



Portfolio.

Juha-Tuomas Reinikainen

040 758 1226

jt.reinikainen@gmail.com

juhatuomas.fi/download

Versatile designer & creative mind.

Based in Helsinki | 15 years experience

Experienced designer
specialized in brand development,
graphic, digital design and
visual content creation.



Design years in brief



Designer
10 - 15

Aarikka, Blistex, Bonnier, FAMILON, Finlayson, Fortum, Kirkkopalvelut, Porvoon kaupunki, Sanomalehtien liitto, Sinebrychoff, Seppälä, Talentum, Vihreät

TAIVAS

Art director
15 - 17

BSAG, Biohit, HSSR, Kesko, Pepsodent, Schneider Electric, Yhteisvastuukeräys

PENTAGON DESIGN

Senior designer
17 -

Fazer, Fiskars, Footbalance, Helsingin kaupunki, Kaupunkiliikenne, Kiilto, Marimekko, Muurame, Ratiopharm, Suomen Lasimuseo, Tikkurila, Woodio

corner shop

Design collective
13 - 18

Art exhibitions, clothes, ceramics, music videos etc.

Free

Freelancing
08 -

Ehjä Ry, Helsingin kaupunginkirjasto, Hyvinkään museo, Gubbe, Mustilan puutarha, Softability, Suomen Jazzliitto, Yhteiset lapsemme ry



Vuoden Huiput silver x2, Grand one gold, Effie silver, Young lions Bronze & honor mention, Helsingin Kaupunkikirjasto 150 years logo completion winner, Suomen jazzliitto identity competition winner

Brand,
& e-commerce
sites

Fazer, FAMILON, Finlayson,
Footbalance, Muurame,
Yhteisvastuu, Taidetehdas,
Ruukki

Spaces &
guidance

Joki vierailukeskus,
Senaatti, Aalto-yliopisto,
Outotec

Applications

Gubbe, Footbalance,
MyFazer, Talentum Summa

Campaigns &
advertising

BSAG,
Seurakuntavaalit, Vihreät,
Yhteisvastuu,
PlusTV, Blistex

Code &
web builders

Small projects for
start-ups & small
business

FAZER

Fazer Candy store

Online store for Fazer sweets

Memorable and personal Fazer brand experience that engages consumers with a combination of intuitive online store and unique packaging design & photography.

Concept design, Ux&ui design,
Visual identity design, Photography plan

Agency: Pentagon Design
Role : Lead designer
Photography: Anna Salmisalo



**Service design
& ecom strategy**

Defining the project
with client.

**Concept
design &
customer experience**

Online Exclusive
boxes that cannot
be purchased
anywhere else.

**Package
design**

Easy to
scale, modify
and mail.

**Wireframes &
platform**

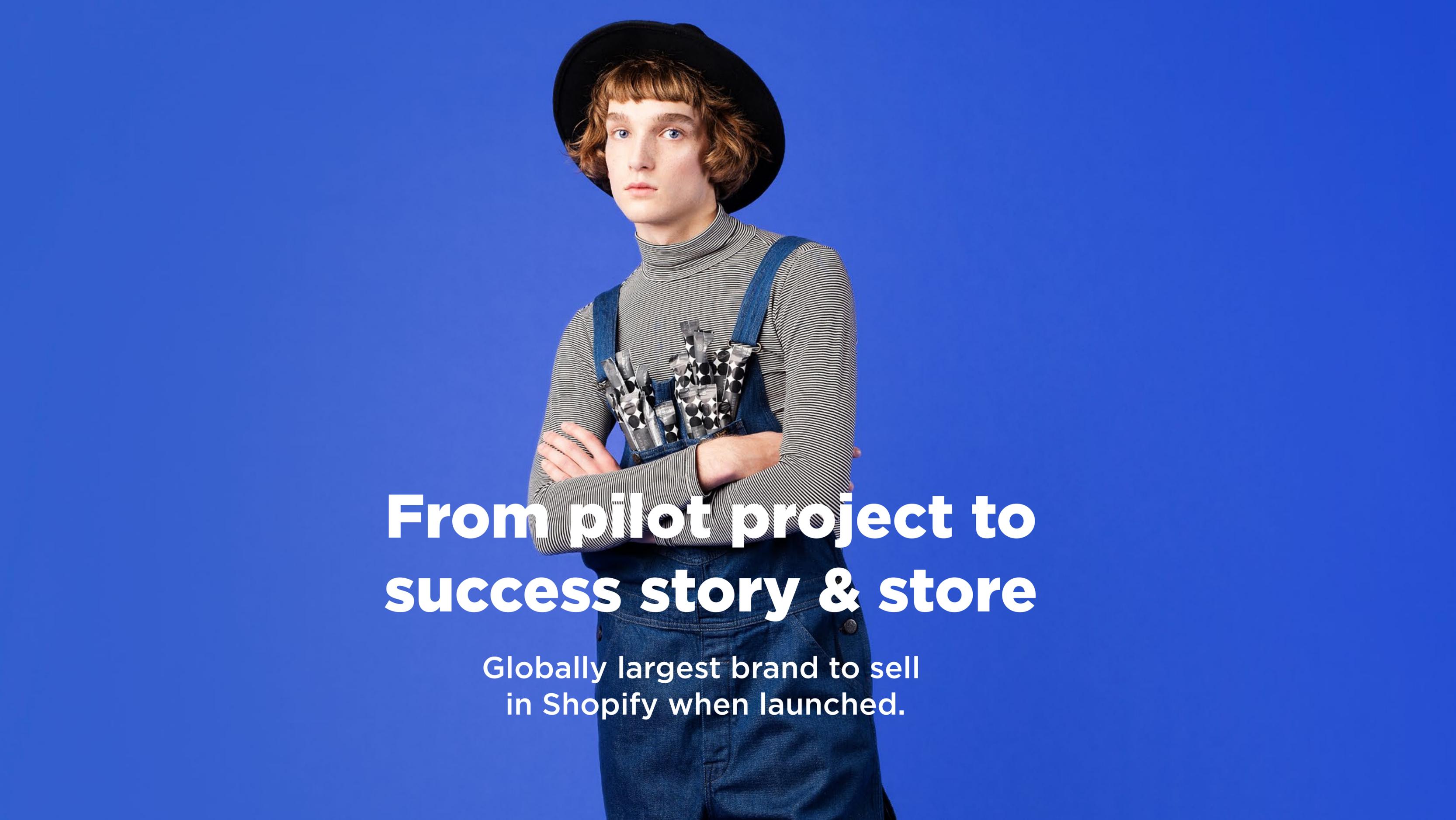
Build a
fast-to-market
solution
with
Shopify.

**Visual
design**

Creating
visuals for
the store &
packages

**Photography plan &
animations**

Playful photography
and joyful
micro interactions

A young man with a black hat and suspenders holding a tray of pens. He is wearing a striped turtleneck and blue denim overalls. He has his arms crossed and is holding a tray of pens in front of him. The background is a solid blue color.

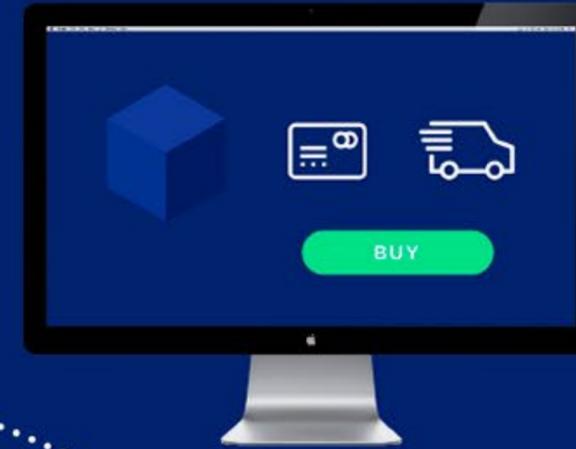
From pilot project to success story & store

Globally largest brand to sell
in Shopify when launched.

*Inspire
Trigger to buy*



*Convenience
&
Clarity*



BEFORE



FRONT PAGE

BROWSING THE FAZER E-SHOP

CATEGORY PAGE

CHOOSING A PRODUCT

PRODUCT PAGE

PLACING THE ORDER

SHOPPING CART

CHECK OUT

PAYING FOR THE ORDER

**2
DAYS
REMAINING**

DELIVERY

WAITING FOR THE DELIVERY

RECEIVING THE ORDER

ENJOY



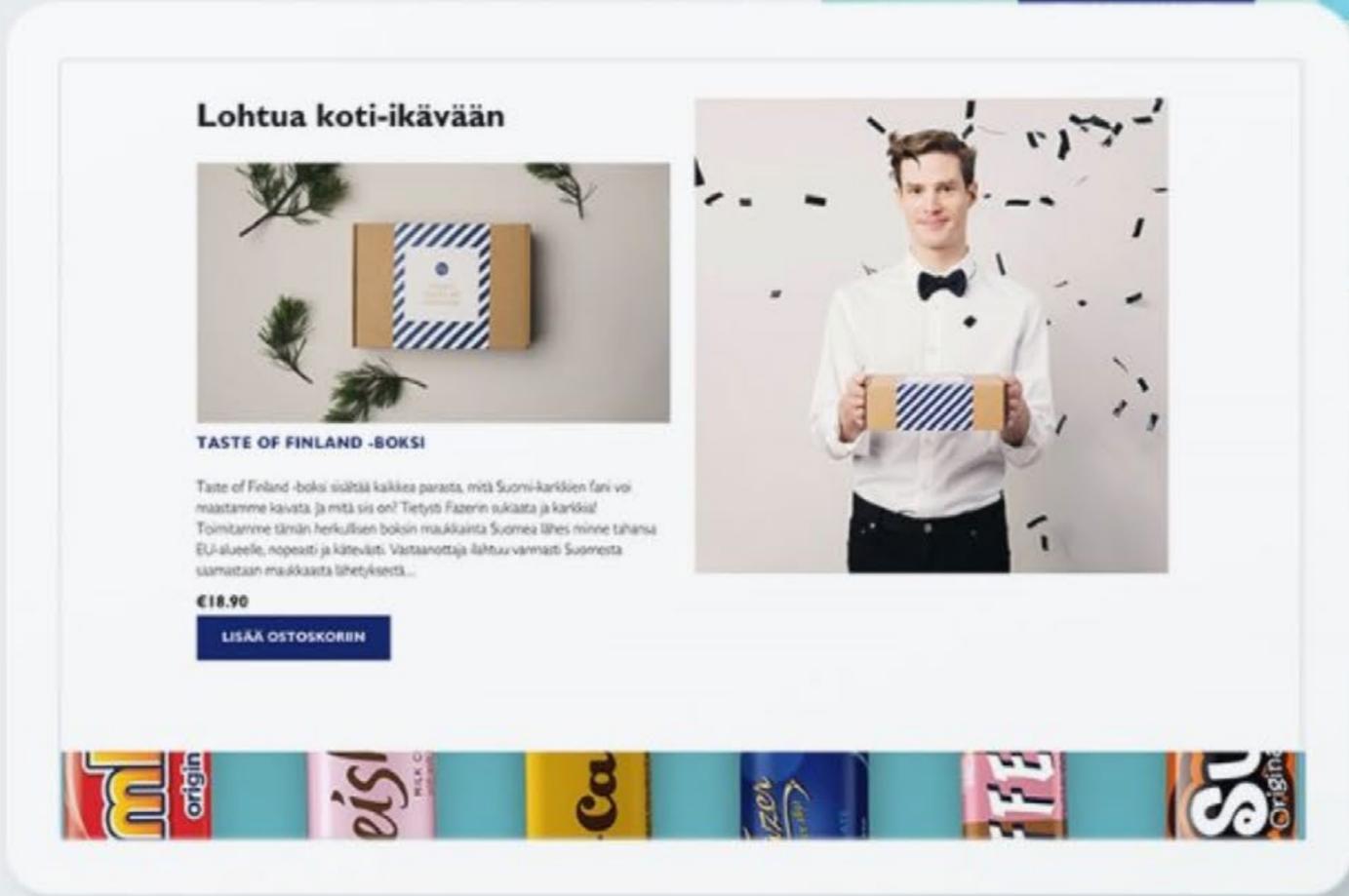
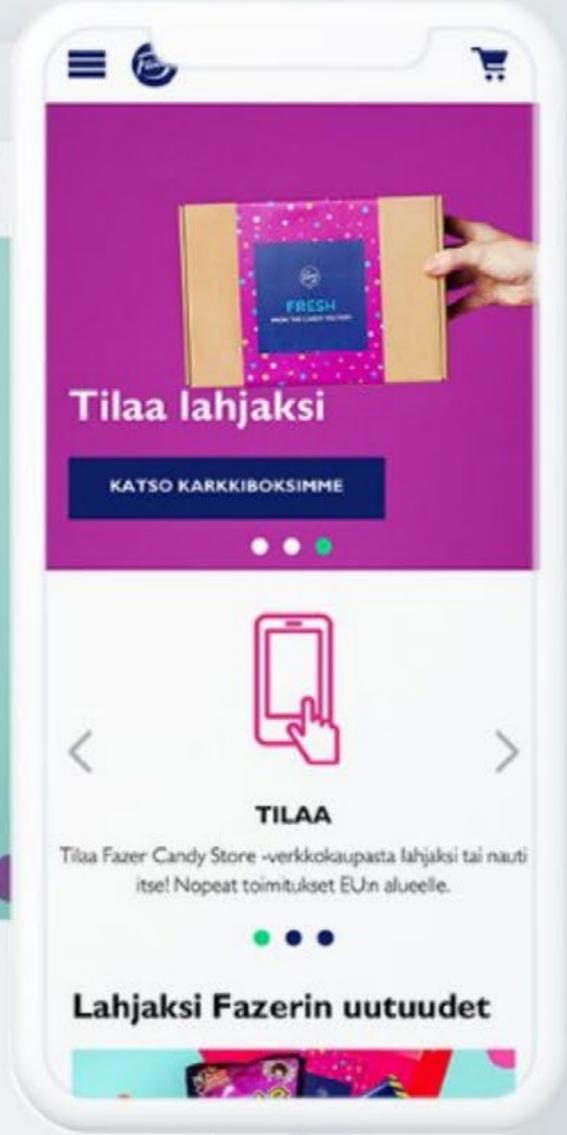
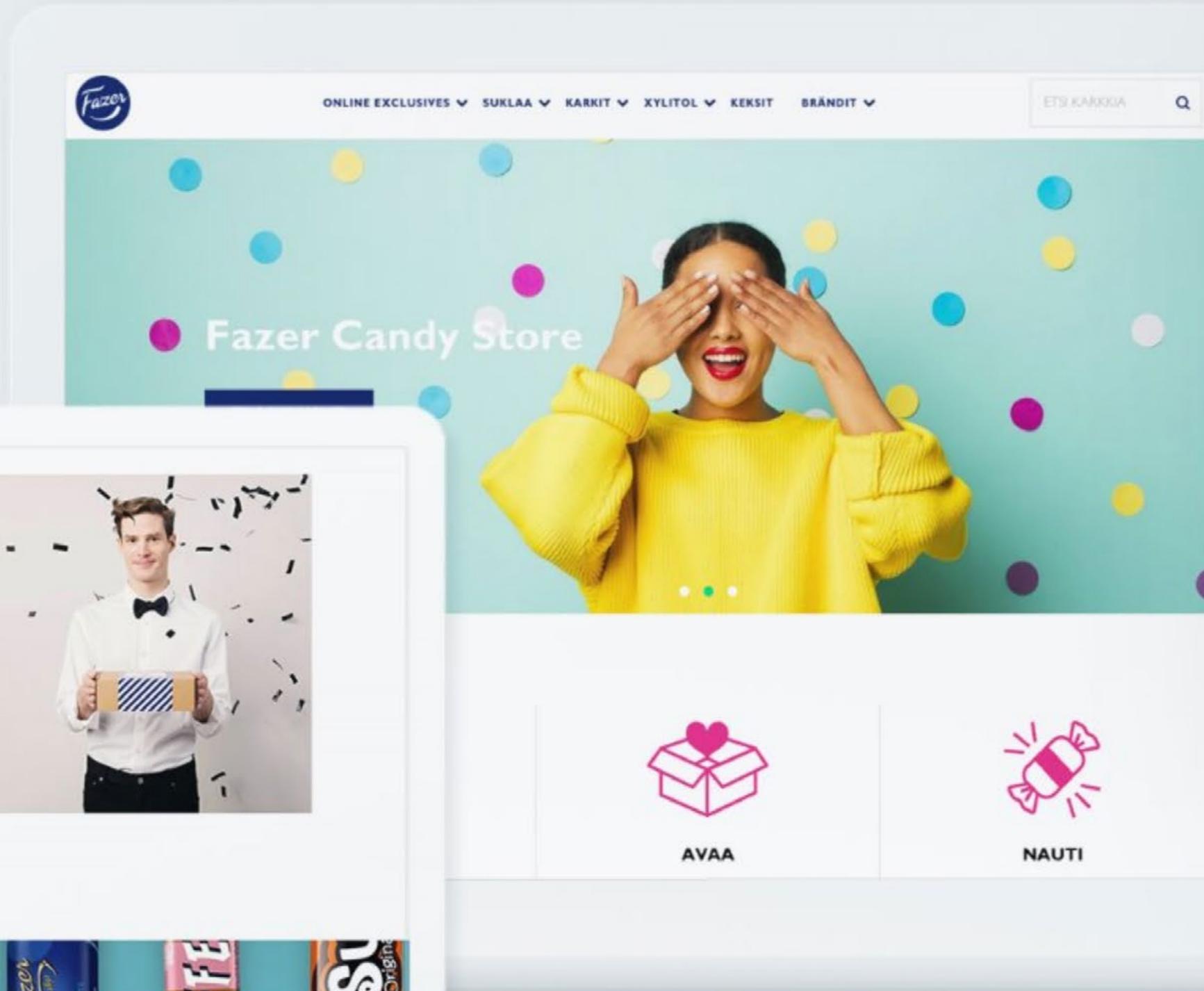
SAVORING THE PRODUCT

