

Fading wildlife

Biodiversity is threatened worldwide. The Wild Nature Foundation acquires and protects areas in Columbia to ensure the level of biodiversity - you can now contribute to creating more protected nature in Columbia by buying a Wild share.

“Fading wildlife” refers to the disappearing species in Colombia. We use the gradient as a visual element to fade the wildlife in or out of the pictures, to spread awareness about the decrease in biodiversity and to show the positive effect that the bought share can have.

To communicate the contrast between extinct and alive, we pair together contrasting typefaces and colors. Extinct being grey and lifeless and Alive being green and vibrant.

Typefaces

Monarcha Book

Neue Montreal Book

Color palette

Extint Grey

Alive Green

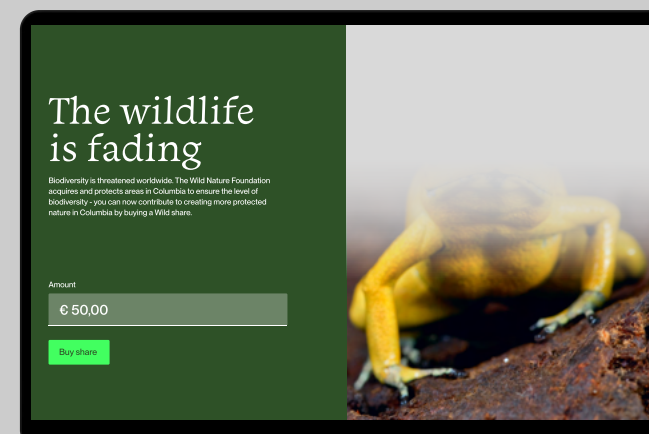
Nature Green



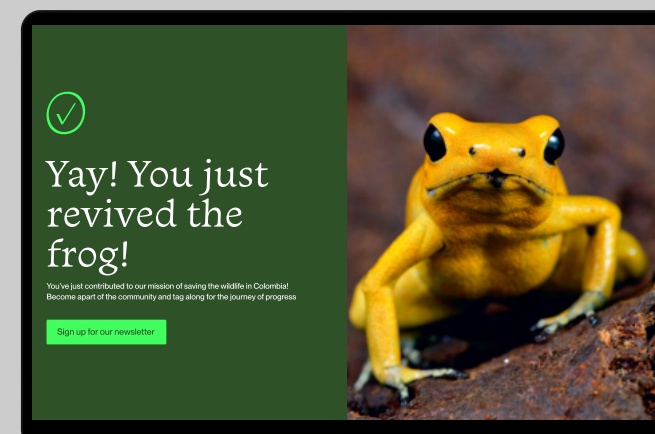
Extinct

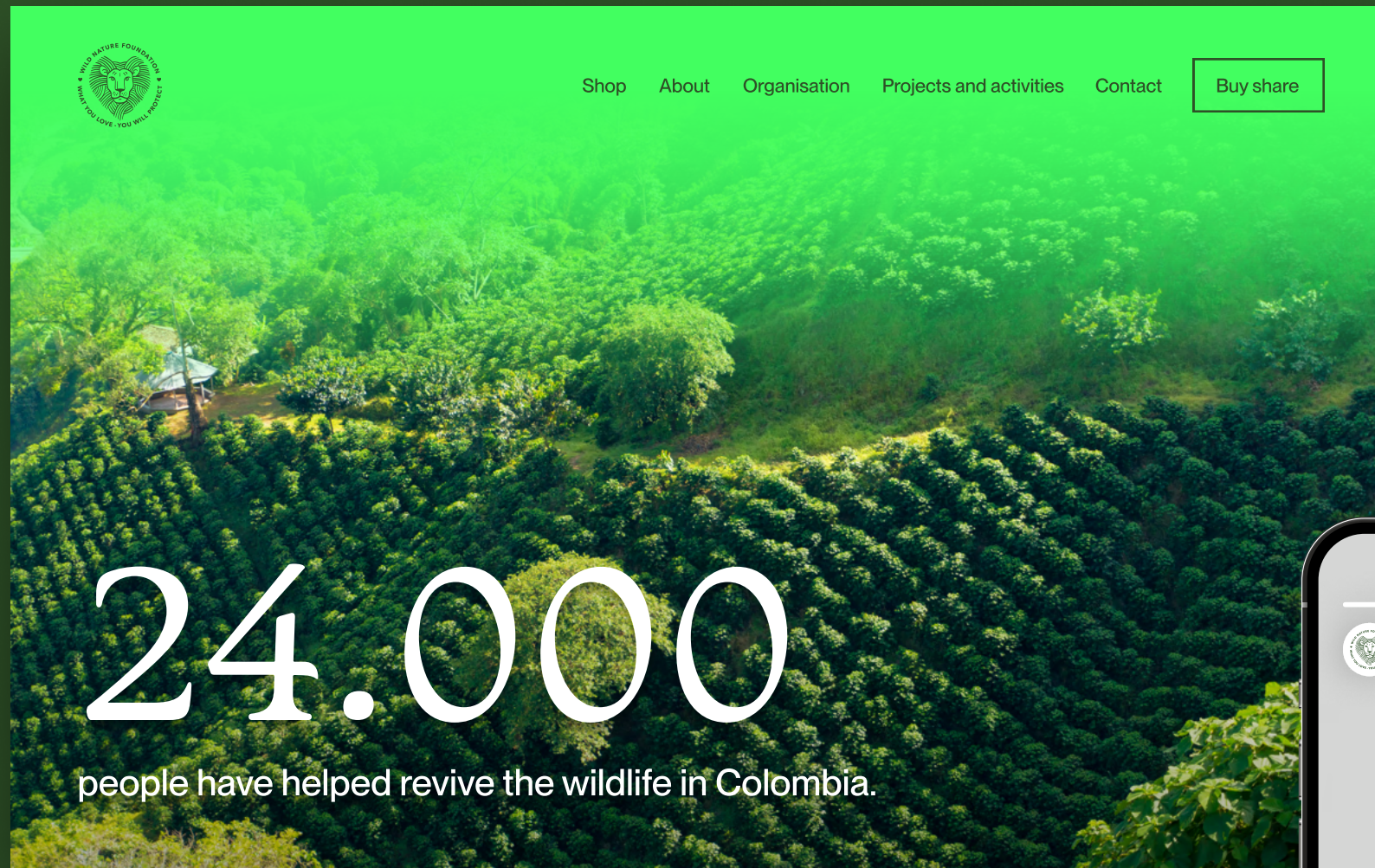
Alive

Before



After





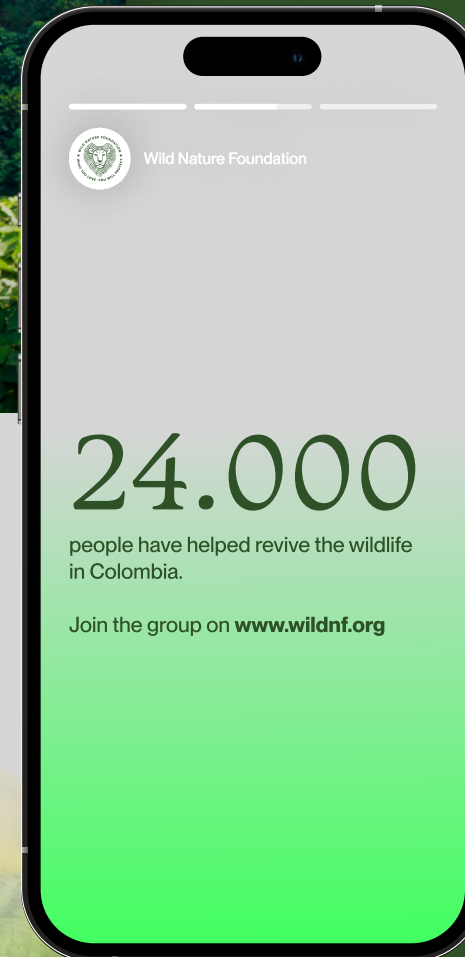
24.000

people have helped revive the wildlife in Colombia.

