

# Aha Labs Logo Concepts

AHA REBRAND PART ONE



DURABILITY

EASE

CURIOSITY

ACCESS

# Core Values

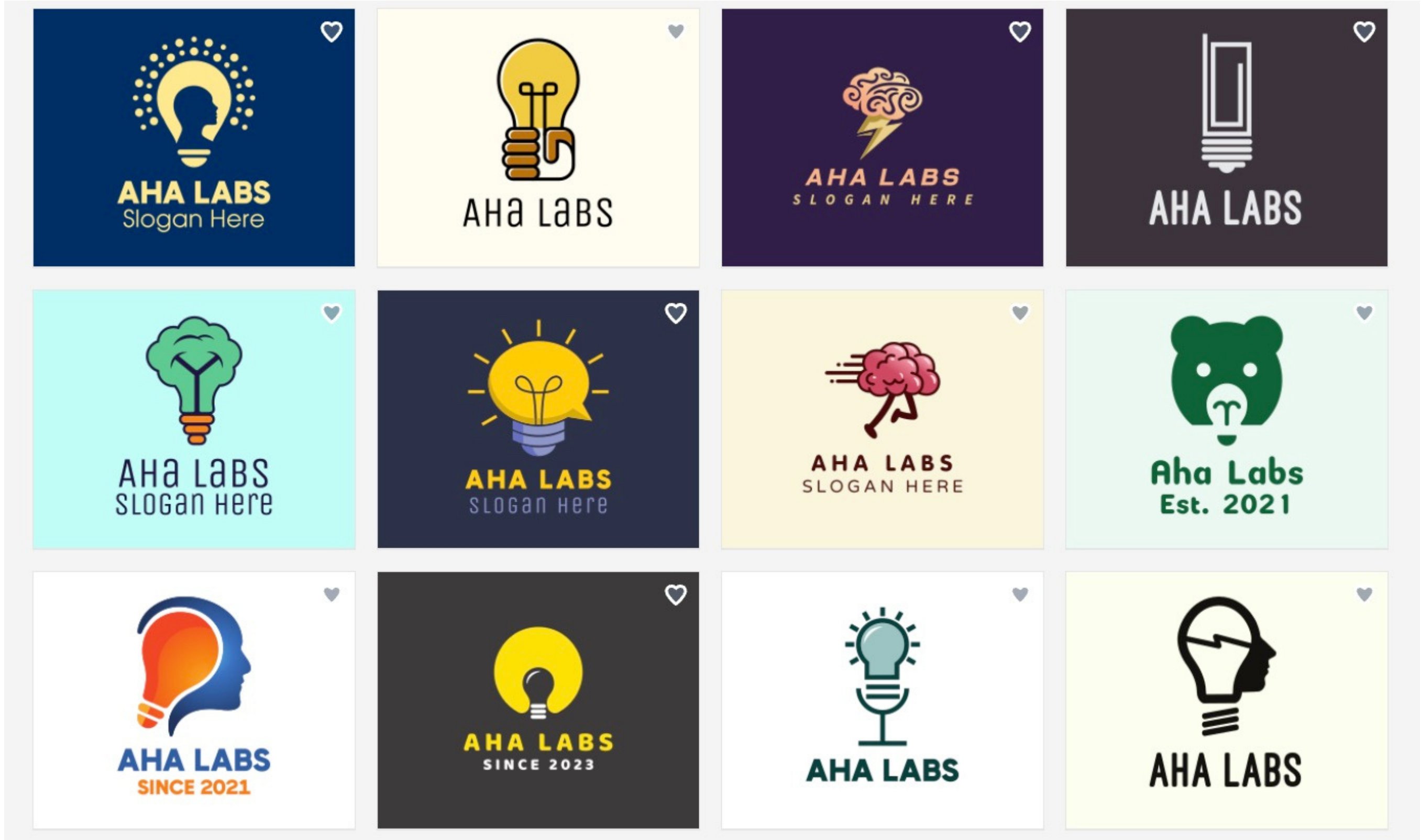
In our kickoff meeting, you honed in on 4 deeply ingrained principles that guide all of Aha Labs's actions. These values will guide your decision process.



Epiphany!

# What's Out There

AI GENERATED



# What's Out There

REAL COMPANIES





# Onomatopoeia Effect

Using an exclamation point to emphasize “aha” automatically conveys the feeling that the word describes. It’s efficient and effective.

This direction relies heavily on the exclamation point. The type is critical to the entire mark itself. At the same time there could be possibilities to use the exclamation point as an independent symbol.

AHA! LABS

**AHA!**  
LABS

**AHA!**  
**LABS**

# Aha Moments Bubbling Up

The prior directions put the emphasis on the word “aha” with an exclamation point and draws attention to the aha moment itself. This direction is more wholistic. Aha Labs fosters aha moments. They bubble up from the workings of the lab.

**AHÄ**  
Aha Labs

**AHA! LABS**

!!!  
Aha Labs

# Letterforms As The Mark

This route is a more subtle way to use the exclamation point. The negative space created by the letters makes exclamation points. The concept combines letterforms to create a symbol that could live independently from the company name.

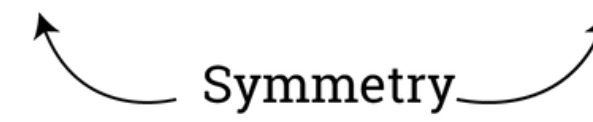




# Helvetica Neue

This direction take the current use of arial and gives it slight sophistication upgrade. Helvetica is the OG of simple unassuming clear type. Arial was created as and adaptation of helvetica for screens to be more legible when reading text.

# Aha Labs



# Aha Labs

# Aha Labs

# Aha Labs

# Light Bulb

I had to include it!

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