

The sub brand

The SAFE VISION AI brand is the LUIS sub brand for products and solutions with integrated, safe AI.

As of: January 2025

The sub brand

The SAFE VISION AI brand is a combination of a cyan-coloured figurative mark and a dark blue word mark.

The sub brand is intended to communicate the core message of the products equipped with safe AI internationally. For this reason, the sub brand should only be used in English as specified.

The sub brand is used in combination with the LUIS brand on a white background. The combination of trade mark and sub brand is only intended in certain cases. The sub brand can be used equally in positive or negative realisation. The positioning of the sub brand on backgrounds of a different colour, with the exception of the dark blue corporate colour or the SAFE VISION AI Cyan, should be avoided.



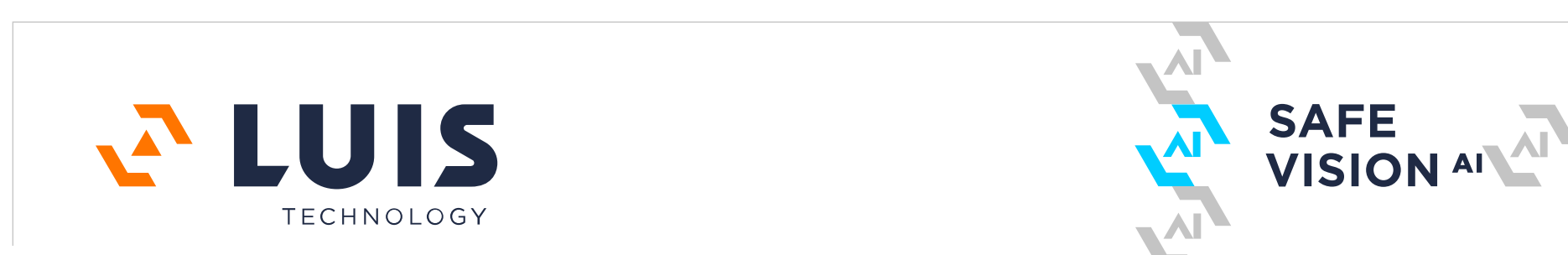
Core brand and sub brand

If the LUIS brand and the SAFE VISION AI sub brand are used together, the height of the LUIS figurative mark defines the height of the SAFE VISION AI sub brand.



Protected space of the sub brand

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



Display in black/white

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



Don'ts

The SAFE VISION AI sub brand 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 SAFE VISION AI sub brand:

- › The sub brand must not be distorted or compressed.
- › The sub brand must not be tilted.
- › The colour of the sub brand is fixed and must not be recoloured.
- › The elements of the sub brand may not be changed.
- › The sub brand may not be placed on a background of any other colour except dark blue or cyan.



Usage

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