

WORLD WINTER SPORTS (BEIJING) EXPO 2021

Key Visual Proposal

August 19, 2021

Content

- + Color Palette
- + Key Visual Elements
 - Graphics
 - Wordmark
- + Design Applications

Color Palette

Simple tone on tone color palette to represent Italian unique mountains and Italians winning spirit.

Italian Alps

HEX:8cadd6



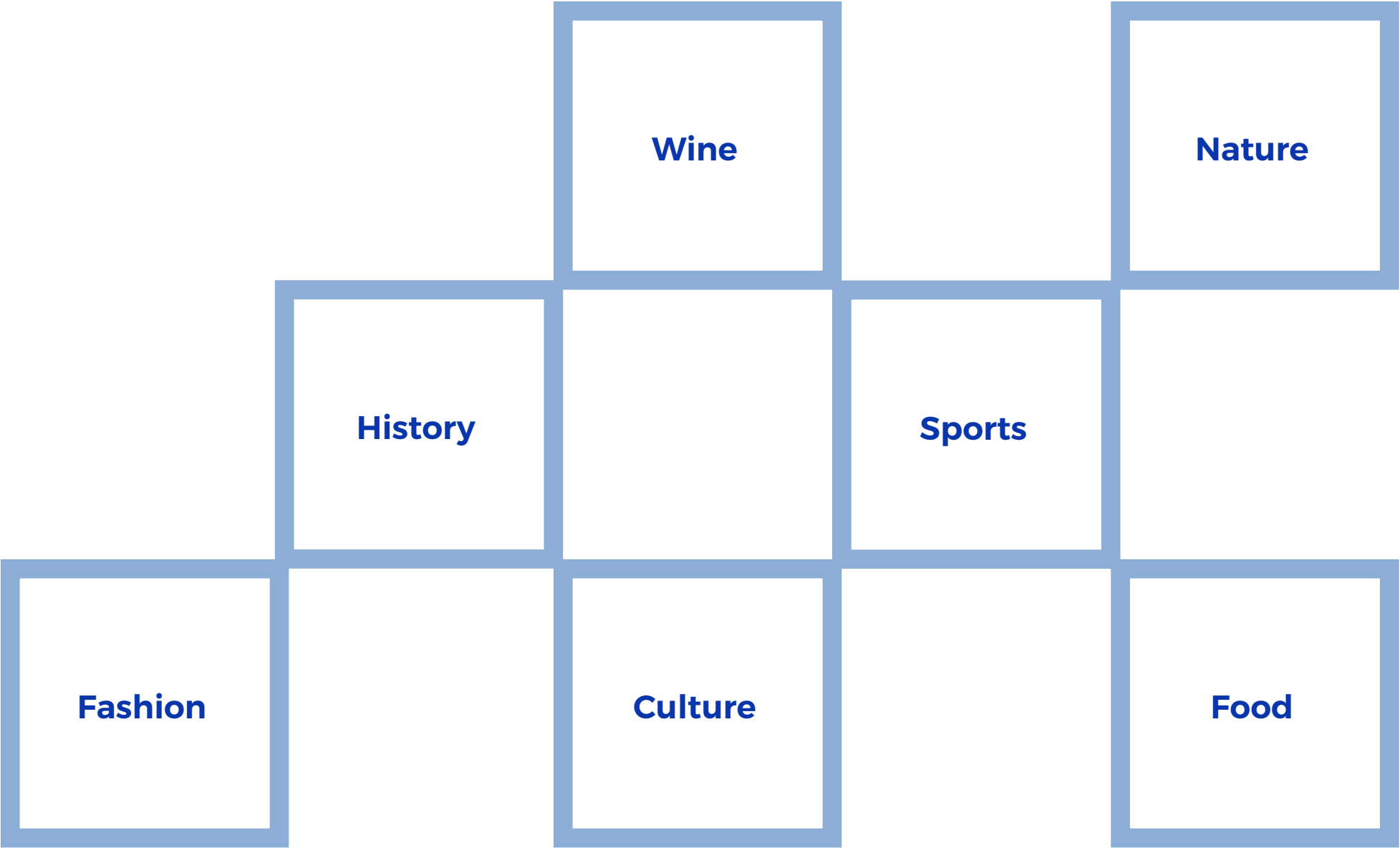
Forza Azzurri!

