

Verge

Brand & Identity Design

Verge started life as the Indianapolis chapter of Hackers and Founders, a Silicon Valley based networking event designed for hackers who were interested in building startups.

Not satisfied with a run of the mill networking event, the Indy event's founders introduced three fast-paced, five minute business pitches from local startups each month. The presentations quickly became the highlight of the event and entrepreneurs eagerly lined up for a chance to share their ideas.

Over the next year, Hackers and Founders Indy grew from the original eight founding members to more than 700 active members. The organizers knew they had something big and something unique on their hands, and they wanted to be sure the event reached its full potential. In partnership with KA+A, the event was rebranded as Verge. The new name and logo represented the event's upward momentum and the inspiring convergence of entrepreneurs, software developers, and designers in one place at one time.

Verge has become an integral part of the startup culture currently thriving in Indianapolis. It has become the platform for startups to pitch ideas and get connected with talent and investment dollars.

VERGE IDENTITY

TEMPORARY WEBSITE HOME SCREEN



TINDERBOX PROPOSAL



For more information, visit www.kaplusa.com