

CONTEST

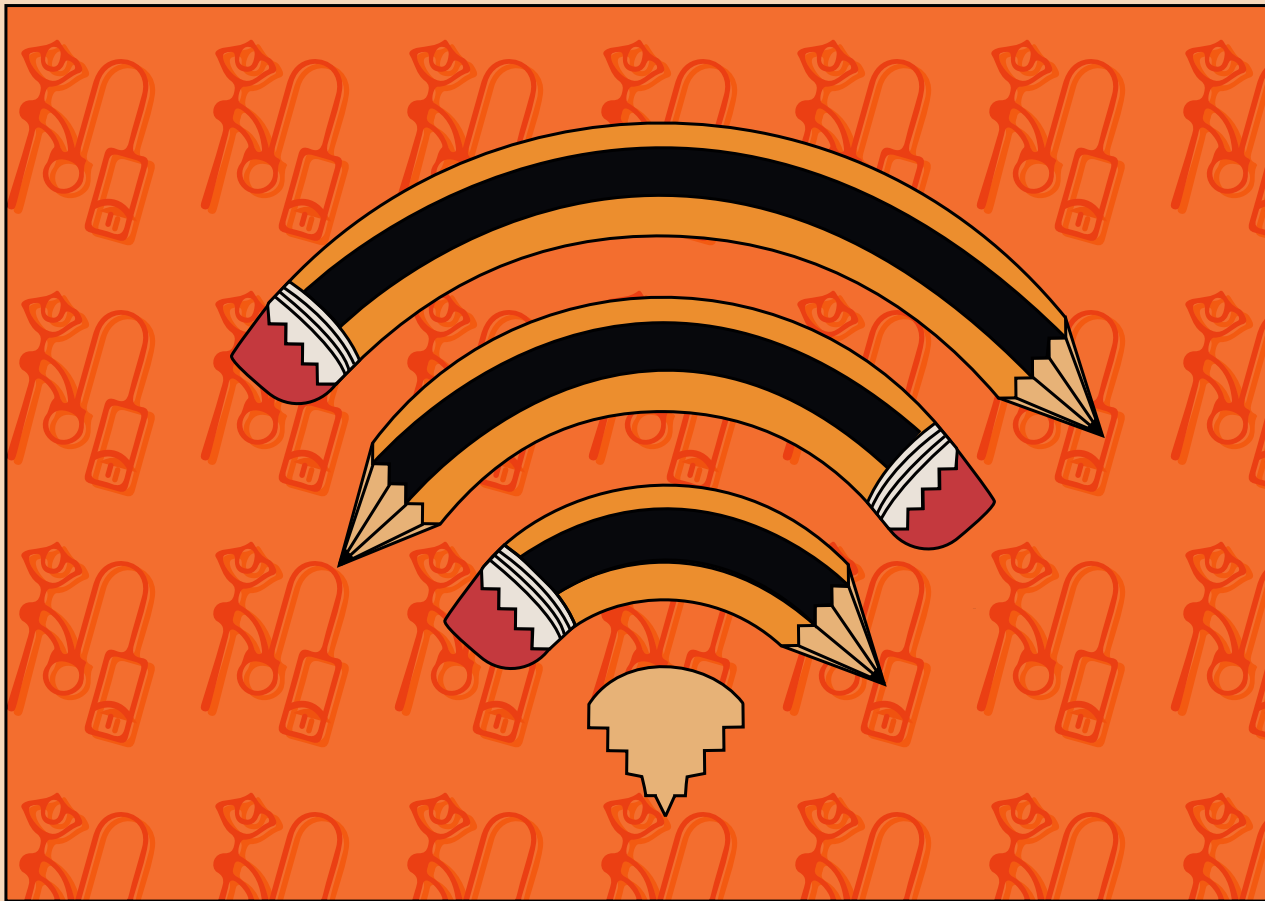
"Dallo scriba al grafico"



