

ALL-IN for change

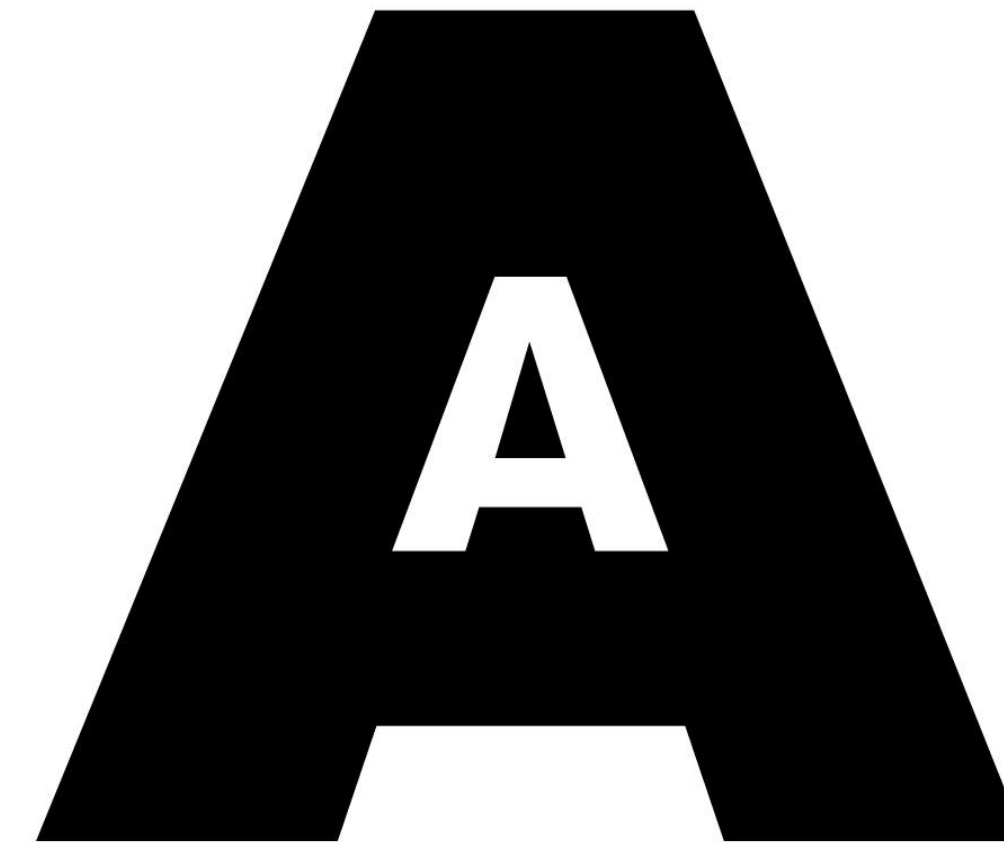
VISUAL IDENTITY STRATEGY

Diversity cannot be put in a box. We see in this brief a chance to empower people like us—from different backgrounds, part of the LGBTQ+ community—and just as equally, people not like us. It's a chance to focus on the richness that true individuality can bring to the industry.

