

Logo Concept Presentation **Focon-net Energies**

By Muhammad Bashir Hassan

For
**Basheer
Creative
Agency**

Goal

The goal of the Focon-net Energies rebranding project is to establish a modern and environmentally conscious visual identity that reflects the company's commitment to providing sustainable and affordable energy solutions in Chad, thereby positioning it as a leading force in the renewable energy sector.

Color

58CDD6

82171D

F5C63C

041315

Concept

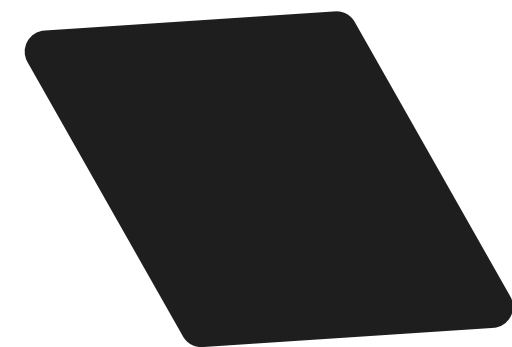
1

Design Decisions

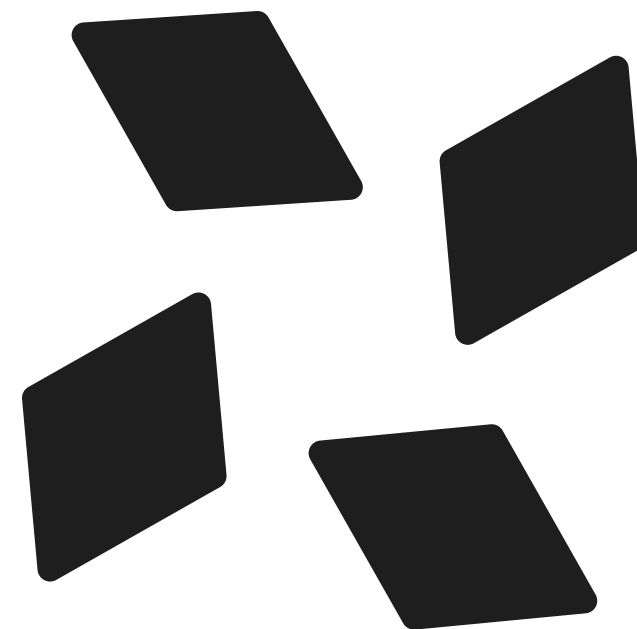
In this concept, the logo combines imagery of solar panels and wind vanes to symbolize Focon-net Energies' commitment to utilizing renewable energy sources. The circular shape within the solar panel represents the sun, highlighting the brand's dedication to harnessing solar power. Together, these elements visually communicate the brand's mission of providing innovative and sustainable energy solutions for a greener future.

Why this concept?

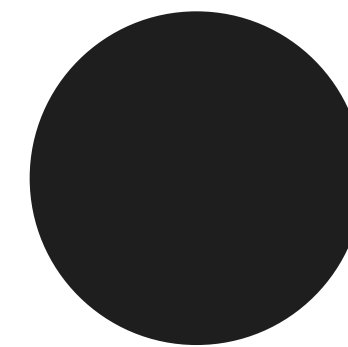
This concept was devised to visually represent Focon-net Energies' dedication to renewable energy sources, showcasing both solar panels and wind vanes to symbolize their commitment to sustainability and innovation in providing clean energy solutions for a greener future.



