



**Pauline
Marie
Korp**

13.05.94

paupau.design.com
[@paupau.design](https://www.instagram.com/paupau.design)

2019-

Junior Art Director

hasan & partners

Helsinki, Finland

2018-

Freelancer

PauPau Design

Estonia & Singapore

2017-2018

Junior Art Director

Newton Loovagentuur

Tallinn, Estonia

2016-2017

Childrens' Book Designer

Penguin Random House

London, UK

2014-2016

Graphic Designer

Koko Creative

Bournemouth, UK

2014

Web designer

coLanguage startup

Ghent, Belgium

2010-2013

Founder & Designer

Unplugged.ee

Tallinn, Estonia

Tanker beer designs 2020

The Orange Rainbow

This design was highly influenced by Donald Trump's statements during the COVID19 lockdown. His stupidity and overall anger towards all the minorities made it very tempting to draw him on a beer called Orange (*he is orange*) Rainbow (*he doesn't like LGBTQ+ people*). It is not a political beer or a statement of any kind. It was just an expression of my feelings.

See kujundus sündis Donald Trumpi sõnavõttudest COVID19 eriolukorra ajal. See ei ole kuidagi poliitiline õlu või propaganda, kuid mulle personaalselt pakkus lõbu kujutada Donald Trumpi salaja Orange (*ta on oranž*) Rainbow (*talle ei meeldi vähemused*) nimelisel õllet koos LGBTQ+ värvidega.

MAZU & PENGO & POPELSIN

The 3 other designs were for the alcohol-free, fresh summer beers. The ingredients of the beers are very extra-ordinary and one might say even *badass*. Tanker had the bravery of putting together vegetables and fruits like mango and beetroot. Or carrot and orange. And I would say that is pretty *badass*.

Therefore, I chose to create powerful characters out of the ingredients. They are badass, stylish, trendy and beautiful.

Kolm järgmist disaini olid alkoholi-vabadele, värsketele suveõlledetele. Õlled koostisosad olid väga erakordsed. Võiks isegi öelda, et koostisosade kombo oli väga *badass*. Tankeril oli julgust segada juurvilju puuviljadega. Nagu näiteks mango ja peet, või apelsin ja porgand.

Seepärast otsustasin kujunduses luua neist erelistest koostisosadest vägevad, võimsad, *badass* karakterid.

Gino Toni

I do not think this design needs much explanation. Gin & Tonic turned into two Italian men Gino and Toni, who love each other. And if it is allowed on a beer, it has to be also in real life?

Ma ei usu, et see kujundus vajab selgitamist. Gin & Tonic muutus itaalia meesteks Ginoks ja Toniks, kes armastavad üksteist. Ja kui see armastus on lubatud õlle peal, siis ehk ka päriselus?



Pau
Pau

TANKER

ORANGE RAINBOW

Blood Orange DDH IPA

6,5% ABV • IBU 45

Parim enne: Vaata purgi alt / Best before: See base
Parasta ennen: Katso pohja / Bäst före: Se botten



Parim enne: Vaata purgi alt / Best before: See base
Parasta ennen: Katso pohja / Best före: Se botten

Pau!
Pau!

TANK KIE R

MAZU

Mate & Yuzu

Zero Alcohol Berliner Weisse

Parim enne: Vaata purgi alt / Best before: See base
Parasta ennen: Katso pohja / Bäst före: Se botten



Pau Pau

TANKER

MAZU

Mate & Yuzu

Zero Alcohol Berliner Weisse

Parim enne: Vaata purgi alt / Best before: See base
Parasta ennen: Katso pohja / Bäst före: Se botten

A vibrant, stylized illustration featuring two women in a tropical setting. The woman on the left has dark hair, wears yellow sunglasses, a red earring, and a dark blue dress. The woman on the right has dark skin, wears red sunglasses, a yellow top with large circular ornaments, and a yellow skirt. They are surrounded by large green leaves and yellow fruit. In the top left corner, the text 'Pau Pau' is written in a white, handwritten style. In the center, the words 'TANI' and 'KEI' are stacked vertically in large, bold, block letters with a yellow-to-orange gradient. At the bottom, the text 'PENGO' is in large white letters, followed by 'Beetroot & Mango' and 'Zero Alcohol Berliner Weisse' in smaller white text.

