We wanted to create a concept which symbolises the three main areas of focus for the project. We chose to create an engaging triangle to symbolise these areas and give connotations of warning of IAS and the depletion of native species.
Concept 1 Logo with strapline

R A P I D
Reducing and Preventing IAS Dispersal
Concept 1 Logo with no strapline
Concept 1 How logo sits with Partners Logos

- RAPID Reducing and Preventing IAS Dispersal
- Animal & Plant Health Agency
- Bristol Zoological Society Saving Wildlife Together
This concept uses an illustrative approach to convey nature and the environment of this project. We were looking to create a more approachable option that would appeal to the local conservationists.
Reducing and Preventing IAS Dispersal
Concept 2: How logo sits with Partners Logos
This concept uses the three main areas of focus for the project and symbolises these as an icon that emotes unity and prevention of IAS. It has also been designed to flow like a river and form the “R” of Rapid.
Concept 3 Logo with strapline

RAPID
Reducing and Preventing IAS Dispersal
Concept 3 Logo with no strapline

RAPID

RAPID

RAPID

RAPID
Concept 3: How logo sits with Partners Logos

RAPID
Reducing and Preventing IAS Dispersal

Animal & Plant Health Agency

Bristol Zoological Society
Saving Wildlife Together
Concept 3 Alternative device solutions
This concept is an abstract visual representation of how different species effect and change each other. The shapes and colours of this logo also are indicative of water and bubbles.
Concept 4 Logo with strapline

RAPID
REDUCING AND PREVENTING IAS DISPERSAL
Concept 4 Logo with no strapline
Concept 4 How logo sits with Partners Logos
We wanted to create an eye catching and dynamic logo that could subtly represent the aquatic habitats in which your campaign is set. It's form was inspired by the shape and movement of a river and rippling water.
Concept 5 Logo with strapline

RAPID
Reducing and Preventing IAS Dispersal
Concept 5 How logo sits with Partners Logos

RAPID
Reducing and Preventing IAS Dispersal

Animal & Plant Health Agency

Bristol Zoological Society
Saving Wildlife Together
If you have any further questions please get in touch.

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