

LOGO DESIGN

DEVANSH HASIJA

THE 17 GOALS



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS

GOAL CHOSEN

2 ZERO
HUNGER



**End hunger, achieve
food security and
improved nutrition
and promote
sustainable agriculture**

COMPANY NAME: **HARVEST**

REFERENCES

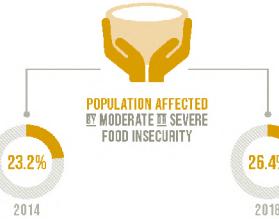
<https://sdgs.un.org/goals/goal2>



END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

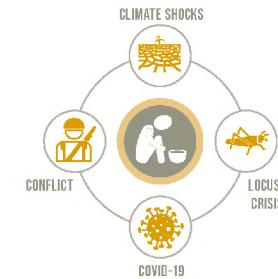
BEFORE COVID-19

FOOD INSECURITY WAS ALREADY ON THE RISE

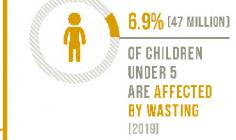
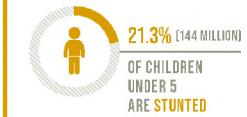


COVID-19 IMPLICATIONS

THE PANDEMIC IS AN ADDITIONAL THREAT TO FOOD SYSTEMS



STUNTING AND WASTING AMONG CHILDREN ARE LIKELY TO WORSEN



SMALL-SCALE FOOD PRODUCERS ARE HIT HARD BY THE CRISIS



COMPRISING 40%-85% OF ALL FOOD PRODUCERS IN DEVELOPING REGIONS

DESIGN INSPIRATION



GLOBALFOODTRADE



EXPLORATIONS

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HARVEST

HARVEST

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DEVELOPMENT



HARVEST
HARVEST
Harvest
Harvest



HARVEST
HARVEST
Harvest

Harvest

Harvest
HARVEST

HARVEST
Harvest

LOGO ELEMENTS



Water Droplet



Wheat



Palm

COLOR

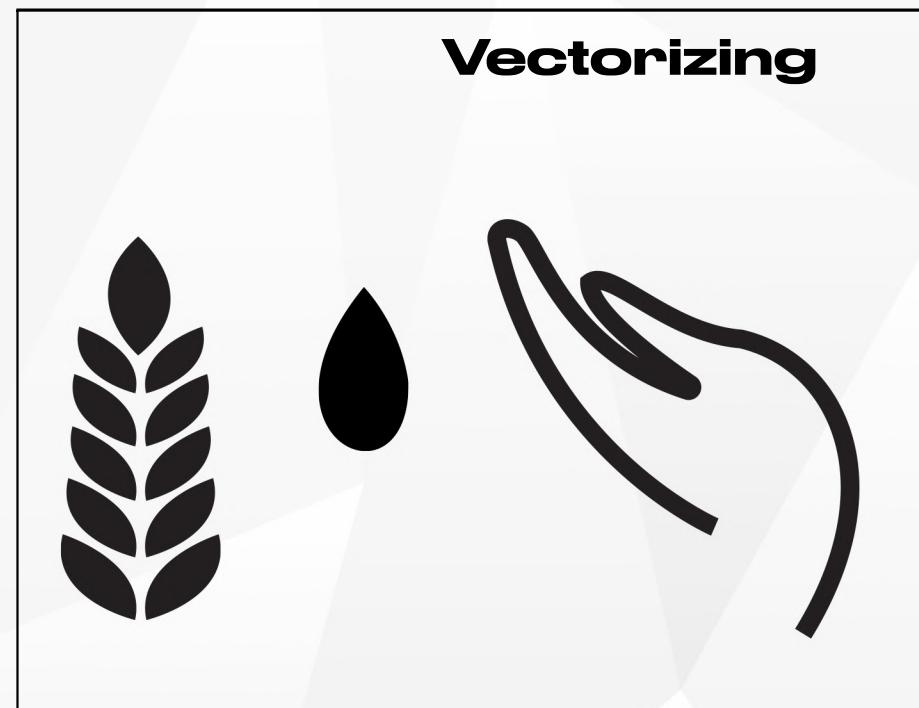


#78BE43



#FCB714

Vectorizing



PROCESS

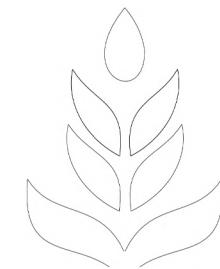


Rough
Visualization



Droplet visually similar
with wheat top

Outline



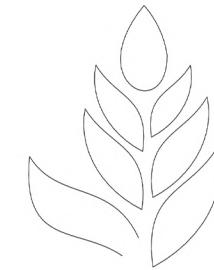
HARVEST
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Typography



Final Versions

FINAL OUTPUT



CLEAR SPACE













THANK YOU