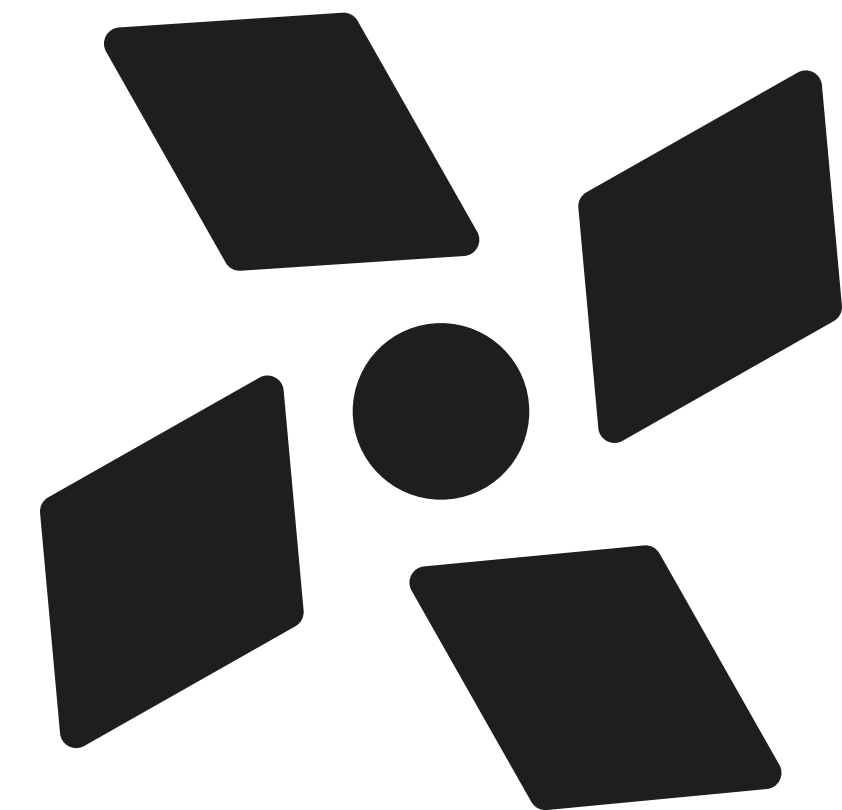
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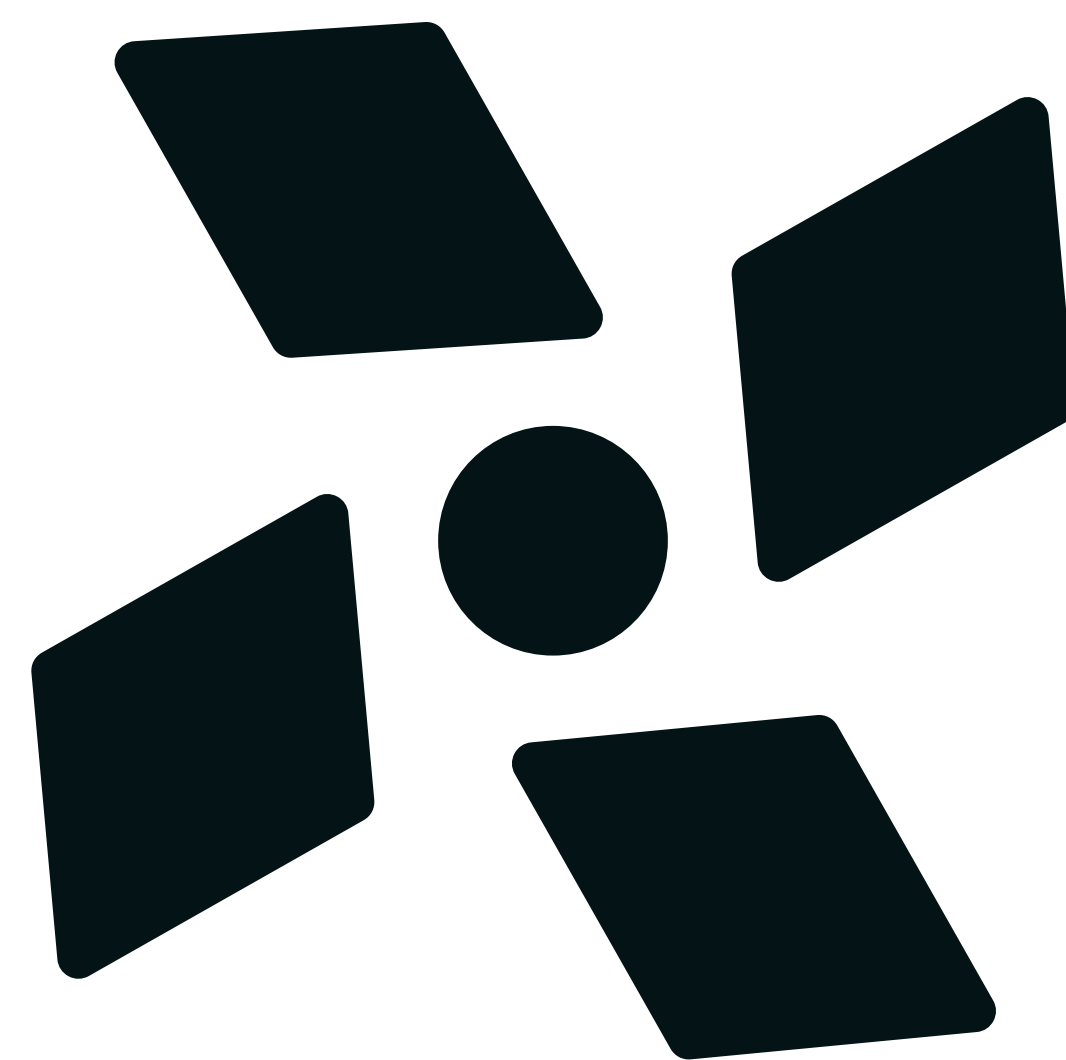
**Solar panel
imagery**

