



DESIGN FACILITATION | COLLABORATIVE PROJECTS
BRANDING & VISUAL IDENTITY
DESIGN FOR PRINT
ILLUSTRATION & ART



FCCP BRANDING / VISUAL IDENTITY CO-DESIGN WITH STUDENTS BRAND PRESENTATION

Proof 1: 27.10.23

PROJECT NAME: RDA WB Fraser Coast Career Pathways Program: Collaborative branding, visual identity

CLIENT NAME: Regional Development Australia Wide Bay Burnett

PROJECT OWNERS: Sotera Trevaskis and Kirsty Hill

Leigh West as a trustee for Dulcie and Harry Trust Trading as LeeLee Creative

ABN: 21 496 495 996 | 8 Coongul Court, Urraween, Q 4655

☎ 0427 287 343 ✉ leighwest@live.com.au **in** <https://www.linkedin.com/in/leighwest/>

ig @findingleelee **f** LeeLeeCreativeFraserCoast



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Leigh West as a trustee for Dulcie and Harry Trust Trading as LeeLee Creative
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CREATING A BRAND & VISUAL IDENTITY: STRATEGY FIRST

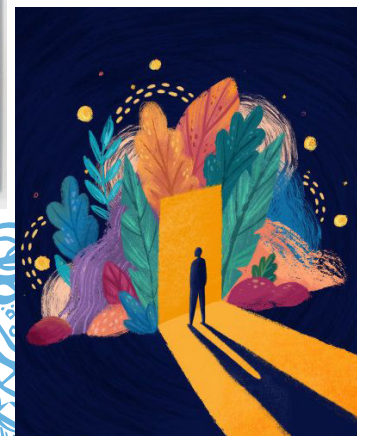
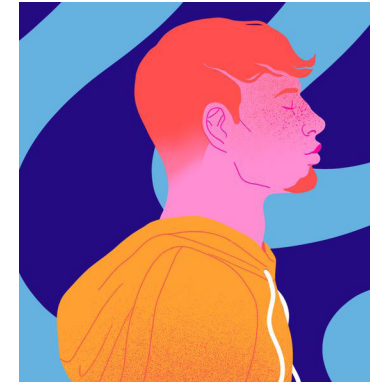


**CREATE DRAWINGS,
WORDS AND
PATTERNS FOR
FCCPP BRAND**



**BRAND
PERSONALITY
KEYWORDS**

If FCCPP was a person, this is how we would describe them to our friends:



WHAT IS FCCPP?

The Fraser Coast Career Pathways Program (FCCPP) is a School to Work Transitions (S2WT) initiative which aims to support school students in the Fraser Coast Region to successfully transition from school into further education, training or employment.

The student's journey is at the heart of the FCCPP.

FCCPP asks: 'How do we best support the students to thrive and have the courage to try things?'

Warm, friendly, authentic, welcoming, inspiring, not corporate, creative, optimistic, informative, educational, curious and compassionate (not just talking at me but holding space and listening), supportive, 'I felt heard', active listener, understanding, they didn't have all the answers but they understood where I was coming from, they are someone with lots of great ideas, they are curious about people and life.

GOAL: This brand personality will feel like a cohort, a group of young people, not one person. It will have diversity and creativity at its core, have character and feel human.

BRAND MESSAGES:

- The student's journey is at the heart of the FCCPP
- Everyone's journey is different
- There is no ONE path, there is only YOUR PATH
- School to University isn't the only approach
- Skills you can carry with you for the rest of your life
- You never stop learning

AUDIENCE (who are we trying to connect with?)

The branding will be less corporate and more relatable for caregivers and priority school student groups from years 7-12.



LeeLee's art direction slides help us to create visuals from these brand personality keywords and brand messages. Student's individual ideas are welcome.



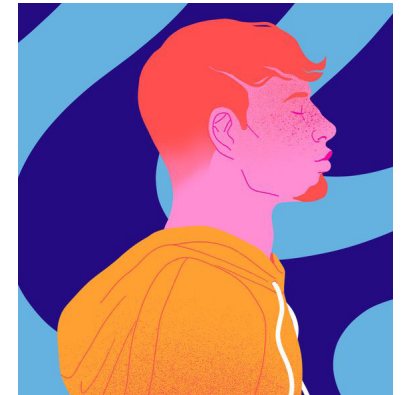
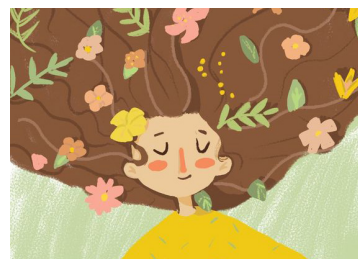
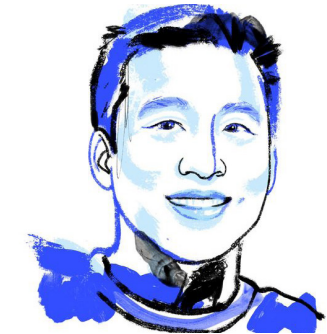
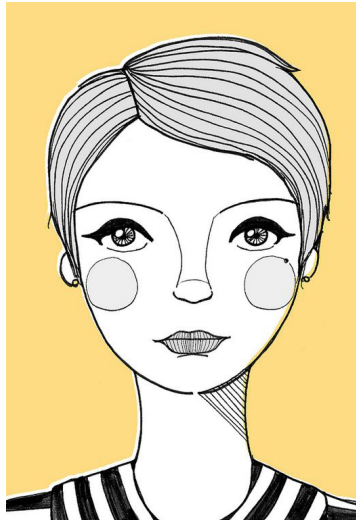
**EVERYONE'S
JOURNEY IS
DIFFERENT**

