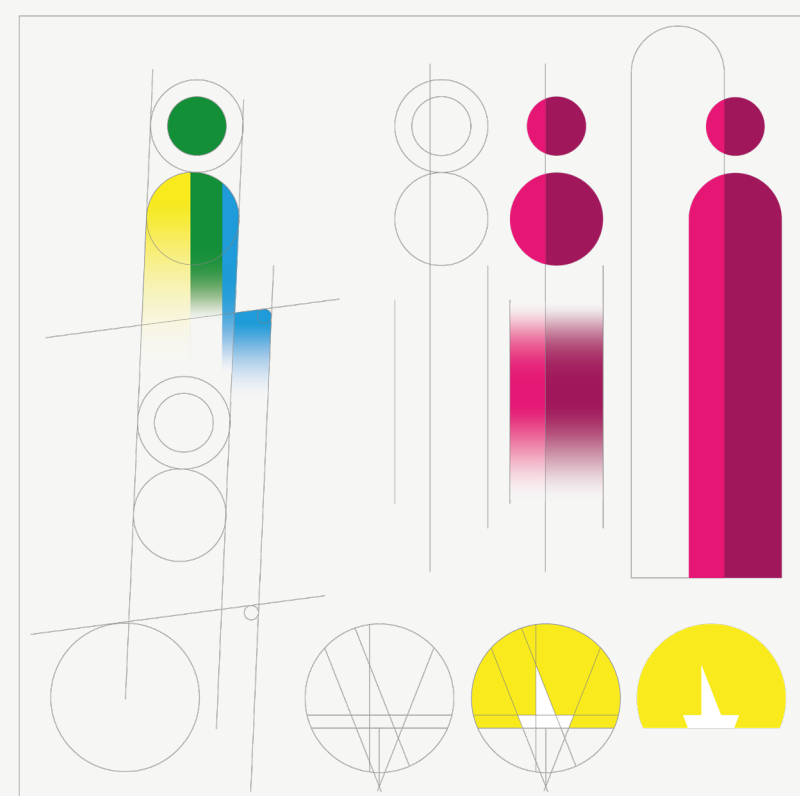


**GENOVA 2024**  
**CAPITALE DELLO SPORT**

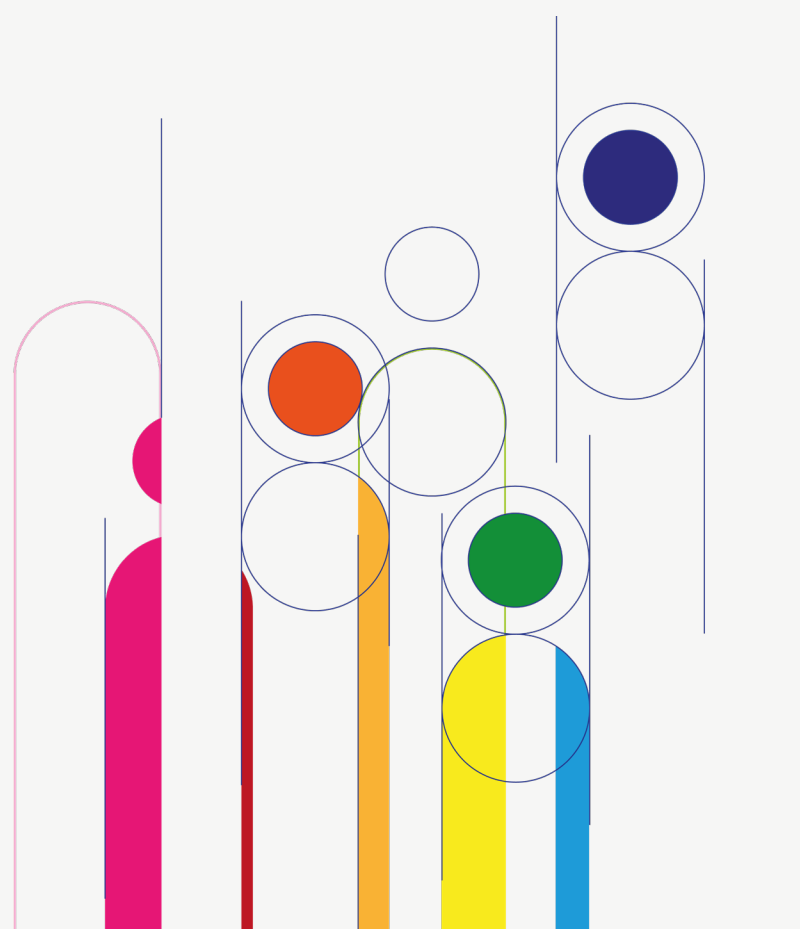
# GENOVA 2024

## CAPITALE DELLO SPORT

Durante la Laurea Triennale ho lavorato alla Visual Identity per l'evento sportivo "Genova 2024 Capitale Europea dello sport". Avevamo il compito di pensare alla logotipazione del marchio e di realizzare un ipotetico abbigliamento (specifiche di stampa).



