

LOBA[®]

branding

DEMANDEZ ANGELA

01



context

Demandez Angela

is a safety initiative designed to help keep people safe while enjoying a day or night out in Nice Centre Ville.

creative rational

"Demandez Angela" is a trusted and empowering voice, ready to take action to prevent and reduce street harassment.

The brand's voice intends to convey security and confidence in every step, like a compass that guides victims to a threat-free territory.

The brand is committed to lighting the way, providing support, guidance and a safety net.

"Demandez Angela" then acts as a protection network, which, in addition to the measures aimed at reducing these occurrences, acts on the spot as a protector of the victims.



keywords

protection
security
shelter
victims
public place
path

objective

The objective is to create an impactful visual identity and brand communication.

We target a wide age range, so we need to touch each generation a little bit. The brand's communication must bring the idea that people can and should feel safe and confident, making a parallel between walking down the street and walking through life.

The brand introduces dynamic and colorful communication (characteristic of the city of Nice) transmitting a feeling of well-being which is the aim of the tool, which assumes itself as a protector and a helping hand to society.

02



logo

- logotipo



- logo versions



- logo versions

This is the version of the logo without the container form that should be used when it is not possible to use the original version.

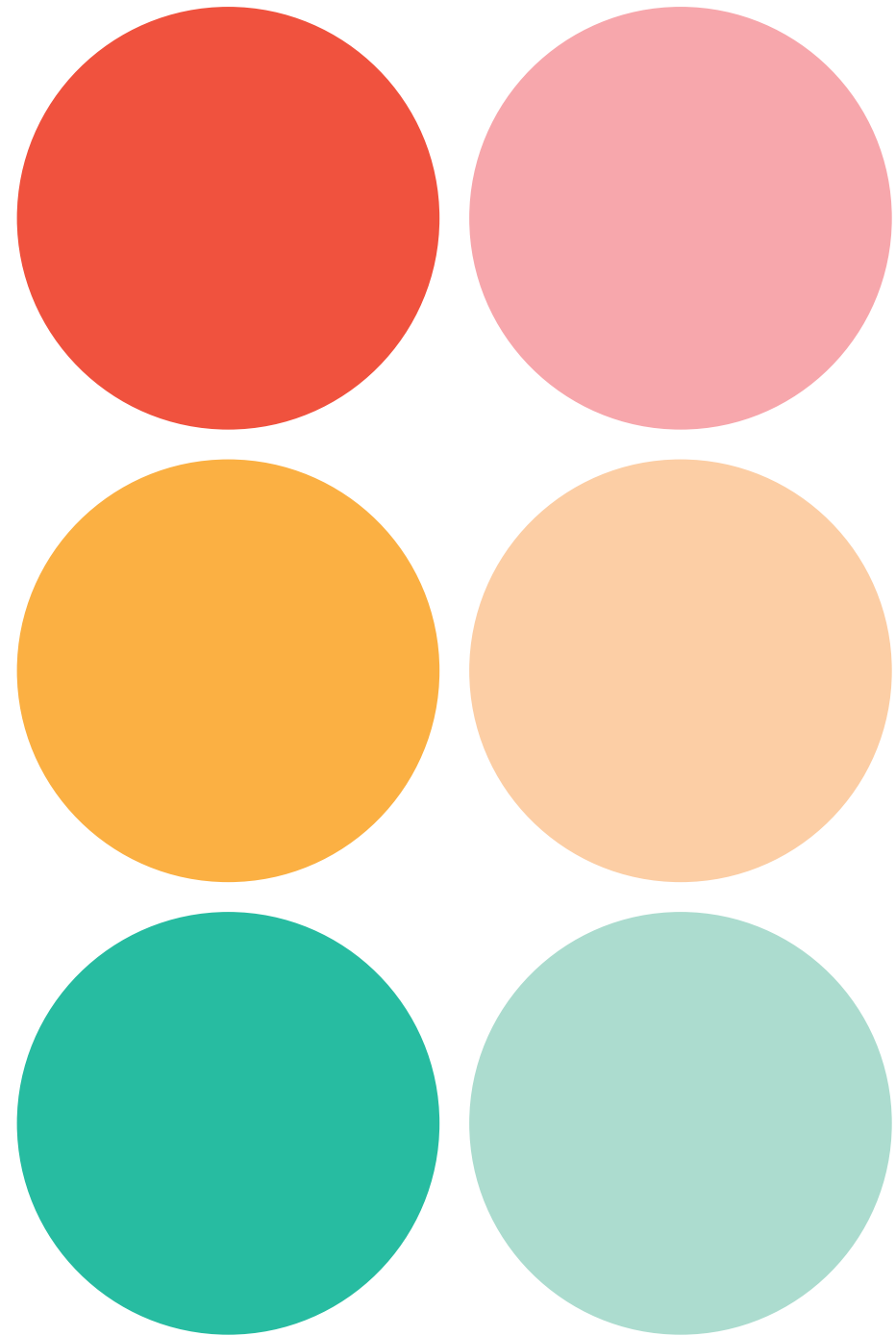


03



branding elements

- colors



CUSTOMER **EXPERIENCE** DESIGN



LOBA[®]

- typography

**DEMANDER
ANGELA**

TUSSILAGO

Main typography of the brand.
Tussilago's robust letterforms will
to your words a voice of rational
and uncontroversial authority.

- typography

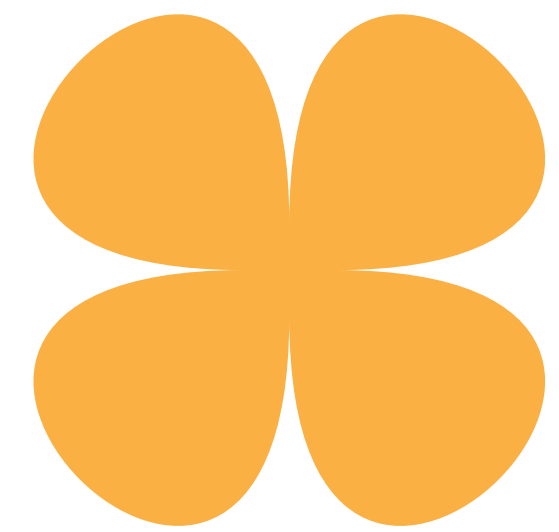
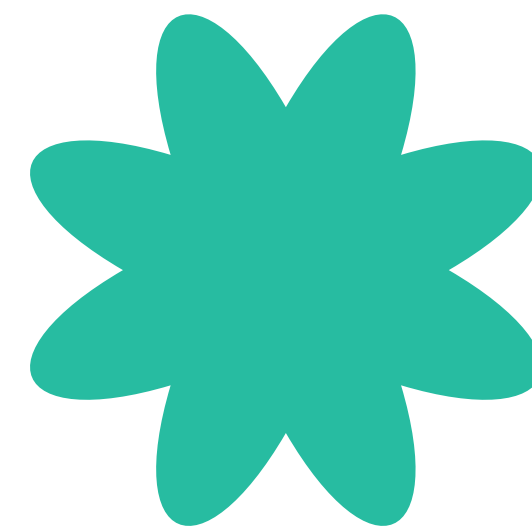
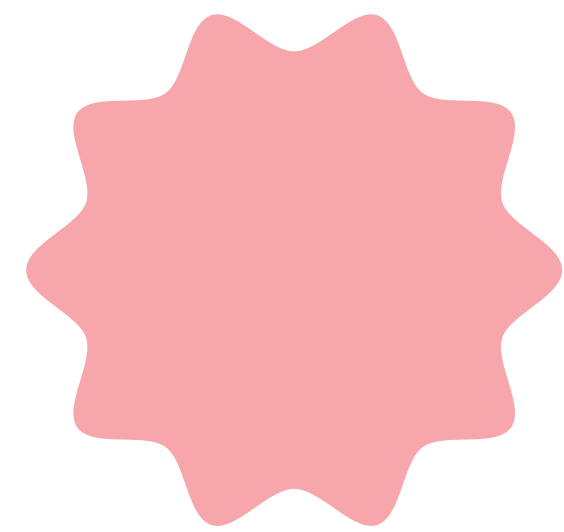
*Feel safe and
confident*

DECOY

This is the secondary typography font that will be used in small Headlines. Decoy is a soft serif font that will bring a closer and friendly tone to communication.

