

**fuseproject**

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## **WHO/UN Covid-19 designs**

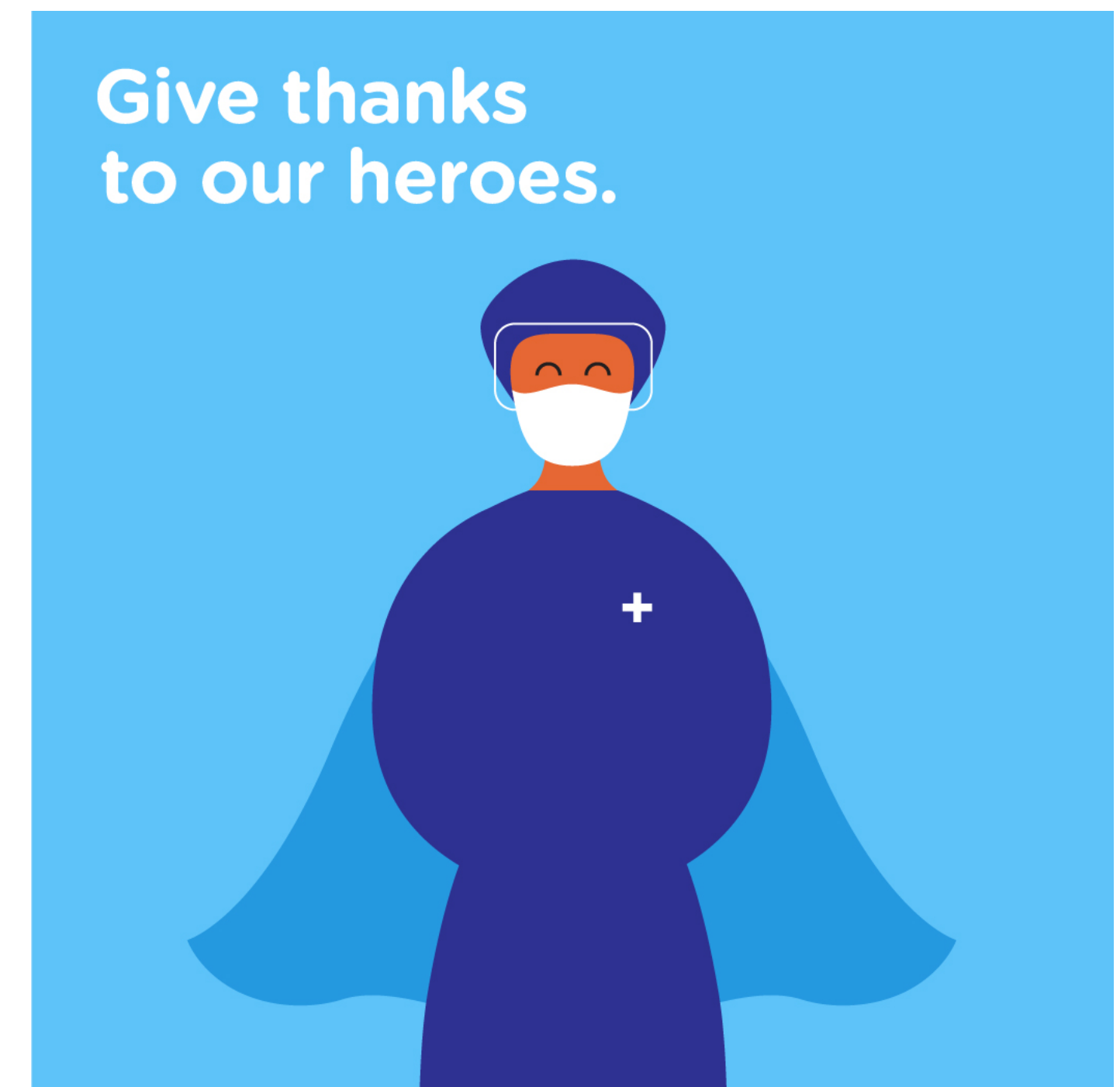
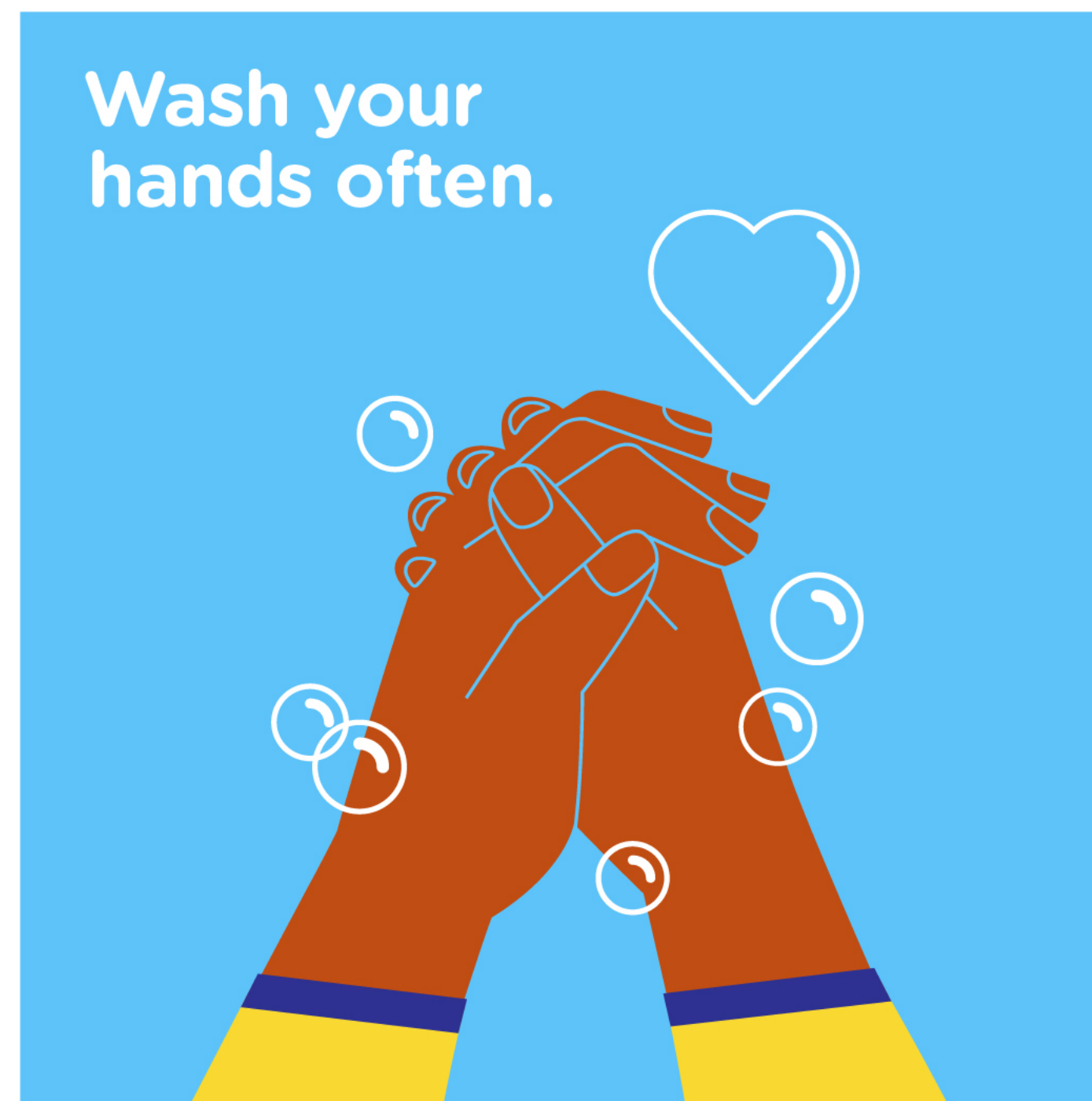
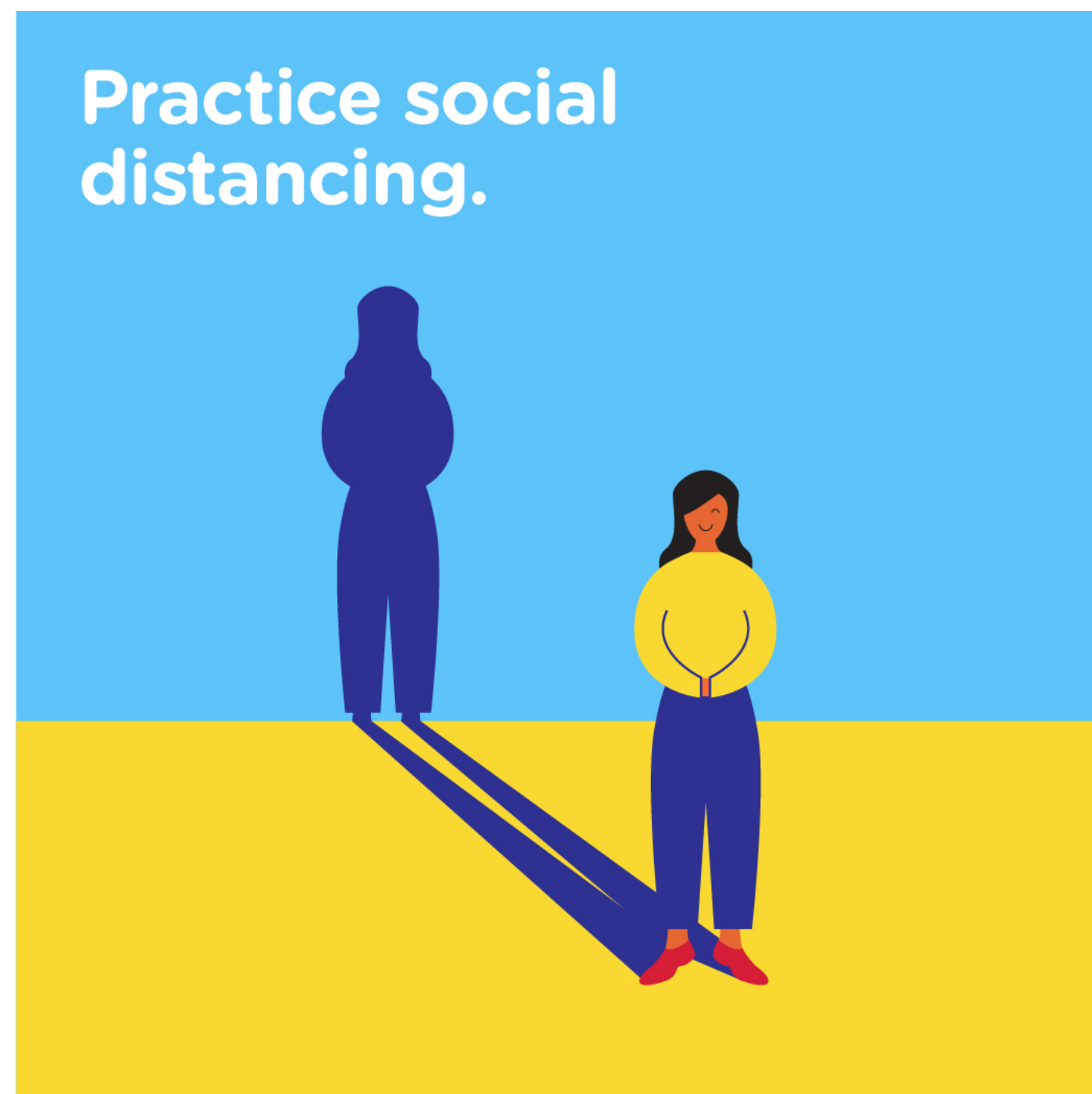
April 9, 2020

