

# It's time for change

## A code for everyone

### Visual identity strategy

This brief excited us as it not only targets our industry, it also draws on a topic that we're both very passionate about.

At the forefront of our thinking was the target audience and environment. The advertising industry is full of creative minds, for this reason it was a high priority of ours to ensure that our identity gave a bold/memorable impression to encourage companies to showcase it amongst their other creative work.

The current brand identity has a predominate use of people. We incorporated this in our identity by developing illustrations using body parts in abstract executions. We have used the strong red and navy for the logo for boldness with contrasting pastel blue and pink for a softened touch. Our intention is to show that this is an issue that could affect anyone without dictating who should be involved -to reaffirm sexual harassment isn't a one-size-fits-all issue.

### Brand evolution

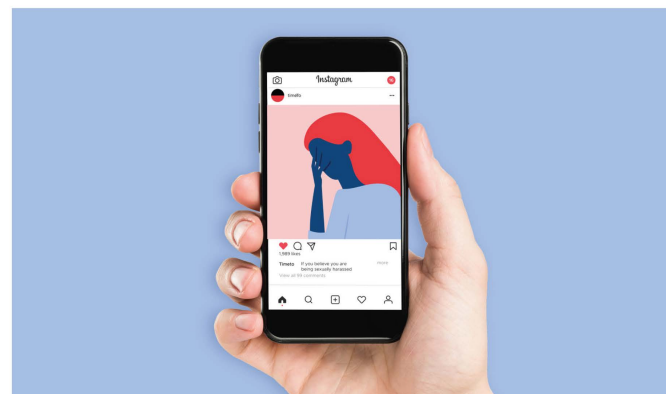
We identified 4 communication pillars encompassed within our identity – each pillar has its own message. These 4 pillars are aligned with an overarching brand identity, however each has a personal execution to appeal to the variety of people in a company.

To ensure this brand is in the right place at the right time we would intercept common touch points at work. As well as posters, pull-up banners and social posts, we suggest developing branded coasters for work drinks and stickers on mirrors to prompt the workforce to reflect on the situations they are in.

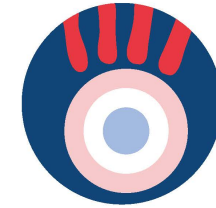
Our brand identity is flexible enough to be utilised in many other creative outputs. We also have clear directional strap-lines to be used on social media to evoke change on a wider scale. With our target audience, innovation is key with many possibilities including AR and chat-bots in future developments.

