

AKASHINGA

IAPF Rebrand

Objective

To build a new brand for IAPF capable of supporting its ambition to become 'one of the world's leading conservation organizations.

Insight

IAPF must evolve from a militant and poaching-focused mission, to a community-led and future-focused organization to support the business's future ambitions and goals.

Solution

By working closely on a new positioning with the founder, Damien (shown in the video on the top right), we translated the needs of the business into our three foundational tenets: a design that is built to scale, a design that is harmonious in its relationship with the earth, and a design that is future-facing.