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# Direction 1 Illustration

Using vivid pops of bold colors and friendly typography, these illustrations embrace a more imaginative and abstract twist on the key messages through its light-hearted and relatable central characters.

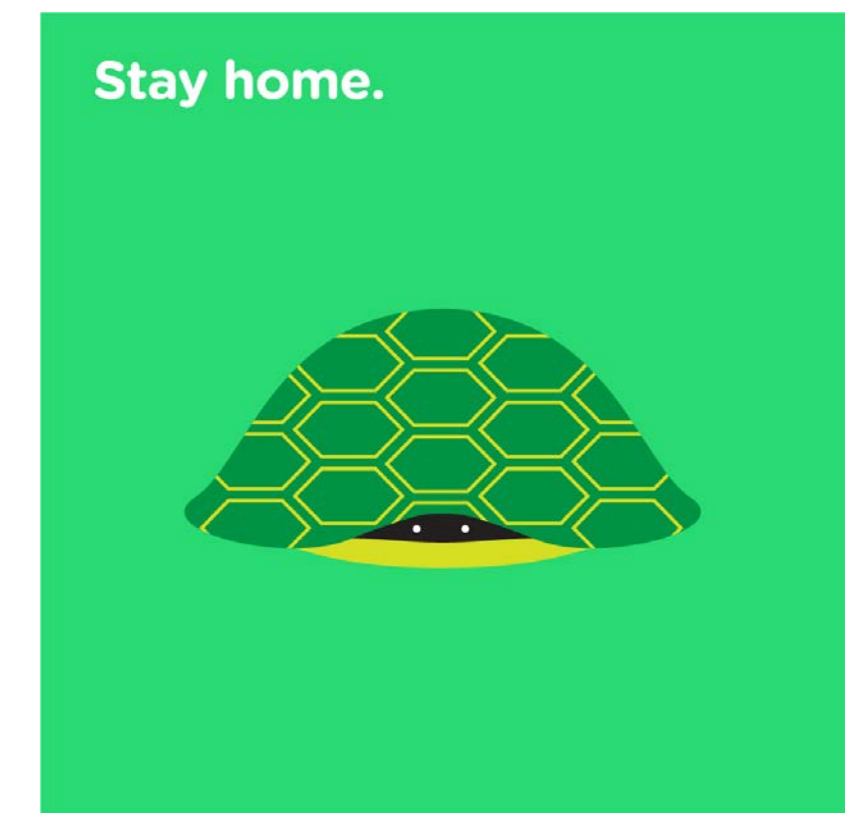
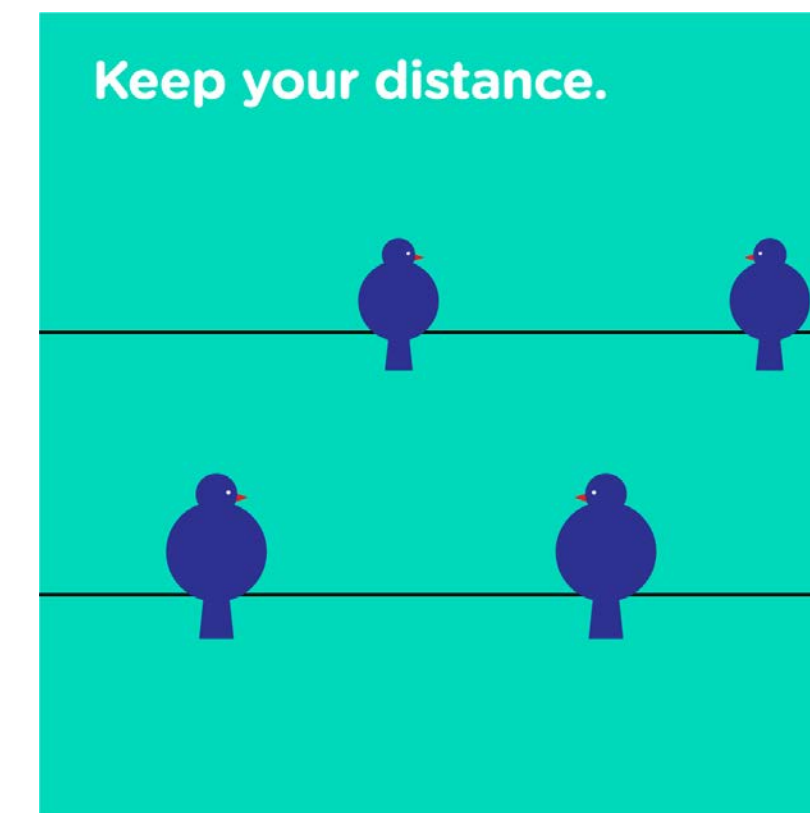
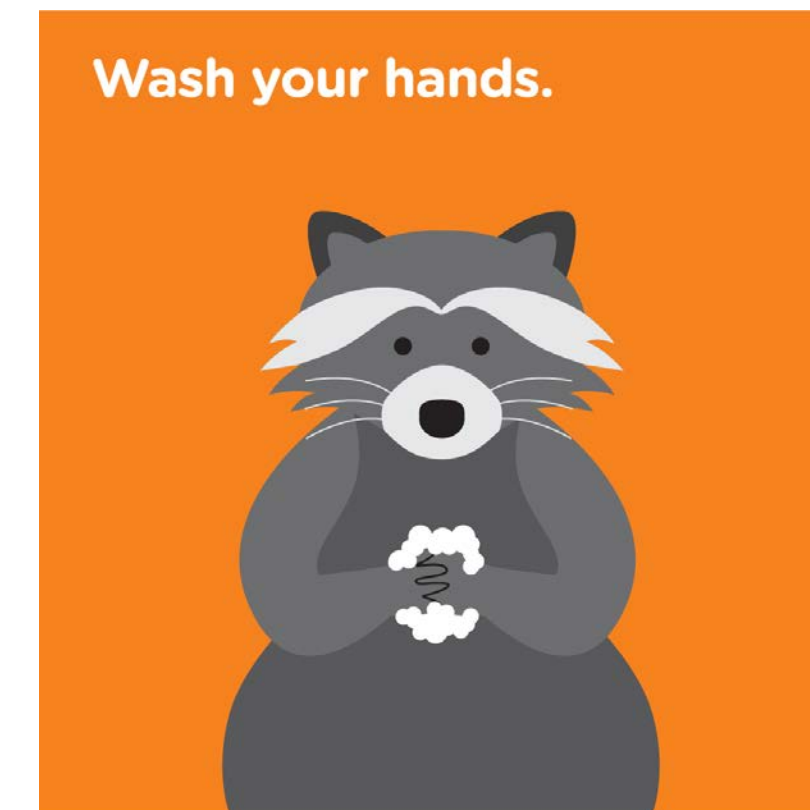
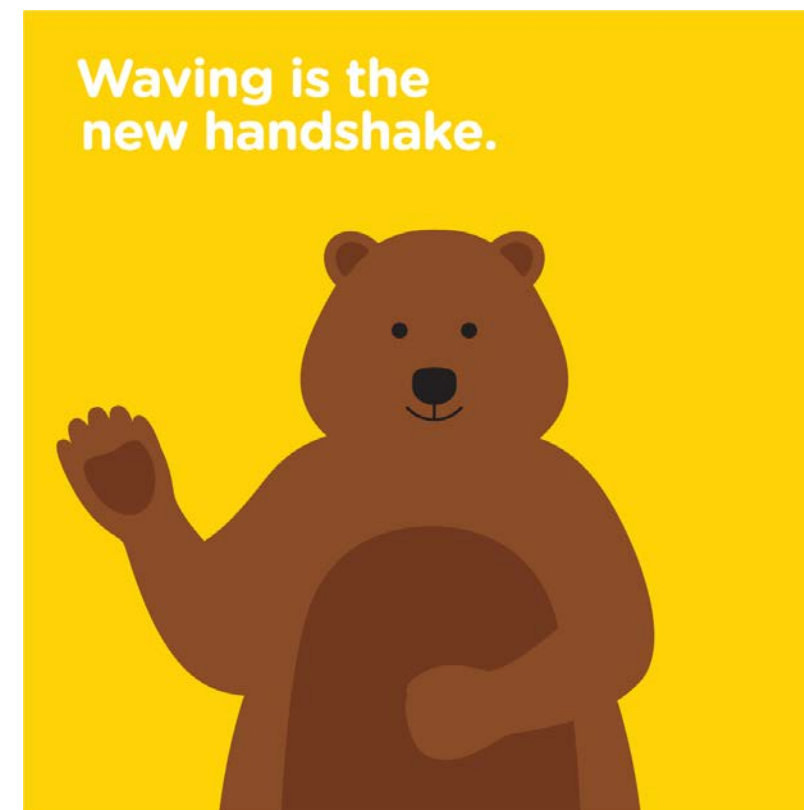
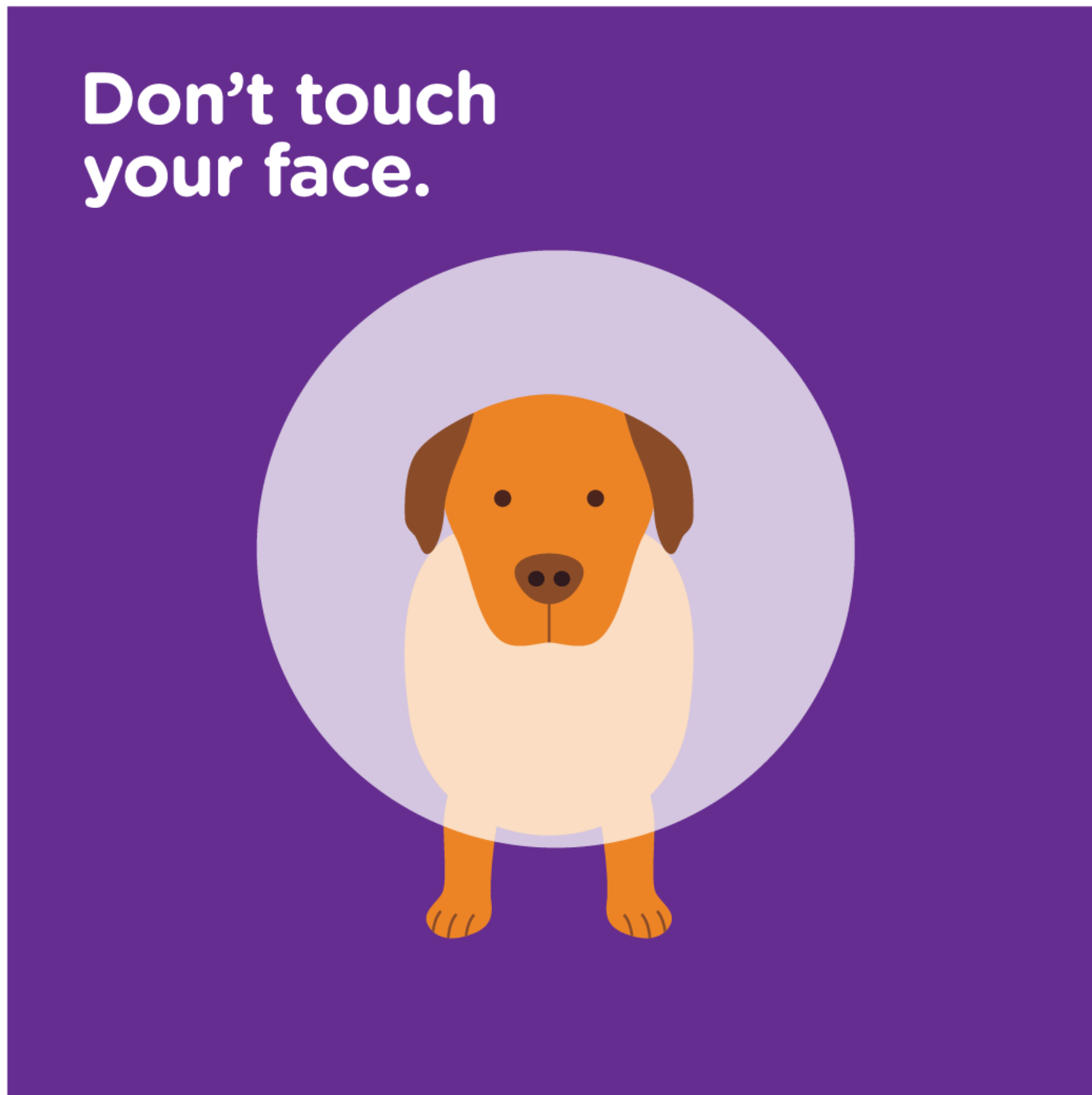
By Alice Koswara



