



THE YOUNG ONES DESIGN BRIEF



CLIENT

PartnersGlobal is an international non-profit that is working for more inclusive, democratic and sustainable societies. With a presence all around the world, they are known for their approach of creating "unlikely" partnerships between diverse groups and between societies, businesses and governments.

BACKGROUND

PartnersGlobal is currently working with TOGETHER, a global initiative led by the United Nations, on promoting a positive image of refugees and migrants. The goal is to recognize, unify, and support these communities within major cities around the world.

MISSION

Create a mass transit poster for global distribution that strengthens the connection between host countries and communities, and refugees and migrants.

MESSAGE

"Unifying Communities." Let's all stand together to promote diversity, non-discrimination and acceptance of refugees and migrants.

tone and audience

The poster should be designed to work as a widely recognized, iconic symbol for the cause and lead to word-of-mouth and media coverage. It will be placed in highly frequented transit locations (train station, airport, etc.) in metropolises around the world, such as New York, Barcelona, Tokyo, Beirut and Mexico City. The poster has to communicate the message to a diverse audience with short attention spans.

INSPIRATION

Take inspiration from this year's TOGETHER poster campaign which received widespread media coverage in Mexico City ([link below](#)). The "We Can Do It!" poster campaign from 1943 by J. Howard Miller is another example of an iconic poster design.

JURY

A special jury comprised of PartnersGlobal, TOGETHER, UN representatives, and agency executives will select eight finalists. These will be awarded with One Show Pencils and Merit certificates. The participating mayor's offices will then review and determine the winning poster to be featured in all the participating cities.



REQUIREMENT

Designs must include the following logos: The One Club for Creativity, PartnersGlobal, and TOGETHER.

MORE INFORMATION

<http://together.un.org/together-launches-mexico>