

Focus on Land in Africa

<http://www.focusonland.com>



About FOLA

Focus on Land in Africa (FOLA) is an educational resource for development practitioners and policy makers that explores how land and natural resource rights affect, and are effected by, development in Africa.

Through raising awareness of these issues, FOLA aims to elevate land and natural resource rights as an urgent priority for development in Africa.

The project

FOLA, supported by organisations including the Bill and Melinda Gates Foundation, the World Resources Institute and the World Bank, selected Treeline to redevelop new website and a complete brand identity.

The project encompassed development of a bright, positive and bold logo and brand identity, fonts, colours, use of photography and iconography. Over 20 logo design concepts were created, along with more than 80 icons to illustrate FOLA's wide-ranging responsibilities, and to assist communication across a wide range of languages and reading levels worldwide.

The site's purpose is to provide a range of educational briefs that will assist land-owners, land-users and other interested actors in Africa. Therefore we developed a sophisticated responsive website, optimised for an African audience which is more likely to access the website via a phone.

The site structure has been optimised to simplify user journeys, and allow visitors to find content by theme, country or property rights issue. Impactful photos and interactive maps help draw users into the content, and integration with social media helps to spread the message.

Treeline also provide consultancy, SEO services, content advice, training, support and hosting to FOLA personnel in their Seattle, USA headquarters.