MOODBOARD

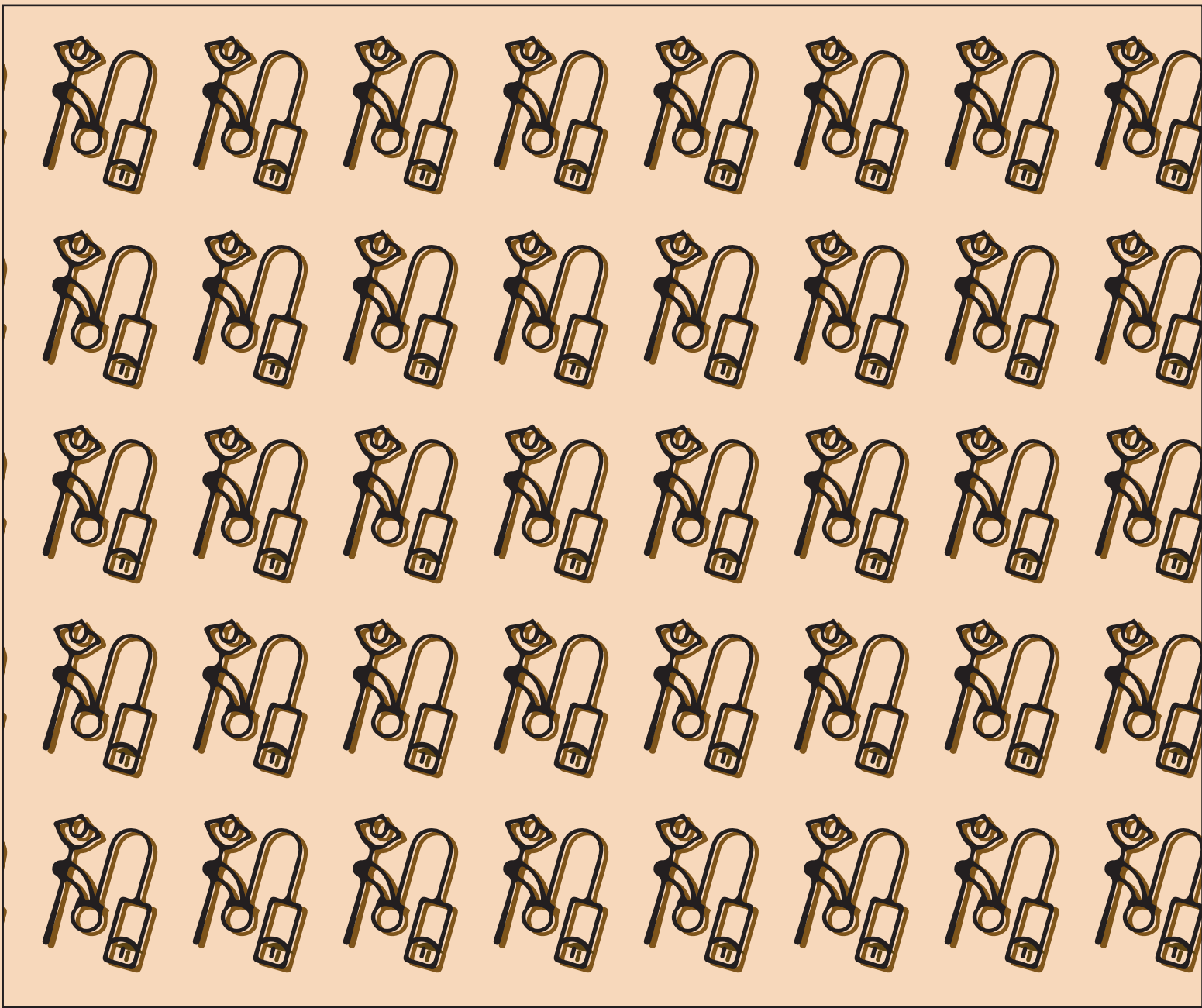