Only
50-250
left

The indigo-winged parrot is highly endangered. The IUCN assumes that there are only between 50-250 individuals left in the wild. There are several pairs that live and breed in our project area, and our goal is to prevent its extinction

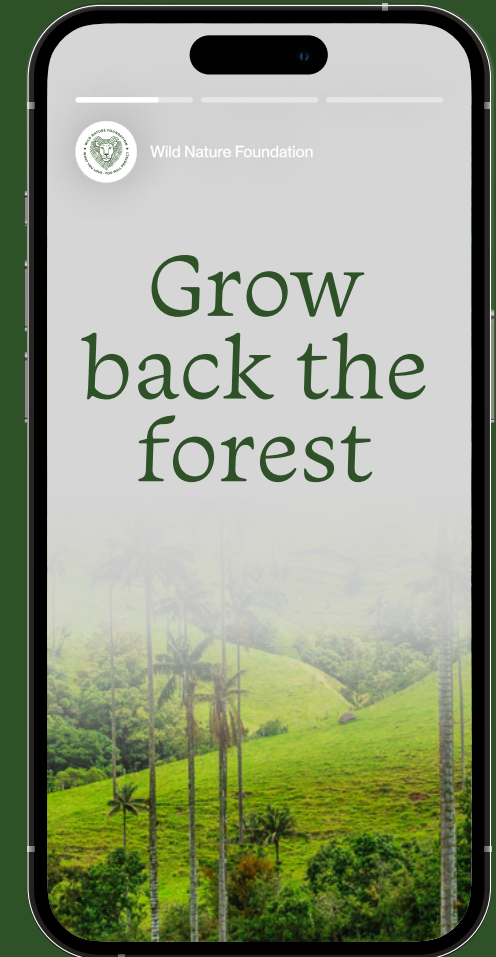
Bring it back



24.000

people have helped revive the wildlife in Colombia.

Join the group on www.wildnf.org



Grow
back the
forest



Together we've
revived 2% of the
colombian wildlife!

Visualizing the impact

On digital assets, we treat the fade-out effect as a dynamic element.

