

Kelly Hughes
B00148300

DEVELOP

Ueco
University Eco

Miro Board Discover Define:

https://miro.com/welcomeonboard/RGtMalUyempYUGJPMVRyVWdHZFRrV2FXyjIvc3Fmdk9wdjc5UWpZRFdZQUlyMEtpN1g0ZW0yV0lxWmhoSjR1d3wzNDU4NzY0NTM0ODQ3OTgwMjkxfDI=?share_link_id=221983027878

<https://miro.com/app/board/uXjVMiL55Bs=/>

Positional:

UECO is a brand that raises awareness around the environment by educating students in an edgy and eye catching way. We aim to do this through a creative advertisement campaign online and through posters to inspire and empower students to take action to protect and nurture the environment.

Mission:

As UECO, our mission is to revolutionize environmental awareness among students by delivering unconventional and captivating educational experiences. Through innovative online campaigns and visually striking posters, we aspire to inspire and empower students to proactively safeguard and cherish the environment, fostering a generation of committed environmental stewards.

Vision:

Empowering future generations through proactive environmental stewardship, our vision is to cultivate, safeguard, and champion sustainable practices, fostering a community dedicated to environmental education and impactful change.

Tag Line:

Empowering Futures, Energizing Change: Ueco - Learn, Choose, Thrive Sustainably.

Sustainability and environmental responsibility:

Demonstrating our dedication to sustainability, our company takes responsibility for the environment, championing actions that benefit the planet both now and for the generations ahead

Educate and Empower:

We aim to educate and empower students to make better choices how they use energy and materials, Embracing sustainability as a core value, our company demonstrates a profound dedication to nurturing the planet, safeguarding it for both present and future generations.

WHAT SHOULD THE UECO BRAND BE?

The UECO brand can be envisioned as a dynamic, forward-thinking entity that champions environmental advocacy through innovative education and engagement. It should reflect a blend of creativity, sustainability, and empowerment, aiming to inspire action and foster a community dedicated to nurturing and protecting the environment. This brand can embody a modern, inclusive approach, utilizing cutting-edge methods to create impactful and memorable experiences that drive positive change for the planet.

HOW SHOULD THE UECO BRAND DO THAT?

Engage through Education: Tailor engaging online modules, workshops, and interactive tools, fostering enjoyable environmental education for students.

Visual Impact: Craft compelling campaigns using diverse media channels, employing captivating graphics and storytelling to drive relatable environmental messages.

Empower Creativity: Nurture student expression through contests and events, encouraging their ideas and initiatives for environmental protection.

Collaborative Reach: Forge partnerships with educational institutions and environmental organizations to amplify UECO's impact across diverse communities.

Action-Oriented Initiatives: Implement hands-on projects like clean-ups and tree planting, enabling direct student participation in environmental conservation.

Tech for Learning: Utilize creative technology like apps and games to make environmental learning entertaining and accessible to a younger audience.

Sustained Engagement: Maintain ongoing community engagement via social media, events, and forums, evaluating programs to enhance effectiveness.

GENERAL OBSERVATIONS

Internal Communication Vital: Embrace Bold Visuals, Establish Color as Identity

Distinctive Color Ownership: Utilize Illustrative Imagery, Emphasizing Simplicity

Tailored Visual Language: Adapt to Diverse Audiences, Prioritizing a Simple Approach

BRAND ATTRIBUTES

Empowering: Encouraging and empowering students to take meaningful action for environmental causes.

Innovative: Embracing creativity and innovation to redefine how environmental awareness is communicated and acted upon.

Educational: Providing engaging and informative resources that make learning about sustainability enjoyable and accessible.

Collaborative: Fostering partnerships and collaboration within the university community and beyond to amplify impact.

Action-Oriented: Encouraging hands-on involvement through initiatives and projects that drive tangible environmental change.

Adaptable: Tailoring messages and approaches to resonate with diverse audiences and adapt to various communication channels.

Inspiring: Motivating students to become advocates for environmental stewardship through impactful storytelling and visual communication.

MY PROCESS

In developing my approach, I applied the Double Diamond design method to thoroughly investigate diverse avenues for shaping this design brand. I did my Discover and Define stages, utilizing Miro as a centralized platform to conduct comprehensive research. This process served as the foundation from which I extracted pivotal insights to craft the essence of the brand identity.

Drawing inspiration from the discoveries made during the initial phases, I delved deeper into the concept, exploring further nuances to glean additional visual inspiration. This supplementary exploration aimed to refine the visual aspects, aligning them more intricately with the brand's ethos.

Subsequently, I transitioned into the creative phase, employing Adobe Illustrator to sketch and iterate upon a multitude of design iterations. These iterations were instrumental in refining and fine-tuning the visual elements, ensuring a cohesive representation that harmoniously echoed the essence of the brand.

