

LOBA®

# branding

Sbocciamo Torino

01



THE PROJECT'S

**context**

- context

Turin Tool is a multi-stakeholder governance network model to deliberate and co-produce **interventions around juvenile delinquency issues in the city of Turin.**

The design of this governance network involves a committee of stakeholders working to make evidence-based intervention suggestions aided by a digital dashboard that visualises data relevant to the juvenile delinquency problem.

02



INSPIRATION AND

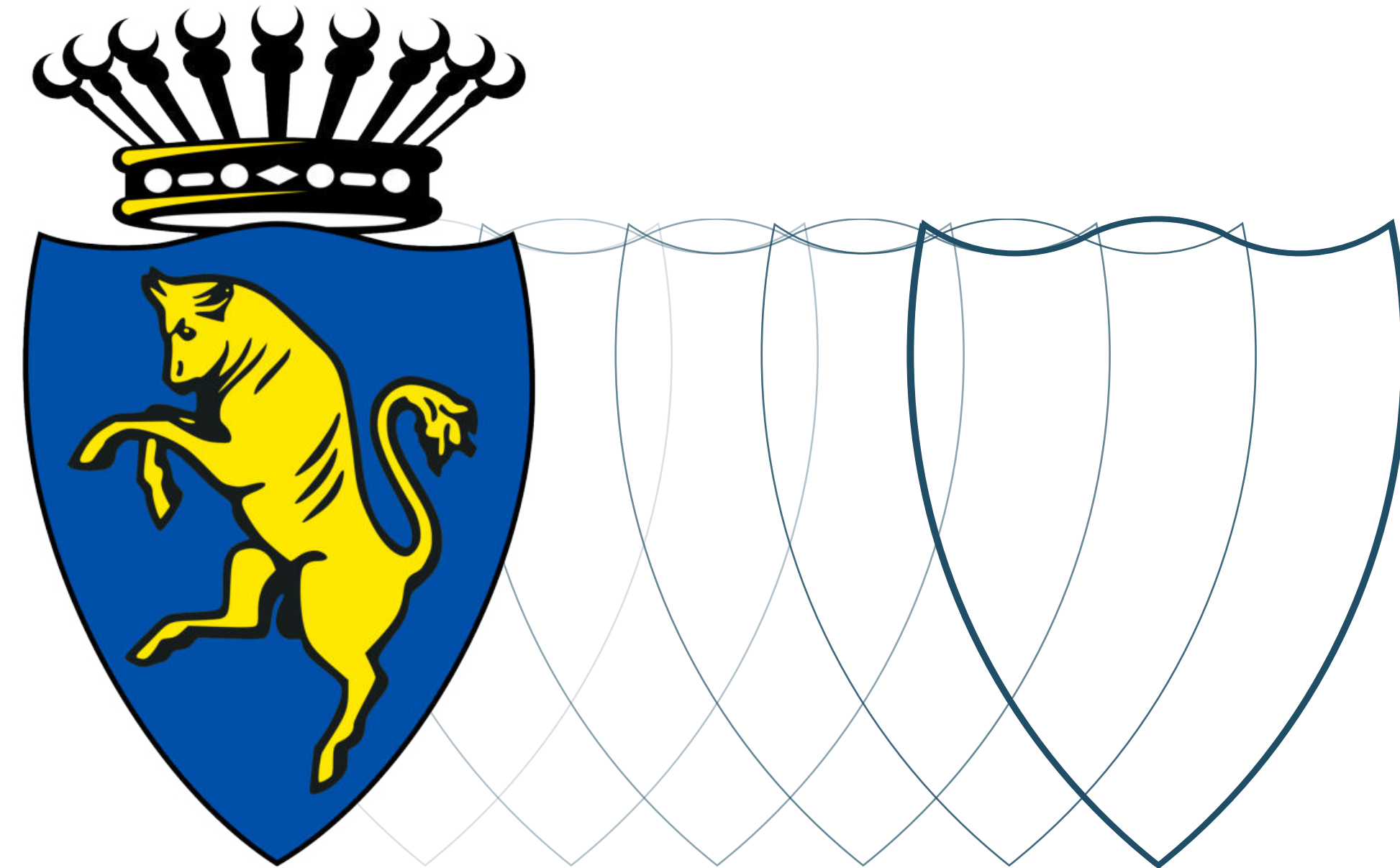
**concept**

- concept

We started from the **emblem of Turin**, so that we could evoke a strong sense of belonging and connection to the city.