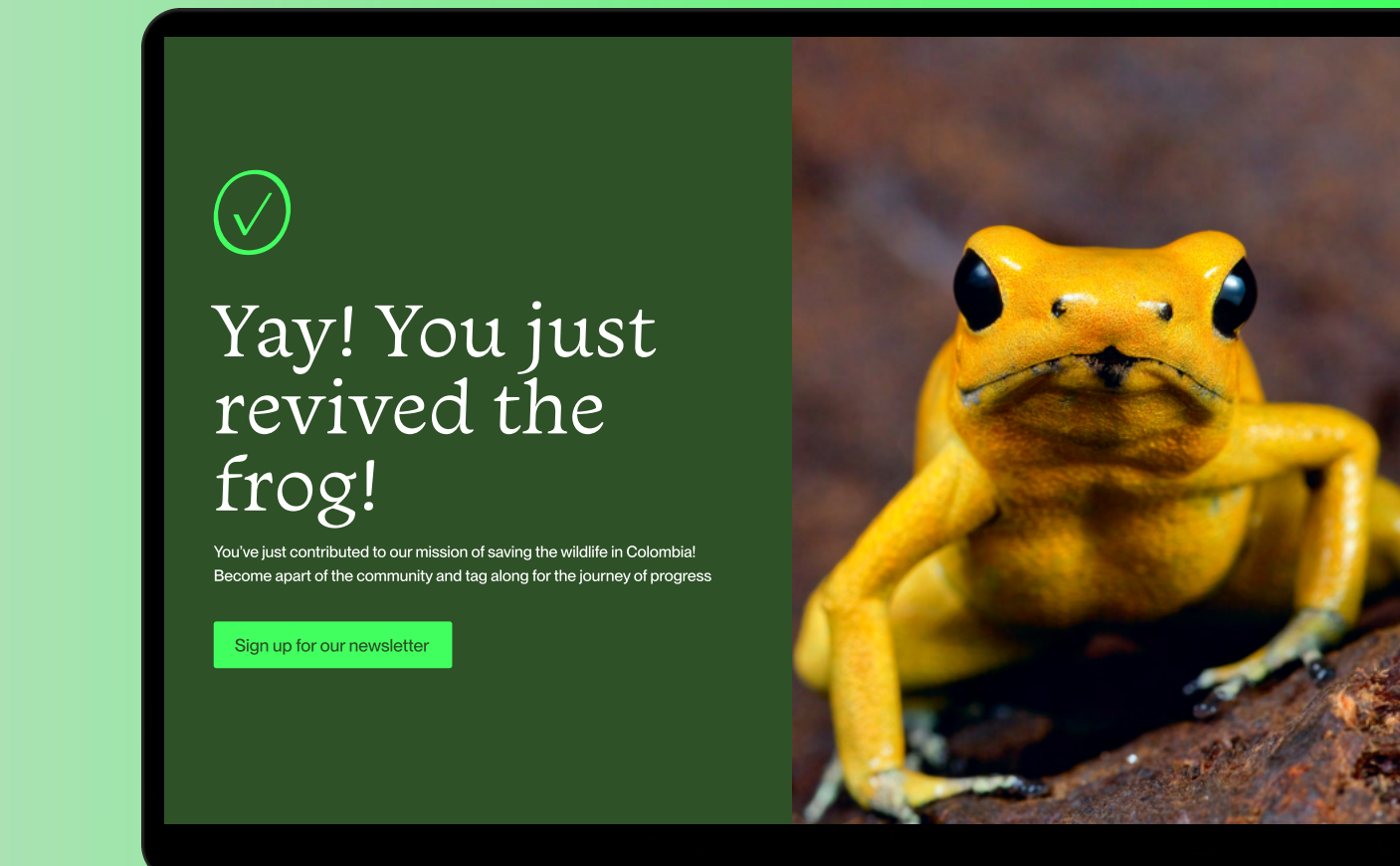
By buying a share, the investor sees how the image changes from faded out to fully visible, showing how our contribution can bring back specific animals and flora in Colombia.

This way, we show to the user a visual representation of their actions.

Before investing




After buying a share





Biodiversity is threatened worldwide.
Buy a Wild share to save the wildlife in Colombia:
www.wildnf.org


The wildlife is fading



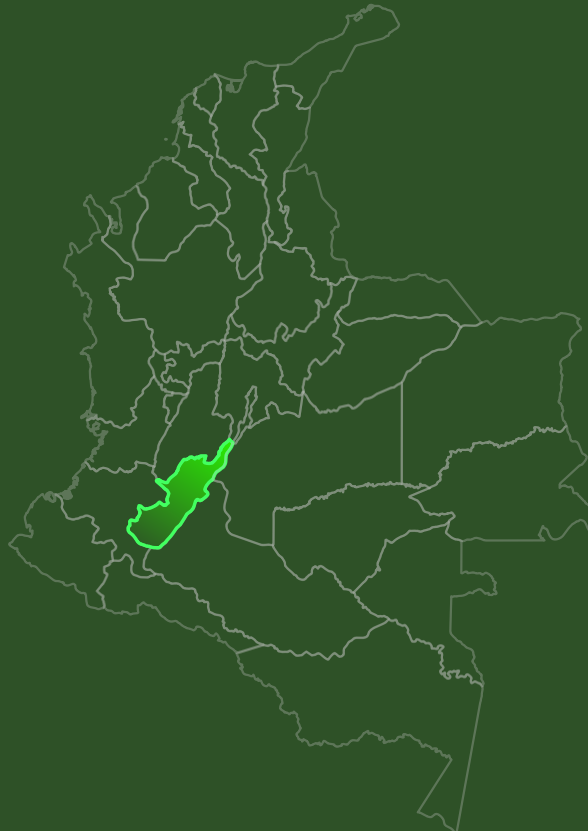
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24.000

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With your support, we can expand the area
and plant a forest on up to 2-3,000 hectares,
so that Colombian animals and nature will
have more space.