

Australian Marriage Equality Design Brief

Introducing AME

Australian Marriage Equality is a national donation based organisation working for equal marriage rights for all Australians regardless of their gender or sexuality. AME believes in equality for all Australians and lead the way for marriage equality since it was established in 2004. The priorities are lobbying, advocacy and education.

BRAND STRATEGY

Company

Where do I come from?

- Born out of the 2004 amendment in the Australian marriage act, I am a volunteer based, grass roots organisation. I'm lead by 12 passionate volunteers, including Rodney Croome who led the way to decriminalizing homosexuality in Tasmania. In fact, I'm the only national Gay and Lesbian rights organisation in the Australia.

What are my ambitions?

- My ambition is to lead the way for marriage equality in Australia

Audience

Who are my customers, advocates and influencers?

They include -

- People who have converted
- The younger generation
- The gay community
- Friends and families of LGBT
- The media
- People in suburban areas
- Liberal party members that are split
- Economic liberals
- Social conservative
- People in the surburbs vs people in the city
- Media
- Celebrities
- Personal supporters

My audience is everyone and they are local and they are global.

Culture

Where is my world going?

My world is political, sometimes untrusting and can be limited but it's changing and evolving. My world is embraces public acceptance but questions the act of marriage. My world is made from modern families and it is built on family values.



Category

What am I like?

I believe in equal rights for all Australians, regardless of class, race, gender or sexuality.
I am passionate, determined and we fight for what we believe in.

I'm credible and current.

I'm positive and I believe in family values and the institution of marriage for all Australians.

What makes me remarkable?

I'm remarkable because I'm leading change

What do I fight for?

Marriage Equality for all Australians

GUIDING THOUGHTS

- Equality (love, just like you, similarity, normal, familiar, usual, family)
- Love – need that emotive quality
- Credibility
- Acceptance
- Leader – strength

REQUIREMENTS

Establishment of AME's brand identity through development of:

- Logo – Name plate & icon that can work independently or together
Files: PNG, EPS & JPEG
- Typeface(s) – web safe fonts need to be taken into consideration
- Colour palette recommendations
- Application considerations - letterhead, social media/online platforms, merchandise and print