This is our guiding theme.

ART DIRECTION CREATIVE FACES

- Students could draw faces/creative portraits in their own style
- Visual metaphor for: individuality, personality, uniqueness

i This brand personality will feel like a cohort, a group of young people, not one person. It will have diversity and creativity at its core. Helps convey the brand message: **"Everyone's journey is different"**



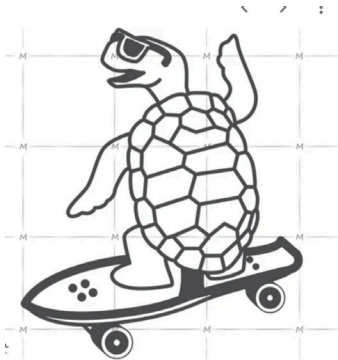
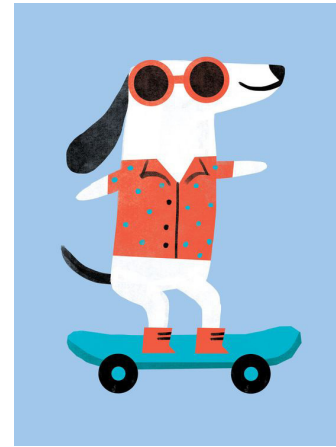
ART DIRECTION CREATIVE CHARACTERS



- Students could draw animals/characters in their own style
- Visual metaphor for: individuality, personality, uniqueness, fun



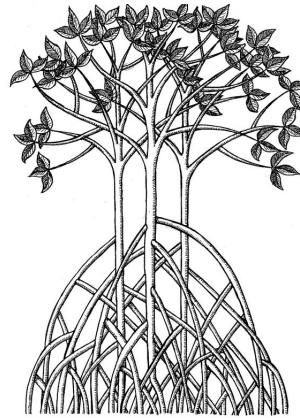
Creative characters using 'Anthropomorphism' (attribute human forms, behaviors, and emotions to animals) helps convey brand personality keywords: warm, friendly, authentic, welcoming, inspiring, not corporate, creative, optimistic.



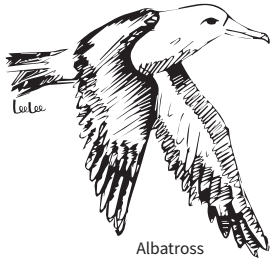
ART DIRECTION
 CONNECTION TO PLACE (PLANTS, ANIMALS, PATTERNS OF FRASER COAST)



**Native species
 Fraser Coast**
 Melaleuca Quinquenervia
 (paper bark tea tree)



Mangroves



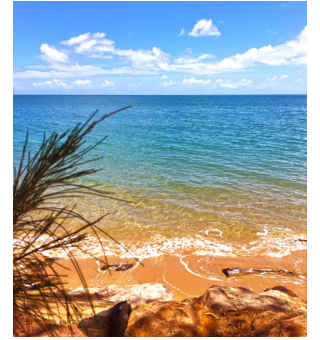
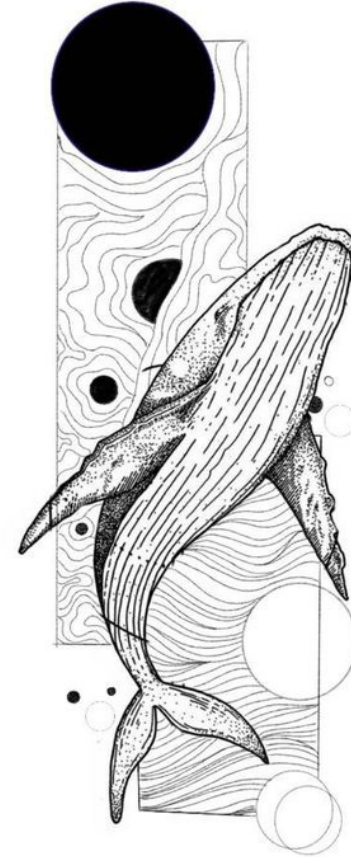
Albatross



