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| Organization Name: | Limassol Tourism Company (ΕΤΑΠ ΛΕΜΕΣΟΥ) |
| Course at Frederick University: | Branding Design AGDS322 |
| Programme of Study at FU: | BA Graphic and Advertising Design |
| Project Title: | Limassol, Branding the City |
| Project Overview: | Students are required to redesign the brand identity of Limassol, an all-time and all yearround destination. In addition to being a tourist destination, Limassol participates in the 100 climate neutral cities initiative of the European Union and aims to be a climate-neutral and smart city by 2030. It is also asuccessful international business center, ensures a high-standard lifestyle andintense activity in all sectors (gastronomy, nightlife, hotels, activities, commerce,etc.) all months of the year. Items to be designed are:* The LIMASSOL Logo, to be shown on a front window as a Shop Front
* The LIMASSOL Flag,
* The Official Stationery (letterhead, envelope, cards and compliments),
* FIVE A2 posters which each one brands Limassol's Cultural/Educational/Political/

Financial/Tourism/Sustainable character.* FIVE postcards which each one brands Limassol's Cultural/Educational/Political/

Financial/Tourism/ Sustainable character and a 3D object to serve as a Limassol souvenir.* A pool of images that will form an image bank for Limassol
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| Organization Overview: | The Limassol Tourism Development and Promotion Company Ltd has been created to promote the further development of the basic and tourist infrastructure of the Limassol region and market the area as the distinct cosmopolitan seaside destination it is. |
| Organization Website: | www.limassoltourism.com |
| Faculty member at FU: | Costas Mantzalos and Demetris Kokkinolambos |