

***ePhyto* logo redesign version I**

This initial version of the ePhyto logotype redesign followed this project brief:

“1. A more modern version of the current image using the same colors/hues.

2. A new visual identity with the name ‘ePhyto Africa Initiative’, an iteration of the current visual identity but with different colors, typography and incorporating the Africa map.”

LAST UPDATE:

2024 July 15

I. Grains & globe



A rendering of a stem of grain and a globe, using elements and colors close to the current ePhyto logo.

2. Grains & globe, Africa initiative



The Africa Initiative variation adds an orthographic map projection of the African continent to the ePhyto logo globe.

3. Grains & globe variations



Color variations of the logos for use in monochrome printing and against solid color backgrounds.