

Identity Design For The Proposed
GreenBiz

Concept 1

SHORT BACKGROUND



KCIC is now in the KCP 2 programme that is called GreenBiz and the caption is Growing environmentally-friendly enterprises and technologies. They are looking to present innovative clean technologies in all the five thematic areas namely renewable energy, water management, waste management, Agribusiness, and commercial forestry.



LOGO DESIGN



In order to help position the programme strategically for brand visibility and recognition among the key stakeholders involved, the name **GREENBIZ** has been proposed.

"**GREEN**" is an English word which means the color of life, renewal, nature, and energy.

Green is also traditionally associated with money, finances, banking, ambition, greed, jealousy, and wall street.

Why GREEN? is associated with meanings of growth, harmony, freshness, safety, fertility, and environment. .

Why BIZ? Instead of Business, the choice of **BIZ** is better because the youth identifies with it better. Its also catchy and cool.



LOGO

RATIONALE.

The Word Green Biz; Decided to keep it simple and readable for the end user & to show confidence by the use of colors which brings the theme of Agribusiness.

San Serif font; for easy readability. It also signifies confidence.



Signifies;
Renewable
Energy

Signifies;
Water
Management

Signifies;
Waste
Management

Signifies;
Commercial
Forestry



Green
 **Biz**

Green
 **Biz**

Green
 **Biz**

Green
 **Biz**

LOGO CONCEPT **BRANDING.**



LOGO

LEAFLET BRANDING.



