

COMMON THREAD

Joffre Lakes



Let's Take This Thread Outside

Register your team for the Jane Goodall Hike for Hope today.



No two teams hike the exact same path. But together, they weave one movement.

Inspired by Dr. Jane Goodall's belief in the profound interconnectedness of animals, people, and the environment, our visual identity is built around the 'tapestry of life.'

Just as a tapestry is woven from distinct threads, our system uses those same interlocking threads to illustrate how individual actions intertwine. At the heart of this design is an 'X' marker motif; elevating a standard hiking trail icon into a powerful symbol of connection where our shared paths cross.

This identity is brought to life through a modular system built to celebrate not only the finish line, but everything it took to get there—whether it's those who rally together in the workplace, or the steps teams take for a better planet.

