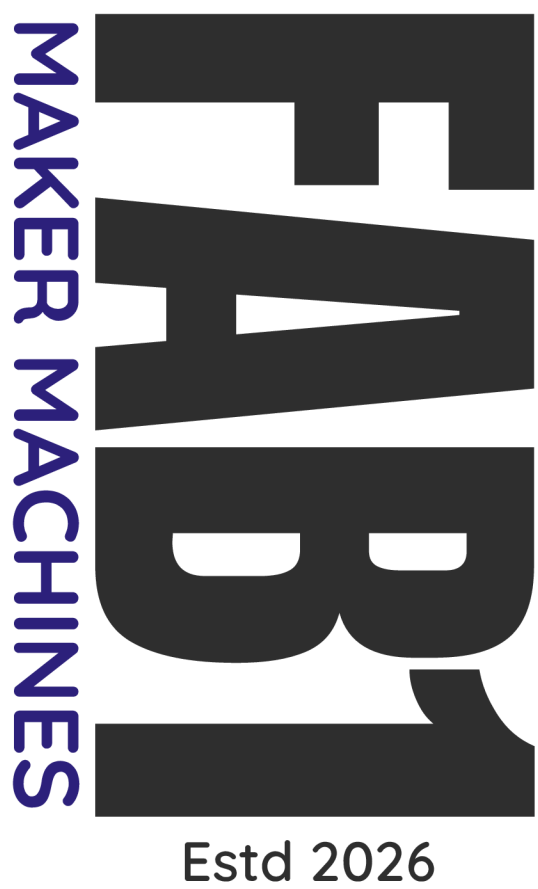
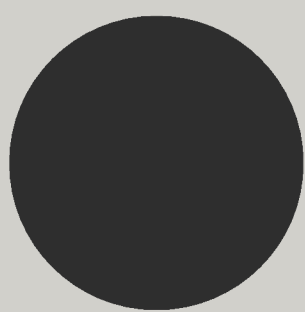


FAB1

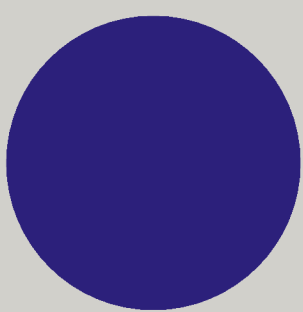
MOOD BOARD REVIEW
Presented by Amanda Ridenour