LOGO

BUSINESS CARD BRANDING



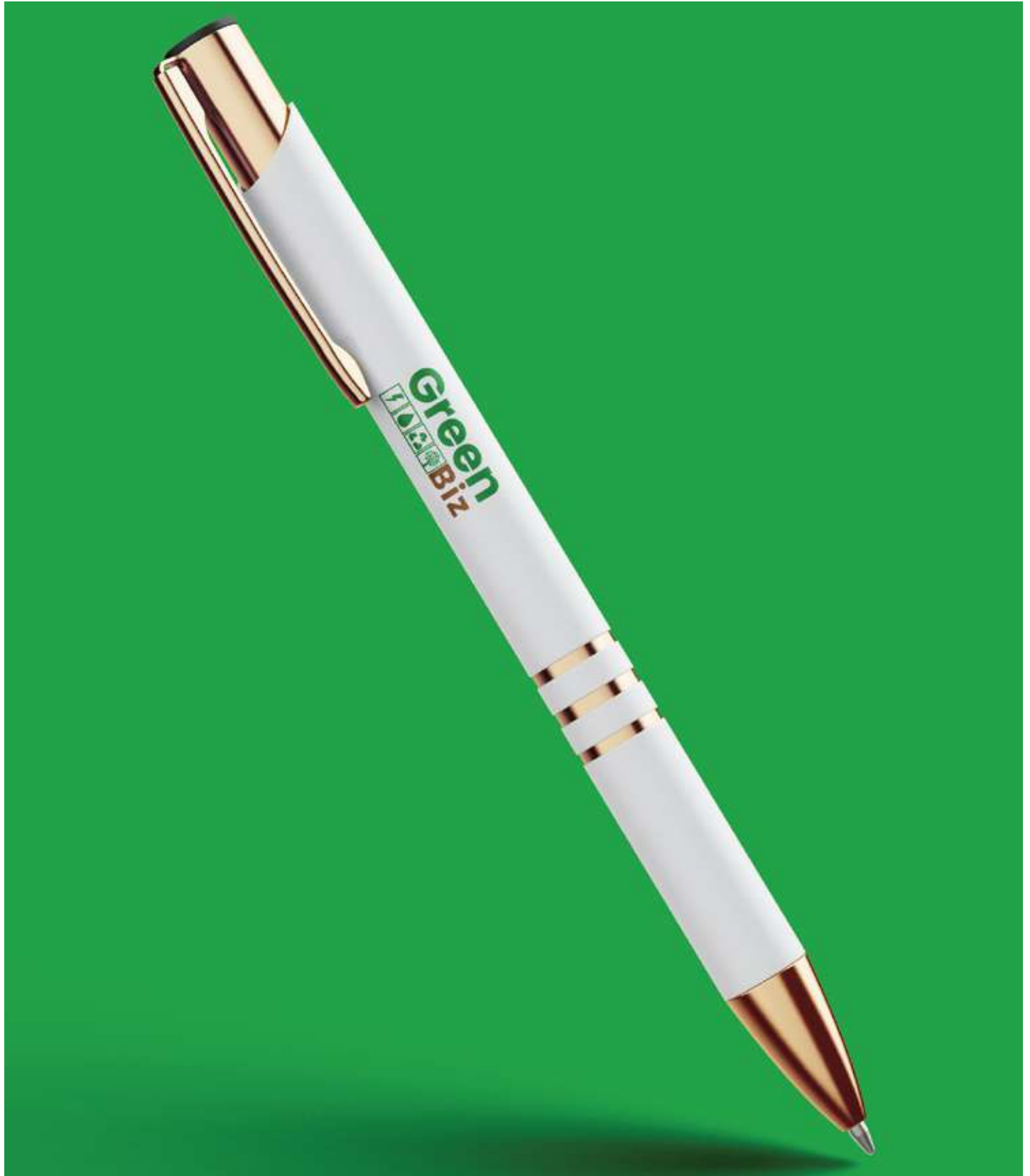
LOGO

CALENDAR BRANDING.



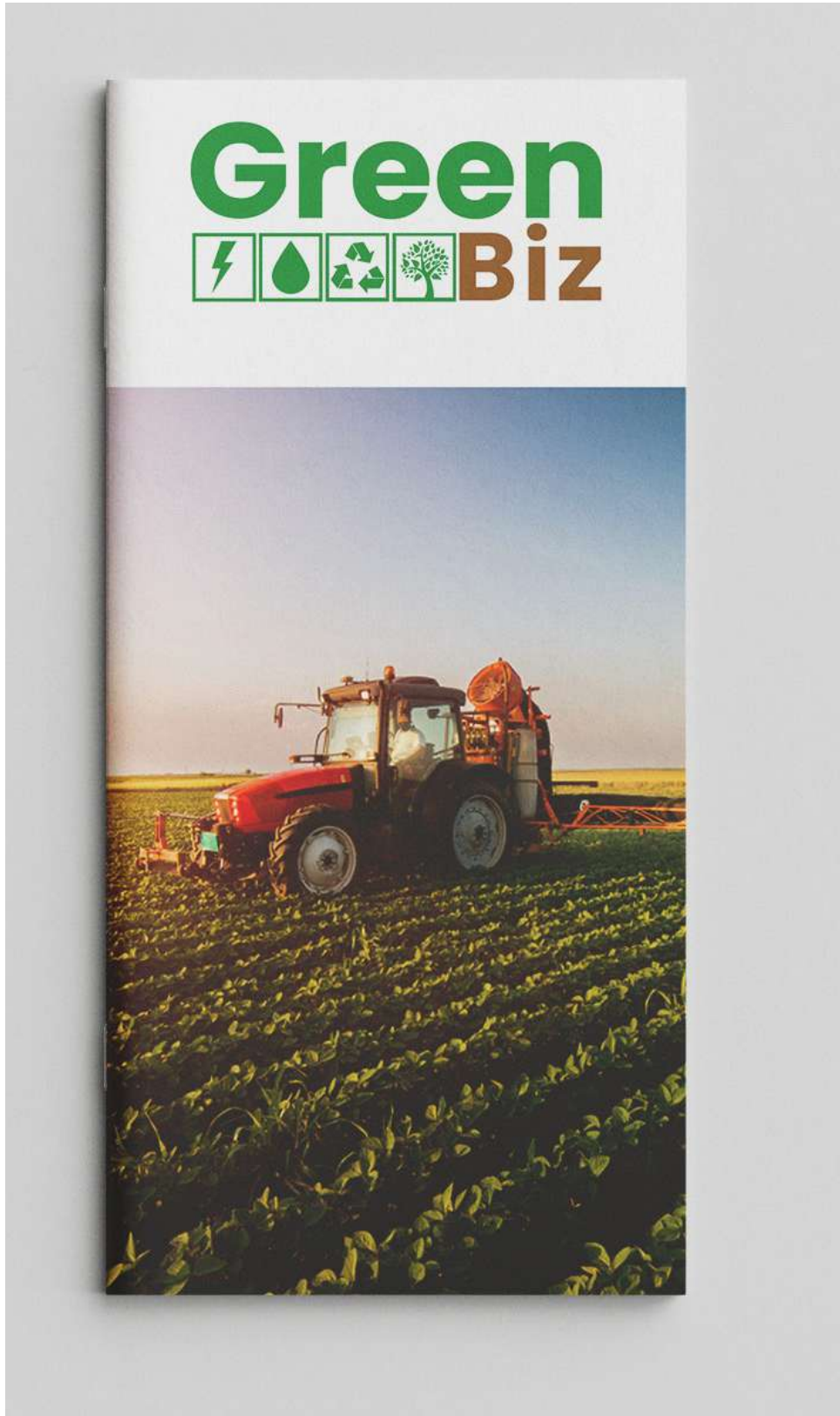
LOGO

PEN BRANDING.



LOGO

BOOK BRANDING.



LOGO

TSHIRT BRANDING.



Thank you