

# BISE Logo Proposal

by

**Eau de Web**

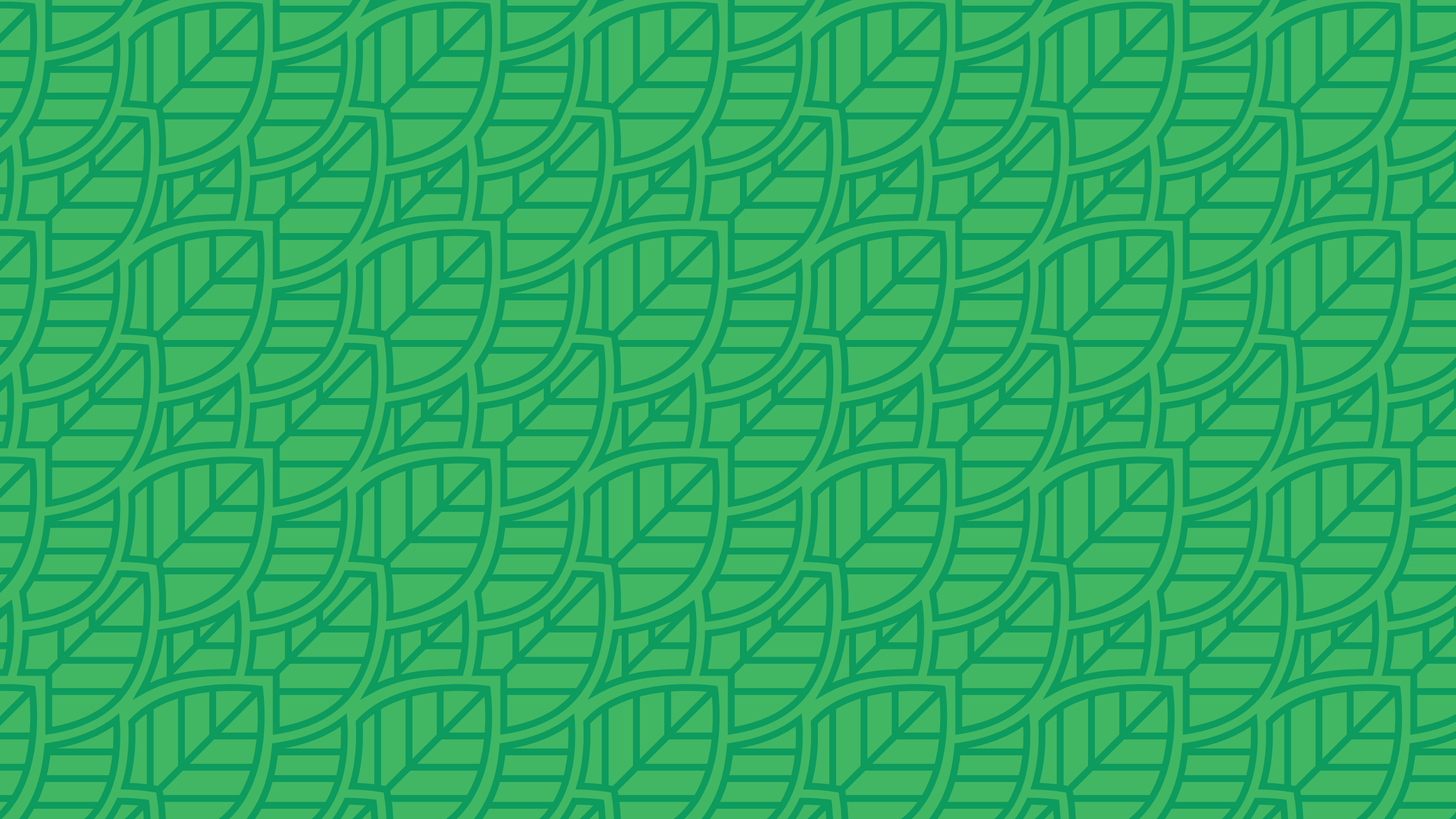


# Objectives

1. Use the full design vocabulary: color, shape, detail, balance, contrast, symbol and concept, to create a rich and memorable identity
2. Exploit the versatility of a modern logo in order to accomodate users on a variety of mediums, traditional or digital
3. Show due and full appreciation to **biodiversity**

# Biodiversity

Green circles and leaves is the predominant oversimplification of the topic. However, it might be suitable for one branch of the topic. Turning green circles and leaves to color shape and symbol would therefor create the template for the remaining branches of biodiversity.











