



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



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.

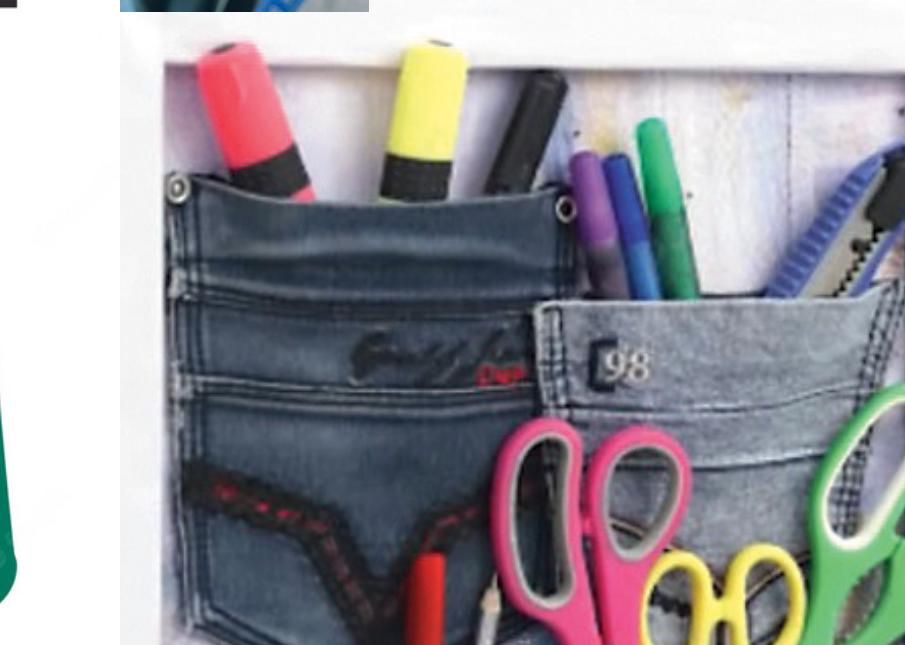
