



logo appears on white background



logo in reverse on dark blue background



logo on neutral grey

## Logo rationale

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The logo reflects 'Adapt-it's role in adapting from one language to another. The 'a' in a serif font transforms into a sans serif 'i'. The use of serif and sans serif indicates different languages.

The logo also reads as 'ai', after the two first letters in the name. There are several logos with 'ai' in them, but hopefully this is different enough to be distinctive.

The logo will hopefully be quickly recognisable in 64 pixel format. I will work on how it translates if the logo is liked.

I am still working on a logo type (the name in type) to go with the design, which should appear on the start up of the program etc.