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Skåne Stadsmision

BRIEF

During the fall of 2023, I was part of the team tasked with assisting Skåne Stadsmision in implementing their new logo and graphic profile. Additionally, we were commissioned to create new posters and advertisements following these new guidelines.

CHALLENGE

Finding the balance of giving Skåne Stadsmision a distinct visual identity while adhering to the guidelines established for all of Sweden's city missions.

MY ROLE

I made updates to existing materials according to the new profile. We also developed several advertisements and a 'who we are' brochure. It involved close collaboration with the copywriter, allowing us the opportunity to iterate on text and design collaboratively.



En varm
sovsäck,
frukost-
macka eller
någon som
lyssnar.

Barn och vuxna i vår närhet kämpar mot fattigdom, hemlöshet och psykisk ohälsa. Dygnet runt, året om. Vi ger akut stöd i form av mat och kläder och jobbar långsiktigt för att förbättra människors livssituationer. Vi kämpar för de som kämpar och vi behöver ditt stöd.

[Bidra på skanestadsmision.se](#)

SKÅNE
STADSMISION

En
sov
fru
ma
någ
lys

Barn och vuxna i vår nä
hemlöshet och psykisk
om. Vi ger akut stöd i f
jobbar långsiktigt för at
livssituationer. Vi kämp
och vi behöver ditt stöd.

[Bidra på skanestadsmision.se](#)

**En varm sovsäck,
frukostmacka eller
någon som lyssnar.**

KÅNE
TADSMISSION

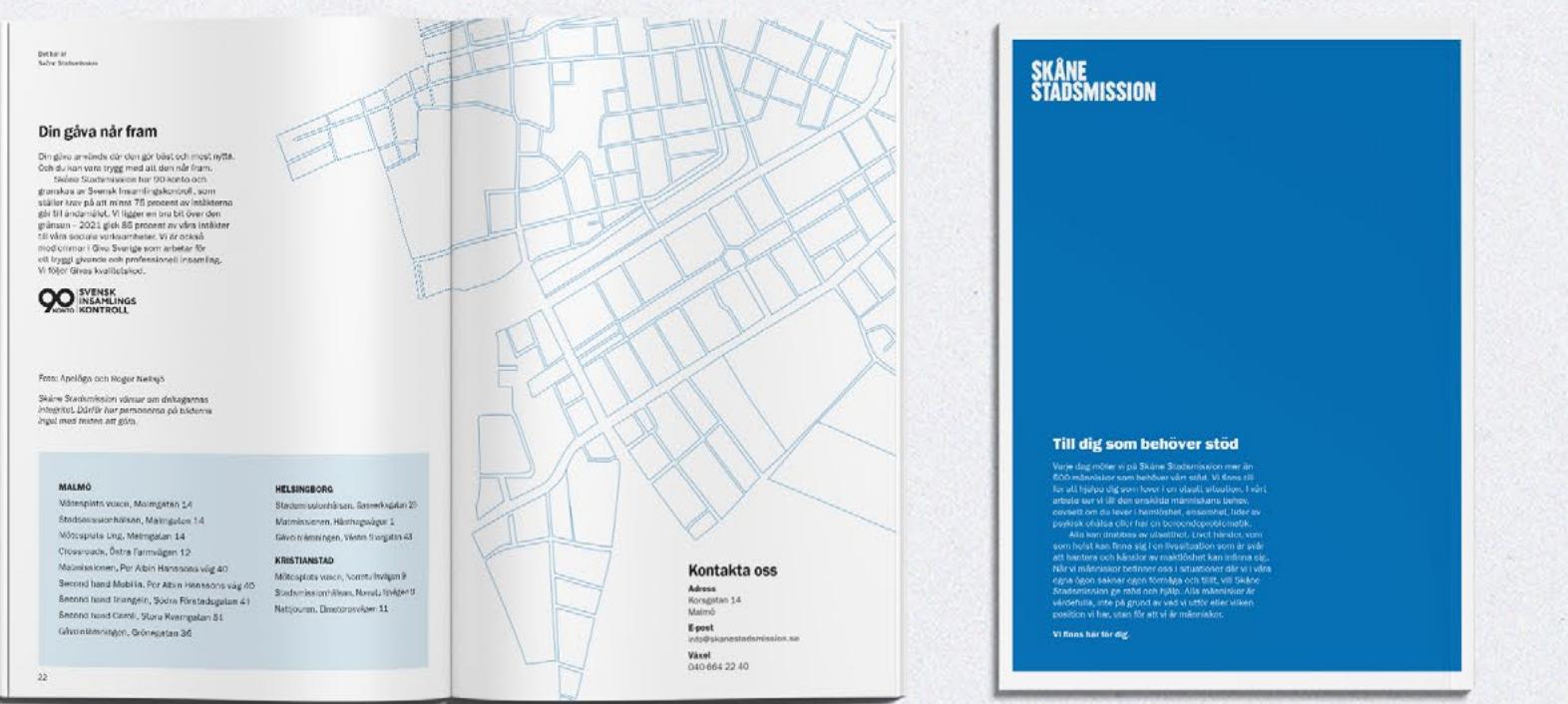
Alla åker inte hem i kväll.

i kämpar för de som lever
hemlöshet och fattigdom.

ADMISSION

mart börjar helvetet.

Han säger att det är viktigt att man inte lämnar ens känslor och tankar om kylan. "Det finns människor som har ingenstans att ta vägen när kylan kommer. Det är viktigt att vara med och hjälpa dem", säger han.



The aim of the brochure was to introduce the activities to a broad audience. Regardless of whose hands the brochure ends up in, the individual should be able to gain a clear understanding of who Skåne Stadsmision is and what they do.



Three animated ads for Malmö C.

Publication

BRIEF

Establish a layout and design a 76-page publication. Create a template and original files for printing.

CHALLENGE

When the project started, the text was not finalized. This became a challenge in building a sustainable structure that could handle the text was continuously updated.

MY ROLE

Build the template in InDesign, design the layout, and create the illustrations and graphs that required some re-drawing.

