



BRIGHT IDEA

Eliana Charalambous | Professor Casem | GRDS 400 | Studio II | Winter 2022

VISION BOARD

Concept Start-Ups for a Cause

Bright Idea is a start-up competition that shines a light on entrepreneurs that aim to help a cause. This competition uses its platform to garner awareness for these ideas and inspire the community to come together and support something selfless by making donations. Each person who donates the most money to a cause receives a custom lamp that represents the start-up they supported as a reward for their generosity. There are plenty of great ideas out there meant to create equality, that is what the competition is all about.

Since this concept speaks to empowerment of social causes, design elements for it are more structured with geometric shapes and line work illustrations. This is balanced out with typefaces that have varying weights, and energetic colors. Monotone photographic elements will also be utilized with slightly more dramatic contrast. An element in the deliverables will incorporate case study files that show how many people were positively impacted by successful start-ups and small businesses that came out of this competition to bring in a target audience with caring hearts.

Target Audience

Primary

Small business and start-up owners who’s cause needs support from the community

- M/F 20-38
- Entrepreneurs
- Mid & Upper Class

Goals

Product Goal

The goal for this project is to inspire creatives to put their ideas out there and gain support from the community to help those in need of their innovations. It is an opportunity for entrepreneurs to make the world a better place and have some fun in the process while getting well-deserved recognition.

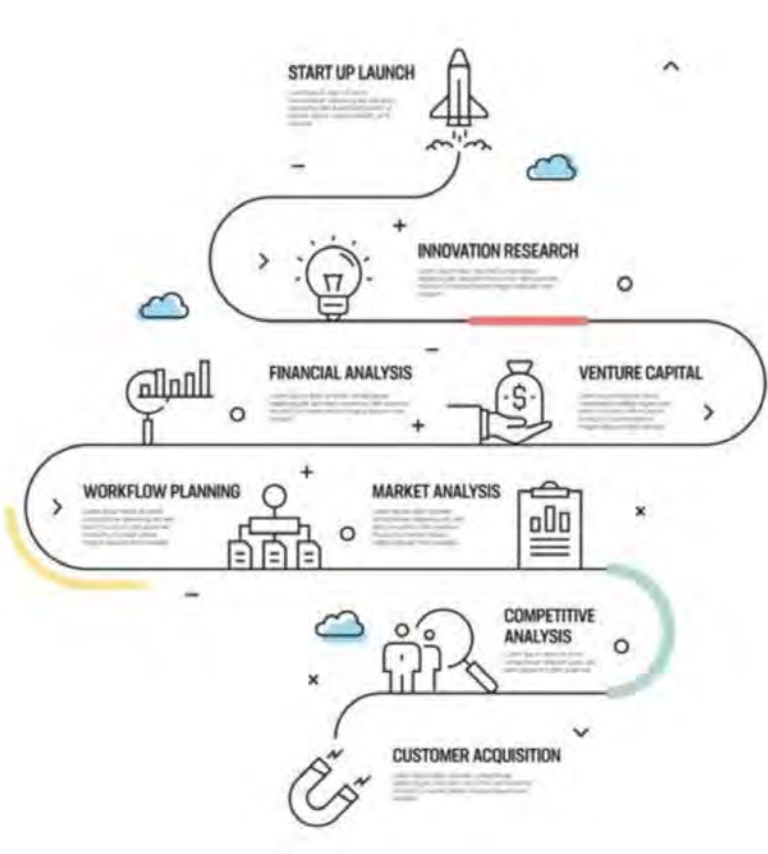
Secondary

Kind-hearted with money to spare and enjoys decorating their home.

- M/F 40-54
- Philanthropists
- Mid and Upper Class

Personal Goal

My goal for this project is to design in a more expressive style since most of the work I produced in the past is very clean and modern. I also want to focus on designing a brand identity and website layout since a lot of my current portfolio work is either UI for apps or editorial.



Bright Idea

Display Type - Ohno Blazeface

Start-up for a cause

Help entrepreneurs in your community make a difference in the world.

Header & Body Copy - Demos Next Pro



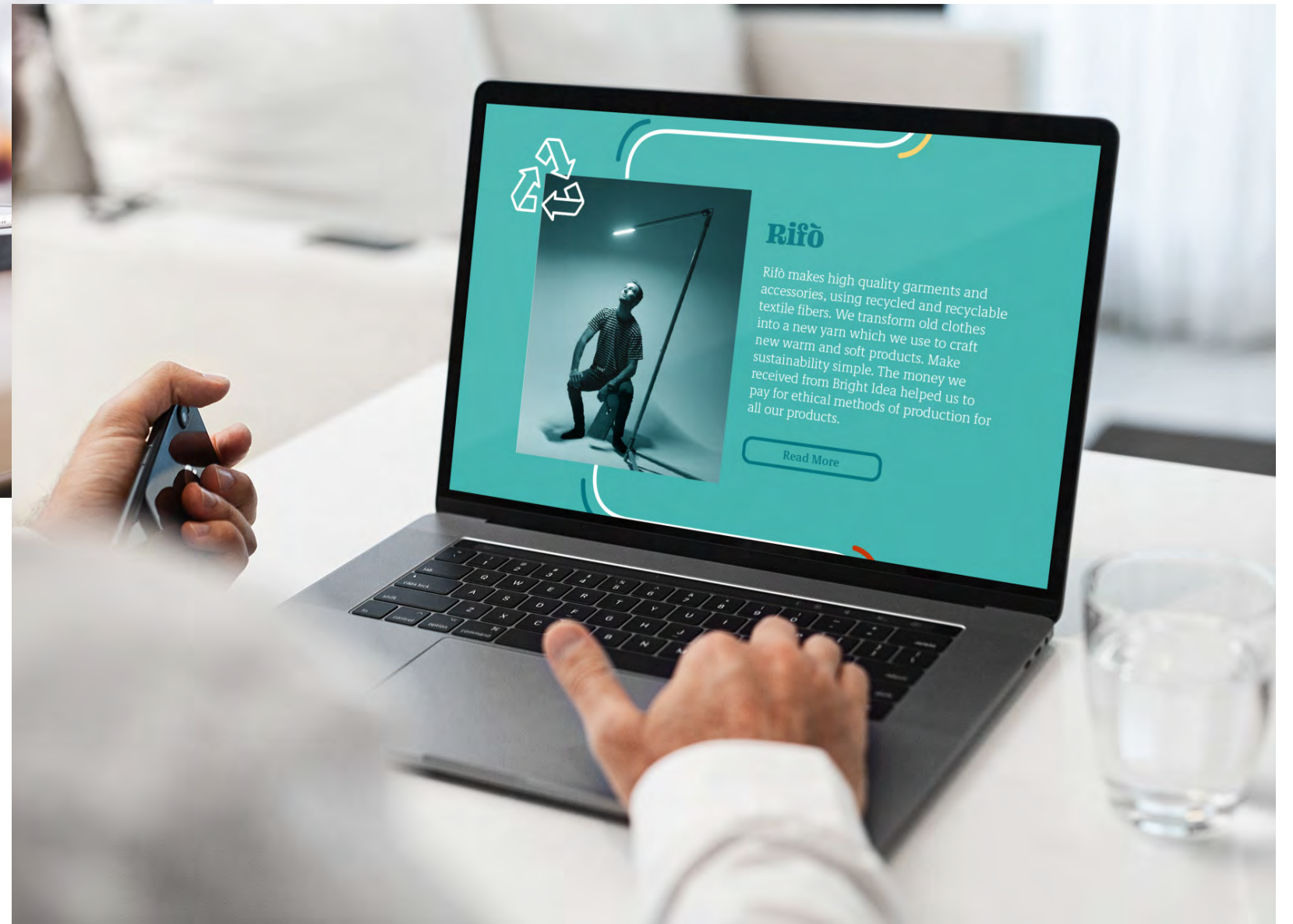
Deliverables

- Website
- Logo System
- Magazine Ad Spread

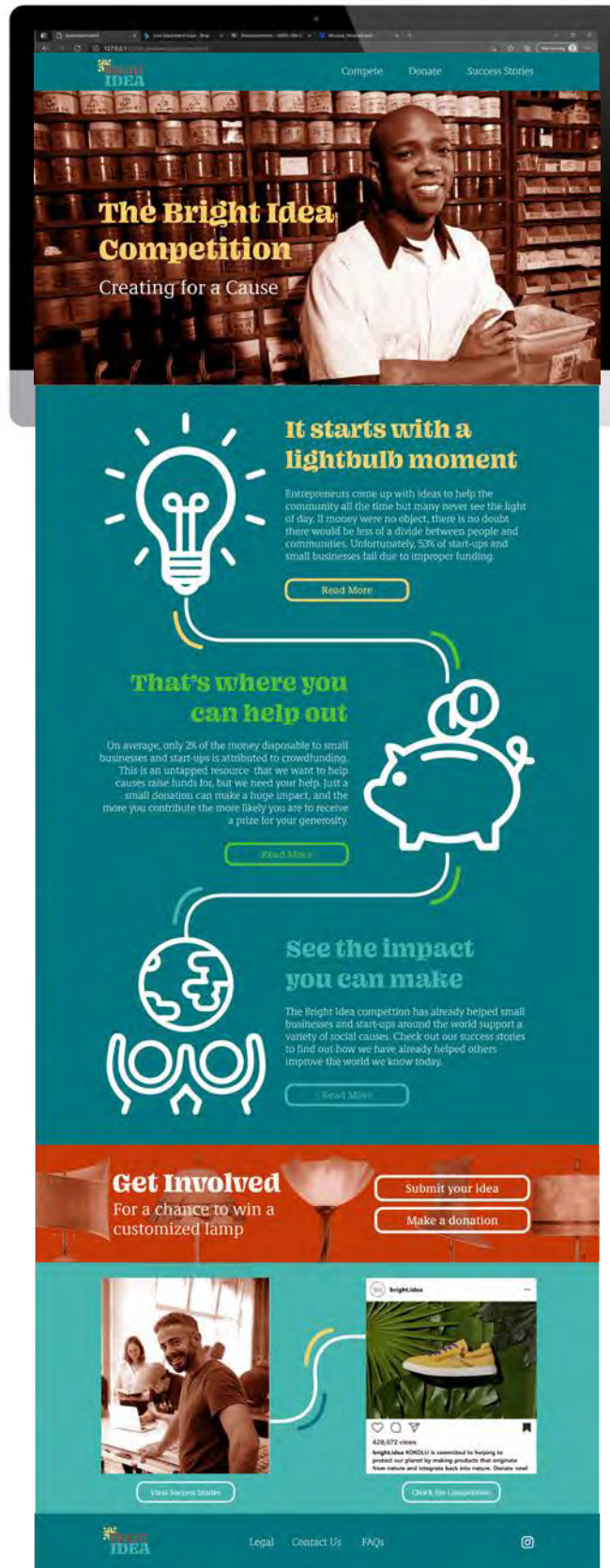
Word List

- Compassionate
- Informative
- Community
- Philanthropic
- Innovative
- Benevolent

WEBSITE MOCK UP



WEBSITE FLATS



LOGO SYSTEM MOCK UP



LOGO SYSTEM



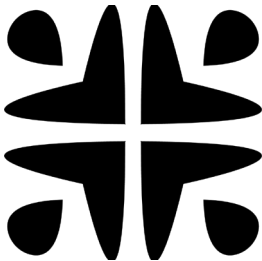
Full Color



Two Color 1



B&W



Lone Mark Black



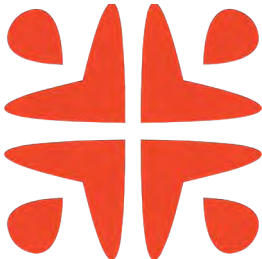
One Color



Two Color 2



Grayscale



Lone Mark Orange



Black Knockout



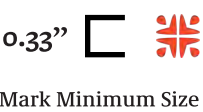
Color Knockout



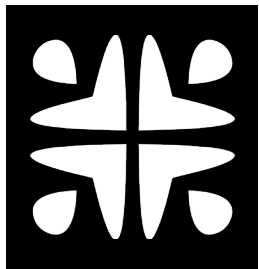
Photo Knockout



Logo Minimum Size



Mark Minimum Size



Mark Black Knockout



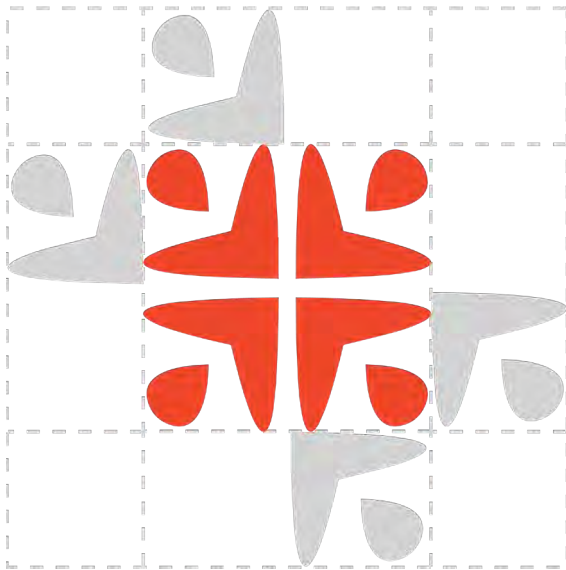
Mark Color Knockout



Mark Picture Knockout



Logo Staging



Lone Mark Staging

MAGAZINE AD MOCK UP



Spotlight on Bright Idea



Written By: Steve Taplin

This week we sat down with Eliana Charalambous, founder of the new start-up comepetition called Bright Idea. She told us all about the start of the competition, and how it has helped so many causes already to make the world a better place.

STARTING UP THE COMMUNITY

Growing up, I always wanted to make an impact on the world and know that I contributed to something bigger than myself. It can be hard to imagine how one person can make that big of a difference, so for me I knew I would need some help. I started researching B corporations and discovered that there are plenty of start-

ups created to help the community, but sadly many of them fall apart due to improper funding. While I may not have had enough of my own money to keep these businesses up on their feet, I figured I could facilitate a way for these start-ups to receive crowdfunding. The hope was that if these businesses are created to help out others, then hopefully others like me who want to



The All Are Welcome Here campaign received \$5,000 in donations to support their inclusion efforts.

make a change in the world would be inclined to help them. Of course, you can imagine my excitement when that hope turned into a reality as the donations started flooding in following the launch of the Bright Idea website.

HOW IT WORKS

In order to become a part of this competition, we ask entrepreneurs to send us their idea for their start-up or small busniess, then ask them why they came up with the idea in the first place. Their idea is then sent to our panel of judges who determine whether or not their cause is worthy enough to be recognized by our competition. Upon an idea's approval, it becomes open to receiving donations on our website, where people can donate as much or as little as they want to any start-up of their choosing. To make the competition more fun and encourage creativity amongst our entrepreneurs, we ask them to design a lamp that signifies and represents their "bright idea." This lamp is then given to the most valuable donor who contributes the most to the idea's crowdfunding. Already, this idea has become

a huge success not only in promoting the entrepreneurs in our competition, but also in generating buzz over the competition itself as people share their funky lamps.

SEE THE IIMPACT

Bright Idea has already raised over \$90,000 to support an assortment of social causes. Some of our all-star alumni include BookTrust, Solaris, Energy, and Rifò. For BookTrust, the money they made through our competition went to sending book packs to children in women's refugee centers so that they could receive an education. Solaris Energy used our money to provide low-cost solar energy to businesses around the world in an effort to increase renewable energy usage. Rifò used their donations towards ethical methods of production for their recyclable garments. To learn more about these success stories and many others, visit our website or check out our Instagram page. |



From top to bottom:
Solaris Energy, Rifò, BookTrust

Logo System



Full Color



Two Color 1



B&W



One Color



Two Color 2



Grayscale



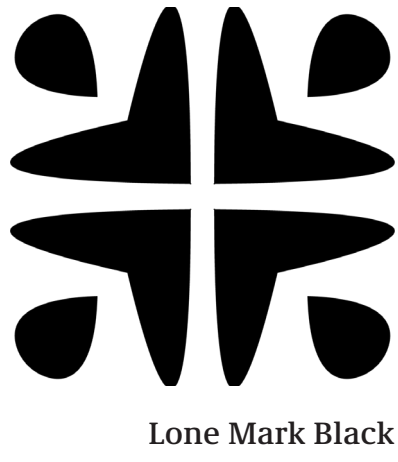
Black Knockout



Color Knockout



Photo Knockout



Lone Mark Black



Lone Mark Orange

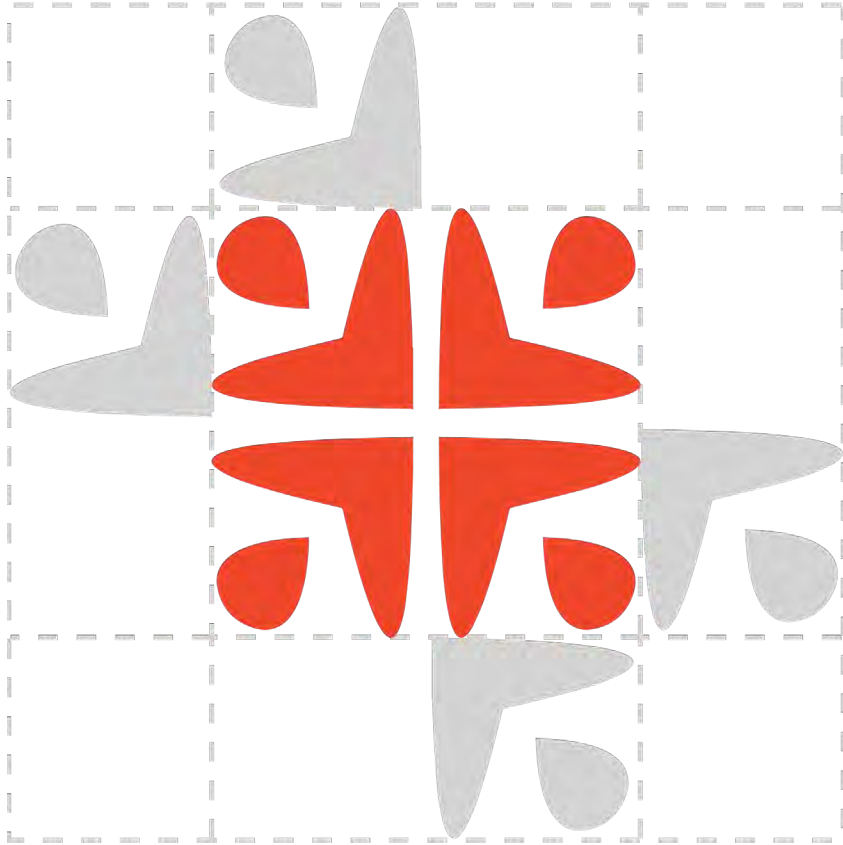


Logo Staging

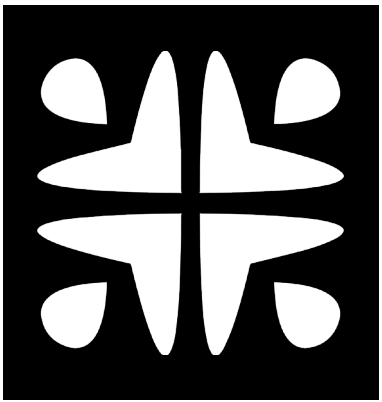


Logo Minimum Size

Mark Minimum Size



Lone Mark Staging



Mark Black Knockout



Mark Color Knockout



Mark Picture Knockout

Website



Home Page



Compete Page



Donate Page



Success Stories Page

Magazine Ad Spread



The Bright Idea Competition

Creating for a Cause



It starts with a lightbulb moment

Entrepreneurs come up with ideas to help the community all the time but many never see the light of day. If money were no object, there is no doubt there would be less of a divide between people and communities. Unfortunately, 53% of start-ups and small businesses fail due to improper funding.

