

Same destination, Different journey

Help make the journey equal

Mission Statement

This Campaign highlights the often invisible mental load women carry when navigating public spaces, We aim to highlight the everyday decision making process women undertake, to reveal the imbalance in shared environments.

Tone of voice

- Reflective
- Observational
- Non-confrontational
- Accessible
- Subtle

Key Message / CTA

Help Make The Journey Equal

Safety Shouldn't require strategy.

Visual Language



wooded area



underpass



feeling of danger



mens simple journey



complex womens journey

Colour Palette



Typography

Aa

Gothiks Round

Headings /
Important information.

Aa

Gothiks Book

Body Text
Supporting information

Campaign System

Stand /
Print Visuals

Introduces
concept



Fortune Teller,

Interactive,
introduces
mental load.



QR Code, flyer's /
merchandise

Digital and physical
recourses for peer
sharing.



Audience impact

Encourages
discussion to drive
change