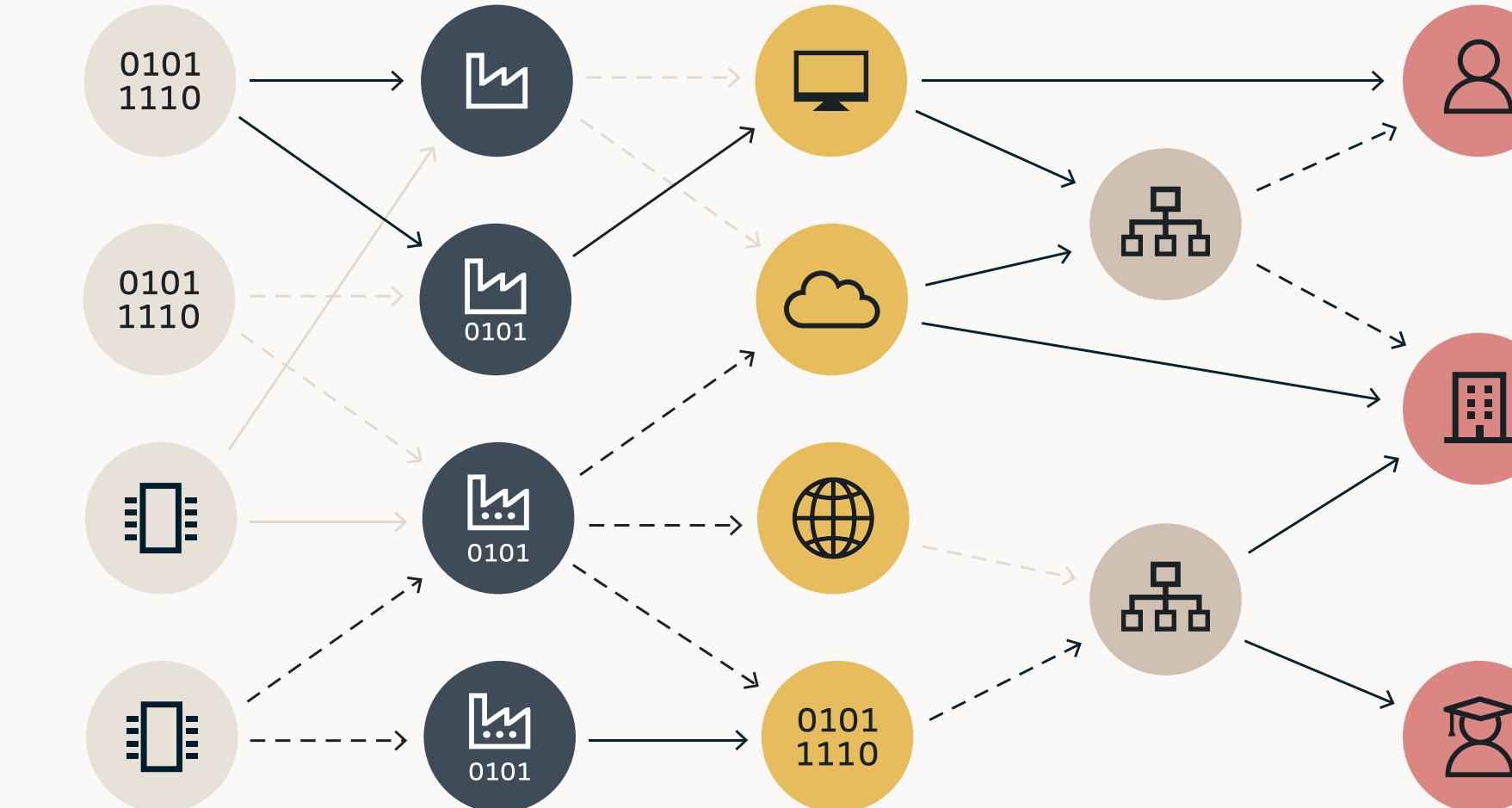
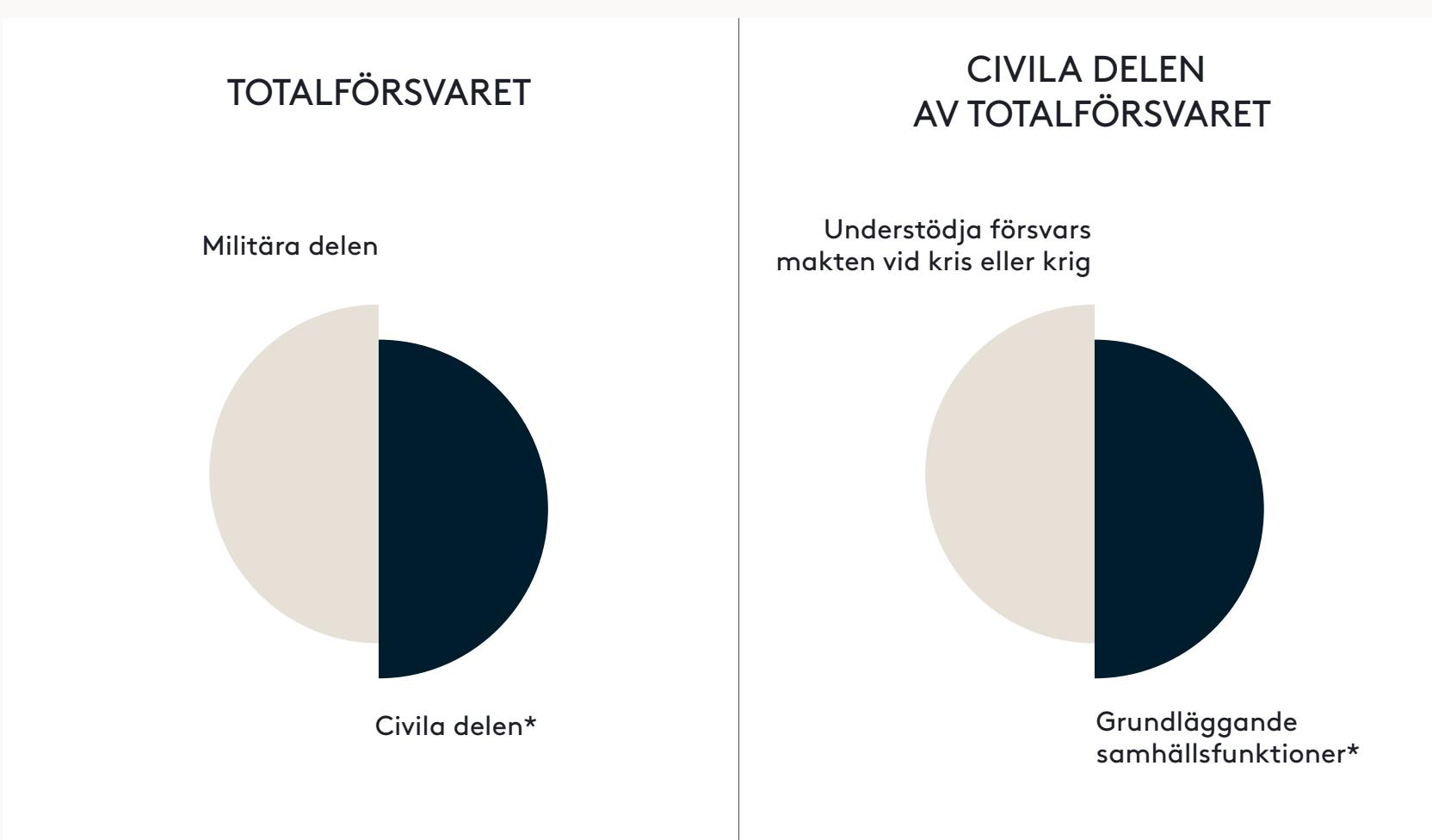


< kahn
> pedersen

Beredskap och robust digital transformation i offentlig förvaltning

Advokatfirman Kahn Pedersens skriftserie 2023:1

Cover page



Some of the illustrations I had to re-draw.

Title sequence for Rostiga roadtrips

BRIEF

Title sequence for the upcoming TV series *Rostiga Roadtrips*, airing on SVT in spring 2024.