[Read More](#)

That's where you can help out

On average, only 2% of the money disposable to small businesses and start-ups is attributed to crowdfunding. This is an untapped resource that we want to help causes raise funds for, but we need your help. Just a small donation can make a huge impact, and the more you contribute the more likely you are to receive a prize for your generosity.


[Read More](#)


See the impact you can make

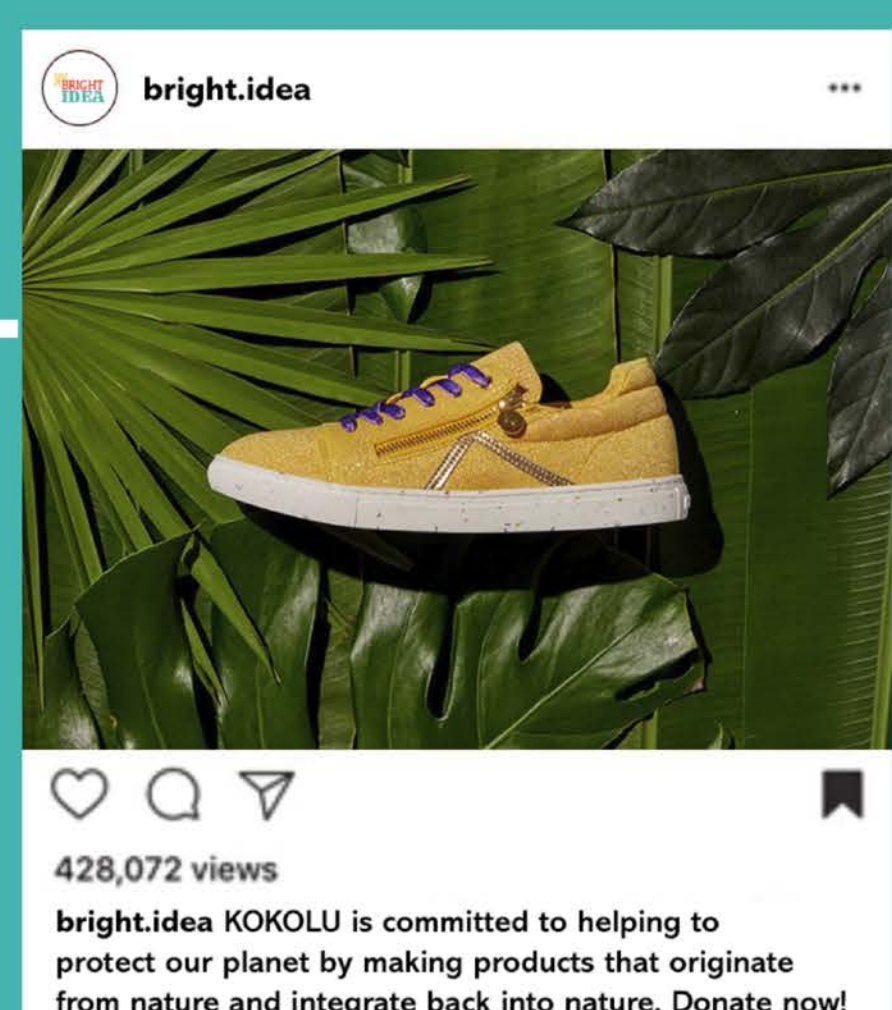
The Bright Idea competition has already helped small businesses and start-ups around the world support a variety of social causes. Check out our success stories to find out how we have already helped others improve the world we know today.

[Read More](#)

Get Involved

For a chance to win a customized lamp

[Submit your idea](#)
[Make a donation](#)

[View Success Stories](#)

[Check the Competition](#)



Start-up your community

Ignite the spark

Join with 3 Easy Steps



Tell us about yourself

Fill out our online form and let us know not only what you do, but why you choose to do it or who you do it for.



Meet our Esteemed Jury

We then pass your proposal on to our panel of judges who know the industry to determine your standing with us.



Represent your Bright Idea

Upon acceptance, you are asked to create a custom lamp that represents your business. This is for you most valuable donor.

[Submit your idea](#)



“The Bright Idea competition helped us to raise over \$5,000 and support us in our inclusion efforts.”

— All Are Welcome Here

See the Impact You Can Make

No change is too small



How it works



Make your Donation

Using our secure servers, you can donate using a credit card or PayPal account. Any donation, small or large, is greatly appreciated.



Automatically Enter to Win

When you make a donation, you enter the competition to win a custom lamp made by the business you donated to. The highest donation wins.



See the Change You Can Make

Crowd funding is an untapped way for businesses to gain the revenue they need to succeed. See how many businesses we have already helped.

[Make a Donation](#)[View Success Stories](#)

Total Dollars Raised **\$96,378**

[Check the Competition](#)

bright.idea



428,072 views

bright.idea KOKOLU is committed to helping to protect our planet by making products that originate from nature and integrate back into nature. Donate now!

See what Everyone is Talking About

Follow and connect with us

[See our Page](#)

Learn About Our Alumni

Write your success story next

The Hall of Fame

BookTrust

BookTrust supports over 3.4 million families to read with their children with our books, guidance and resources. Bright Idea helped us to send book packs to children living in women's refugee centers.

[Read More](#)


Rifò

Rifò makes high quality garments and accessories, using recycled and recyclable textile fibers. We transform old clothes into a new yarn which we use to craft new warm and soft products. Make sustainability simple. The money we received from Bright Idea helped us to pay for ethical methods of production for all our products.

[Read More](#)

Solaris Energy

Bright Idea helped us to accelerate the widespread deployment of distributed solar energy systems by offering our customers low-cost financing to reduce their environmental impact, increase their bottom line, and participate in the worldwide shift to utilizing renewable energy.

[Read More](#)


**From Crowd Funding
To Community Outreach**



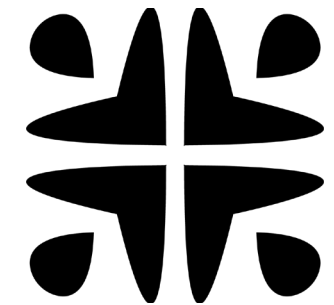
Full Color



Two Color 1



B&W



Lone Mark Black



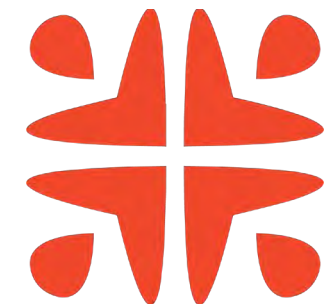
One Color



Two Color 2



Grayscale



Lone Mark Orange



Black Knockout



Color Knockout



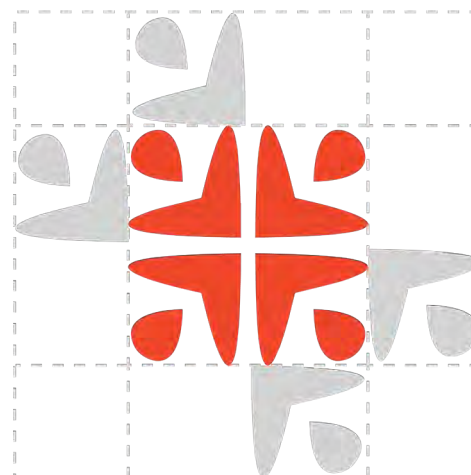
Photo Knockout



Mark Black Knockout



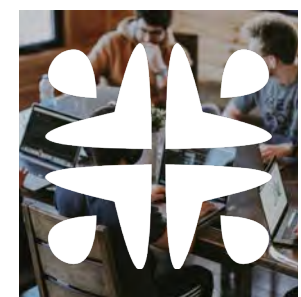
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From top to bottom:
Solaris Energy, Rifò, BookTrust

BRIGHT IDEA

Eliana Charalambous | GRDS 400-01 | Project One | Prof. Casem

PROJECT ASSIGNMENT

Description

For this projects you will work independently with the Professor and self-manage substantial projects of your own choosing. The challenge is not about creating a logo, a look, and simply applying it to things. It is about demonstrating that you have thoroughly researched a subject, analyzed audience markets and trends, studied the competition, and developed a unique strategy and solution that perfectly fits the challenge. The first project may be on anything, though come up with something unique that has some depth. Look through the posted examples online under Course Supplements.

Your final solutions for both projects can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience. Come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, Wired or AdBusters). Or create a complex online website, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek. Design deliverables may include a book, a series of books, large format brochures, posters, an ad campaign, an app, game content rich magazine, installation, environmental campaign, a logo and/or branding system, a brandbook, kit, website, exhibit, film, or motion media campaign—or any other appropriate graphic design artifact. Each component must have typography, depth, complexity. I do not want to see coasters, buttons, stickers, tshirts, totes or any other simple construct with just a logo slapped on it.

The final outcome will be a minimum of 3 uniquely designed pieces across multiple media, or an equivalent comprehensive artifact. Again, one must have great depth of content, i.e. a lot of copy or information. Should you decide to do one deliverable that is more extensive, that one component may count for 2 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can.

Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

Graphic Design is a field which is predicated around deadlines as much as quality design. You must learn to work within budgets and deadlines efficiently. This class will give you a good idea about your time management abilities and related flaws, which will only worsen in the field. Please do not underestimate the time it takes to do a worthy job. In Studio II, you are developing portfolio pieces and a deeper understanding of the requirements of the field, which will directly impact your career and your quality of life. Plan on working at least three hours each day on this classwork.

PROJECT ASSIGNMENT

Deliverables

Any 3 substantial artifacts, per project, across multiple media

Purpose

Studio II addresses the designer's role in visualizing complex, integrated systems. Through the independent exploration of key principles in visual systems design, students develop strategies for managing design solutions across multiple communication media outlets.

Goals

1. To implement advanced methods of research and analysis.
2. To synthesize historical and contemporary concepts and trends in creating design solutions.
3. To execute appropriate design development and engage in innovative problem solving.
4. To engage in efficient project management, self time management, and business practices, including preparation of comprehensive design proposals.
5. To engage in proficient technical execution and project presentations

Grading

Average is Average. You should plan on working at least 15 hours outside of class each week if you want to do better than a C. Your grade, your outcome, depends on the skill, intelligence and effort you apply. Pay meticulous attention not only to every aspect of the design but to the requirement details of the assignment as well. See the Rubric posted online.

Final PDFs

A single 300 dpi PDF of all your work must be posted to Submissions before the start of class on the day it is due. Process Books, each a 60-page minimum, should be saved as a Reduced File Size PDF. Postings on the Discussion Board or email submissions are not acceptable, only work uploaded to Submissions. I will not contact you should the file be corrupted and/or not download properly, or be in an incorrect format (JPG, TIF, PSD, InD, AI etc). This is your responsibility. Double-check your file to ensure it downloads properly after you've uploaded it. If your PDF has been corrupted, remake the PDF and upload using Firefox. Then double-check it again. You must be present for final presentations. Post a Reduced File Size PDF of all your work to the appropriate Discussion Board at the same time and comment on three other projects a week with in depth critical analysis

RESEARCH & IDEATION

PROJECT IDEATION

World List Exploration

Motorcycle	Treats	Camping
Leather	Dessert	Road trip
Jacket	Drinks	Travel
Cold	Lemonade	Passport
Tundra	Hard Seltzer	Stamp
Environment	Party	Mail
Book	College	Postcard
Education	Soccer	Pen Pal
Idea	Sport	Friend
Start-up	Competition	Hometown
Puzzle	Trophy	City
Elderly	Gold	Busy
Cave	Diamond	Lights
Love	Ring	Bright
Hug	Heart	Dark
Blanket	Cardio	Night
Warmth	Running	Stars
Hot Chocolate	Shoes	Astronomy
Self-care	Recycled	Constellation
Bath	Compost	Zodiac
Therapy	Garden	Compatible
Candles	Flower	Dating
Tattoo	Bee	Dinner
Skincare	Honey	Reunion
Face Mask	Sticky	TV Show
Virus	Mess	The Office
Cure	Clean	Comedy
Health	Broom	Laughter
Longevity	Witch	Contagious
Commitment	Halloween	Sneeze
Knot	Pumpkin	Tissue
Boy Scout	Pie	Sad
Badge	Clown	Soup

Stand Out Word Combos

- Motorcycle Jacket
- Environment Hard-Seltzer
- PenPal Puzzle
- Book Dating
- Bright Start-Up
- Elderly Blanket Hug
- Heart Ring
- Skincare Health
- Light Therapy
- Honey Bee Environment
- Self-care Bath
- Recycled Drinks
- Diamond Cure
- Tattoo Health
- Candle Camping
- Dessert Drinks

PROJECT IDEA BRAINSTORM

6. • Light Therapy Mirror (Can treat depression, acne, and insomnia while putting on makeup or getting ready for the day)
 - Packaging (come up w/ more of an identity), app to change the light and talk w/ a doctor
7. *• Ring that changes colors when your heart rate is too high (for those w/ heart problems)
 - product design, package design, app
8. *• Water bottles that donate to mobile shower non-profit organization
 - Label design
9. *• Fair-Trade diamond company (packaging comes with the diamond's "passport")
 - Shop design, package/passport design, app that tracks diamond origin, virtual walkthrough of where it's mined
10. • "Bright Idea" candles (proceeds act as angel investors for small businesses)
 - package design, app to choose a start-up to donate to
11. *• Tattoo parlor that does free eyebrow tattoos for women who lose them to chemo
 - catalogue of different types of eyebrows, shop design, website
 - Would be located near a hospital that specializes in chemotherapy
12. • Motorcycle ^{riders?} ~~club~~ that raises money ^{keep the youth out of} ~~for~~ to ^{of} gangs
 - motorcycle decals, leather jacket with logo

- *• Compostable IPA can ~~or~~ wine box
 - Package design, website, app?
 - Could also be an idea for a brewery or winery
2. • Alopecia skin-care product (uses PUVA & essential oils for treatment & stress reduction)
 - Package design, website, pop-up shop
- *• Seasonal allergies treatment w/ honey
 - Package design
- *• Monthly candle subscription box (burn candles, not trees) wildfire awareness campaign
 - Package design, app, website
- *• "Something ^{dessert wine} sweet" dessert inspired wine collection
 - Label design, unique cork & packaging
- *• "Aura Cleansing" soap brand that is vegan & cruelty free
 - Package design uses gradient aesthetic, package includes tips on how to spiritually cleanse your aura
14. • "Bundle of Joy" blankets where when you buy one, we give one to those in retirement homes
 - Package, Website
- *• "PenPal puzzles" similar to this idea but with puzzles and notes made by each penpal
16. • "Dating book exchange" sort of like a dating app but instead you match based on your fave book, then each of you have to annotate the book and send it to one another

PROJECT IDEAS



The Fair-Trade Diamond Company

The idea behind this project would be to create a company that uses blockchain technology and a “diamond passport” to ensure and prove the ethical way in which the diamonds in the store are mined. This idea would really play into the passport and travel idea, with its packaging, and also become an informational campaign project about blood diamonds and how to prevent their production.



The Bright Idea Competition

For this competition, entrepreneurs would submit their ideas for a small business or start-up company. They would earn money for their business venture by creating a lamp that represents their business and auctioning it off. This would also help small businesses stand a chance against the corporate marketplace and commend them for their entrepreneurial spirit. It would also invite them to be creative in a fun way that benefits them.



Bundle of Joy Blankets

This idea is for a company that follows a “buy-one-give-one” business model. For each blanket purchased, the company will send one to someone in a retirement home along with a personalized note. This would help alleviate the loneliness the elderly feel when they are placed in a home and do not get to see their family as often. The blankets would act as hugs from a kind-hearted stranger.

PROPOSAL OUTLINE

Bright Idea is a fun competition designed as an opportunity for small businesses to earn community funding and generate discussion about their business ideas. In the current market, it has become increasingly difficult for a small business or start-up company to survive due to the fact that big corporations have created a monopoly by offering a wide variety of products and selling them for heavily discounted prices. This has led to a lack of creativity and originality in product and service production. Because these corporations have the means to sell at such low prices, it is hard for smaller businesses to stay afloat when they aren't getting the funding they need.

There are plenty of great start-up ideas out there and that is why Bright Idea wants to shine a light on the entrepreneurs that come up with them, as well as the communities they may be supporting. There is a lot of value in creating products and services that are unique, that is why the competition will sell a unique product of its own to represent each of these businesses.

To enter this competition each small business will send in their product or service idea to a panel of business experts who will approve their entry to the competition if they have what they deem a successful business plan. Then, each business will create a funky lamp that represents their business idea. This lamp will be put up for auction on a website as well as a social media account. Not only will this publicity be beneficial to the people who are competing, but also the competition itself through sharing of the lamps so that more businesses will want to get involved.

Along with a website and social media page, other design elements with this project will include corporate identity design for the competition organization and product/package design for the lamps.

GOALS

Project Goal

The goal for this project is to inspire creatives to put their ideas out there and in doing so this will cut through commercial production of goods and services by encouraging imagination and individuality. Its time to start showing appreciation for those who put their heart and soul into their lightbulb moment ideas and bring the community together in support.

Personal Goal

My personal goal for this project is to design in a more eclectic style since most of the work I have produced is very clean and modern looking. I also want to really focus on designing for social media platforms and creating product/package design because a lot of my current portfolio work is either digital or editorial.

PROPOSAL OUTLINE

Research to Conduct

To make this competition unique, I will research other competitions that inspire creativity and see how they run the competitions as well as how they advertise them. This will give me more insight on what specific deliverables I need to incorporate in this project that will get the word out there and inspire others to participate.

I also plan on researching unique lamps that have a funky and artistic style so that I can figure out a template for companies to use in the Bright Idea competition. This will also help me to determine a realistic price point that the lamps can be auctioned off at.

My final piece of research will revolve around the market itself and how corporations threaten small businesses. I need to find out the current methods that small businesses and start-ups are using to get make their ideas known and build off that. I am also curious about how invested the public already is in supporting these businesses. This will help me decide how I should approach getting communities involved in spending money on the competition. In researching these topics, I will solidify the target audience I am addressing for this project.

Proposed Deliverables

- Corporate Identity (Logo, Design Aesthetic, Package Design)
- Website (Product Template Guide, Competition Information, Auction)
- Social Media Page (Competition Advertisement)

Class 2: Discuss Project Brief and Research Summary

Class 3: 3 Concept Variations | Thumbnails for Logo Design

Class 4: Vision Board | Finalize Logo and Design Aesthetic | Rough Product Template Guide

Class 5: Finish Product Template Guide with Product Examples | Roughs for Package Design

Class 6: Finish Package Design | Complete Website Wireframes

Class 7: Finish Website | Design Social Media Profile

Class 8: Finish Social Media Profile and Posts

Class 9: Finish and Submit Process Book

Class 10: Final Presentation (Project 1 Designs and Printed Poster)

Research Sources

- | <https://www.roberttanguay.com/business/large-corporations-hurt/>
This source gives insight into how large corporations are hurting small businesses. This helps me gain an understanding of how to combat this hardship and could potentially help me develop one of my concepts for Bright Idea.
- | https://www.cbinsights.com/research-12-reasons-why-startups-fail?utm_campaign=marketing_startup-failure_2021-07&campaignid=296420199&adgroupid=1260041089376432&utm_term=startups&utm_campaign=Reports&utm_source=bing&utm_medium=cpc&utm_content=adwords-reports-america&hsa_tgt=kwd-78753013062081:loc-190&hsa_grp=1260041089376432&hsa_src=o&hsa_net=adwords&hsa_mt=p&hsa_ver=3&hsa_ad=&hsa_acc=5728918340&hsa_kw=startups&hsa_cam=270202443&msclkid=48feb9045170126fd2b7d8dda7beeb70
This source is helpful because it proves that the main cause for failure in small business and start-ups is due to a lack of funding. It states that 38% of businesses fail because they run out of cash and struggle to increase capital. An additional 15% fail because of cost issues.
- | <https://www.tum.de/en/innovation/entrepreneurship/for-founders-start-ups/start-up-competitions/#:~:text=Start-up%20Competitions%20Founder%20competitions%20offer%20a%20great%20opportunity,another%20source%20of%20funding%20for%20your%20own%20start-up.>
This source gives examples of similar competitions for start-ups that can help me identify other's project briefs and how much they compensate for.

