

LOGO DESIGN DEVELOPMENT

Communication Design Course

Tuleen Damiri

INTR DUCTI N

Who is SABIC?

Sabic is a global diversified chemical engineering company, founded in 1976 and headquartered in Riyadh Saudi Arabia. The company operates 18 affiliates in 50 countries with 31,000 employees, generating an annual net profit of \$4.41 billion. Through a share purchase deal with Public Investment Fund, Saudi Aramco acquired a 70% ownership in the business; private investors and the Saudi stock exchange retained the remaining shares. Sabic's main specialization is in chemicals, industrial polymers, fertilizers, Agri-nutrients, and metals. Moreover, It is renowned for its versatility as it supplies advanced materials and solutions to a wide range of industries, including automotive, construction, packaging, and healthcare. Furthermore, the integration between Sabic and Aramco, combines the strengths and interests of two global harmonious companies to accelerate leverage for petrochemical and oil industry growth opportunities and to produce product offerings for new markets. Overall, this allows SABIC to focus on innovation, sustainability, and global expansion whilst also demonstrating environmental responsibility.



What is the Initiative?

Sabic has collaborated with a Malaysian based company called HHI to up-scale sustainable material manufacturing and afford high-quality procedures. Their aim is to generate verified circular polymers through the use of mechanical and feedstock recycling of ocean bound plastic. A circular polymer is a type of polymer produced by recycling used plastics, aligning with the principles of a circular economy to reduce waste and promote sustainability. The process starts off with HHI's collection of plastic waste from inlands and waterways within a 31 radius of the ocean, the recovered plastic is then sent to SABIC in Saudi Arabia to turn the plastics into Pyrolysis oil by the process of pyrolysis. Pyrolysis breaks down difficult-to-recycle plastics by heating them in an oxygen-free atmosphere, refining them for use as feedstock, thus creating circular polymers.

How is it Sustainable?

SABIC's and HHI's collaboration goal is to minimize the demand for new, virgin plastics and reduces its overall impact on ecosystems and marine life by creating circular polymer's. SABIC's utilization of the TRUCIRCLE portfolio, including Using feedstock recycling and the creation of pyrolysis oil reduces carbon footprints and acts as an alternative to the harmful effects of fossil fuels on the environment. The collaboration itself in partnership with HHI, promotes global sustainability awareness, boosts demand for sustainable products, and enhances brand reputation.

