

The Groq logo is rendered in a stylized, lowercase font. The letters are white with a thick, grey drop shadow that gives them a three-dimensional appearance. The font is rounded and modern, with the 'g' and 'q' having distinctive loops. The logo is centered horizontally in the upper half of the image.

groq

MARKS



The Language Processing Unit represented the next leap in Groq's chip evolution—a moment that called for a visual identity as forward-thinking as the technology itself. Our goal was to design a signature mark that felt unmistakably Groq: clean, modern, and built on the foundations of our existing brand system.

The box surrounding "LPU" dovetails seamlessly with the Groq logo, creating a sense of motion as it flows upward and outward in a confident, curving slope. Its geometry echoes the precision of the chip itself, while the overall form strikes a balance between contrast and cohesion—adding a fresh layer of visual continuity to the Groq identity.



Variation Explorations (Unused)

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groq LPU

groq LPU

groq LPU

groq LPU

groq LPU

groq LPU



Groq Labs is the research and development powerhouse within Groq—where innovation is not just encouraged, but expected. As the engine behind new product breakthroughs, Groq Labs embodies a spirit of curiosity and bold experimentation, constantly asking, “What if...?” and pushing beyond the boundaries of what’s possible. In an industry that moves at lightning speed, this relentless drive keeps Groq ahead of the curve. The Groq Labs logo plays on the dual meaning of “Labs”—both a nod to the laboratory and to the Labrado—symbolizing tenacity, focus, and an unshakable commitment to discovery—like a dog with a bone.

PERSISTENCE, DEDICATION AND DETERMINATION



Final Options



Tenacious G



Atomic Groq



Dialed In



MCG

Groq Family of Logotypes

groqplayground

groqchip

groqthoughts

groqcard

groqstars

groqrack

The Key to Hardware is Software

ML Agility was Groq's software design and development group. They prided themselves on their ability to work quickly and efficiently, creating custom solutions that seamlessly integrated with Groq's rapidly evolving hardware. The growing influence of this innovative team inspired an identity that, while connected to the established brand system, introduced its own distinctive elements and a sense of dynamic creativity.

MLAgil!ty

MLAgil!ty

MLAgil!ty

MLAgil!ty

The logo for Groq, featuring the word "groq" in a stylized, lowercase, rounded font. The letters are white with a thick grey outline, giving it a 3D effect. The logo is centered on a dark background with a fine, repeating pattern of small circles.

THANK YOU



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