



ecopod
let's upcycle

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Description



This startup is a small venture focusing on the upcycling of old clothes into reusable bags.

History



This small business cum startup was founded in 2021 by creative artist Ms. Aditi Agarwal. Spending years working in the art and craft industry, Aditi came up with the idea of collaborating with her colleagues who are in the recreational field on upcycling of old clothes and sarees into reusable bags.

She believes to create a sustainable and eco-friendly environment and reduce the pollution through plastic bags by replacing it with a new concept of upcycled repurposed bags.

New Environmental
Upsizing concept Better
Ideas Re-manufacturing Useful
Value Material growth success
Repurpose UPCYCLING creative
Design process second-hand
Quality Reused Technologies
Futuristic sustainability Waste
converting Worldwide.

Brainstorming

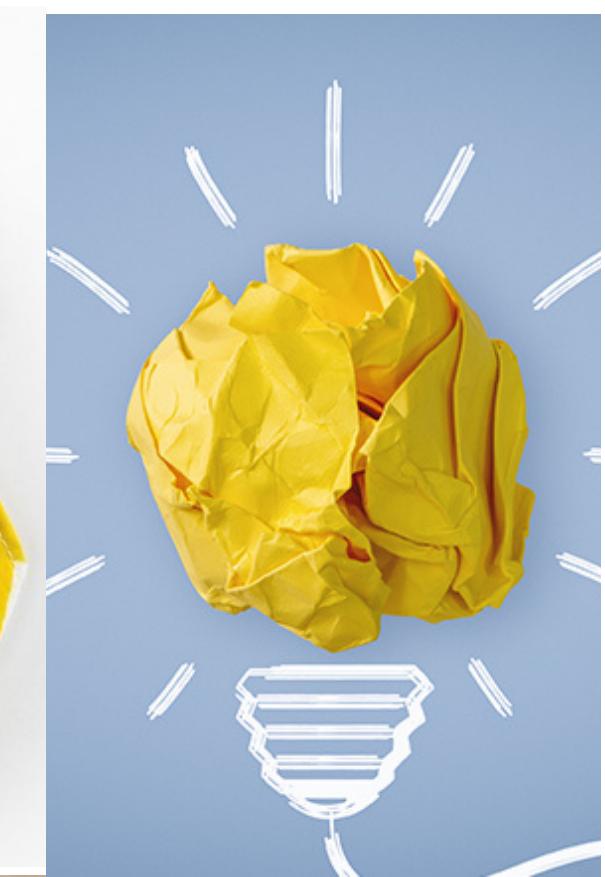


Naming

- Ecopod
- R3-DesignCompany
- Orgrownic

Philosophy

- Recreate
- Invest in waste
- Save and safe



Contemporary references



SALVO MONTHLY No 23 October 94 + SalvoNews 99 tuesday 11 october 1994

SALVO IN GERMANY

REINER PILZ

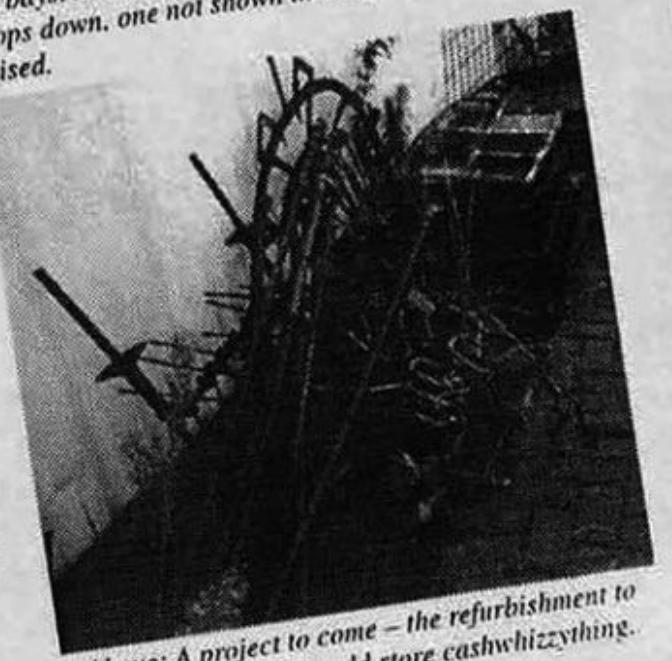
Left: Reiner models a raised pew with built-in side tables. The pew is raised off the floor by 30cm using scrap wood. The price? DM4,188.

continuing ...
fascination with technology.
green ideas.

