



Campaign Assets



The Booklet

The booklet works as the main brand touchpoint, it's the beating hearth of the campaign, were the child's awareness of its rights and the idea that you should "tell someone", is first kindled. *(The booklet is delivered in its own separate PDF).*



The Logo







The logo has a rounded almost stamp like appearance, carrying over the iconography of the elephant from the booklet. I went for a rounded contained shape because of its friendliness and usability. I wanted the logo to be something that could easily be applied to a plethora contexts and objects, and I favoured functionality and recognisability in my design decisions.



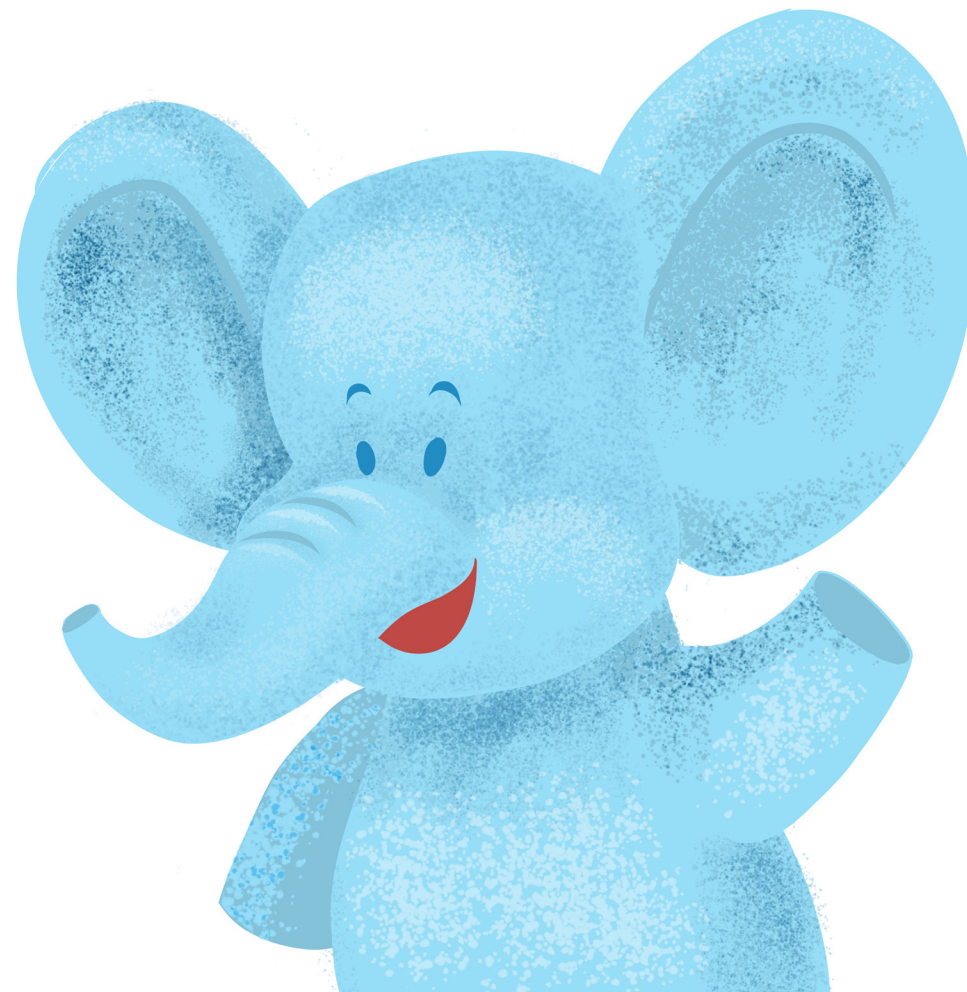
The Billboards

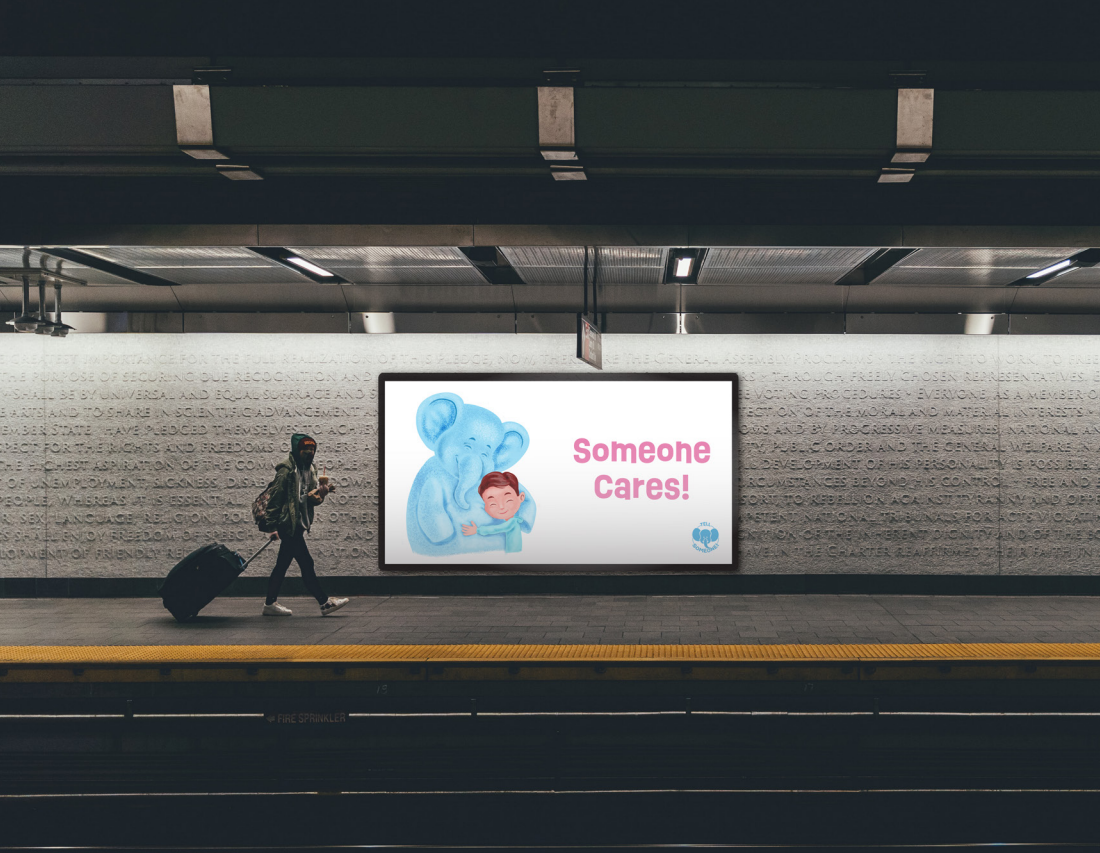


**Someone
Cares!**



**Tell
Someone!**

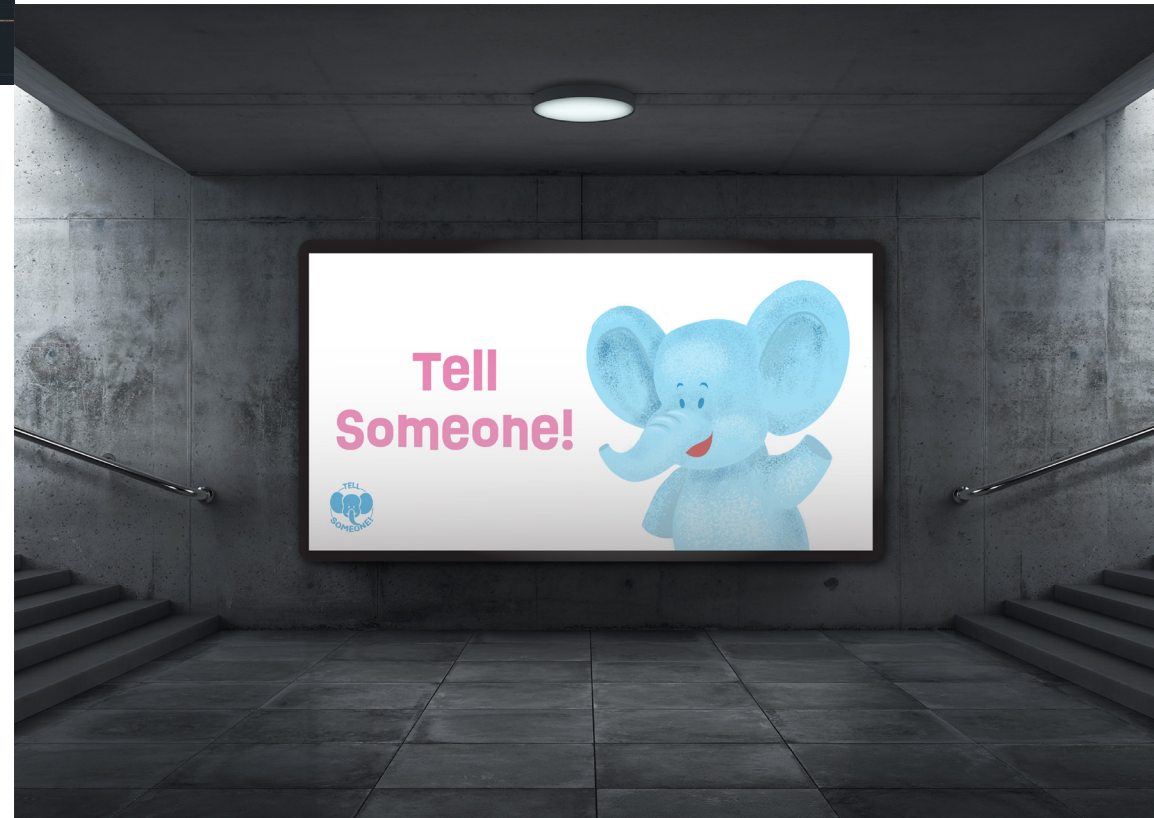




The Billboards are placed in public spaces a child might frequent such as subway stations and are there to remind the child of what it has learned from the booklet.

