

INSPIRE CHANGE / VISUAL IDENTITY



Logo = i + c + sustainability



INFINITY LOOP 01



INFINITY LOOP 02



INFINITY LOOP 03

Inspire change - sustainability expo

A new Danish expo about the global climate crisis with focus on positive angles and solutions. Making us aware that even the smallest changes can create enormous transformations and impact. The expo will be a unique beacon for companies to showcase and share knowledge and ideas within the 3 main areas of housing, mobility and lifestyle.

The identity - a need for change

The new identity uses unique, colorful and modern visuals to attract the attention of the millennial generation in an inspiring and engaging way. It's time to act and look for solutions on how to save our precious resources for future generations.





**EVEN THE SMALLEST CHANGES
CAN MAKE A DIFFERENCE**



EVEN THE SMALLEST CHANGES CAN MAKE A DIFFERENCE



Single minded
uninterrupted
uninspiring
Static



Butterfly effect
Disruptive
Inspire
Synergy



**inspire
change**



 inspire
change





Creating a
sustainable future



Building
a green
renewable
world



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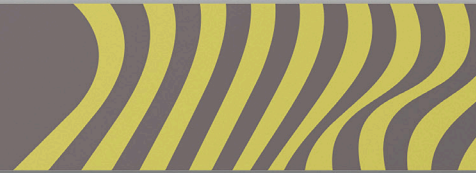




Living a
sustainable future



Moving into a
sustainable future



Building a
sustainable future







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inspire change

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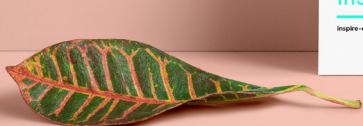
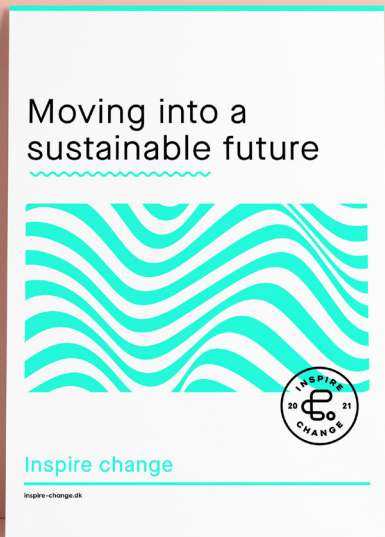


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Moving
into a
sustainable
future

**FORUM
COPENHAGEN
MAY 2021**



Creating a
sustainable future

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EXPO

Moving into a sustainable future

Creating a sustainable future
EXPO 2021

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CLAUS RYSSER OGIHARA

Experienced Graphic designer & Art director with more than 15 years of experience and a Master's degree in Visual Communication and Design from the Danish Design School. Having worked at/with some of the top Design agencies and Advertising agencies in Denmark and abroad.

Working mainly with Corporate Visual Identity, Packaging design & Webdesign. In the past I have rendered my skills to global & prominent brands such as:

AIAIAI / NOVO NORDISK / NESTLÉ / AAGAARD JEWELLERY / INTERSPORT / UNILEVER / BECEL / GEORG JENSEN / FRITZ HANSEN / DELL / UBISOFT / ARLA / VELUX / LEGO / SELECT / TDC / ROCKWOOL / WIDEX / TV2 / CPH AIRPORT / DANISCO / SONY MUSIC / TELIA / STATOIL / TEMPUR / NESCAFÉ / JACK & JONES / DYRBERG KERN / MUNTHE + SIMONSEN / WOK / CSIS SECURITY / DANSK SUPERMARKED / SUNDAY / SONISTO / WULFF & KONSTALI / BRYGGERIET VESTFYEN / BESTSELLER / SHELL / TOMS / HALDOR TOPSOE / TV3+ / NØRREBRO THEATER / UDVIKLING FYN / ELDORADO / CANE-LINE / LØGISMOSE / SELECTED / DUBEX / BIOTEX / TERUMO BCT / NEUTRAL / DARU / DANPO / MAC BAREN / OMA / VISITDENMARK / SEAS NVE / H+H / MULTIWING / QUANT SERVICES / PEOPLEGROUP / DHI / COMENDO / SUMMERBIRD / REPEAT FITNESS /

My work have been nominated for and has won several internal design awards and is featured in numerous prestigious design books and magazines.



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