

Alfa Romeo

Celebrating the 100th anniversary

FutureBrand has been asked by Alfa Romeo to create their 100th anniversary logo, branding all the events and materials going along with the celebrations.

Graphically, the number 100 celebrates the glorious past of Alfa Romeo while keeping an eye to the future thanks to its dynamic and timeless design.

The celebrations run in Milan along seven days during which all events hosted were dedicated to Alfa Romeo Clubs and lovers coming from all the parts of the world, press, collectors and business partner.

Alfa Romeo, one of the most beloved automotive brands of the world, dominated the city by any kind of car, motor and sports lovers, longing to see limited edition models and ancient masterpieces of the Italian automotive company.

The Alfa Romeo 100th anniversary logo has been used to brand a wide range of printed materials and merchandising items as welcome sign into a world full of passion, fascination, a living legend belonging to the myth and, therefore, timeless.