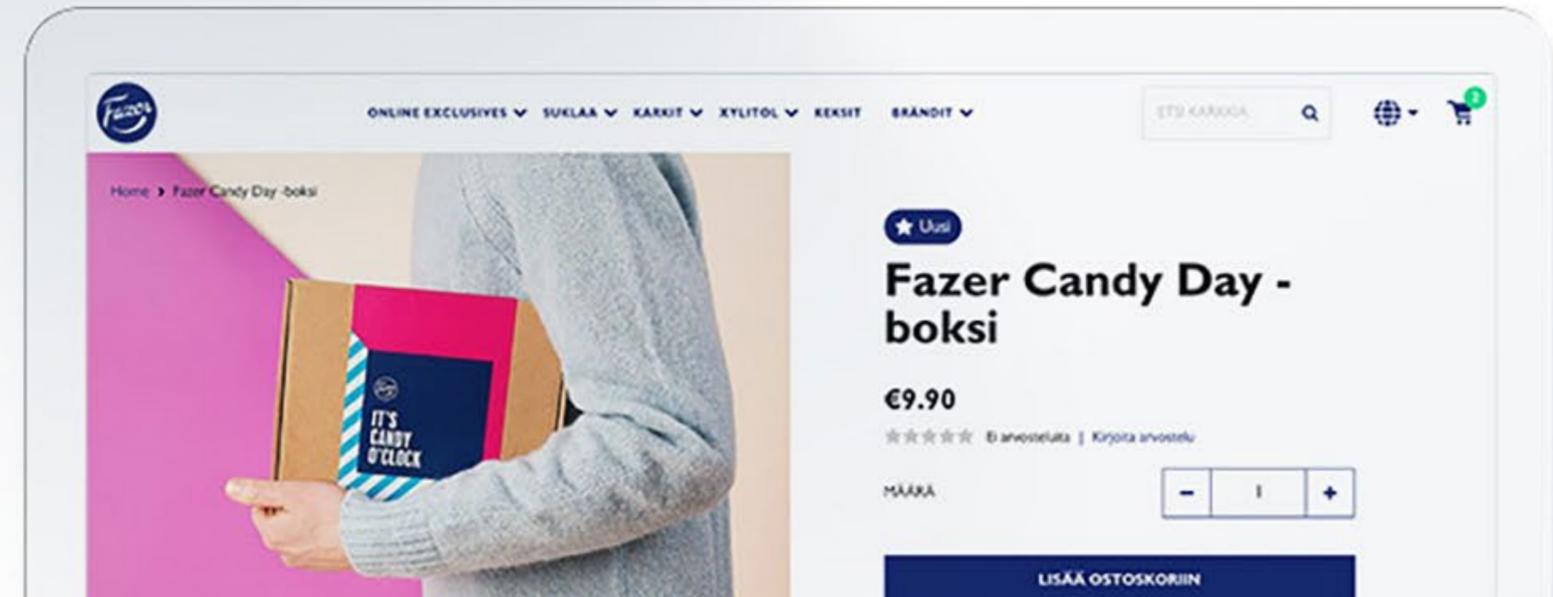
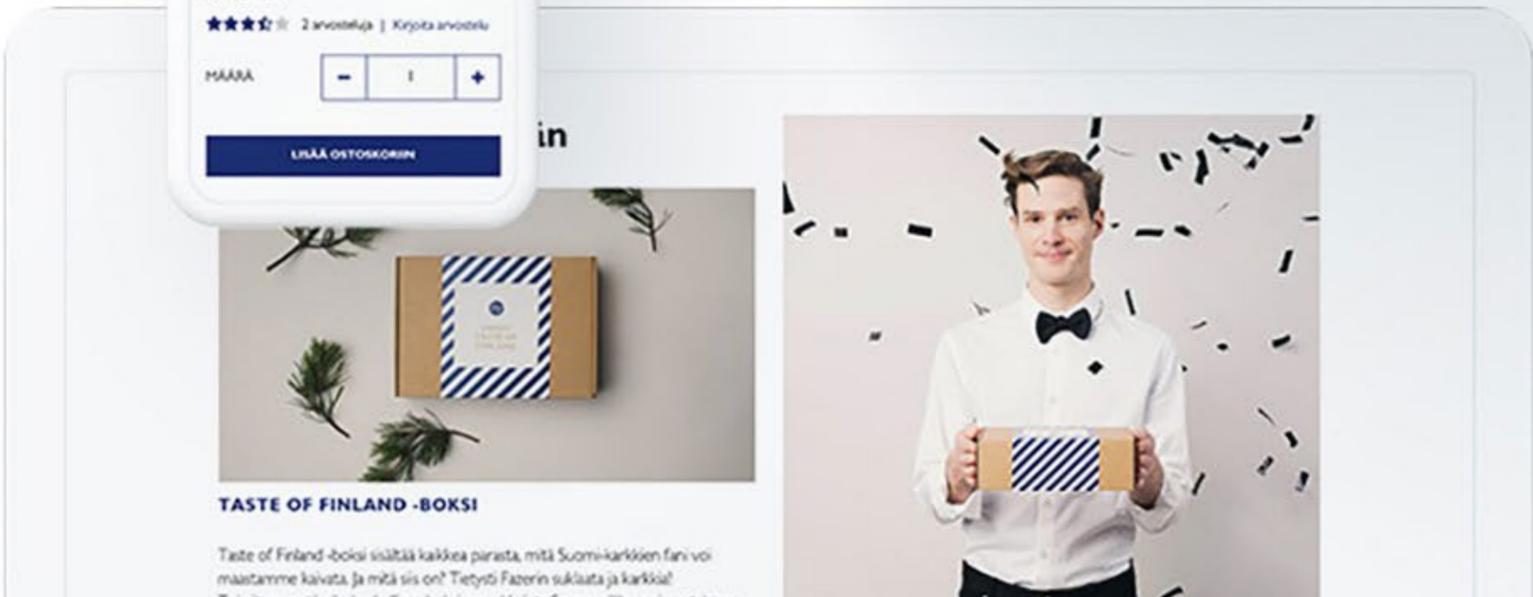
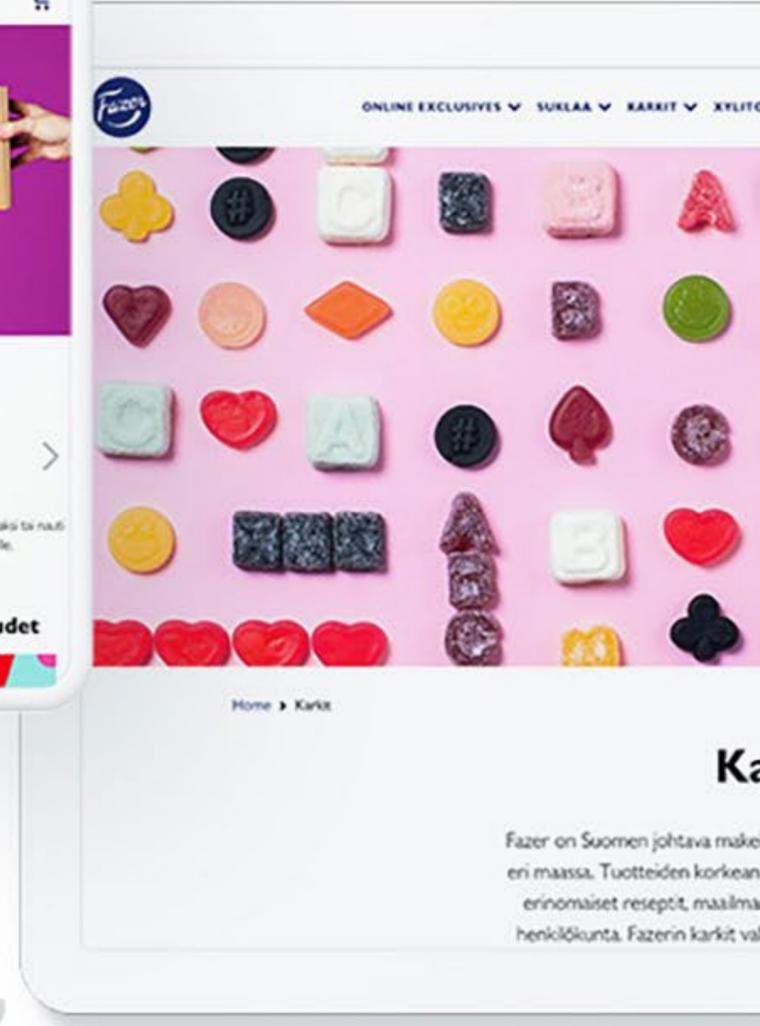
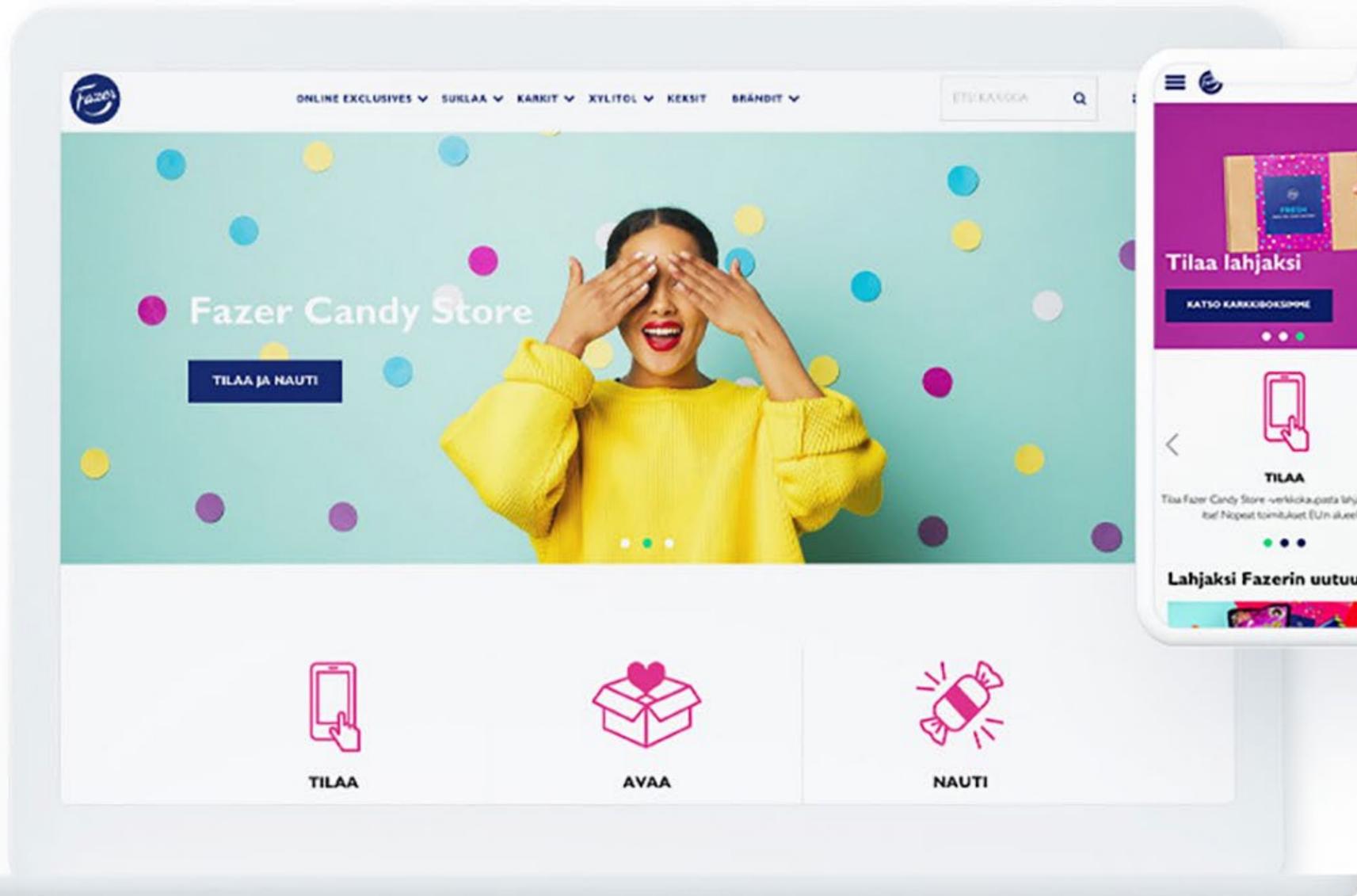
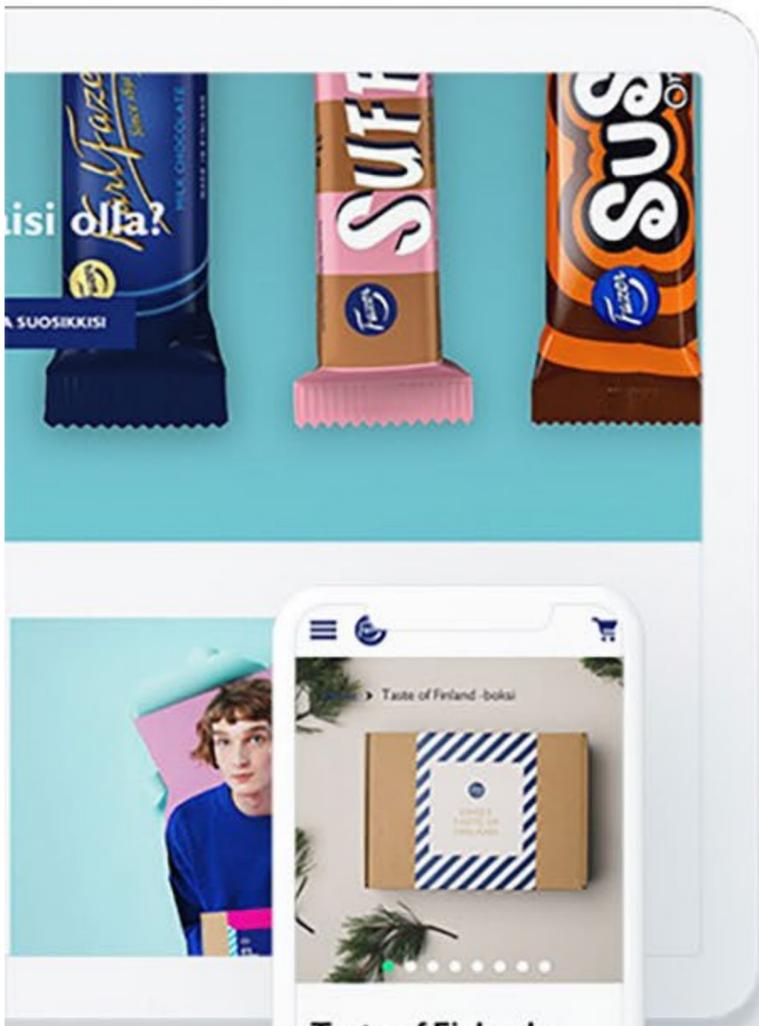
DISPOSING OR STORING THE PACKAGE



AFTER

BEING CONTACTED BY FAZER









♥
LIFESAVERS





Scroll video

Case video



Footbalance

3D Foot scanner

Ux & ui concept & pilot layouts

MyFootBalance® - the 3D foot scanning service includes a 3D scan of the feet, a biomechanical foot analysis, personalized product recommendations, and a tailored product fitting.

