



# Infinite Icon

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## **Infinite Icon** Sandu Cultural Media

For brands looking to express themselves with a bold, straightforward visual statement, nothing is as powerful as the seemingly simple icon. Overwhelmingly versatile, icons can grant projects access to a pictorial language that is almost universally understood, and can convey complex messages with speed and style. The use of icons can condense a brand's identity into the most basic of forms, capturing something as complex as their ethos or as basic as menu items with a single masterful and eye-catching image or series of images. Infinite Icon includes a multitude of groups and events looking to iconography for their branding needs, such as the Warsaw Zoo, a hip new Brooklyn brewery, Budapest Design Week, and even entire cities looking to create fresh identities for themselves.

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