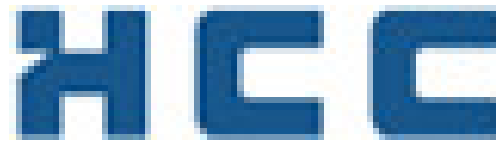


OBECONS

Engineers, Designers & Constructors

IDENTITY DESIGN

Let us explore some existing company logos
across the world who are in similar business





टीएचडीसी इण्डिया लिमिटेड

(भारत सरकार एवं उ० प्र० प्रदेश सरकार का संयुक्त उपक्रम)



LARSEN & TOUBRO

It's all about Imagineering













STRABAG
SOCIETAS EUROPAEA

THE OBICON STORY

Concept : Origami

Origami, the Japanese art form that dates at least to the 17th century, creates unique patterns and shapes from paper folding.

Today, origami is inspiring engineers to design active materials and smart structures that bend, stretch and curve, overcoming traditional design constraints and rendering products and systems with remarkable performance characteristics and features.

With support from the National Science Foundation (NSF), mechanical engineer Larry Howell and a team of researchers explore combining origami with his focus on compliant mechanisms, which are typically single-piece structures that are jointless and flexible.

The folded designs of origami are typically more flexible, have few moving parts and require less maintenance than traditional ones

The research in this episode was supported by NSF
award , Emerging Frontiers in Research and
Innovation-Origami Design for the Integration of Self-assembling
Systems for Engineering Innovation (EFRI-ODISSEI):

Uniting Principles of Folding and Compliant Mechanisms
to Create Engineering Systems with Unprecedented
Performance.



Let us explore some marvels of engineering and design inspired by origami across the world

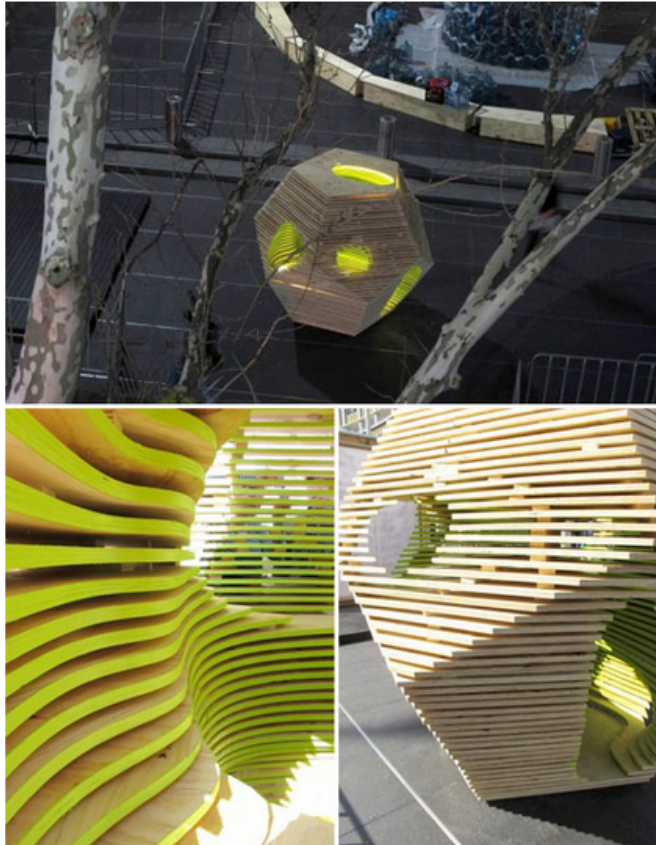
Existing manufacturing methods cause heavy distortion and joint failure from residual bending stresses. The present project **INSPIRED BY ORIGAMI FOLDS** would investigate the manufacture and analysis of curved-crease

architecture components with the use GFR-plywood material. Their combination potentially creates an extremely structurally efficient durable arrangement that allows thinner plywoods and prevents the manufacturing problems seen in previous timber curved-crease prototypes.



Origami Office Building, Paris

Looking like a cross between the Japanese art of origami and Art Nouveau, Manuelle Gautrand's Origami Office Building in Paris features a double-layered curtain wall of glazing and faceted marble. The folded marble panels add an extra dimension to the building's exterior, creating textural patterns that look fresh and modern yet blend with the adjacent historic architecture.



