Hi,
In case you don’t know
Our Team,
we are
→ Pablo Porta
→ Verónica Jiménez Arguedas
→ Hawi Castañeda Willca
Data gathering process
Our Goal

To build a visual identity that is adequate, functional and congruent with the programme and its subprojects needs.

Our Method

- **Desktop Research:** Analysis of the visual identities and narrative of the 9 sub projects as a basis for the comparative analysis.

- **Insight Workshops:** Focus groups structured as conversational semi structured interviews (guided by a moderator) to obtain visual, discourse and context data of the 9 subprojects.
What did we do?

8
Direct conversations via Zoom

1
Online questionnaire for groups unavailable (Nepal)

1
Group pending response (Thailand)

6-7
Weeks for this stage
What did we look for?

- **Context**
  Where am I and how does my context inform the final product?

- **Definitions**
  What is nature? How does conservation look like?

- **Visual symbols**
  What represents us visually?

- **Expectations**
  What does my mental image of the final product look like?

- **Key message**
  What is ICI?

- **Colors**
  And their context function.

- **Never ever**
  And yes, please.
Key findings
Expectations

The color green: a clear representation of nature and biodiversity.

Representation of collectivity: people as center of culture and identity, represented as groups of all ages and all genders.

Earth elements: bodies of water (oceans, rivers and lakes), mountains and trees.

Universe elements: skies and stars, representing the universe.

Co-existence: No nature without people and no people without nature.
## Definitions

<table>
<thead>
<tr>
<th><strong>Good living</strong></th>
<th><strong>Nothing new</strong></th>
<th><strong>Traditional knowledge</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Present on the way of living of each group, balance is obtained through dialogue with nature to practice abundance.</td>
<td>Conservation is built-in, not a new idea. Indigenous groups walk with and among nature.</td>
<td>Indigenous groups hold essential information about nature that needs to be preserved and shared.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Spiritual relation</strong></th>
<th><strong>Home and community</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Some indigenous groups have a spiritual relation to nature, as well as cultural.</td>
<td>Nature is the center of social and cultural interactions.</td>
</tr>
</tbody>
</table>
Indigenous Knowledge, science and lifeways matter for conservation and climate action.

Autodetermination for Indigenous Peoples, building from within.

Justice to make change.

Walking Together by returning power to indigenous peoples and their collective work.

Nature and Culture without separating one from another.
**Visual Resources**

**Common elements**
- Ocean
- Volcanoes
- Trees and forests
- Rivers and lakes
- Soil and sand

**Common Colors**
- 7
- 6
- 4
- 3

Avoid →
What not to...

- Violent representations, including war and attacks
- Folcloric representations, including stereotypes as savage or underdeveloped communities
- Elderly - only representations, since youth and other groups are important too
- No nature without people, people are the center
- No people without their surroundings, nature is home and part of culture and identity
- Forest and nature cannot be represented as inhabited
Logo Creation Basics
5 Important Aspects of Logo Design

Identifiable  Legible  Uniqueness  Adaptable  Simple
Identifiable
Adaptable

Premier League

PL

Premier League

Premier League
Concept ideas
Gracias,

From estudio relativo