



Izzy Pletl (193214)

Lotus Brouwer (192742)

Class 6



"In a world where environmental problems become more relevant but are still denied, we believe through awareness and transparency, we can create a more sustainable environment for future generation."





Awareness



Responsibility



Accessibility



Environment



Sophia Anderson

Age: 22

Residence: Amsterdam

Job: Content creator (at "Linda" magazine)



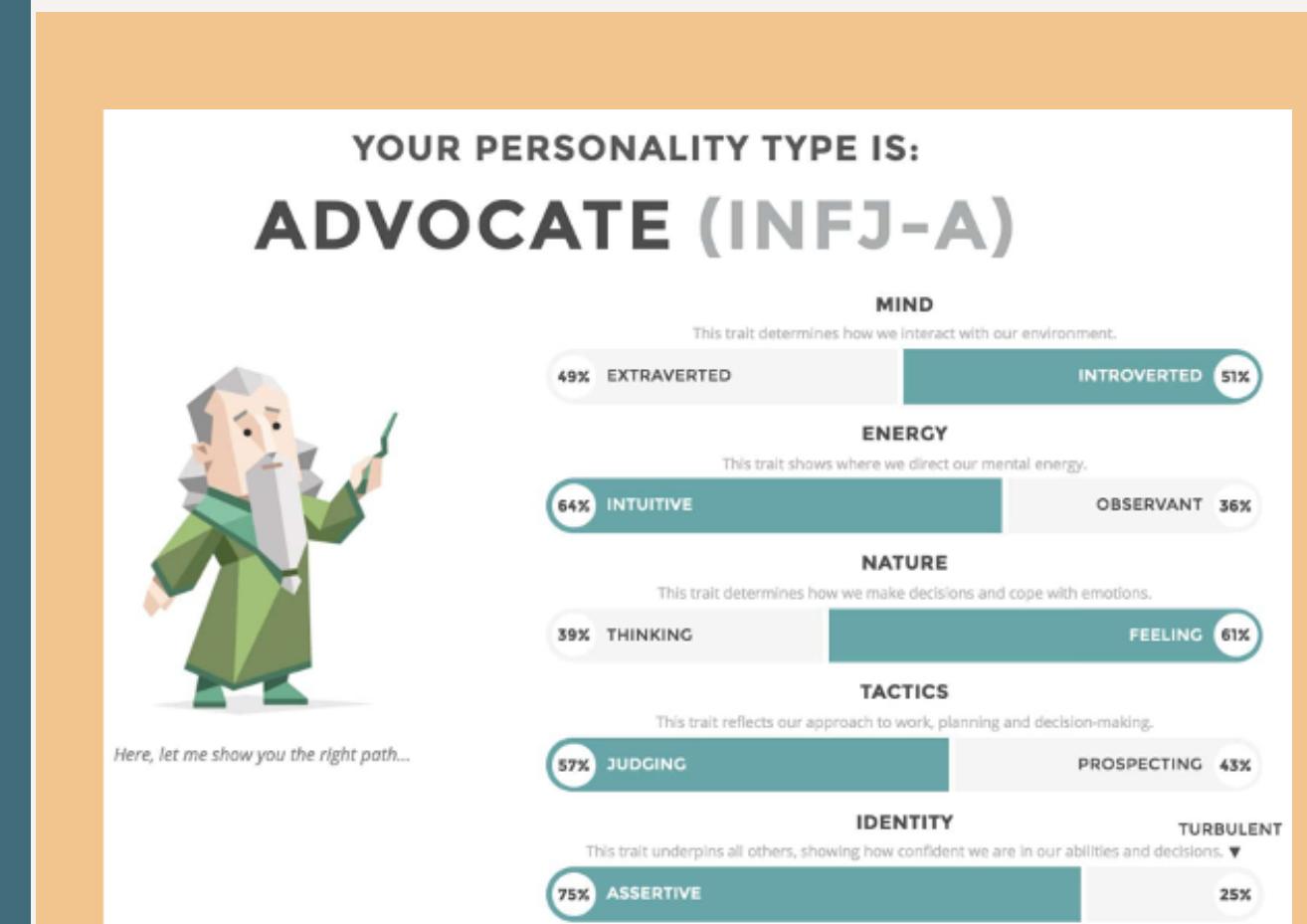
Sophia is very concerned with her mental and physical health; she is very sportive and tries to be vegan because she feels sorry for the animals. She struggles to maintain a healthy lifestyle with minimal knowledge and a lack of motivation. Often, she wonders if her efforts really make a change in the world. With her low income and doubts about the physical consequences of taking pills as meat substitutes, becoming vegan is very challenging. She also has doubts about giving vegan food to her puppy Harvey. She is really into fashion and loves to go shopping at Zara and H&M. With the overload of information on social media, she doesn't know what to believe and how to find the motivation to contribute to a more sustainable environment.

Animals

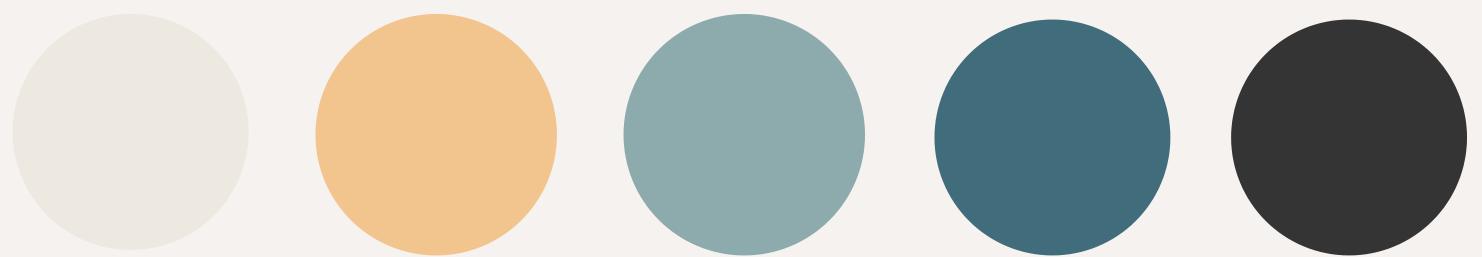
Ethically sound

Fashion

Expand knowledge



Color palette



Fonts



Belleza



Computer Says No

Organic textured collage by sketchify



Logo (Color and BW) + Brand icon



Pictures of environmental problems



Instagram

A short promotion video

