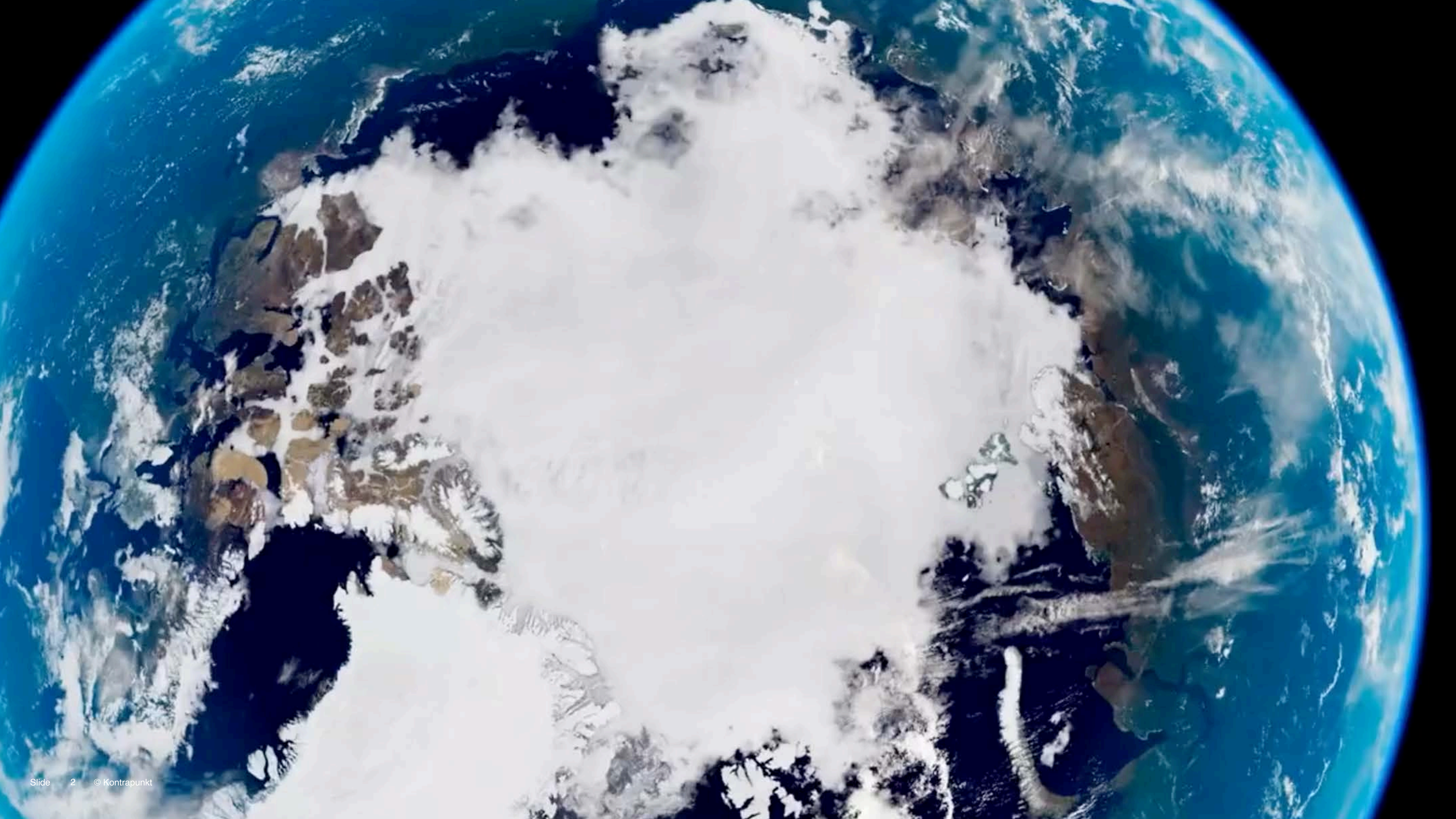


Democratising the future by design

Philip Linnemann
Exec. Creative Director & Partner

Copenhagen
Nikolaj Plads 2
1067 Copenhagen, Denmark

Tokyo
Sato House 2F, 5-3-14 Jingumae Shibuya-ku
Tokyo 150-0001, Japan



We need to expand our
mindset of what design is to
accelerate the green and
social transition

The evolution of design as a concept

- Design as style, craft and mass production
- Design focused on being human-centred
- Design beyond tangible artefacts to designing desirable futures, constructing complex systems, services and influencing policies

1930

A photograph of two men in dark blue suits and white shirts, both wearing glasses, engaged in a conversation. The man on the left is bald and has his hands raised in a gesturing motion. The man on the right has short grey hair and is looking towards the first man. The background is a bright, out-of-focus interior space with a white door handle visible.

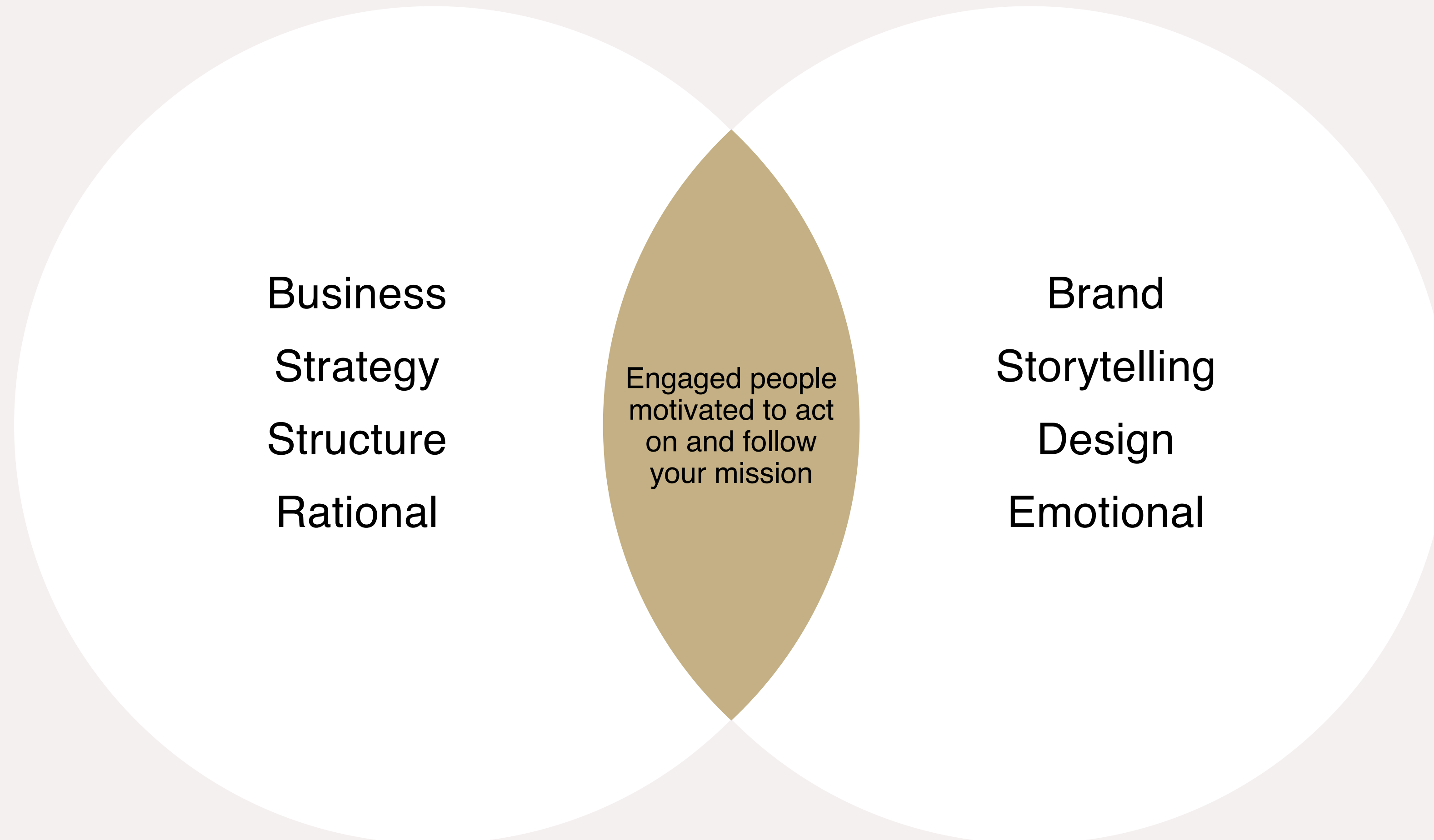
Kontrapunkt

The image shows a close-up, low-angle shot of a building's facade. The facade is composed of numerous vertical wooden slats. The word "Orsted" is mounted on the slats in a large, white, three-dimensional sans-serif font. The letters are slightly shadowed, giving them a sense of depth. The background is a clear, light blue sky.

Orsted

We design to **excite people**
and **inspire change**

Designing for hearts and minds to inspire change

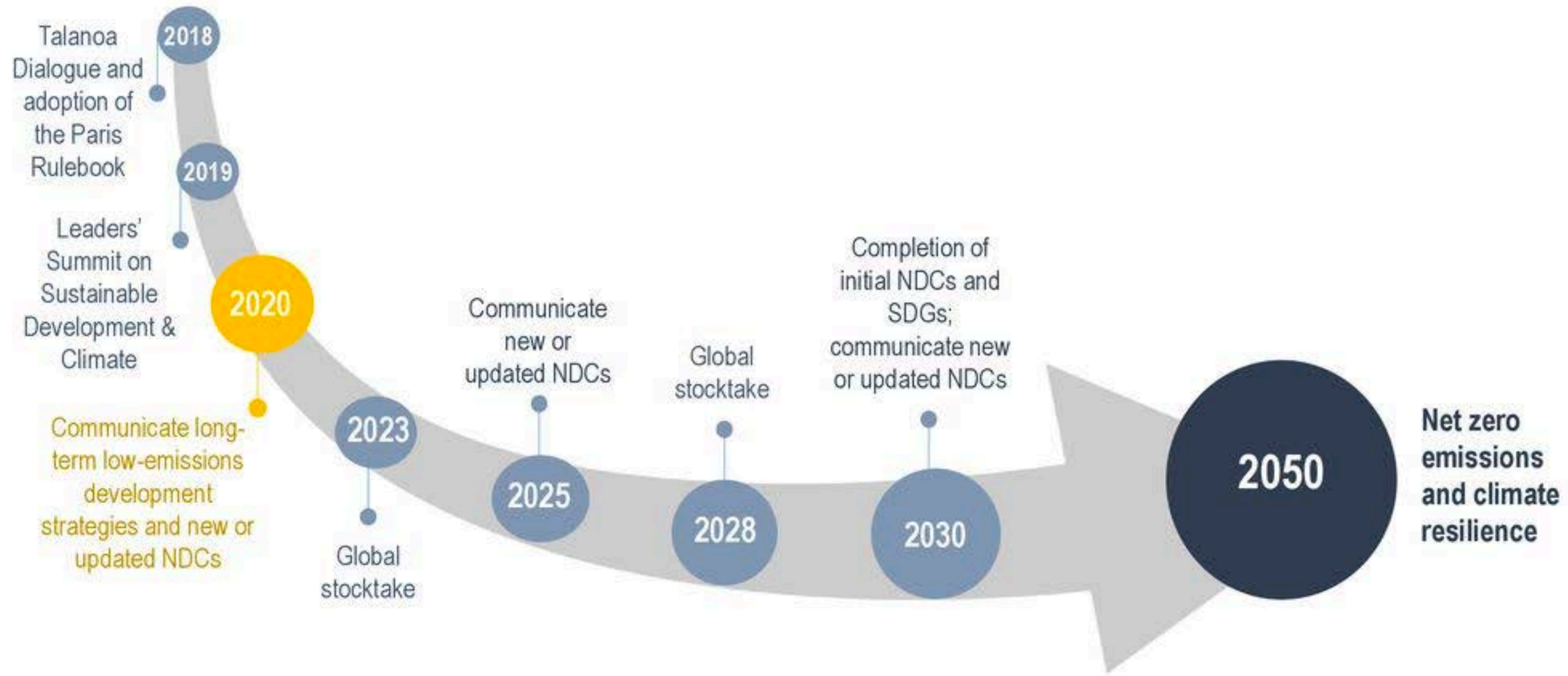


2 mega trends affecting the future of business

1.

Purpose & sustainability





The Paris Agreement call for long-term commitment to sustainability

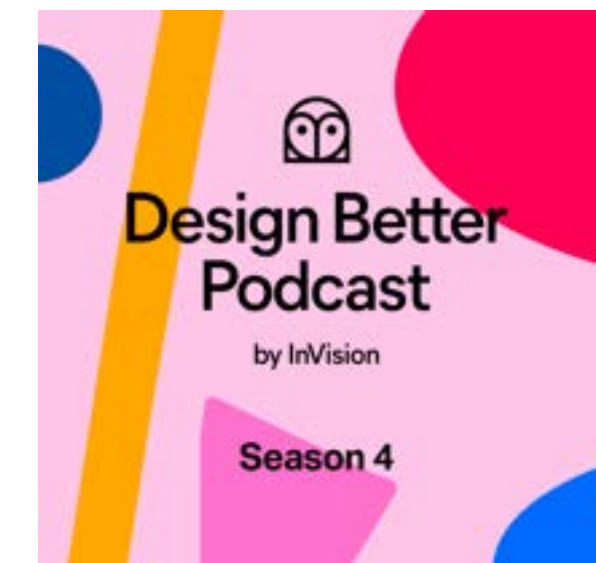
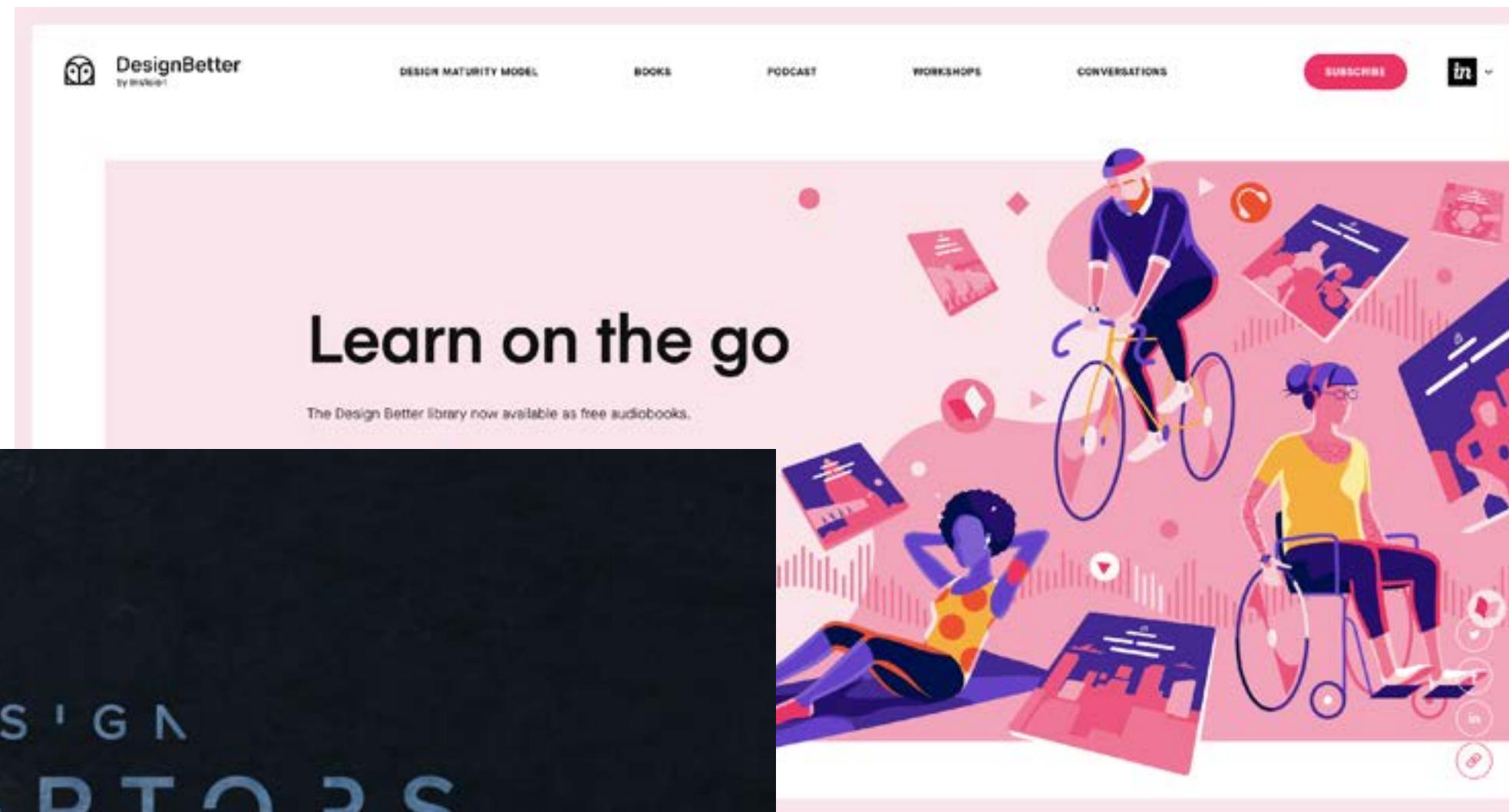
2.

Community & empowerment





Community first.
Product second.



Community first.
Product second.

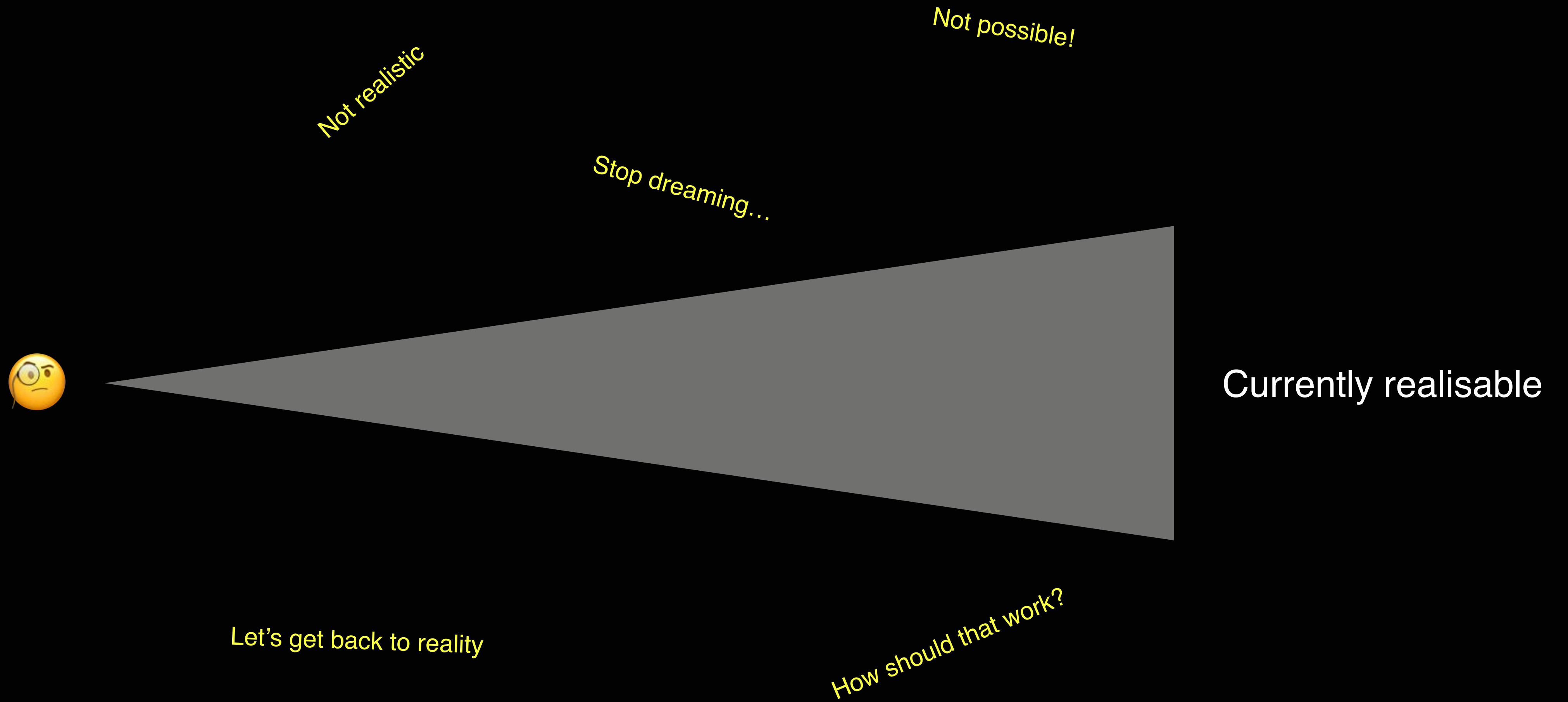
How can we use these mega trends to make the future democratic?

1.

