



Suchitwa Mission Branding

Random Thoughts

- Future
- Sustainability
- Unite
- Growth
- Collaborate
- Inspire
- Renewable
- Vision
- Replicable
- Understandable
- Recycle
- Leaf
- Blue
- Green
- Lead
- Reduce
- Clean
- Sustainable
- Eco-friendly
- Reuse

What we did

We have combined all these thoughts to create the brand identity for Suchitwa Mission, keeping in mind that

- **It should be easily understood by all populations**
- **Easily replicable by anyone**
- **Free from complex drawing styles.**

The simplicity and clarity of the design, with a small yet impactful touch from Tenpoint, ensures wide accessibility and ease of use.

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ശുചിത്വ ക്രേഡിറ്റ് സുസ്ഥിര ക്രേഡിറ്റ്

Elements Explained

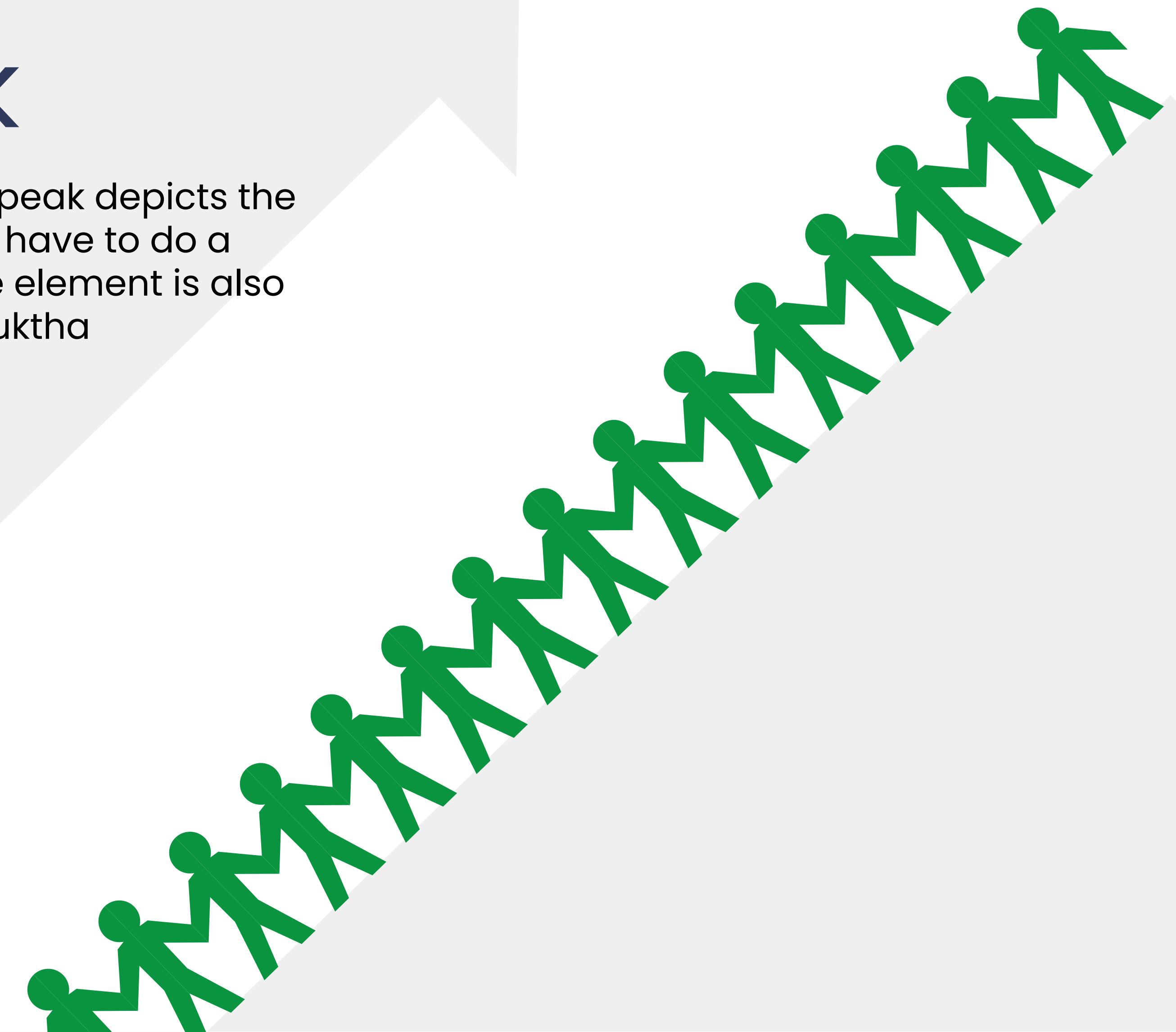
People

The Suchitwa Mission branding features figures disposing of waste into a bin, symbolizing the importance of proper waste management for a sustainable future. The size difference among the figures represents inclusivity across all age groups, while the varied colors highlight that cleanliness is a shared responsibility, transcending gender and social boundaries. Together, these elements reinforce the message that sustainability requires collective action from everyone.



