

# Group 17

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## Google Fonts & Ustwo games

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Brief 1

# Google Fonts

# Background

Since the promotion of the Universal Declaration of Human Rights, people's desire and voice for rights have become higher and higher. Nowadays, problems of all sizes in society are constantly emerging. We need to think about what we can do for people to pursue their rights.



Noto: A typeface for the world

# Google Noto Fonts

In support of the universal voice of typography, Google has developed a font family called Noto, which aims to support all languages with a harmonious look and feel.



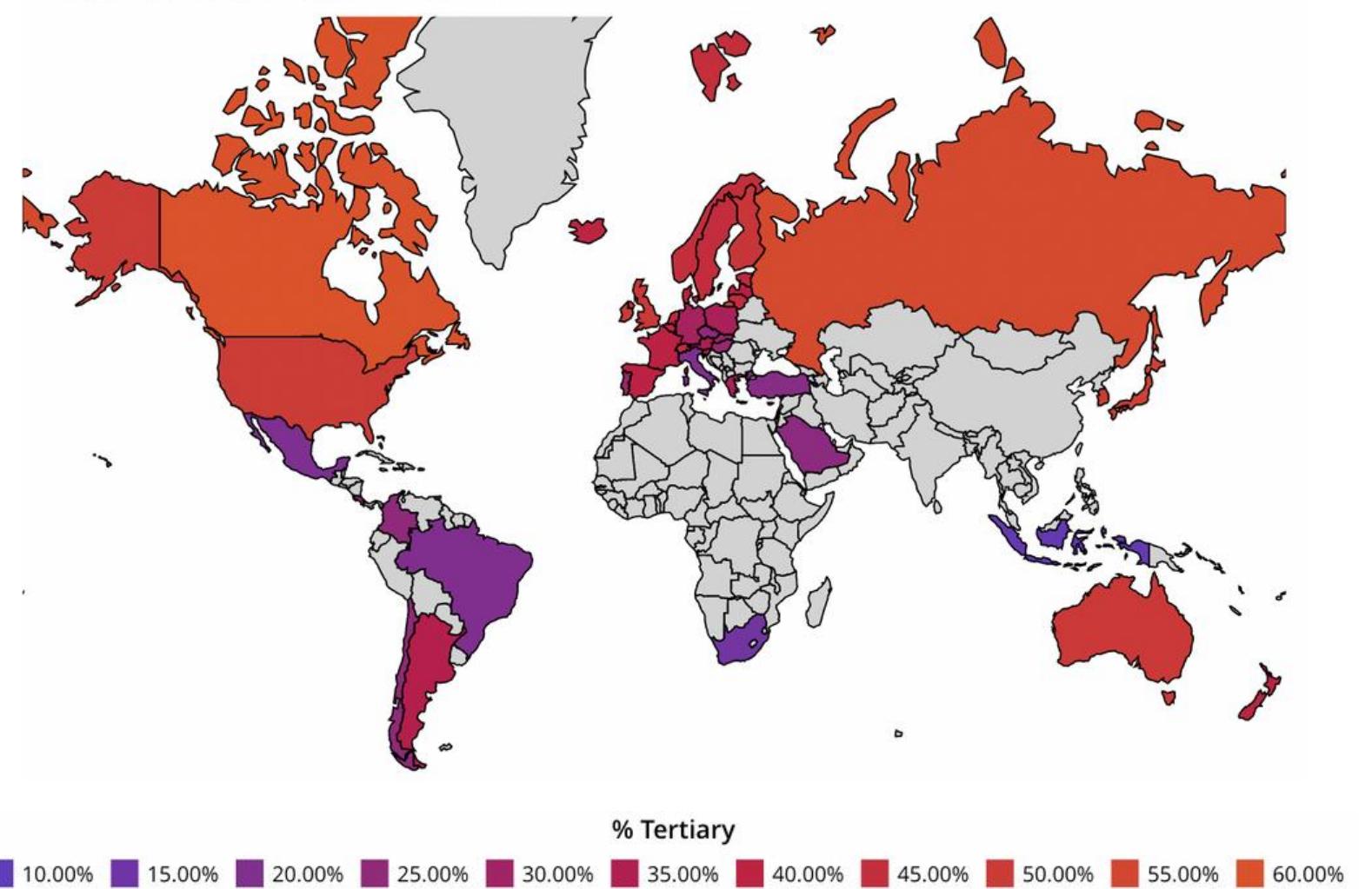
Google Fonts



# Strategy

Create a typographically-led campaign based upon or expanding the Articles of the UDHR as a call to action or awareness

# Global Educational Attainment Characteristics



## The Top 10 Most-Educated Countries

**Canada**

56.27%

**Japan**

50.50%

**Israel**

49.90%



Europe, America and East Asia are highly educated.