CHALLENGE

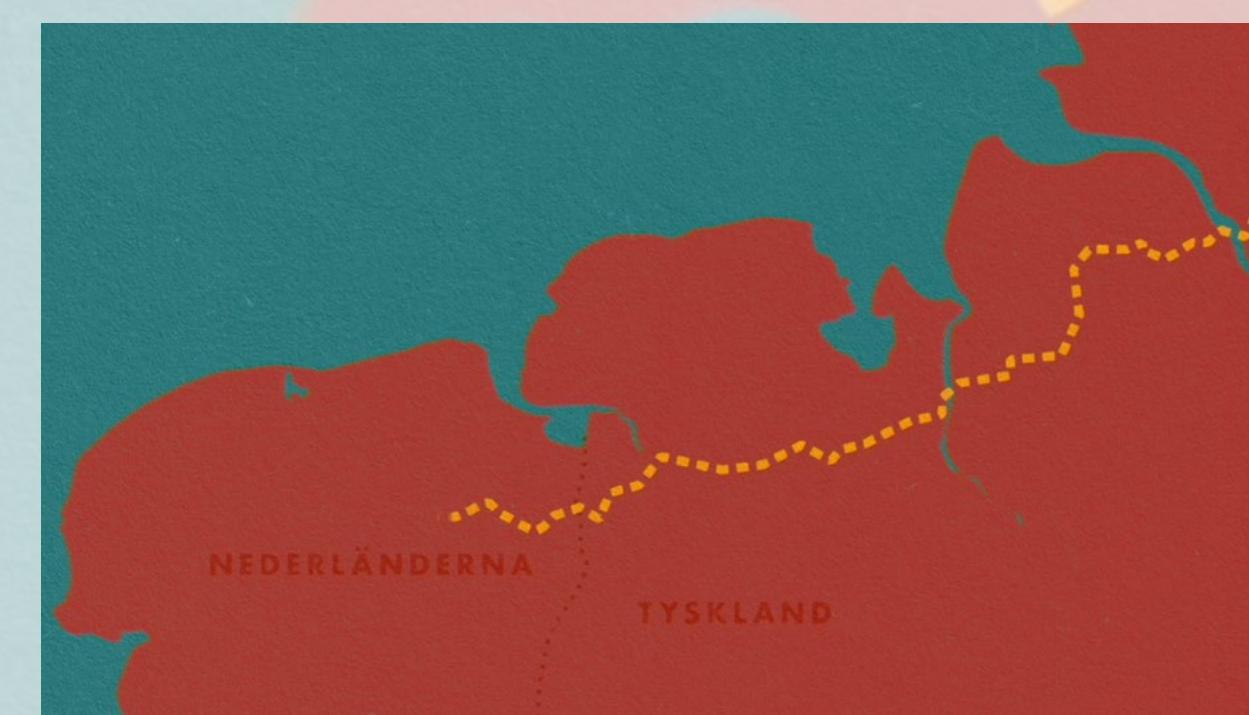
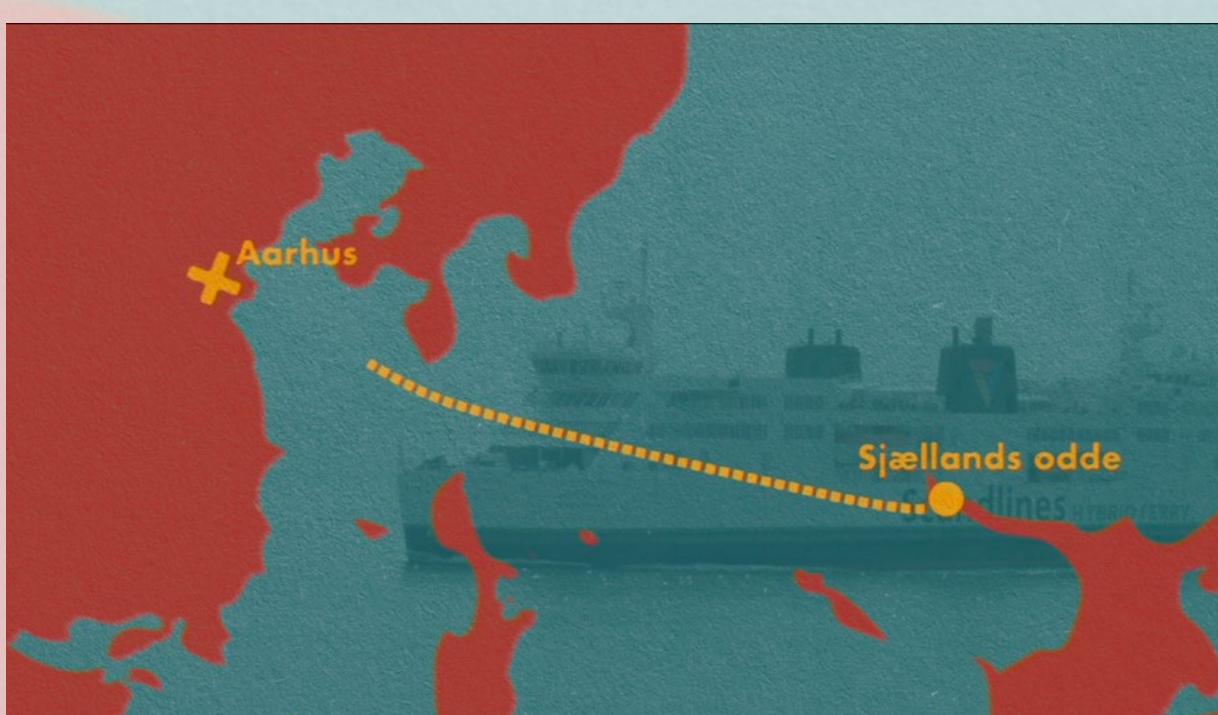
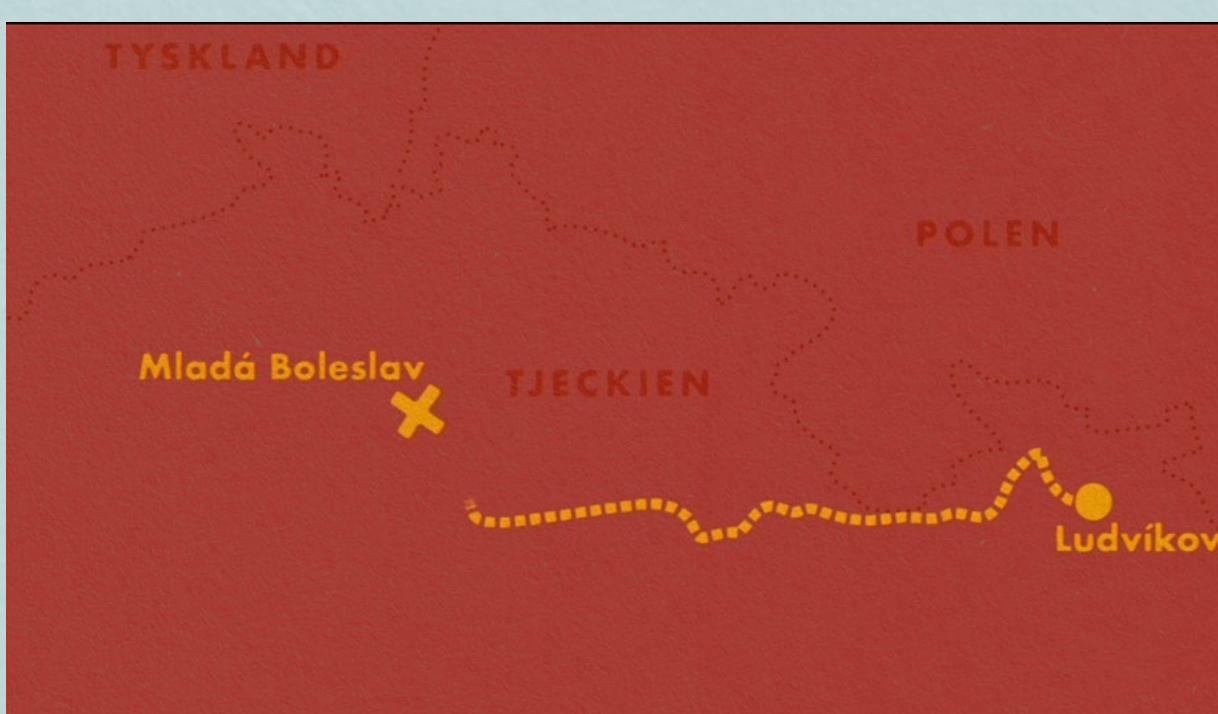
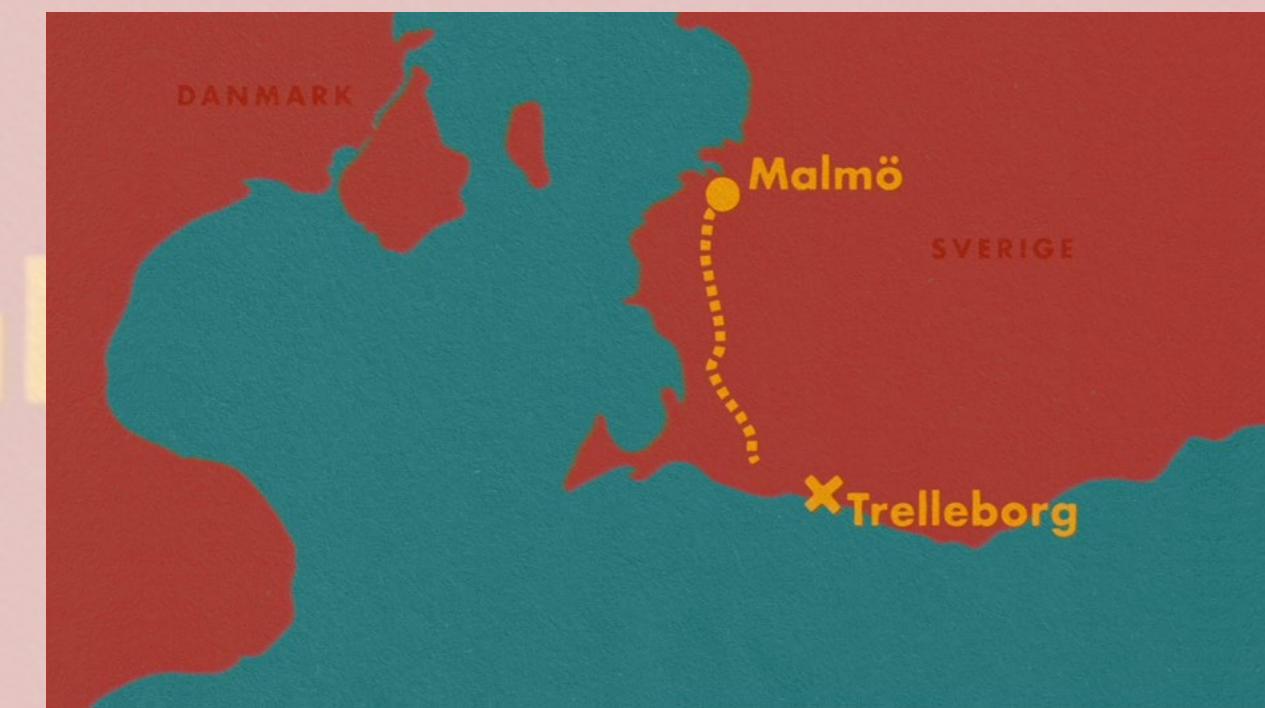
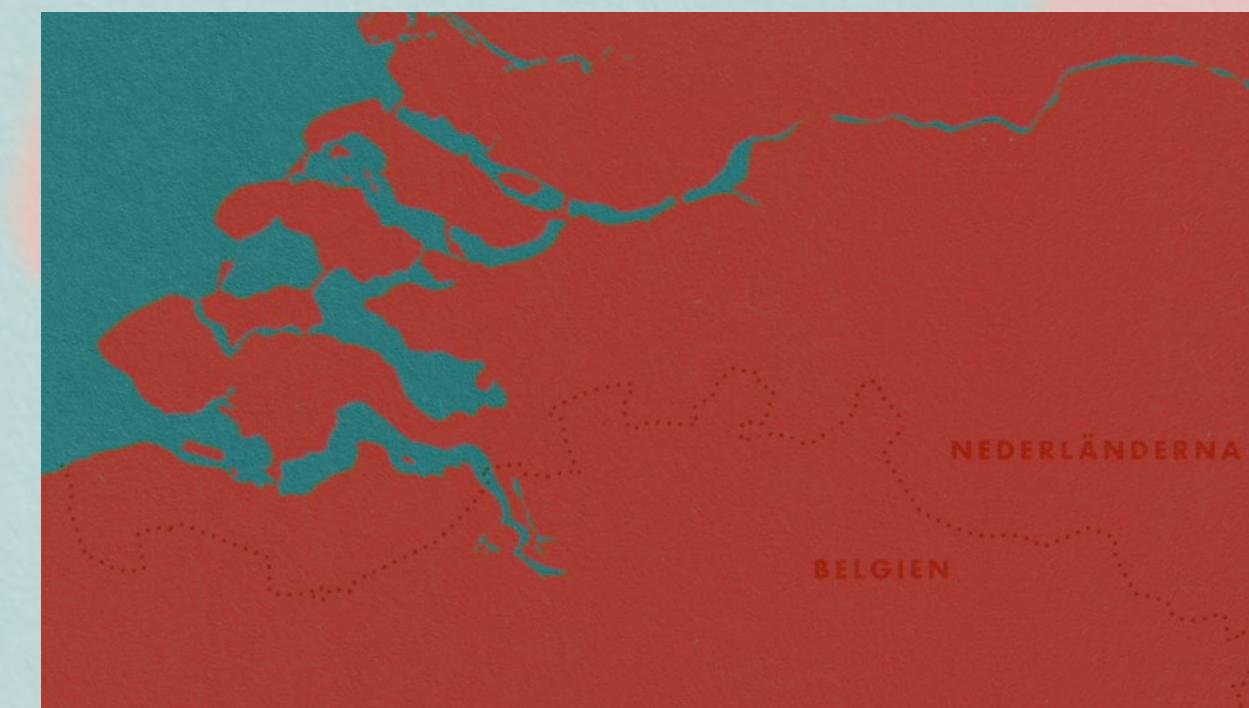
