

BRANDING *Sustainability*

/ December 2023

BRANDING FOR
GOOD: FUSING STYLE
WITH ♻️ *Sustainable*
SUBSTANCE

mscent

THE SYNERGY BETWEEN BRANDING AND SUSTAINABILITY HAS EMERGED AS A POWERFUL FORCE RESHAPING THE CORPORATE LANDSCAPE, WE ARE CURIOUS TO DETERMINE HOW THE FORMER ACTS AS A CATALYST IN SUPPORTING AND COMMUNICATING SUSTAINABLE IDEAS.

We discovered intriguing brands that have not only embraced sustainability but have also leveraged it as a central pillar of their identity in diverse sectors such as cosmetics, food, and automotive. We examined the strategic investments made by these forerunners in building and nurturing distinct brands, shedding light on how this differentiation empowers them to not only stand out in a crowded market but also eloquently spotlight their unique value propositions.

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INGREDIENT BRANDS' GREEN INGREDIENTS

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As societal awareness of the environmental consequences of industrial activities rises, material companies assume a pivotal role in driving innovation and production. They serve as the backbone for consumer brands that champion sustainable values. Branding helps these ingredient brands transcend their status as just commodities, enabling them to evolve into entities with personality and purpose, distinguishing them in a market that often renders them invisible.

INGREDIENT BRANDS' GREEN INGREDIENTS

MYLO™

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→ ABOUT *the brand*

Mylo, created by materials innovation company BoltThreads, is a vegan leather alternative made from mycelium, a subterranean root-like system of mushrooms. Mycelium grows on a bed of renewable, organic matter, and then harvested and processed to be subsequently tanned and coloured. Various fashion labels like Stella McCartney, Lululemon, and Adidas have collaborated with Mylo on sustainability product lines.

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INGREDIENT BRANDS' GREEN INGREDIENTS

➔ HOW DOES *brand design* HELP?

More often than not, ingredient brands have no identifiable identity and solely provide technology and materials to their clients. Mylo, on the other hand, has a well-thought-out brand, from its unique and competently communicated mission and value, to its logo and visual identity, and the endorsed UNLEATHER™. The extensive branding effort has paid off, helping Mylo stand out and adding value to the material that they provide, similar to Gore-Tex.



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INGREDIENT BRANDS' GREEN INGREDIENTS



➔ ABOUT *the brand*

BioZeroc, a UK material sciences startup founded in 2021, aims to help the construction industry build a carbon neutral future by providing cost competitive solutions at no extra cost to the planet. BioZeroc seeks to provide access to carbon-neutral construction materials on a global scale, taking pride in supplying technically robust, innovative, and sustainable alternative to traditional concrete.

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INGREDIENT BRANDS' GREEN INGREDIENTS

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➔ HOW DOES *brand design* HELP?

Faced with the challenge of standing out in a market saturated with cement – the second most consumed material on Earth after water – the brand steered away from an overly “friendly or soft” look to avoid being lumped in with other eco-friendly businesses.

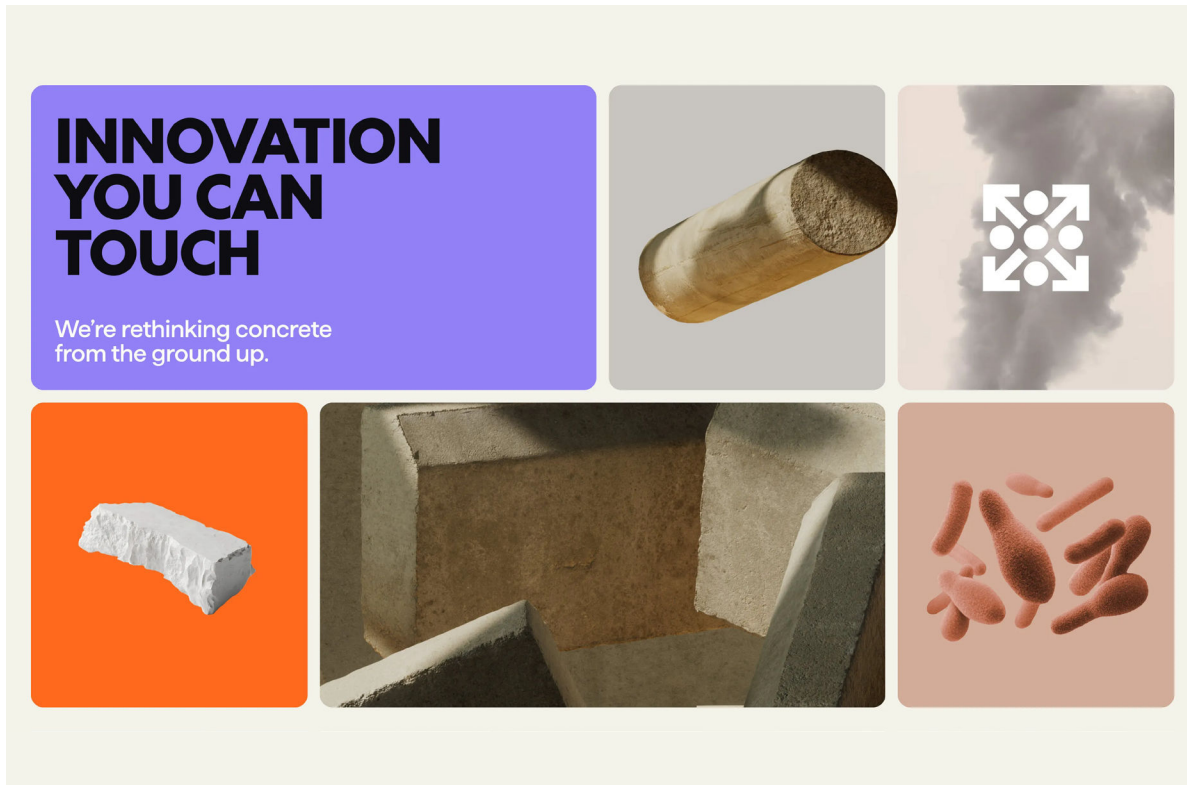
The identity emphasises the concept of “hardness,” with a typeface, The Future, known for its architectural lineage, and a logo forming a simple “B” from two stacked breeze blocks. The design also incorporates 3D components to depict Biozeroc’s continuing molecular scientific research.

