



Maven Visual Identity

PREPARED FOR:

Maven

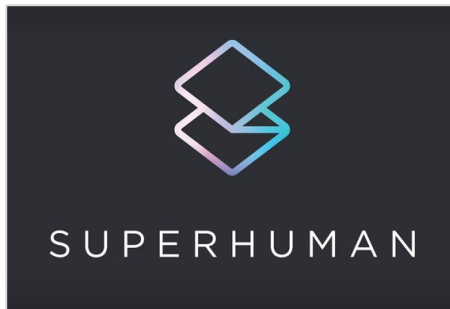
Date: January 14, 2025

Inspirational Directions

INNOVATIVE	MODERN	PROFESSIONAL	BREADTH
UNIQUE	GROWTH	CONNECTIVITY	TECH
DEPTH	SIMPLIFIED	REFINED	CONFIDENT

BACKGROUND

Identity Examples



Color Palette

COLOR PALETTE

Primary Color Palette

- Crisp white creates a sense of modernity.
- Twilight conveys depth, professionalism, and stability.
- The gradient creates opportunities for focal points and storytelling, balancing the primary palette with bursts of liveliness
- Light gray complements the primary palette by adding softness and flexibility without overwhelming the design

Crisp White
#FFFFFF

Twilight
#170C33

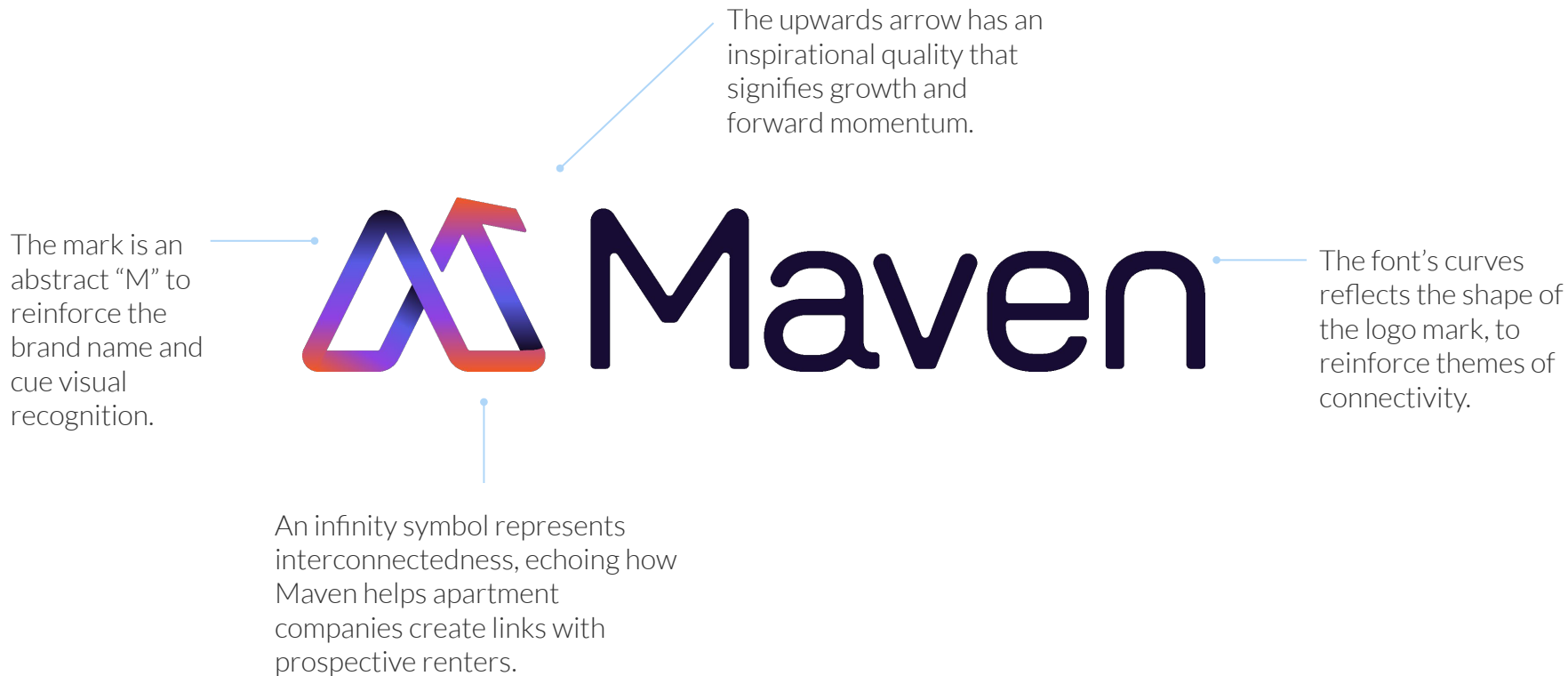
Gradient

Light Gray
#E0E0E0

Logo Concepts

VISUAL IDENTITY

Concept 1



VISUAL IDENTITY

Concept 1





Hello!

