

**TASK NO; 01**

## **LOGO REDESIGN**



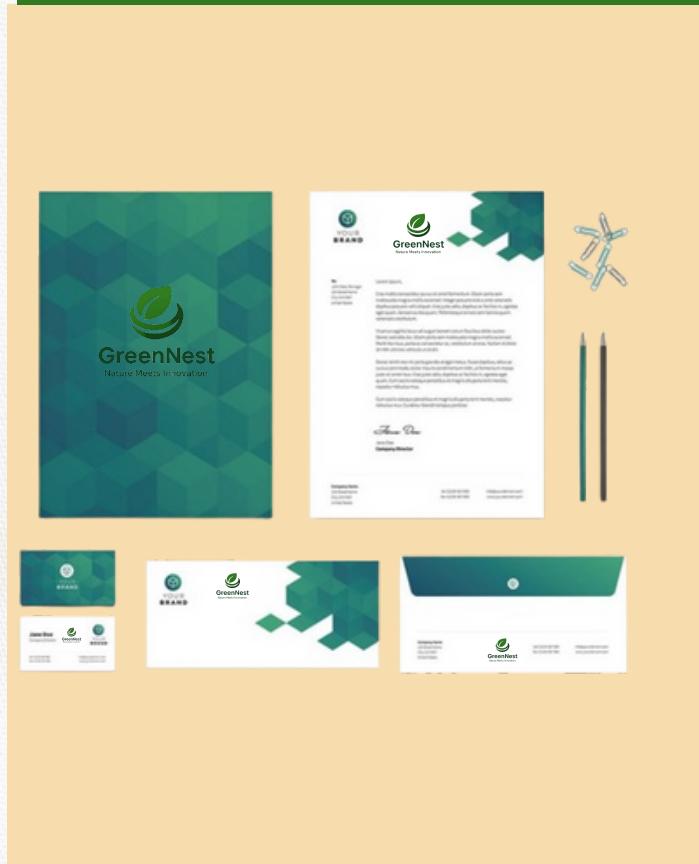
**GreenNest**

Nature Meets Innovation



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# **DESIGN LOGIC FOR GREENNEST LOGO**

**The GreenNest logo is a visual amalgamation of technology and nature. Fundamentally, the circular symbol stands for a nest, that is, nurturing, safety, and sustainability. A stylised leaf inside this nest reflects the brand's ecological mission and link with nature.**

**The choice of strong green hues matches the organic focus of the brand by evoking freshness, development, and equilibrium. Reflecting innovation and trust, the typography is neat and modern. Further stressing the company's dedication to integrating environmental responsibility with contemporary design philosophy is the tagline "Nature Meets Innovation.**

**Overall, the logo is minimalist, memorable, and versatile—perfectly suited for a green lifestyle brand that values clarity, purpose, and impact.**