

The mySleepButton app icon has the following symbolism:

- The shuffle icon over the owl's head signifies the *cognitive shuffle*, which the app facilitates. (Sleep technique invented by co-founder Luc P. Beaudoin).
- The variety of symbols (square, triangle, circle, etc.) and colors represents the diversity involved in *serial diverse imagining* (the variant of the cognitive shuffle facilitated by mySleepButton).
- An owl normally is awake at night. The owl is asleep, which illustrates mySleepButton's effectiveness.
- The Zz represents sleeping.
- The dark background, stars and moon symbolize nighttime.

See also [How our Visual Hammer \(Icon\) Was Designed to Drive Home our Verbal Nail.](#)