

# Designs For a Cooler Planet

Final Critique  
Presentation  
13.2.220

Paula Rautanen  
Yulia Soloveva

# What?

Visual Identity for:  
Designs for a Cooler Planet Exhibition

Design & Sustainability

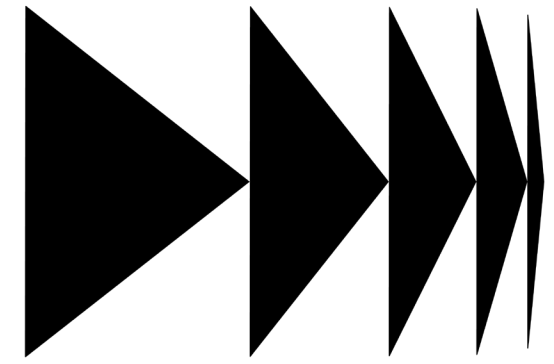
Aalto University  
Helsinki Design Week  
UN SDGs

# Issues & Goals

Making the exhibitions visible  
Attracting a variety of visitors  
Wayfinding at Otaniemi Campus  
Encouraging to live sustainably

# How?

Visual identity  
Wayfinding applications  
Social media



# Designs For a Cooler Planet

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*Designs For a Cooler Planet*

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**Colours**  
**Typography**  
**Images**  
**Logo**  
**Tone of voice**

**Approachability**  
**Aalto**  
**Sustainability, research**  
**Change for less CO2**  
**Appeal, friendly call  
for action**

# Innovating.

# Designing.


# One goal – Cooler planet.

Event map

**▶▶▶ Designs For a Cooler Planet** 01.09-08.09.2020

This September, Aalto University is proud to host one of the main events of Helsinki Design Week 2019. All visitors are welcome to the Otaniemi campus, where there will be eleven exhibitions organised as part of the *Designs for a Cooler Planet* programme.

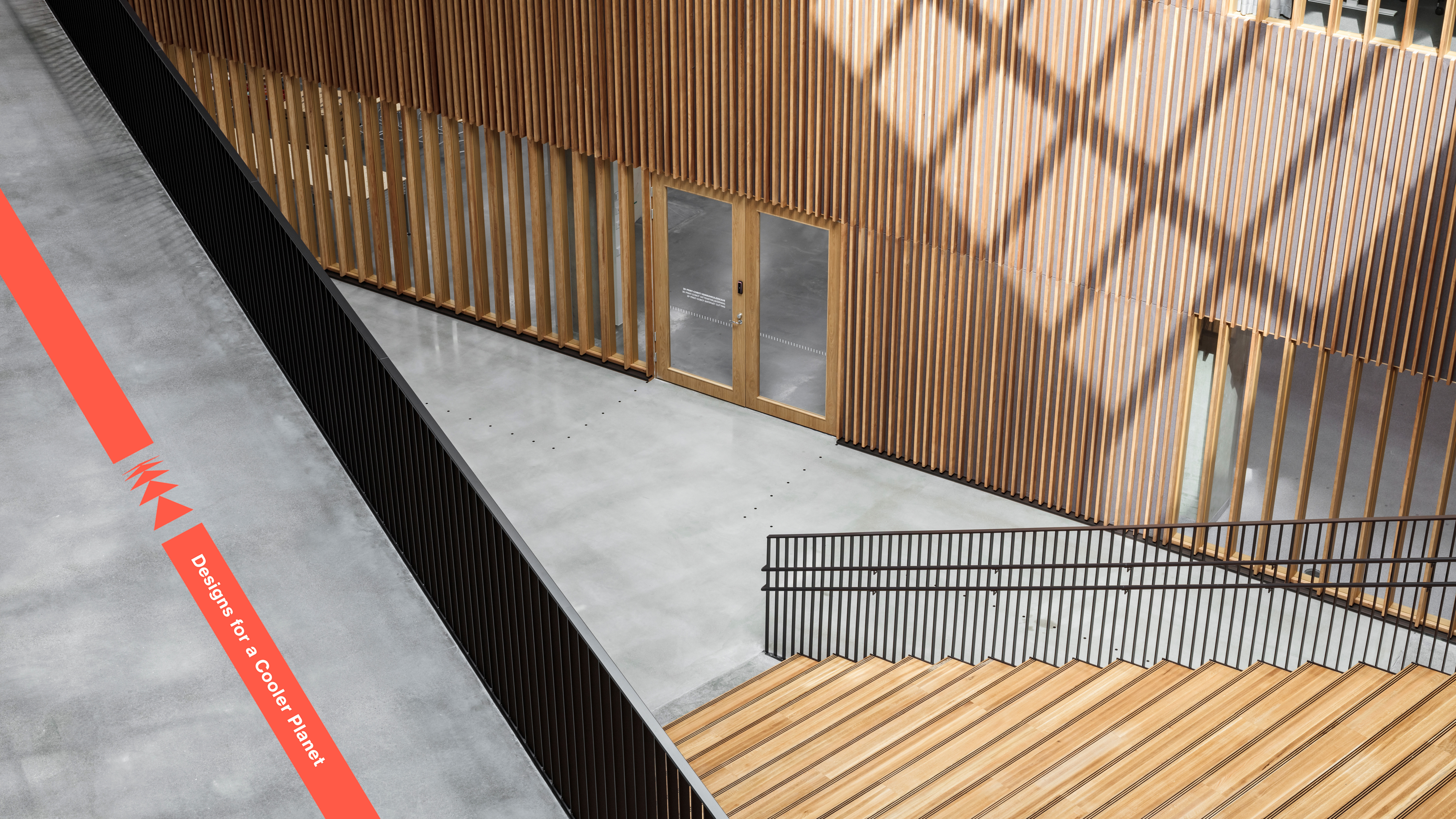
**Väre V1 Gallery, V2 Gallery, FK Lobby, FE Lobby, LQ Lobby, Kipsari Lobby, K Corridor, F Lobby space** | **Undergraduate Centre Beta space Learning Centre Lobby**



