The WILD Network

Leadership for social impact

The Project

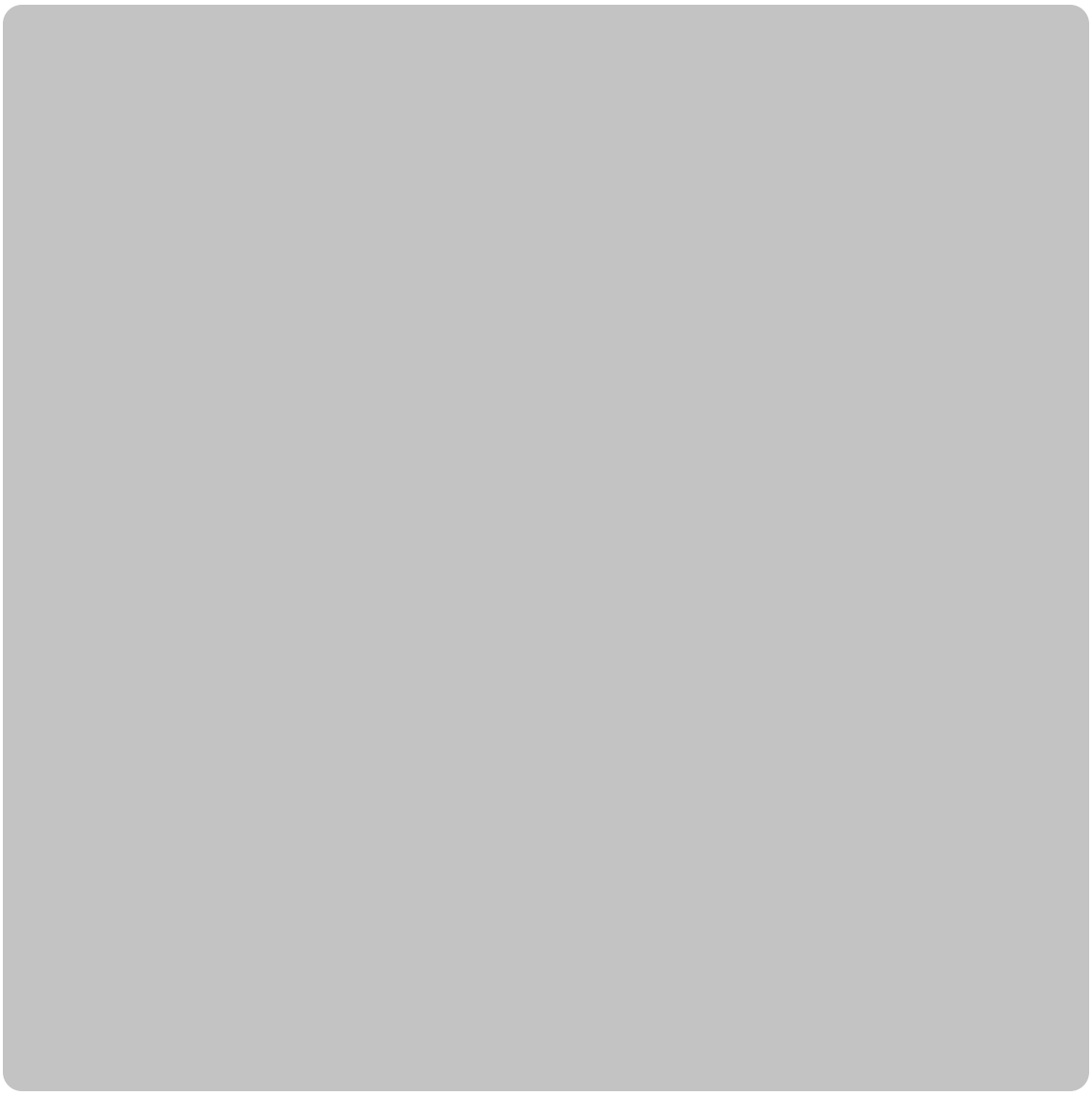
WILD inspires and empowers visionary leaders across the global development and humanitarian aid sectors, helping organisations to understand the value of investing in their leaders and addressing barriers that underrepresented groups in the sector face. Their flagship programme, the WILD Forum, connects leaders and thinkers at all stages of their careers to learn from and inspire each other. Having worked with WILD on their 5-year impact report, we worked with WILD to refresh their brand and build and design their new website, including merging their conference site into their main company site and updating their brand messaging.

What we did

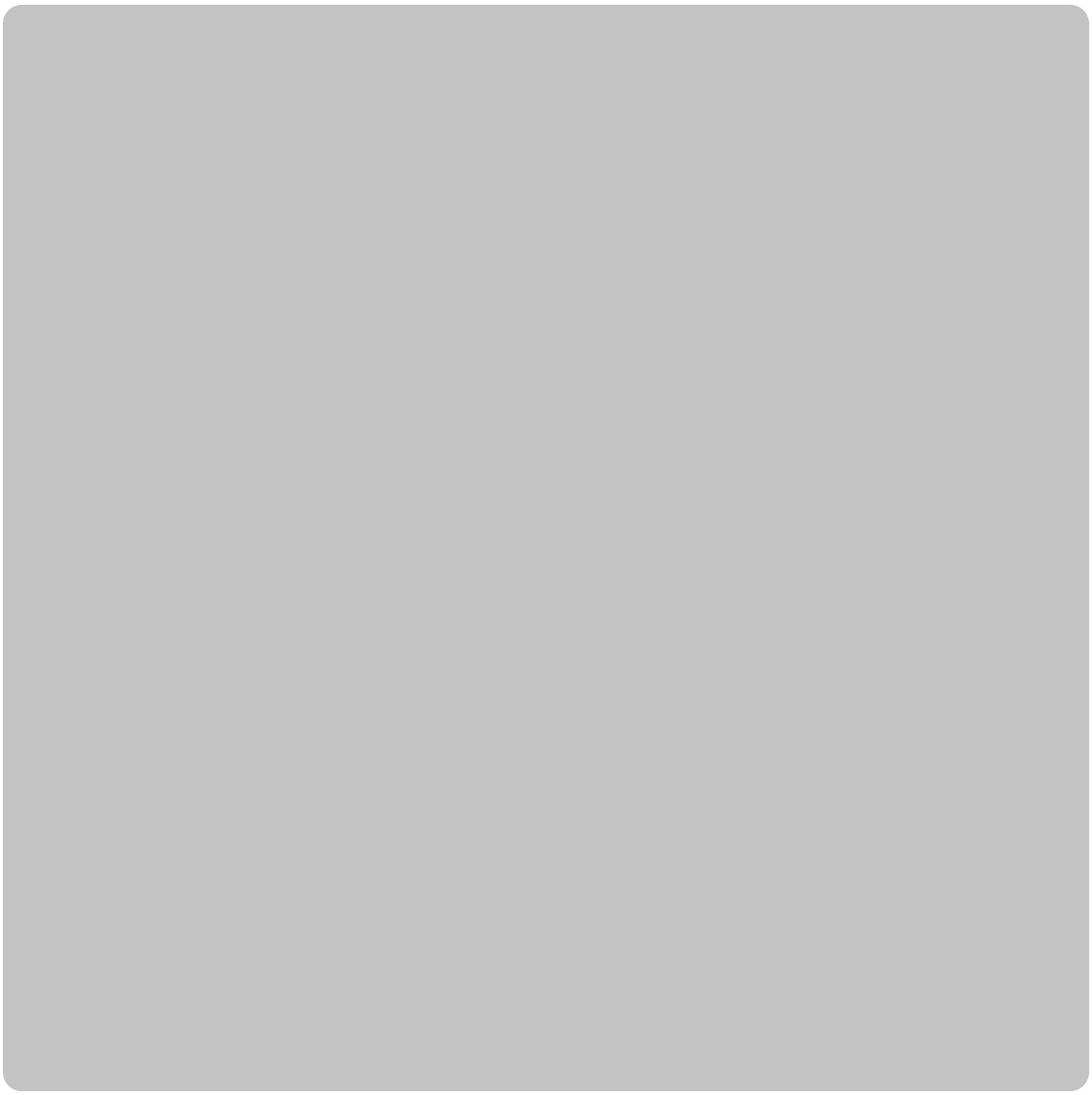
- Visual Identity
- Brand Guidelines
- Tone of Voice

