Turning waste into worth

A new EcoCorp identity for an industrial sustainability business in Bangladesh.



The identity in use

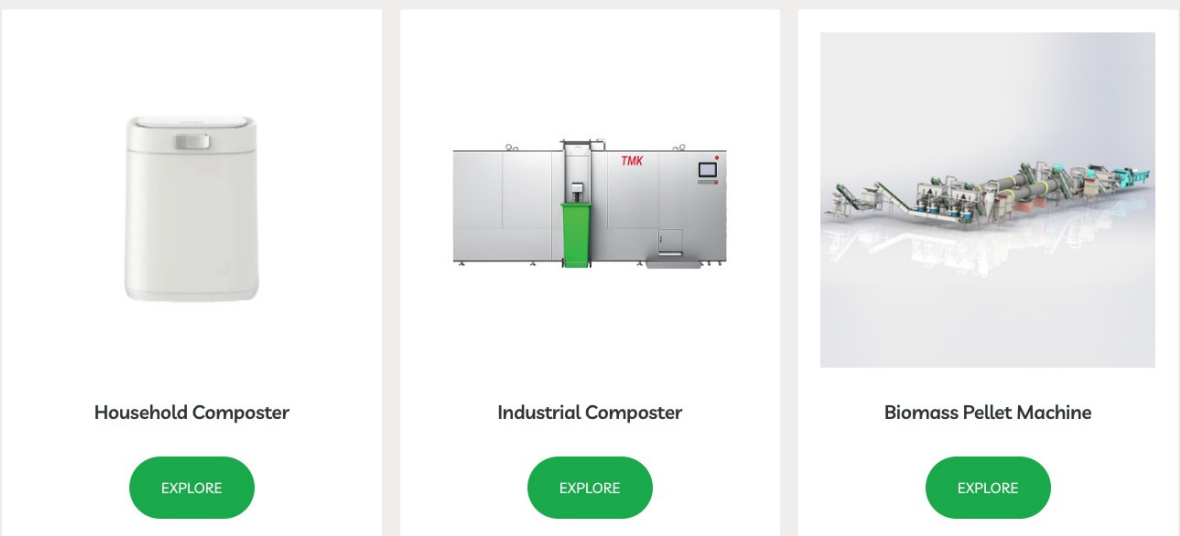
The EcoCorp wordmark carries the leaf detail into the live site header and the production artwork.



ECOCORP PRIMARY REVERSED WORDMARK

Make the equipment easy to find

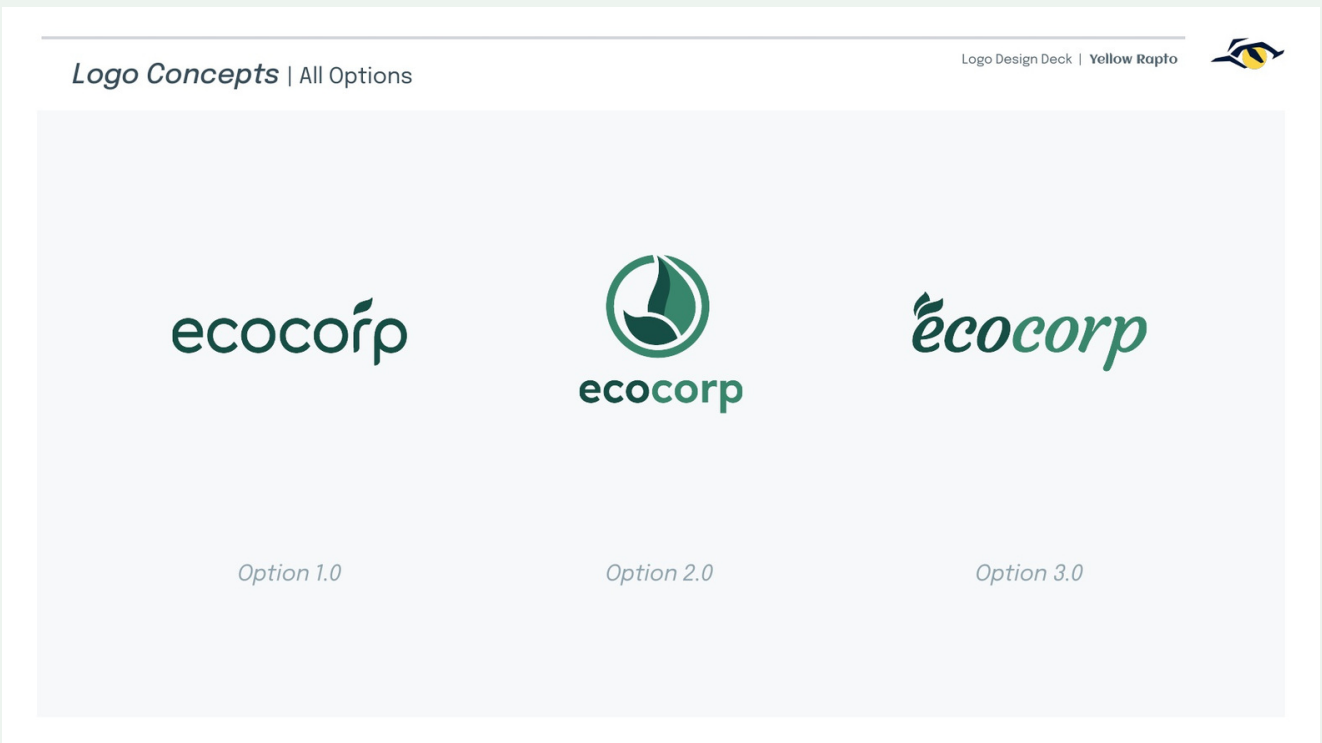
The featured-products section distinguishes household composters, industrial composters and biomass pellet machines at a glance.



Our Clients

Three routes to the same brief

The original presentation tests a quiet wordmark, a circular emblem and a more expressive lettering route.



ORIGINAL ECOCORP REDESIGN DECK · THREE PROPOSED DIRECTIONS

A leaf worked into the lettering

The selected wordmark introduces a leaf above the last letters. The detail carries into the approved stacked lockup.



WORDMARK APPLICATION FROM THE ORIGINAL LOGO DECK

A lockup for the space available

The logo kit includes a stacked lockup, circular symbol and reversed artwork for dark backgrounds.





APPROVED VERTICAL AND SYMBOL ARTWORK

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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