KEY VISUAL

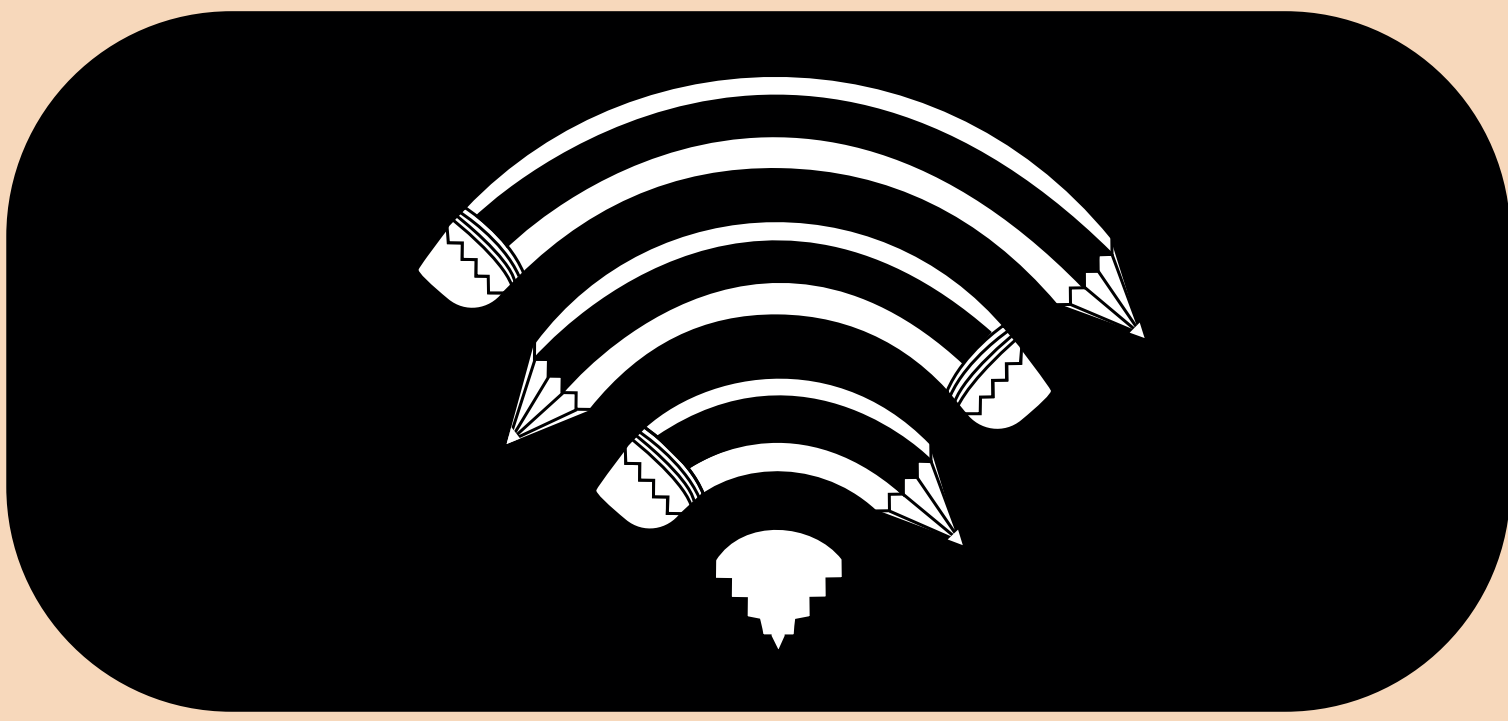
