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Developing Design Materials for Yes Campaign for the Referendum for Children's Rights in the Constitution. (Part 1)

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The need for a constitutional referendum to address the issue of children's rights and child protection has been the subject of ongoing debate and discussion within the child care sector for a number of years. As far back as 1989 the ISPCC in its Centenary Charter identified the possible need for a constitutional referendum to ensure children were extended the same rights as adults.

My task was to create campaign guidelines for the constitutional referendum – Yes for kids. The logo was based and made as a potatoe stamp. It consists of two parts - kids face and tick symbol - tick as saying “yes” and also putting smile on childs face. Because charity doesn’t have money to print new stationery the ideas was to create a set of stamps to stamp existing stationery during the referendum campaign.
Yes for Kids

Vote Yes for Kids

Yes for Kids

Yes for Kids
deign guidelines
Poster

Here is a simple example of how the logo will be used as a main element of the campaign. The logo is placed on the top and center of the poster. The logo is repeated twice, once on the top and once on the bottom of the poster. The logo is also used on the main elements of the campaign, the page, and the main heading. A logo is placed on the center of the poster, a logo is placed on the bottom of the poster, and a logo is placed on the bottom of the poster.
Using the Brand Identity

The Gig’s visual identity is a key element in the campaign. This guide will help you understand how to use the Gig’s visual identity effectively. It’s important to follow the rules and guidelines outlined in this guide to ensure consistent and professional use of the Gig’s visual identity.

1. Use the Gig’s visual identity in all materials related to the campaign.
2. Ensure that all use of the Gig’s visual identity is consistent and professional.
3. Follow the guidelines for use of the Gig’s visual identity in all materials.