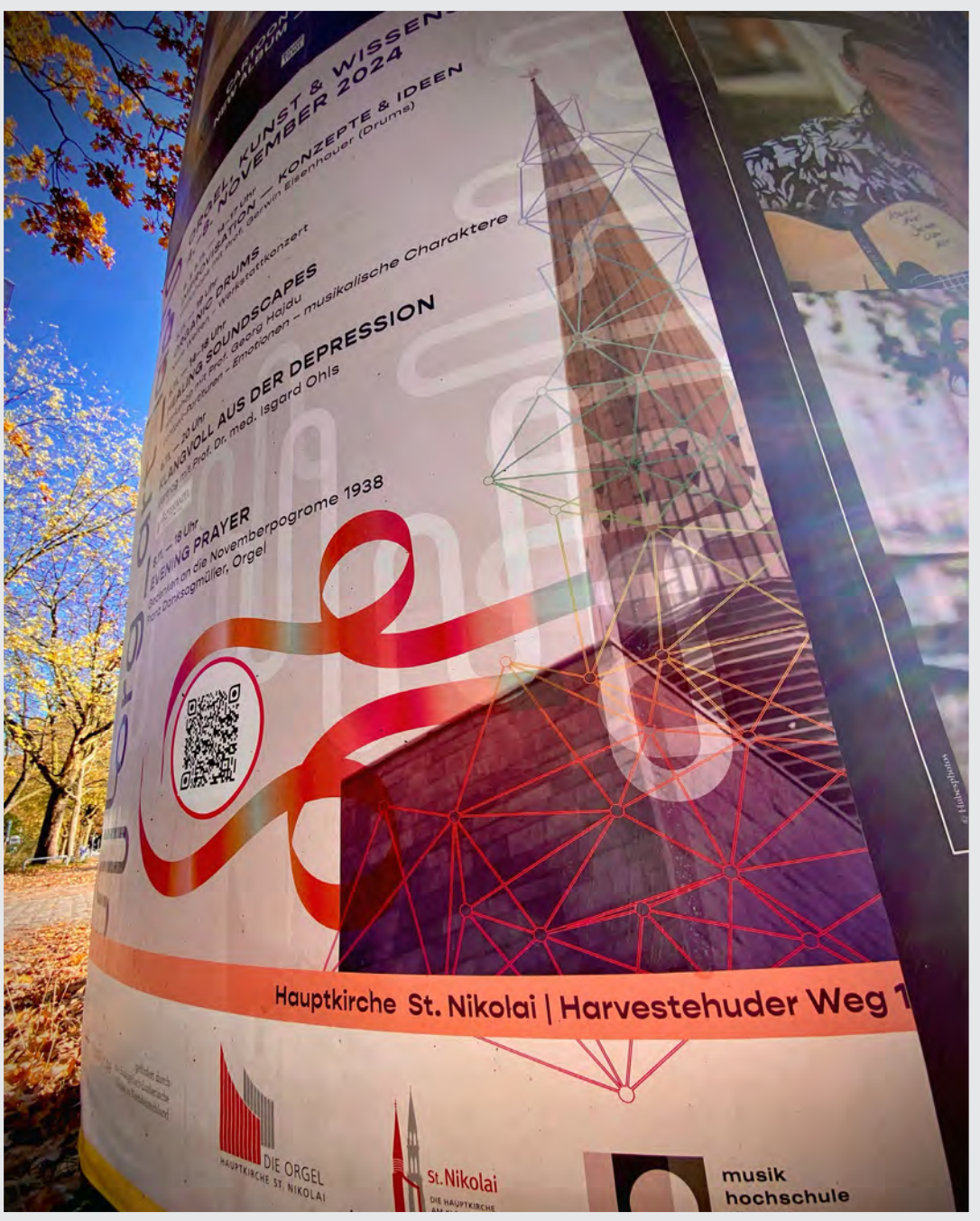


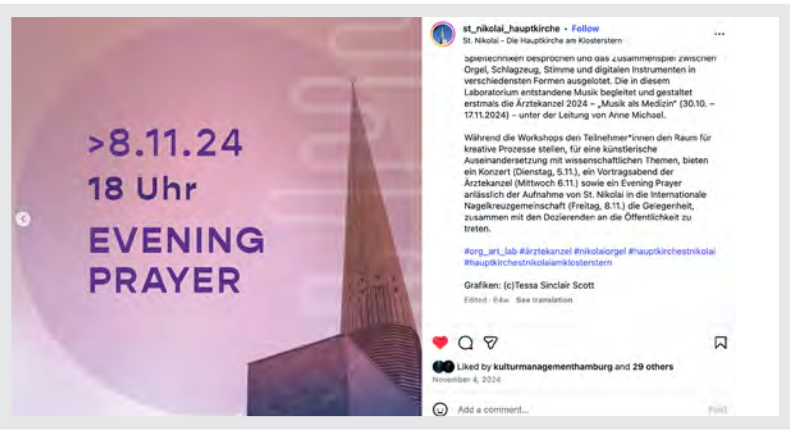
LOGO



AO POSTER KULTURSÄULEN HAMBURG INNENSTADT



SOCIAL MEDIA



2023 >2026, PLAKATE/PROGRAMMHEFT/ANZEIGEN/SOCIALS



LOGO & APPLICATION (POSTERS/SOCIAL MEDIA)



Berlin
poetry
collective

Berlin
poetry
collective

Bp
Cp

Bp
Cp
Bp
Cp

Berlin
poetry
collective

SAVE
THE
DATE DOORS
6:30 PM

22.
02.
25

super early bird
@SPRING
READING
22.02.25

CLUB DER POLNISCHEN VERSAGER

31.05.24
LAUNCH

Berlin
poetry
collective

Club der polnischen Versager
Ackerstrasse 169, Mitte
Doors 7 pm / entry by donation
cash bar

JOIN US FOR OUR LAUNCH READING
at Club der polnischen Versager /
Ackerstrasse 169 / Doors 7 pm /
Cash at the bar / Donations welcome!

Berlin
poetry
collective

Nicola Caroli /
Brian David Crawford /
Brandon Kilbourne /
Yessica Klein /
Francesca Schulz-Bianco /
Tessa Sinclair Scott /
Winifred Wong /
Gretchen Youngmans /

31.
05.
24

JOIN US FOR OUR SUPER-EARLY-BIRD
@SPRING READING
CLUB DER POLNISCHEN VERSAGER | ACKERSTRASSE 169
DOORS 6:30 PM. 7 PM START | CASH BAR | ENTRY BY DONATION

Francesca Bianco /
Nicola Caroli /
Ali Connerty /
Brian David Crawford /
Katarina Gotic /
Yessica Klein /
Tessa Sinclair Scott /