Africa and Central Asia have low educational attainment.



# Universal Declaration of Human Rights

## Article 26

Everyone has the right to education. Education shall be free, at least in the elementary and fundamental stages. Elementary education shall be compulsory. Technical and professional education shall be made generally available and higher education shall be equally accessible to all on the basis of merit.

Education shall be directed to the full development of the human personality and to the strengthening of respect for human rights and fundamental freedoms. It shall promote understanding, tolerance and friendship among all nations, racial or religious groups, and shall further the activities of the United Nations for the maintenance of peace.

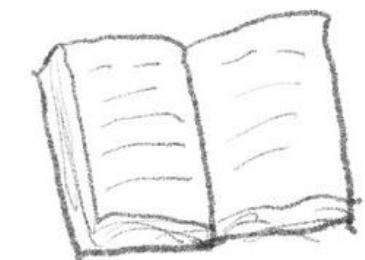
Parents have a prior right to choose the kind of education that shall be given to their children.

# CREATIVE CONCEPT

# Type as the voice of equal education

# SKETCH

Education  
↓  
book



Page

UDHR

EDUCATION



UDHR

平等  
平等  
教育自由  
免费

EDUCATION

shall be made generally  
available and higher  
**education shall be**  
EQUALLY accessible to  
all on the basis of merit

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Google Mono  
Fonts

UDHR



Artical 26



Artical 26



Artical 26



# Poster



UNIVERSAL DECLARATION OF HUMAN RIGHTS

ARTICLE 26 EVERYONE HAS THE RIGHT TO EDUCATION SHALL BE FREE AT LEAST ELEMENTARY AND FUNDAMENTAL STAGES ELEMENTARY EDUCATION SHALL BE COMPULSORY

éduquer  
শিক্ষিত  
воспитывать  
教育する  
erziehen

Primary and middle education

# Poster

Google United Nations

UNIVERSAL DECLARATION OF HUMAN RIGHTS

**ARTICLE 26**

**PHYSICAL EDUCATION**

**TECHNICAL AND PROFESSIONAL EDUCATION**

**GENERAL AND HIGH EDUCATION**

**SHALL BE MADE AVAILABLE**

**AND EDUCATION**

**SHALL BE EQUALLY ACCESSIBLE**

**TO ALL ON THE BASIS OF MERIT**

**erziehen**

**éduquer**

**শিক্ষিত**

**воспитывать**

**教育する**

A central figure of a young man in a blue and yellow basketball jersey is shown in mid-dribble, holding a red basketball. Above him, a white soccer ball is suspended in the air. To the right, a wooden baseball bat lies diagonally across the frame. In the bottom left corner, a blue and yellow volleyball rests on the surface. The background features large, bold text from Article 26 of the Universal Declaration of Human Rights, with various international terms for education placed in colored boxes around the central figure.

Professional education

# Poster



UNIVERSAL DECLARATION OF HUMAN RIGHTS

শিক্ষিত



ARTICLE 26 EDUCATION SHALL BE DIRECTED  
TO FULL DEVELOPMENT OF THE HUMAN 教育する  
PERSONALITY AND TO THE STRENGTHENING OF RESPECT FOR  
HUMAN RIGHTS AND FREEDOMS

ВОСПИТЫВАТЬ



éduquer



KOSTENLOS

Higher education

# Video

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UNIVERSAL DECLARATION OF HUMAN RIGHTS

## Article 26



# EDUCATION

EVERYONE HAS THE RIGHT TO EDUCATION, WHICH SHALL BE FREE, AT LEAST IN THE ELEMENTARY AND FUNDAMENTAL STAGES

tout le monde apprécie  
le pouvoir de l'éducation  
l'éducation devrait être  
Tout le monde est égal

CHACUN A DROIT À L'ÉDUCATION.  
L'ENSEIGNEMENT DOIT ÊTRE GRATUIT,  
AU MOINS DANS LES CYCLES ÉLÉMENTAIRE ET  
FONDAMENTAL. L'ÉDUCATION ÉLÉMENTAIRE  
DEVRAIT ÊTRE OBLIGATOIRE.