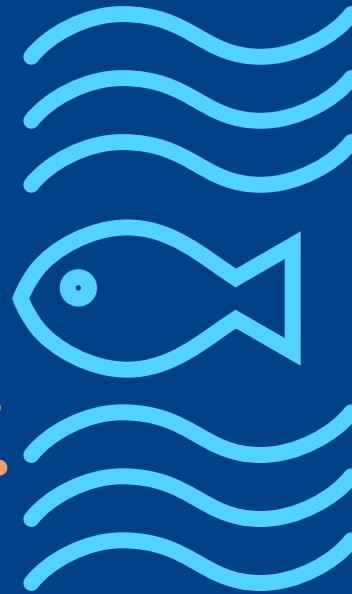
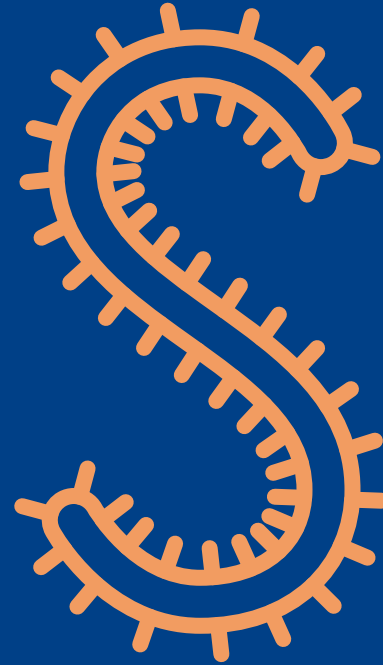




