

NUMENTA

INGREDIENT BRAND

**ATTRIBUTES THE INGREDIENT BRAND NEEDS
TO CONVEY:**

EMBEDDED INTELLIGENCE
VISION LANGUAGE
INSPIRATIONAL
BEHAVIOR



INTELLIGENCE

by Numenta



INTELLIGENCE
by Numenta

"robot with brain", merging synthetic and organic



INTELLIGENCE

by Numenta



brain with power button, place where science and nature come together

NUMENTA

INTELLIGENCE

NUMENTA
INTELLIGENCE

a texture of two different ideas coming together to form one



INTELLIGENCE

by Numenta



INTELLIGENCE
by Numenta

product of when two different ideas fuse together



a meeting point where two opposites combine



INTELLIGENCE

BY NUMENTA



INTELLIGENCE
BY NUMENTA

connecting separate ideas, two ideas learning from each other



NUMENTA
INTELLIGENCE



NUMENTA
INTELLIGENCE

a positive experience of two ideas connecting





NUMENTA
INTELLIGENCE



NUMENTA
INTELLIGENCE

two opposite ideas solidifying into one

INTELLIGENCE

by Numenta

INTELLIGENCE
by Numenta



nodes, hierarchy, individuals coming together to make a whole



INTELLIGENCE

BY NUMENTA



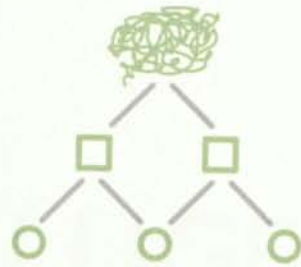
INTELLIGENCE
BY NUMENTA

close up of node, connection, movement

INTELLIGENCE

by Numenta

INTELLIGENCE
by Numenta



NUMENTA INTELLIGENCE



hierarchy with human brain at the top level, play on Numenta corporate logo

INTELLIGENCE BY NUMENTA

INTELLIGENCE
BY NUMENTA

technology, organic, future

INTELLIGENCE

by Numenta

INTELLIGENCE



Numenta

INTELLIGENCE



Numenta
INTELLIGENCE



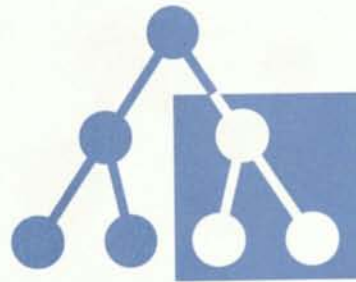




NUMENTA
INTELLIGENCE



NUMENTA
INTELLIGENCE

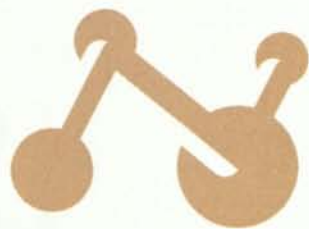


Numenta

INTELLIGENCE



Variation of the Numenta company logo with 3 nodes highlighted



NUMENTA

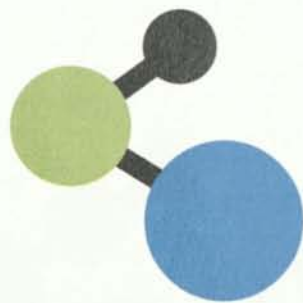
INTELLIGENCE



NUMENTA
INTELLIGENCE



Closeup of nodes from the Numenta company logo, dynamic, movement



numenta
Numenta
INTELLIGENCE



Numenta
INTELLIGENCE



Numenta
INTELLIGENCE



Closeup of nodes from the Numenta company logo, dynamic, movement



Closeup of nodes from the Numenta company logo, embedded



Numenta
INTELLIGENCE



Numenta
INTELLIGENCE





Closeup of a node from the Numenta company logo, embedded



Numenta

INTELLIGENCE



Closeup of nodes from the Numenta company logo, embedded, connection, communication



Numenta

INTELLIGENCE



Numenta
INTELLIGENCE





Closeup of a node from the Numenta company logo, embedded, connection, communication









numenta
INTELLIGENCE

numenta
INTELLIGENCE



numenta 
INTELLIGENCE

numenta 
INTELLIGENCE



NUMENTA
INTELLIGENCE



NUMENTA
INTELLIGENCE



NUMENTA INTELLIGENCE



NUMENTA
INTELLIGENCE



Numenta Intelligence



Numenta
Intelligence



Numenta.
INTELLIGENCE



Numenta.
INTELLIGENCE

The thinking bubble signifies the working capability of the human brain.





Transformation of organic into technical.



Three circles represent the three-shaped hierarchy of nodes. | Function of learning and memory.



numenta
INTELLIGENCE

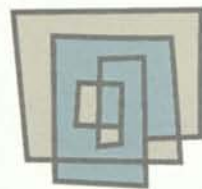


numenta
INTELLIGENCE

n u m é n t a
I N T E L L I G E N C E

n u m é n t a
I N T E L L I G E N C E

Simple typographic treatment highlights "men" signifying that Numenta Technology can work like the human brain.



NUMENTA
INTELLIGENCE



NUMENTA
INTELLIGENCE

An abstract symbol of the cranium and the computer monitor representing intelligent computing.

numenta
INTELLIGENCE

numenta
INTELLIGENCE

The "e" symbolizes clever technology which can learn, memorize, and solve problems like the human brain.





numenta
INTELLIGENCE



numenta
INTELLIGENCE

The "e" symbolizes clever technology which can learn, memorize, and solve problems like the human brain.



