

Client: Wild Goa

Services: Logo Design



Logo design for Save the Frog campaign

## Case Study

A logo design developed for 'Save the Frog' campaign for a non profit organisation in Goa.

This logo was chosen by a poll from amongst a group of logos developed by different agencies for the cause.

The green colour signifies nature, the bold yellow draws attention to the message and the animatic frog creates a personal rapport with the audience.