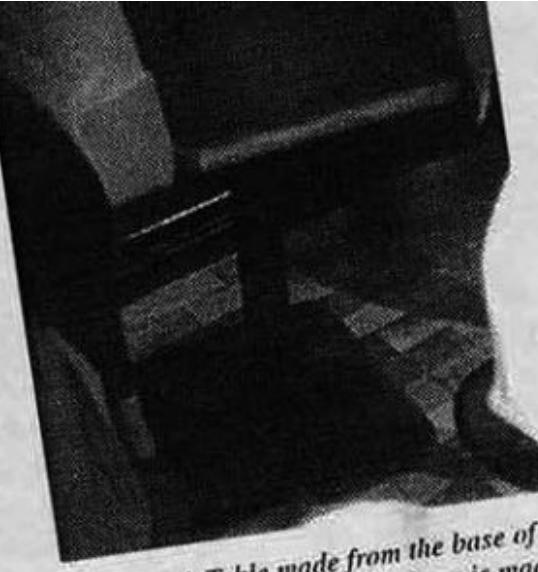
We talked about the impending EU Demolition Waste Streams directive. "Recycling," he said, "I call it down-cycling. They smash bricks, they smash everything. What we need is up-cycling, where old products are given more value, not less." He despairs of the German situation and recalls the supply of a large quantity of reclaimed woodblock from an English supplier for a contract in Nuremberg, while just down the road a load of similar block was scrapped. In the road outside his premises was the result of the German's demolition 'waste' recycling. It was a pinky looking aggregate with pieces of handmade brick, old tiles, and discernible parts of useful old items mixed with crushed concrete. Is this the future for Europe?

Reiner Pilz
GmbH, Imfelderstrasse 33, D-31303
Goslar, Germany. Fax +49 5231 90000

the bays. As the one drops down, one not shown in the Jones' raised.



Above: A project to come – the refurbishment to working order of an old store cashwhizzything. not vacuum but mechanical.
I've forgotten – what are they called?
SAMSON STORE SERVICE



Above: Rubbish Table made from the base of a broken temporary road sign. The base is made already recycled black polythene encasing re aggregate concrete. The new top is made of reclaimed wood. A masterpiece! DM?

Historical references

Type explorations

ECO-POD

ecopod

ecopod

Eco-pod

ECO POD

Eco-Pod

ecoPod

Ecopod

ECO-POD

ECO-POD

Ecopod

Eco(poD)

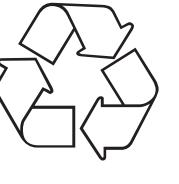
ECO POD

ECO(poD)

ECO*POD

Logo development

Eco(pod)

ECO(P  D)



