

GOBELINS OPEN DAY | BRAND IDENTITY PACKAGE



SARA MOEZI

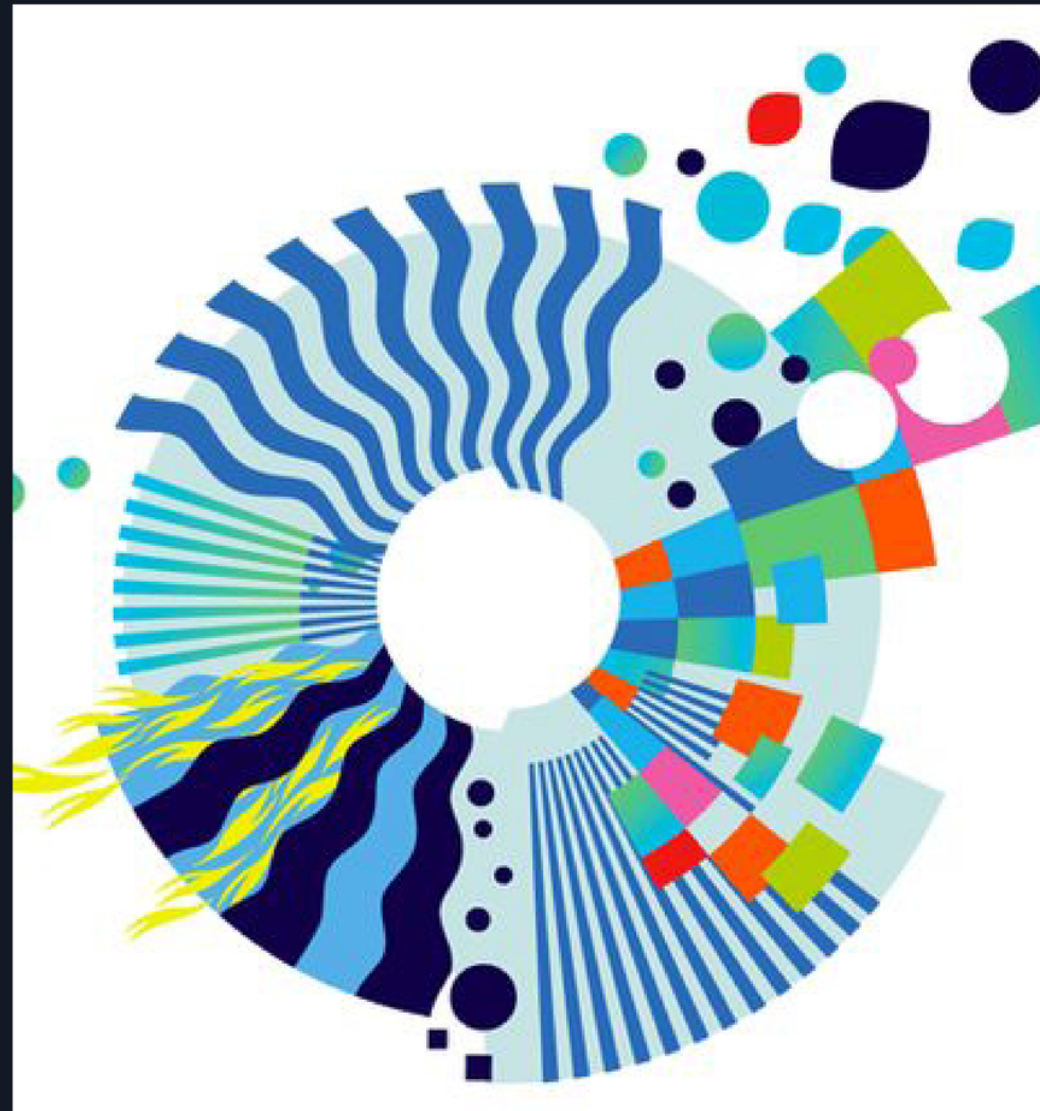
CONCEPT | OPEN DAYS

When discussing an open day event, the whole idea is on inviting people to explore. It is an invitation that can lead individuals on a path to enter the Gobelins wonderland.