Unite and Work

This element of people united and traveling a peak depicts the unity among the community and depicts we have to do a hard work for achieving a greener future . the element is also resemblance with the element in malinya muktha navakeralam campaign



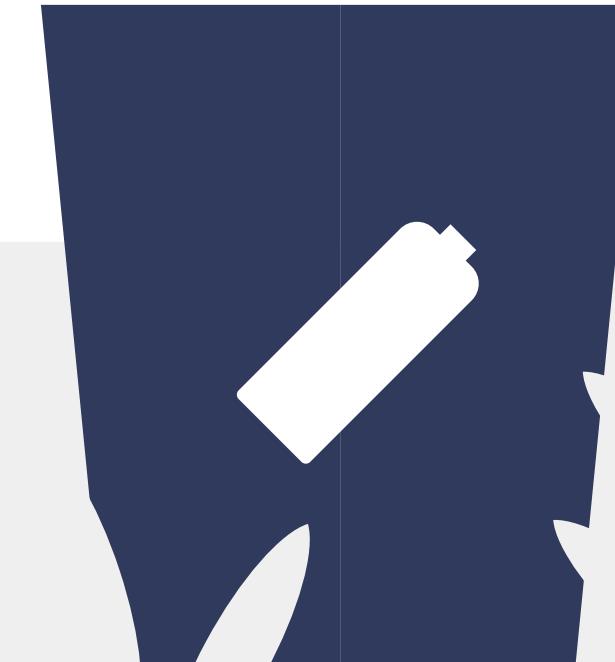
Greener Future

The upward-growing arrow symbolizes progress, illustrating that we are moving towards a greener and sustainable future. The leaves within the arrow represent this journey, emphasizing our commitment to environmental sustainability. The arrow's origin from people segregating waste depicts that a better future is achievable only through effective waste management practices.



