

fortytwo

fortytwo.studio

CATEGORY 114. POSTER

Because We Care

PROJECT: CAMPAIGN POSTER

CLIENT: THE UNIVERSITY OF ABERDEEN

Sept 2016

THE BRIEF

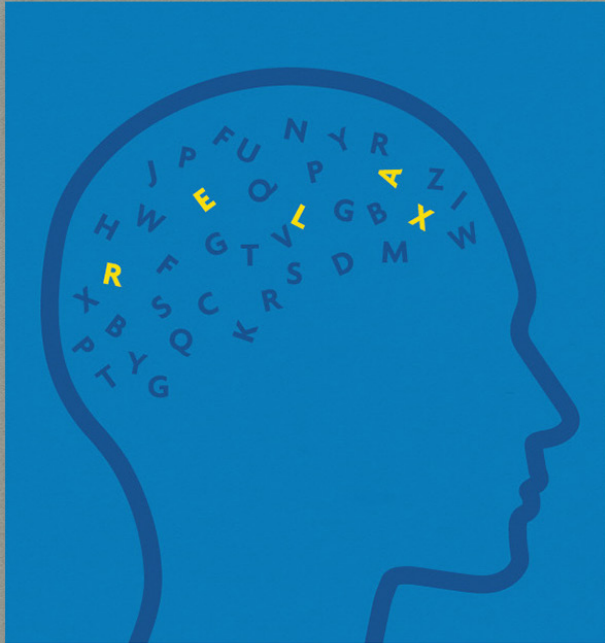
The University of Aberdeen were looking for a modern look on tired HSEQ messaging. The subject is of critical importance to an establishment with such a large international draw.

- Develop bold and simple graphic language to carry refined messaging
- Work within defined parameters of the University Brand Guidelines
- The poster series must be easily understood by a broad range of demographics, including foreign nationals

Identity and Colour Palette

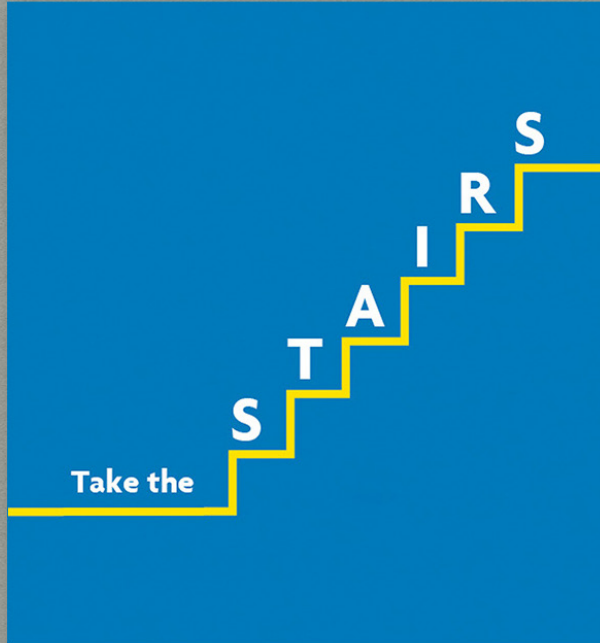


Bold Logotype.



Have a break, go for a walk.
Relax.

Because We Care
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Take the

Get fit, increase muscle tone and lose weight.

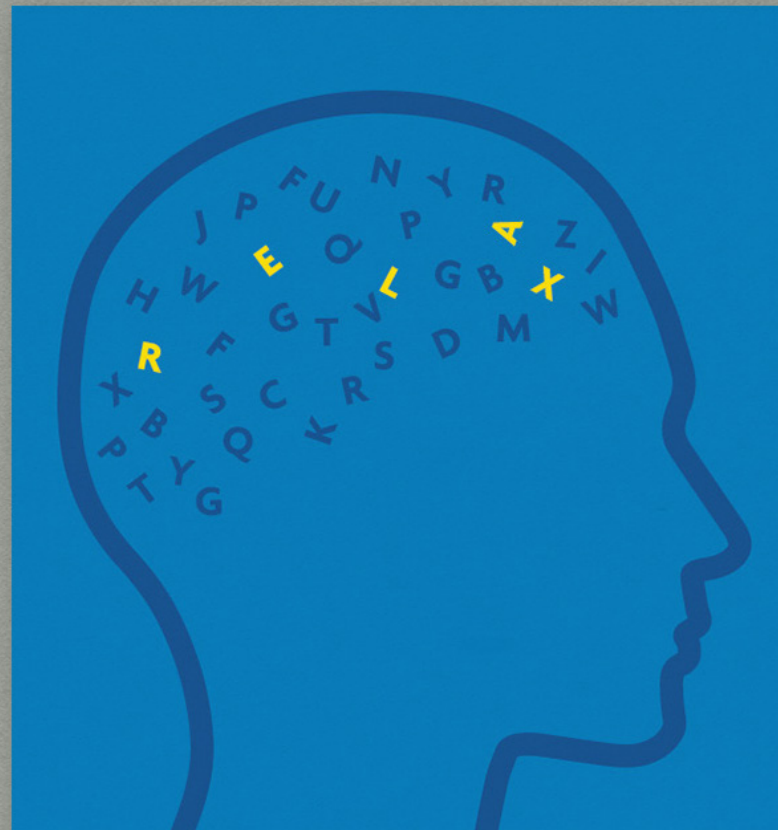
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Reverse parking increases visibility and reduces accidents.