KEY VISUAL AND CONCEPTUAL REFERENCES

Reference Images



Saudi Arabian Date
<https://www.istockphoto.com/fr/photo/fruit-séché-de-date>



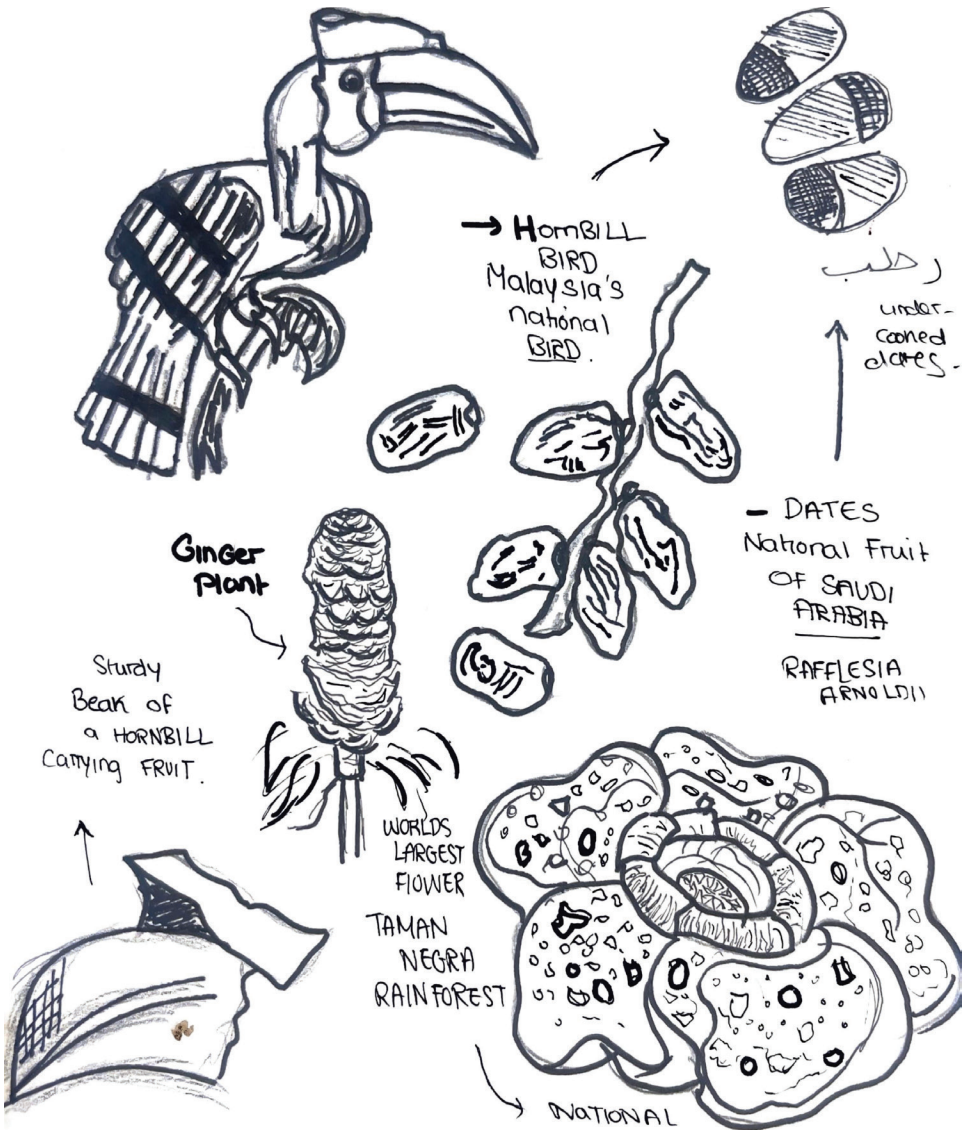
Malaysian Hornbill Bird
<https://en.wikipedia.org/wiki/Hornbill>