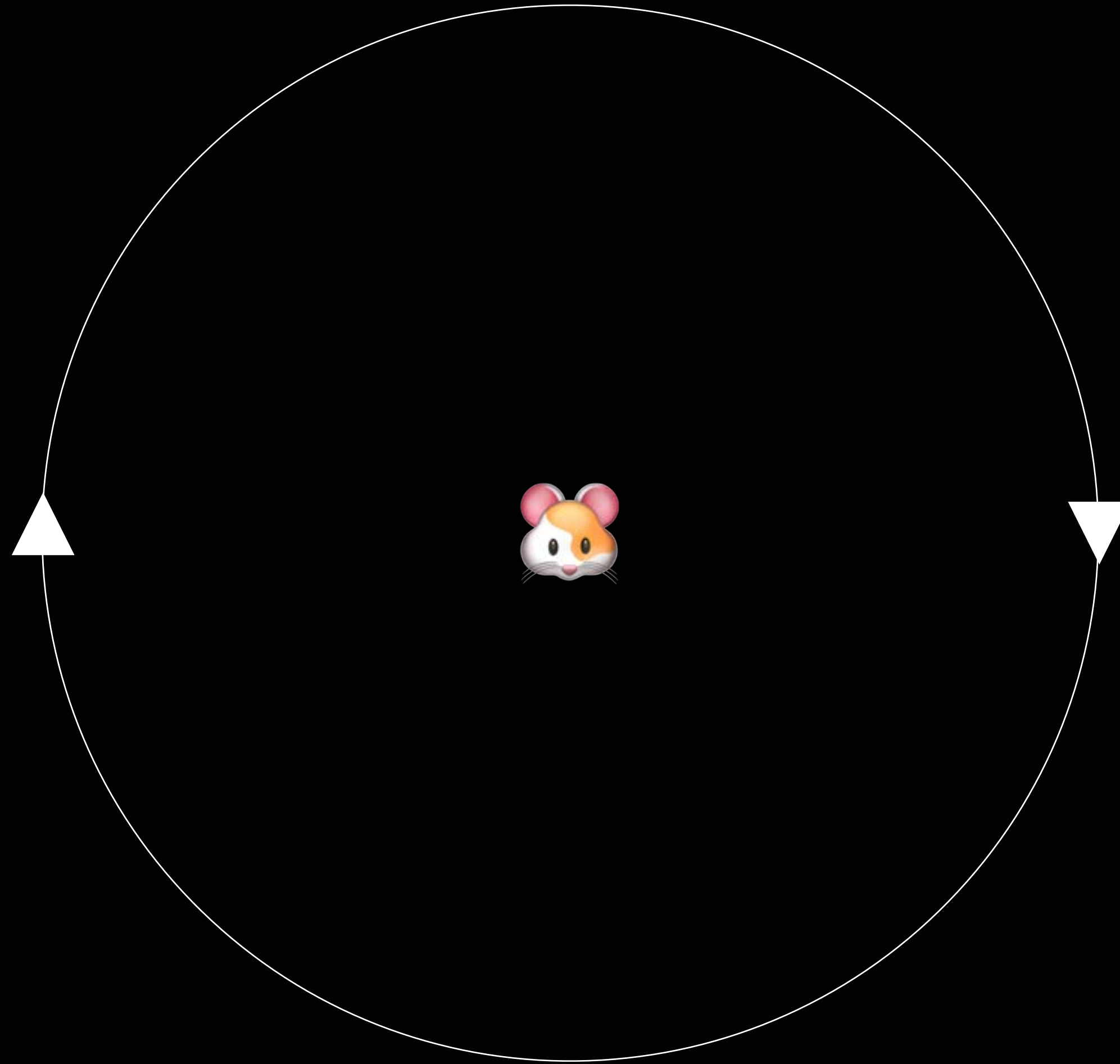


Identify probable,
plausible and possible
futures that your
business can affect

Traditional thinking

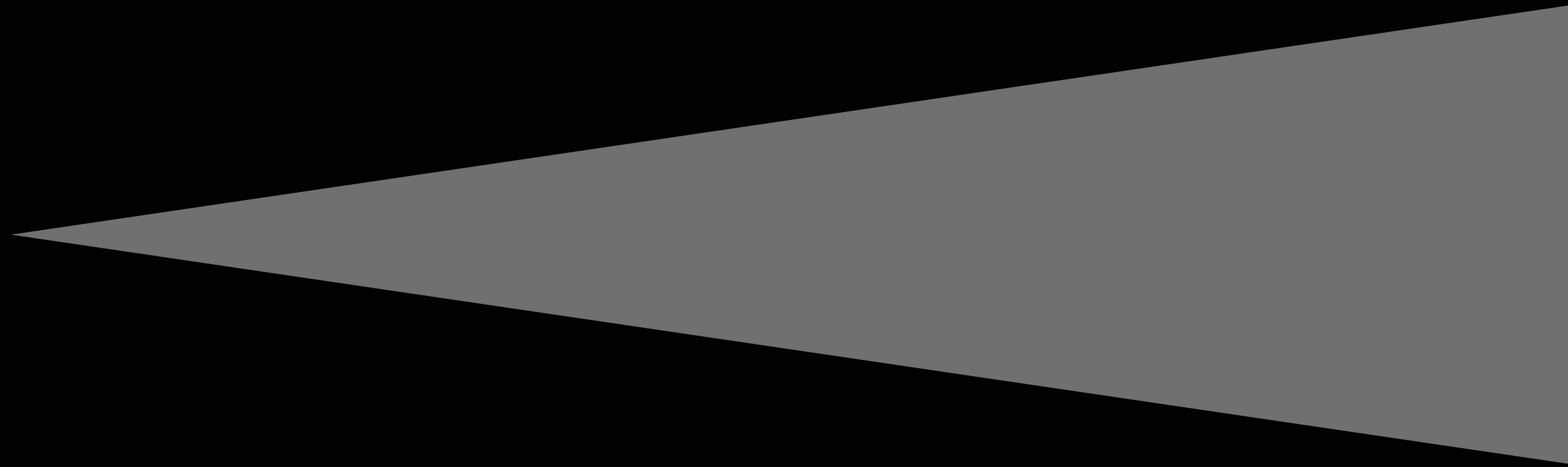


Traditional thinking



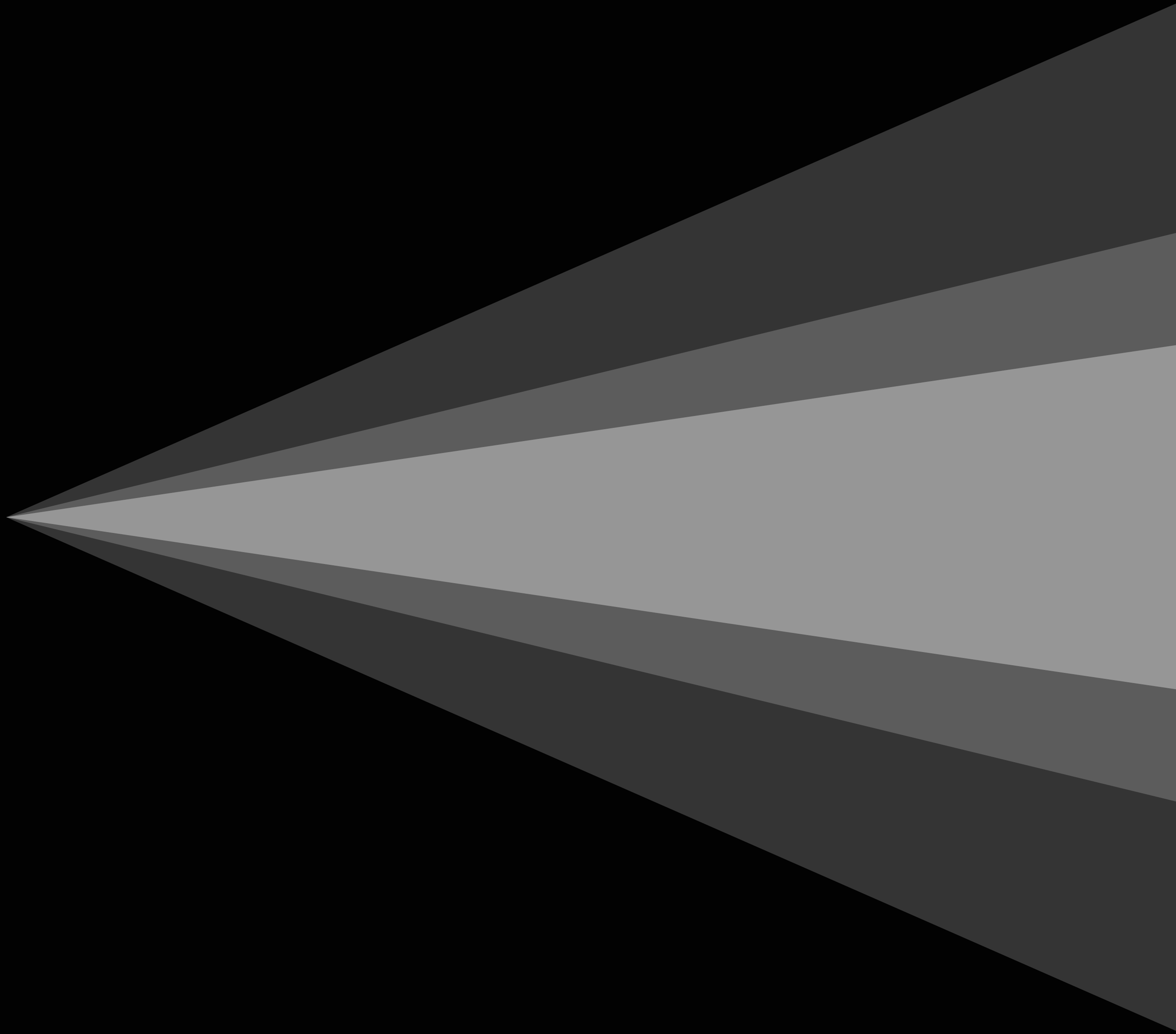


Traditional thinking



Currently
realisable

Futures Design Thinking

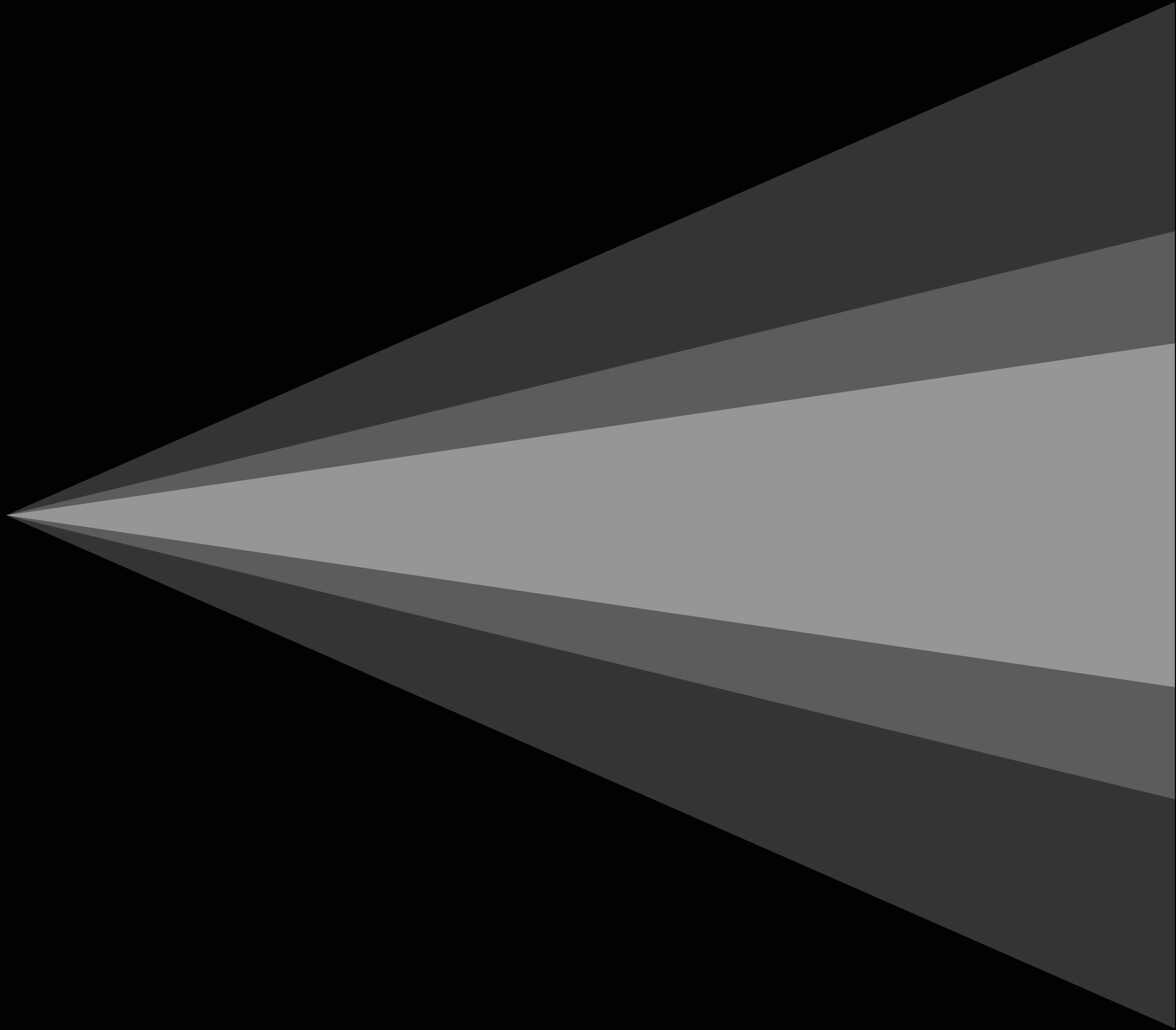


Currently not realisable

Currently realisable

Currently not realisable

Futures Design Thinking



Speculating

Knowing

Speculating

Futures Design Thinking



Possible future

Plausible future

Probable future

Plausible future

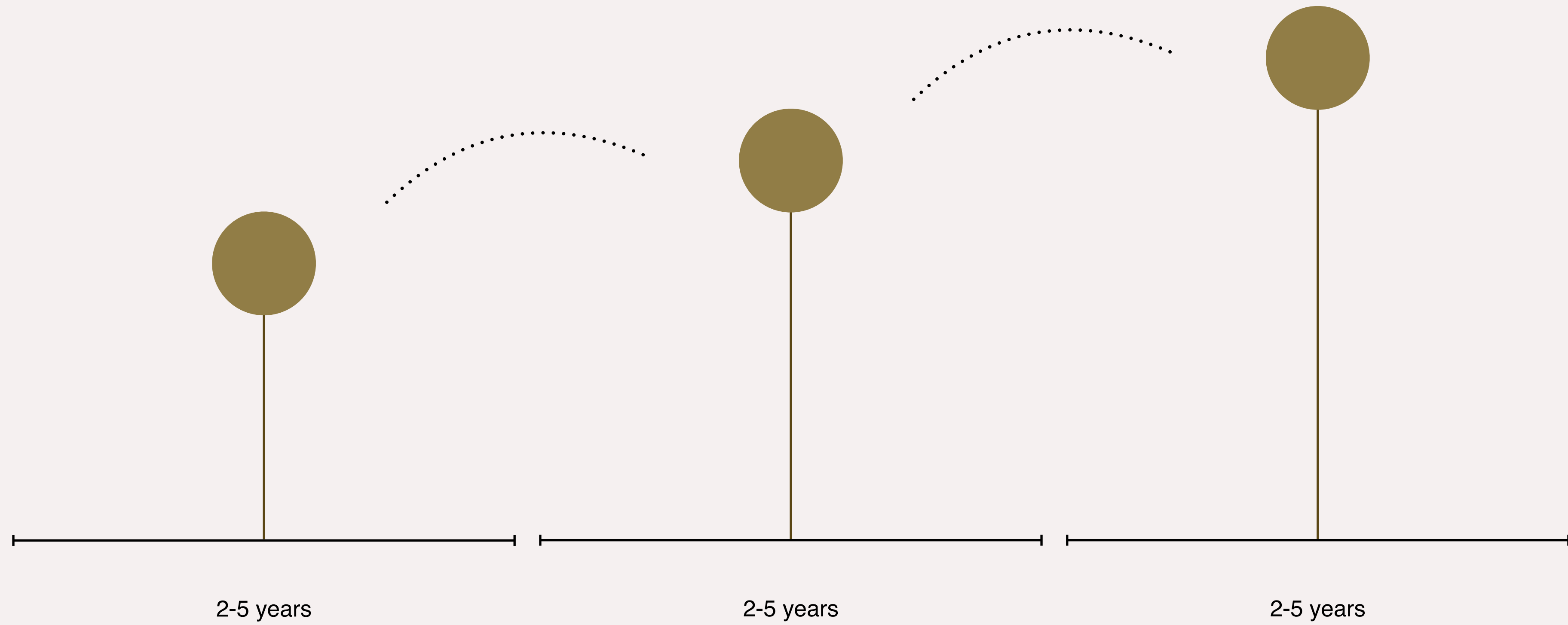
Possible future

In other words

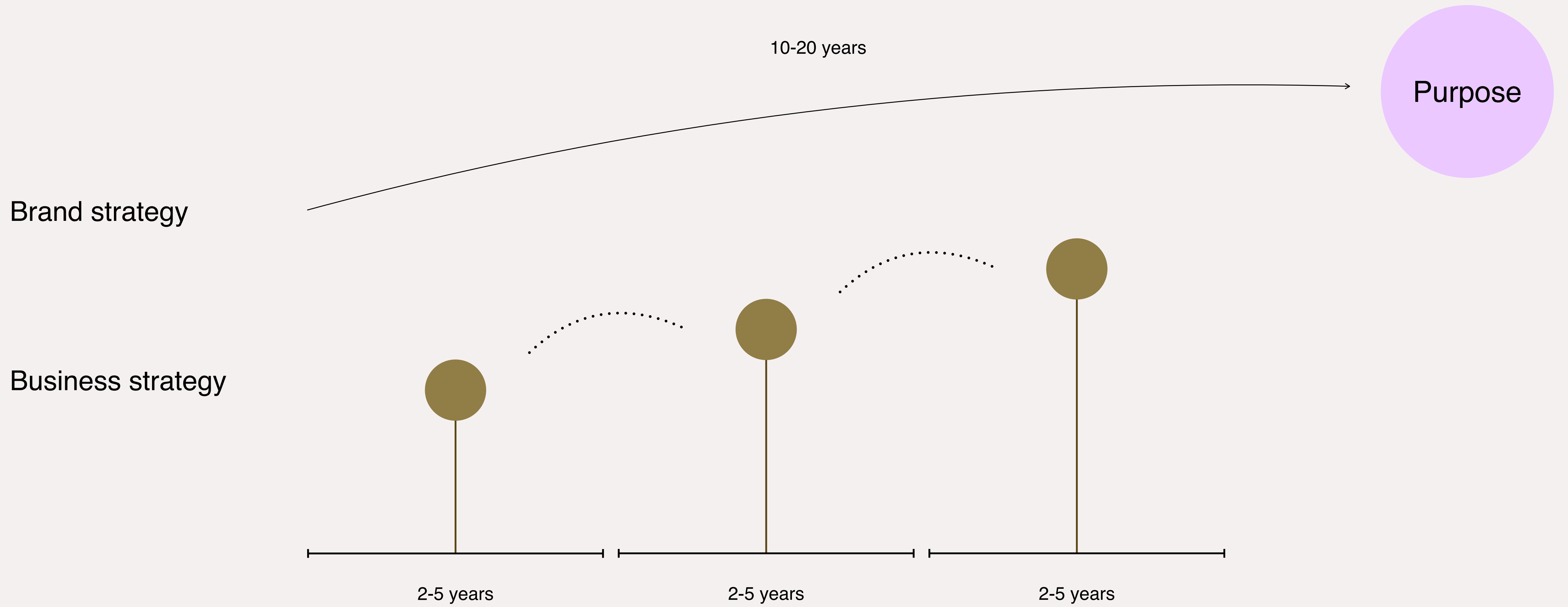
We need to broaden our horizon and look for alternatives beyond what we can do within the next 2-5 years or so.

