WHAT IS IDENTITY?

/ PSYCHOLOGY /

IDENTITY

THE QUALITIES, BELIEFS, PERSONALITY, LOOKS AND/OR EXPRESSIONS THAT MAKE A PERSON OR GROUP

/ GRAPHIC DESIGN /

IDENTITY

A SET OF VISUAL ELEMENTS THAT DEFINE WHAT A BRAND IS TO CONSUMERS

ELEMENTS INCLUDE (BUT ARE NOT LIMITED TO) BRAND NAME, LOGO, SLOGAN, COLORS

P.03

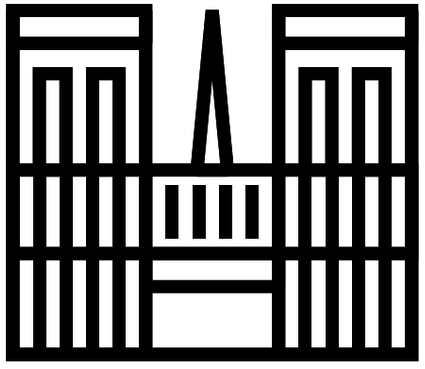
AN IDENTITY SYSTEM

WORLD CITIES

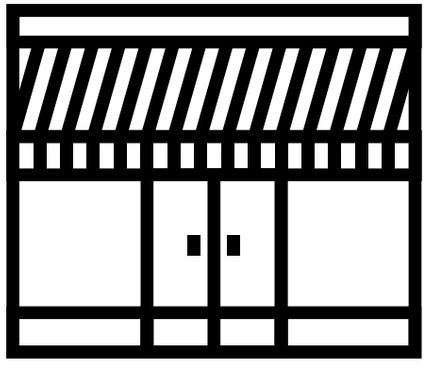
/ PROJECT 03 /

OBJECTIVE

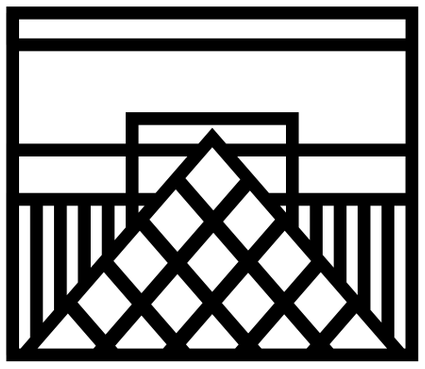
DESIGN A FAMILY OF LOGOS AND CREATE AN IDENTITY FOR A CITY IN THE WORLD



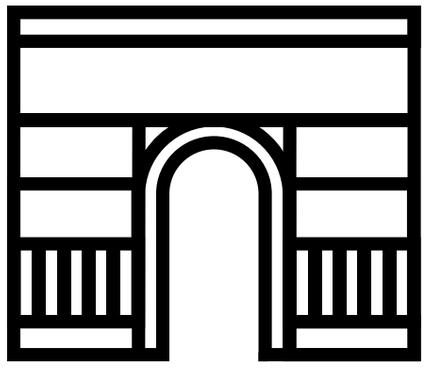
PARIS



GASTRONOMY



ARTS



GEOGRAPHY

PARIS

CITY OF LIGHT

ARTS

PARIS

GASTRONOMY

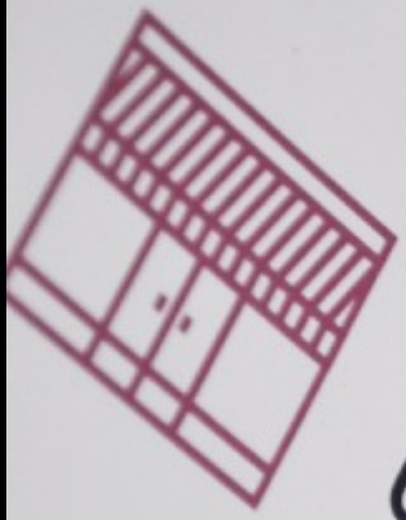
PARIS

GEOGRAPHY

PARIS

PARIS

CITY OF LIGHT



