

POSTER DESIGN  
MILESTONE



REFUGEE  
FESTIVAL  
SCOTLAND

A festival for everyone  
[refugeefestivalscotland.co.uk](http://refugeefestivalscotland.co.uk)

13 - 22 June 2025

Milestones

Building a better future with refugees for forty years **40** scottish refugee council

CASH4 CLUBS

SPORTED



CREATIVE LAND  
ALBA | CHRUTHACHAIL

Glasgow City Heritage Trust

LOTTERY FUNDED

# POSTER DESIGN MILESTONE

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## DESIGN CONCEPT

- **The Stacked Shapes & Their Meaning**

The geometric shapes in the poster, carefully stacked and balanced, represent the resilience and strength of refugees. Each shape is unique, just like the varied experiences and backgrounds of individuals. While each journey is different, they all share a common pursuit—seeking safety and a brighter future.

The arrangement of these shapes reflects progress and solidarity. As the layers build upon one another, they create a solid foundation—just as refugees, despite their diverse origins, come together to form strong, united communities.

The intricate patterns found on these shapes are inspired by various cultural traditions, reflecting the backgrounds of refugees in Scotland, such as those from Syria, Afghanistan, Sudan, Ukraine, and Iran. These patterns are drawn from the rich tapestry of clothing, architecture, and crafts of these cultures, symbolising the diversity within the refugee experience.

- **The Bird & Its Significance**

At the top of the design, a small bird soars above the stacked shapes, symbolizing hope, freedom, and new beginnings. Though small in size, the bird embodies the possibility of rising above the challenges refugees face, signaling a path toward a future filled with promise.

## DESIGN MESSAGE

This poster illustrates the journey of refugees, starting with the challenges symbolised by the stacked shapes, and culminating in the hope and freedom embodied by the bird soaring at the top. It highlights how refugees, despite their diverse backgrounds, move forward together toward a common goal.

The design celebrates themes of strength, resilience, and transformation, while also acknowledging the cultural richness that refugees contribute to their new communities.

# COLOUR PALETTE

## Primary colours



## Secondary colours



## Font Used: Manofa



**edbe00**



**f4cb66**



**f59449**



**fa6a33**



**88bbac**



**88bbac**



**749d59**



**0a657d**



**aa2424**



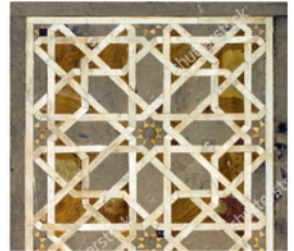
**d0655b**

# CULTURAL PATTERNS

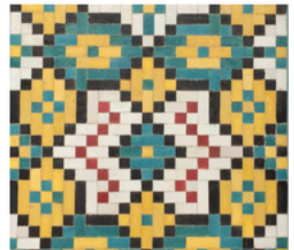
We wanted the Refugee Festival visuals to resonate with the communities that it celebrates. Drawing inspiration from diverse cultures, we illustrated these patterns that fill the poster in many colours. The cultures are chosen based on the top refugee nationalities in the country. Those including: Syria, Iran, Afghanistan, Sudan, Ukraine and Palestine.



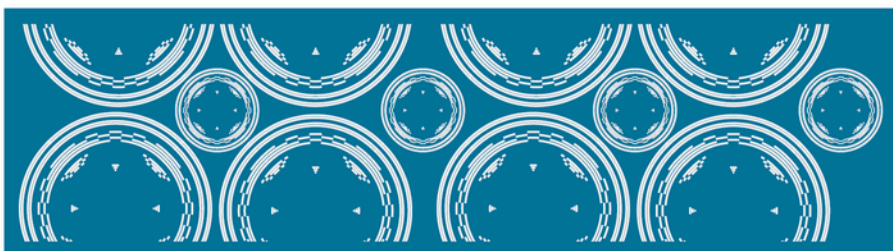
**Syria**  
*Ummyad Mosque*



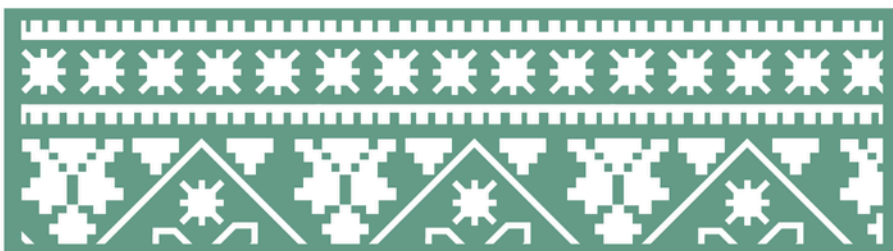
**Iran**  
*Golestan Palace*



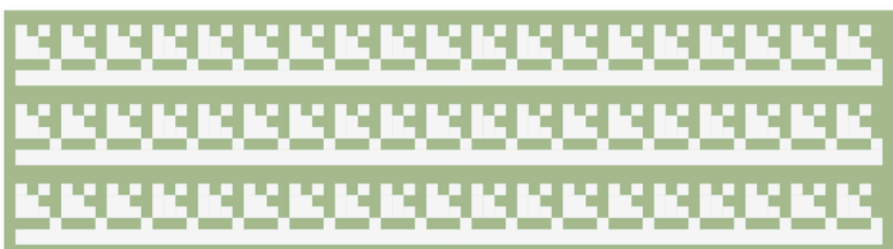
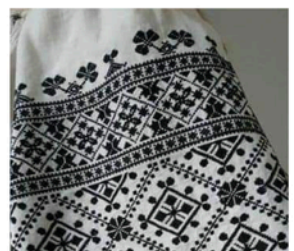
**Afghanistan**  
*Traditional dress*



**Sudan**  
*Traditional weaving*



**Ukraine**  
*Embroidery*



**Palestine**  
*Tatreez*