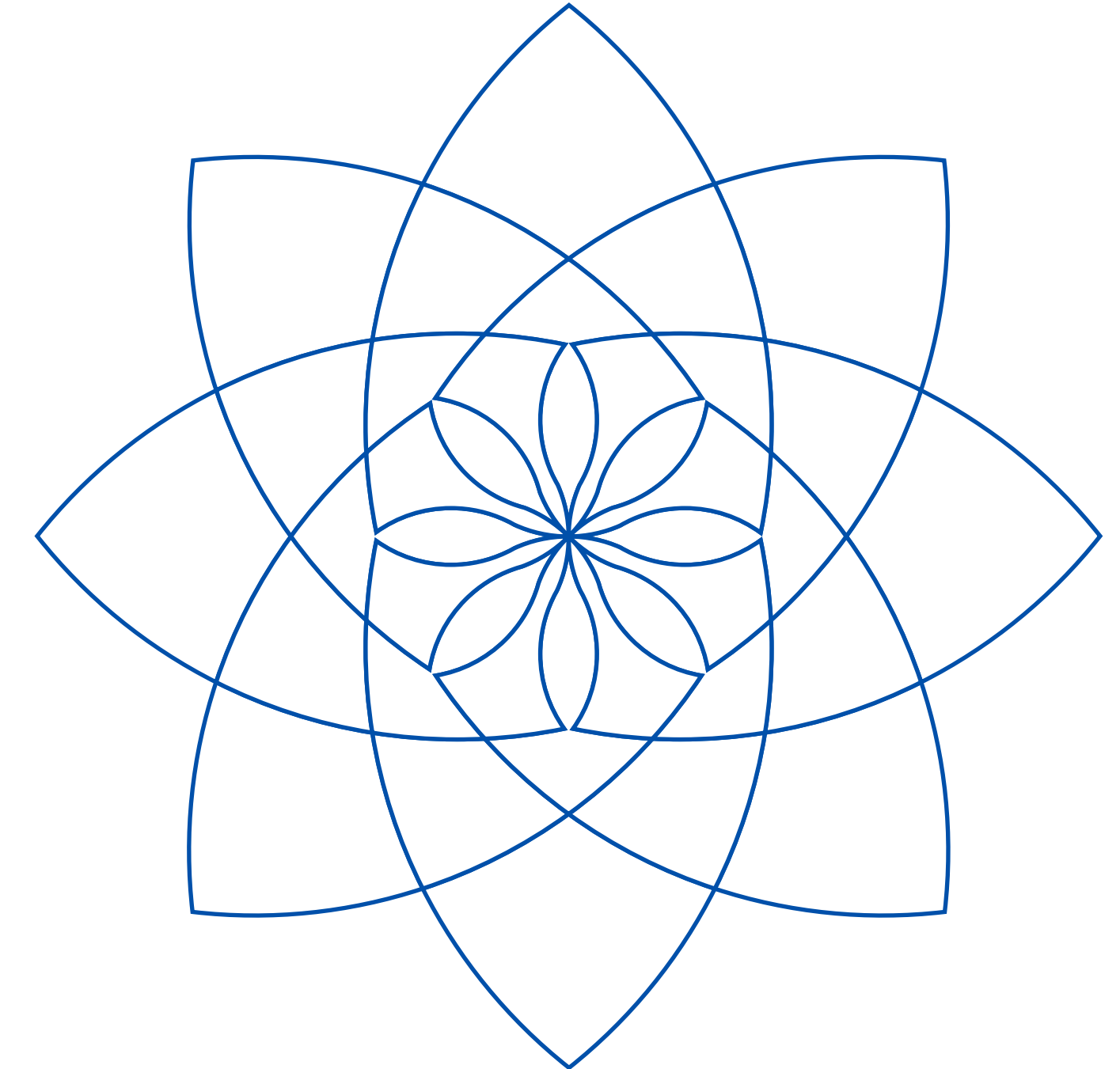
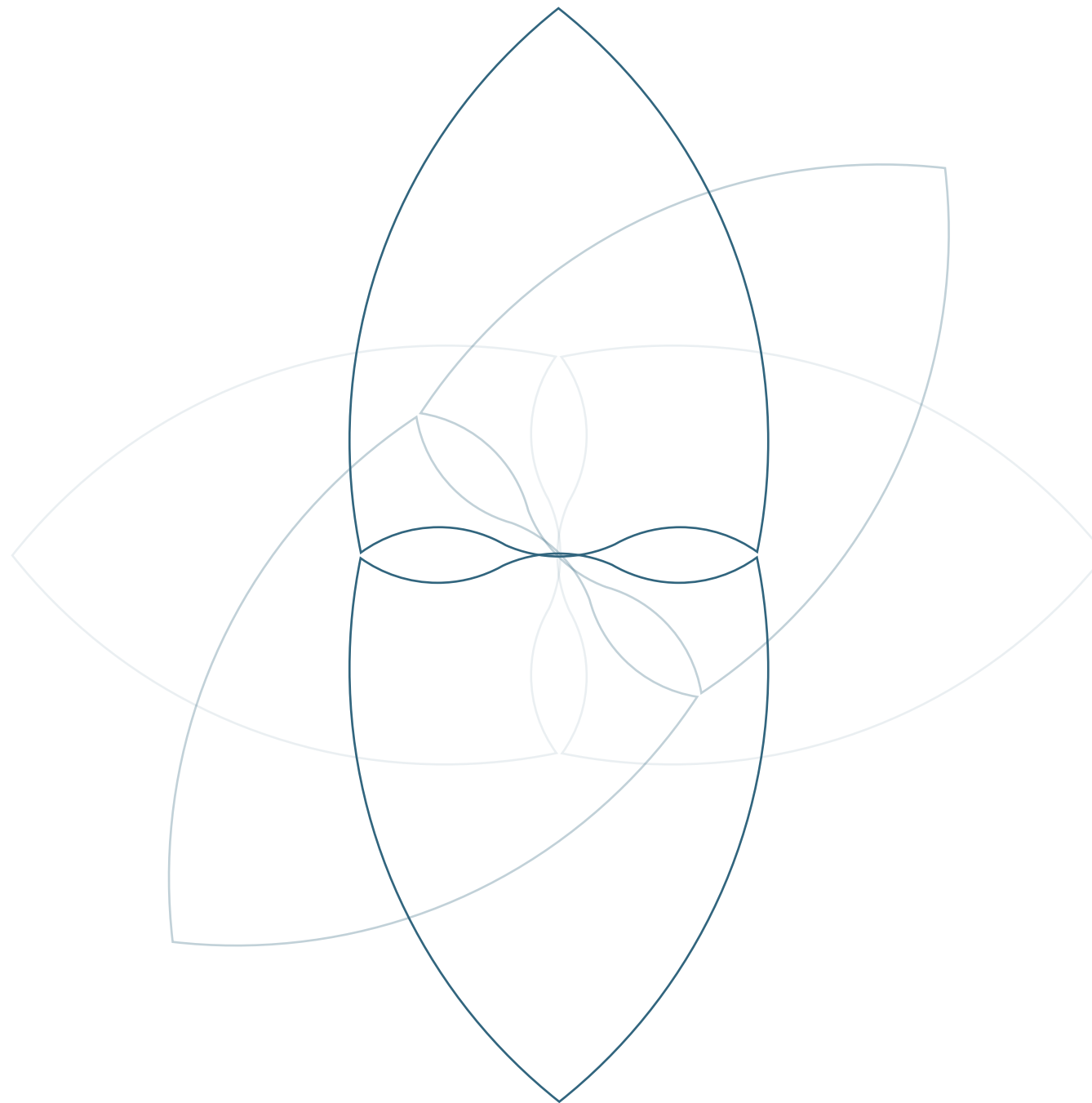
Through this inclusion, the logo reflects the Committee's commitment to **fostering a safe and thriving environment for the youth of Turin**, emphasizing their sense of place and the importance of their active participation in building a brighter future.