Concept design, Ux&ui design,

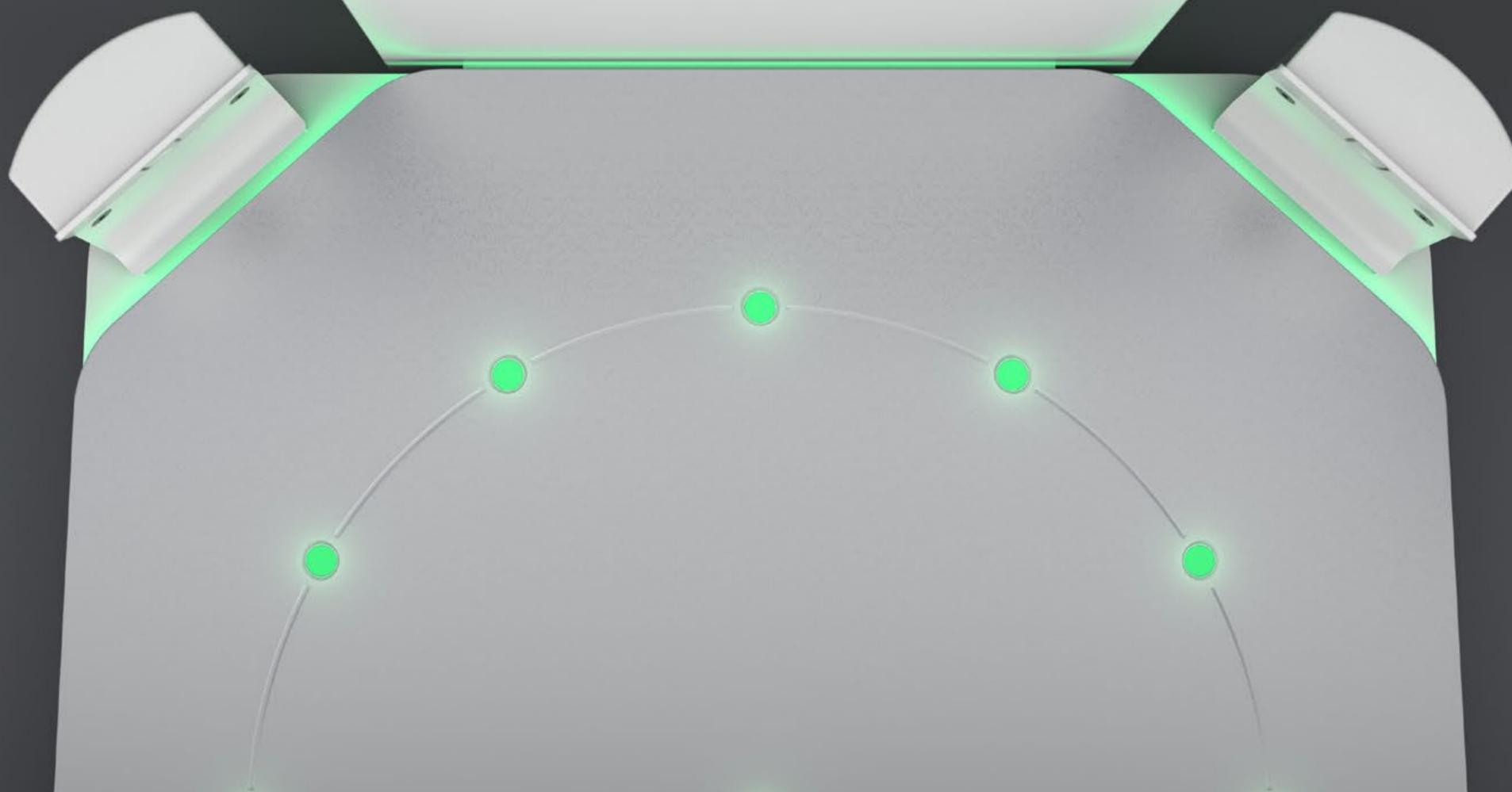
Agency: Pentagon Design
Role : Ux & ui design





FootBalance

[Watch video](#)





FootBalance

log in / sign in



OVERVIEW

Add comfort and fit.

We found only 3 error positions.

No worries. We recommend you 100% custom insoles and right shoes to support your unique feet.

SIZE

42.0

LEFT

42.03

RIGHT

EU

ARCH HEIGHT

HEIGHT

RIGHT

LEFT

AVERAGE

LOW

OVERPRONATION

LEFT

RIGHT

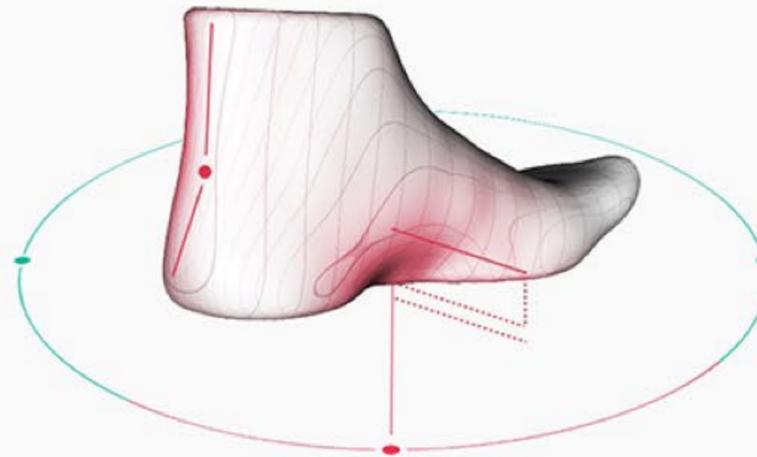
Detailed analyse



Recommended products for you.

Insoles

Shoes



Move the view by touching the screen.

Back Continue

Background 3D scan Analysis Shop

Lets begin, first we need some information.

Here we can shortly tell why is important to gather these informations from the customer. Suspendisse facilisis nulla in lacinia laoreet, lorem velit accumsan velit vel mattis libero nisi et sem.

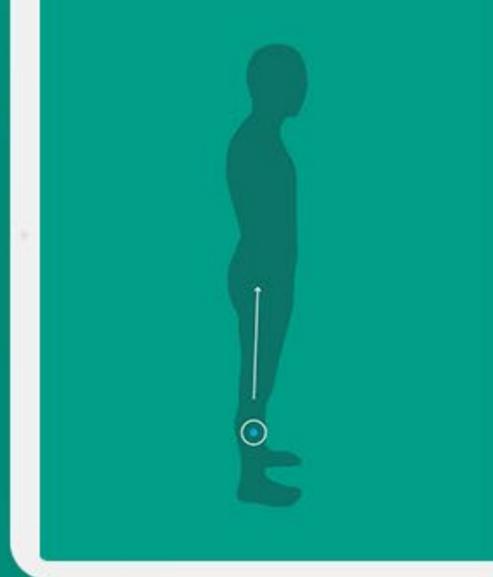
Fill in the information

Gender

Male Female

Shoe size

43



Background 3D scan Analysis Shop

PICTURE 1

Stand straight.

So we can measure your feet lorem ipsum dolor sit amet.

FootBalance

Next picture

Background 3D scan Analysis Shop

PICTURE 1

Stand straight.

So we can measure your feet lorem ipsum dolor sit amet.

✓ Picture saved.

FootBalance

3D Foot scanner

FootBalance's unique foot analysis and custom insoles molding.

Start the analysis

I already have a foot profile

Comprehensive foot analysis • The best fit at the gym • Guidance for choosing the right insoles & shoes

FootBalance

log in / sign in

Back to overview

DETAILED ANALYSE

Your measurements.

SIZE

42.0 LEFT 42.03 RIGHT

HEEL TO TOE LENGHT

265 mm LEFT 266 mm RIGHT

BALL WIDTH

AVERAGE LEFT RIGHT

Scroll for more

Recommended products for you.

Insoles Shoes

Move the view by touching the screen.

FootBalance

log in / sign in

Recommended shoes for you.

12 products

80 €

Shoe name 80.00 € Add to Cart

Shoe name 140.00 € Add to Cart

Shoe name 90.00 € Add to Cart

Shoe name 60 € Add to Cart

Great! Just a few more forms to fill.

Here we can shortly tell why is important to gather these informations from the customer. Suspendisse facilisis nulla in lacinia laoreet, lorem velit accumsan velit vel mattis libero nisl et sem.

Fill in the information

Email address

Age Weight Under 80 kg Over 80 kg

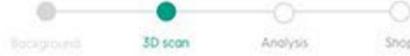
Select interests

Running Walking Cycling Football
 Court sports Golf Skating Skiing/downhill skiing



Lift your toes.

Lorem velit accumsan velit vel mattis libero nisl et sem.



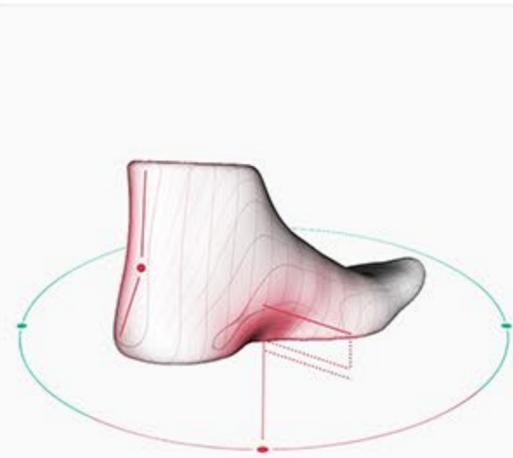
PICTURE 2

Squat.

So we can measure your feet lorem ipsum dolor sit amet.

FootBalance

log in / sign in



OVERVIEW

Add comfort and fit.

We found only 3 error positions.

No worries. We recommend you 100% custom insoles and right shoes to support your unique feet.

SIZE

42.0

42.03

ARCH HEIGHT

LEFT

RIGHT

OVERPRONATION

LEFT

Detailed analyse

Recommended products for you.

Insoles

Shoes

Move the view by touching the screen.



FootBalance

3D Foot scanner

FootBalance's unique foot analysis and custom insoles molding.

Start the analysis

I already have a foot profile

FootBalance

log in / sign in



100 % customized insoles

★★★★★

Proin in dolor mauris consequat aliquam. Donec ipsum, vestibulum ullamcorper venenatis augue. Aliquam tempus nisi in auctor vulputate, erat felis.

59,90 e

Color selection icons

FootBalance

Next picture

FootBalance

Shopping cart

2

01 CUSTOMER INFO

02 SHIPPING INFO

03 PAYMENT SELECTION

100 %

Mannerheim-museo

Identity & website update

A memorable, timeless, and evocative visual identity was created for the Mannerheim Museum—one that honors history while looking toward the future.

In addition, clear and user-friendly website was developed, complete with an integrated ticket shop.

Identity & site will be published in the autumn 2025.

Concept design, UX&UI design, Visual identity design

Agency: Pentagon Design
Role : ux&ui design, visual design with Vesa Viljakainen
Web develop : Bildy



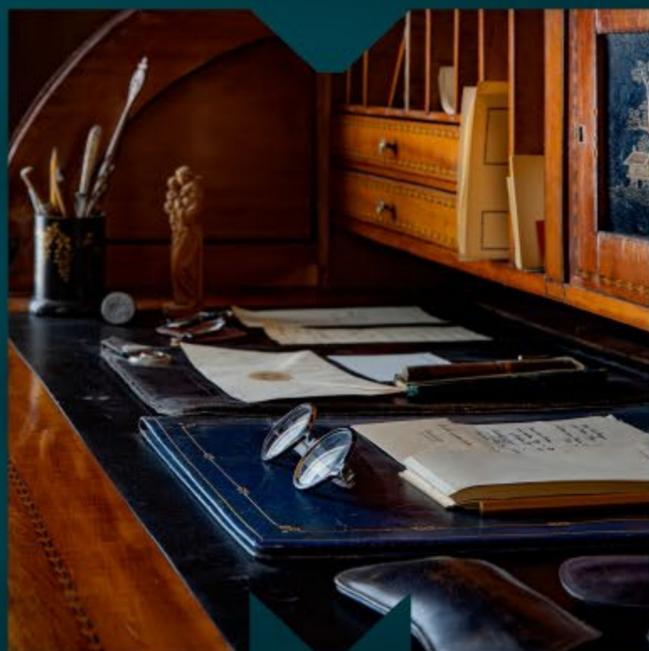
Tervetuloa
Mannerheimin
kotiin



 MANNERHEIM-
MUSEO

Kalliolinnantie 14
00140 Helsinki
mannerheim-museo.fi

Tervetuloa
Mannerheimin
kotiin



 MANNERHEIM-
MUSEO

Kalliolinnantie 14
00140 Helsinki
mannerheim-museo.fi

Tervetuloa
Mannerheimin
kotiin



 MANNERHEIM-
MUSEO

Kalliolinnantie 14
00140 Helsinki
mannerheim-museo.fi

Erotettiin

14.5.1887

Ylioppilas (uusm.) Helsingin Privatlyceumista.

4.6.1867

Ylennettiin kometiksi 15. Aleksandran, suuriruhtinas Nikolai Nikojevitchin rakuunarykmenttiin Kaliszin Puolaan.

Tervetuloa uudistettuun museoon.



TUTUSTU MUSEON KOKOELMIIN

Kulttuurihistoriallinen kokoelma

LUE LISÄÄ

Kirjasto

LUE LISÄÄ

KATSO KAIKKI →

Arkisto

LUE LISÄÄ

Opastuskieli

1 Päivämäärä

2 Vierailuaika

3 Liput

4

Valitse opastuskieli

- Suomi
- Ruotsi
- Englanti
- Venäjä
- Ranska
- Saksa

JATKA

Jos toivotte opastusta muulla kielellä, oikaa yhteydessä museoon sähköpostitse: info@mannerheim-museo.fi

Huomioitethan, että kaikkia opastuskieliä ei ole saatavilla jokaisella päivällä.

MUSEOSSA TAPAHTUU

Paneelikeskustelu lorem ipsum dolor sit amet

LUE LISÄÄ

1-20

21-40

41-60

80€

160€

240€

1-10 henkilöä

Yli 10 henkilöä

280€

28€/hiö

→

→

MANNERHEIM-MUSEO

MUSEOVIERAILU ▾ GUSTAF MANNERHEIM ▾ MUSEOSTA ▾ TUTUSTU KOKOELMIIN ▾ FI ▾ LIPUT

Mannerheim-museo

Museouudistus

Mannerheim-säätiö

Henkilökunta

Nam molestie nec tortor. Donec placerat leo sit amet velit. Vestibulum id justo ut vitae massa. Proin in dolor mauris consequat aliquam. Donec ipsum, vestibulum.

→

→

FISKARS GROUP

Fiskars Bruk

Innovation hub

Bruk is Fiskars Group's internal brand and start-up accelerator unit, which focuses on developing and inventing new business models. Bruk is a service to all of Fiskars Group's business areas and aims to co-operate internationally with external partners.