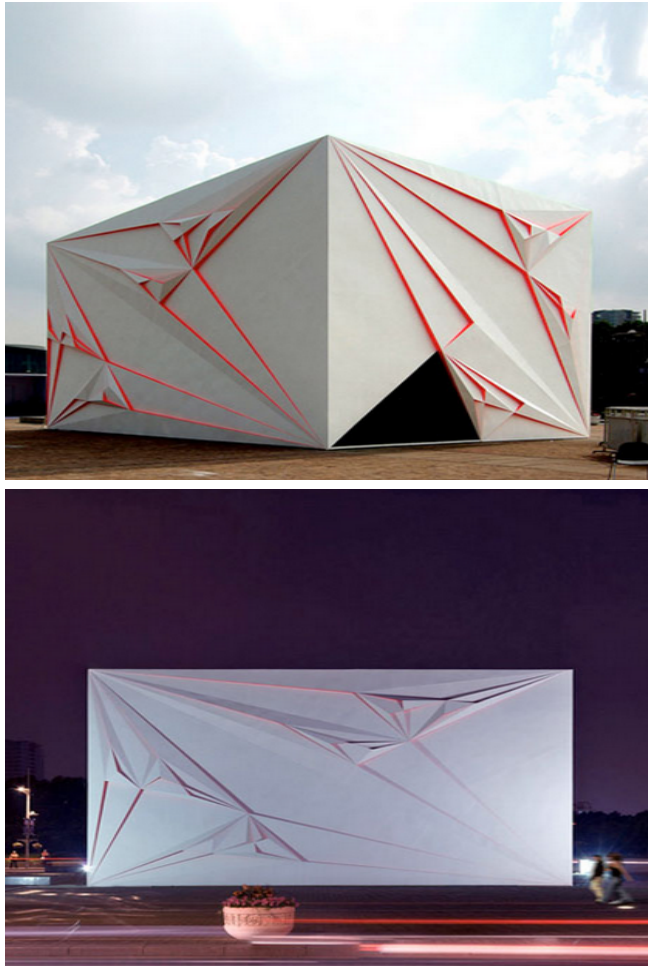
Origami Disaster cave

With a design based on a water molecule, the Digital Origami Emergency Shelter by LAVA offers temporary shelter after a disaster while “giving an opportunity for personal expression.” The wooden units can either be shipped flat-pack or cut using local plywood. Each can sleep two adults and one child, and is fitted with battery or solar-powered LED lights.



Chapel for the Deaconess of St Loup

Anything but a conventional chapel, the new mother house of the Deaconess of St. Loup is made of folded timber panels in an accordion-like configuration open on both ends to let in natural light. Each of the timber folds reflects light in a different way, making the structure seem to glow from the inside.



Embedded Project, Shanghai, China

Beijing design studio HHD_FUN created this unusual pavilion in collaboration with artist Xu Wenkai for Shanghai. The temporary pavilion, entitled 'Embedded Project,' features a surface made up of triangles that divide in a fractal pattern.



Park Pavillion, Cuenca, Spain

A formerly abandoned setting in Cuenca, Spain now features an ice skating rink, performance space, bars and restaurants housed within an unconventional, abstracted glass structure.

Design and engineering inspired by origami is not only innovative but it is futuristic in terms of optimum use of resources as they try to make single piece structures with minimum folding and are joint less and flexible

Origami is simple, technologically strong and it is alignment with its surrounding which is the OBECONS philosophy

OBECONS STRENGHT

TECHNICALLY SOUND

ALIGNMENT WITH NATURE / SURROUNDINGS

MODEST / LOW PROFILE

Origami as a art, science and engineering greatly
inspires all the three pillars of Obecons philosophy..
thus I choose origami as the inspiration for
the identity design of “OBECONS”

The Identity Design Process

Monogram Development



The concept of a monogram is very ancient. Originally, a monogram was a one letter code, and eventually monograms of multiple letters became common; two to three letter monograms as symbols for people's names are probably the most common type.

In order to be considered a monogram, a collection of letters must be clearly interwoven: the initials T.E.K. are not a monogram, for example, but a stylistic device which incorporated the letters to form a single symbol would be a monogram.

The Identity Design Process



In the engineering field...



LARSEN & TOUBRO

It's all about Imagineering

Historically, numerous people used monograms. Most monarchs have their own monograms which are used on official publications as well as personal objects; the monogram of a monarch has historically served as a legal signature.