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WATERLESS BEAUTY AND CLEAN CARE

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The beauty and personal care sector is undergoing a profound shift; companies are increasingly embracing sustainability as a cornerstone of their ethos and operations, from responsible sourcing and minimising packaging waste to changing the way consumers use products. Branding takes on a vital role, communicating the message of conscious consumption and ethical choices, offering not just beauty but also a commitment to environmental and social responsibility.

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WATERLESS BEAUTY AND CLEAN CARE

PLUS

➔ ABOUT *the brand*

Zero waste brand **Plus** is addressing the environmental impact of body wash by revolutionising traditional personal care products. Most body washes consist of up to 90% water, resulting in single-use plastic waste and inefficient shipping. Plus eliminates water from the equation and packages the product in fully dissolvable materials. The dehydrated sheet, when mixed with water, creates a sudsy lather. Once used, the sheet dissolves entirely, and the compostable packaging can be discarded.

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WATERLESS BEAUTY AND CLEAN CARE

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➔ HOW DOES *brand design* HELP?

Plus' branding combines clean, modern design with eco-conscious principles, offering a fresh take on sustainable personal care. Three different offerings come in distinctive colorways that take cues from the feeling they evoke — cloud, summer, and waves — a vivid mishmash of yellows, oranges, and purples that has a youthful vibrancy that echoes across all of their assets.

Its innovative approach aligns with a growing movement toward environmentally friendly alternatives in the beauty industry, providing consumers with a “more meaningful shower.”

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WATERLESS BEAUTY AND CLEAN CARE

Hæckels®

➔ ABOUT *the brand*

From waterless cleanse product in pill form, to lab-grown ingredient sourcing, the award-winning British skincare, apothecary and lifestyle brand **Hæckels** began its journey when its founder Dom Bridges sought to create lifestyle products using pure seaweed extracts from Margate's coastline, a process that captures carbon and supports marine life.



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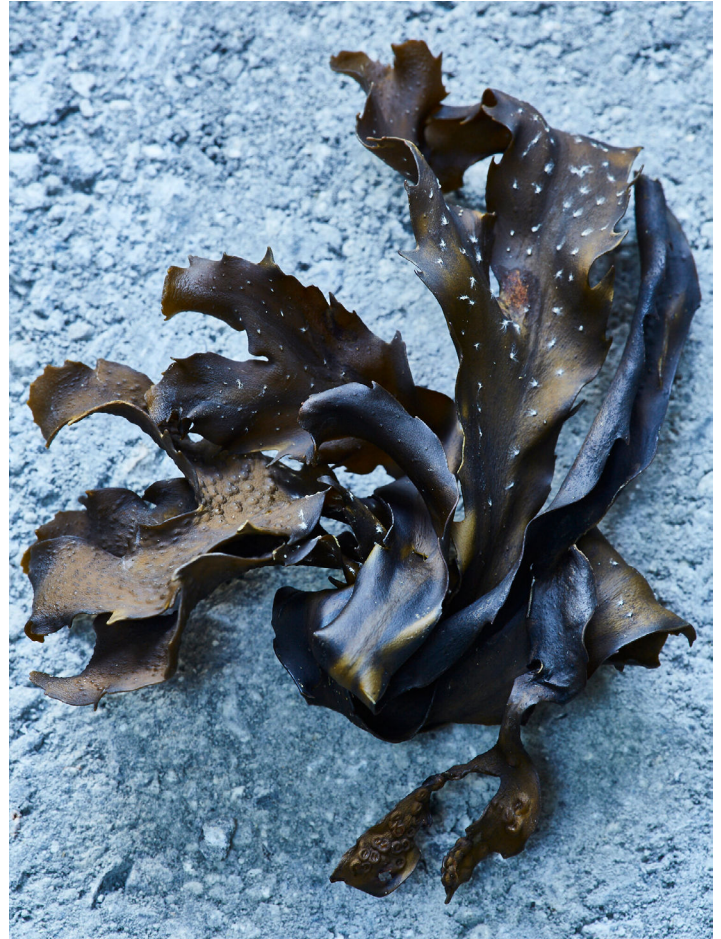
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WATERLESS BEAUTY AND CLEAN CARE

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➔ HOW DOES *brand design* HELP?