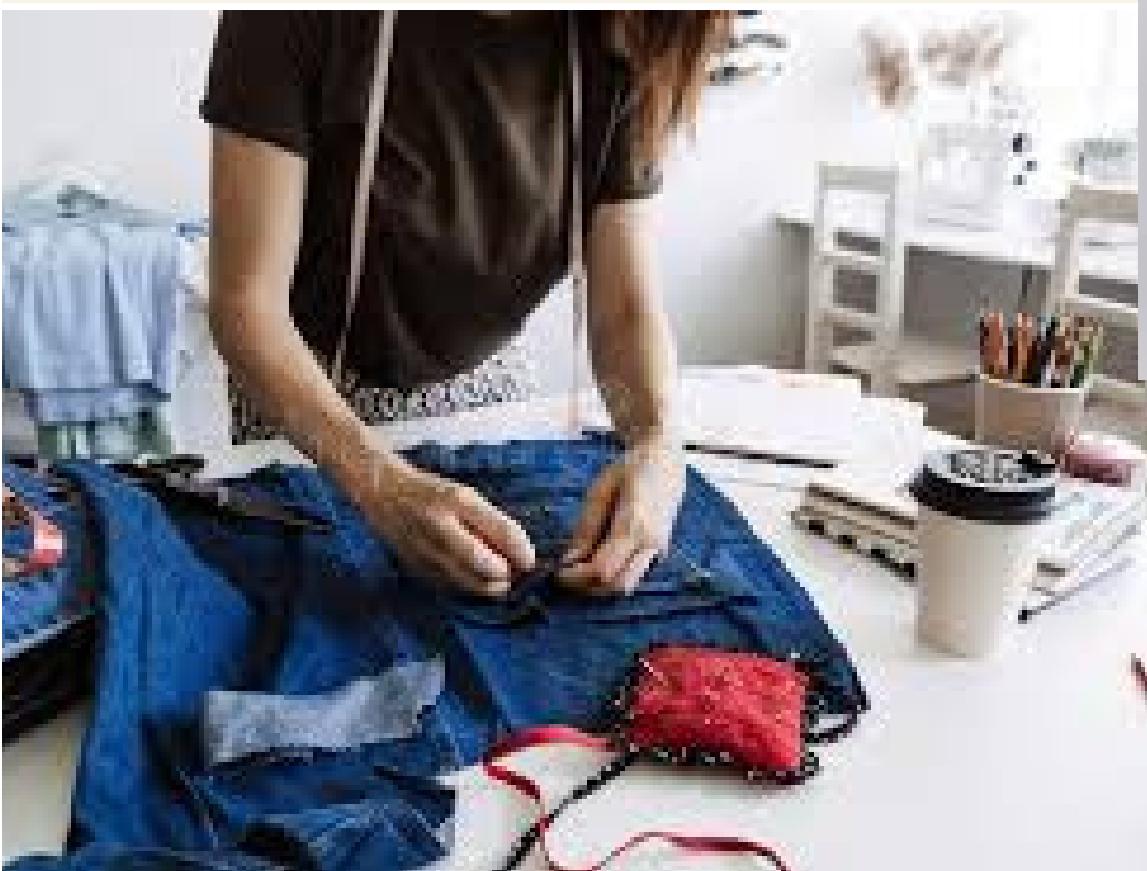
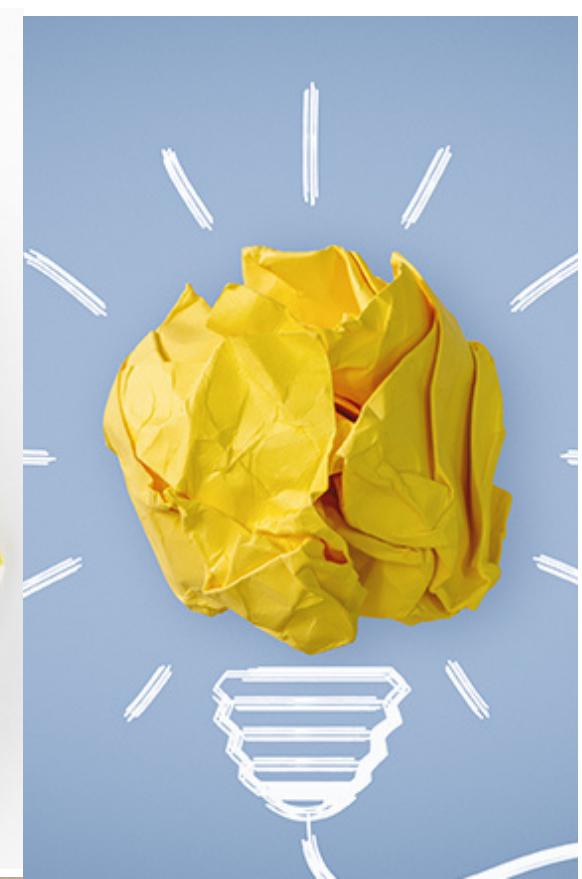
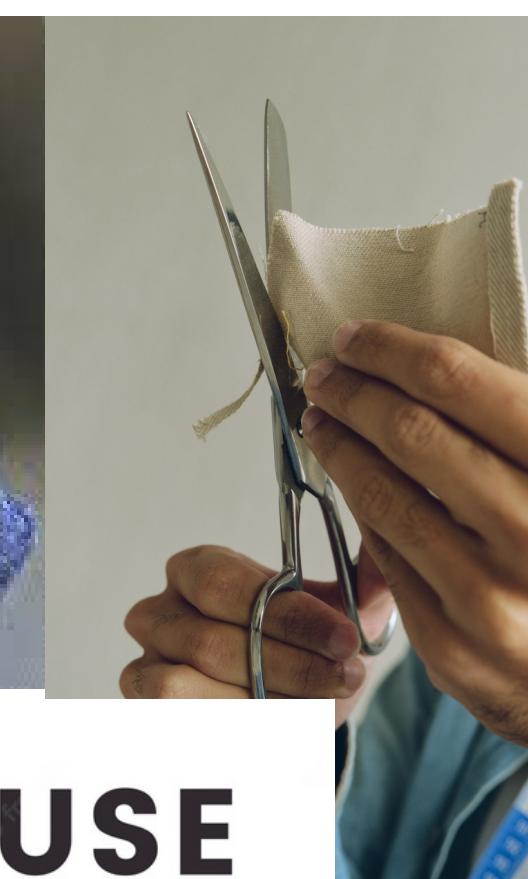