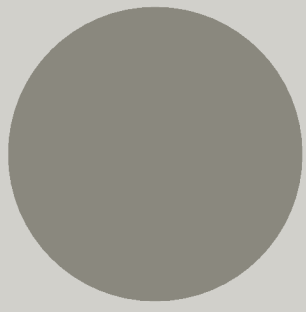
COLOR PALETTE



#2E2E2E



#2c207b



#8A887E



#A2A092



#D1D0CB

INDIVIDUAL FONTS

Aa

Anton

Aa

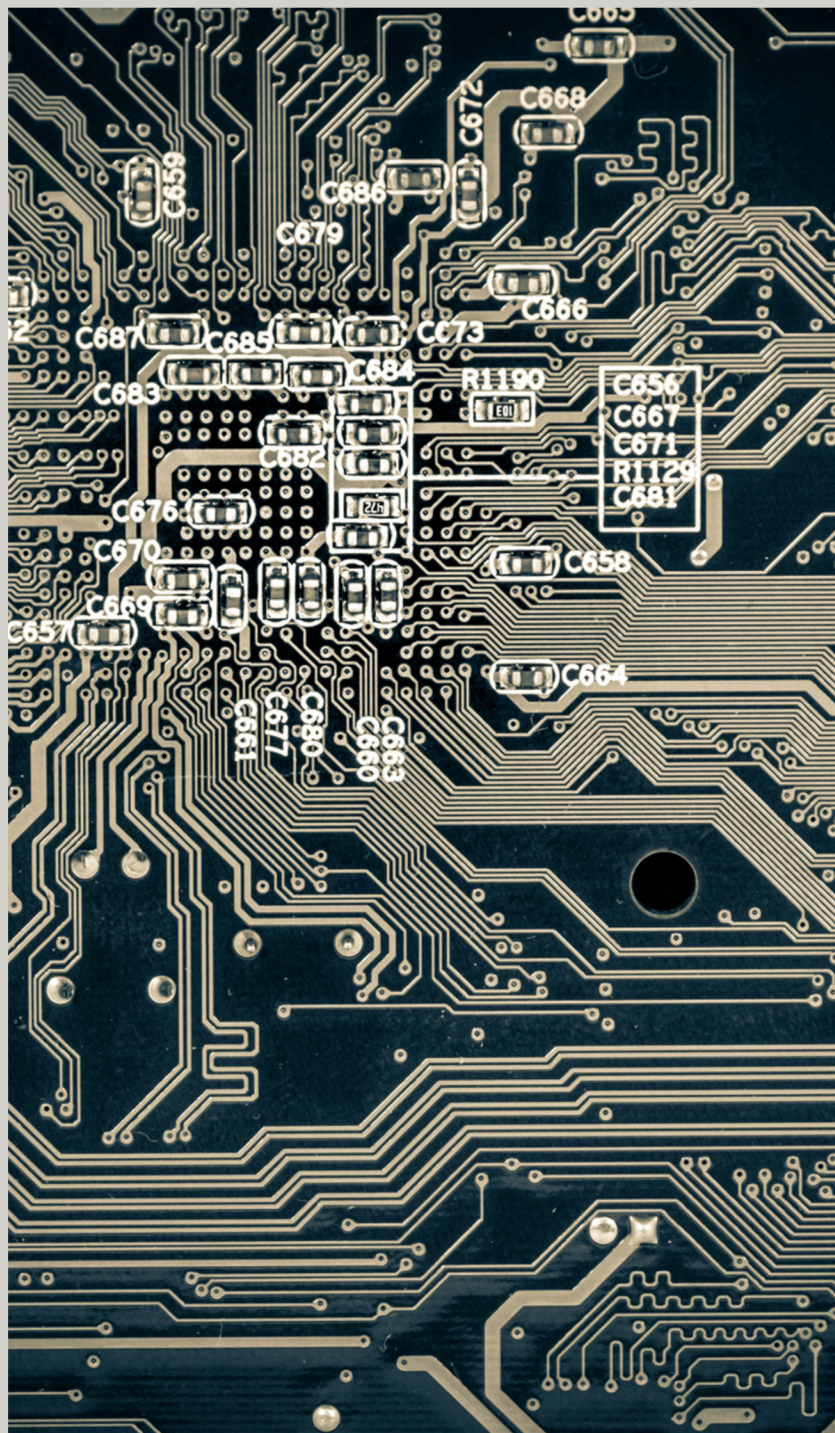
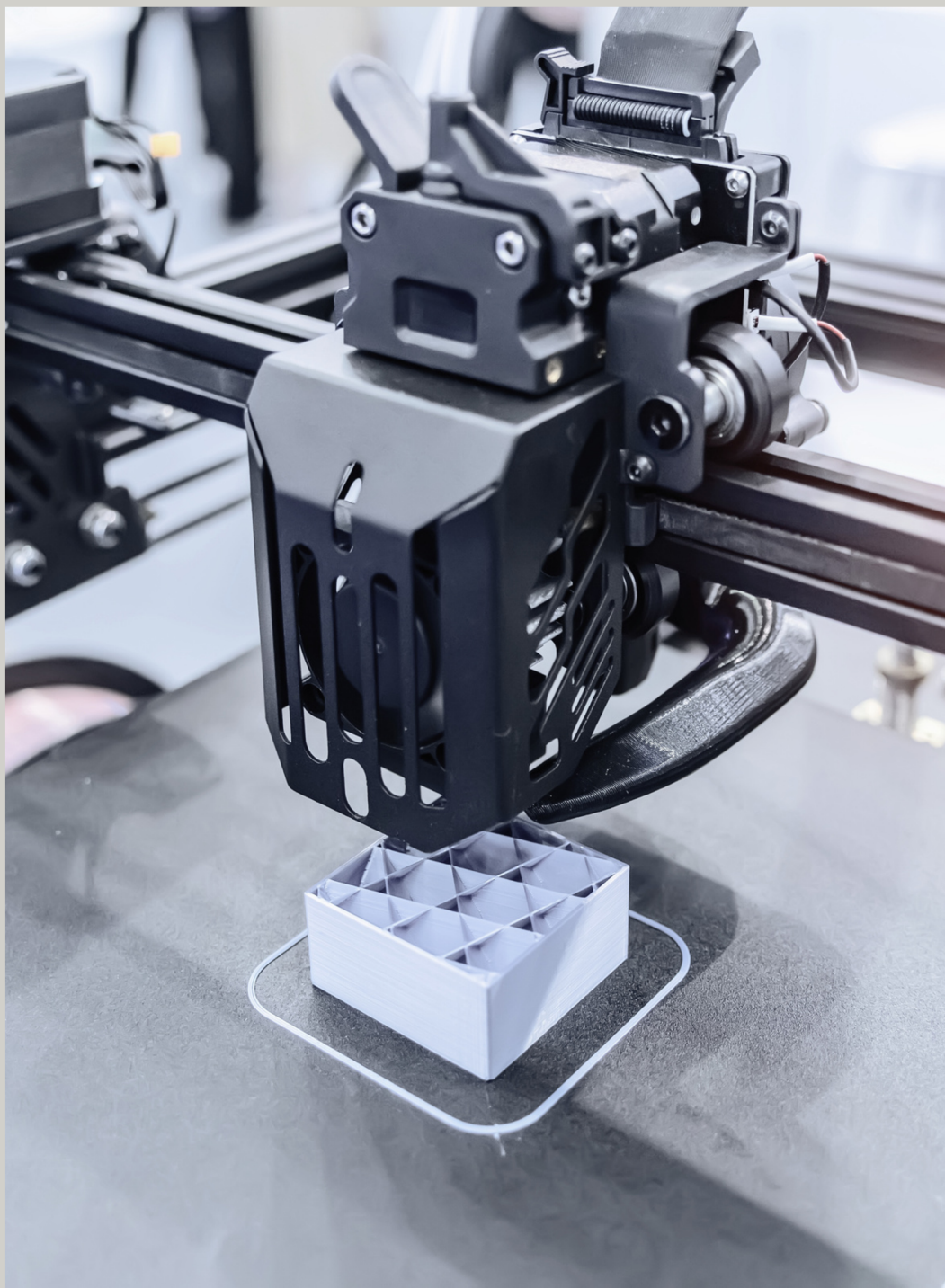
Quicksand