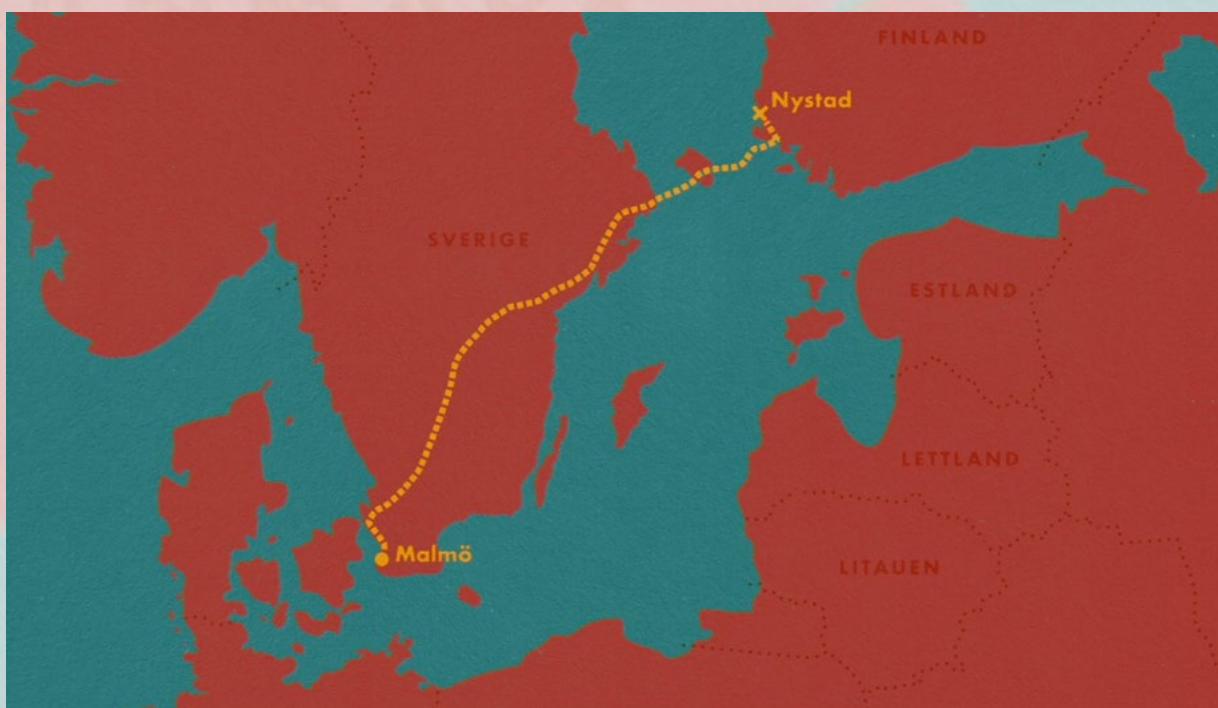
We needed to draw the maps from scratch to have greater freedom in the animation phase. This required extreme precision as some maps overlapped and needed scalability.