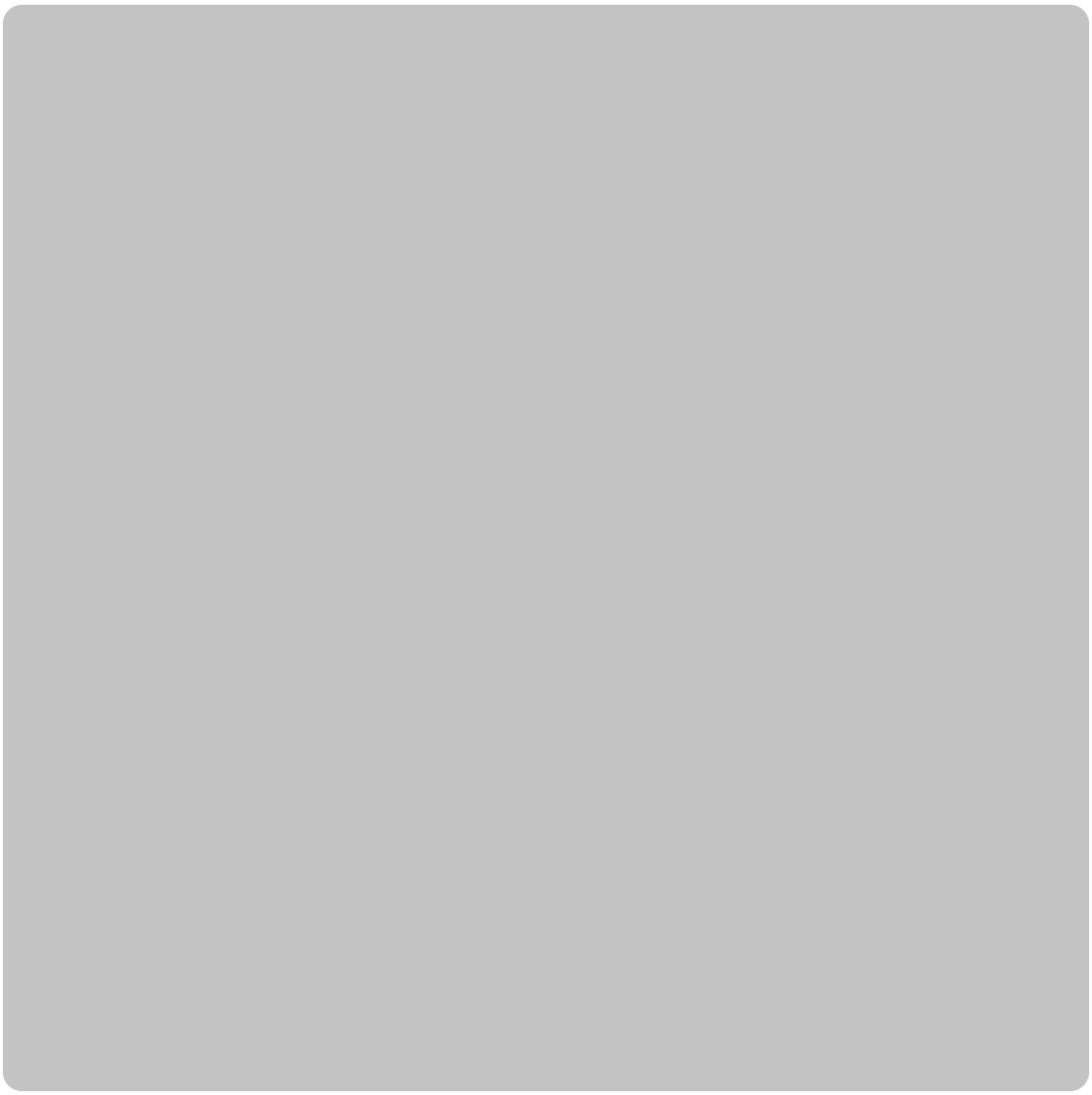
- Website Design & Development
- UI/UX





We spent time with different members of the WILD team to understand how they wanted the brand tone of voice to feel, and the key messages to be presented, with emphasis on inclusive language. We helped develop a new strapline to replace the acronym in the logo, which felt too long and cumbersome.





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It's always a joy to work with Oxygen. They worked as an extension of the WILD team to ensure that we hit all of our deadlines, whilst remaining calm, collected, and human to work with.