Winifred Wong /
Gretchen Youngmans /

22.
02.
25
Berlin
poetry
collective



LOGO VERSIONS



OOH MEDIA (digital billboard)



24.pg CONCERT PROGRAMME



AO STREET POSTER



NORDKLANG.DE (WORDPRESS)



BRAND, CLAIM & STYLE GUIDE



Colour palette



COLOUR PALETTE

primary brand colours

green is optically stable, this particular green is a cool, fresh tone.

Indigo is a common dye used in african handcrafts, the deep purplish blue is not only visually striking, it's highly legible so increases accessibility.

red used sparingly, as an accent for CTA etc.

yellow = joy & positivity, an expansive colour.

secondary brand colours

stable, soft colours that complement the primary brand colours, partly drawn from a piece of weaving in the Nupe tradition of Nigeria.



These neutral colours function well as accent/background colours

cmymk inks for print

leaf & stem - C80 M0 Y95 K10

type & sunflower face - C5 M0 Y90 K0

sunflower petals - C3 M0 Y90 K0

accent colour - C16 M100 Y100 K0

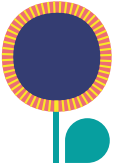
Sunflower logo notes



Sunflowers, found across many African nations, are particularly associated with children. The round, warm open image radiates a feeling of childhood wonder and joy.