The recognisable figures and clear message, remind and reconnects the child with the campaign goals while on the subway, or when it's out shopping with its family.

I wanted these assets of the campaign to be a bright spot and work as a beacon of hope for a child that is going through a hard time.



The Posters



Tell someone!



Tell someone!



Tell someone!

Who can you tell?



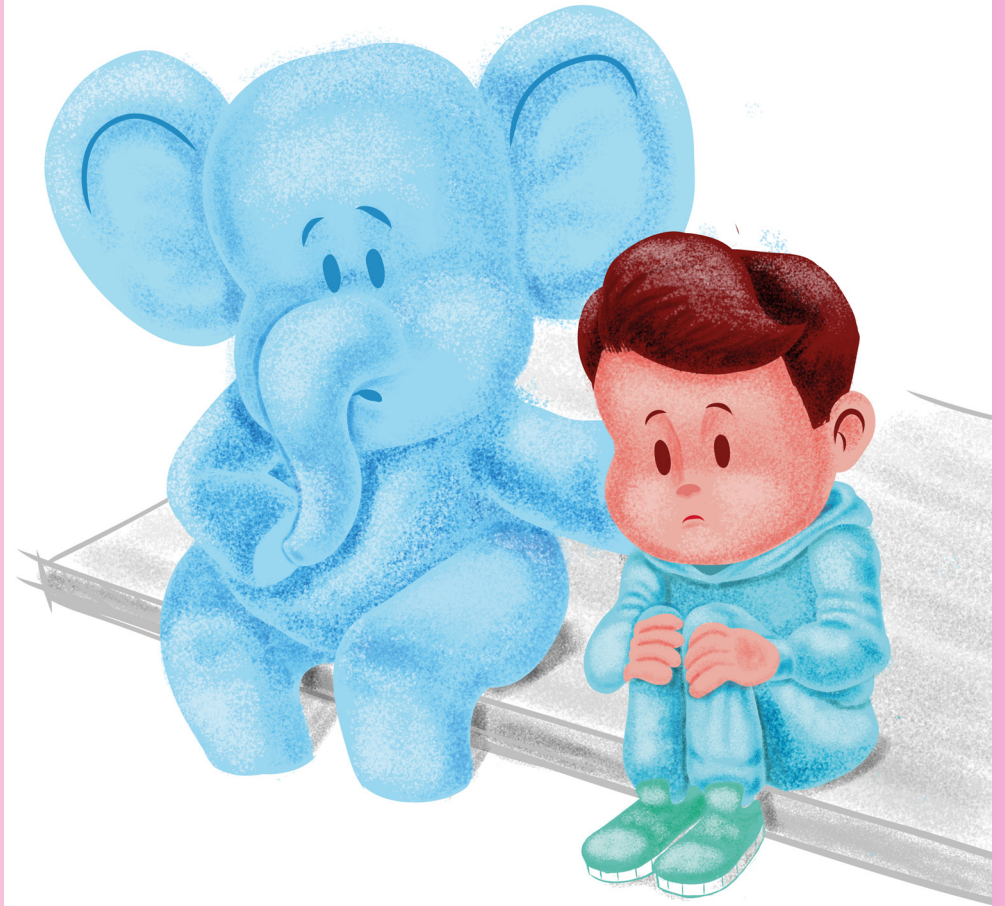
You can tell a teacher.



You can tell a family member.



Tell someone!



Tell someone!



Tell someone!



The posters should be visible in the child's own daily environment like school, kindergarten, youth clubs, and school nurse's offices. They help to enforce and remind the child of the ideas presented in the booklet.



The Elephant



The Elephant is the campaign's mascot and spokesperson, it is there to remind the child of the kindness and care that does exist out there and is reachable.

The Boy



The boy is our protagonist, he is who the child identify with, and see the world through in the booklet.



The illustra- tions

The illustrations in the first few pages have quite an very textured backgrounds with dark almost violent colours illustrating the boys inner turmoil. As the boy is able to find help and things comes down, so do the backgrounds, they become less textured with lighter colours. With this design decision, I hope to express the progression in the text, from a sense of danger and hopelessness, to one of hope and understanding.