As certain design codes have been adopted by companies through greenwashing, Hæckels decided to cultivate a new identity, shifting from earthy tones and apothecary-inspired amber bottles to a scientific aesthetic that represents and amplifies the concept of innovation, distinguishing them from other natural skincare brands.

Hæckels sought to reinforce a “lab aesthetic but with a bit of warmth” by using a steely blue-grey tone as the primary hue, while new packaging choices such as the frosted glass bottles encourage consumers to view their products as an item of design rather than something to throw away.

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WATERLESS BEAUTY AND CLEAN CARE



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ECO-FRIENDLY FOOD AND BEVERAGE

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From farm-to-fork, the food and beverage industry is witnessing a paradigm shift, with companies realising the importance of environmentally conscious practices, ethical sourcing, and exploring innovative solutions with cutting edge technologies. Branding has become a pivotal tool, allowing companies not only to communicate their commitment to sustainable practices but also to differentiate themselves in a market where consumers are increasingly mindful of the ecological and ethical implications of their consumption choices.

ECO-FRIENDLY FOOD AND BEVERAGE

Aleph Farms®

➔ ABOUT *the brand*

Aleph Farms, an Israel-based cellular agriculture company, enhances sustainability, food security and animal welfare by diversifying the supply and decentralising the production of quality animal proteins and fats as a complement to sustainable methods of conventional animal agriculture.

The company unveiled the world's first cultivated thin-cut beef steak in 2018, ribeye steak in 2021, and collagen in 2022. Under its product brand, Aleph Cuts, the company recently launched its first product, a cultivated beef steak grown from non-modified cells of a premium Black Angus cow.



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ECO-FRIENDLY FOOD AND BEVERAGE

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➔ HOW DOES *brand design* HELP?

Aleph Farms expertly blends knowledge from seemingly disparate fields: traditional food preparation and cutting-edge technology. Aleph Farms' parent brand identity, as well as its product brand, Aleph Cuts, encapsulate the essence of both.

The Aleph logo creatively flips the first letter of the alphabet to resemble an ox, laying the groundwork for a brand that defies expectations. This ox head symbol becomes versatile trademark, representing Aleph's capacity to integrate into everyday meal settings. The innovative attitude pervades the brand guidelines, displaying a forward-thinking digital guidebook that is both brand-forward and practical. It ensures that the brand stays informed, in-depth, and easily updatable.informative, in-depth, and easily updatable.

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ECO-FRIENDLY FOOD AND BEVERAGE

KIDDIWINKS

➔ ABOUT *the brand*

With the retail plant-based milk market mostly catering to adults, a growing number of brands are turning to the enormous potential of dairy-free milk made especially for children. The latest entry to this hotly emerging category is **Kiddiwinks**, a Brooklyn-based, women-owned company making kid's plant-based milk from oats and chickpeas.

Available in Chocolate and Vanilla flavors, Kiddiwinks is made to offer a 1:1 nutritional replacement for cow's milk, with ample calcium, Vitamin D, and 8 grams of protein per serving. To formulate its beverage, the company used a proprietary blend of oats, chickpeas and chicory root, which also provide fiber.



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ECO-FRIENDLY FOOD AND BEVERAGE

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➔ HOW DOES *brand design* HELP?

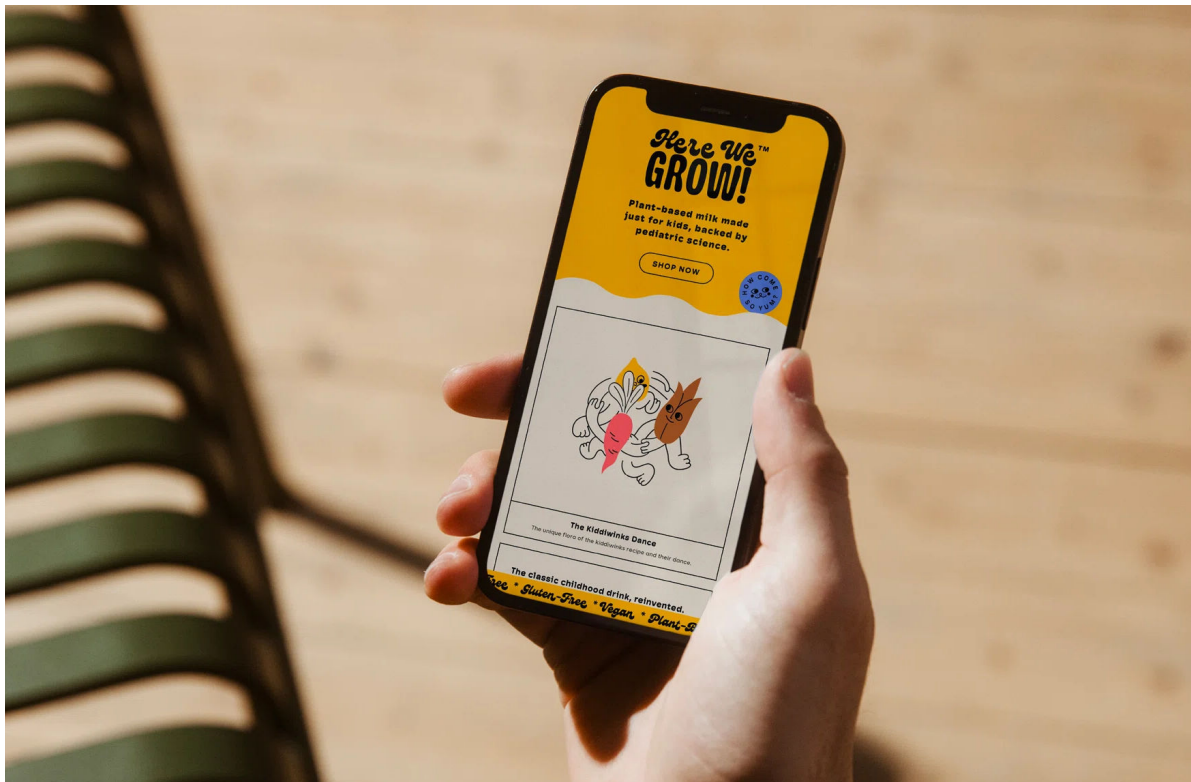
Plant-based milk packaging often moves in a dull, organic direction. KiddiWinks, on the other hand, has a lively and informative brand identity for youngsters who understand the value of appropriate playfulness. To appeal to both a young audience and the parents making purchasing decisions, the brand uses a hand-drawn logotype and fun animal mascots named Winks.

