

Project A - Visual Identity Design Collateral

Choose Local

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Design Statement

In this project I have gone for a warm, friendly and supportive feel. The key messages being about local businesses being the heart of the community, highlighting how important it is to support local businesses. Targeted at people from all walks of life in order to entice the use and raise awareness of local business.

Typefaces

Britannic Bold

Lucida Handwriting Italic

Arial

Myriad Variable Concept

Colour Palette





Choose
Local
ACTION



Choose Local

Choose
Local



chooselocal.gov.au

#iheartlocal



We Are **All** Connected

When you choose to support one local bussiness,
You're supporting the broader Community

Cho[☀]se L[📍]ocal