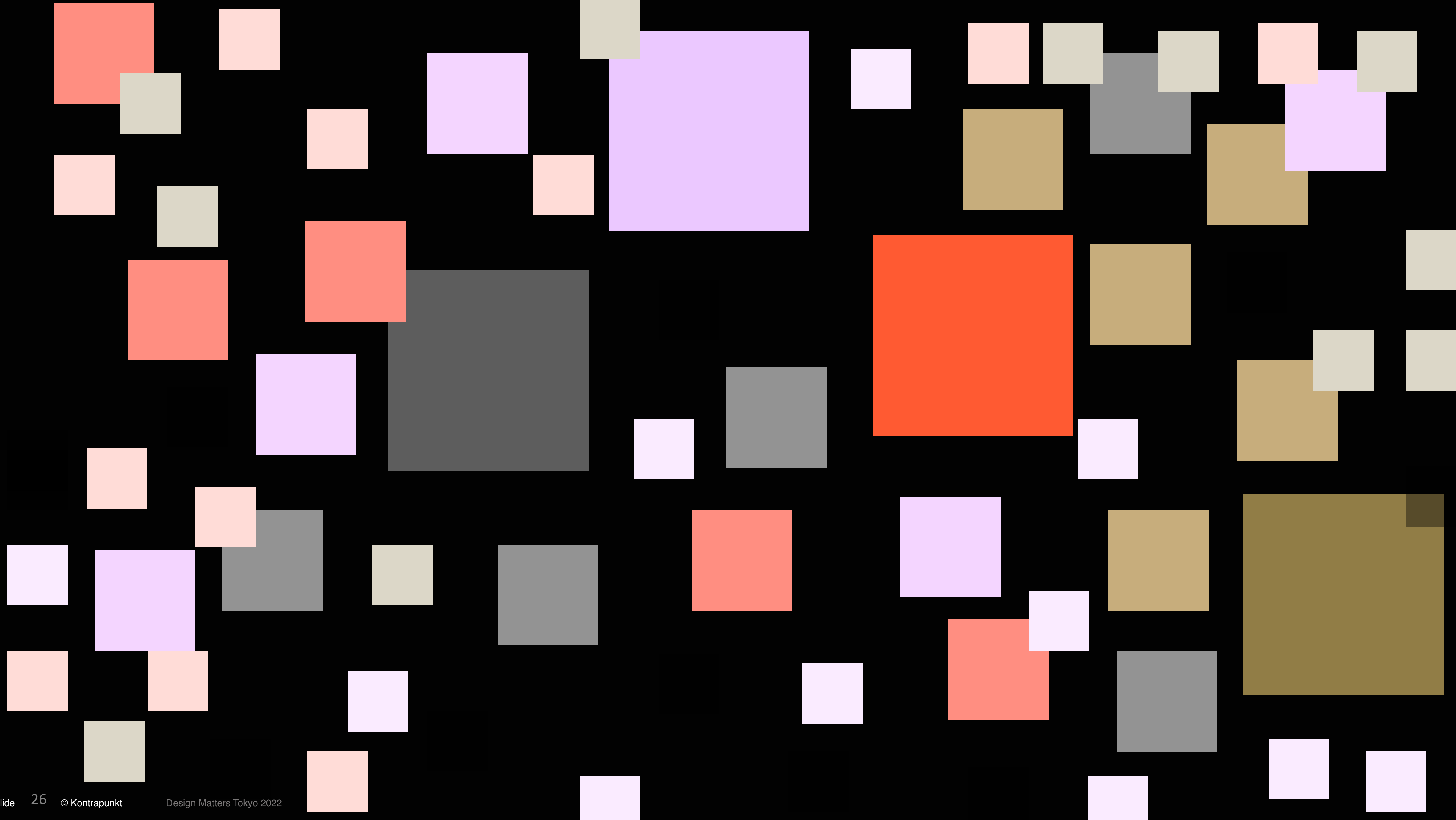
Strategy horizon

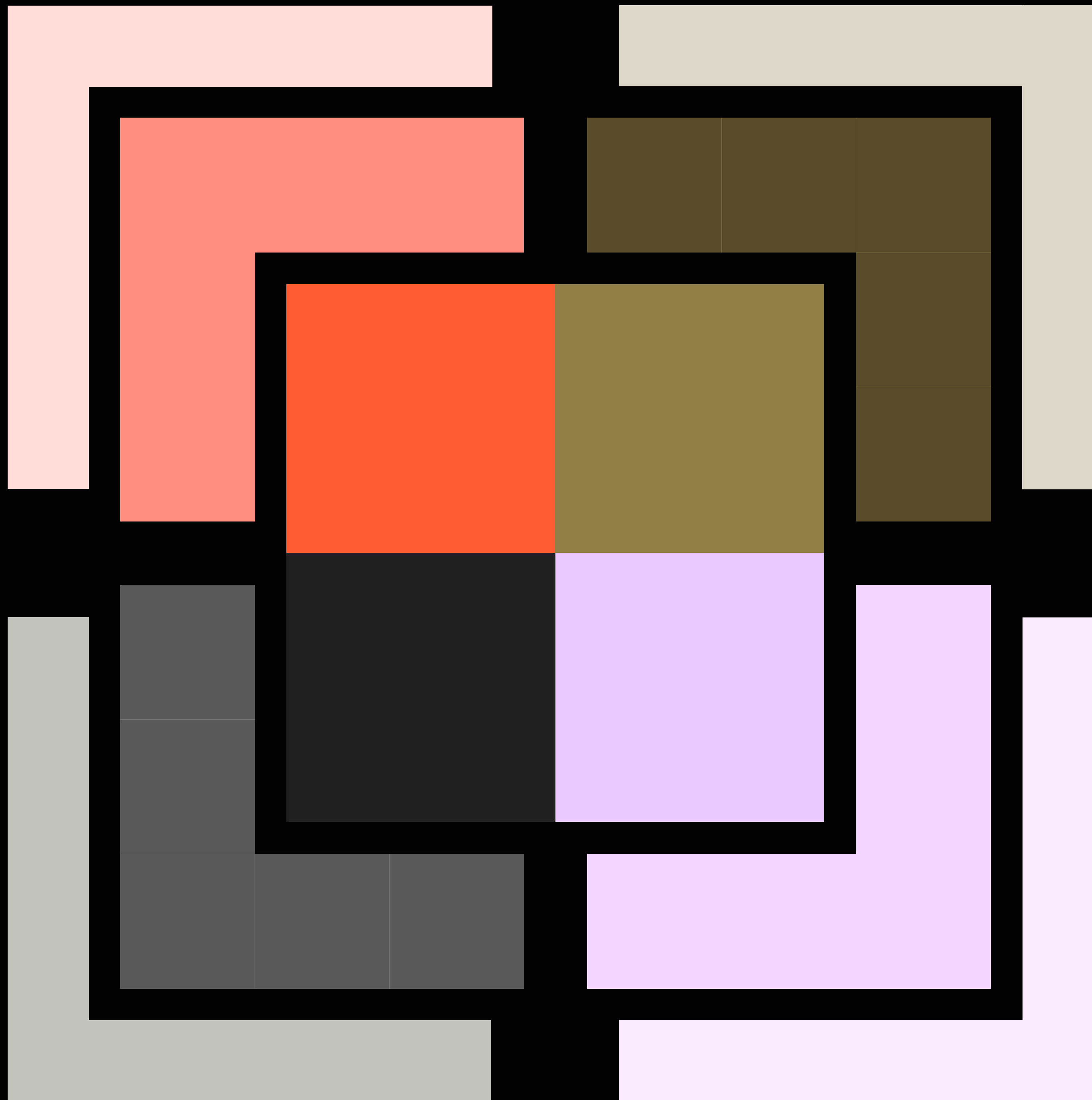
Business strategy

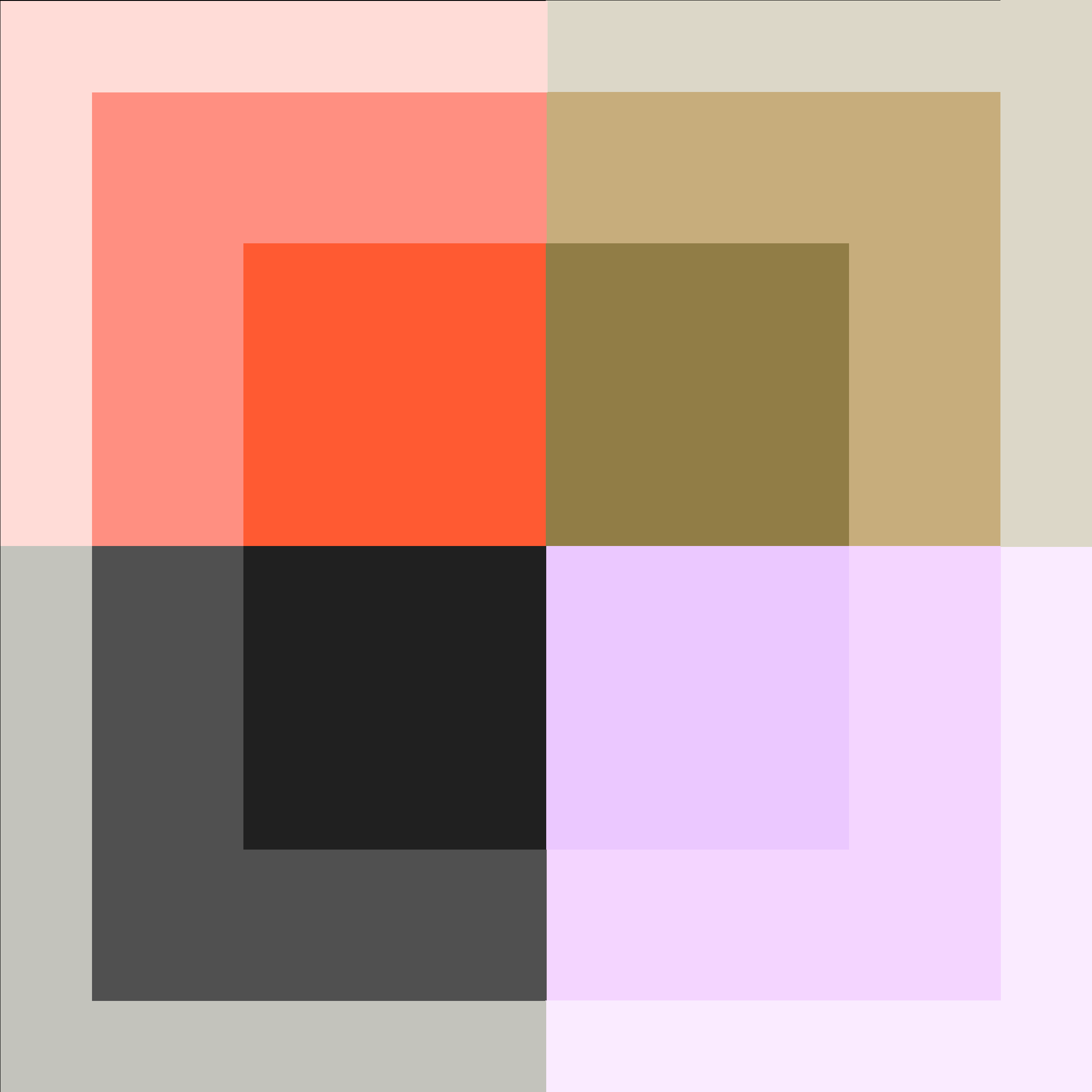


Strategy horizon











Hyper-Speed Transport

Updated 2022



Description

Several players are looking into changing the ways of global transport, making it much faster to reach physically distant locations. This will connect continents like never before and have a major impact on trade, the idea of time and politics, and how and where we work.

Ask yourself

How might cultures change when "what is local" expands?

References

Foresights

First- and Last-Mile Connectivity Updated 2021

Description

Providing consumers with more flexibility and greater freedom to juggle their busy schedules and owning less, shared micro-mobility services, such as shared bikes and scooters, enables convenient first and last-mile connectivity. Microtransits are revolutionizing how we think of transport in cities and adding options to the classic services such as bus routes and taxis.

Ask yourself

How might you go all the way to deliver your goods or service?

References

Gotcha by BOLT is a good example of a provider of a micro mobility fleet, who considers the whole system as part of their offering. Charging the batteries of the electric vehicles is one part.

ridegotcha.com/

Wolt is a last mile delivery platform connecting customers, local businesses, and couriers. They offer to bring food and goods to people within a near distance.

wolt.com/en/about

Hyper-Speed Transport Updated 2022

Description

Several players are looking into changing the ways of global transport, making it much faster to reach physically distant locations. This will connect continents like never before and have a major impact on trade, the idea of time and politics, and how and where we work.

Ask yourself

How might cultures change when "what is local" expands?

References

Boom Supersonic is working on a supersonic aircraft called overture. Once launched it will enable a dramatically more accessible world.

boomsupersonic.com/overture

The virgin hyperloop is designing a new travelling experience with a promise of sustainable travels up to 1080 km/h - more than 3 times faster than high speed trains as of today.

virginhyperloop.com/

New Grounds Updated 2022

Description

Bold projects and big thinkers are considering constructing alternative land and cities after realizing the likely dramatic changes of our global landscape due to climate change. New islands, the sea, other planets, and even underground might not be science fiction locations for much longer.

Ask yourself

How might we alter our way of living to fit new circumstances?

References

BIG designed a floating city to be built in Korea. It will be the future home of 3,4 million people and is designed to withstand natural forces.

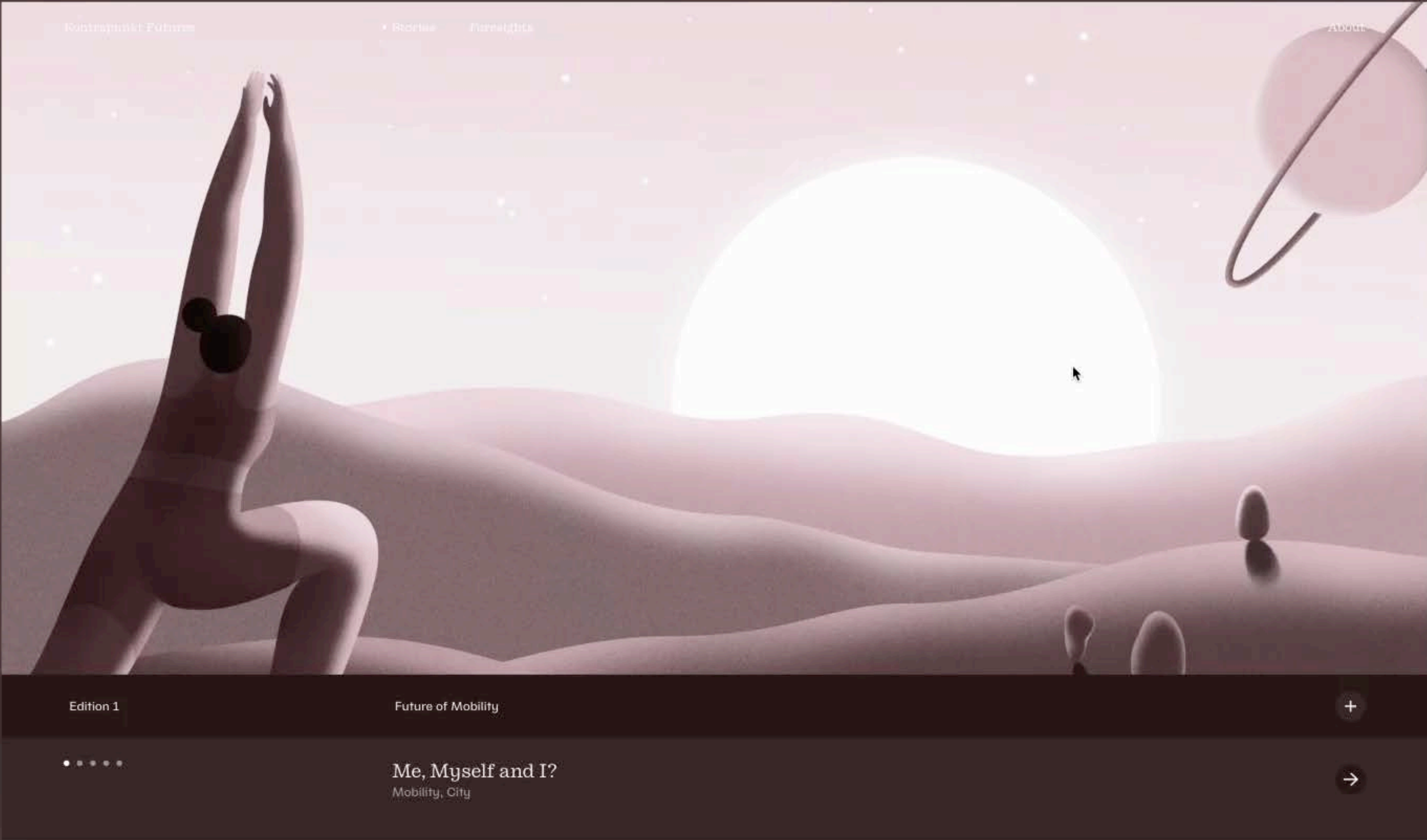
www.designboom.com/architecture/bigs-floating-city-to-be-built-in-south-korea-11-29-2021/

Saga Space architects is preparing for the day when extraterrestrial settlement becomes a reality by designing architectural habitat concepts.

saga.dk/

A surreal, monochromatic landscape with rolling hills, a large glowing sun, a ringed planet, and a figure with raised arms. The scene is rendered in a soft, ethereal style with a pinkish-purple color palette. The figure on the left has a black silhouette of Mickey Mouse ears on its head. The text "Kontrapunkt Futures" is centered in the middle of the image.

Kontrapunkt Futures

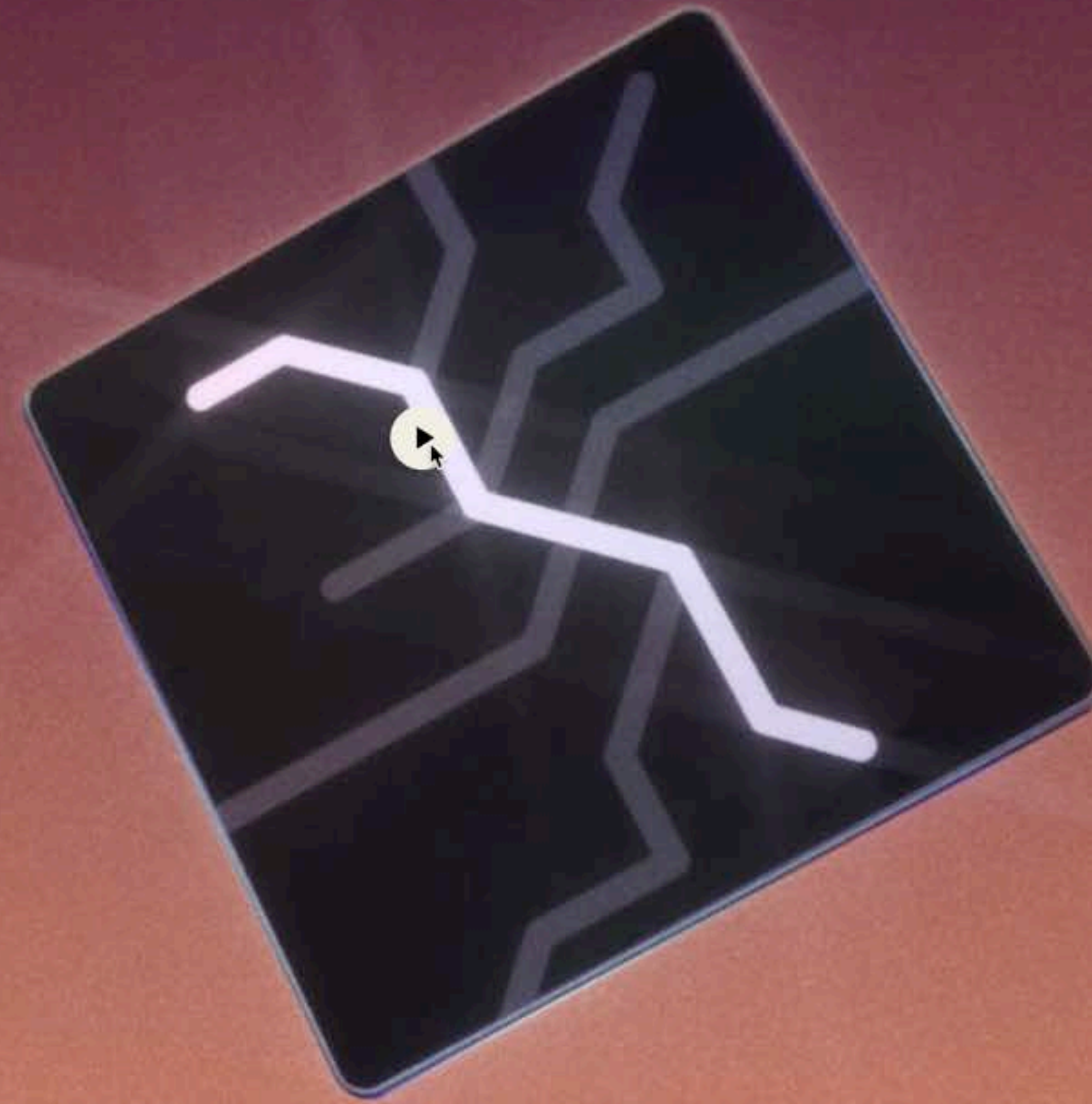


Fluid Nationality

People, Culture

🔊 5.10 minutes

Ever wondered what would change if ultrasonic public transport connected vast distances and cultures in minutes?





days countries and cultures are so entwined it hardly seems to matter where you live. Take Luke, for example; he lives in Cannes but works in a Hospital in Berlin. Things have become so easy with European taxes instead of national taxes. And of course, now that commuting within Europe can take less than an hour.

If I trust the schedule on the screen in front of me, my capsule will pass through three countries within the next hour: 17:58 – Antwerp, 18:25 – Frankfurt, 18:45 – Paris, 18:55 – Paris Island. Paris Island? Really? Since when did that area get connected to the hyper train network? These floating city extensions are popping up everywhere on the coast. They are such

In anticipation of land losses due to rising sea levels, affected countries have invested in developing floating cities close to their coast.

Connected to foresights:

New Grounds

look the same.

I get it; we gradually have to relocate

Explore the foresights the story is based on

Hyper-Speed Transport



New Grounds

Mobility, City, Government



First- and Last-Mile Connectivity

Mobility, Work, Retail



Europe, but having one unified language has made things a lot easier. Well, easy for those who actually study the language instead of writing random thoughts in paper books.

Speaking of random thoughts, these will be my last ones for now. I'll enjoy the final minutes of my peaceful ride before arriving outside Cannes and working my way to Luke's apartment! Ridiculous how the short trip from the station to Luke's place in the city centre, often takes longer than the ride from London to Cannes!

Distances certainly are strange sometimes.

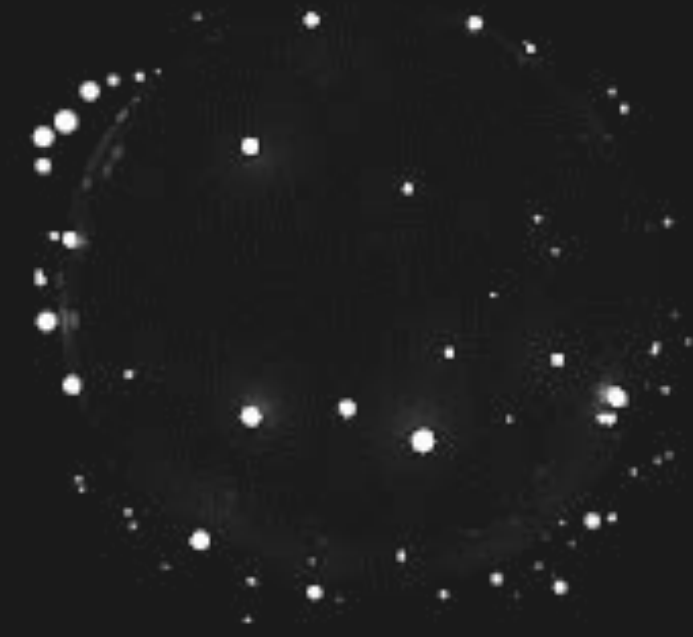


1.

