

Kontrapunkt

# twoday AI Works primary logo package

Version 1 - October 2022

## About this guide

# twoday AI Works

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The logo is prepared in a number of different file formats and colour spaces, which are not to be altered. The logo package contains both vector and pixel file formats:

### Ai-files (vectors)

Ai-files work as originals and should always be used for high resolution print production. These files are also used if the need for other file formats, sizes or colour spaces arise, which are not part of the existing logo package.

### SVG-files (vectors):

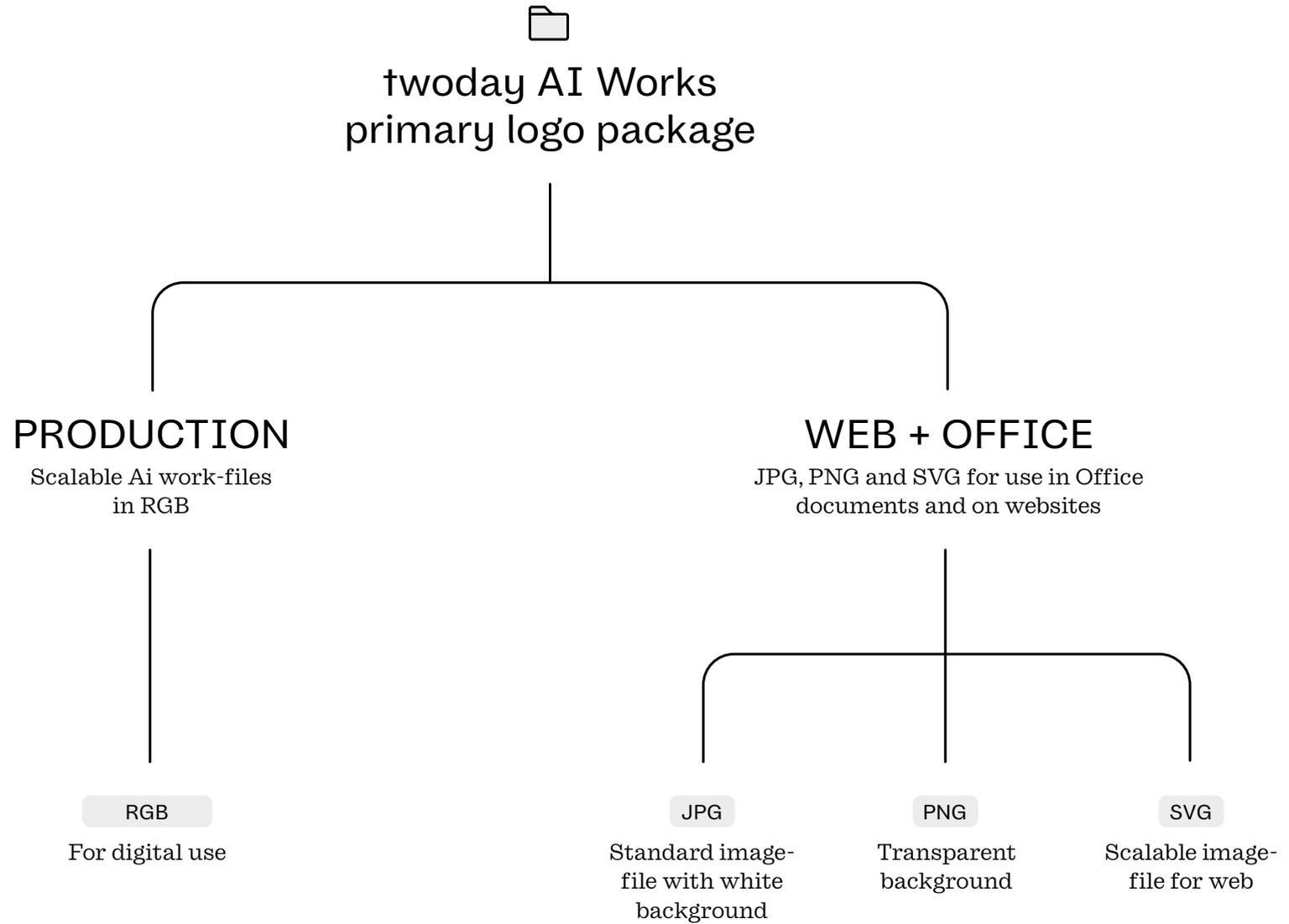
SVG-files are primarily used for web.

### PNG- and JPG-files (pixels):

PNG- and JPG-files are made for Office documents (primarily PowerPoint and Word) and for web. They usually appear in RGB and in over-size, and can be down-scaled to the desired size.

Please be aware that logos made for web might need to be pixel optimised if they are to be used in very small sizes.

# File overview



# Logo variants overview

Black



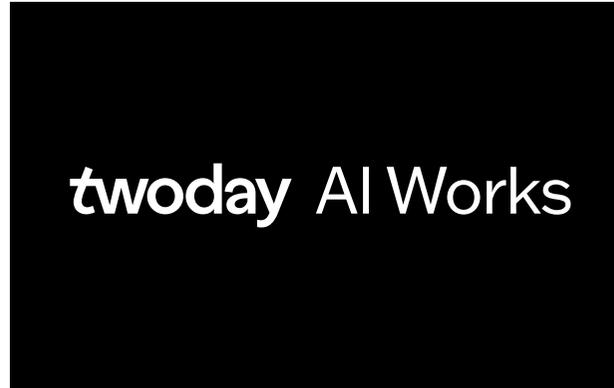
File format



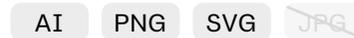
Colour format



White



File format



Colour format



# Kontrapunkt

If you have any technical questions regarding the logo-files, please contact our activation design team:

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