Visual Library

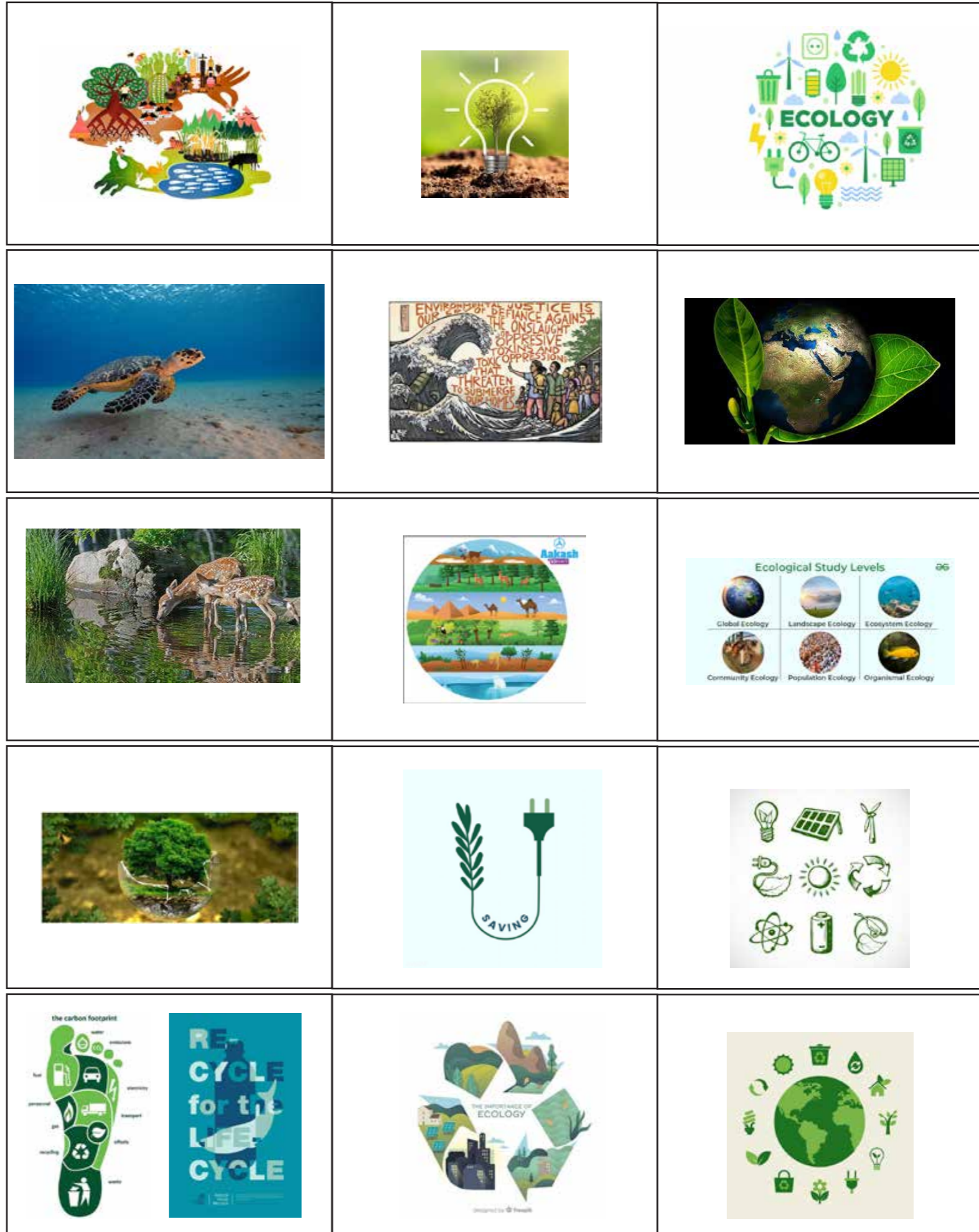
Environment

Visual research into the word Environment



Ecology

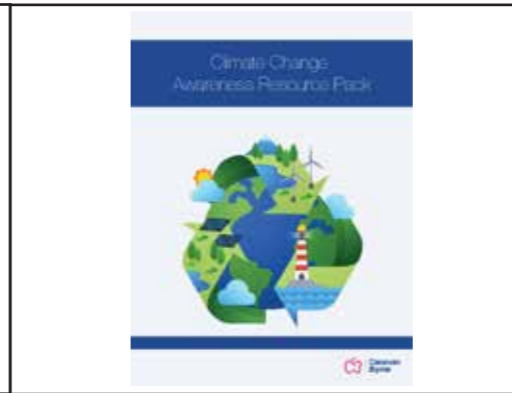
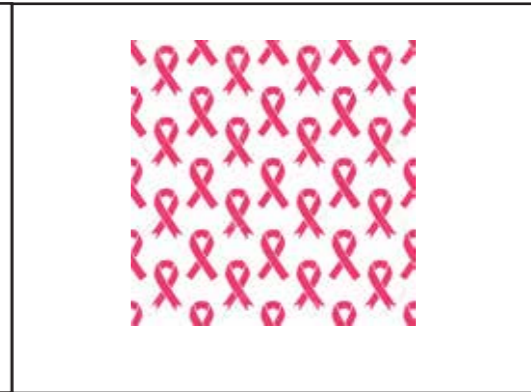
Visual research into the word Ecology