**The shield**, as a symbol of security and the construction of a **safer environment**.



- concept

As the shield rotates, it transforms into a vibrant flower, representing the **concept of blooming**. This visual metaphor reflects the journey of young individuals, blossoming into new and better paths through the support and opportunities provided by the Programme. The dynamic nature of the rotating shield signifies **the transformative power of prevention and empowers the younger generation to flourish and thrive.**



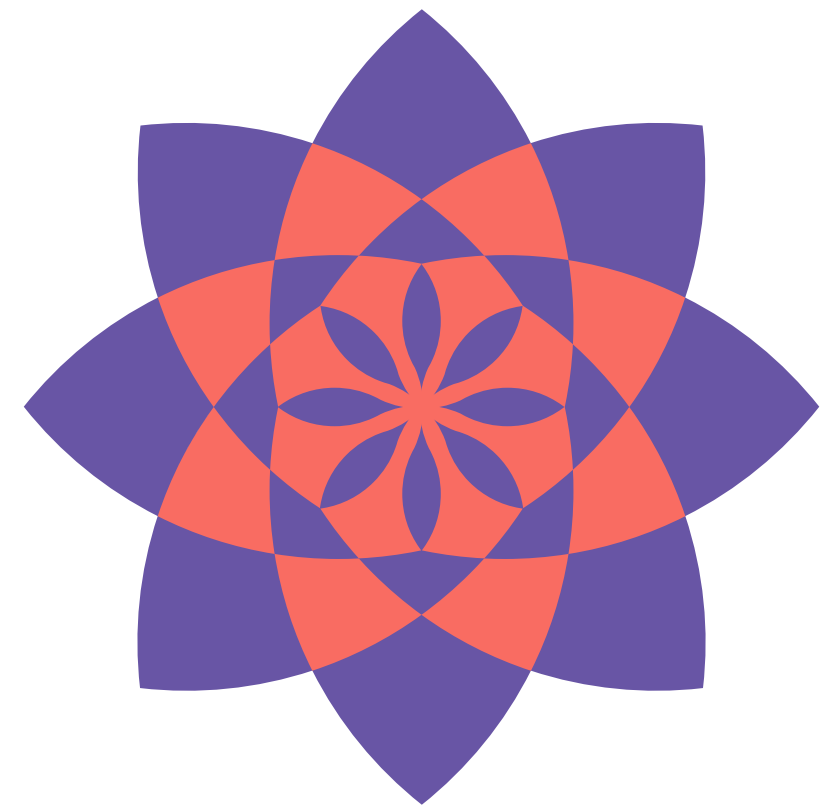
03



THE PROJECT'S

**logotype**

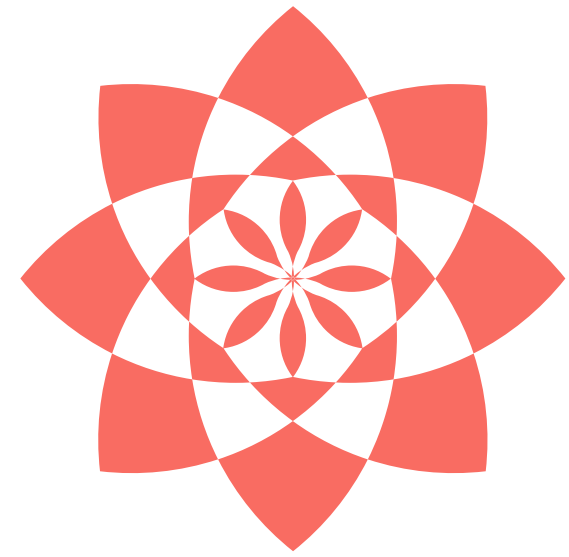
- logotype



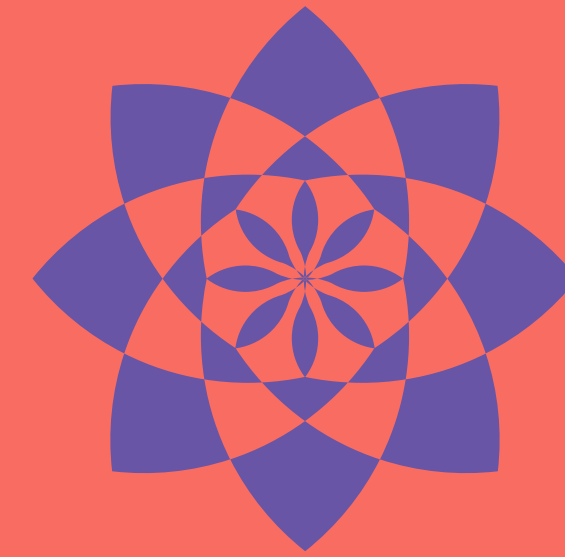
**SBOCCIAMO  
TORINO**



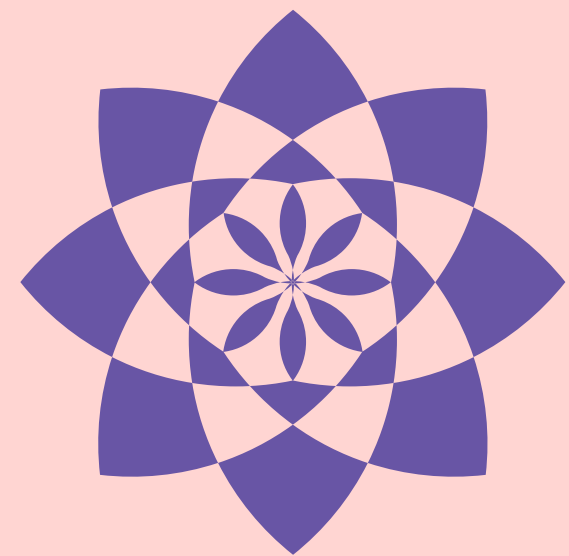
- logotype



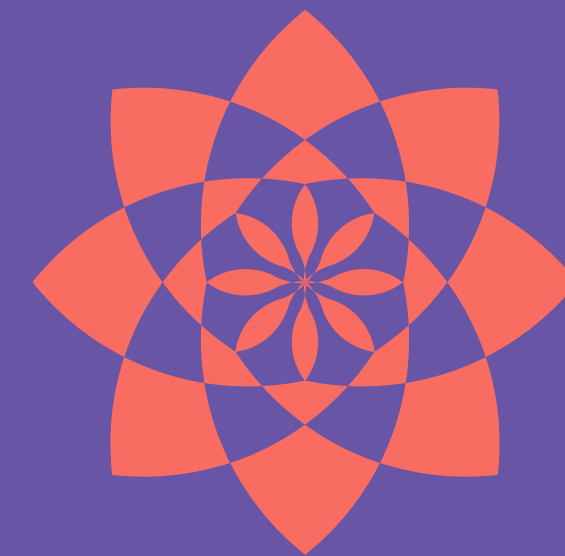
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04



