

# Option 01:

The concept behind this option it's that the brain is the primary source for starting innovation, so it must be constantly reseted, recycled so it keep pushing foward to the next level of creativity. This process must be done night and day relentlessly. We drawn an stilyzed version of a brain in isometric view with its two hemispheres in different colors, so the icon reading would be clearer.



# Option 02:

The idea of non stop flowing of data day and night is shown here as the data flow continuously around the sun. The color of the data make a constrast with the star's color. We also drawn a monogram in negative inside the ball so the branding of the event's name would be stronger.



# Option 02:

The computer processing and the cycle of day and night were the guiding concepts on the design of this option. As data spin faster and faster, it forms virtual rings, flowing in opposite, but still complementary directions. It describes the event as the core for digital innovation and futuristic concepts hub.

