



# Brand Identity

Koala Co Clothing, a Canadian streetwear brand established in 2015 by Brett Tyler Gilchrist a local to Vancouver, British Columbia. Influenced by skateboarding culture and fashion, the brand & its team hold a strong passion for wildlife conservation and creating organic visuals in our designs to reflect the beauty and our ecosystem. Koala Co Clothing has a direct attention to supporting the highly endangered marsupial species we know as the Koala. With millions of koalas in Australia suffering the damage from hundreds of wild bush fires in 2019, its no question they need our help to recover. Our motives are dedicated to spreading awareness of the importance of saving our endangered species we call Koalas by contributing to wildlife organizations whether it be volunteer work, donations, or just by showing love and support and pass our message to others via social media, word of mouth. Koala Co Clothing is also a participant and sponsor of various local events such as skateboard contests, fundraisers and retail/marketing trade shows. Our mission is to continue creating exposure of our precious and beloved endangered Koalas.