Many artists develop their own monograms or artists' marks for identifying their work. These distinct monograms have proved useful for art historians, who can use them to help determine whether or not a work of art is genuine. A monogram can also be used to identify personal property or communications

Let us explore the “O” of OBECONS for developing
a monogram as the identity unit by paper
folding “O” in various styles

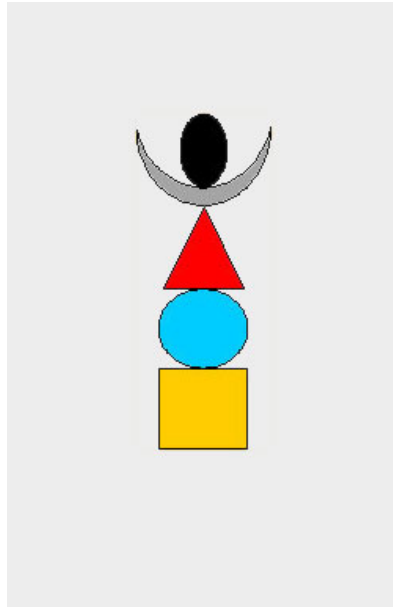


I choose a square in origami to represent OBECONS..because
it resonates with the core values of the company
viz . Technical perfection



Square :

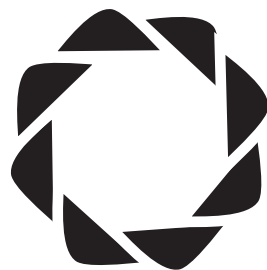
A Square as a shape is a [geometric perfection](#) apt to
represent Obecons which stands for its strength which is
its technically sound approach



In the Chinese way of thought, the square is a symbol for earth.
The design and construction is in alignment with [earth](#), with nature. It is a
[foundation](#) element that gives balance
and stability to all other elements

[RELATIVE TO OBECONS](#)

Close to nature, Strong foundation which holds
things together



origami

+

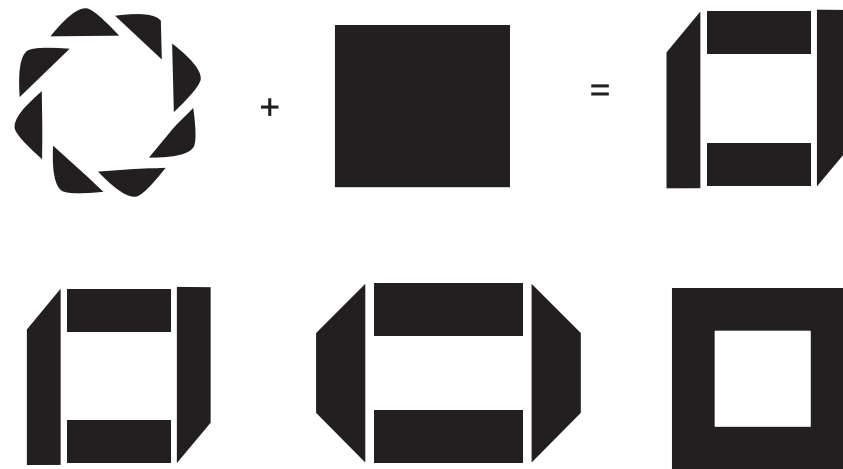


square

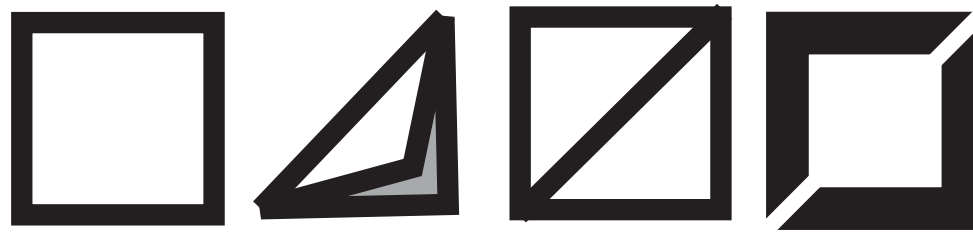
=



"0" of Obecon



Various options of folding a square in Origami



A square with a single fold of origami to represent OBECON
would be apt as

One side would represent technical and scientific approach and
Other side sensitivity to nature and human values

Trying different fonts for matching the symbol



OBECONS



OBECONS



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OBECONS

Scalability in various sizes. Readability in smallest size



Composing the base line along with symbol and logo



Final Unit



Colour Options



Final font selection and Body copy for communication

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dummy text Dummy text Dummy text Dummy text
Dummy text Dummy text Dummy text Dummy text
Dummy text Dummy text Dummy text Dummy text
Dummy text Dummy text Dummy text Dummy text
Dummy text Dummy text Dummy text Dummy text
Dummy text Dummy text Dummy text Dummy text
Dummy text Dummy text Dummy text Dummy text
Dummy text Dummy text Dummy text Dummy text