BRAND STRATEGIES

Fab1 is redefining fabrication tools for a new audience hobbyists, DIYers, and at-home creators with a bit of advanced technology.

By blending the precision of at home machines like our 3d printers, laser engravers, CNCs and other fabrircation tools, Fab1 empowers everyday makers to explore new creative frontiers. The brand identity should feel modern and inspiring, while remaining friendly and accessible to non-professionals.

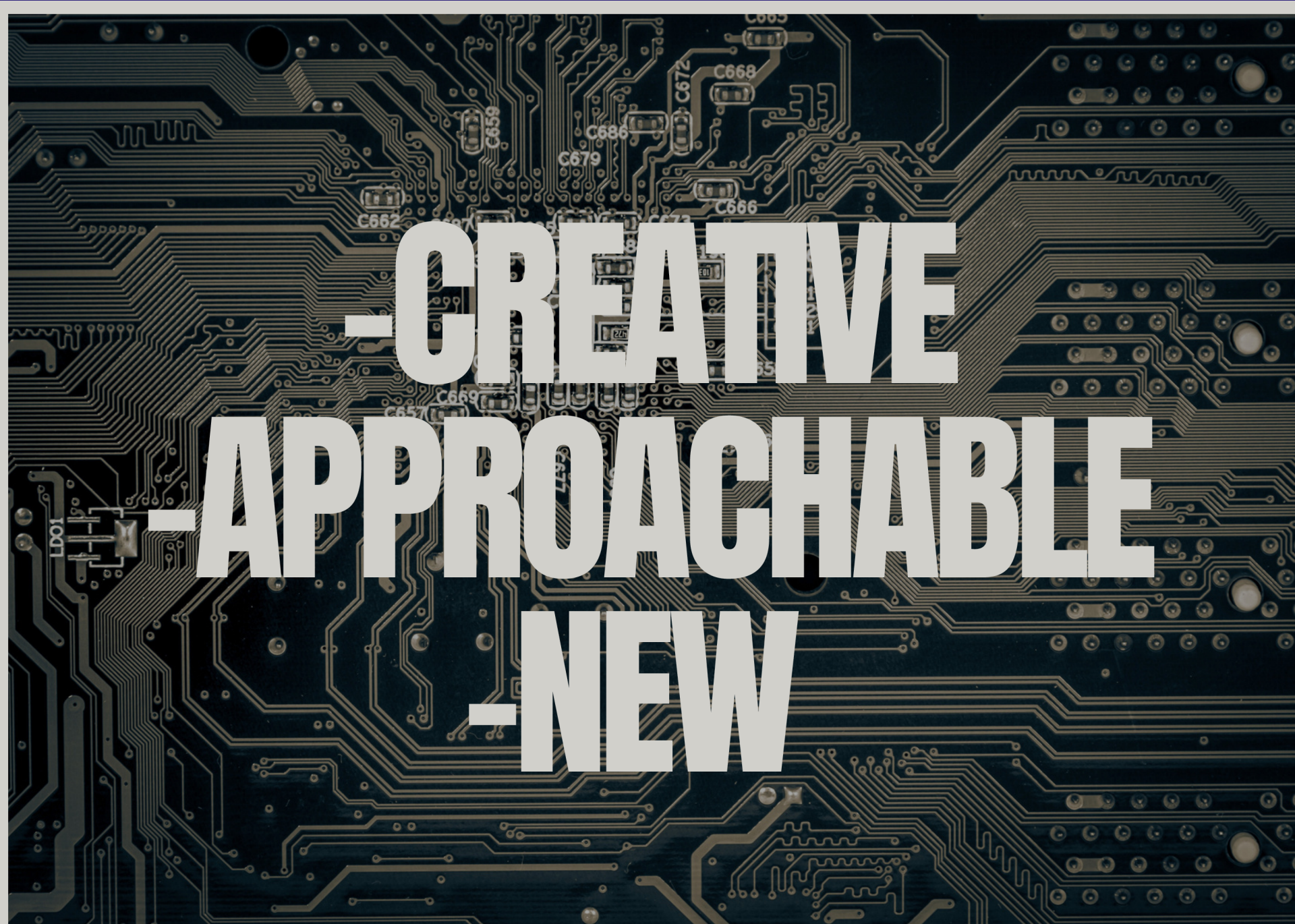
MOOD BOARD



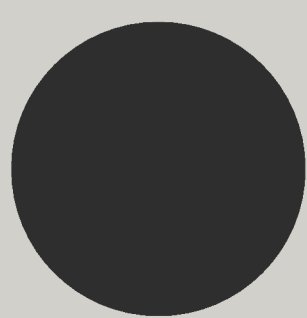
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WHY WE NEED IT

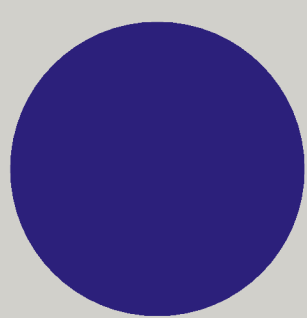
WHY
PURPLE



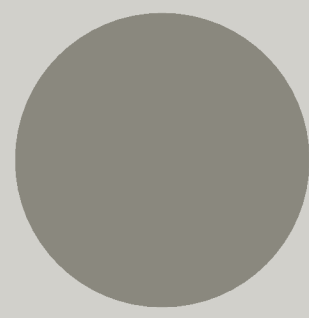
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#A2A092



#D1D0CB

Why Dark Purple is the Right Choice for This Brand

Fresh yet Approachable

Purple is not oversaturated in the tech and maker-space markets, where blues, oranges, and industrial grays dominate. By choosing a darker purple, we set the brand apart as new and memorable, while avoiding the harshness of primary reds or oranges. The depth of the shade feels inviting and warm, creating approachability rather than intimidation

Creativity and Innovation

Psychologically, purple is strongly associated with imagination, originality, and forward thinking. For a brand centered on design tools like 3D printing or laser engraving, this signals creativity and positions us as a company that empowers makers, entrepreneurs, and innovators to bring their ideas to life.

Trust and Professionalism with a Modern Edge

While lighter purples can skew playful or Easter-like, a darker purple conveys stability, trust, and sophistication, qualities needed to reassure customers of product reliability, unlike black or gray alone, which can feel too cold or industrial, dark purple strikes the balance between serious professionalism, modern creativity and playfulness.

Emotional Connection

Purple is historically associated with vision, ambition, and inspiration. It encourages customers to see the brand not just as a tool, but as a partner in their creative journey and helps foster the new comer to the brand.