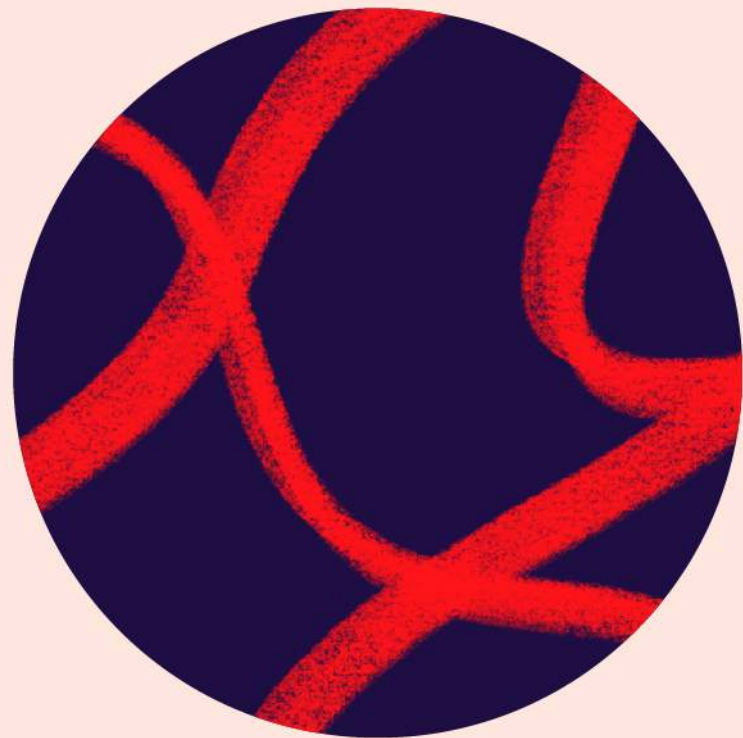
Our starting point was the Advertising Association's 'A' logo. If this black and white mark represents the industry currently, how would it look if it embraced diversity and everything it encompasses?

With an expanded colour palette and a set of generative patterns—representing Creativity, Tenacity, Identity, Transformation and Perspective—we've developed a flexible identity that allows for infinite possibilities.

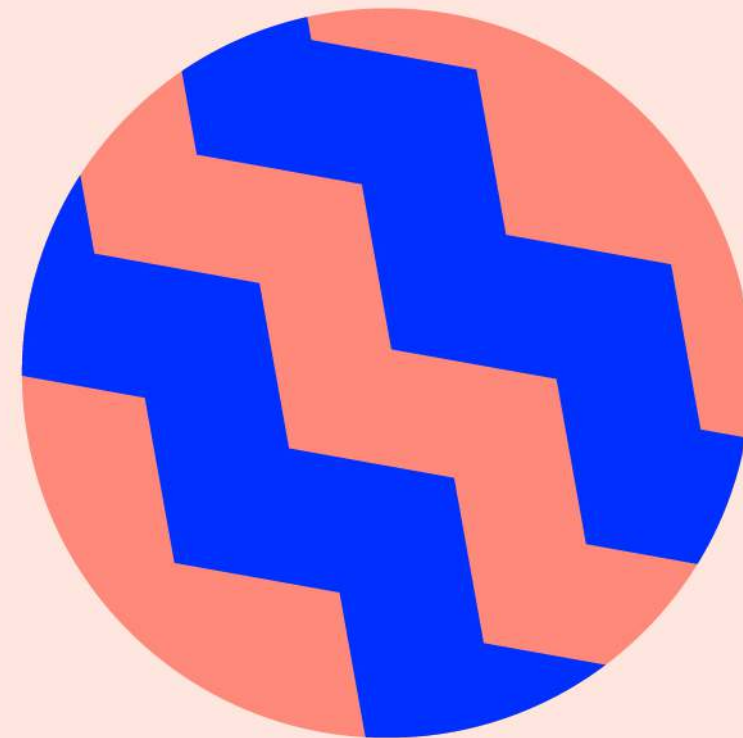
The A becomes unique in every application, celebrating how every single one of us is different and showing that in order to change the market, we need to be all-in.



