



Strategic Design and Photography for Commerce



## PROCESS STATEMENT

The ideation behind the branding of Rahkon Energy comes from what purpose of the business, renewable energies. I developed a branding to include unique name, logo, stationary, promo items and style guide. The logo is instantly

identifiable from the leaf, electrical bolt and the solar rays. This conveys the purpose of the company. The promo items reflect the target audience in their ideology.