

Shown below is a photo display illustrative of the genesis for the logo of Inperium. Each image was an effort to symbolize, in an emblem, the work being done by Inperium.

During the development stages for the logo – beginning in early 2016 – we drafted 11 different abstract versions of a symbol that would help us to convey how “Inperium” should be perceived through its logo.

At the 7<sup>th</sup> variation, counting left to right across the apex, you can begin to see the “hive” concept taking shape & evolving. Finally at the 10<sup>th</sup> version we begin to perfect the logo and established the final characteristics of the abstract “R” & the font size/type. We finally ended on the 14<sup>th</sup> attempt – which is what you know today as the Inperium logo.

# Evolution of Inperium