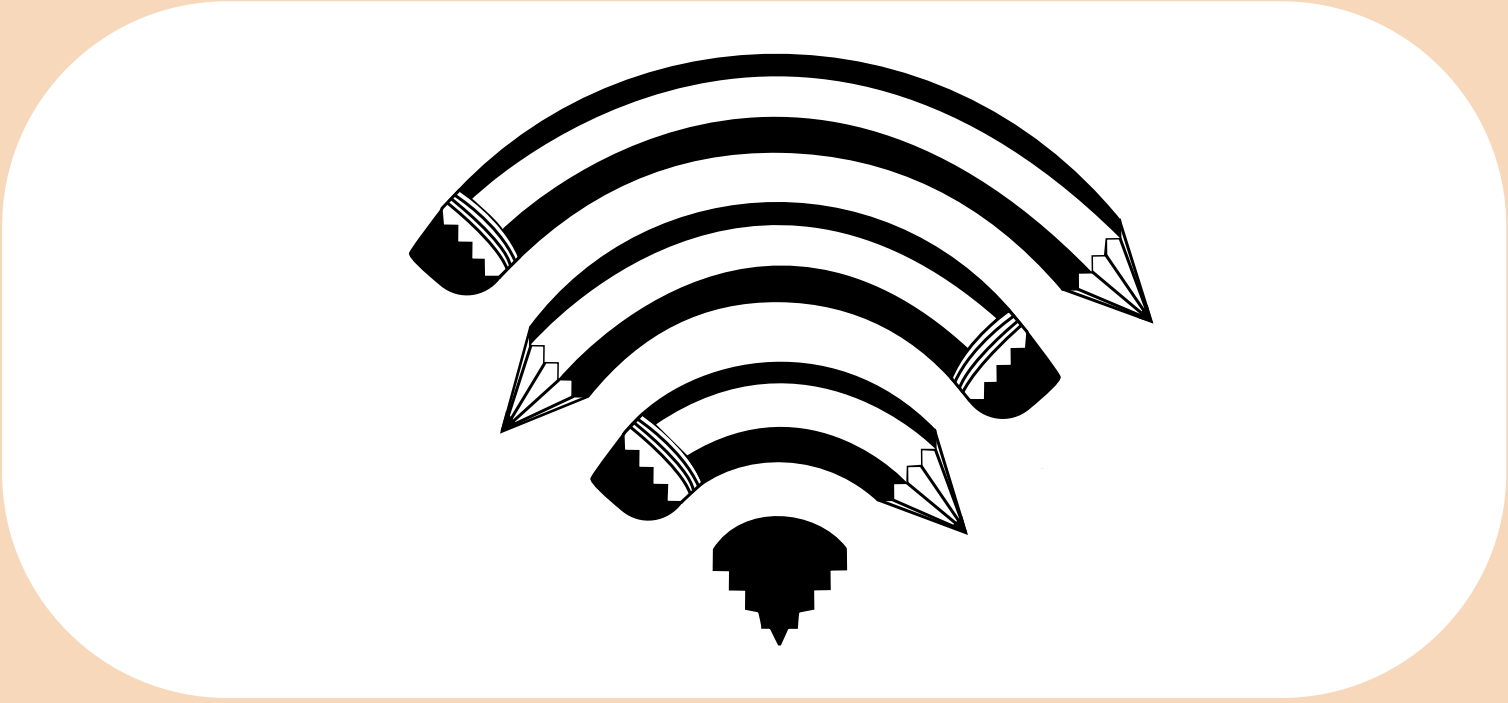


