



# Nurdunya.org

Brand Identity &  
Website Design

Case Study



# Client Background

Nurdunya is a purpose-driven platform focused on promoting sustainable living, environmental awareness, and conscious lifestyle choices. The platform curates resources, thought leaders, and educational content to inspire individuals toward a more balanced and nature-aligned way of life.

As a content-led initiative, Nurdunya required a cohesive brand identity and a digital platform that could effectively communicate its mission while supporting long-term content scalability.

# The Challenge

Nurdunya was starting from the ground up, with no existing brand system or digital presence.

Key challenges included:

- No established visual identity or brand language
- Need to position the platform as credible and purpose-driven
- Structuring diverse content (blogs, videos, profiles) in a clear and engaging way
- Creating a user experience that encourages exploration and retention
- Building a scalable foundation for future content expansion

# The Solution

We designed and developed a complete brand and digital experience tailored to Nurdunya's vision.

- Created a distinctive logo and visual identity system aligned with sustainability and nature
- Designed a fully custom website focused on content discovery and user engagement
- Structured the platform around key content pillars: resources, videos, and thought leaders
- Developed a clean, intuitive UI to support readability and exploration
- Built a scalable architecture to accommodate ongoing content growth

# Brand Identity

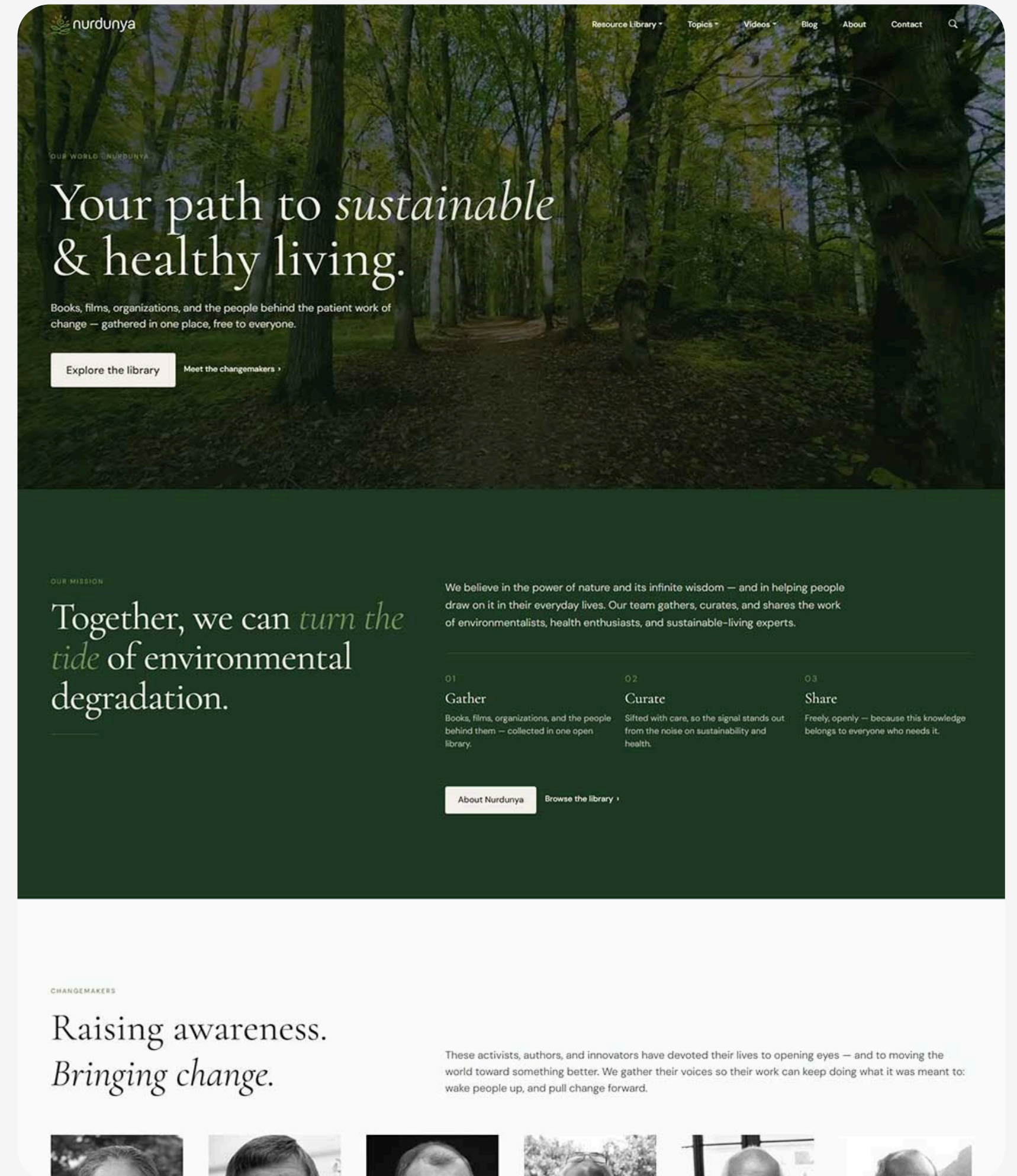
A fresh, nature-inspired identity was developed to reflect the platform's core philosophy of sustainability and mindful living.