Awareness



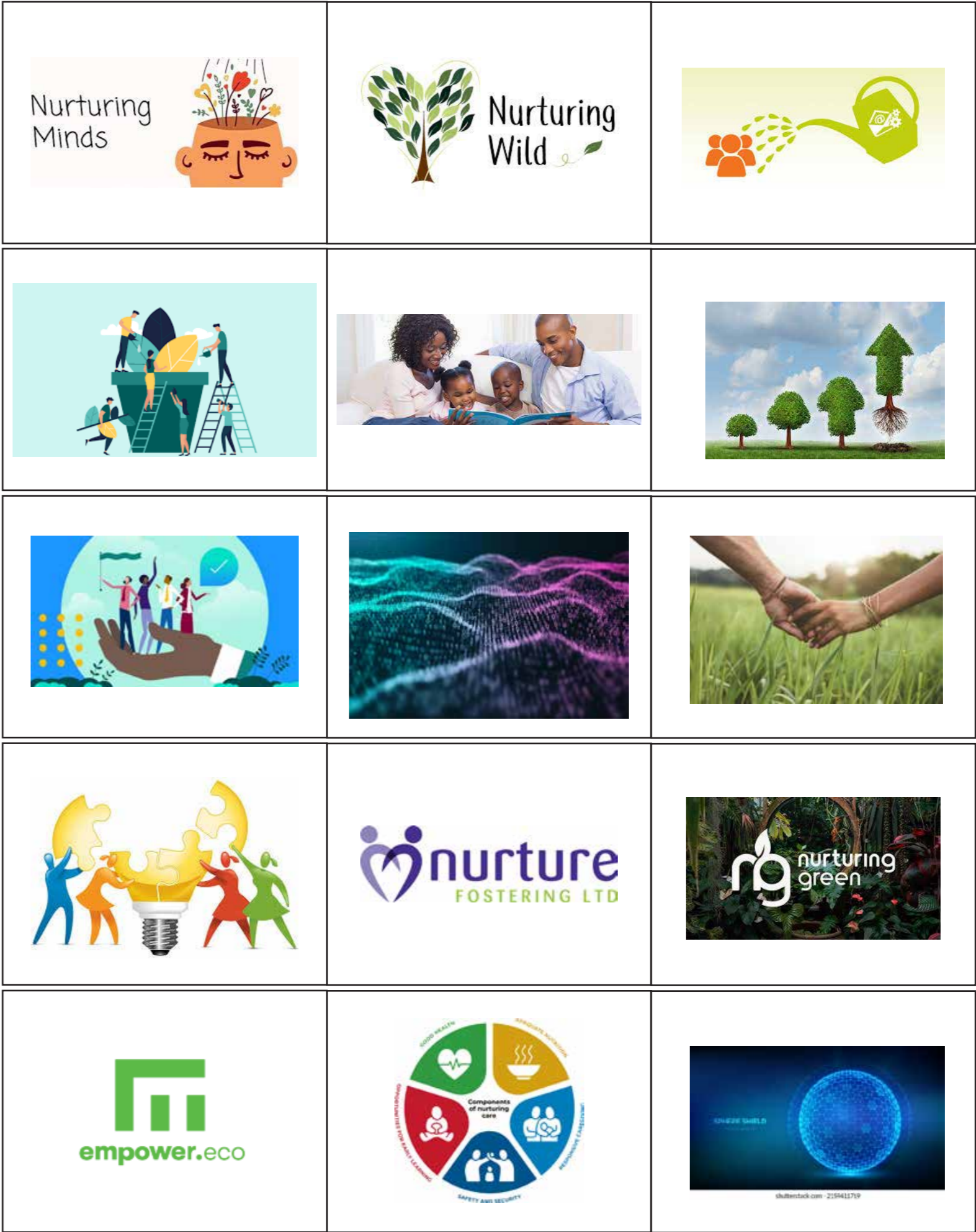
Visual research into the word Awareness



Nurturing



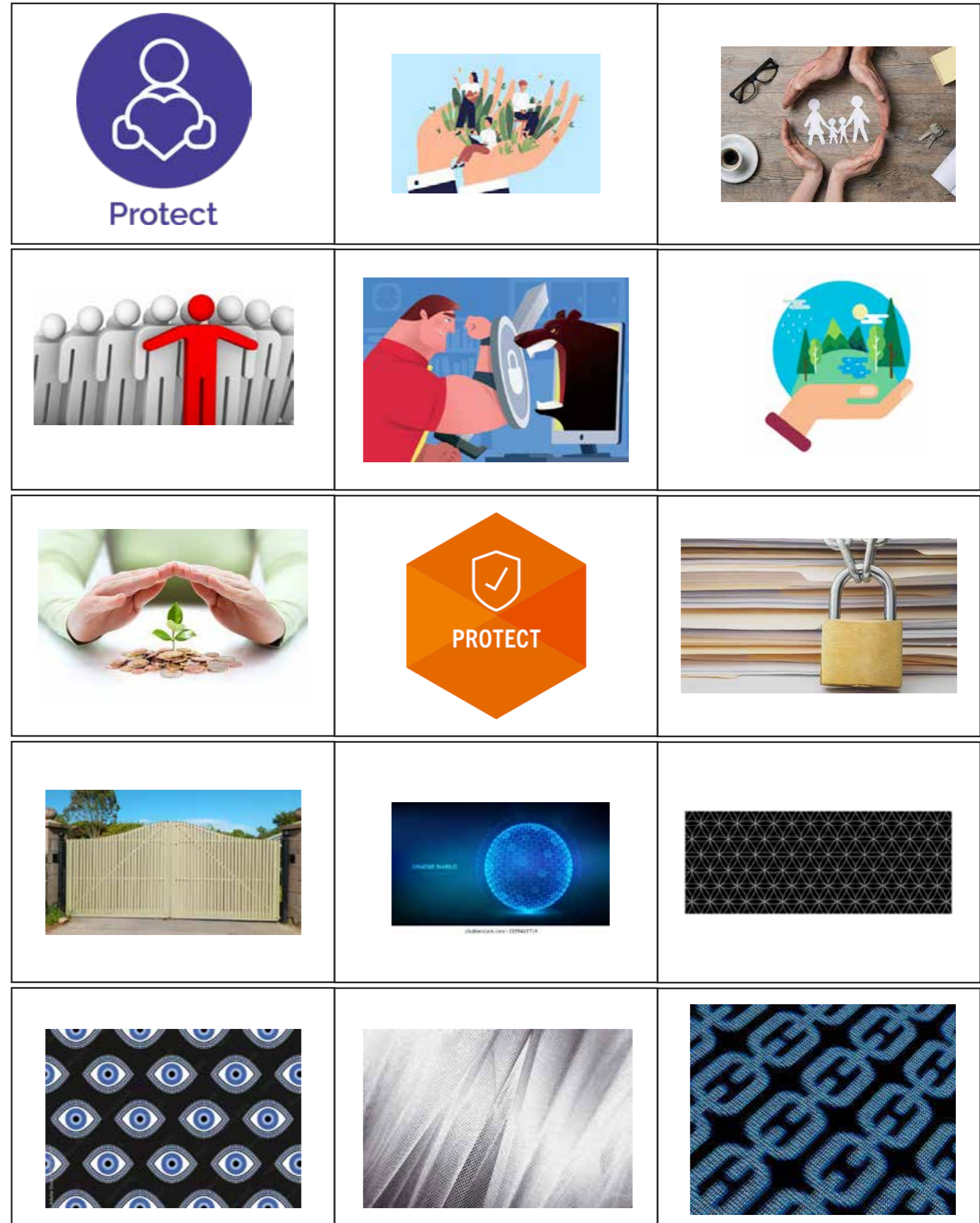
Visual research into the word Nurturing



Protect

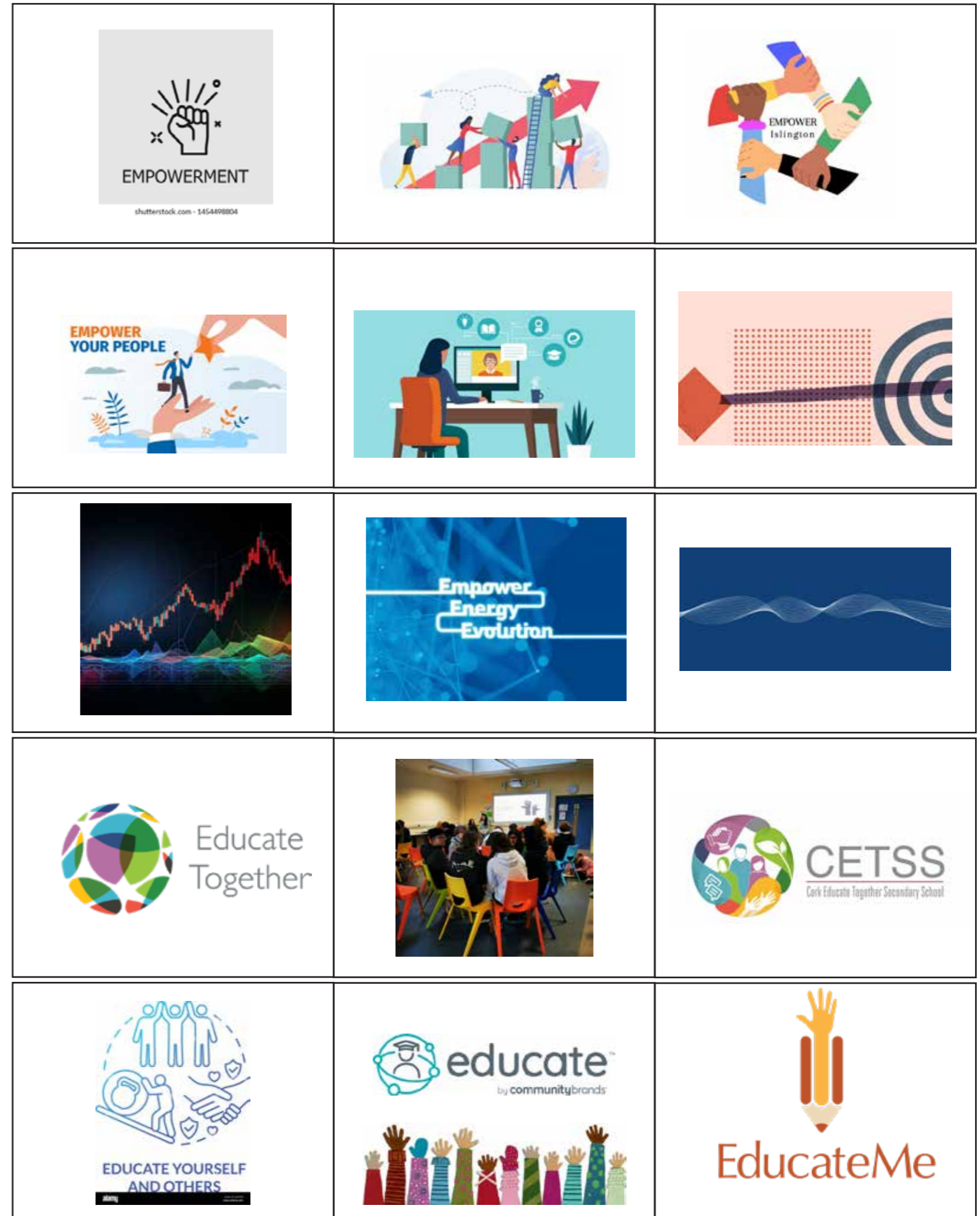


Visual research into the word Protect



Empower

Visual research into the word Empower



Educate

Visual research into the word Educate

Grow



