

## Pirelli P Zero

Development of the Pirelli P Zero logo in order to introduce the historical tire brand into the fashion market.

The communication power of the extended P, a hundred-years-old icon, allowed the removal of the original mark's content while maintaining an immediate link to Pirelli's brand. The unique P figure relates to a basic shape, the circle (zero), which completes the sign's image balancing its optical weight.

The logo becomes a pure graphic image, an architectonic sign with a strong visual impact capable of translating the brand's values through a language of style and simplicity in accordance with the sector's standards.