人人都享有  
教育的权力  
教育应该是  
免费的  
人人平等的  
互相尊重的

人人都有受教育的权利。教育应当免费。  
至少在初级和基本阶段应如此。  
初级教育应属义务性质。  
技术和职业教育应普遍设立。  
高等教育应根据成绩而对一切人平等开放。

ON EDUCATION

हर कोई आनंद लेता है  
शक्षिधा की शक्ति  
शक्षिधा होनी चाहिए  
सब बराबर हैं

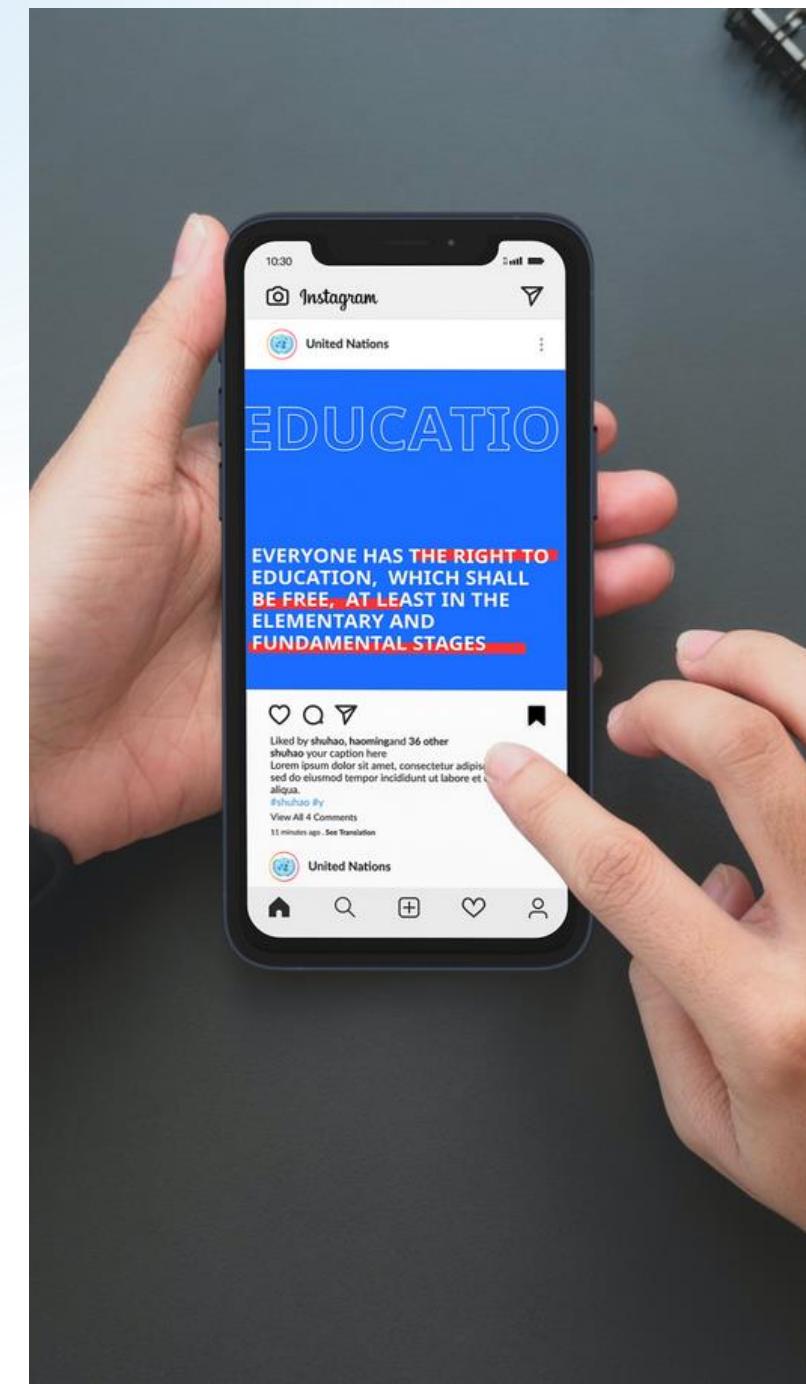
शिक्षा का अधिकार सभी को है। शिक्षा  
मुफ्त होनी चाहिए, कम से कम प्रारंभिक  
और मौलिक चरणों में। प्रारंभिक शिक्षा  
आवश्यक होगी।

