

# ALL IN

## HIGHLIGHTING CHANGE

# INFORMED

**All informed is a bold and simple identity that cuts through the noise and stops people in their tracks. When we looked at the world of censuses and forms, we found they were mostly bland and uninspiring, so we decided to create something that people like ourselves would engage with and complete.**

In order to achieve our look & feel, we paired a simple tone of voice with graphic interpretations of ballot slips to link back to the action of submitting a form. We applied this language in a visually disruptive way, overlaying information and copy to convey our message. By discovering a gift in the word 'in' we were able to create descriptive headlines alluding to the benefits of completing the annual survey that all feel ownable

to the 'All in' brand. The execution of our sticker device ensures that our identity can flex across a wide range of touchpoints whilst still feeling consistent. Pairing our name with a tagline that encapsulates the brand purpose was integral to our identity. 'Highlighting Change' explains the premise of the survey whilst allowing the identity to be single minded and punchy.

Highlighters were the main source of inspiration for our bold and impactful colour palette as our intent is to highlight the issues within our industry. Because one of the many purposes of the survey is to encourage more diversity and inclusivity in the workplace, we felt it was important to select colours that are not only visually appealing but also functional by ensuring that they are accessible and legible for those with visual impairments such as colour blindness or dyslexia.

ALL INCLUDED

ALL INVESTED

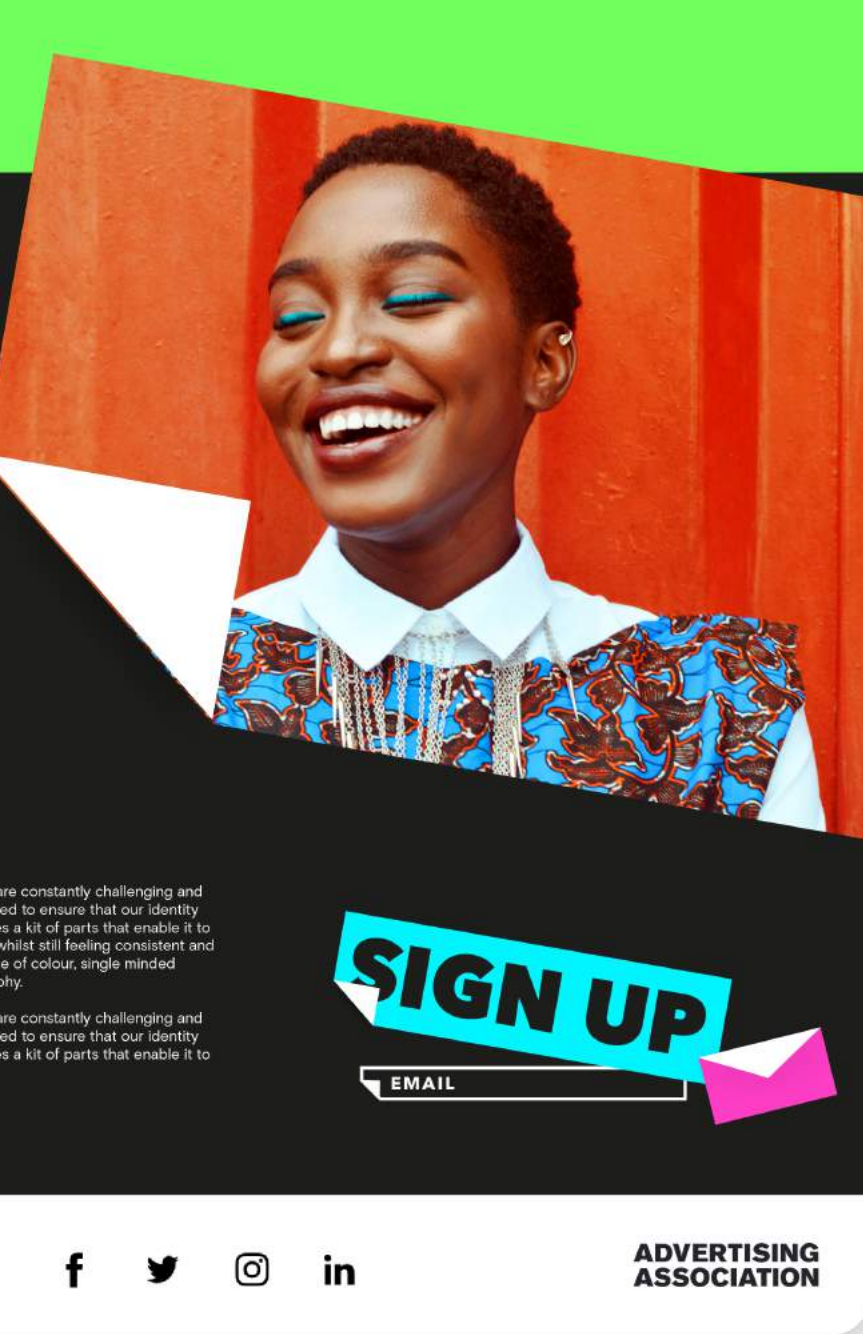
ALL INFORMED

ALL INVOLVED

ALL INSPIRED

ALL INVITED

ALL INREDIBLE

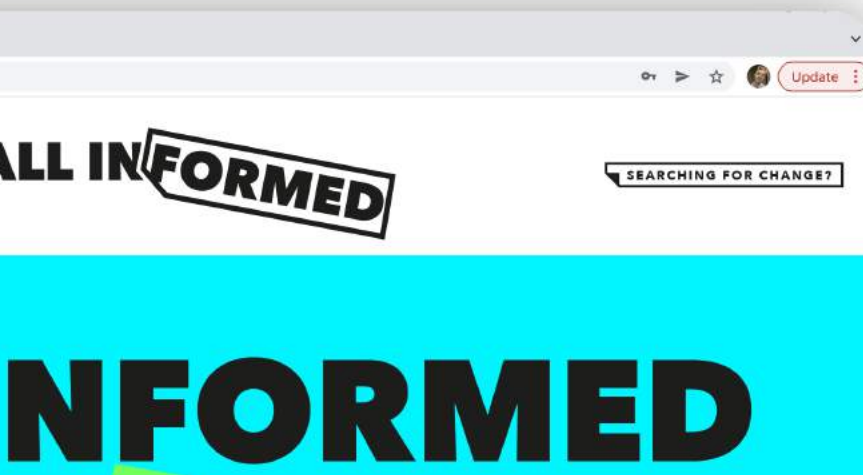


are constantly challenging and  
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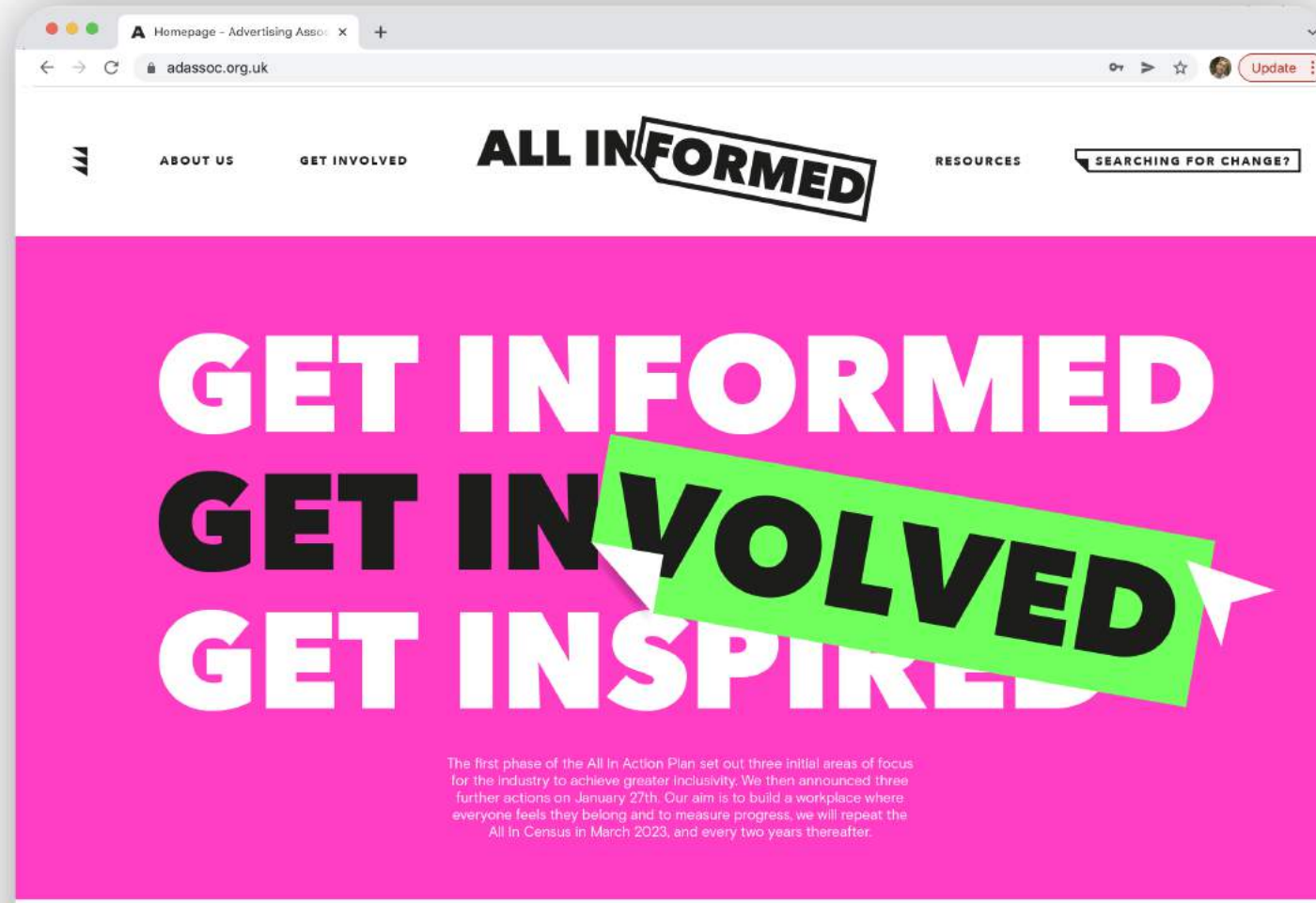
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ADVERTISING  
ASSOCIATION



