

Logo

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Logo

Our logo is probably the most iconic identifier of our brand. You see, it's the thing people recognize and remember. It plays a vital role in our visual expression – that's why the logo should always be used according to our guidelines. Easy as that.

On the following pages, you will find information on how to use our logo, including the logomark and wordmark. Have fun.



twoday is always in lower-case

How do you spell our brand name? twoday
What if it's the beginning of a sentence? twoday
So always in lower-case? correct.

You should always spell our brand name, twoday, in small letters. No capital letters. This is important to remember especially when you are beginning a sentence with twoday.

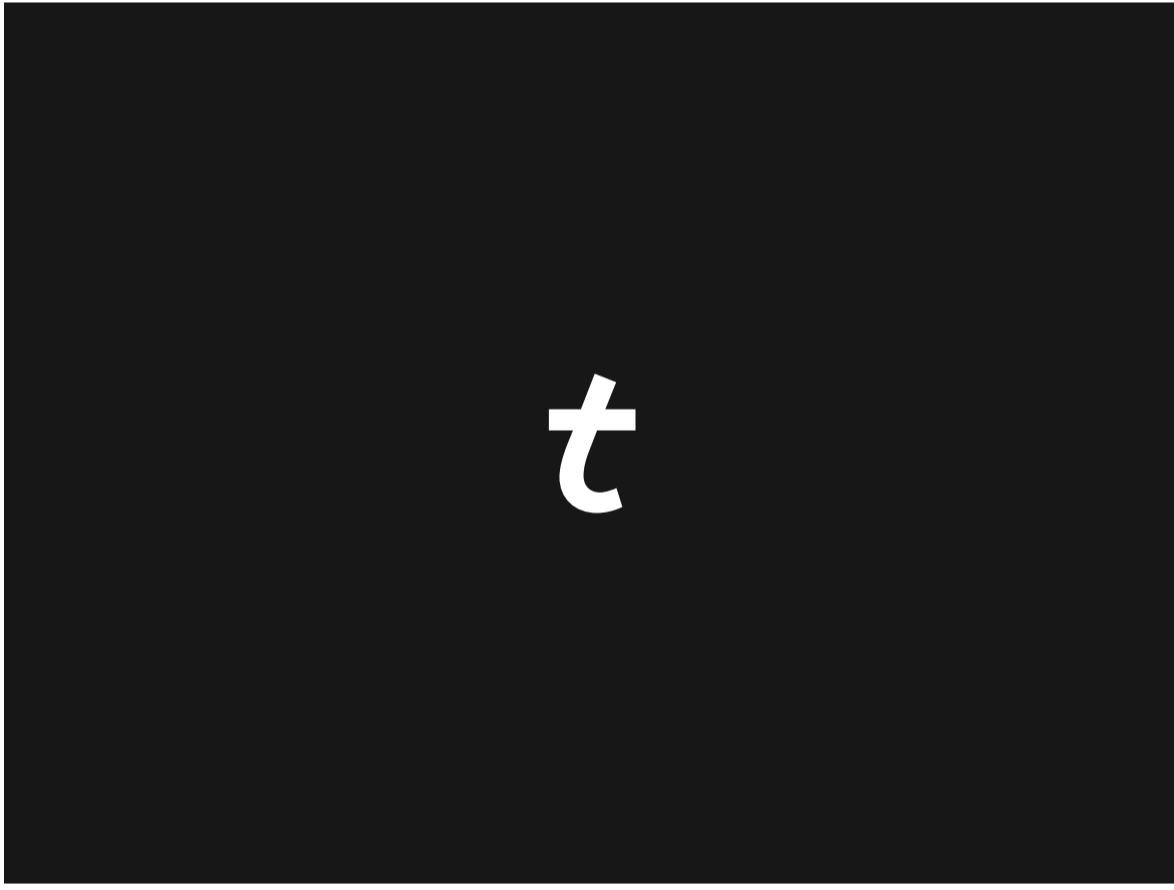
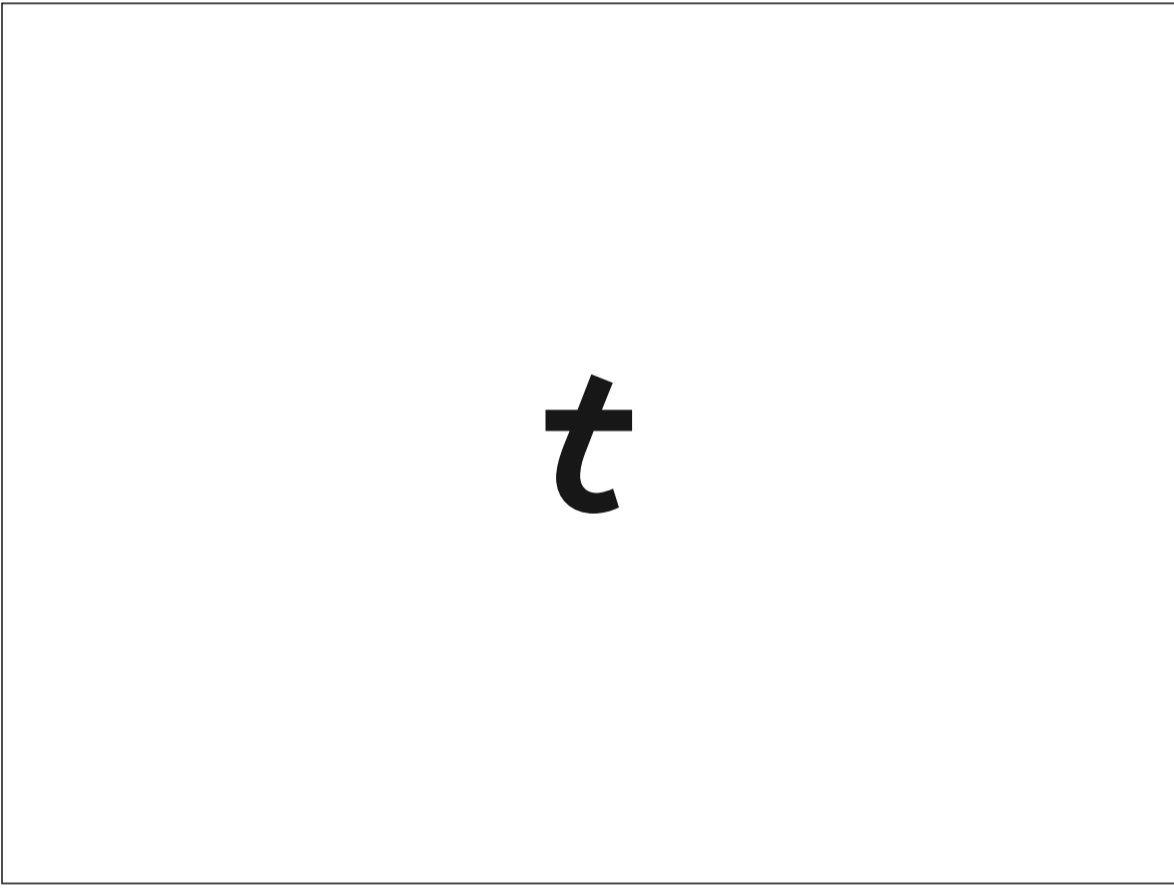
The wordmark

