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# STARPORTAL

CLIENT: ENGINEERS AUSTRALIA / OFFICE OF THE CHIEF SCIENTIST      WEBSITE: STARPORTAL.EDU.AU  
SERVICES: CONCEPT, ILLUSTRATION & DESIGN



**OBJECTIVE** / On behalf of the Office of the Chief Scientist, Engineers Australia approached Zoo Group to produce branding for STARportal (based on their existing logo) that would encourage young people, their teachers and their parents to engage in STEM activities.



CREATIVE TEAM /

Agency: Zoo Group

Creative Director/Copywriter: Jason Perelson

Art Director: Natalie van der Rijt

Senior Designer/Copywriter: Erin Collett