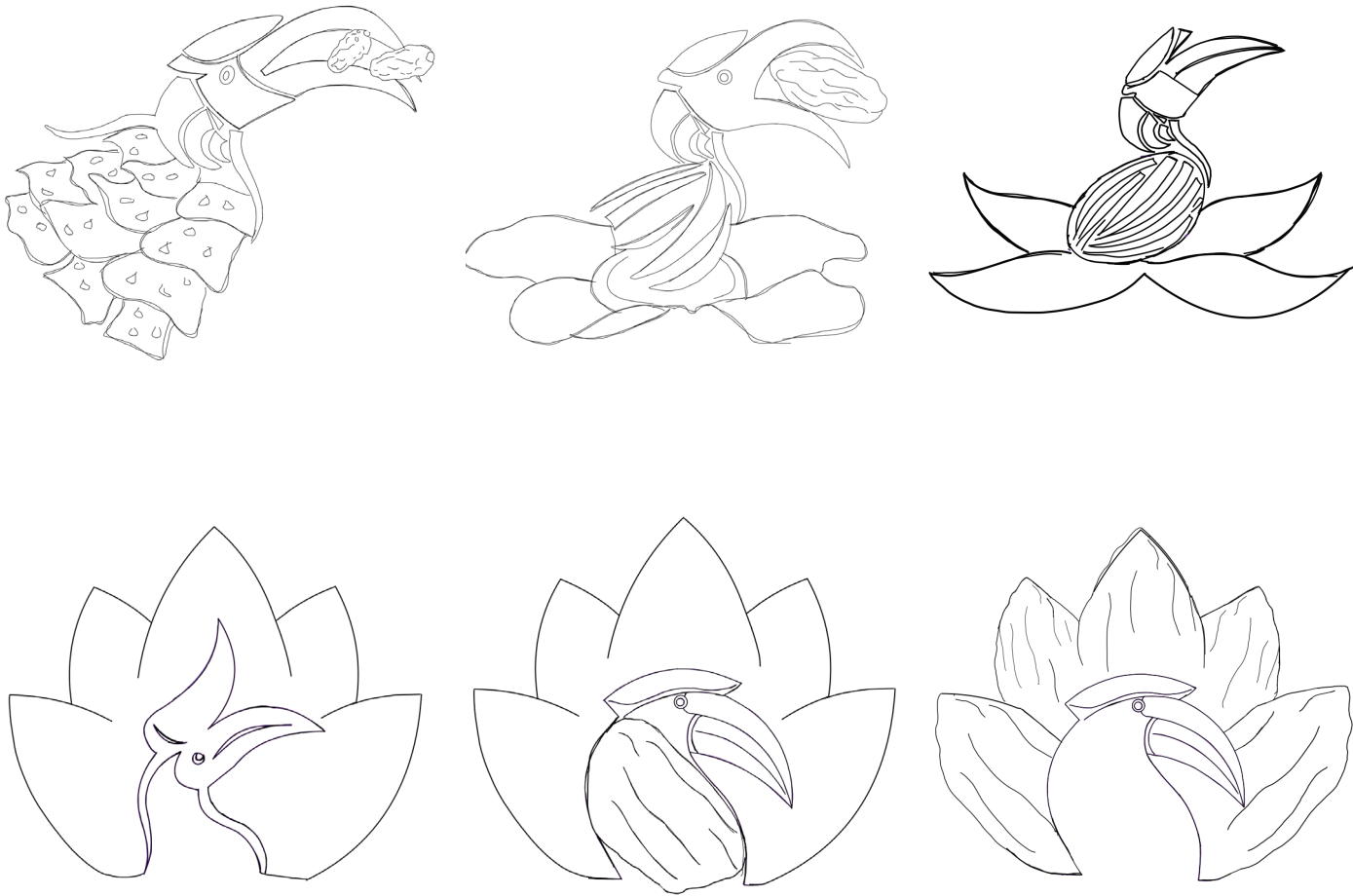
Lotus Flower
<https://unsplash.com/photos/>