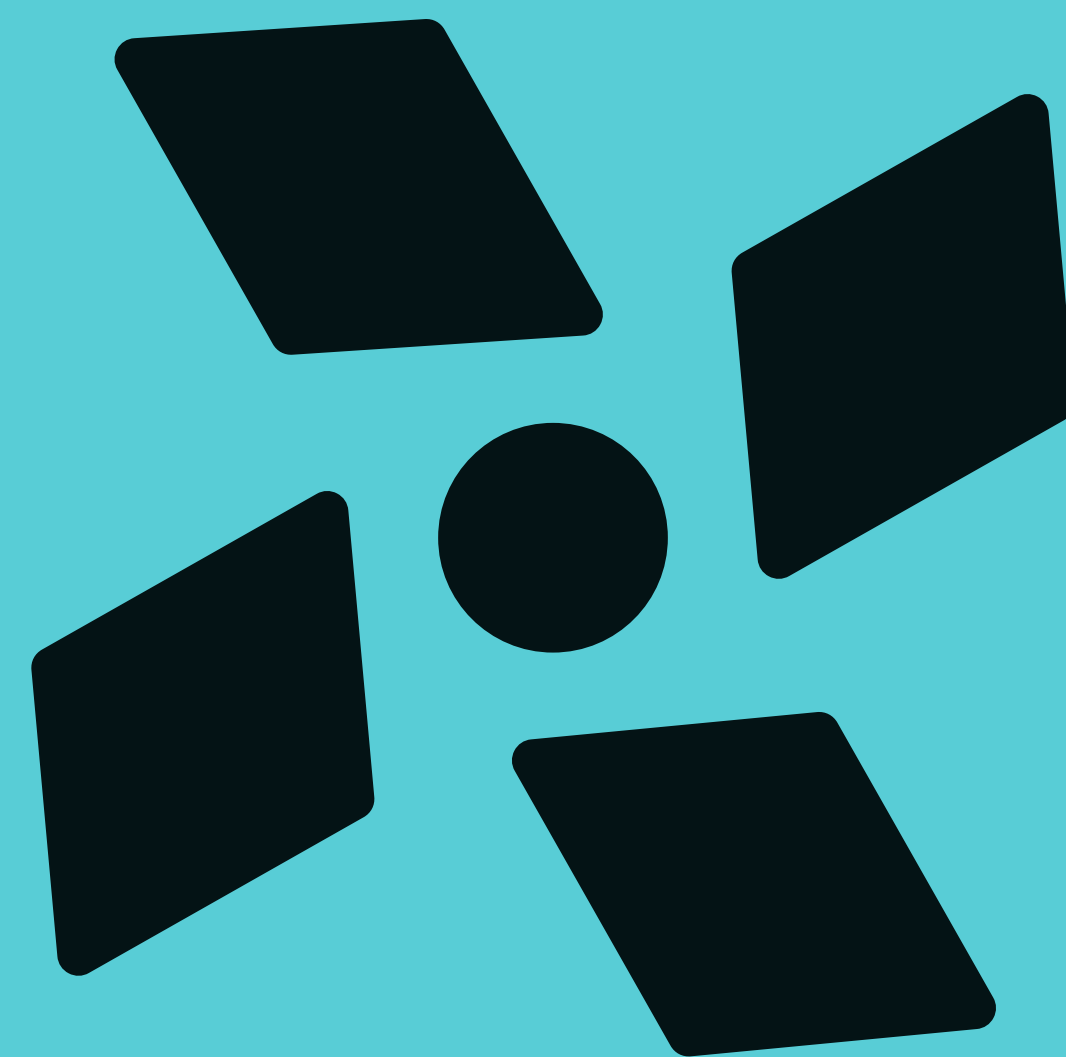
**Wind Vane
imagery**

Sunlight

**Focon-net
Energies Logo**













FOCON-NET
ENERGIES

Concept

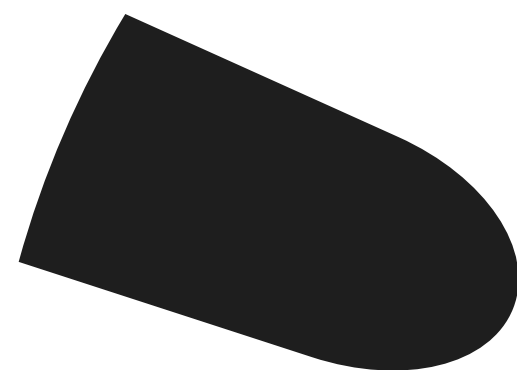
2

Design Decisions

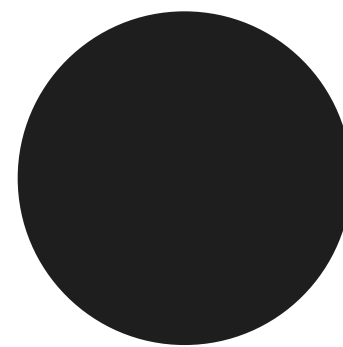
In this concept, the arrangement of solar panels in a circular format represents unity and harmony, emphasizing Focon-net Energies' commitment to harnessing solar energy. The central circle symbolizes the sun shining down on the panels, highlighting the brand's focus on utilizing renewable energy sources for a brighter and sustainable future.