ecopod

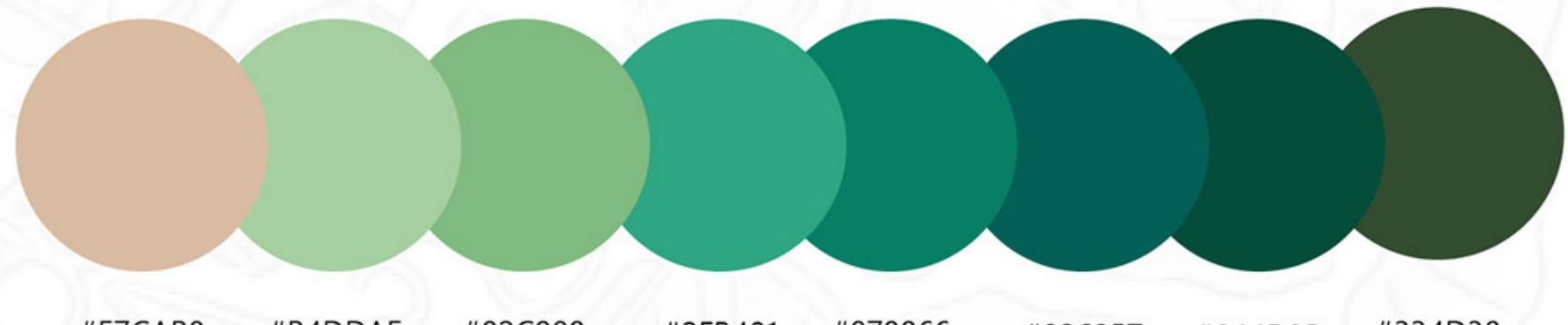
Final Logo

Color Palette

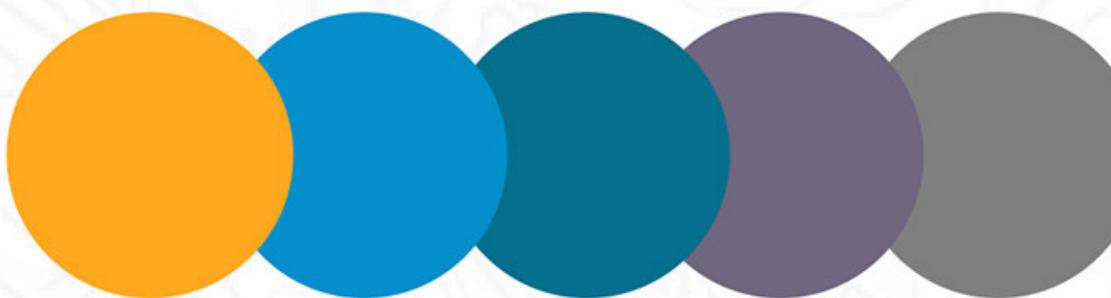


Color Palette

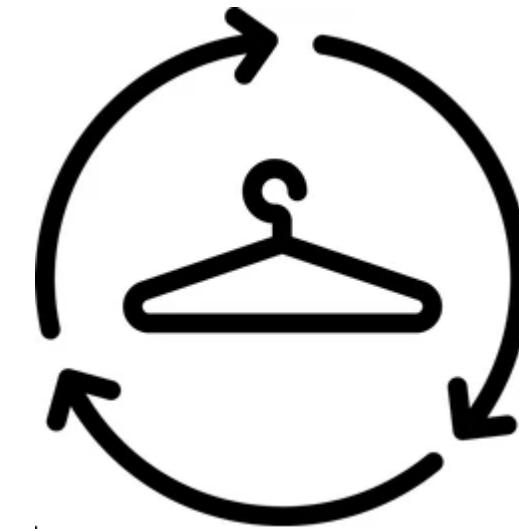
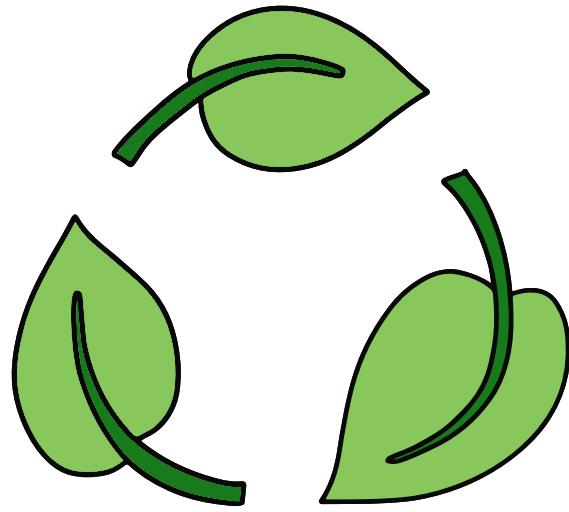
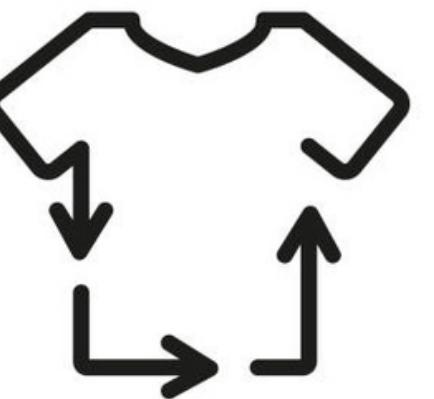
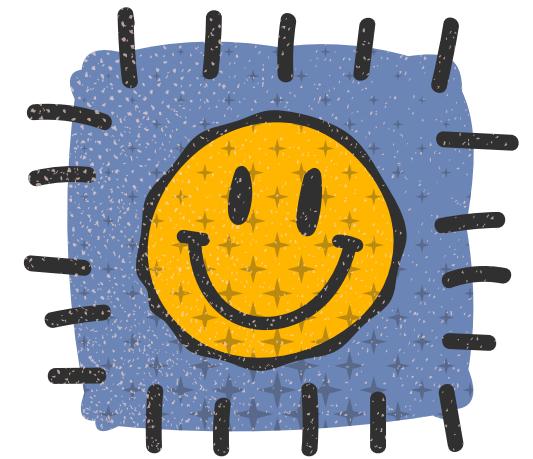
Primary colors