Font Nexa Extra Light/**Heavy**
Green Sky regular

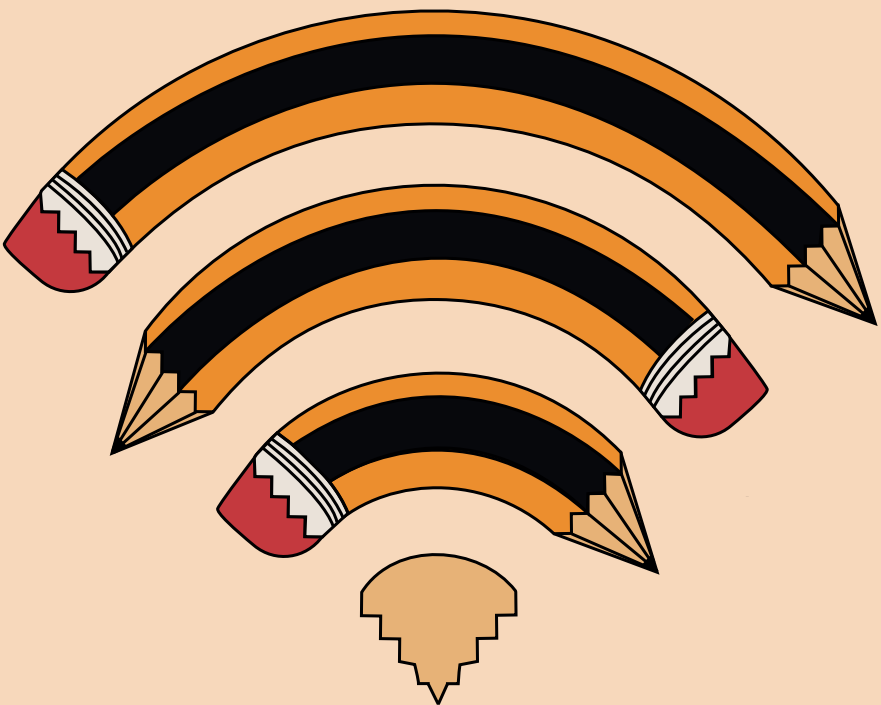
PATTERN



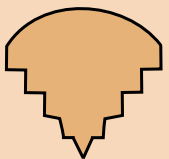
VISUAL B&W



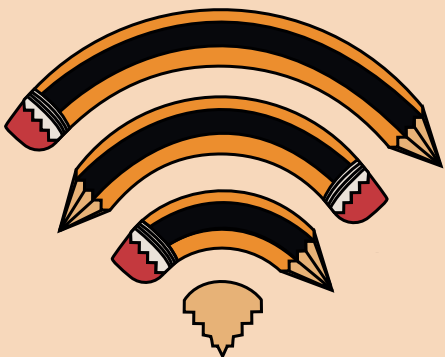
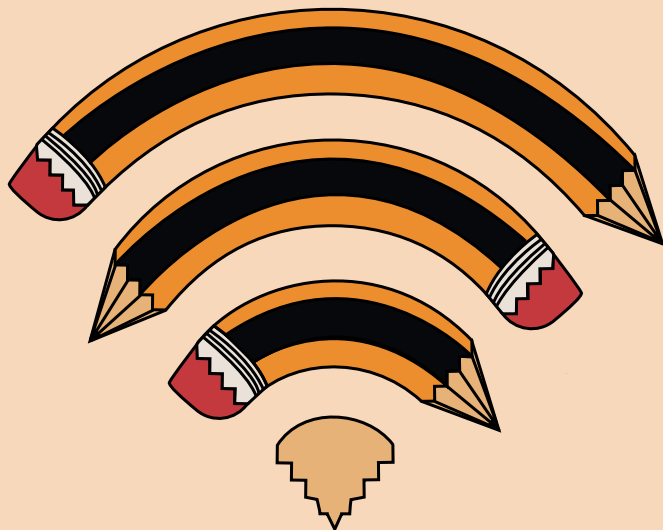
RIDUZIONI



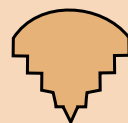
100%



75%



50%



CONCEPT

Per arrivare al prodotto finale, cioè il nostro key visual, abbiamo pensato di unire il simbolo della scrittura con quello del Wi-Fi, perché oggi tutto passa attraverso internet e ormai sarebbe quasi impossibile vivere senza. La scrittura rappresenta il passato, le origini della comunicazione, mentre il Wi-Fi rappresenta il presente, la connessione continua che abbiamo con il mondo.

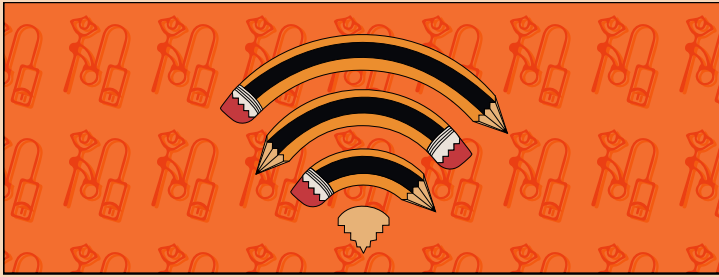
Per quanto riguarda i colori, abbiamo scelto quelli iconici delle matite, il nero e il giallo, che richiamano subito l'idea della scrittura manuale. In cima al simbolo del Wi-Fi abbiamo inserito una piccola piramide, per richiamare la cultura antica e creare un ponte tra passato e presente.