ALL INFORMED



GET INFORMED  
GET INVOLVED  
GET INSPIRED

The first phase of the All In Action Plan set out three initial areas of focus for the industry to achieve greater inclusivity. We then announced three further actions on January 27th. Our aim is to build a workplace where everyone feels they belong and to measure progress, we will repeat the All In Census in March 2023, and every two years thereafter.

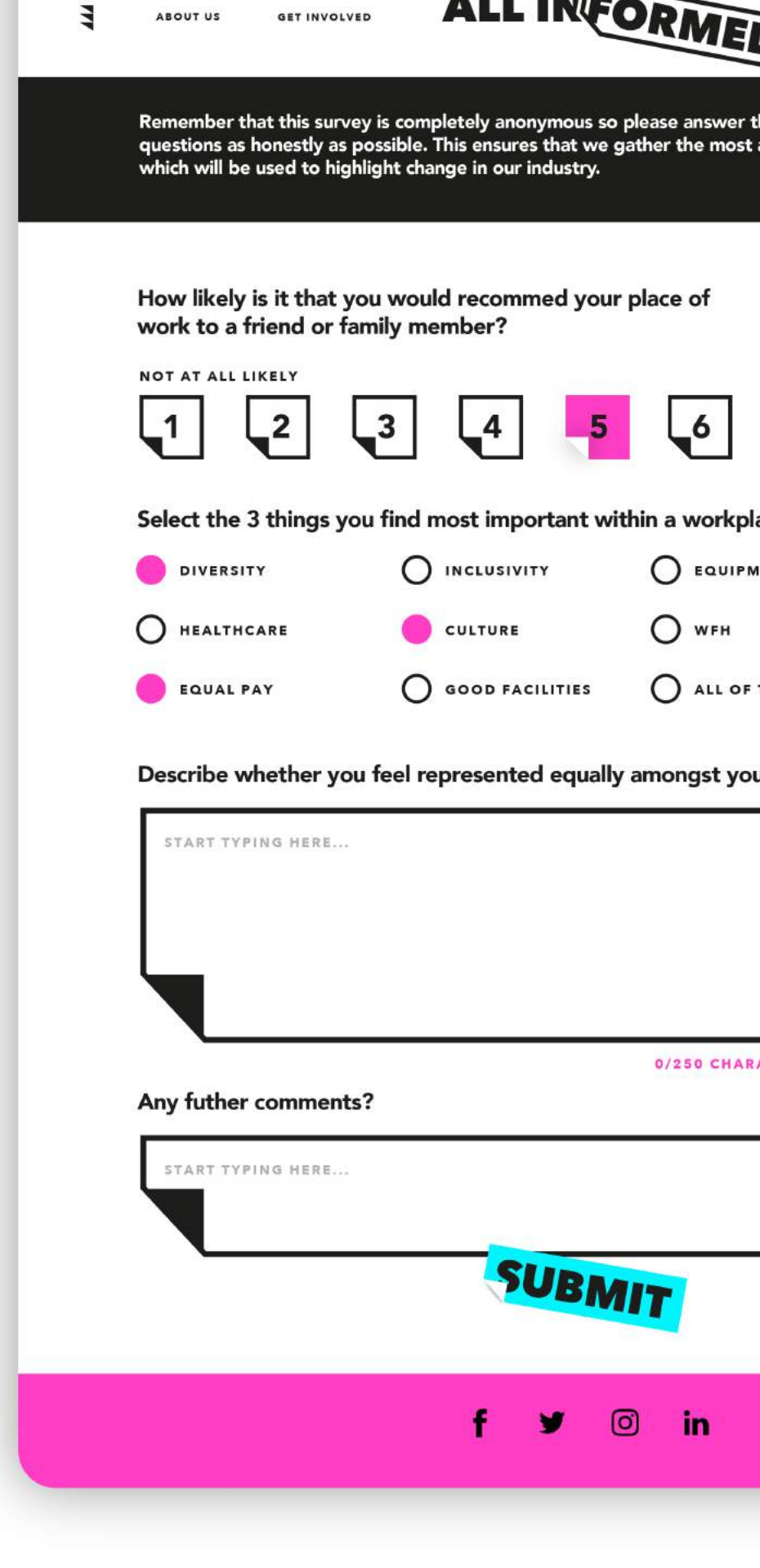


What changes have been made since last years Survey?

The All In Census was the UK Advertising's first and biggest industry-wide survey created by the Advertising Association, IPA, ISBA and Kantar. The All In Census gathered comprehensive data from over 16,000 advertising and marketing professionals and provides new insights on the representation and experience of the UK advertising's workforce plus data to benchmark progress from.

