

BioMuseo

BrandVission pursued the opportunity to collaborate with Fundación Amador, a public non-profit organization in Panama that had the project of creating a museum that would convey the country's natural wealth. Bio Museum was then born with the concept of creating a biodiversity tropical center to create consciousness about Panamá's natural Isthmus and the cultural history that develops from it, constituting the ancestral substrate of its values and nationality. Being a non-profit organization project, the "Bridge of Life Building" was conceived pro bono by world-renowned architect Frank Gehry. BrandVission was in charge of a brand program that would present a solid concept to sell to sponsors.

After defining a clear brand strategy based by fresh brand idea, "Fun Biodiversity", the identity focused in conveying three distinctive attributes: Emblematic, Inspiring and Enjoyable, as well as representing the distinctive architecture of Gehry. The result was a brand that represents a unique, inspiring and attractive visual expression.

Nowadays, Bio Museum is currently coming to life, being built upon the pride of all Panamanians.

Year: 2008



BrandVission

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