HEX:0a36ab



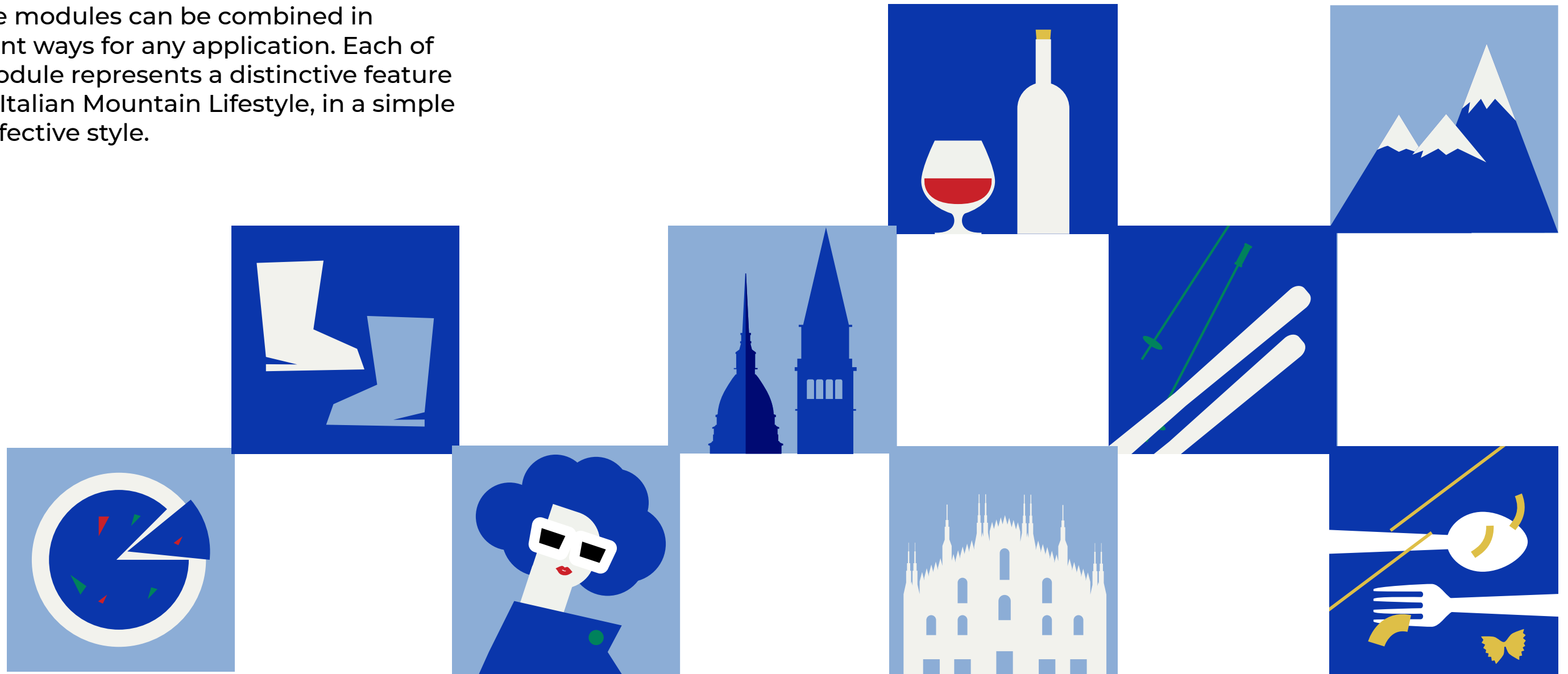
Key Visual: Design Approach

We developed a flexible modular system to solve any communication need, while representing the richness and vitality of Italian Mountain Lifestyle.