Secondary colors



Mark/ icon development



Secondary Typeface

Let's Upcycle

Let's Upcycle

Let's Upcycle

Let's Upcycle

Let's Upcycle

LET'S UPCYCLE

Let's Upcycle

Final Logotype Development



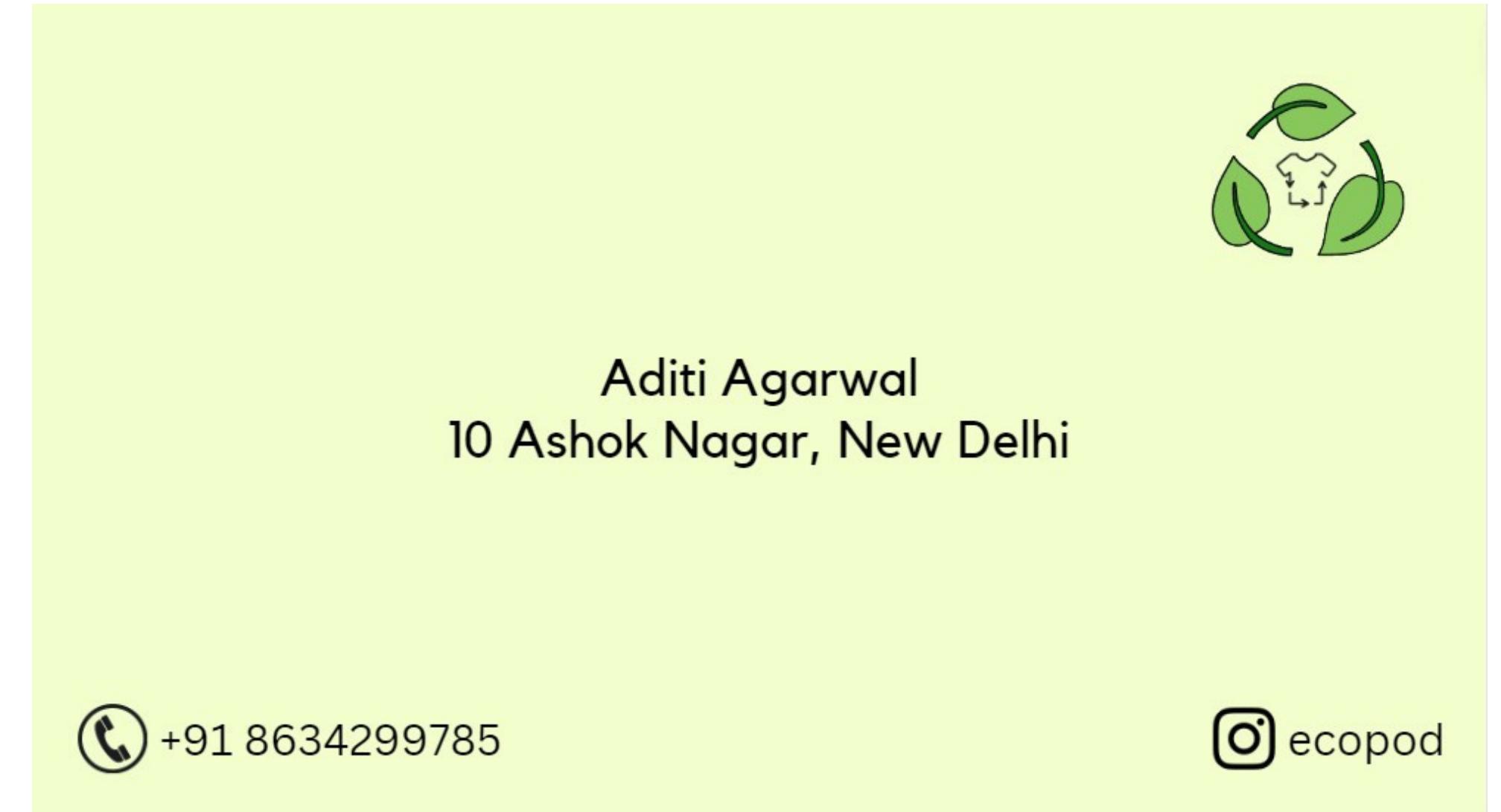


Secret Ingredient

The mark/icon shows the upcycling process and ecofriendly technique while the logo named "ecopod" shows "eco" means not harming nature and "pod" depicts the small effort towards sustainable development.

Brand Applications

Business Card



Tote bag



Website Mockup

The website is displayed on an iMac monitor. The monitor has a black bezel and a silver base. The website itself has a white background with a purple header bar at the top. The main content area features a large green tote bag with the text "Don't Be TRASHY" and a recycling symbol, and a striped tote bag hanging on a hook. Below this, there is a call-to-action button labeled "Learn More". The footer contains the website's URL, email address, and phone number.

Let's Upcycle

Join our eco-friendly family and take a step towards sustainable development.

[Learn More](#)

ecopod.com | hello@ecopod.com | www.ecopod.com

App Mockup





CalArts Graphic Design Specialization: Brand New Brand