

Julian Campbell Foundation

Visual Identity

Rooted in our core principle of raising the educational aspirations of young people who live with bipolar disorder, the design is intended to work on various levels.

Primary level The Charity is named after Julian Campbell, the late brother of founder, Jacqueline Campbell, who took his own life while living with Bipolar Disorder.

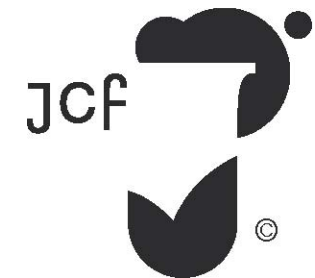
The initial letter of his name is represented in relief by the shapes in the upper and lower areas of the logo. The letter J also takes on the form of a test tube, representing the study of Science.

Secondary level The test tube contains mixed colours that are intended to symbolise ongoing research into the nature and causes of the disorder. This view is metaphorical as there are a number of differing opinions on the causes of Bipolar Disorder.

The mixed bubbles in the upper portion of the logo are intended to support and reinforce the idea of scientific exploration, as well as Julian's fondness for Scientific experiments (occasionally with dramatic results!).

Tertiary level The vision of the foundation is embodied by the statement 'bringing colour to life'. This is a playful and positive message intended to show how the Charity engages non-discriminately, with individuals that may directly (or indirectly) be affected by the disorder.

© Errol Donald 2010



BRING COLOUR TO LIFE