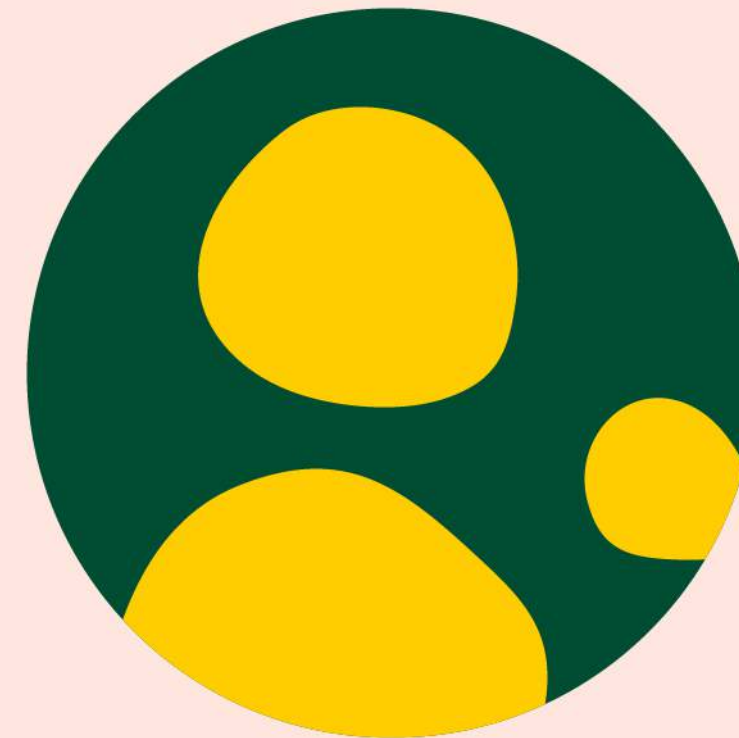
Creativity



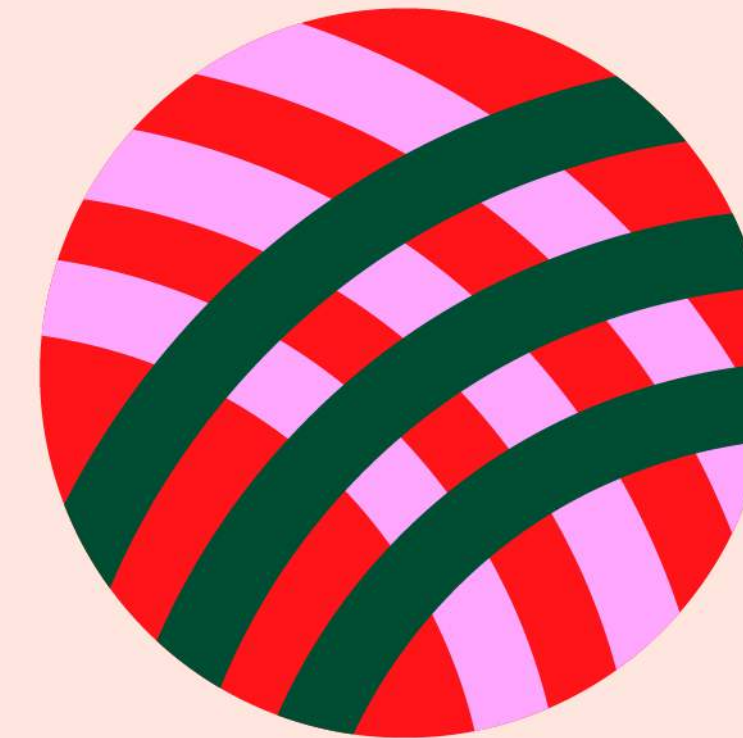
Tenacity



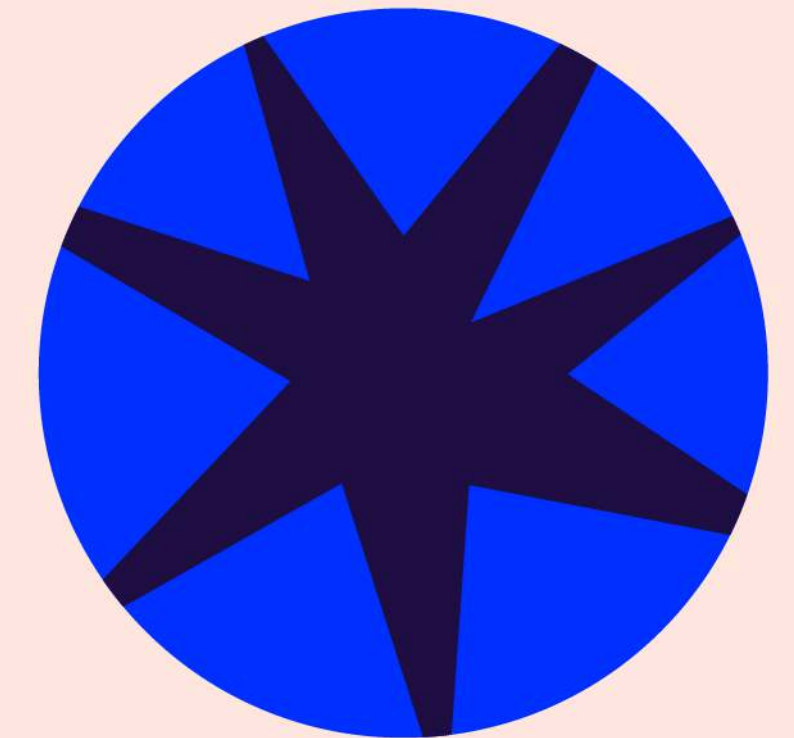
