

CONCEPTS

01. TYPOGRAPHIC APPROACH

This concept focuses distinctly on AMHP's core values through a predominantly typographic approach.

The brackets around the party title suggest inclusion, coming together, joining, gathering, uniting. These fall under AMHP's core values of empowerment, support, healthy relationships and equality.

By utilising a round-edge sans serif typeface and a largely primary colour palette inspired by Australia's natural elements of sun, red earth, green plains and blue oceans, the visual result is a structured, yet organic logo that voices AMHP's values successfully.

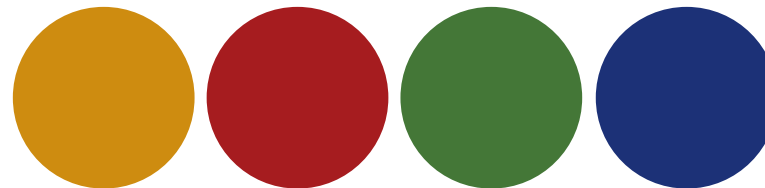
VARIATION:



COLOUR



COLOUR PALETTE



BLACK AND WHITE