Fiona Macaulay

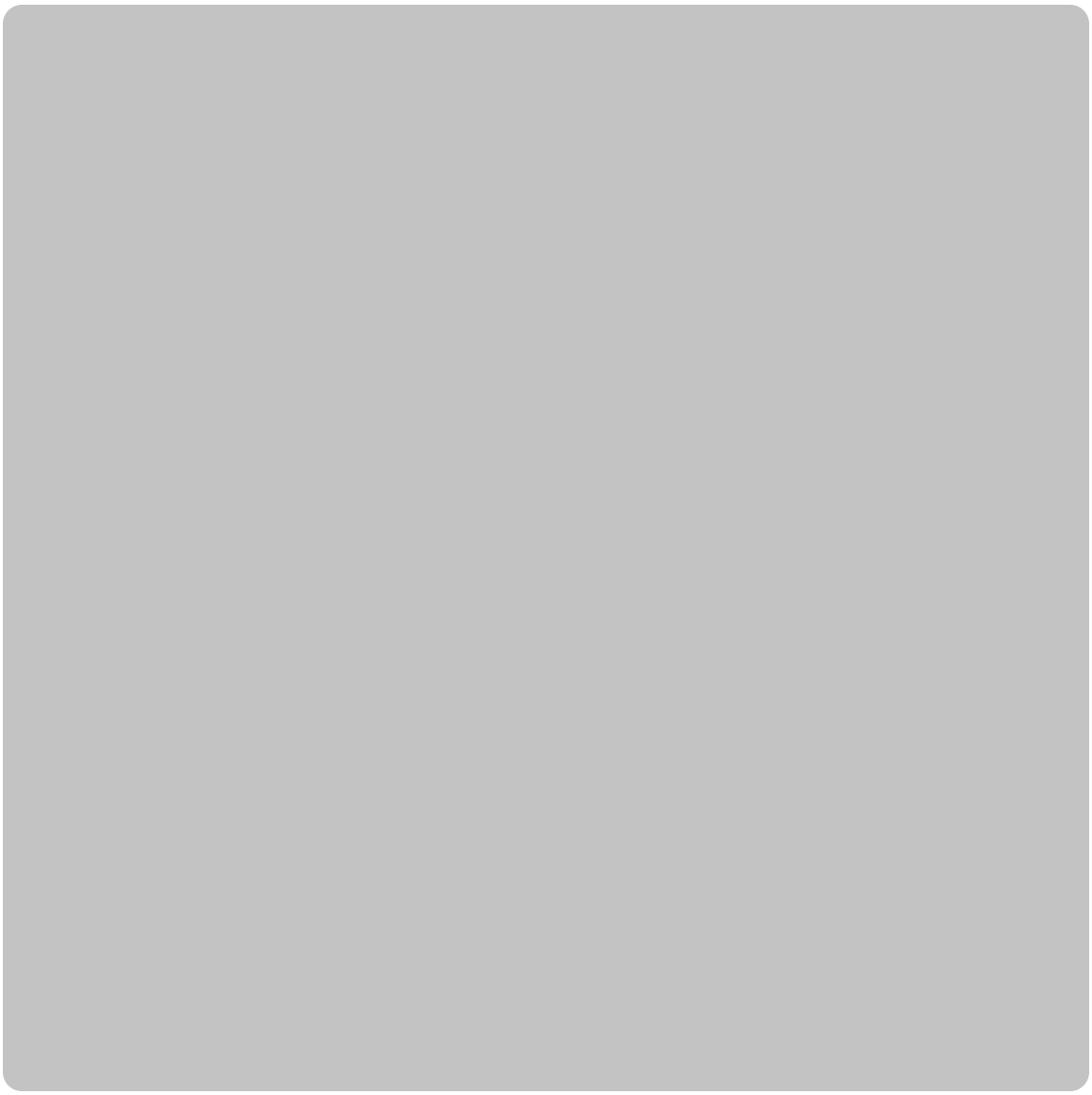
Founder/CEO - The WILD Network

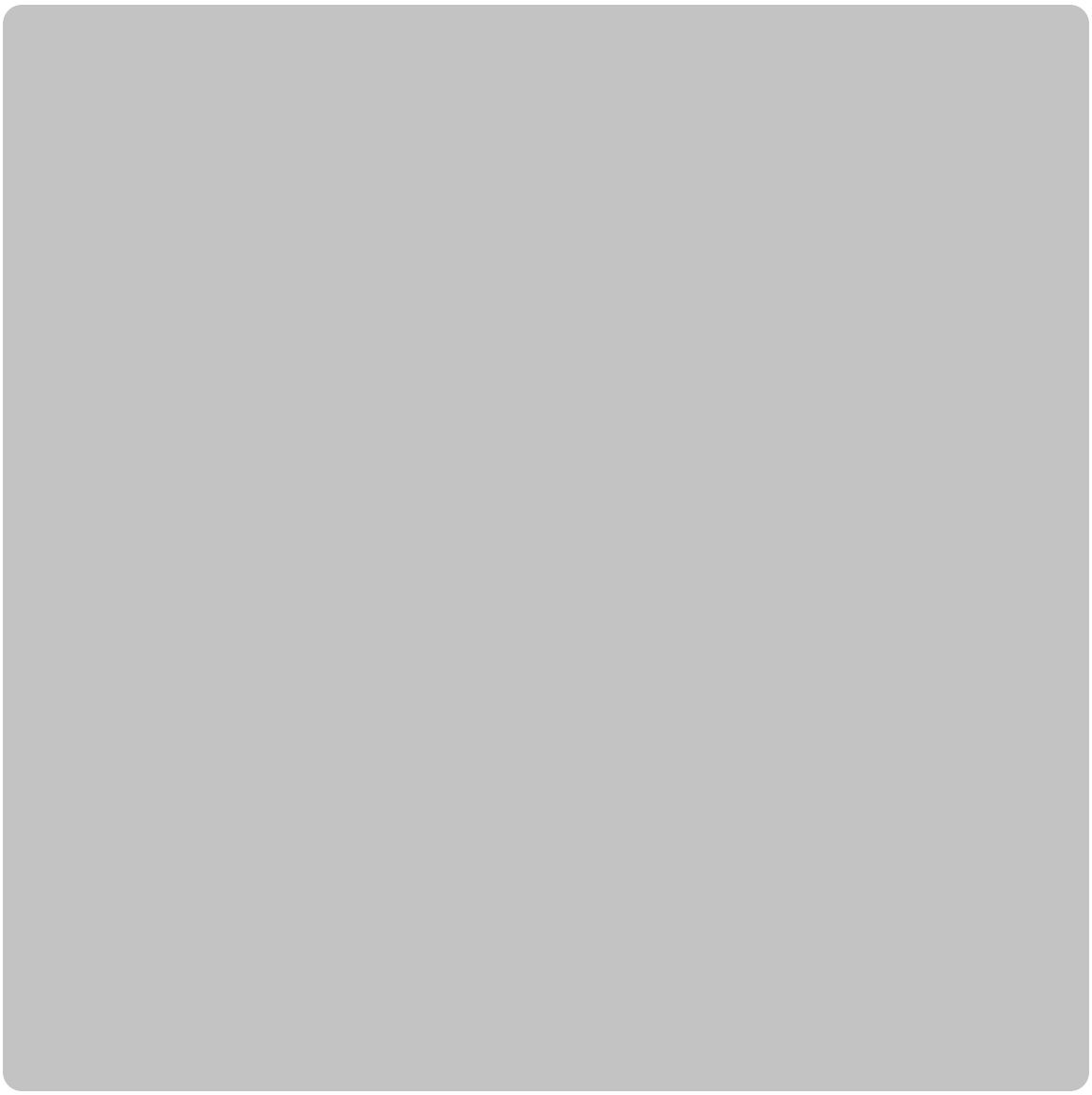
Retaining brand recognition

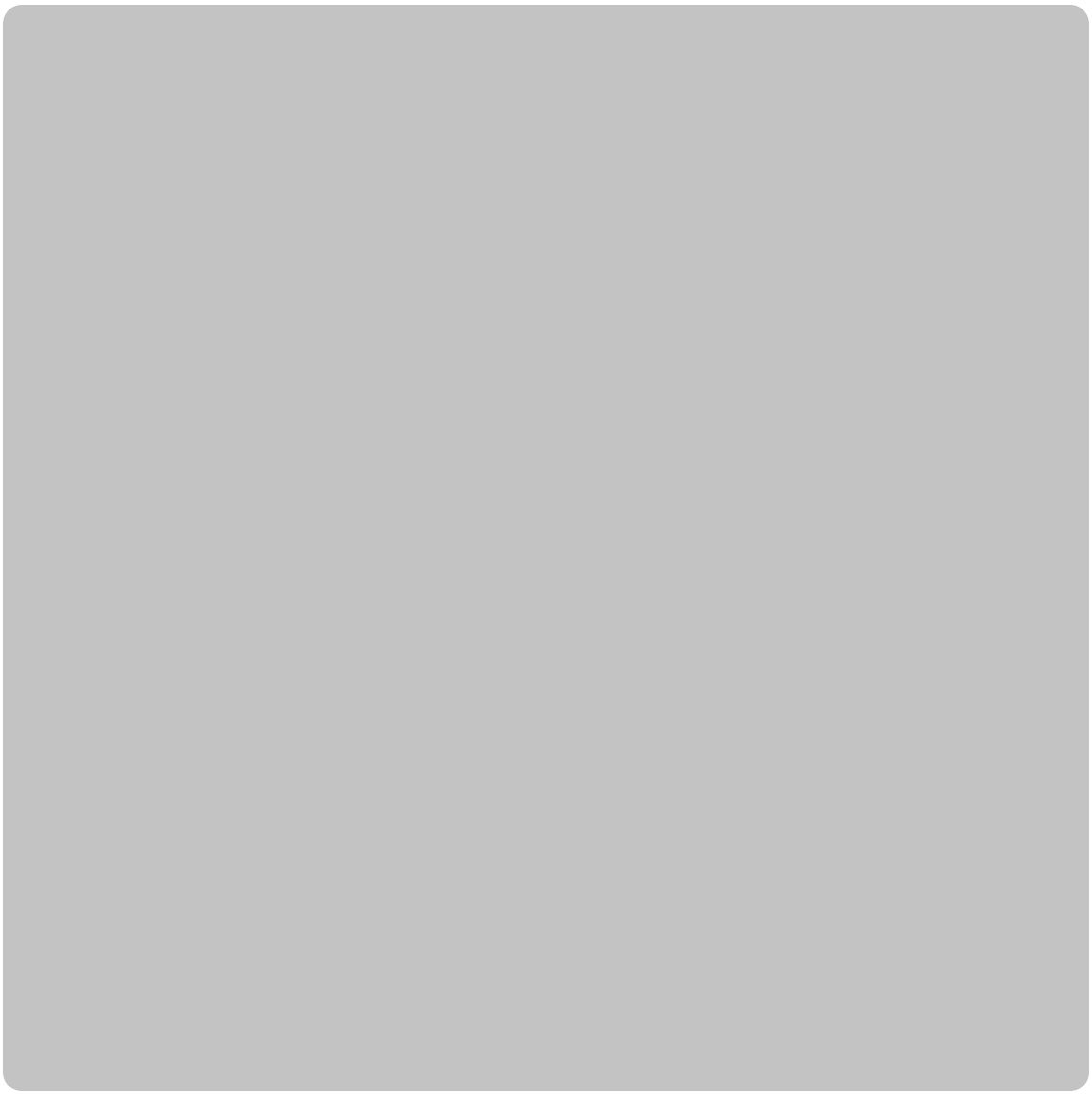
Although still a relatively young organisation, the WILD brand had started to feel out of touch with what they were actually delivering. Oxygen was tasked with reinvigorating the brand, whilst maintaining some resemblance to the original. We explored a number of visual routes; exploring how we could retain elements of the visual identity while still reflecting the bold, vibrant and purposeful messaging. It was decided that the bright colour palette was what resonated most with WILD, and so we

built the new brand around their existing colours.

For the logo, we explored more abstract representations of ‘network’, settling on an icon that represents the role WILD plays in connecting leaders within the international development space, as well as its global reach. This ‘network’ icon is used throughout the visual identity to reinforce the messages of connection, in addition to representing movement and progress.