The wordmark is our main logotype. Use the black logo on light backgrounds, the white (negative) on dark backgrounds. Only use the wordmark in black or white, never in colors.



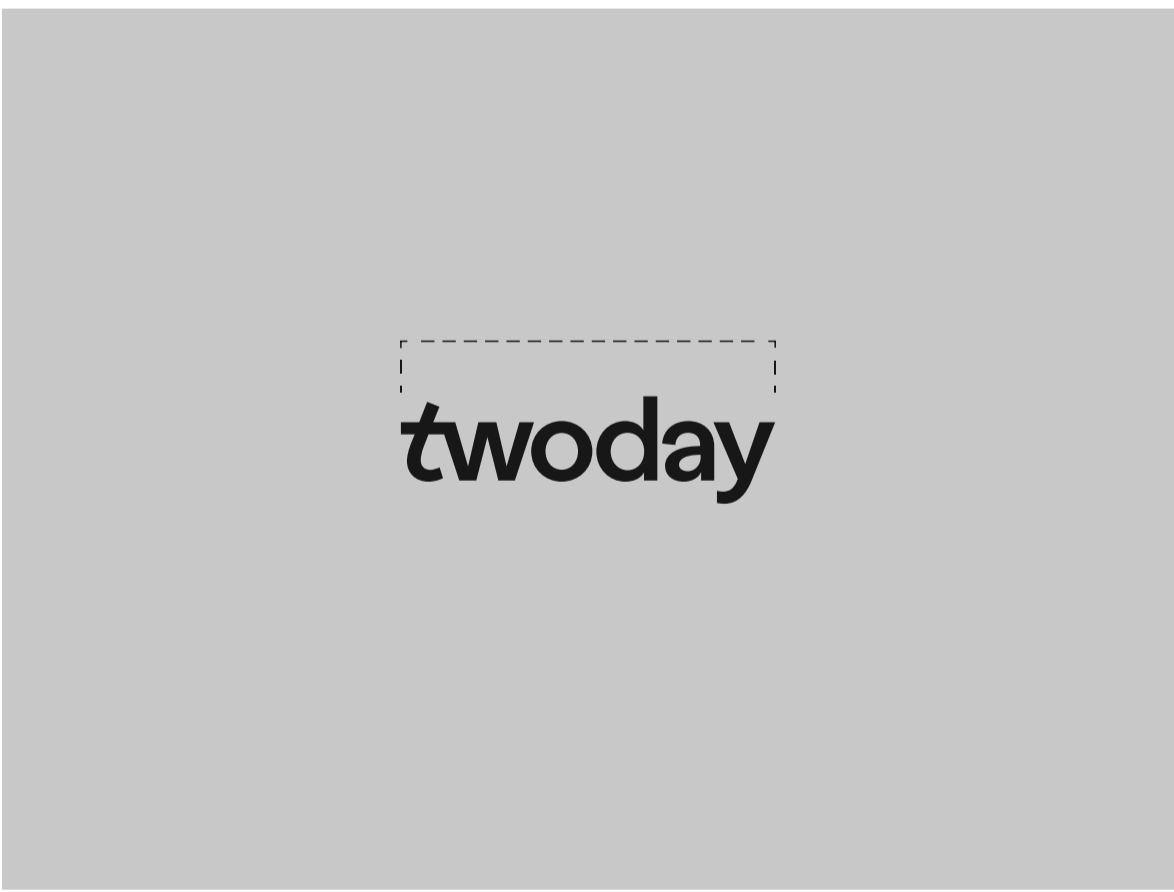
The logomark

Use the logomark when the name twoday is already visible, such as “profile” images on light and dark backgrounds on social media. Only use the logomark in black or white, never in colors.



Scale