**Väre V1 Gallery, V2 Gallery, FK Lobby, FE Lobby, LQ Lobby, Kipsari Lobby, K Corridor, F Lobby space** | **Väre V1 Gallery, V2 Gallery, FK Lobby, FE Lobby, LQ Lobby, Kipsari Lobby, K Corridor, F Lobby space**

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Designs for a Cooler Planet



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## Packaging prototypes

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**Designs For a Cooler Planet**



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**Nanocellulose Bicycle**

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Some of the carbon fibres reinforced plastics may be replaced by nanocellulose. DESIGN Timo Harkasalmi, Teemu Piironen & Kim-Niklas Antta IMAGE Eeva Huvelin

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**Packaging prototypes**

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# Steps Towards a Cooler Planet

Making carbon footprint less, but taking more responsibility with each step - how far can you go?



**Step 1**  
Minimizing your personal impact on climate is as effective as many steps you can take with your choice. Taking more responsibility with each step - how far can you go?

### Step 1

Which choices of yours affect climate? The less you use, the less you emit. It costs a lot to heat and cool a house, but even small changes can make a difference.



### Step 2

You can't see it, but you can feel it. The more you drive, the more you emit. You go to work, you go to school, you go to the store. You go to work, you go to school, you go to the store. You go to work, you go to school, you go to the store.



### Step 3

You can't see it, but you can feel it. The more you drive, the more you emit. You go to work, you go to school, you go to the store. You go to work, you go to school, you go to the store.



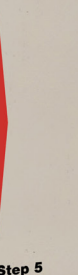
### Step 4

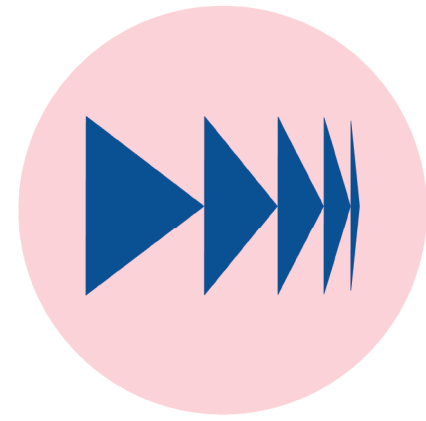
You can't see it, but you can feel it. The more you drive, the more you emit. You go to work, you go to school, you go to the store. You go to work, you go to school, you go to the store.



