

Boka Bio Fuel Logo Development



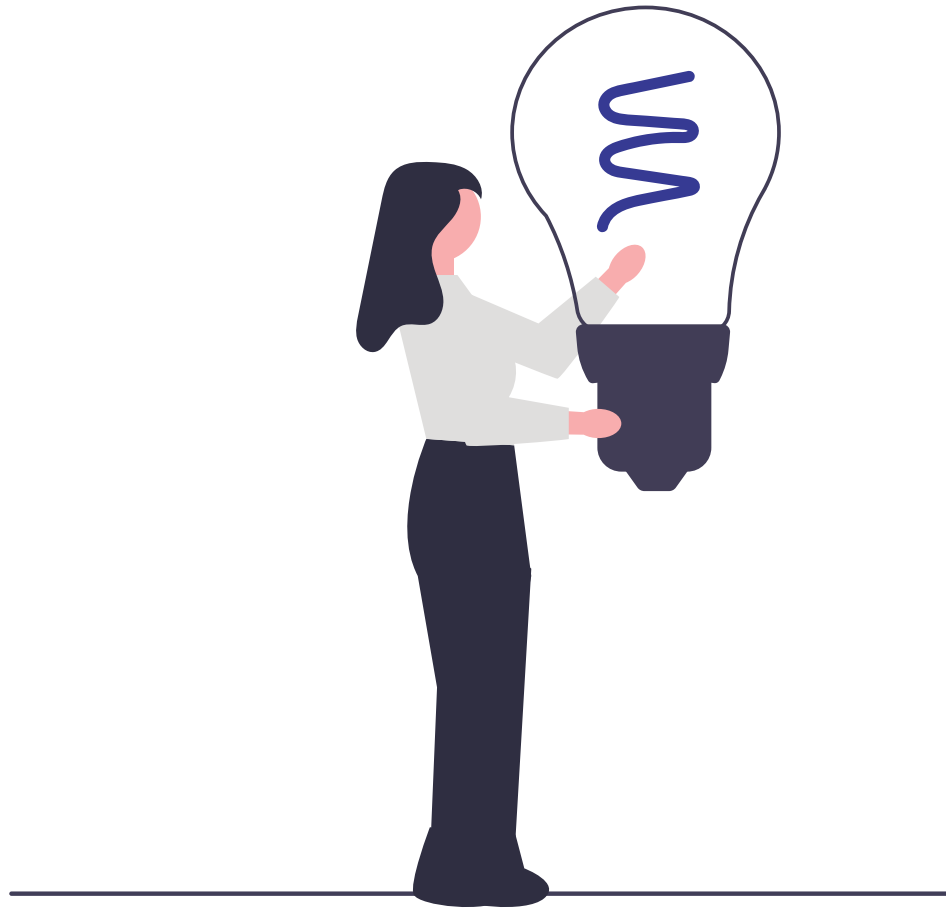
About the brand



Sbike Limited is the producer of Boka Biofuel, an ethanol-based cooking fuel, derived from food waste and byproducts. We provide a tier-4 cooking solution comparable to LPG and Electricity but at a fraction of the price.

Our solution is cleaner, safer and more affordable than firewood, charcoal or kerosene while still being environmentally friendly. As an organization we are also keen on rehabilitating the environment from the damage caused by years of deforestation for cooking fuel by supporting reforestation efforts through our local government

Idea/Thinking behind the logo



The idea behind the logo was to keep the name how it is but to bring the element of cooking solution by ethanol based fuel. I played with the wordings by maintaining the nearest and brought the flame to form the letter O on the two names forming the full name BOKA BIO FUEL.

The idea behind was to keep it as minimalist as possible by keeping my focus on its simplicity and the name even a grandmother in the village won't struggle to read the name.

COLOR PALETTE



#009999



#333399



#99cc33

The choice of colors by the client for design is that he wanted a greatly affect the overall look and feel of a design and the brand and have a potential impact by targeting rural low-income households that have been traditionally relegated to using firewood, charcoal and kerosene

1. Blue:- #009999 / #333399 is often associated with trust, dependability, and intelligence. It is a popular color for corporate designs as it can convey a sense of professionalism.
2. Green:- #99cc33 is often associated with nature, growth, and harmony. It is commonly used in designs related to the environment, health, and wellness.

B  **KA**
BI **FUEL**

B  **KA**
BI **FUEL**

B  **KA**
BI **FUEL**

B  **KA**
BI **FUEL**

A teal polo shirt with a white collar and two white buttons. The shirt features a white logo on the chest that reads "BIKA BIO FUEL". The word "BIKA" is on the top line, "BIO" is on the bottom line, and "FUEL" is on the bottom line. The letter "O" in "BIO" is replaced by a stylized flame icon. The shirt is shown from a top-down perspective, with the right sleeve partially visible.

**BIKA
BIO FUEL**

B  **KA**
BI **FUEL**



**B KA
BI FUEL**





**BIOMKA
FUEL**



End
Thank you!