Visual research into the word Grow



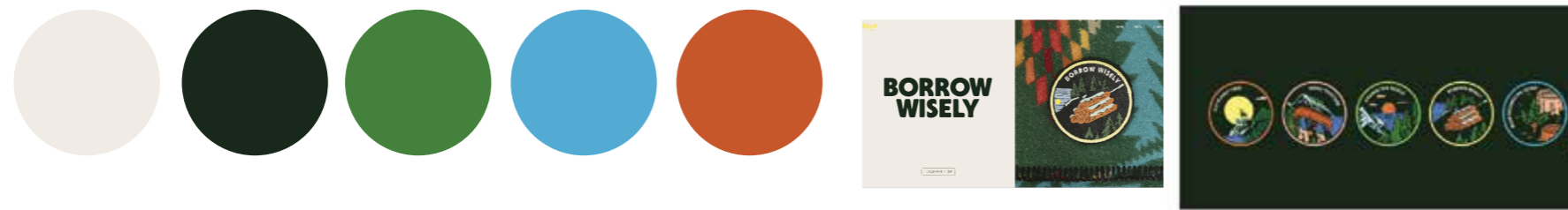
Graphics of Intrest



Other research into the word eco



Colour palettes



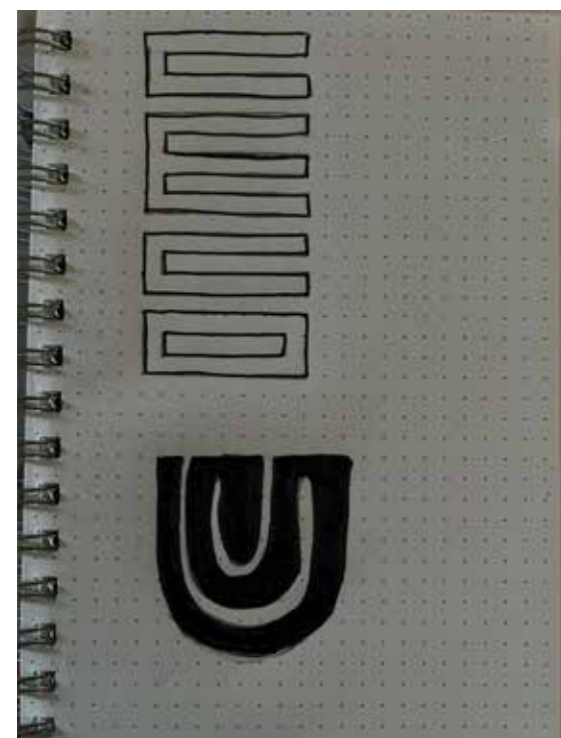
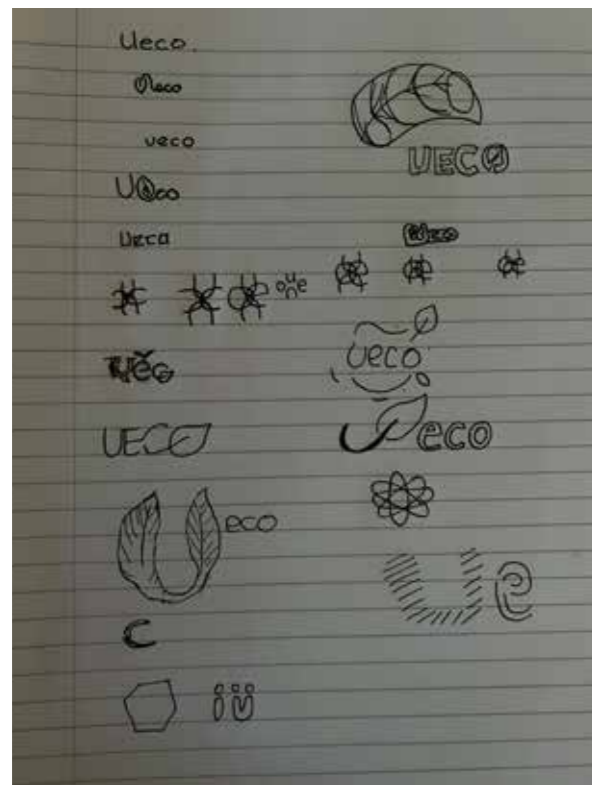
Colour palette ideas taken from research in discover phase



Sketches

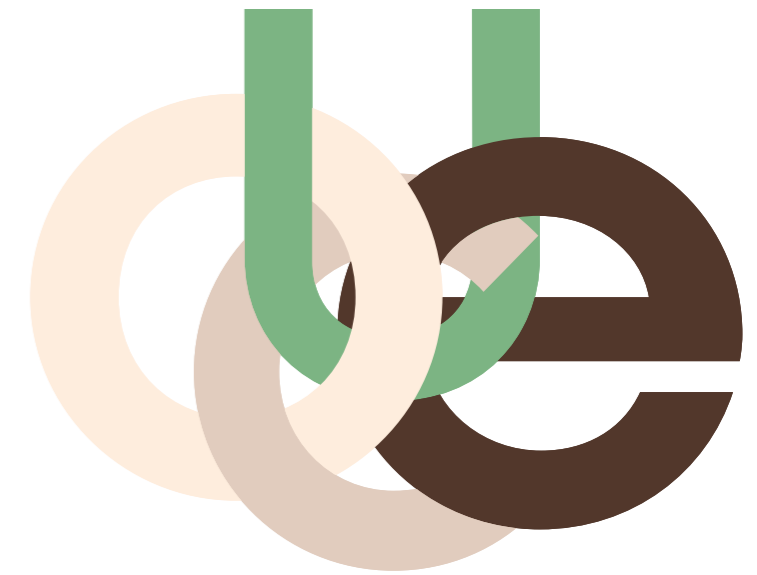
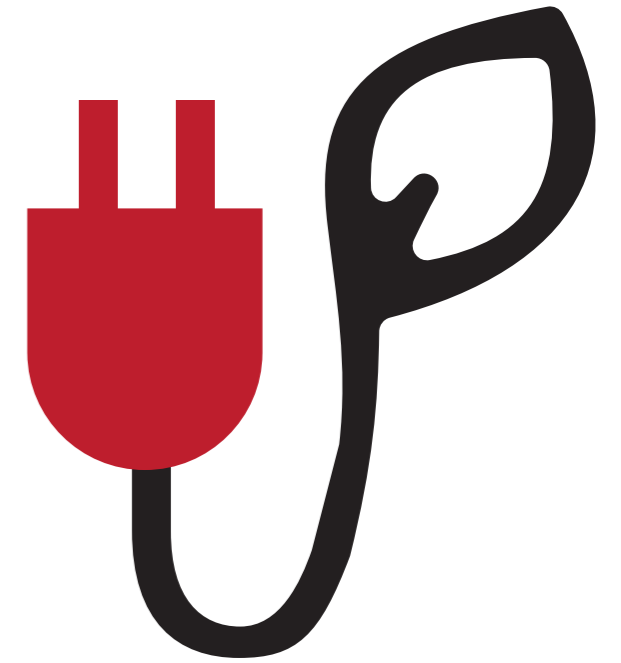
Paper