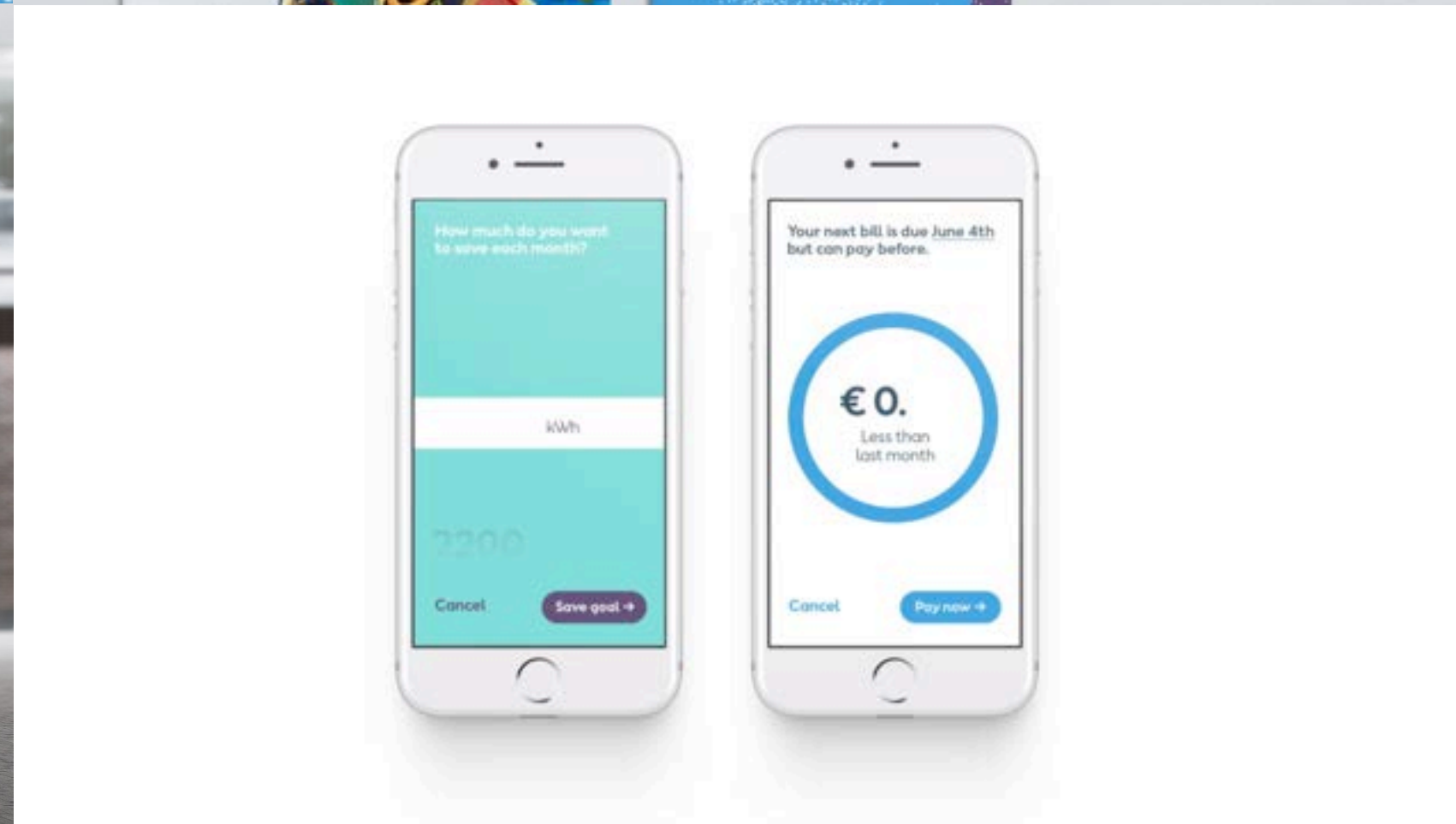
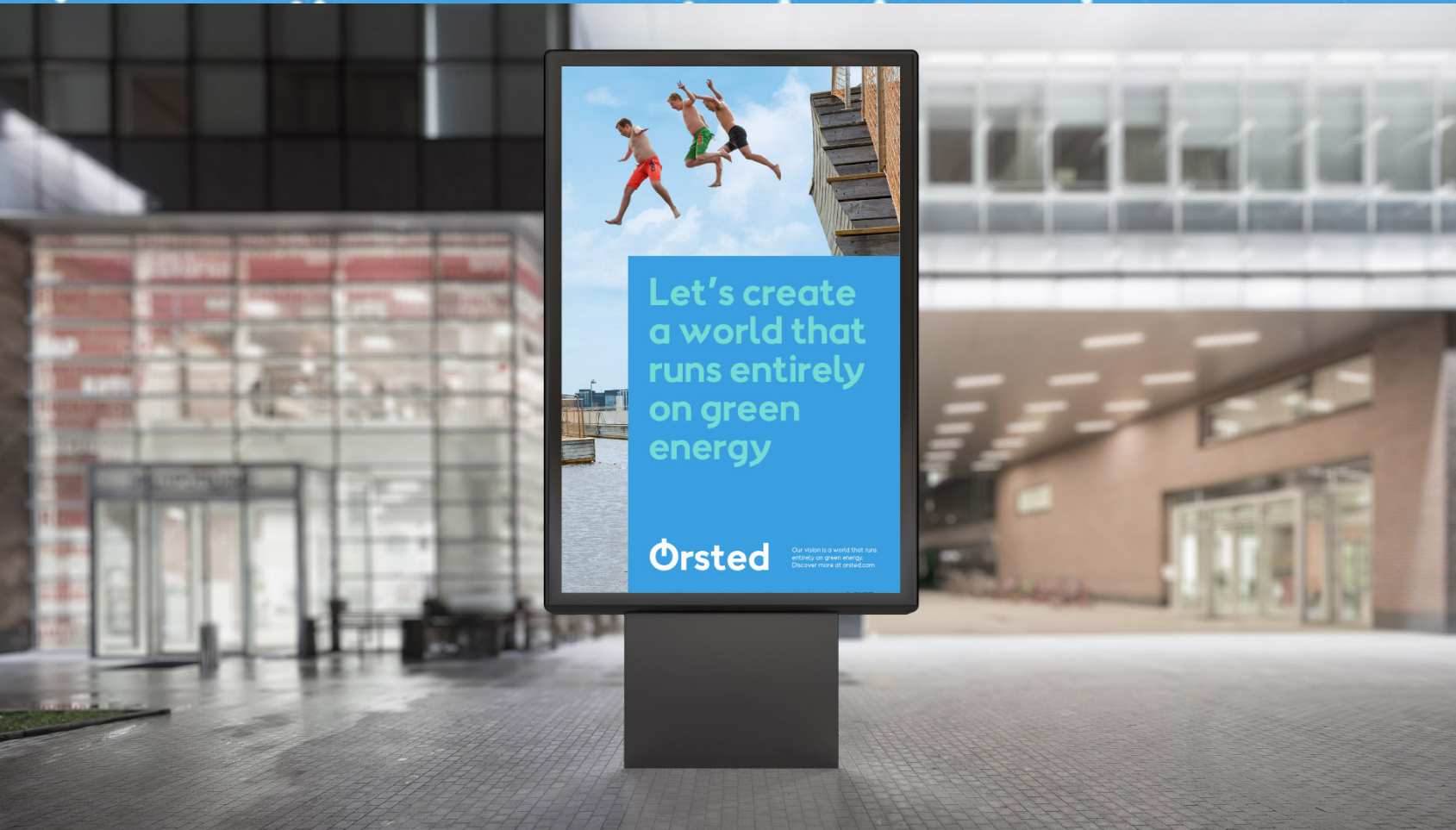
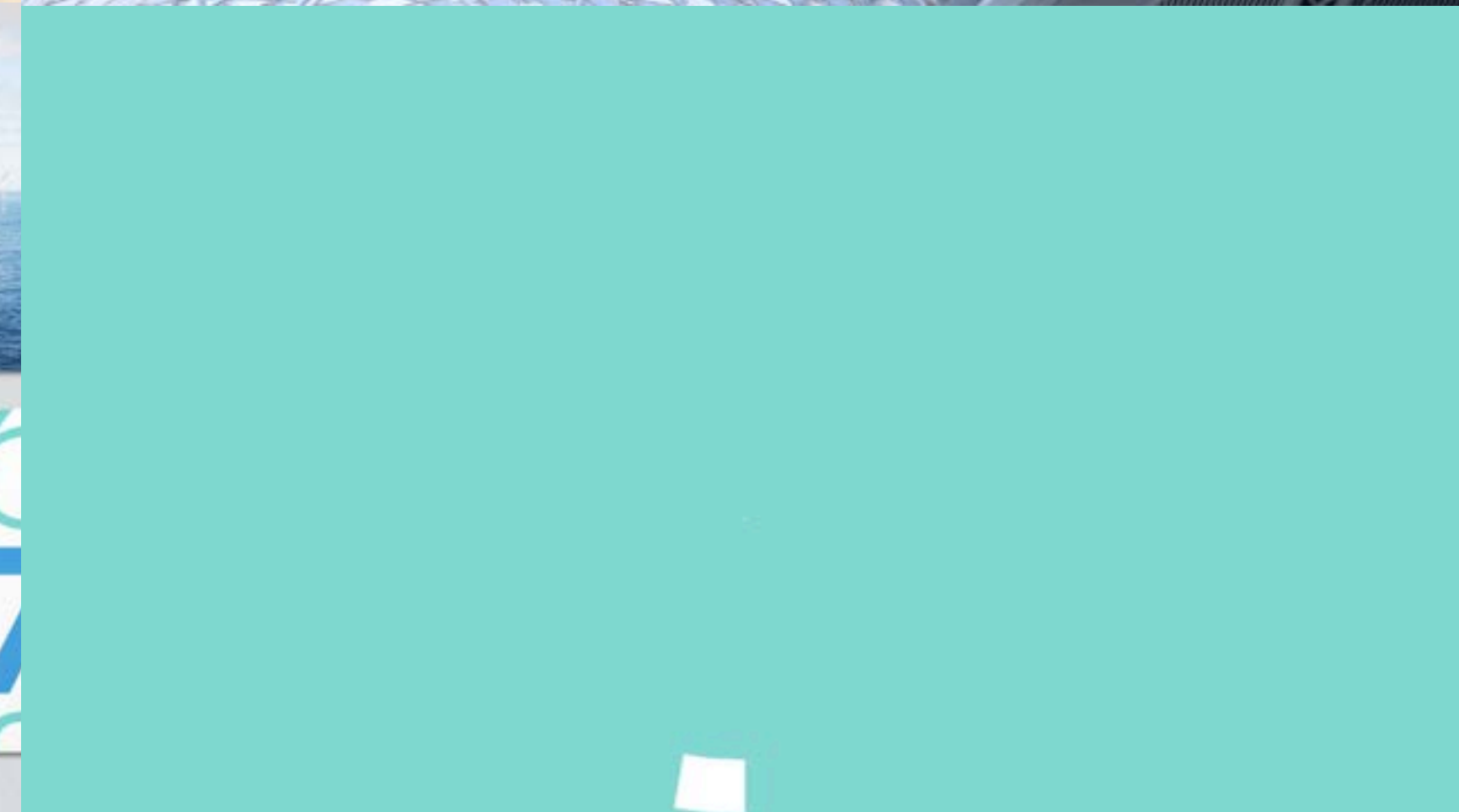
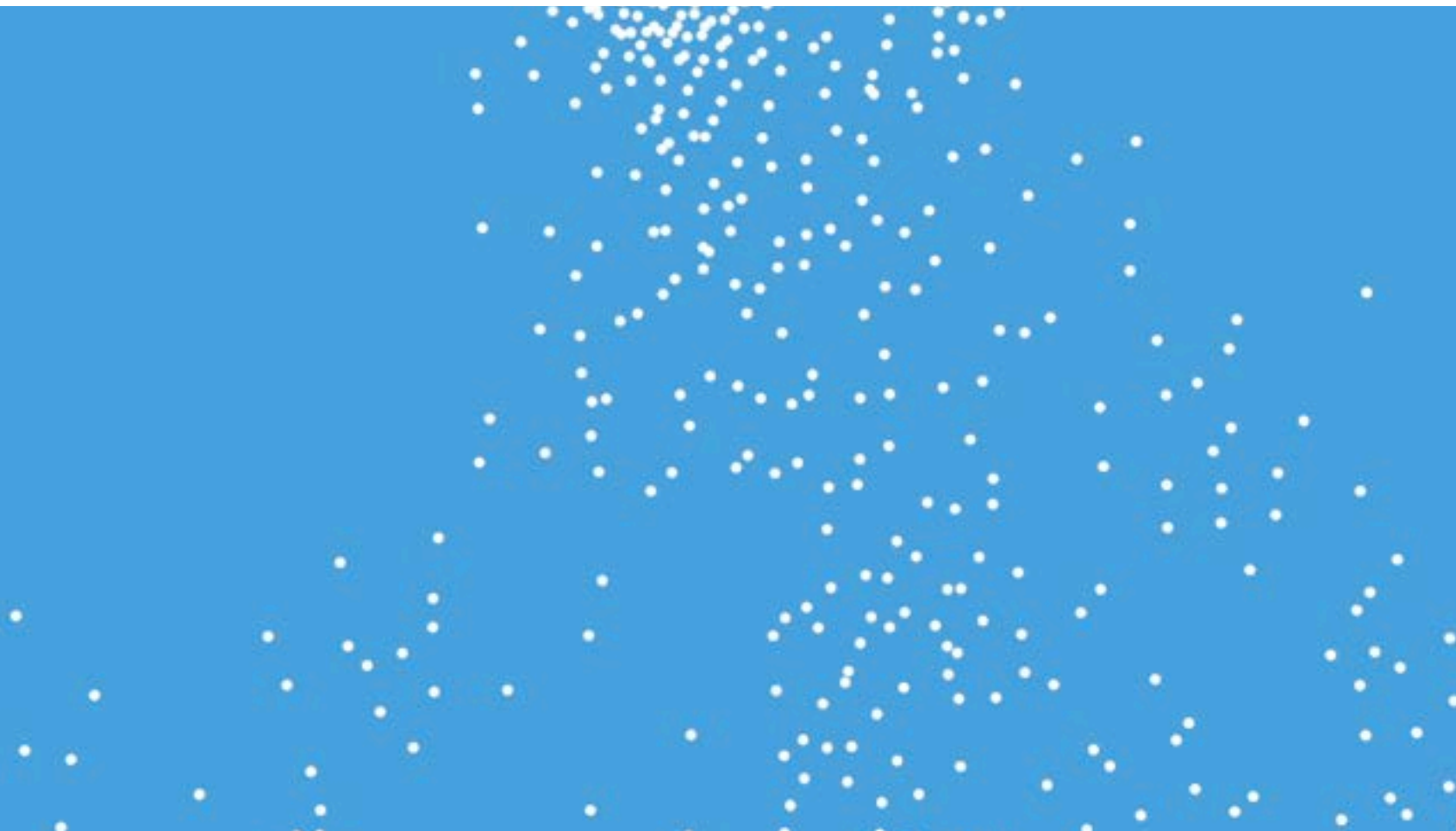
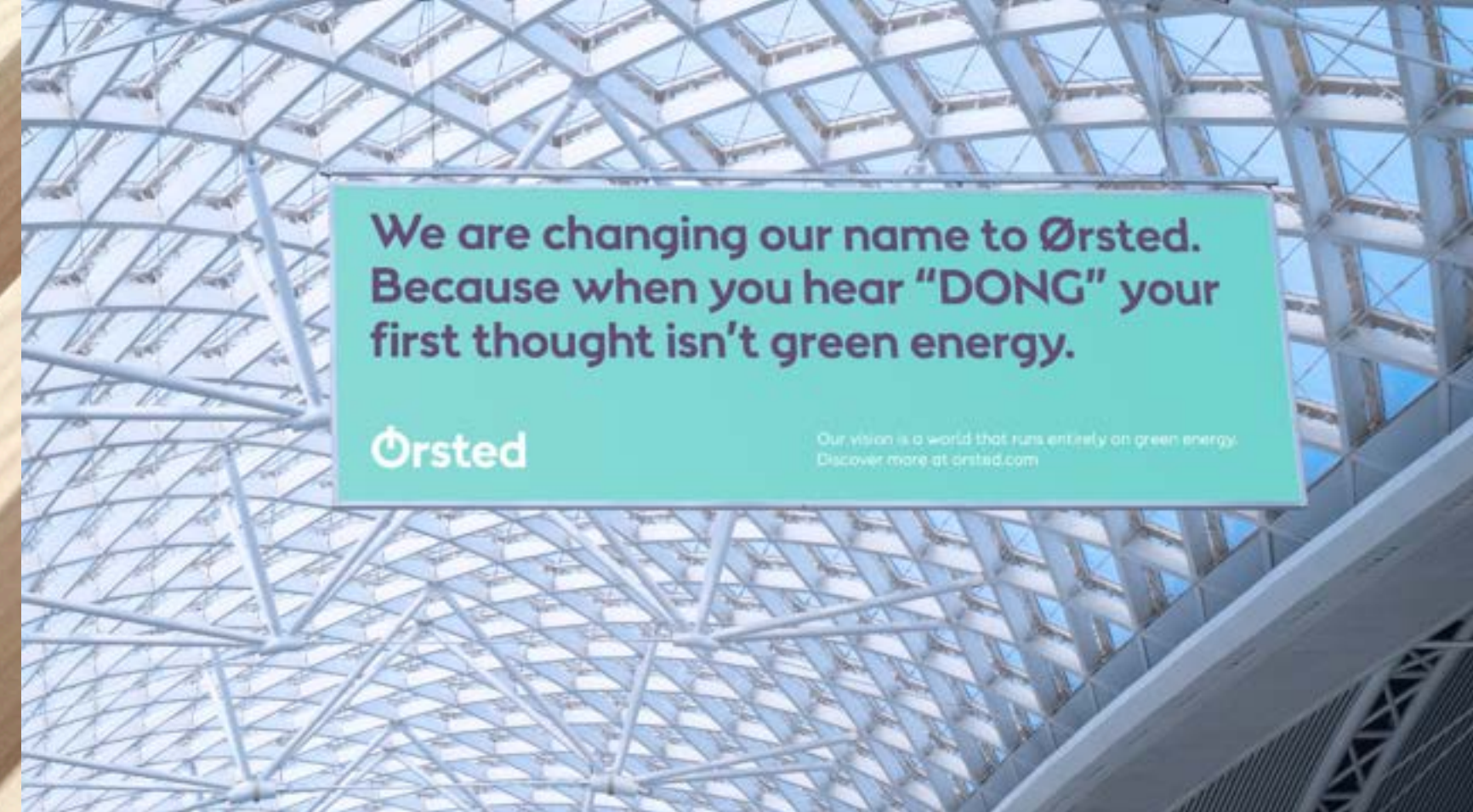



Identify probable,
plausible and possible
futures that your
business can affect

2.



Storytell your purpose
to your community and
make them join you
mission





Let's create
a world that
runs entirely
on green
energy

Orsted

Our vision is a world that runs entirely on green energy. Discover more at orsted.com

A photograph of a space station module in orbit above Earth. The module is a large, cylindrical structure with a complex lattice of metal beams and various equipment. It is positioned on the left side of the frame. The Earth is visible on the right, showing a curved horizon with a blue atmosphere and a dark surface with some illuminated areas. The text "The overview effect" is overlaid in white, centered horizontally across the image.

The overview effect



**And we believe it's important
to democratise that feeling.**

Orsted
360° VR Space Safari

As the world's most sustainable energy company, we want to speed up green action globally.

We believe we can empower people in the fight against climate change by letting people see the world for what it is.

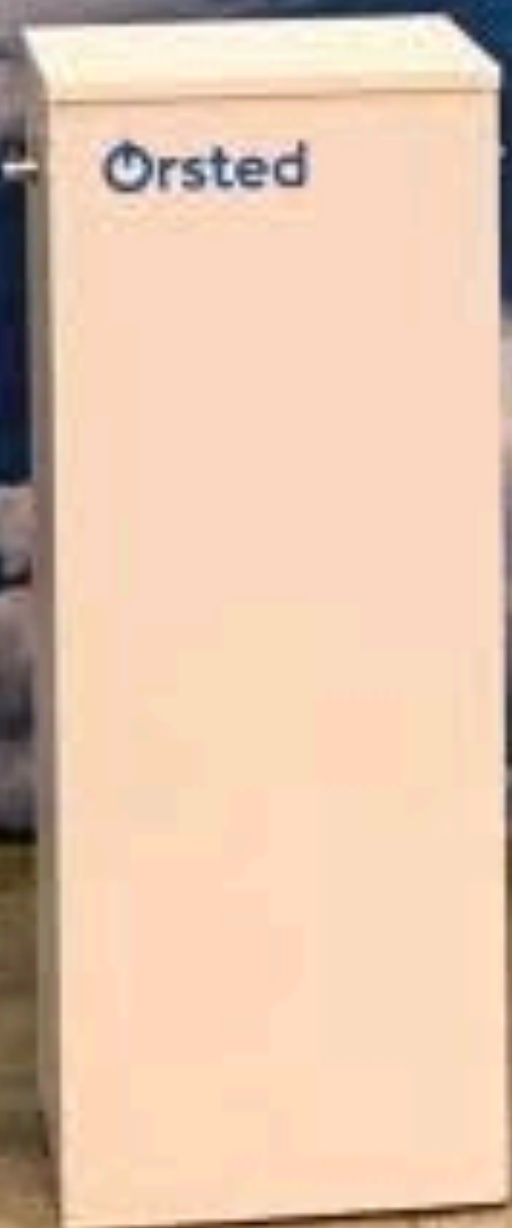
Join an astronaut on a trip around the planet

Change your perspective

Orsted
360° VR Space safari

See your home from space

You?



Orsted
Love your world





Andreas Mogensen



Helen Sharman



Reinhold Ewald



Mike Massimino

Orsted

360° VR Space Safari



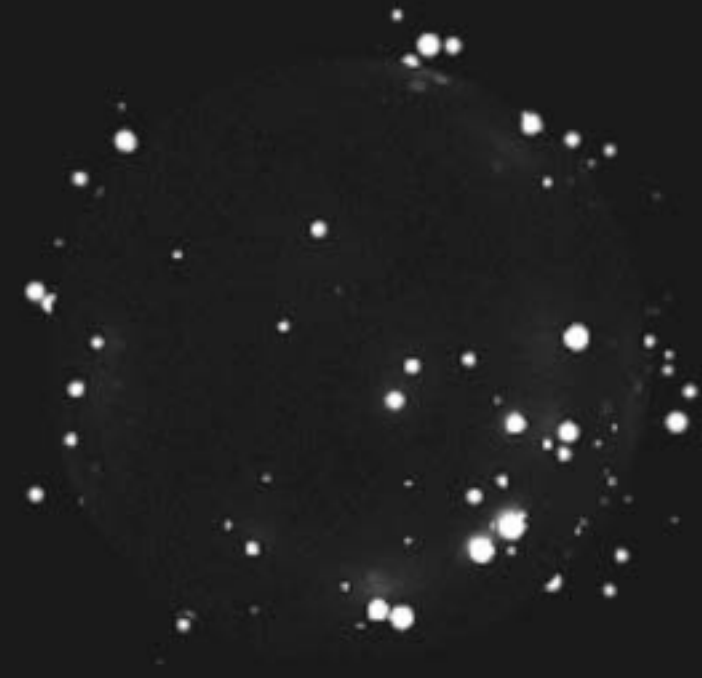
**Guided by
Helen Sharman**

1.



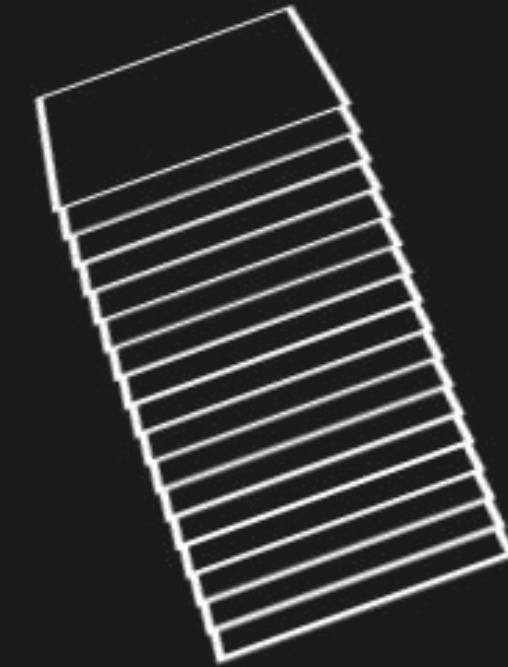
Identify probable, plausible and possible futures that your business can affect

2.

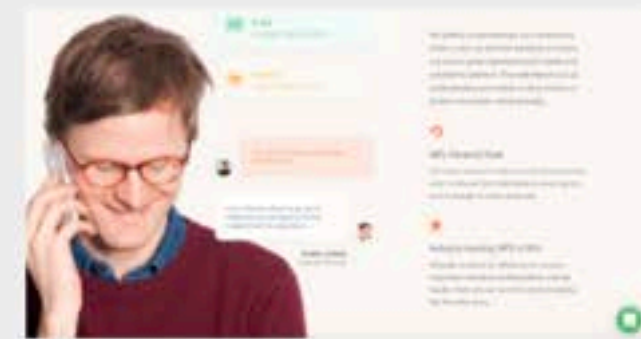


Storytell your purpose to your community and make them join you mission

3.



Create a toolbox that enables to you to publish empowering content to your community



Peakon Solutions | Why Peakon | Customers | Pricing | Resources | Log in [Book a demo](#)

Make better people decisions

Peakon is the world's leading platform for measuring and improving Employee Engagement.

[Book a demo](#) [Start free trial](#)

Trusted by hundreds of the world's best workplaces

PRET **verizon** **Expensify** **easyJet**

Insight
Real-time insights with a real SOC
[Learn more](#)

Experience
Universal accessibility & enterprise ready
[Learn more](#)

Trust
GDPR compliance & banking grade security
[Learn more](#)

Service
Success built on long-term partnerships
[Learn more](#)

What our customers have to say

"Every morning, I turn on my computer and check Salesforce to understand the **real-time performance** of our sales and pipeline. What I love about Peakon is that it's a very similar experience, but rather than looking at our sales figures, I'm looking at something more important: **how our people are feeling.**"

"We met many companies when we set out to find a new supplier for our employee engagement survey and I **am 100% sure we made the right decision in choosing Peakon.** The integrity, passion, pioneering and one-team approach perfectly match **our values.**"

"Peakon allows us to have a real time conversation with our employees to find out how they are feeling. It provides all our managers with access to **easy-to-use data**, which gives precision to decision-making and helps us identify where best to invest time and money to **drive performance.**"

Make better people decisions

Peakon is the world's leading platform for measuring and improving Employee Engagement.