MY ROLE

Illustrate the maps.

RESAN TILL NYSTAD DEL 2





Typeface design

BRIEF

As part of the company's brand update, I was tasked with creating a custom font. I was provided with a sketch of the typeface to work from.

CHALLENGE

With limited hours, the challenge was to immerse myself in the company's visual identity enough to understand how the details of each letter should be tailored to their vision.

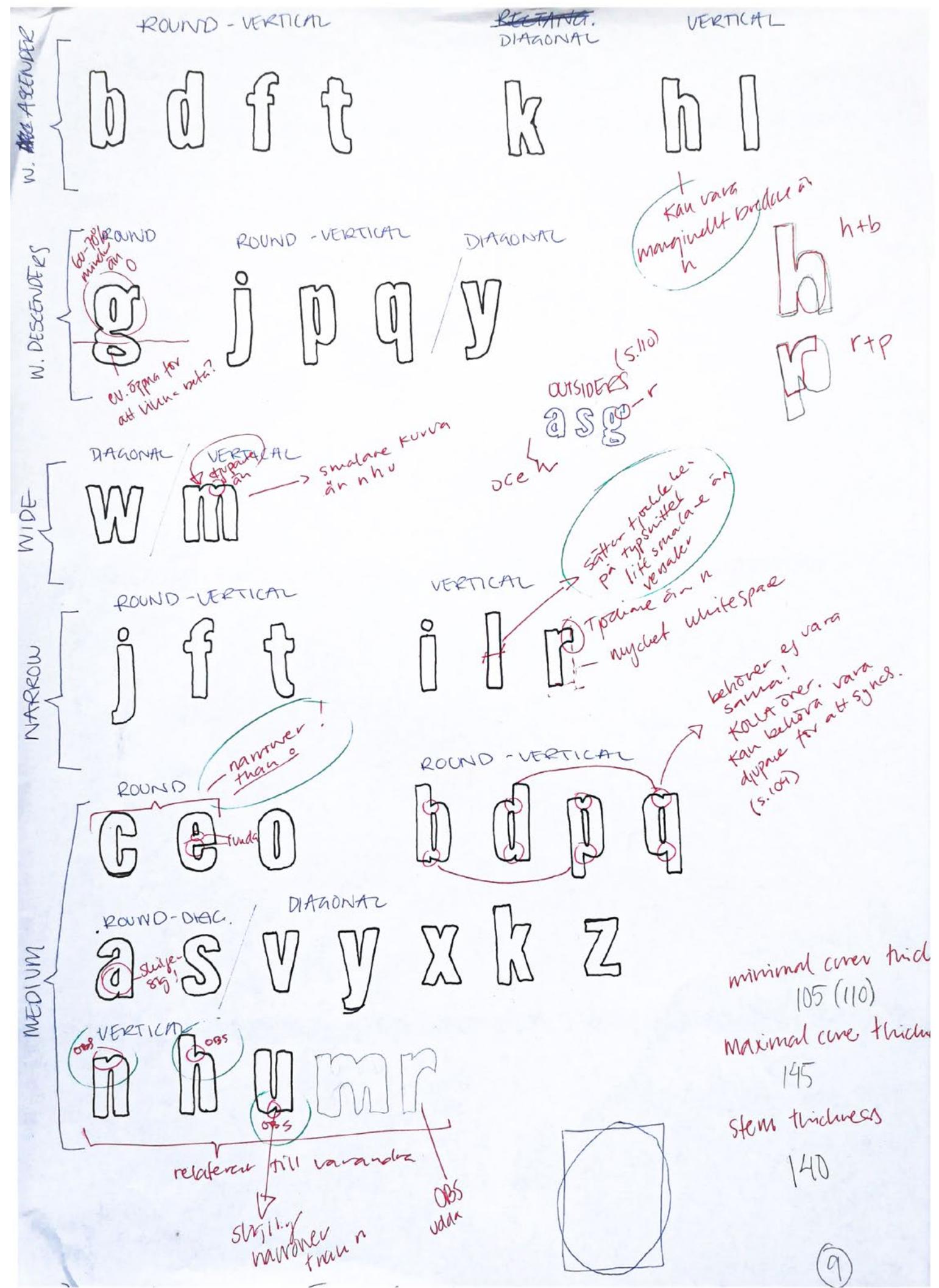
MY ROLE

My responsibility was to edit each letter, find a rhythm in the typeface, and ensure that it technically worked for installations on both Mac and PC."

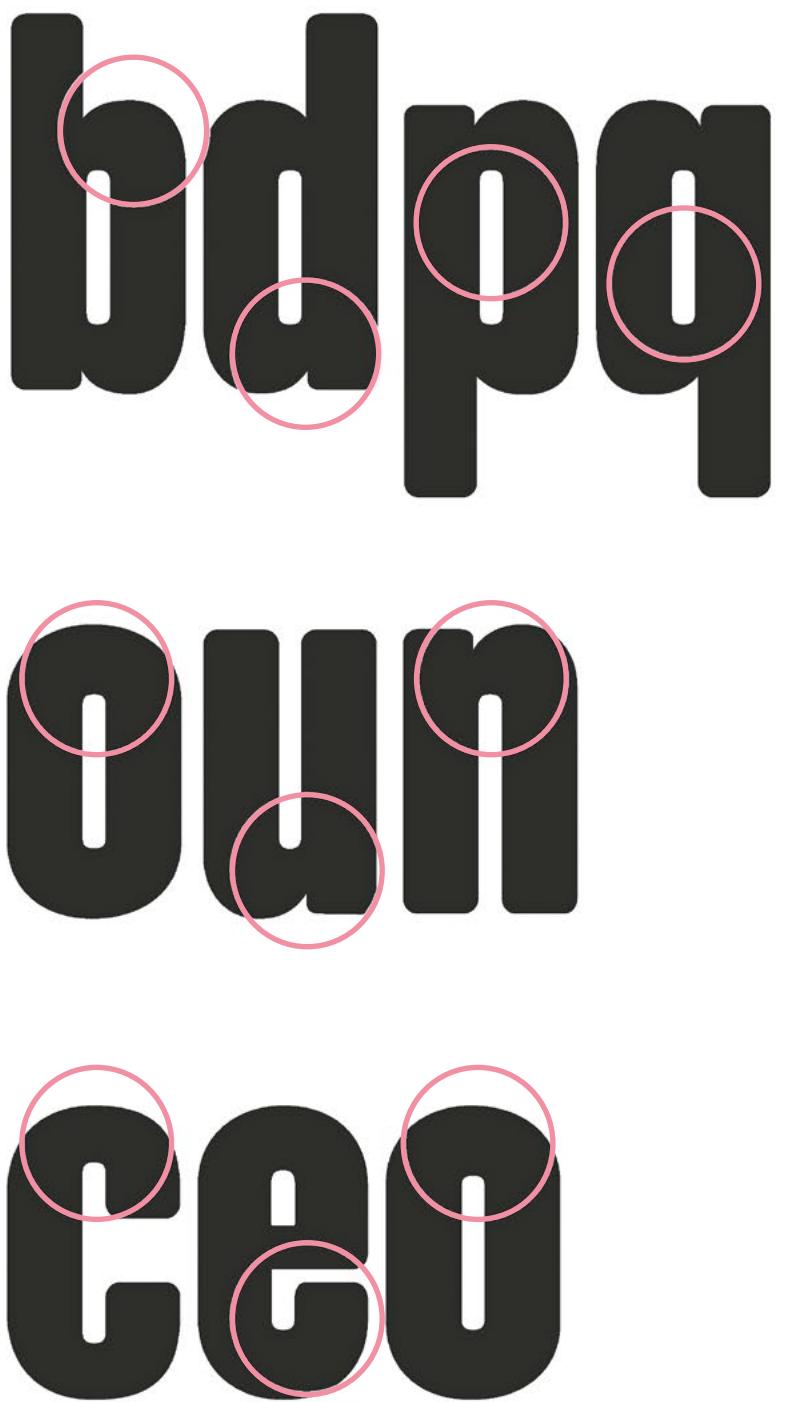
MABTECH

Mabtech CATCH





To understand the relationship between the shapes of the letters, extensive research was made in typography books. I grouped and hand-drew, providing a clear overview, allowing me to continuously add information.

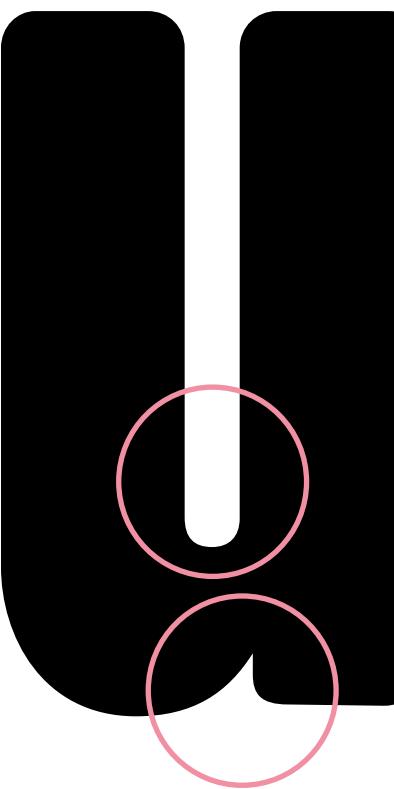


In the development of a typeface, it is optimal for all details to be well-thought-out to ensure nothing disrupts the reader's experience. The circles above highlight details of the letters where I put extra focus to ensure that the letters harmonize with each other.

