

istituto d'arte applicata e design



Istituto d'Arte Applicata e Design in Torino (IAAD) and Comune di Sestriere present the new logo for the prestigious location of the Alps.

From the Press Office of Comune di Sestriere– January 2009

A tourist logo for Sestriere has arrived under the Christmas tree among the other gifts. The study for this new brand, developed by Istituto d'Arte Applicata e Design (IAAD), ended at the beginning of December and now is presented to the public.

“As many others tourist locations – said **Andrea Maria Colarelli, Sestriere's Mayor** – we decided to put a new tourist logo beside the official badge of Sestriere. Our will is to spread a new image and a new visual communication, factors nowadays always more relevant. The task assigned to IAAD allowed us to check several proposals useful to choose “**Sestriere high life**” as perfect synthesis for our territory.

Rossana Brando, IAAD Corporate Office, explains in the details all the steps that have brought to the realization.

“Planning the tourist logo for Sestriere means to think about what Sestriere represents between the international tourist excellences. We are talking about a prestigious location, well-known for its winter tourism and, probably, not enough known for the activities on the rest of the year.

The first step has been centred on the elaboration of a brand that wasn't tightly connected just to snow or winter sports.

Second step has considered the wide range of its possible using: tourism catalogues, official communications, replacing the old logo and at the same time the possibility to stand alone. These factors leaned towards symbols in which the name “Sestriere” had a lead role.

The choice of the typeface has been influenced by an investigation of a renewed tradition: something unique (Sestriere has been one of the most important venues for XX Olympic Winter Games), more related with fun rather than sports, a soft typeface that went to bevel the strong connotation of technicality and coldness that at times is attributed to Sestriere.

The characteristics of fun and vacation have been represented by **three graphic elements, symbolizing the sun, the nature and the snow**. The payoff is “**high life**”.

The result is a timeless logo, able to be strongly representative and at the same time easily adaptable in every context.”