

The claim

Our innovative AI and driver assistance systems help to protect lives. The LUIS claim thus describes the core of our solutions for commercial vehicles and mobile machinery.

As of: January 2025

The claim

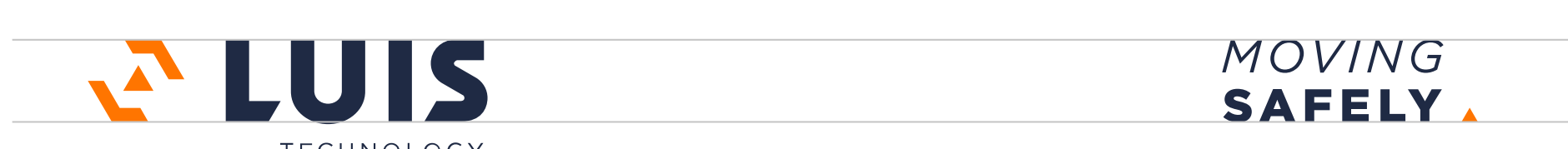
The claim should communicate the core business of LUIS internationally. For this reason, the claim should only be used in English as specified.

The claim is used in combination with the LUIS brand on a white background. The combination of brand and claim is only intended in certain cases. The claim is preferably used in the negative version. The positioning of the claim on backgrounds of other colours, apart from the dark blue corporate colour, should be avoided.




Brand and claim

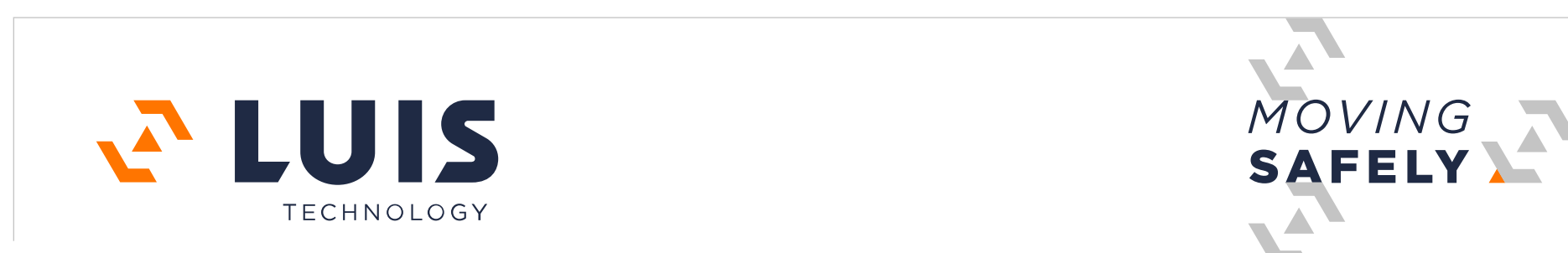
If the brand and claim are used together, the height of the LUIS figurative mark defines the height of the claim.



Protected space of the claim

The defined protective space is based on the size of the claim used. This should be at least 1x the height of the claim on all sides.

If the brand and claim are used together, the height of the figurative mark defines the height of the claim and the associated protective space.



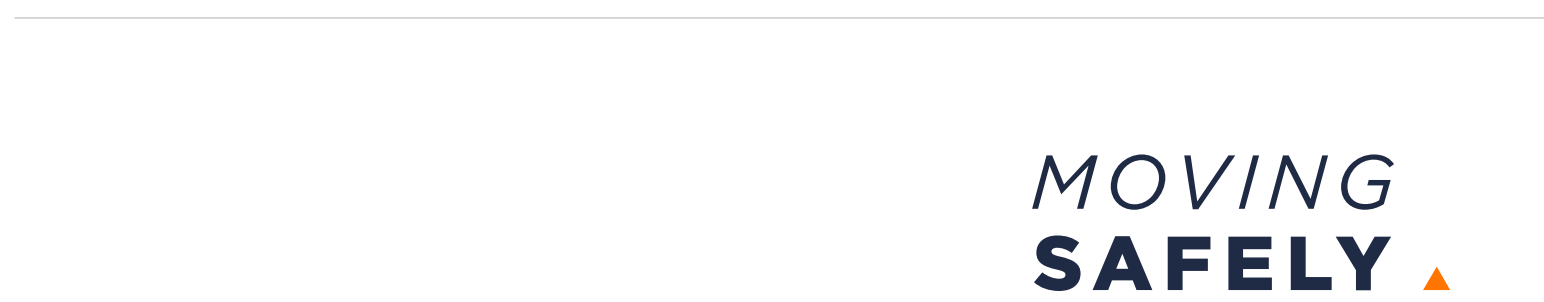
Display in black/white

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




Positioning

The LUIS claim is preferably centred on a neutral surface or in a prominent position.



Don'ts

The LUIS claim may only be used in its present form and may not be copied or modified. The following points must be avoided for the correct use of the LUIS claim:

- › The claim must not be distorted or compressed.
- › The claim must not be tilted.
- › The colour of the claim is fixed and may not be recoloured.
- › The elements of the claim may not be changed.
- › The claim may not be placed on a background of a different colour 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.