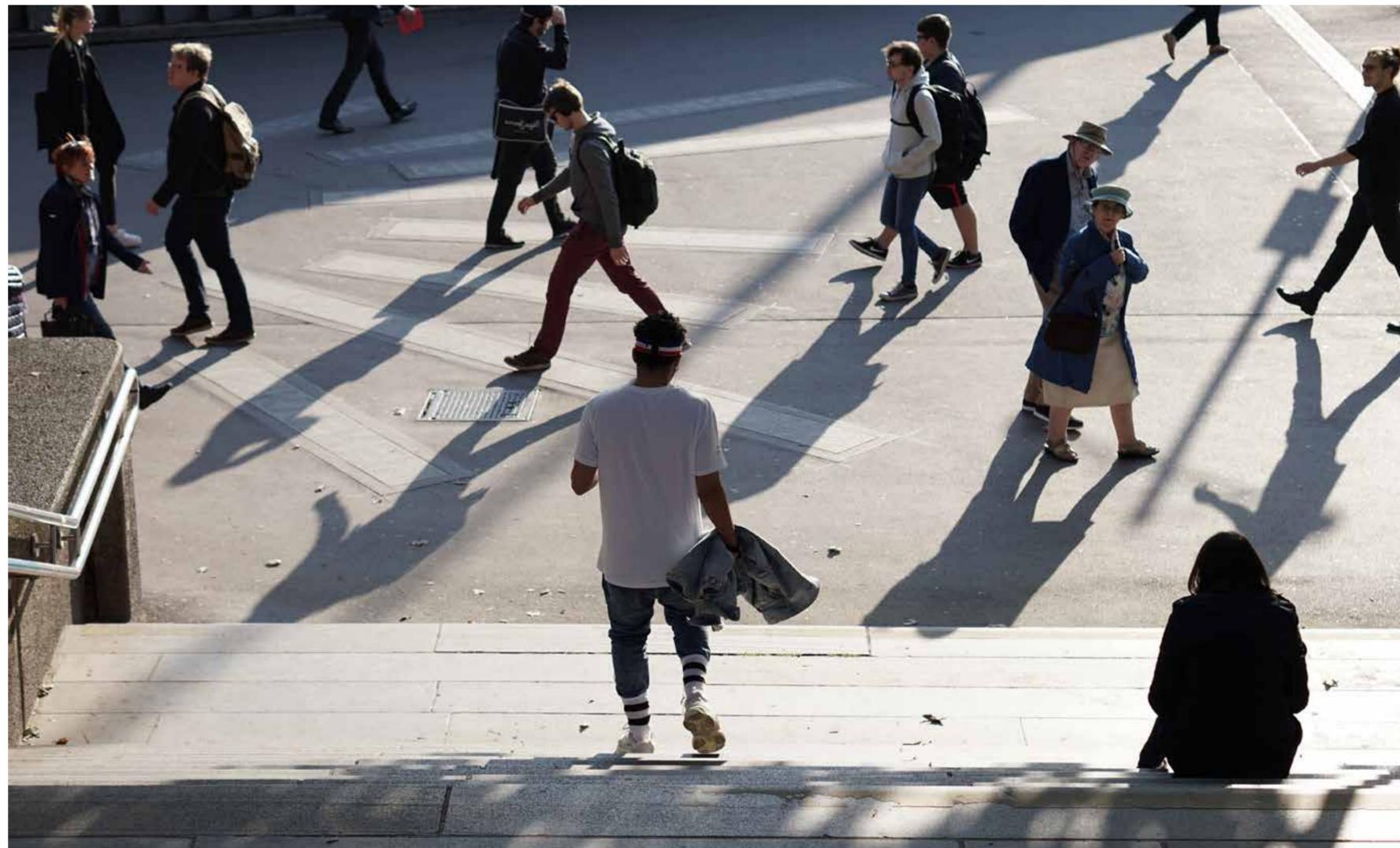


Epinion

A new mark for a new era. Doting the i's with a square and a circle, the logo carries a subtle reference to Epinion's core story.