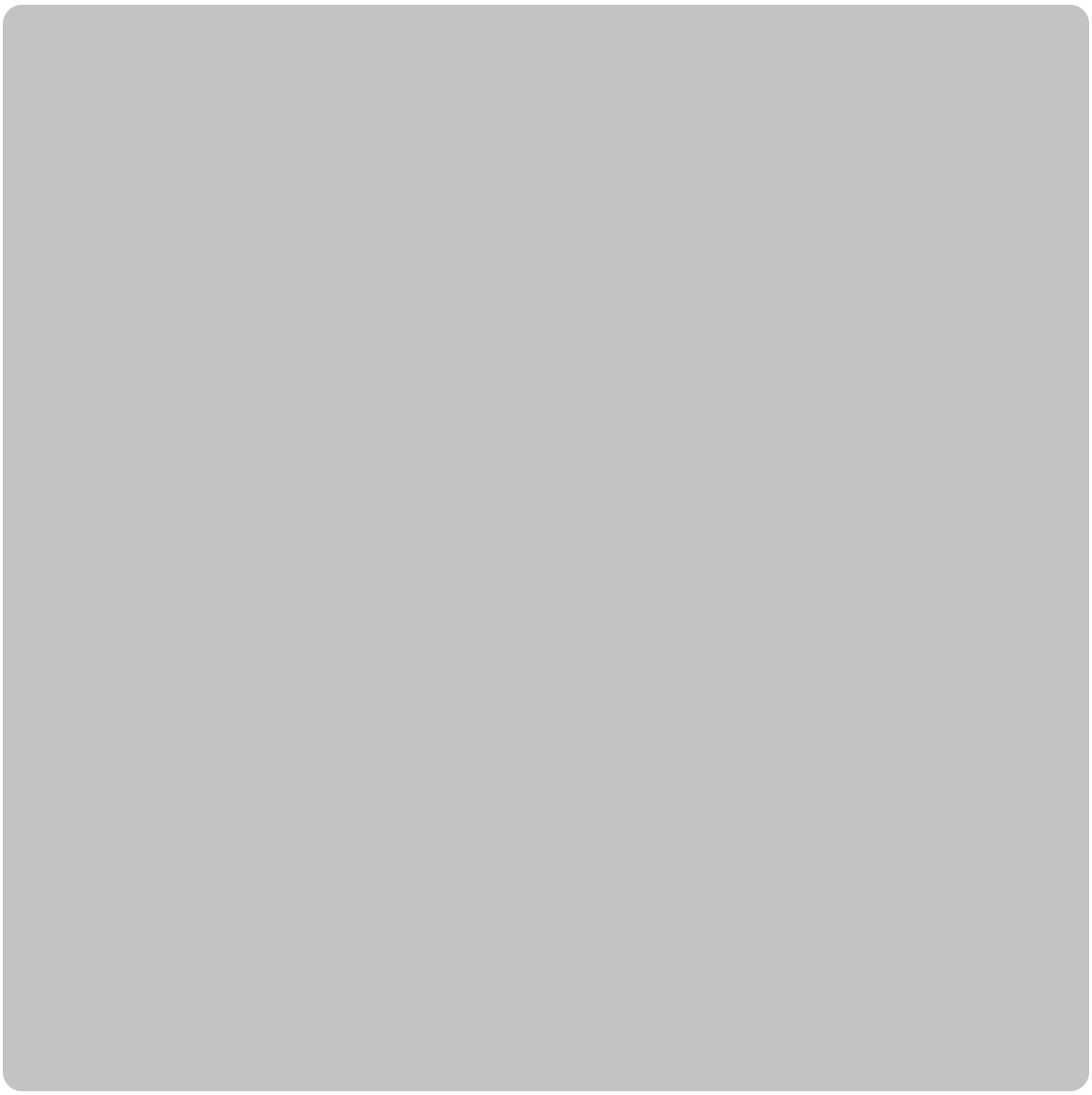


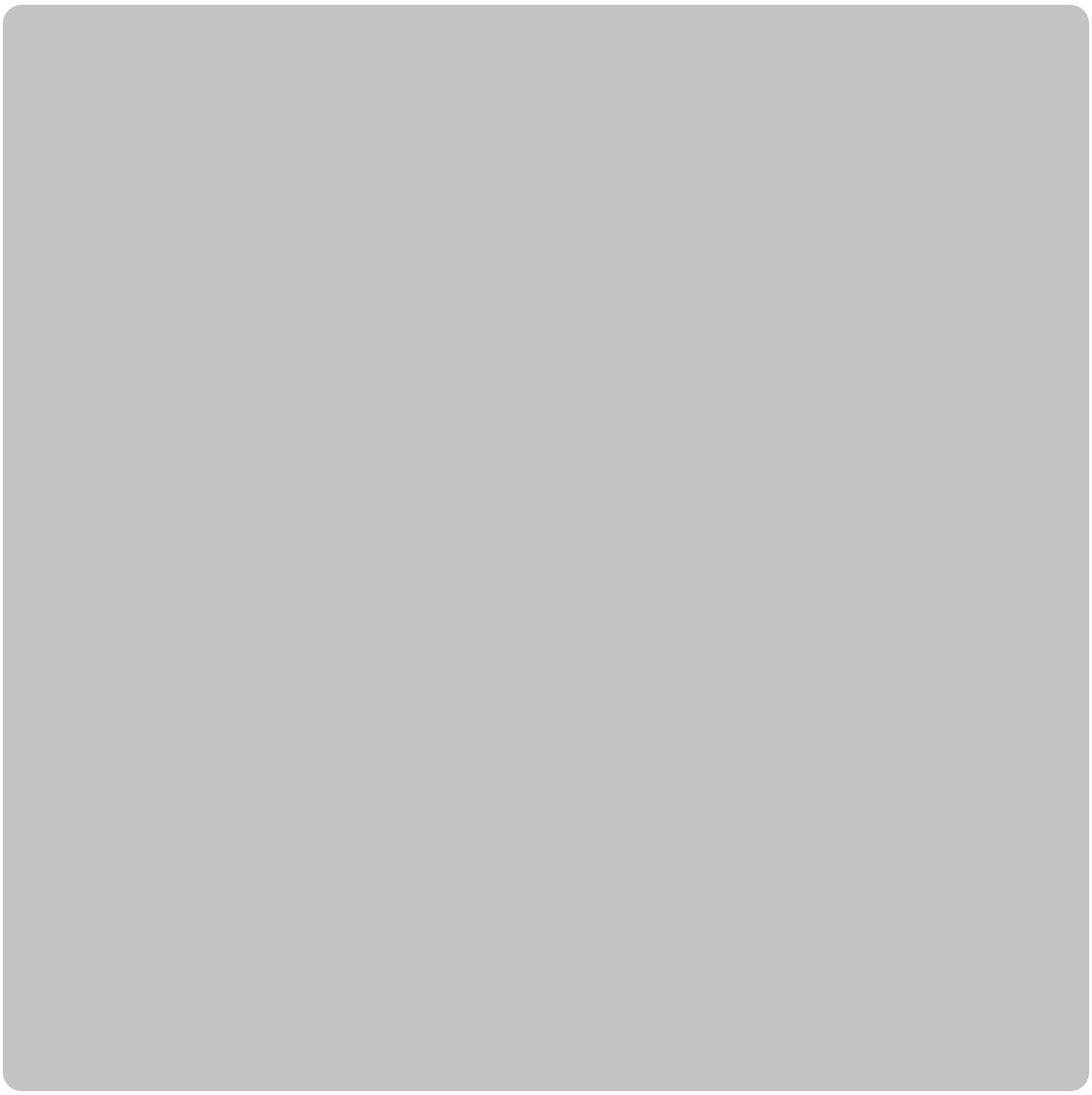




Building a holistic digital platform

Once the branding had been updated, we worked closely with the WILD team on applying their updated brand messaging across their web copy. We redefined the user journey, integrating their two sites into one single website and moved sections of text into more relevant places. The new website is in keeping with the updated visual identity, using colour boldly and using pattern to reinforce this impact.



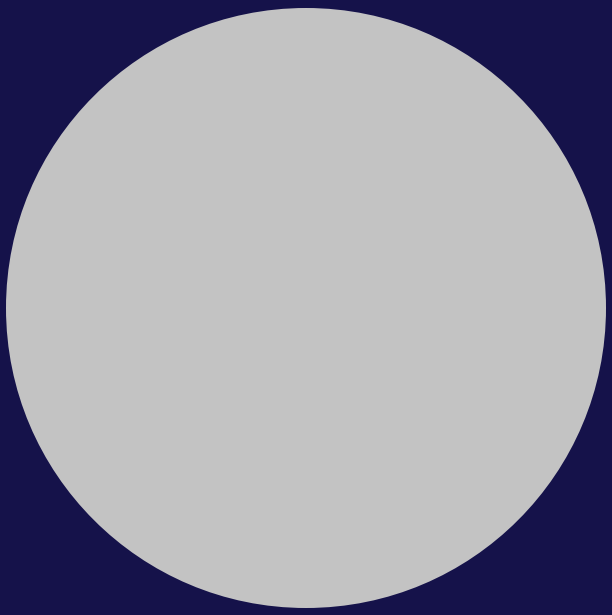


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Oxygen really take the time to understand our requirements, with the result being a beautiful, refreshed brand identity, in line with our brand values and improving our audience experience.