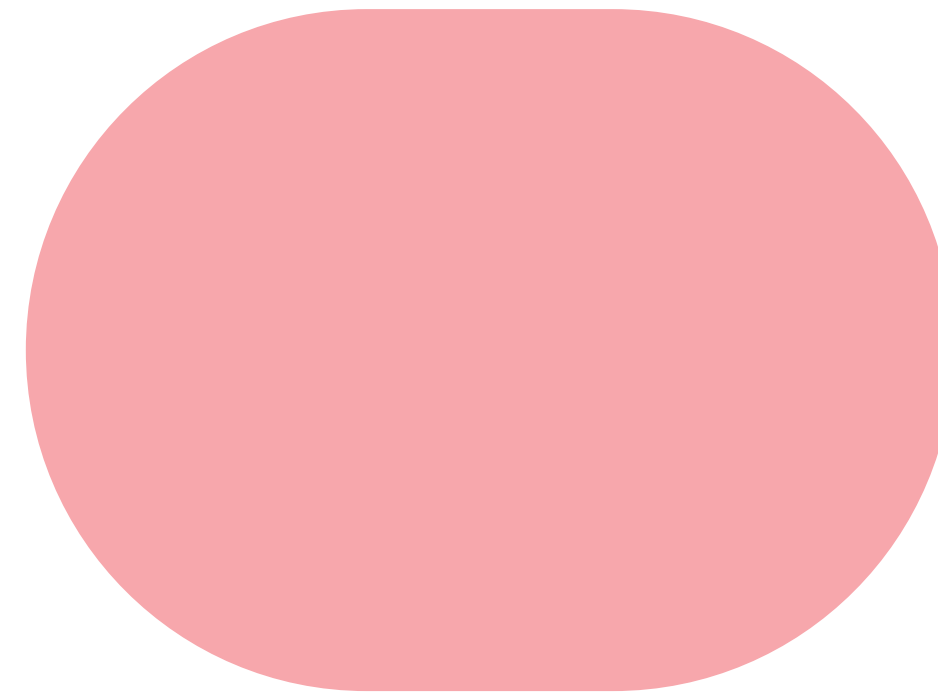
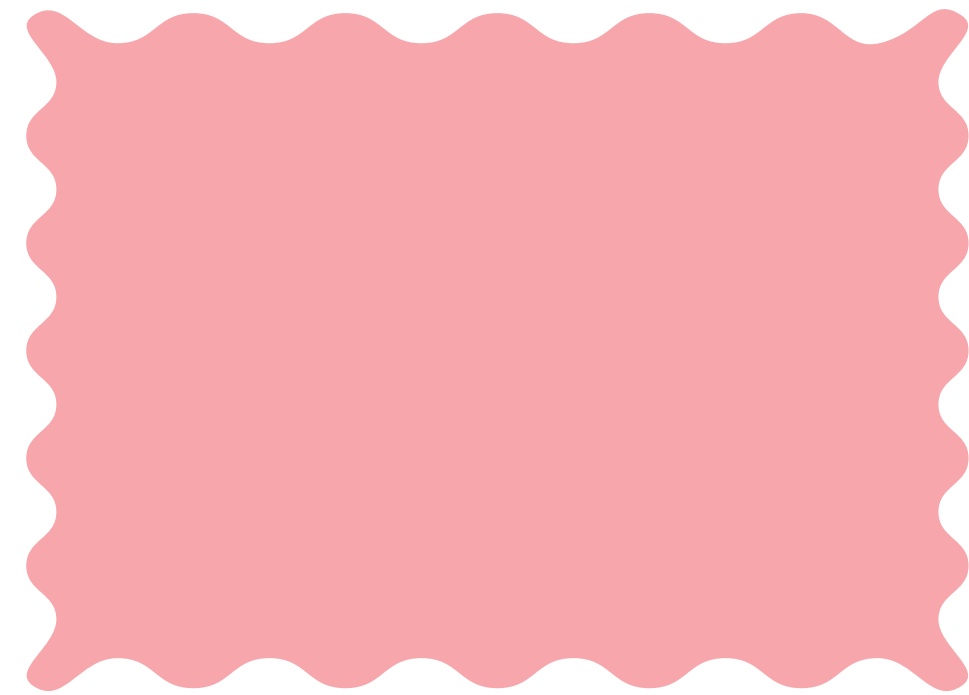
- elements