Ipad



Visual exploration and sketches

Explorartion



Visual illustration mockups

Ueco

Ueco

Ueco

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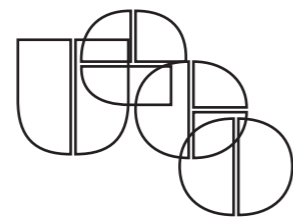
U:co



Ueco



Ueco

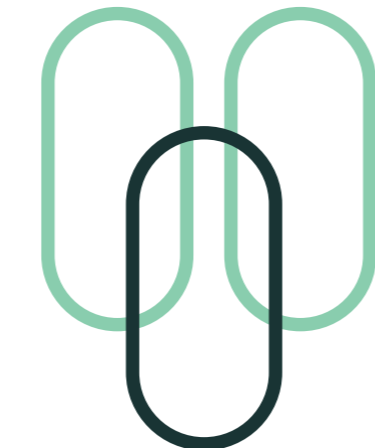
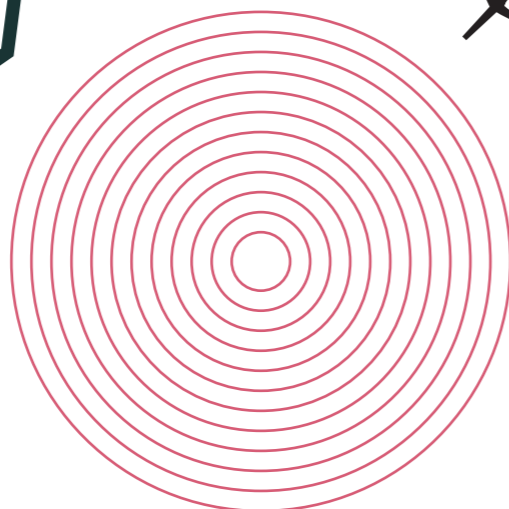


Ueco

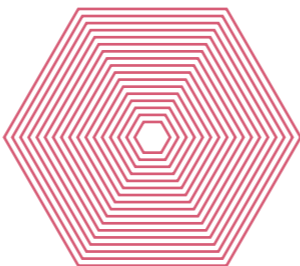
U:co

U:co

Ueco



Ueco



Nocturne Serif Black

Nocturne Serif Black

Ueco University Eco

Octothorpe PanEuro Regular

Ueco University Eco

Courage

Ueco University Eco

Dystopian

Ueco University Eco

Gelica

Ueco University Eco

Roc Grotesk

Ueco University Eco

Hobeaux Regular

Ueco University Eco

Madre Script

Ueco University Eco

Yink

Ueco University Eco

DoubleBas

UECO UNIVERSITY ECO

Milka

Ueco University Eco

Bree Regular

Ueco University Eco

Proxima Nova Condensed Semibold

Ueco University Eco

DejaRip Bold

Ueco University Eco

Testing out typefaces to suit the brand

UECO

Text size
76.1563 pt

University Eco

Text size
26.0535 pt

Bree

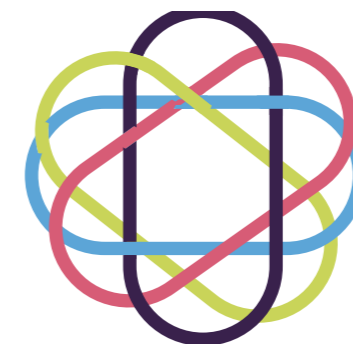
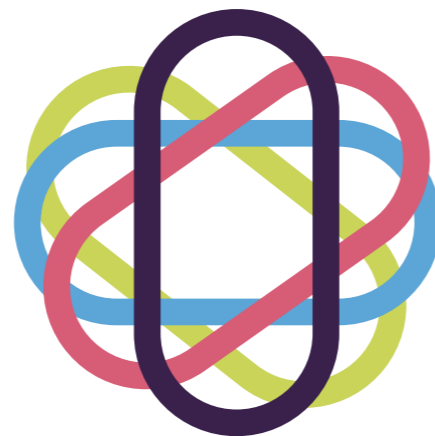
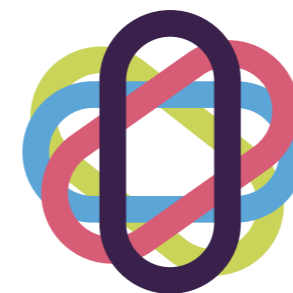
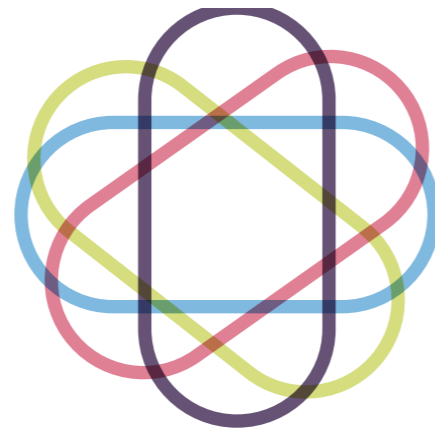
Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk,
Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu,
Vv, Ww, Xx, Yy, Zz.

1, 2, 3, 4, 5, 6, 7, 8, 9, 0
!@€£#\$%^&*()-+=:;'"{}|\<>.,?/

Poppins

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj,
Kk, Ll, Mm, Nn, Oo, Pp, Qq, Rr, Ss,
Tt, Uu, Vv, Ww, Xx, Yy, Zz.