The survey allowed me to have my say and highlight what I want to change within my industry!  
SARAH, 30, LONDON

HAVE YOUR SAY HERE



Remember that this survey is completely anonymous so please answer the questions as honestly as possible. This ensures that we gather the most accurate data which will be used to highlight change in our industry.

How likely is it that you would recommend your place of work to a friend or family member?

NOT AT ALL LIKELY



Select the 3 things you find most important within a workplace

- DIVERSITY
- INCLUSIVITY
- EQUIPMENT
- HEALTHCARE
- CULTURE
- WFH
- EQUAL PAY
- GOOD FACILITIES
- ALL OF THEM

Describe whether you feel represented equally amongst your colleagues

START TYPING HERE...

0/250 CHARACTERS

Any further comments?

START TYPING HERE...

SUBMIT



**HE'S** IN

IN

**THEY'RE** IN

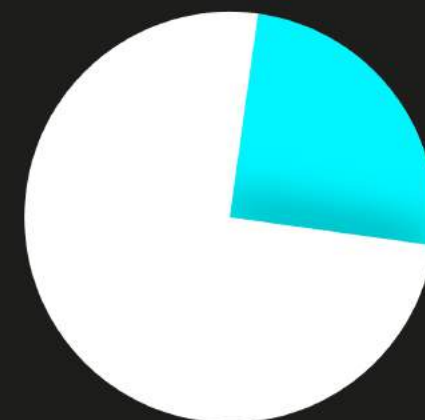
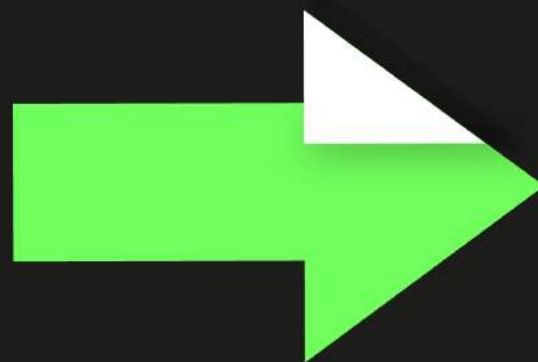
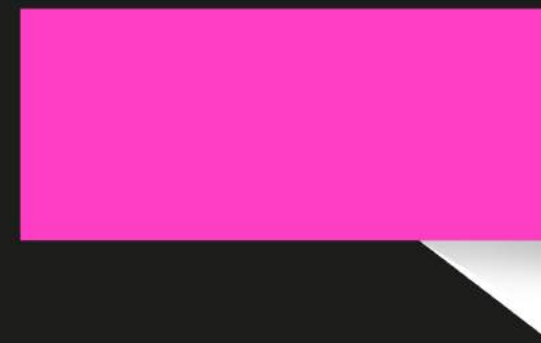
IN

