

The Groq logo is displayed in a large, white, lowercase sans-serif font. A registered trademark symbol (®) is located in the top right corner of the letter 'q'. The logo is set against a dark background with abstract white line art and circular shapes.

Illustration had not traditionally been a core element of Groq's brand, but we saw the potential for using illustration to create unique communications that influence and evolve our visual language. These experiments were testing grounds to see how best to expand the brand—further distinguishing our communications and designs from our competitors while increasing engagement with our audiences.



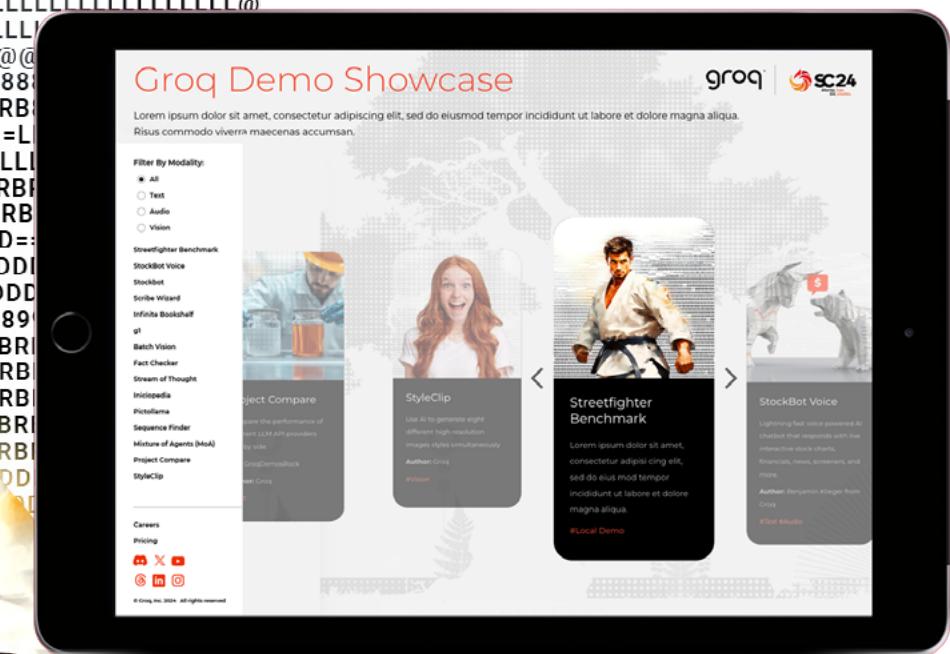
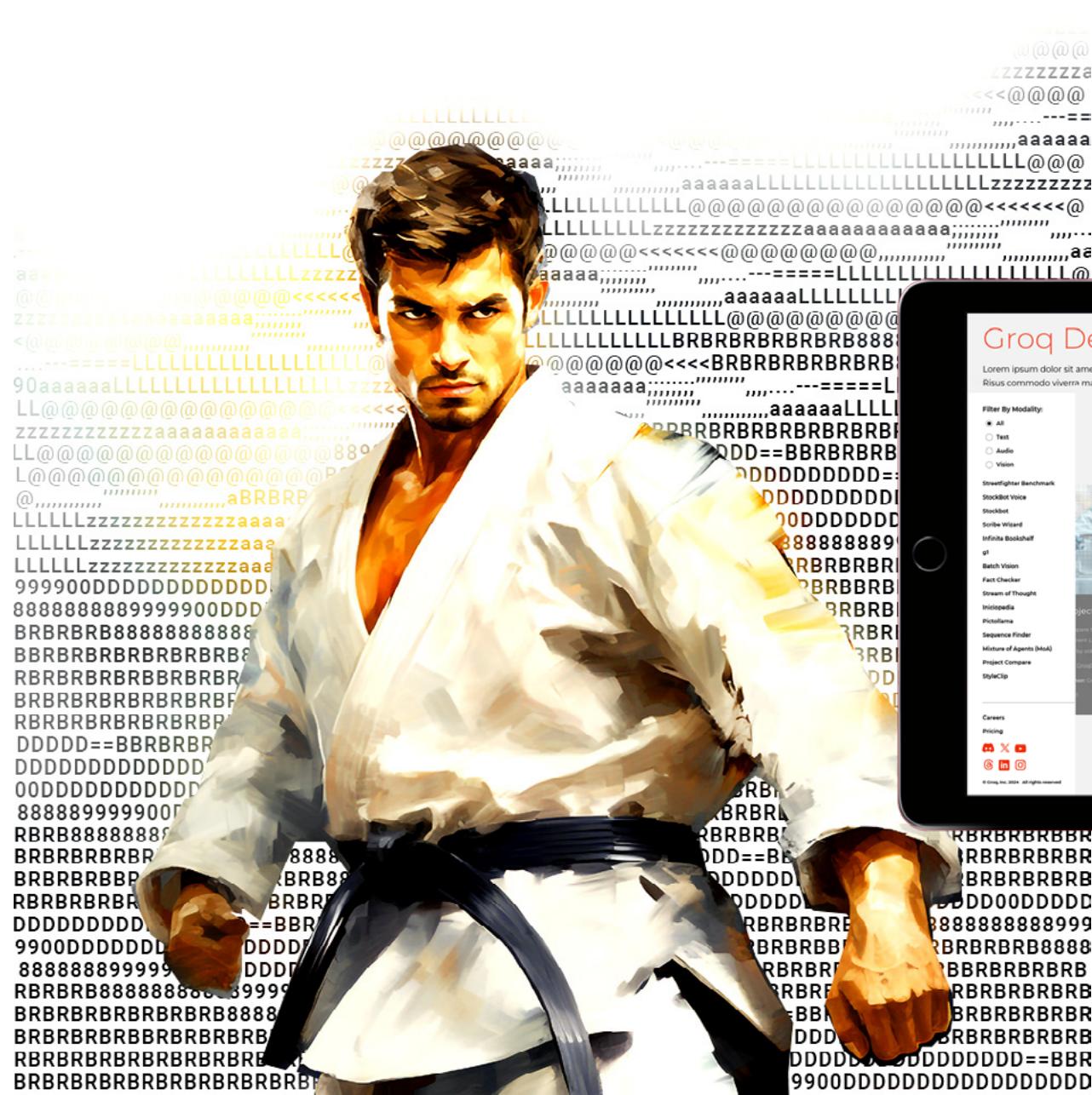
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PROJECT POLARIS

10.2024





THANK YOU



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