

Poreč Triatlon - LOGOTYPE

03.06. 2013.

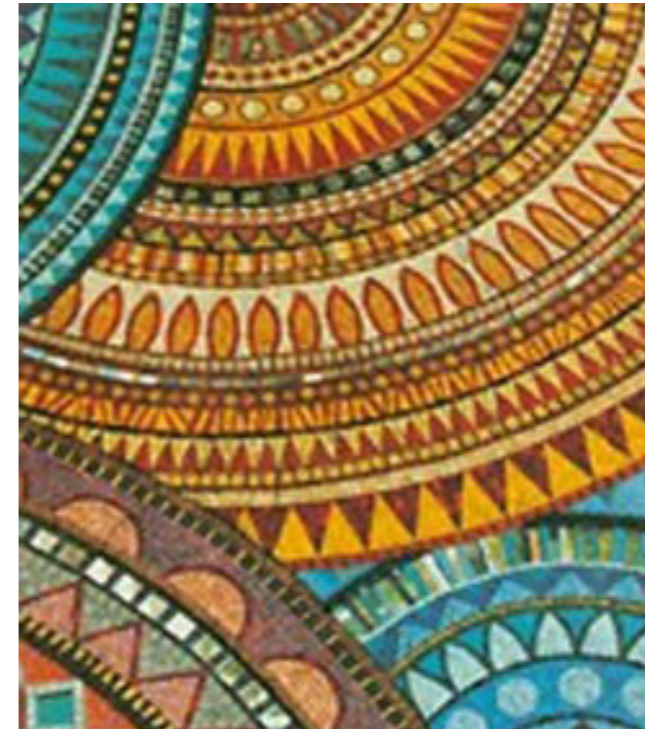
Concept:
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Concept

Idea for the solution comes from few premises:

1) Authenticity of location on which triathlon takes place (Poreč, Istria)

Considering that event contributes to the promotion and touristic development of destination, as well as representing it as recognized resort for sport and recreation, it is important that elements of visual identity of destination (Poreč and Istria) are incorporated in logo.



Poreč

Poreč tourist board



Istra

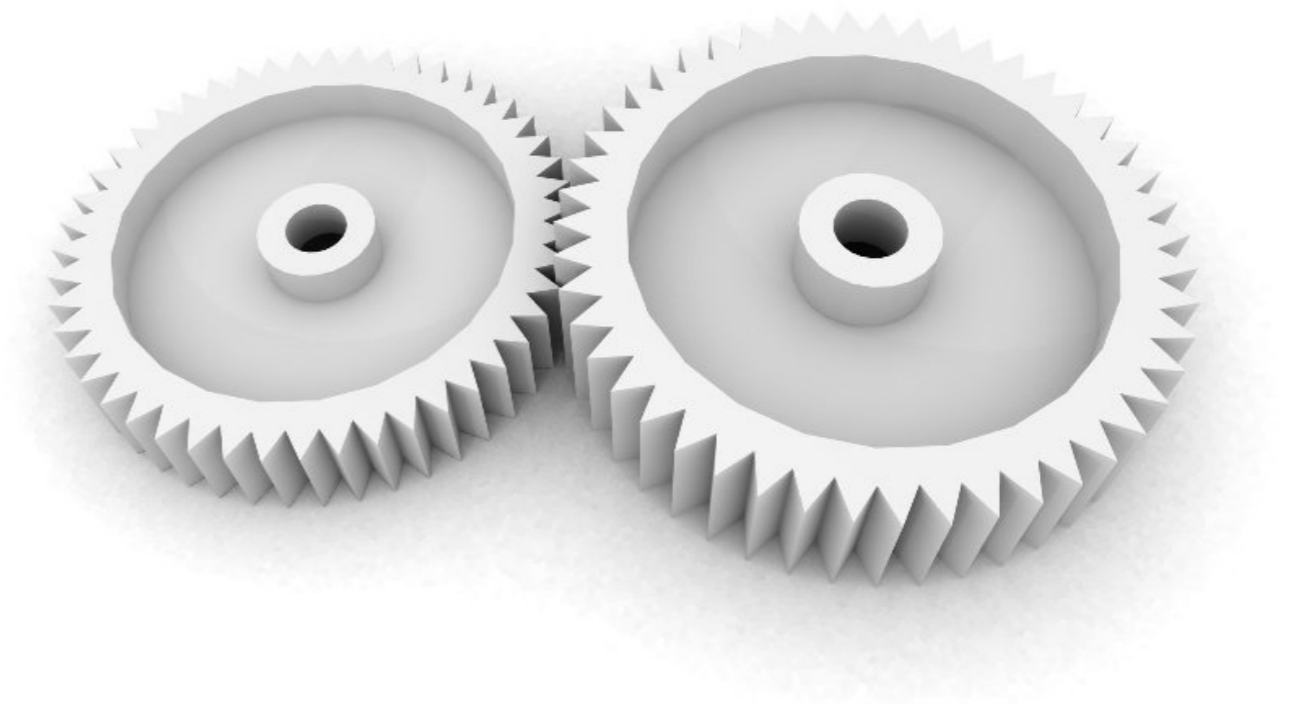
Zeleni Mediteran.



Concept

2) The type of the event – Triathlon

Distinguished by extremely important physical strength which is necessary for participation. We can consider persons, that dare participate in triathlon, almost as people with some specific sort of mechanism – clock- in which everything must function perfectly to finish the race.



Concept

3) Event description

The event description goes through three components (swimming + cycling + running), with annotation that each part has its own propositions. By the rules the longest is cycling section, then running and finally swimming.



Solution

Logo at the same time communicates motive typical for Poreč (mosaic detail), but also mechanism that suggests gear wheel, apropos precision, competence, strength, mechanics...
- characteristic attributes for persons that practice triathlon.

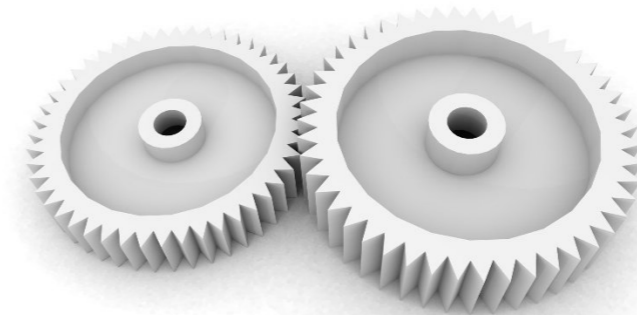
Three parts of "gear wheel" are suggestion of three components in triathlon, where every single circle suggests proposition for one element by its size (swimming, cycling, running), visually presented so size could match with length of the section.

Color choice corresponds to those that are used in identities of Istra and Poreč.

The logo is wide applicable and it can even be animated if necessary.



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Logotype