- | <https://smallbiztrends.com/2019/03/startup-statistics-small-business.html#:~:text=Money%20is%20a%20key%20ingredient%20to%20the%20small, had%20enough%20money%20to%20start%20their%20business%20and%3B>
This source has an abundance of statistics involving start-ups and small businesses. The most important take away from this research in regards to my project is that 27 percent of businesses surveyed by the NSBA claimed that they weren't able to receive the funding they needed to survive. Another important statistic states that small businesses receive only 2% of their profit from crowdfunding so that proves community funds would be invaluable. Finally, the source stated that a third of small businesses can get started with less than \$5,000 so the lamps would not need to be too insanely priced in order to be helpful to a new company.
- | <https://www.artfulhome.com/navigate?searchTerm=floor+lamps>
This website shows that artfully crafted floor lamps can be reasonably priced at a starting value of anywhere between \$1,000 - \$6,000.

The Competition

There are other small business competitions out there that help with funding for certain ideas, but many of them have few winners. The following are a few competitions that are in a similar space as Bright Idea:



Web Summit Pitch is based in Lisbon, Portugal but is open to global contestants that wish to compete. There is no cash prize for this pitch contest, but the exposure from participating can help grow and scale businesses on a global scale. Entry is €850 with one free ticket provided for early applications.



Pitch Perfect is a live competition within the framework of the TUM Entrepreneurship Day. At the competition of TUM and UnternehmerTUM, TUM founders are called upon to prove their pitch qualities and to convince the jury and the audience of themselves and their own product. Pitch Perfect is aimed at technology and knowledge-based start-ups at TUM between the seed and expansion phases. The six finalists pitch live for the chance to win prize money of €5,000.



Hello Tomorrow is a global startup competition dedicated to education-based startups, specifically those in the tech sphere. Applicants must have no more than €250,000 in existing funding to compete.

RESEARCH

Target Businesses

For this project, I will be targeting businesses and start-ups like those which are certified B corporations. They will all have an cause that drives their company and their product or service will give back to the community and environment.

Example Businesses





Research Overview

A lot of the research I conducted demonstrated a need for community funding to help start-ups and small businesses grow. It also showed that one of the best ways to help word spread about an up and coming business is through free advertising. The Bright Idea competition will act as a platform of this since they are garnering attention in an imaginative new way.

This research also gave me insight as to how large corporations are hurting small business, and reaffirmed my previous conclusion that people want to help small businesses grow in order to avoid a large corporation monopoly on products and services.

Finally, this research proved that a lamp would be a good product choice for a product design competition because the starting price point for the auction is high enough to help businesses, but low enough that people would be willing to buy it. This also led to the conclusion that my target audience for buyers should be a group of people who are old enough to have their own living space and can afford to furnish it in a bit of a luxurious way. They will most likely be in their later 20s to early 40s and have an appreciation for art. The rest of my target audience will be those in the professional world who are ready to launch their new business.

COLOR, TYPE, & CONCEPT EXPLORATION

CONCEPT ONE

Bright Young Minds

This concept is geared towards college students who want to be their own boss coming out of school. Companies are always looking to be inspired by the youth of up and coming generations so that they can stay relevant, but it is more often than not that these bright young minds do not get the credit they deserve for their creative solutions. The Bright Idea competition will become a platform where these young adults can use the help of community funding to jump-start their careers and take charge of their own destiny. If the auction leads to a company's success, these participants will become a part of the competitions "Alumni class."

For this concept, a lot of vibrant colors will be used to make the competition pop and attract the Gen Z entrepreneurs it is made for. It will also use more modern design trends such as bold, funky fonts and abstract illustrative elements. The templates created for the lamp will be as user-friendly as possible and have a variety of options to choose from so that these start-up and small business owners can enjoy getting creative. This concept would also rely a lot more on the social media aspect because that is a mode of advertisement this target audience will know how to use in order to share the lamps they create for the competition. The goal is to create a competition that is exciting enough to get Gen Z involved in competing and sophisticated enough to make investors want to participate in the auction.

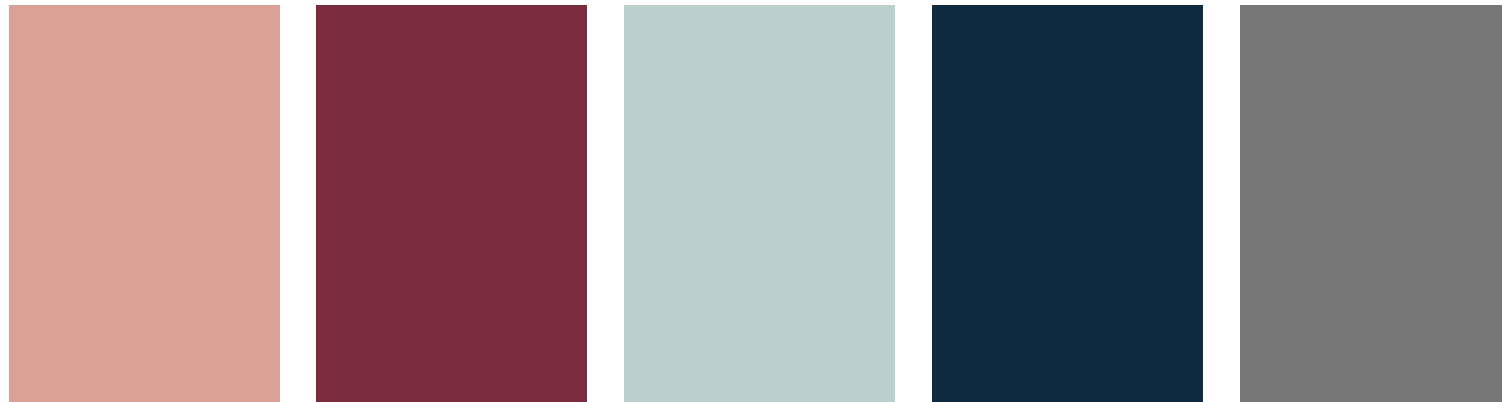


CONCEPT TWO

Enlightened Women in STEM

This concept revolves around making an environment for women to thrive in a male dominated industry. For centuries women have been disregarded for their achievement in the STEM field or were suppressed by their male counterparts to feel as though their ideas were not good enough. This competition gives women the platform they need to have their ideas be heard. The goal is for this competition to inspire future generations of girls to be their own bosses and come up with their own bright ideas for start-ups that will advance global knowledge in the field of STEM.

The design elements of this competition will combine warm colors associated with women and cool colors associated with the STEM job field in a harmonious way, symbolizing a perfect pair. The type will be bold and sans-serif, with some fun layouts incorporated to represent serious women breaking the mold. Since the target audience for the competition is female, design elements will use some black and white and some monochromatic photography depicting already successful women in this field. To highlight them even further, the packaging may come with an informational pamphlet, or the website may have an informational section to read about them.

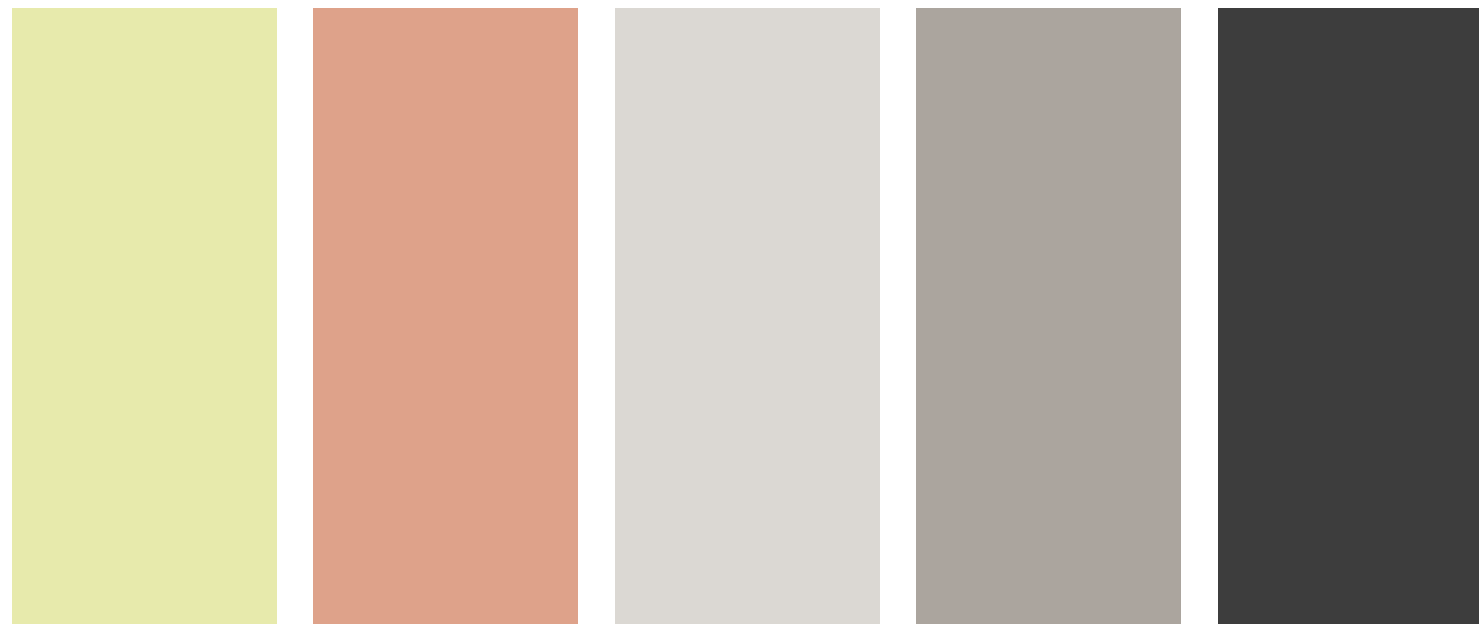


CONCEPT THREE

Start-Ups for a Cause

For this concept, the competition will shine a light on start-ups and small businesses aimed to help a cause. Whether it be a product for a disability, or a small business associated with a social cause, this competition will use its platform to garner awareness for these ideas and inspire the community to come together and support something selfless. There are plenty of great ideas out there meant to create equality, which is what this competition stands for.

Since this is a more serious concept, design elements for it will be more structured with geometric shapes and line work. This will be balanced out with typefaces that have varying weights, and lighter muted colors. Some black and white photographic elements will also be utilized. An element in the deliverables will incorporate case study files that show how many people were positively impacted by successful start-ups and small businesses that came out of this competition to bring in a target audience with caring hearts.



TYPEFACE INSPIRATION

<i>gotta split</i> NO WORRIES	SUMMER OF LOVE SUMMER OF LOVE
<i>Far Out!</i> FAR OUT	<i>hang loose</i> THE GROOVY SCRIPT
FLOWER CHILD POPSTONE	Psychedelic THE BEARDY
<i>Feelin' Groovy</i> VENTABOLD	MAKE LOVE NOT WAR HIPPIE MOJO
FRENK OUT SATURDAY NIGHT	TURNED ON PSYCH
FRENDOLI HENDRIX GROOVE	Stay Wild MARGIN
RIGHT ON BOOGIE REGULAR	LOVE-IN LOVEBUS
STONED SUNBLAST	swingin' APRIL
Peace out COWBOY HIPPIE PRO	<i>Age of Aquarius</i> GOODBEES
<i>San Francisco</i> WICKED SEVENTIES	VIBRATIONS PSYCHEDELIC CAPS
MR MOJO RISIN FRITO VANDITO	REVOLUTION MESHROOM

LITTLEGOLDPIXEL.COM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ñopqrst

PENULTIMATE
The spirit is willing but the flesh is weak
SCHADENFREUDE
3964 Elm Street and 1370 Rt. 21
The left hand does not know what the right hand is doing

TAN TYPE COMPANY

daisy

ONLY ON CREATIVE MARKET **display typeface** ONLY ON CREATIVE MARKET

Multyfarnham
Belvedere House and Gardens
MAELBLATHA
County Westmeath
GREVILLE ARMS
MIDLAND GREAT WESTERN RAILWAY

TAN TYPE CO

THE CITY OF NEW YORK

CITY OF NEW YORK

DISFLAR TYPE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

+ * ! ?

TYPE STUDY DISPLAY

Bright Idea

Blenny Black

BRIGHT IDEA

Juniper

Bright Idea

Beastly

BRIGHT IDEA

Discourse Narrow Heavy

Bright Idea

Ohno Blazeface

Bright Idea

Abril Fatface

TYPEFACE INSPIRATION

<div>Austin</div> <div>AIRE PRO</div>	<div>barcelona</div> <div>BUTLER</div>	<div>One</div> <div>SUNFLORA</div>	<div>Two</div> <div>NANUMMYEONJO</div>	<div>Mermaid</div> <div>FUTURA</div>	<div>Hunter</div> <div>MONTSERRAT</div>	<div>FUTURA BOLD</div> <div>Futura light</div>
<div>chicago</div> <div>GARAMOND</div>	<div>DALLAS</div> <div>CRIMSON TEXT</div>	<div>Three</div> <div>SUNDAYS</div>	<div>Four</div> <div>CLOAK</div>	<div>Forum</div> <div>ARBORIA</div>	<div>EB Garamond</div> <div>BRANDON GROTESQUE</div>	<div>AUDREY</div> <div>MONTSERRAT</div>
<div>ISTANBUL</div> <div>LGHA</div>	<div>Los Angeles</div> <div>LUSITANA</div>	<div>Five</div> <div>BUTLER</div>	<div>SIX</div> <div>MARIGOLD</div>	<div>Georgia</div> <div>HELVETICA</div>	<div>Cloak</div> <div>AVENIR</div>	<div>Bodoni Bauer</div> <div>BRANDON GROTESQUE</div>
<div>MILAN</div> <div>MIRADOR</div>	<div>new york city</div> <div>HARZISS</div>	<div>DOWNTOWN</div> <div>FORUM</div>	<div>Silver Lake</div> <div>RESTORA</div>	<div>Playfair Display</div> <div>MONTSERRAT</div>		<div>RALEWAY</div> <div>Lato</div>
<div>PHILADELPHIA</div> <div>PLAYFAIR DISPLAY</div>	<div>rome</div> <div>ROBOTO SLAB</div>	<div>MELROSE</div> <div>MESSAPIA</div>	<div>PALISADES</div> <div>AMAGRO</div>	<div>Abril Fatface</div> <div>LATO</div>		<div>EB Garamond</div> <div>Cormorant Garamond</div>
<div>san francisco</div> <div>SILK SERIF</div>	<div>TOKYO</div> <div>ZILLA SLAB</div>	<div>Burbank</div> <div>BIG CASLON</div>	<div>Pasadena</div> <div>GAROGIER</div>	<div>Freight Big</div> <div>FUTURA</div>		<div>Abril Fatface</div> <div>ROBOTO</div>
		<div>HOLLYWOOD</div> <div>CINZEL</div>	<div>MALIBU</div> <div>COCONAT</div>			

TYPE STUDY BODY COPY

Help entrepreneurs in your community make a difference in the world by shining a light on their small business or start-up.

FreightMicro Pro Book

Help entrepreneurs in your community make a difference in the world by shining a light on their small business or start-up.

Demos Next Pro Regular

Help entrepreneurs in your community make a difference in the world by shining a light on their small business or start-up.

Book Antiqua Regular

Help entrepreneurs in your community make a difference in the world by shining a light on their small business or start-up.

All Round Gothic Regular

Help entrepreneurs in your community make a difference in the world by shining a light on their small business or start-up.

Quicksand Regular

Help entrepreneurs in your community make a difference in the world by shining a light on their small business or start-up.

Utile Display Regular

TYPE STUDY COMBOS

BRIGHT IDEA

Discourse Narrow Heavy

Help entrepreneurs in your community make a difference in the world by shinig a light on their small business or start-up.

FreightMicro Pro Book

Bright Idea

Beastly

Help entrepreneurs in your community make a difference in the world by shinig a light on their small business or start-up.

Utile Display Regular

Bright Idea

Blenny Black

Help entrepreneurs in your community make a difference in the world by shinig a light on their small business or start-up.

All Round Gothic Regular

* Bright Idea

Ohno Blazeface

Help entrepreneurs in your community make a difference in the world by shinig a light on their small business or start-up.

Demos Next Pro Regular

Bright Idea

Abril Fatface

Help entrepreneurs in your community make a difference in the world by shinig a light on their small business or start-up.

Quicksand Regular

BRIGHT IDEA

Juniper

Help entrepreneurs in your community make a difference in the world by shinig a light on their small business or start-up.

Book Antiqua Regular

VISION BOARD

Concept Start-Ups for a Cause

For this concept, the competition will shine a light on start-ups and small businesses aimed to help a cause. This competition will use its platform to garner awareness for these ideas and inspire the community to come together and support something selfless by making donations. Each person who donates the most money to a cause will receive a custom lamp that represents the start-up they supported as a reward for their generosity. There are plenty of great ideas out there meant to create equality, that is what the competition is all about.

Since this concept speaks to empowerment of social causes, design elements for it are more structured with geometric shapes and line work illustrations. This is balanced out with typefaces that have varying weights, and lighter muted colors. Some black and white photographic elements will also be utilized with slightly more dramatic contrast. An element in the deliverables will incorporate case study files that show how many people were positively impacted by successful start-ups and small businesses that came out of this competition to bring in a target audience with caring hearts.

Target Audience

Primary

Small business and start-up owners who's cause needs support from the community

- M/F 20-38
- Entrepreneurs
- Mid & Upper Class

Secondary

Kind-hearted with money to spare and enjoys decorating their home.

