

Avver.ai Brand Characteristics

approachable
friendly
fun
people-oriented
emotional
expressive

organic
creative
boundless
compassionate
sensitive
amorphous
latest

informal but wise

Logo Concept

The concepts we are trying to portray are either “team member” or “job interview.”

The first two logos below are supposed to represent a “high-five” between an ai and a human. The second is a handshake - a more traditional symbol of a job interview or hiring someone.

The challenge is creating something that balances friendly, human, amorphous with technology. The below examples are just created from icons. We need to create something more original for recognition as well as trademark requirements. .

Logo Font

The logo font should be something contemporary, sans-serif, rounded, minimal to support the approachable, creative, organic and clarity of the brand.





Color Palette

Bright, bold, slightly feminine. Similar with aligned businesses. Blue is used heavily to convey trust.



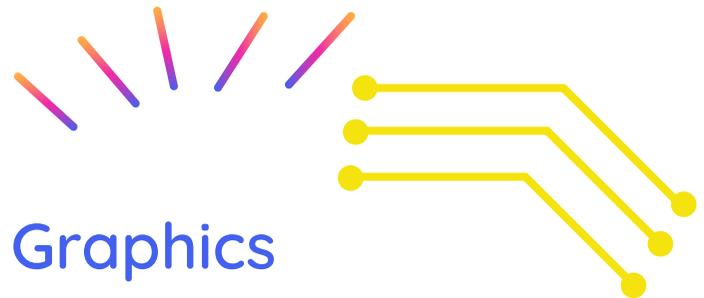
Gradients

These soften the look and makes the brand more approachable.



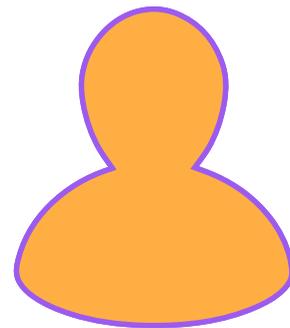
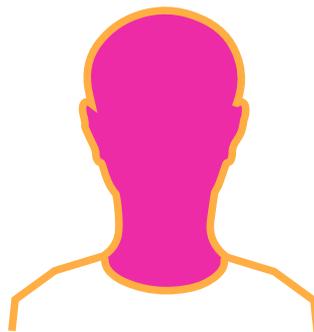
Shapes

Amorphous and rounded to convey organic community (these a.i. are supposed to convince people they are human).



Graphics

Simple “microchip” look is an obvious nod to the a.i. The imperfect lines convey the more organic feeling the ai provides.



Avatars

Three different directions to consider and try. 1. Pop culture references (Samantha from “Her” (may need to worry about trademark)), 2. More sci-fi ai 3. More friendly, loose.