

## WELCOME TO FRIENDLY BEACH – Visual identity concept

When drafting the concept we stated from the FRIENDLY BEACH project's key words: **holiday, host, network, accessible tourism** and **mental disability**.

On the background the ideal destination of this holiday is represented: the sea, the Mediterranean coast.

In the centre, the horizon line and perspective, they want to give the picture a sense of openness, freshness, depth, of hope ... the colour of the sky and of the sea, the blue, plays a dominant role.

In the foreground there is the road: the symbol of the journey, the journey to the destination, the goal: the Sea (Beach).

The scene is dominated by a large sign, the journey and route's symbol par excellence (its shape resembles the mythical Road' sign par excellence: the Route 66).

On the sign, the inviting inscription "WELCOME to Friendly Beach" immediately leads the attention to the destination of the journey, with a said sense of welcome, dictated by the word 'welcome'.



**Welcome to Friendly Beach!** As a physical space but also as an ideal place, 'a beautiful place'. Here the eye that observes the entire image is focuses, thanks to the very sharp contrast of colours: white, black and orange.

**What is Friendly Beach?** The answer is just below: **The new Network for your Holidays.**

On the top left, the question "**Have you got a beautiful place in mind?**" introduces the reading of the whole picture and also puts the spotlight on the welcome sign.

**If you have got a beautiful place in mind... Welcome to Friendly Beach!**

The question could also be read as an affirmation 'You have got a beautiful place in mind' in the sense that **every mind is a beautiful place** (here it also slightly refers to the disability subject of the project).



Finally the goldfish ... It is a great continuation and link with the pilot project, the "**Autism Friendly Beach**" (<http://www.riminautismo.it/it/friendly-beach.php>) from which the current European project started. In "Autism Friendly Beach", the little goldfish (out of water) jumped from their world (the bowl) towards the beach, with the headline "make a jump to the sea". **Now that little goldfish, left by the time her bowl, can swim into new waters. It is still a symbol of those who, locked in their own world due to multiple problems, can finally take the leap towards a 'beautiful place', toward 'Friendly Beach'.**