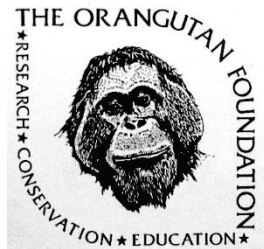


OFI Logo Update

Objective: Translate existing Nick-head logo into a modern, vector logo to be used consistently across print materials, social media, and merchandise.

Sampling of OFI logo chronology



Challenges with current logo

- Does not print or view clearly, particularly when smaller (social media, letterhead, envelopes)
- Inconsistent presentation/branding across different channels/materials.
- Does not stand alone as image without text
- Nickhead does not have transparent background
- Dull/colorless

Modern, versatile, logo



Logo development using existing brand by simplifying/zooming in



Proposed 2017 Redesign



Previews of logo in use



Tweets **1,133** Following **52** Followers **1,620** Likes **872**

Follow

Orangutan Fdn Intl

@OFIOffice

Orangutan Conservation & Education -
Rainforest Preservation - Wildlife
Research

Los Angeles, California

orangutan.org

Joined November 2011

340 Photos and videos



Tweets Tweets & replies Media



Orangutan Fdn Intl @OFIOffice · 23h

#Volunteer! Get an exclusive glimpse of the field and help engage the international public: goo.gl/aAW6ha #fieldcorrespondent





Orangutan Foundation International

@orangutanfoundationinternational

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Orangutan Foundation International

August 19 at 5:00pm · 🌐

We are loving all the awareness and support for orangutans today on World Orangutan Day! One of the easiest ways to help the critically endangered orangutan is by supporting OFI's programs. You can even adopt an orangutan through our Foster Program! As a Foster Parent you will contribute to providing the medical, dietary and emotional care that the orangutans need to thrive on their rehabilitative journey back to the wild. Find out more about our tax-deductible foster program at www.orangutan.org/foster

Environmental Conservation Organization in Los Angeles, California

4.8 ★★★★★

Community

See All

216,353 people like this

211,455 people follow this

T shirt Mock

Suggest partnering with t shirt screening company that sources sustainably, free from forest-materials like rayon/viscose, modal and lyocell.





OFI Orangutan Foundation International

Orangutan Conservation & Education – Rainforest Preservation – Wildlife Research

April 28, 2017

Dear Friend of OFI,

Enon came to OFI as a young female orangutan after years of captivity. Orangutan Foundation International (OFI) worked hard to rehabilitate her. In 2014 we finally released Enon into the deep forests of Tanjung Puting National Park where we thought she would live out the rest of her life safe from human attacks. **But we were wrong.**

In February, at one of OFI's feeding platforms, Enon was sighted with her infant Ernie, exhibiting high levels of distress. Ernie had been catastrophically wounded. A straight and very deep cut had been made in his side. One of our veterinarians was immediately called to the site to give emergency medical care. When the OFI veterinarian arrived, Ernie's intestines were protruding outside his body through the cut.