Skiss



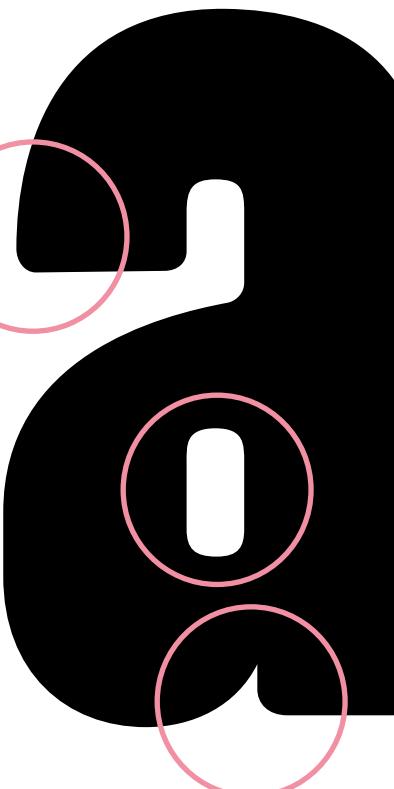
Färdig

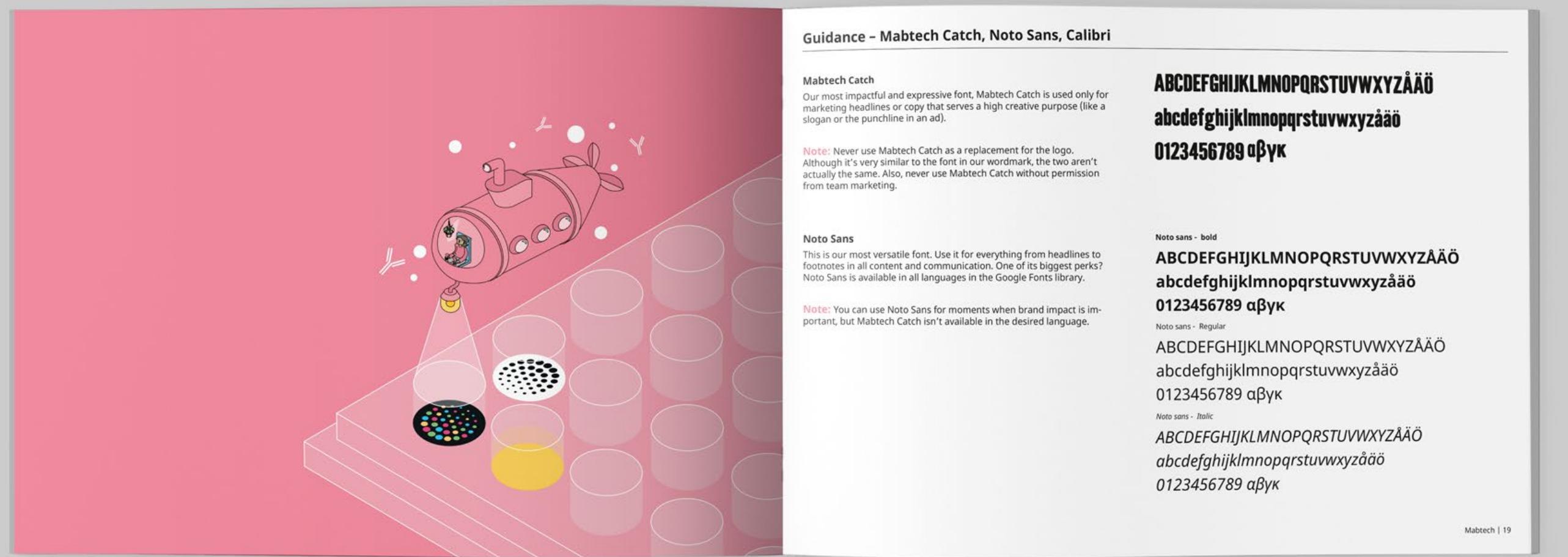


Skiss



Färdig





26 | Mabtech

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z Å Ä Ö

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Sustainability report

BRIEF

Create the 2023 sustainability report for Tetra Pak.

CHALLENGE

Building the project concurrently with the client working on the text for the report. We had to show to the client how we envisioned the layout and graphics while they were dealing with all the textual content. All of this within a very tight deadline.

MY ROLE

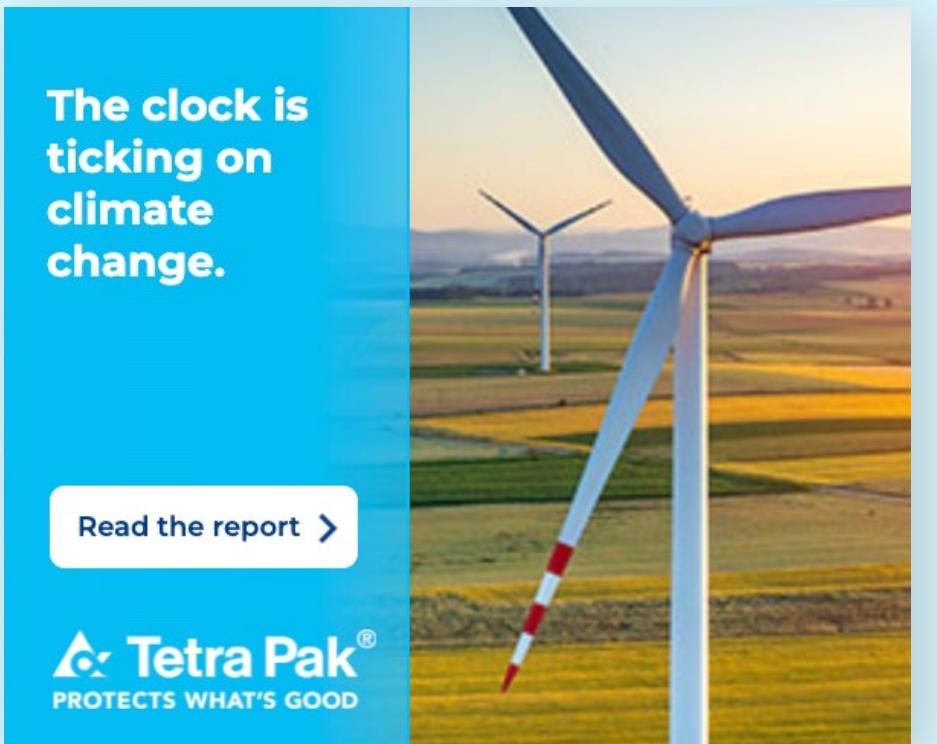
Responsible for adding all content onto the pages, expanding on the established template, and ensuring that all links directed to the correct locations. It was also my responsibility to organize and structure the entire working document.



Tetra Pak®
PROTECTS WHAT'S GOOD



Tetra Pak®
PROTECTS WHAT'S GOOD



81

AGES

6

VIDEOS

71

ANIMATED OBJECTS

188

HYPERLINKS

5

LINKED MENUS

250

MANUALLY ADDED FOOTNOTES

Committed to our future Our focus areas Food systems Spotlight stories

Food systems

Contributing to secure¹, resilient², and sustainable³ food systems⁴

The Organization for Economic Cooperation and Development (OECD) has defined a "triple challenge" facing our food systems.

- Ensuring food security and nutrition for a growing population in a world where malnutrition persists; where more than 820 million people go to bed hungry⁵ whilst over 670 million adults are obese⁶.
- Supporting the livelihoods of millions of farmers and others in an increasingly modern food chain, where productivity has led to a decline in agricultural commodity prices thus creating economic pressures for small farmers.
- Expanding food production without exerting more pressure on natural resources; where land and use of inputs are associated with environmental degradation and 1/3 of food produced is lost or wasted globally⁷.

In addition to overcoming the triple challenge, it has become critical that we monitor and manage the growing environmental impacts of our current food systems, which account for over 30% of global greenhouse gas (GHG) emissions⁸ and are the leading cause of ecosystem degradation and biodiversity loss⁹. We believe, as was stressed by world leaders at COP27¹⁰, that we need to work together to build more secure, sustainable and resilient food systems and overcome these challenges.

¹ Secure food systems: As defined by the UN, food security means that all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their dietary needs and food preferences for an active life. ² Resilient Food Systems: As defined by the OECD, resilience in the context of food and agriculture refers to the capacity of food systems to withstand and recover rapidly from external or internal disturbances, transitions or responses to adverse events. Source: https://www.oecd-ilibrary.org/agriculture-and-natural-resources/transforming-food-systems-resilience_34367.html ³ Sustainable food systems: growing, producing, processing, packaging, distributing and consuming food in ways that are healthy for people and the planet, now and for future generations. ⁴ All the activities and actions related to producing and consuming food, as well as their environmental impacts. ⁵ Action Against Hunger: World Hunger Facts, (2022). Source: <https://www.hungerchange.org/global-nutrition-report/> ⁶ Global Nutrition Report. ⁷ The World Food Programme. A Taste About Food Justice and Hunger. (2020). Source: <https://www.wfp.org/taste-about-food-justice-and-hunger> ⁸ Global greenhouse gas emissions from food systems. (2021). Source: <https://www.researchgate.net/publication/351002269> ⁹ The State of the World's Biodiversity for Food and Agriculture: A Food Systems Analysis on the Table at COP27. (2022). Source: <https://www.fao.org/3/I9570E/i9570e.pdf> ¹⁰ COP27: Transforming food systems to combat climate change and deliver on climate ambitions. (2022). <https://www.unfccc.int/wcd/food-systems> ¹¹ Global greenhouse gas emissions from food systems. (2021). Source: <https://www.nature.com/articles/s41558-021-00226-9>



Why it matters

Food systems¹¹ are challenged with ensuring food security and nutrition, supporting farmers' livelihoods, and reducing their reliance on natural resources. As well, they contribute over 30%¹² of global GHG emissions, exacerbating the climate and nature crisis.