The visual aspects not only offer a sense of play, but also function as educational assets for parents, breaking down nutritional information and scientific research. The brand intends to reshape perceptions by addressing the convergence of sustainability and health, both of which are important considerations for parents when making purchasing decisions.

ECO-FRIENDLY FOOD AND BEVERAGE



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AUTOMOTIVE AND ETHICAL TECH

Copyright © Rivian



From electric vehicles that redefine the automotive landscape to smart devices designed with modular repairability in mind, the intersection of cutting-edge technology and sustainable initiatives is reshaping the way we interact with both our gadgets and the vehicles that propel us forward. Branding becomes a powerful tool for these entities to connect with consumers who are increasingly conscious of the ecological impact of their technological and automotive choices.

AUTOMOTIVE AND ETHICAL TECH



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➔ ABOUT *the brand*

Rivian is leading the charge by developing electric vehicles that are insanely capable and inspiring to the type of modern explorers who care about the world they live in. The brand aspires to ignite people's sense of adventure and push them to action.

Electric vehicles are often viewed as a washed-down substitute to traditional automobiles, particularly in terms of power. Rivian breaks this stigma by offering efficiency, performance and a modern platform, calling for a shift in not only energy use, but also customer thinking.

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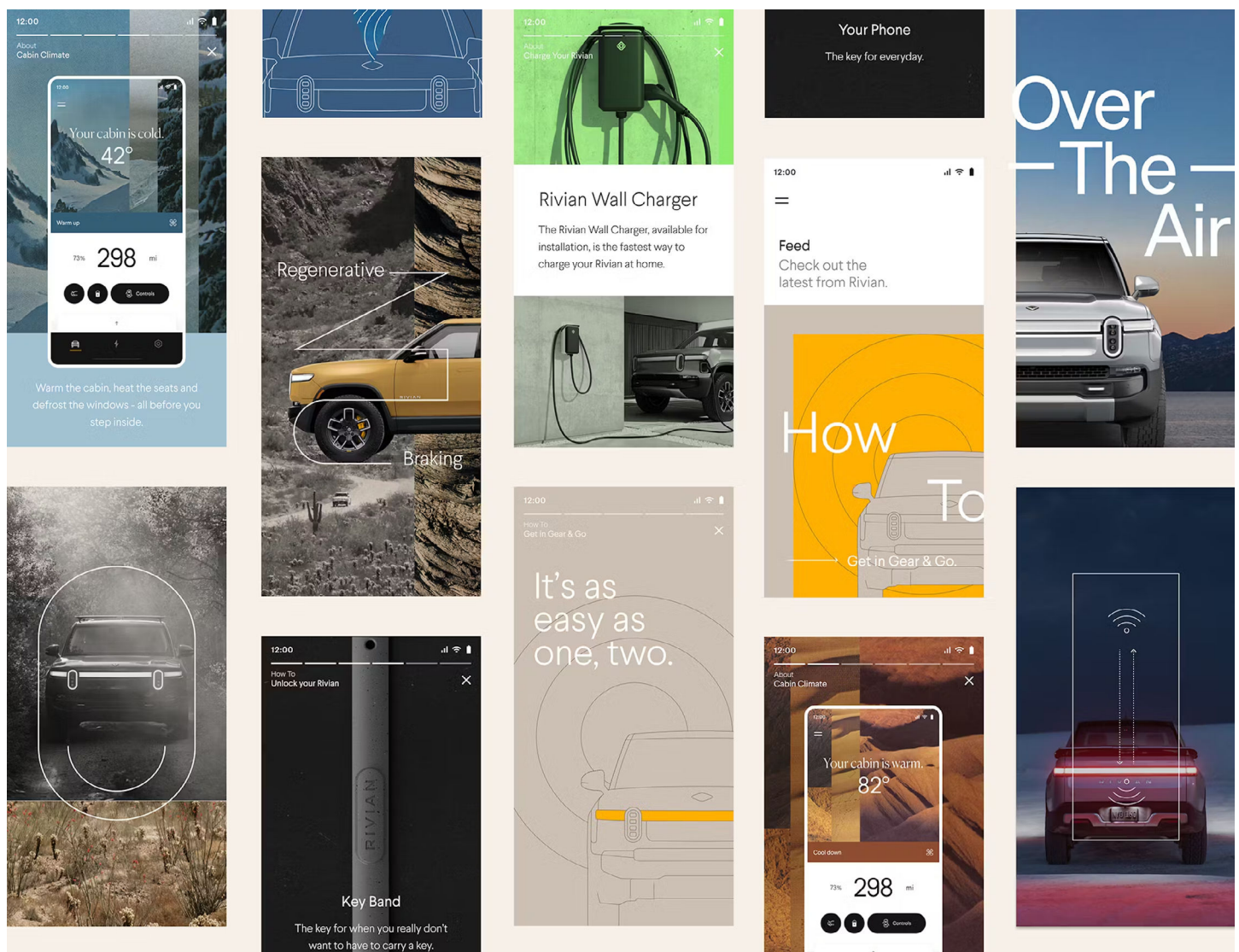
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AUTOMOTIVE AND ETHICAL TECH

