腾讯体育-2018俄罗斯世界杯 2022年背景冬奥会 设计方案

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冬季奥运会纪念徽章套组——短道速滑



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金属刺绣书签

金属刺绣书签表现出QQ体育运动,表面用刺绣工艺表现出QQ运动形象。背卡的设计与书签形成画面感,在背卡增加俄罗斯元素可以在世界杯期间使用,更换背卡也可在其他活动使用。













俄罗斯风情运动QQ钥匙扣

结合俄罗斯以及运动元素,热爱运动的QQ企鹅们手中的运动球类均可以翻转,增加钥匙的可玩性和互动性,十分有趣。



足球队QQ套娃

套娃是俄罗斯最具代表性的玩具之一,十一层的QQ企鹅套娃拆解开,刚好是一支足球队,最大的小企鹅守门员手抱足球,用它大大身体守住自己队伍的球门, 其他的小球员们也面露自信,准备迎战。







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