Why this concept?

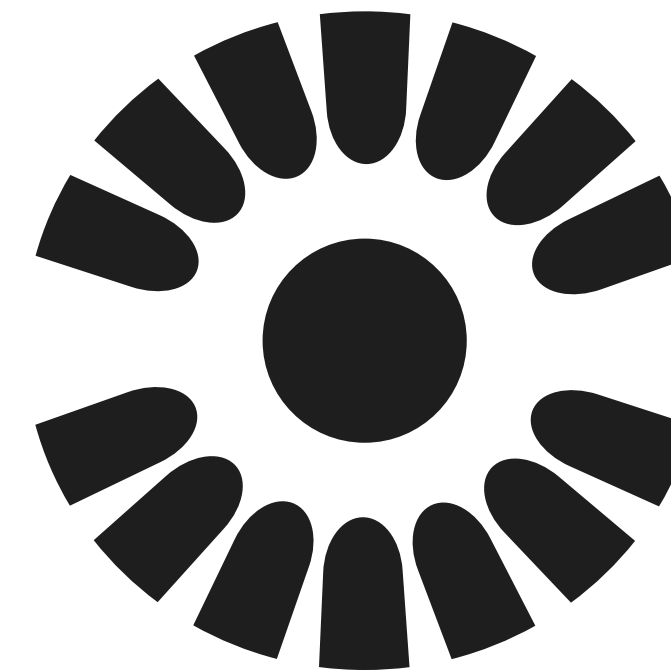
This concept aims to visually convey Focon-net Energies' dedication to solar energy in a simple and impactful way. The circular arrangement of solar panels signifies unity and completeness, reflecting the brand's commitment to harnessing renewable energy sources efficiently. Placing a circle in the center to represent the sun shining on the panels reinforces the brand's focus on sustainability and its reliance on solar power to drive a brighter and more sustainable future.