➔ HOW DOES *brand design* HELP?

The brand identity of Rivian revolves around their striking bright yellow colour, which sets them apart from competitors. The yellow represents the changing of seasons in autumn, the yellow stripes on a road that lead toward adventure and the warm glow of a fire. The brand colour story reflects the tones found in the world. The vibrant, saturated yellow is reserved to establish hierarchy and accent pertinent information.

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AUTOMOTIVE AND ETHICAL TECH

FAIRPHONE

Copyright © Fairphone



➔ ABOUT *the brand*

Recycling, circular industry partnerships and marketplaces for refurbished devices are growing in popularity, but they won't be a match for the tech industry's throwaway mentality. Netherlands-based **Fairphone**, was born from a disruptive idea — that smartphones could be produced more ethically and sustainably. Fairphone is combating a market trend in which the typical phone is replaced every 18 months by making all parts modular for maximum repairing freedom. It is designed to be long-lasting, employs conflict-free tin and tungsten, and has a transparent supply chain with a small environmental footprint.

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AUTOMOTIVE AND ETHICAL TECH

➔ HOW DOES *brand design* HELP?

The identity of the brand reflects its vision and value with inclusive and inspiring friendly tone and voice, and upbeat, diverse and approachable visual language. By creating documentary-style images and videos and casting “normal people” who share their values, Fairphone excels in portraying the human side of the brand and product.



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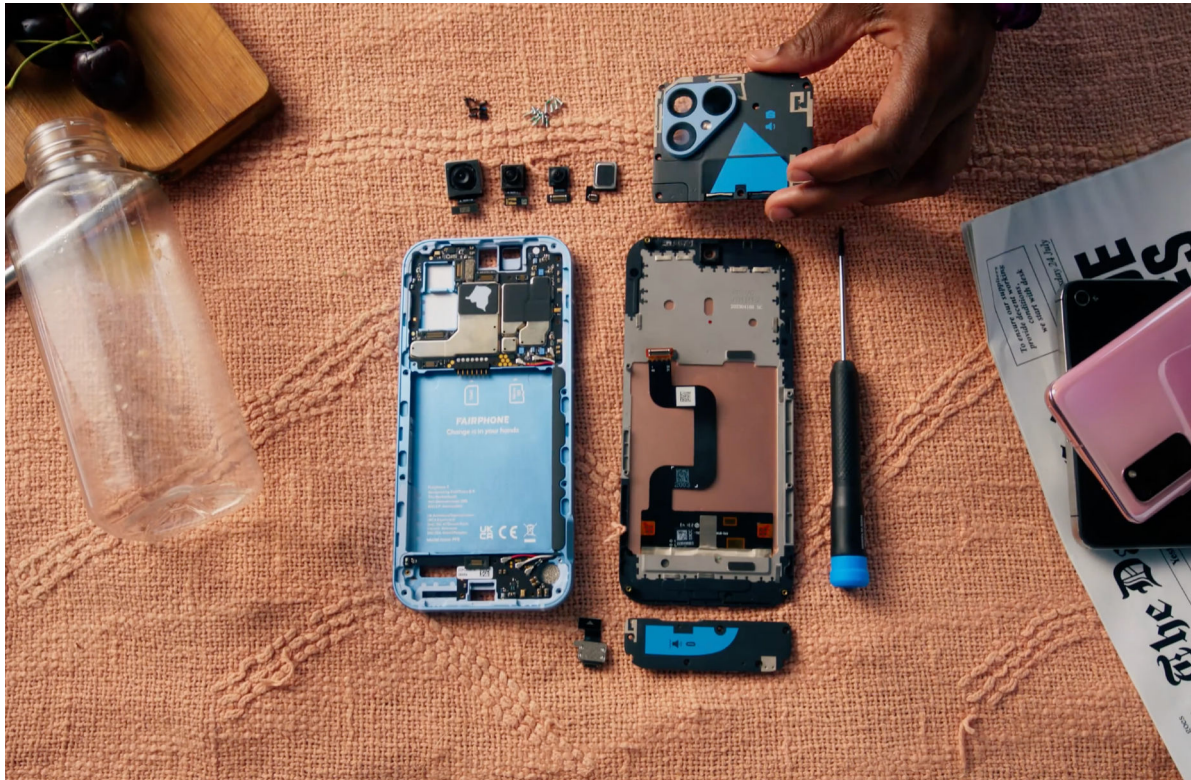
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AUTOMOTIVE AND ETHICAL TECH



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SUSTAINABLE COMMUNITY ONLINE

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Online platforms that incubate a sense of community are emerging as transformative agents in the pursuit of eco-conscious living. From sourcing materials with minimal environmental footprint to fostering innovative practices that prioritise the planet's well-being and circular economies, these entities are at the forefront of the movement with the support of branding that enhances the digital user experience and visual stimulation.