- M/F 40-54
- Philanthropists
- Mid and Upper Class

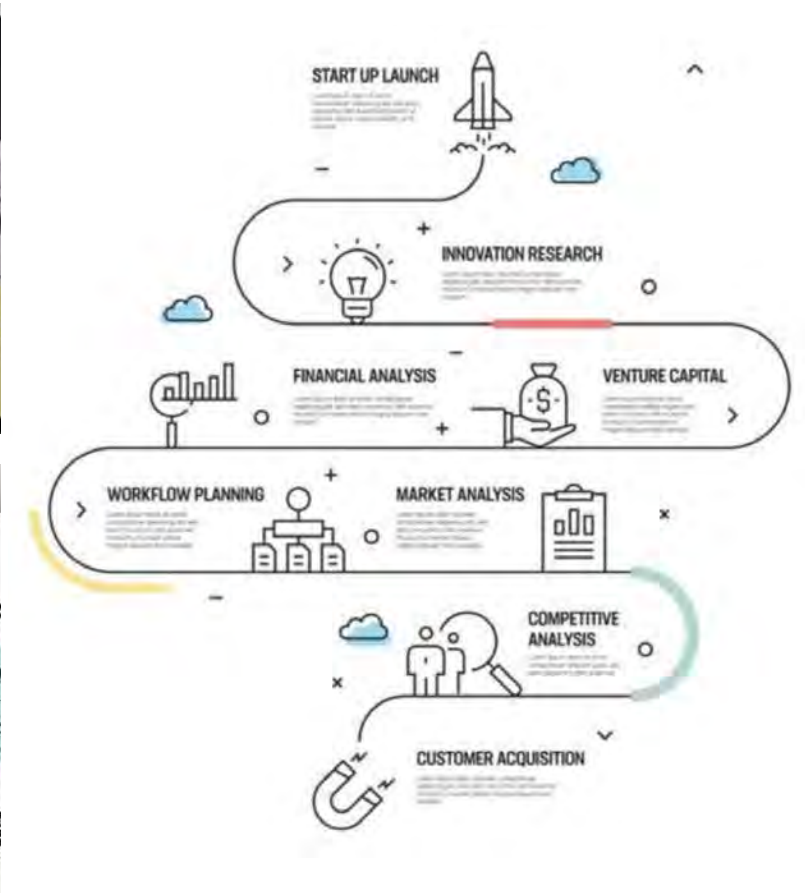
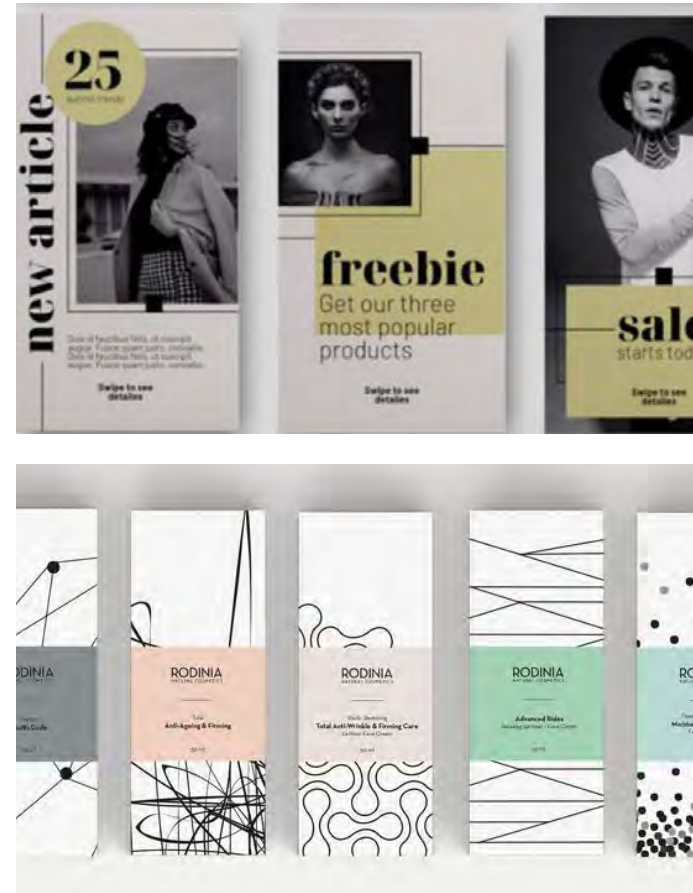
Goals

Product Goal

The goal for this project is to inspire creatives to put their ideas out there and gain support from the community to help those in need of their innovations. It is an opportunity for entrepreneurs to make the world a better place and have some fun in the process while getting well-deserved recognition.

Personal Goal

My goal for this project is to design in a more expressive style since most of the work I produced in the past is very clean and modern. I also want to focus on designing for social media platforms and product/package design since a lot of my current portfolio work is either UI for apps or editorial.



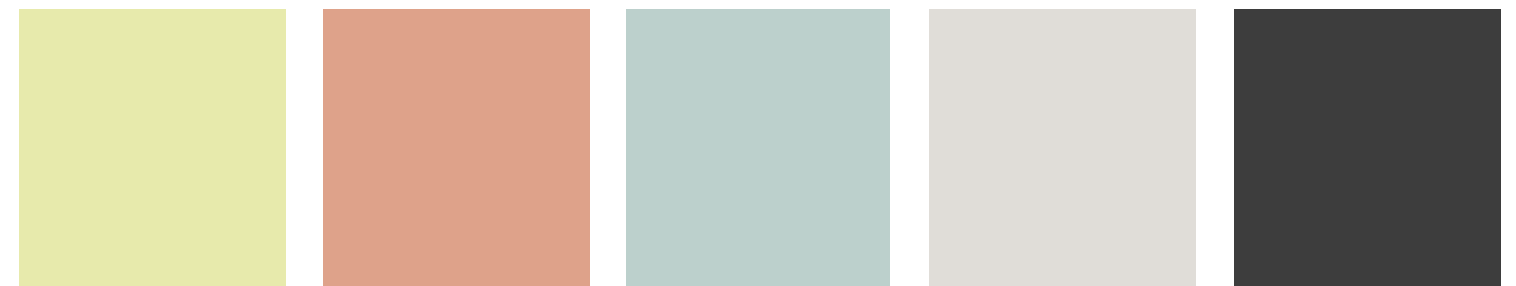
Bright Idea

Display Type - Ohno Blazeface

Start-up for a cause

Help entrepreneurs in your community make a difference in the world.

Header & Body Copy - Demos Next Pro



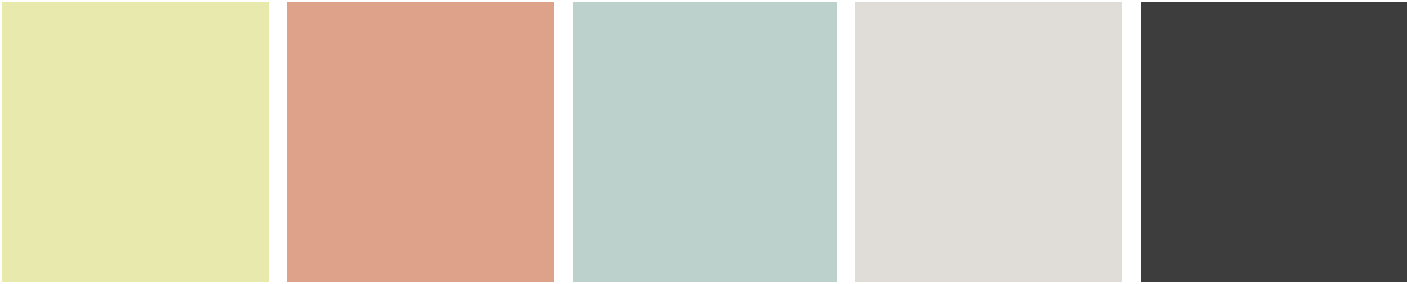
Deliverables

- Website
- Logo System
- Ad Spread

Word List

- Compassionate
- Informative
- Community
- Philanthropic
- Innovative
- Benevolent

COLOR PALETTE EXPLORATION



Seriously Soft



Bright Floral



Mellow Energy



Summer Spark



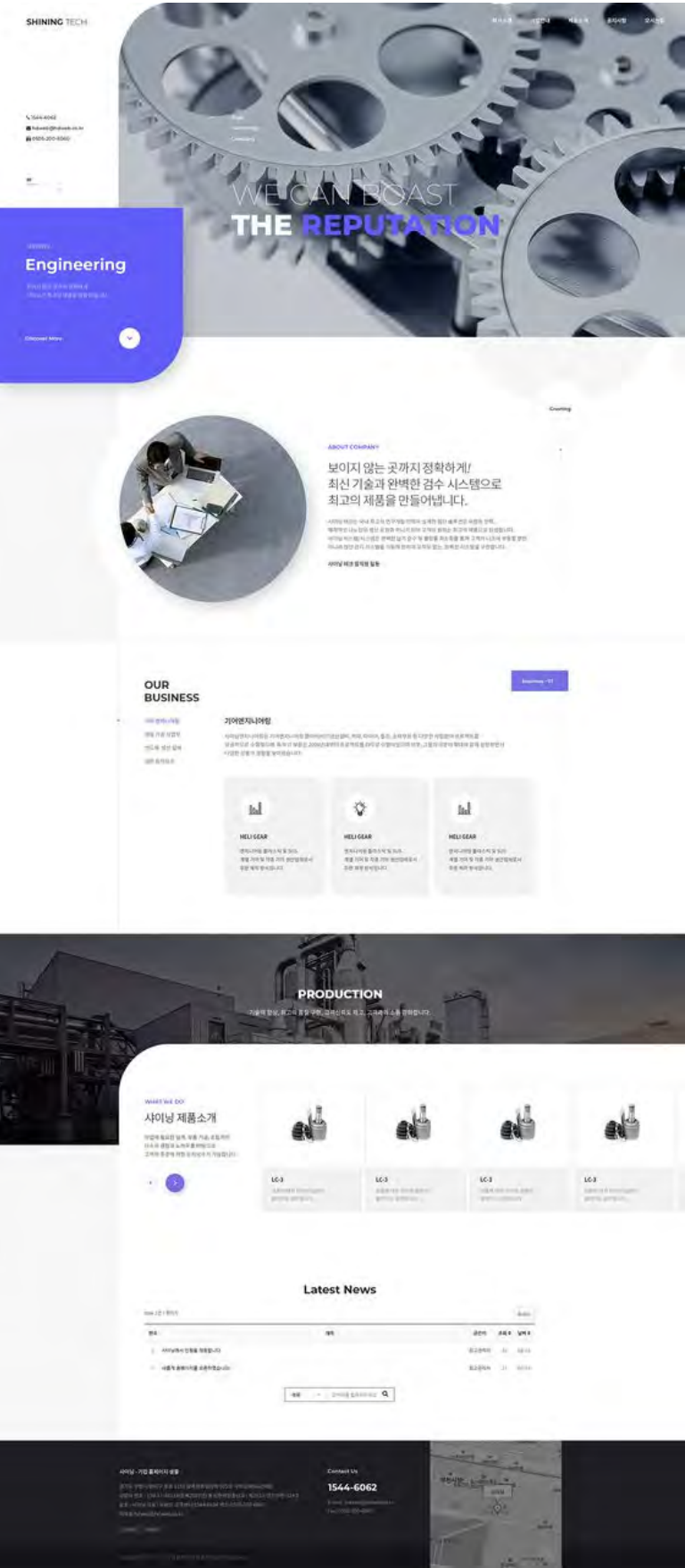
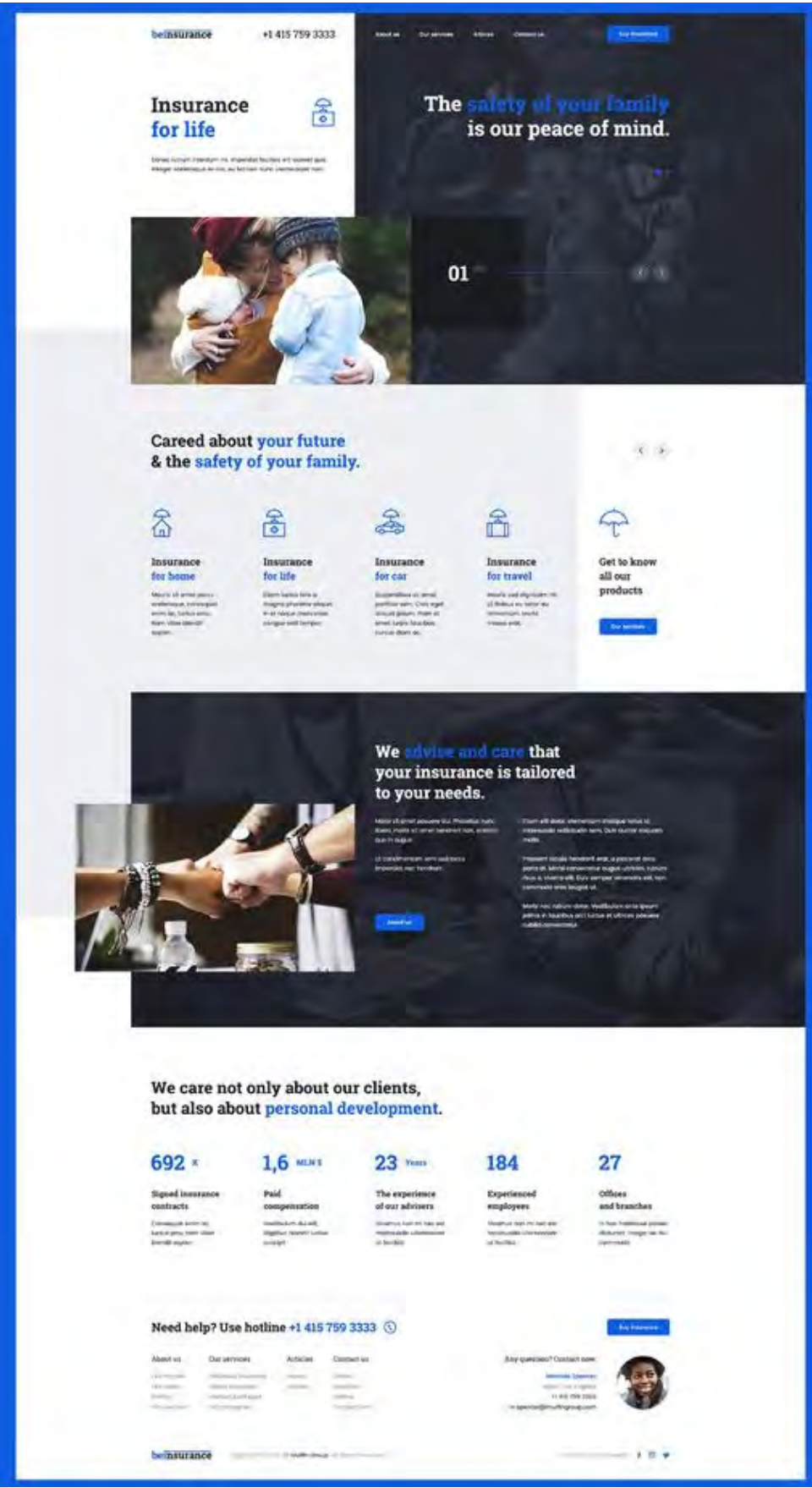
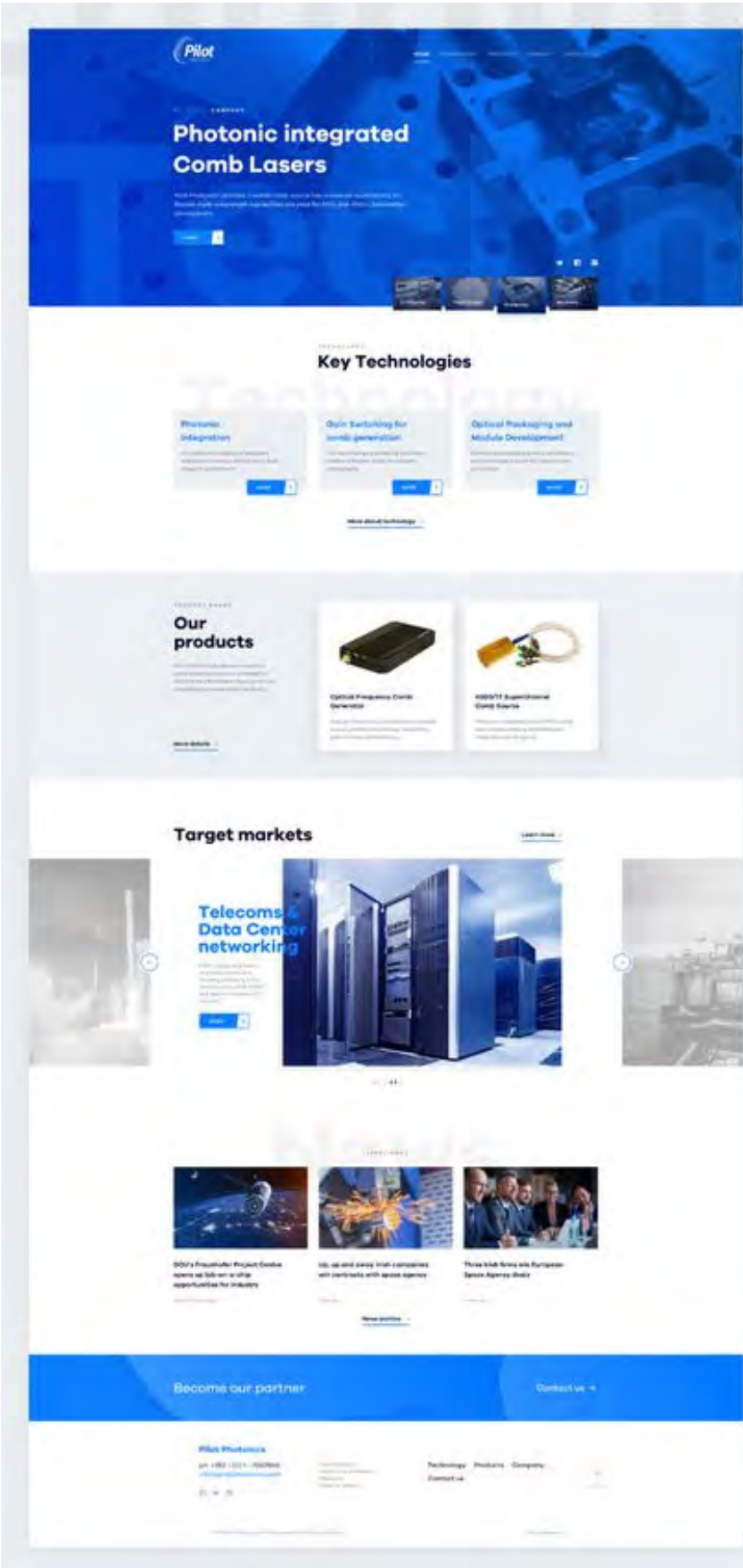
Retro Entrepreneur