A flower needs water and care to bloom, symbolising the needs kids also have for a safe place to help them thrive.

sunflower logo



Joy Africa Foundation

LOGO construction & cmyk values

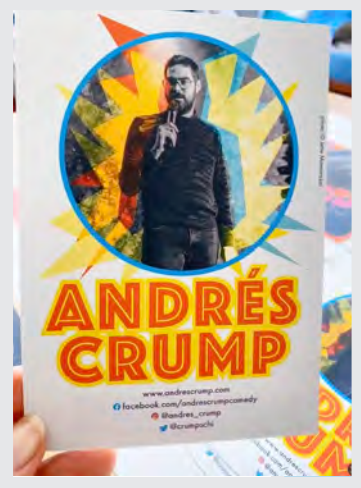
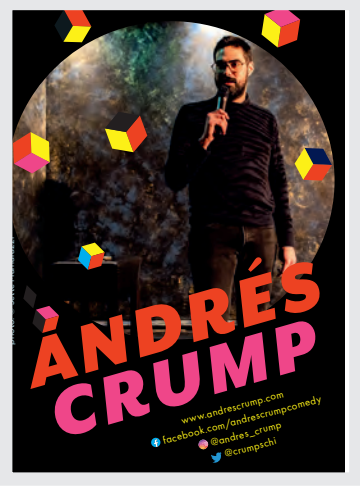
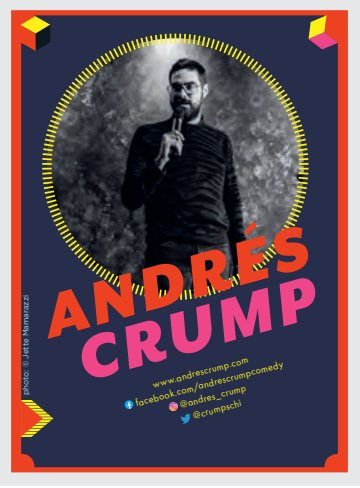
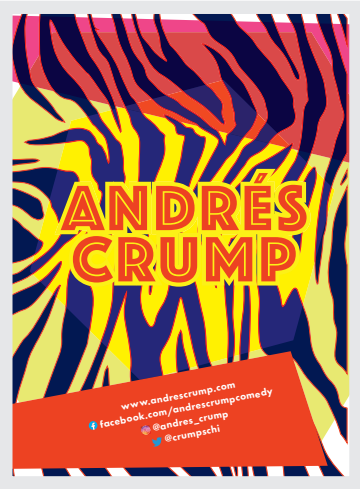
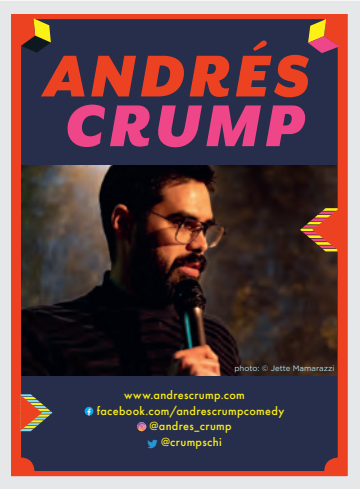