Identity



Transformation



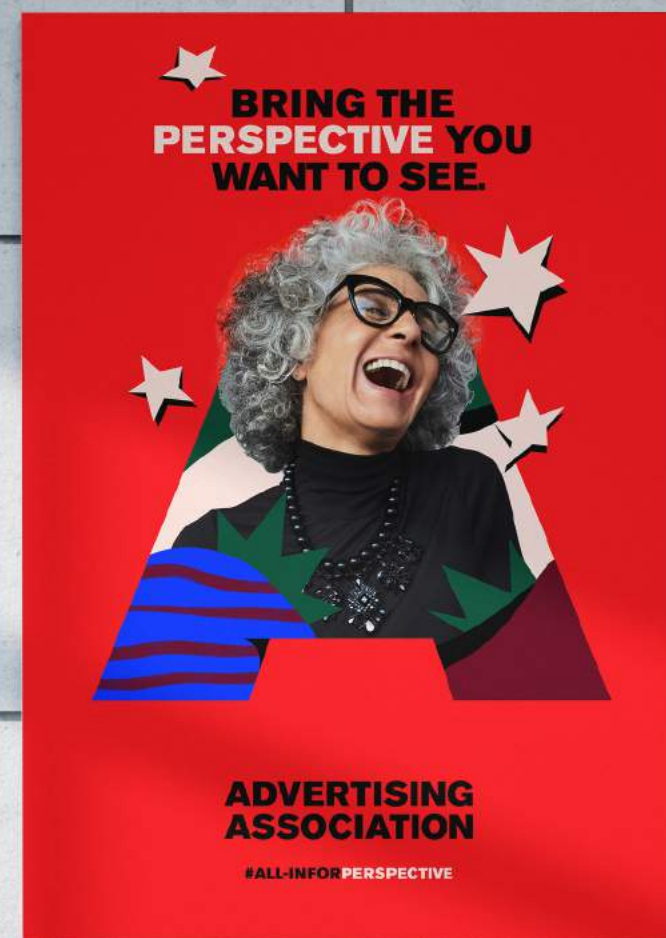
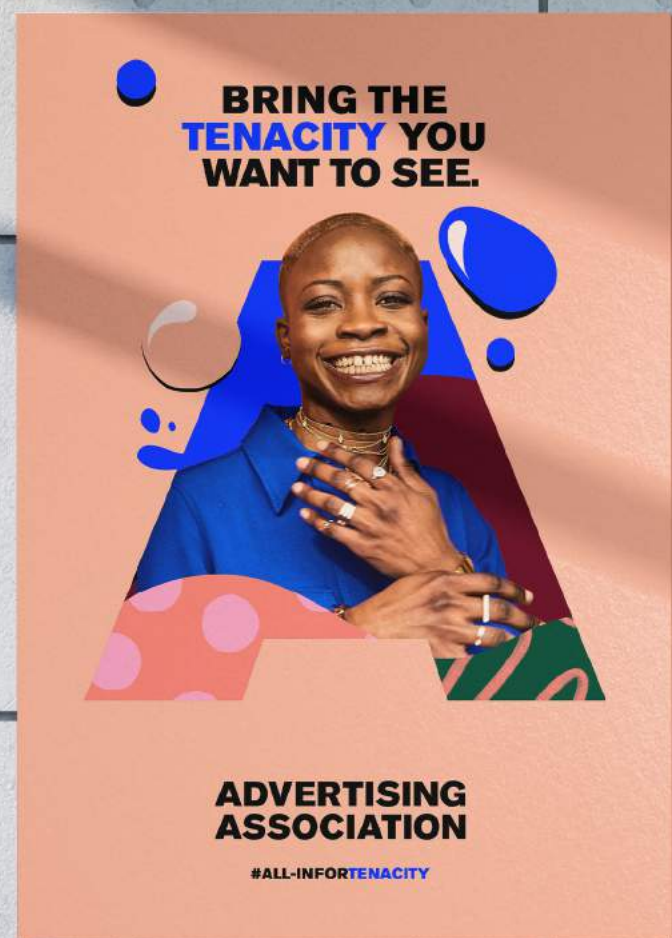
Perspective