### Step 5

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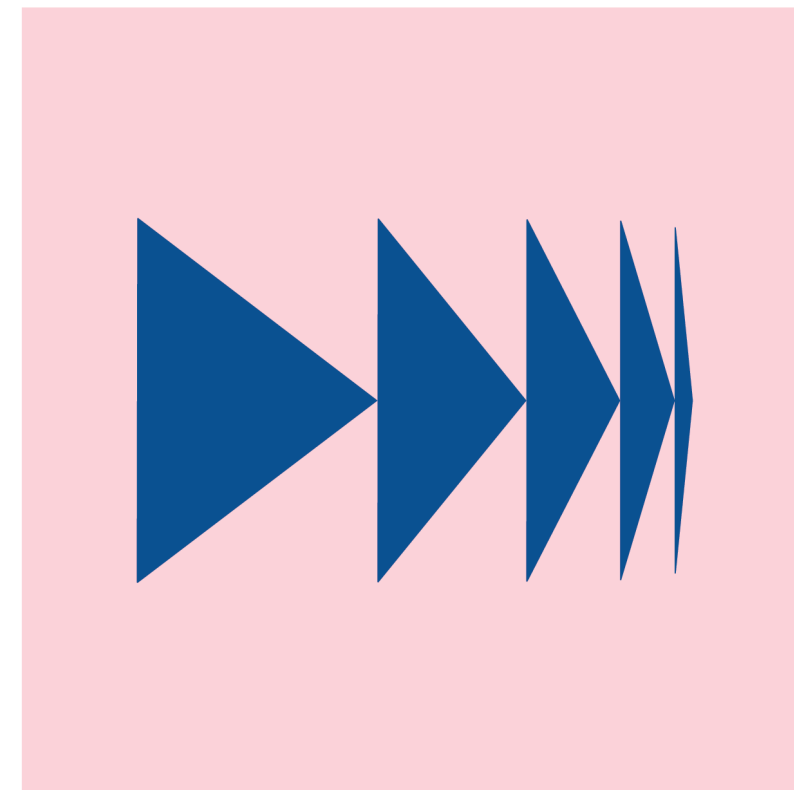
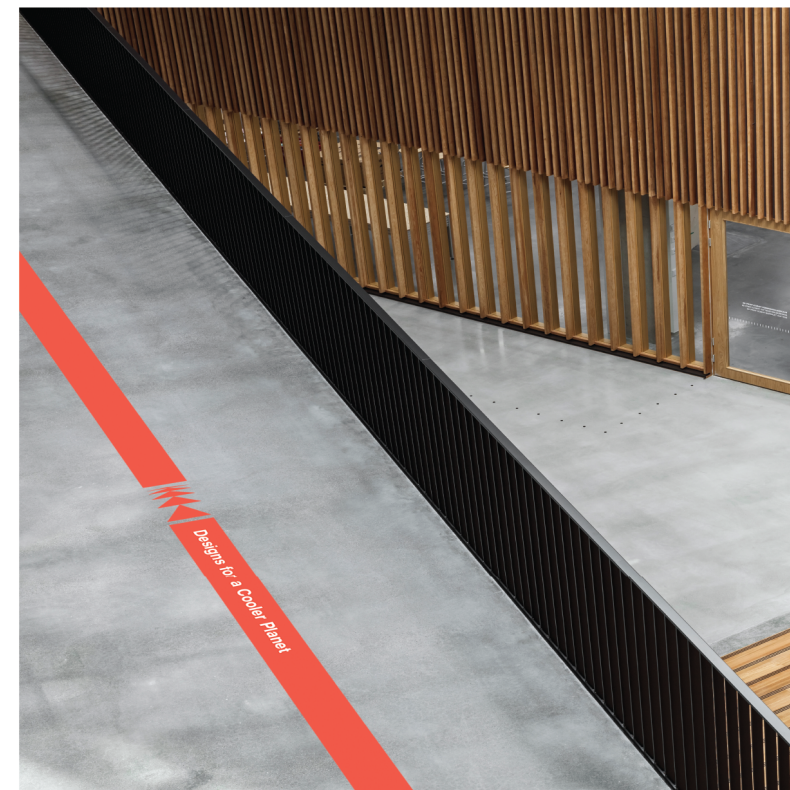
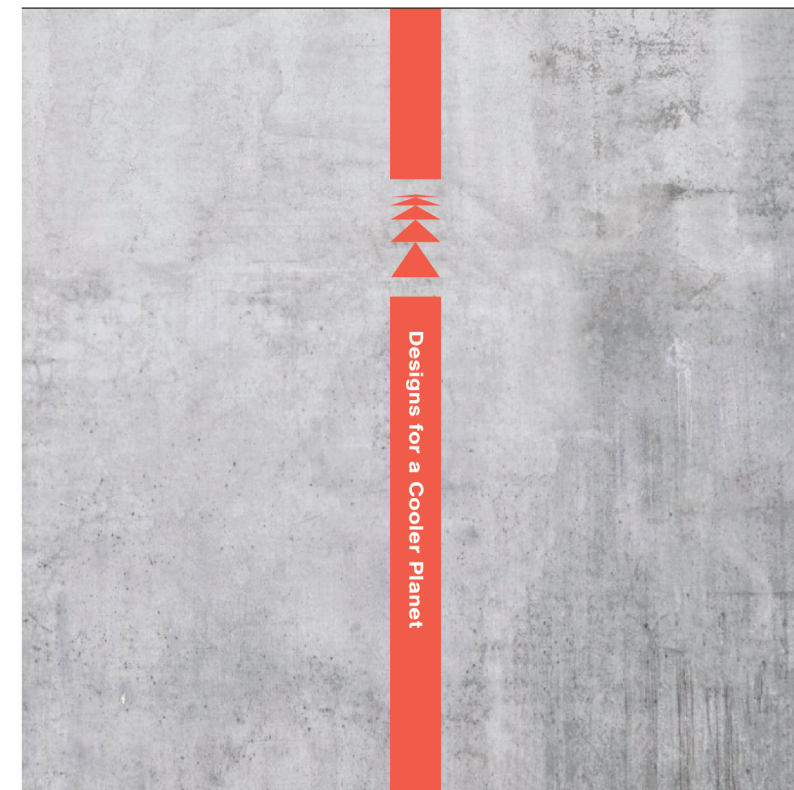