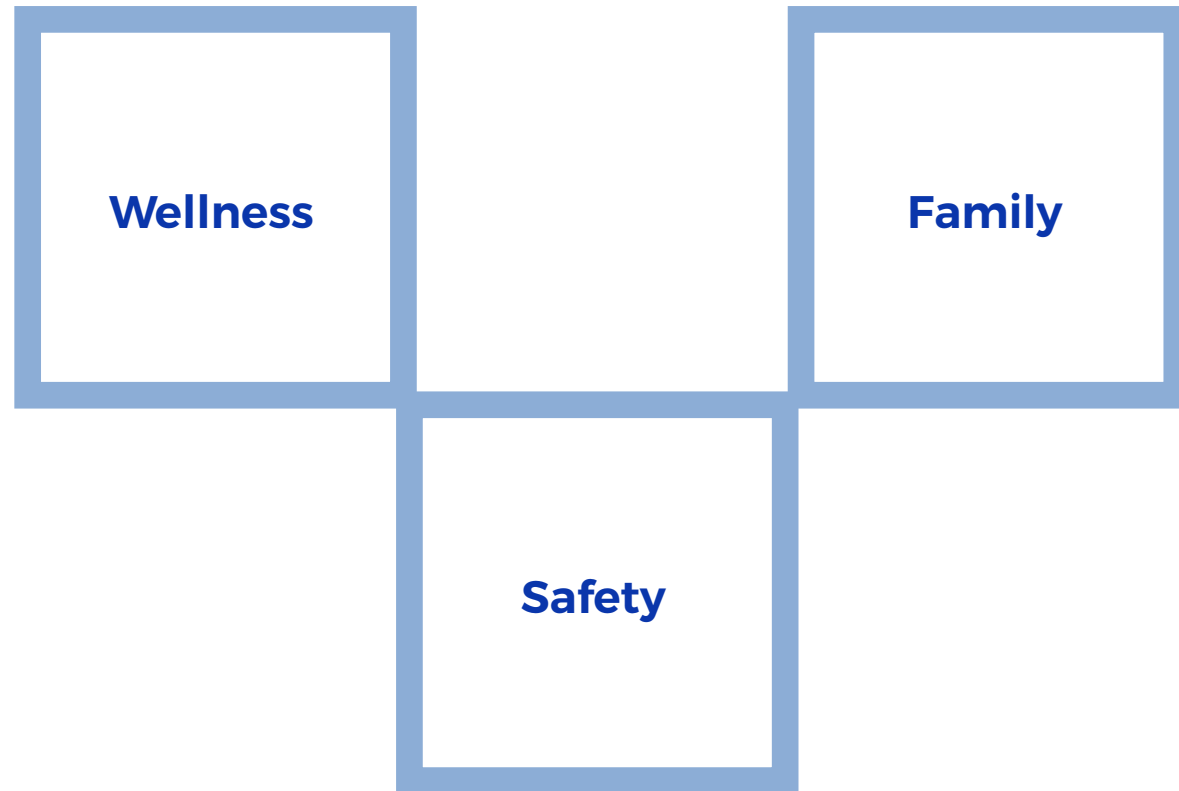
Key Visual: Graphic Elements

Square modules can be combined in different ways for any application. Each of the module represents a distinctive feature of the Italian Mountain Lifestyle, in a simple and effective style.



Key Visual: Graphic Elements

Additional Options can be intergrated with the pre-existing modulas.



Key Visual: Wordmark

A stylized snowflake merged with Italian colors becomes a festive and dynamic spark to represent the movement of sports, and the inclusivity of Italian spirit.



Design Applications

Banner



Design Applications

Brochure / Booklet



Design Appications

More Examples



Thank You

August 18, 2021