

1/2 Fischfont

A specially for the WWF designed fishfont that can be applied for different communication media to draw attention on a rather serious subject in an unconventional yet visual attractive way.



Solution

Approach:

Pointing to the problem of overfishing in a succinct but likable way and spread the news across the board.

Idea:

A specially for the WWF designed fishfont that can be applied for different communication media and could be offered as a free download. Thus we can draw attention on a rather serious subject in an unconventional yet visual attractive way.

Application:

- posters and ads with a succinct catchword
- e-cards with the ads' visuals to be sent to friends and decision makers in politics and economy
- postal stamps (+20ct donation to the wwf) and envelopes with banners
- integration into facebook to send messages in a special fish-look and

Fabulous Fish!

2/2

Fischfont

A specially for the WWF designed fishfont that can be applied for different communication media to draw attention on a rather serious subject in an unconventional yet visual attractive way.

Creative's profile



Janne PRO
Grafik-Designerin

Creative's top 5 skills

Copy Writing, Graphic Design, Interior Design, Packaging Design,
Communication Concept