

# Poster

A short-lived 2D implementation was a pamphlet that would have featured the same images from the water bottle labels and other posters. It contained various tips along with a mission statement and locations of oases and water stations.



#### Our Mission

Heatwaves have been becoming far more common due to global warming. These natural disasters can be devastating, especially for those who have non-optimal access to cooling. Stay Cool aims to provide the tools to help people conquer the heat through pop-up oases, water bottle handles, and spreading information.

Oases are *loa pfieeop flos ex-eoa i foofka flosa,flosa fdks,fei afieeaj ftk,ufia afieeja (fapfleap) fcaofeo apfidoafid ka,jeanfieean flosa a idbopfa fdjair ceja jifopafjiaop jii*

#### Locations

Address heiroa opakak aio  
Address heiroa pka,prea opea opeaoe  
Address iohao eprak,ia fea,riosa  
Address ieoa leoa

T station  
St esio otceipa  
djsao fei  
aled a  
ofoea foep  
fincas feso  
fejaid elia

#### Tips to beat the heat!

##### Health

Do you know someone you know who doesn't have A.C., is isolated, or has health conditions that affect mobility? Pay them a visit and see if you can help!

As the body ages, it loses the ability to regulate temperature. Older people may not realize that the heat is making them ill. Make sure to check in with them.

Wearing sunscreen and covering open skin will reduce sunburn. Sunburn will slow down the cooling process of the skin.

##### Home

You can create a DIY A.C. by placing a tray of ice in front of a fan.

Text SHELTER + your Zip code to 43362 (FEMA) to find your local heat shelters

Opening your windows during the day will increase indoor temperature. Try only opening them at night.

Fans become ineffective over 95 degrees F (37 degrees C). Try cooling down with water instead!

Wearing looser and lighter clothing will be cooler.

##### Activities

Shaded surfaces can be 20-45 degrees cooler than open surfaces. Try going to shaded location like a park.

Use the buddy system and check in with each other at regular times. Heat illness symptoms include nausea, confusion, excessive sweating, and loss of consciousness. Learn more at website.

Digesting large meals will increase internal temperatures. Eat less more frequently. Eat less salt and protein and more fruits and vegetables.

# STAY COOL

Find the nearest  
Oasis at  
~~XXXX~~ Blank St.

Find our stands  
at the following  
+ stations

DOWNTOWN  
CROSSING  
QUINCY CENTER

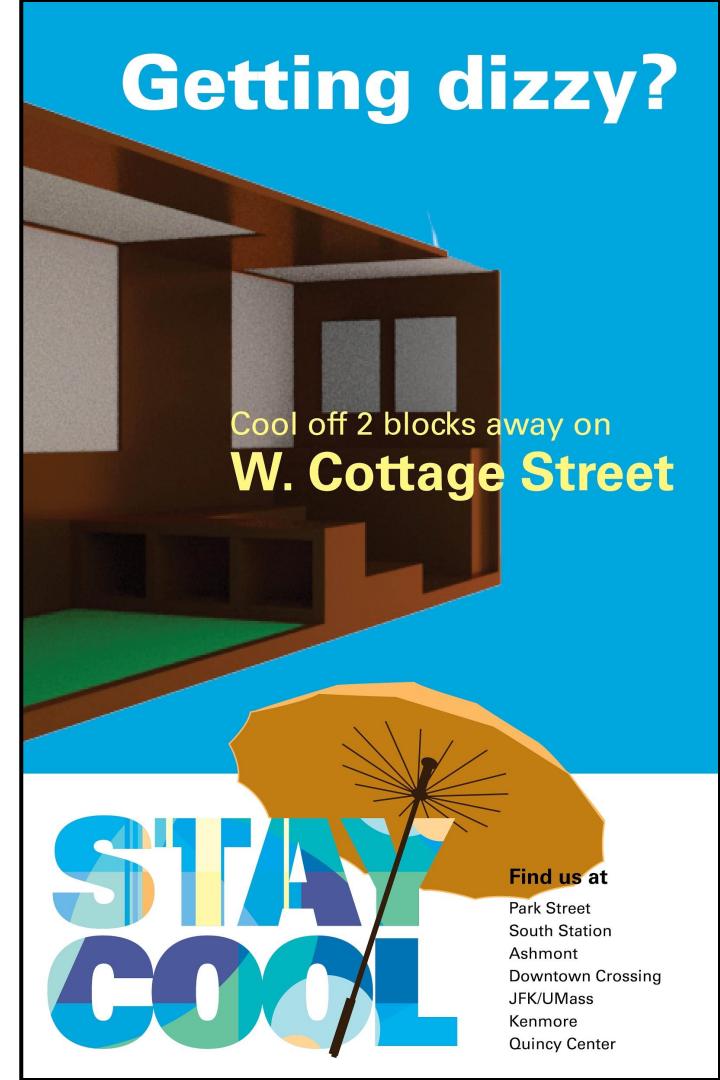


# STAY COOL



First two sketches of the wayfinding posters. This showed the initial thoughts of what the more illustrative portions of the campaign would be.

