What is Purely Black, Unmistakably Bengal and GOATED at the same time?

Black Bengal Goat brings consulting, creative services and training together through its name, goat mark and website.



How do you name three kinds of work?

BBG brings consulting, creative services and training together. The name had to give people one clear way to remember the business and a way to understand how it works.

The Black Bengal Goat gave those three activities something in common.

Look closer at the goat.

The dashed curves trace the sweep of the horn, muzzle and neck. A small white crescent gives the eye its expression.

ORIGINAL BBG LOGO CONSTRUCTION



Be the GOAT.

A fine vertical rule gives the wordmark and tagline their own space. Silver lettering ties the two together on the dark ground.

ORIGINAL BBG WORDMARK AND TAGLINE LOCKUP



Put the founders on the opening screen.

The logo gives a visitor something to remember. The photograph lets them meet Sania Mahmood and Onindo Ahmed before reading the service list.

ORIGINAL BBG HOMEPAGE



The climb has four practical steps.

The same idea from the name gives BBG a way to explain an engagement.

01

Scout

Listen, research and map the terrain.

02

Sharpen

Find the strategy and the idea worth building.

03

Shape

Turn the idea into identity, communication or a system.

04

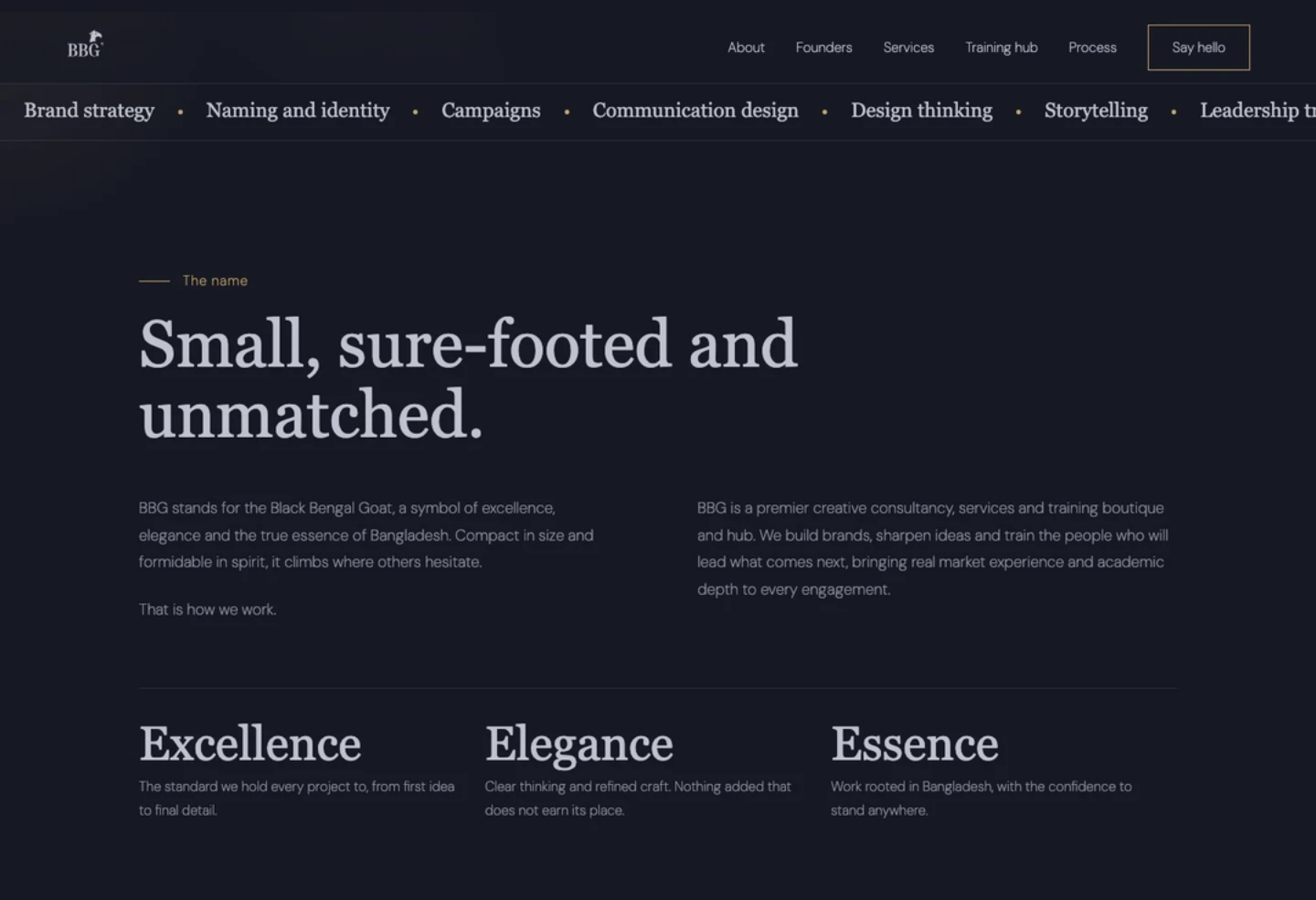
Summit

Launch, train and support the team.

Three ways to work with BBG.

The website gathers creative consultancy, services and training under one name. Each can have a distinct purpose and still feel like it comes from the same place.

ORIGINAL WEBSITE SECTION INTRODUCING THE OFFER



The name tells you how the studio works.

BBG starts with something recognisably Bangladeshi and uses it to explain an approach a client can follow.

BRAND IDEA, VISUAL IDENTITY AND WEBSITE.

Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

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