



Wordmark

ბუნების  
მემკვიდრეობა



MISSION

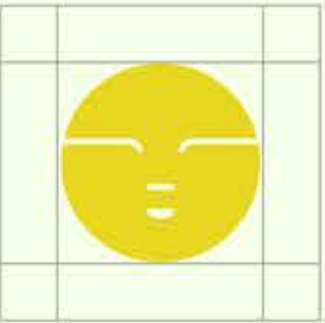
Over time, a natural protection organization will evolve by adapting to changing environmental landscapes and societal needs. Initially focused on raising awareness and initiating conservation projects, the organization will expand its scope to tackle pressing issues such as climate change, biodiversity loss, and sustainable development. Collaboration with diverse stakeholders, including governments, businesses, and local communities, will become integral to implementing effective solutions and fostering collective action. Technology and innovation will play a crucial role, enabling the organization to leverage data-driven approaches, remote monitoring tools, and cutting-edge research to enhance its impact and outreach. As the organization grows, it will prioritize advocacy efforts, policy engagement, and capacity-building programs to address systemic challenges and drive long-term sustainability. Through continuous learning, adaptation, and engagement, the natural protection organization will evolve into a resilient and influential force for environmental conservation and stewardship.

VISION

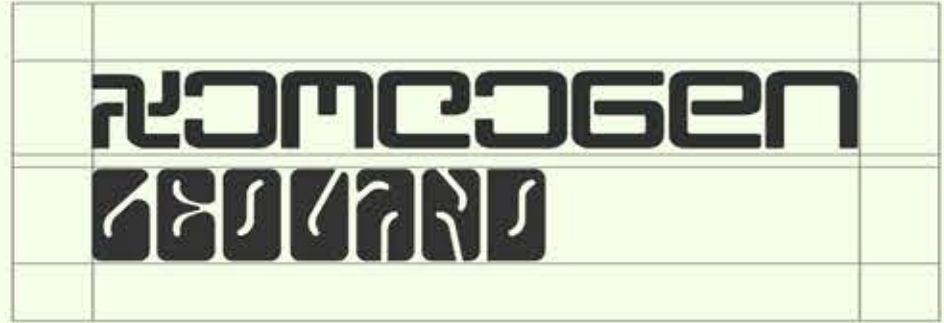
Inspire, Connect, Preserve: Nature's Pride Initiative envisions a vibrant brand identity that ignites the passion of young Georgians to safeguard and celebrate their unique natural heritage and cultural treasures.



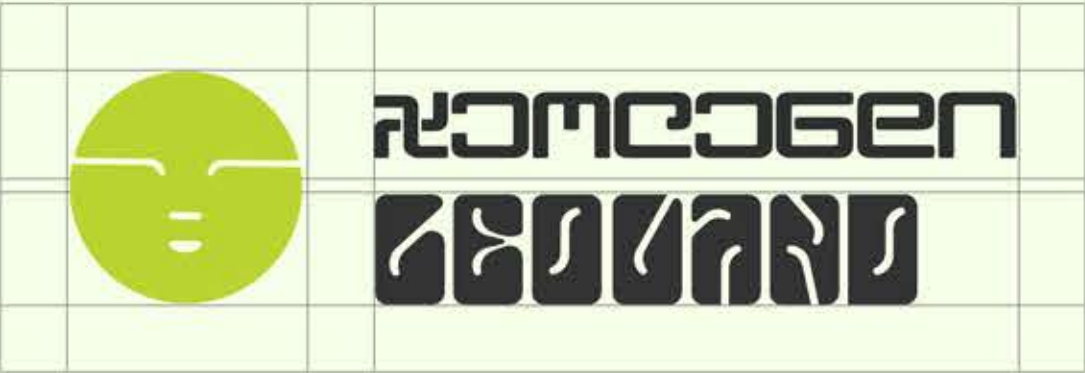
01



LOGO MARK



LOGO TYPO



LOGO PRIMARY

LOGO DESCRIPTION

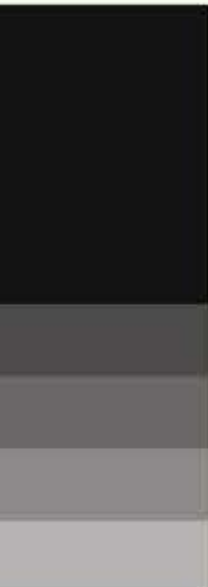
Inspire, Connect, Preserve: Nature's Pride Initiative envisions a vibrant brand identity that ignites the passion of young Georgians to safeguard and celebrate their unique natural heritage and cultural treasures. With simple minimalist logo, we make sure that it is easy memorabile and recognizable.



