

The core brand

All products and services from LUIS Technology are provided under the common, overarching brand. It is the core brand of our brand system.

As of: January 2025

The brand

The LUIS brand is a combination of an signal orange figurative mark and a dark blue word mark including a subtitle, which should always be placed on a white background.



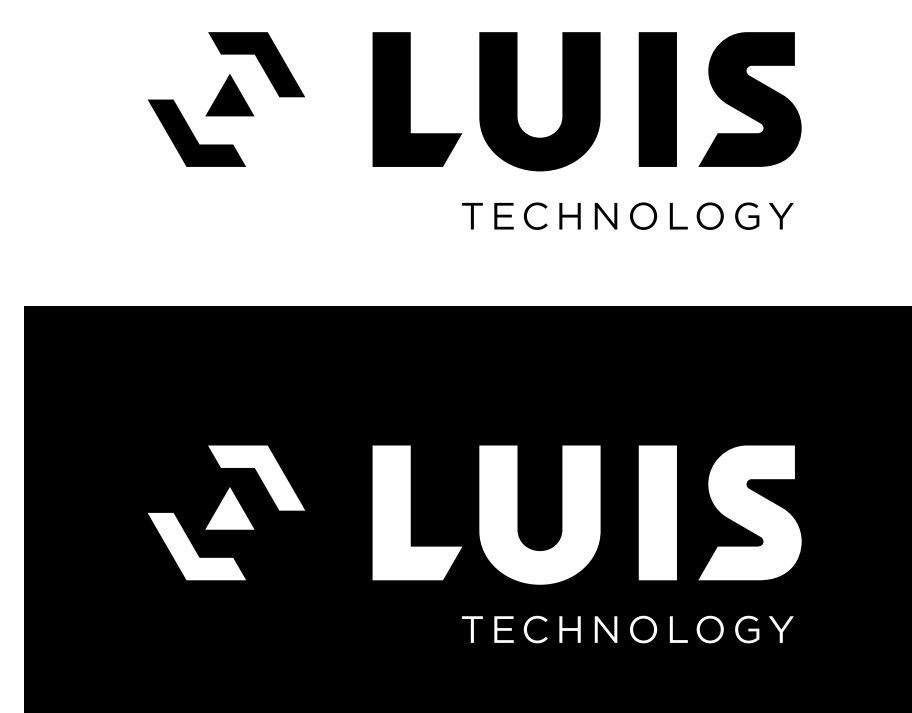
Protected space of the brand

A clearly defined protective space emphasises the value of the LUIS brand and makes a decisive contribution to a uniform brand image in all areas of application. The protective space around the LUIS brand is the height of the figurative mark. No other elements are allowed to be positioned in this area.



Display in black/white

If the dark blue-signal orange colour scheme is not suitable, a black and white version can be used.



Minimum size

The minimum width of the entire LUIS word/figurative mark is 25 mm. Below this, the trade mark must be used without the 'Technology' subtitle.



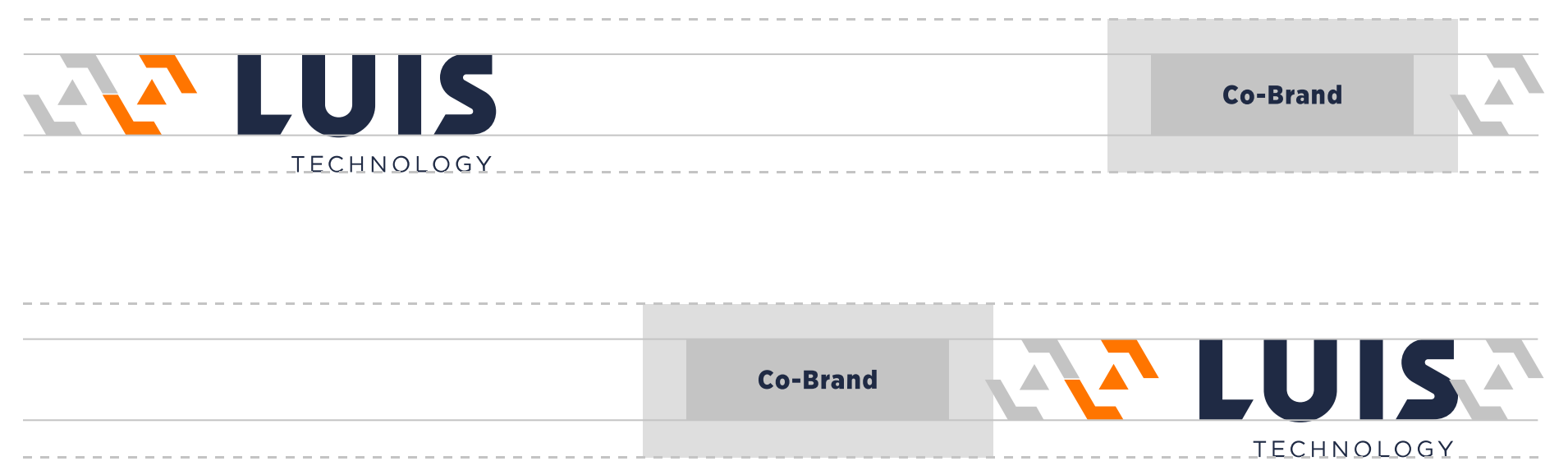
Positioning

The LUIS brand is preferably positioned in a prominent position. Exceptions are the presentation of the brand on the product itself and occasionally on advertising material.



Cooperations

In the case of cooperation with partners, the form in which the collaboration is to be visualised is decided on an individual basis. In the case of joint communication, the partner's brand is orientated towards the size of the LUIS brand. The aim here is to avoid an imbalance.



Don'ts

The LUIS trade mark may only be used in the variants provided and may not be copied or modified. The following points must be avoided for the correct use of the LUIS trade mark:

- > The brand must not be distorted or compressed.
- > The brand must not be tilted.
- > The colour of the word/figurative mark is fixed and must not be recoloured.
- > The elements of the word/figurative mark combination may not be changed.
- > With the exception of the dark blue corporate colour, the brand may not be placed on other coloured backgrounds.



Usage

Do you need help with the correct application of our corporate design elements? Then please contact us in writing at presse@luis.de.