Objective was to build Bruk as an independent and interesting entity inside the Fiskars Group, having clearly own identity and tone-of-voice.

The lines in the Bruk visual look represent the creative ideas that arise and develop. Transforming paths gives multiple possibilities to illustrate.

Concept design, visual identity design, graphic design, photography plan

Agency: Pentagon Design
Role : Lead designer
Photography: Juho Huttunen



**A place to
hack and
hustle.**

bruk

Startup with 370 years of history.

First name Last name Corporation



Bruk lorem

Welcome to Bruk, the lab where ideas take shape.

Bruk is a hub of innovation that brings together intelligence and people from across the entire Fiskars Group to design, test and scale new ideas – fast.

The Bruk team is collaborative by nature, partnering with universities, other companies, startups and all kinds of change-makers. Together, teams can rapidly develop, test and prototype ideas in a creative and supportive environment with the freedom to fail.

BRUK © Fiskars Group. Company confidential. 3. May 2025 3

Bruk is a creative lab where ideas take shape.

BRUK © Fiskars Group. Company confidential. 3. May 2025 4

Ideas take shape.

Create long-term value through new ideas.



Bruk develops bold new business ideas for the Fiskars Group together with all business areas and external partners.

Bruk is a place where teams can go from idea to action.

BRUK © Fiskars Group. Company confidential. 3. May 2025 10

Take the risk.

Bruk is a place where teams can go from idea to action.



Bruk identity

From idea to action.

Bruk's is on a path towards bold new business ideas, services and concepts. Together, we can't wait to see where they take us.

The Bruk team is collaborative by nature, partnering with universities, other companies, startups and all kinds of change-makers. Together, teams can rapidly develop, test and prototype ideas in a creative and supportive environment with the freedom to fail.

BRUK © Fiskars Group. Company confidential. 3. May 2025 6



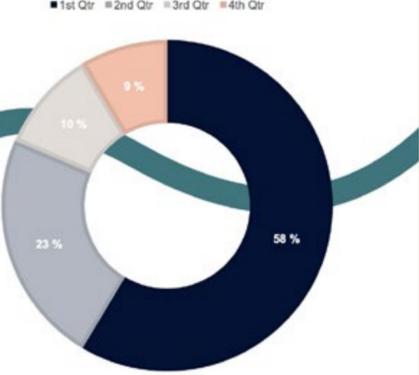
Think of us as a startup with 370 years of history.

BRUK © Fiskars Group. Company confidential. 3. May 2025 8

Sales

The innovation that goes on at Bruk shows our customers, employees, investors and partners that an old company truly can learn new tricks.

Fiskars Bruk is a fast-thinking and fast-acting unit that takes risks and builds buzz while supporting our core business.



Quarter	Percentage
1st Qtr	23%
2nd Qtr	10%
3rd Qtr	9%
4th Qtr	58%

BRUK © Fiskars Group. Company confidential. 3. May 2025 17

bruk

FISKARS
◆ GROUP

Take
the risk!





A fact: our natural resources are finite. If we are not careful, we risk running out of the very things that sustain life, our life – like clean water. Another fact: the climate is changing. If we don't do a better job in managing our impact on our planet, there will be no planet for us in the future. One more fact, a very important one: we can create change. Circular economy is essentially about using things again, again, again, making sure nothing is wasted. It's not just about recycling, it's about reusing and repurposing, reimagining and rearranging. If we use natural resources, we...

[Read more](#) ▾

Lead time in weeks

12

New ideas/handled

176/ 78

Ramped up projects

3



Collaboration, co-exploration, co-creation



bruk



A place to hack and hustle.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum hendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

TAKE TOUR



Creating new guidelines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum hendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Impact through change

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum hendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



bruk

FISKARS
◆ GROUP

Ideas
take
shape.

Create long-term
value through new
ideas.



Fiskarsbruk.fi

bruk

FISKARS
◆ GROUP

We
dont
do
regular.

Think of us as a
startup with 370
years of history.

Fiskarsbruk.fi

bruk

FISKARS
◆ GROUP

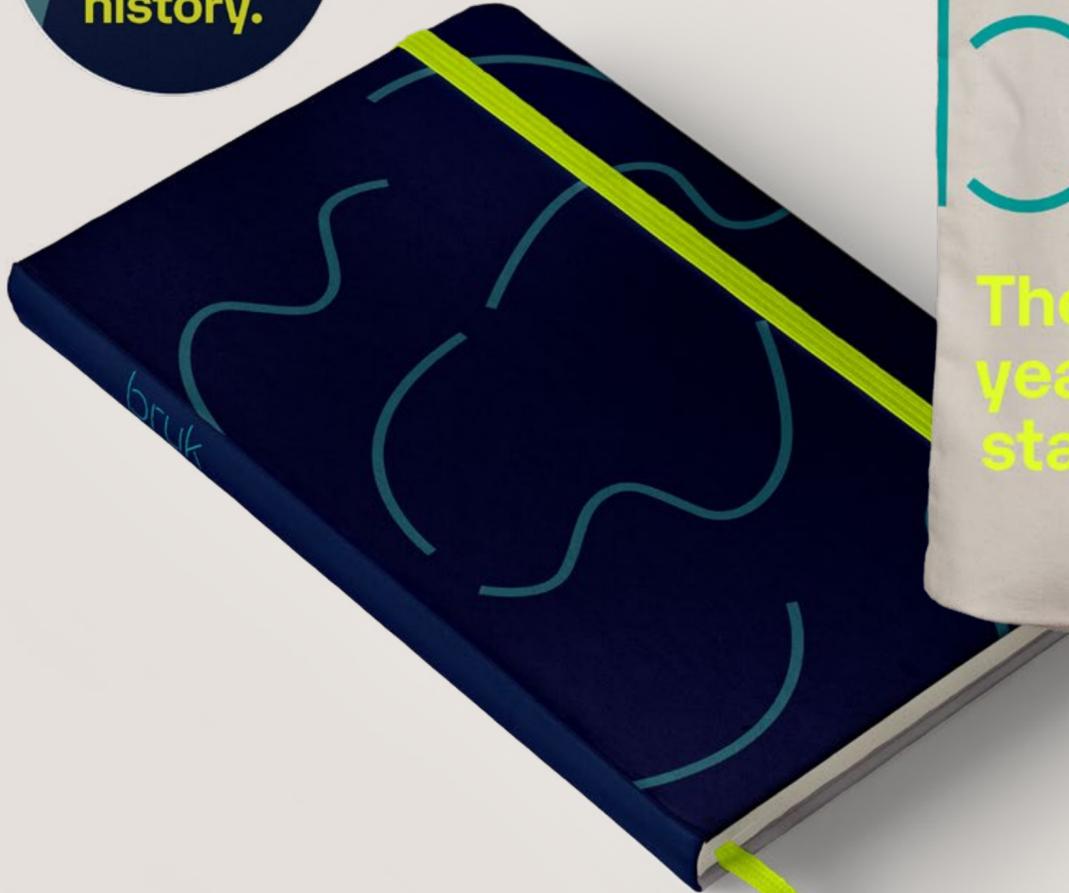
Thinking
changes
everything.

Create change
from inside out.



Fiskarsbruk.fi

startup
with 370
years of
history.



We
dont
do
regular.

CITY OF TURKU

Joki visitor Centre

The Visitor and Innovation Center

Joki is shared exhibition, co-operation and meeting point for the various organizations of the Turku area. Unique platform for companies of all sizes to showcase their offering, co-operate and organize events.

multidisciplinary project where my role was to lead, design & project management all the digital aspects of the project such as digital showroom & brand website, ar&vr implementations.

Concept design, UX&UI design,

Agency: Pentagon Design
Role : Digital designer





Entrance



Cave Theater



**Digital
showroom**



**The future of
Turku Region**



**Changing
exhibitions**



Workshop



ence
being

Circular
Economy

Smart
City

Human
Capital

Future
Technologies



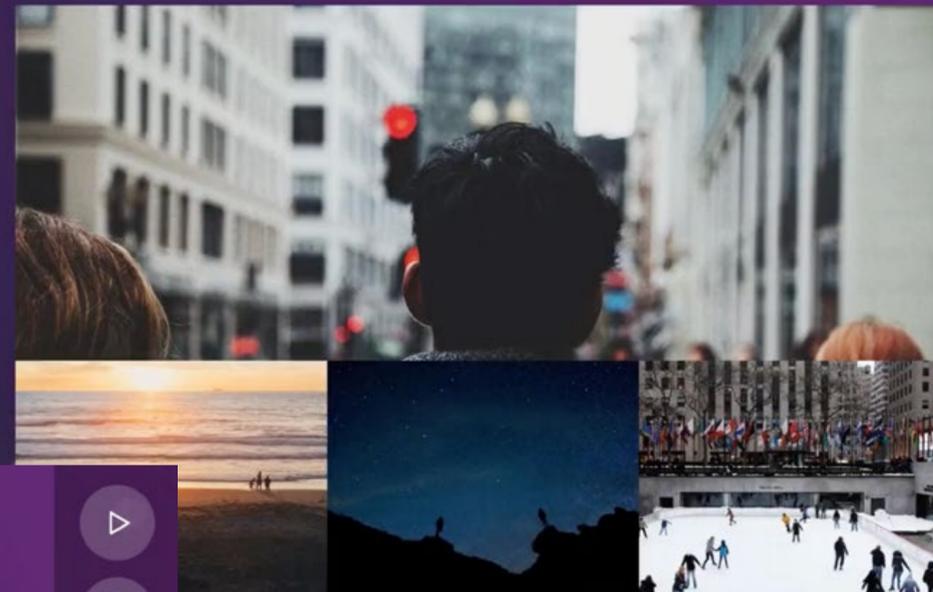
Raisio

Otsikko

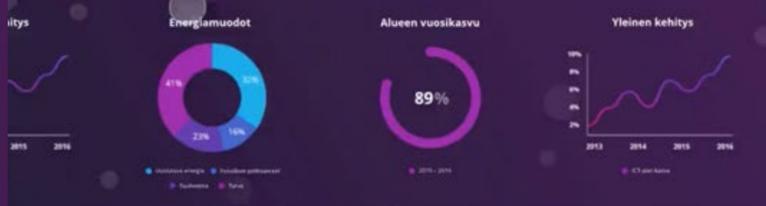
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Otsikko

Lorem ipsum dolor sit amet, consectetur



- Kaikki
- Kaupunkisuunnittelu
- Korkeakoulu ja tutkimus
- Yritykset & elinkeinoelämä



- Kaikki
- Kaupunkisuunnittelu
- Korkeakoulu ja tutkimus
- Yritykset & elinkeinoelämä



RAISIO

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Visio
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+ 35 %
Liikevaihdon vuosimuutos

+ 41 %
Henkilöstön muutos

+ 35 %
Jokin muu luku

- Korkeakoulu ja tutkimus
- Yritykset & elinkeinoelämä

RAISIO

Esittely
Vestibulum rutrum quam vitae fringilla tincidunt. Suspendisse nec tortor urna. Ut laoreet sodales nisi, quis iaculis nulla iaculis vitae. Donec sagittis faucibus lacus eget blandit. Mauris vitae ultricies metus, at condimentum nulla. Donec quis ornare lacus. Etiam gravida mollis tortor quis porttitor.

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+ 35 %
Liikevaihdon vuosimuutos

+ 41 %
Henkilöstön muutos

+ 35 %
Jokin muu luku

- Life Science and Wellbeing
- Circular Economy
- Smart City
- Human Capital

- Life Science and Wellbeing
- Circular Economy
- Smart City
- Human Capital





SMART & WISE TURKU REGION

CAPITAL OF THE MOST BEAUTIFUL ARCHIPELAGO IN THE WORLD

Capital of the most beautiful archipelago in the world, Turku is a city of 100 islands and 1000 lakes. The location of the archipelago with the greatest number of islands in the world and the 800-year-old history of the city makes it a unique place to live and work. The city is a high-quality place of residence, with a high quality of life and a high quality of work environment.

SUCCESS THROUGH CO-OPERATION

Based on centuries of tradition, Turku region has succeeded in strengthening its competitiveness to meet the challenges of the 21st century. The success is based on the cooperation between the public sector and businesses. The city of Turku is a leader in international competitiveness. At present, the growth of the Turku region is based on the cooperation between the public sector and businesses. In particular, all sectors cooperate and contribute to the success of the region.



VR

New exterior concept for trains in Finland and Sweden

Brand update & web design

The design objective was to create a reliable, timeless, and clear Scandinavian exterior concept. Due to the large scale of the renewal, the new exterior design must remain fresh and relevant for several decades.

Concept design, Graphic design

Agency: Pentagon Design
Role : Part of the design team







CITY OF RIIHIMÄKI

Lasikaupunki Glass City

Sub-branding & biennale identity

Riihimäki wants to be known for its glass design history - subbrand Identity was build for that need. Identity appears in different ways in the city's communication with its own look.

Visual concept is built on a transformative glass abstraction, circular form that acts as as a frame to express city's vibrant activity around glass. The Biennale's look is based on Lasikaupunki identity, but is strongly more expressive.

Concept design, Graphic design,
Ai image creation

Agency: Pentagon Design
Role : Lead designer



LASI-
KAUPUNKI
GLASS
CITY



RIIHIMÄKI

**LASI-
KAUPUNKI
GLASS
CITY**

LASIPÄIVÄ

Suomen paras valikoima käyttölasia,
taidelasia ja keräilylasia.

8.6.2025

**FINNISH GLASS
BIENNALE**

Kansainvälinen lasifestivaali Finnish Glass Biennale
kutsuu lasin ystävät kesäkuun alussa viikoksi
Riihimäelle, Iittalaan ja Nuutajärvelle.

5- 8.6.2025

SUOMEN LASIMUSEO

Suomen lasimuseo Riihimäellä on ohittamaton
vierailukohde muotoilun ja designin ystäville.

Auki ti-su.

LASI- KAUPUNKI GLASS CITY

LOREM
IPSUM
DOLOR

RIIHIMÄKI



SUOMEN
LASIMUSEO
THE FINNISH
GLASS MUSEUM

IITALA
1881

Lasikaupunki
Lasikaupunki

ETUNIMI SUKUNIMI

12.6-14.10.



LASI-
KAUPUNKI
GLASS
CITY

Nayttelypaikan nimi

Kodunnimi 12 A 13 Ma-pe 10-20
01230 Riihimäki la-su 11-17

RIIHIMÄKI



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THE FINNISH
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1881

Lasikaupunki
Lasikaupunki





EXHIBITIONS
2025

RIIHIMÄKI
LASTI-
KAUPUNKI
GLASS
CITY

LOP

INTERNATIONAL

FINNISH GLASS BIENNALE

Curated by
Akira
Minagawa

5.-8.6.2025

RIIHIMÄKI



NUUTTI-ARVEN
LASIRYYLÄ 1295



SUOMEN
LASIMUSEO
THE FINNISH
GLASS MUSEUM

IITTALA
1881

lasikaupunki.fi
lasikaupunki



 riihimaenkaupunki 6h 

FINNISH GLASS BIENNALE

5.-8.6.2025

 Leave a message  



 riihimaenkaupunki 6h 

FINNISH GLASS BIENNALE



 Leave a message  



KAUPUNKILIIKENNE

Kaupunkiliikenne identity

Brand update

City Transport continues the work of HKL and is responsible for keeping Helsinki's metro, trams, Suomenlinna ferry and city bikes moving.

The visual concept for City Transport is built around the graphic style of the logo. The shape is derived from the letter K and connotations can be drawn to arrows, wheels, and intersections. Thus, being at the heart of what City Transport does.

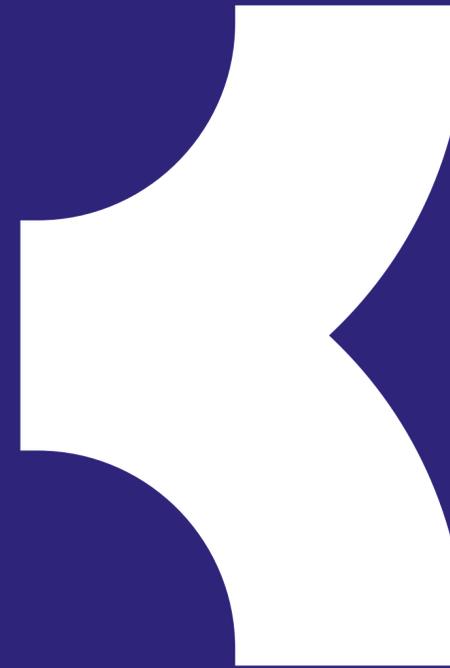
Brand update project continued with launch campaign and later with outdoor campaign created around existing film concept that is inspired by Avara Luonto.