**geometric shapes
and ripple effect
image masks**



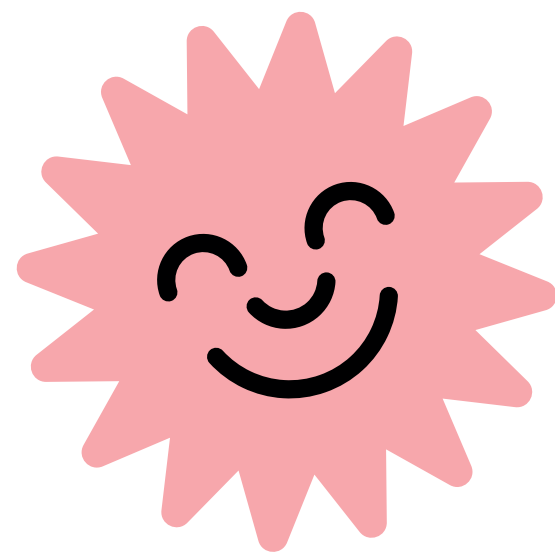
- elements

geometric shapes for background compositions



- elements

iconography / illustrations



- elements

text strips

DESIGNING AND MANAGING SAFE PUBLIC SPACES

DESIGNING AND MANAGING SAFE PUBLIC SPACES

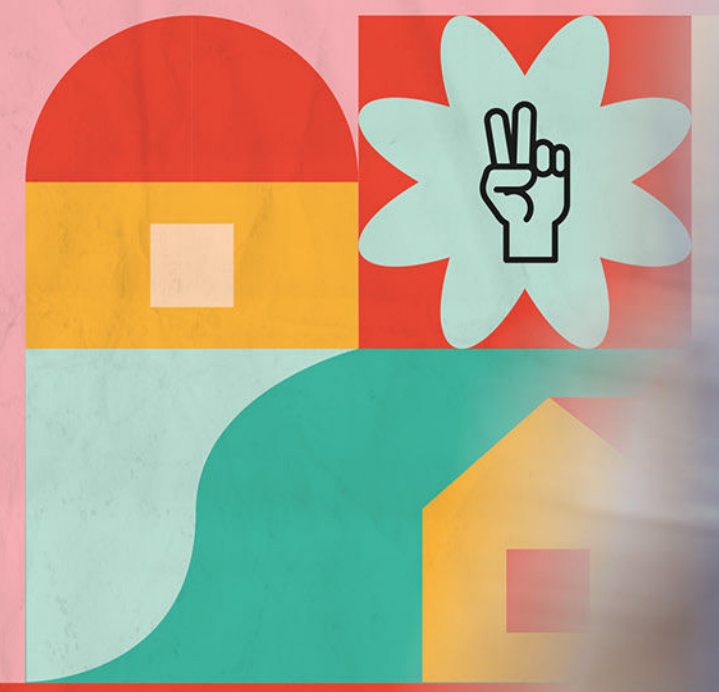
04



applications

Feel safe and confident

EVERY STEP OF THE WAY.



Feel safe and confident

EVERY STEP OF THE WAY.



LOBA®



Feel  safe and confident

EVERY STEP OF THE WAY.

