About the logo

The logo for the 2019 IUCN Asia Regional Conservation Forum (RCF) is inspired by South Asia’s iconic truck art design. Truck art is a form of regional decoration in South Asia, with Pakistani and Indian trucks featuring elaborate floral patterns and calligraphy.

The Asia RCF logo features nature-inspired truck art designs on Pakistan’s national animal, the Markhor, listed as near-threatened on the IUCN Red List of Threatened Species™. The colour blue represents the ocean, the colour yellow represents earth and the colour green represents plants as well as other living things. The dark blue raindrops represent the nurturing capacity of nature, the green fishes represent life under water and the variety of flowers represent the diversity of life on land.

More than a national animal, the Markhor is a success story within the conservation narrative. The Markhor was once listed as an endangered species. However, thanks to committed conservation efforts, its population has increased, and it is now no longer considered an endangered species.