

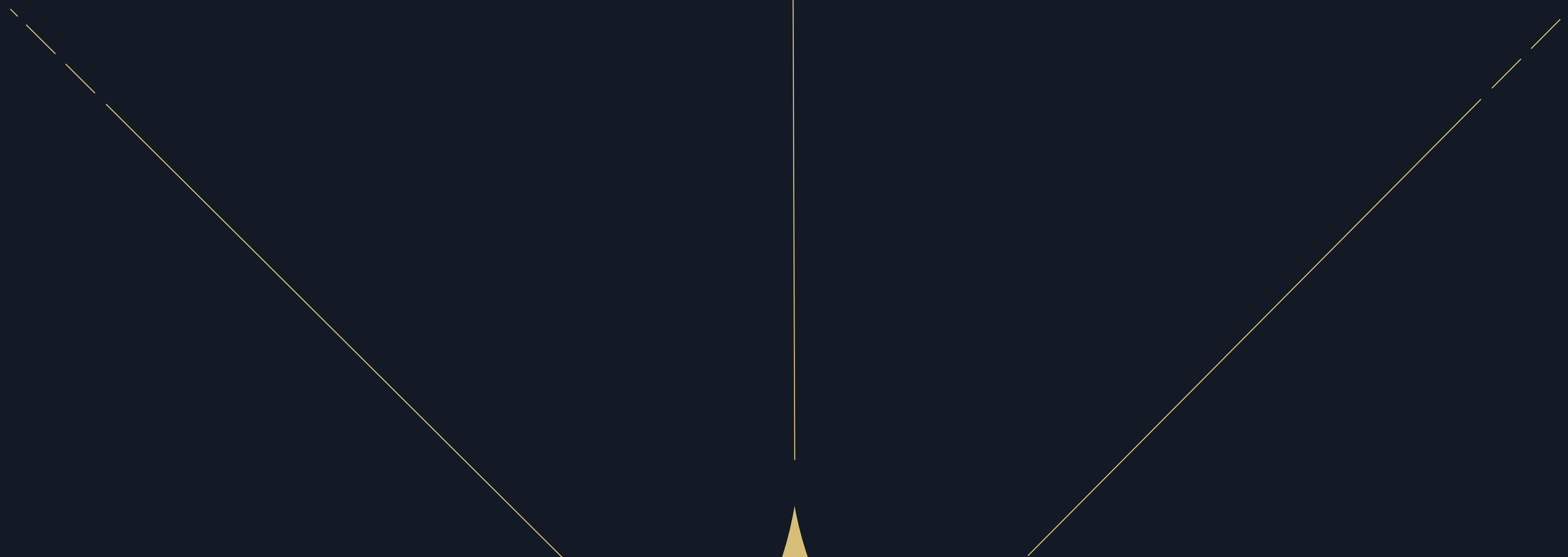
**LOBA®**

**branding**

TR17CK (TRICK17)

**01**

**context**



# context

Prevention of radicalisation leading to violent extremism

Processes of radicalisation are a significant danger to urban security and social cohesion. Regardless of whether people are radicalised by others or on their own, they pose a potential threat to their cities.

# tool objective

Stuttgart Tool is a creative art-based approach to simultaneously:

- ◆ raise young people's awareness level in relation to radicalization and increases young people's resilience in the face of radicalization;
- ◆ awake/support the interest in young people to democracy values and encourage them to take more active part in the social city activities.



keywords

**Magic**

**Mystery**

**The idea of the  
unusual way of  
doing things**

**Delusion**

**Word Trick**

# concept

## In what ways might we... increase young people's resilience in the face of radicalization?

Magic tricks often involve **misdirection** and **illusions**, challenging the audience's perception of reality. Also, Magic is a universal art form that transcends cultural and linguistic boundaries. By unravelling the secrets behind magic tricks, the magician teaches young people to question appearances, think critically, question extremist and radicalization methods and examine information from different angles. This gives them the "vaccine effect" and empowers them to become discerning individuals who are less likely to fall for deceptive or manipulative narratives.

# creative rational

**The Tr17ck (Trick17) logo is based on the concept of Magic, illusion, adaptation.**

Magic tricks often involve **misdirection** and **illusions, Mystery**, challenging the audience's perception of reality. Also, Magic is a universal art form that transcends cultural and linguistic boundaries, reaching a wide age range.