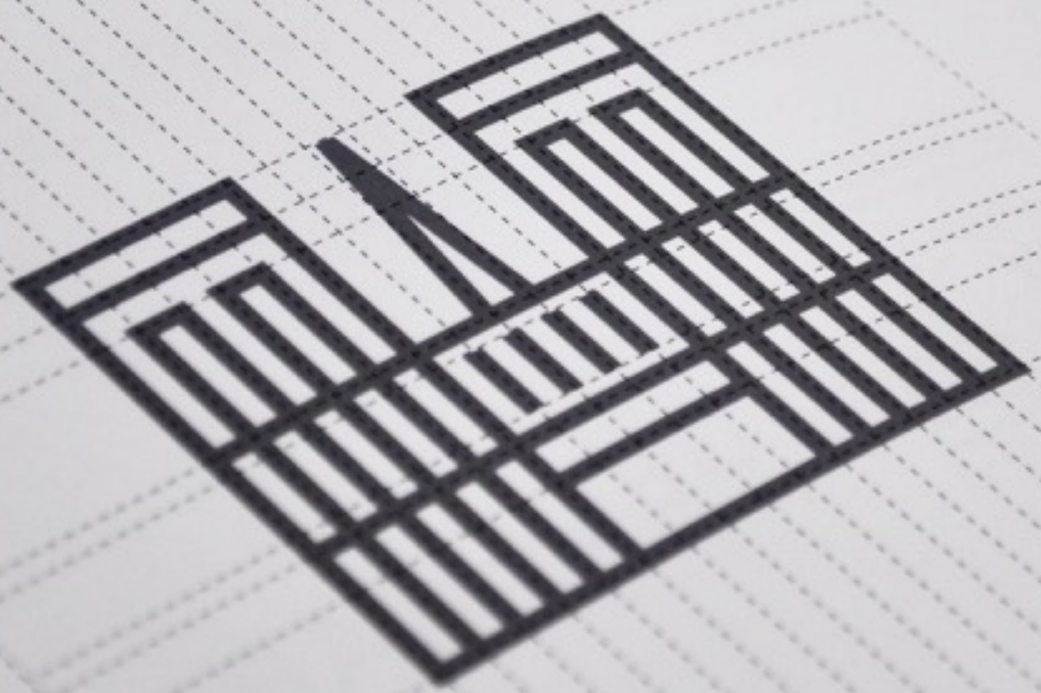
GASTRONOMY

PARIS

ARTS

GEOGRAPHY

CONSTRUCTION
GRID



PROPORTION
MEASURES &
PROTECTIVE AREA

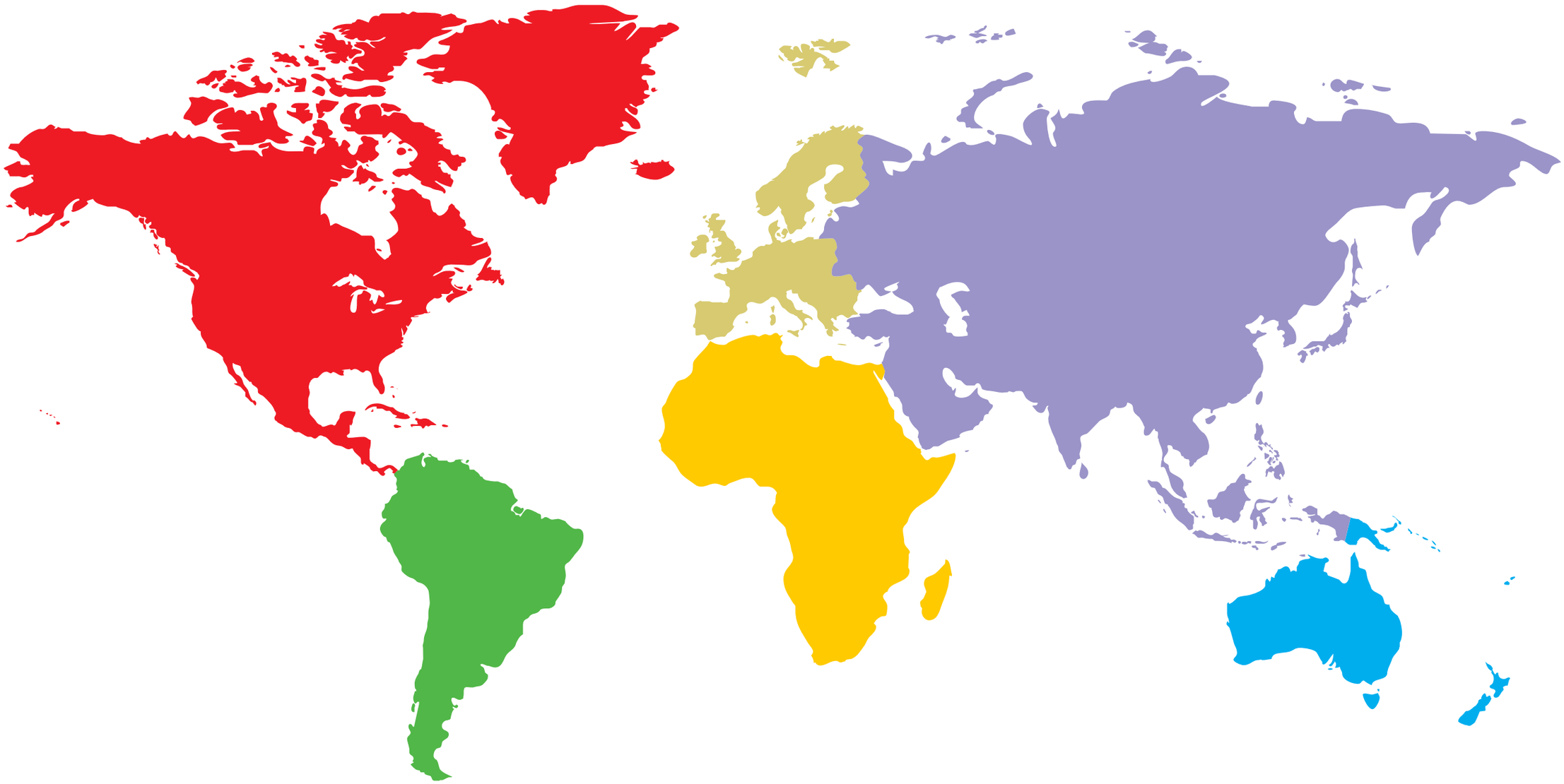
ROME

ROME – A NEW IDENTITY

THE DESIGN PROBLEM

The purpose of this document is to present the new graphic identity of Rome and ensure at the same time the correct use of the brand in any application that is required.

This manual describes the creative process that was carried out for the construction of the identity system for the re-branding of Rome, as well as the meaning and justification for each of the elements and colors that integrate it. Also described are aspects related to the normativity of use of the brand: construction and protective girds, proportion, color palette, etc.



NORTH *AMERICA*

SOUTH *AMERICA*

AFRICA

EUROPE