Fiona Macaulay

Founder/CEO - The WILD Network



Talk to us

Book a chat with our CEO Suzie to see how we can breathe life into your brand

Book a call

Stay up to date

Sign up to our newsletter

Sign up

How we can help

Brand

Web

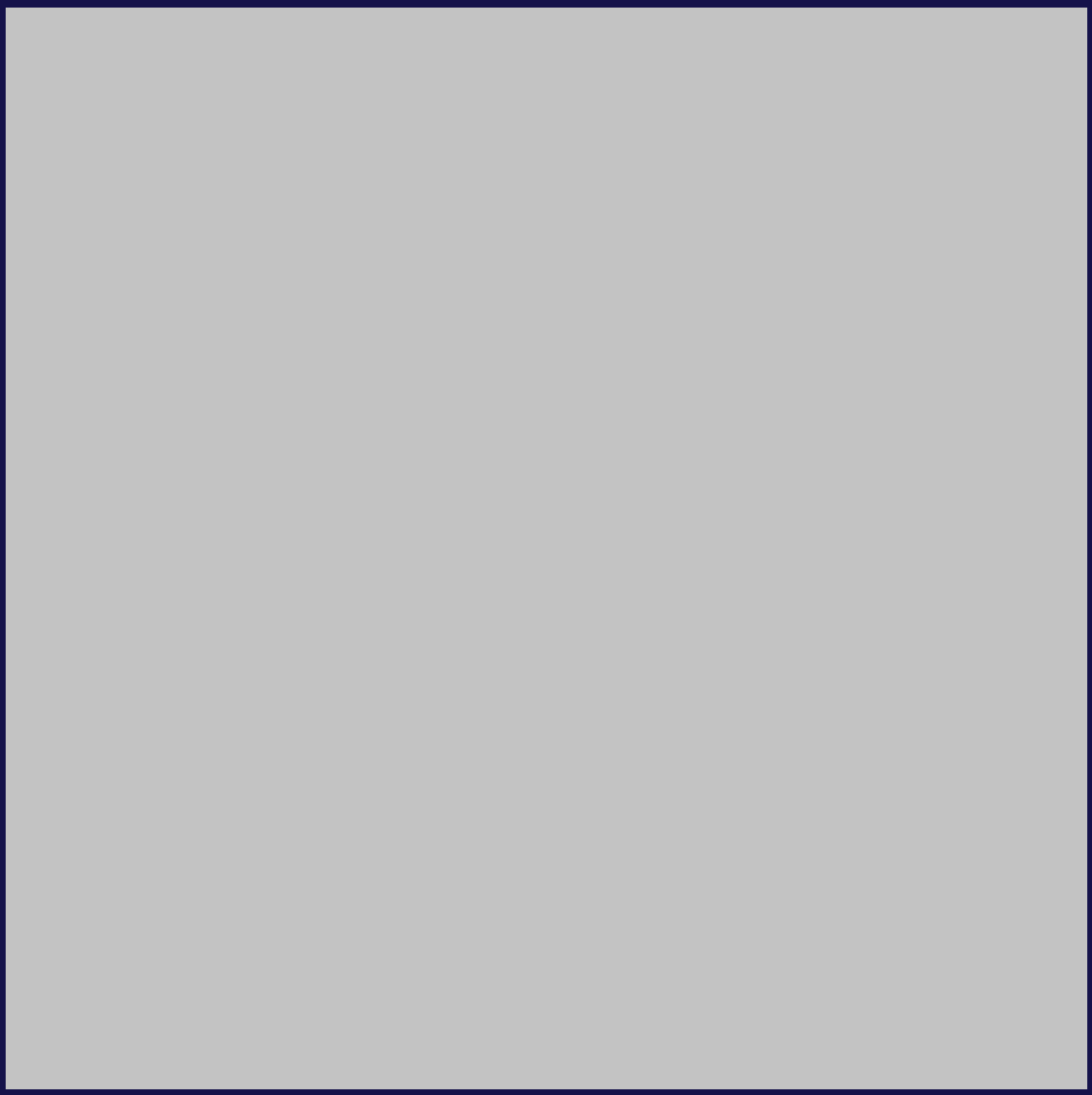
Impact

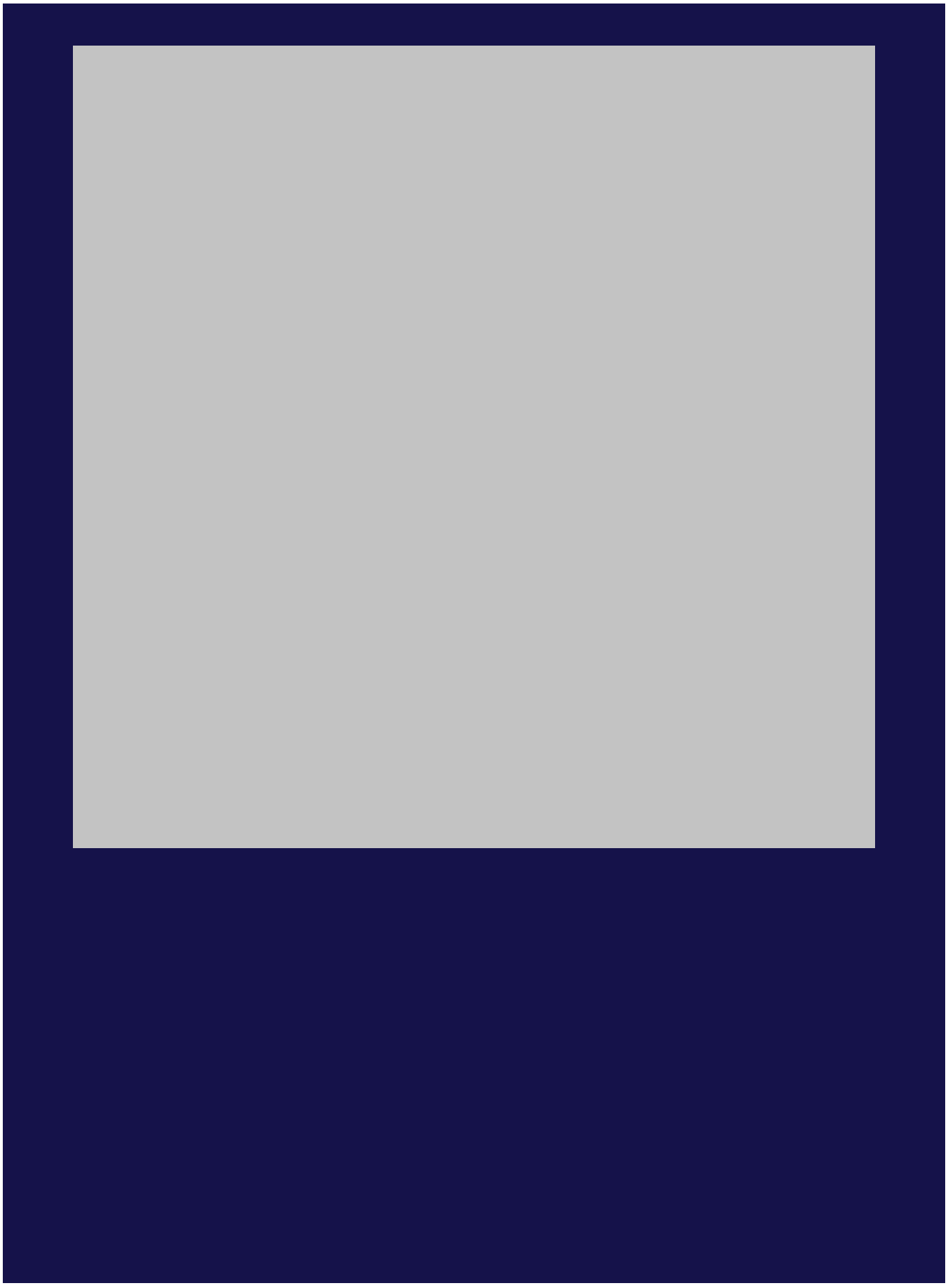
Website Accessibility Audit

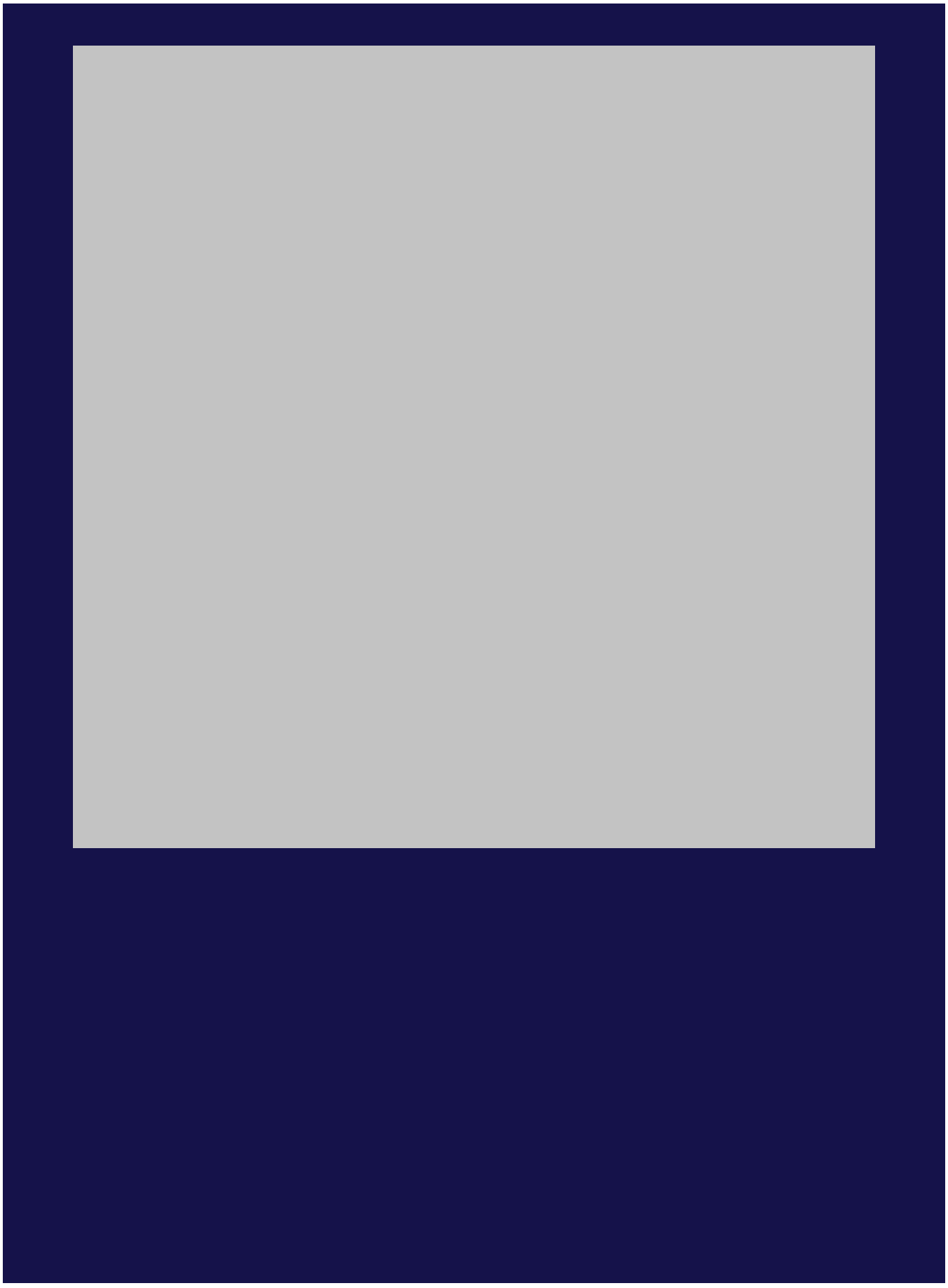
