

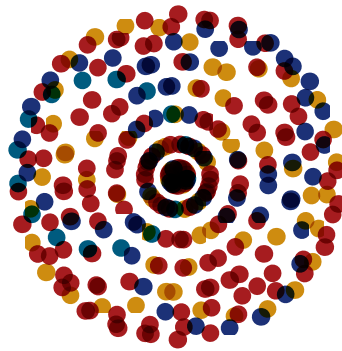
### 03. ICON APPROACH

This approach was heavily influenced by Aboriginal art. Coming back to the circle shape that represents strength, unity and focus and promise, the icon goes a step further with multi coloured dots, which visually represents diversity. The idea here is that Australia is a multicultural and unity community that the AMHP represents. At a distance, the current-like effect represents outreach and inclusion.

This serif typeface was chosen to suggest strength and determination, stemming from AMHP's mission statement and core values. The colour palette is made of pure primary colours, allowing the dots to overlap and create more colours in the icon, from green to purple and brown. The colour palette was inspired by the Australian and Aboriginal flags.

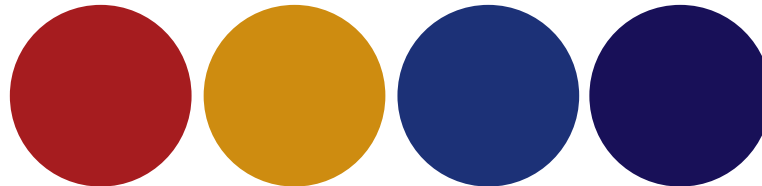
This logo has great potential for building an identity out of, as we can use the icon on it's own to act as a supergraphic, or stand alone graphic on all communication channels including print, digital, and multimedia.

### COLOUR



**A M H P**

### COLOUR PALETTE



### BLACK AND WHITE

