

1/2 Loop of Innovation

The loop represents the iterative process. With clarity and simplicity, it likewise signifies multidisciplinary teamwork and collaboration.



Solution

The stylized letter B provides a dynamic symbol for the conference devoted to the iterative and practical approach to generating ideas and surprising solutions.

The logo's visual simplicity encapsulates the concept of rigorous process, dynamic interaction, and clarity of ideas. Its simplicity should make it easily adaptable to various media applications.

2/2

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Creative's profile