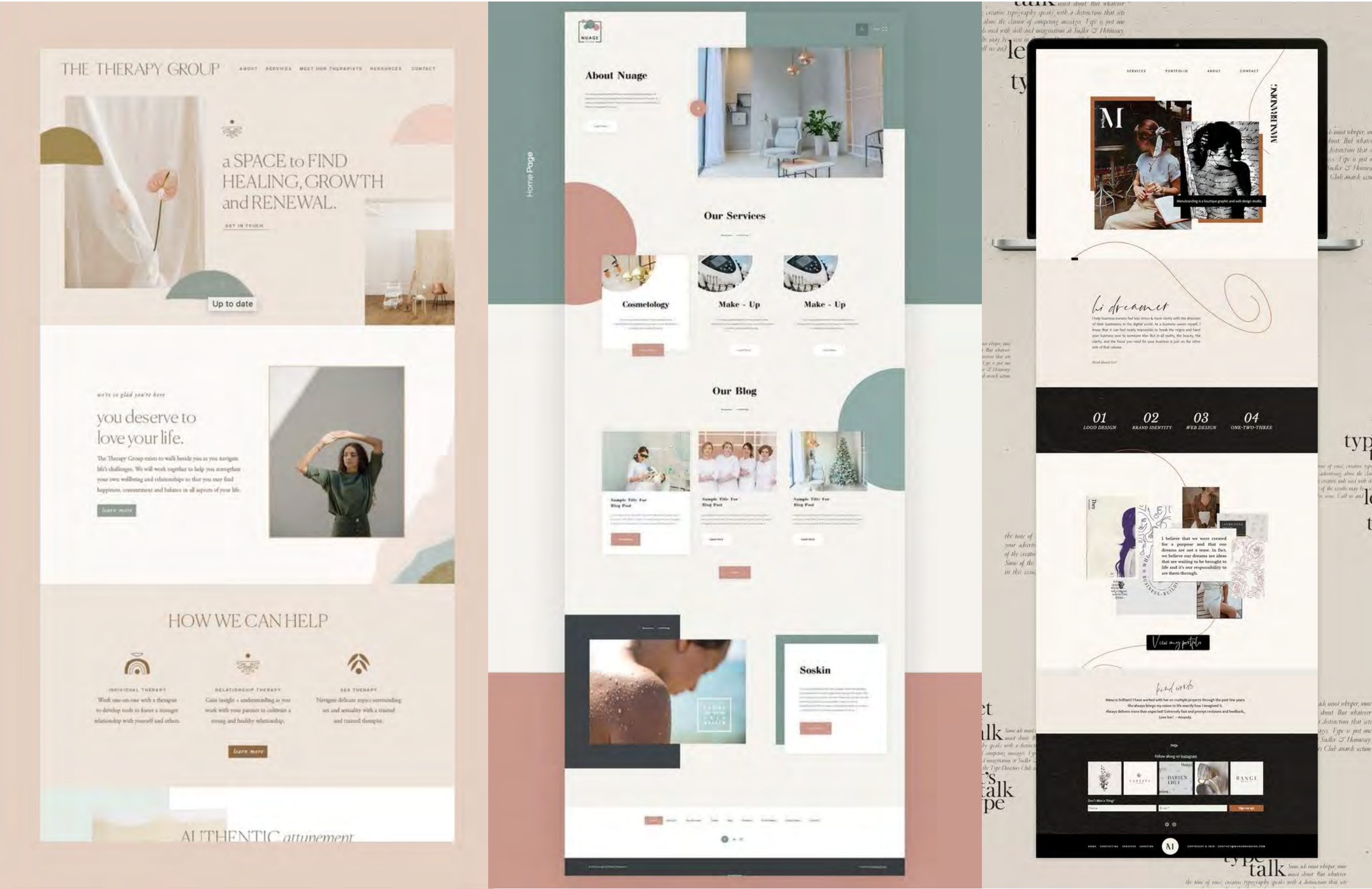
Brain Storm

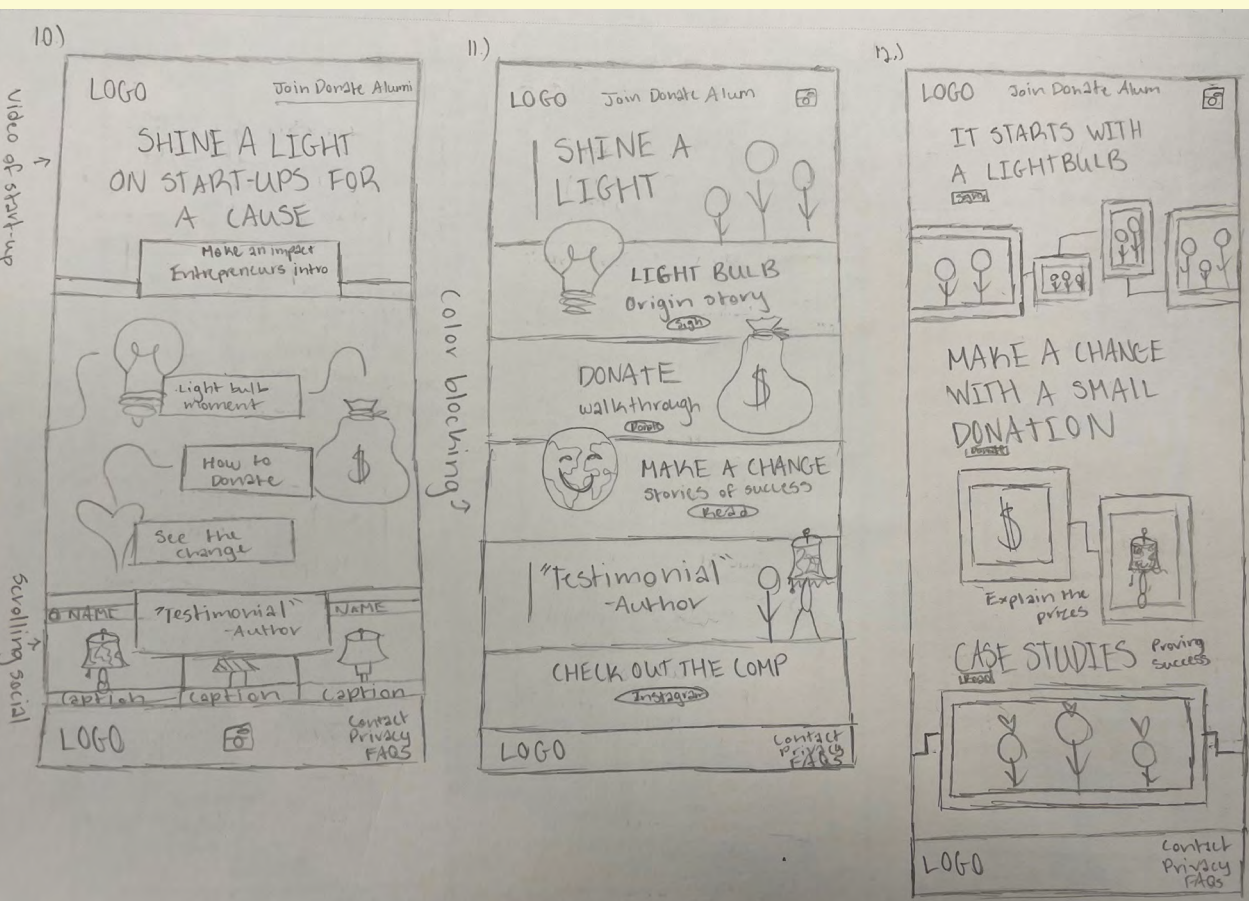
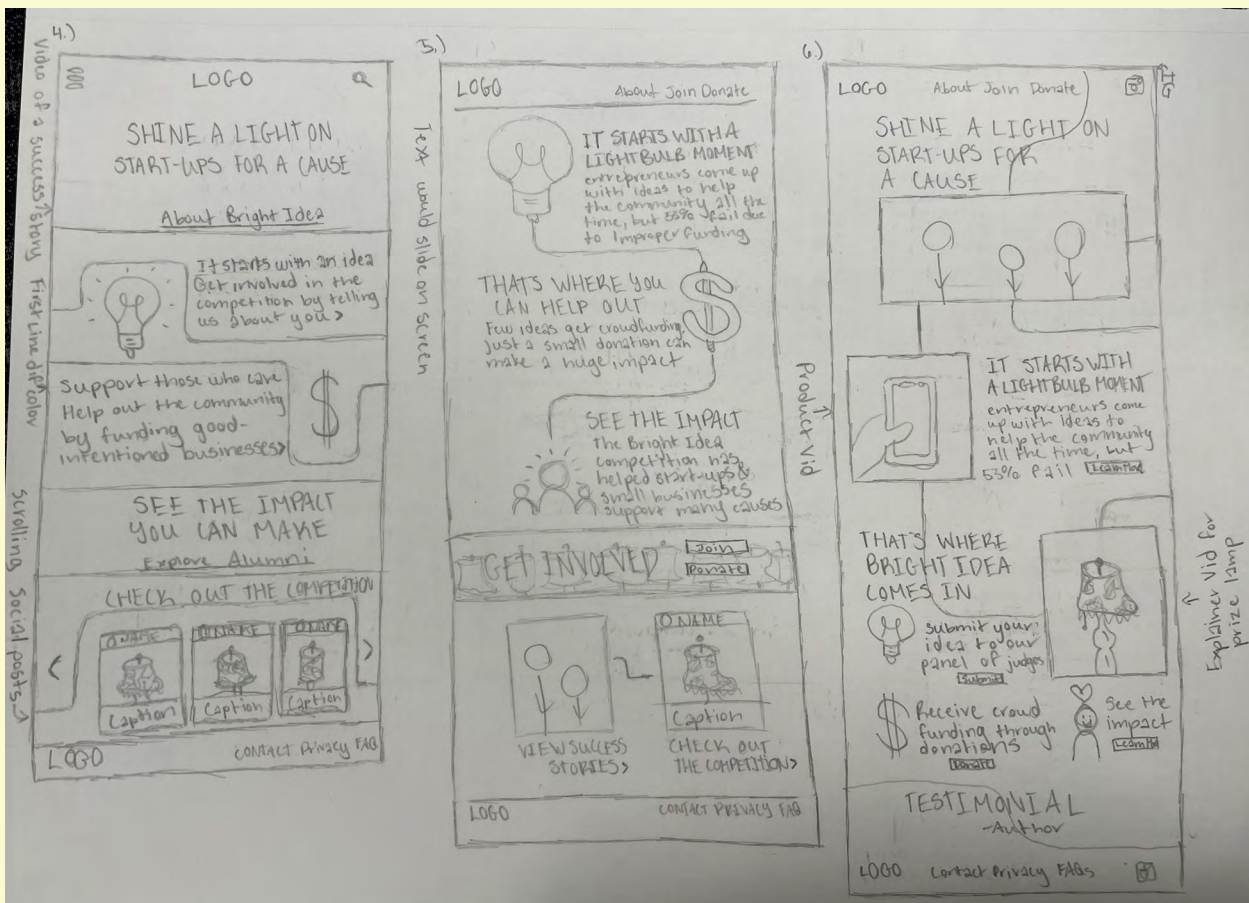
DELIVERABLE ONE:
Website

AESTHETIC INSPIRATION

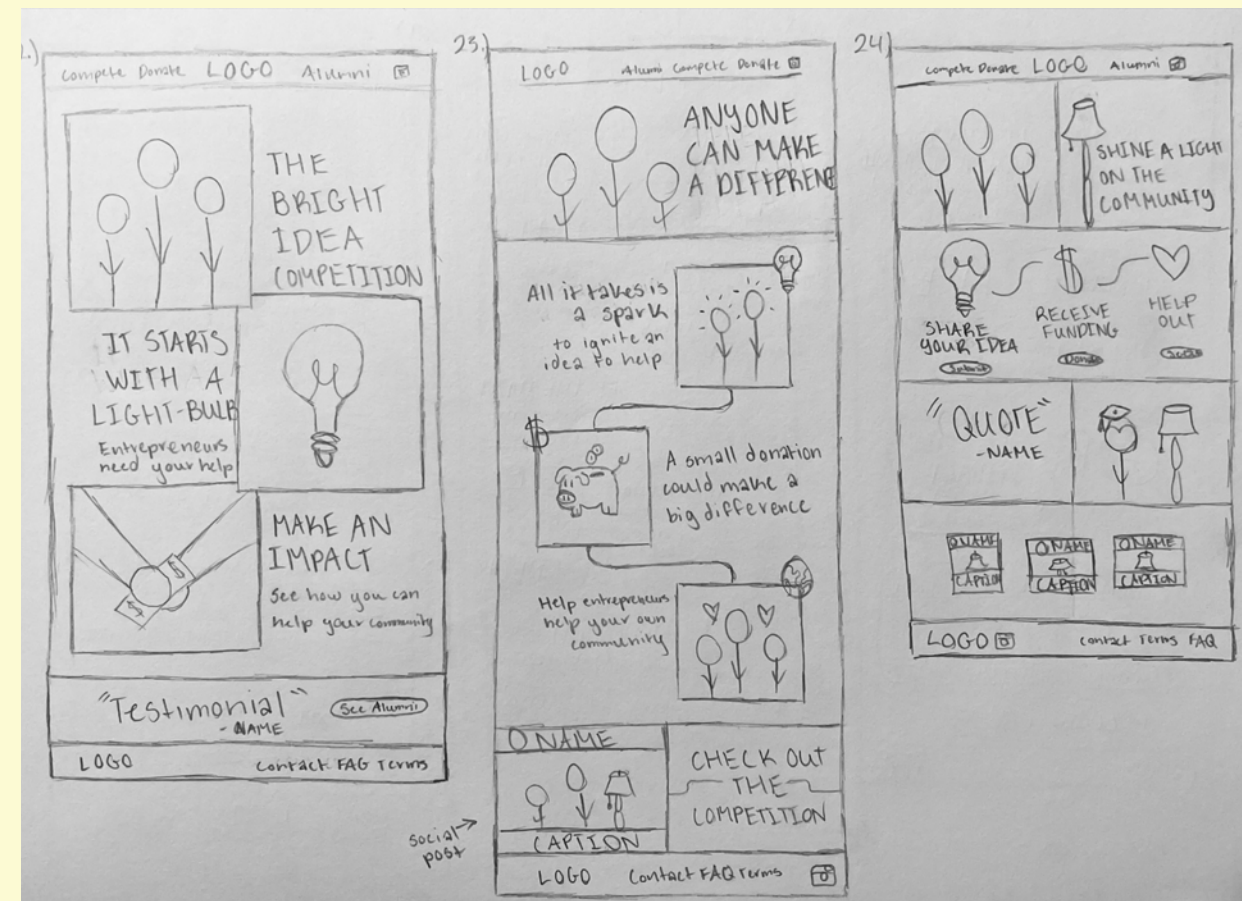
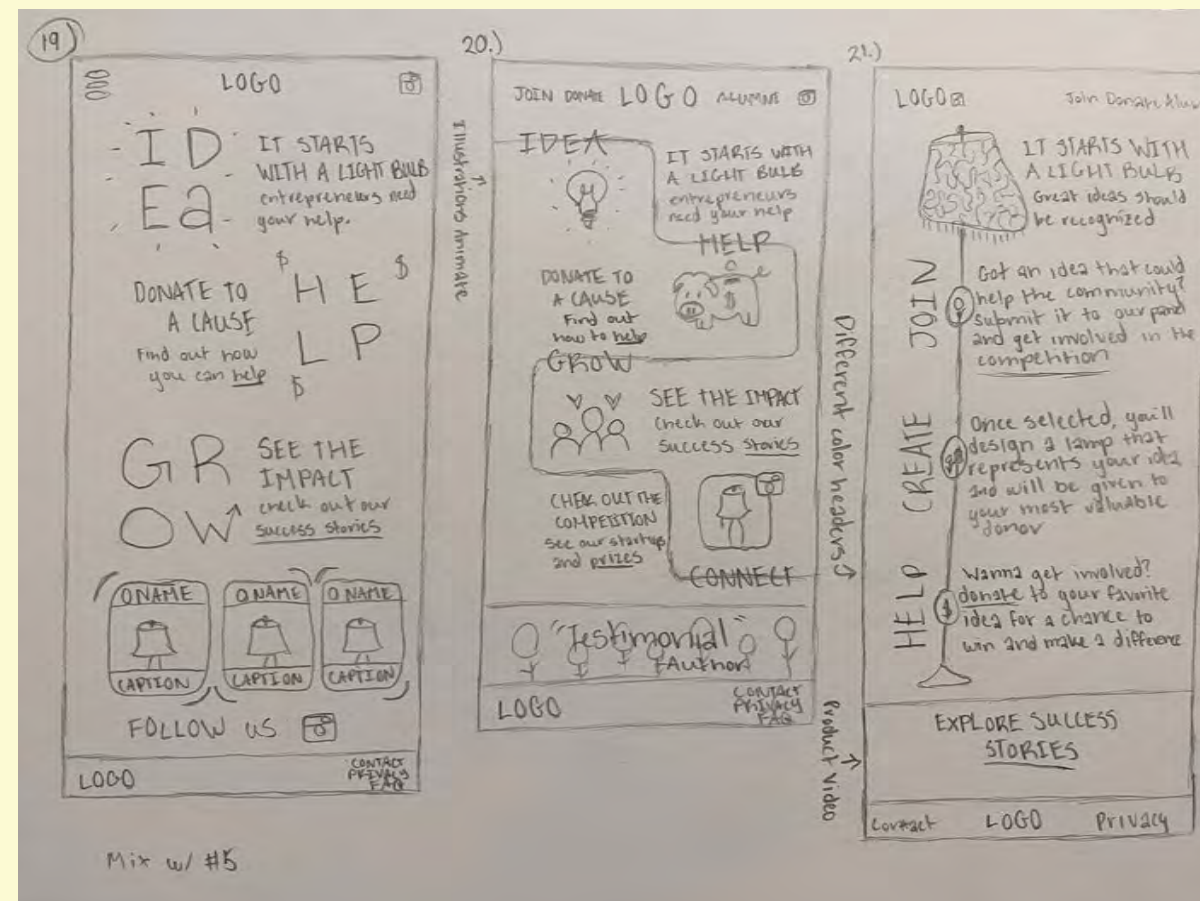
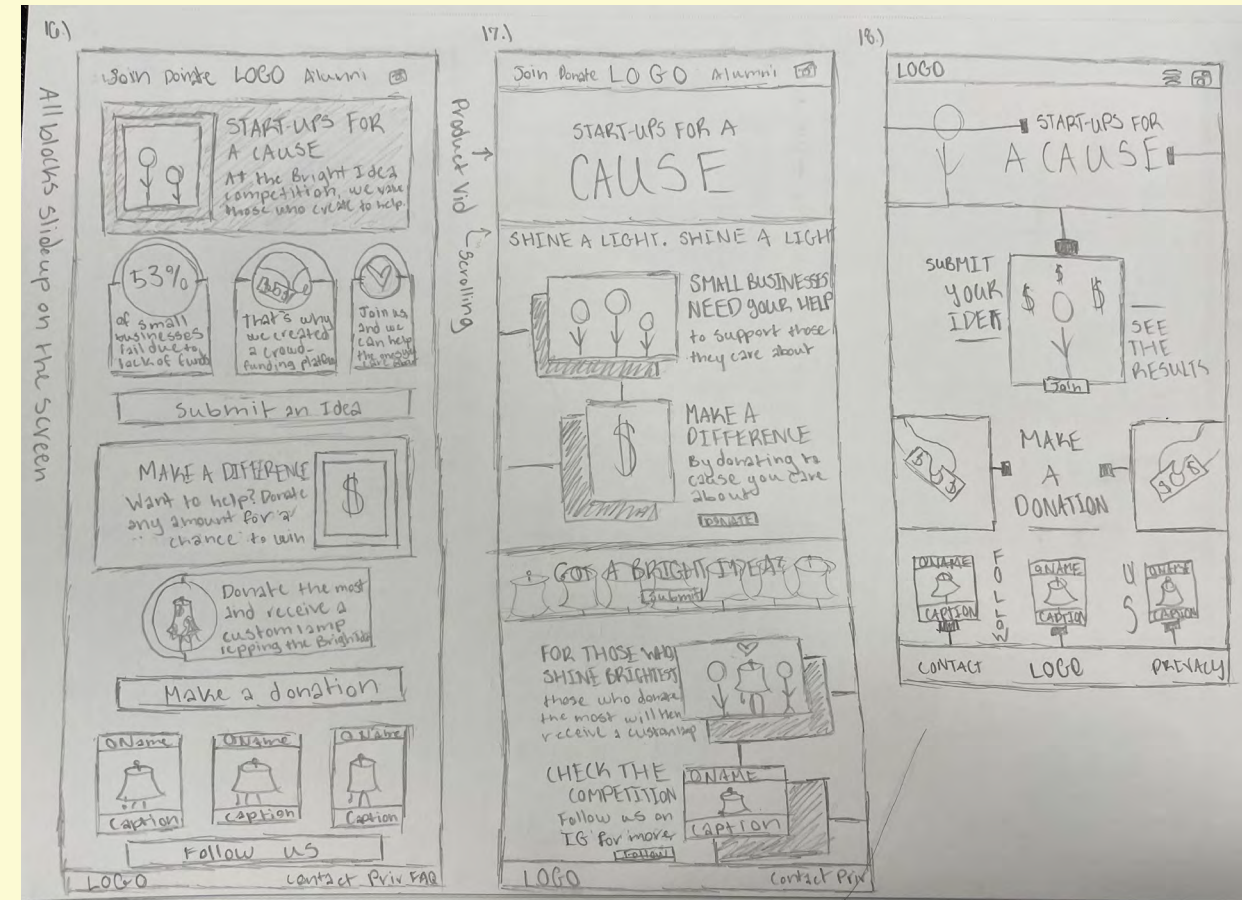
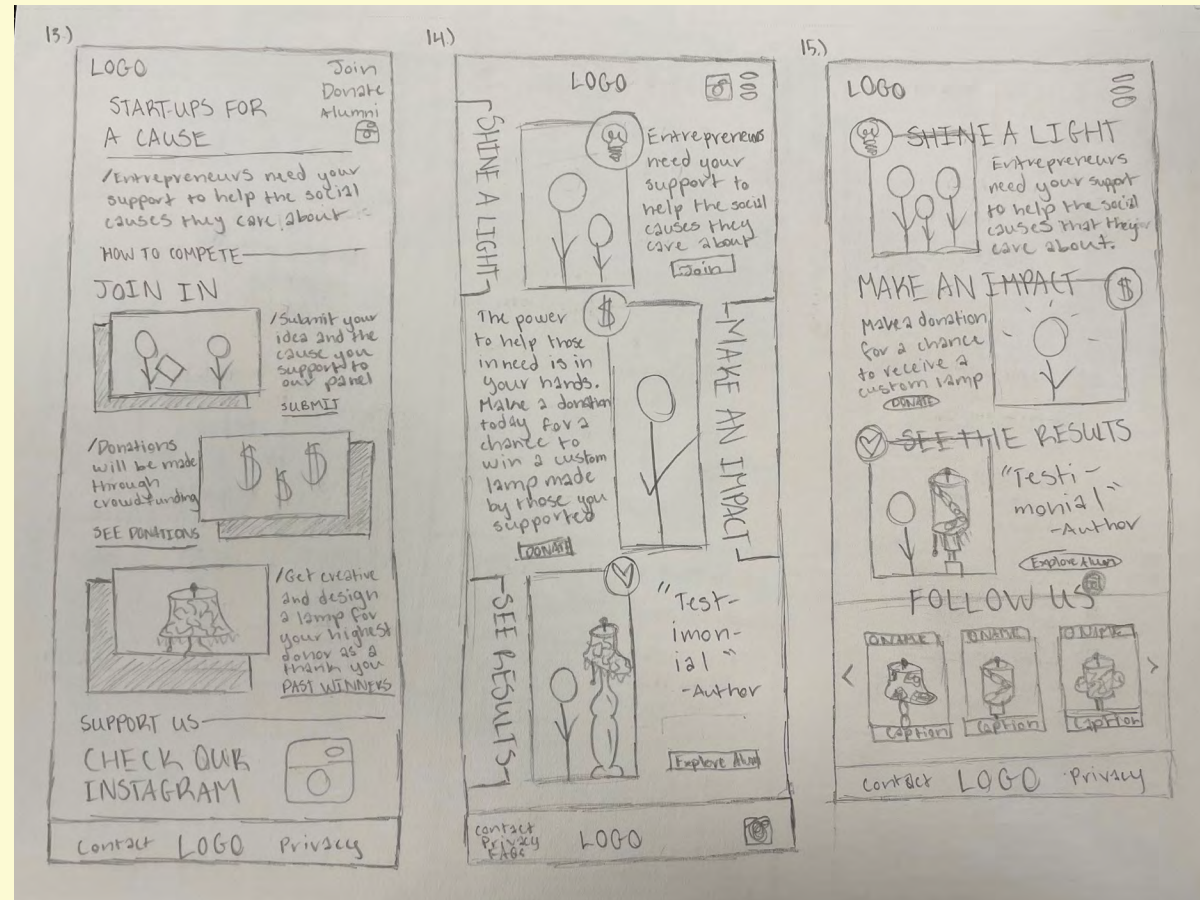