## Naming

- Ecopod
- R3-DesignCompany
- Orgrownic

## Philosophy

- Recreate
- Invest in waste
- Save and safe



contemporary



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

**SALVO IN GERMANY**

# REINER PILZ

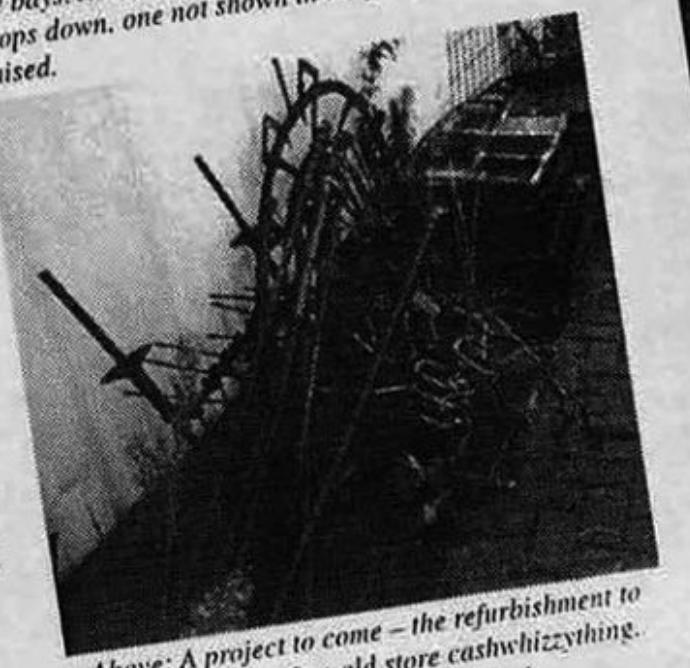
*Left: Reiner models a raised pew with built-in side tables. The pew is raised off the floor by 30cm using scrap wood. The price? DM4,188.*

continuing ...  
fascination with technology.  
green ideas.

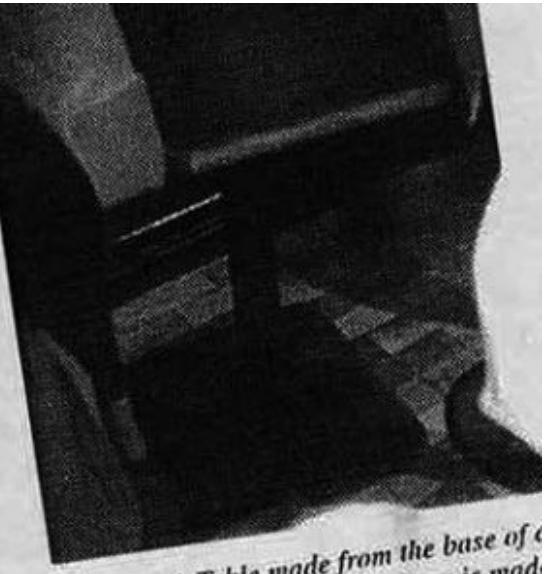
We talked about the impending EU Demolition Waste Streams directive. "Recycling," he said, "I call it down-cycling. They smash bricks, they smash everything. What we need is up-cycling, where old products are given more value, not less." He despairs of the German situation and recalls the supply of a 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  
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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)

