



Kit Media

Press & brand resources - Goodweek

01 About Goodweek

Goodweek is an all-in-one AI platform, deployed by IT service providers within businesses. It centralizes business tools, automatically selects the best model for each task, and keeps data where the client decides. Simple for every employee. Zero technical expertise required.



50 employees



Strasbourg, Paris (Station F), Madrid, Los Angeles



France, Spain, UK, Benelux, North America



\$12M Seed round

02 Our Vision

Businesses adopted AI chaotically.

The result: data leaks, hidden costs, added complexity. AI was supposed to help, it mostly added another problem.

Goodweek's conviction

Everyone deserves a good week at work. AI should relieve the daily workload, not add to it.

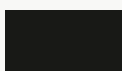
03 Colors

Primary - Goodweek Orange



100 – Default · #FF5F39

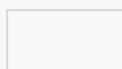
Neutral palette



900 · #181916



800 · #484946



50 · #F8F8F6

04 Utilisation du logo



5 versions officielles

Logo Design White
& Orange

Logo Design Full
White

Logo Design Black
& Orange

Logo Design Icon
in White

Logo Design Icon
in Orange

Use the **horizontal logo by default**, and switch to the stacked version for square or vertical formats. The **icon** alone should only be used when the brand is already identifiable in context, and must never be altered.

Do

- ✓ Always use official logo files
- ✓ Maintain clear space around the logo
- ✓ Keep both logos the same size
- ✓ Always write Goodweek with a capital G

Don't

- ✗ Don't alter Goodweek's colors
- ✗ Don't place logos on busy backgrounds
- ✗ Don't recreate or redraw the logo