**Solar panel
imagery**

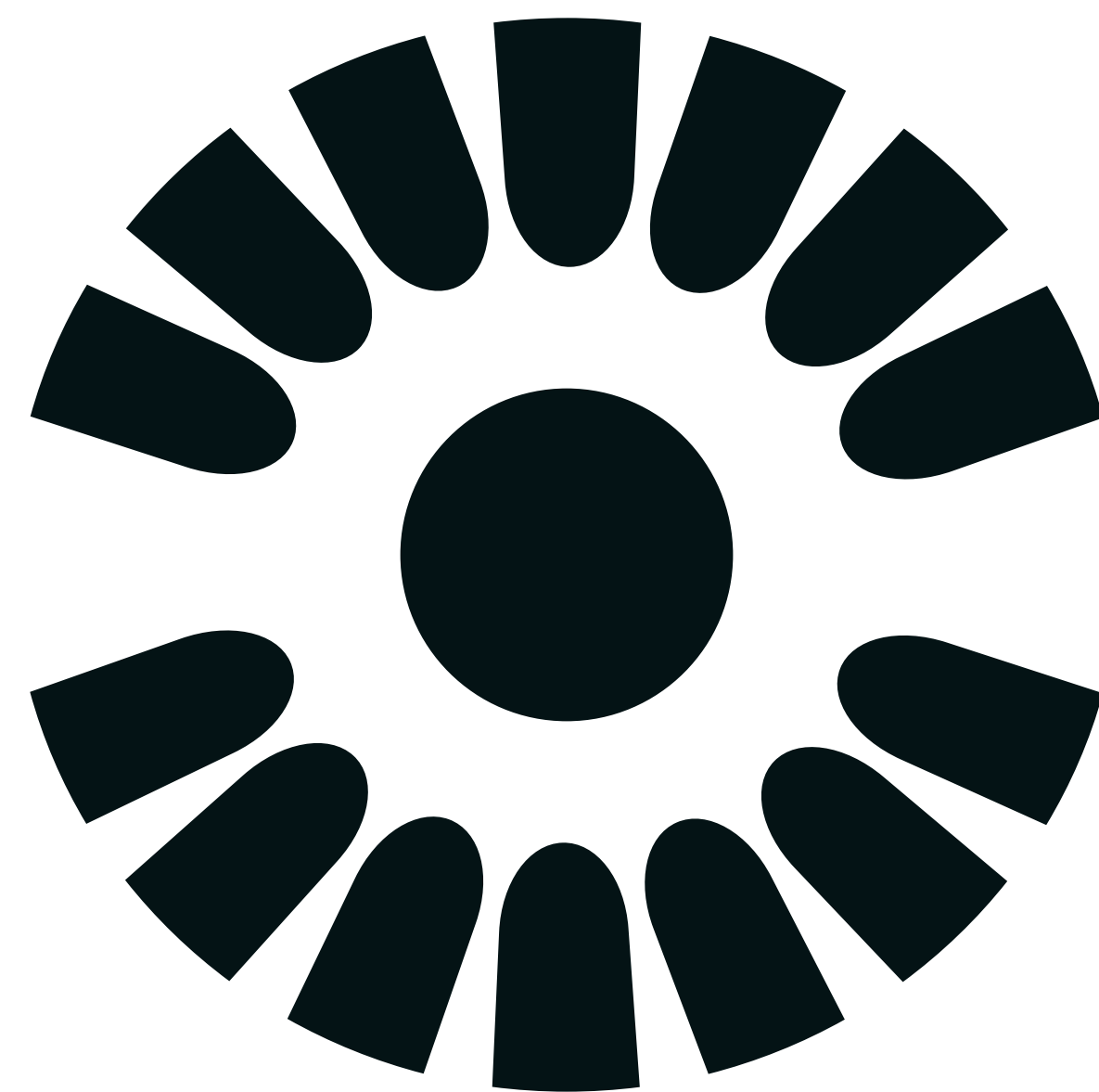
