

Brief 3

SELF-DIRECTED PROJECT HIP HOP INTERNATIONAL

Beatriz Ramirez

PHASE 1

RESEARCH

HIP HOP INTERNATIONAL

Established in 2002, Hip Hop International is the leading producer of both live and televised street dance competitions, renowned as the largest and most prestigious globally.

Founded with a mission to highlight and enhance understanding of street dance, Hip Hop International aims to professionalize the art form while maintaining a deep respect for its origins and traditions, ensuring that integrity remains at the core of its efforts.



<https://hiphopinternational.com/world-hip-hop-dance-championship/>

UNITING THE WORLD THROUGH DANCE

Adhering to the mantra “uniting the world through dance,” this event is dedicated to fostering a community where sharing street dance is celebrated. It serves as a platform that emphasizes the communal roots of hip hop.

True to the authentic values of hip hop culture, this event brings together dancers from around the globe who share a deep passion for the art form, creating a unique international atmosphere where cultural exchange flourishes.



<https://www.latimes.com/entertainment-arts/story/2021-09-03/hip-hop-international-usa-championships>

SHOWCASING TALENT AND TRADITION

Hip Hop International hosts two distinct street dance competitions:

World Hip Hop Dance Championship: Here, dance crews showcase their choreography and are evaluated according to stringent criteria and established standards to ensure fairness and high-quality performances.

World Battles: This competition features individual freestyle performances, where the world's elite b-boys, b-girls, lockers, poppers, whackers, and all other stylers compete in a dynamic showdown for international respect, recognition, and rewards.



<https://www.instagram.com/officialhhi/>

RED BULL DANCE YOUR STYLE

Red Bull Dance Your Style is a dynamic global street dance competition where dancers from various styles engage in electrifying battles, with the winners determined by audience votes.

The event's branding includes a versatile logo design that adapts annually to reflect the host country, enhancing its global appeal. The logo's use of bold, gradient colors vividly captures the vibrancy of street dance, while its handwritten typeface and playful background shape perfectly embody the event's spirited and youthful values.



<https://www.redbull.com/ec-es/event-series/dance-your-style>

FEBRUARY HIP HOP

February Hip Hop boasts a distinctive wordmark logo, crafted in a bold, bubbly 3D typeface that stands out as both unique and eye-catching. The logo’s vibrant blue hue, paired with the bright green used in various applications, forms a lively and easily recognizable color palette that captures the energetic spirit of the brand.



<https://februaryhiphop.com/>

NIKE LAB

Nike Lab's recent rebranding, led by Eric Hu, has innovatively crafted a flexible space designed to highlight the brand's various collaborations effectively. This rebranding initiative introduces a clean, minimalist system predominantly utilizing rectangular shapes. These shapes are highly adaptable, simplifying or expanding as necessary to seamlessly integrate into diverse applications.



<https://www.itsnicethat.com/articles/nicer-tuesdays-november-2020-eric-hu-graphic-design-111220>

