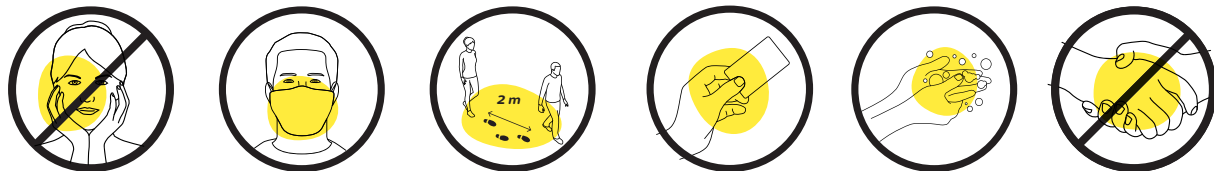


Category:
Project:

Emergency: COVID-19

Look out for each other



What was the challenge?

Even during strict pandemic lockdown, there are public places where people still unavoidably congregate, like food shops, pharmacies, banks, etc. Information about risk-minimizing behaviours during this crisis needs to be thorough, clear, respectful but authoritative and look professional and trustworthy. Designing information that ticks all these boxes takes time and skill, but in order to keep everybody safe, these designs need to be free and widely available. While uncertainty surrounds the future, we know that some of these new behaviours will become normal and expected, and the sooner we all learn them, the better.

#AufeinanderAchtgeben

#PrendiamociCura

#Lookoutforeachother

#NosCuidamos

#Ας Προσέξουμε Μαζί

#vamosnosproteger

ונמצעלעםירמוש

#Берегитедруг друга

#birbirimizebakalım

#SoyonsAttentifsEnsemble

#Ens cuidem

Top: life-like illustrations are more friendly than more abstract pictograms, but devoid of detail for a more immediate understanding

Above: Accompanying texts have been translated into 11 languages.

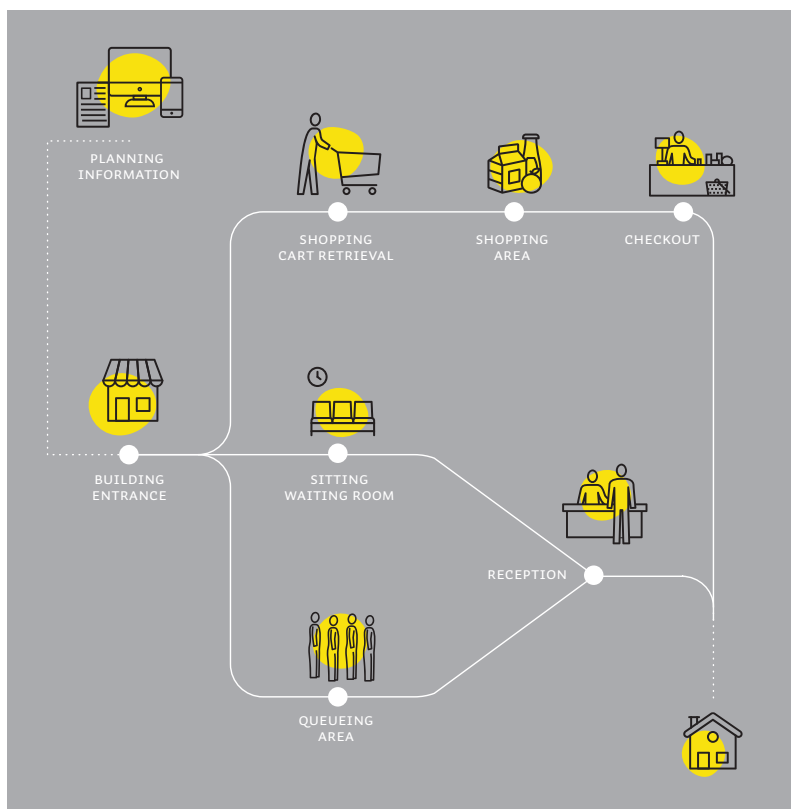
Right: The graphics bundle is accompanied by a service design guide for non-designers, to help them identify the critical moments in their users' journey so they can apply the posters and symbols in the optimal context.

What was the solution?

We designed a modular set of graphics and messages that can be combined in order to communicate new behavioural rules to the public upon entering public spaces in a clear and authoritative way. Anyone can download for free, print and display according to their specific needs on the relevant customer contact points. We open-sourced the textual elements in order to create versions in as many languages as possible.

What was the effect?

Shortly after we published the graphics bundle, we received a request from the Tyrolean Chamber of Commerce, to make these graphics officially available to all businesses in the area, as well as requests from larger companies to adapt the graphics to their corporate graphic identity, thus helping us sponsor the project widely. The project is alive and ongoing, with new graphics being added as the crisis develops.



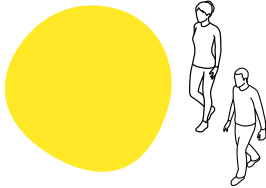
#AufeinanderAchtgeben



Above: the project in use.

Below: some posters can be personalized according to the users' particular needs, and all can be printed in color or black and white in standard sizes.

Only



people at a time

www.motas.design

#Lookoutforeachother

Accesso limitato

#PrendiamociCura



Zugang limitiert

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#AufeinanderAchtgeben

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