02

Color Palette

This color palette evokes a sense of calm, balance, and environmental consciousness, aligning perfectly with the mission of a natural protection organization.



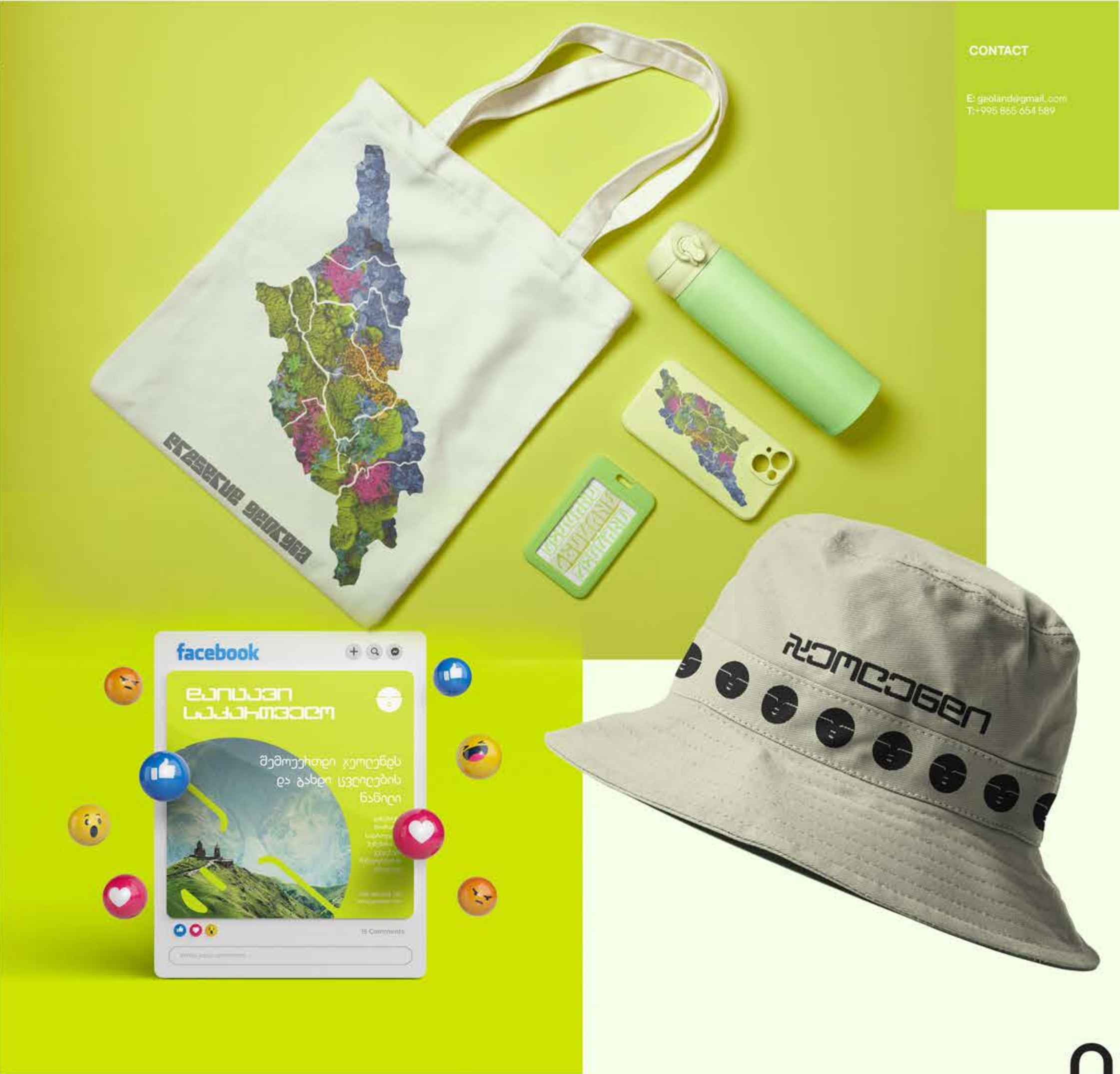
DARK TONE INK  
#121212  
RGB(18, 18, 18)  
CMYK: 33, 0, 100, 0



WHITE  
#FFFFFF  
RGB: 225, 225, 225  
CMYK: 0, 0, 0, 0

CONTACT

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03

TEXTURES

The textures in this natural landscape are a mesmerizing blend of earthy elements and vibrant hues. The soft, supple grass sways gently in the breeze, creating a velvety carpet that invites you to run your fingers through it. Smooth rocks, weathered by time and the elements, jut out from the ground, their rough surfaces adding a touch of rugged beauty to the scene.



04