NIKE ON THE FLOOR

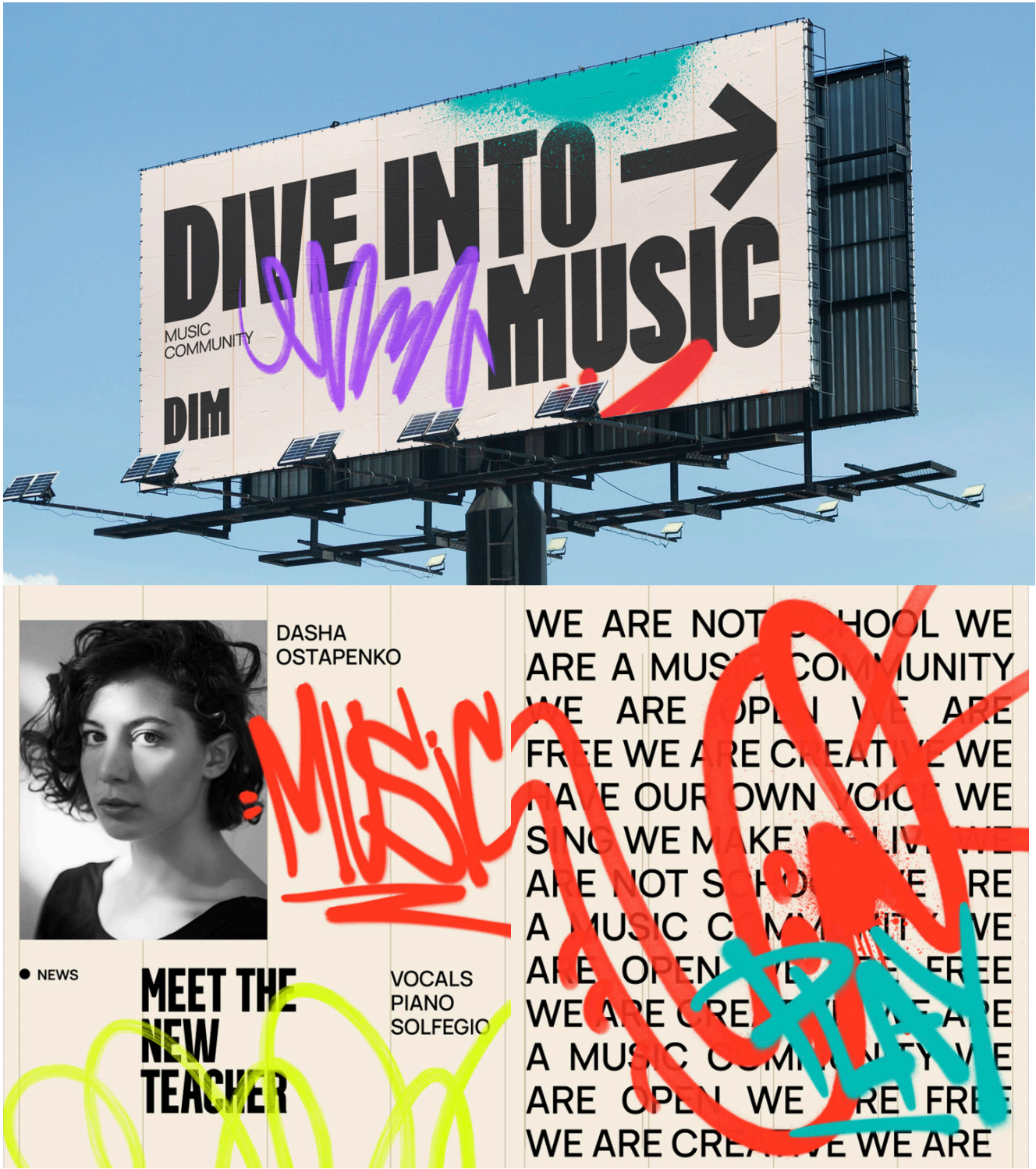
The photographic style of Nike's On The Floor dance platform, designed by Wieden+Kennedy London, injects a fresh and dynamic energy into the dance landscape. Its use of bright colors paired with a simple typeface achieves a striking contrast. The campaign artfully captures and represents the uniqueness of each dancer, vividly communicating emotion, feeling, and movement, thereby celebrating the individuality and artistry of the dance community.