EU dominant blue

Avian kingdom

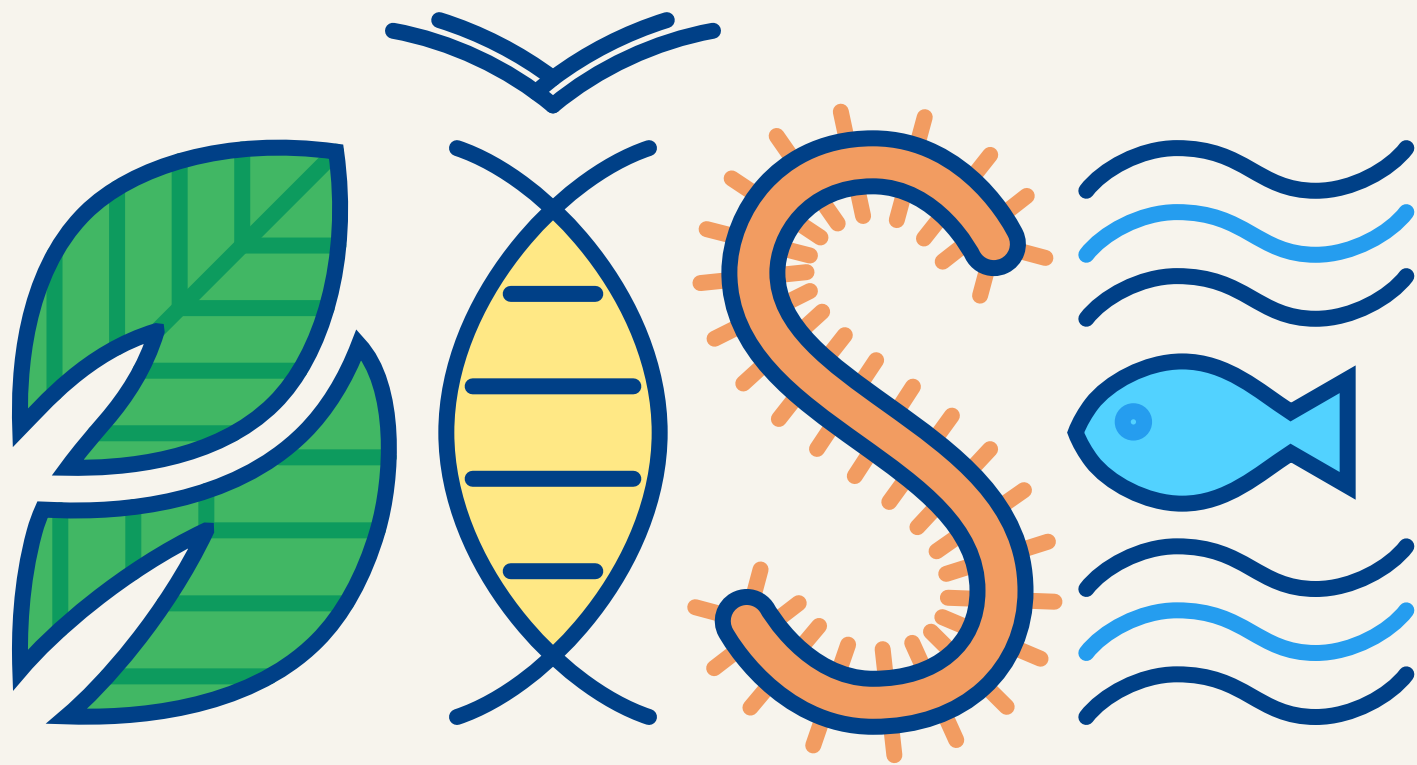
Plants,  
Trees &  
Flowers



Water &  
Marine life

Genetic variation

Land & terrestrial animals



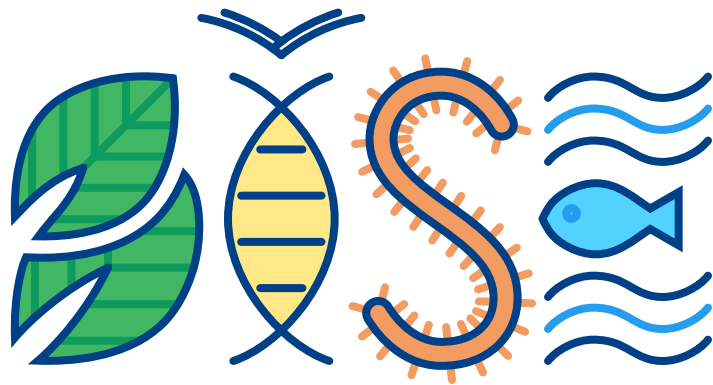
## Smaller logos



The logo loses complexity on smaller sizes to retain legibility.



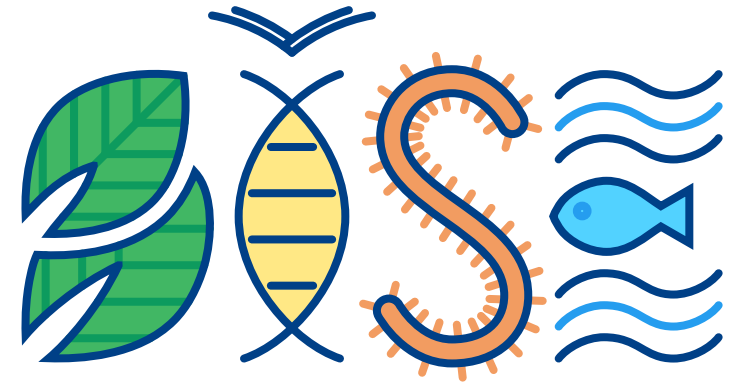
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# Avatars



Small  
Favicon

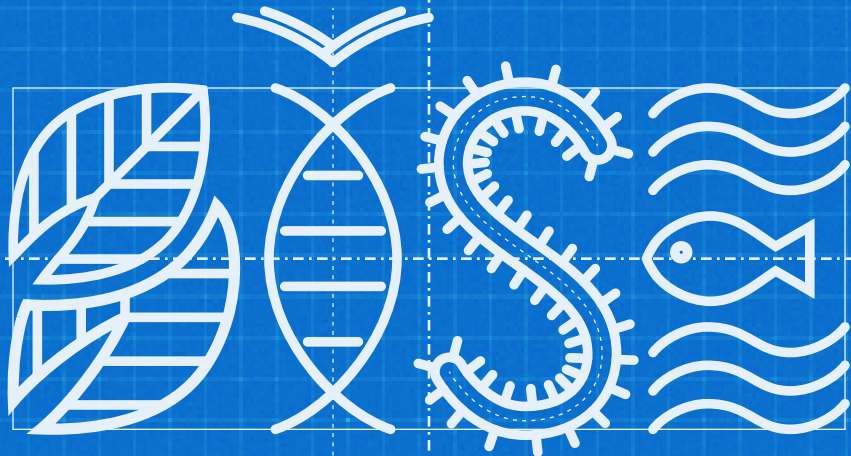


Medium  
Icon



Large  
Profile picture

To be used in browser tabs, social media, profile picture, mobile devices icons.



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