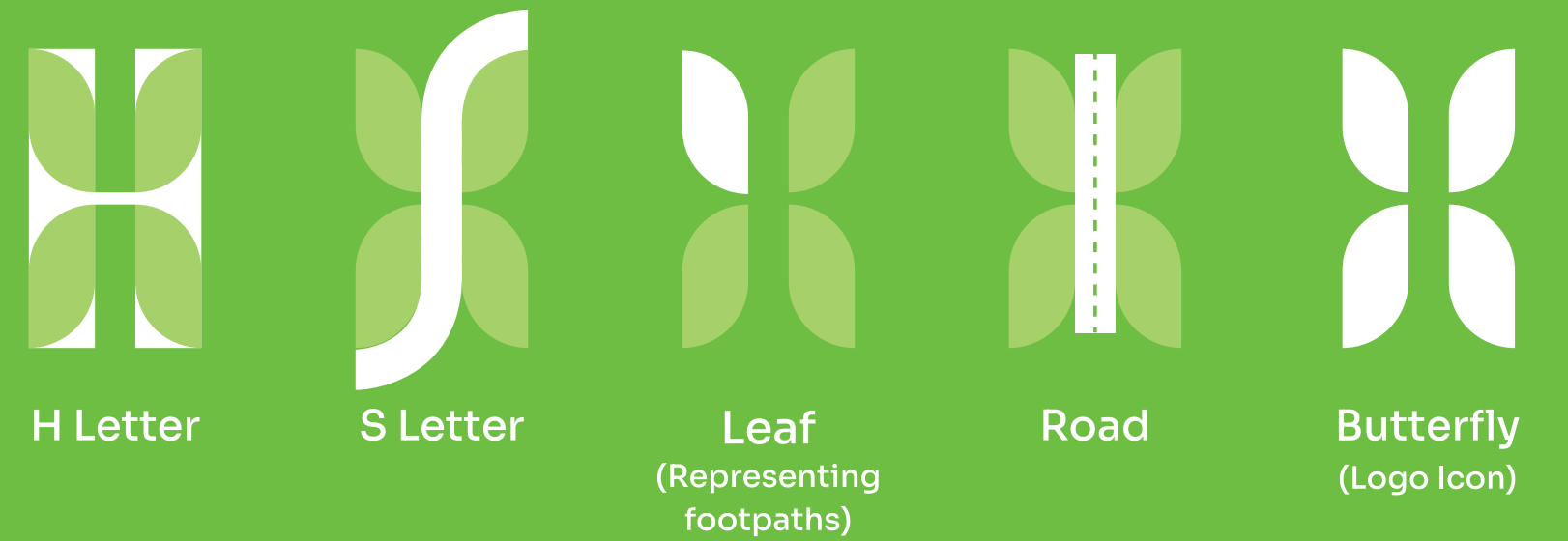




Concept Note

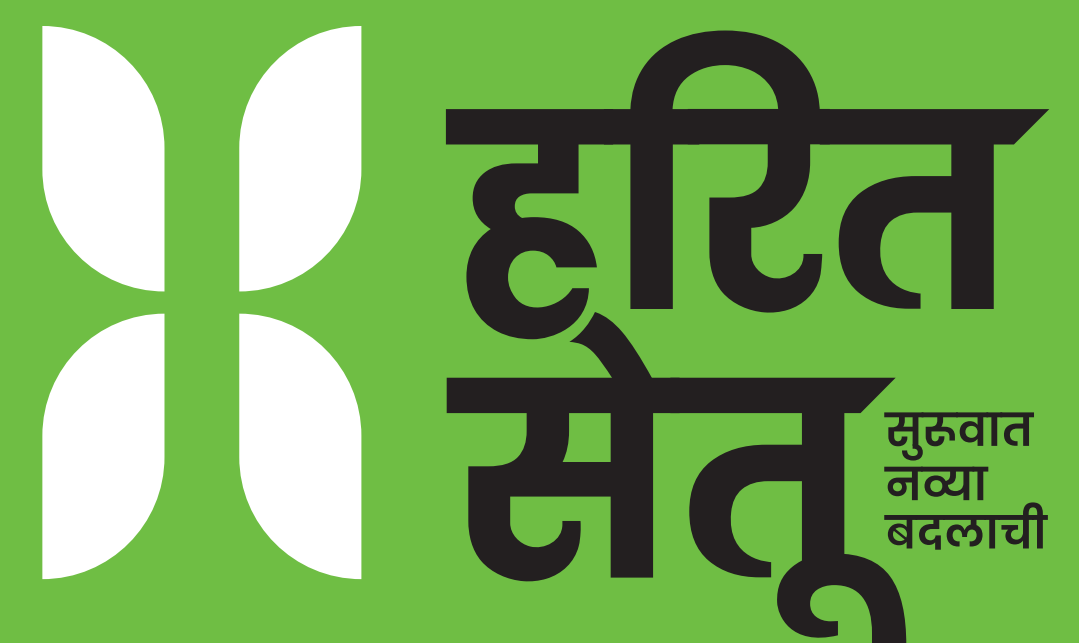
Rooted in the idea of symbolising harmony between nature and movement, as well as purpose and pause, this simple logo carries layered meaning. The 'H' represents connection and structure, while the 'S' introduces a sense of flow, inspired by the project's name. The leaf signifies nature and growth, while representing footpaths. The butterfly brings in the idea of transformation, showing how small steps can lead to lasting change. Together, these elements form a modern, meaningful icon that stands for harmony between progress and the planet.



#70bf44



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TYPOGRAPHY



Primury Font **Balgin Semibold**

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Secondary Font **Sora Regular**

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