<https://lquinaud.com/design/nike>

DIVE INTO MUSIC

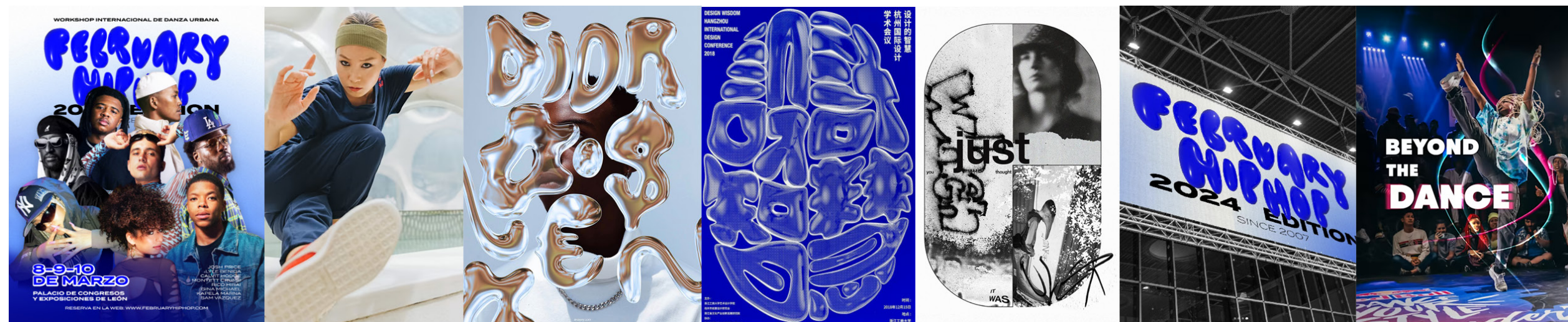
Dive into Music is not just a school; it's a vibrant community for those who are deeply passionate about music. Drawing inspiration from graffiti tags, the identity of DIM embodies an aesthetic filled with boundless energy and a strong sense of self-expression. The use of vivid, juicy colors and dynamic, noisy textures highlights the emphasis on personal freedom and the joy of expressing one's true self through music.



https://www.behance.net/gallery/178846157/DIM?tracking_source=search_projects|graffiti+brand&l=5

PHASE 2

STYLESCAPES



STYLESCAPE 1

Dynamic

Expressive

Bold



Artistic

Urban

Dark

Sleek

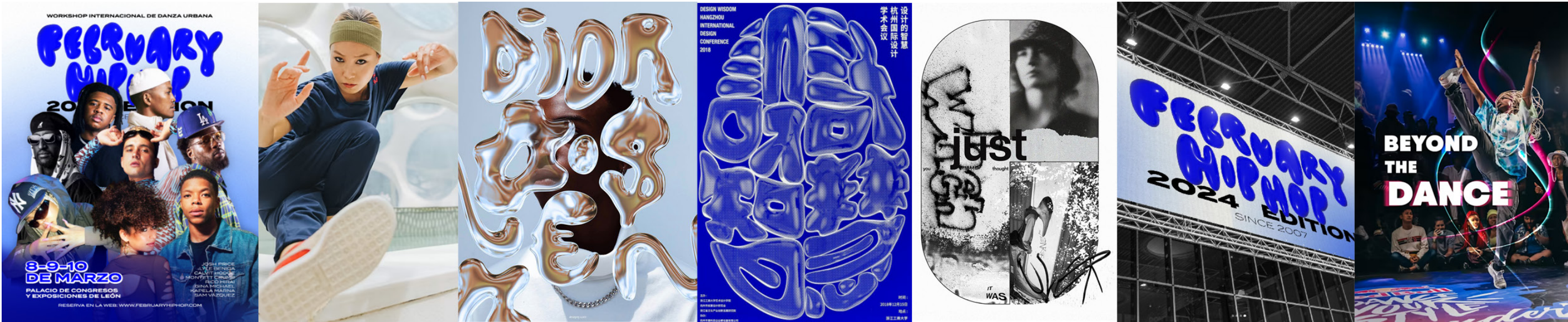
Energetic

STYLESCAPE 2

Vibrant

Youthful

Contemporary



Experimental

Textured

Bubbly

Fluid

Diverse

CHOSEN STYLESCAPE



This stylescape embodies the vibrant, energetic essence of street dance culture, showcased through a series of dynamic and visually captivating graphics. The use of bold, saturated colors and experimental textures creates an immersive visual experience that reflects the diversity and intensity of the dance community. Typography is playful yet impactful, with slogans that evoke a sense of rebellion and

freedom. The photographic style is bold and impactful, bringing the focus to dancers themselves. These elements are skillfully combined to not only capture the spirit of street dance but also to inspire viewers to embrace the creativity and community that this artistic form fosters.