[Book a demo](#) [Start free trial](#)

The many ways Peakon can support your organisation

- Employee Engagement**
Increase productivity, retention and business performance with Peakon.
[Learn more](#)
- Employee Experience & Retention**
Customise your employee experience from onboarding to exit with Peakon.
[Learn more](#)
- Leadership Development**
Work on the most important of leadership in your organisation with Peakon.
[Learn more](#)
- Diversity & Inclusion**
Build an inclusive organisation with data-driven insights from Peakon.
[Learn more](#)

MENU

Make better people decisions

Peakon is the world's leading platform for measuring and improving Employee Engagement.

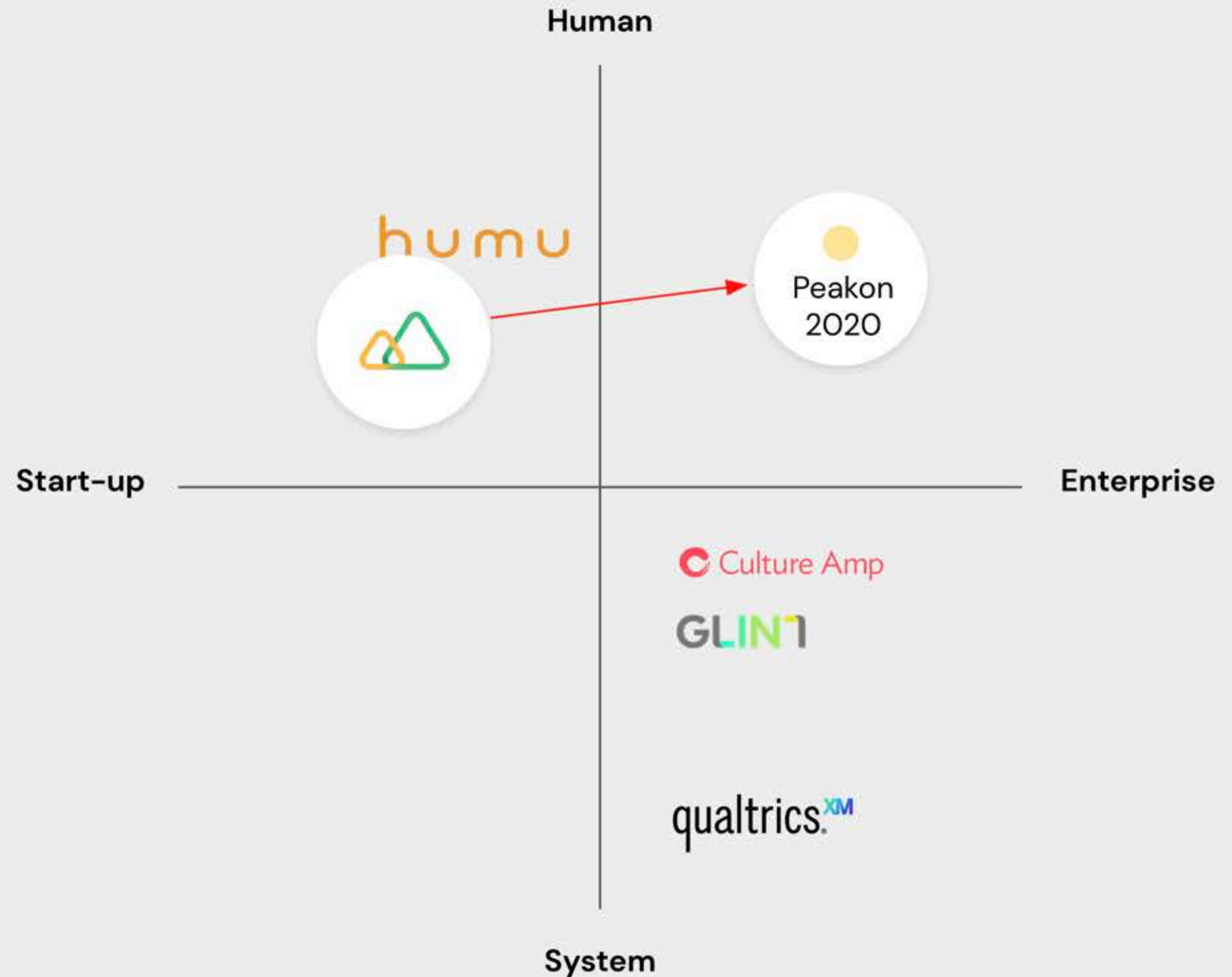
[Book a demo](#) [Start free trial](#)

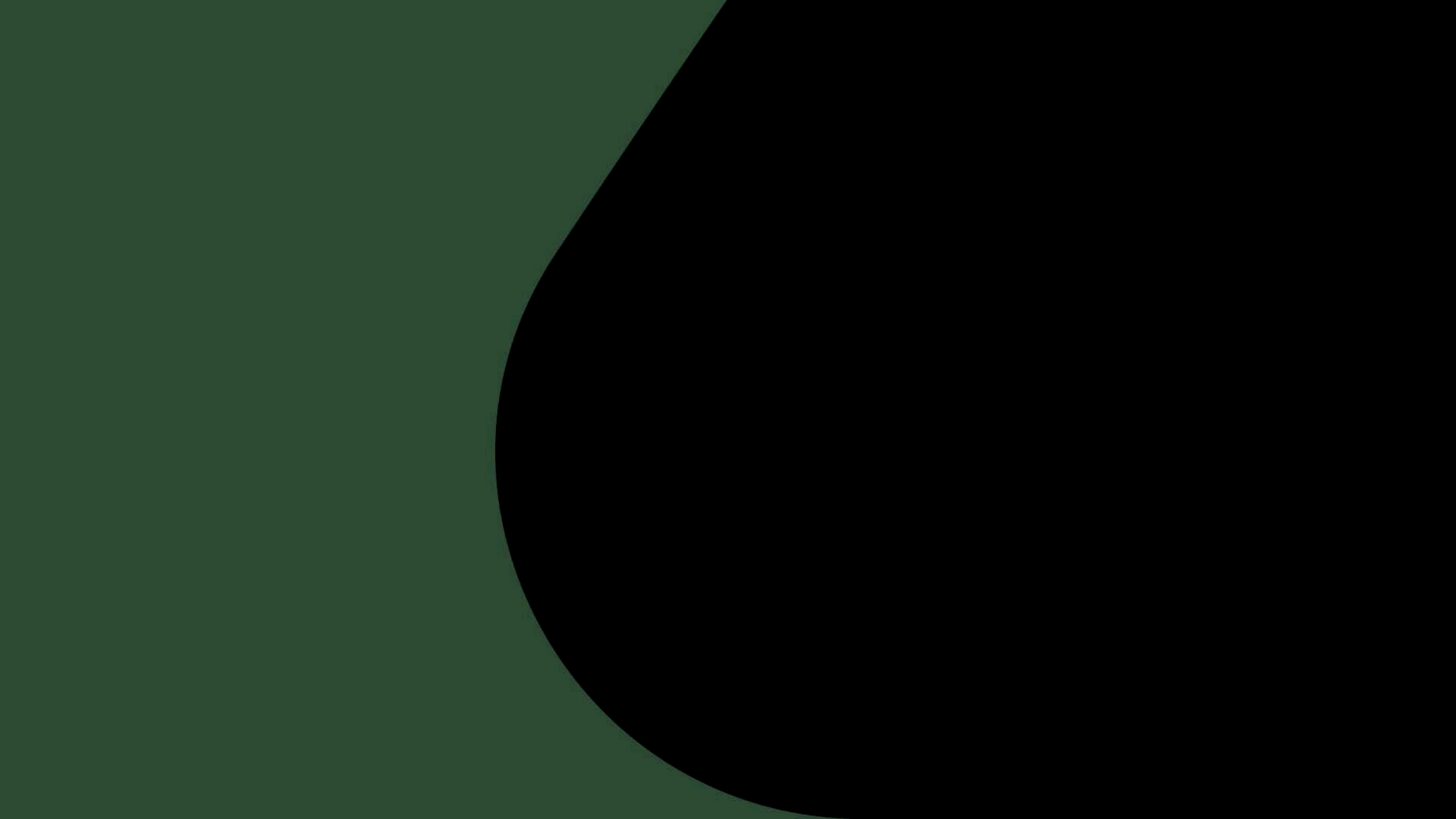
Calibri: Regular / Bold / Aa / AA /

Desired position

We recommend building on the humanness of the Peakon brand, while moving more enterprise.

We want Peakon to go from being a Scandinavian scale-up to the progressive enterprise brand that drives the category, by being trustworthy, encouraging and humane.





Logo, colour and illustration style



Colours



Peakon Green

Navy

Light Cobalt

Purple

Periwinkle

Burnt Umber

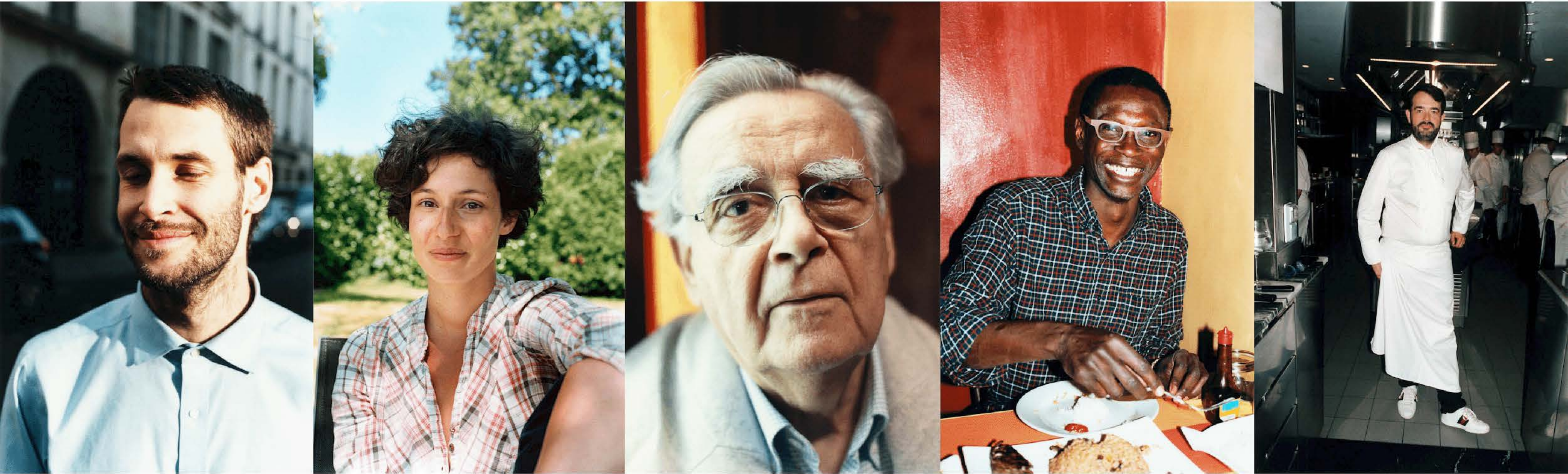
Champagne

Grullo

Sunflower

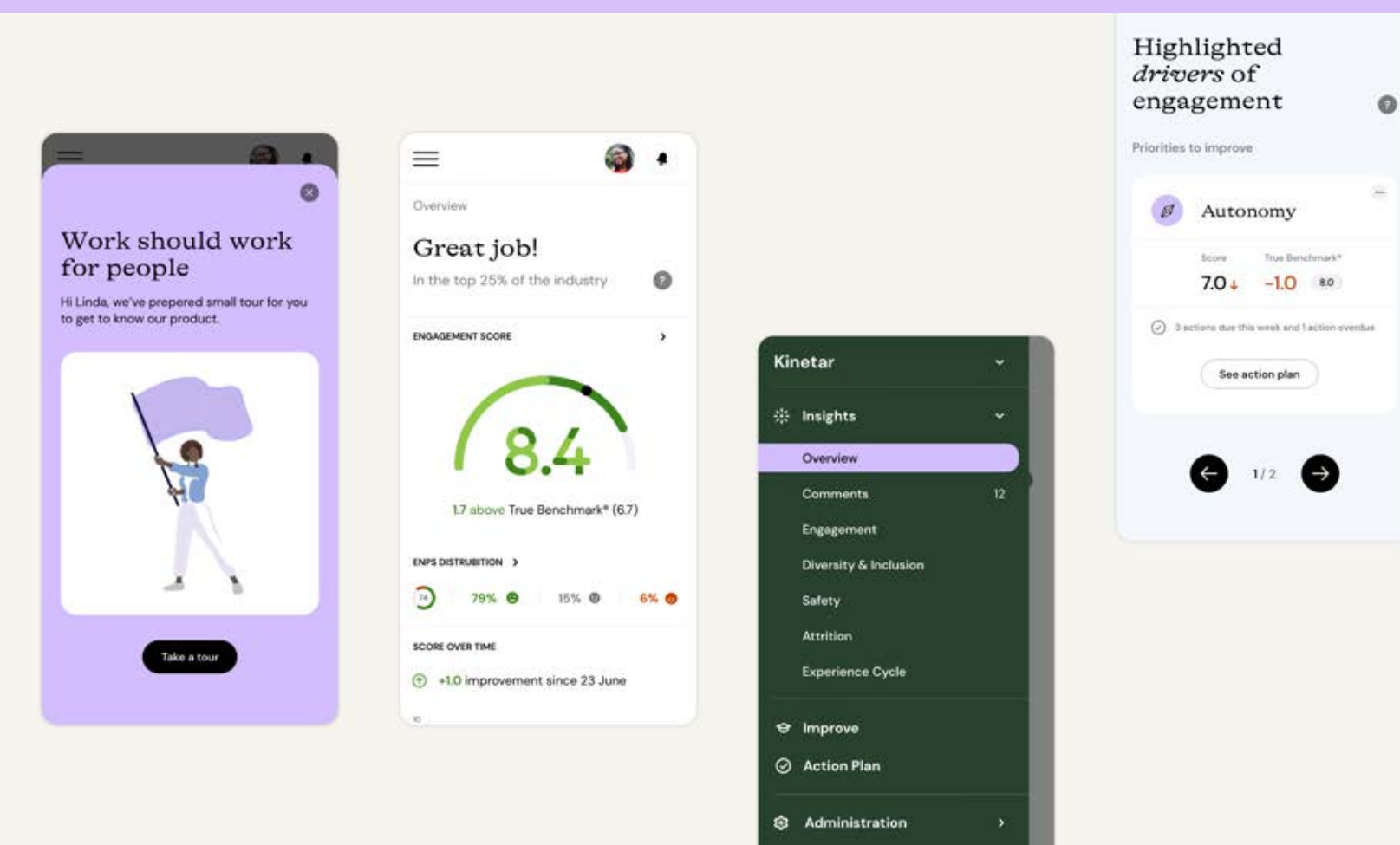
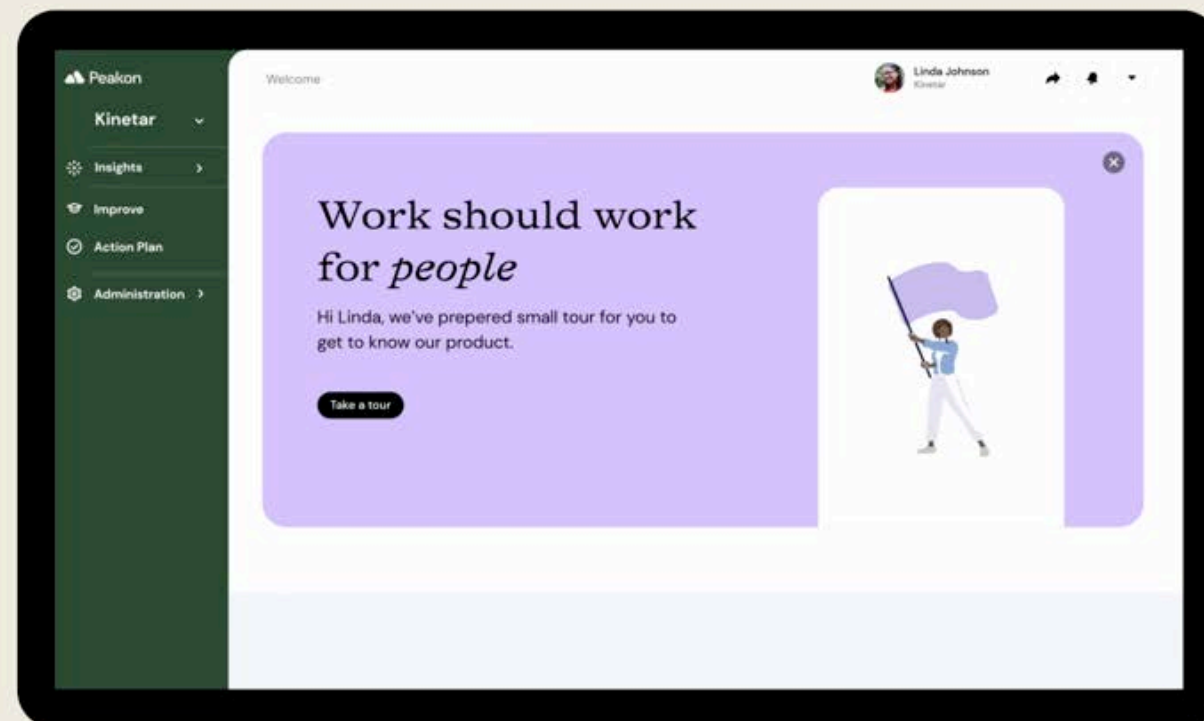
Black

An encouraging, trustworthy and humane image style











Iconography throughout the identity to clarify communication and ensure brand recognition.

They are divided into three levels of fidelity depending on the context. Iconography should always ensure clarity, brand recognition and coherence on digital and physical touchpoints.

Please note - the iconography shown here is a reference to demonstrate the desired look and feel. Please use as guideline when developing future iconography.



Example of product category icons



Example of product navigation icons



The Peakon photography style is colourful, optimistic and humane.

Photographs should be in colour, shot on film or with a film-like look.

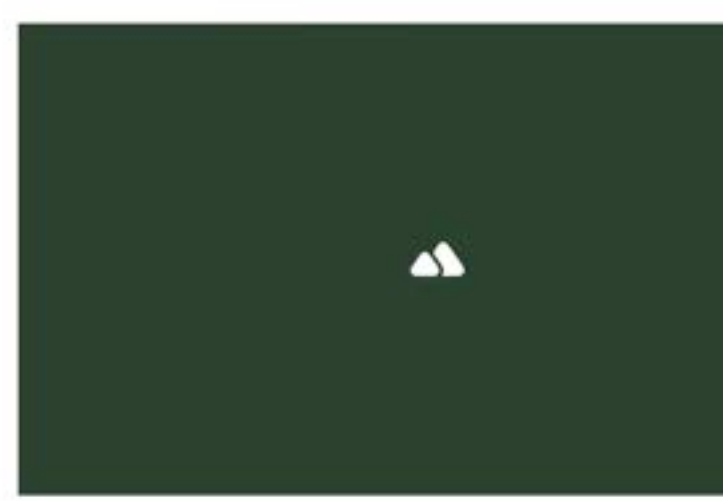
People play a key role in the defining the subject matter of our photography. Finding the humanity in our stories helps us connect to our audience in a powerful way.

Peakon images should always have square corners on all brand touchpoints.

Please note - the photographs shown here are reference images, to demonstrate the desired look and feel. We do not own the rights to these images.



Video - intro



Our visual position & brand drivers

Peakon is a progressive enterprise brand that drives the category by being *trustworthy, encouraging and humane.*

- Professional, science focused, appropriate, consistent, customer focused.
- Progressive, forward-looking, personal & organisational growth guiding.
- Life first, we care, alive, approachable, authentic, tactile, transparent.

04 Motion language

The Peakon motion language is built upon the idea of growth. A subtle hint to the mission of Peakon.

Always expanding from the bottom up or the inside out.

The pacing should feel gentle and natural, we want to emphasize the content, not work against it.

03. Background



01. Logo



02. Text



04. Image



05. Blurbs



4.1 Blurbs

A key element of the identity, the blurbs are used as containers for quotes, logos, etc.

It is a dynamic element that adds recognisability and ties layout with the logomark.

Blurbs are used as containers for quotes, logos, etc. It is a functional and expressive element, that helps any layout becoming Peakonesque.

The rounded corners are defined using percentage sizing. See slide 29 on rounded corners.

Why Continuous Listening Is the Most Effective Way to Improve Business Outcomes

Lorem ipsum est dolor work life balance



1.0 Logo elements

Primary Colour Palette	
Peakon Green HEX: #004A3A RGB: 0, 74, 58 CMYK: 100, 52, 52, 0	Black HEX: #000000 RGB: 0, 0, 0 CMYK: 100, 100, 100, 0
Secondary Colour Palette	
Blue HEX: #0056B3 RGB: 0, 86, 179 CMYK: 100, 52, 52, 0	People HEX: #800080 RGB: 128, 0, 128 CMYK: 100, 100, 0, 0
Light Cobalt HEX: #0070C0 RGB: 0, 112, 192 CMYK: 100, 52, 52, 0	Champagne HEX: #F0E68C RGB: 240, 230, 140 CMYK: 0, 0, 42, 100
Light Purple HEX: #A0A0F0 RGB: 160, 160, 240 CMYK: 0, 0, 33, 100	Sunflower HEX: #FFD700 RGB: 255, 215, 0 CMYK: 0, 16, 100, 0
Product Colour Palette	
Light Green HEX: #C8E6C9	Light Purple HEX: #E1BEE7
Light Blue HEX: #BBDEFB	Light Orange HEX: #FFCCBC
Light Yellow HEX: #FFF9C4	Light Grey HEX: #E0E0E0

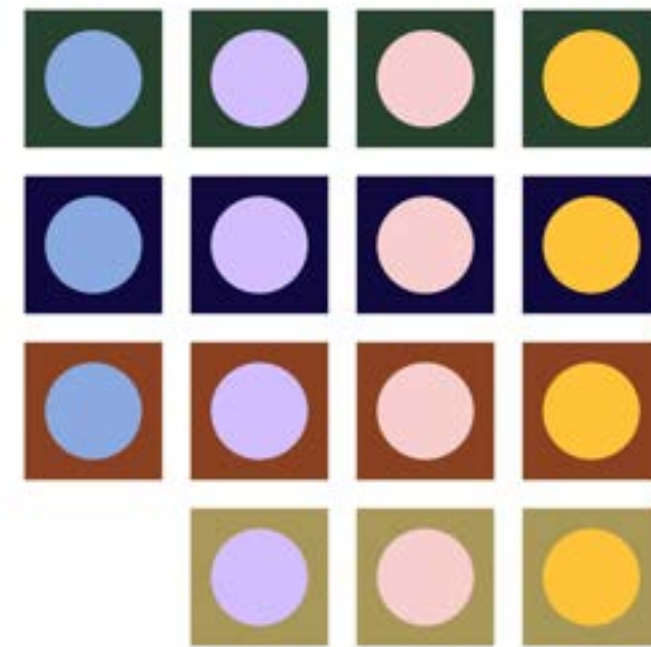
2.2 Colour combinations

The Peakon Green, paired with white as a neutral base is the key colour combination and should always take centre stage.