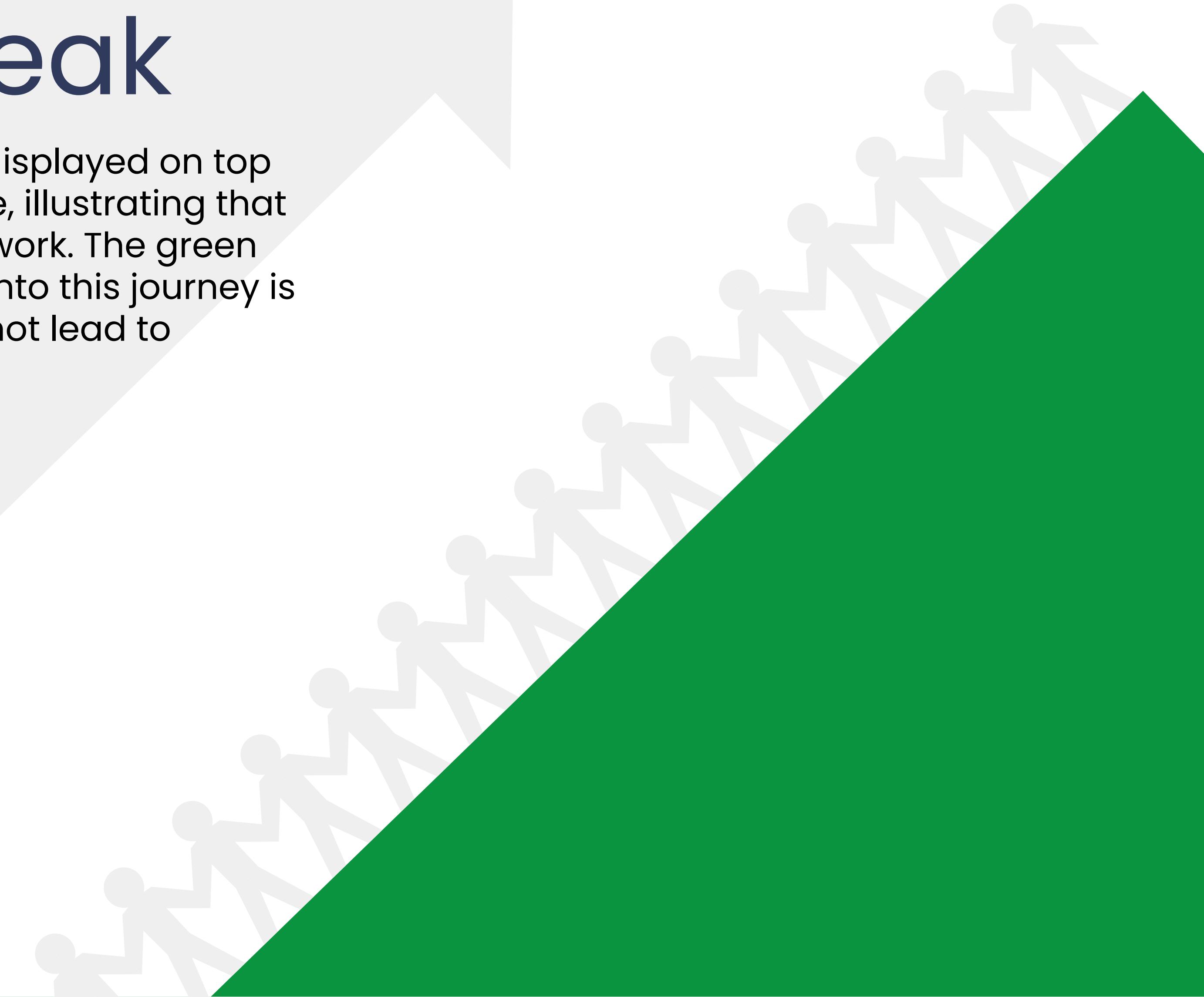
Proper Segregation

The waste bin featuring two colors—blue and green—emphasizes the importance of proper waste segregation. The illustrations of plastic and banana peels inside the bin visually depict the distinction between biodegradable and non-biodegradable waste, making the process easily understandable for everyone.



Towards the peak

The peak mountain-like visual with people displayed on top symbolizes the need for effort at every stage, illustrating that building a sustainable future requires hard work. The green mountain represents that the effort we put into this journey is always focused on sustainability and does not lead to pollution.

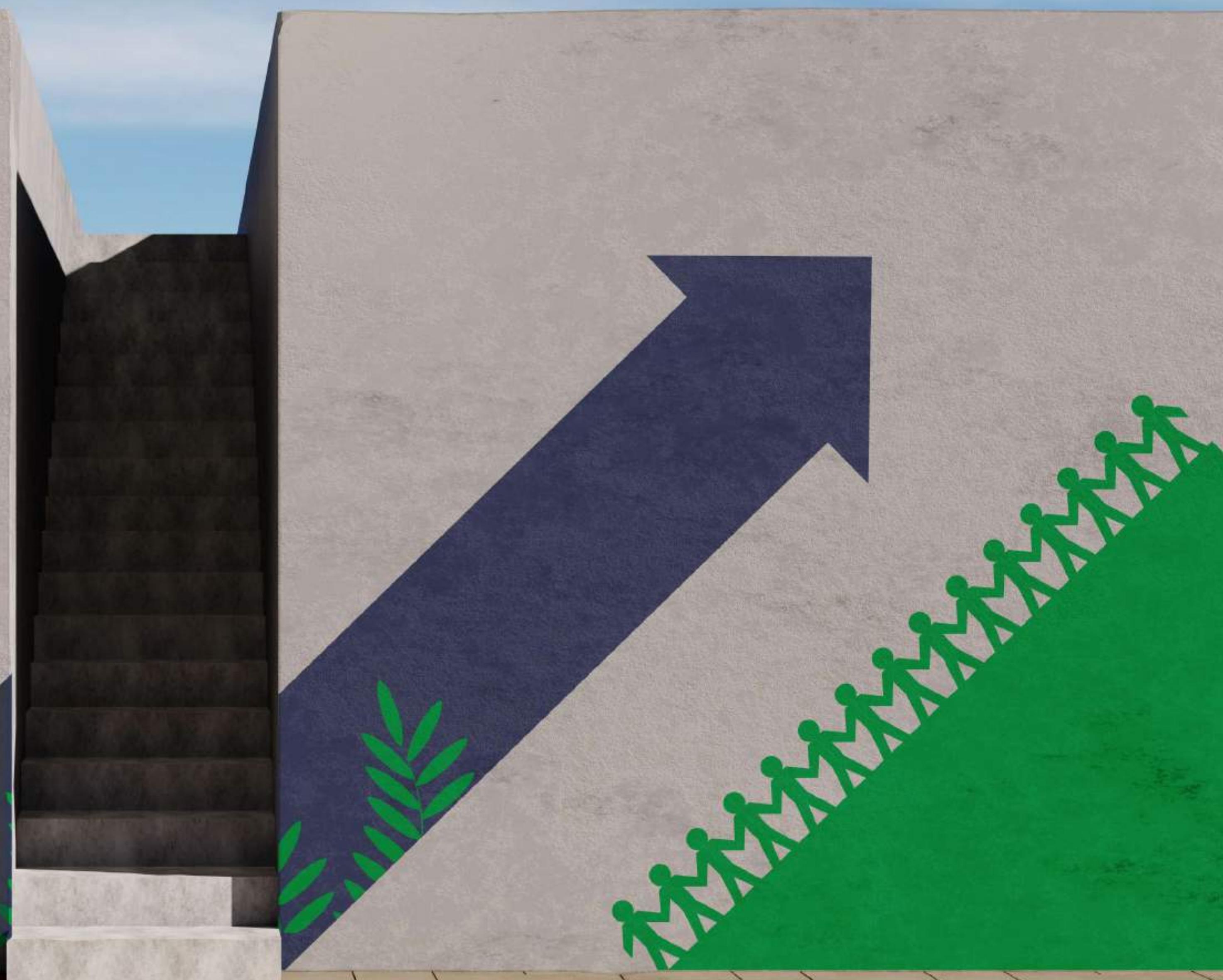


Keep up

The green leaves growing from below give a sense of growth, representing all the effort we have put in so far to build a sustainable future.



Mockups







Thank You