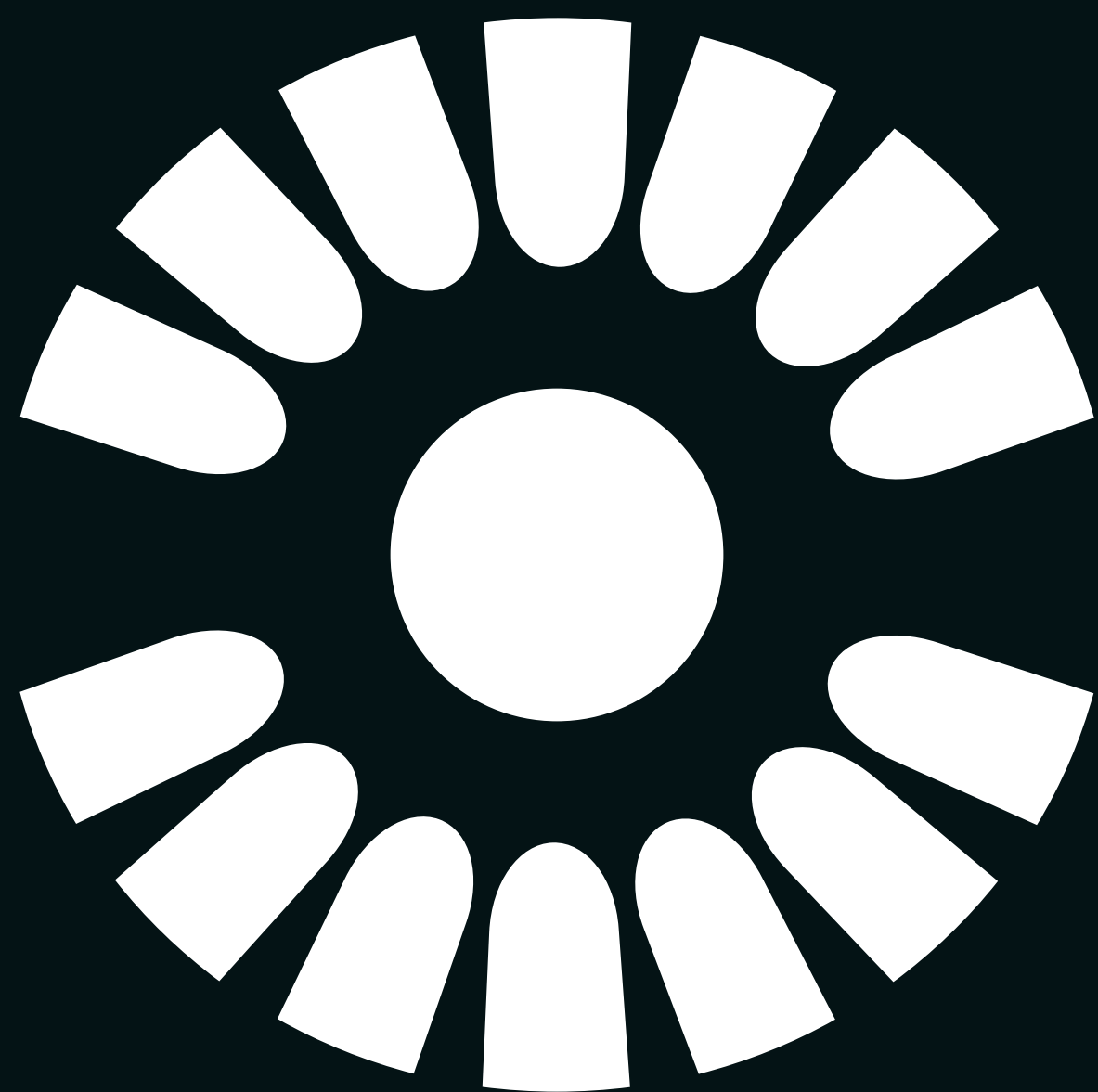