Mary River



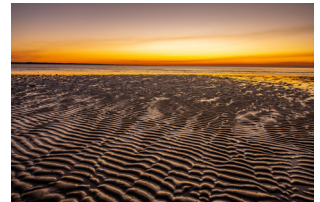
Maryborough - Mary River



Hervey Bay



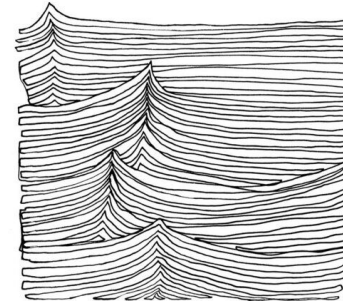
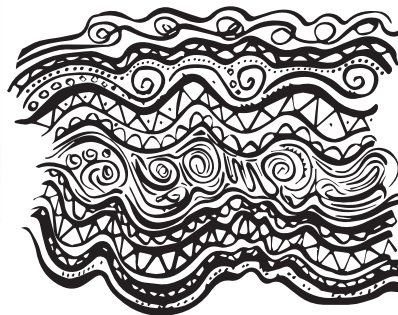
Great Sandy Straits



**Native species
 Fraser Coast**
 Nymphaea Gigantea
 (water lily)



Wildlife Fraser Coast
 Kingfisher



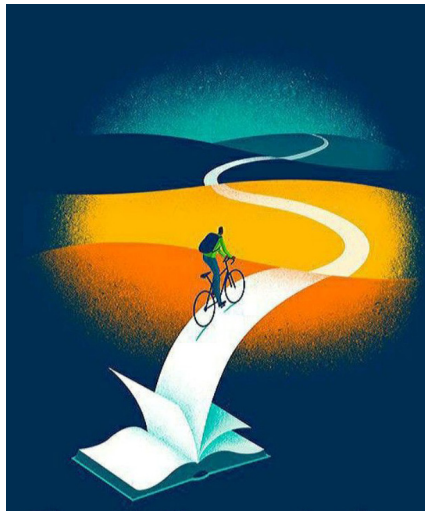
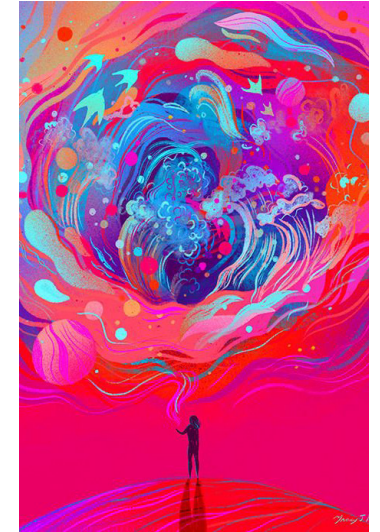
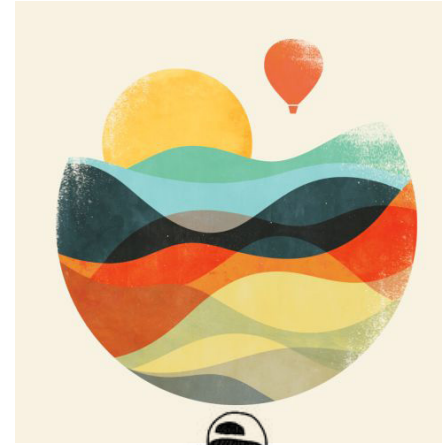
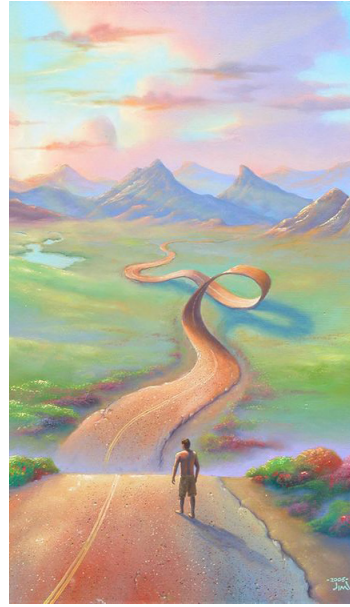
Sand and water/wave patterns



ART DIRECTION EVERYONE'S JOURNEY IS DIFFERENT

- Students could draw a personal adventure/ pathway in their own style
- Visual metaphor for: opportunities ahead, stepping stones, creativity, personal journey

i Helps convey the brand message: "The student's journey is at the heart of the FCCPP"