Branding, visual identity, graphic design

Agency: Pentagon Design

Role : Lead designer

Campaign photography : Benjamin Ilmoni



**KAUPUNKILIIKENNE
STADSTRAFIK**

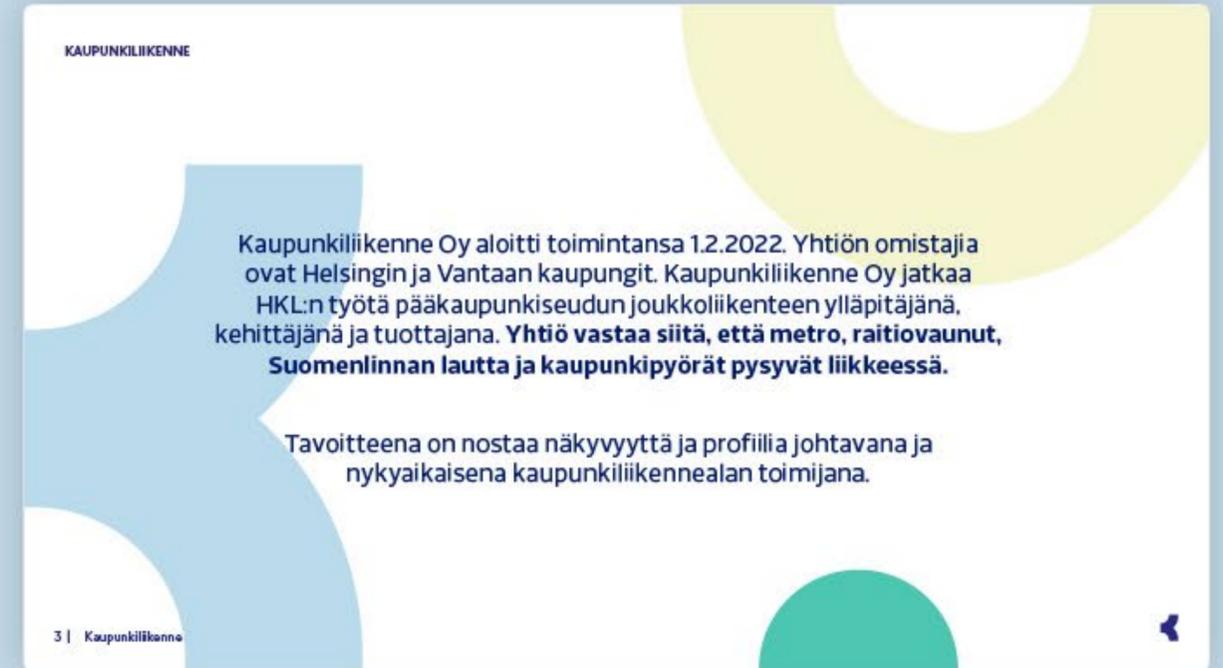


Pidämme kaupungin liikkeessä.

Toimiva kaupunki ja kestävä liikkuminen
ovat meidän tehtäviämme.
Teemme sinulle tulevaisuuden kaupunkia.



**KAUPUNKILIIKENNE
STADSTRAFIK**



Kestävään liikkumisen kehittäjä.

Huomioimme ihmiset,
ilmaston ja luonnon.





Päästöttömästi kaupungin sykkeessä.

Tulevaisuuden kaupungissa tarvitaan
kestävän liikkumisen muotoja.
Kun teemme päätöksiä, huomioimme
ihmiset, ilmaston ja luonnon.



KAUPUNKILIIKENNE
STADSTRAFIK

kaupunkiliikenne.fi



Rakennamme
täällä.

Huomista varten.



KAUPUNKILIIKENNE
STADSTRAFIK

Kaupunkipyörien paluu.



KAUPUNKILIIKENNE
STADSTRAFIK

Täällä taas.
Rekisteröidy &
hyppää kyytiin!



VIHREÄT VAELTAJAT

RAITEIDEN UUSI VALTIAS

Uusi
pikaraitiovaunu
Spåra Rapido



Saavuttaa jopa 70
kilometrin
tuntinopeuden
ja saa
ravintonsa
vihreästä
energiasta.



KAUPUNKILIIKENNE
STADSTRAFIK

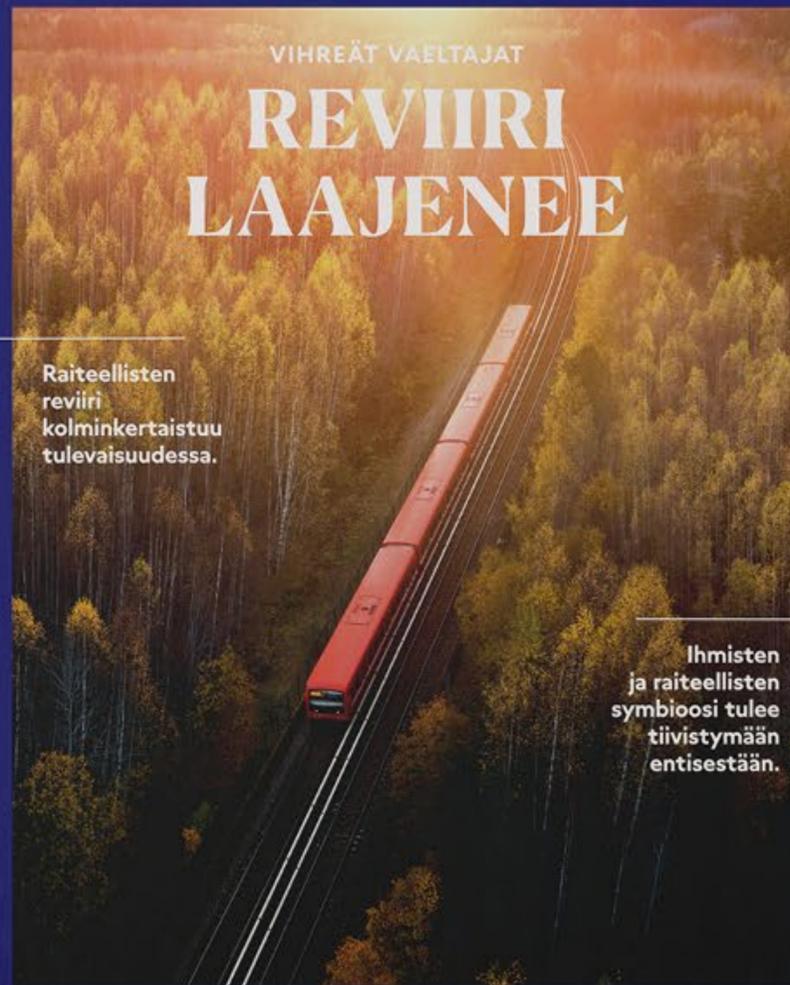
Uusi vihreä vaeltaja, Spåra Rapido, on raitio-
vaunuista suurin ja nopein. Me kaupunki-
liikenteellä varmistamme, että se voi hyvin ja
liikkuu harmoniassa ympäristönsä kanssa.

KATSO VIDEO
kaupunkiliikenne.fi/vihreatvaeltajat

VIHREÄT VAELTAJAT

REVIIRI LAAJENEE

Raiteellisten
reviiri
kolminkertaistuu
tulevaisuudessa.



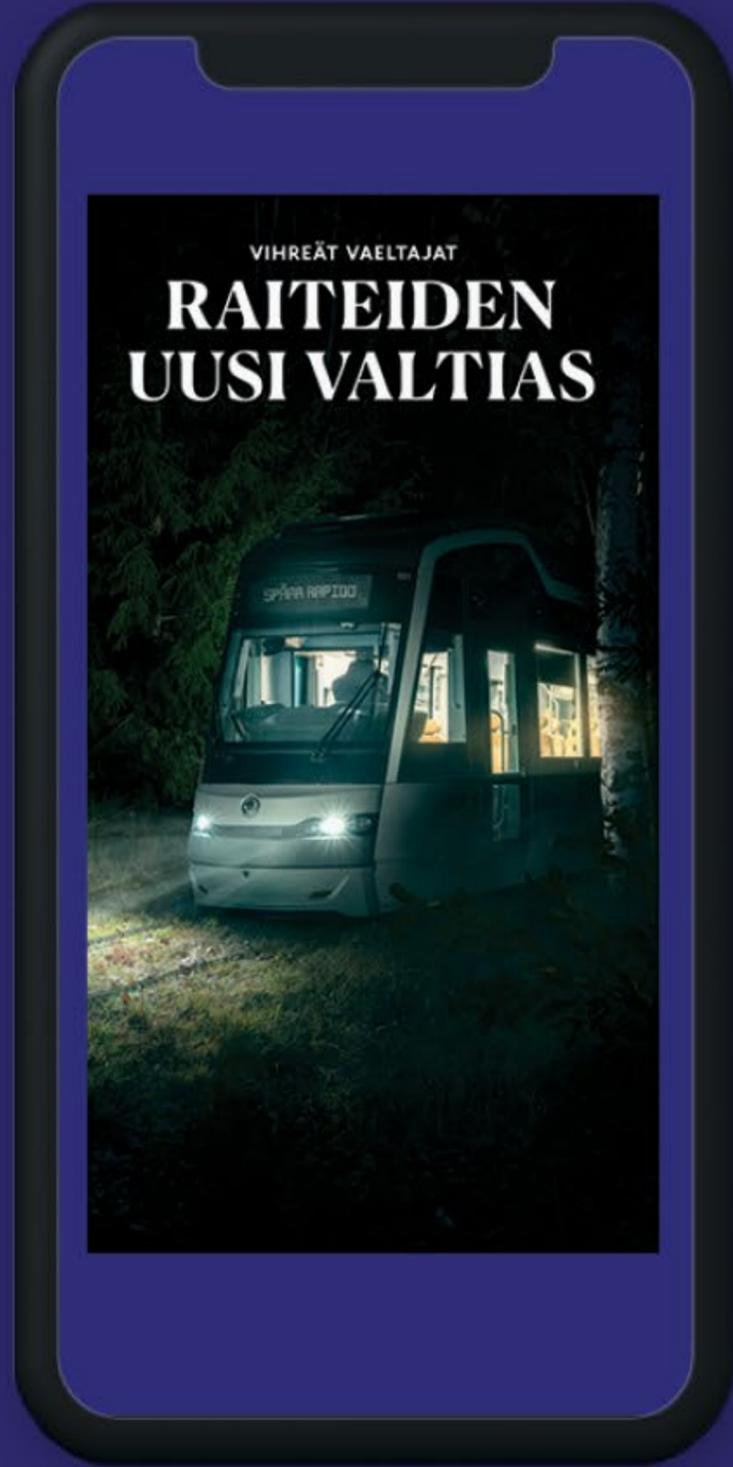
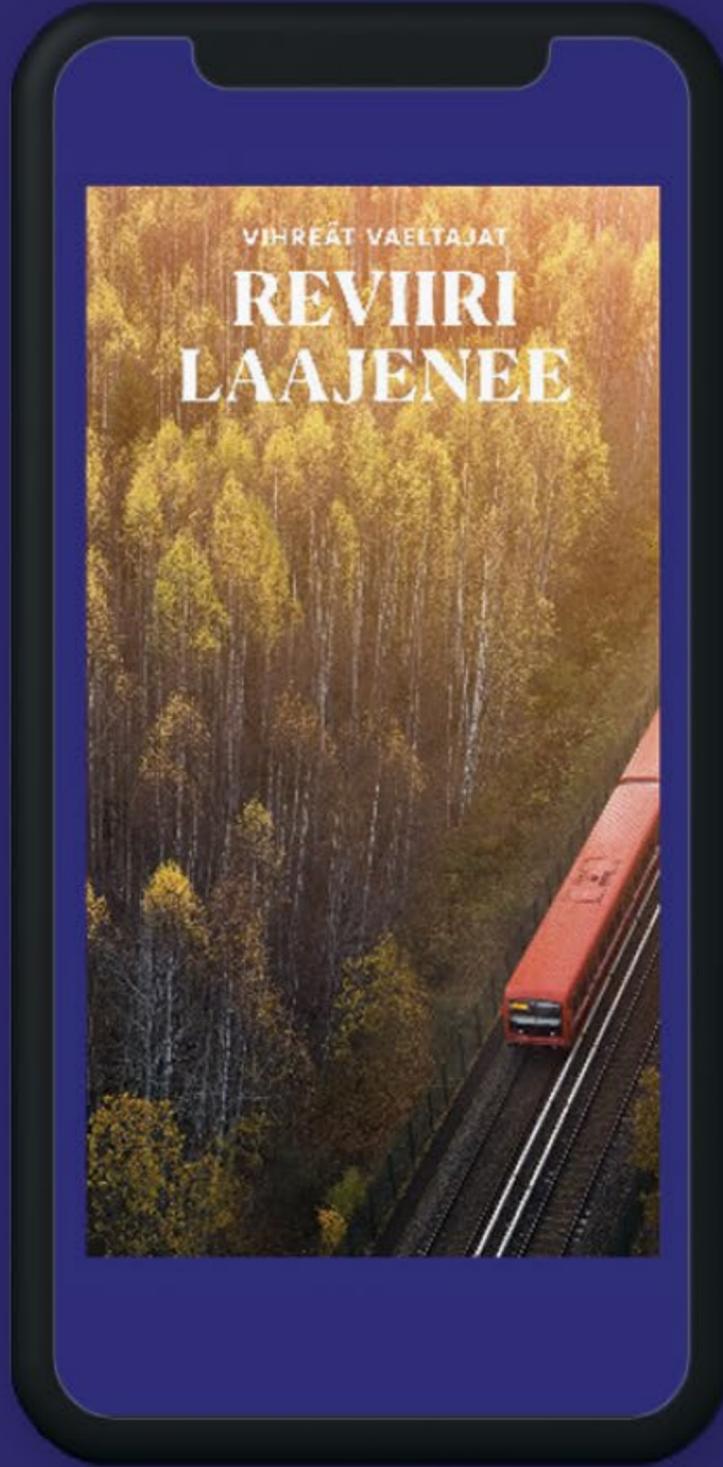
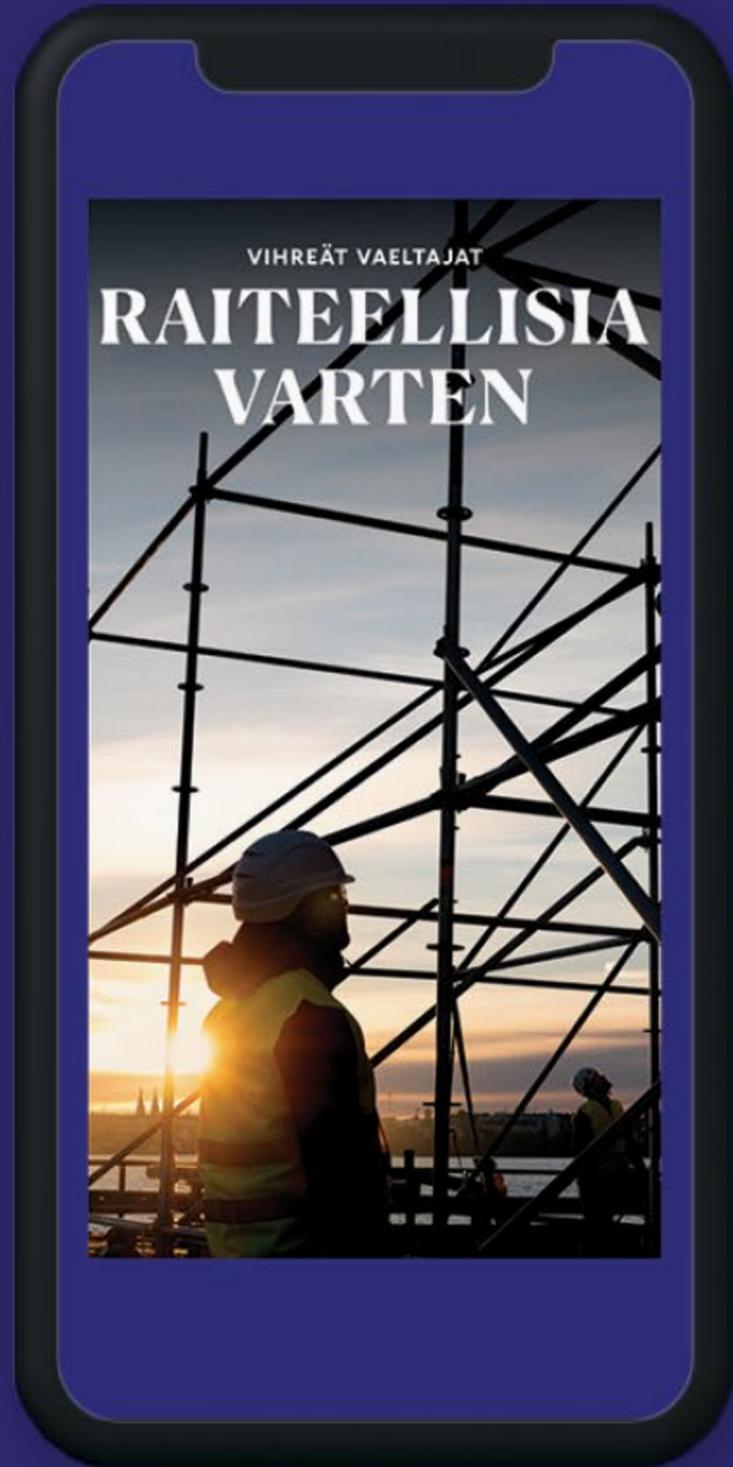
Ihmisten
ja raiteellisten
symbioosi tulee
tiivistymään
entisestään.