To ensure readability, you should always follow the guidelines according to logo size.



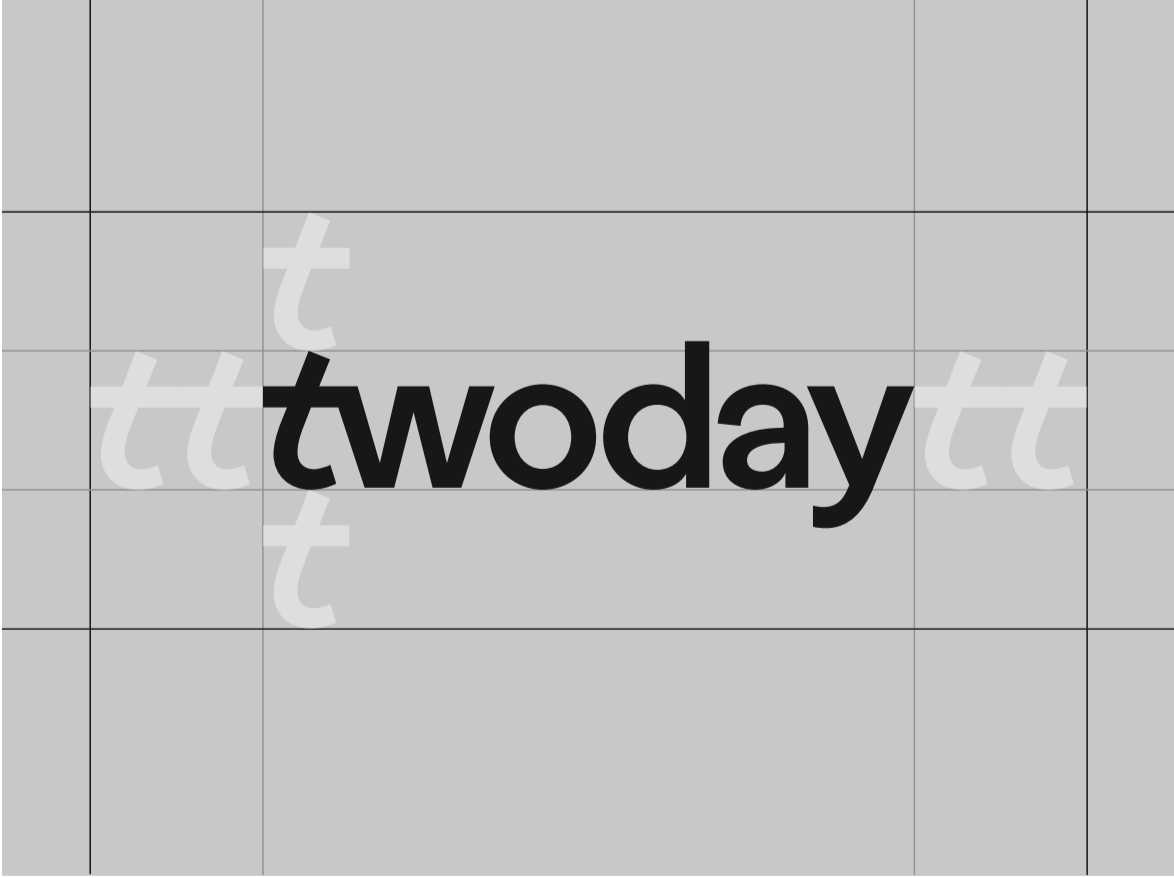
There are individual rules for digital platforms and print.

Digital
Minimum width: 40 px

Print
Minimum width: 15 mm

Safe area

Safe area wordmark
The wordmark has a surrounding safety area of the height of the logomark and the width of two logomarks*.



Safe area logomark
The logomark has a surrounding safety area of the height of the logomark and the width of two logomarks*.

