

# [24]7.ai LOGO GUIDE

# [24]7.ai LOGO

The logo is the single most recognizable graphic representation of the company. Think of it as the corporate equivalent of your own unique signature. It is how the company signs its communications and products. It is the face that it presents to the world. Maintaining the integrity of the brand is important, and a successful identity requires consistency across all communications. As such, care should be taken when employing it.

[24]7.ai is innovating new ways to use big data to create intuitive experiences. All the value and insight from big data is made real through mathematical models. We have models for purchase behavior, issue prediction, multi-modal journeys, cross-sell, and many more. Mathematical models make up the foundation of our technology.

That is why our logo has the brackets of a mathematical formula. At [24]7.ai it is all about math and big data.

We pronounce our company name: twenty-four seven dot ai.


In content, use [24]7.ai without adding color.



[24]7.ai


# LOGO USAGE

Shown below are some examples of acceptable applications of the [24]7.ai logo.

1.  Do use the logo in full color, be it in PMS colors, four-color process, or RGB.

2.  Do use the logo in black.

3.  When placed on a dark background image, use a knockout logo with color.

4.  When placed on a light background image, use the full color logo.

5.  When placed on a colored background, use a knockout logo.

# LOGO SCALING

The [24]7.ai logo has been created as a horizontal lockup. The logo consists of a stylized Logotype. The Logotype is based on the font Helvetica Neue. Do not alter or attempt to recreate it.

# [24]7.ai

Logo Lockup

The [24]7.ai logo shown below is the smallest size suggested for general use. To ensure the quality of reproduction, it is recommended that a smaller size not be used.

[24]7.ai

┌ - ─┐

.5 inch


Always leave the recommended amount of clear space around the logo. The minimum clear equals X, which represents half the height of the [24]7.ai logotype.


This clear space gives the logo room to breathe, and ensures that it won't be obscured by neighboring elements or typography.



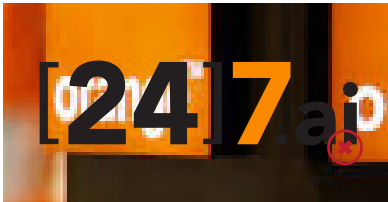
# LOGO MISUSE


Shown below are some examples of **unacceptable** applications of the [24]7.ai logo.


1.  Do not change the location of the colors.


5.  Do not place the logo on a background with similar color value.

2.  Do not outline the logo.

6.  Do not place the logo on a busy photographic or patterned background.

3.  Do not use the logo in all orange.

7.  Do not change proportion, sizing or spacing of the logo or individual logo elements.

4.  Do not capitalize "AI" in the logo.



# PARTNER LOGO LOCKUP

The [24]7.ai logo and our partners logos are presented side by side, divided by a vertical rule. The full color version of both logos is preferred.

- The vertical rule is either PANTONE COOL GRAY 10, Black, or Reversed, depending on which version is being used.
- The height of the vertical rule is from .25X below the baseline of the [24]7.ai logo to .25X above the top of the logo. The width of the vertical rule is .5pt.
- The distance between the vertical rule and each logo is .75X wide.
- A horizontal partner logo should be the same height as the [24]7.ai logotype cap height. Align the partner logo to the baseline of the [24]7.ai logo.



# PARTNER LOGO LOCKUP

## CLEAR SPACE

- Providing the right amount of clear space around the logo lockup makes it easier to distinguish, and reinforces the clarity of the logo relationship.
- The required amount of clear space to ensure maximum visibility and legibility is determined by half of the x-height of the numerals in the [24]7.ai logo.
- The clear space applies to all Partner Logo Lockups.