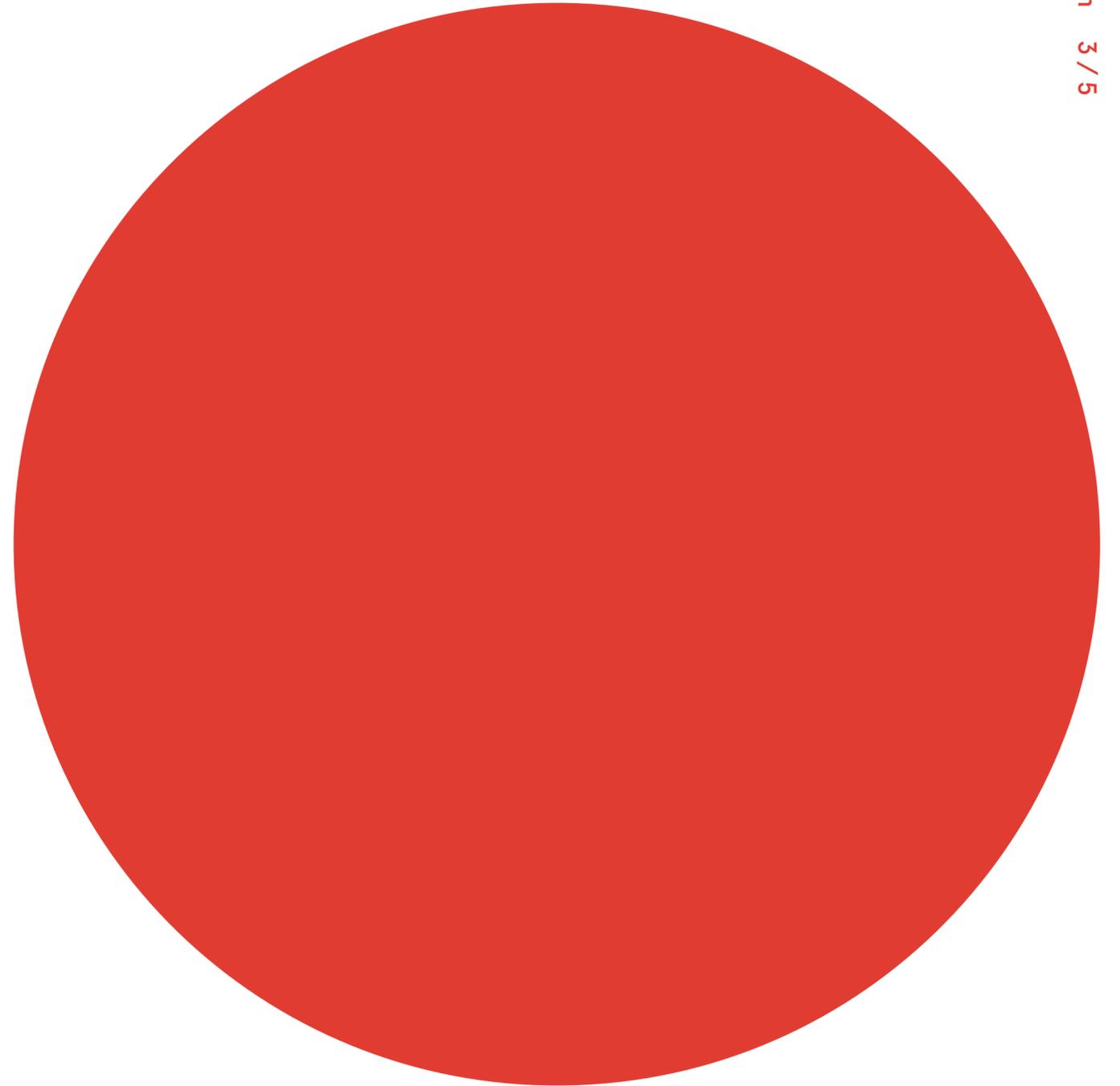
We analyse and guide, combining hard facts with soft insights. Because there are two sides to every story. Big data needs context to make sense. Numbers need stories — and vice versa.



Juxtaposed brand keywords, giving rise to the logo narrative.



Hard facts
Big data
Numbers
Consumers



Soft insights
Thick data
People
Citizens



The logo sits at the head of an expanded system of sub-brand marks, representing different sectors and services.

Epinion
Advanced Analytics

Epinion
Education & Science

Epinion
Public & Politics

Epinion
Media & Telecom

Epinion
Consumer Goods

Epinion
Transport & Mobility

Big data vs. thick data. Key shapes adapted for graphic patterns and animation.