CONCEPT | 6 DEPARTMENTS

Each department of Gobelins has its own personality, and when they are placed next to each other, they create another personality that is complete, amusing, thrilling, and full of surprises.



CONCEPT | STRUCTURE

gg G

O'

G

C'

C'

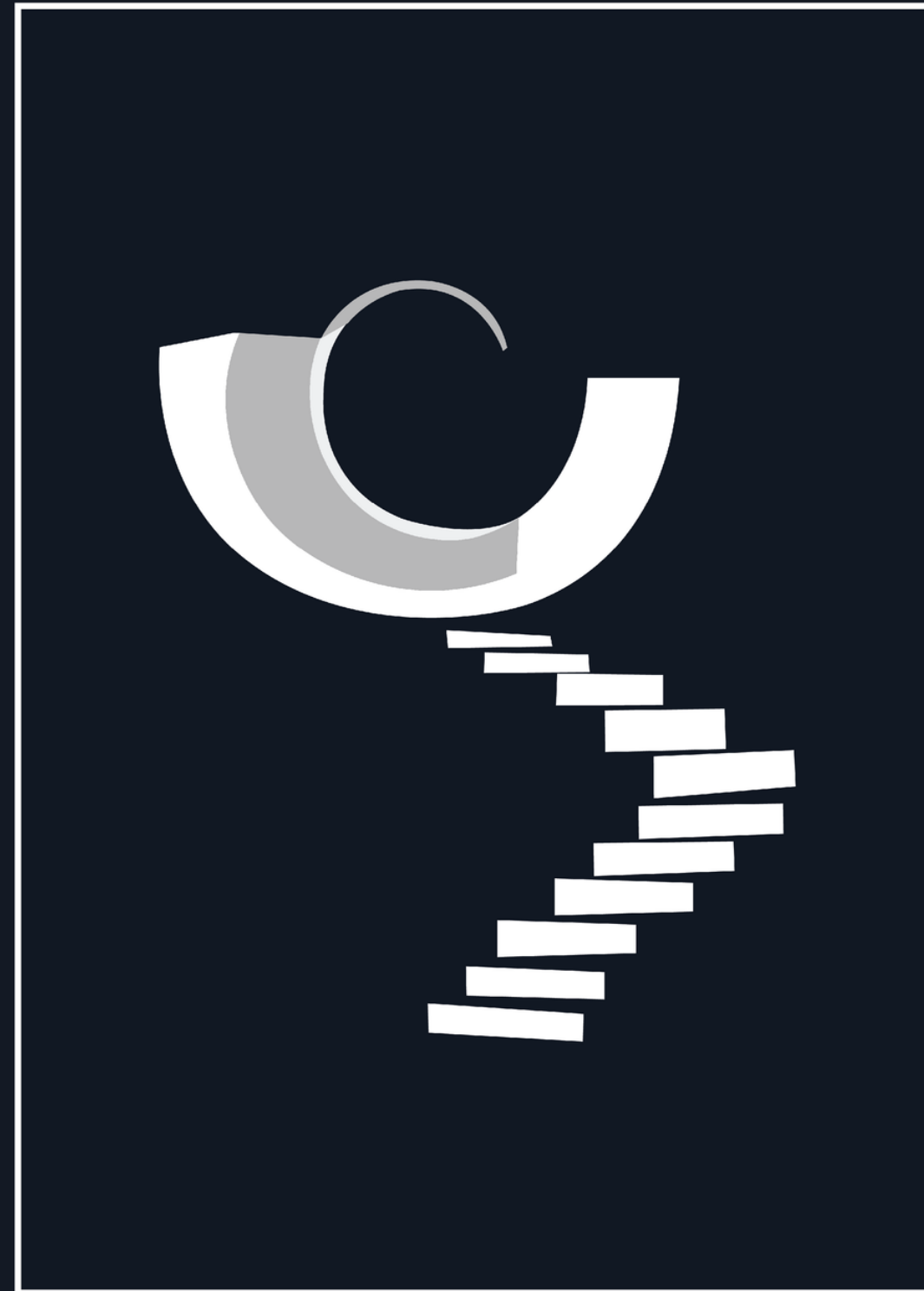
o

s

staircase

staircase

CONCEPT | POSTER STRUCTURE



KEYVISUAL | POSTER



KEYVISUAL

DEPARTMENTS

CINEMA ANIMATION



PHOTOGRAPHY
VIDEO



GAME ART



GOBELINS
PARIS

**Journées
Portes
Ouvertes**

26-27
JANVIER 2024
10h-18h

CAMPUS SAINT-MARCEL
Cinéma d'animation / Photo & vidéo