## Direction 2 Illustration of animals

Playing off of inherent and recognizable animal instincts and behaviors, these illustrations help communicate to younger audiences the importance of following the guidelines from WHO.

By Alice Koswara, Emma Carnes, Gustav Rehnby



## Direction 3 Typography

Illustrations are not the only way to articulate specific and complex information. Typography—as seen in this concept—also has the power to convey important key messages correctly and impactfully through their unique composition, hierarchy, and font personalities.

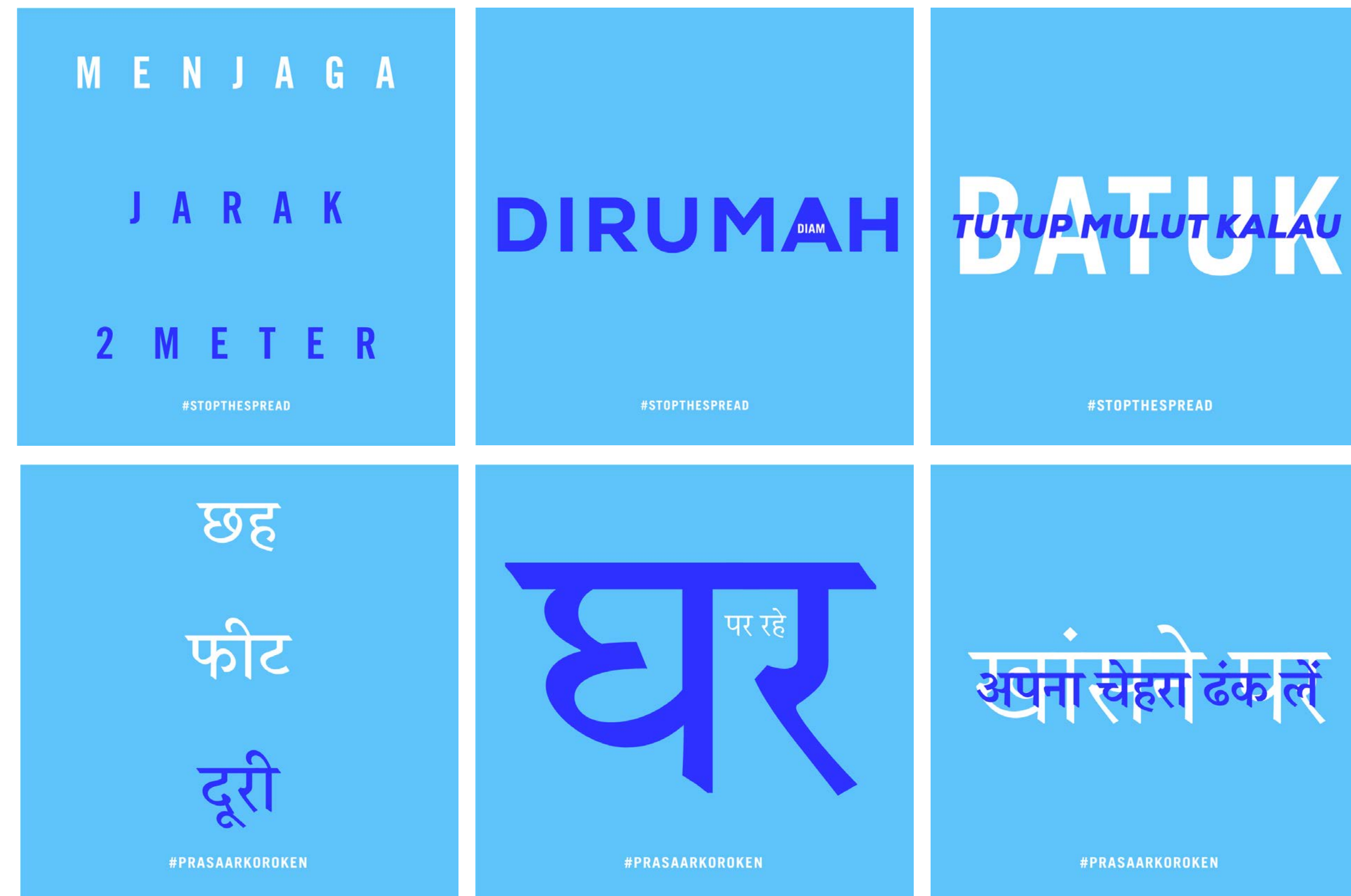
By Alice Koswara



## Direction 3 Typographic (translated)

Illustrations are not the only way to articulate specific and complex information. Typography —as seen in this concept—also has the power to convey important key messages correctly and impactfully through their unique composition, hierarchy, and font personalities.

