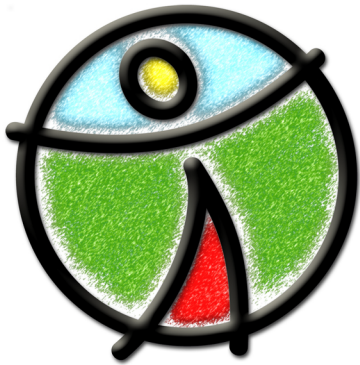




This mark has two levels of reading: in the top one we'll find a figure which recalls the famous Leonardo Davinci's drawing, the Vitruvian Man, the human being intended as the centre. This body is then inscribed in a perfect circle, geometric figure sign of perfection, but also sign of protection and home, at the same time represent the world and globality of this brand. We'll see how this figure is not oppressed by the circle but it comes out, expressing freedom, joy and life. In the second level, we'll see how colors can help us interpreting the mark in a different way, almost giving us the idea of a big grass field with a red figure in its middle recalling a roof of a house or a tent and with the blue sky with a sun, also a symbol of life. This level is drawn in a childish way, with some imperfection, children who in all the world are the image of future and hope.



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