DESIGN DEVELOPMENT

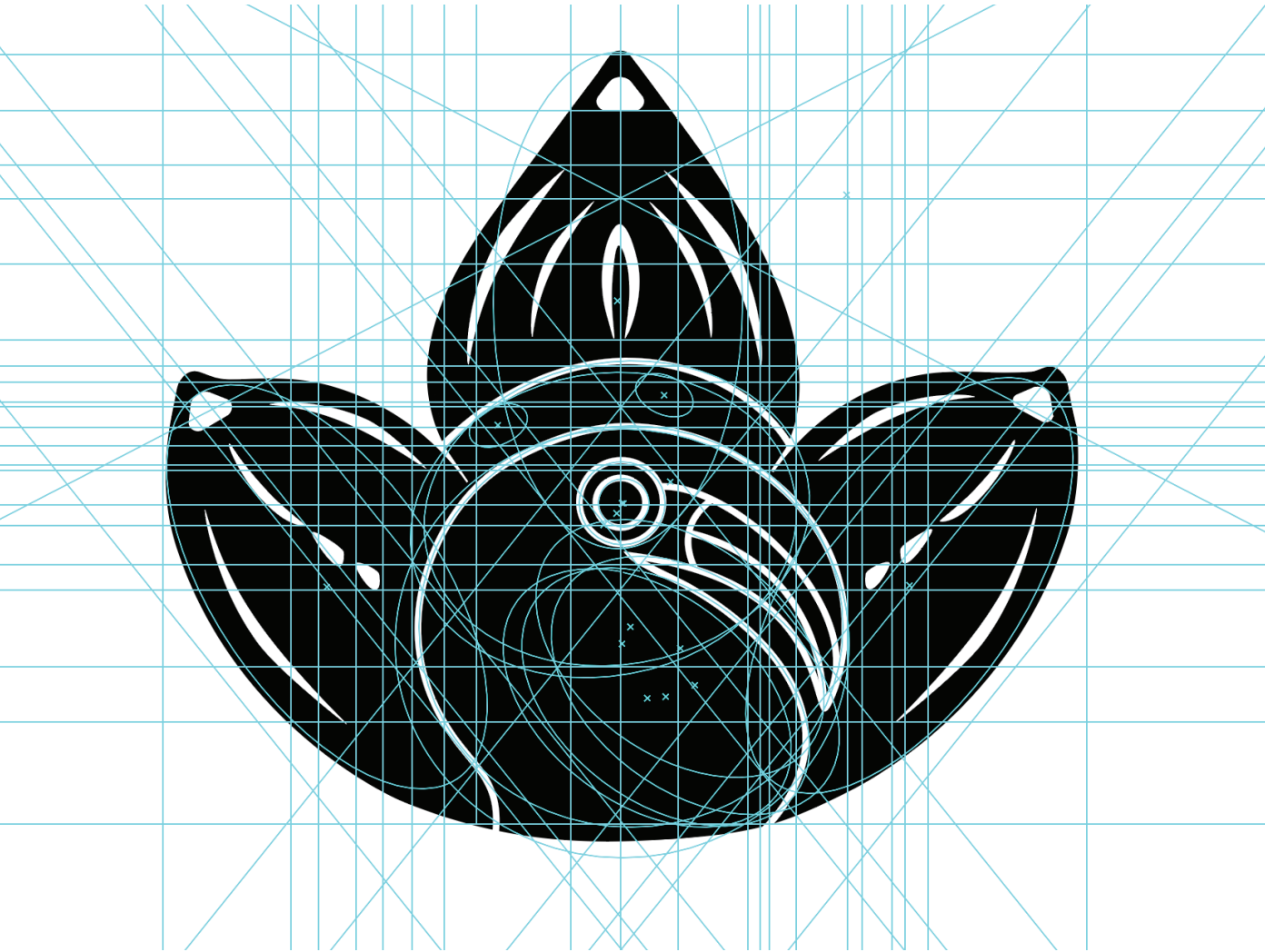
Sketch Work



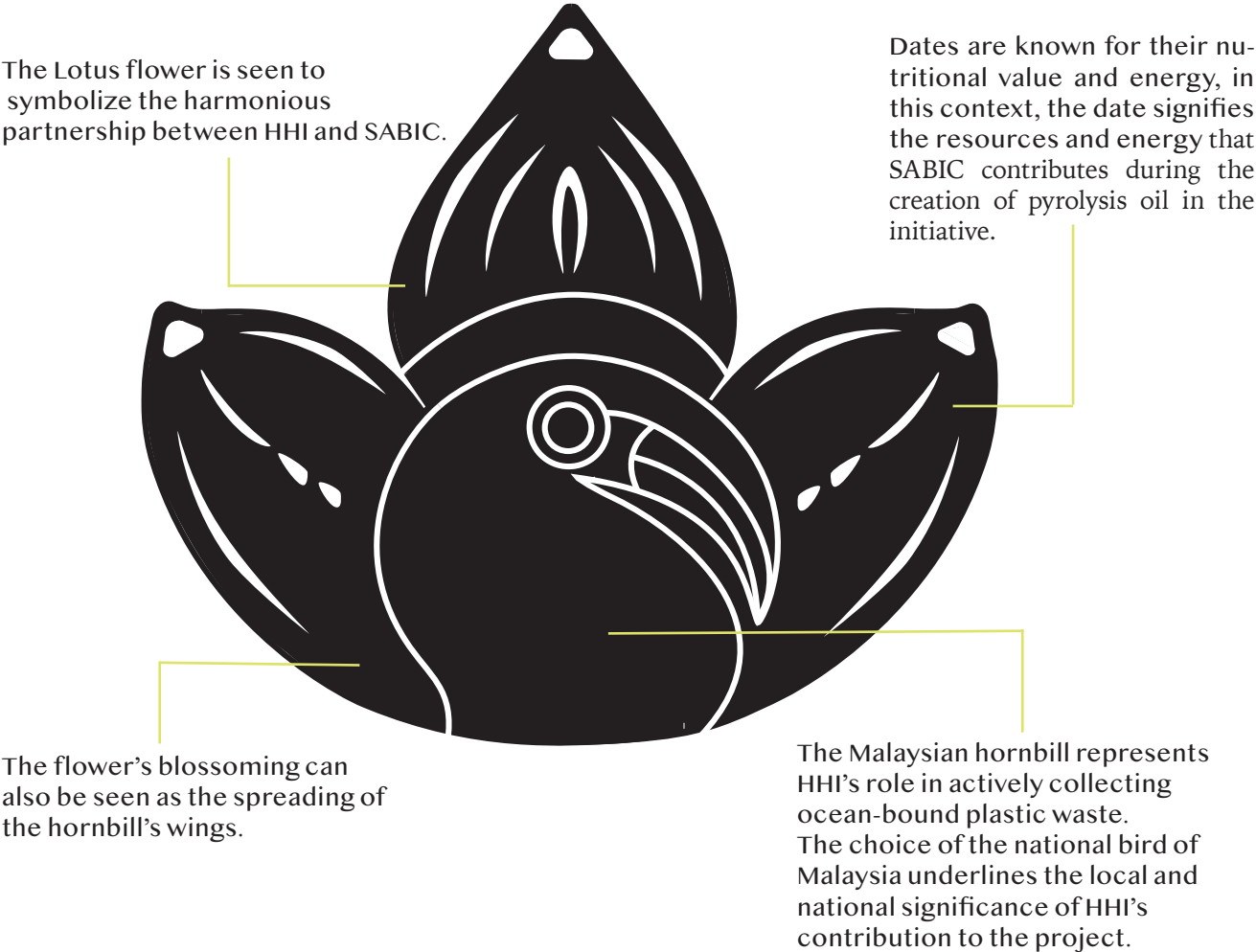
Logo Development Sketches



LOGO GRID



LOGO CONCEPT



Logo Description

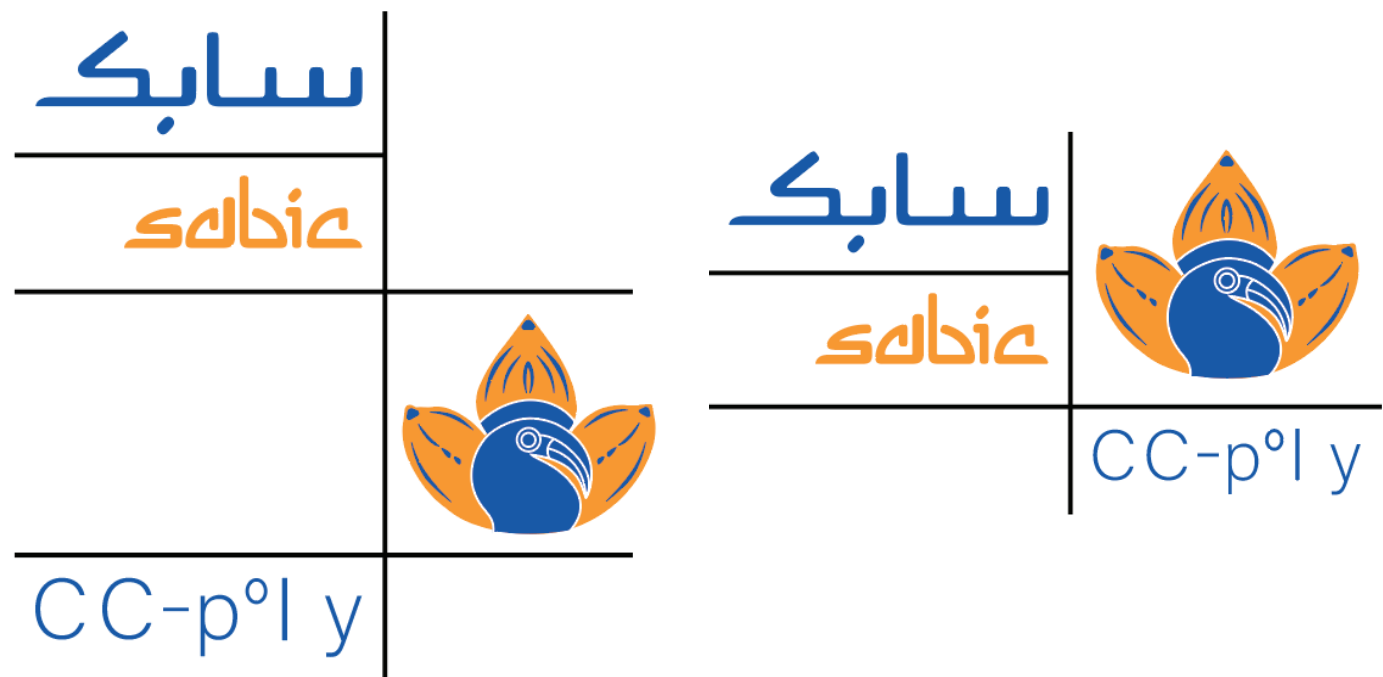
In my logo, each element serves a purpose, The Malaysian hornbill represents HHI's role in actively collecting ocean-bound plastic waste. The choice of the national bird of Malaysia underlines the local and national significance of HHI's contribution to the project. HHI's involvement generates local employment opportunities by engaging communities in plastic waste collection by providing income and supporting local economies. Additionally, the collaboration with national governmental bodies showcases Malaysia's dedication to finding sustainable solutions, it can lead to the development of policies and regulations aimed at reducing plastic waste and its impact on Malaysia's national interests.

Dates are known for their nutritional value and energy, in this context, the date signifies the resources and energy that SABIC contributes during the creation of pyrolysis oil in the initiative. The energy being the conditions such as high temperatures, and