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Media  
Channel

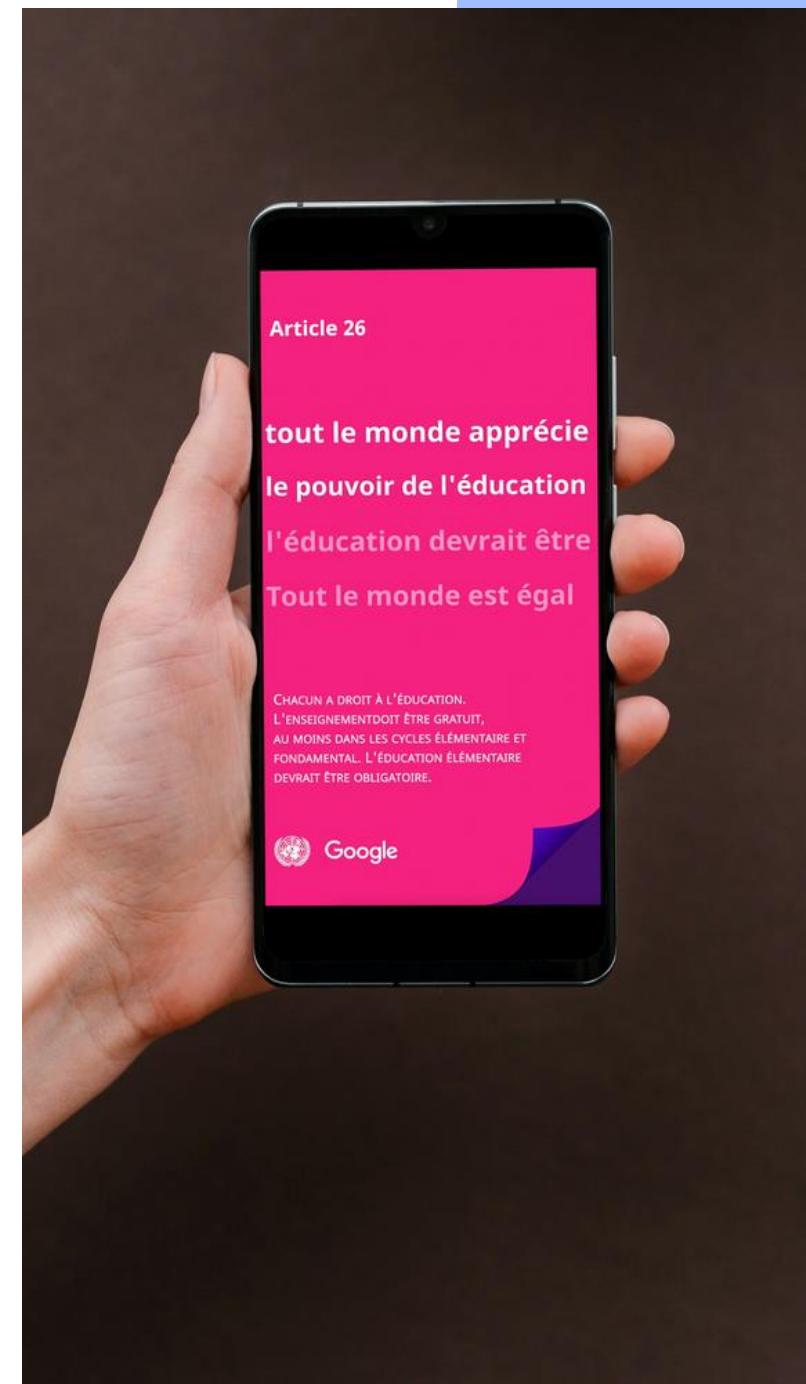
# Other Media Channel



Instagram



Road banner



Tiktok

# USTWO GAMES

Concept presentation

Let's reduce Co2 in co-zone



# CONCEPT: MORE WALK LESS CARBON



## Rationale:

Ustwo games desire to mobilise players to tackle climate change.

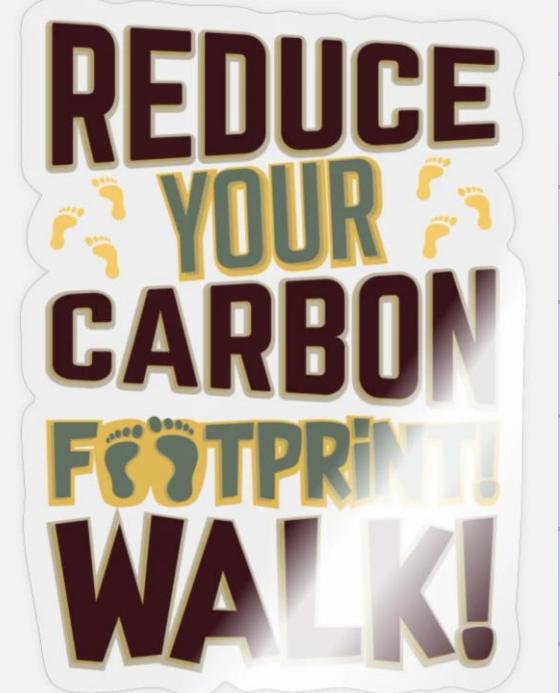
More research indicates that walking is the most effective way for individuals to reduce carbon emissions.

## Game mechanism :

Players are rewarded for their actions of reducing Co2 (not limited to walking), earning more coins to dress up, and to feed their game pet.

## Target audience:

Existing mobile gamers (20-35). who are aware of climate change, but they do not know how to make a difference.



# CUSTOMER JONERY MAP



1.Climate change is an emergency, so we need to take actions, but how?



2.I play games for relaxing , but I really want to feel a part of something bigger than myself.



3.A game looks like quite fun, encouraging players to take real actions on climate change.



4.I'd like to download it from app store



5.pet development game is not so hard to play.



