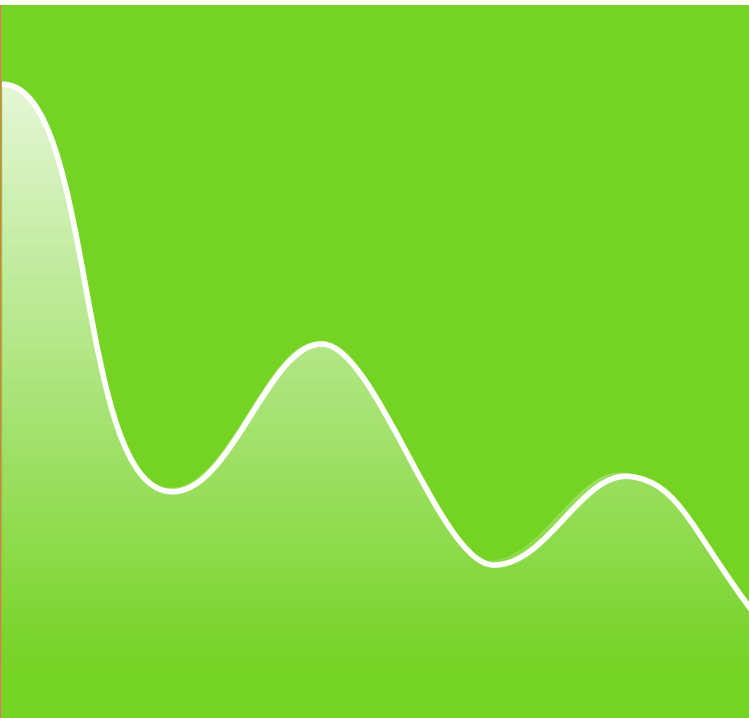
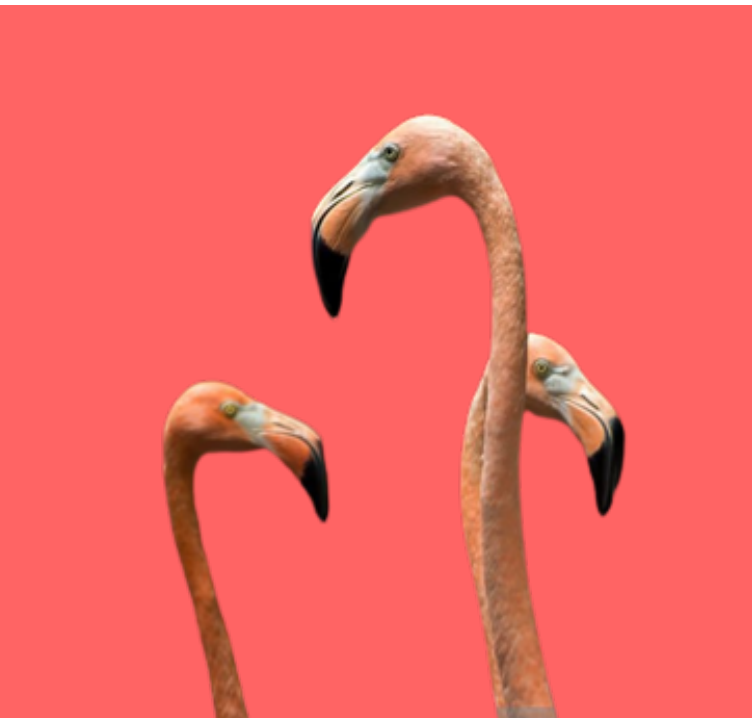


