

# ECO ECHO — 30 Minute Presentation Script

## Opening

Most environmental impact is decided before a product is ever made.

Before manufacturing begins.

Before materials are ordered.

Before shipping logistics are planned.

Before a consumer ever sees the product.

Those decisions happen during design.

Designers choose the materials.

Designers define the packaging.

Designers determine size, format, and durability.

Designers influence lifecycle.

Designers shape how often something is replaced, shipped, or thrown away.

Yet sustainability conversations usually happen at the end — when the product is already finished.

By that point:

- materials are already chosen
- packaging is already finalized
- waste is already built in
- production systems are already set

Eco Echo was created to move that conversation earlier.

Into the design phase.

Where the biggest impact actually happens.

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## Who I Am

I'm a dual major studying:

- Graphic Design at PNCA

- Business at Willamette University

I'm also a student-athlete.

My time is split between:

- design studios
- business classes
- athletics
- training
- and being outdoors

That combination shaped how I think.

Design taught me:

- communication
- visual influence
- messaging

Business taught me:

- scalability
- efficiency
- systems
- strategy

Being outdoors taught me:

- observation
- patterns
- intentional growth
- sustainability

Eco Echo came from combining all three.

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## **Where Eco Echo Started**

The idea for Eco Echo began while hiking.

I was looking closely at tree rings.

Tree rings record:

- growth
- time
- environmental conditions
- stress
- change

Each ring tells a story.

When I looked closer, I noticed something.

Tree rings look like human fingerprints.

Both represent:

- identity
- impact
- trace
- time
- decision

That realization became the foundation of Eco Echo.

Humans leave marks.

Design leaves marks.

Products leave marks.

Eco Echo exists to make those marks intentional.

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## **The Logo Concept**

The Eco Echo logo combines:

- tree rings
- human fingerprints

This represents:

- nature + human decisions
- growth + impact
- design + environment

Every design decision leaves a trace.

Every product leaves a mark.

Every system leaves an echo.

Eco Echo focuses on those echoes.

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## The Problem

Designers make environmental decisions every day.

But designers are taught to focus on:

- typography
- layout
- color
- branding
- composition

Designers are NOT taught:

- material impact
- packaging waste
- production waste
- lifecycle thinking
- durability
- sustainability

Yet designers choose:

- materials
- packaging
- size
- format
- production direction

This means:

Designers shape environmental impact before production.

Eco Echo addresses this gap.

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## Why Designers Matter

One design decision affects:

- manufacturing

- shipping
- materials
- waste
- cost
- lifecycle

Example:

Smaller packaging:

- less material used
- less shipping space
- lower emissions

Recycled material:

- reduces resource extraction
- reduces waste
- reduces environmental impact

Durable design:

- fewer replacements
- longer lifecycle
- less waste

Design decisions scale.

One designer

One product

Thousands of units

Industry-level impact

Eco Echo focuses on upstream decisions.

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## **Mission**

Eco Echo's mission is:

To empower designers to embed sustainability into decisions from concept to production.

Eco Echo encourages:

- material awareness

- longevity
- efficient packaging
- responsible production
- scalable design systems

The goal is to make sustainability part of the workflow.

Not an afterthought.

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## Vision

Eco Echo's vision is:

Sustainable design becomes standard.

Designers automatically think about:

- materials
- lifecycle
- impact
- systems

Brands design responsibly from the start.

Eco Echo becomes:

- a platform
  - a framework
  - a mindset
  - a strategy
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## Business Perspective

Eco Echo is not just creative — it's strategic.

Sustainable design improves:

- material efficiency
- shipping efficiency
- cost reduction
- brand credibility

- product longevity

Businesses benefit from:

- reduced waste
- lower long-term costs
- stronger brand trust
- market differentiation
- regulatory readiness

Sustainability becomes a competitive advantage.

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## Brand Identity Decisions

Eco Echo visual identity was intentional.

Color palette includes:

- deep teal
- soft sage
- light gray-green
- warm off-white
- near white
- charcoal

These colors create:

- calm tone
- credibility
- professionalism
- sustainability association

Avoided:

- bright greens
- trendy eco colors
- loud palette

Goal:

Professional + grounded + intentional

Typography:

- Cormorant Garamond

- Avenir LT Pro

This balances:

- sophistication
  - readability
  - professionalism
  - design focus
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## Brochure Design

The brochure was designed to:

- use minimal text
- use large typography
- use strong hierarchy
- avoid clutter
- highlight key messages

Why:

- easier to read
- professional appearance
- improves clarity
- reduces overwhelm

The goal:

Clear and intentional communication.

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## Website Design

The website follows the same principles:

- clean layout
- strong typography
- clear sections
- minimal distractions

Why:

Users scan quickly.

Clear structure:

- improves understanding
  - builds trust
  - communicates professionalism
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## Materials

Eco Echo products use:

- recycled paper
- recyclable materials
- minimal ink
- no plastic packaging
- sustainable printing

Why:

- reduces waste
- reduces environmental impact
- aligns with mission
- demonstrates authenticity

Eco Echo practices what it promotes.

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## Product Design

Eco Echo products designed to:

- reduce materials
- reduce packaging
- be recyclable
- last longer
- avoid unnecessary waste

This includes:

- recycled print materials
- minimal packaging
- no plastic wrapping
- sustainable production

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## Values

Eco Echo values:

- clarity over complexity
- impact over aesthetics
- systems over single solutions
- honesty over greenwashing
- designers as change-makers

These guide:

- design
  - strategy
  - messaging
  - production
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## Manifesto

Design shapes behavior  
Design shapes consumption  
Design shapes waste

We design for longevity  
We design responsibly  
We design intentionally

Every material echoes  
Every package echoes  
Every product echoes

Eco Echo makes those echoes intentional.

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## Why Eco Echo Matters

The design industry is shifting toward:

- sustainability

- transparency
- responsible materials
- efficient systems

Consumers expect:

- accountability
- authenticity
- responsibility

Designers are positioned to lead change.

Eco Echo provides:

- framework
  - strategy
  - mindset
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## **Personal Connection**

Eco Echo always returns to nature.

Tree rings represent:

- growth
- time
- impact

Fingerprints represent:

- human decisions
- identity
- influence

Eco Echo connects both.

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## **The Goal**

The goal is simple:

Better decisions earlier.

When designers change:

- products change
- systems change
- industries change

Impact scales.

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## **Closing**

Design is influence

Design is leverage

Design is responsibility

Eco Echo moves sustainability:

earlier

smarter

more intentional

Eco Echo is where responsible design begins.