

Multicultural Arts Victoria

MULTICULTURAL ARTS VICTORIA

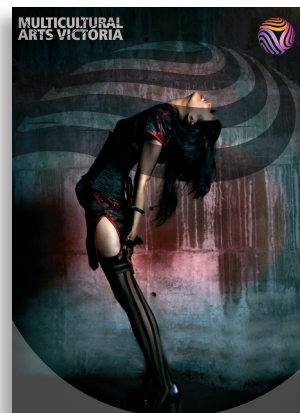
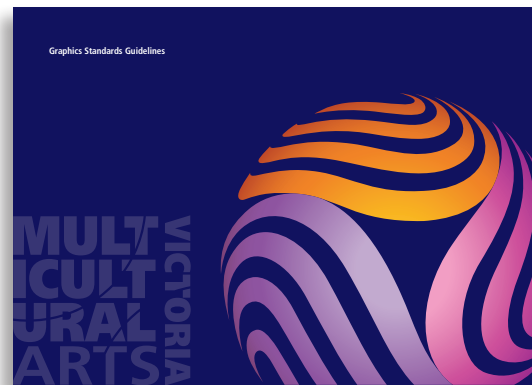


Celebrating its 25th year in 2008, Multicultural Arts Victoria engaged us to re-brand the organisation with a unique visual identity that acknowledges the past and lays the foundations for the future vision of the next 25 years.

The success of the project was measured against delivering a visual identity that reflected the breadth of cultural diversity in the Victorian arts community. One which was unique, recognisable and engaging

across a variety of audiences. It was required to be flexible enough to incorporate sub-brands and strong enough to stand out when Multicultural Arts Victoria is not the primary brand on various printed material.

(e.g. The Arts Centre). It also needed to be reproduced with economy and ease. The design is distinctive and singular, depicting the world as a melting pot of colour and global fusion coming together and joining to form



the V for Victoria. The brand is being applied across stationery and a range of POS including brochures, website, e-newsletters, flyers, posters, exhibition spaces and clothing merchandise.

Identity and POS collateral for Multicultural Arts Victoria