SDGs



Ambition

Contribute to secure, resilient, and sustainable food systems that provide access to safe, affordable, healthy, nutritious food, and minimizes food loss and food waste across our value chain.

Targets

- Advocate for secure, resilient, and sustainable food system solutions and form or join alliances supporting systems-level change
- Continue to deliver high performance food processing technology and packaging solutions that play a role in giving more people access to safe and nutritious food, and in reducing food loss and waste
- Reduce food waste of our best practice processing lines by 50% by 2030 compared to 2019

Pak[®] Good

The image displays the Tetra Pak Sustainability Report FY22 cover and a mobile device screen showing key highlights from the report.

Report Cover:

- Section 1: 2022 highlights**
 - 66 MILLION CHILDREN** in **44 countries** received milk or other nutritious beverages in Tetra Pak packages through **school feeding programmes**. →
 - First collaboration with Fresh Start**, a leading food technology incubator that works with a portfolio of start-ups to provide technical solutions to challenges facing global food systems. →
 - Progressed on the technology to transform Brewer's Spent Grain (BSG)¹ into plant-based beverage.** →
- Section 2: Redefining food systems**
 - Developed a breakthrough 'whole soya' processing method for soya drinks reducing waste and boosting nutrient content.** →
 - 43,939 farmers**
 - 96.2%** of which are smallholders, delivered milk to food and beverage manufacturers in 22 Dairy Hub projects. →
 - 1,000 farmers

1. Brewer's Spent Grain is the industrial moniker used to describe the malt after a brewery has already used it to make beer. Source: <https://www.regenated.com/blogs/recycled/what-is-spent-grain>

TETRA PAK SUSTAINABILITY REPORT FY22

Mobile Device Screen:

- Committed to our future** | **Our focus areas** | **Food systems** | **Supplier stories**
- 14**
- Tetra Pak's role**

The complex nature of our value chain includes a wide range of actors involved in the production, processing, distribution, and sale of food and beverages, all of whom are affected by these challenges – thus we have a role in transforming food systems through developing new food processing technologies and packaging solutions that meet the evolving needs of the food industry. At Tetra Pak, we are committed to the action tracks of the UN Food Systems¹, and we are contributing to its objectives by working with our customers, NGOs, governments, and other stakeholders to (1) increase access to safe, nutritious food; (2) reduce food loss and waste; and (3) build sustainable food value chains.
- safe, nutritious food** even in remote areas or countries without sufficient cold chains. We are contributing to building sustainable food value chains that improve the livelihoods of farmers, reduce the environmental impact of our value chain, and, ultimately, help to provide healthy and nutritious diets for people around the global community. Overall, we believe that creating more secure, sustainable and resilient food systems that can help withstand climate shocks and disruptions, benefitting both people and the environment.
- 1. The UN Food Systems Summit launched five Action Tracks to deliver progress on all 17 SDGs, each of which relies on sustainable and equitable food systems. Source: <https://www.un.org/en/food-systems-summit>**

*Three HTML banners made
in Google Web Designer.*

Program for symposium

OVERVIEW

The Swedish Research Council annual symposium was held in Malmö and arranged in collaboration with Malmö University, Inkonst and Inter Art Cente. I was asked to design the program for the symposium.

CHALLANGE

To design a clear and easily read program for the symposium. The symposium was arranged as a hybrid event, which required extra attention to the schedule of the program to make it readable for both onsite and online participants. Posters and name tags were design in the same design.

MY ROLE

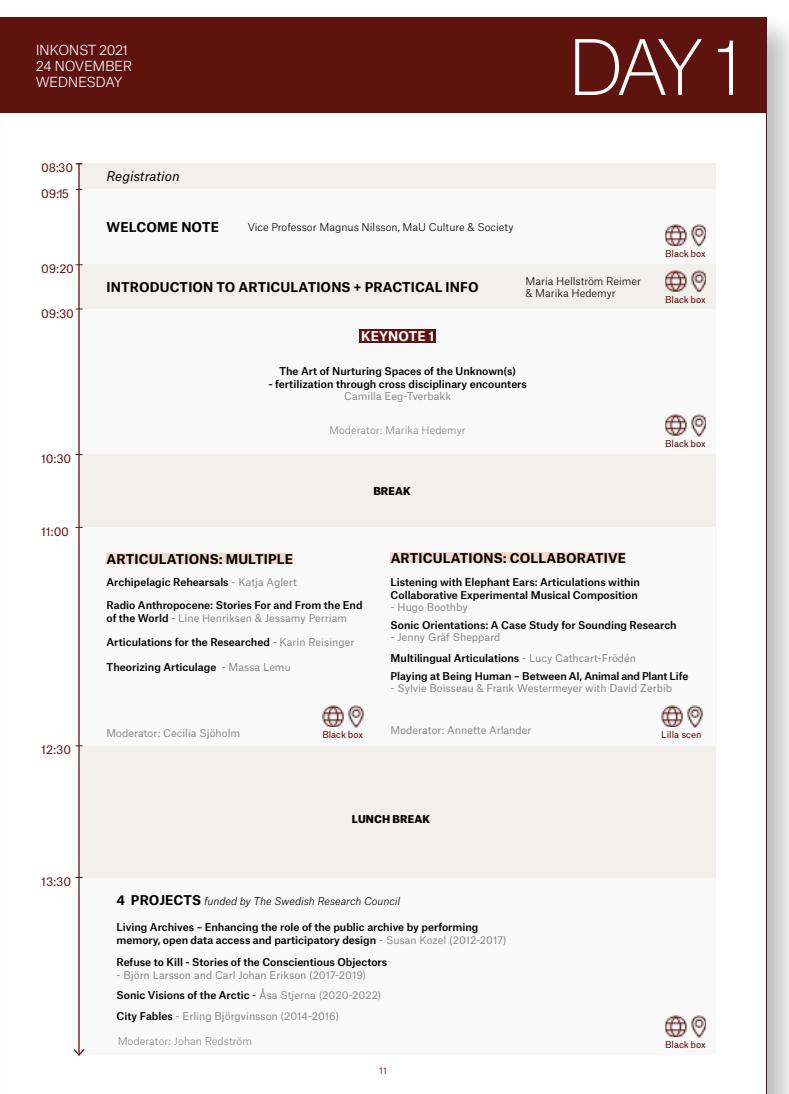
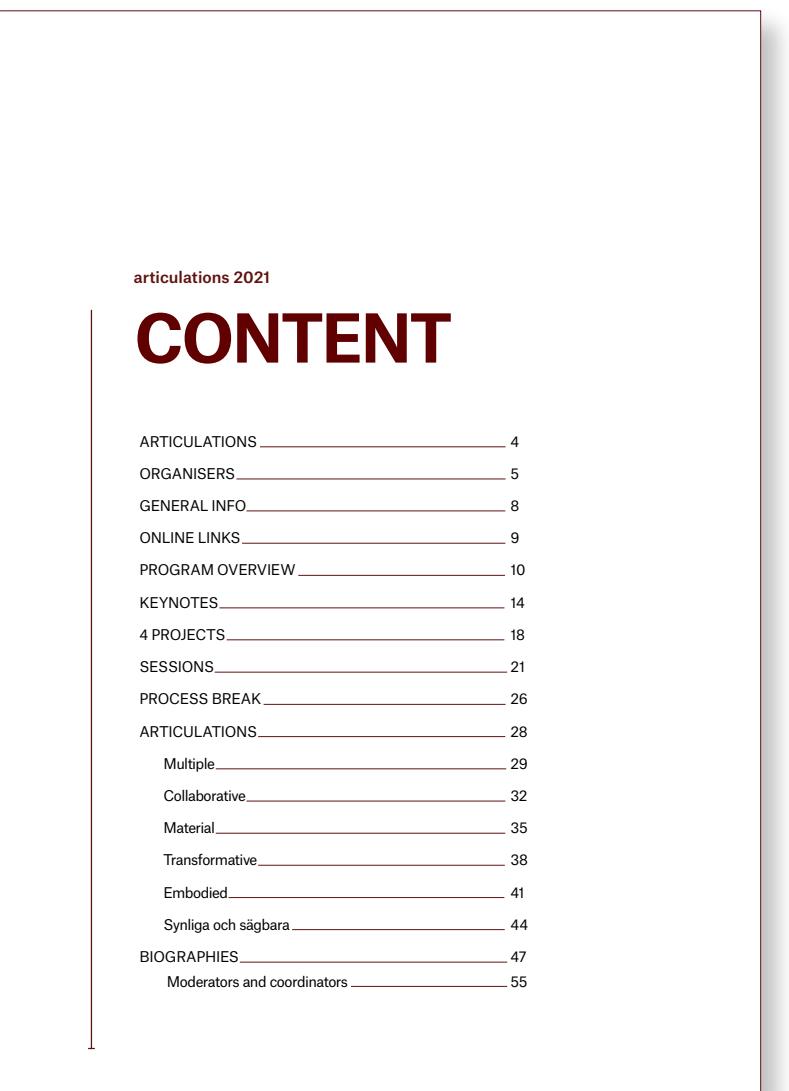
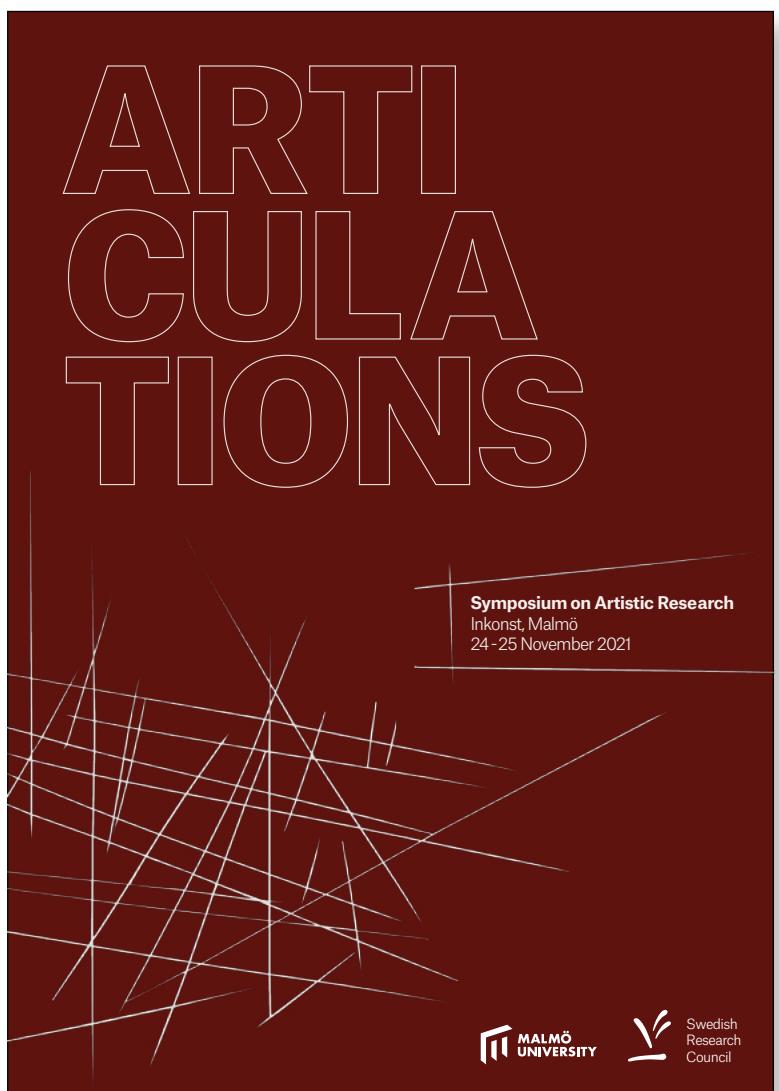
Graphic designer in charge of concept, design and layout.