TANI KEI

PENGO

Beetroot & Mango

Zero Alcohol Berliner Weisse

Parim enne: Vaata purgi alt / Best before: See base
Parasta ennen: Katso pohja / Bäst före: Se botten



Pärm enne: Vaata purgi alt / Best before: See base
Parasta ennen: Katso pohja / Best före: Se botten

Pau-
Pau!

TANK KE R

POPELSIN

Orange & Carrot

Zero Alcohol Berliner Weisse

Parim enne: Väta purgi alt / Best before: See base
Parasta ennen: Katso pohja / Bäst före: Se botten



TANKER / BEER / KRAFT / MAN / S

TANKER

POPELSIN
Orange & Carrot
Zero Alcohol Berliner Weisse

Parasta enne: Vaata purgi alt / Best before: See base
Parasta ennen: Katso pohja / Bäst före: Se botten



Pau Pau

TANKER

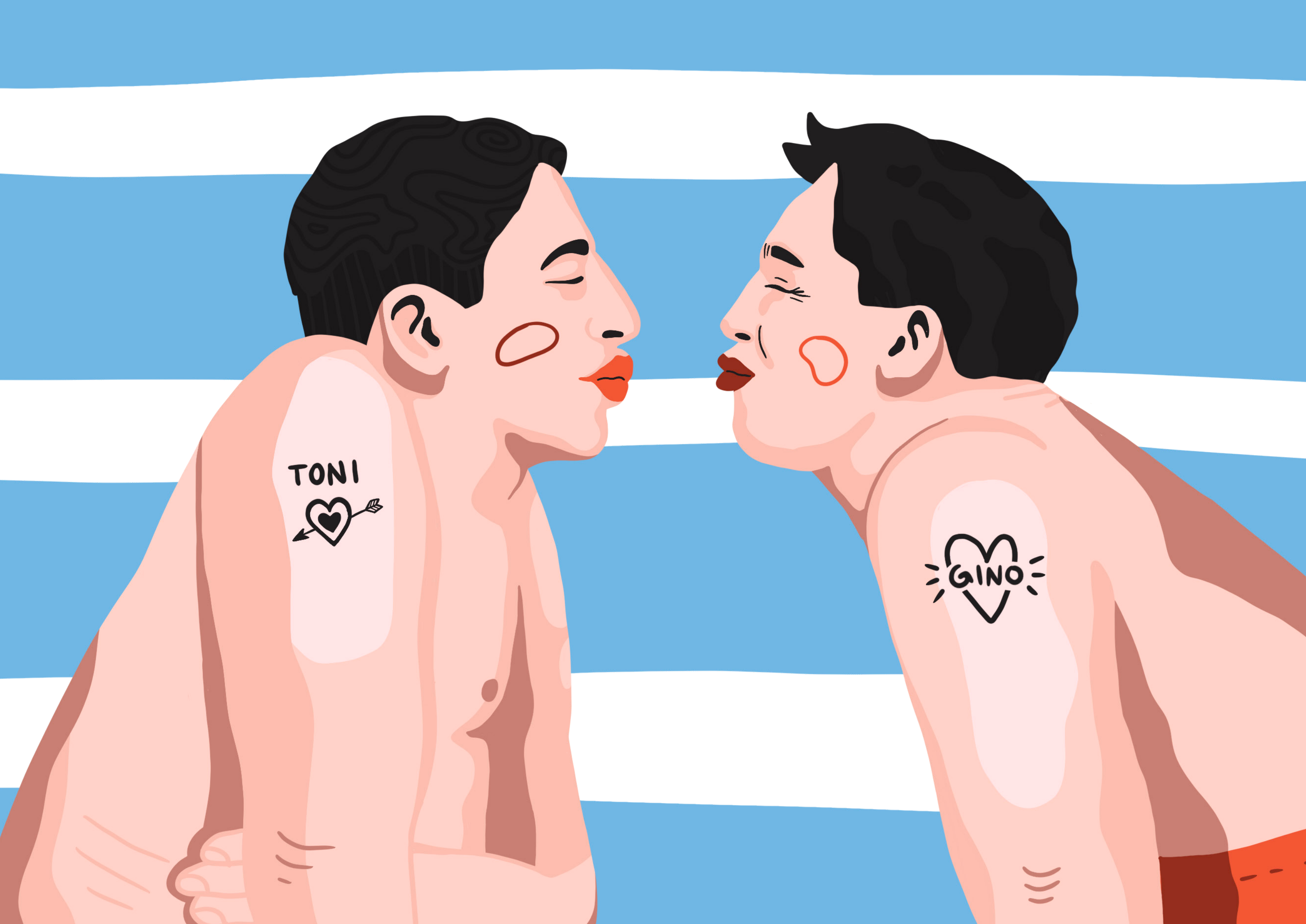
MOBRO

Mosaic & Sabro

Zero Alcohol Berliner Weisse

Parim enne: Vaata purgi alt // Best before: See base
Parasta ennen: Katso pohja // Bäst före: Se botten







4 744 109 010527



TOOTJA/PRODUCER
Tanker Brewery OÜ
Kesk tee 10A
Jüri, Estonia
www.tanker.ee

VERY IMPORTANT INFORMATION:

GINO TONI

Gin & Tonic Sour

BEER/ÕLU/OLUT/ÖL/ØL/BIER/ALUS
ALAUS/BIRRA/DES BIÈRES/CERVEZAS

Ingredients: water, **barley malts**, hops,
yeast / Koostisosad: vesi, **odralinnased**,
humal, pärm / Ainesosat: vesi, **ohra-**
mallas, humala, hiiva / Ingredienser:
vatten, **kornmalt**, humle, jäst /
Ingredienser: vand, **bygmalt**, humle,
gær / Zutaten: wasser, **gerstenmalz**,
hopfen, hefe / Sastāvdaļas: **miežu iesals**,
apiņi, ūdens, raugs / Ingridientai:
vanduo, **miežių salyklos**, apyniai, mielės /
Ingredienti: acqua, **malto d'orzo**,
luppolo, lievito / L'ingrédient: l'eau ,
le malt de l'orge, le houblon, la levure
de bière / Contiene: agua, **malta de**
cebada, lúpulo, levadura

10% VOL • IBU 50
330ml



GINO TONI
Gin & Tonic Sour



Parim enne: Vaata purgi alt / Best before: See base
Parasta ennen: Katso pohja / Bäst före: Se botten

Eco by Herbina product launch campaign 2020

Art Director: Pauline Marie Korp
Copywriter: Riikka Rechartt
Creative Director: Katariina Harteela
Photographer: Aleksi Koskinen
Project manager: Ida Nuortie
Client: Herbina

The mission

This autumn, Herbina comes out with a brand new, all natural, vegan and eco-certified skin care product range. It is affordable, yet high-quality.

This product range already without campaigning takes a stand – a stand against the non-natural products that are bad for the environment and for the people that use them. A stand against expensive, unaffordable beauty products that use unrealistically beautiful models to promote naturality. There are too many unrealistic beauty standards around us. We chose to change that.

We chose to take a stand for natural beauty. And not 'the ridiculously beautiful skin without make-up' kind of stand. We wanted to use stories and models that all could relate to.

We use conversations from young women's everyday lives in our social media channels to highlight the normality and relatability of our every day problems and insecurities.

Our mission is to show people that your vulnerabilities add to your natural beauty and they are what make you beautiful and extra-ordinary.

Meie missioon

Sellel sügisel, tuleb Herbina välja oma uue, naturaalse, vegan ja eco-certified nahahooldus toodetega. Eco by Herbina tooteseeria on kvaliteetne, kuid soodne ja kõigile kättesaadav.

See tooteseeria sümboliseerib juba ilma turunduskampaaniata väga tugevaid põhimõtteid. Juba oma olemuselt protesteerib Eco by Herbina ebalooduslike, keskkonnavaenulike toodete vastu. Ta seisab selle eest, et meie ja ka keskkonnale kasulikud tooted oleks kättesaadavad kõigile. See tooteseeria sümboliseerib looduslikkust ja ta on loodud just mõeldes sinule, kes sa hoolid endast ja keskkonnast.

Seepärast otsustasime, et selle tooteseeria turundus peab olema ehitatud üles sama tugevatele põhimõtetele ja selle brändi missioon peab olema võimas.

Me otsustasime võidelda vastu võlts-naturaalsusele ning ebarealistlikele standarditele. On palju olnud turul brände, mis reklaamivad naturaalselt ilu, kuid ükski neist ei pane sind ennast neis ära tundma. Seepärast otsustasime reklaamida näiteid elust enesest ning kasutada reklaamimiseks tavalisi inimesi, mitte modelle. Ning ilma töötluseta.

Meie missioon on näidata inimestele, et sinu "mitte ideaalsed" omadused on need, mis teevad su ideaalseks ning eriliseks.

- See. This here.

- Oh its not bad.. it'll be gone in a few days...

- Yees... But that its next to these...

- Yees?

- Just thinking that... Pimples and wrinkles... At the same time... On the same face...

- Hahah

- That.. Shouldn't there be this kind of a 20 years of peace time in between these two?

- Aa haha, so a time where the skin would just... be?



Social media animated stories

We created relatable conversations between two women and animated them in a trendy, illustrative way. The whole social media campaign creates a relatable, authentic image of the brand and appeals to the trendsetters target audience to reach the most people. It is as if the brand talks directly to you.

Me lõime tuttavad vestlused ja situatsioonid kahe naise vahel ja animeerisime nad trendikate illustratsioonidega. Kogu sotsiaalmeedia kampaania loob brändist kuvandi, millega on lihtne suhestuda ja enast brändi turunduses ära tunda. Justkui bränd räägiks just sinuga. Maalähedased teemad ning vahetu stiil loovad brändist usaldusväärse ning võltsitu kuvandi.



- I now washed my face the first time before going to sleep at Mike's place...

- Oh, so now it's serious. How did he take it?



- Well.. I guess he thought before that I actually own some eyebrows...

- Hahah like dark not white like yours



- Mm... But then later on, he turned to me and said that, you're actually super cute when natural like this.

- Well yes, that is what you are.



The two women representing the campaign are not models. They are just perfectly beautiful girls with their vulnerabilities in display and they own them with confidence.

Kampaania nägudeks pole modellid, vaid kaks naist tänavalt, kes on ideaalsed oma enda naturaalses nahas. Nende enesekindlus inspireerib ning võitleb ilustandardite vastu.



The print ad was out outlet for getting the manifesto to masses. We carefully selected the best magazine outlets that would cover most of our target audiences. We combined a tactical product launch advert with the opportunity of getting our brand purpose out there and telling the story of the vulnerable, yet strong and confident woman we are presenting.

Selles prindis ühendasime nii taktilise tootelanseerimisreklaami kui ka brändi uue agenda massideni viimise.



Plan Internat- ional Christmas window

2019 Winter

The Christmas window of necessities

We are used to getting presents for Christmas. Lucky, if they are something we actually need. But in another part of the world there are girls, who lack of every day necessities. They cannot go to school because they do not have period pads, notepads, pens, clean water... Their schools do not have toilets, so every time they go to pee at school they need to walk very far so they wouldn't be raped while peeing. These are problems very far from us in the Western world.

That's why we decided to bring them closer and put them in a format all of us understand. A shop window.

Me oleme harjunud Jõuludel kinke saama. Veab, kui saame midagi, mida meil tõesti väga vaja on. Aga samal ajal teises maailma otsas on noored tüdrukud, kellel on vaja asju, mille puudumist meie ei oskaks ettegi kujutada. Nad ei saa minna kooli, kuna neil pole hügieenisidemeid, vihikuid, kirjutusvahendeid, puhast vett... Nende koolides pole WC potte ning kui nad ei lähe koolist piisavalt kaugemale oma hädaga, siis on suur oht, et neid vägistatakse. Need probleemid on meist väga kaugel.

Seepärast otsustasime panna need konteksti, mis on meile kõigile arusaadavad. Panime nende soovitud, 'meile elementaarsed' kingid poeaknale.



We created 4 shop windows on one of the busiest shopping streets in Helsinki and kept it there from 1. December until 6. of January so that both Finnish and Russian holiday shoppers could see that there is also an option to give this one present to someone that really needs it.

Kujundasime 4 poeakent Helsingi ühel suurimal poetänaval. Hoidsime poeaknaid nii soomlaste kui ka venelaste Jõuluaja eel, et näidata jõulushoppajatele, et on olemas ka kingitusi, mis kindlasti lähevad neile, kellele seda väga vaja on.

KUUKAUTISET ESTÄVÄT KOULUNKÄYNNIN

Monet tytöt joutuvat
lopettamaan koulunkäynnin
kuukautisten ajaksi tai
jopa kokonaan, koska
heillä ei ole kuukautissuojia.

Tue tyttöjen koulutusta.
Osta aineeton lahja:
plan.fi/lahja



27.11.2019

PLAN AVAA BLACK FRIDAYNA ERILAISEN JOULUIKKUNAN

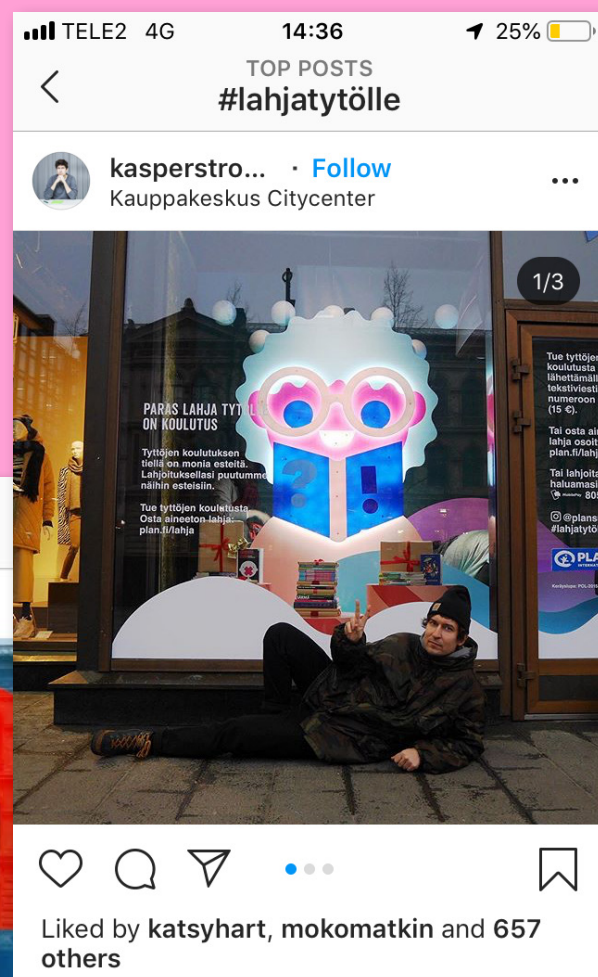
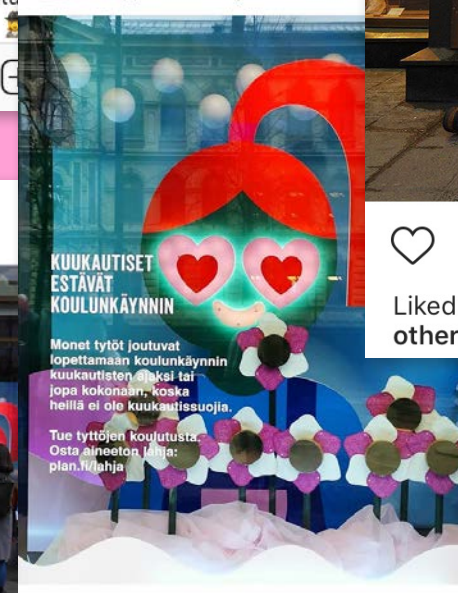
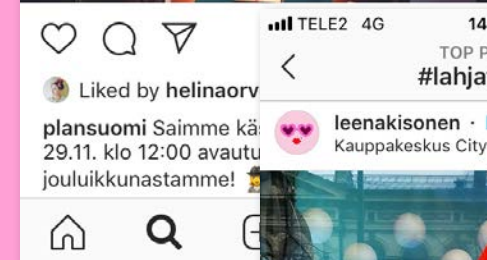
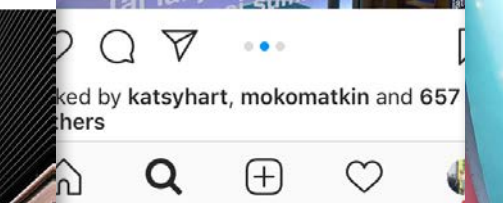
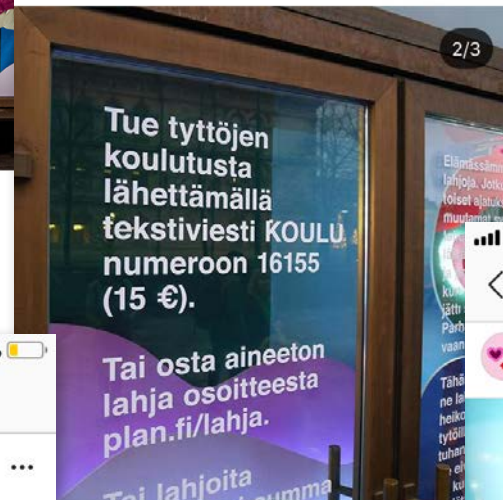
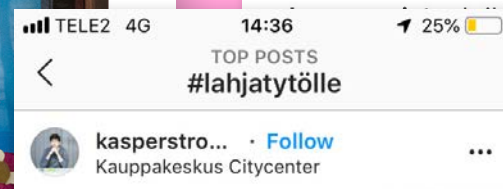
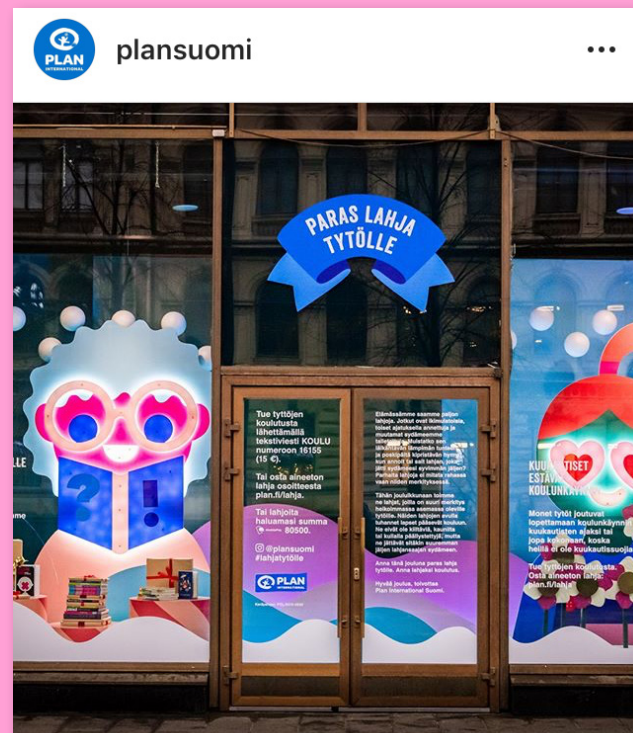
Plan International Suomi avaa Black Friday -perjantaina 29.11.2019 klo 12 Helsinkiin erilaisen jouluikkunan. Citycenterissä Keskuskadulla sijaitsevassa jouluikkunassa on myös kirjailija Riikka Pulkkinen runo sekä Plan-kummien ja tyttösponsoreiden viestejä lasten oikeuksien merkityksestä. Ikkunan visuaalisen ilmeen on suunnitellut taiteilija Leena Kisonen.



Koulutus on avainasemassa kehittyvissä maissa asuvien tyttöjen elintason kohentamiseksi. Sen tiellä on kuitenkin monia käytännön esteitä.

Maailmanlaajuisesti yli 130 miljoonaa 6-vuotiaasta tyttöä elää köyhyyden ja syrjinnän vuoksi. Tyttöjen voimavaroja voidaan käyttää väkensä voimaksi vähentämään köyhyyttä.

Toimimme jouluikkunaan esineitä ja asioita, joilla voidaan tukea tyttöjen koulutusta.



Planin jouluikkuna ohjaa Black Fridayn keskellä ajatuksia aineettomiin lahjoihin

Maarit Alkula 29.11.2019 11:57 | päivitetty 29.11.2019 11:57 YHTEISKUNTA KEHITYVÄT TALOUDET MARKKINOINTI KAUPPA

Planin näyteikkunassa on joulupakettien sijaan esillä tavaroita, joilla poistetaan esteitä kehittyvissä maissa asuvien tyttöjen koulutuksen tieltä.



Paras lahja. Plan muistuttaa jouluikkunassaan, että paras lahja on koulutus.

Jazz Estonia rebrand

2018 Autumn

The idea

Create an abstract branding that would represent Jazz as a genre – flowing, always moving, passionate.

The branding consists of an instrument-like, flowing symbol, dynamic, bright colour scheme accompanied by continuous soundwaves tangling up around it.

The idea was to capture the never-ending movement of Jazz.

Brändingu idee sündis otse Jazz muusikast. Jazz on liikuv muusikažanr, mis ei peatu iial. Ta on voolav ja hoogne, mänguline ja abstraktne. Sellisena kujutame ka Jazziliidu brändi.

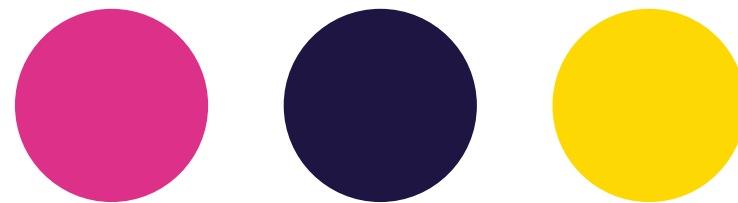
Bränding koosneb instrumendi-laadsest, abstraktsest logomärgist, eredast värvikombost ja pidevatest helilainetest võnkumas ja voolamas nende ümber.

Jazz Estonia

REBRAND



C O L O R S C H E M E



T Y P O G R A P H Y

Jazz Estonia

M A T R I X I I O T



Sweetspot festival update 2019

The story behind the colorful festival

2018 was the first and sadly also the last Sweetspot Festival to take place in Tallinn. The 2018 festival branding was created to brighten up the streets of Tallinn during the dark winter time. And it was successful. The general feedback was that the colorful festival graphics made people feel good and happy.

In 2019 the branding needed to grow and develop, but not significantly. Just slightly. Therefore, a story developed. The yellow Sweetspot logo become the Sun and the colorful spots around it became all the other creatures in the music cosmos. And the 2018 rotated into the 2019. And the colors changed. Because when the Sun rotates, the colors of our Earth change also.

2018 Sweetspot festival jäi kahjuks nii esimeseks kui ka viimaseks Sweetspotiks Tallinnas. 2018. aasta bränding loodi selleks, et tuua värvi ja rõõmu pimedatele, talvistele Tallinna tänavatele. Ja see oli edukas. Üleüldine tagasiside festivali kujundusele oli, et see pani inimesi hästi ja rõõmsalt tundma.

2019. bränding vajas kasvamist, orgaanilist muutumist, kuid mitte äratuntavalt. Bränding pidi jääma samaks, kuid veidi eristuma esimesest aastast. Sealt kasvas välja sügavam lugu. Sweetspoti kollane logo muutus päikeseks ja seda ümbritsevad värvilised laigud muutusid teisteks muusika-kosmose tegelasteks. Ja nii nagu päikene, keerles Sweetspoti logo aasta võrra edasi ning Sweetspoti laigud vahetasid värvi, kuna päike paistis nendele teistsuguse nurga alt.

SWEET SPOT

FESTIVAL

27.-28.07

KULTUURIKATLA PARK

LONDON GRAMMAR • MEW
JOSÉ GONZÁLEZ • TRAD.ATTACK!
5'NIZZA • VAIKO EPLIK • ONNI BOI
LESLIE DA BASS • PYHIMYS • REKET
MILJARDID • CHALICE • MAHAVOK
+ PALJUD TEISED!

Piletid müügil alates 04.04
www.sweetspot.ee & Piletilevis

MOONDAY
THE WEEKEND
MOVES ON...

- EVERY MONDAY DEEP-TECH-HOUSE -

04-05-15 SUN JAMO | YOSH HOUZER

11-05-15 TORUS PROJECT | N.O.B.

18-05-15 EDUARDO DE LA TORRE | TORUS PROJECT

25-05-15 MARINGO | N.O.B. | YOSH HOUZER

01.11.2015

alive.de

SWEET SPOT

FESTIVAL

28.-29.06

CREATIVE HUB'S PARK

LYKKE LI

ALOE BLACC • FRIENDLY FIRES
HONNE • NOËP • LEXSOUL DANCEMACHINE
SANDER MÖLDER LIVE • PUR MUDD
PLUUTO • ONNI BOI
+ MANY MORE!

TICKETS: WWW.SWEETSPOT.EE & PILETILEVI

MOONDAY
THE WEEKEND
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- EVERY MONDAY DEEP-TECH-HOUSE -

04-05-15 SUN JAMO | YOSH HOUZER

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18-05-15 EDUARDO DE LA TORRE | TORUS PROJECT

25-05-15 MARINGO | N.O.B. | YOSH HOUZER

01.11.2015

alive.de

A vibrant, abstract poster for the Sweet Spot Festival. The background is a light blue sky with stylized, colorful clouds in shades of pink, red, green, orange, and yellow. White wavy lines and small white dots are scattered throughout the design. The text "SWEET SPOT" is prominently displayed in a large, bold, dark blue font, with "FESTIVAL" in a smaller, similar font below it. The text is centered within a large, bright yellow circular shape that has a soft shadow.

SWEET SPOT

FESTIVAL

2018

The yellow Sun turned 45 degrees ahead and went brighter in color.