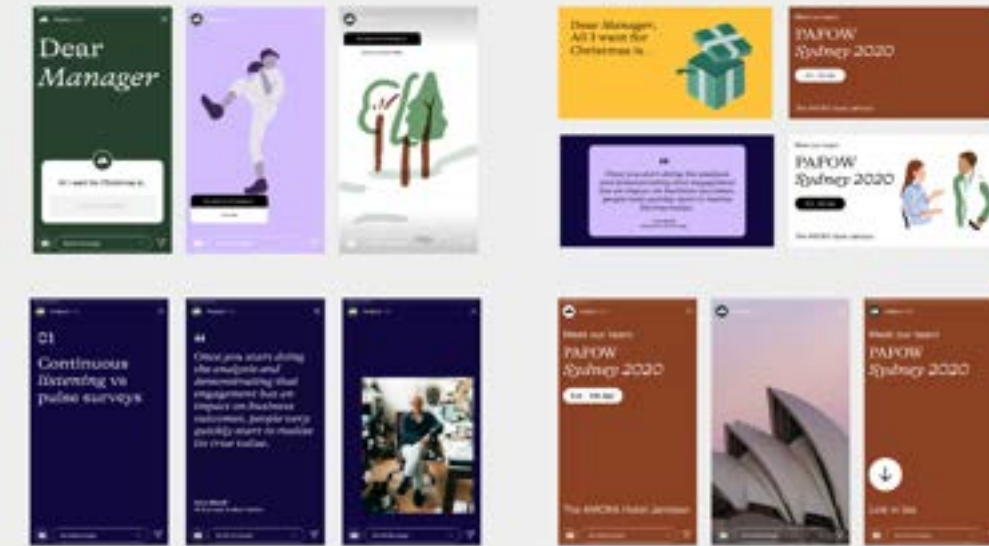
All colours can combined, but take the below guiding principle into consideration.

Peakon Green and the other dark colours (Navy, Purple, Burnt Umber and Grullo) all represent the brand driver **trustworthiness**, while all light hues (Light Cobalt, Periwinkle, Champagne and Sunflower) represents the brand driver **encouragement**. Combined you get the distinct Peakon look.

Keep this in mind as a rule of thumb to get you started.



So-me ads



3.1 GT Alpina Ext

The core display typeface GT Alpina Extended in Regular and Italic. The typeface is rooted in classic book typography with a quirky twist - a typeface with personality.

GT Alpina is always used titles, statements and quotes. For this reason it is important that it is typeset clearly and consistently.

GT Alpina should be set with 0 tracking and a tight leading, securing brand recognition and legibility at all times.

GT Alpina Extended Regular

AaBbCc0123
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

GT Alpina Extended Regular Italic

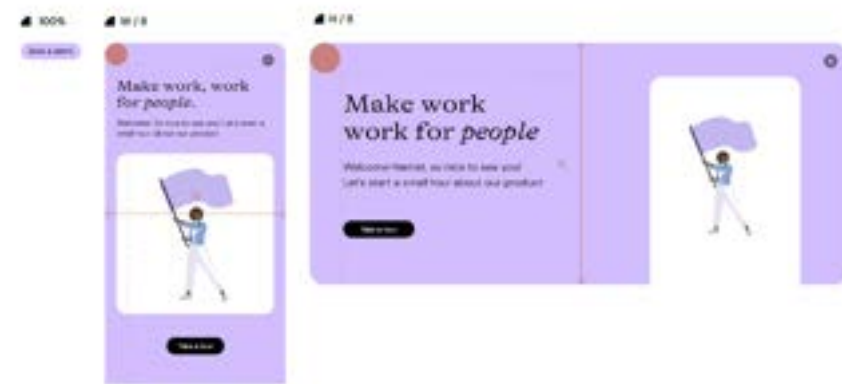
AaBbCc0123
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

4.1 Rounded Corners

The rounded corners are defined using percentage sizing, in order to achieve consistent look across Peakon's brand universe.

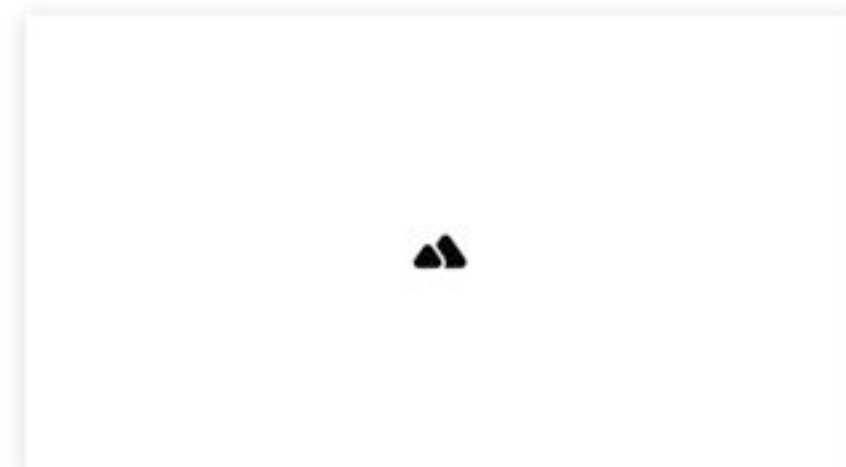
As a rule of size, the corner should always be 1/3 of the shortest side of the rectangle.

Only exception are buttons, where the rounding corner is 1/1.



04 Application example

Example of motion principles in use on the product marketing page.



7.1 Simplified features

Simplified features should be designed with a mindset of 'less is more'. Think about the key feature you want to explain and strip away everything else. Remember that it is a visual model and not a representation of the actual product, you are allowed a certain level of freedom when designing.

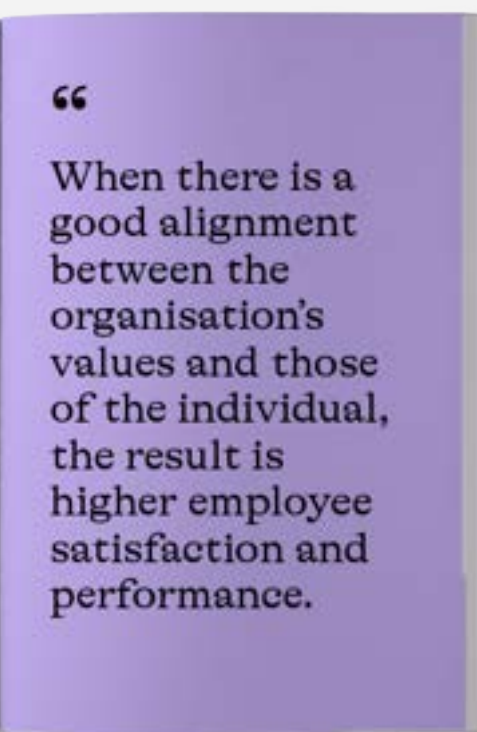
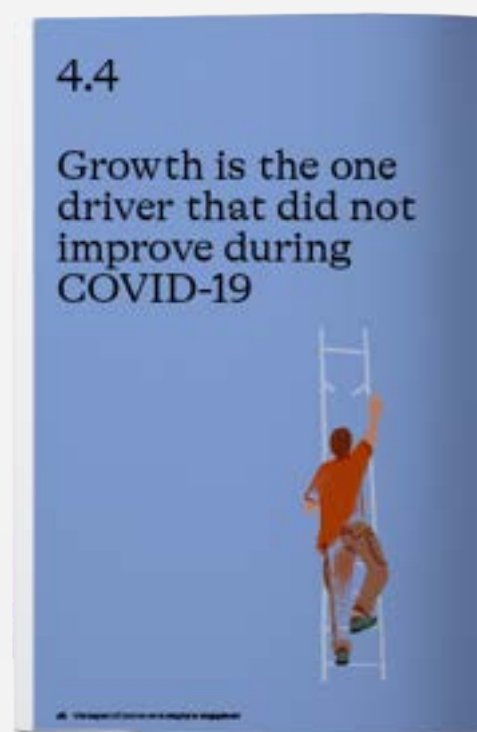
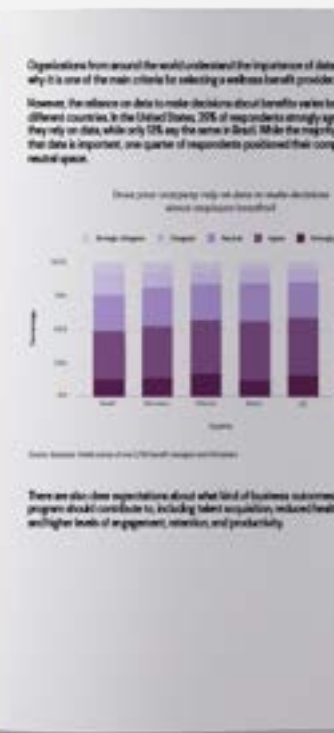
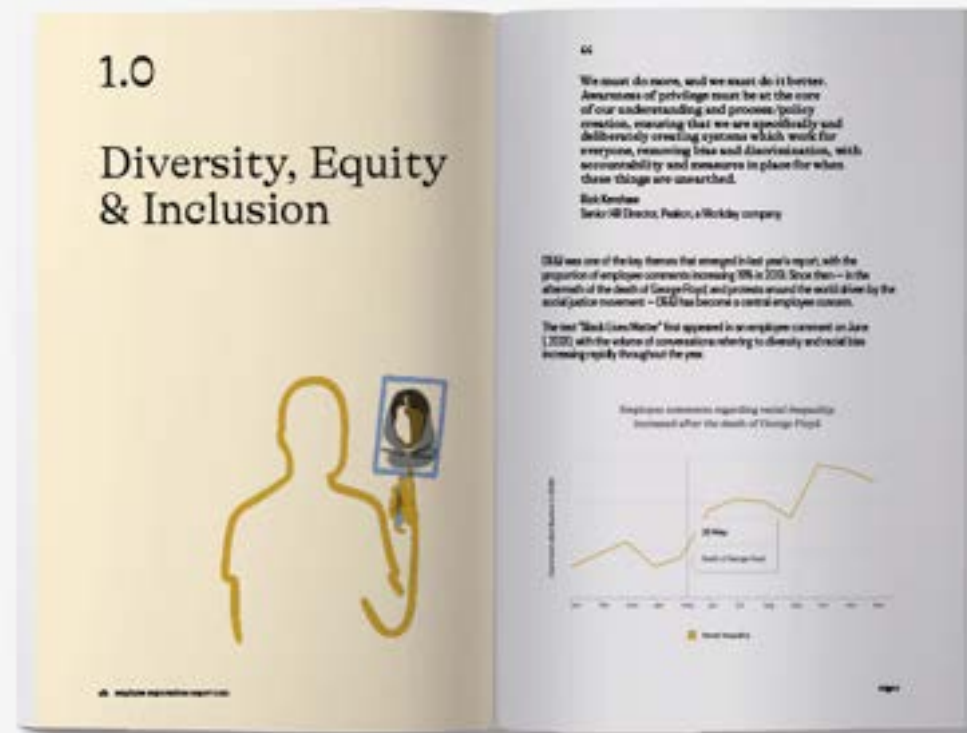
Simplified features when possible should be accompanied by photography and text, to emphasise the point.



1.2 Logo mark Exclusion zone

The Peakon logo lock-up should never encroach the exclusion zone. The exclusion zone is equal to the height of the small peak, above, below and at both sides. It creates a boundary around the logo. At no point should this be interfered with.


Blogs, Reports and White Papers



Blogs, Reports and White Papers




Product Branding



Reflect on the content

Consider whether the feedback tells you something enlightening about how you work or how you interact with others. If you disagree with it after careful reflection, that's okay!


Progress indicator: 4 dots, 3rd dot highlighted.



Acknowledge your emotions

You might experience different emotions, both positive and negative, as you go through your feedback. Take a moment to acknowledge them. Then try to put them aside so you can focus on the feedback content.

Progress indicator: 4 dots, 4th dot highlighted.


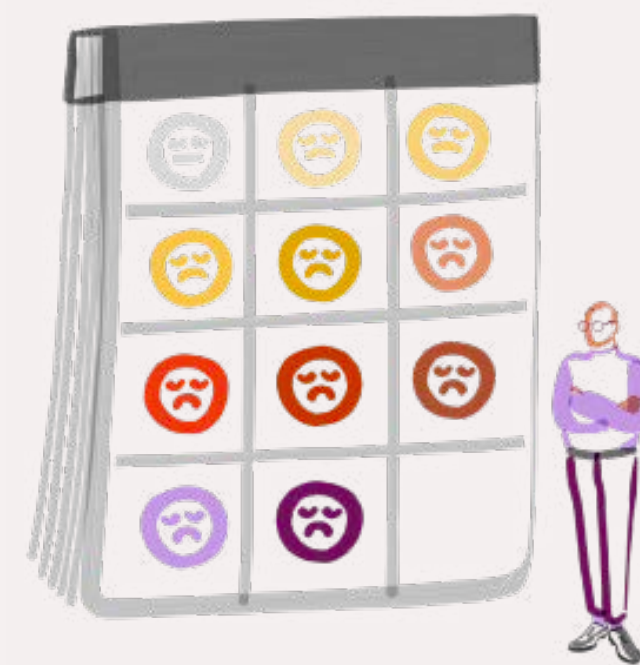


Feedback is confidential

Your feedback can be seen by the recipient, their mentor, and manager. A select few other individuals may also have access to this data (or a subset of it). It's strictly confidential.

[Learn more about who can see the feedback you give.](#)

Progress indicator: 4 dots, 2nd dot highlighted.



Focus on behaviours

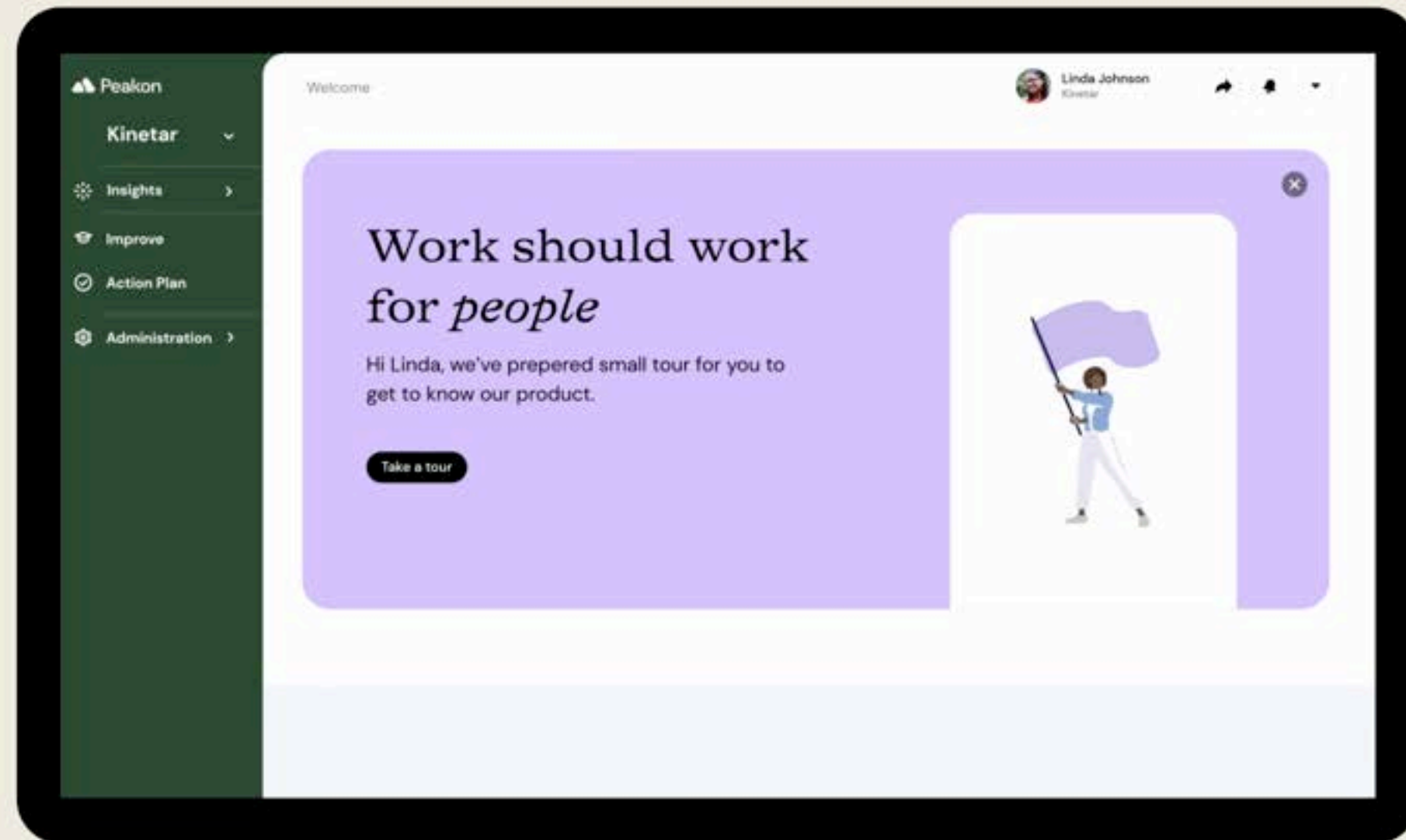
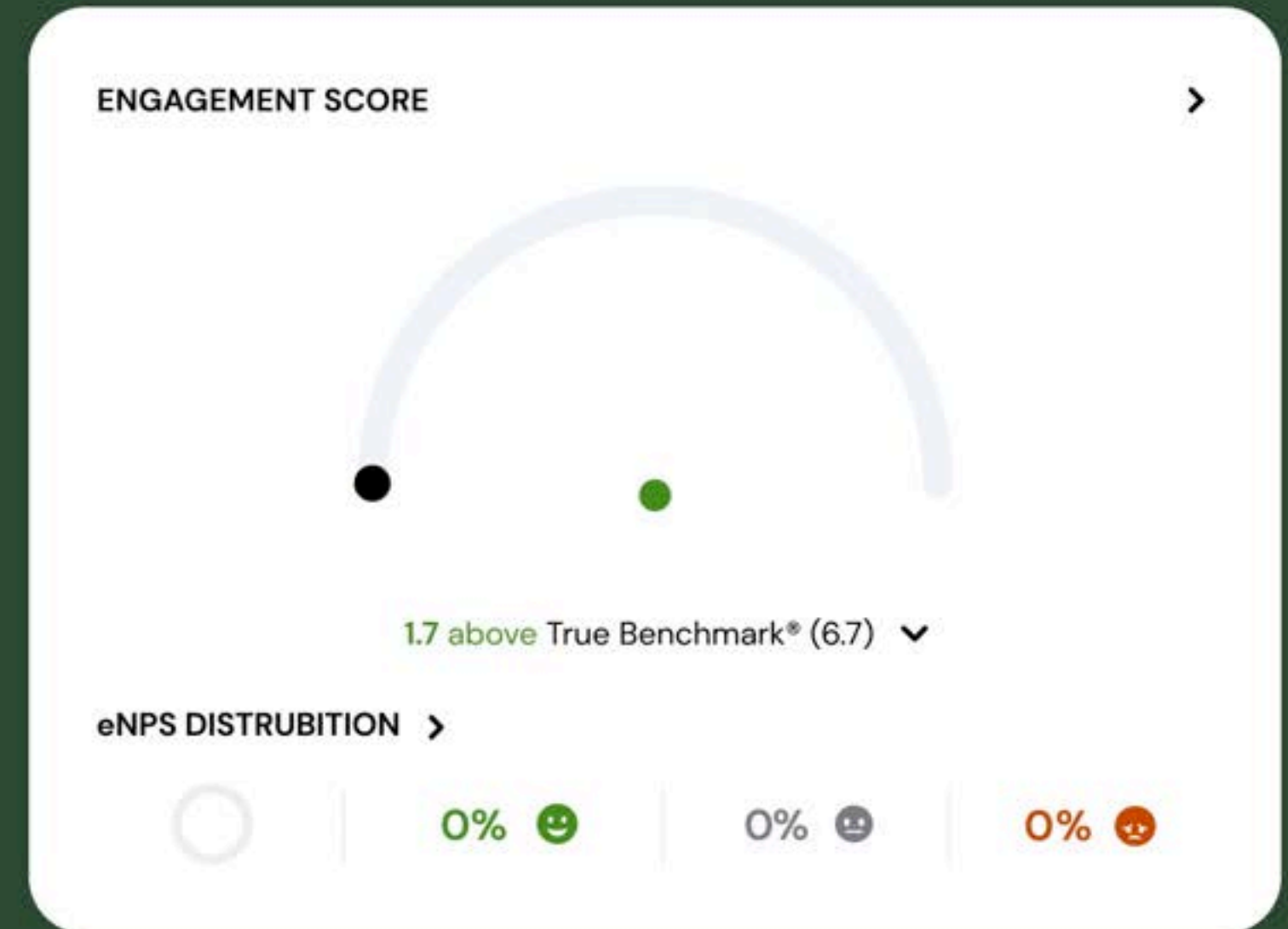
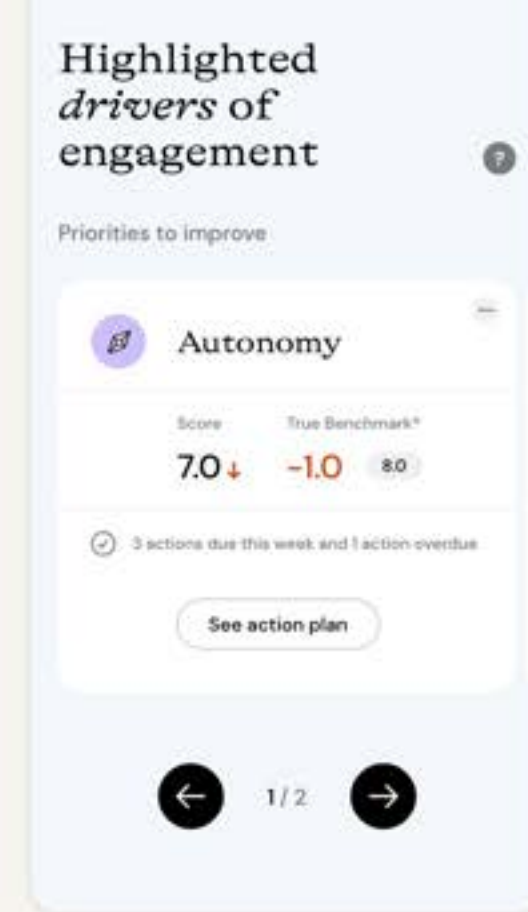
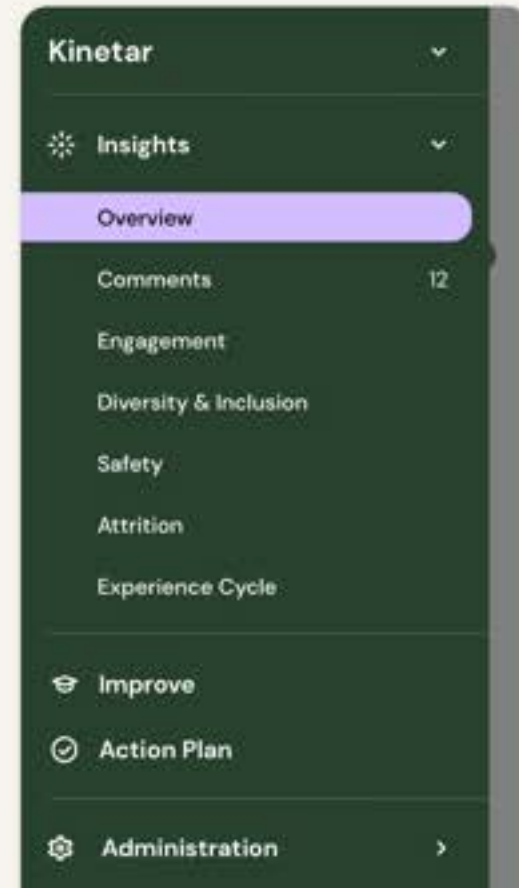
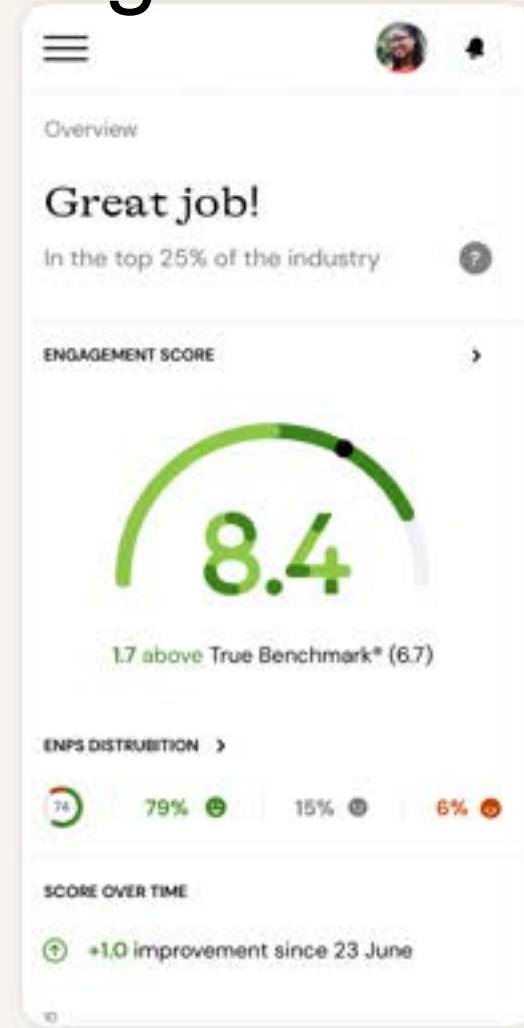
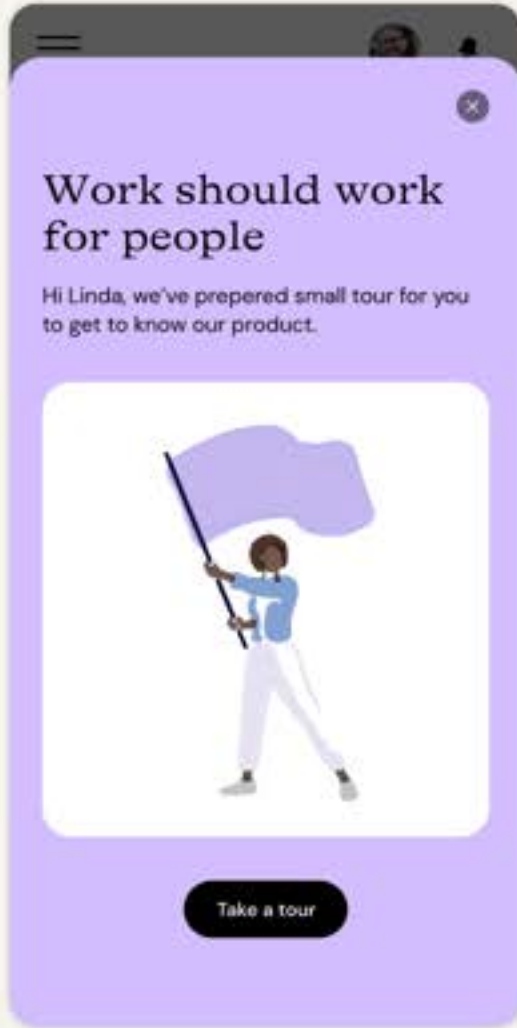
You'll be asked questions about how well your colleagues demonstrate specific behaviours.