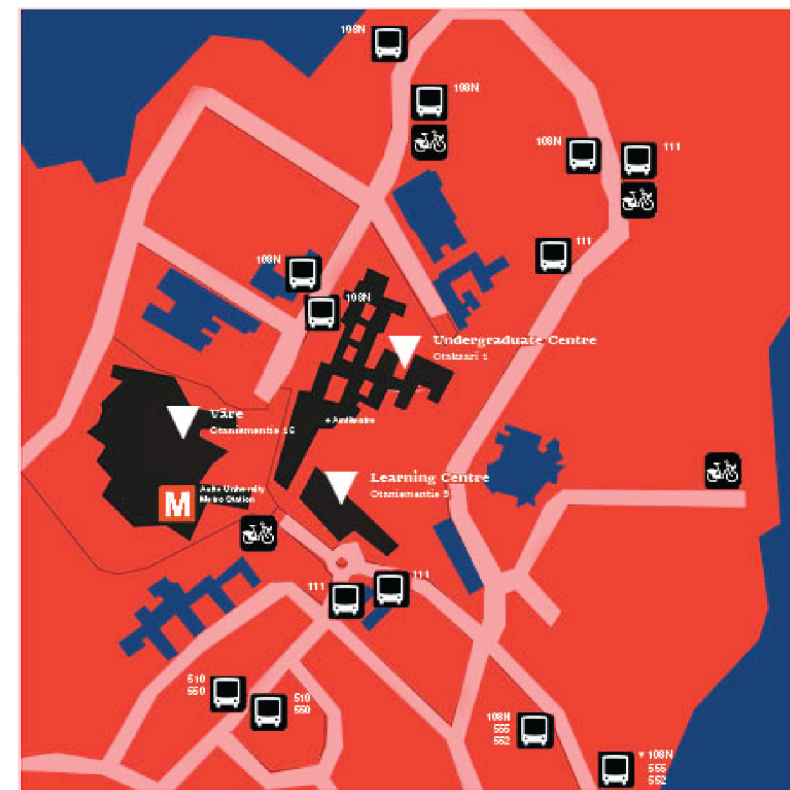
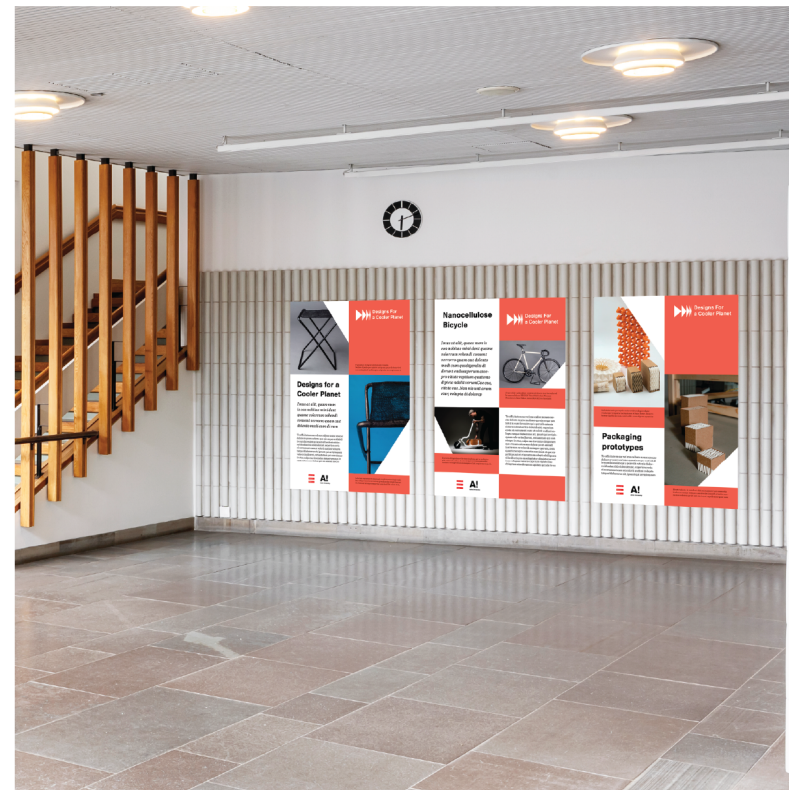


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**Thank You!**