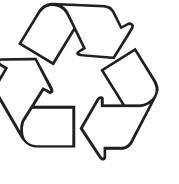
**ECO POD**

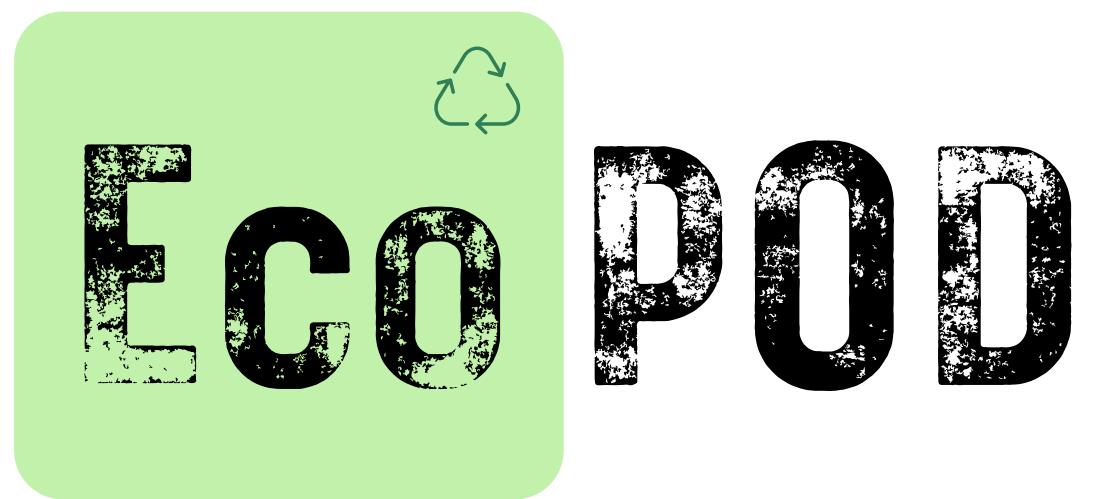
ECO(POD)

ECO\*POD

# Logo development

Eco(pod)

ECO(P  D)