1, 2, 3, 4, 5, 6, 7, 8, 9, 0
!@€£#\$%^&*()-+=:;'"{}|\<>.,?/



Concept 1

Grow

Enviroment

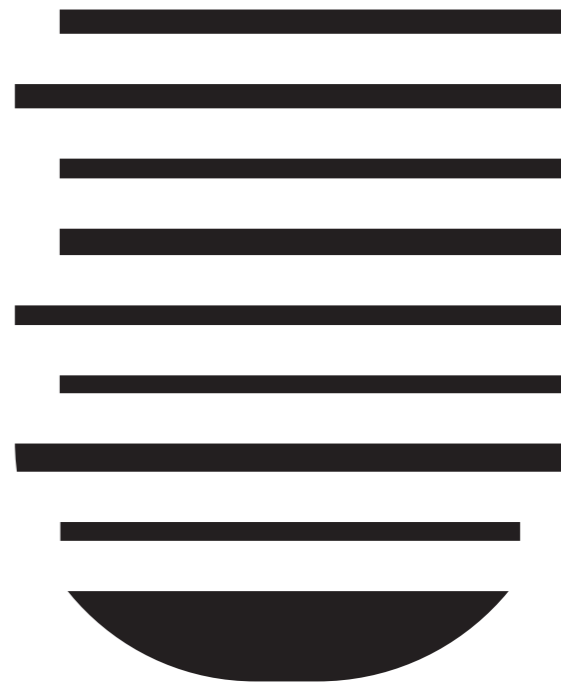
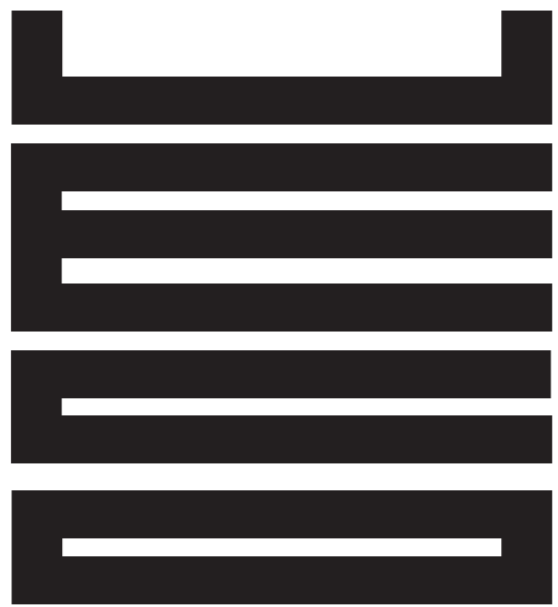
Educate

Make a difference



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University Eco

Poster



Stationery



Banner

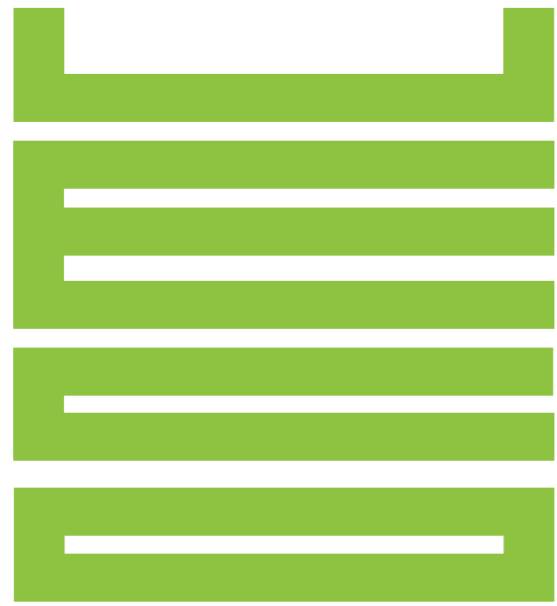


Banner



Merch





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Poster



Stationery



Banner



Banner



Merch





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Concept 2

Edgy

Protect

Impact

Action



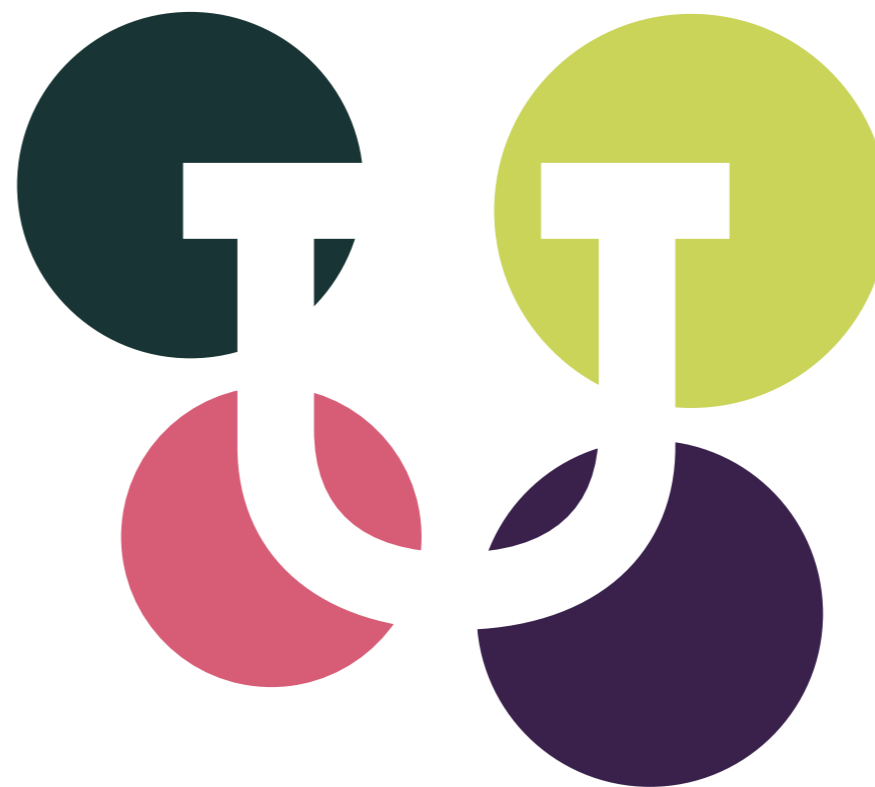




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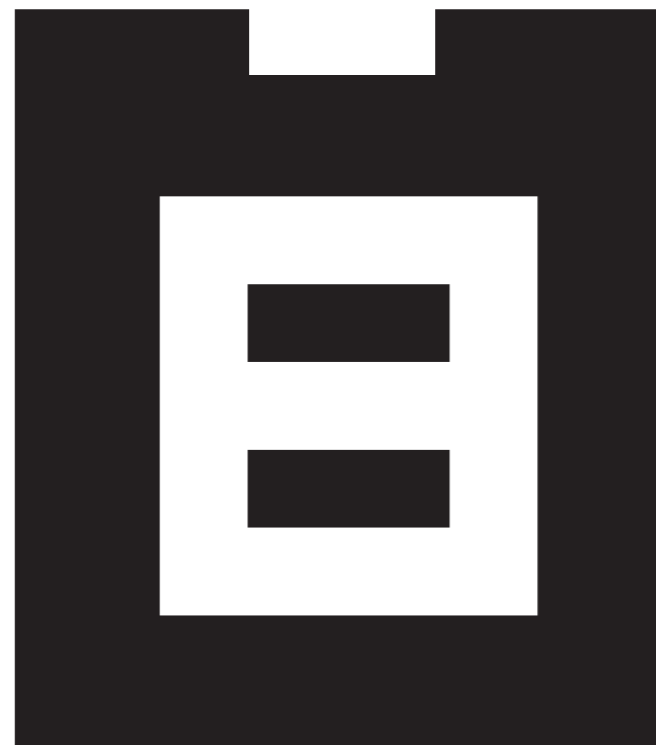
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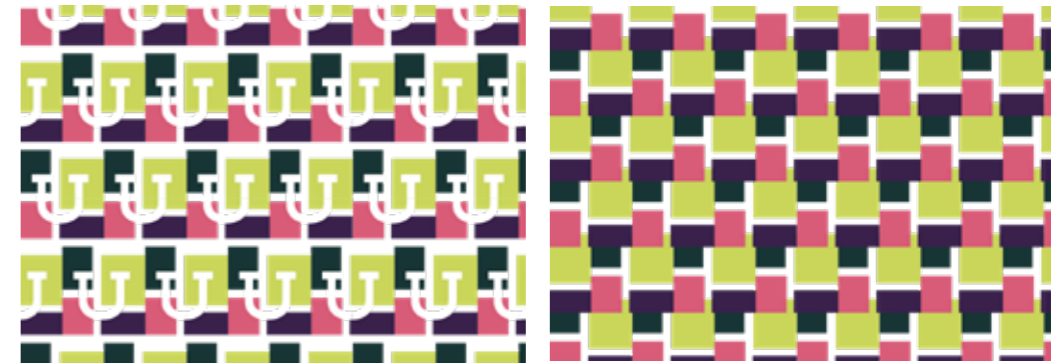
Poster



