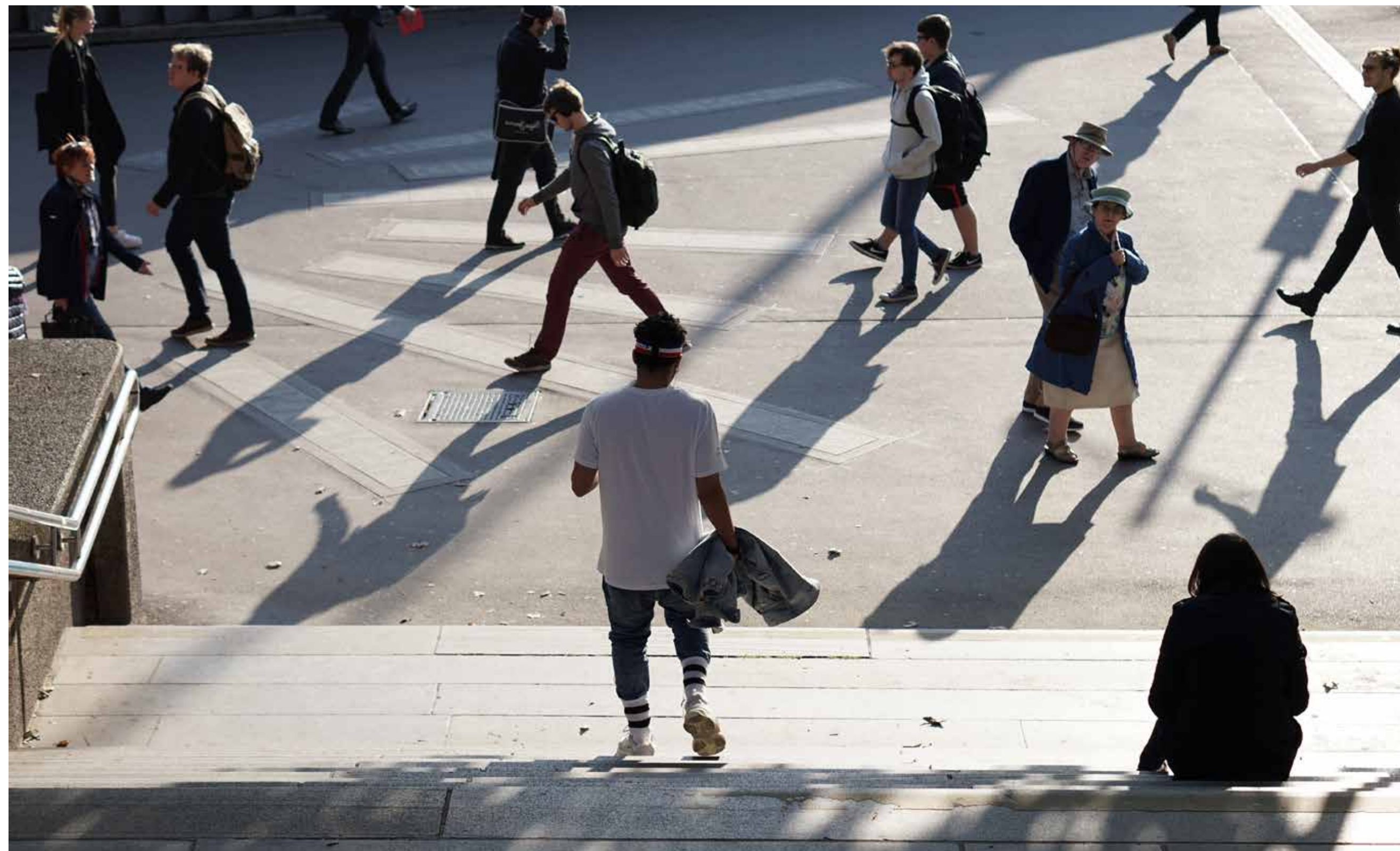


Epinion

A new mark for a new era. Dotting 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.