**SHE'S** IN

IN

**WE'RE** IN

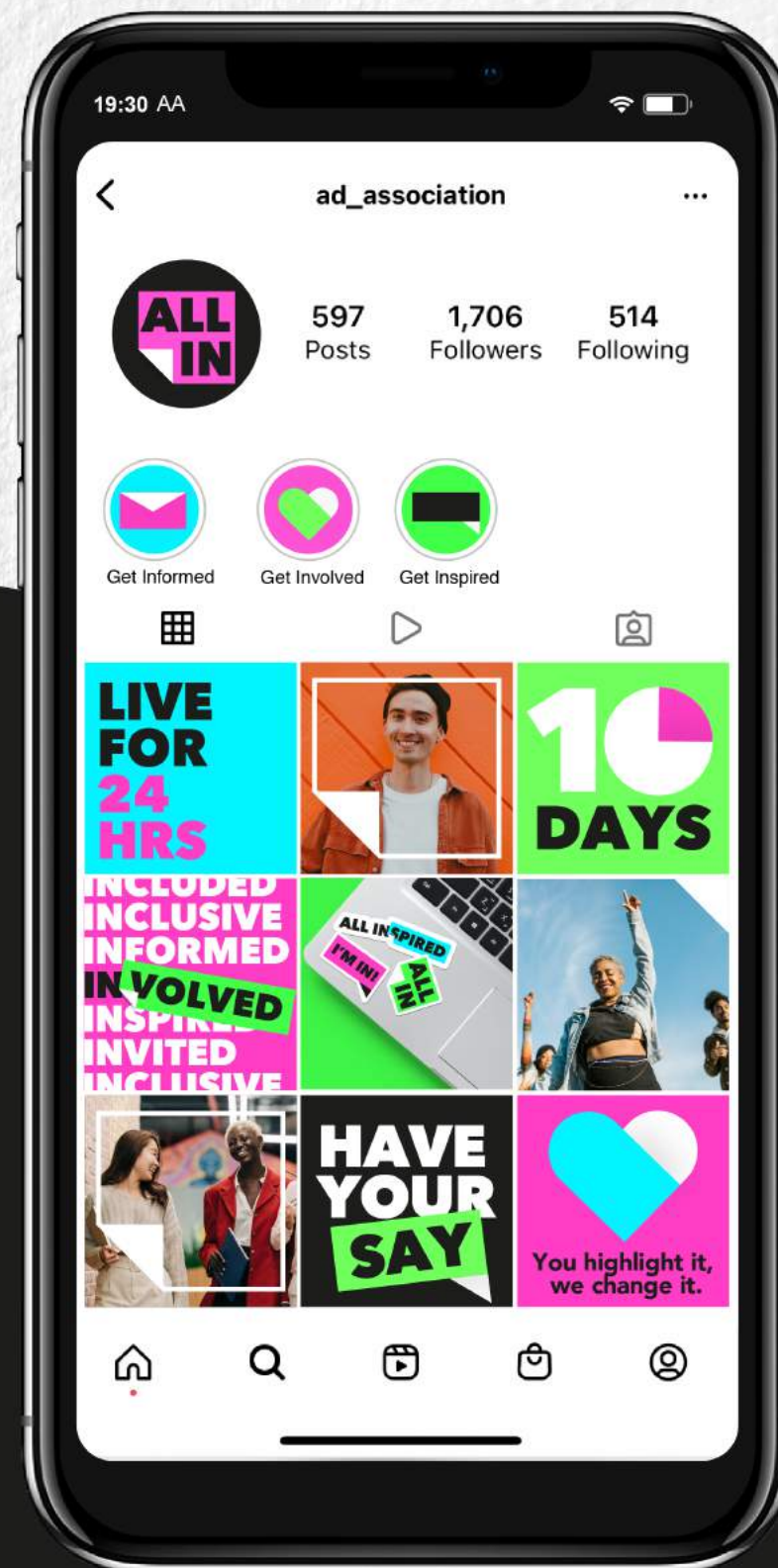
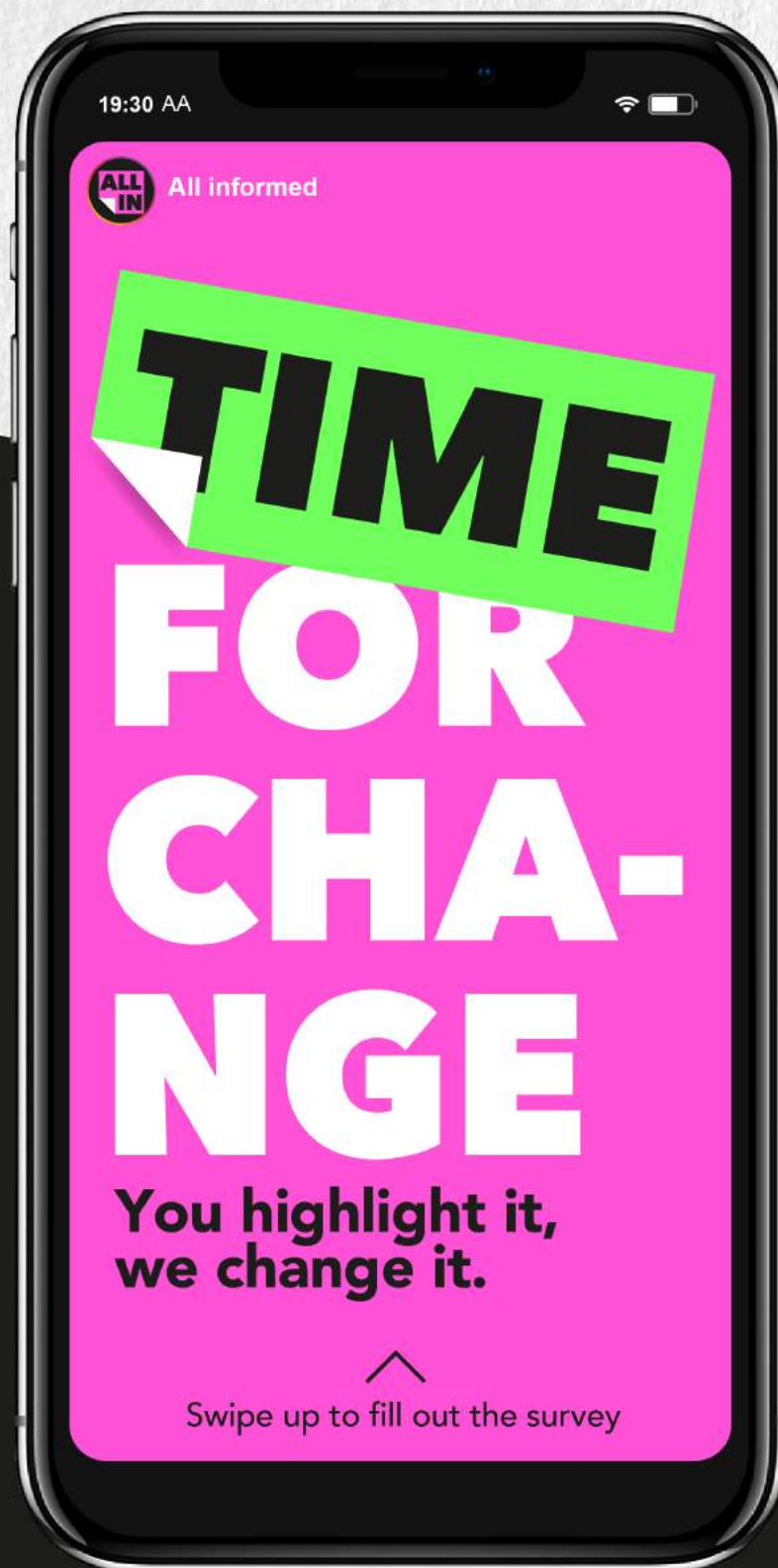
IN



Censuses, forms and surveys are constantly challenging and shaping our industry. We wanted to ensure that our identity could do the same. It leverages a kit of parts that enable it to be widely used and adapted, whilst still feeling consistent and authentic through our bold use of colour, single minded typography and our iconography.