LAYOUT INSPIRATION

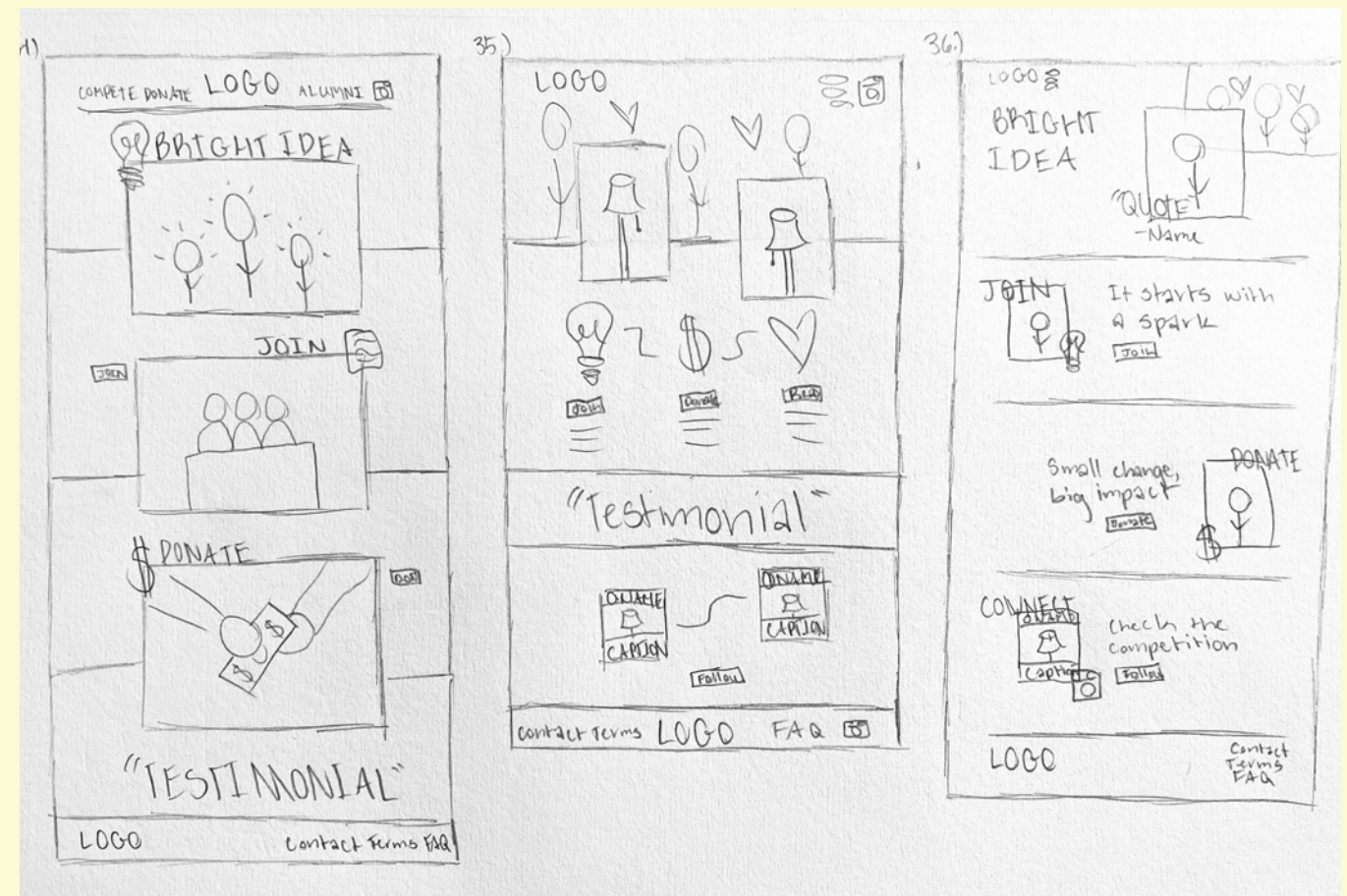
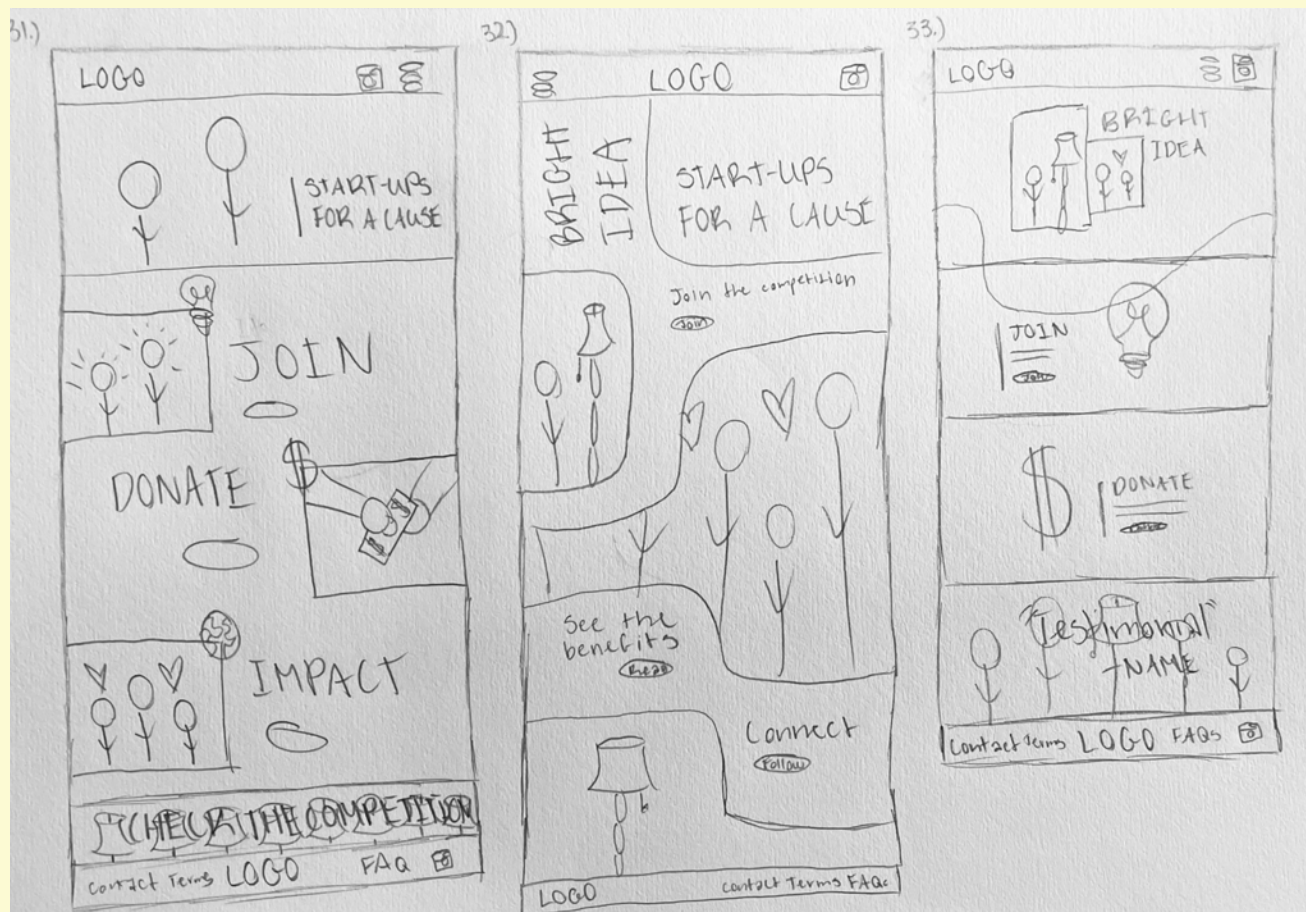
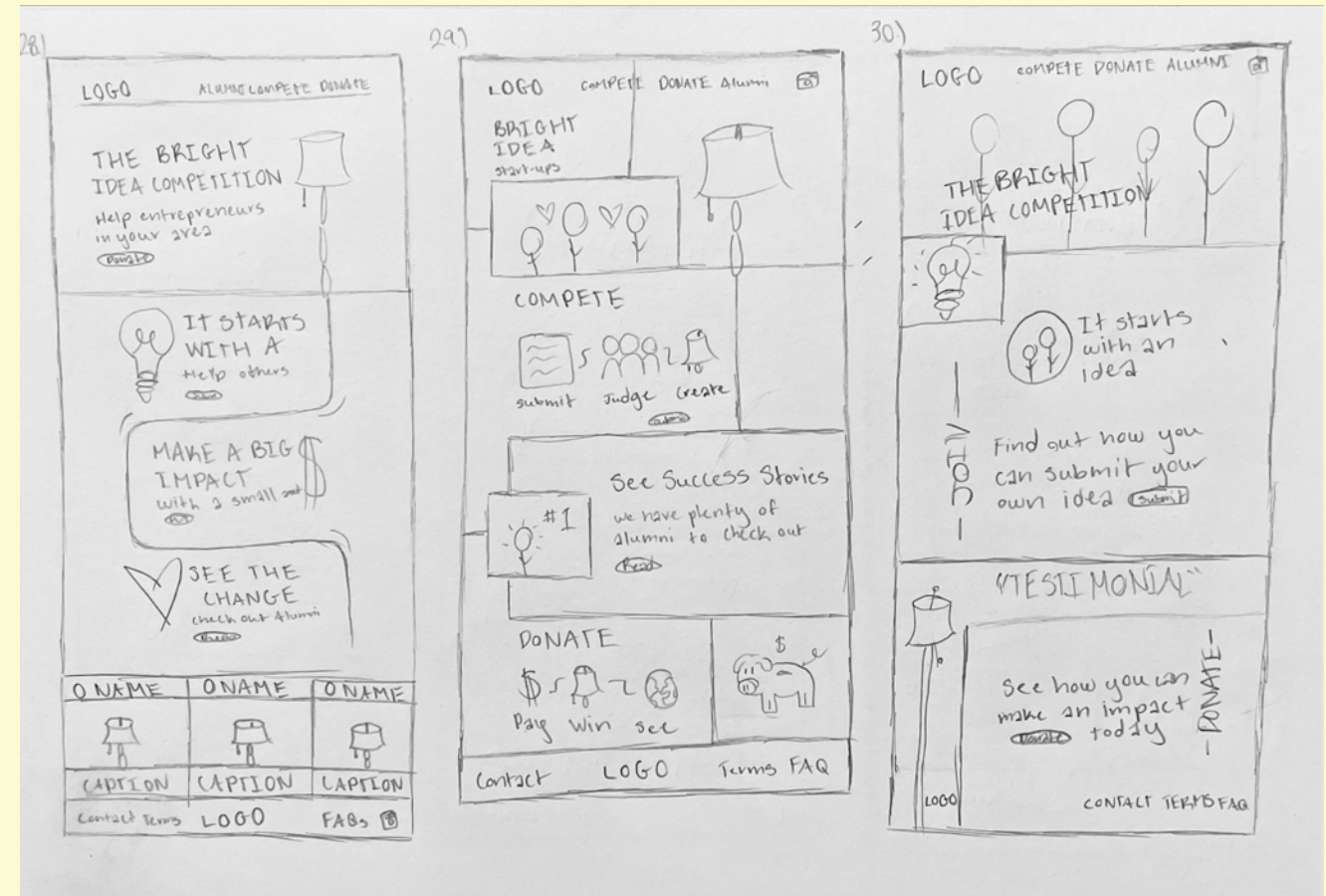
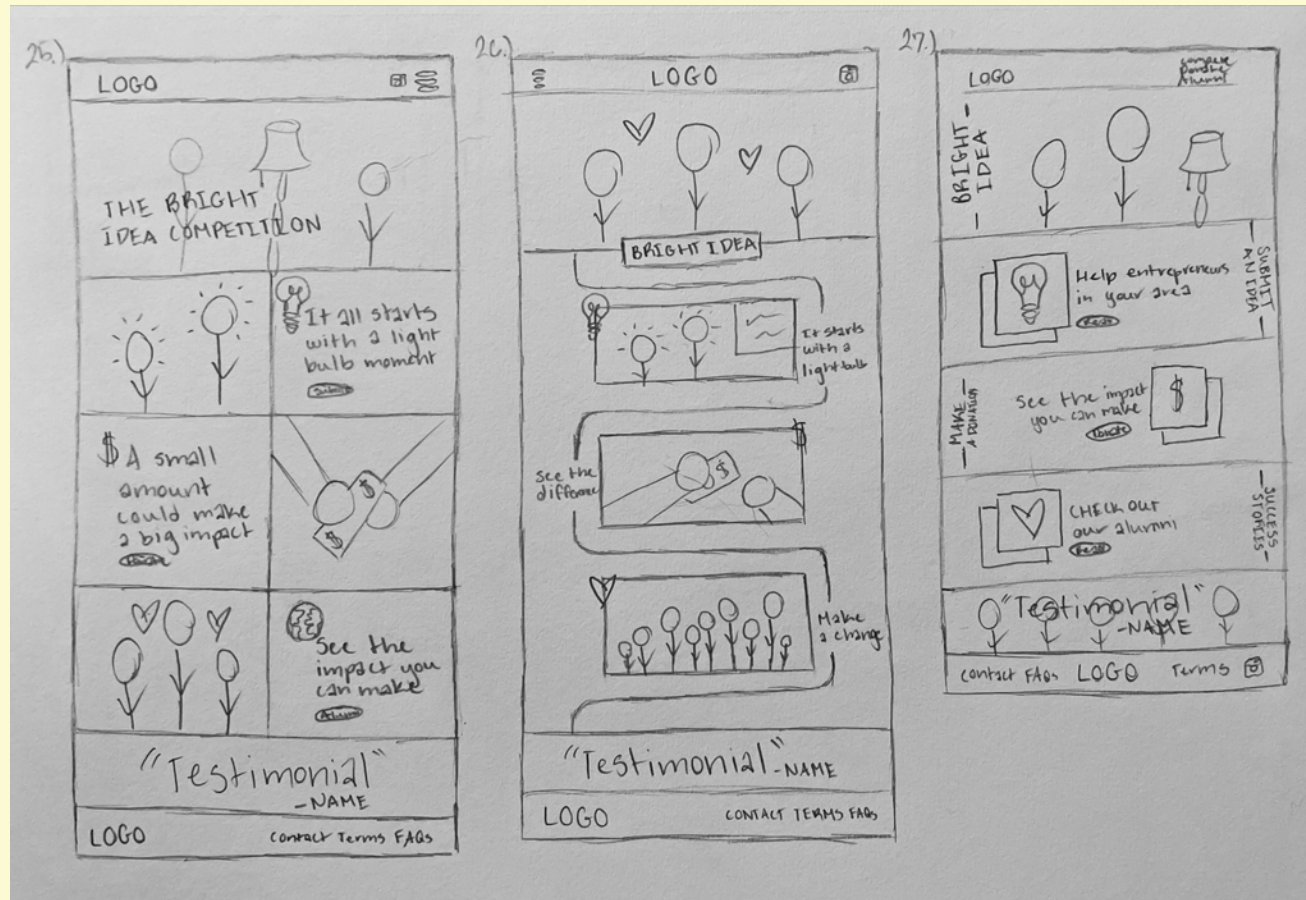