ARTI CULA TIONS

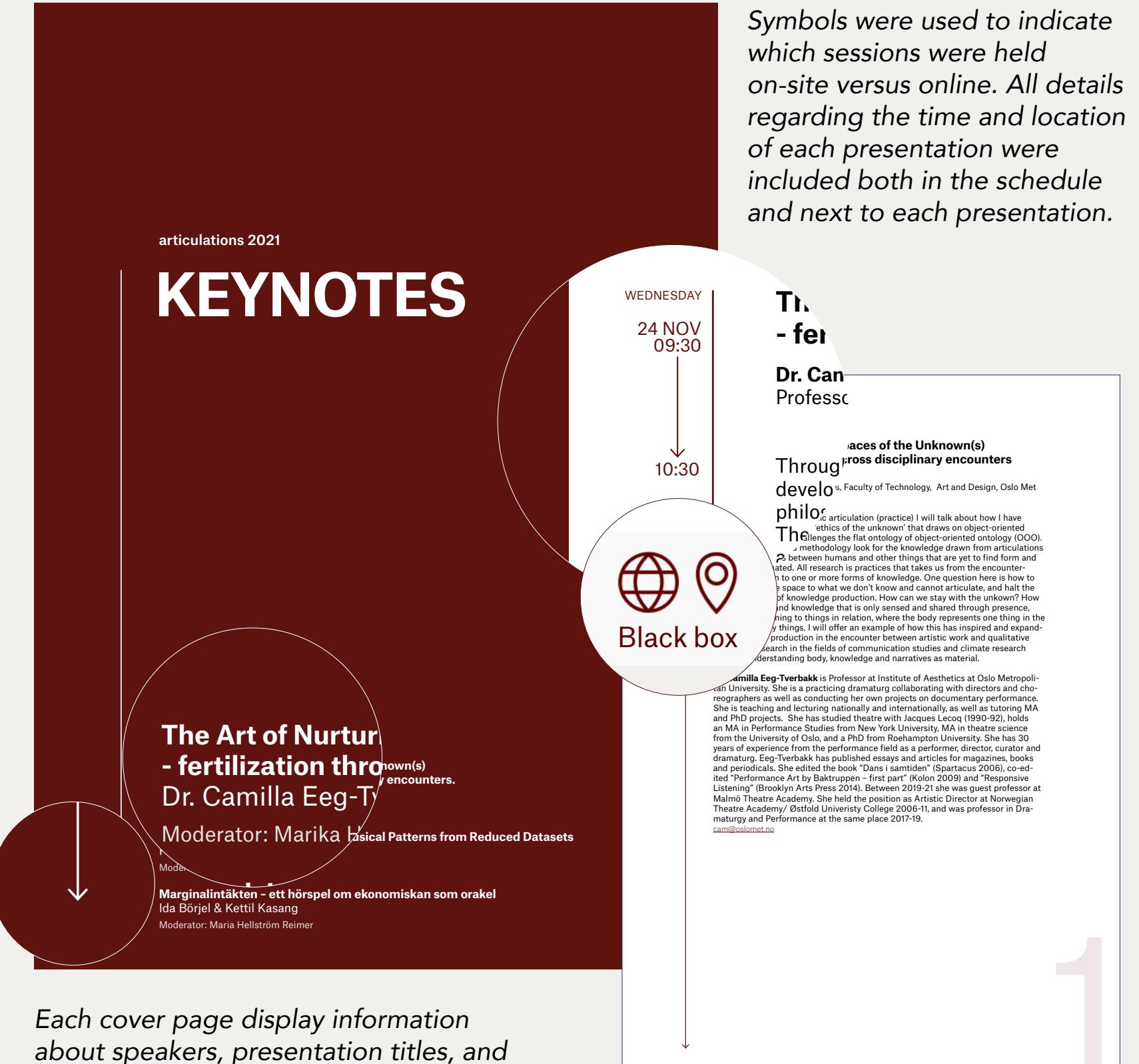
Symposium on Artistic Research
Inkonst, Malmö
24-25 November 2021



Swedish
Research
Council



Symbols were used to indicate which sessions were held on-site versus online. All details regarding the time and location of each presentation were included both in the schedule and next to each presentation.



Each cover page display information about speakers, presentation titles, and who is moderating each discussion.

Thanks for having a look!

Cecilia Turemark