4mm

Baseline of "Foundation" aligns with leaf & stem

15mm

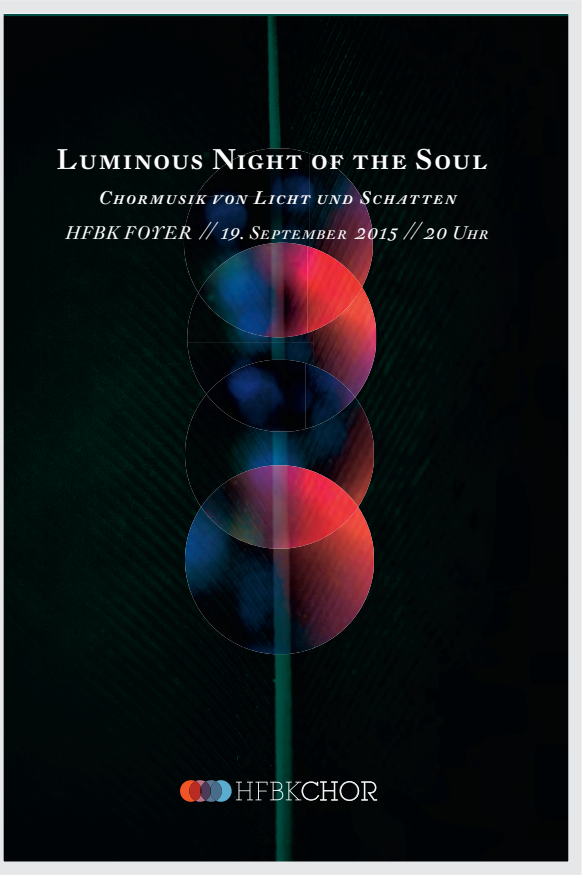
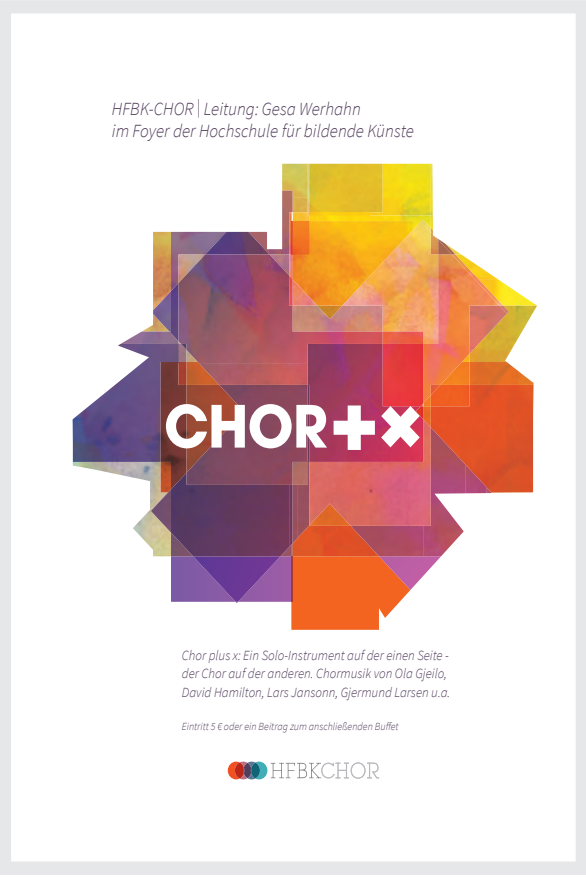
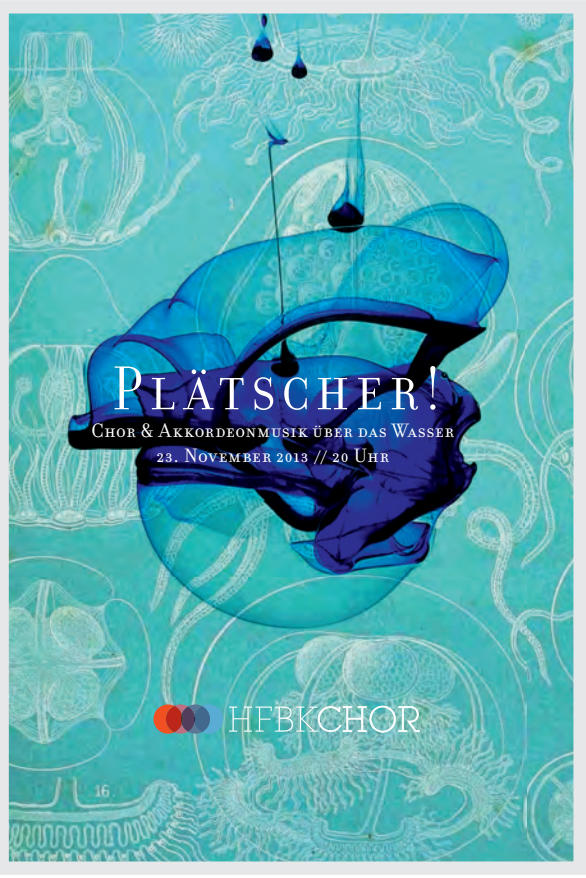
POSTCARDS



POSTERS



LOGO & APPLICATION (POSTERS/POSTCARDS)



Client: Lisa Stick Septett | Project: Musik Promotion | Role: Art Direction, Design

AO POSTERS

