



# 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

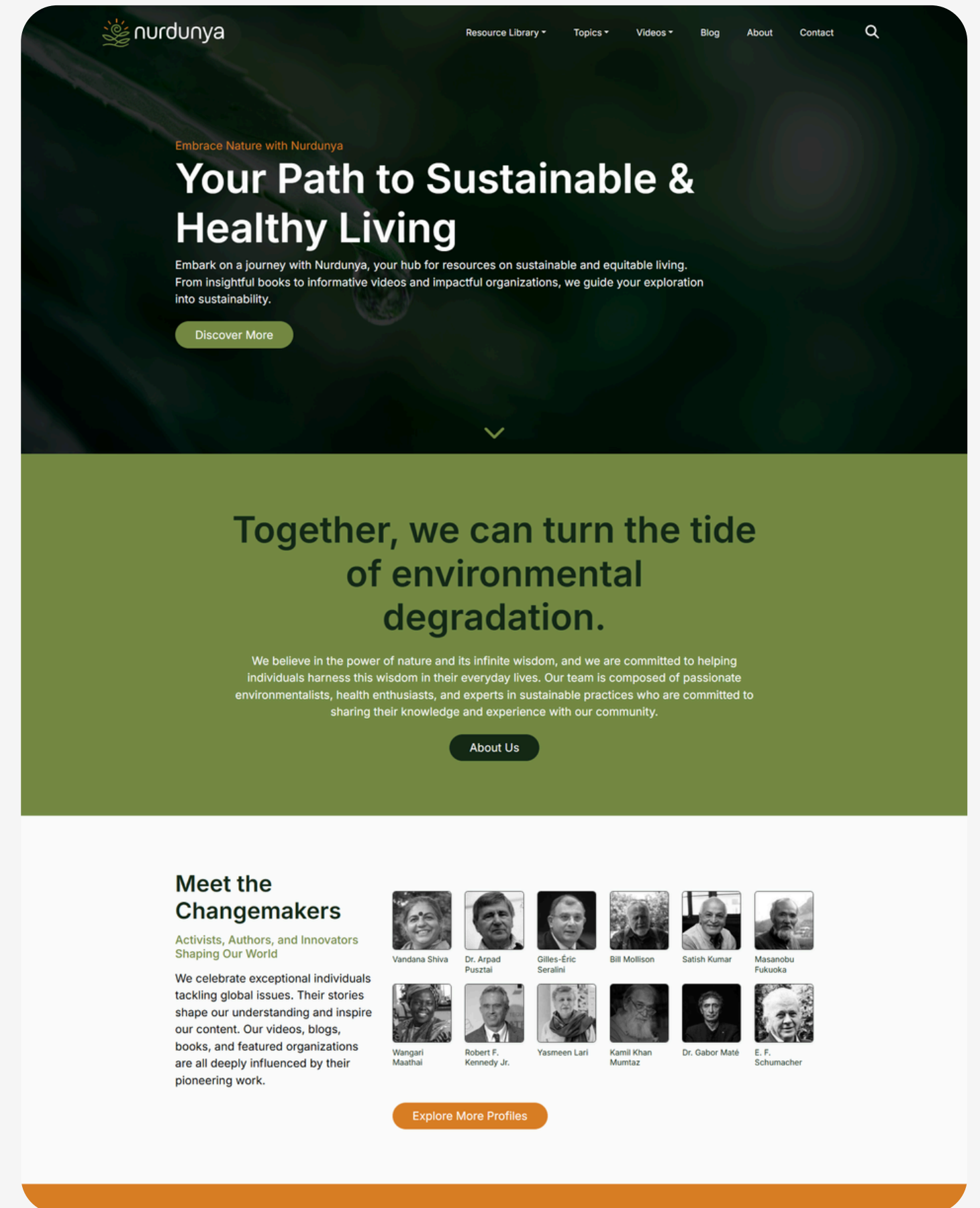
A fresh, nature-inspired identity was developed to reflect the platform's core philosophy of sustainability and mindful living.



# 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)



PERMACULTURE, REGENERATIVE AGRICULTURE, BIODIVERSITY AND MORE

# Thoughtfully Curated Video Content

Resource Library • Topics • Videos • Blog • About • Contact

A handpicked collection of insightful videos for your perusal.

Dive into a curated selection of videos that provide a visually engaging journey through topics like climate change, sustainability, and income equality. These videos bring together expert opinions, innovative approaches, and inspiring narratives to enhance your comprehension of these pivotal issues.

- The Harmful Effects Of Glyphosate**  
The Harmful Effects Of Glyphosate, The Most Common Agrochemical
- EXPOSING BILL GATES**  
Organic Growth and Bill Gates Expose: Vandana Shiva Unveils the Truth
- Seeds of Death: Unveiling The Lies of GMO's**
- Architects can no longer only serve the One Percent - Yasmeen Lari**
- How to green the world's deserts and reverse climate change**
- Insights into Natural Farming with Varthur Narayana Reddy**
- Fukuoka Masanobu - Natural Farming**
- Tomatoes talk, birch trees learn - do plants have dignity?**
- Small is Beautiful: Impressions of Fritz Schumacher**
- Future of Food: Dictatorship or Democracy?**
- The Metacrisis: Making Sense in a Nonsensical World with Daniel Schmachtenberger and Thomas Ermacona**

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# Spotlight on Leaders Featured in Our Resources

Resource Library • Topics • Videos • Blog • About • Contact

## Discover the Changemakers: Activists, Authors, and Innovators Tackling Global Challenges

The stories, insights, and contributions of these remarkable individuals have significantly shaped our understanding of pressing challenges such as climate change, pollution, social injustice, and biodiversity loss. Their pioneering work serves as the inspiration for the content we create, driving us to shed light on these critical issues and promote sustainable solutions.

