
FILIPINO AMERICAN LEGAL DEFENSE AND EDUCATION FUND

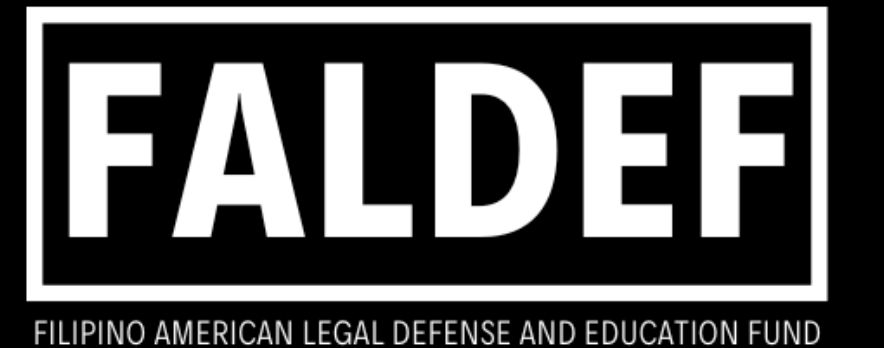
REBRAND

THE TASK

WITH THE REVIVAL OF THE FILIPINO AMERICAN LEGAL DEFENSE AND EDUCATION FUND (FALDEF), WE WERE TASKED WITH REBRANDING THE IDENTITY OF THE ORGANIZATION TO BREATHE NEW LIFE AND VIBRANCY IN PARALLEL TO THE RENEWED MOTIVATION AND PURPOSE OF THE ORGANIZATION.

REBRAND SOLUTION

IN DOING SO, WE CURATED THREE ALTERNATE LOGO BRANDING ASSETS INSPIRED BY MATTE COLORS OF THE FILIPINO FLAG. IN ADDITION, THE DESIGN OF THE LOGO IS MEANT TO CONVEY A BOLD, MODERN, AND SIMPLISTIC IDENTITY. THE BLACK AND WHITE COLOR WAYS CONVEY DEEP INTENT, SOLIDARITY, AND SOLEMNITY.



ORIGINAL LOGO



**FILIPINO AMERICAN
LEGAL DEFENSE
& EDUCATION FUND**

