

GIRLS ROCK *REDESIGN*

CAMPAIGN BOSTON

ISADORA
BERNASCONI



Mission :

Girls Rock Campaign Boston empowers girls, women, and youth and adults with marginalized gender identities to believe in themselves by building a supportive community that fosters self-expression, confidence, and collaboration through music education and performance.

Audience: Parents and Children interested in GRCB.

Goals: Create a fun, bright, positive atmosphere focusing on the empowerment and community building of girls, transgender and gender non-conforming youth.

INTRODUCTION



Ladies Rock Camp 2011

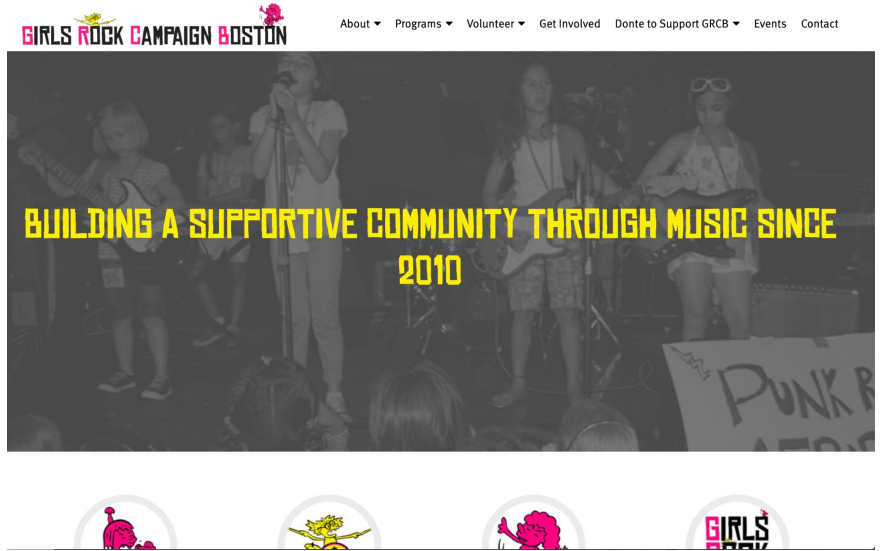
MARASCHINO AND THE FUNKTONES



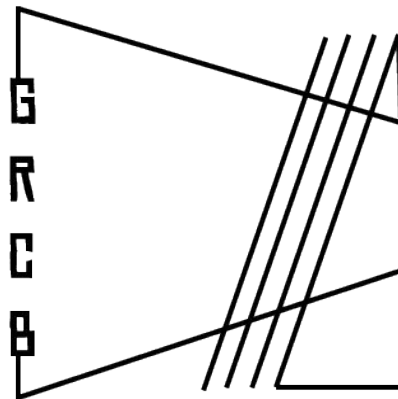
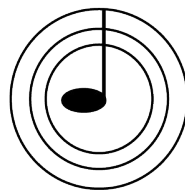
ELECTRIC BEATS!!