# # timeTo

In Partnership with  ADVERTISING ASSOCIATION • N•A•B•S • WACL  
FOUNDED IN 1923



#timeTo know  
where the line is



#timeTo spot the  
behaviour



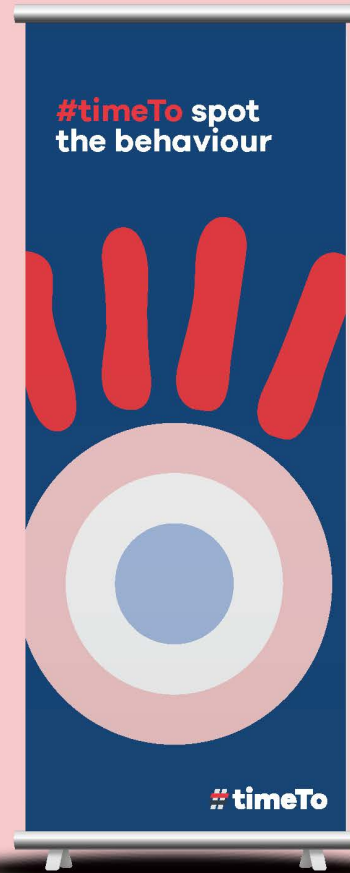
#timeTo  
think



#timeTo  
speak up

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Four brand pillars

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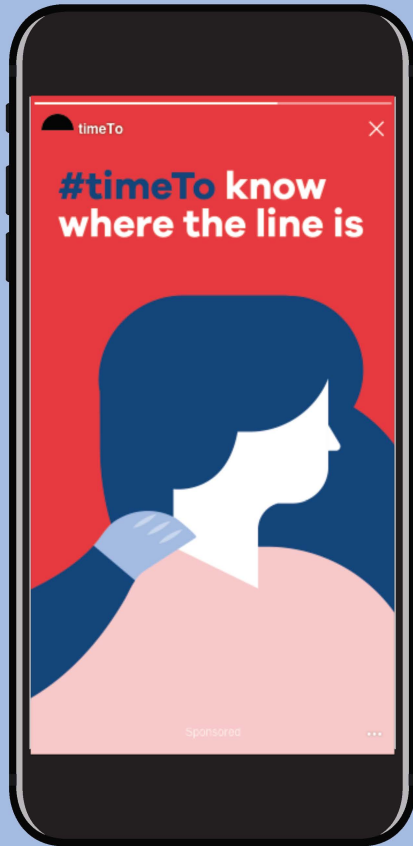
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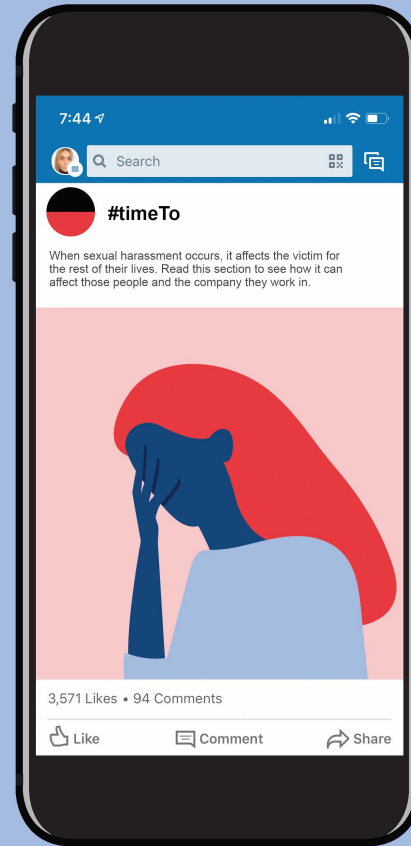
Company handbook

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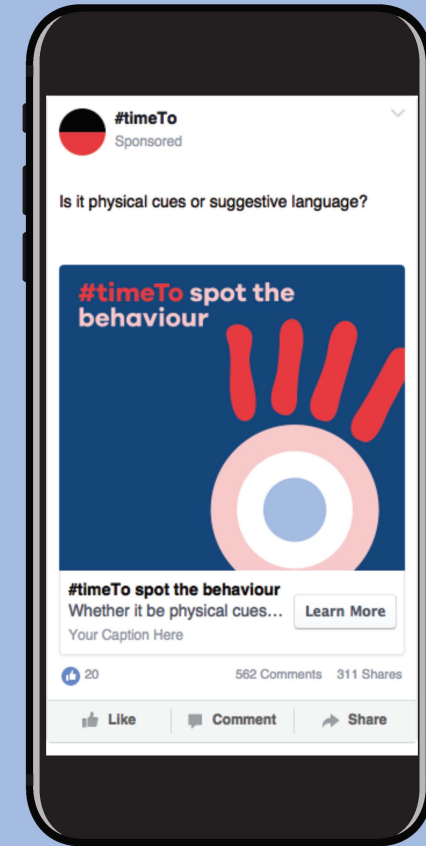
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Instagram story



LinkedIn post

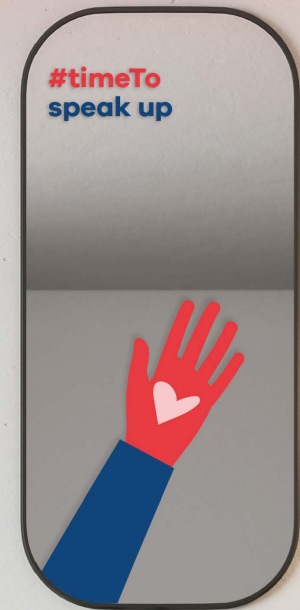
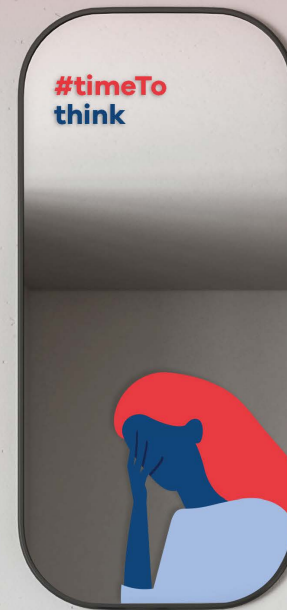
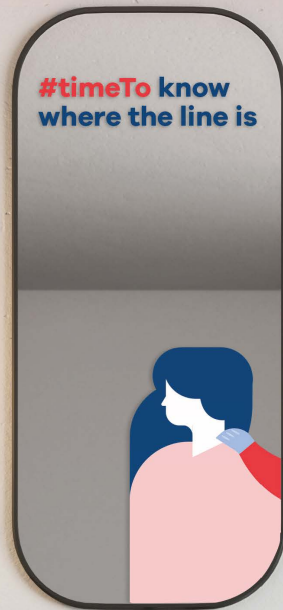


Facebook post



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Bathroom mirror decal conversation starters