These behaviours are integral to helping your colleagues become stronger team members and leaders.

Progress indicator: 4 dots, 2nd dot highlighted.



Product Branding



SoMe



Listen now
on all audio
platforms



Link in bio



ensure that work
continues to work
for people



Peakon



The Peakon Story
with Dan Rogers

29%
are *burnt-out*

Peakon



“

*We know that diverse
organisations have healthier
profits. But this is bigger than
that. We must all do more, and
we must do it better.*

Sheree Atcheson
Director of Diversity, Equity
and Inclusion

Peakon



Peakon



Keynote Speaker
Minda Harts



Voluntary staff turnover
reduced by 10%, after
three years with Peakon

Read the study

Total Economic Impact™ study conducted by Forrester Consulting on behalf of Peakon



A podcast by Peakon

E - 10
Guest:

Sheree Atcheson

Global Director of Diversity, Equity & Inclusion at Peakon

BE
MORE

82%
lost *productivity*



We're hiring

Senior Frontend
Engineer

London, United Kingdom



We're hiring

Senior Regional
Marketing
Manager

New York, United States

Sales Deck

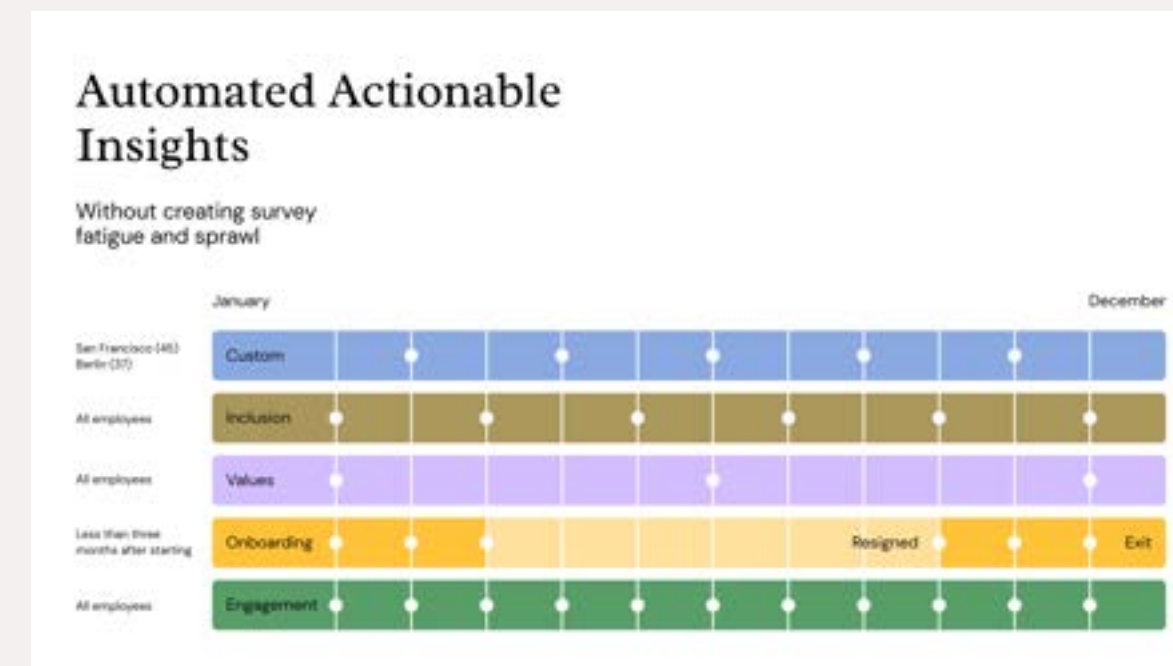
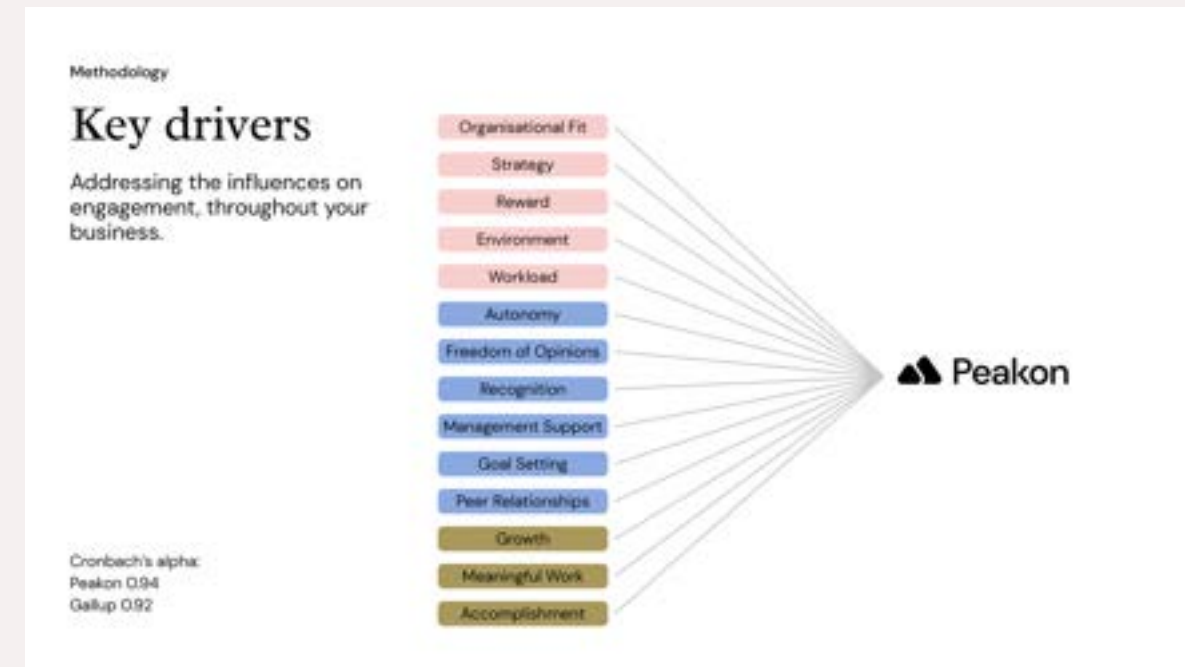
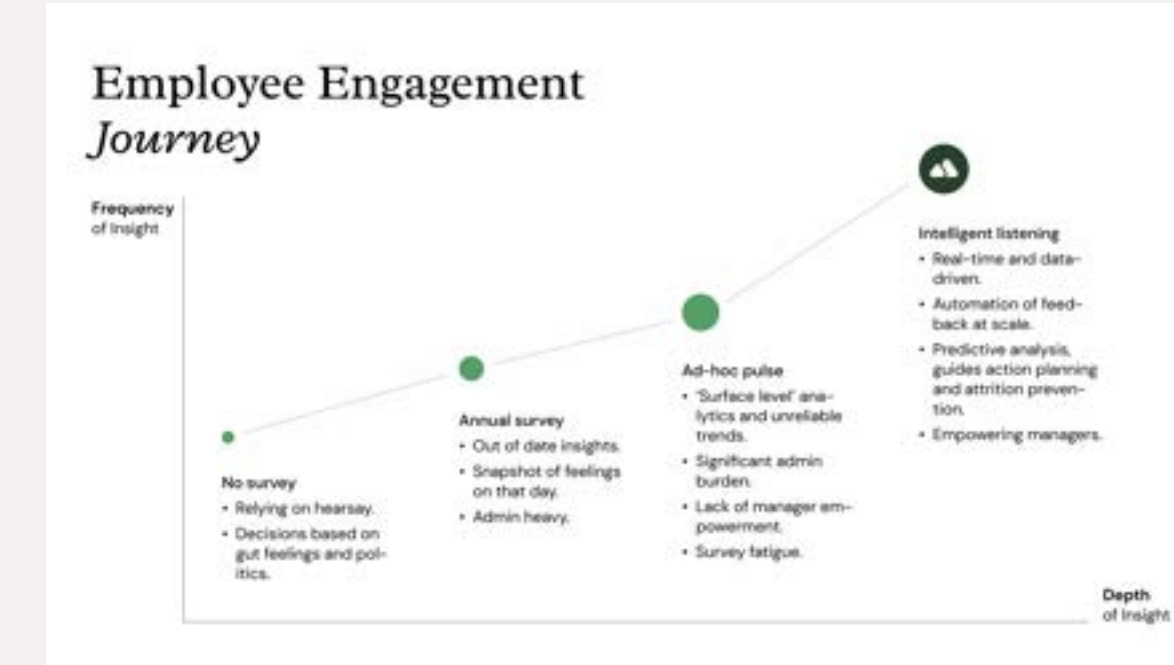
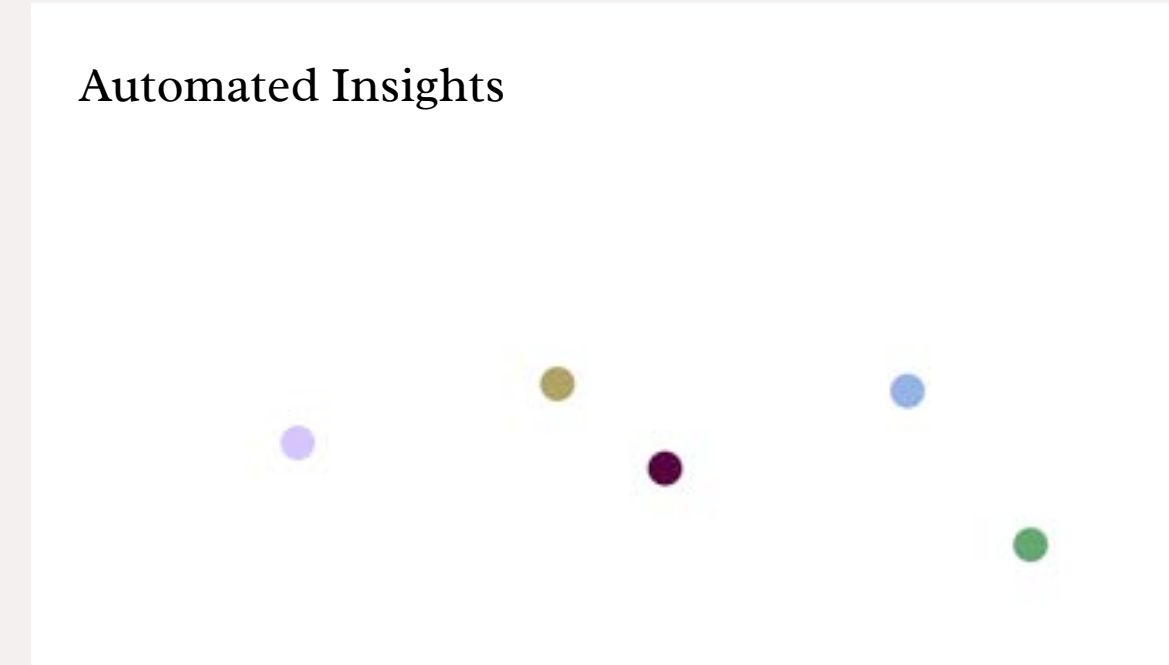
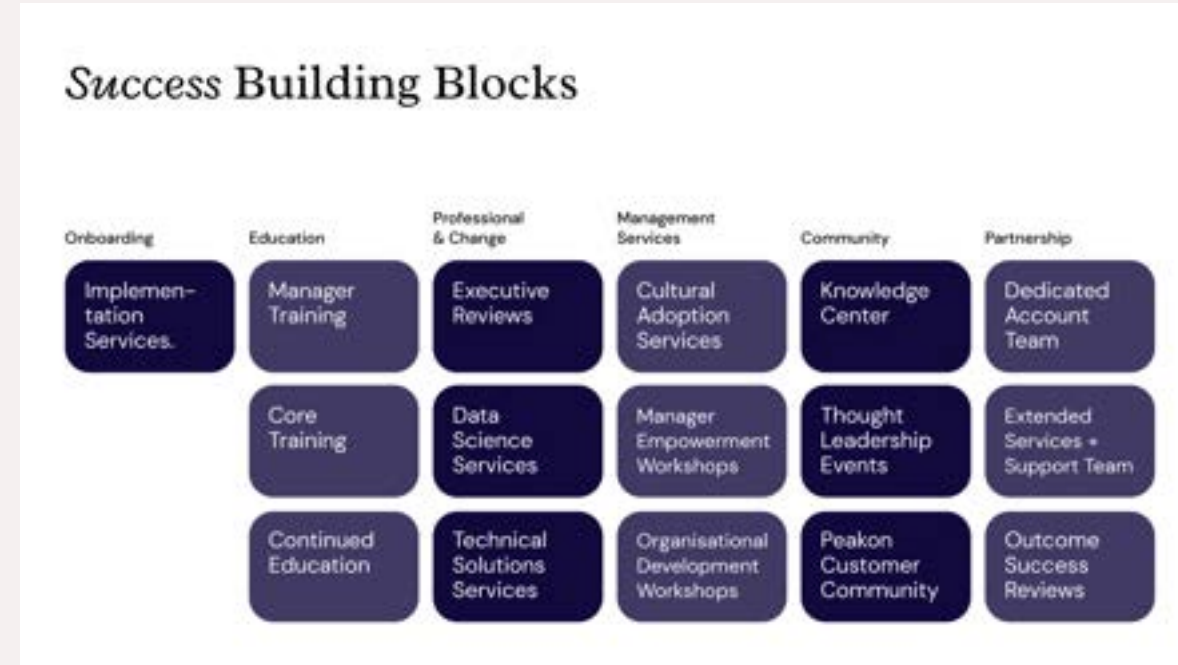
Peakon and easyJet

Continuously Improving Employee Experience

Engagement score
Great job!
8.4

17 items
True Benchmark

- 01 Aligning Expectations
- 02 Overview
- 03 Demo
- 04 Peakon Future

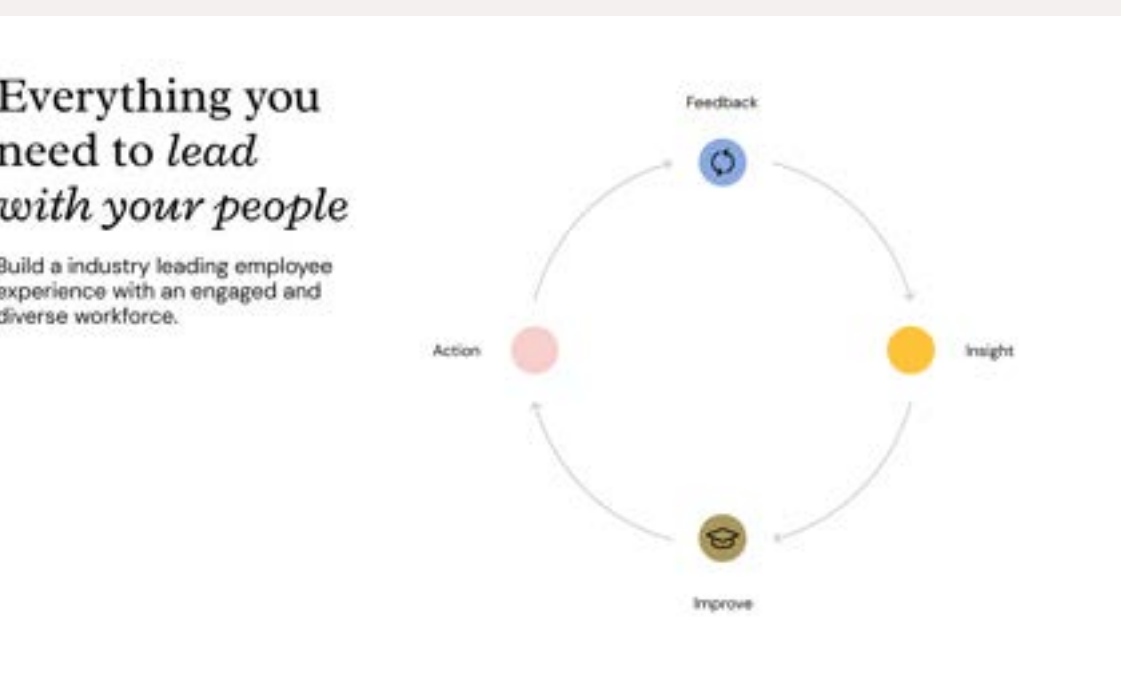


Employee Success

Lead with your people

- +50 million employee surveys in 160 countries
- +10 million employee comments analyzed
- +65 NPS, the most satisfied customers on the market
- 1st official Workday Employee Engagement partner

Staples Capgemini Refinitiv verizon ANY MELLON FTI + MIT CHANEL



Case

Essilor

Essilor Group is the world's largest manufacturer of lenses with 64,000 employees globally. They partnered with Peakon in October 2017 as they recognised there was limited understanding of how their people felt across the organisation, and managers had no access to engagement data. Their business has grown through mergers and acquisitions, so having a way to measure the smooth integration of cultures was seen as imperative to their success. As part of a recent larger merger, Essilor introduced new company values and uses Peakon to measure these on an ongoing basis.

“ Out of 54,000 employees, we have 28,000 answering on Kiosk. On our latest survey, we had over 80% overall participation throughout 70 countries in 35 languages. ”

Valérie Peugeot
People Insight Manager

Outcome of an Intelligent Listening Strategy

Assumed ROI	Measure	Value
18% reduction in regrettable churn in Enterprise Peakon Customers.	Peakon Employee Lifecycle and Attrition predictor delivers insights on risks.	Reduce Attrition.
x1.6 increase (average) in sales when correlated with an increase in engagement scores.	Peakon enables data correlation vs. core business metrics demonstrate ROI of engagement.	Improve Business Outcomes.
30% increase (average) in referred hires & significant increase in direct applicants.	By improving engagement and increasing scores employers speak more highly externally on the business.	Reduce Hiring Costs.

Peakon — easyJet

Continuously Improving Employee Experience

Contents

- 01 Aligning Expectations
- 02 Overview
- 03 Demo
- 04 Peakon Future
- 05 Takeaways

Digital Banners



Your *Three Step* Guide to *Owning* an Employee Engagement Strategy



WEBINAR

The B Word: Bail Out or Hang Out. Turning the Great Resignation into The Great Regeneration

2 December 10am AEDT/12pm NZDT

Register



Employee scores on remote working jumped by 10%



Peakon customers saw employee engagement improve by 2% during COVID-19



Overall, Peakon customers see an estimated 244% return on investment, with a net present value of \$1.2million



Enable better people decisions with contextual microlearning when it's needed most



What do we mean by employee engagement?