Stationery



Patterns



Banner



Banner



Merch



Concept 3

Ecology

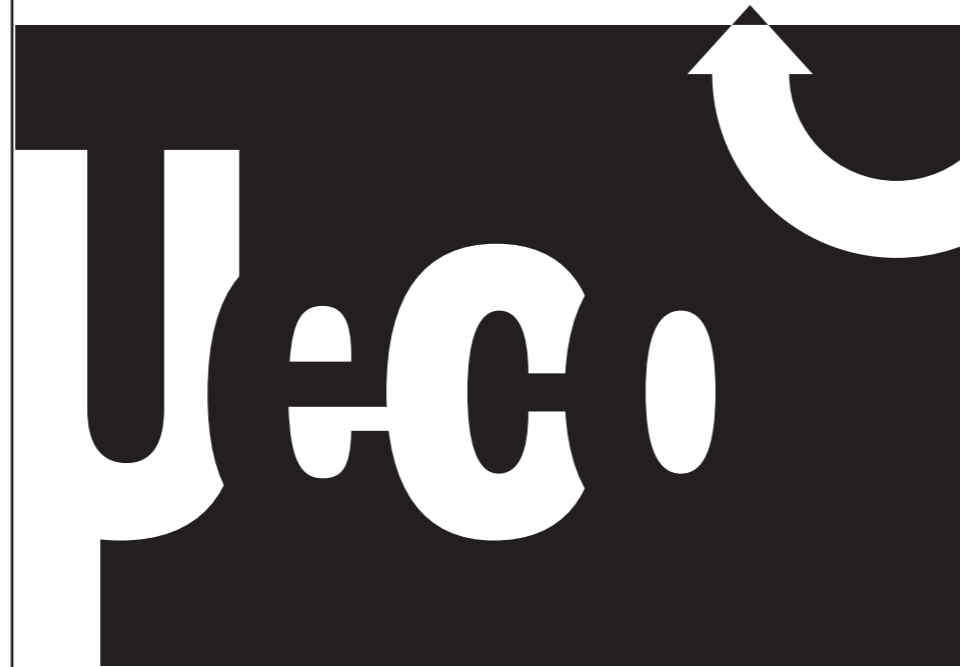
Awareness

Nurturing

Empower



U=CO





Ueco
University Eco





University Eco



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DELIVER

Concept 1



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UECO
University Eco

Poster



Banner



Merch



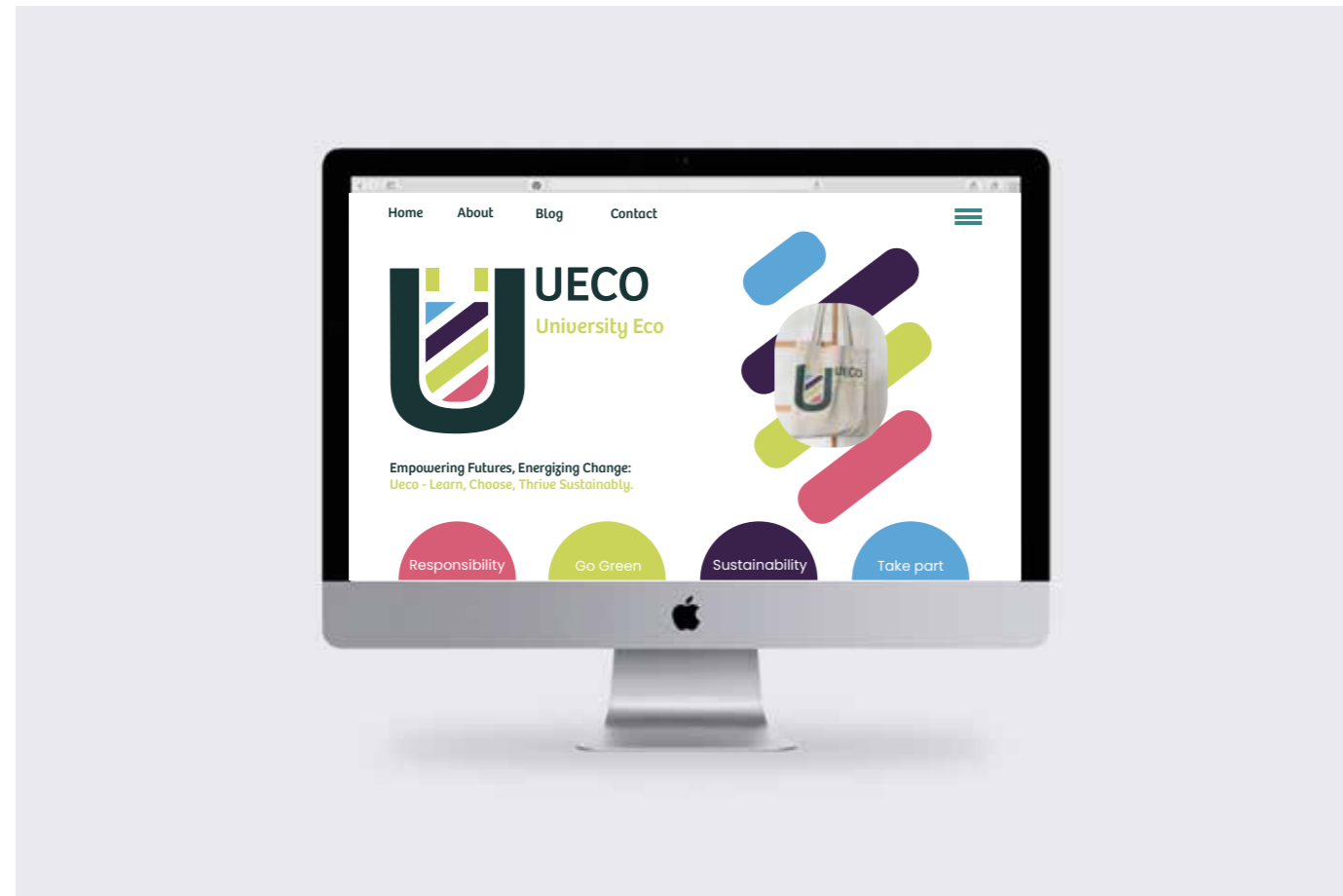
Stationery



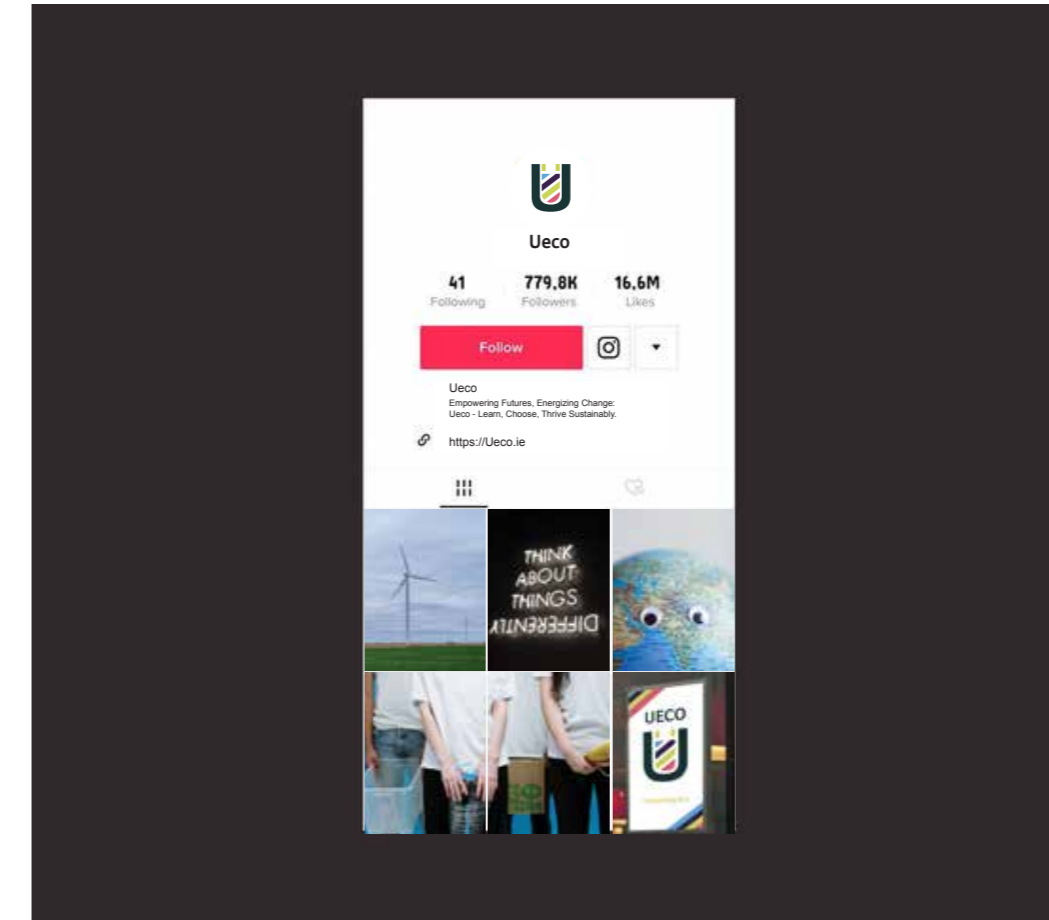
Banner



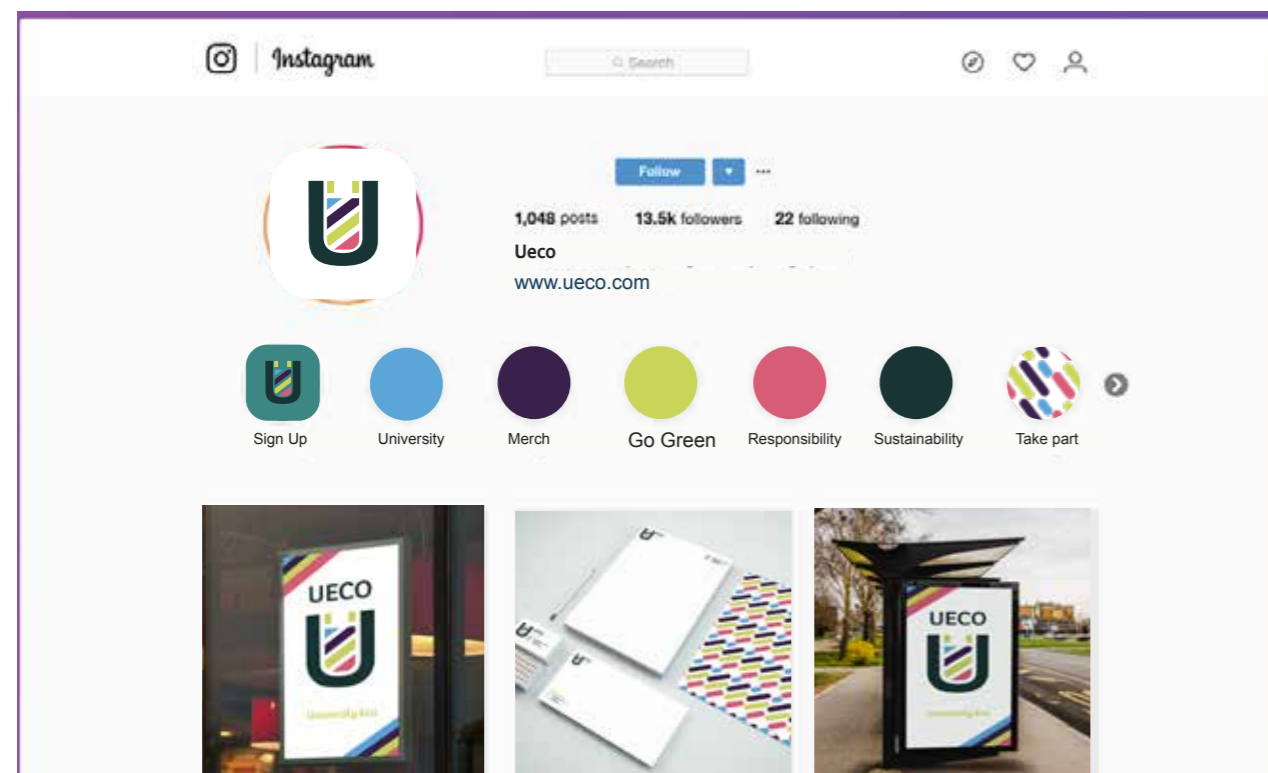
Home Page



TikTok



Instagram



Facebook

Ueco
@Ueco

Home
About
Submit a video!
Videos
Likes
YouTube
Photos
Video Channel
Posts
Create a Page

Liked Message More

Sign Up

Status
Write something on this Page...

Public Figure
Search for posts on this Page
9,658,321 people like this
Invite friends to like this Page

ABOUT
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Your Info
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http://youtubeyourpage
Impressum [?]

VIDEOS

Ueco
July 22 at 6:31pm · 🌐

Enviroment awarness

Like Comment Share

175 shares

LinkedIn

UECO
University Eco

122 followers

Edit Page Share Page



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