KAUPUNKILIIKENNE
STADSTRAFIK

Me Kaupunkiliikenteellä pidämme huolen,
että vihreiden vaeltajiemme kulkureitit on
rakennettu toimivasti ja ekologisesti.

KATSO VIDEO
kaupunkiliikenne.fi/vihreatvaeltajat



FAZER

Fazer Brand identity

Brand identity & web design

Fazer had defined an ambitious brand promise, which represented the goal of becoming a sustainable food company, building on the heritage of the past century while aiming to renew to lead the way into the future. The aim was to create a visual identity that would span across the different businesses as well as markets, creating a unique and recognizable identity for all touchpoints.

Branding, visual identity, ui&ux design

Agency: Pentagon Design

Role : Part of the design team

Area of responsibility: MyFazer subidentity and ui&ux, Logic and style of package design labeling



ONE FAZER

Logo

Usage instructions



The absolute minimum size of the logo is Ø 15 mm.



Clear area diameter **1,23**



Light background
no keyline needed



Fazer blue
background
keyline needed

Typography

Short headers 1-4 words

FAZER HEADLINE

Subtitle *A phrase that follows a header*

FAZER HEADLINE ABCDEFGHIJKLMN

Longer headers 4+ words

Fazer Headline

Body *Long phrases of text*

Fazer Text Regular
ABCDEFGHIJabcdefgh12345

Subheading *Within body copy*

Fazer Text Bold
ABCDEFGHIJabcdefgh012345

Colors

Primary colors

FAZER BLUE



WHITE



WARM TONE



Secondary colors

ORANGE



PINK



LIGHT BLUE



GREEN

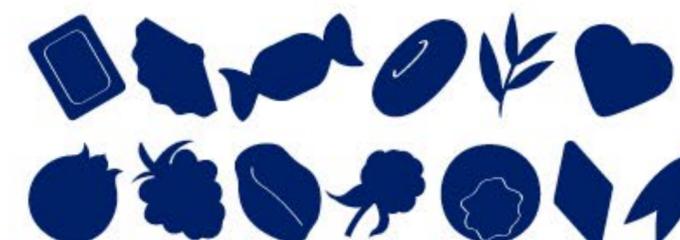


PURPLE



Pattern

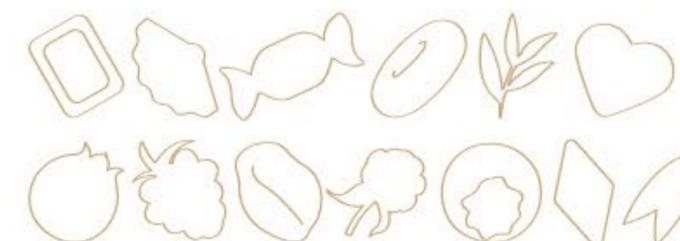
Pattern elements *Fill colour*



Fill colours *Fazer primary and additional colours*



Pattern elements *Outline*



Outline colours *Fazer primary colours*



KIIVI-SITRUUNAKAKKU

KIWI-CITRONTÄRTÄ

Laktoositon | Laktoosfri

51%
HAVRE

SOKERILEIPURIN
PITKO

Voilla leivottu,
paljon makua.

Laktoositon
Laktoosfri

435g

Anna lahjaksi Kultainen
Fazerin Sininen

ОВОЩИ-МИКС

С КАПУСТОЙ И МОРКОВЬЮ

34% овощей, злаков
и семян

240г

KÄSIN
LETITETTY
LAHDESSA

SAFTIG & SUND

HAVREFRALLA

BAKAD MED MJÖL FRÅN EGEN KVERN

51% AV BRÖDETS
SPANMÅL ÄR HAVRE

23% FULLKORN



HURMAAVAN
RAIKAS

100% KAURA LAKRITSI UUNIOMENA



SOKERILEIPURIN PITKO

LÄNGD



Voilla leivottu,
paljon makua.

Laktoositon
Laktosfri

435g

**KÄSIN
LETITETTY
LAHDESSA**



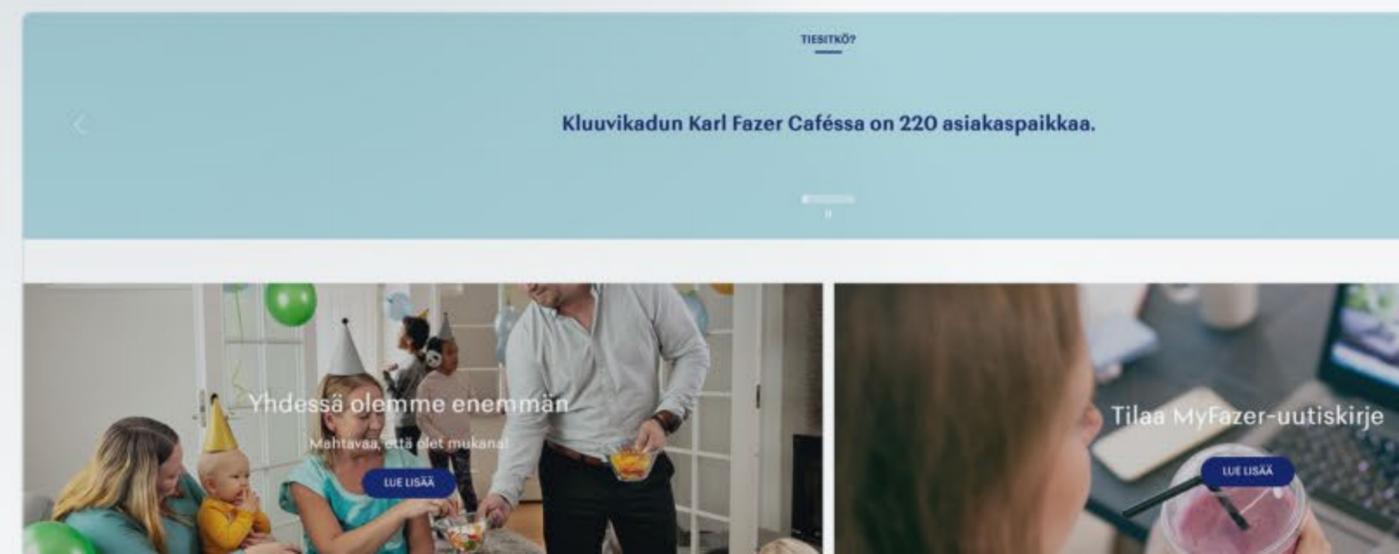
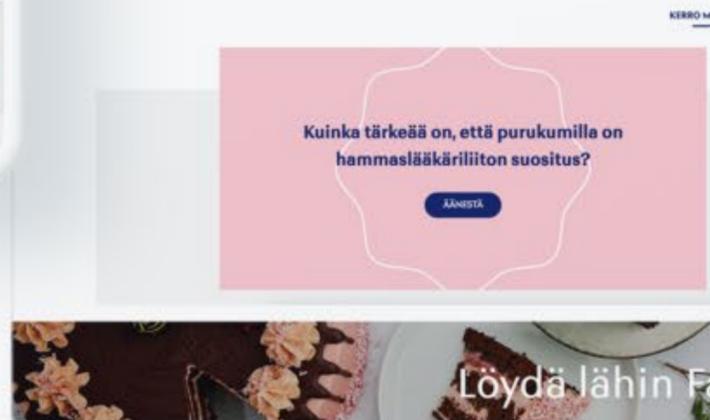
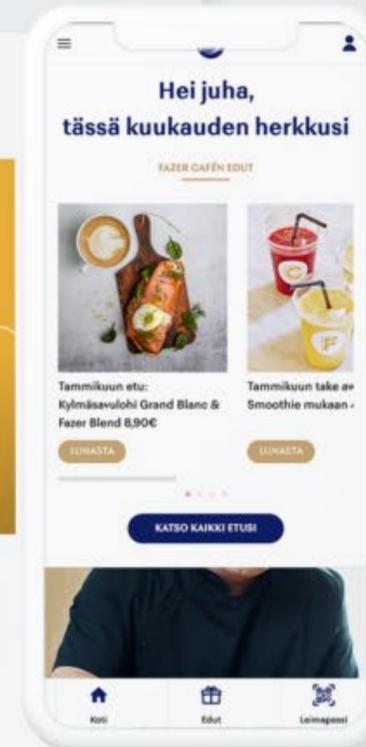
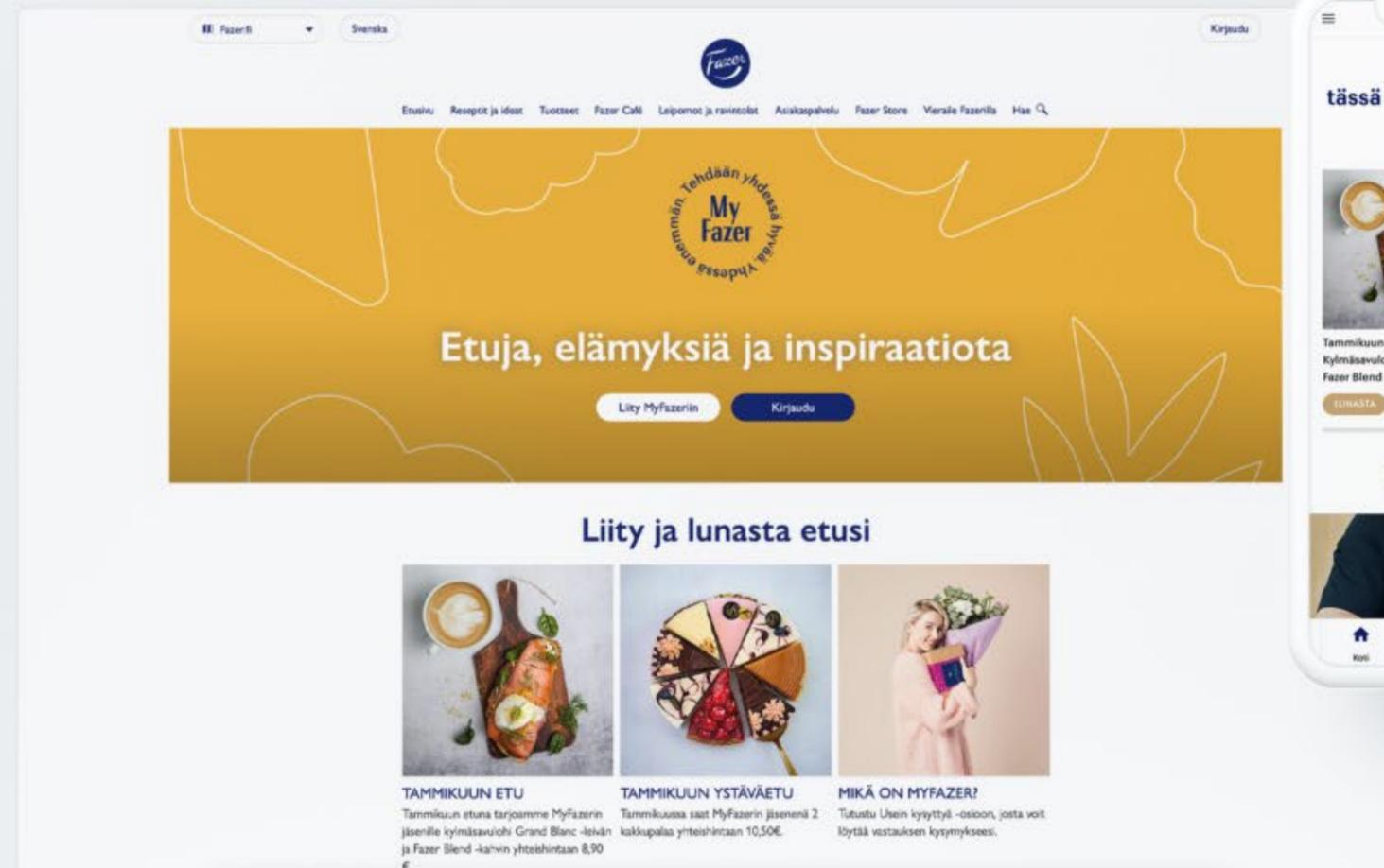
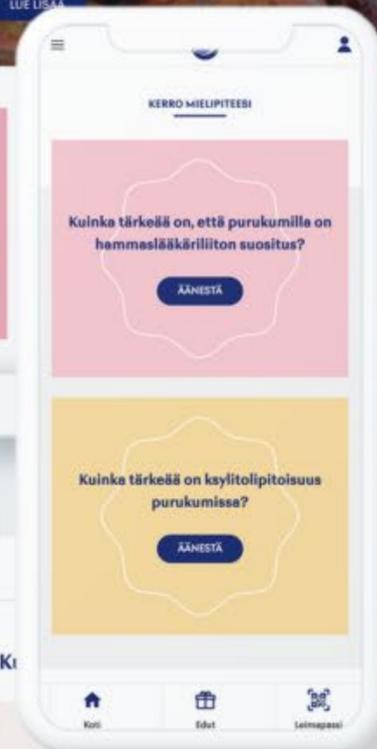
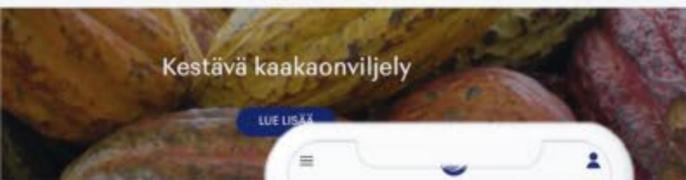
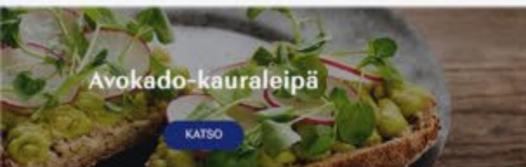
EKOLOGISKA HAVREHALVOR

BAKADE MED EGEN SURDEG

31%
fullkorn

Bakade på traditionellt vis och med mjöl från egen kvarn. Havrebröd är en naturlig förlängning av vår tradition att baka välsmakande och nyttiga bröd.







