



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.



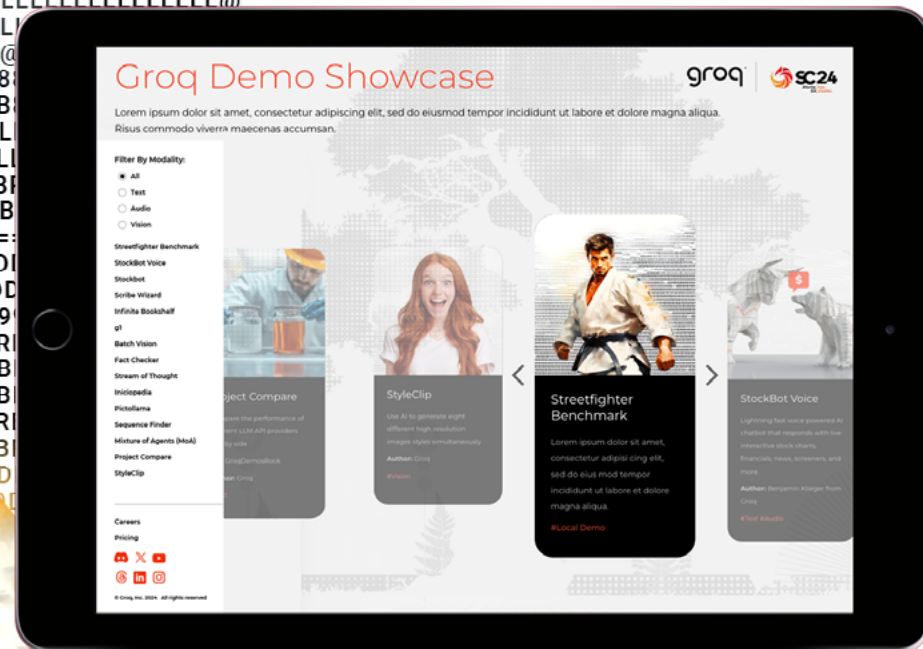
**JAKE LOUDERBACK**

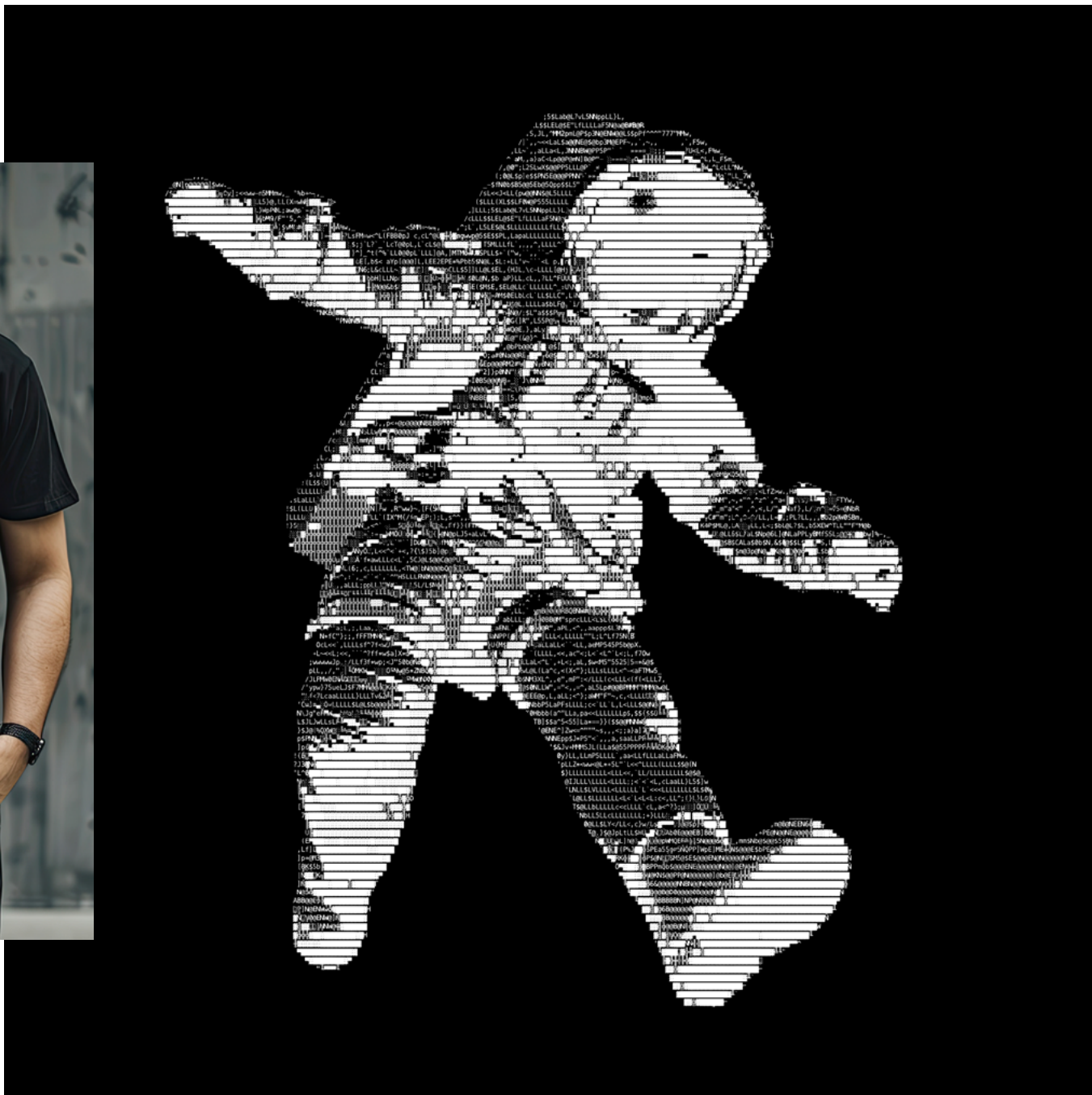
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PROJECT POLARIS

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# THANK YOU



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