BRANDING

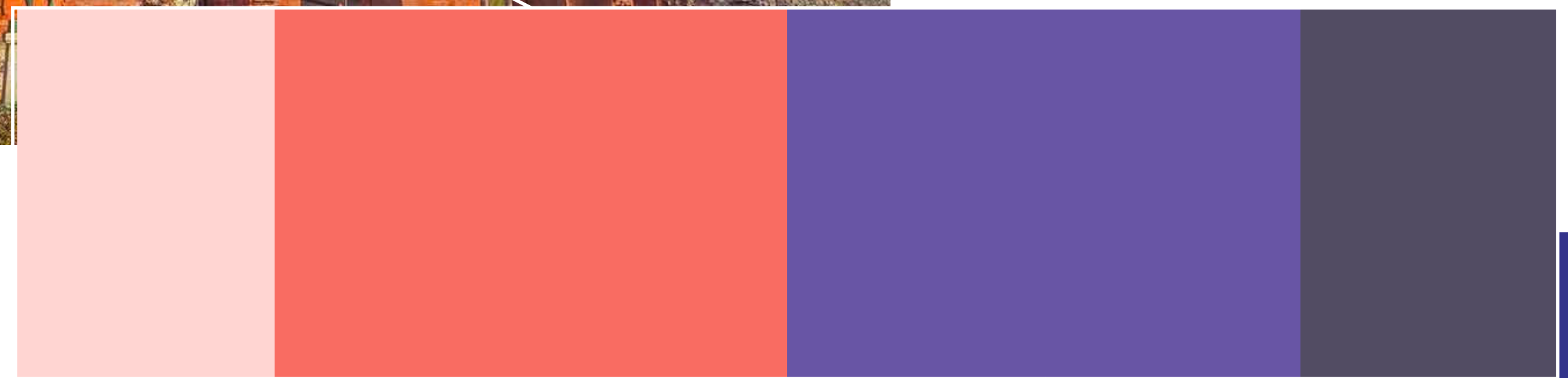
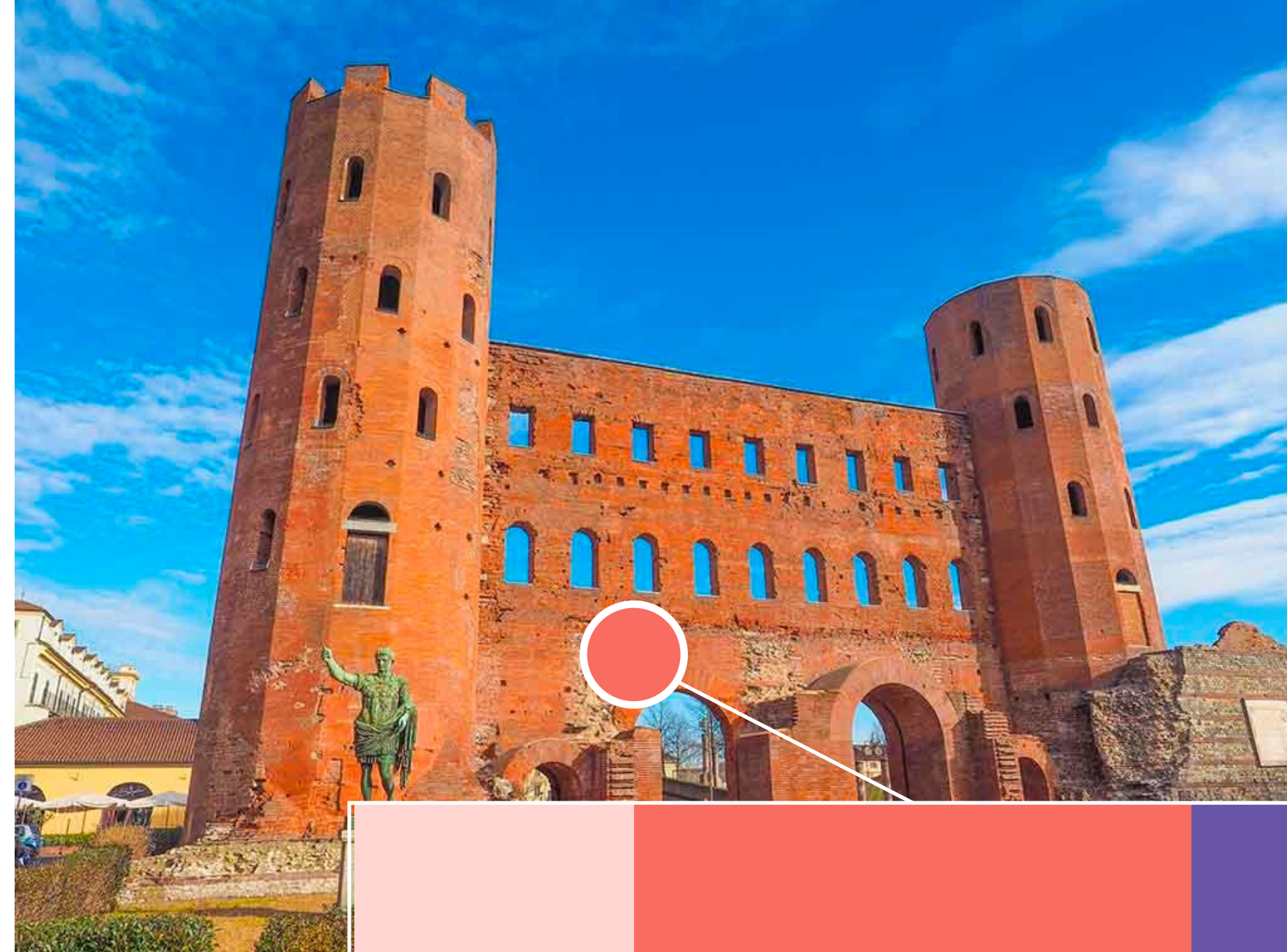
elements