MUURAME

Muurame Brand update

Brand update & web design

Bringing greater awareness to the Muurame brand and its furniture classics to both current and new customers through new versatile visual identity. The brand identity draws from Muurame's history and the strong use of colours from the 1950s.

Branding, visual identity, ui&ux design,
Photography plan

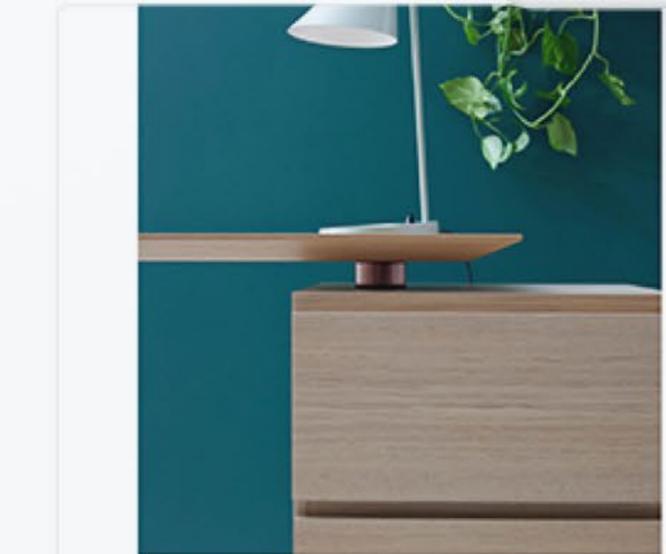
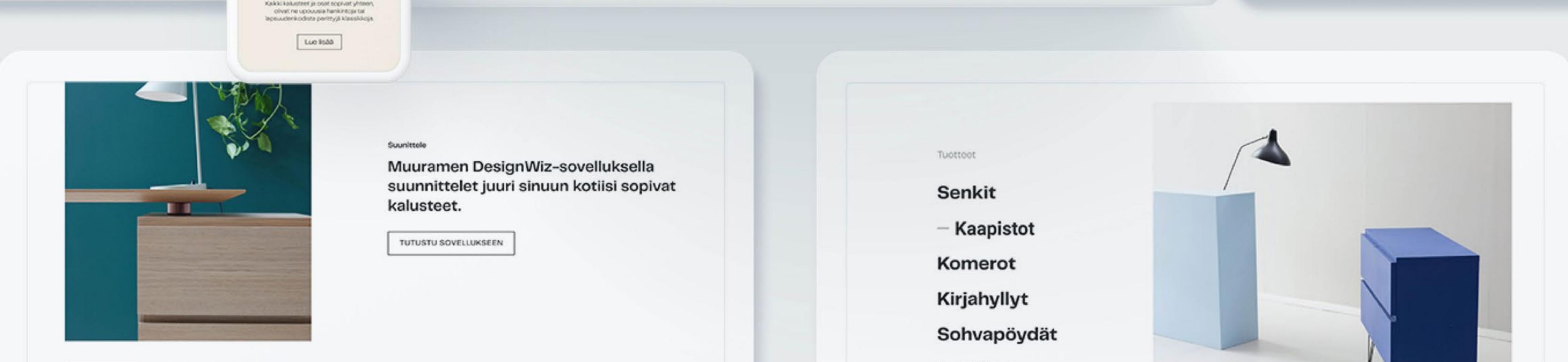
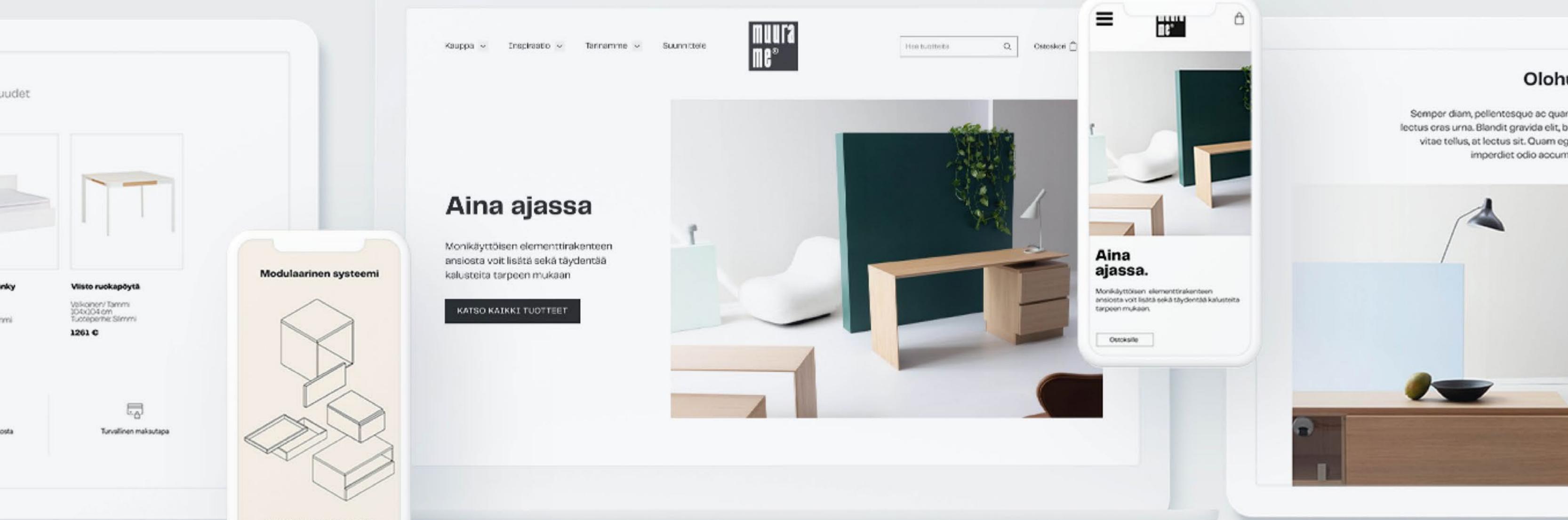
Agency: Pentagon Design

Role : Lead designer

Photography: Juho Huttunen

Styling: Susanna Vento





Suunnittele

Muuramen DesignWiz-sovelluksella suunnittelet juuri sinuun kotiisi sopivat kalusteet.

[TUTUSTU SOVELLUKSEEN](#)

Tuotteet

- Senkit**
- Kaapistot
- Komerot**
- Kirjahyllyt**
- Sohvapöydät**





Design-klassikon synty

Ajatus muuneltavista kalusteista syntyi lapsiperheen arjen pyöryksessä ja teki Muuramesta kaikkien tunteman brändin.

LUE TARINAMME

sti muuntuvat ratkaisut

llentesque ac quam habitasse nec augue volutpat.
nc lectus cras urna. Blandit gravida elit, blandit
r aenean nullam malesuada elit vitae tellus, at
eget lectus ac turpis nisi et, aenean nunc, nisl.
odio accumsan, urna euismod mi vel. Amet donec.



Design Pirkko Stenros

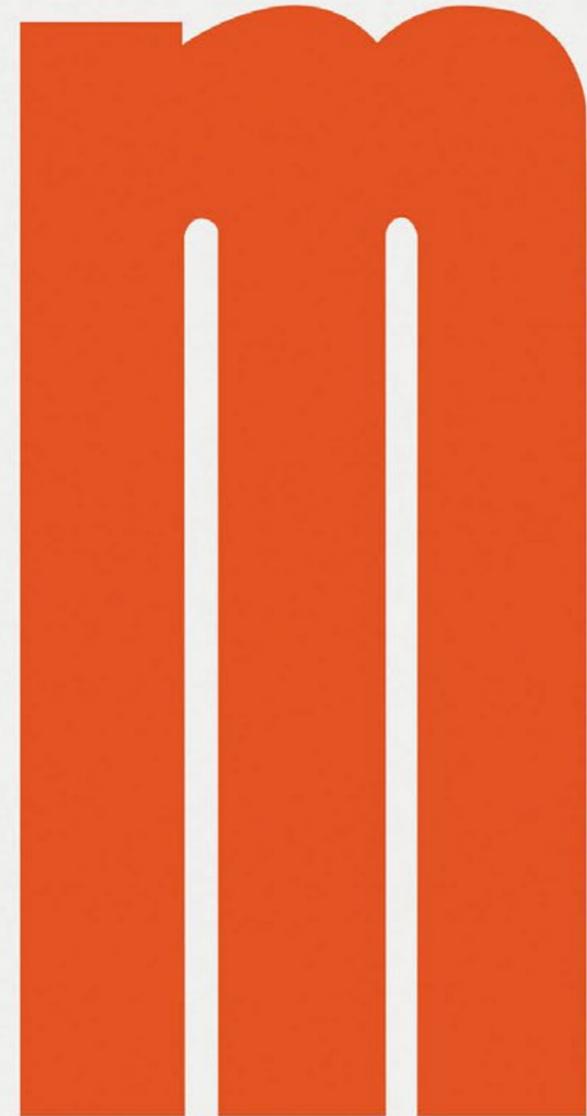
Pirkko Stenrosin suunnittelemissa
designkalusteissa estetikka ja
toiminallisuus kulkevat käsi kädessä.



“Pysäytän viivan ennen kuin se
lähtee kiemurtamaan”



**muura
me®**



design Pirkko Stenros



GUBBE

Gubbe brand update

Brand update & marketing

I've been working with Gubbe with several different projects from brand update, website ui & ux, application designs to daily marketing solutions.

Concept design, visual design, ui & ux design, application design, marketing

Freelance project
Role: Lead designer



Gubbe Brandbook

280423
VERSION 1.2



STORY

Gubbe was born out of a personal need and desire to change the field of elderly care.

Sandra had grandmother who wouldn't go out without help. The family had been looking for a similar service for a long time.

Meri-Tuuli, on the other hand, had noticed through her own work how activating and preventive activities are lacking in elderly services.

Gubbe's founders
SANDRA & MERI-TUULI



VALUES

Be
BOLD

Dream big and stay optimistic.

Just
DO
IT.

Don't be afraid to fail - it is part of learning and developing. Done is better than perfect.

Have
FUN

and take care, while solving the biggest problems of our generation.

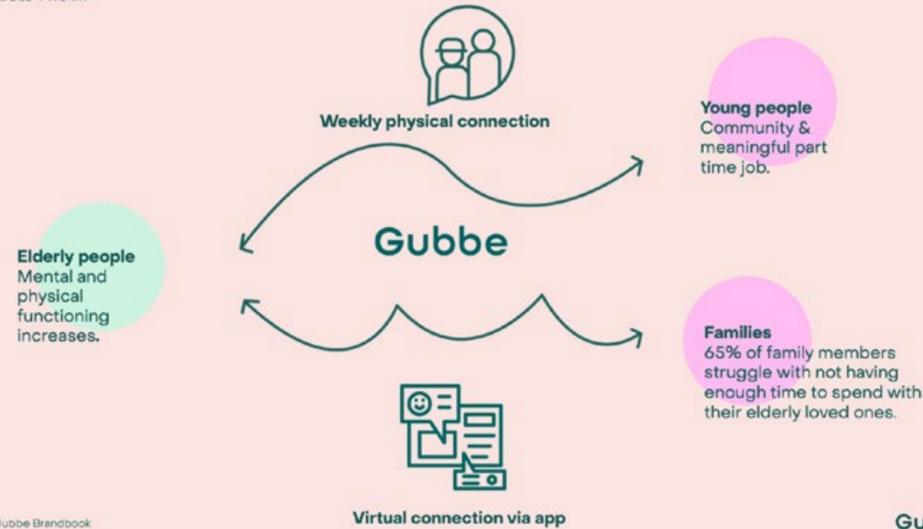
Be
the
change

Dare to ask and be open minded while always developing.

6 | Gubbe Brandbook

Gubbe

HOW DOES IT WORK?



8 | Gubbe Brandbook

Gubbe

VISUAL CONCEPT

Soft

Gubbe's design language is based on rounded and soft shapes, which appear in the logo, font and graphic elements.

Colorful

Gubbe is identified by its combination of green and pink.

Differentiating

It has a youthful and fresh look that sets it apart from the rest.

10 | Gubbe Brandbook



Gubbe

ILLUSTRATIVE ICONS

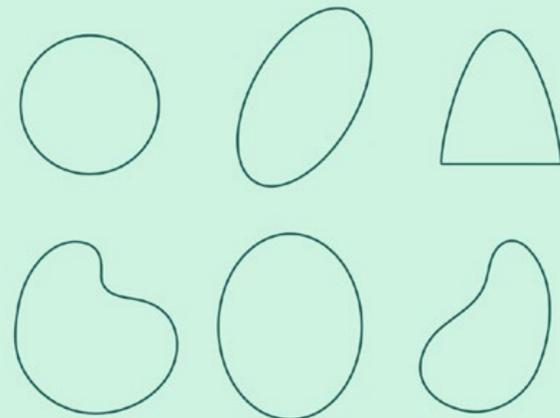
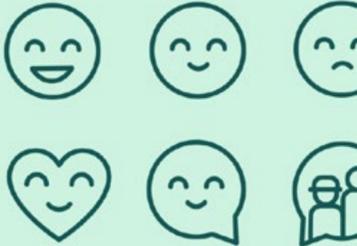
Illustration icons are created with a rounded outline. The icons should be insightful and sympathetic.

Icons can be used to clarify or explain a topic, or as illustrative elements to enliven the text. The colouring can be varied within the brand colours. Icons should always be monochrome.

Illustration icons are used in Gubbe applications and online channels, but they can also be used in marketing and presentations to sharpen the message.

The library of icons will be increased as necessary.

25 | Gubbe Brandbook



Gubbe

PHOTOGRAPHY STYLE

The images aim to convey our values as a positive, trustworthy and friendly operator.

When taking or selecting images, it is important to consider the target audience and the purpose for which they will be used.

The images should be natural, harmonious and warm in tone. The images should not be over-exposed.

GubbeKumm's images deviate from the standard style with black and white.

28 | Gubbe Brandbook



PURPOSE

Enabling an active and happy life for all elderly.

By physically connecting students with lonely elders and virtually bringing the elders relatives closer to their loved ones.

7 | Gubbe Brandbook

Gubbe

Palautte

"Meillä on mennyt kaikki niin kertaikkoon hyvin! Mä en pysty enää leppomään pullea, ja pullea on niin hyvä! Sovittiin, että Gubbe-avustaja tulisi vielä joskus ja seittäisin pullea yhdessä. Meillä on ollut niin saumatonta kaikkii! Gubbe-avustaja on ollut niin iso ilo sekä tuki ja turva. Tää on niin hyvä juttu! Kiitos todella paljon teille!"

"Tänne toisilleme paljon tullea."

"Olin päässyt ulos, muuten en päässä."

Gubben palvelua



Ellen Jokikunnas

Tv- ja radiotoimittaja

"Mieheni loikkeilla on lähtynyt Gubbe-avustaja pari ja vuoden ajan."



Siiri Laaksonen

Yrittäjä

"Rakas mummini energisoituu omasta Gubbe-avustajasta."

Gubbe

PALVELU Y | MEISTÄ Y | HAE GUBBEKSI | BLOGI | FI Y

Varmista ikäihmisen aktiivisuus.

Gubbe on palvelu, joka auttaa pitämään ikäihmisen aktiivisena.

[Viera tutustu umtsöynti](#)



MIKÄ GUBBE?

Gubbe toimii koko Suomessa.



"Kun koko muu lähisuku asuu kaukana, useiden satojen kilometrien päässä, olisi ihanaa, kun mummolassa kävisi joku kaverina säännöllisemmin ihan vain kaverina."

Ida Hankinieni tilasi Gubben isovanhemmilleen Rovaniemelle.

[Lue tarina](#)



"Kun koko muu lähisuku asuu kaukana, useiden satojen kilometrien päässä, olisi ihanaa, kun mummolassa kävisi joku kaverina säännöllisemmin ihan vain kaverina."

[Lue tarina](#)

Tässä muutama esimerkki hoivapalveluistamme

Seuraa ja yhdessäoloa

2h käynnit 1-2 kertaa kuukaudessa



Aktivointia ja iloa viikottain

2h käynnit 1-3 kertaa viikossa



Tukea arjen perustoimintoihin

2h käynnit yli 4 kertaa viikossa



"En voisi olla tyytyväisempi palveluun. Gubbe on tuonut niin paljon helpotusta. Äitini ei voisi olla onnellisempi!"