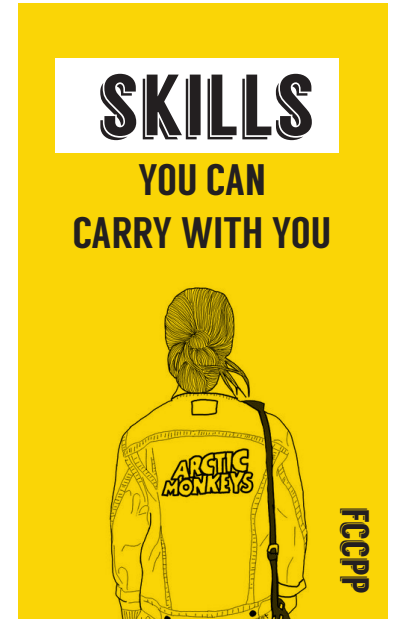
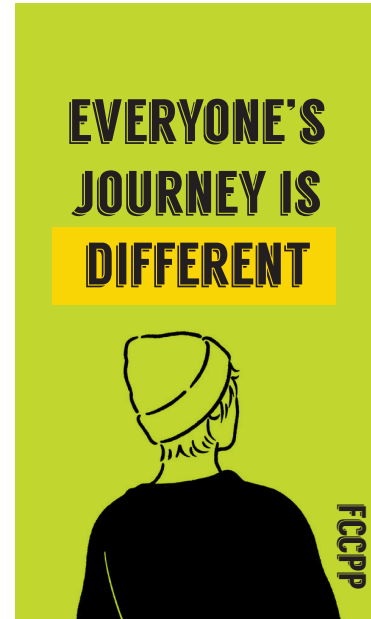
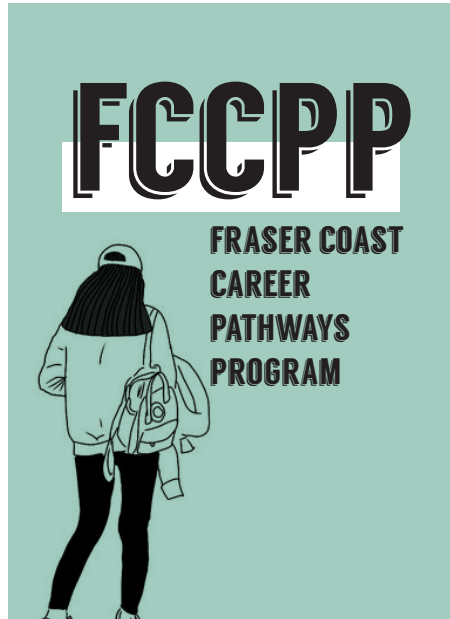
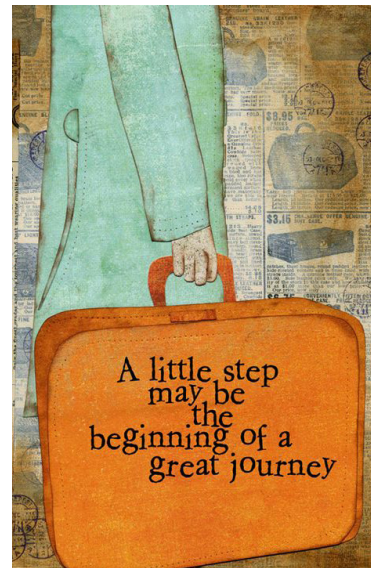
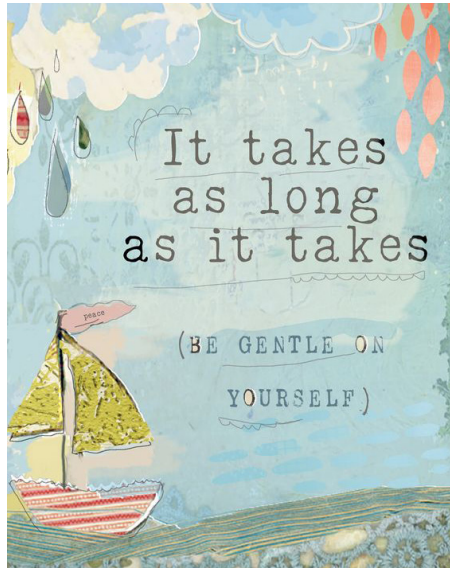
ART DIRECTION BRAND MESSAGING



Students could do their own handwriting for the word 'FCCPP' along with other messages that relate to the brand



Messaging helps to convey brand personality/values, ideally some of these messages can be hand-written by the students and used in supporting graphics



ART WORKSHOPS - ST MARY'S COLLEGE, USHS



St Mary's College Art Workshop Participants, Years 10 and 12



BRAND COLLABORATION: STUDENT'S INPUT IN THE CREATION OF THE BRAND

The goal for the art workshops: Provide a relaxed, fun and supportive environment to help inspire the students/participants. Encourage the sharing of ideas in the group, honour participant's own personal lens and interpretation of how to visualise and express the brand personality/keywords based on their own lived experiences.