PERSONAL EXPERIENCE

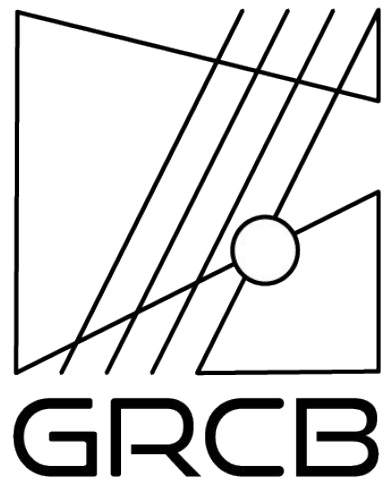




VISUAL RESEARCH



DESIGN MARKS



LOGO B&W



FINAL LOGO



DIGITAL AUDIO WEEK



GRCB BEATS



YOUTH ACTIVISM
PROJECT



GIRLS ROCK
SUMMER SESSIONS



LRCB ADULT
SESSIONS

ICONS



#99F443

#76AB2F

#E8FFD1

#F443C4

#AB2F89



RGB: R=153 G=244 B=67
CMYK: 41.41 0 98.97 0



RGB: R=118 G=171 B=47
CMYK: 60.17 12.48 100 0.71



RGB: R=235 G=255 B=209
CMYK: 7.7 0 22.73 0



RGB: R=244 G=67 B=196
CMYK: 12.96 81.14 0 0



RGB: R=171 G=47 B=137
