

Promethean is a NASA/JPL sponsored project to create an open-source AI planning system to run onboard various spacecrafts. The goal is to create autonomous spacecrafts that can execute tasks, accomplish goals, and adapt plans without constant input from mission control.



PROMETHEAN

BRANDING EXERCISE

Discovering brand attributes to create Promethean's archetype and identity

CULTURE

Ambitious
Questioning
Exporitive
Determined

CUSTOMER

Interested
Open
Early Adopters
Curious

Expoloring Sage

Searching for the problem to find the answer and create a solution.

VOICE

Knowledgeable
Authentic
Understanding
Reasonable

PROMETHEAN = SEARCHING FOR SOLUTIONS

FEELING

New
Impactful
Effortless
Innovative

X-FACTOR

Raw
Collaborative
Developing
Current

Lorem ipsum

LOGO DESIGN

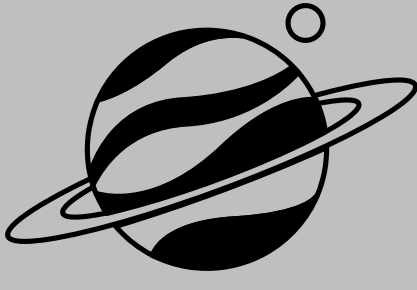


PROMETHEAN

Promethean is inspired by the Greek god Prometheus, which translates to "forethought". Prometheus is also a moon of Saturn, which is represented in the logo as a glowing green, the color of the element Promethium. The goal was to connect elements of space exploration and AI, or forethinking.



PROMETHEAN



PROMETHEAN



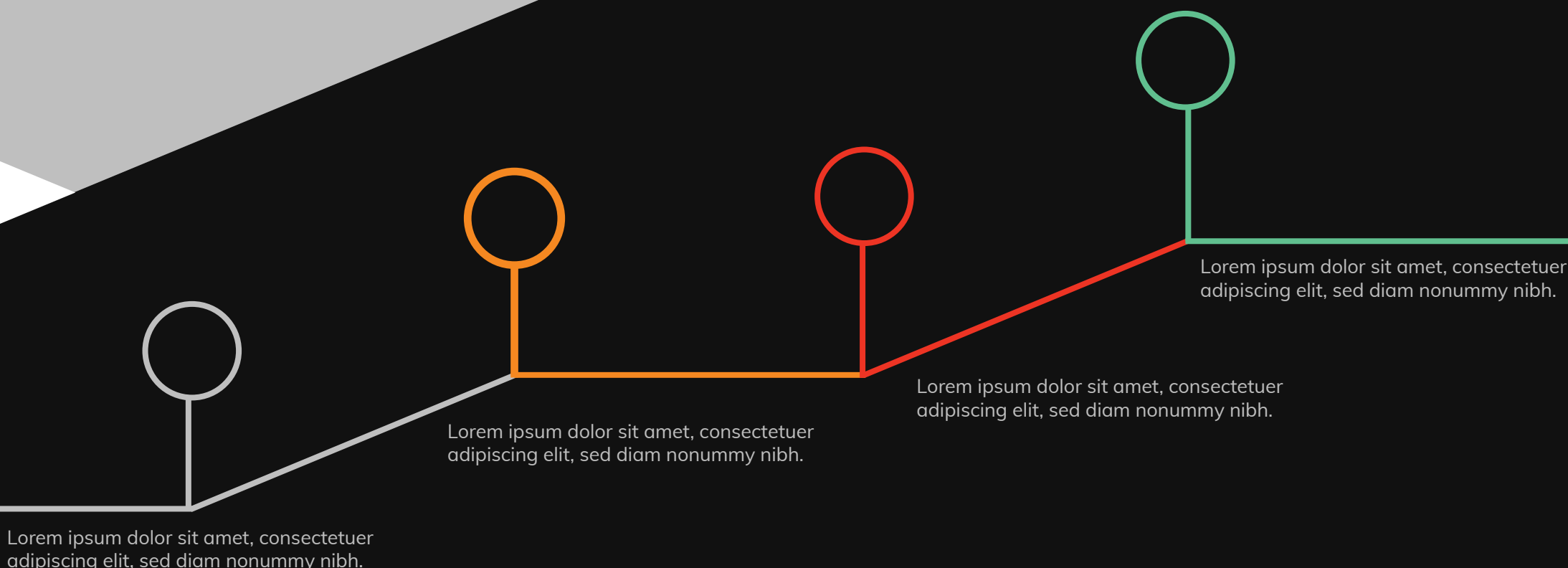
PROMETHEAN

MULTI

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

DECK LAYOUTS

TIMELINE



DECK LAYOUTS



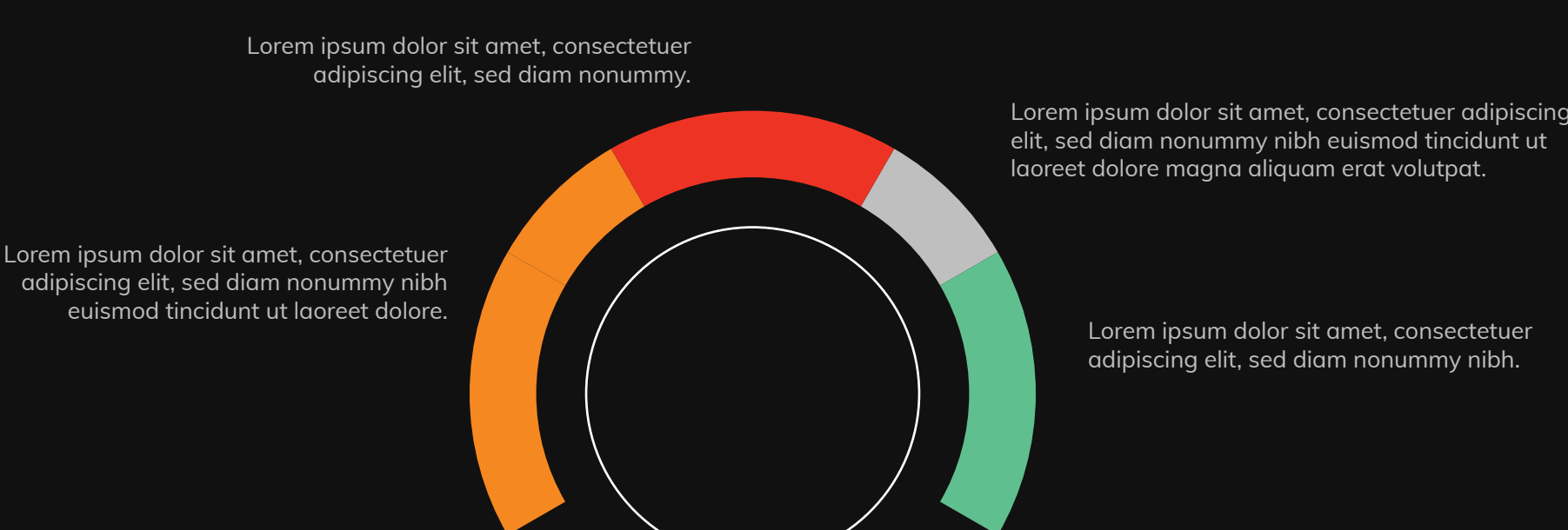
LAYOUT



DECK LAYOUTS



WRAP UP



DECK LAYOUTS