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BRING THE CHANGE YOU WANT TO SEE.



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BRAND EVOLUTION

Our visual identity is highly adaptable. It enables us to hero people from our target groups using the icon as a window, exploring each of five our campaign pillars.

With our palette, shape, and range of patterns we can tell different stories across print, billboards, digital and social media. The generative identity also allows for multiple activations:

- Partner with artists from diverse backgrounds to create their own bespoke A's, sharing their work and creating relevant digital content;

- Create eye-catching, tactile out-of-home posters and billboards that can reach a wider audience and spark curiosity;
- Create installations in the Advertising Association summits and conferences using motion graphics and projection mapping;
- Develop a digital 'A' generator where users can create and share their own unique icon;
- Design ownable merch and collateral that help spread the campaign within companies, schools and universities.

Artist Takeover



Tactile Poster



Projection Mapping



Unique ID Cards



Jane Brown



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Tom Smith



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Rose King



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Alex Lee



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Ted Ellison



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Lucy Walker



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John Doe



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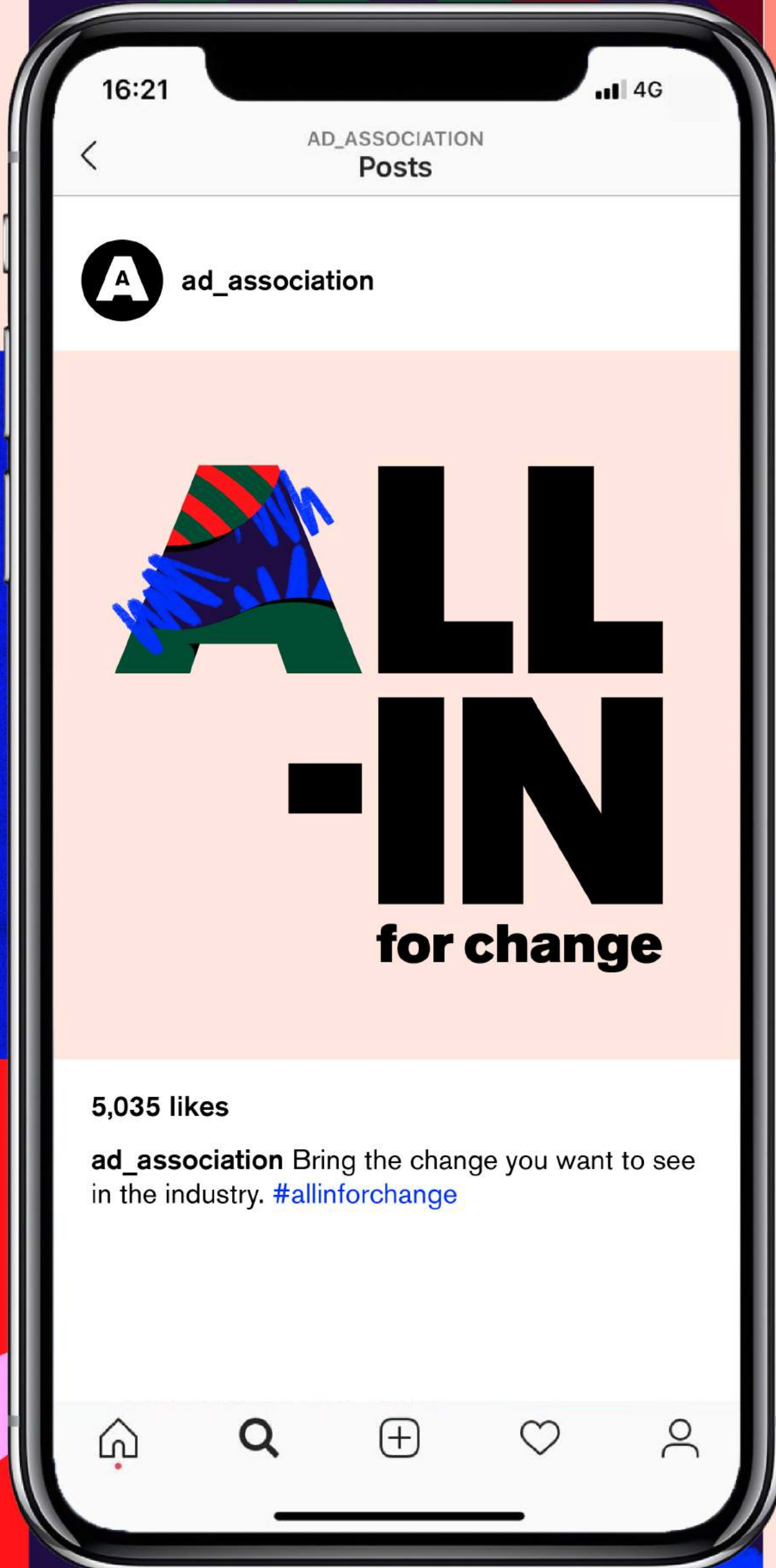
Alisa Hester