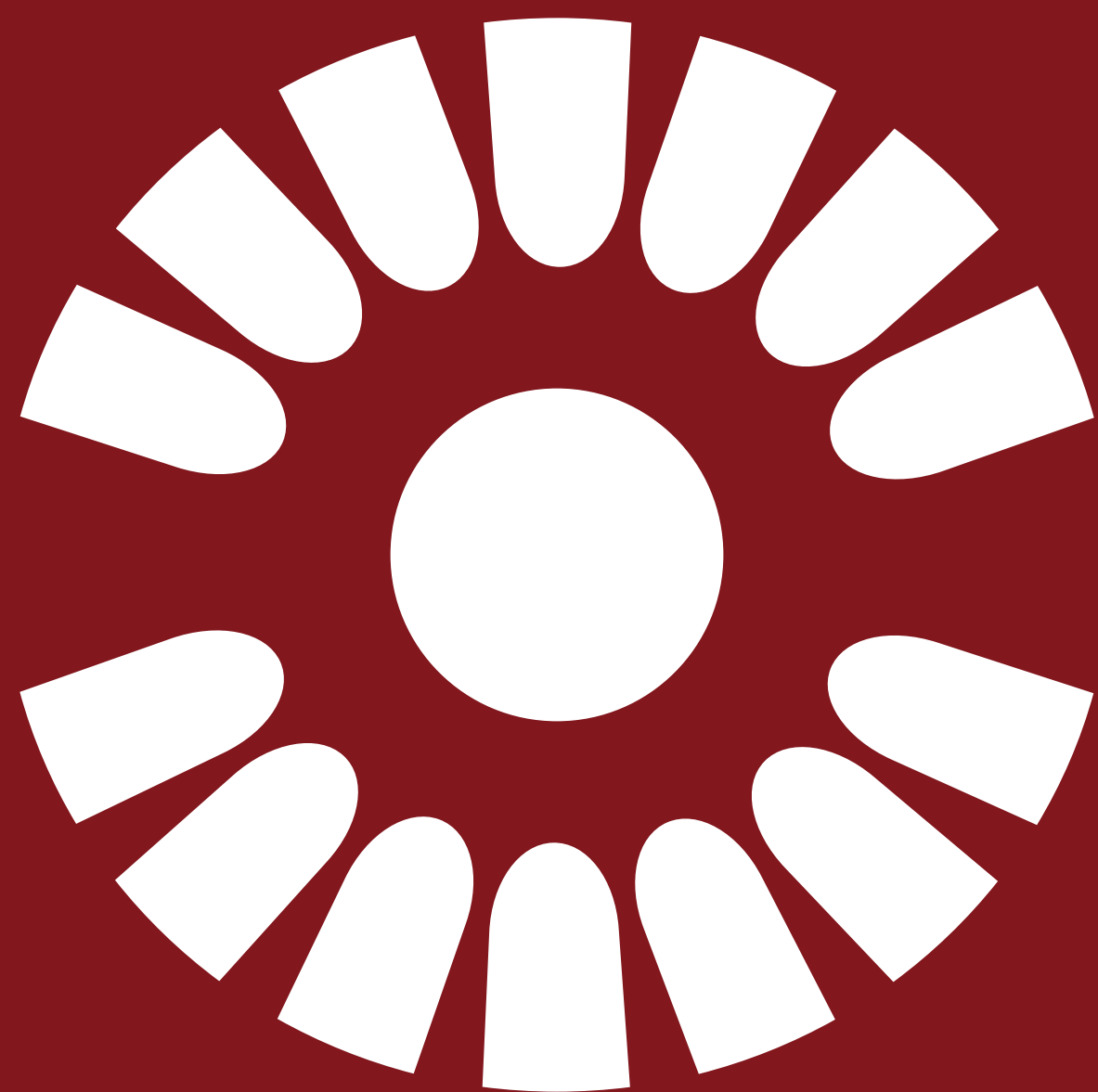
Sunlight



**Focon-net
Energies Logo**











Thank you

Do well to share your thoughts on the design so
that i can finish early

Basheer