73 boulevard Saint-Marcel 75013 paris

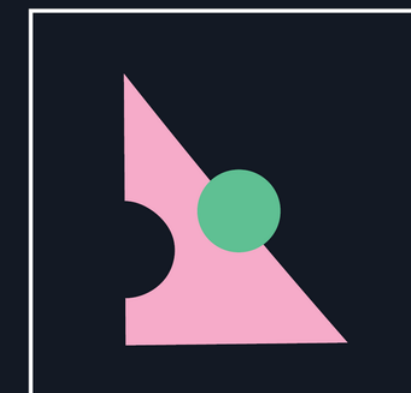
CAMPUS GAMBETTA
Communication imprimée & plurimédia
Design graphique / Motion design
Design interactif / Web & mobile / Jeu vidéo
247 avenue Gambetta 75020 paris

GOBELINS
PARIS

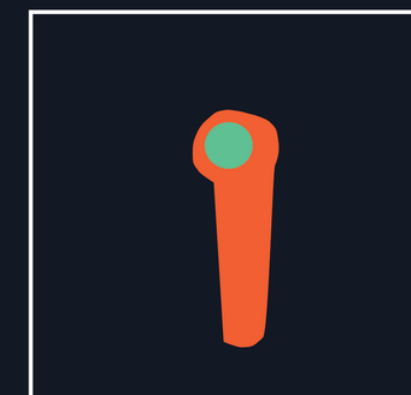
UNIVERSITÉ DE PARIS



PRINTED MULTIMEDIA
COMMUNICATION



GRAPHIC DESIGN
MOTION DESIGN



INTERACTIVE DESIGN

KEYVISUAL | COLOUR



HEX #f6abcb
RGB 246, 171, 203
CMYK 0, 30, 17, 4



HEX #306db5
RGB 48, 109, 181
CMYK 73, 40, 0, 29



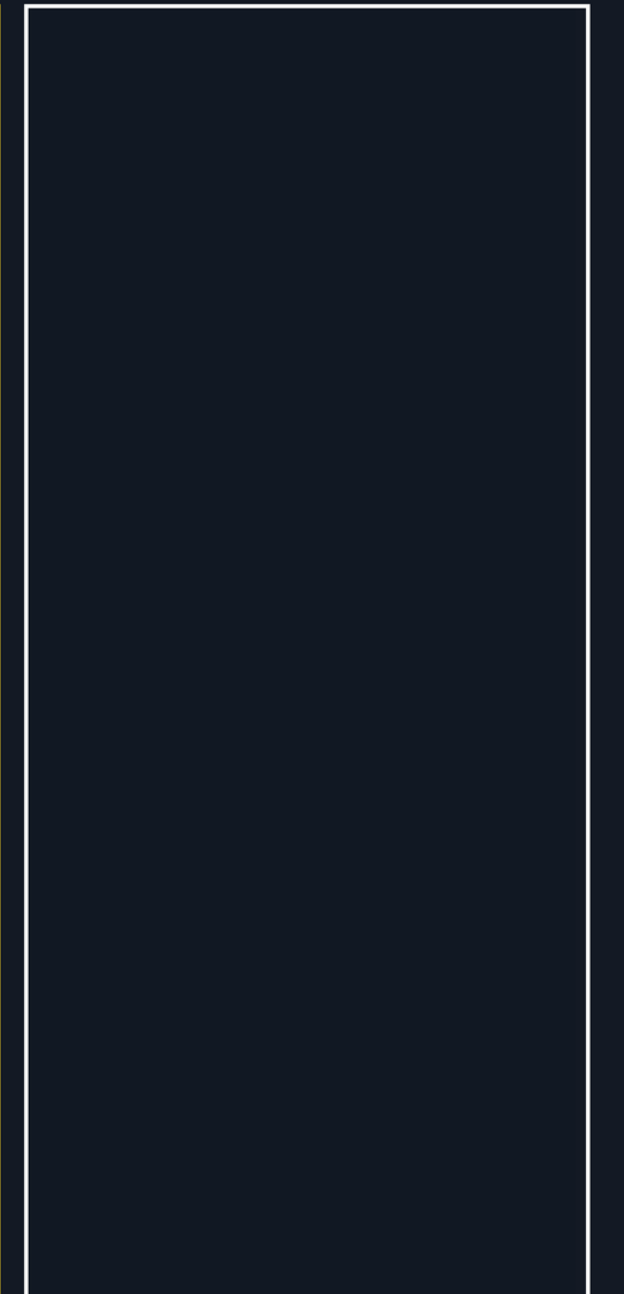
HEX #f15e34
RGB 241, 94, 52
CMYK 0, 61, 78, 5



HEX #61c193
RGB 97, 193, 147
CMYK 50, 0, 24, 24



HEX #fcd825
RGB 252, 216, 37
CMYK 0, 14, 85, 1



HEX #111823
RGB 17, 24, 35
CMYK 51, 31, 0, 86

KEYVISUAL | POSTER



KEYVISUAL

KAKEMONOS



KEYVISUAL | BADGE



Photographie Vidéo

Nom / Prénom
Titre



Communication imprimée multimédia

Nom / Prénom
Titre

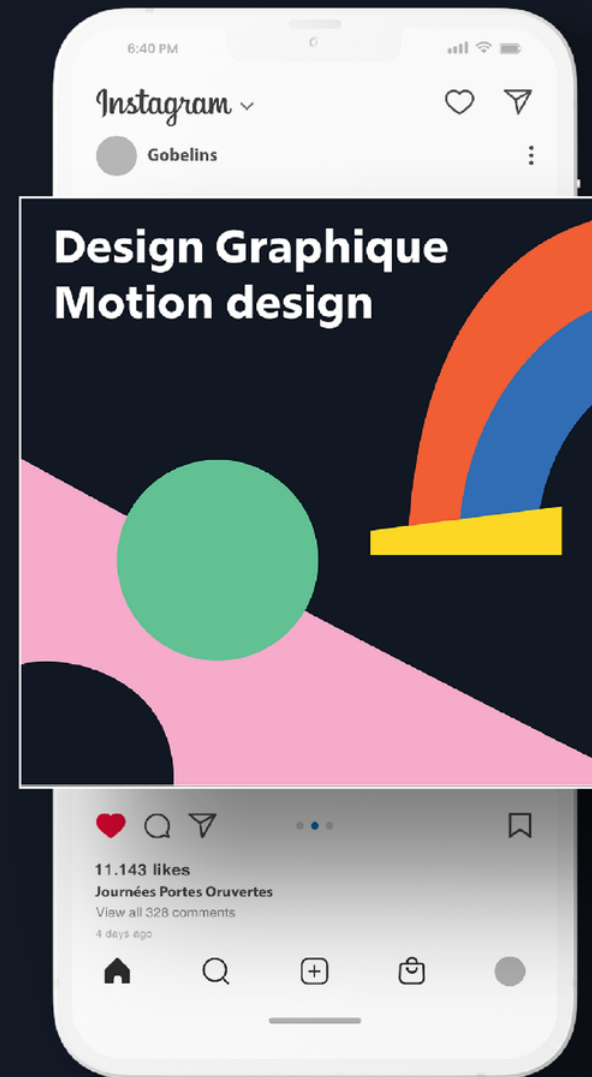


Design Graphique Motion design

Nom / Prénom
Titre



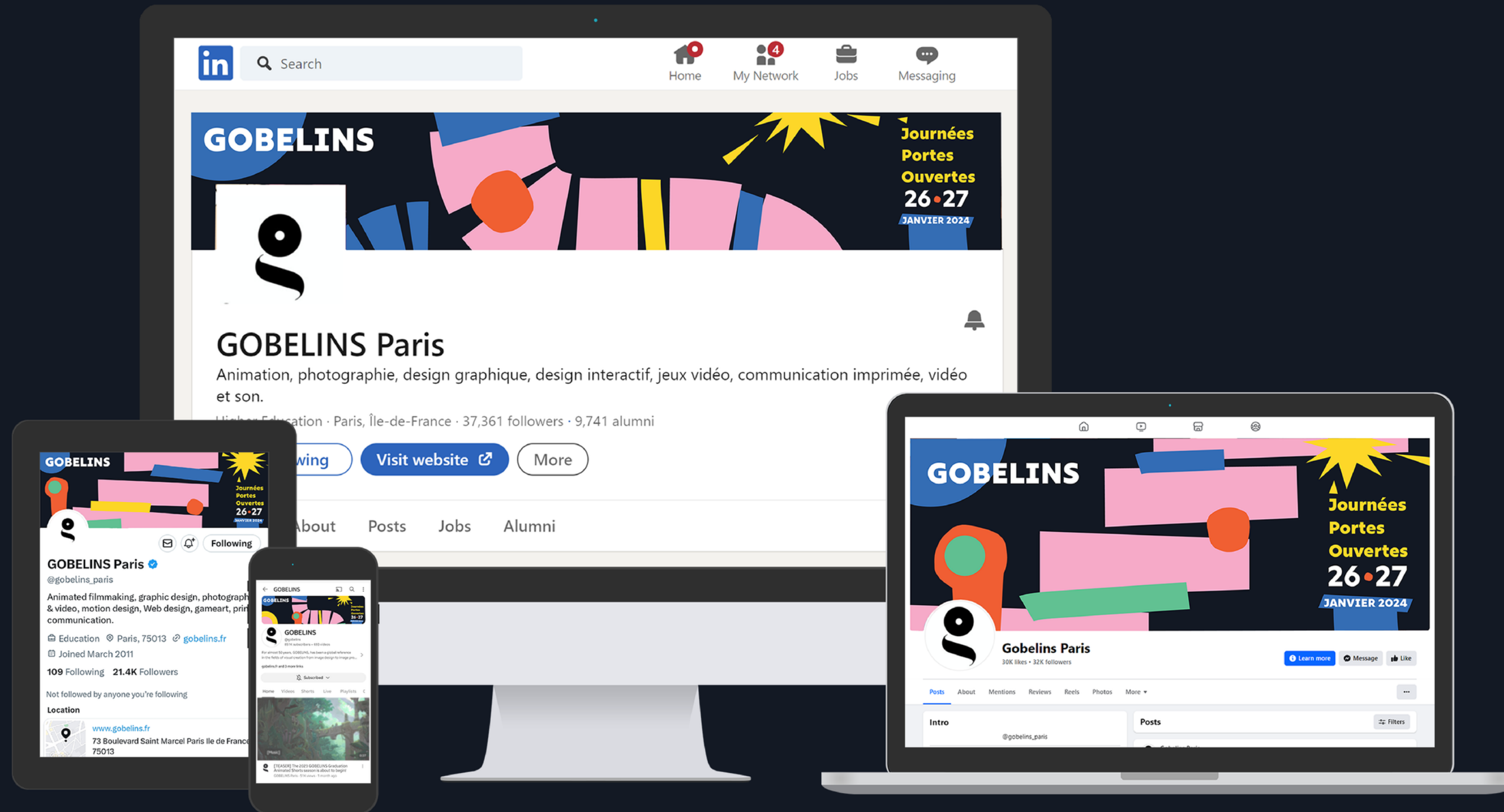
SOCIAL MEDIA | INSTAGRAM



SOCIAL MEDIA | INSTAGRAM



SOCIAL MEDIA | FACEBOOK, LINKEDIN, X, YOUTUBE



GOBELINS OPEN DAY 2024

BRAND IDENTITY PACKAGE



MERCI!