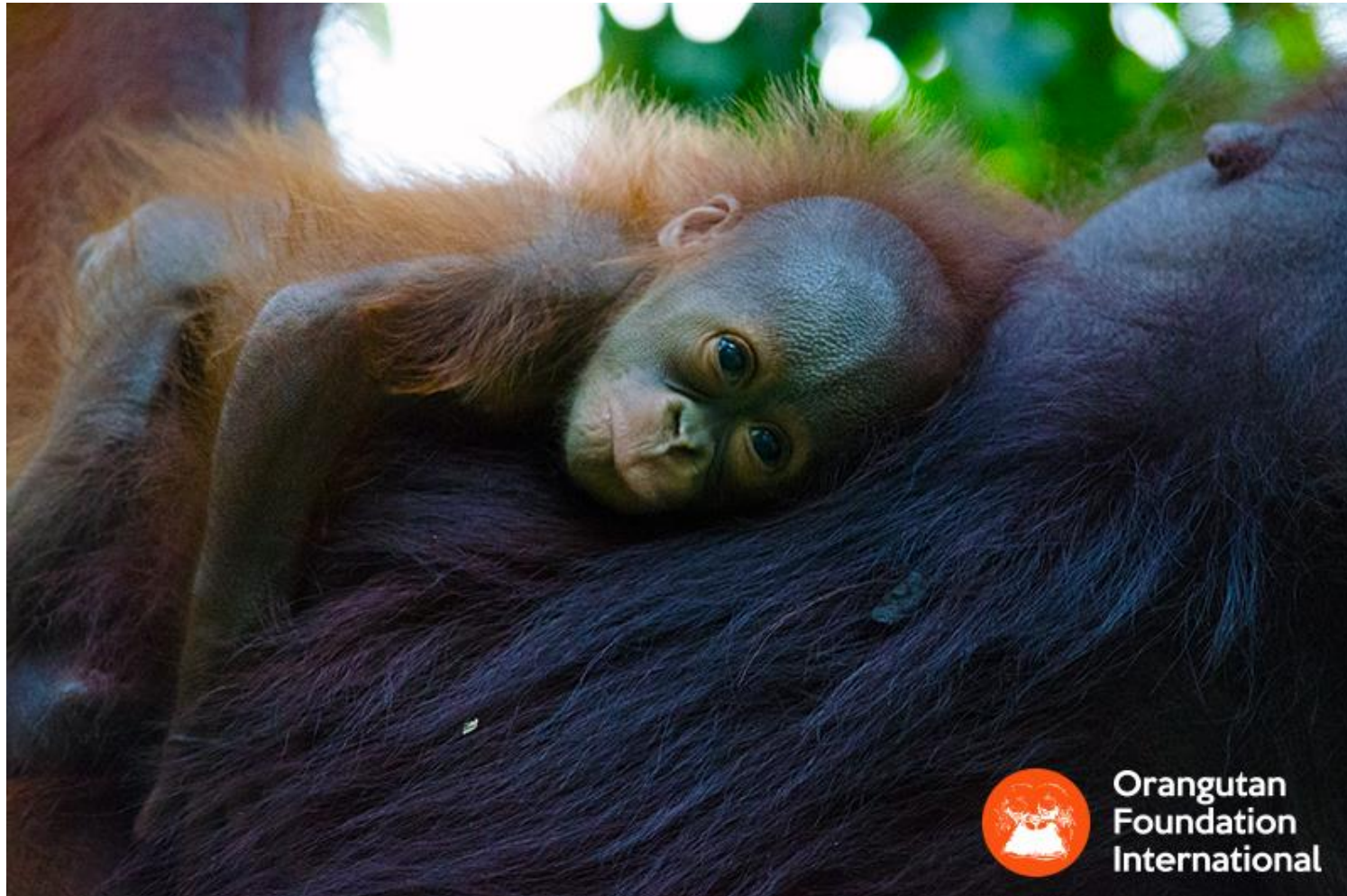
“...a cut that straight and that deep was likely caused by a machete...In other words, Enon and little Ernie were probably attacked by poachers.”

We had no choice but to take Enon and Ernie back to OFI's Orangutan Care Center in Pasir Panjang, Central Borneo. There, Ernie was successfully operated on. The veterinarian put back his exposed intestines into his body and closed the wound. Enon and Ernie have remained at the Orangutan Care Center where OFI's veterinary staff can monitor Ernie for signs of infection or complications. Soon both mother and son will be released at the feeding station where they were encountered by our staff. This location is in the deepest most isolated part of Tanjung Puting.

It is highly likely the injury was caused by humans. While we cannot know for sure, a cut that straight and that deep was likely caused by a machete or perhaps by the dangerously sharp tool used in shredding trees in the search for the



Watermark



Membership materials



Other colorways



FI Orangutan
Foundation
International



FI Orangutan
Foundation
International