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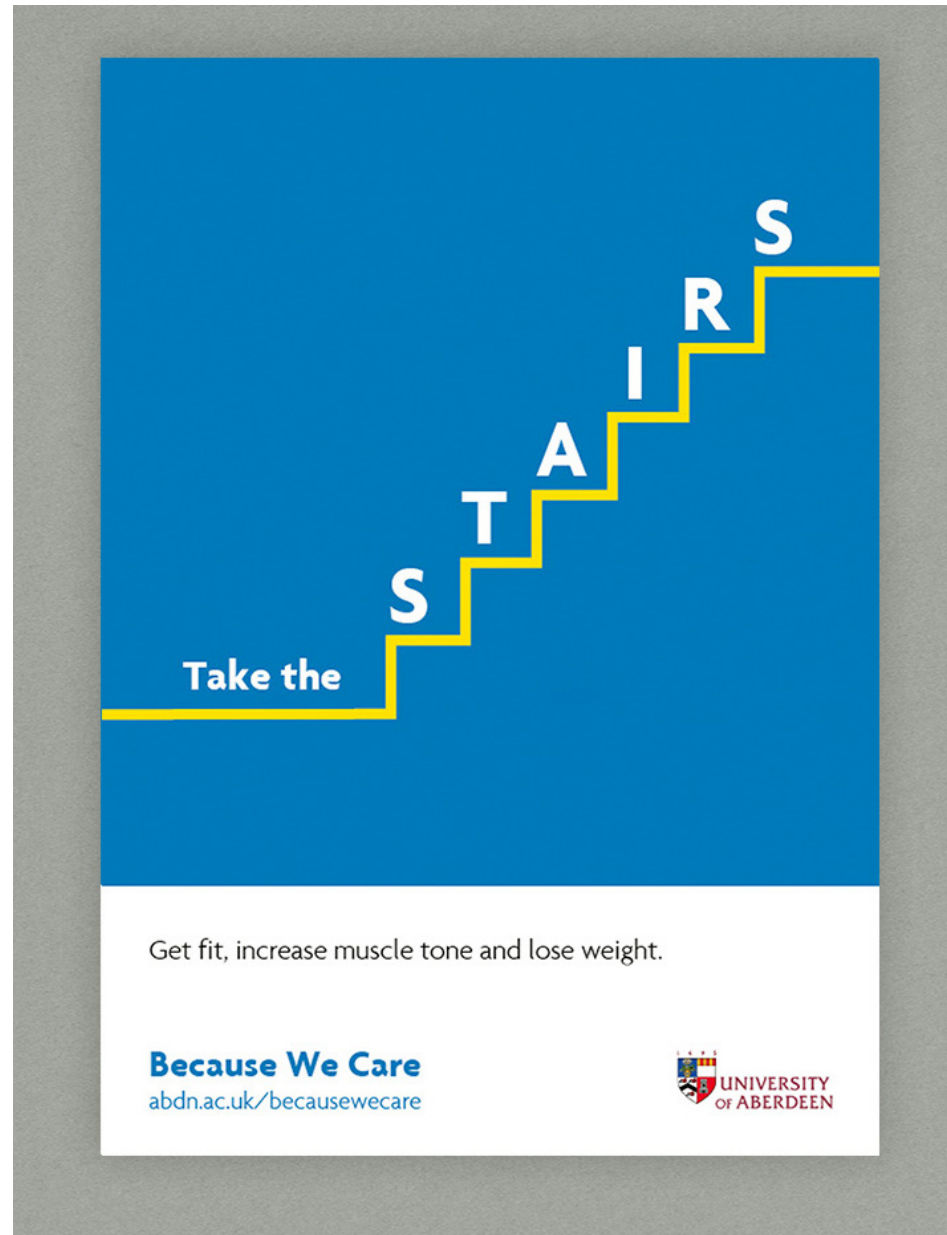
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REVERSE PARK



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