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ISO/IEC JTC 1/SC 29/AG 3
CODING OF MOVING PICTURES AND AUDIO**

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Title: Another proposal of a refreshed MPEG logo
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Introduction

The need to repeat the logo poll due to the negative feedback of the first poll was motivated by ISO/IEC JTC 1/SC 29/AG 3 during the last online meeting.

Considering the results of the first poll and the feedback from members of the MPEG group, we propose that the new MPEG logo should essentially refresh the current one. Therefore, the proposal uses the classic MPEG logo stylistics. It incorporates greenish color and letter shading.

The proposed logo design focuses on the main objective of the MPEG – compressing things, i.e., compressing multimedia.



The MPEG letters create a shape of a vice, which compresses the play button representing miscellaneous types of multimedia.



Monochromatic version:



A single-meeting version:



Color version, dark background:



Monochromatic version, dark background:

