

Geothermal Merchandise

By 2017 GEO 120
Carleton College

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Why Promote the Geothermal Project?

Carleton's implementation of geothermal energy is one part of the college's larger plan to make the campus carbon free by 2050.

While this project is important to the environmental health of our community, it poses various disruptions and inconveniences to students on Carleton's campus (such as not having access to the Bald Spot).

Promotion of the geothermal project will help spread awareness and encourage inquiry.

Creating Hype

- To spread the news of the geothermal project, we must advertise it through various promotional products in order to help the community understand why the project is occurring and what it is.
- If the designs do not stand out, they will be lost among other logos.
- Hype often builds with and without direct human effort.
 - With: We can promote designs through social media and postings.
 - Without: We can let the word spread about the design naturally.

Slogan/Design

Carleton Geothermal

We are not fracking around.

Why this Design?

Message

- Humor in the message captures the witty and sarcastic humor championed at Carleton.
- It is true that we aren't fracking.
- Doesn't get too technical.

Color

- Desire for something that POPS.
- Green evokes feelings of eco-friendly sustainability.
- Similar to the day-glo color

Font

- **“Carleton Geothermal”**
 - Heading: Planet Kosmos
 - Tron-esque modern feel. Geothermal is a futuristic technology
- **“We are not fracking around”**
 - Sub-heading: Friz Quadrata
 - Simple, yet carries weight with sharp serifs and angled cuts.

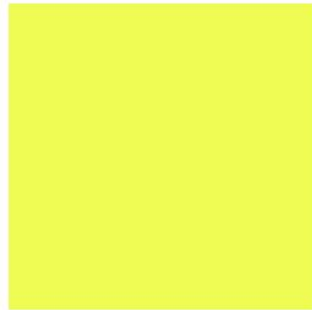
Logo



Color of the Project

The “Utility Master Plan Style Guidelines” lay out specific colors to use. We’re going to break it.

- “Geothermal Green” is bright, and eye-catching.
- We worry that the green Carleton suggests will look too much like the Green Dot campaign and we do not want to overlap.



Our “Geothermal Green”



Carleton's Green

“Geothermal Green” VS. Carleton Green

Why use our own color?

- In the same way the Divest Movement and Green Dot have their own colors, we think that the Geothermal Project should have its own color.
- We should differentiate ourselves from other movements on campus.
- Create an identity for the Geothermal Project

What Type of Products Should We Produce?

Considered products: t-shirts, fidget spinners, buttons, condoms, stickers, and phone wallets

Costs: t-shirts and fidget spinners (expensive) vs buttons, condoms, stickers, and phone wallets (inexpensive)

Final Products: buttons, condoms, stickers, and phone wallets

Buttons

- Buttons are fairly cheap and are popular with many students. However, the popularity of buttons may dilute the impact of the product, as students can have a lot of different buttons on one item (backpack/clothes).



Stickers

- Stickers are the cheapest, and perhaps the most popular, as they can be put on nearly anything. One drawback is, like buttons, stickers could be overshadowed on items with lots of stickers on it.



<https://assets-auto.rbl.ms/19cc7e5236a9d8eb91fa52a29147b1849eb498342c7b4813b0fcca3cbcf9618b>

Condoms (wrapper)

- Condoms are more expensive than buttons, but have the added benefits of having a practical use, as well as generating buzz due to the novelty of “geothermal condoms.” The largest con is that the visibility only lasts as long as the product does.



Phone Wallet

- Phone wallets are the most expensive, but are both practical and have lasting visibility. However, far fewer students will end up taking and using the phone card holders than any other product, as many students already use phone accessories.



https://images-na.ssl-images-amazon.com/images/I/61EbPScp4pL._SL1500_.jpg

Longevity vs Utility

How long a product lasts, versus how practical the product is. We want a balance.

Buttons

- Longevity: Buttons last a long time. Durable and often put on a backpack or jacket and left there.
- Utility: Buttons don't have a use besides promotion.

Condoms

- Longevity: Condoms only exist in the public eye for a short time.
- Utility: Condoms have a specific use of sexual health.

Thinking Sustainably

- Stickers do not make much waste.
- The sticker itself goes on another product, essentially piggy-backing its sustainability.
- Waste comes from the backing of the sticker.
 - Unfortunately relatively unavoidable.
- Products that have stickers--water bottles and laptops primarily--are relatively sustainable.



Finished Products

Carleton Geothermal

We are not fracking around.

Carleton Geothermal

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Distribution Plan

Distribution should occur in Sayles. A table should be reserved near “Peak Hours” (After 3A/Noonish).

This should be combined with advertising on social media using images of our logos. Posters about the merch giveaway/sale can also be put up around campus.



https://apps.carleton.edu/reason_package/reason_4.0/www/sized_images_local/set847/11105847/c56d17296556c024cf67b167e4873451.jpg?1399061412

Poster

Carleton Geothermal

Carleton will be carbon-free by 2050.

That means installing geothermal wells under the Baldspot, Mini Baldspot, and Bell field.

Sustainability is a big deal, so hang in there.

We are not fracking around.



Designed by GEO 120, 2017

Sources

- Green Dot Informational Interview
- Color Experts (Pantone and Valspar)
 - <https://www.pantone.com/>
 - <https://www.valspar.com/>
- Carleton College Utility Master Plan
 - <https://apps.carleton.edu/geothermal/plan/>
- “This is the Color Every Trendsetter Will Be Wearing Next Season” article
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- Pages graphics
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 - [Uberbuttons.com](https://uberbuttons.com)
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