



Background

NxtDay3D is a 3D printing service for companies and consumers with a focus on sustainability.

Challenge

NxtDay3D is looking for a minimalist logo and corporate identity that appeals to both the **technical** and **creative** industry.
(nerds & hipsters)

My insight

Bees are a stereotypical icon of sustainability and the pattern of honeycombs are often used as filling of 3D printed objects.

This seemed like a perfect combination to link the environmentally conscious with 3D printing.

Keeping it minimal and abstract to satisfy both the creative and tech industry