# Website Experience

The website was designed as a content-first platform, ensuring seamless navigation across multiple content types.

[www.nurdunya.org](http://www.nurdunya.org)



LIBRARY - BOOKS

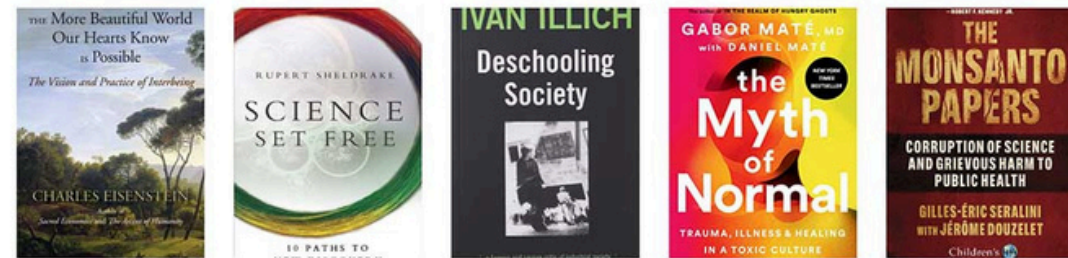
# Reads that *reframe* how we live with the world.

A curated selection of transformative literature — titles that guide readers toward a deeper understanding of nature, society, education, and the systems shaping them.

21 Titles on the shelf 14 Authors recommended



Search by title or author...



The More Beautiful World Our Hearts Know Is Possible... Science Set Free: 10 Paths to New Discovery... Deschooling Society... The Myth of Normal: Trauma, Illness, and Healing in a Toxic Culture... The Monsanto Papers: Corruption of Science and Grievous Harm to Public Health



Oneness vs. the 1%: Shattering Illusions, Seeding Freedom... Small Is Beautiful: Economics as if People Mattered... The One-Straw Revolution... elegant simplicity... Holistic Management: A Commonsense Revolution to Restore Our Environment



Neither Settler nor Native... The Age of Surveillance Capitalism... Technically Food: Inside Silicon Valley's Battle to Change What We Eat... The Truth About COVID-19... Real Who Feeds the World?

THE JOURNAL

# Insights for Sustainable Living

Notes, essays, and reflections on sustainable living, organic farming, and holistic well-being — from the Nurdunya team.

Search the journal... GO

BROWSE BY TOPIC

All topics



FEATURED - GLOBAL ECONOMY

## Small Is Beautiful: Impressions of Fritz Schumacher

In a world where bigger is often equated with better, the philosophy of economist and technologist Fritz Schumacher offers a compelling counter-narrative. Known for his revolutionary ideas on economics and technology, Schumacher championed the concept of "appropriate" technology.

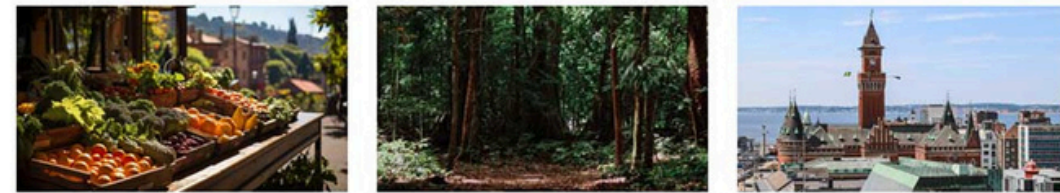
Read the story >



PERMACULTURE: Stop Selling, Start Planting: The Case for Holding On to Ancestral Land... PERMACULTURE: Your Ancestral Land is Waiting. Here's How to Wake It Up... ENVIRONMENT: Smart Technology, Dumb Choices: Rethinking AI's Resource Hunger



ENVIRONMENT: Degrowth Economics: How Modern Movements Echo Schumacher's Warnings... GLOBAL ECONOMY: The Birth of the Modern Job: How the Industrial Age Created Work as We Know It... CLIMATE CHANGE: How Cloudbursts and Deforestation Trigger Deadly Flash Floods in Mountainous Regions



ORGANIC FARMING: How Organic Farmers Can Reach a Broader Market... CLIMATE CHANGE: Reconnecting with Nature: Addressing the Environmental Crisis Rooted in Industrialization and Materialism... CLIMATE CHANGE: The Scandinavian Paradox: High Living Standards at an Environmental Cost

# www.nurdunya.org

LIBRARY - ORGANIZATIONS

# Groups *doing the work* — gathered in one place.

A directory of organizations working across food systems, regeneration, biodiversity, and the broader fight for a livable world. Filter by focus, or search by name or country.

38 Organizations indexed

6 Focus areas covered



Search by name or country...

38 ORGANIZATIONS

BROWSE BY FOCUS All focuses

CATEGORY

## Farming & Food (23)

Growing food and reshaping food systems — organic, agroecological, and farmer-led.

- USA: Advancing Eco Agriculture
India: Aranya Agricultural Alternatives
USA: Center for Food Safety
India: Down To Earth
International: Global Alliance For The Future Of Food
UK: GMWatch
Japan: Growing Small
Germany: IFOAM - Organics International
Pakistan: Indus Earth Trust



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# Thank you!

Thank you for taking the time to review this case study.

We look forward to discussing how a similar approach can help elevate your brand and digital presence.