Website Sustainability Audit

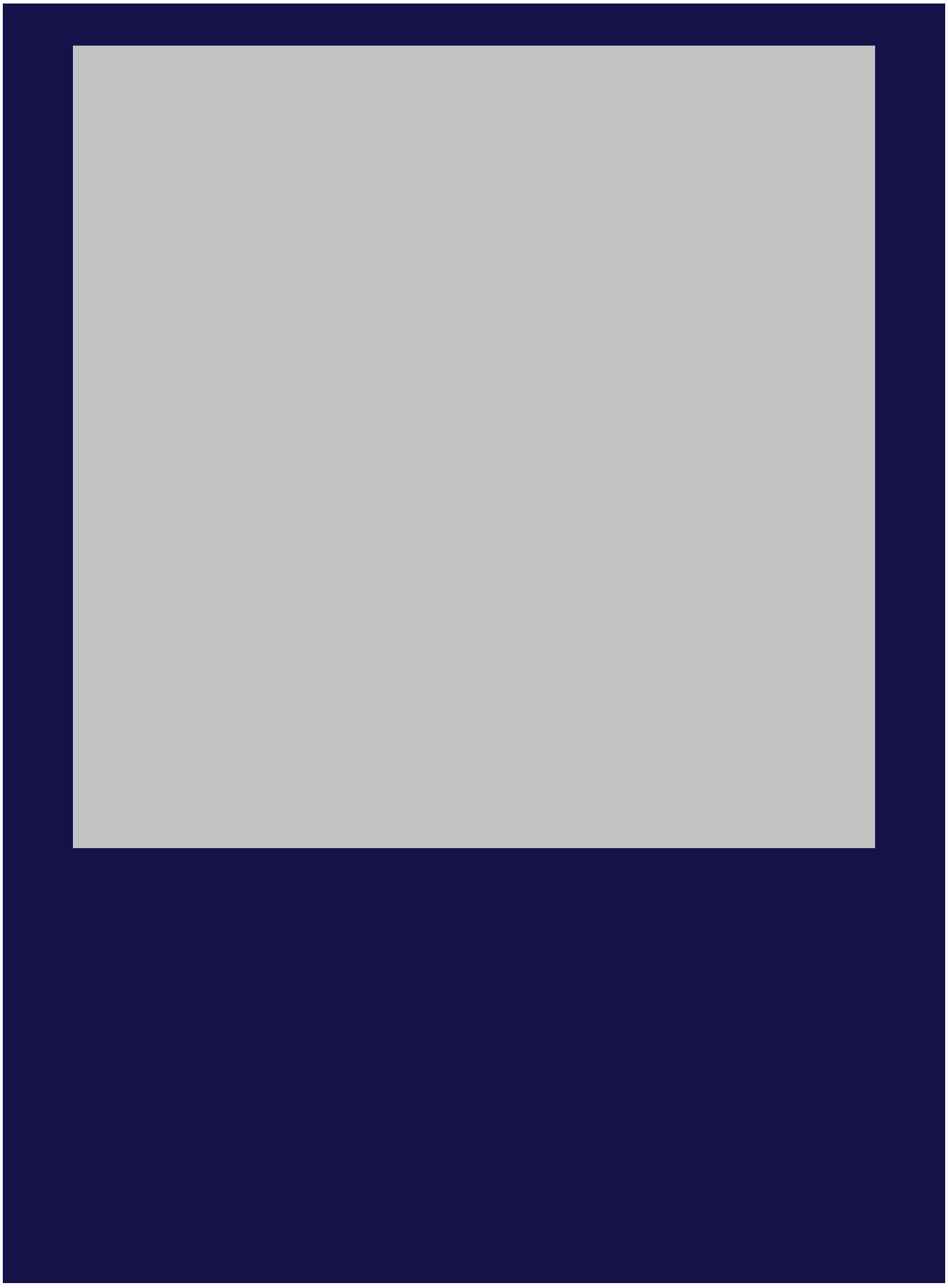
Charities

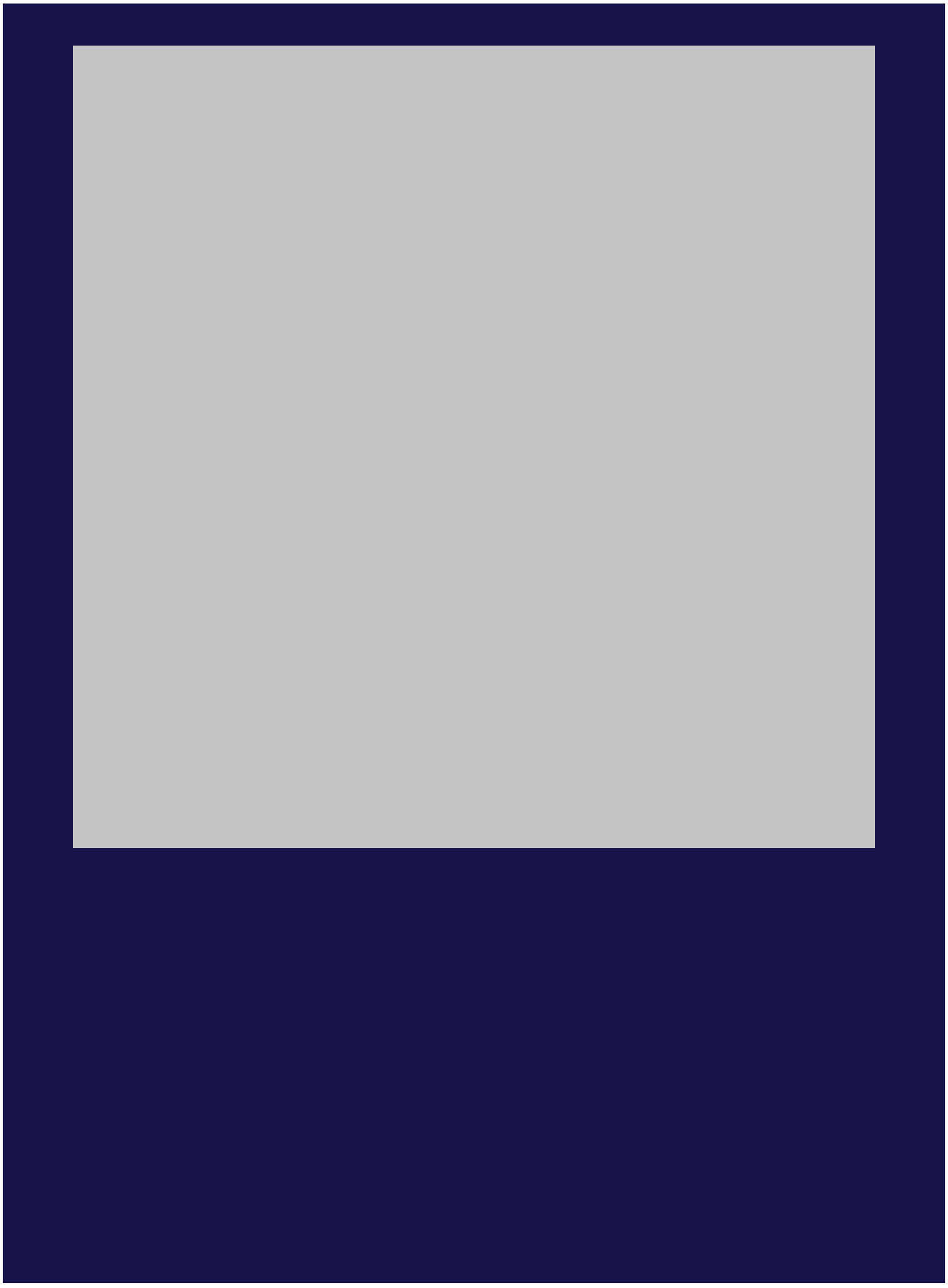
B Corps

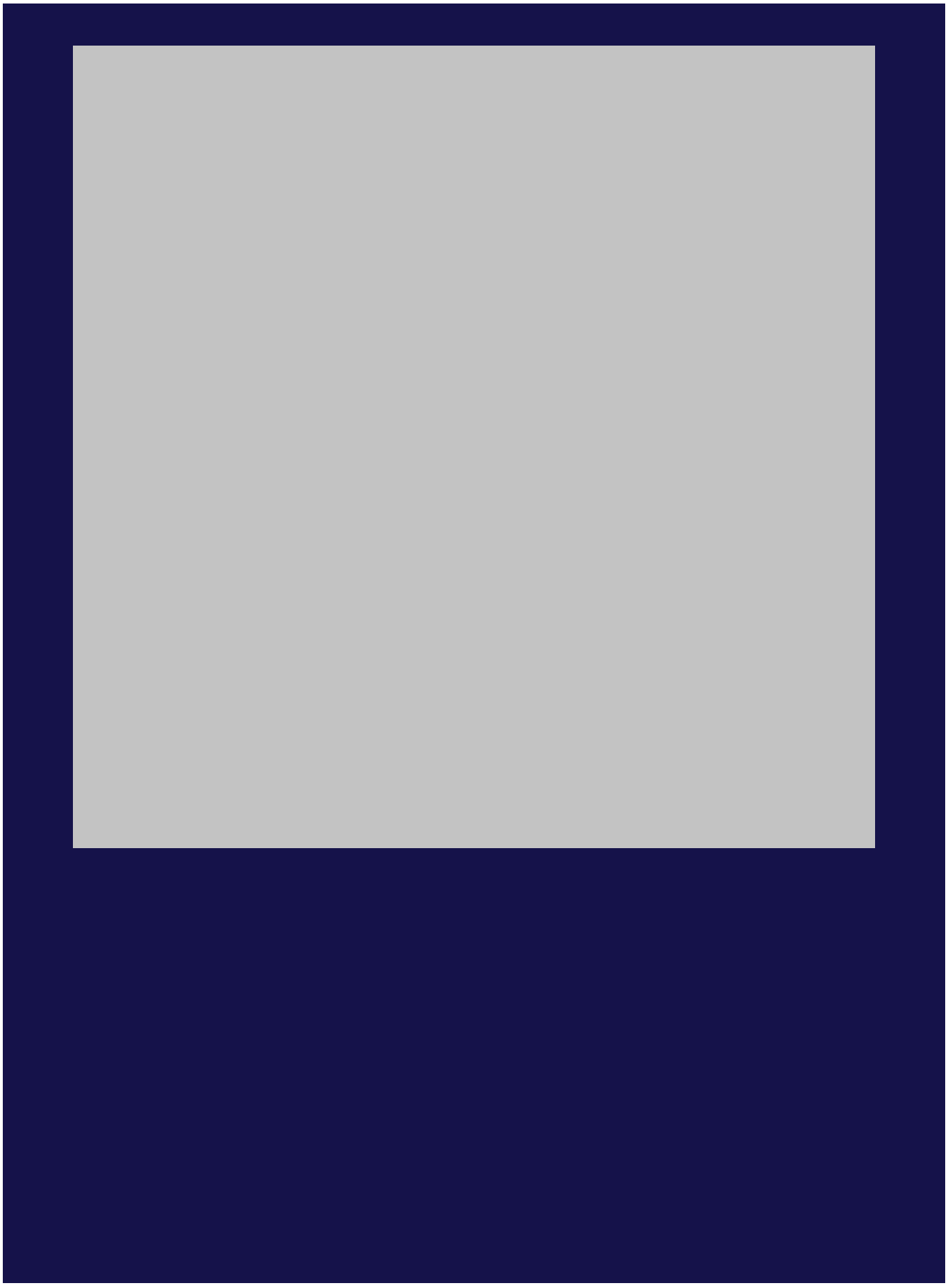