Welcome to Maven

Login



Concept 2

A sans serif typeface reinforces Maven's modern tech and innovative spirit.

Maven



The unique "a" and "e" adds character to the logo

A gradient represents the breadth of services Maven offers, from AI-powered listing tools to comprehensive marketing and data solutions.



Showing how the "M" and gradient would stand alone to become the simplified logo mark.

VISUAL IDENTITY

Concept 2

Maven

Maven

Maven



VISUAL IDENTITY

Concept 3

An “M” created by forward leaning elements represents how apartment/condo rental businesses can enhance their Google profiles with Maven.



The graphic “M” directly connects to the Maven brand name, establishing strong brand recognition.

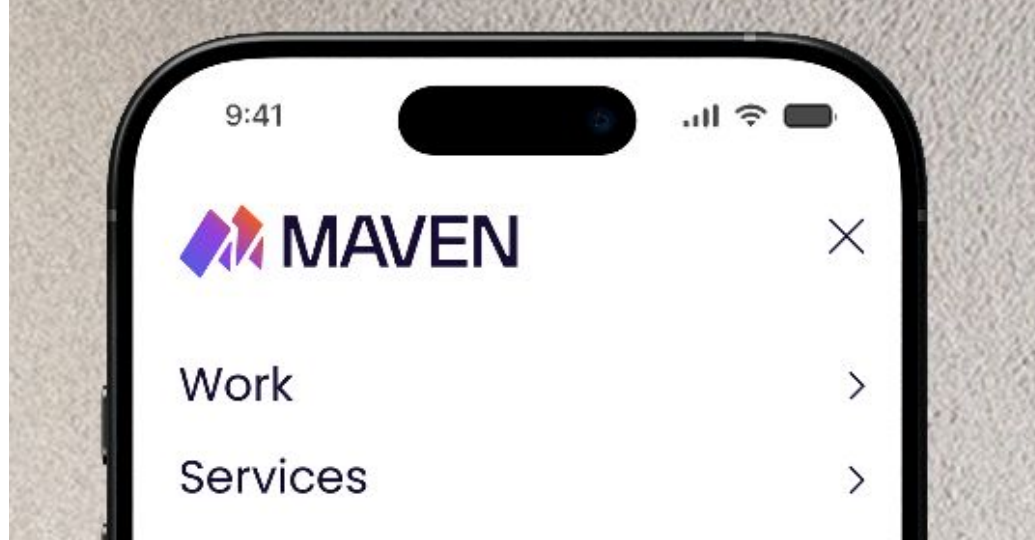
MAVEN

Unique touches in the letterforms add personality and memorability, reflecting the customization and tailored experience.

VISUAL IDENTITY

Concept 3





VISUAL IDENTITY

Concept 4

Placing the logo mark within the “M” integrates visual storytelling into the typeface.



The embedded star symbol highlights Maven’s AI capabilities, acting as a core feature of its identity.

The star has become almost synonymous with AI. It is also associated with guidance, representing Maven as a trusted partner lighting the way to success.

A custom typeface creates a distinct brand identity, ensuring that Maven is both unique and refined.



Showing how the “M” and star would stand alone to become the simplified logo mark.

VISUAL IDENTITY

Concept 4



Maven



Maven



Maven



Concept 5

The thicker sans serif conveys confidence.



Maven

The notches in the letters “a” and “n” are inspired by the points of a star. They give the type face uniqueness and character.

A gradient represents the breadth of services Maven offers, showcasing versatility and the ability to adapt to the unique needs of each client.

