October 25, 2026

MOTION TO HISTORY

PROPSAL PLAN VISUAL IDENTITY AND DIGITAL CAMPAIGN.

PROJECT OVERVIEW

This visual campaign celebrates 100 years of the University of Hull. It explores the relationship between the university's history, its place in the city and its future. The aim is to create a visual identity that celebrates the university's heritage while appealing to a diverse audience.

CREATIVE CONCEPT AND VISUAL IDENTITY

The visual identity explores the number **100** as its central graphic element, supported by geometric shapes and an abstract **H** motif inspired by the university's name. My initial experiments investigate modular number forms, contrasting colours and repeating patterns. These elements will be developed into a consistent visual identity that can be applied across different campaign materials.

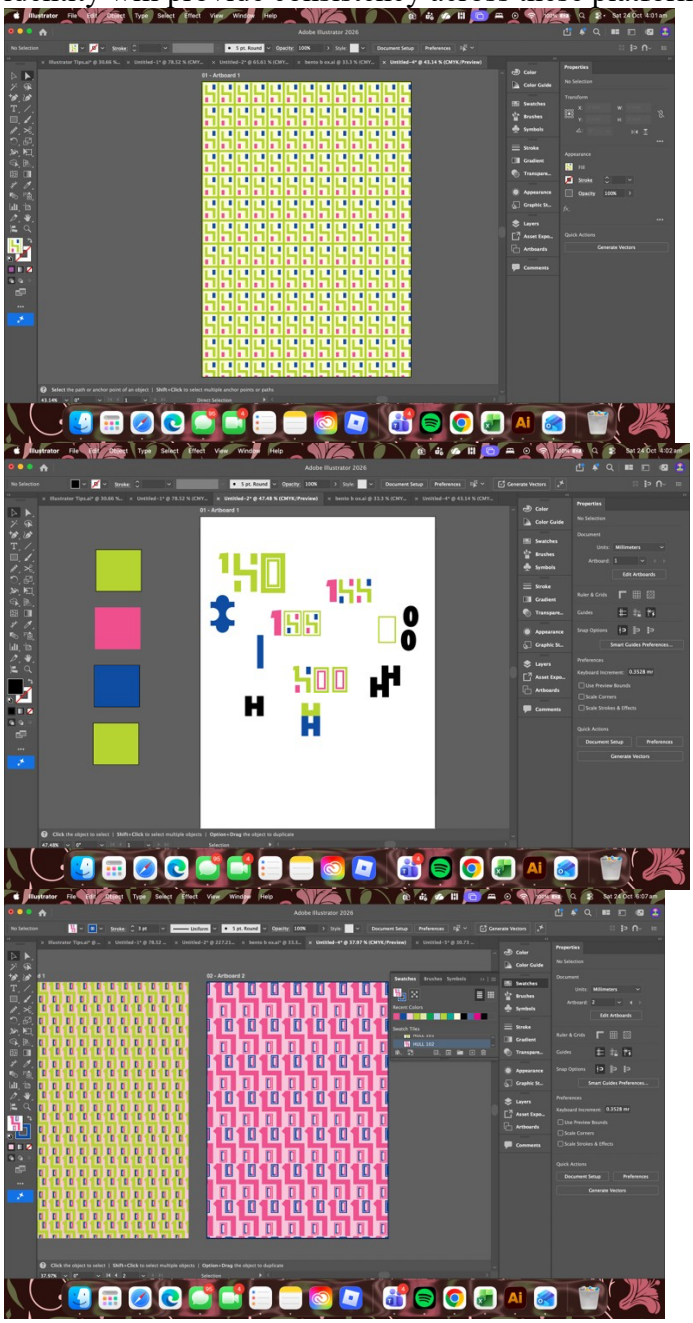
The proposed colour palette uses lime green, pink and cobalt blue to create a bright, energetic appearance. Bold typography and carefully selected archival imagery will help connect the university's history with a contemporary design approach.

VISUAL DEVELOPMENT

My initial Illustrator experiments explore different ways of combining the number 100, geometric shapes and the letter H. I will refine the strongest designs and experiment with layout, colour and typography to develop a recognisable identity.

The campaign will include a centenary poster, social media graphics and a microsite. The microsite will introduce the university's history through

key people, milestones and stories from its 100-year journey. The visual identity will provide consistency across these platforms.



the next stage will involve refining the strongest number and H experiments, testing the identity across different formats and developing a microsite layout. I will evaluate the designs for clarity, visual consistency, accessibility and their ability to communicate the connection between the university's past, present and future.

AUDIENCE AND CAMPAIGN OUTPUT

The campaign is intended for current students, staff, alumni, prospective students and the wider Hull community. It aims to encourage audiences

to engage with the university's history, achievements and continuing contribution to the city.

VISUAL REFRENCES

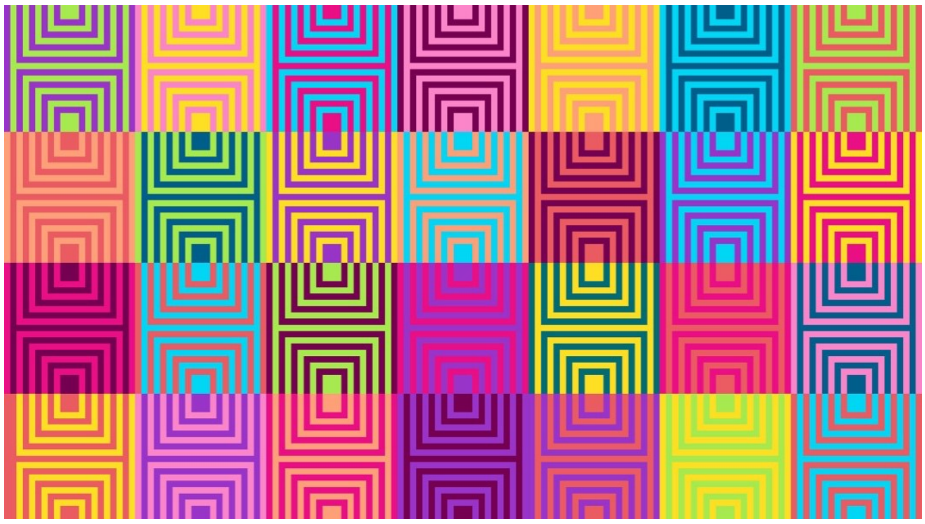




The proposal draws on geometric identity design, the Bauhaus centenary identity and Hull's 2017 UK City of Culture identity. These projects will

inform my use of modular shapes and adaptable graphic elements without being copied directly.





Reference

1. Tiphaine graphéine (2018). *Bauhaus posters and sausages for the 100th Bauhaus anniversary*. [online] Graphéine, l'agence branding qui soigne votre identité de marque! Available at: https://grapheine.com/en/news/bauhaus-posters-and-sausages-for-the-100th-bauhaus-anniversary/ [Accessed 25 Oct. 2026].
2. Sam eastwood (2017) Hull uk city of culture https://lovedigi.net/Hull-2017 (Accessed 25 oct 2026)
3.