ASIA

AUSTRALIA

/ STEP 01 /

CHOOSE A CITY

AND TRY NOT TO BE OBVIOUS

/ PROJECT 03 /

NORTH AMERICA

SUSANA / VANCOUVER

ESTHELA / NEW YORK

ESTEFANIA / SAN CRISTOBAL

/ PROJECT 03 /

SOUTH AMERICA

MILENA / GOIANIA
FERNANDA / CURITIBA

/ PROJECT 03 /

ASIA

MARIANA GUERRERO / HUE

PRISCILA / KUWAIT CITY

GRECIA / AGRA

/ PROJECT 03 /

AFRICA

GLORIA / MARROCOS

PAOLA / MADAGASCAR

/ PROJECT 03 /

EUROPE

DIANA / FLORENCIA
MARIANA CANTU / BERLIN
KATHIA

/ PROJECT 03 /

AUSTRALIA

MELISSA / MELBOURNE
CAROLINA / SYDNEY

/ STEP 02 /

VISUAL RESEARCH
MOODBOARDS

MOODBOARDS

1. NATURE
2. ARCHITECTURE
3. ART
4. LIFESTYLE

/ STEP 03 /

COMPLETE THE CREATIVE BRIEF

/DOWNLOAD TEMPLATE/

BRIEFS DUE:

17/04

PRINTED AND ASSEMBLED AS BOOKLET

SKETCHES BEGIN:

17/04

BRING MATERIALS

PROJECT DUE:

11/05

THX!