- colors

The colors are inspired to two main components:

- The **orange** from the “Porta Palatina”, the main gate through the fortress that protected the city in Roman Times. This connection to the city aims to **create a sense of belonging** for the project.
- The **purple**, as the main color from the **IcARUS Project**, the mother of the Sbocciamo Torino

Both colors are adaptations of their references so that they can work together do give a sense of trust and confidence, but at the same time a warm and friendly personality



- typography

# Pathway Extreme

Modern and filled with personality, Pathway Extreme is a very flexible and robust typeface.

It allows to create big and powerfull headlines, but is still very readable in smaller sizes

The quick brown fox jumps over a lazy dog.

**The quick brown fox jumps over a lazy dog.**

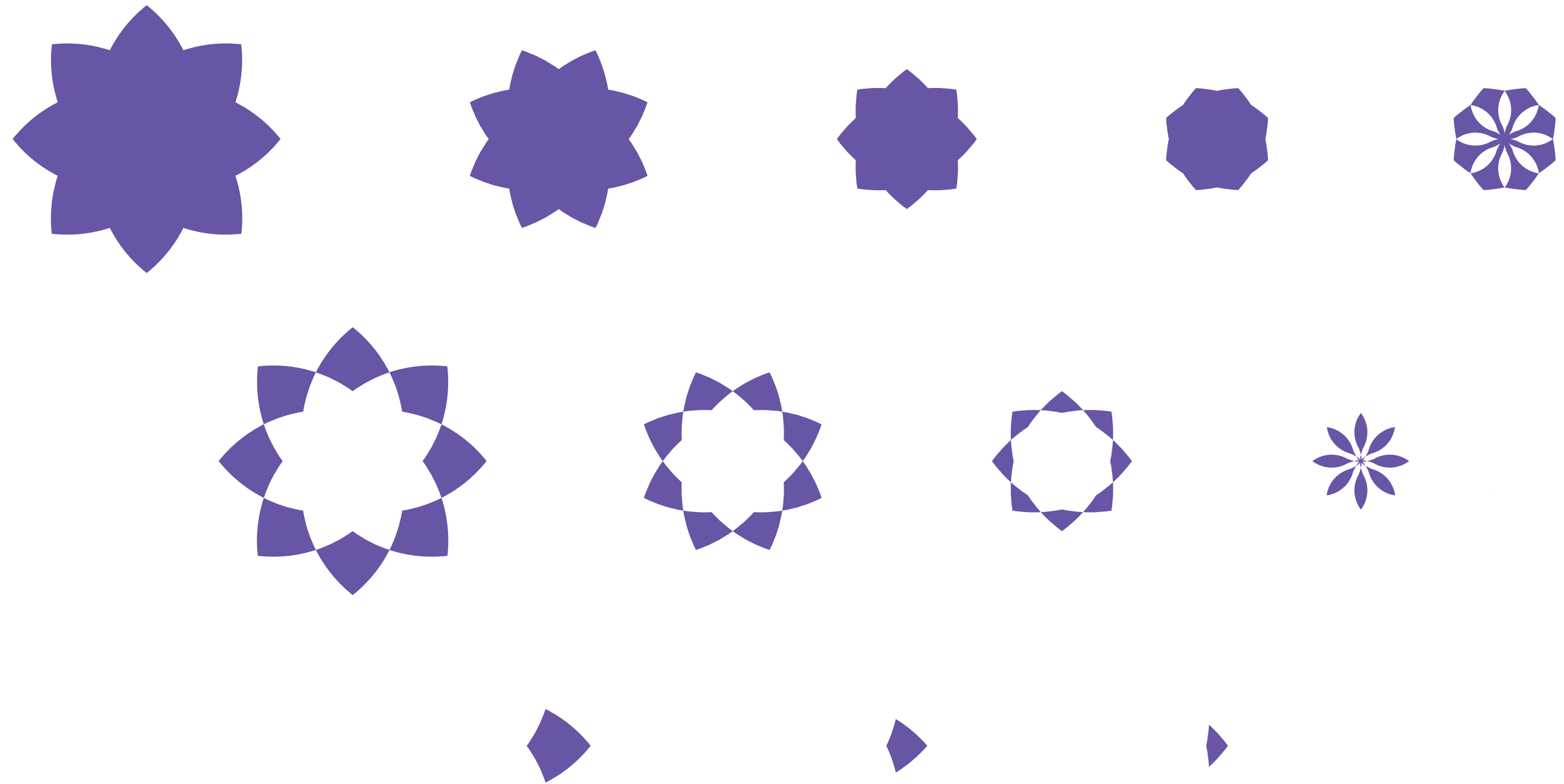
THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.