<p><b>Vandana Shiva</b> <i>Scholar and Environmental Activist</i> Vandana Shiva is an Indian scholar, environmental activist, food sovereignty advocate, and anti-globalization author. She... India</p>	<p><b>Alan Watts</b> <i>Philosopher, Author, &amp; Lecturer</i> Alan Watts (1915-1957) was a renowned philosopher, writer, and speaker whose profound insights into life... United States</p>	<p><b>Ivan Illich</b> <i>Philosopher, Author, and Social Critic</i> Ivan Illich, an Austrian philosopher and social critic, was known for his influential essays challenging... Austria</p>	<p><b>David Suzuki</b> <i>Environmental and Science</i> David Suzuki is a prominent Canadian environmental scientist, and broadcaster. He is best known for... Canada</p>
<p><b>Rupert Sheldrake</b> <i>Author and Biologist</i> Rupert Sheldrake, PhD, is a biologist and author best known for his hypothesis of morphic... United Kingdom</p>	<p><b>Dr. Arpad Pusztai</b> <i>Biologist and Nutritionist</i> Dr. Arpad Pusztai is a renowned biologists and nutritionist, known for his extensive research on... United Kingdom/Hungary</p>	<p><b>Gilles-Eric Seralini</b> <i>Pharmaceutical Researcher, Critic</i> Gilles-Eric Seralini is an international researcher known for his work on the effects of pesticides... France</p>	<p><b>Bill Mollison</b> <i>Biologist and Permaculture</i> Bill Mollison, known as the "father of permaculture," was an Australian researcher, author, scientist, teacher... Australia</p>
<p><b>Satish Kumar</b> <i>Activist and Editor</i> Satish Kumar is an Indian British activist, writer, and former Jain monk. He is the... India/United Kingdom</p>	<p><b>Masanobu Fukuoka</b> <i>Farmer and Philosopher</i> Masanobu Fukuoka was a Japanese farmer and philosopher, known for his natural farming and no-vegetation... Japan</p>	<p><b>Fritof Capra</b> <i>Scientist, Activist, and Author</i> Fritof Capra, Ph.D., is a scientist, educator, and author of many international bestsellers... Austria</p>	<p><b>Paul Kingsnorth</b> <i>Author, poet and environmentalist</i> Paul Kingsnorth is a prominent British writer and environmental activist whose work drives deep... United Kingdom</p>
<p><b>Wangari Maathai</b> <i>Environmental and Political Activist</i> Wangari Maathai was a Kenyan environmentalist and political activist known for founding the Green Belt... Kenya</p>	<p><b>Allan Savory</b> <i>Biologist</i> Allan Savory is a biologist and co-founder of the Center for Holistic Management and the... Zimbabwe</p>	<p><b>Charles Eisenstein</b> <i>Public speaker, author, and philosopher</i> Charles Eisenstein is a teacher, speaker, and writer focusing on consciousness, money... USA</p>	<p><b>Robert F. Kennedy Jr.</b> <i>Environmental Leader</i> Robert F. Kennedy, Jr. is an American environmental lawyer, politician, and writer known for... United States</p>

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# Champions of Sustainable Living

Resource Library • Topics • Videos • Blog • About • Contact

## Organizations Pioneering the Green Revolution

Discover our selection of pioneering organizations from around the world at the forefront of biodiversity, permaculture, and sustainable agriculture. Their efforts are crafting a more resilient and food-secure future. Dive into and become a part of this green revolution. Please be aware that certain listings may be repeated across different categories. All entries are arranged in alphabetical order.

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# Enlightening Reads for a Sustainable Future

Resource Library • Topics • Videos • Blog • About • Contact

## Explore our curated collection of books

Welcome to a carefully curated selection of transformative literature that goes beyond conventional thinking, encouraging you to question established norms. Within this compilation, our chosen titles serve as beacons, guiding readers toward a profound understanding of societal structures, education, ecology, and the intricate interconnectedness of our world.

- Autobiography of a Yogi** - Read More
- The More Beautiful World Our Hearts Know is Possible** - Read More
- Science Set Free: 10 Paths to New Discovery** - Read More
- Deschooling Society** - Read More
- The Myth of Normal** - Read More
- The Monsanto Papers: Corruption of Science and Devious Harm to Public Health** - Read More
- Oneness vs the 1% Shatt** - Read More
- Small is Beautiful: Economics as if People Mattered** - Read More
- Small is Beautiful: Economics as if People Mattered** - Read More

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# Cultivating Capabilities for a Sustainable Future

ABOUT NURDUNYA

## Nurdunya is dedicated to sustainable living

We believe in the power of nature and its infinite wisdom. We envision a future where individuals harness the wisdom in their every endeavor, embracing environmentalism, health enthusiasts, and those who share their knowledge and experience with others.

### Our Mission

Our mission at Nurdunya is to empower individuals with information, naturally. Build eco-friendly homes, learn sustainable farming techniques, and take every small step towards sustainability can make a difference here to guide you on this path.

### Our Vision

Our vision is to create a greener, more harmonious world where every individual has a choice, not just a choice, but a way of life. We envision a future where every meal is sourced sustainably, and every garden is a testament to our drive to create a sustainable world by the way we live.



[www.pexsol.com](http://www.pexsol.com)



[hello@pexsol.com](mailto:hello@pexsol.com)

# 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.