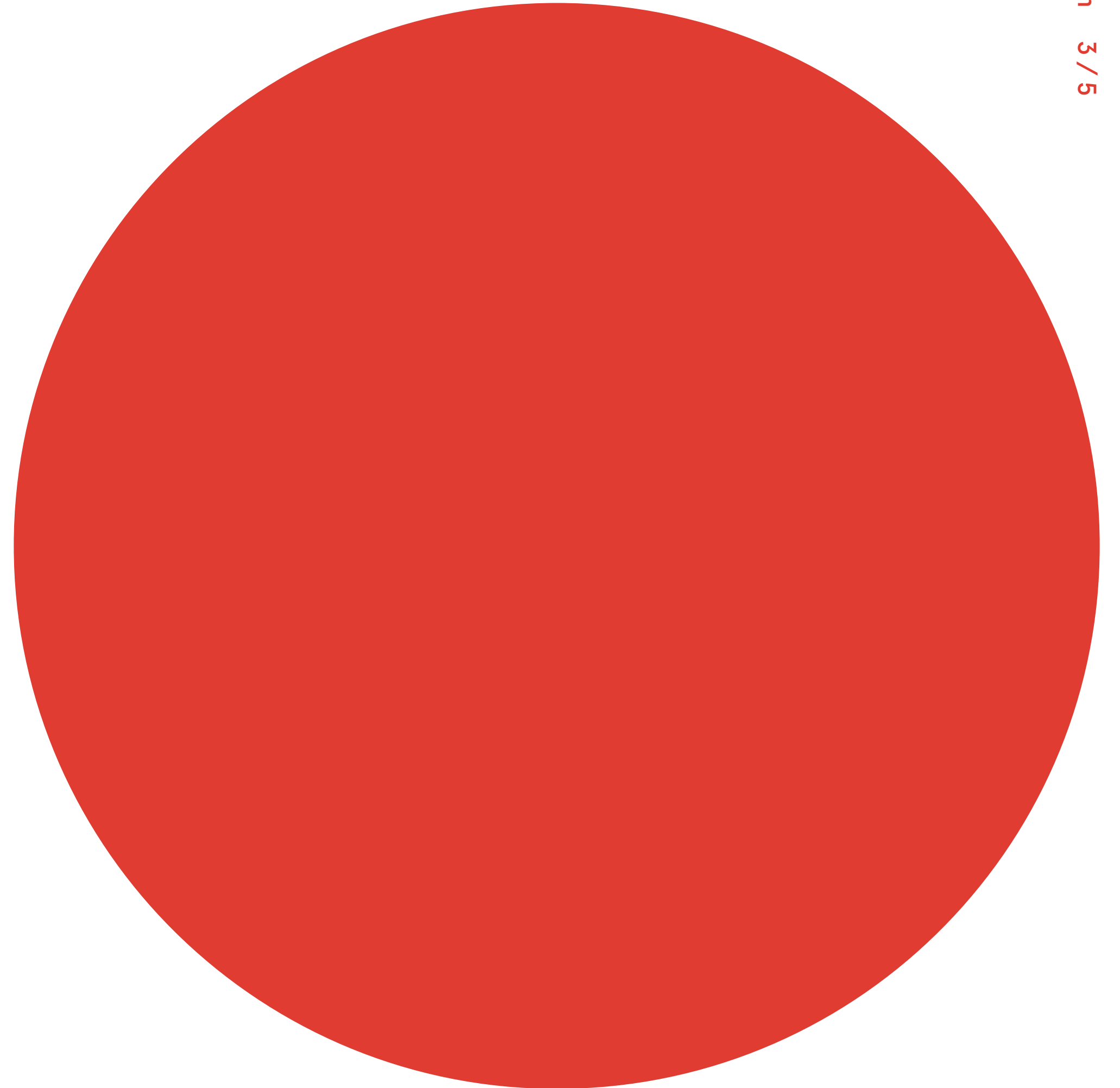
Epinion



Juxtaposed brand keywords, giving
rise to the logo narrative.



Hard facts
Big data
Numbers
Consumers



Soft insights
Thick data
People
Citizens

Epinion
Advanced Analytics

Epinion
Education & Science

Epinion
Public & Politics

Epinion
Media & Telecom

Epinion
Consumer Goods

Epinion
Transport & Mobility



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

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



In a world that is becoming increasingly data complex, Epinion is here to cut through the noise and make sense of it all. We empower companies and institutions to improve today and see tomorrow.