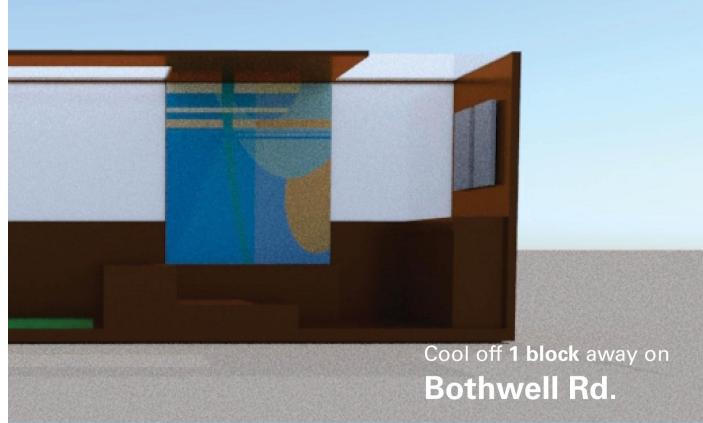
The next iteration of a wayfinding poster. I abandoned the human figure and substituted it with the oasis structure. This was also a time when I was experimenting with copy.



With the feedback that the previous poster did not focus enough on the water bottle implementation, the next iteration was a 50/50 split layout. Also in response to feedback, the copy changes to a more simple sentence. On the left was default type while the right was playing with the vibrations between the blue and orange, imitating how heat shimmers.



The next iteration of the poster no longer used conflict between the warm and cold colors. Instead it featured various blues. It also flipped the emphasis, again under the thought that the poster should give an impression of coolness.



Cool off 1 block away on  
Bothwell Rd.

## Take a break from the heat

Find our  
water stations at

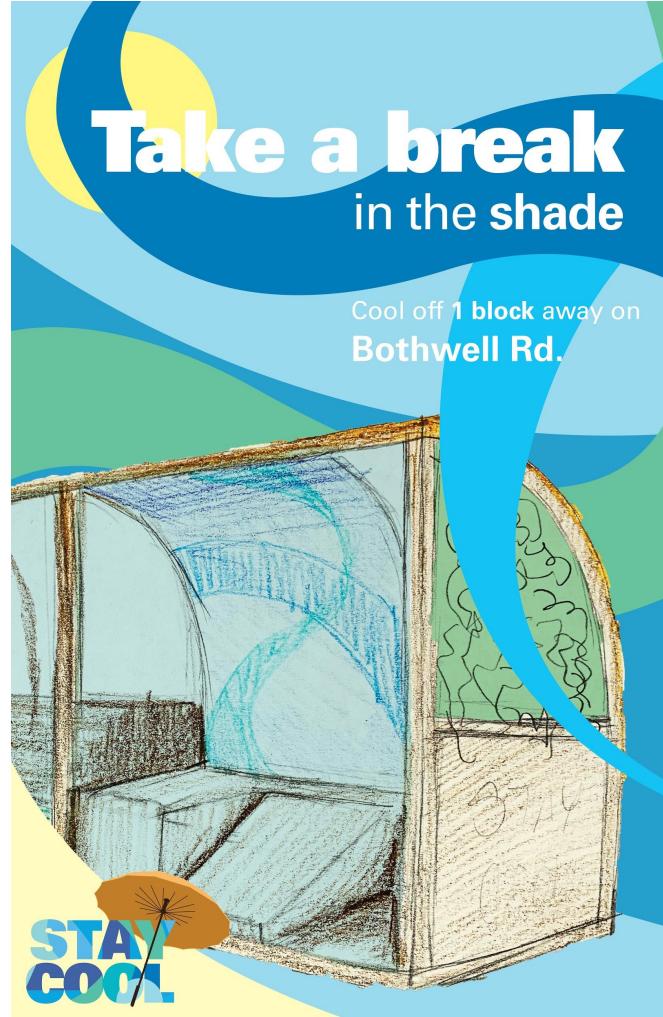
Park Street  
South Station  
Ashmont  
Downtown Crossing  
JFK/UMass  
Kenmore  
Quincy Center



The next iteration changed the imagery of the woman at the window to a water bottle due to the thought that the locations were directing one to the water stations. It also now has more abstract imagery in order to have a stronger visual connection with the rest of the campaign.



The final version of the posters split the information of the oasis and the water bottles out into two different posters. It also features a complete lack of straight lines outside those in the images and text.





The posters in context. The left being on a bus stop while the right being on a stand-alone poster stand.