

Year: 2024

**Services:** Design Support, Printing & Illustration.

Key Visual Design for Dealer Corporate Projects. PDSM Design for the revision Environmental Program. Design of accompanying printed and promotional materials for the European Football Championship event. Sticker pack design for BMW and MINI brand events. Design of materials for the dealership showroom's presence in the Zelenaya Gavan suburban complex and golf club.

We are pleased to present our new design support project for the BMW Autodea dealer.

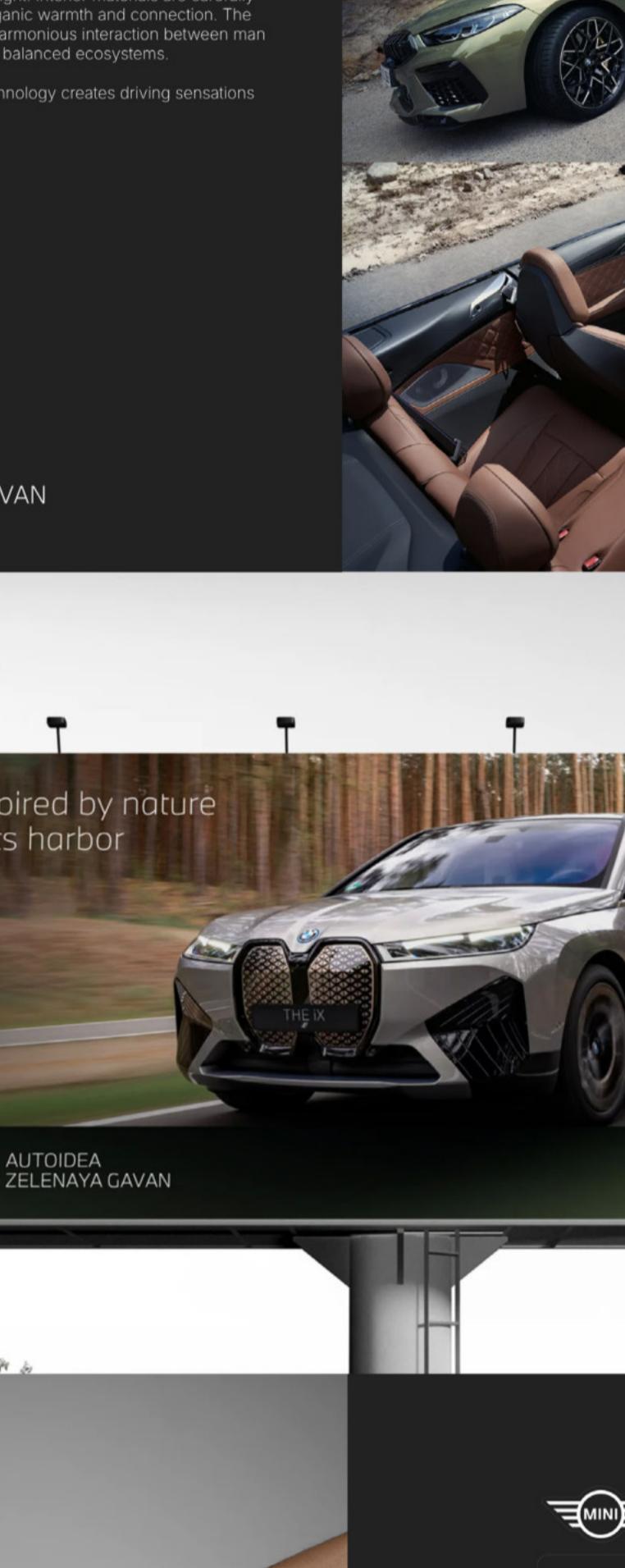
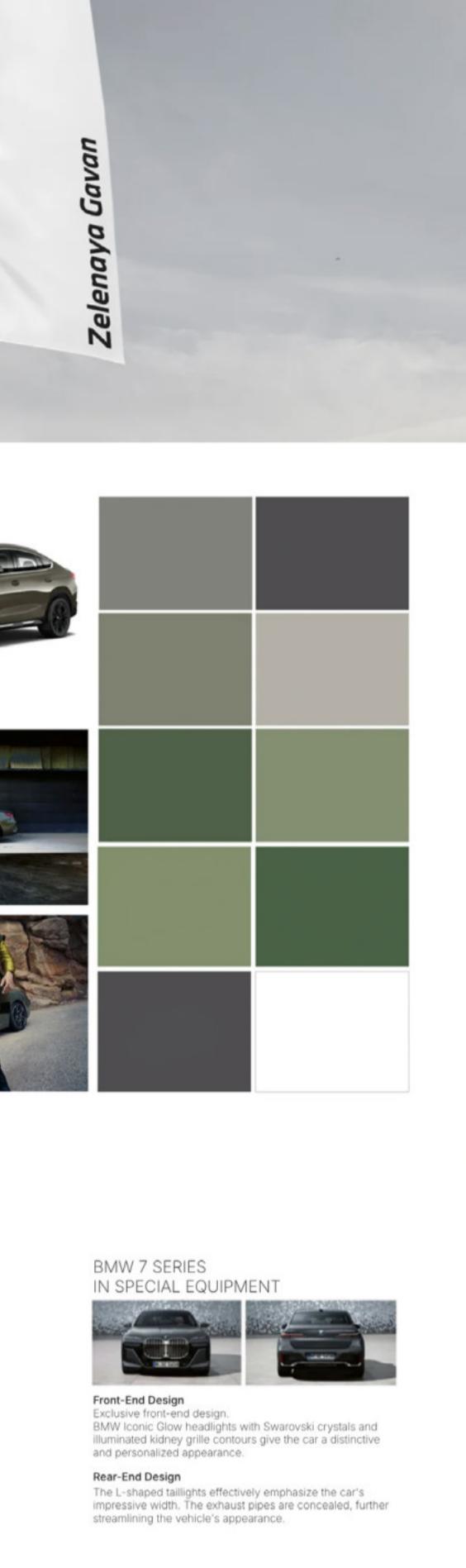
## BMW GOLF CLUB

Zelenaya Gavan is an exclusive, out-of-town residential community.

The complex was slated to include a dealership location and a golf club.

Our tasks included creating a custom gradient for advertising and printed materials, based on BMW's corporate gradient for golf events, and reminiscent of the complex's colors.

We also developed mood boards that used car colors and the harmony of Zelenaya Gavan natural environment to establish the primary color palettes for the project.



## Moodboard

Inspiration for creating color swatches for the project.



## A key visual (KV)

is an important part of any advertising campaign.

We relied on the power and spirit of the car's spontaneity in the context of nature.

Inspired by nature in its harbor

**Inspired by nature**  
It mirrors its elegance and efficiency. The sleek lines evoke the aerodynamic grace of a bird in flight. Interior materials are carefully selected to create a sense of organic warmth and connection. The driving experience becomes a harmonious interaction between man and machine, reflecting nature's balanced ecosystems.

This synthesis of nature and technology creates driving sensations that are inspiring.

 AUTOIDEA  
ZELENAYA GAVAN