Infine, per il pattern abbiamo realizzato una fusione tra il simbolo dello scriba che abbiamo visto al museo e un mouse da computer, che oggi è uno degli strumenti principali con cui scriviamo e comunichiamo. È un modo per mostrare come, nonostante i tempi cambino, la voglia di esprimersi e comunicare resta la stessa

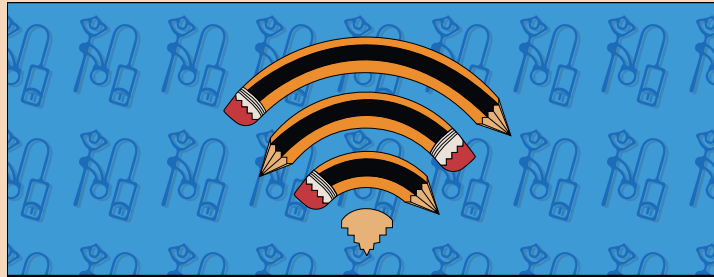
MOCKUP



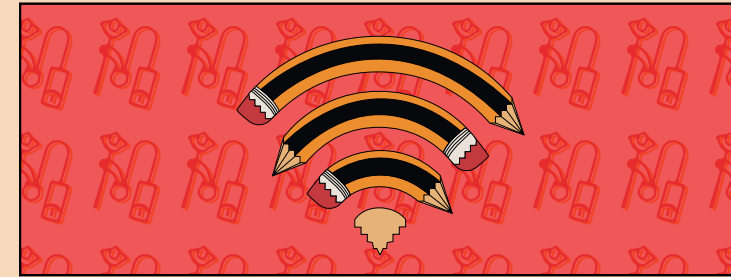




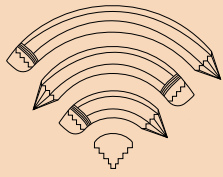
LOGO



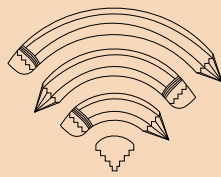
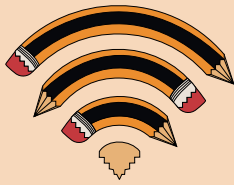
LOGO



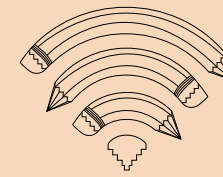
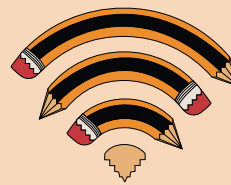
LOGO



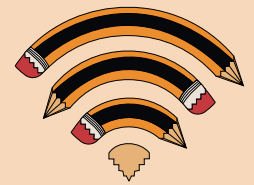
SIMBOLI



SIMBOLI



SIMBOLI



#161515 #EC6623 #EA8D1E #EFE8E1 #EAB778 #C53334

COLORI



#161515 #4C9CD6 #EA8D1E #EFE8E1 #EAB778 #C53334

COLORI



#161515 #EA4E50 #EA8D1E #EFE8E1 #EAB778 #C53334

COLORI



Green Sky

aa bb cc dd ee ff gg hh ii jj
kk ll mm nn oo pp qq rr ss
tt uu vv ww xx yy zz

1234567890

i"7z()èèç

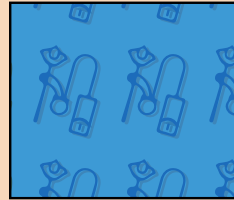
Nexa

aA bB cC dD eE fF gG hH iI jJ kK
lL mM nN oO pP qQ rR sS tT uU
vV wW xX yY zZ

1234567890

i"7z()èèç"ES%&/@#[]

PATTERN E FONT



Green Sky

aa bb cc dd ee ff gg hh ii jj
kk ll mm nn oo pp qq rr ss
tt uu vv ww xx yy zz

1234567890

i"7z()èèç

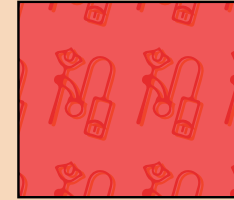
Nexa

aA bB cC dD eE fF gG hH iI jJ kK
lL mM nN oO pP qQ rR sS tT uU
vV wW xX yY zZ

1234567890

i"7z()èèç"ES%&/@#[]

PATTERN E FONT



Green Sky

aa bb cc dd ee ff gg hh ii jj
kk ll mm nn oo pp qq rr ss
tt uu vv ww xx yy zz

1234567890

i"7z()èèç

Nexa

aA bB cC dD eE fF gG hH iI jJ kK
lL mM nN oO pP qQ rR sS tT uU
vV wW xX yY zZ

1234567890

i"7z()èèç"ES%&/@#[]

PATTERN E FONT

DIFFERENT COLORS