PHASE 3

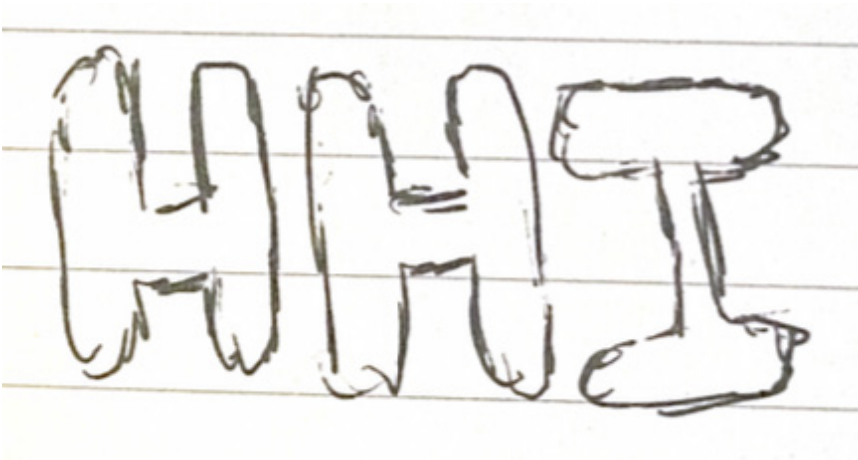
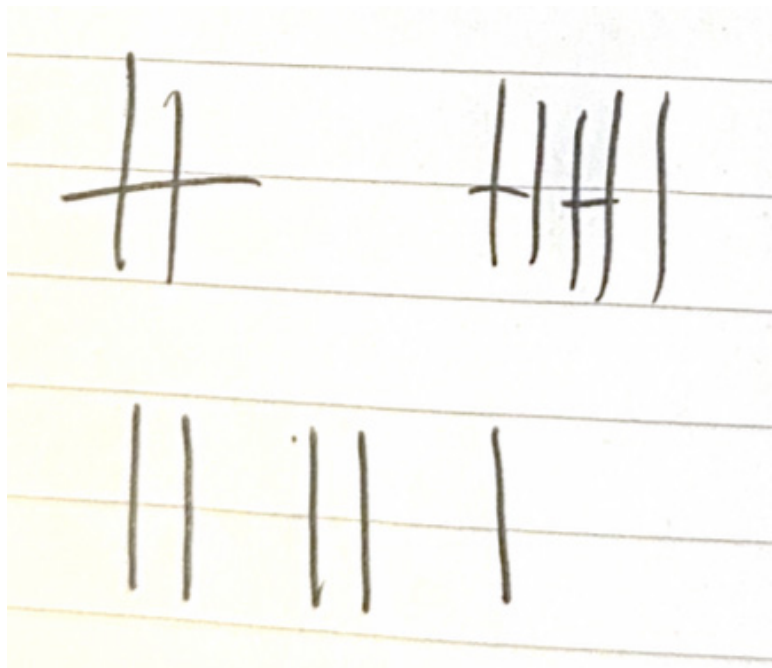
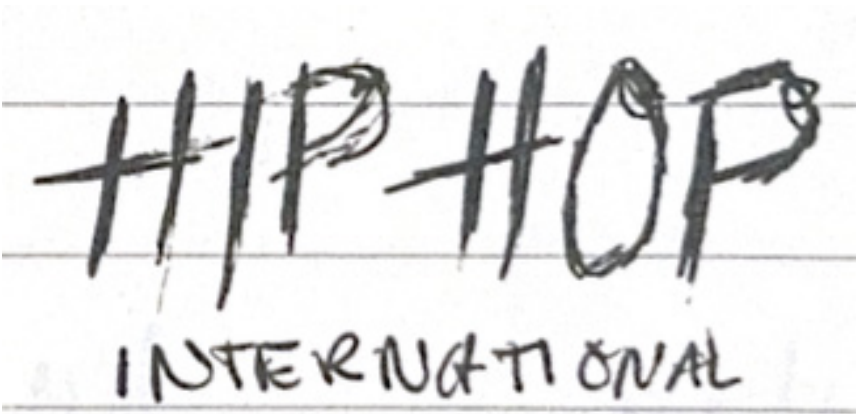