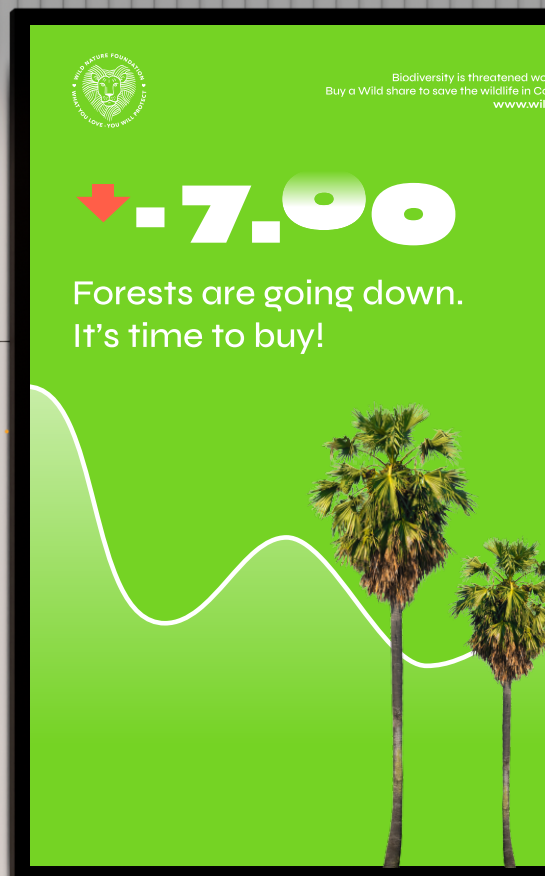
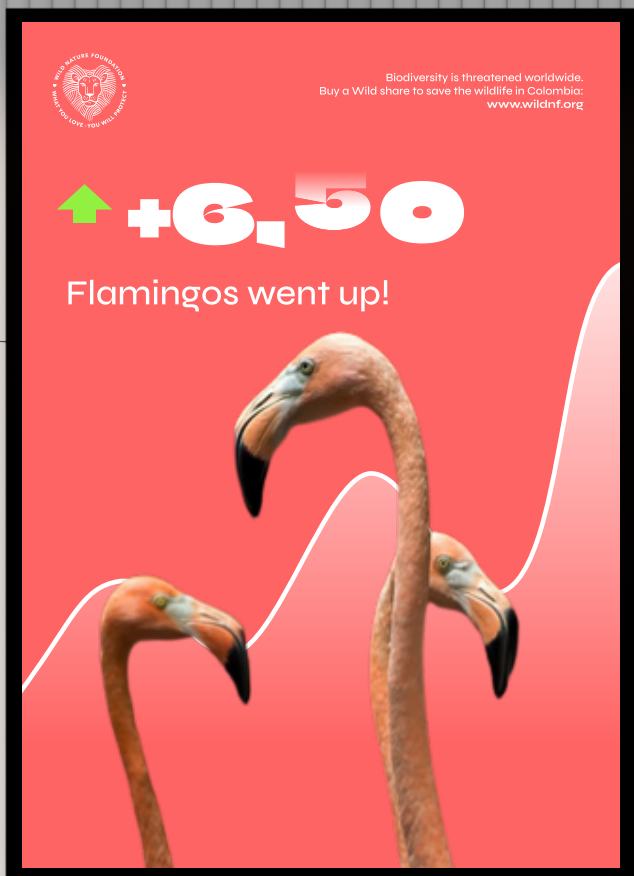
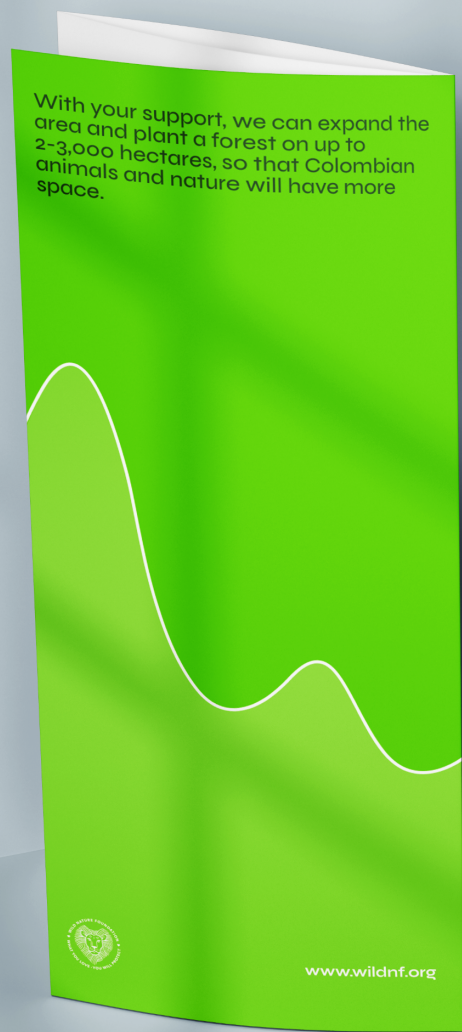
Invest. Buy. Save.

“Invest. Buy. Save.” takes a humoristic take on threatened biodiversity by mixing references to stock markets with images of threatened flora and fauna in Colombia.

It encourages us to INVEST in nature, BUY a share of land and SAVE the Colombian biodiversity.

The playful choice of slogans has been emphasized with vibrant colors and quirky typefaces.





Tracking the progress

The concept of identity is enriched with the idea of the tracking app, where the users could see how the Colombian forest expands over time.

The app could also show how specific animals within the area are disappearing or growing in amount.

This way, we encourage people to invest more often and stay engaged with the organization.

