

## Republic of Congo

Identity for a series of events held in Paris by the government of the Republic of Congo dedicated to foreign investors.

The identity of the event, the first of a series for several African countries, is based on a redesigned, modernized version of patterns that are typical of Congolese Shoowa cut-pile embroidery. This modern version of traditional patterns is used as a symbolic geographical reference to the region, while the geometric forms of the pattern stands at the same time for the modernization/digitalization of the country. The identity included invitations, an investor guide, bookmarkers, packaging and environmental communication.

Besides the event identity, the project extended into the re-design of the national coat of arms of the Country. The existing coat of arms was completely restyled in an optic to modernize the perception of the country and to make it more functional for reproduction.