



Wordmark, Logo, and Branding

AEye logo meaning

Derived from the name Artificial Eye, playing off the acronym A.I. (artificial intelligence), the AEye logo was designed to illustrate an eye within the "A."

AEye name usage

There are two basic but distinct ways to use the AEye name: text (wordmark) and graphic (logo).

- In text, you may emphasize name by using all caps - "AEYE"
- Or by using initial two caps and lowercase - "AEye"

AEye logo basics

- Always reproduce the AEye logo from an approved electronic AEye logo file.
- Always use the AEye logo as is. Never alter it in any way.

AEye logo usage

- To ensure the AEye logo has consistent visibility and impact, an area of clear space should be maintained around the logo. Clear space is developed from the height of the "eye" in the logo and is shown as "x."
- Enforce minimum size. Minimum size (print): 1.5"/3.81cm. Minimum size (digital): 100 pixels wide.
- Require approved logo color. Preferably AEye Blue.
- Ensure logo legibility. Examine clarity on a transparent background.
- Reserve bleed-space. When designing for print, screen, or any other application, proper space in relation to the edge of the page should always be given around the logo. Minimum distance should be 2x, or twice the height of the "eye".
- Include trademark acknowledgment. The following needs to be used: "AEye, the AEye logo are trademarks or registered trademarks of AEye, Inc. or its subsidiaries in the United States and other Countries."



Logo color should be blue with the gradient used in the icon



Maintain clear space. Clear space is shown as "x."



Use a blue logo when the gradient can't be used.



Minimum size (print): 1.5"/3.81cm. Minimum size (digital): 100 pixels wide.



Use a black logo when the blue version can't be used.



Reserve bleed-space at the edge of the page. Minimum distance should be 2x.



Use a white logo on dark backgrounds



Don't use the logo on a busy background.



Don't change the logo color or apply effects that change the logo.



Don't stretch or rotate the logo.