Learn more



Digital Banners: Design system

Logo



Headline

Your *Three Step* Guide to *Owning* an Employee Engagement Strategy

CTA

Learn more

Illustration



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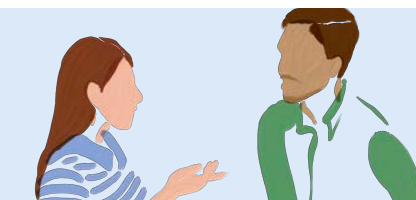
Your *Three Step* Guide to *Owning* an Employee Engagement Strategy

Learn more



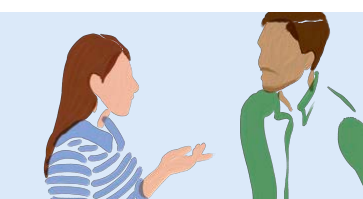
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Learn more



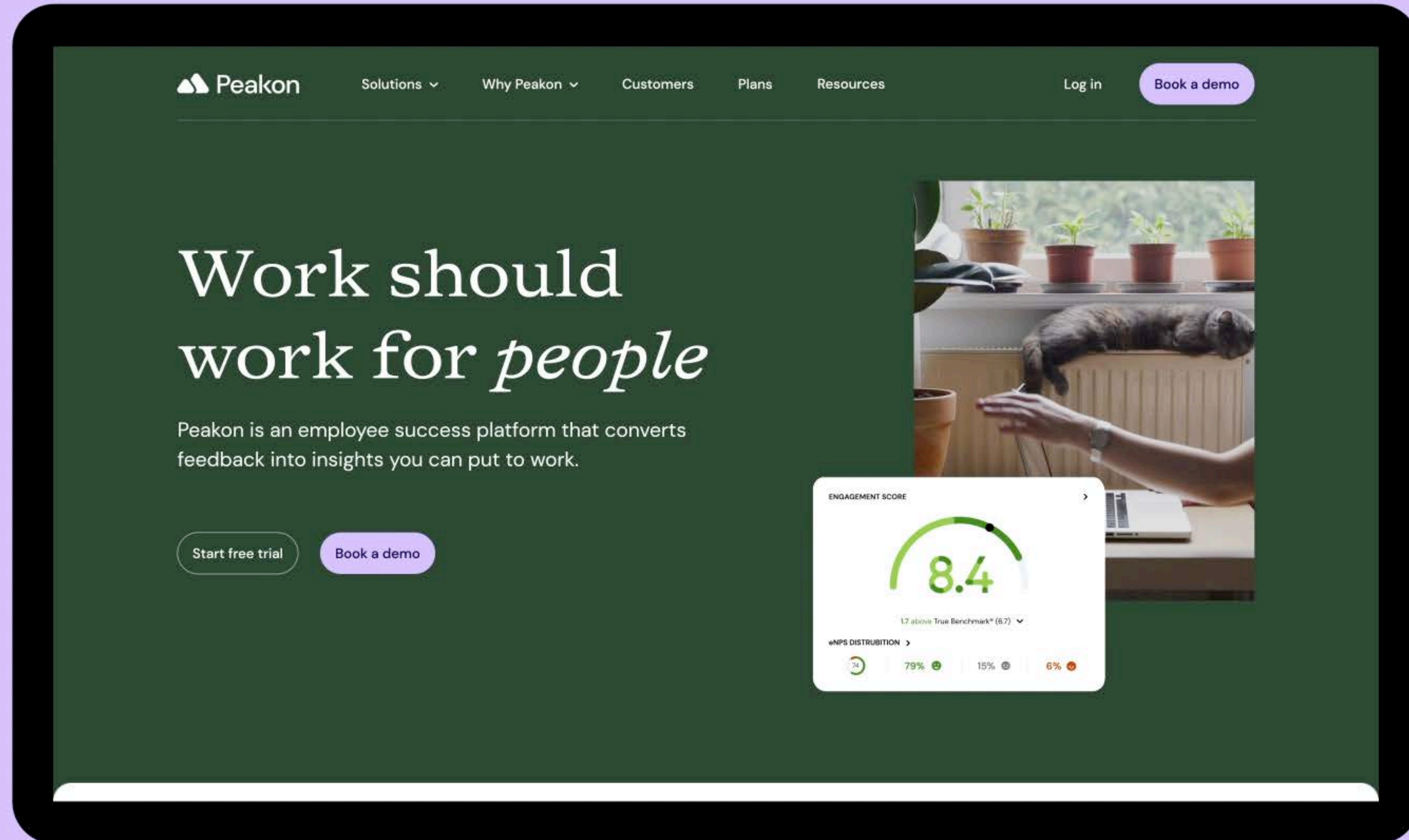
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Learn more

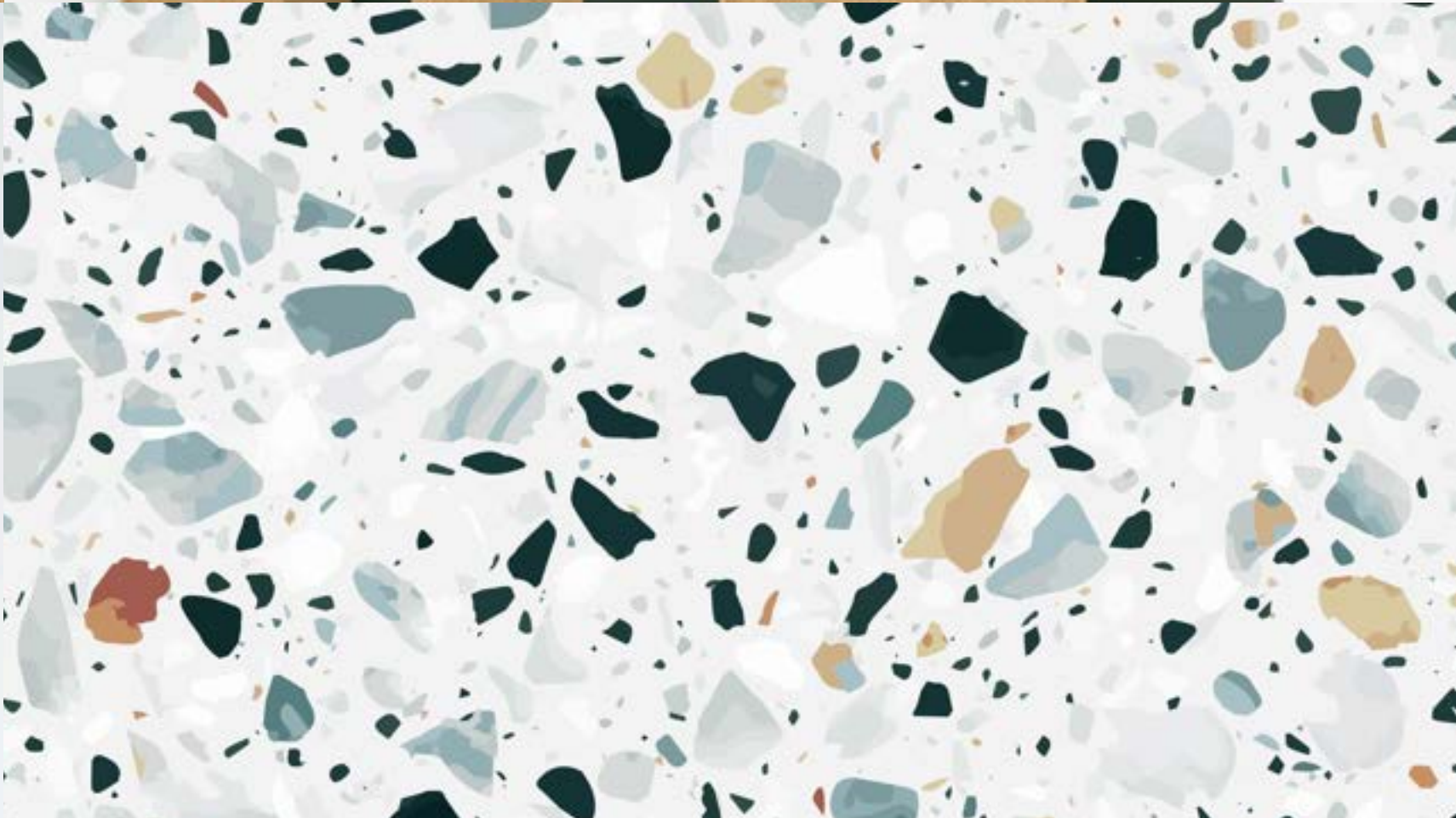


Your *Three Step* Guide to *Owning* an Employee Engagement Strategy

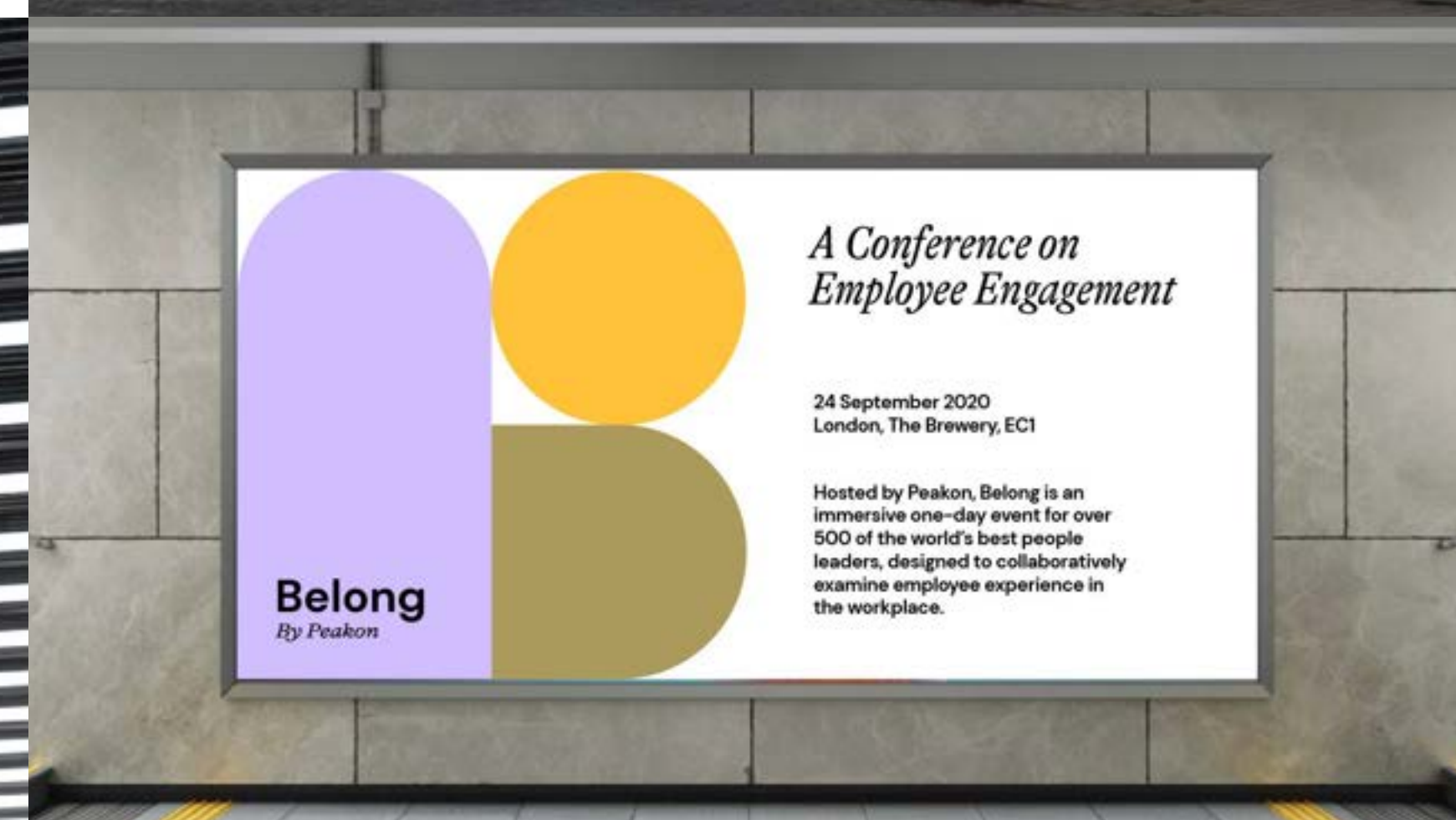
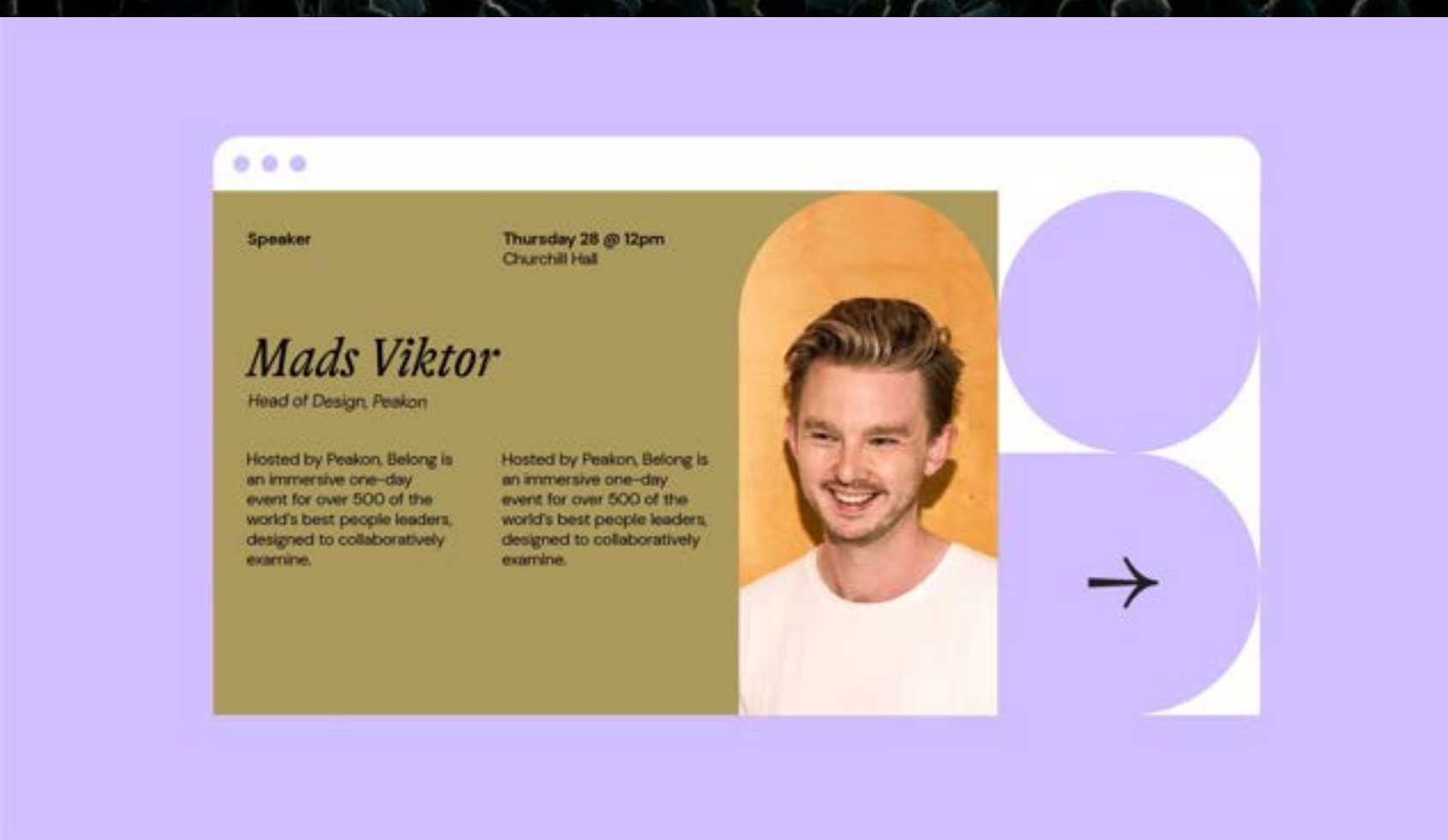
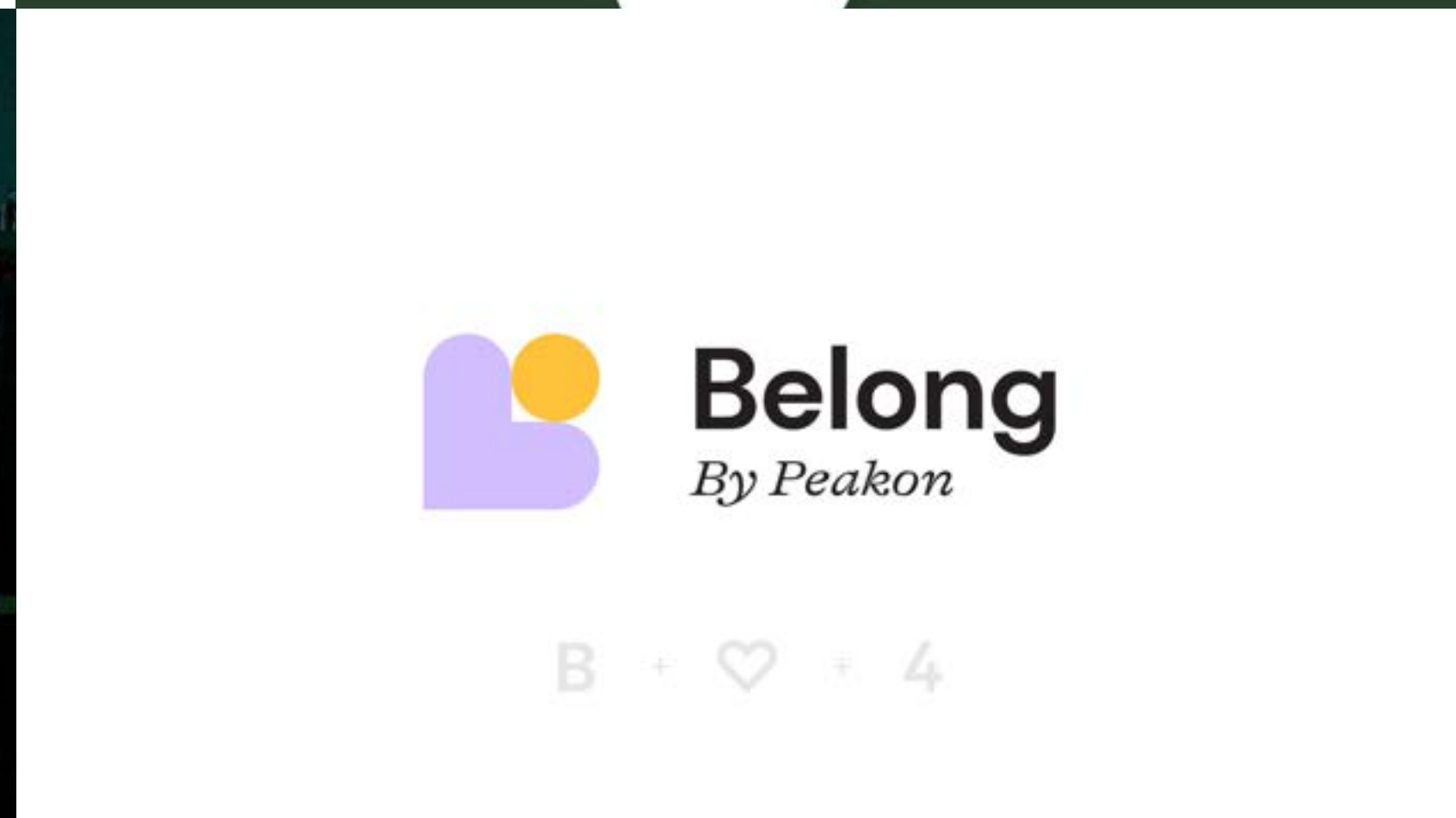
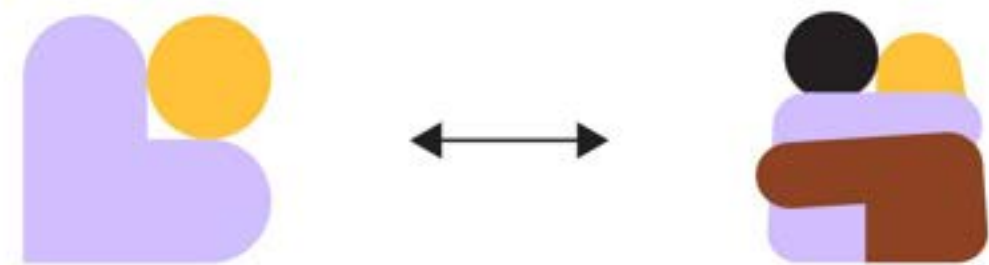
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Experiential Marketing



Big Rock Events



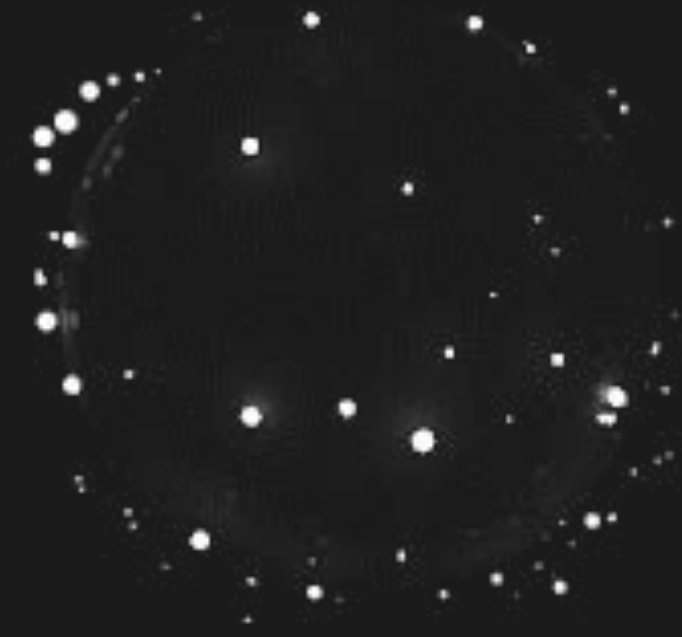
How can we use design to make
the future democratic?

1.



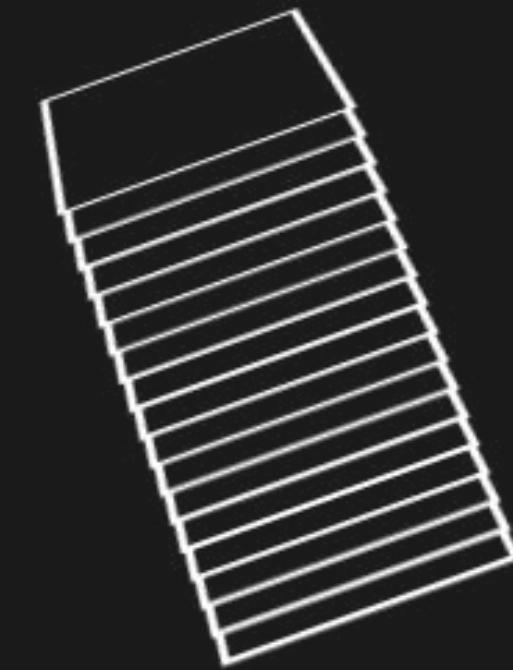
Identify probable, plausible and possible futures that your business can affect

2.



Storytell your purpose to your community and make them join you mission

3.



Create a toolbox that enables to you to publish empowering content to your community

Thank you.

Kontrapunkt

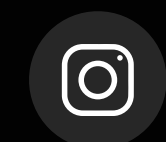


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