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I've created a logo for Chernobyl that can be used across all the advertising pieces and other paraphernalia. The idea behind the logo was to create something that portrayed destruction and decay and by leading the text over the edge and disappearing over the side I feel it has done this well. With the added burn textures and patterns it only add depth to the logo and give it a more powerful message.

As this is part of the Impossible Marketing project, I have used the same designed tags and tickets but applied the Chernobyl theming to them. Giving them individual places but also allowing it to be seen as a body of work.

The theming for this project I feel is very strong, but with being very simple and considerate.



As with the Titanic marketing campaign I have super imposed the poster designs for the Chernobyl project onto various advertising methods. Above are four variations of my poster designs each slightly different. I've kept the campaign simple and fresh without losing too much tongue in cheek, I have used the phrase 'it will give you wings' referring to the red bull campaign but also to the radiation and mutilations found in Chernobyl.

This was a difficult task to complete and I don't think it works as well as the Titanic campaign mainly due to the nature of Chernobyl and it still being a very recent disaster.

Striking the right balance between comical and the sensitive issues in advertising will always be an issue as someone will always take offence, but it is my job as a designer to limit offence and ensure the audience that is very light hearted.



Keeping the same theme as the rest of the marketing campaign but adapting it to the different purposed places I have created three new designs for the billboard advertising part of the campaign. I feel these are strong images and create maximum impact without alot of needing to be said just like the rest of the materials.