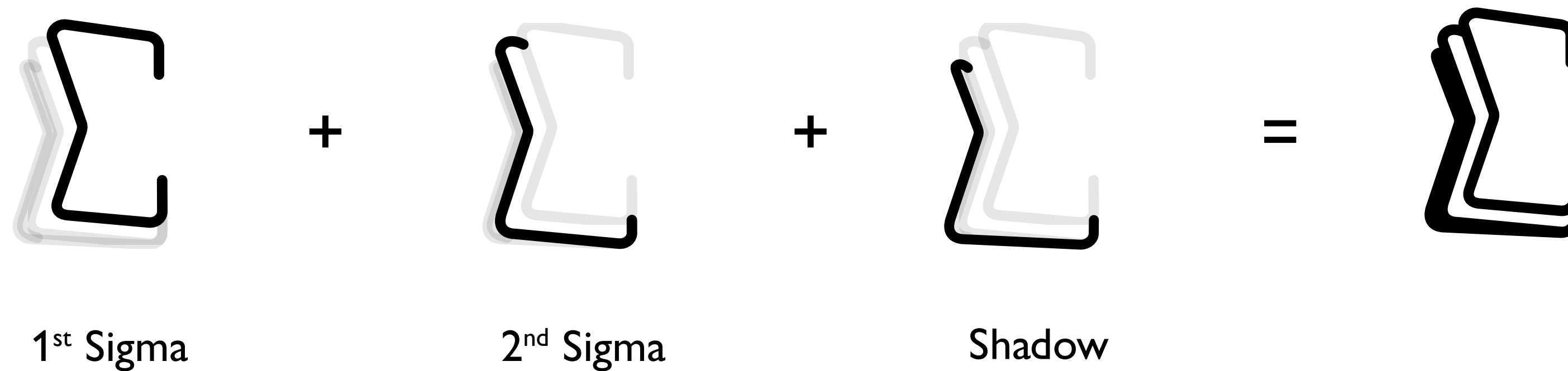SigIQ.ai

Conceptualization

SigIQ.ai's logo embodies the core principles of our brand: education, intelligence, and technological advancement. Every design element is thoughtfully curated to reflect our mission in the edtech space and our commitment to solving the Two Sigma Problem — ensuring impactful, personalized learning experiences for all.

Key Elements of the Logo

The Sigma Symbols (Σ):

$$\sum \; + \; \sum \; + \; \sum \; = \; \sum$$

1st Sigma   2nd Sigma   Shadow

Design   -   Two overlapping Sigma (Σ) symbols, one outlined and the other solid, form the central motif of the logo.

Representation   -   The dual Sigma highlights our connection to the Two Sigma Problem, which aims to replicate the effectiveness of 1:1 tutoring at scale.

                                 It signifies excellence, summation, and progression, aligning with our goal of comprehensive education solutions.

Shadow Effect   -   A solid shadow behind the overlapping Sigmas adds depth, emphasizing the layered approach we take in creating personalized learning experiences.

The Wordmark

Design - The bookmark behind "IQ" represents learning resources and serves as a visual cue for education, marking it as a key tool in the student's journey to success.

It highlights our mission to be a trusted guide for learners, providing them with actionable insights and resources.

The dot above the "I" is replaced with a star, symbolizing artificial intelligence, innovation, aspiration, and our dedication to leveraging cutting-edge technology to revolutionize education.

SigIQ.ai

The SigIQ.ai logo is more than just a visual identifier; it is a story of our mission to solve the Two Sigma Problem, our focus on leveraging AI to transform education, and our aspiration to create an impactful learning experience for every individual.

It is a symbol of trust, innovation, and excellence.