
Sustainability Victoria

Brand Identity
Brand Strategy
Annual Reports
Marketing Collateral
Environmental Graphics

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victoria



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Sustainability Victoria was established by the Victorian State Government to demonstrate to all Victorians the value of sustainable resource use to support a thriving community and economy. Working closely with the executive Cornwell were engaged to develop the brand strategy, identity and visual language.

'Showing the way' represents the brand's essence and was creatively introduced to the identity. This iconic symbol has been applied across the broad range of communications and informed the development of all of the brands internal and external communications.