



HARRY
HARAMALIS x  **IMPACT**
Campaigns

BRAND SAMPLE





PRIMARY SANS FONT OPTIONS



A selection of sans serif fonts for use in both logos and digital content headings. Provided in a variety of colours from the brand sample palettes.

Some logos contain other fonts but the sans serif is what would be used in supporting text.

LOGOS - BASIC



Using colours reminiscent of existing brand but modernizing font styles. The "ACT" in "impact" is made bold, referring to the brand idea of "Positive Change".



Simple, traditional bold sans font. Still appears modern, but reminiscent of political campaign banners. The "I" has been made into an exclamation mark, representing "Impact"



Modernized version of the existing Impact Campaigns logo, focusing on the lightning bolt motif.

LOGOS - SYMBOLS



An example of the existing lightning bolt motif being utilized to form an exclamation mark. A simple symbol that represents the ideas of making a statement, but could also act as a brand symbol, tagged into corners of images or branded media.



A selection of designs replacing the lightning bolt motif with a meteorite. A classic symbol impact, as well as an uncommon logo symbol which could be used as a brand icon.





LOGOS - STATEMENT



The idea behind these is to represent progression and change, using serif fonts to represent the past, and sans serif for the future, with the Impact lightning bolt motif as the dividing line.



Here I'm using the megaphone as a symbol of activism and grass roots campaigning. An archetypal motif of positive change and social justice.



This one using basic symbols to represent standing out, or focusing attention in the right place, using the Impact bolt motif within the center of the standout shape.



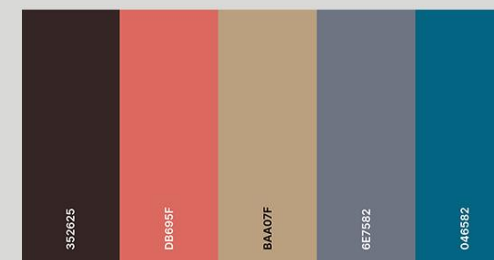
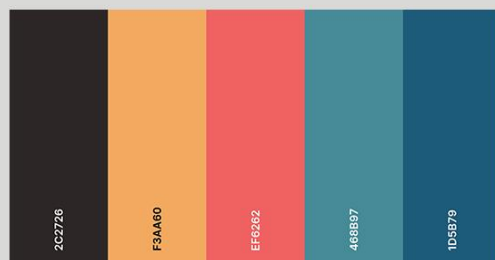
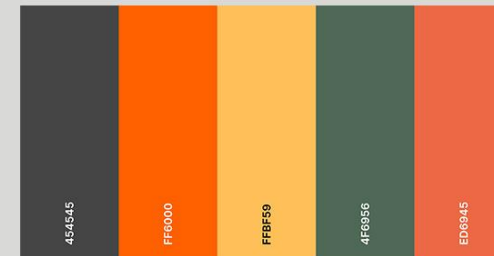
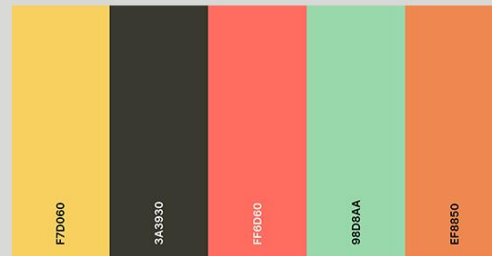
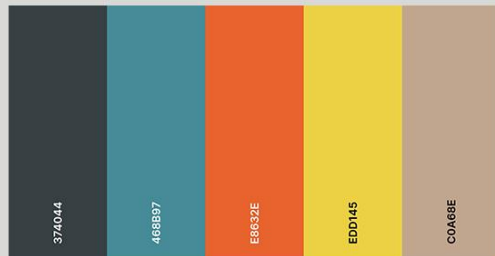
Here I've placed the logo text in a classic stamp label shape. The shape and distortion of the text gives the impression of the text moving towards the viewer. It's bold and impactful. In addition, the "I" is drawn as an exclamation mark, another reference to impactful statements.



PALETTE OPTIONS

I was given the guideline of the “Hero” and “Everyperson” brand archetypes. The colours for “Hero” are typically Intense Yellow, Orange and Dark Greys/Near Black. The Colours for “Everyperson” are usually warmer options of Blues, Reds and Light Browns.

It’s difficult to perfectly balance these two ideas, so I created a range of sample palettes combining tones of each, as well as trying to incorporate the similar tones of the existing brand.