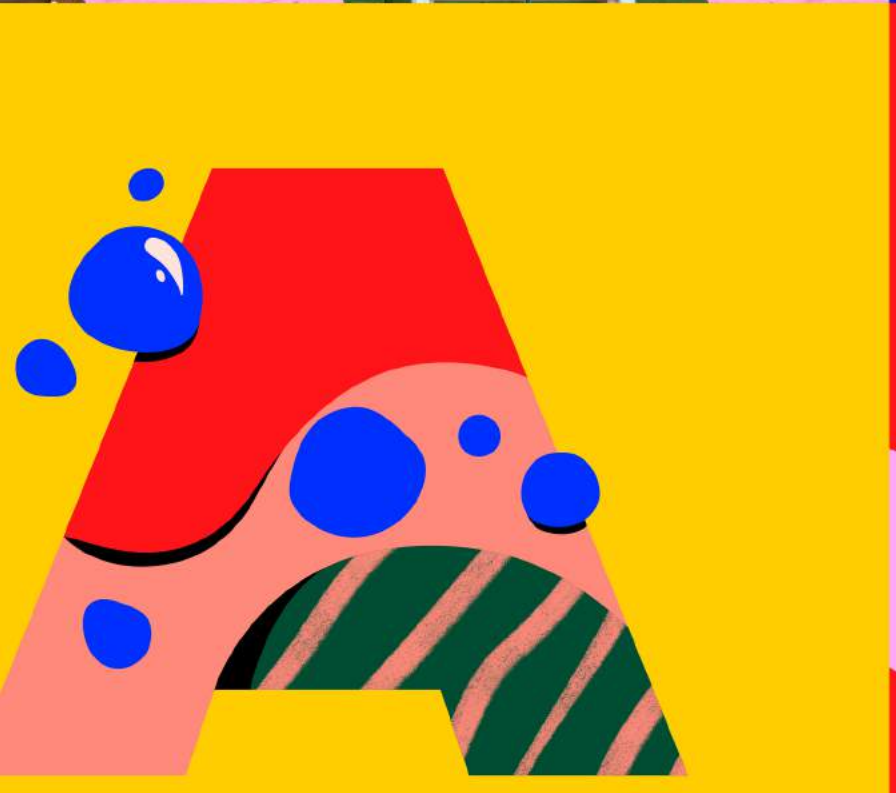
Andi Lane

Anita





for
creativity



CHANGE
CHANGE
CHANGE



for
a fresh
perspective