

The background of the advertisement is a high-angle aerial photograph of a dark, paved road that curves through a dense, vibrant green forest. The forest consists of various shades of green trees and bushes, creating a textured pattern against the dark road.

écoviva

The word "éco" is written in a bright lime green font. The letters "viva" are in a terracotta brown color. A small, stylized green leaf with a dark center vein is attached to the top right of the letter "a".

Innovating a greener tomorrow

## The Client

Ecoviva is a forward-thinking company dedicated to providing eco-friendly and sustainable products for everyday use.

## The Problem

Create a modern logo that encapsulates the commitment to innovation and sustainability whilst also reflecting the forward-thinking approach and dedication to eco-friendly practices.

## The Solution

My goal was to infuse the brand with a contemporary edge by selecting a sleek sans-serif font, then customizing it to visually embody the essence of forward-thinking innovation and sustainability. This approach not only modernizes the look but also reinforces the brand's commitment to a progressive and eco-conscious future.

*Logotype Clearspace*

20px

20px



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*Logotype*

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*Logomark*



**HEX : #2E431D**  
**RGB : 46, 67, 29**  
**CMYK : 31%, 0%, 57%, 74%**

**HEX : #7B4526**  
**RGB : 123, 69, 38**  
**CMYK : 0%, 44%, 69%, 52%**

**HEX : #507C39**  
**RGB : 80, 124, 57**  
**CMYK : 35%, 0%, 54%, 51%**

**HEX : #94C23D**  
**RGB : 148, 194, 61**  
**CMYK : 24%, 0%, 69%, 24%**





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Live green, Love green