6.I need coins to upgrade so I accept the daily task.



Scenario : Jacky is a 26-year-old office clerk, and he loves casual game very much.

# CUSTOMER JONERY MAP



7. in order to gain more coins, he decide to walk to the company in the morning



8. he arrived at workplace, and get less than 1,000 coins



9. he refused to order food online with colleagues, as he want to win the game.



10. then, he go to a local restaurant to have lunch.



11. he visit the local grocery and buy some fruits, while scanning the code to get extra coins.



12. he still walk his home, because he'd like to get more coins to finish the task.



Scenario : Jacky is a 26-year-old office clerk, and he love casual game very much.

# CUSTOMER JONERY MAP



13.he almost win !



14.he go to park for walking instead of laying bed for watching Netflix .



15. watching videos generate more Co2 emissions.



16. he successfully upgrade his pet, and buy a beautiful costume.



17. his friends all playing the Co-zone, they are make joint effort to reduce CO2 !



18. he enjoys looking after his pet, and interacts with his friends through this game.



Scenario : Jacky is a 26-year-old office clerk, and he love casual game very much.

# THE IMPACT IN REAL WORLD



## CO2 from Long-distance transportation

Players can award coins when they enter the local food store and scan the QR code on wall.



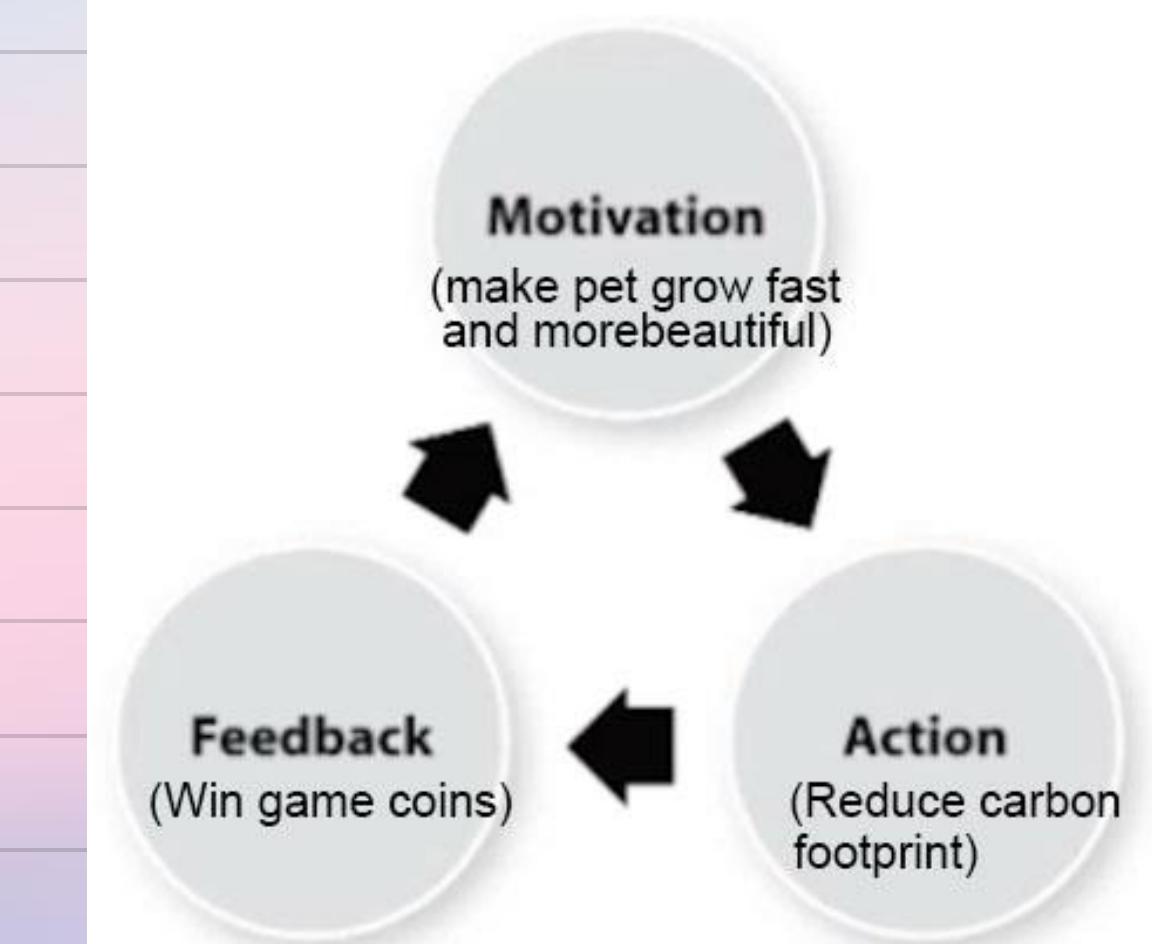
## CO2 from production of plastic and paper

No using food delivery is a part of daily task in Co-zone, players could gain extra bonus for eating at home or in the restaurant.