NOMENTA
INTELLIGENCE

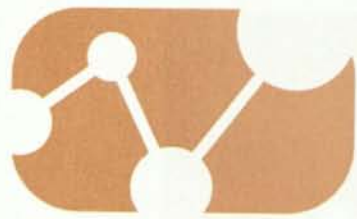


NOMENTA
INTELLIGENCE

This icon shows the idea of lower-level nodes receiving large amounts of input and sending processed input up to the next level.



Updated version of current logo, shows connectivity, networking



NUMENTA

INTELLIGENCE



NUMENTA
INTELLIGENCE





NUMENTA
I N T E L L I G E N C E

NUMENTA
I N T E L L I G E N C E

Nodes abstracted within the letterforms



INTELLIGENCE BY
NUMENTA



INTELLIGENCE BY
NUMENTA

Movement in time and space / Abstract brain.



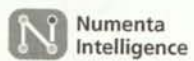
NUMENTA  INTELLIGENCE

NUMENTA  INTELLIGENCE

Emphasis on intelligence / Brainpower.



**Numenta
Intelligence**



Play off of current logo / Hierarchy / Connectivity / Letter "N" and letter "I".



INTELLIGENCE BY
NUMENTA



INTELLIGENCE BY
NUMENTA



NUMENTA
INTELLIGENCE



Making connections.



NUMENTA
INTELLIGENCE

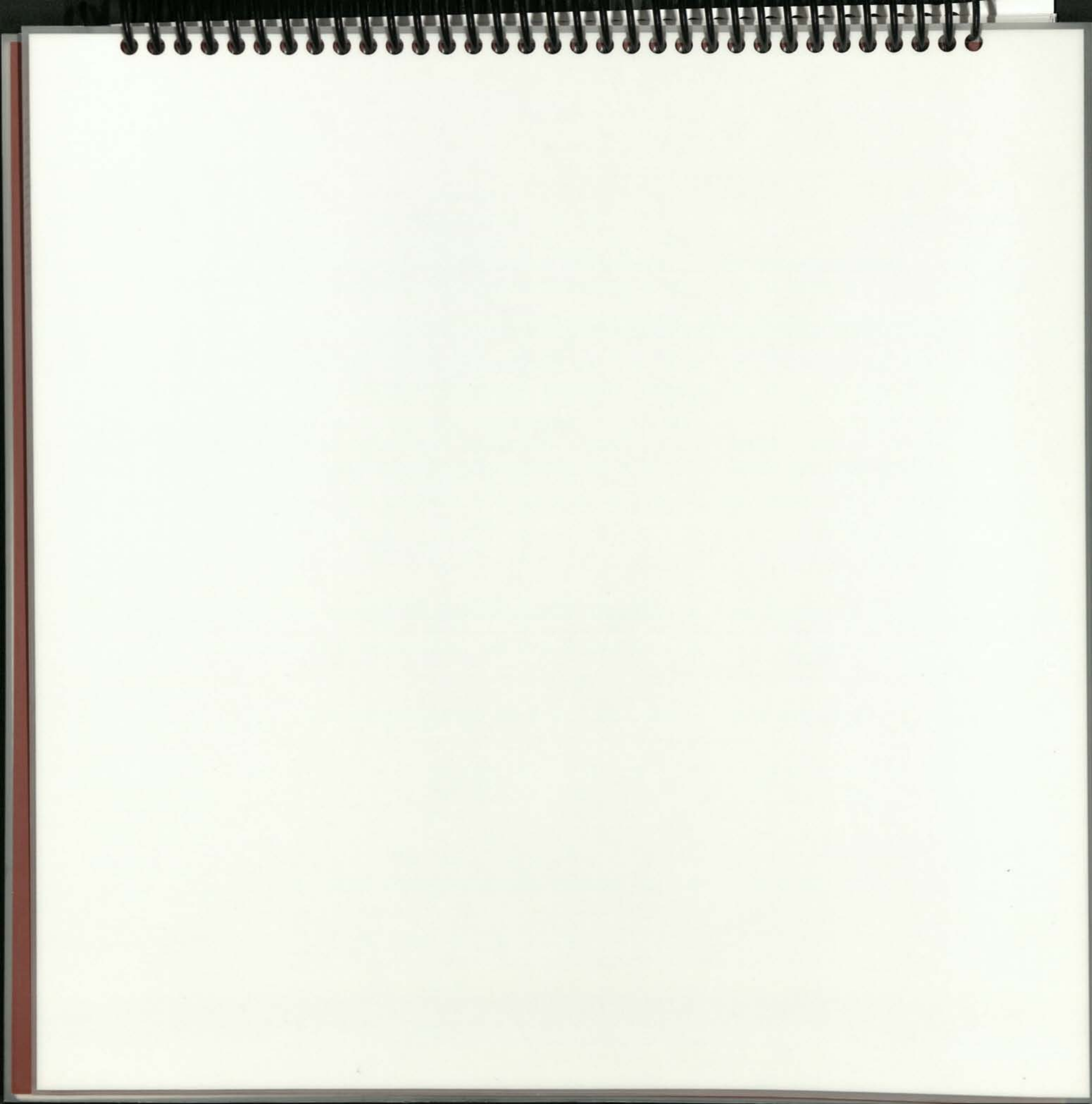


Connectivity and fluidity / Abstract letter "N".

NUMENTA  **INTELLIGENCE**

NUMENTA  INTELLIGENCE

Convergence of the minds / Intelligent computing.



eleven**eighty**five**design**