

Maize — Brand Identity (One-Page Guide)

Maize is an AI teaching assistant designed to help students learn how to think — not what to answer — using their actual course materials.

Brand Essence

Personality: Thoughtful, calm, friendly, academically serious

Positioning: A supportive AI TA that guides understanding without replacing rigor

Vibe: Modern ed-tech with warmth and credibility

Visual Identity

- Stylized tortoiseshell cat face
- Flat geometric color patches
- No outlines, no gradients, no textures
- Slight asymmetry for warmth and personality
- Friendly eyes and subtle rose-colored lower lip

Core Color Palette

Color Role	Hex	Usage
Deep Charcoal Brown	#2B1F1A	Primary text, dark UI elements
Dark Cocoa Brown	#4A3328	Logo patches, secondary text
Warm Amber / Gold	#F2A93B	Primary accent, highlights
Burnt Orange	#D9772A	Secondary accent
Soft Cream	#F7EBD8	Backgrounds, light surfaces
Muted Rose	#D97A8A	Lower lip detail, rare accent

Typography

Primary Typeface: Inter (or similar humanist sans-serif)

Headings: Medium / Semibold

Body: Regular

Readable, neutral, and appropriate for academic environments

Voice & Tone

Encouraging, calm, and precise. Maize should guide students with clarity and curiosity — never condescending, never giving direct answers.