ecopod

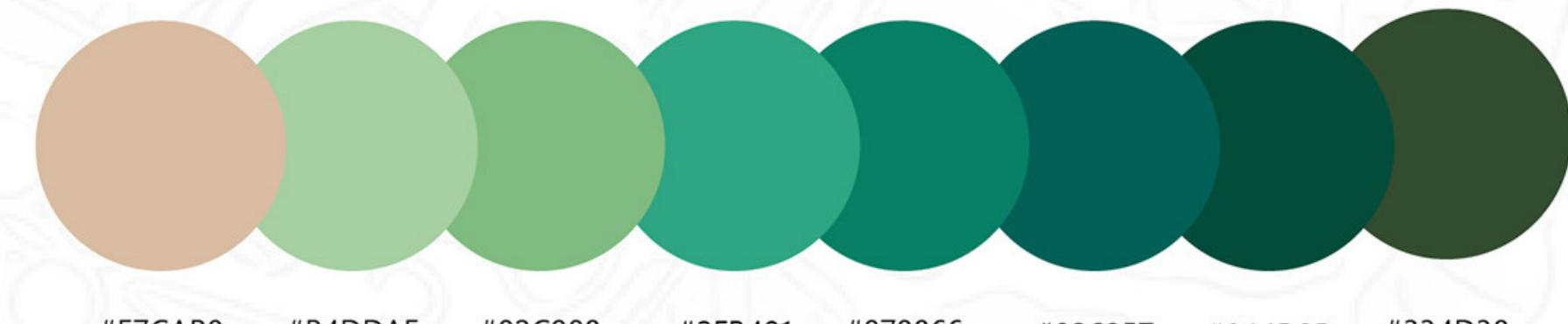
Final Logo

# Color Palette

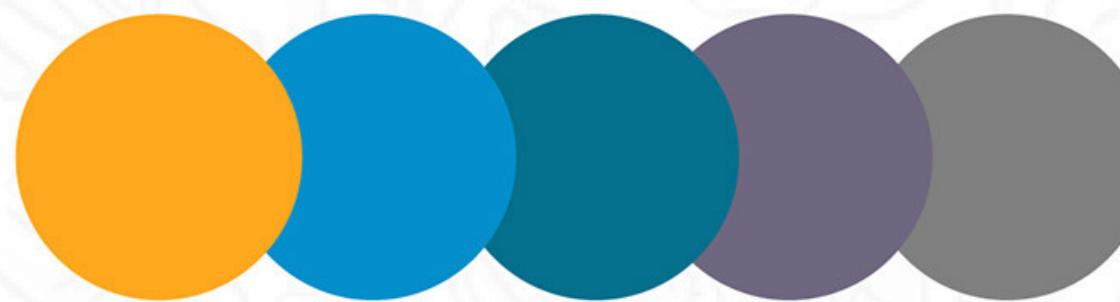


## Color Palette

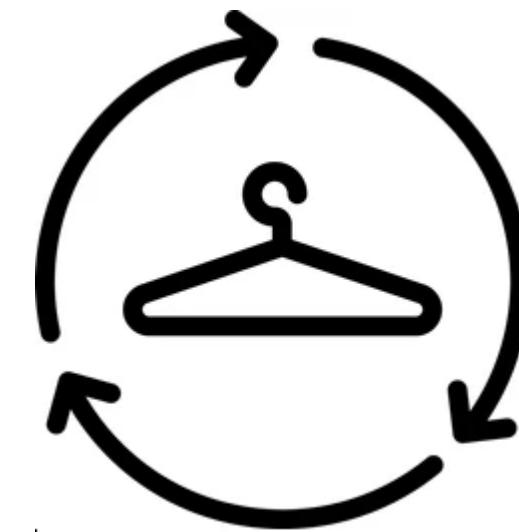
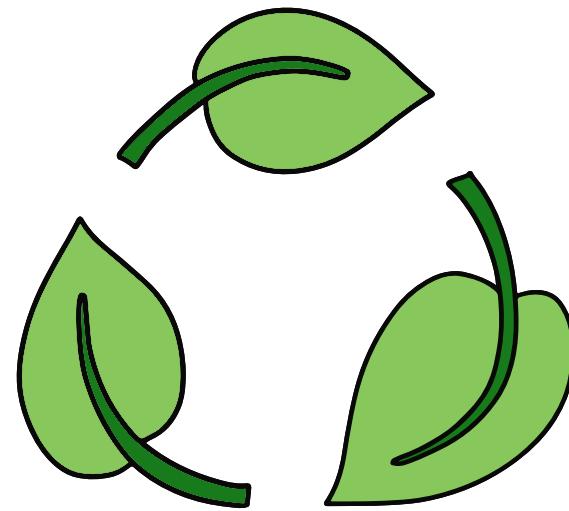
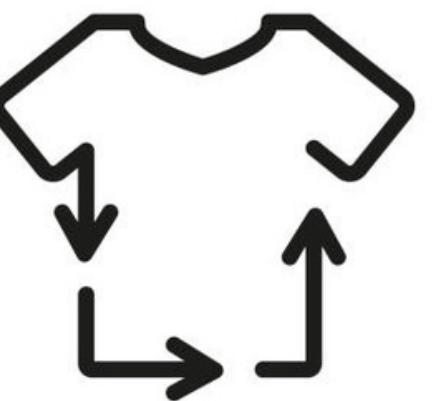
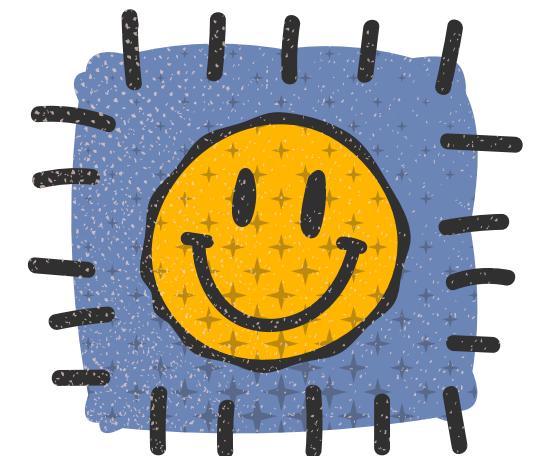
### Primary colors



