

# 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 edtech 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.