Urangan State High School Art Workshop Participants, Years 7,8 and 9



'Everyone's journey is different' was our theme for the art workshops. Within the workshops, LeeLee provided inspiration and reference images within workshop slides in-line with the guiding theme (see p.3-8). Students were invited to think about how we could visually express the FCCPP brand personality keywords. We also explored supporting visual themes such as: *diversity, vast options and pathways/doorways, individuality, unique journeys/adventures.* 'Connection to place' and linking the work back to our region visually in some way was also explored in the workshops by the students.

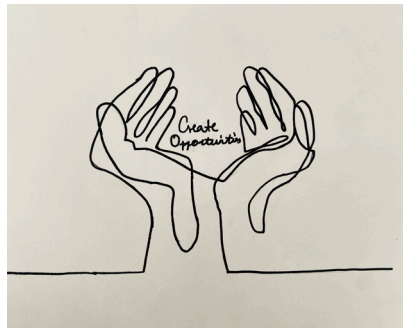
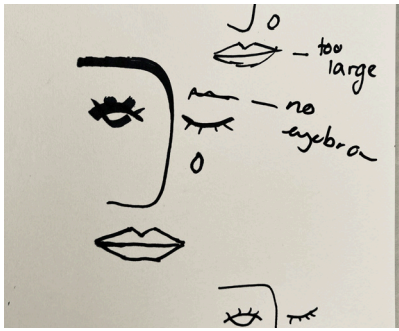


0427 287 343 ✉ leighwest@live.com.au in <https://www.linkedin.com/in/leighwest/>

@findingleelee f LeeLeeCreativeFraserCoast

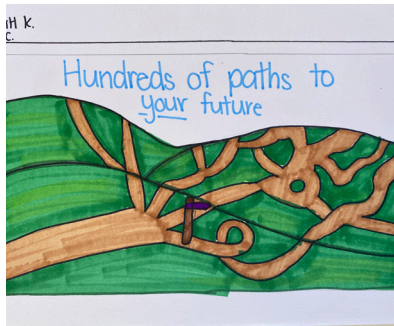
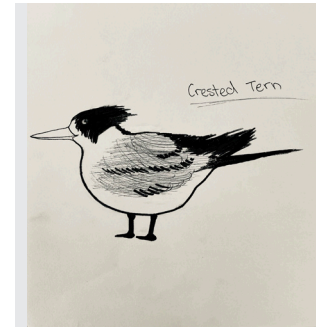
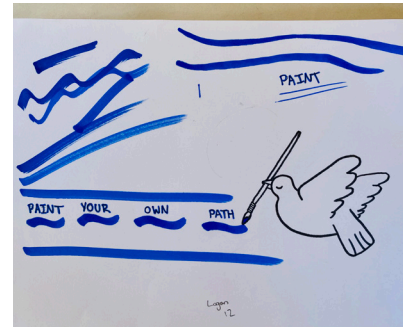
ST MARY'S COLLEGE CREATIVE CONTRIBUTIONS

Summary of original work



**EVERYONE'S
JOURNEY IS
DIFFERENT**

This is our guiding theme.



0427 287 343 ✉ leighwest@live.com.au **in** <https://www.linkedin.com/in/leighwest/>

@findingleelee **f** LeeLeeCreativeFraserCoast

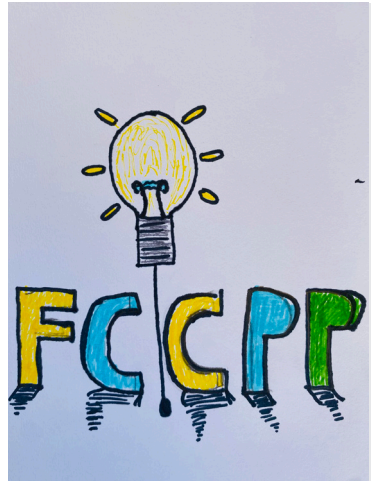
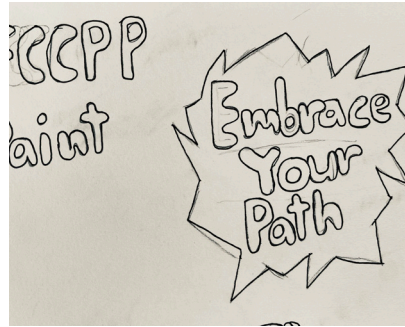
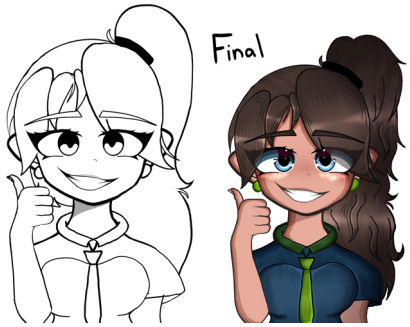
USHS CREATIVE CONTRIBUTIONS