Taking advantage of a word trick "Trick 17" to "TR17CK", disguising the numbers within the word, making it fun and modern.

To give the logo the sence of magic and illusion we played with the font and transformed it.

02

logo



- logotipo



- logo versions



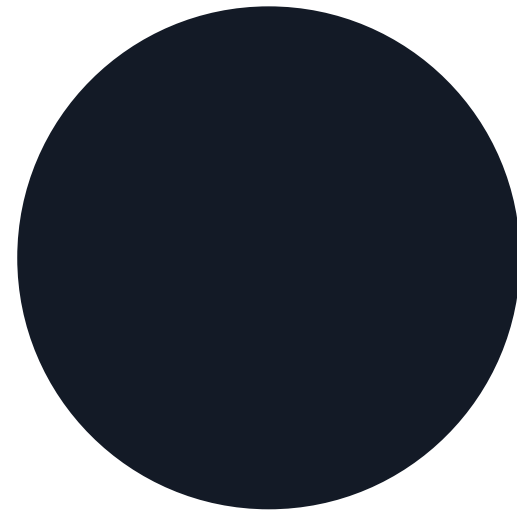
**03**



# **branding elements**

- colours and elements

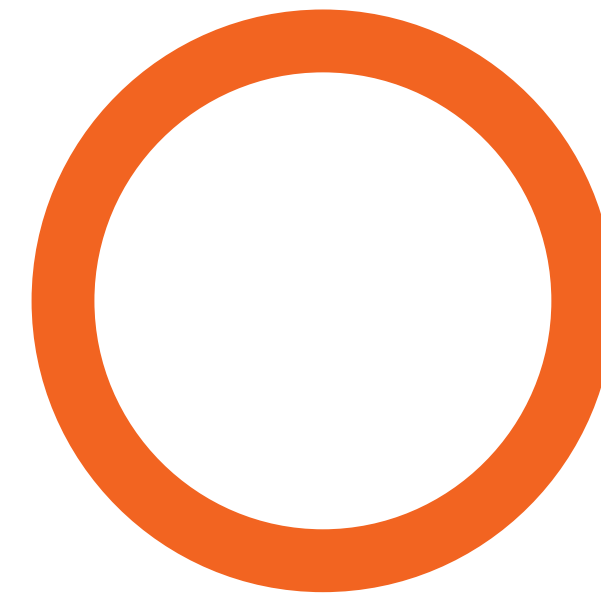
## colours and geometric shapes



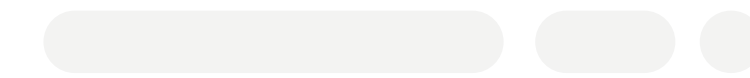
dark grey  
#222229



gold  
#DCC375



orange  
#EA5B0C



light grey  
#D9D7D6

- typography

# increase young people's resilience in the face of radicalization

## **FIRA SANS CONDENSED**

Main typography of the brand.

**04**

**applications**

TRIC

Empowering  
youth through  
*magic*

[icarus-innovation.eu](http://icarus-innovation.eu) | [info@icarus-innovation.eu](mailto:info@icarus-innovation.eu)

Funded by  
the European Union

LOBA®

TRIPCO







LOBA®

think. connect. grow. — **fiercely.**

**LOBA<sup>®</sup>**

**thank you.**

# LOBA®

let's talk

+351 256 668 413

geral@loba.com

**loba.com**

## lisboa

Edifício Oeiras Office  
Rua Marechal Teixeira  
Rebelo, 2, 1º D  
2780-271 Oeiras  
Portugal

## oliveira de azeméis

Largo Luís de Camões,  
Edifício Rainha, Piso 12  
3720-232 Oliveira de Azeméis  
Portugal

## guarda

M5 - Business Center  
Avenida Rainha Dona  
Amélia 74  
6300-749 Guarda  
Portugal

## aveiro

Rua José Afonso 28, loja 3  
3800-438 Aveiro  
Portugal

## braga

Rua Dr. Manuel José  
de Oliveira Machado 39,  
4700-058 Braga  
Portugal

## porto

Via do Castelo do Queijo  
395, 4100-429 Porto  
Portugal

## leiria

Rua das Oliveiras, 51A  
2415-456 Leiria  
Portugal