Logo Font : Bell Gothic Std Black
Body Copy : Bell Gothic Light

Final colour unit



Blue colour represents stability,
loyalty and depth

Grey represents simple and
low profile style of the
company



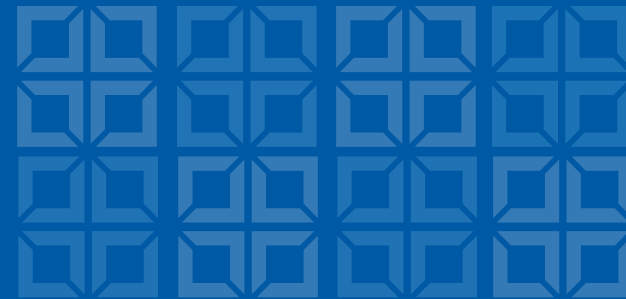
Colour Palette

APPLICATIONS - visiting card



Tripat Oberoi

dummy text dummy text dummy text
dummy text dummy text dummy text
dummy text



APPLICATIONS - web

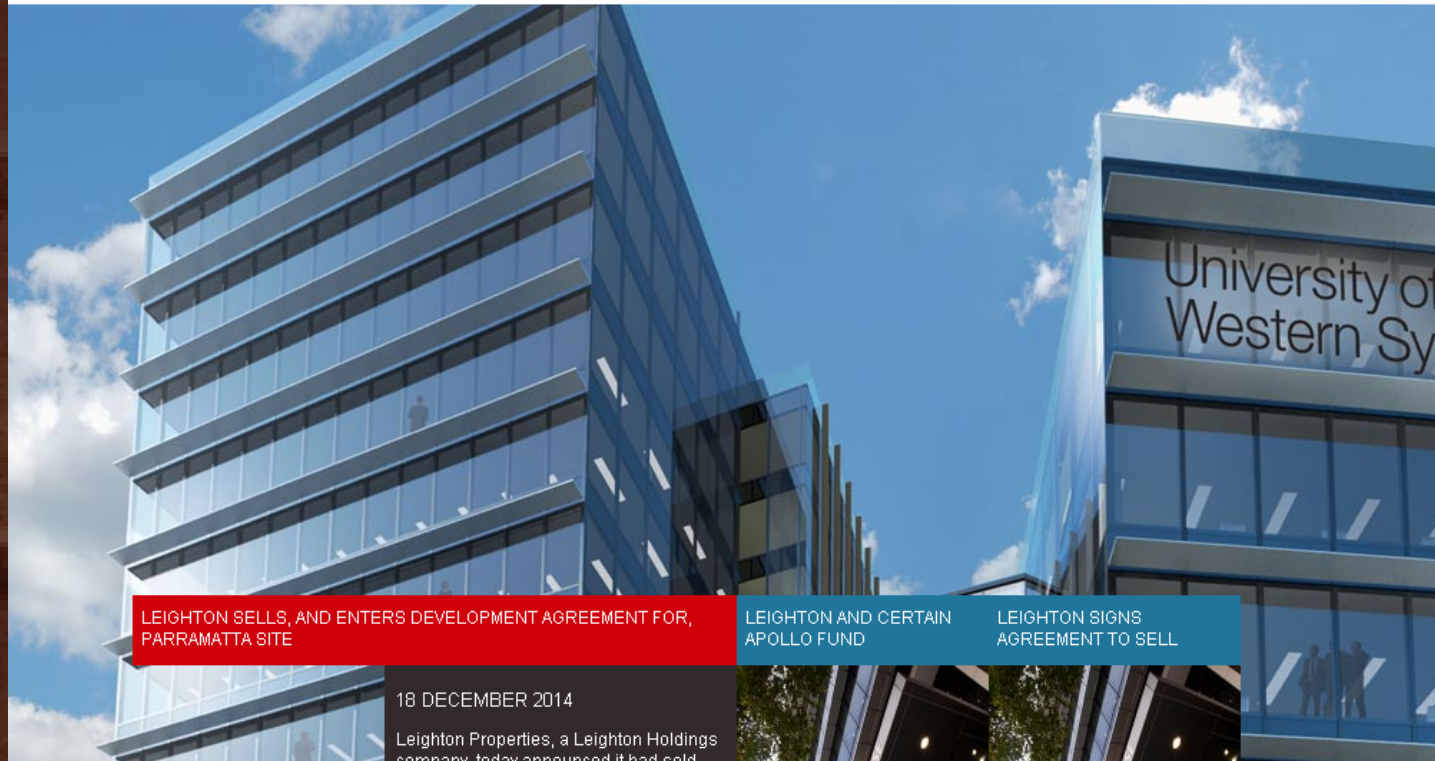


[WHO WE ARE](#)