By Alice Koswara & Jayeeta Kundu



Indonesian

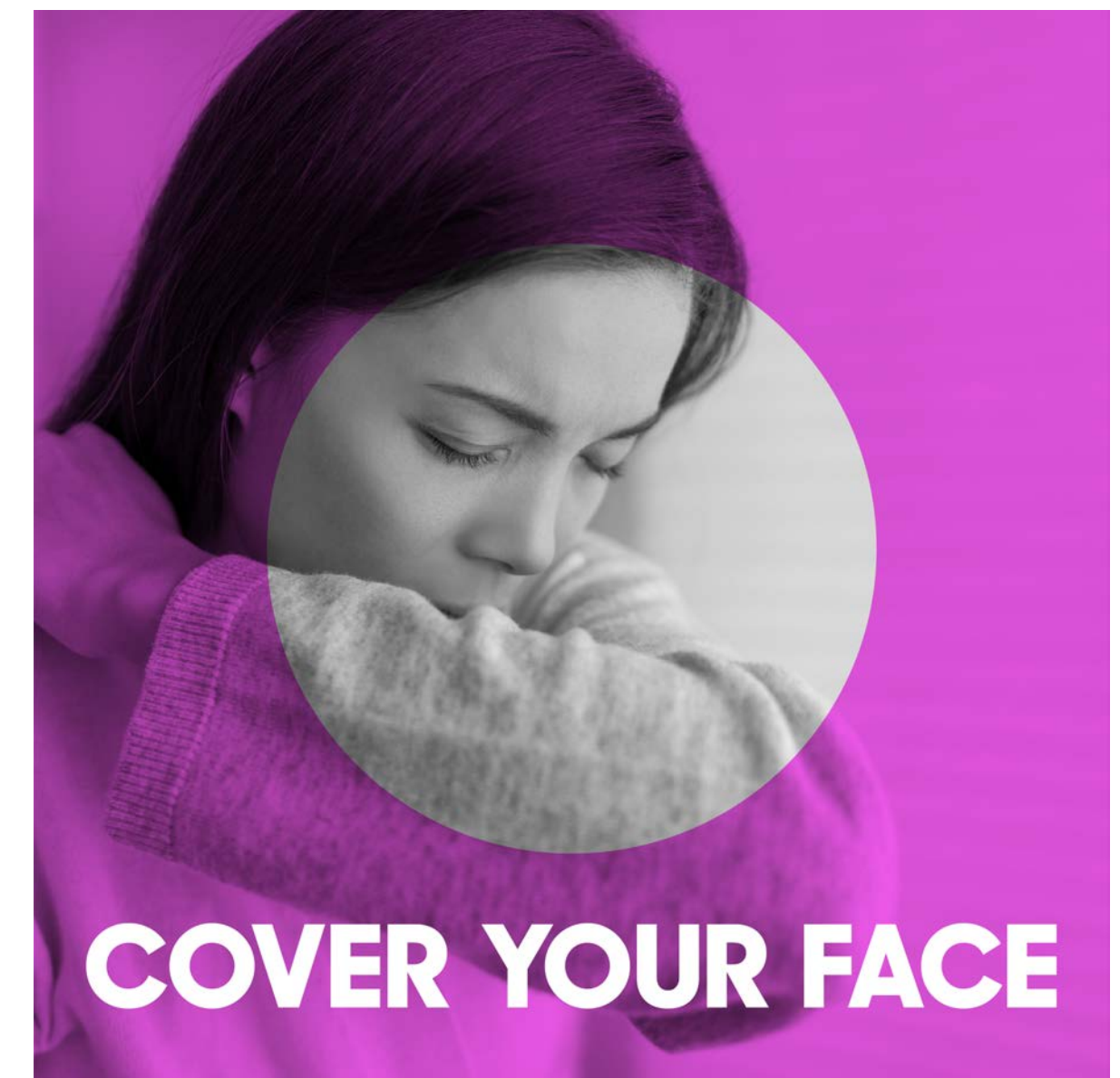
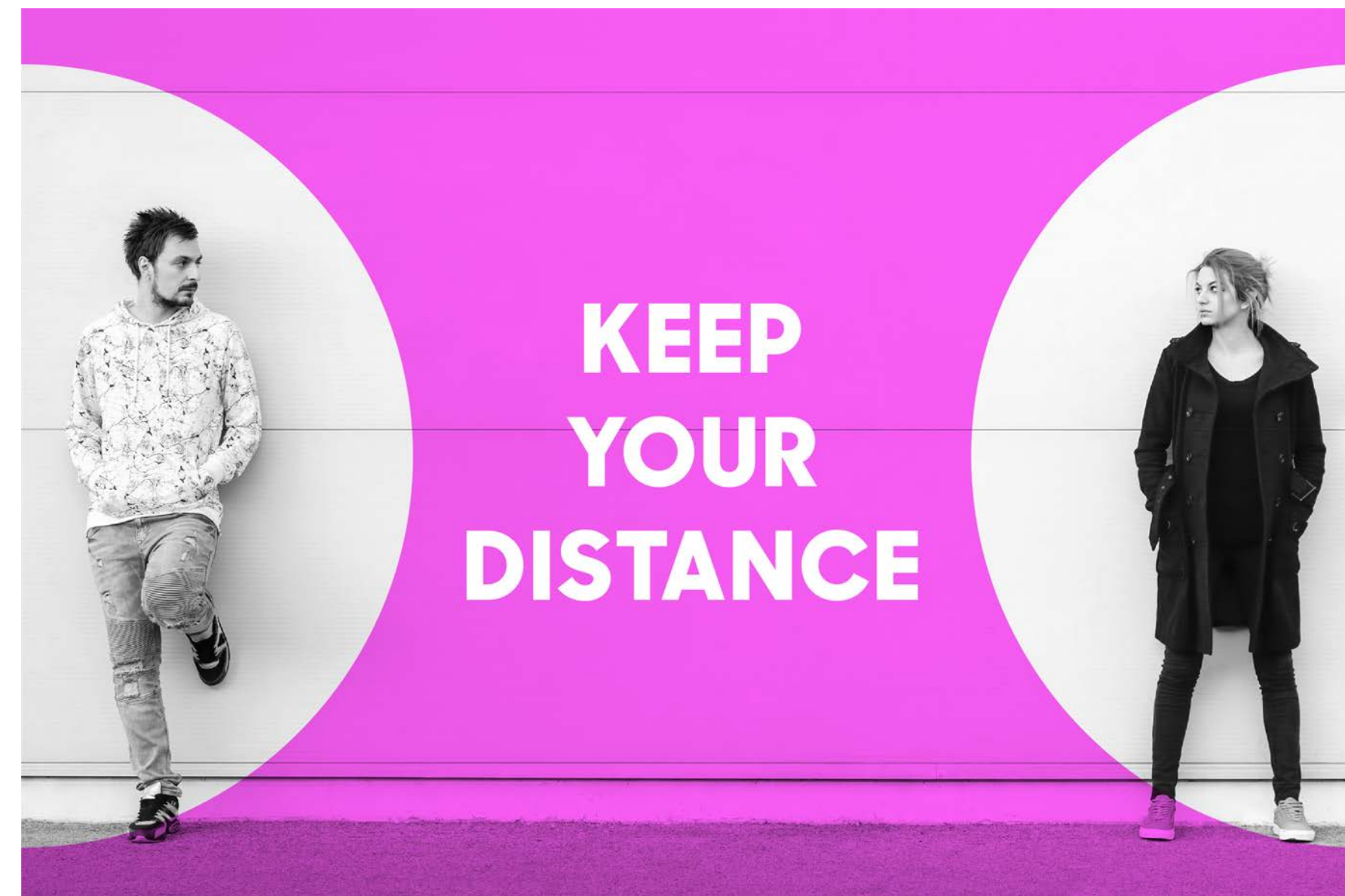
Hindi



## Direction 4 Circle Highlights

This straightforward and approachable campaign is both eye-catching and effective in its key messaging. The high contrast compositions are recognizable and suitable for a number of formats, including editorial, small scale print, social media, and large format.