CMYK: 35.65 94.72 6.67 0.02



RGB: R=0 G=0 B=0
CMYK: 74.97 67.92 67.05 90.15

COLOR PALETTE

GOOD TIMES 36 PT

HEADER

GRCB

GOOD TIMES 24 PT

SUB HEADER

GIRLS ROCK

GOOD TIMES 13 PT

BODY

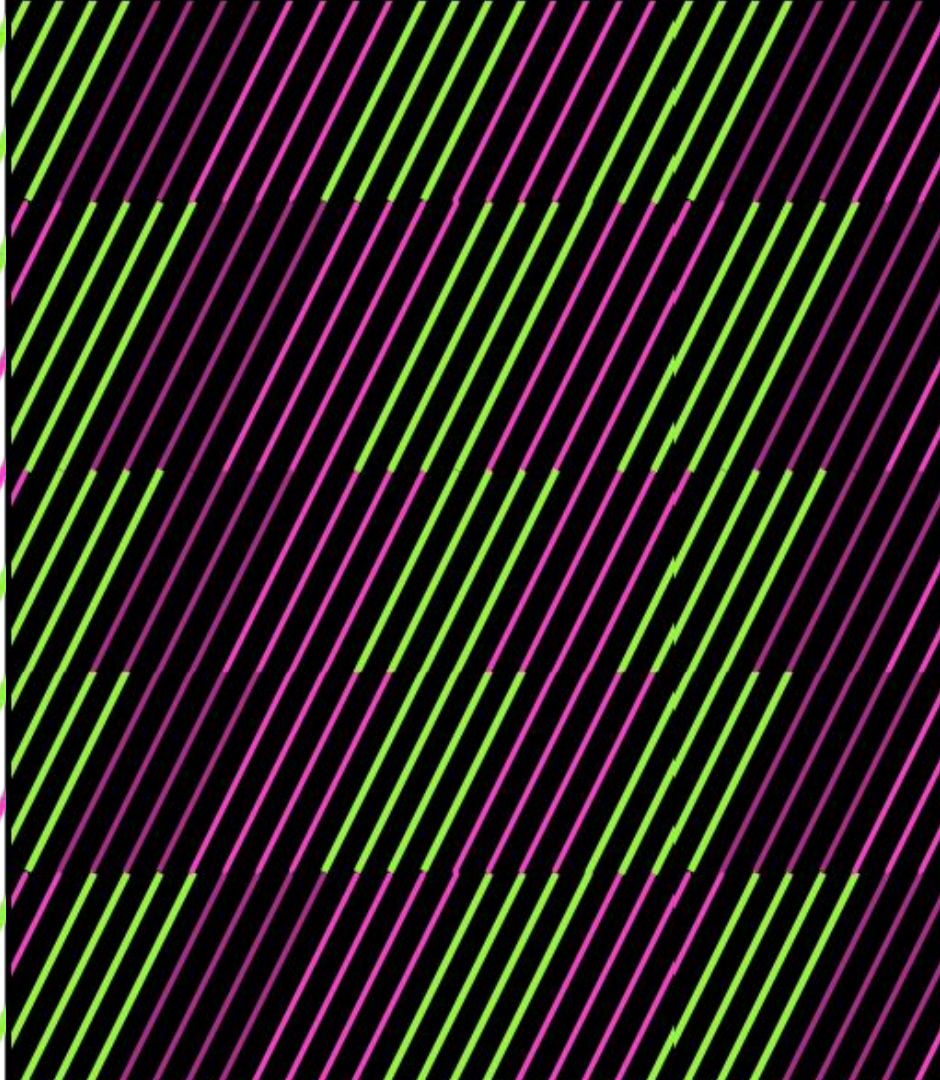
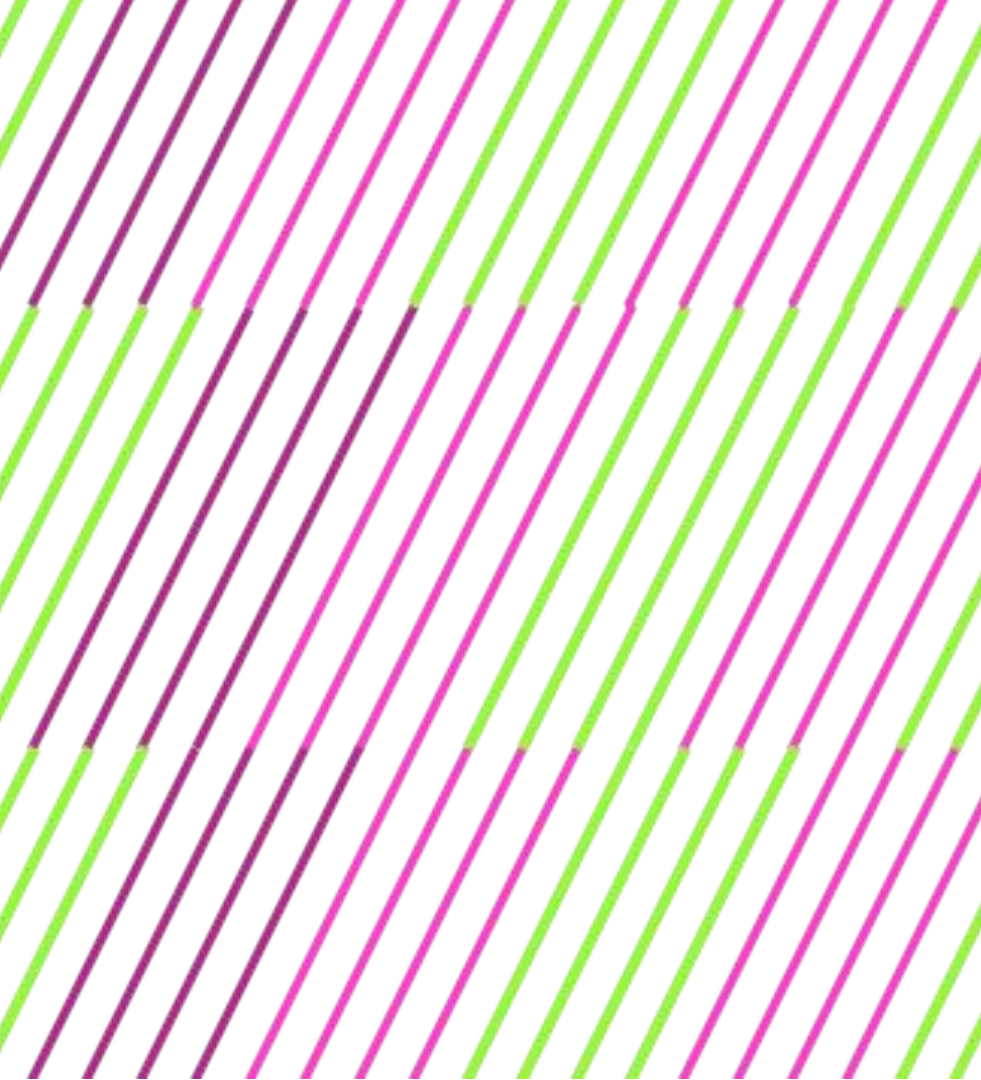
GRCB SUMMER SESSIONS

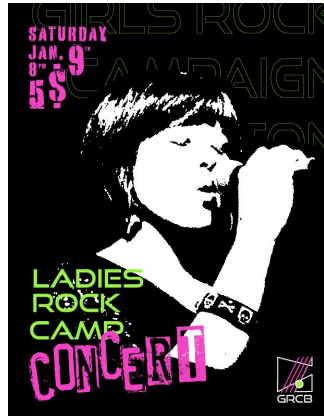
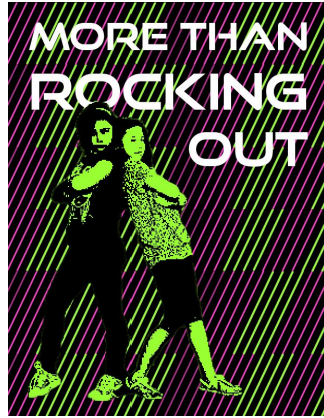
RUBBER STAMP 36 PT

DISPLAY FONT

GRCB

Fonts





POSTER SERIES



POSTER MOCKUPS



MOCKUPS



https://youtu.be/vSKF_JR3Q6M

BRAND VIDEO