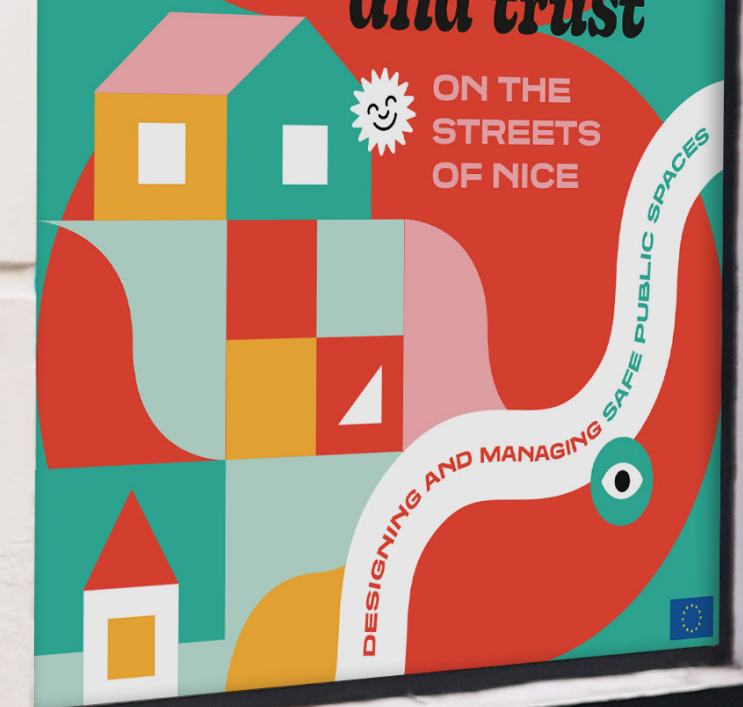



SAFE PUBLIC SPACES



Security and trust

 ON THE STREETS OF NICE






SAFE PUBLIC SPACES

Feel 
safe and
confident

**EVERY STEP
OF THE WAY.**



**TO LIGHT THE
WAY, PROVIDING
SUPPORT,
GUIDANCE AND
A SAFETY NET.**



Feel safe



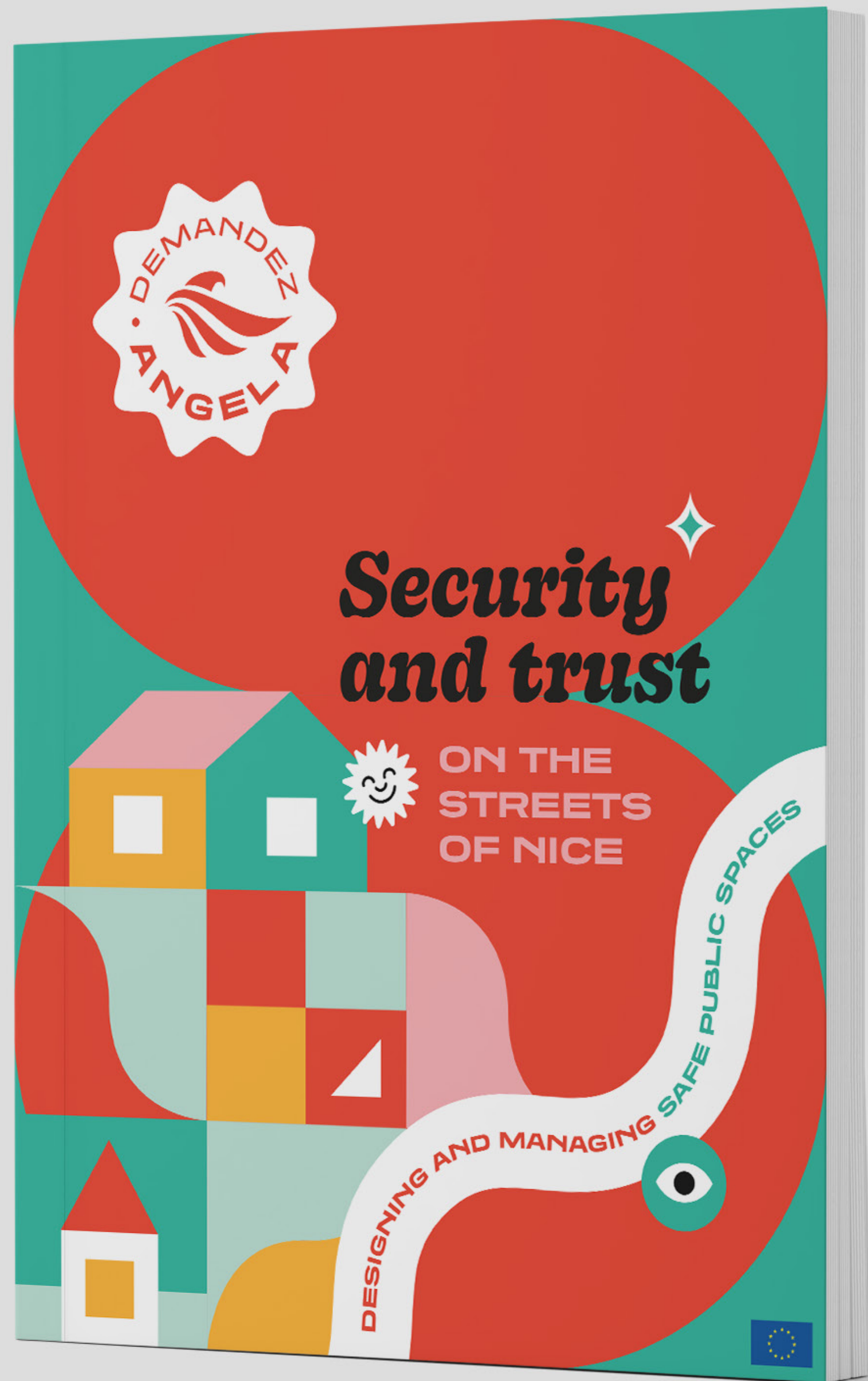
**ON THE
STREETS
OF NICE**



SAFE PUBLIC SPACES



LOBA®







think. connect. grow. — **fiercely.**

LOBA[®]

obrigado.

fale connosco

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