As we have created a graphic language that is entirely ownable, our identity has the ability to mould and flex to appeal to our target audience across many platforms whilst not becoming repetitive. From all informed to all inspired, the tone of voice and simple graphic execution of our visual identity allows us to show up in relevant places and grow with the every-changing circumstances in the world.

Every element of our visual identity is rooted in meaning and relevance to the language of surveys and the Ad Association. Because of this, the simplicity of our logo will never lose relevance to the brand, or our target demographic. Our ballot slip inspired design language alongside our icon style can evolve to become new variations within the same look and feel to ensure they always remain relevant to each years survey.





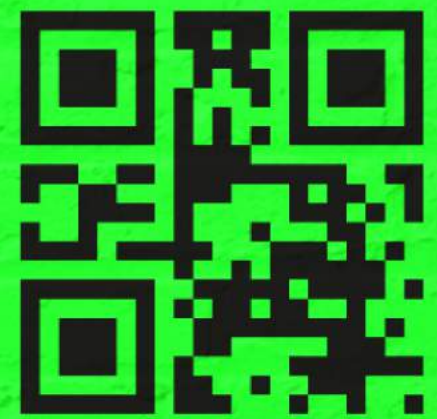
ALL INFORMED

ALL IN  
THIS  
TOGETHER



ALL INFORMED

SCAN  
BELOW  
FOR  
CHANGE



ALL INFORMED

TIME  
TO  
SHARE



ALL  
IN

ALL INFORMED

MAKE  
YOUR  
VOICE  
HEARD

**ALIYAH'S**

**JANE'S**

**JASON'S**

**BEN'S**

**IN  
ARE YOU?**

You highlight it,  
we change it.



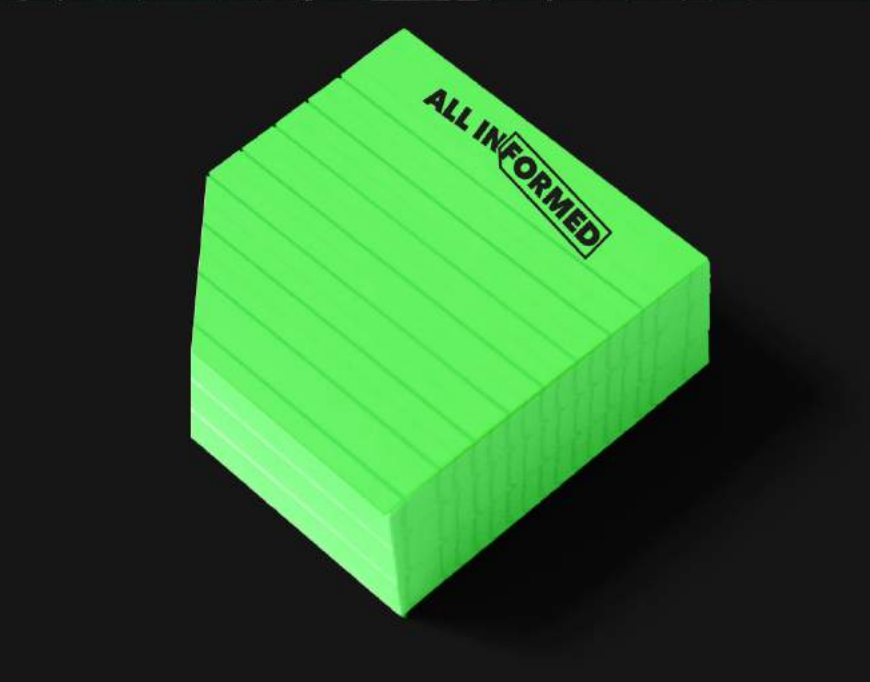
**SOPHIE'S**

**FRED'S**

**AKEEM'S**

**SAM'S**

**ALL INFORMED**





**I'M IN**

**ARE YOU?**

**ALL INFORMED**