## CO2 from burning fossil fuels (gas or petrol).

Players win coins when they walk synchronously



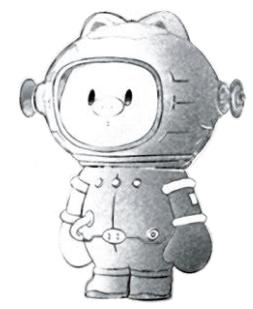
# LOGO & CHARACTERS

icon



**CO-ZONE**

Co-zone: creating spaces that reduce carbon emissions, the game app icon is a character in the game and the equipment on the character is used to filter the air, related to the theme.

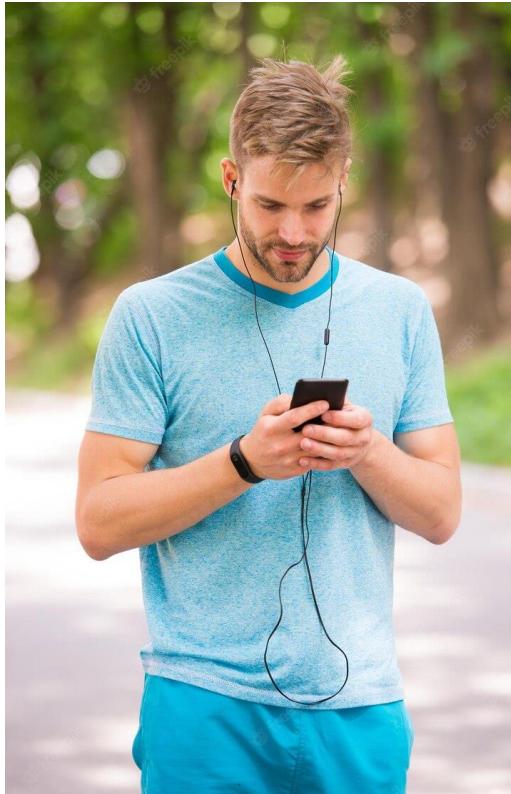


Characters



Use cute animals as the prototype, design their appearance, customize their clothing and dress up. Then try to impress the players with a relaxed and cute style to make them like the game and generate emotions.

# MECHANISM



**Permissions:** get the data of the number of steps (including kilometers) the user walks every day in the phone.

**Gold coins:** rewards for players to make low-carbon behaviors,

**Game Store:** dress up your cartoon image and improve the level of your characters.

**Social function:** invite your Facebook or twitter friends to compete. In the game community, you can clearly see the status of your friends, such as friends are running, or rest.

# MECHANISM

The image consists of three side-by-side screenshots from a mobile game. The top bar of each screenshot shows three colored circles (pink, orange, light blue) and a yellow status bar with the text 'G -2,456 g' and a sun icon. Below this, the first two screenshots show a character standing on a wooden floor with a landscape background. The first screenshot has a speed indicator '4.678 ⚡ 2.5m/s' and a level indicator 'Lv1'. The second screenshot has the same speed indicator but a level indicator 'Lv4'. The third screenshot shows a character walking on a paved path in a park-like setting with trees and buildings. It has the same speed and level indicators as the others.

**Modes:** walking, running and resting.  
The top of the game interface will show the speed of the player walking or running, and when the player is resting, the status bar will show the symbol of sleeping.

**Function buttons:** such as prop library, shopping mall.

**Carbon emission reduction:** always check the status bar on the left side of their daily.

# Promotion Channel

1.Owened media: Twitter,Weibo,Ins



2.Bus stops: Use the time waiting for the bus



ustwo games  
7,220 推文

ustwo games  
@ustwogames

@WildlifeAlba is out now on Apple Arcade, PC and Console!  
Creators of Assemble with Care, Monument Valley and Land's End.

Proudly part of @ustwo

翻译简介

© London, UK ⌂ linktr.ee/ustwogames 2012年10月加入

539 正在关注 12.4万 关注者

你关注的人中没有人关注

推文 推文和回复 媒体 喜欢

置顶推文

ustwo games @ustwogames - 2021年10月14日

Our brand new chapter for Monument Valley 2 is OUT NOW! The Lost Forest is a special chapter we have created to help protect trees, as our contribution to the Playing For The Planet Green Game Jam!  
#monumentvalley2 #PlayingForThePlanet #GreenGameJam