Summary of original work

EVERYONE'S JOURNEY IS DIFFERENT

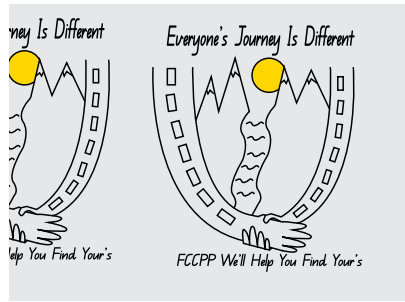
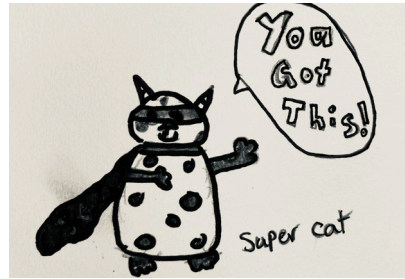
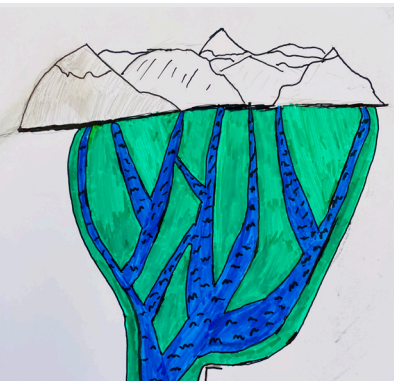
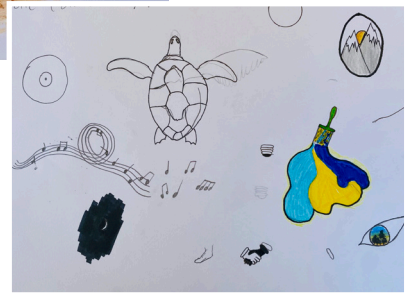
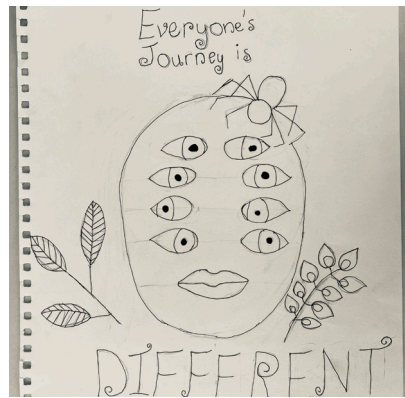
This is our guiding theme.

Future ★
★ Goals!
There are options ahead of me



You've Got This!
A little Step Might be the beginning of a great Journey

It's Good to Try New Things
Uni isn't the only Path!



0427 287 343 leighwest@live.com.au <https://www.linkedin.com/in/leighwest/>

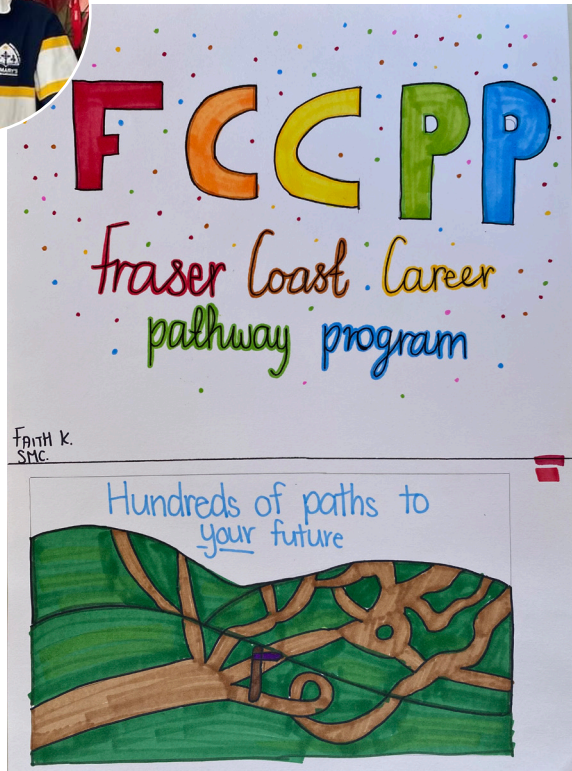
@findingleelee LeeLeeCreativeFraserCoast

FCCPP WORDMARK LOGO - CREATED BY YR. 12 STUDENT



St. Mary's College
Faith, Year 12

STEP 1 Original



STEP 2 First Conversion to Graphic
(Messy, not suitable for logo)



STEP 3 Edit and Refine for
Legibility at Small Sizes



LeeLee

The logo intentionally has a 'younger/more creative' aesthetic (not corporate) compared to RDA Wide Bay Burnett with the aim that the long acronym will start to stick in people's minds and become memorable.