GENOVA 2024

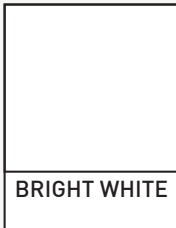


# GENOVA 2024

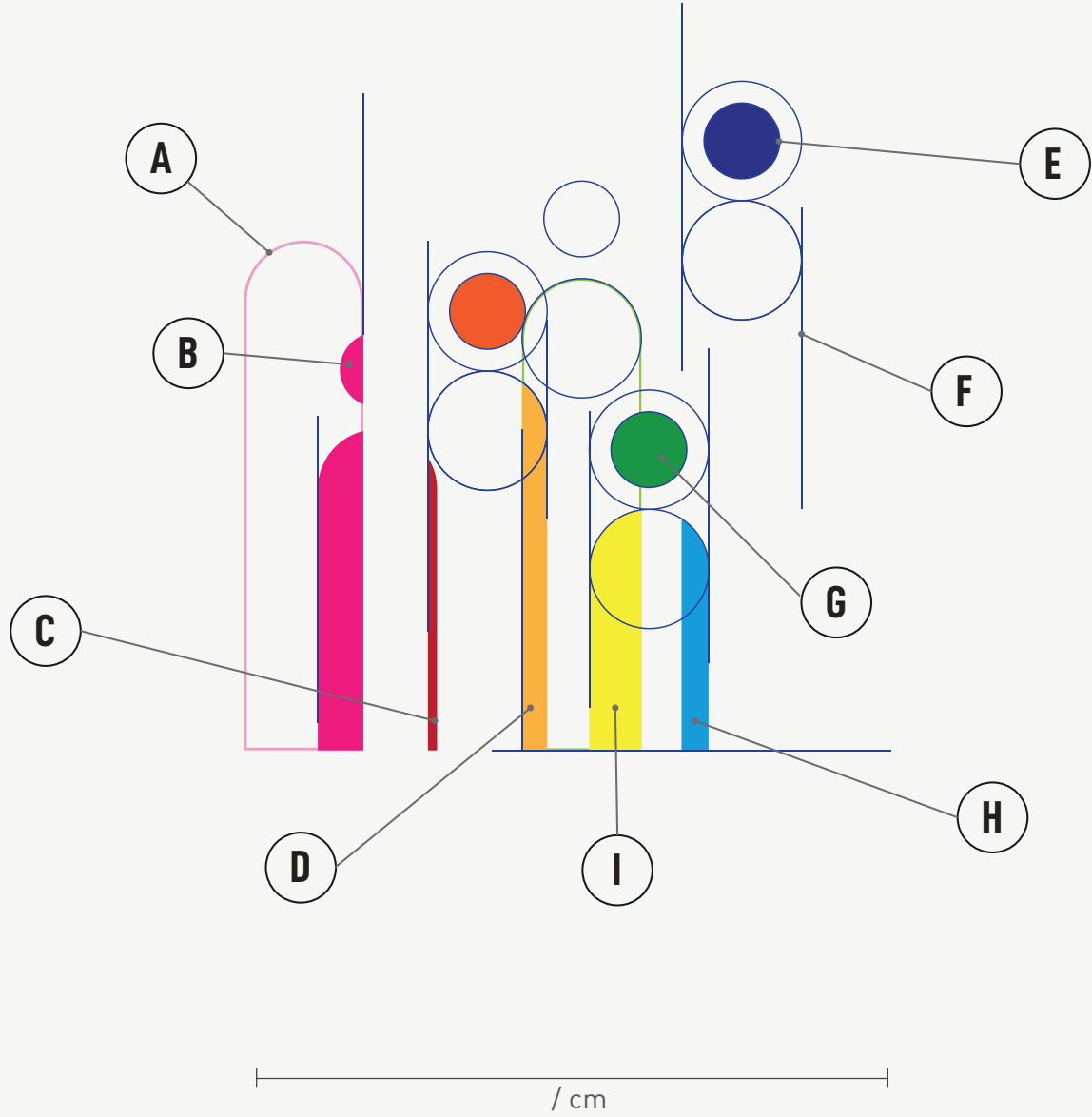
## CAPITALE DELLO SPORT

GENOVA CITTÀ DELLO SPORT 2024

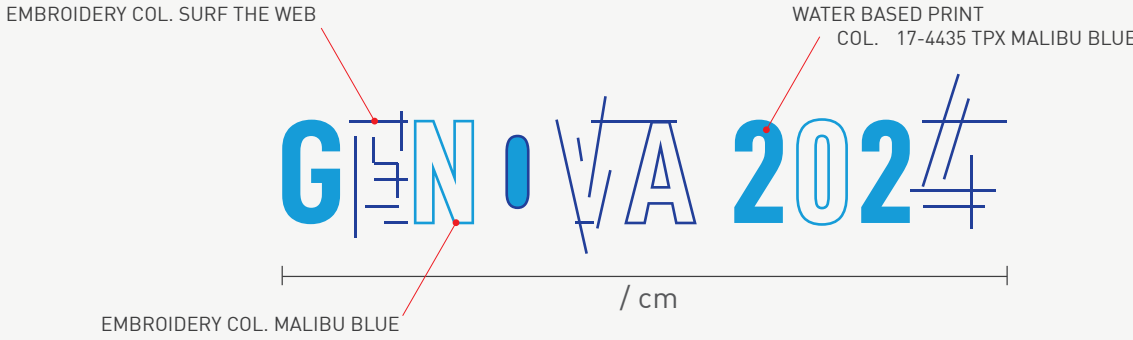
COL: BRIGHT WHITE



ARTWORK ON FRONT AND BACK



ARTWORK TEXT ON FRONT



- A - WATER BASED PRINT  
COL. 14-2311 TPX PRISM PINK
- B - WATER BASED PRINT  
COL. 18-2043 TPX RASPBERRY SORBET
- C - WATER BASED PRINT  
COL. 18-1555 TPX MOLTEN LAVA

- D - WATER BASED PRINT  
COL. 14-0955 TPX CITRUS
- E - WATER BASED PRINT  
COL. 19-3952 TPX SURF THE WEB
- F - EMBROIDERY  
COL. SURF THE WEB

- G - WATER BASED PRINT  
COL. 17-6153 TPX FERN GREEN
- H - WATER BASED PRINT  
COL. 17-4435 TPX MALIBU BLUE
- I - WATER BASED PRINT  
COL. 12-0643 TPX BLAZING YELLOW