an oxygen free atmosphere and the resources being the equipment needed for the pyrolysis process, which are the Pyrolysis Reactor and the operation of a high-temperature chamber. The flower's blossoming can also be seen as the spreading of the hornbill's wings. These symbolize the harmonious partnership between HHI and SABIC. Just as the petals of a flower open and work in unison, this collaboration demonstrates how two entities can signify optimism, and the broad reach of the collaborations environmental impact, as well as the birth of new possibilities against plastic pollution.

LOGO DESIGN



CO-BRAND FRAME DESIGN



PROJECT MANAGEMENT OVERVIEW

Logo Development

Commencing the SABIC logo project involved an in-depth exploration of the company’s foundational principles, mission, and audience. Through collaborative brainstorming sessions, pin ups, and one to one feedback sessions we crafted a logo that encapsulated the essence of SABIC and HHI’s circularity polymer initiative while establishing a meaningful overall logo for the company.

Logo Refienment

Major refinements was undertaken to ensure logo consistency. Attention was paid to spacing, proportions, and symmetry, ensuring the logo’s adaptability across diverse mediums, and ensuring it was stylized through the use of a grid system. Logo refinement was essential to help SABIC create a memorable visual identity that compliments its work-mark greatly.

Process Booklet

The creation of this process booklet required extensive research in order to be put together, It transparently documented the design journey of creating a logo, It helped give an overview of the overall process, from sketching ideas, to logo development, to an underlying grid system, as well as giving the logo meaning. It contextualized the logo within SABIC’s narrative and illuminated the design decisions that shaped its final form.

Brand Manual

The purpose of the brand Manual is to serve as an official guide for the companys logo. This manual encapsulates all elements, extending its guidance beyond the logo to encompass stationery design. It includes specifications for logo variations, color codes, typography guidelines, spacing, and usage on different backgrounds. This manual acts as a reference for anyone using the brand assets, ensuring uniformity in branding across various platforms and materials.





