



## Talkin' bout my generation

MyGeneration aims to break the cycle of poverty, crime and ill health in struggling communities, through people centred sustainable change.

The MyGeneration vision which Sperm are helping bring to life is to raise aspirations and break the generational nature of under-achievement, social exclusion and dependency, through practical support and development of key skills, which can be retained within the family and community and then passed on to the next generation.

We have created a visual language that reflects the diversity, hope and colourful nature of the charity. The new brand language will be rolled out across a wide variety of printed material.

### Key skills used in project

- brand strategy
- brand language
- corporate identity
- graphic design
- advertising
- copy writing
- art direction
- retouching
- artworking