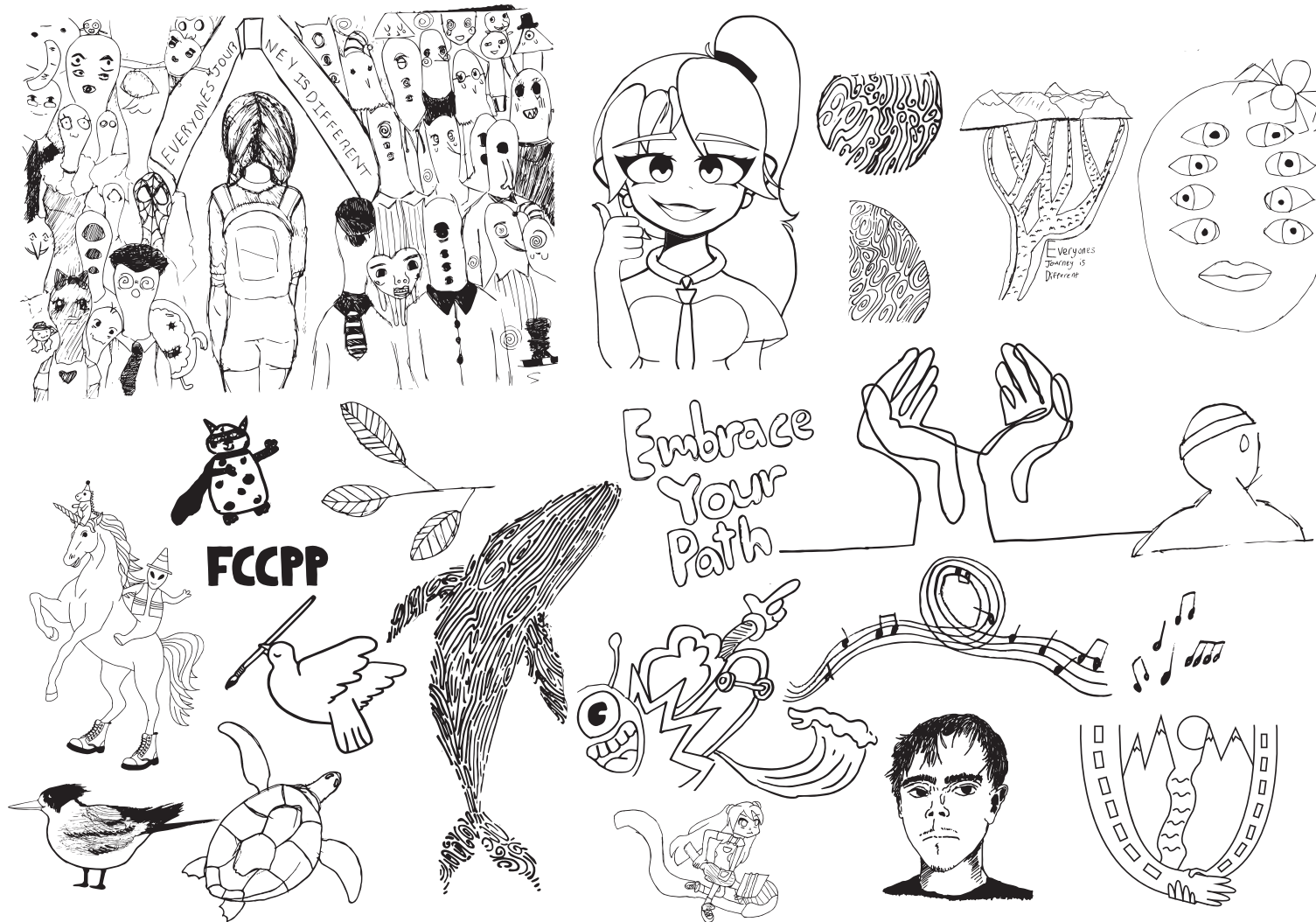
Colours chosen to be consistent with two of RDA Wide Bay Burnett's primary colours:



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STUDENT'S CREATIVE CONTRIBUTIONS CONVERTED TO GRAPHICS



Leelee

Some of the student's work converted to vector graphics more successfully than others. The most successful conversions have been chosen. To keep all of the work consistent and not overwhelming/busy, student's outlines/line-work have been selected as the best drawings to work with for the FCCPP visual identity.

Student's drawings have been curated based on our goals:

GOAL: This brand personality will feel like a cohort, a group of young people, not one person. It will have diversity and creativity at its core, have character and feel human.

BRAND MESSAGES:

- The student's journey is at the heart of the FCCPP
- Everyone's journey is different
- There is no ONE path, there is only YOUR PATH
- School to University isn't the only approach
- Skills you can carry with you for the rest of your life
- You never stop learning

AUDIENCE (who are we trying to connect with?)

The branding will be less corporate and more relatable for caregivers and priority school student groups from years 7-12.




