

Company Name: ZeroC

We need a logo for a new product we're developing: "IceRPC"

We're a software company that sells products related to transmitting data across the internet.

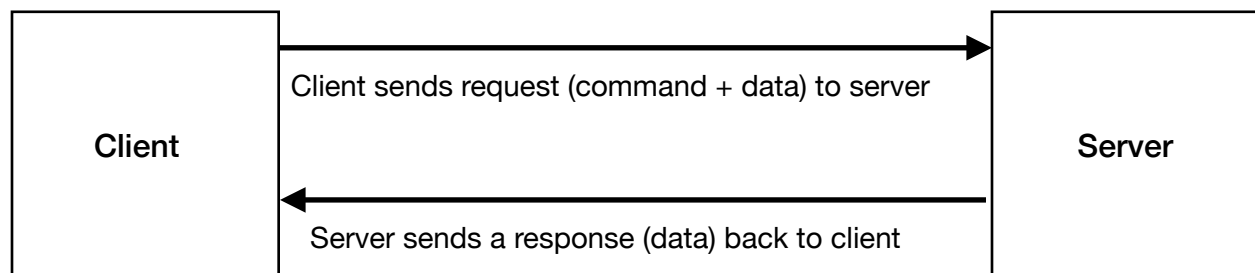
Our target market is other software companies/developers, who can use our products in their own programs, instead of having to write it from scratch themselves.

We've been selling a series of products bundled under the name "Ice" (**I**nternet **C**ommunications **E**ngine) for 2 decades, but they're becoming outdated.

Our new product is a revamped spiritual successor to it, named "IceRPC" (**I**CE **R**emote **P**rocedure **C**all)

How the Software Works:

There are 2 computers, a client and a server. The client sends a "request" to the server (it gives a command to the server along with some data), then the server processes the request, and sends some data back to the client.



What we're Looking for:

- Clean and modern design. 2 dimensional and flat, and that doesn't have any small details (making it easy to scale down, and look the same at different scales).
- Something abstract or pictorial: no mascots, emblems, and little to no text (specifically not ZeroC, or Ice (confusing with our old product name)).
- Main color should be a shade of blue, and it shouldn't use too many different colors. It's fine to use slight gradients (examples on 2nd page).
- Logo should stand alone & be recognizable on it's own and next to "IceRPC" (in that casing).

Key themes:

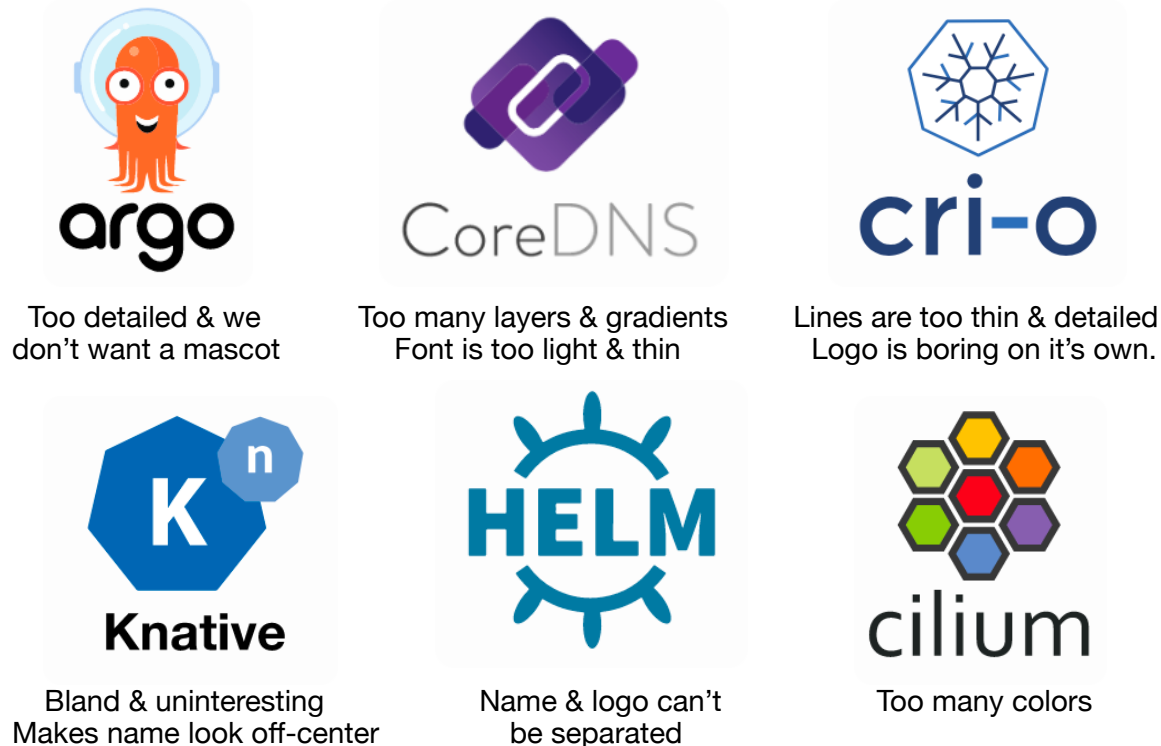
- Communication / Transmission of information
- Clean and Simple to use
- Fresh & New

All the following logos can be found at: <https://www.cncf.io/projects> (our logo should fit in here)

Other Logos in the Space That we Like:



Other Logos in the Space That we Don't Like:



Ignore the amount of 7-sided shapes in logos. It's a callback to a technology they're based on.