SUSTAINABLE COMMUNITY ONLINE



➔ ABOUT *the brand*

Design agency Made Thought has launched **PlasticFree**, an online subscription platform aimed at eliminating waste at the start of the creative process by providing educational resources and industry updates, addressing the issue of single-use material misinformation. The platform gives users access to reports on over 100 plastic-free alternatives, connects designers with makers, and provides information on trending materials and system changes.

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COLD SNAP

Ice cream, the next frontier for aluminum cans?



○ INNOVATION
5M READ

Colman's
Meal Makers

Recyclable paper-based
pouch for dry food powders



○ INNOVATION
4M READ

COMMON HEIR

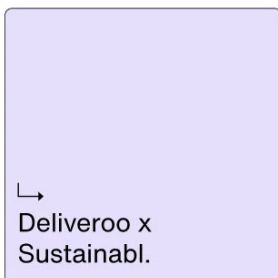
Common Heir's encapsulated skincare in dissolvable, algae-based capsules is nothing short of a 90s throwback



○ INNOVATION
4M READ

COS X PAPTIC

The death of the plastic
polybag?



○ INNOVATION
3M READ

Deliveroo x
Sustainability

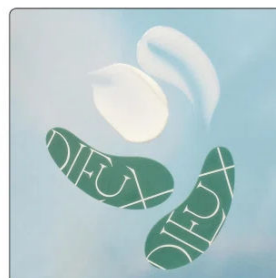
Deliveroo invests HKD 2
million (USD 255,000) to help
restaurants participate in...



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4M READ

DEW MIGHTY

Refillable, waterless beauty
products in steel and...



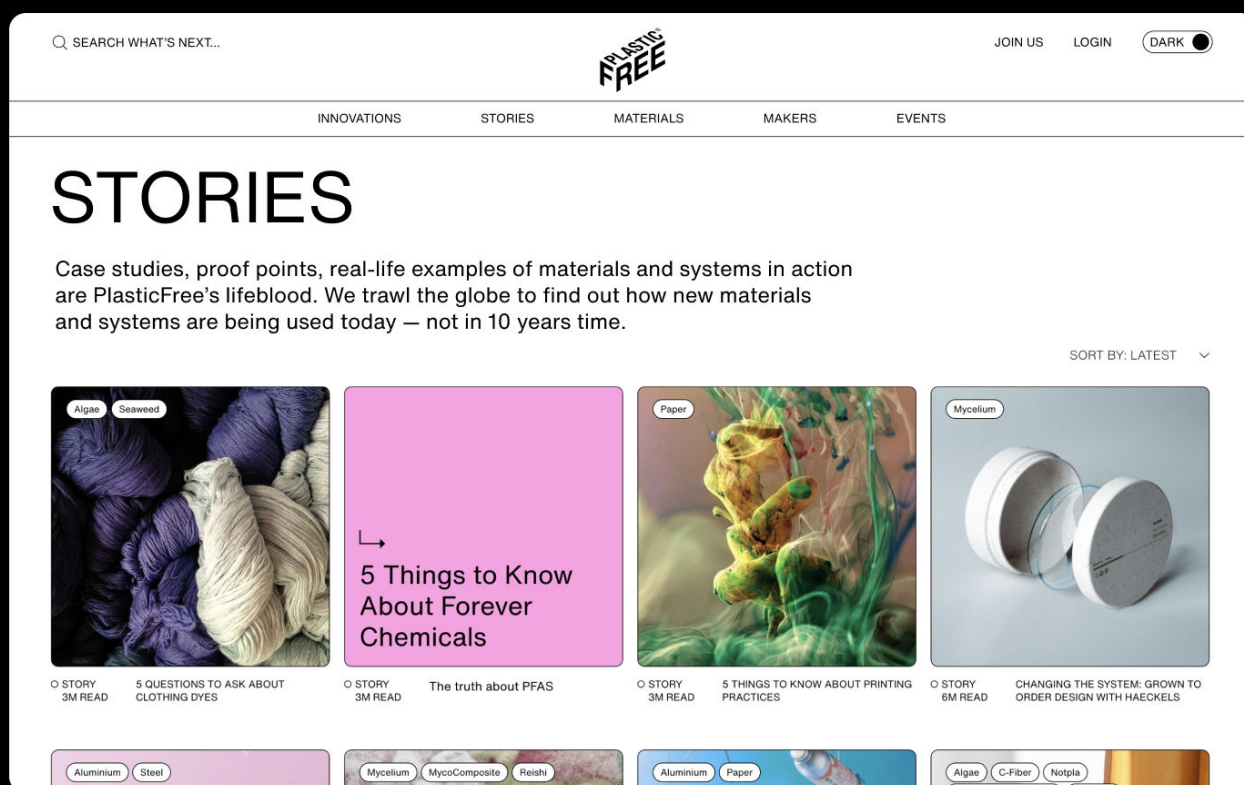
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4M READ

DIEUX FOREVER EYE MASK

Brooklyn-based Dieux's
Forever Eye Mask uses...

