



Who We Are

We are a nonprofit newsroom that highlights wildlife conservation news from across the globe.

What We Do

Between our social media and website, we write original articles on topics within the realm of conservation, create brief introductions to more dense scientific conservation ideas, curate a monthly newsletter of the top stories from around the world and share valuable research in order to bring new ideas to all audiences.

Going Forward

We are focusing more on our social media presence to create an interface that would bring younger audiences into the conversation. Similarly, we are reconstructing our website for the same reason, necessitating a revival of our logo in order to better build our brand across all platforms.

Old Design

- Too detailed for an online platform—some of the nuances get lost on the screen or when reduced in size.
- We focus mostly on mammals and less on birds, so we would like just a mammal iconography if possible.
- We highlight news from all continents, so we would like something more broad and not a design that locks us into one area, such as the old logo.
- Though it uses colors found in nature, we would like more saturated, vibrant and warm colors while still maintaining the feeling of being “natural.”