



**ICONIC  
FUTURE**

TAKING BRANDS  
INTO GAMES  
AND APPS

## – PRESS RELEASE –

### Iconicfuture unveils new corporate design in conjunction with new positioning

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**Hamburg** – Iconicfuture presented its new corporate design today. The company colors changes from a light green to a vibrant blue and orange. The new design captures Iconicfuture's enthusiasm and standing for the games and licensing industry. The new logo is a dynamic spaceship in flight and underlines our affiliation with both industries that are highly creative and value the sense for beauty, art and design. The new corporate design was created by the Hamburg based agency Akryl.

"The goal was to translate our corporate values into visual language. With the help of Akryl we managed to achieve exactly this. As a transporter the spaceship connects the world of brands with the world of games and apps." explains CEO Clemens von Berger.

With the new, more playful design Iconicfuture shows its commitment to the games industry. The round IF emblem on the spaceship's side represents Iconicfuture's true 360 degree service which supports the whole licensing process ranging from brand-to-game matching to integration and reporting. The clear and purist colors of the new wordmark of Iconicfuture suggests timelessness and stability. It is contemporary without being trendy.

The combination of a gamesome as well as a more serious licensing aspect in the new logo supports a consistent and appropriate communication that appeals to both client groups, developers and licensors.

With a new look and a clear positioning as part of the games industry Iconicfuture continues its mission to take brands into games and apps and to change digital licensing radically.

#### **About Iconicfuture:**

Iconicfuture increases engagement, retention and monetization in any game or app by delivering the most suitable branded content to developers and making licensing fast, simple and cost-effective. Millions of branded items have already been sold through Iconicfuture resulting in a significant increase in game and app downloads.

At the heart of the 360 degree service sits a proprietary platform that has been developed by a team of IT specialists. By maximizing efficiencies in the licensing process Iconicfuture takes the time and complexity out of securing branded digital content.

[www.iconicfuture.com](http://www.iconicfuture.com)

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