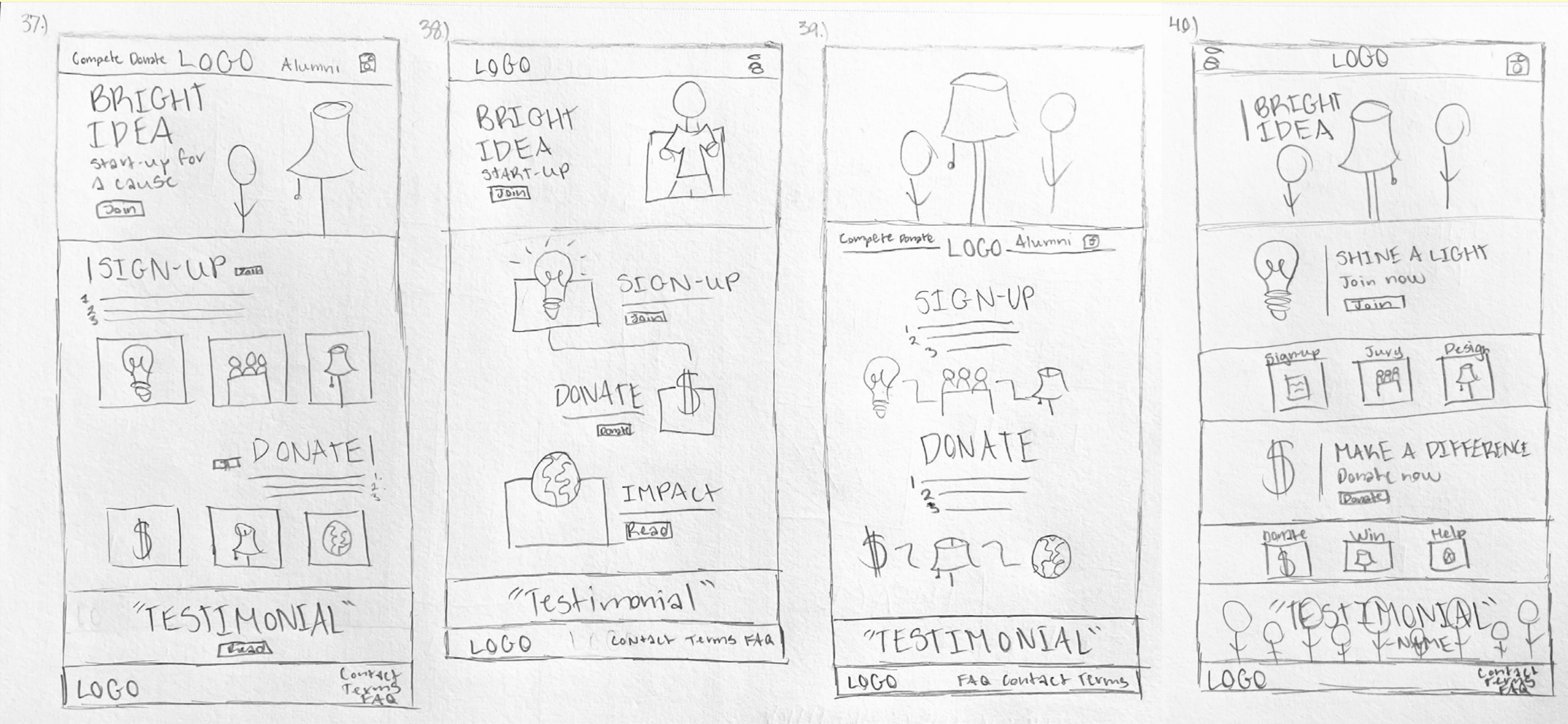
THUMBNAILS



THUMBNAILS



THUMBNAILS



HEADLINE EXPLORATION

- It starts with a lightbulb moment
- It starts with a spark
- Start-ups for a cause
- Anyone can make a difference
- All it takes is a spark
- See the difference you can make
- Support creators for a cause
- Shine a light on the community
- Shine a light on your community
- One idea can change the world
- How bright can you shine?
- Ignite the spark
- Create for a cause
- Cause the spark
- The best solutions come from a single idea
- Start-up your community
- A small spark can create an explosion
- Spark your creativity
- Ignite a change
- Spark your creativity
- Share your Bright Idea
- Spark equality
- Let your sparks fly
- Celebrate your spark
- We want to shine a light on your idea
- A single idea could change the world
- Be the spark
- Create an impact
- Spark your entrepreneurial spirit
- What do you support?
- You can be the change
- Light up your community

For the headline exploration, I wanted to explore phrases that reflect the idea behind the competition. I used some fun word play mixed in with inspirational undertones to entice people to join the competition. Not only should they be excited to gain recognition, those who donate should also feel like they are helping to make an impact. The following were some of my favorite phrases:

- Start-ups for a cause
- Create for a cause
- See the difference you can make
- Ignite the spark
- It starts with a lightbulb moment
- You can be the change
- Start-up your community

HOME PAGE ROUGHS



While exploring the design for my home page flat I came to the conclusion that the color palette I originally chose in my vision board was not working for my concept. Because of this, I went back and explored my color palettes as seen on page 20. I then took a second pass at the design and created a home page that has more energy which is seen on the next page.

HOME PAGE ROUGHS



These rough flats incorporate the new color palette I applied to my project and worked on the wording for the captions on the page. I decided to keep working with the design on the right because the color palette was more cohesive and kept the line illustrations consistent.

WEB HOME FINAL FLAT



The last iteration of the home page includes buttons that add a little more variety to the website. It also made the color cohesion flow better throughout the webpage scroll.

COMPETE PAGE ROUGHS



For the compete page, I wanted to include the information on how to become a participant in the competition. I prefer the rough on the left in terms of lay out with the sign up button, but like the symbols from the rough on the right because it looks more balanced.

COMPETE PAGE FINAL FLAT



The final design for this page included a modified header and darker splash page picture so that there was enough contrast to read the headline and secondary copy. The line illustration element was also extended to create continuity between the sections of the scroll.

DONATE PAGE ROUGHS



I designed the donate page in a similar fashion to the compete page to create unity in layout. I also experimented with more contrasting type scales and played with the line illustrations a bit more. I prefer the layout on the left because the one on the right has a little too much going on with the color.

DONATE PAGE FINAL FLAT



The final design for this page had some color adjustments from the roughs stage. I darkened the green that I used in the social media section of the web page scroll and changed the how it works section from yellow to blue. This created more cohesion throughout the scroll and helped with the readability of the white body copy. I also broke the mold of the layout a bit more by extending the line illustration so that the sections did not feel as broken up, making them flow better.

SUCCESS PAGE ROUGHS



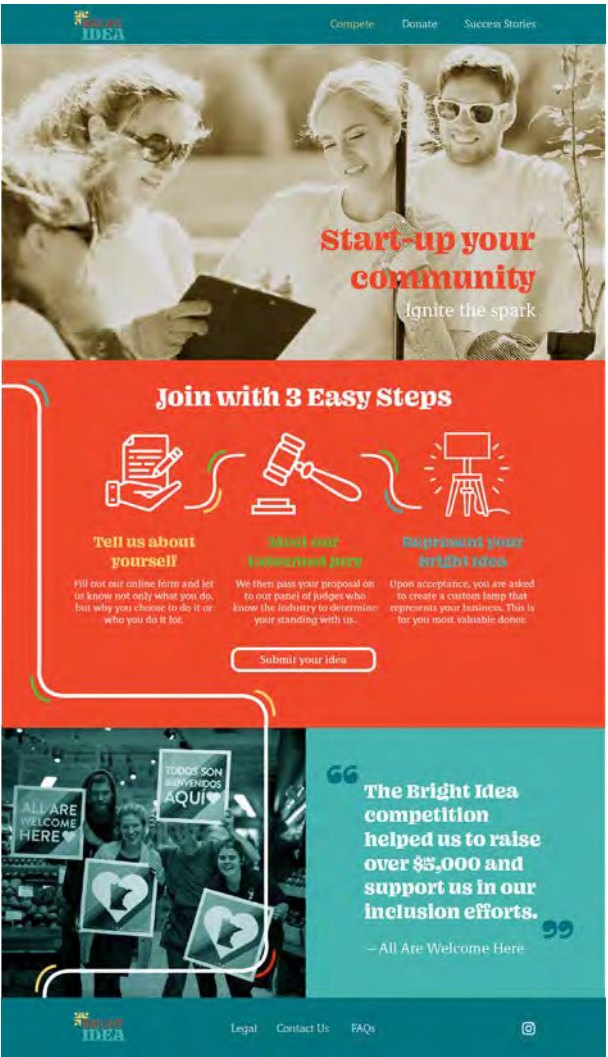
For these roughs I experimented with a color blocking technique, but ultimately liked the technique of overlapping the pictures with the illustrations better. I also enjoyed the colorful buttons and headers breaking up the text, and went back to apply some of these aspects to the home page for its final version to creat more unity.

SUCCESS PAGE FINAL FLAT

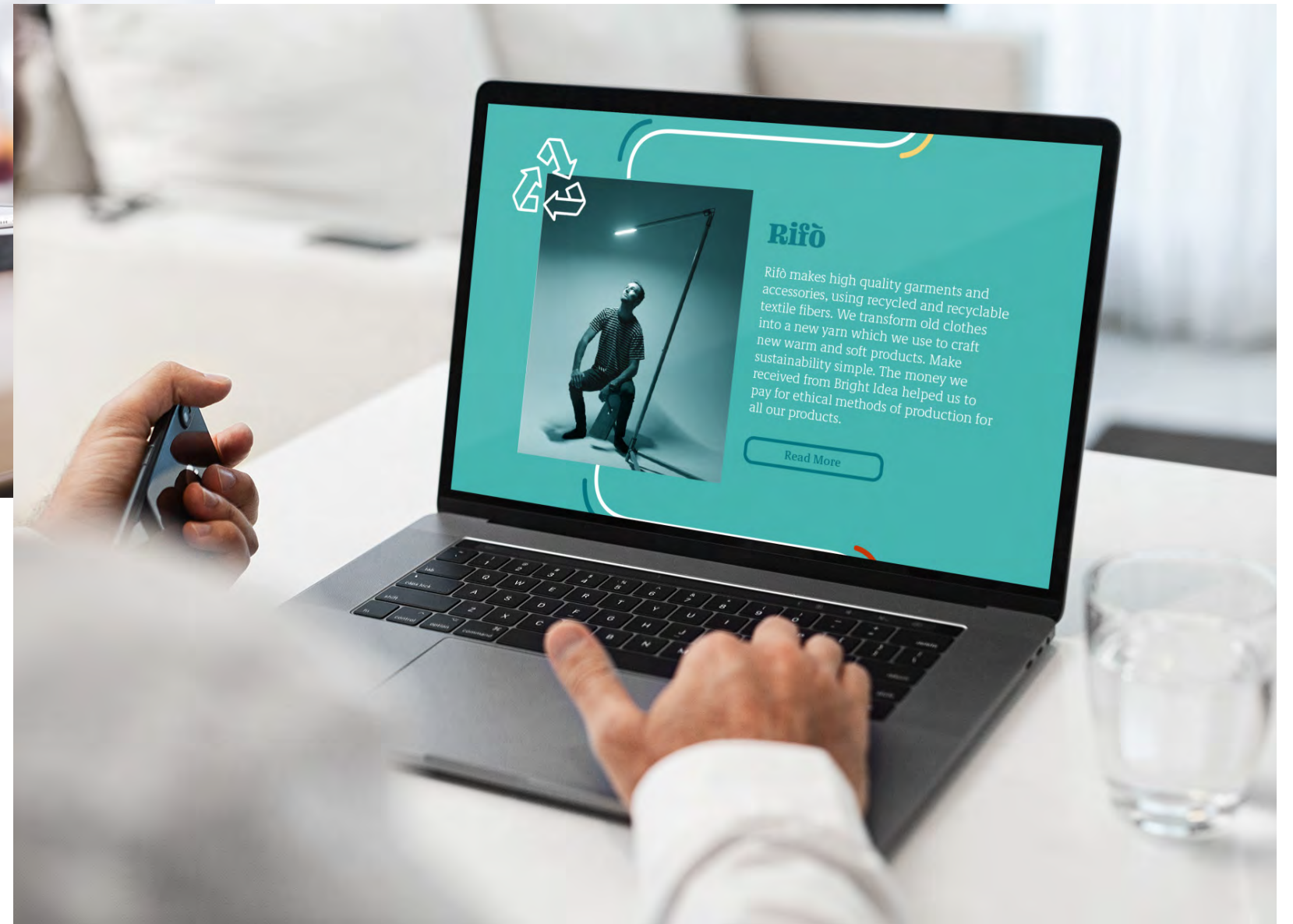


Not much needed to be adjusted for this final design. As I went through designing each page the pages improved and this was the page that became more of a blueprint when I went through a final pass of the flats. The focus on this page was the flow of type and illustrations going down through the webpage scroll. The biggest adjustment was the placement and scale of the type on the bottom section. This helped with the readability.

FINAL WEBSITE FLATS



FINAL WEBSITE MOCK UP



DELIVERABLE TWO:

Logo System

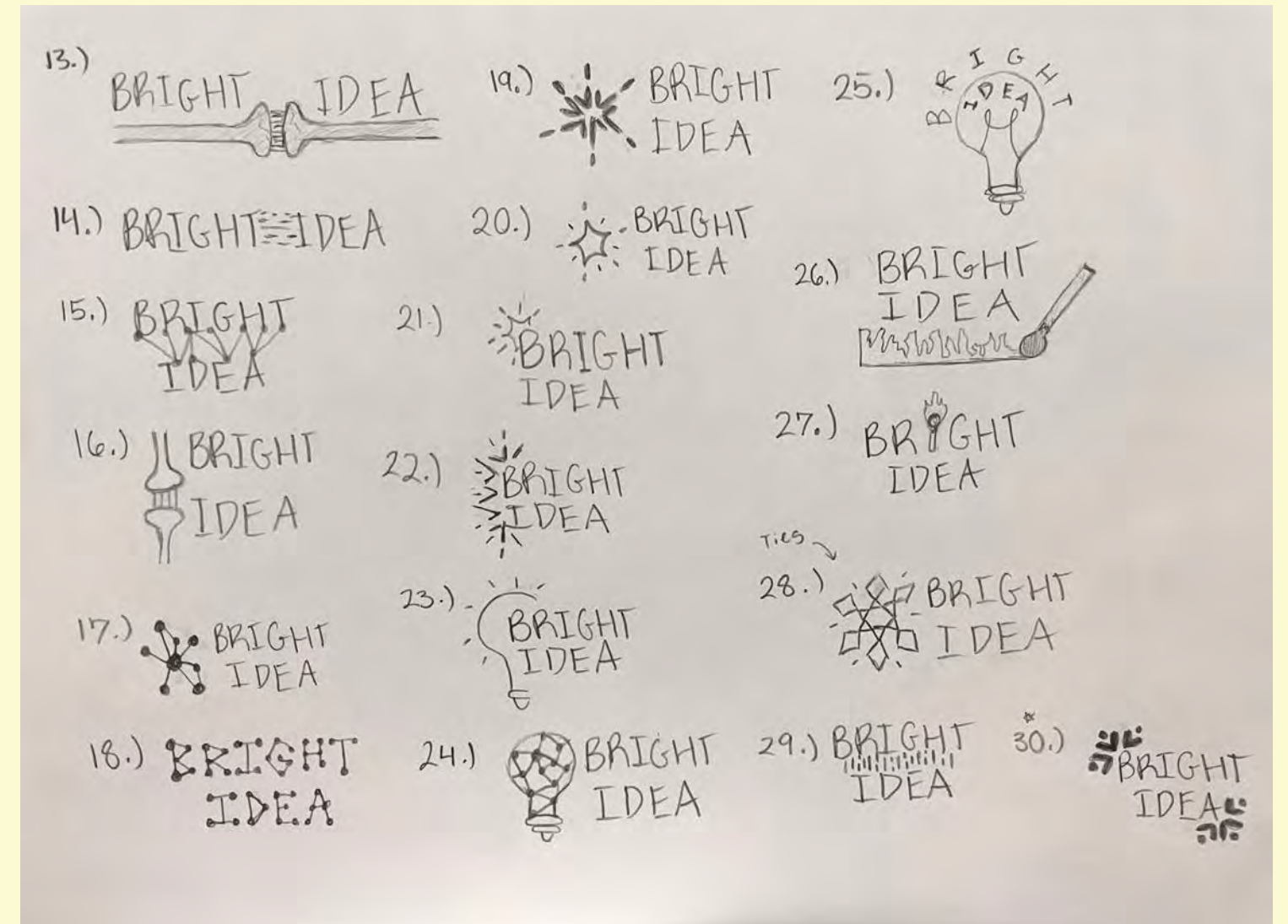
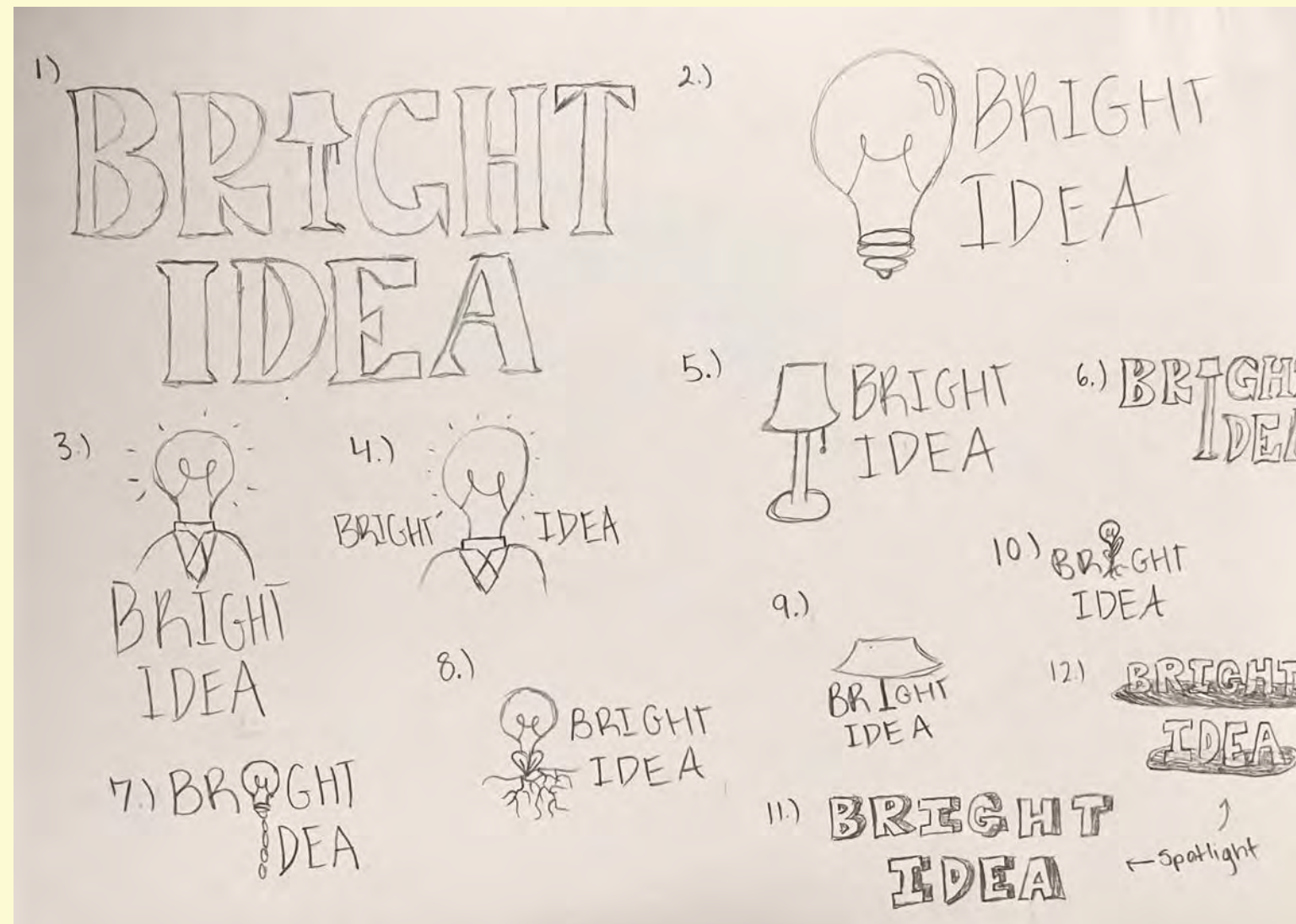
LOGO IDEATION PROCESS



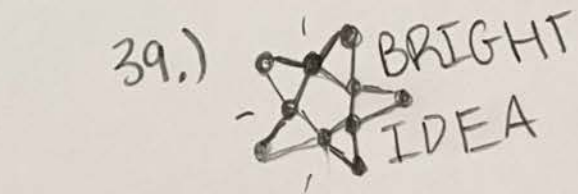
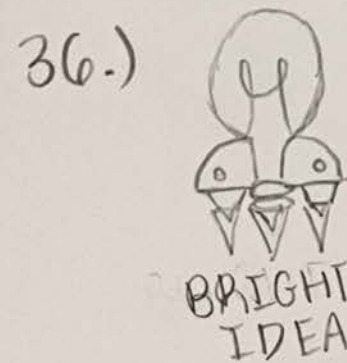
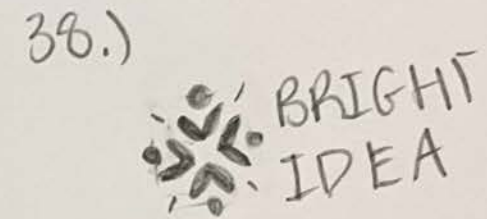
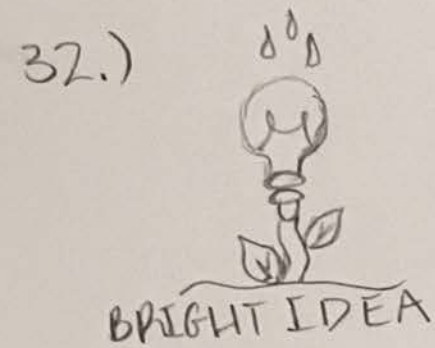
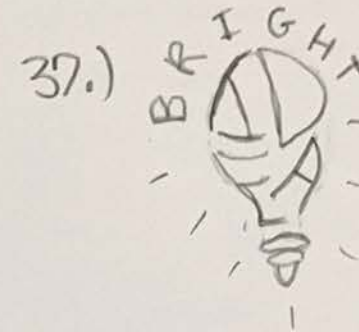
INSPIRATION



THUMBNAILS



THUMBNAILS

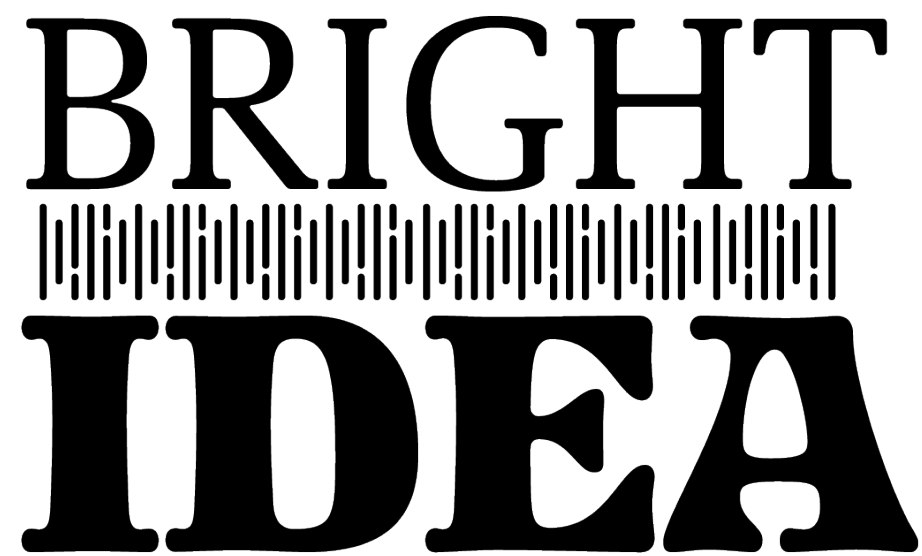




The concept behind this logo deals with an abstract interpretation of a spark and also represents community through people coming together and hearts.



