

e@entprobe



ICON

The challenge here was to create a mark that communicated the idea of multiple data feeds coming together to one point which represents the users event of choice.

Though it seems like there are initially multiple lines creating the image, on second read it actually is one single line. This symbolizes the apps ability to bring different lines of data into a single seamless stream of information.

This mark also has a subtle reference to the letters “e” and “p.”

One of the important features I wanted to create with this icon is the shape as a location marker on a map. This helps push the branding into the interface design making a more memorable mark.



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