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HONOURING RDA WIDE BAY'S COLOURS AND FONTS




Primary colours

- 


OCEAN BLUE
PANTONE 289 C
C 100 M 64 Y 0 K 60
R 0 G 42 B 92
HEX/HTML # 002a59
- 


FOREST GREEN
PANTONE 364 C
C 65 M 0 Y 100 K 42
R 55 G 124 B 43
HEX/HTML # 377c2b
- 

LIME GREEN
PANTONE 382 C
C 29 M 0 Y 100 K 0
R 193 G 215 B 45
HEX/HTML # c1d72d
- 

GRASS GREEN
PANTONE 356 C
C 95 M 0 Y 100 K 27
R 0 G 132 B 63
HEX/HTML # 00843f

Supporting colours

- 

NAVY
C 100 M 87 Y 42 K 53
R 8 G 30 B 63
HEX/HTML # 081e3f
- 

GREY
C 10 M 7 Y 7 K 0
R 226 G 227 B 228
HEX/HTML # e2e3e4

Muli: the primary font family

Muli is the brand font to be used across all communications. Muli is used in sentence case only, when not being used for display purposes. Muli is available via an open source license.

Body text should not be smaller than 9pt. In the case of newspaper advertising, where there is limited space, the typeface can be as small as 7.5pt. For visually impaired or low literacy audience set the text in Muli Regular 11pt for best legibility. When typesetting, ensure headings are clearly defined from the body text with adequate white space for readability. The black typeface is available as an alternate font for headings, featured content or design variations.

Muli Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^*()

Muli Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^*()

Muli Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^*()

Muli Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^*()

Muli Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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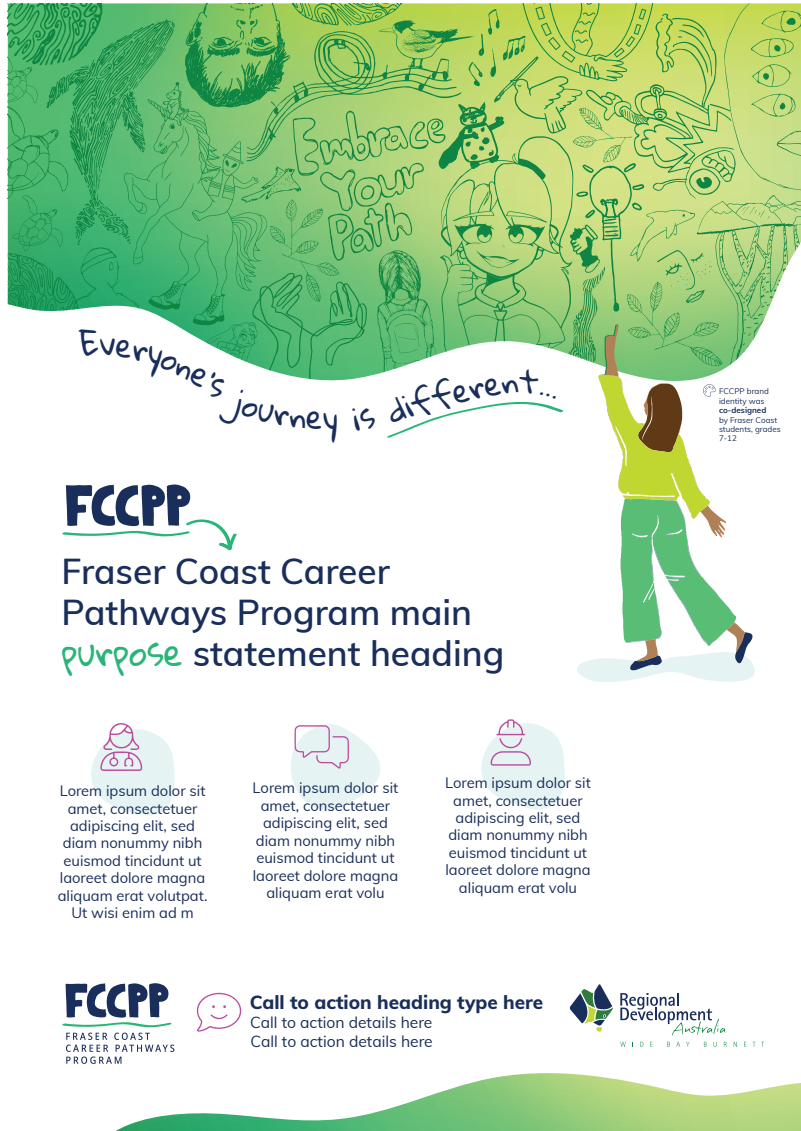
lelee

For consistency, and to loosely link the FCCPP branding back to RDA Wide Bay, for this initial concept I've honoured some of the colours and fonts listed in the RDA style guide. Colours and fonts can change, this is just a starting point.



 0427 287 343
  leighwest@live.com.au
  <https://www.linkedin.com/in/leighwest/>
 @findingleelee
  LeeLeeCreativeFraserCoast

BRANDING MOCK-UP, PROOF 2



Early stage A4 poster template ideas for layout

BRANDING MOCK-UP, PROOF 2