[OUR BUSINESS](#)

[OUR APPROACH](#)

[INVESTOR](#)



LEIGHTON SELLS, AND ENTERS DEVELOPMENT AGREEMENT FOR, PARRAMATTA SITE

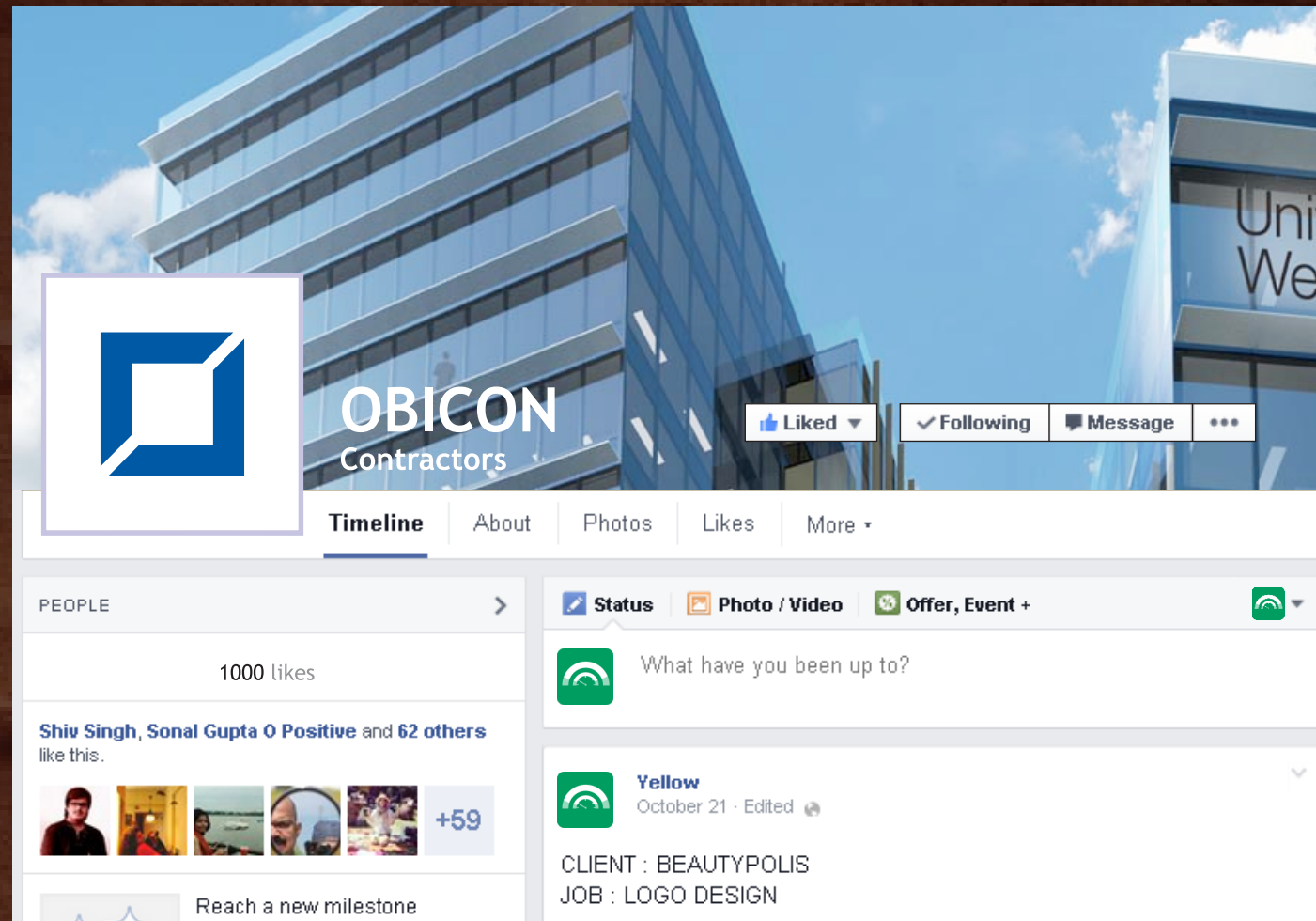
18 DECEMBER 2014

Leighton Properties, a Leighton Holdings company, today announced it had sold