Marja-Liisa, Gubben tilaaja

[Lue lisää](#)



Meidänkin perheessä käy Gubbe

Jotain mitä
odottaa.



Gubbe

Gubbe
Onni
on oma
gubbe.

Varmista ikäihmisen
aktiivisuus Gubben
avulla.



Teille
räätälöity
vanhuspalvelu

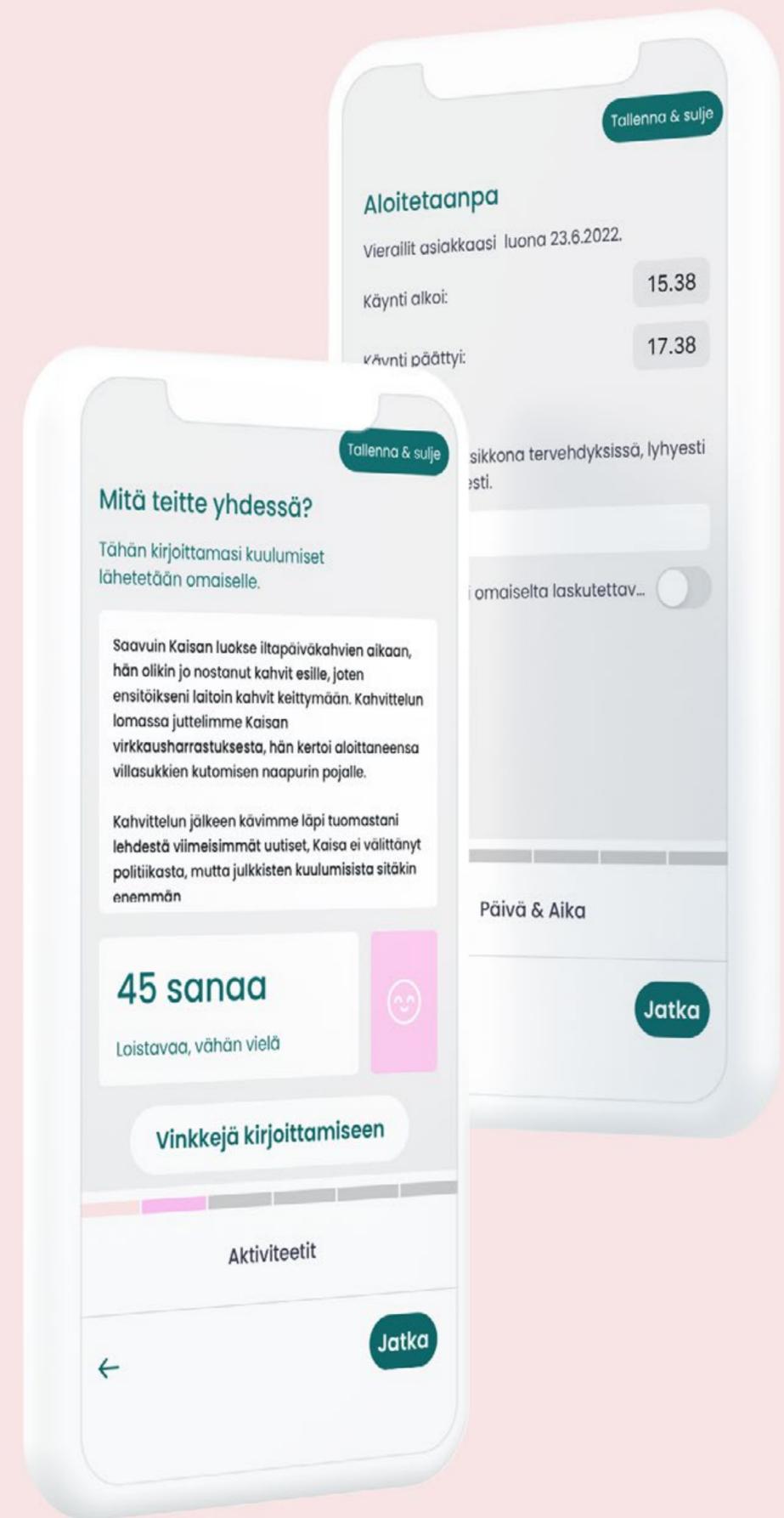
Kiireetöntä ja säännöllistä
hoivaa ja kotihoitoa.



Tilaa Gubbe-palvelu
4.5 mennessä ja
saat ensimmäisen
kuukauden -50%!

Soita
044 7246 007
gubbe.fi

Gubbe



Gubbe

Osa perhettä

sähkö

salas



Älypuhelimien harjoittelua

Vaihdoimme alkuun viikon kuulumiset samalla kahvitellen. Keskustelimme esimerkiksi asiakkaan lähestyvistä. [lisää](#)

10.8

Birgitta X Kaisa Gubbe



Gubbe



Birgitta



Esko



23.8

Birgitta X Kaisa Gubbe



Ulkoilua & Jumppaa

Juttelimme hetken sisällä, jonka jälkeen puimme vaatetta päälle ja suuntasimme ulos. [lisää](#)

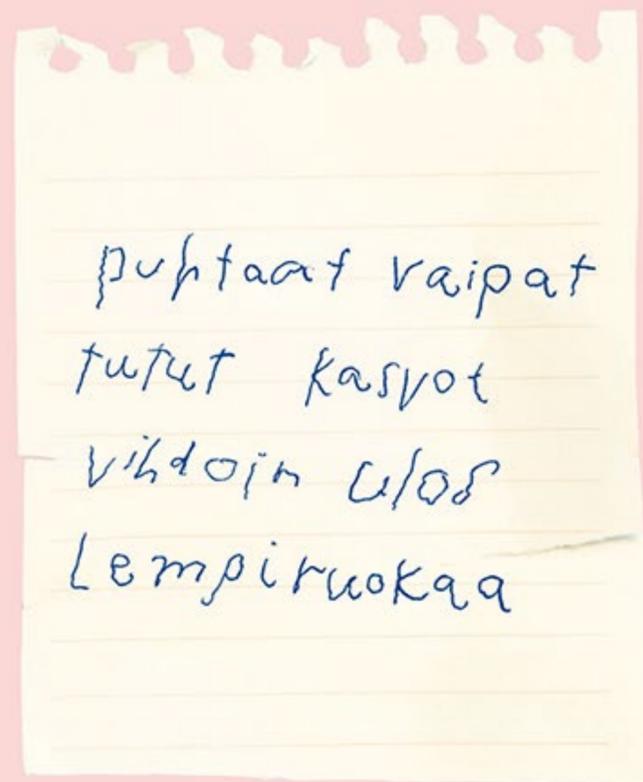


PERUSTETTU  VUONNA 1889

HELSINGIN SANOMAT

Perjantaina 24. maaliskuuta 2023

76 sivua



**KUN MUUT KESKITYIVÄT VALITTAMAAN,
ME KUUNTELIMME IKÄIHMISIÄ JA KEHITIMME RATKAISUN.**

Gubbella on vanhusalalle tekijöitä jonoksi asti. Tuotamme laadukasta ja kiireetöntä hoivapalvelua kaikkialla Suomessa – mahdollistaen elämisen arvoisen vanhuuden. Meillä hoitajat saavat keskittyä siihen mihin heidät on koulutettu. Gubbe on todellinen ratkaisu vanhusalan hoitajapulaan.

Totea itse:
gubbe.fi | 044 724 6007

Gubbe

FISKARS GROUP

Iittala & Arabia Vintage

Recycling service

Vintage is a recycling service of old and used everyday tableware from Iittala and Arabia. Service was designed with the special features, needs and identity of different store concepts in mind.

Concept design,
Brand concept, Graphic design,
Visual identity

Agency: Pentagon Design
Role : Lead designer





vintage







SUOMEN LASIMUSEO

Milanon ihme

Exhibition design

Exhibition presenting finnish triennales
from 1933-1973. Recognizable & scalable
visual style & illustrations are based on
classic glass works.

Exhibition design, book design,
visual identity

Agency: Pentagon Design
Role : Lead designer

Suomen lasimuseo 60 vuotta
The Finnish Glass Museum 60 years

7.5.-17.10.2021

Milanon ihme

The Wonder of Milan

Suomalaisen
muotoilun
tie maailman
huipulle

Milanon triennaalit 1933-1973:
lasi-, hopea-, tekstiili- ja puuesineitä

Finnish design
takes over the
world

Milan Triennials 1933-1973:
glass, silver, textile and wood design



Suomen Lasimuseo
THE FINNISH GLASS MUSEUM
Tehtaankatu 23, 11910 Riihimäki
puh. / tel. +358 (0)50 500 1956

PENTAGON
DESIGN

Triennale
Milano



Open
MAY-AUGUST TUE-SUN 10-18
SEPTEMBER-DECEMBER TUE-SUN 10-17

designmuseumo

© Suomen lasimuseo

© The Finnish Glass Museum

www.suomenlasimuseo.fi

Suomen lasimuseo 60 vuotta
The Finnish Glass Museum 60 years

5.-17.10.2021

Milanon ihme

The Wonder of Milan

Suomalaisen muotoilun maailman huipulle

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glass, silver, textile and wood design


Suomen Lasimuseo
THE FINNISH GLASS MUSEUM
Tukkasankatu 23, 00100 Riihimäki
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© Suomen lasimuseo

Ambros
TRIENNALE
MILANO
Open
MAY-AUGUST TUE-SUN 10-18
SEPTEMBER-DECEMBER TUE-SUN 10-17
www.suomenlasimuseo.fi

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Ambros
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Suomen lasimuseo 60 vuotta
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Milanon ihme

The Wonder of Milan

Suomalaisen muotoilun maailman huipulle

Milano Triennale 1933-1973:
lasi-, hopea-, tekstiili- ja puuesineitä

Finnish design takes over the world

Milan Triennale 1933-1973:
glass, silver, textile and wood design


Suomen Lasimuseo
THE FINNISH GLASS MUSEUM
Tukkasankatu 23, 00100 Riihimäki
puh. / tel. +358 (0)50 800 9956
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Ambros
TRIENNALE
MILANO
Open
MAY-AUGUST TUE-SUN 10-18
SEPTEMBER-DECEMBER TUE-SUN 10-17
www.suomenlasimuseo.fi



XI. triennaali
Triennial XI in
1957
Käyttöesineiden
voittokulku
The triumph of
usable items



[Small text describing the 1957 triennial exhibition, mentioning the triumph of usable items and the role of design.]



1960-ja 1970
-luvun triennaalit
Triennials in the 1960s-70s

Teollisen
muotoilun aika
The era of
industrial design



[Text describing the 1960s-70s triennial exhibition, highlighting the era of industrial design and the role of design.]



Milanon ihme

The Wonder of Milan



Suomalaisen
muotoilun tie
maailman
huipulle

Finnish design
takes over
the world



Milanon triennaalit
1933-1973

Milan Triennials
1933-1973

The Wonder of Milan

Milanon ihme

The Wonder of Milan

Milanon ihme

CITY OF HELSINKI

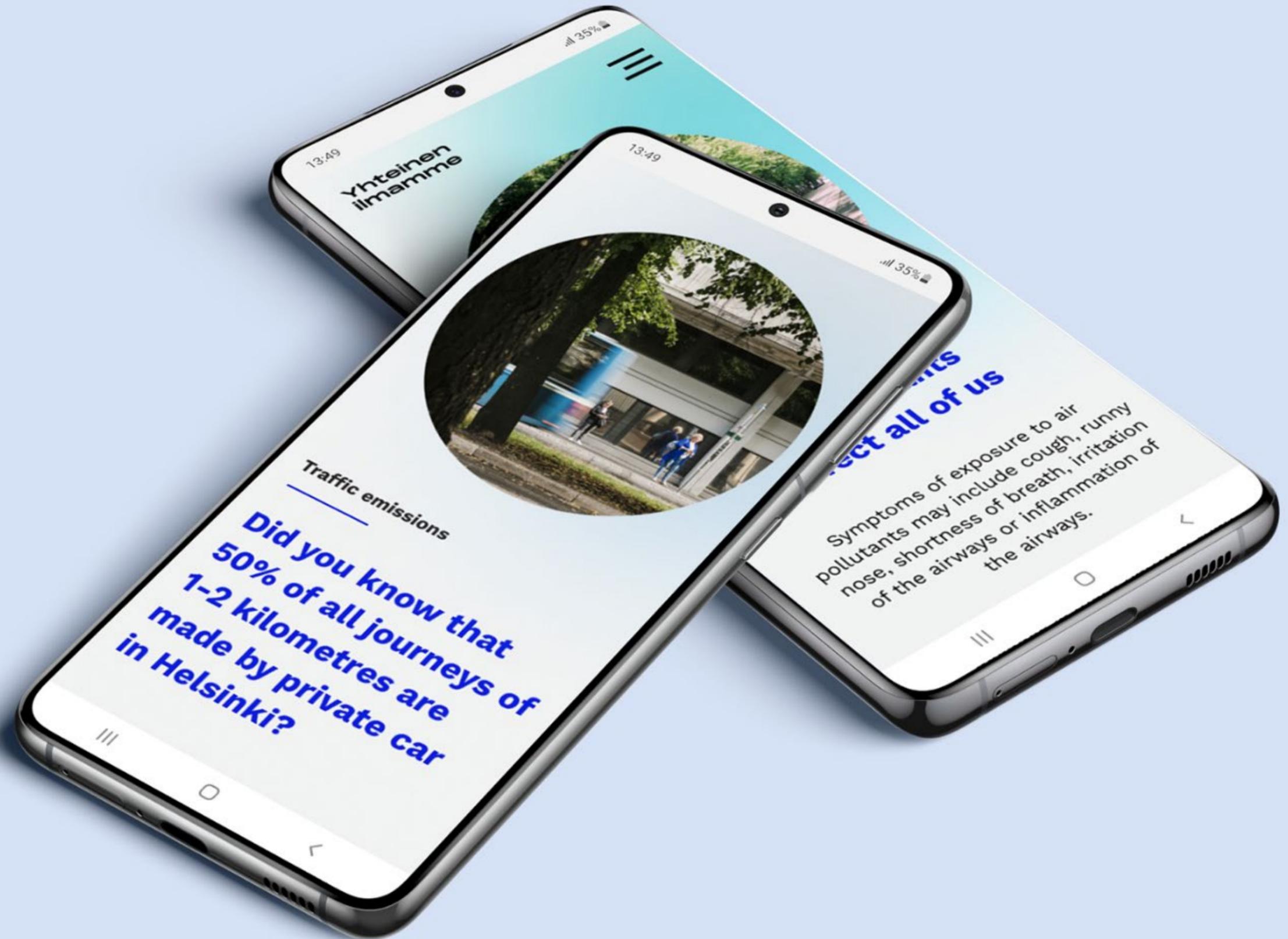
Yhteinen ilmamme

Web design & marketing

Website and marketing campaign to raise the awareness of air quality among residents. Simple but effective campaign to present the actions that residents can take to keep air quality on a good level in the city.

Concept design, ui & ux design, branding, marketing

Agency: Pentagon Design
Role : Lead designer



**Pyöräile
tai kävele
lyhyemmät
matkat**

50% kaikista
1-2 kilometrin
matkoista
Helsingissä
tehdään omalla
autolla.

YHTEINEN
ilmamme

HELSINKI

**Valitse
talveksi
kitka-
renkaat**

Puolet talven
aikana kertyvästä
katupölystä
aiheutuu nastar-
renkaista

Vaikuta ilmanlaatuun pienillä muutoksilla

yhteinenilmamme.fi



European Union
environment

hope ilman
laatu.eu

UIA

ANTERO LINDGREN

Last Summer

Music video

The moments of the past summer shown in a strongly stylized way. Moments are discontinuous, faint, pastel and covered with a strong emotional layer and seem to get weirder by time.

Screen writing, filming, directing
with Anna Salmisalo
Edited by Henna Väkky

Freelance project



Antero Lindgren Last Summer



[Watch video](#)





Thank you.

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