SUSTAINABLE COMMUNITY ONLINE

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➔ HOW DOES *brand design* HELP?

Engaging and well-organised graphic and website design allows for efficient, powerful and accurate communication. Streamlined user experience makes navigating easy, efficient and inspiring. Individual and agency subscriptions are available, encouraging the creative industry to design differently and rethink material usage for a more sustainable future.

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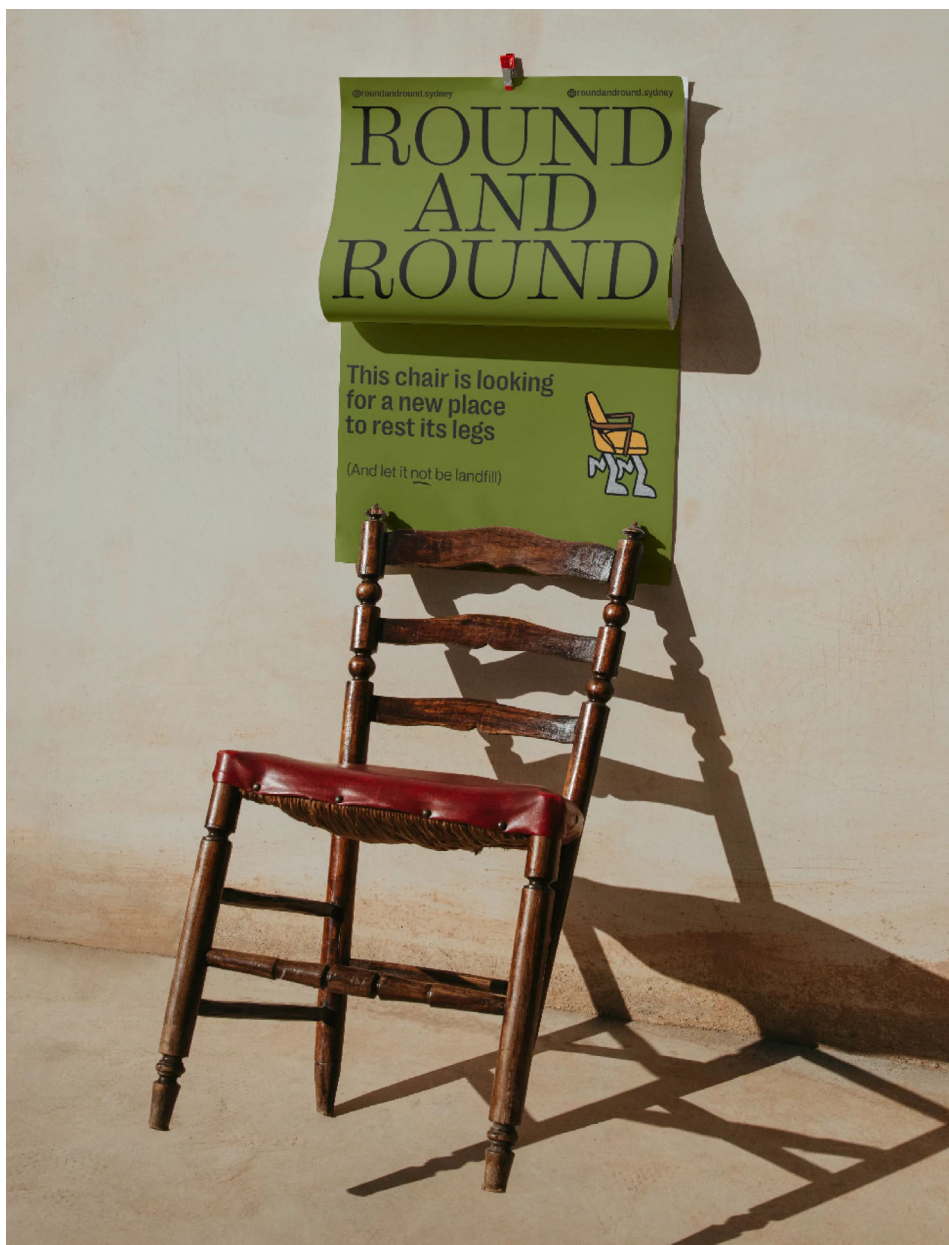
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SUSTAINABLE COMMUNITY ONLINE

ROUND
AND
ROUND

➔ ABOUT *the brand*

Round and Round, a digital platform, seeks to inspire a sustainable future by offering practical tips on circular living and consolidating actionable information on responsible consumption and waste management for Sydney residents, focusing on three key circular actions: reuse, repair, and rehoming.



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SUSTAINABLE COMMUNITY ONLINE

➔ HOW DOES *brand design* HELP?

The brand's friendly tone and typographic treatment reflect the collaborative effort and commitment to infusing optimism and playfulness into the platform.

Vibrant illustrations and a diverse colour palette create a timeless and appealing identity that encourages Australians to adopt sustainable habits. The result is a visually engaging and impactful brand that underscores Accompany's dedication to fostering positive change.



