.ai">paralegent.ai</a> ↗

## MY ROLE

Paralegent AI is a Cognilium product (founder & CEO: Muhammad Mudassir). I own the go-to-market surface: brand system, marketing-site engineering, SEO/GEO, content, and the growth funnel.

0

MINUTES DOWNTIME

346

COMMITTS / 20 DAYS

~12

HERO VARIANTS A/B'D

5

NEW INDUSTRY PAGES

## THE PROBLEM

Paralegent.ai needed a full brand change and a faster, deeper marketing site, without ever taking the live site down.

## WHAT I DID

- Migrated the entire primary palette and every design token on live main (orange #FF4800 → blue #5769d4), with a new wordmark, favicon, and a hero typography system (~12 hero variants A/B'd in production).
- Built 5 new full-rhythm ICP industry pages (Manufacturing, Retail, Technology, Pharma, Financial Services), each with pillars, zigzags, an 8-row comparison table, 11 FAQs with FAQPage schema.
- Shipped a /resources/glossary pillar page (14 legal-AI terms, rare schema.org DefinedTermSet markup) targeting the #1 blue-ocean keyword cluster.
- Ran three homepage variants in parallel (/ , /home-v2, /home-v3) and promoted the winner.

## THE RESULT

A fully rebranded site, live and shipped continuously on production with zero downtime, plus a content footprint built to rank in search and be cited by AI answer engines. Go look at it.

### THE JUDGMENT CALL · WHAT THE AI COULDN'T DO

Migrating a live colour system token by token, I caught that the new blue failed AA contrast on a few CTA states. I locked contrast as a rule the build checks, so it couldn't quietly regress again. Deciding what 'shipped' is allowed to look like was my call; the typing was just fast.

## PROOF

**Live site:** [paralegent.ai](https://paralegent.ai) ↗

**Verify:** View-source shows the schema, structure, and meta.

## SEE IT

The screenshot shows the Paralegent AI website. At the top left is the logo 'Paralegent AI'. To the right are navigation links: 'Product', 'Solutions', 'Resources', and 'Company'. A blue button labeled 'Request a Demo' is in the top right. Below the navigation is a sub-header 'AI CONTRACT REVIEW'. The main headline reads 'AI that reviews contracts like your best attorney.', with 'your best attorney.' highlighted in blue. Below this is a sub-headline: 'Paralegent AI reviews an 80+ page master agreement in 30 minutes using 18+ specialized AI agents deployed in your own cloud.' Two buttons are present: 'REQUEST A DEMO' and 'VIDEO OVERVIEW'. A line of text below says 'For in-house counsel, legal operations, and procurement teams.' At the bottom, there are five columns of specifications: 'AI SPECIALISTS 18+', 'PER MSA ~30 min', 'PRICING No recurring fees', 'DEPLOYMENT Your cloud', and 'SURFACE Microsoft Word'.

[paralegent.ai](https://paralegent.ai), the rebrand live in production.