

## **Ecomine logo proposal**

Your «venture brainstorm» paper was an important help for me to create what I believe is a good logo for Ecomine. I had to find something that was not only visually appealing and modern, but also that represented the philosophy behind your brand . I tried many different concepts first. I wanted to show you the evolution of the concept but an unasked for Windows update erased my preliminary researches. Instead, I am just going to show the logo in all its variations and explain my design choices.

You already know I like simplicity in design. How convenient: many big brands start to feel the same. When you look at the huge corporations that dominate the world, almost all of them have a nice, quiet logo you'd almost want to be friend with. Given your ambitions and the ideas conveyed in your venture brainstorm, I figured Ecomine would need something minimalistic, clean and serious, worthy of being the subsidiary of a interplanetary venture.

To do that, I chose to create a simple, almost geometric icon and a slightly modified sans-serif humanist font for the logotype. I worked with a color palette and symbolism that insists on the environmental argument, yet I tried to avoid the «cliche» appearance of many environmentally friendly projects.

But enough talk!

## Main logo



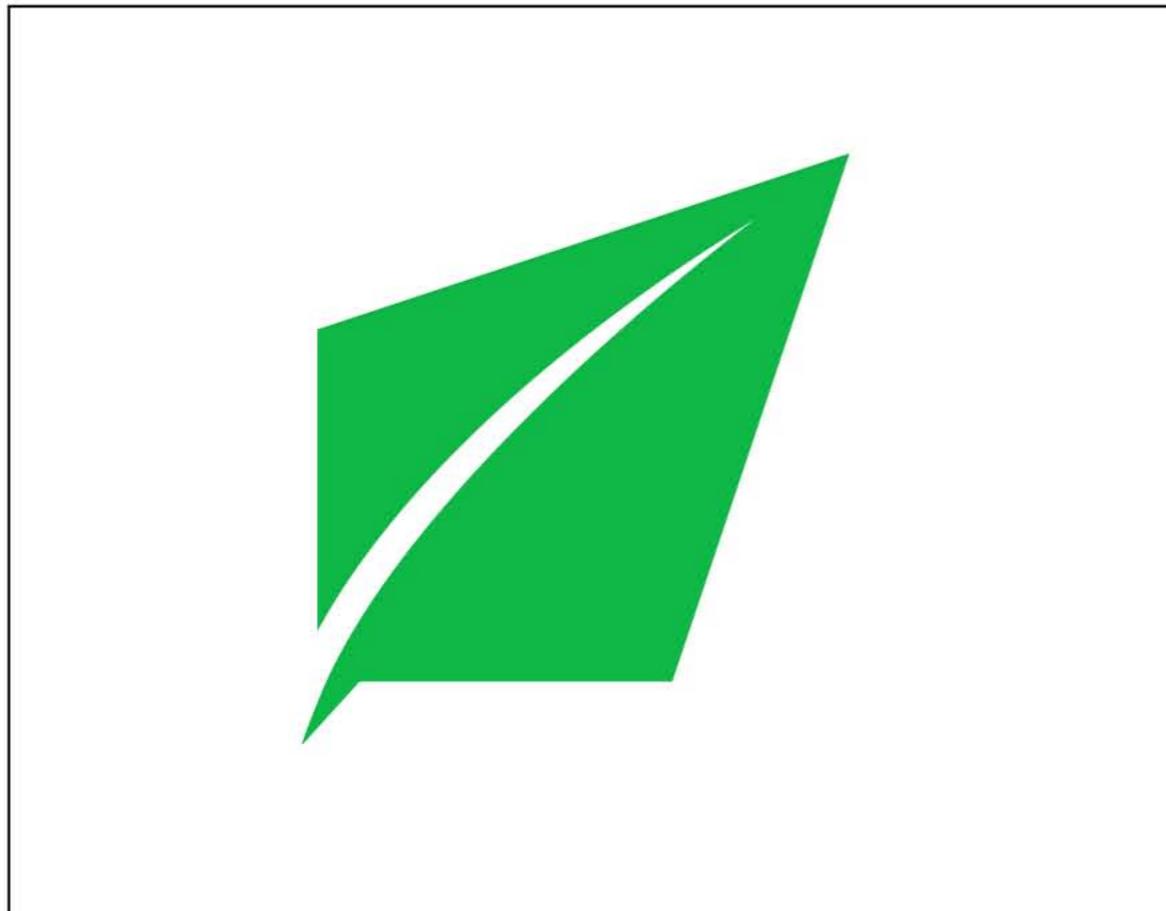
The icon was made to represent a green leaf - hence insisting on the environmental aspect. But due to its form, it can also represent an arrow, a rocket, or even a diamond - which fit the theme of crypto mining and space. Moreover, the upward direction and movement coupled with the pointed form give it a very dynamic look.

Both the colors and the logotype «ecomine» were meant to counterbalance that dynamic, kinda aggressive look. The light green and dark grey instead of black give some softness. I used a very round font to give a friendly tone, while still being quite solid looking without any artistic flourish. A serious, no bullshit look - yet not an aggressive one.

**Logo variation**



**Icon**



**Logotype**



## Color variations