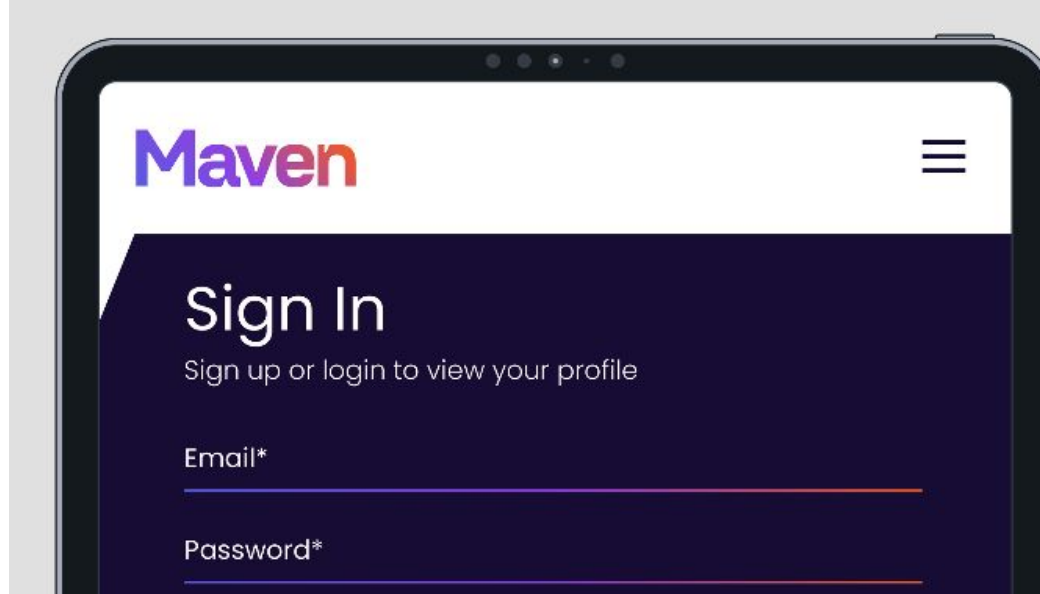
VISUAL IDENTITY

Concept 5

Maven

Maven

Maven



Concept 6

A custom font sets
Maven apart visually.

It's inspired by old dot
matrix fonts, but given
a new interpretation
that's innovative and
refined.

maven.

An unexpected
period states that
Maven is the end-all
authority in its
field—clients don't
need to look further.

VISUAL IDENTITY

Concept 6

maven.

maven.

maven.

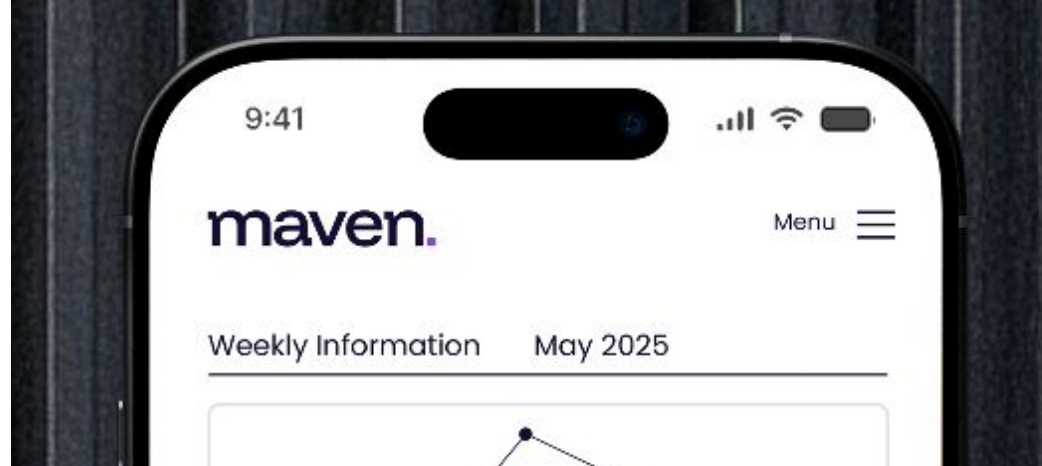


Alec Slocum

CEO/Founder

MAVEN.COM
ALEC@MAVEN.COM
555-555-5555

1234 Maven Dr.
Level 3 Unit A
Madison, WI 55555
United States



1



2



3



4



5



6



Next Steps

Client feedback/confirmation on logo direction 1/15

Homepage copy from client 1/15

Homepage concepts for client review 1/22