

Aha Labs Logo Concepts

AHA REBRAND PART TWO



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!

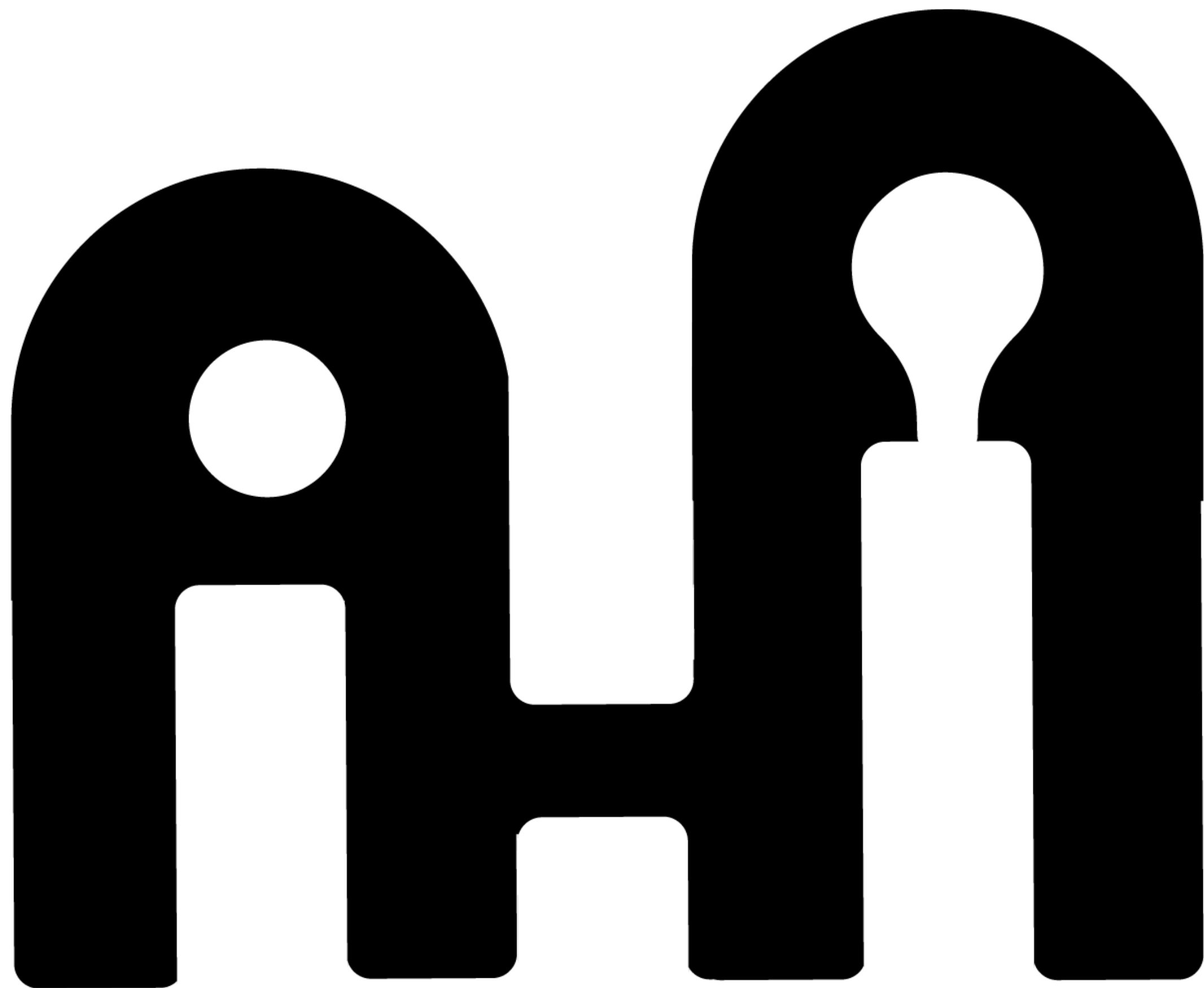
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Letterforms



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