The creatures of the musical Cosmos, turned even more abstract and brigher in color.



The secondary, body text font was changed into a more legible and universal one.

ODIN ROUNDED



2019



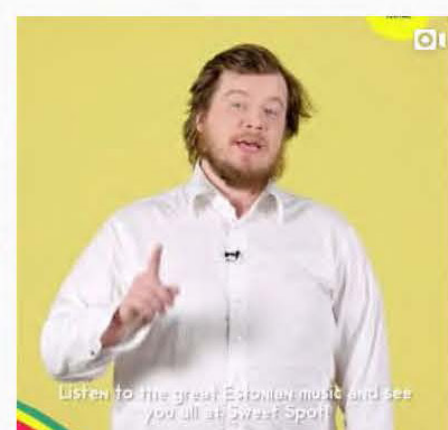
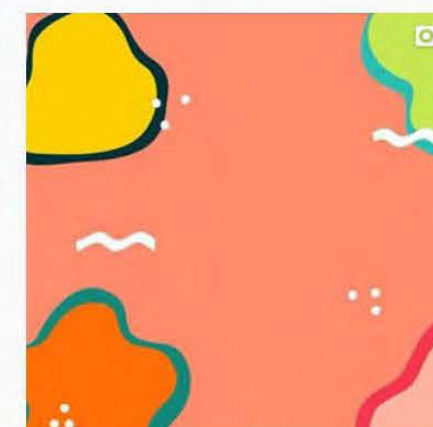
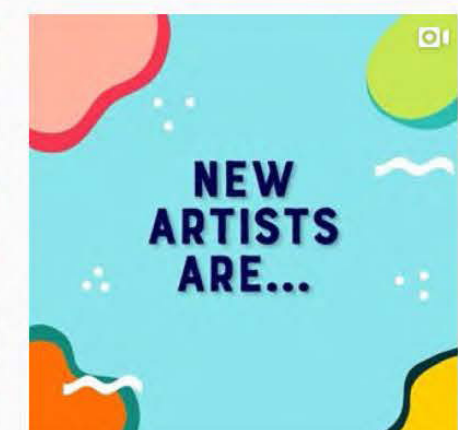
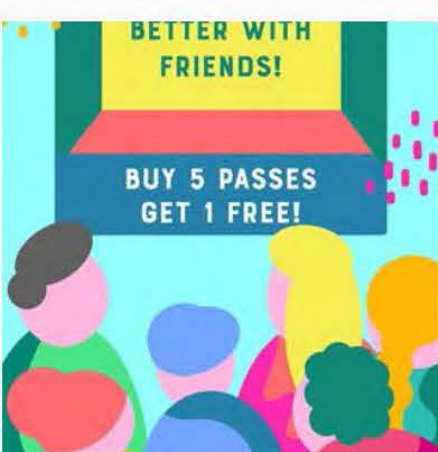
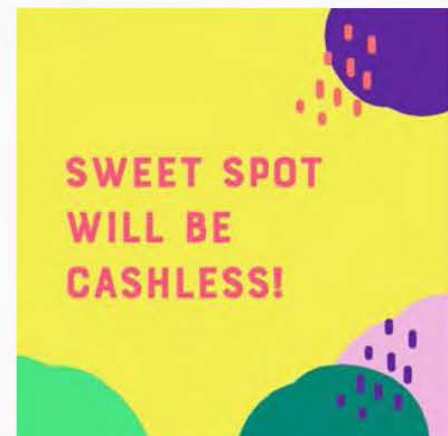
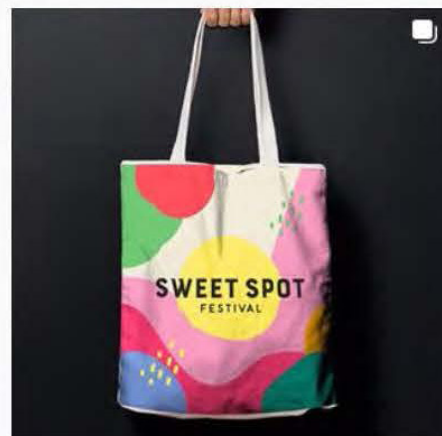
Muusikakosmose elukad arenesid ebakorrapärastemateks ning värvusid veelgi eredamaks.



Teisejärguline, pikema teksti font muudeti loetavamaks ja universaalsemaks.

GOTHAM PRO





paupadesign.com
@paupadesign