By Gustav Rehnby





# Direction 5 Hands

Some of the most universal signs of solidarity can be communicated through the use of our hands. This cohesive set of illustrations shows how easy it is to spread a message of kindness and togetherness with the simple use the hand gestures.

By Hiromi Suzuki



## Direction 6 Fill in the blank

Amidst the global health pandemic, more and more people have been finding ways to connect through social media. Being able to peer into each other's lives has created a sense of intimacy across the Instagram platform that did not exist before. This social media campaign aims to create solidarity across people sheltering in place and spreads a message of appreciation and thanks to everyone for doing their part.

By All



IG Post

**fuseproject**



IG Story



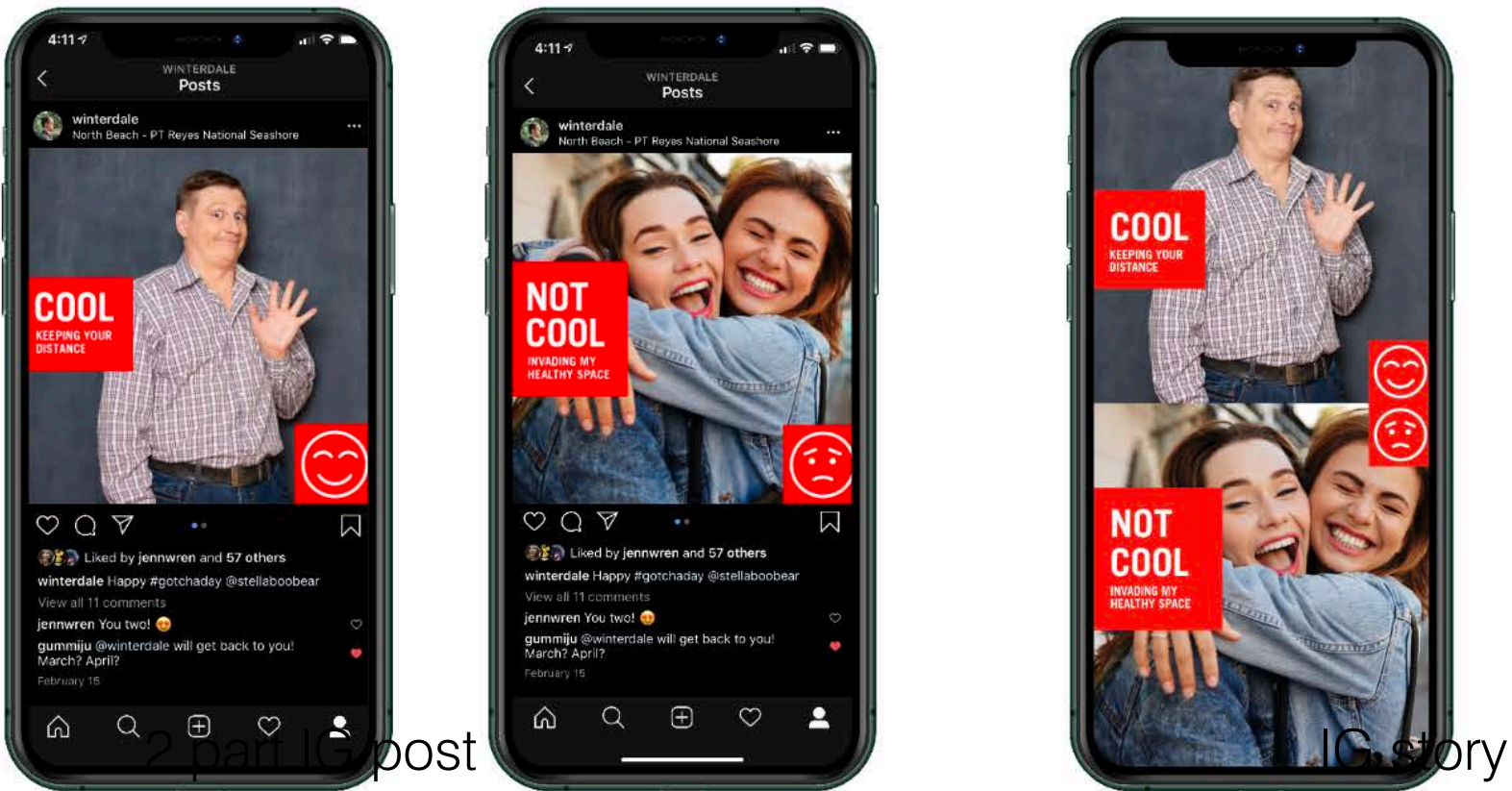
Printable PDF



# Direction 7 Cool/Not Cool

What’s “cool” and “not cool” has dramatically changed during this time. Intentionally using cheesy stock photography and a bold graphic system, these quickly but effectively help to decipher some of the most important things to remember around what you should and shouldn’t be doing during quarantine to help flatten the curve.

By Michael Schnepf





# Thank you

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