





**MELBOURNE DESIGN FESTIVAL**

Brand Identity  
Marketing Collateral  
Event Program

Supporting and promoting the value of design to the business community is always on the Cornwell agenda. Our support of the Melbourne Design Festival and programs like it are intrinsic to creating awareness and driving long term growth for the design industry. Working closely with the festival director we created the theme 'when it rains it pours'.

The theme was selected to raise awareness of water use in the current drought conditions sweeping the continent as well as driving awareness around the role of designers in the sustainability debate.