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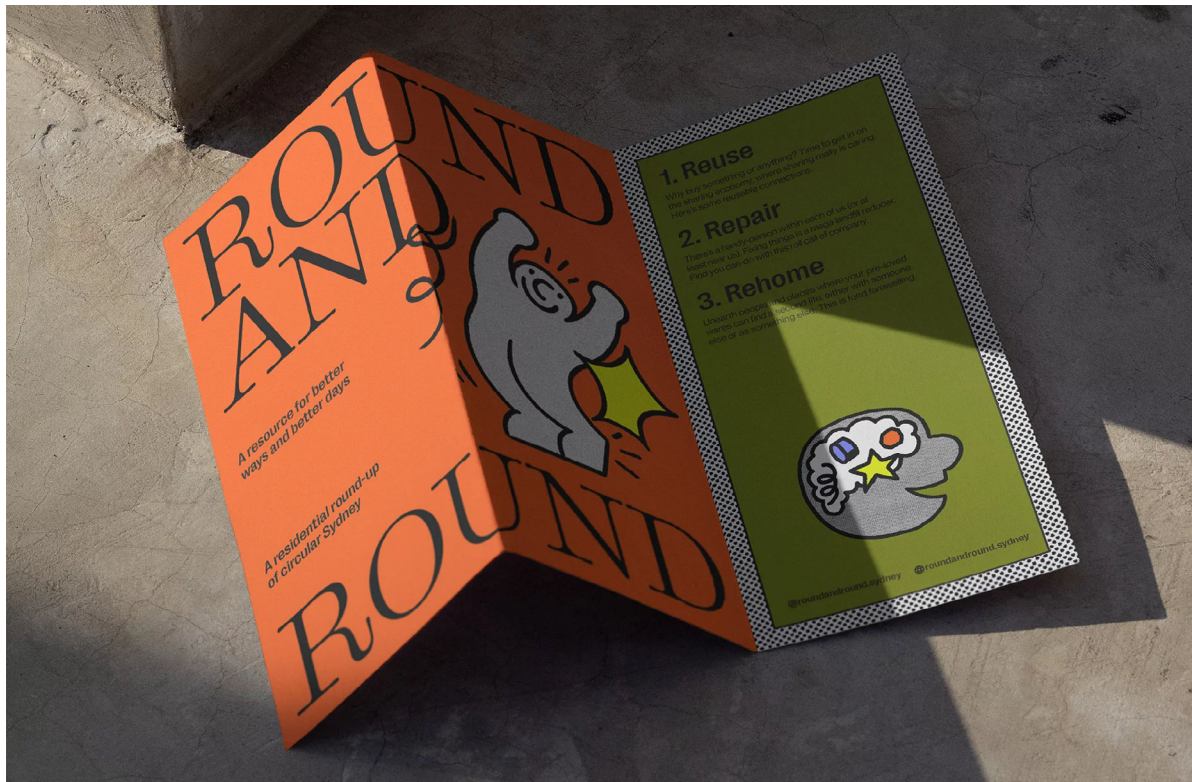
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SUSTAINABLE COMMUNITY ONLINE



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SUSTAINABILITY MADE IT POP 🥰

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As a creative agency, we are an active participant in the sustainability game, taking the initiative to work with businesses to develop long-term strategies and visual identities. We helped Supernovas accomplish their goals in a distinctive and refreshing manner, ensuring the visibility of the brand. We designed their logo, packaging, digital communication, and marketing materials that highlight their dedication to environmental stewardship and ethical standards.

SUSTAINABILITY MADE IT POP

SUPERNOVAS

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➔ ABOUT *the brand*

Supernovas was founded with the goal of creating beautiful, useful, and infinitely recyclable products to preserve the beauty of our earth, challenging top creatives and designers to transform waste and undesirable materials into design items and furniture that can be recycled indefinitely.

➔ HOW DOES *brand design* HELP?

Instead of the gloomy “end of the world” tone used by people and organisations when discussing sustainability and environmental protection, we approached Supernovas’ brand identity concept with a positive spirit that reflects their goal of creating happiness through bright, colourful, and conscious design.

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SUSTAINABILITY MADE IT POP

The essence of Supernovas is an explosion of pop colours combined with bold, unapologetic typography that pervades the entire brand identity and is immediately recognised in its applications. Through photoshoots, packaging, and retailing, the new brand identity integrates effortlessly with their products.

Supernova's vibrant visual language extends to their online presence, where a modern, smart, and user-friendly website cultivates emotional connections with their audience and inspires people to look at the issue of sustainability and circular economy with an upbeat perspective.



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Branding for Good empowers brands with sustainable ideas to stand out in a competitive market by seamlessly merging style with substance. Brand design tools are used by creative professionals to facilitate effective communication, positioning brands with a compelling and ecologically conscious identity.

GET STARTED ON STYLING YOUR *green* IDEAS!



WE ARE AN AWARD WINNER
BRAND CONSULTANCY AND
DESIGN AGENCY. OUR MISSION IS
TO ELEVATE YOUR BRAND FROM
EVERY ANGLE WHILE EMBRACING
BRAND INNOVATION AND DIGITAL
TRANSFORMATION.

LET'S CREATE SOMETHING
GREAT TOGETHER!

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