



RenEU

NEW RENAISSANCE IN EUROPE



THE IDEA

FOCUSING ON THE THEMES AND VALUES OF THE RENAISSANCE, SPECIALLY THE RACIONALISM AND SCIENTIFIC WORK, THE OBJECT CHOOSSED TO REFLECT THOSE CONCEPTS WAS THE COMPASS, NOT ONLY BECAUSE IT'S AN ICON OF THIS HISTORIC PERIOD, BUT ALSO FOR WHAT IT REPRESENTS: NEW PATHS, ORIENTATION, DISCOVERING.



THE COMPASS ESSENTIALLY REFERS TO A PAST TIME AND NOWADAYS WE HAVE OTHER OBJECTS TO HELP US “FIND OUR WAY”. SO, ANOTHER OBJECT WAS SELECTED: THE **PIN**, MANY TIMES PRESENTED IN GPS MAPS AND WEB MAPS. IN THAT SENSE, WE AIM TO CREATE A COMBINATION OF THESE TWO SYMBOLS - AN HISTORIC ONE WITH ITS IMPROVED VERSION, MORE CONTEMPORARY AND SUITABLE TO OUR DAYS.

FINAL LOGO
WITH TYPE



RenEU
NEW RENAISSANCE
IN EUROPE

OTHER OPTION



SOME APPLICATION
ON IMAGES/ BACKGROUNDS



RenEU
NEW RENAISSANCE
IN EUROPE



RenEU
NEW RENAISSANCE
IN EUROPE



RenEU
NEW RENAISSANCE
IN EUROPE



APPLICATION ON MAP

