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Fabrica

Fabrica Sans Light
Fabrica Sans Regular
Fabrica Sans Bold

Brand

Brand is a combination of logo, color and typeface which

Logo Design

Logo Design is the creation of a new logo for a company or organization. Logo Design is the creation of a new logo for a company or organization.

Typeface

Typeface is a font family, typically with a number of variations such as bold and italic versions, and in a range of sizes. Typeface is a font family, typically with a number of variations such as bold and italic versions, and in a range of sizes.

Color Palette

Color Palette is a set of colors used in a design project. Color Palette is a set of colors used in a design project.

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Kinetic

1. Kinetic/dynamic feel
2. Energy moving without weakness
3. Sophisticated/premium feel
4. A product in continuous motion

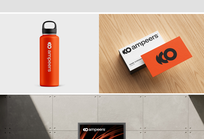
Energy in Motion
Kinetic/dynamic feel, evoking an something active rather than static. An breakout shape frame creates a sense of acceleration, showing energy moving continuously in a clear and controlled direction.

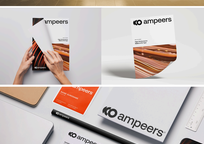
Engineering Into Energy Between
Kinetic/dynamic feel, evoking the sense of motion, speed and dynamics. Ampeers's kinetic energy is transitioning from a state of rest into motion, and the energy is accelerating into a clear visual expression of controlled momentum.

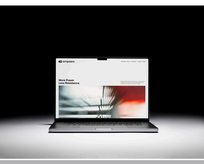
Engineered for Uninterrupted Flow
Kinetic/dynamic feel, evoking the sense of motion, speed and dynamics. Ampeers's kinetic energy is transitioning from a state of rest into motion, and the energy is accelerating into a clear visual expression of controlled momentum.

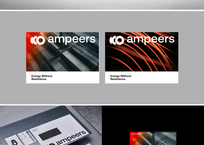
Linking Long Distance
Kinetic/dynamic feel, evoking the sense of motion, speed and dynamics. Ampeers's kinetic energy is transitioning from a state of rest into motion, and the energy is accelerating into a clear visual expression of controlled momentum.

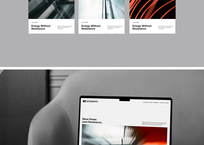
Built to Move Forward
Kinetic/dynamic feel, evoking the sense of motion, speed and dynamics. Ampeers's kinetic energy is transitioning from a state of rest into motion, and the energy is accelerating into a clear visual expression of controlled momentum.











AMPeers

Connector

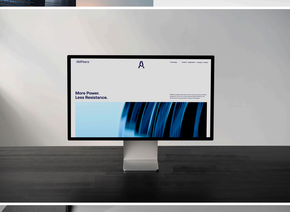
1. An "A" built as an electrical pathway
2. Contact points within a circuit
3. Interconnected layers
4. An open route with no dead ends

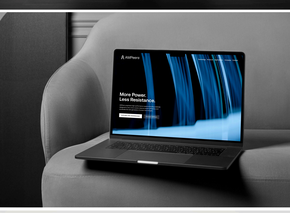
A Circuit in Motion
The AMPeers "A" draws inspiration from the visual language of electrical circuits—connected pathways that guide energy from one point to another without friction. The letter becomes more that an initial. It becomes a system through which energy can move.

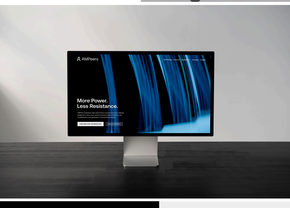
The Gaps Guide the Flow
The controlled breaks within the mark are not barriers. They create direction, guiding the eye and implying that energy is being shaped, not lost. The negative space between elements reinforces the idea that Energy appears to travel through the structure rather than remain contained within it.

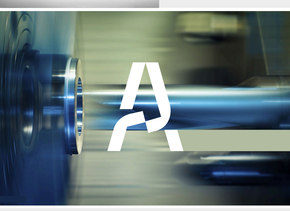
Engineered for Lower Resistance
The precise geometry reflects AMPeers' approach to superconductivity: carefully engineering advanced materials to reduce resistance and allow electricity to move farther, faster and more efficiently.

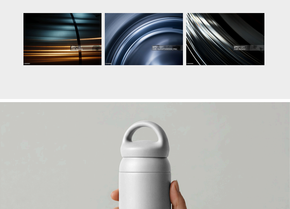
An Open Path Forward
The mark remains open and directional, expressing possibility rather than limitation. Its simplicity allows it to function as a platform for a wider of progress, positioning AMPeers as the pathway between breakthrough materials and next-generation power systems.











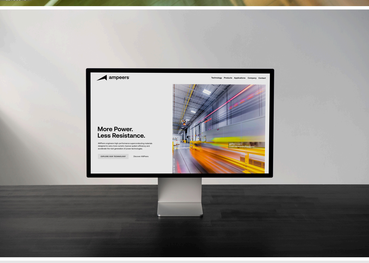
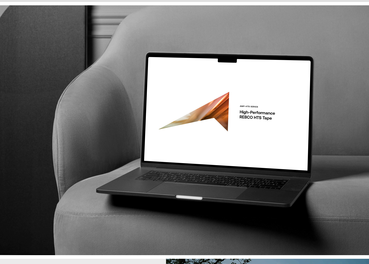
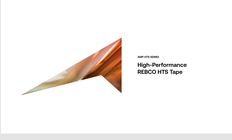
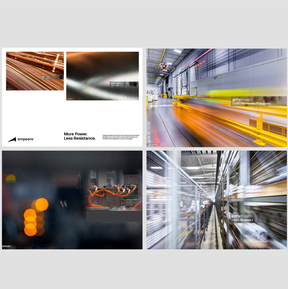
ampeers® Energy. Accelerated

Spark

1. Acceleration and momentum
2. A clear trajectory forward
3. Energy released
4. An abstract "A" in motion

Unrestricted Momentum
The mark expresses energy at the moment it accelerates. Its sharp, forward-leaning form creates a clear sense of trajectory, capturing the speed and momentum made possible when electrical resistance is dramatically reduced.

A Signal of Progress
Part abstract "A," part directional form, the symbol points forward and upward. It positions AMPeers as a company creating movement—not only in energy, but across the industries and technologies its materials can unlock.

Precision Behind the Speed
Although the mark feels fast, its geometry is deliberate and controlled. Every angle contributes to a single direction, reflecting the precision engineering required to manufacture high-performance superconducting materials at scale.

Built to Break Through
The open, angular construction suggests energy passing through the mark rather than being contained by it. It becomes a visual expression of AMPeers' ambition: removing barriers that limit performance, scale and progress.