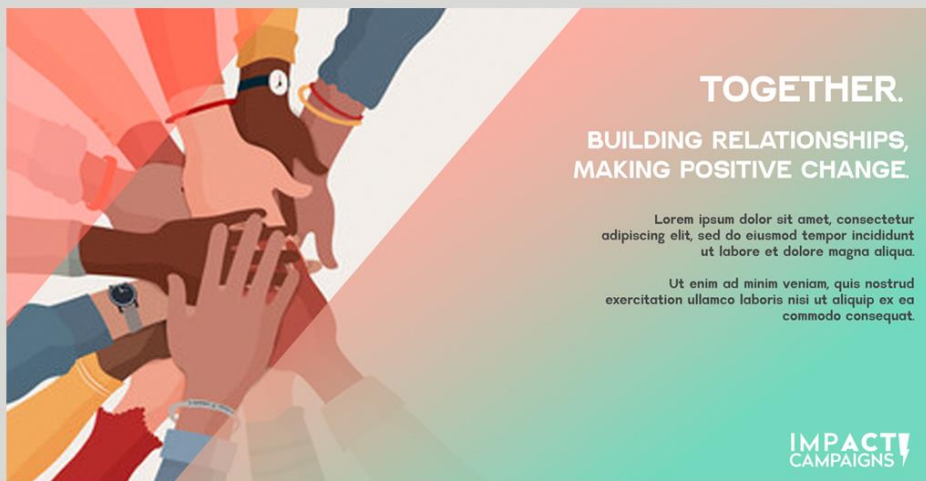
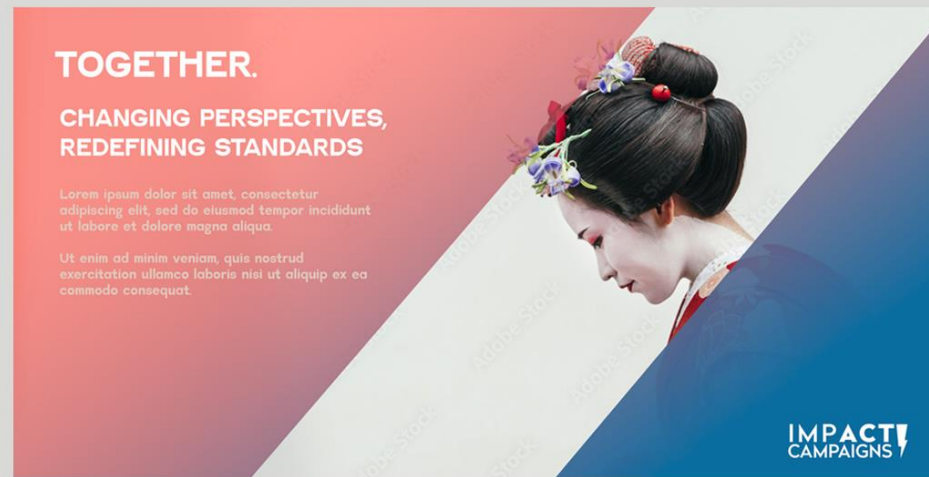
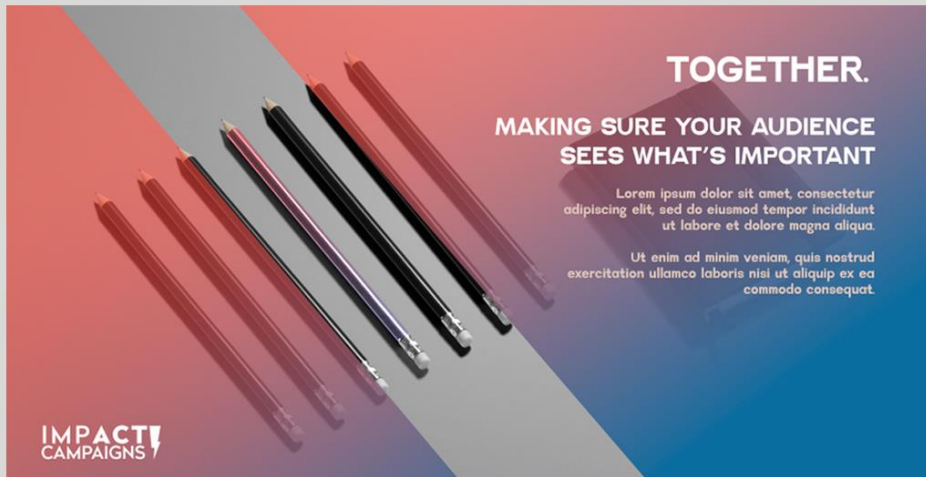


WEB BANNER SAMPLES

These are a couple of examples of brand application using website banners. The core concepts of the Impact Campaigns brand used here are: **Positive Change**, **Progressive Ideas** and **Communicating** the Right Ideas/Focusing Attention.

For the examples here I've used on-trend colours, but which fit into the palettes I designed for Impact Campaigns. I've used a variety of image styles for these, including hi-res photography, graphic design style CG and modern illustration.

(Any CG or illustration in finished products will be custom made with free commercial use.)



The ideas of these types of images is to represent the idea of focusing the audiences attention, using images representing standing out/uniqueness, community and positive change, and culture and diversity.

The use of the word "Together" at the head of each image is to promote the idea of a interconnect between client and brand, right from the start.

Additionally, I've added a short gif to the supplied images. This is a web animation which circles, then replaces important words in the heading with more powerful, emotive alternatives. Representing improved communication.

TOGETHER.

CHANGING PERSPECTIVES, REDEFINING STANDARDS

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IMPACT
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TOGETHER.

MAKING SURE YOUR AUDIENCE SEES WHAT'S IMPORTANT

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IMPACT
CAMPAIGNS

TOGETHER.

BUILDING RELATIONSHIPS, MAKING POSITIVE CHANGE.

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