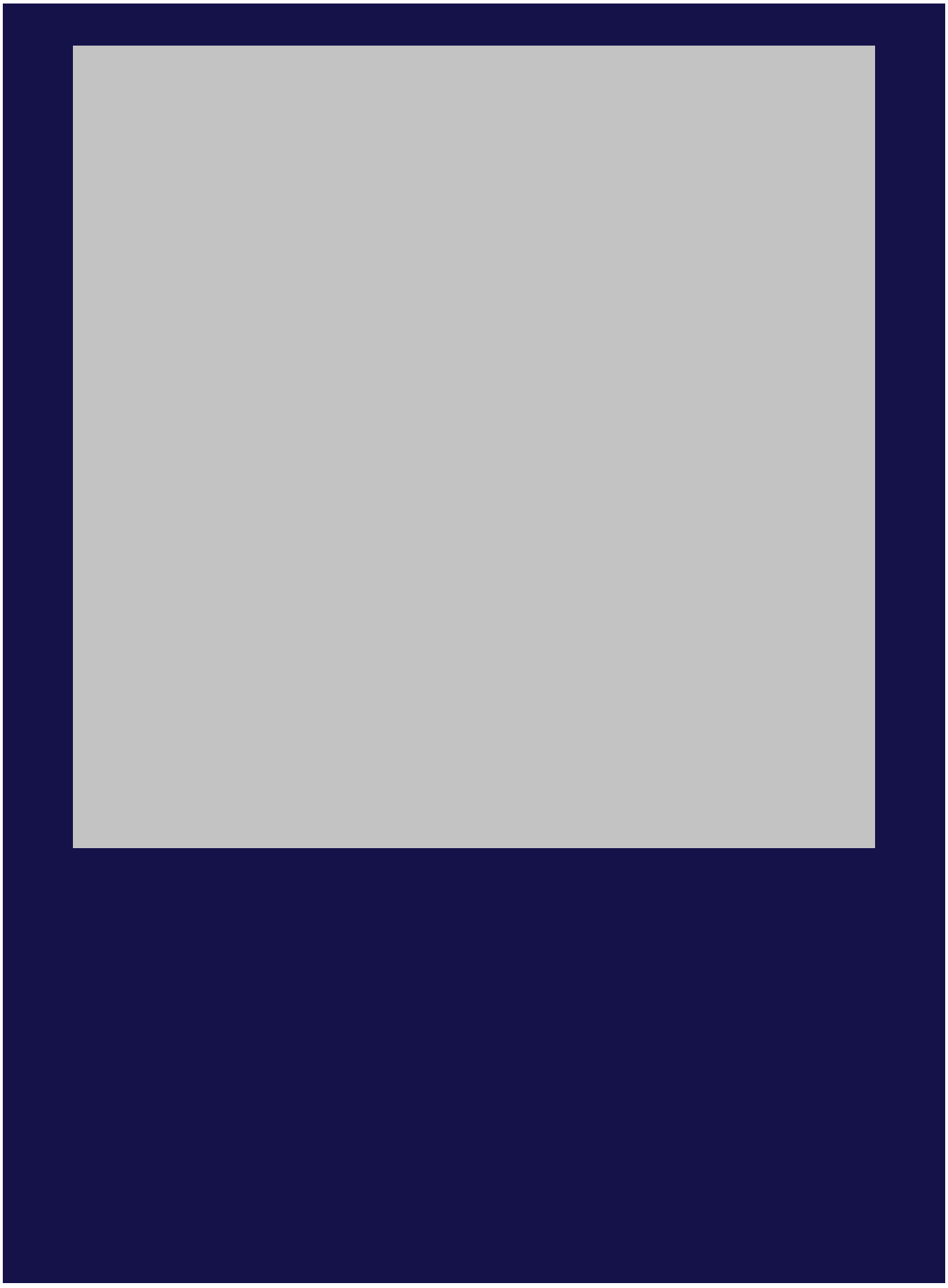


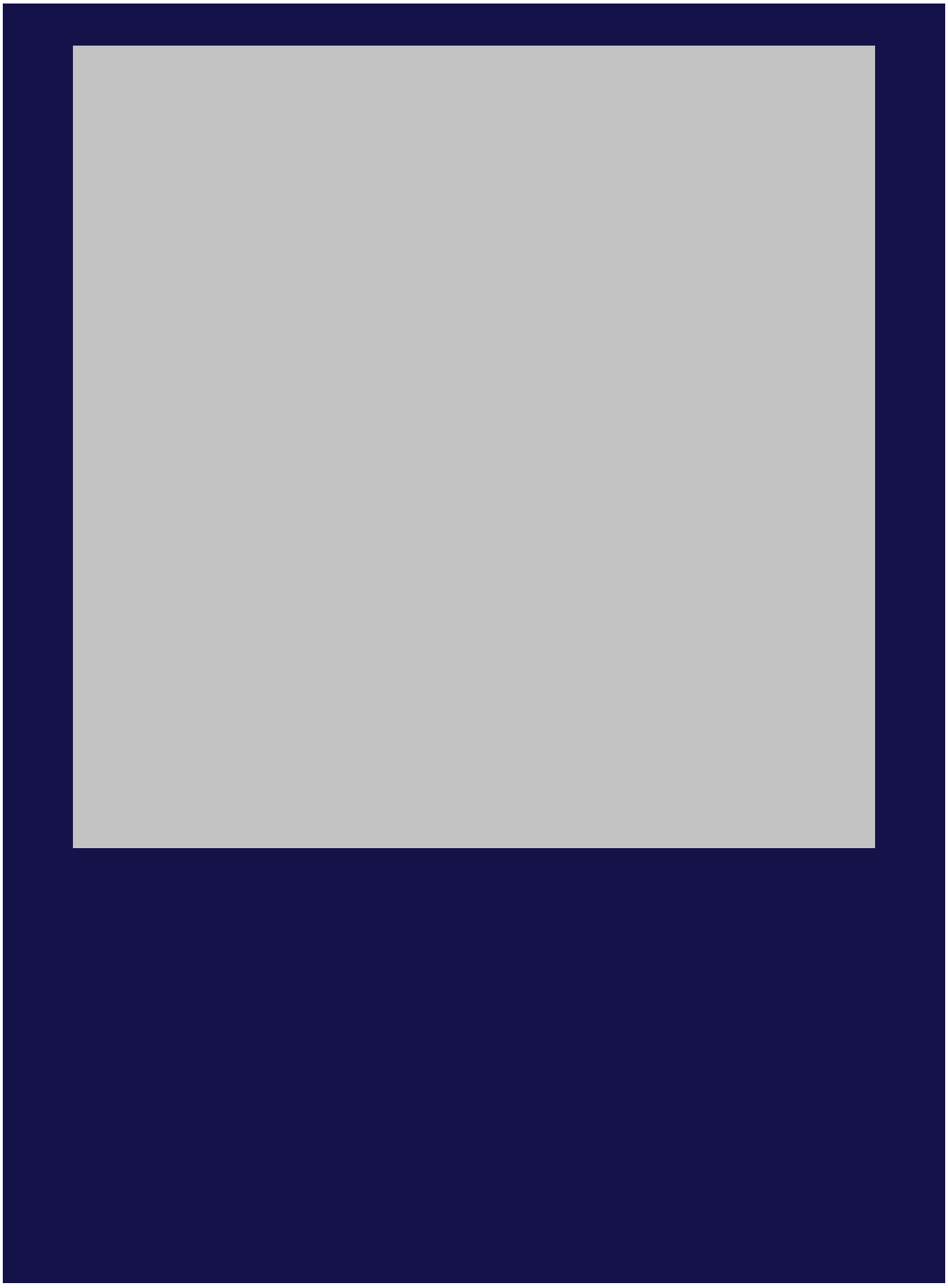


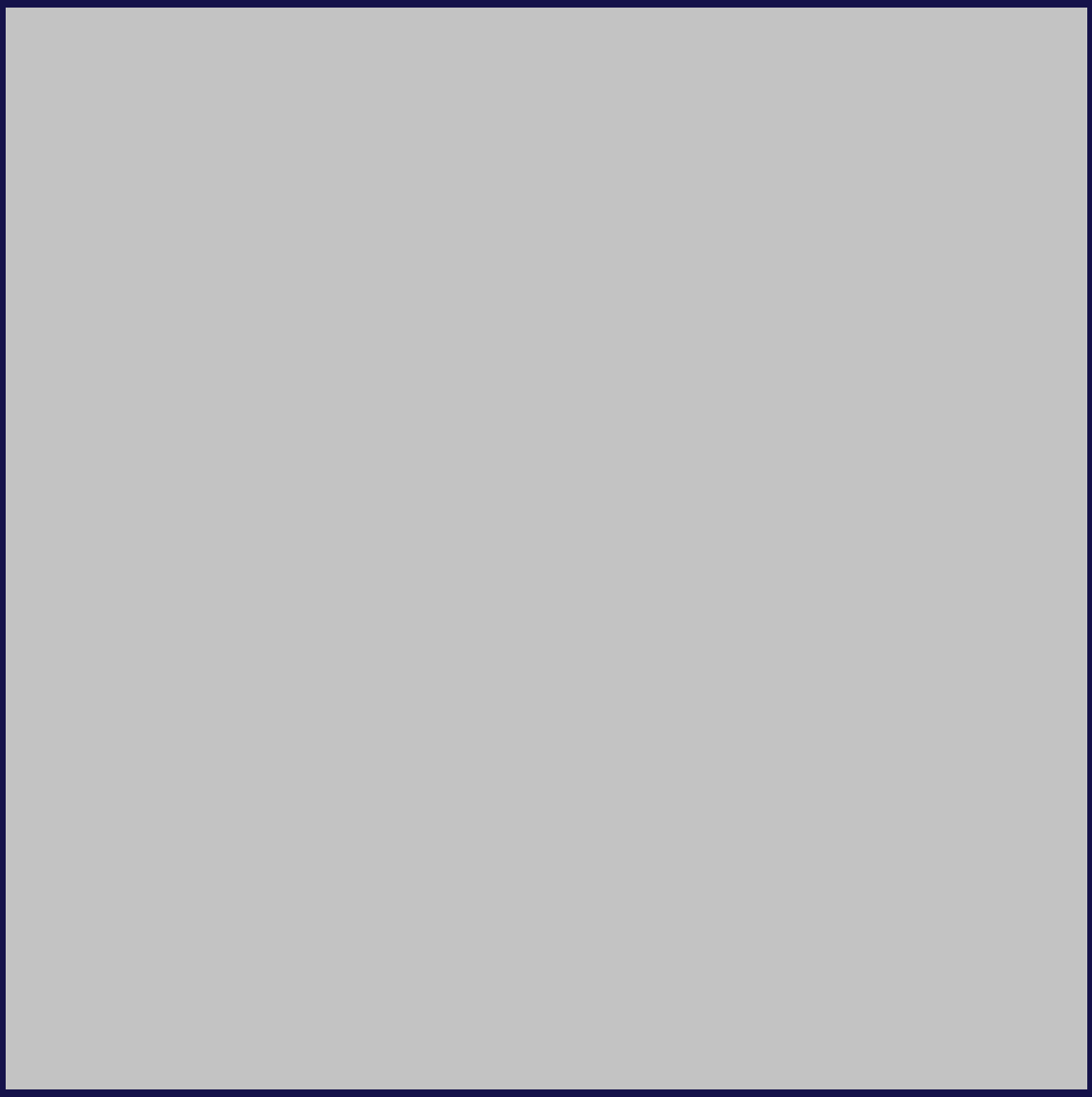












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