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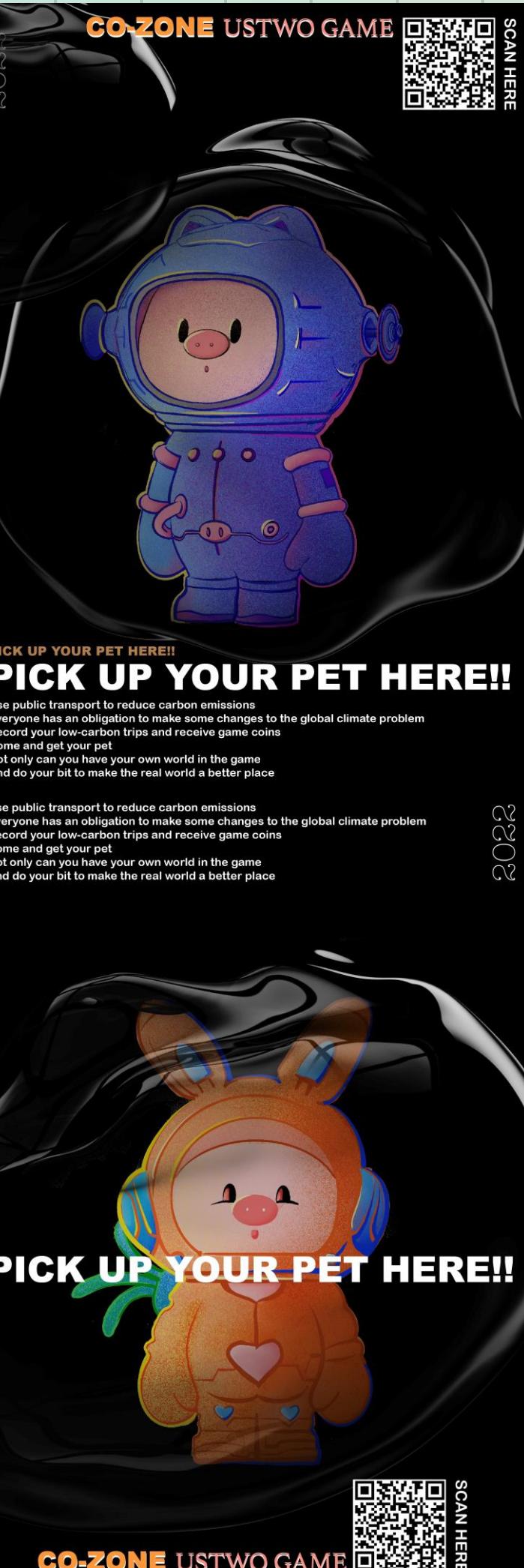
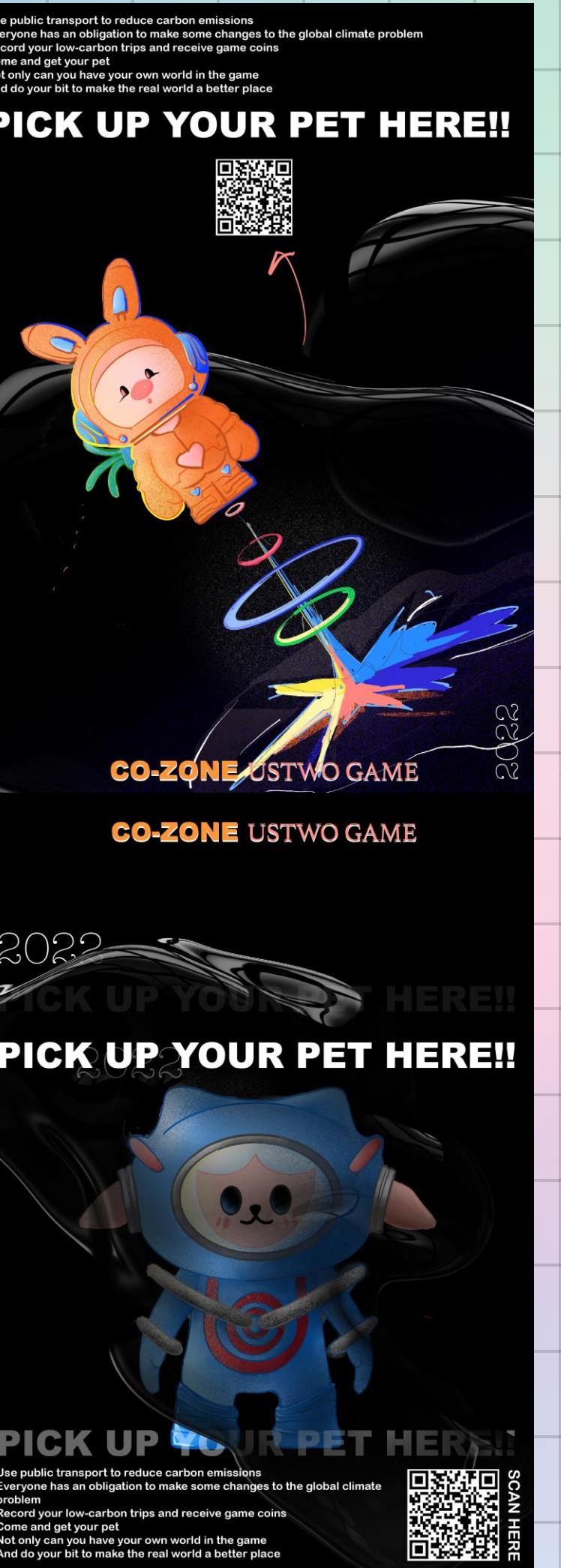
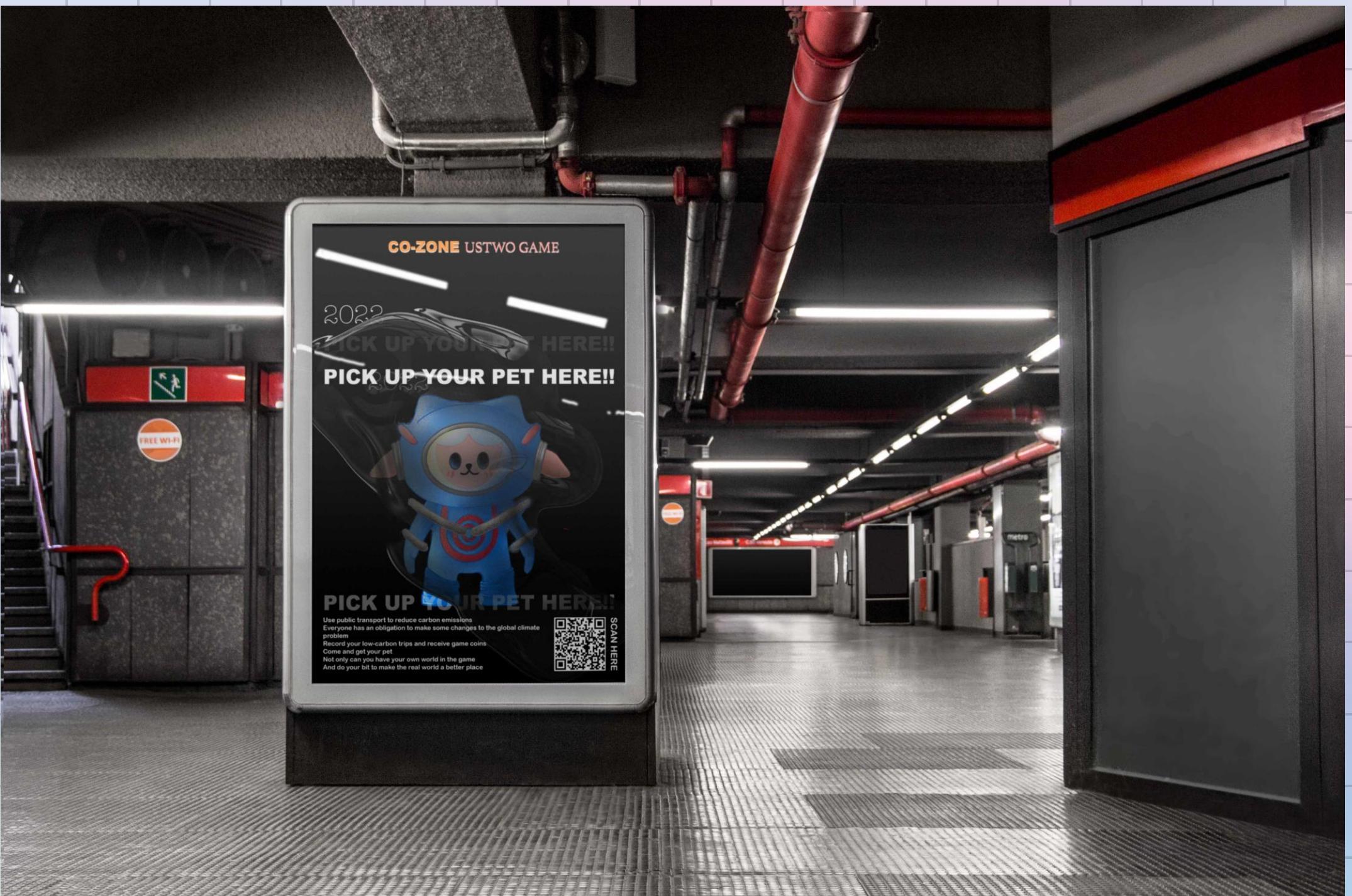
显示这个主题帖

ustwo games @ustwogames - 10小时前

Some beautiful light in the studio this morning 🌞🌿

# Promotion Channel

# Underground station with no signal



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# **Thank You!**