

1/2 London Calling

The classic spirit in a new package, Duchamp and Munari inspiration. Contemporary vintage.



Solution

Now get this
London calling, yeah, I was there,
too
An' you know what they said? Well,
some of it was true!
London calling at the top of the dial
After all this, won't you give me a
smile?

In this cover you can find:

- Strong reference to the controversial Olympic logo, the cutouts, broken angles and the pink - blue orientated color scheme.
- Subtle reference to the city, aimed to travelers, showing some key places without being too obvious.
- The guy is on fire! Indirect olympic flame reference.
- A graphic system which can be used in ANY size. The runner and the map are made in vectors, so you can print a billboard out of it if you want.

I'm trying to stay away of the topics,

Go For Gold!



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Creative's profile



perrocontodo PRO

Illustrator. Designer.

Creative's top 5 skills

Copy Writing, Graphic Design, Illustration, Photography, Communication
Concept

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