### 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



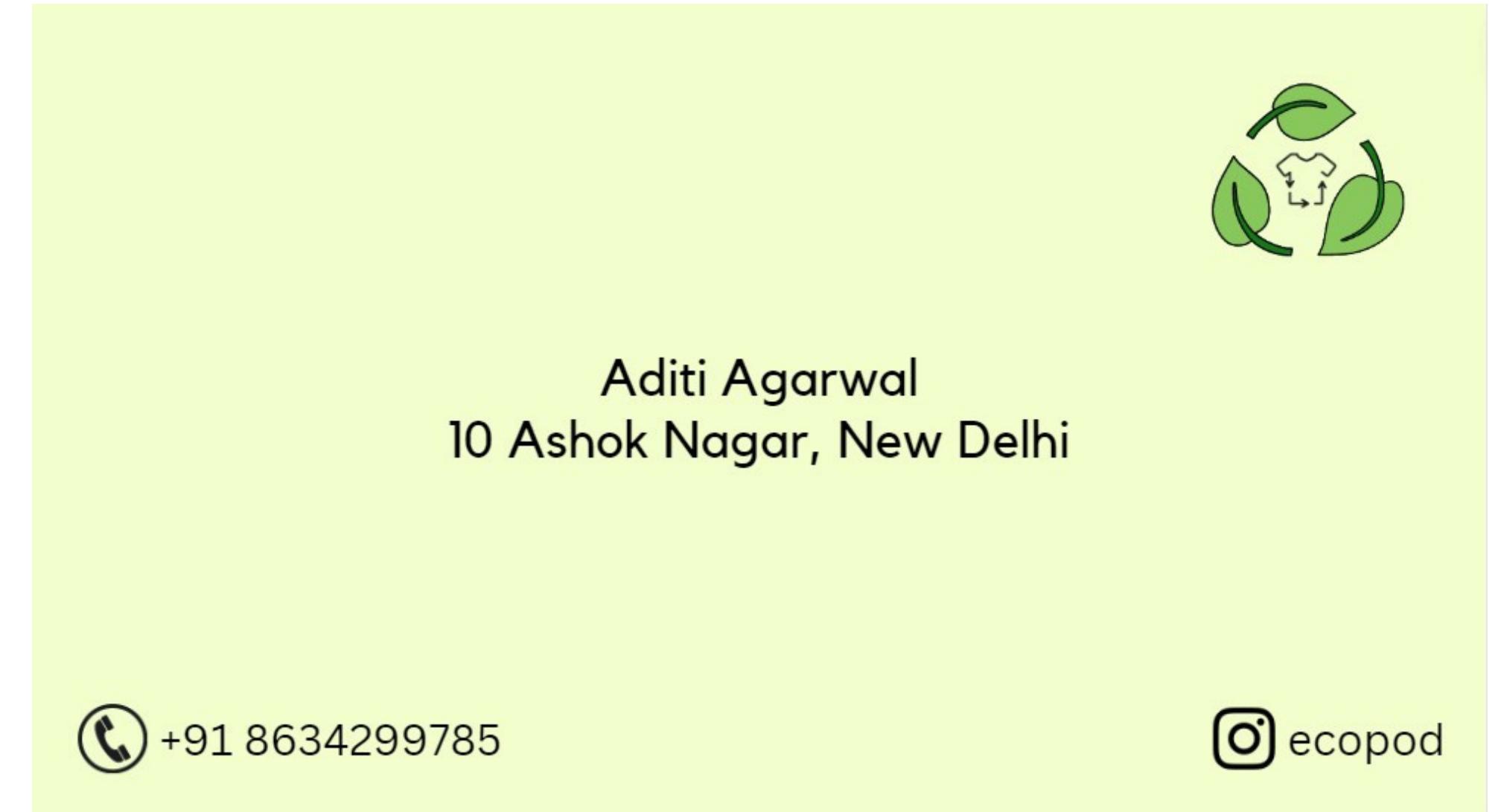


## Secret Ingredient

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 a silver iMac monitor. The monitor has a black bezel and a silver base. The website has a white background with a purple header bar at the top. The main section features a large green tote bag with a recycling symbol and the text "Don't Be TRASHY" next to a potted plant. Below it is a smaller image of two tote bags, one striped and one green, hanging from a hook. The footer contains the text "Join our eco-friendly family and take a step towards sustainable development.", a "Learn More" button, and the contact information "ecopod.com | hello@ecopod.com | www.ecopod.com".

## 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