**THE QUICK BROWN FOX JUMPS OVER A LAZY DOG.**

- components

Deconstructing the logo we get different bits and pieces. These elements represent the different actors in the project that contribute to the decisions and initiatives but also those that will benefit from the outputs of the project.

These elements working together will create the **community** that will make this **programme grow and flourish**.

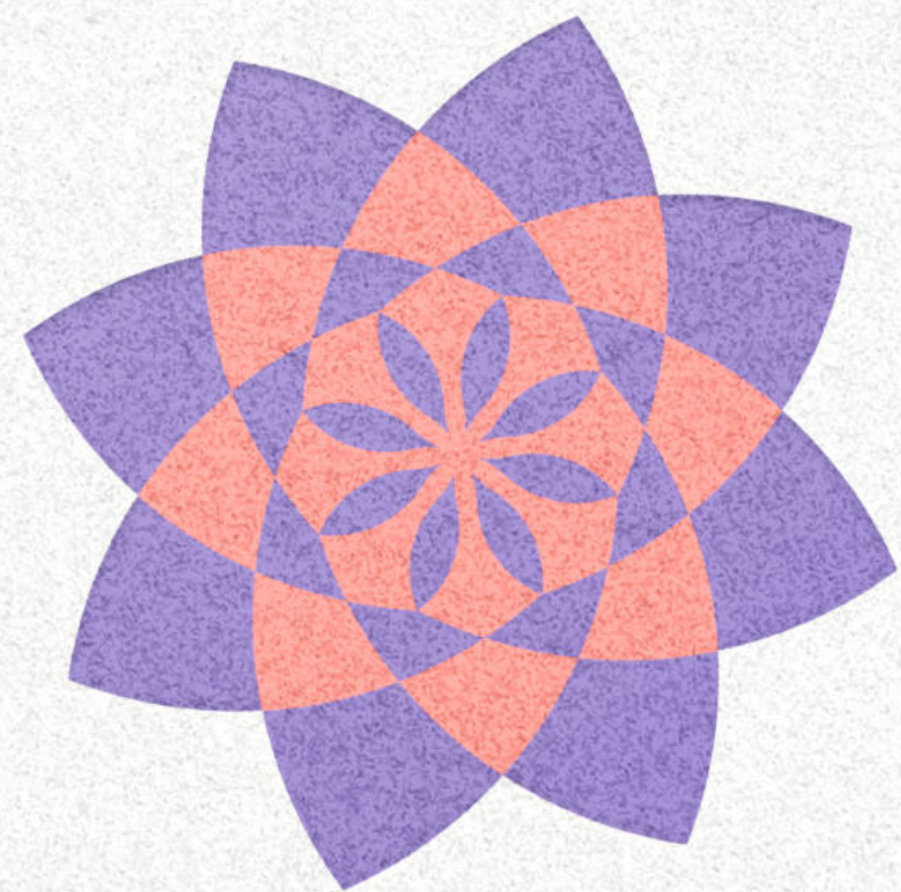


05




IDENTITY

**applications**




**SBOCCIAMO  
TORINO**




**Your  
Voice  
Matters**

Join the  
Movement for  
Positive Change



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**SBOCCIAMO  
TORINO**

Preventing  
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**Unlocking  
Potential**

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think. connect. grow. — **fiercely.**

**LOBA<sup>®</sup>**

**thank you.**

talk to us

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