

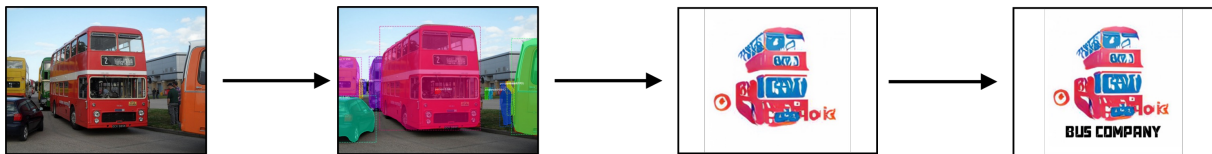
Press Release

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LogoAI

Automated generation of logos as vector graphics based on AI

D-serv GmbH and the University of Mannheim are pleased to present their successful cooperation project titled 'LogoAI'. The result of the cooperation is a user-friendly application that allows logos to be created in a simple, iterative process in which AI plays a key role. The LogoAI project stems from the 'Baden-Württemberg KI-Innovationswettbewerb' announced in late summer 2021 as part of an initiative of the Ministry of Economic Affairs, Labour and Tourism in Baden-Württemberg. The presented concept for LogoAI was able to prevail as an innovative project and won funding from the state of Baden-Württemberg.



LogoAI is able to create a full-fledged logo, which can be used in the context of corporate design for companies, products, services and corresponding marketing and communication measures. LogoAI takes over core tasks in the design process by transforming a user-selected product photo into an AI-generated key visual and making an AI-based font selection based on user-defined brand and font attributes. d-serv GmbH and the University of Mannheim are very happy with the result of their collaboration and thank all participants for their excellent work. We are looking forward to future projects of this kind and are excited about the integration and use of LogoAI in the context of the application "Logo Creator" and as part of the web-to-publish solution ci-book™.

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