LEIGHTON AND CERTAIN APOLLO FUND

LEIGHTON SIGNS AGREEMENT TO SELL

APPLICATIONS - face book



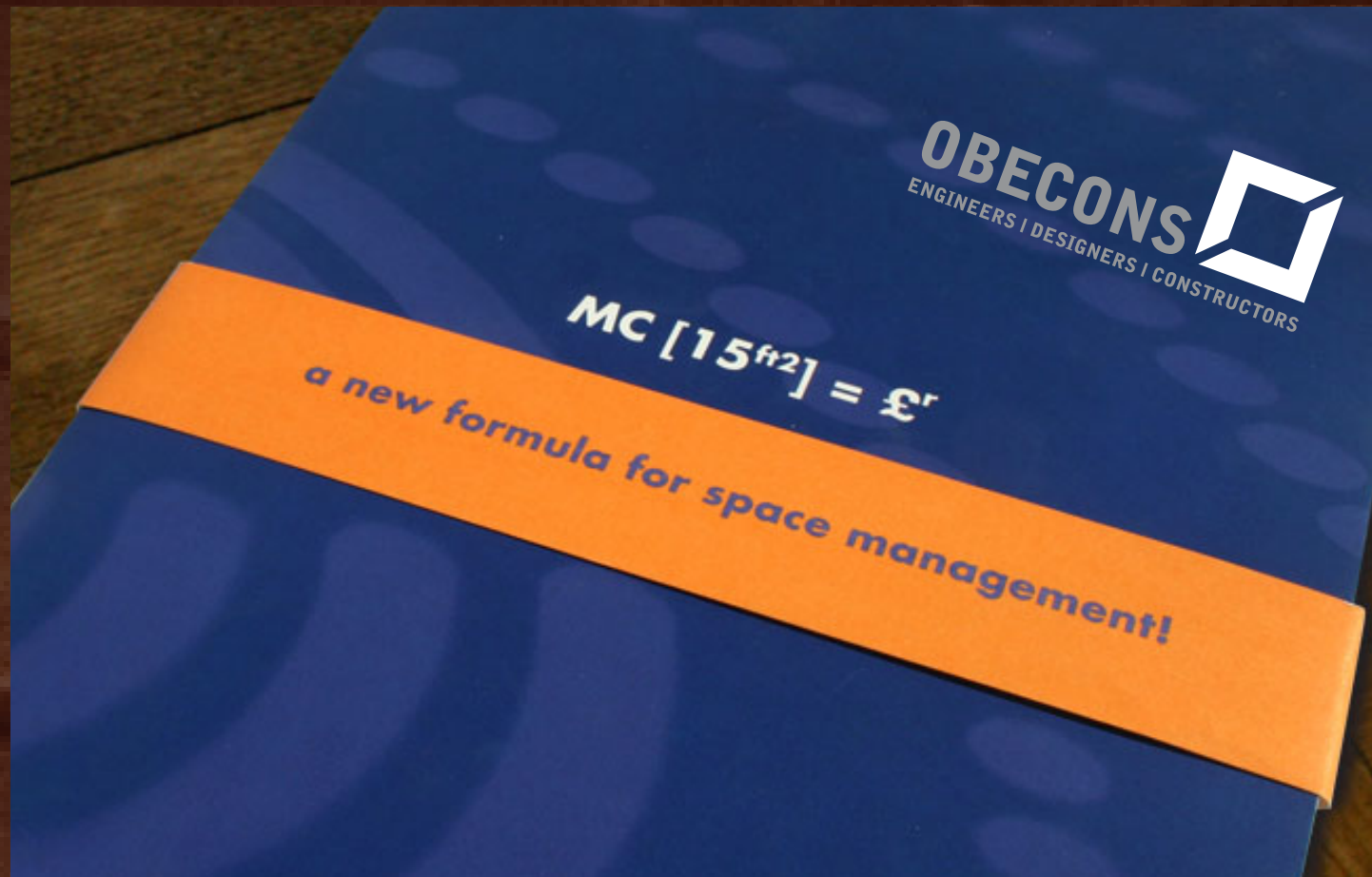
APPLICATIONS - mobile apps



APPLICATIONS - wall paper



APPLICATIONS - brochure



APPLICATIONS - hoarding



In comparison with world brands



THANK YOU !