This logo follows a traditional light bulb logo, but incorporates gestalt in a lock-up that has a balanced composition.



This idea represents neurons transferring an idea by relaying information between each word entity.



This logo shows an idea being formed in a light bulb by taking a neuron pattern and placing it inside the bulb which acts as a brain representation. It is tilted to flow with the “B” and “I”.

COLOR ROUGHS



For each rough, I experimented with colors to see which color and design combination I liked the best. I ended up choosing the most conceptual logo design for my final draft.



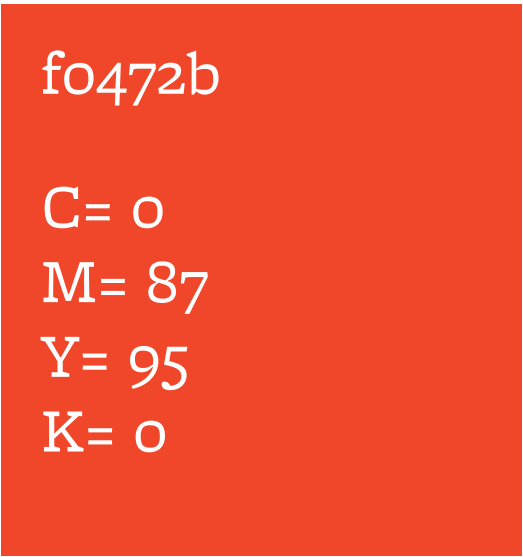
Logo Concept - The Spark

When creating a word map for a concept to represent the Bright Idea competition I first broke up each word, then matched up words that stood out to me that I could combine to make the logo mark unique. The words I ended up combining were ignite, happiness, and community. For the word ignite I represented this with the thing that catalyzes it, a spark. This is how an idea begins to form as sparks fly between neurons. Next, I addressed the word community which I wanted to represent with people in an abstract style. That is when I started playing with radial symmetry and human profiles to create the shape of the spark. Finally, I incorporated the word happiness in the sense that when people love one another it is created. I used a heart to show this and combined it with the shape of my human profiles. To finish up the rest of the design I used the typefaces and colors that are consistent with the rest of my deliverables and placed them in a composition that is visually appealing.

ONE COLOR LOGO



The only single color that is allowed to be used is the orange from the color palette.



This is the color code information for the one color logo.

TWO COLOR LOGOS



In two color combinations, the teal color or blue color must be used to contrast with either the orange or the yellow. The yellow only pairs with the teal, and the orange only pairs with the darker blue. These are the only color combinations to be used with the given color palette.

f7d170

C= 3
M= 17
Y= 66
K= 0

fo472b

C= 0
M= 87
Y= 95
K= 0

45b5ad

C= 68
M= 6
Y= 37
K= 0

037580

C= 88
M= 38
Y= 44
K= 11

These are the color codes for each of the colors allowed to be used in the two color versions of the logo.

B&W AND GRAYSCALE LOGO



This logo can also be all black, or grayscale with subtle contrast similar to that of the full color version of the logo.

<p>bababa</p> <p>C= 27 M= 22 Y= 22 K= 0</p>	<p>3d3d3d</p> <p>C= 68 M= 61 Y= 60 K= 49</p>	<p>7c7c7c</p> <p>C= 53 M= 44 Y= 44 K= 9</p>
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These are the grayscale colors to be used in the grayscale version of the logo. The left color is the mark, the center color is the word “Bright” and the right color is the word “Idea.”

KNOCKOUT LOGO

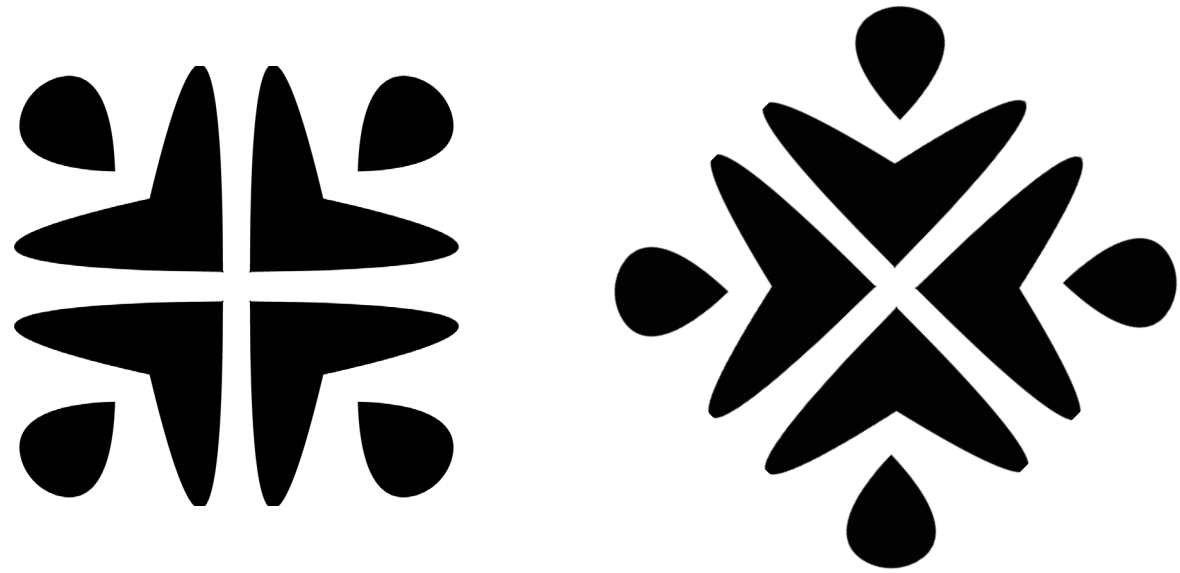


The logo can be knocked out against various color and picture backgrounds. The preferred color background is orange and pictures must be darker in order for the white logo to be legible.

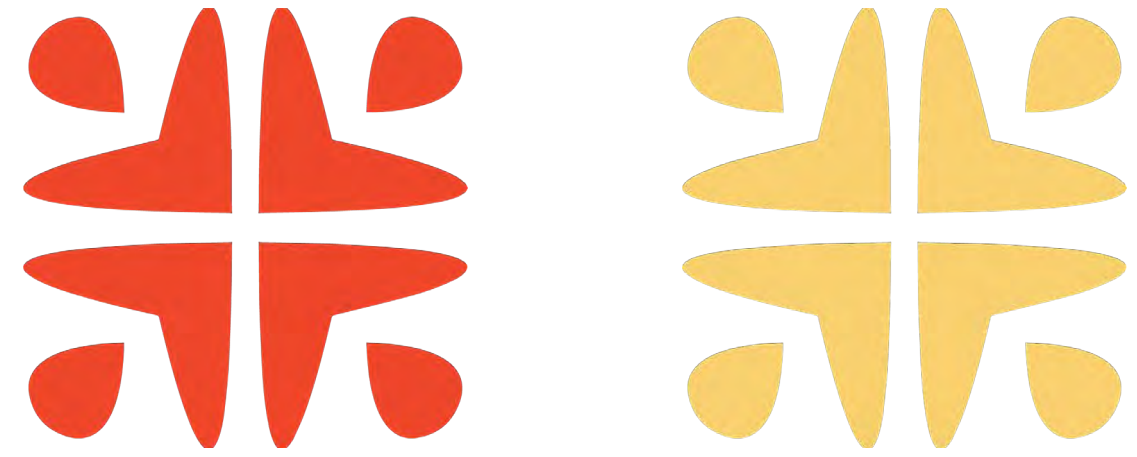
53a63f	f7d170	fo472b	45b5ad	037580
C= 72	C= 3	C= 0	C= 68	C= 88
M= 11	M= 17	M= 87	M= 6	M= 38
Y= 100	Y= 66	Y= 95	Y= 37	Y= 44
K= 1	K= 0	K= 0	K= 0	K= 11

These are the color codes for each of the colors allowed to be used behind the white logo knockout.
These are all the colors used in the color palette

LONE MARK LOGO



The lone mark can be left as it is oriented with the logo type or turned at a 45 degree angle.



The lone mark can be only colored in the orange or yellow tones.



The knock out version of the lone mark can be put on top of black, any of the color palette options, or a dark enough image.

BRIGHT
IDEA

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Demos Next Pro - Regular

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

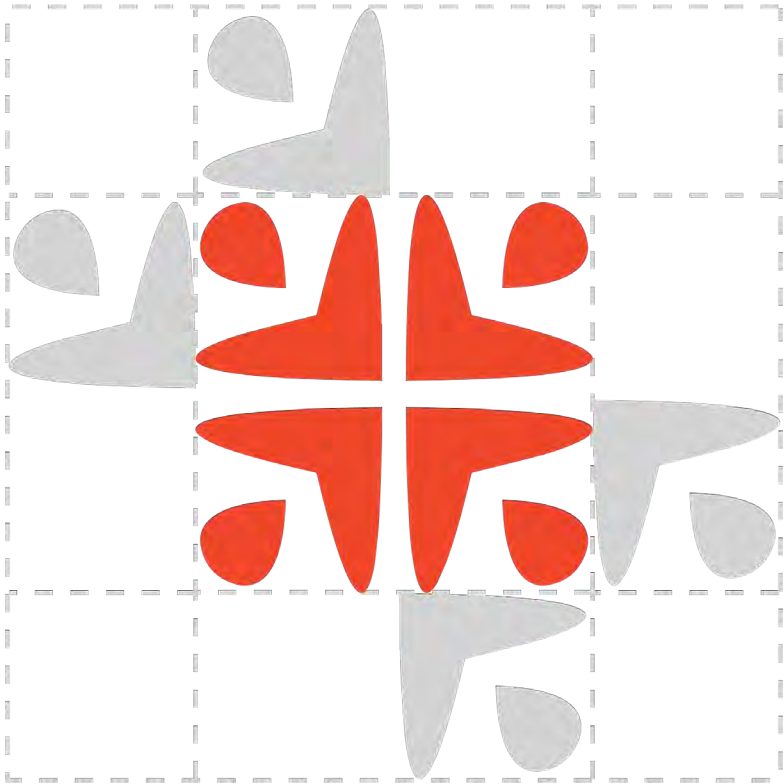
Ohno Blazeface - 12 Point

These typefaces should be used only in the order they have been stacked and only in the weights that have been chosen. These specific lineweights are just heavy enough to grab attention but also contrast enough to make the composition look cohesive.

STAGING & SIZING



The smallest size is half an inch for the full mark and a third of an inch for the lone logo mark. The marks should not go any smaller than this or they will lose their readability.



The staging area is made by the width of one of the human profiles used to make the spark. Nothing should impede on this border.

UNACCEPTABLE USES

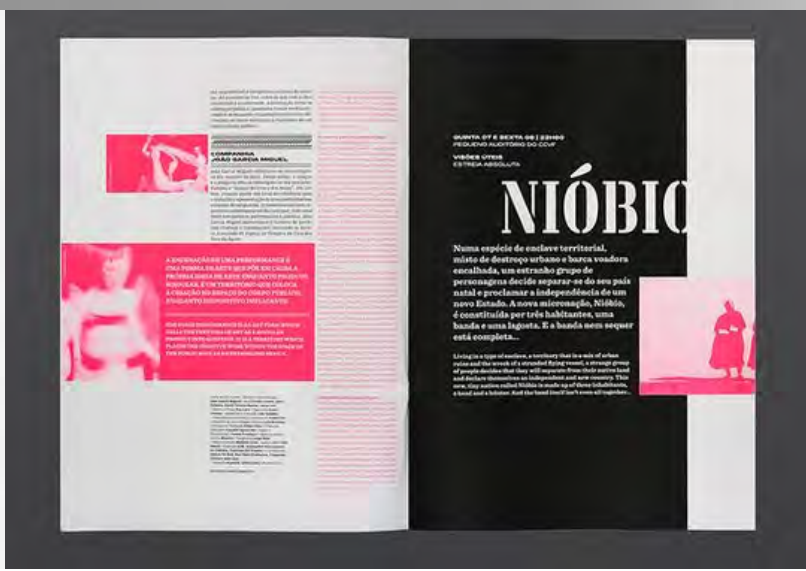


1. Using colors other than those specified in the color palette.
2. Stretching or compressing the logo.
3. Adding any kind of stroke.
4. Overlapping anything on top of the logo.
5. Using different typefaces for the logotype.
6. Using different line weights for the logotype.
7. Use more than three colors in the full color logo.
8. Using colors other than the ones in the full color logo.
9. Do not use a background that will blend with one of the colors.
10. Outline the logo mark.

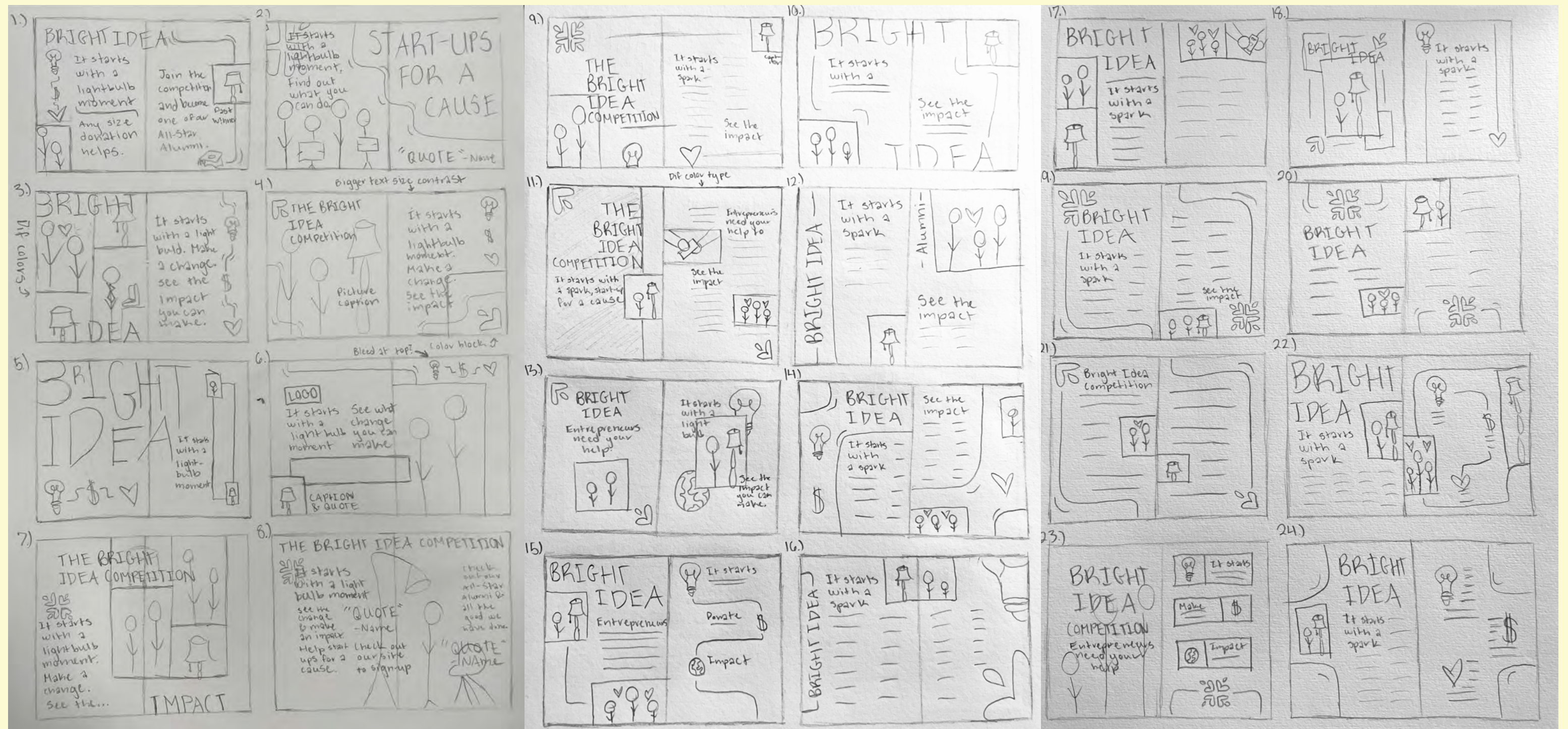
DELIVERABLE THREE:

Magazine Spotlight
Advertisement

INSPIRATION



THUMBNAILS



THUMBNAILS





For the first version of this layout I played with sizing, coloring, and text balancing out images. This is my favorite between the two because it is simple but has good movement throughout the spread.

The second version of this layout uses just one image and plays more with type and symbols. I think the text is hard to read on the picture so I do not think I will use this but I do like the pull quote insertions.

CHOSEN ROUGH COLOR OPTIONS



In this spread, I like the lighter and cooler color scheme, but would need to change the color of the picture on the left page to create more contrast and include the pull quote as seen in the improved layout on the right.



For this spread, I think the text is much easier to read and all the colors are working nicely together. I am not a fan of the darker mood created by the orange, so I might lighten it slightly if I go with this to keep it vibrant.

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