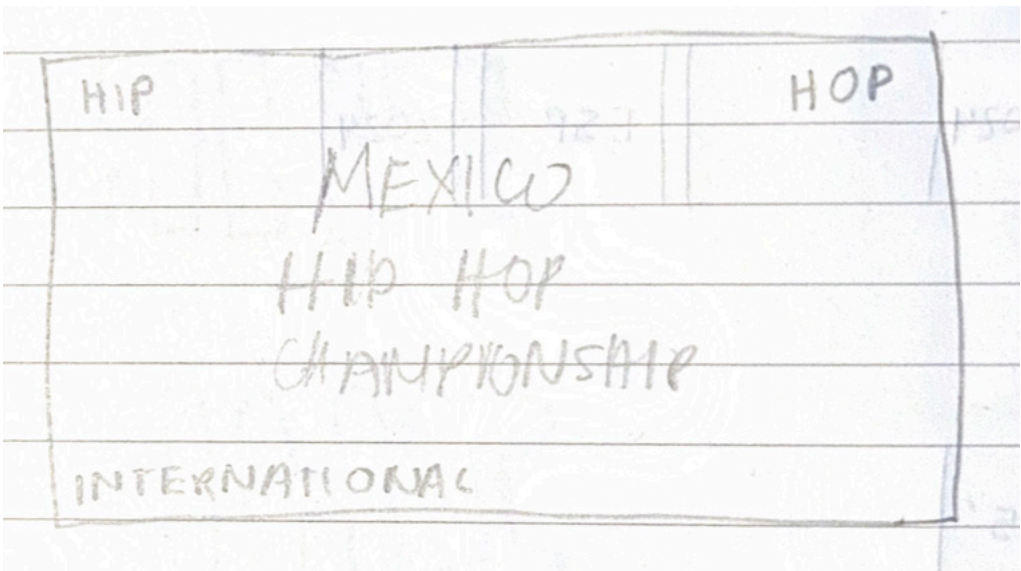
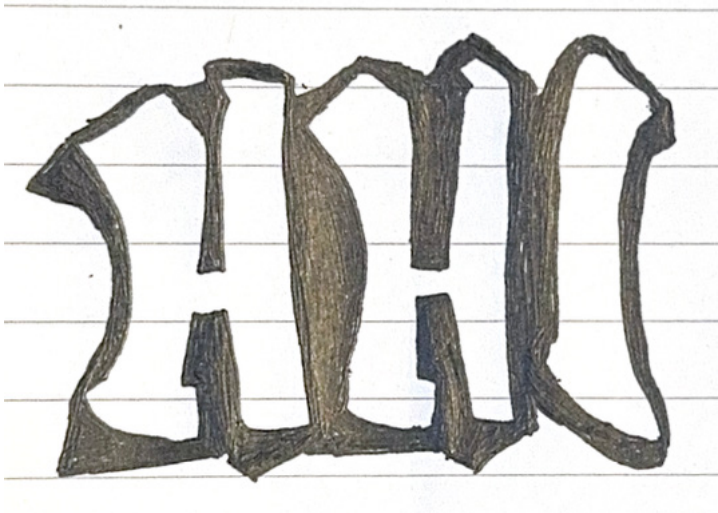
CONCEPTUAL DEVELOPMENT

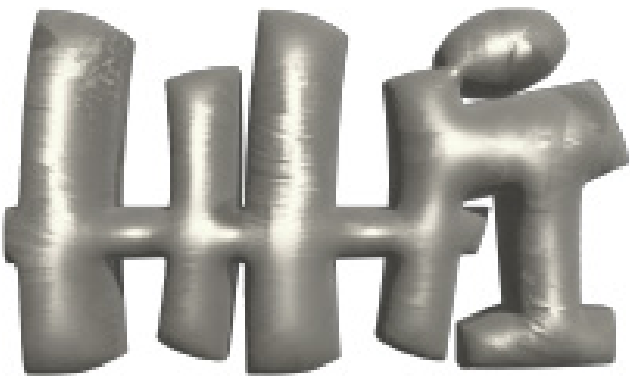
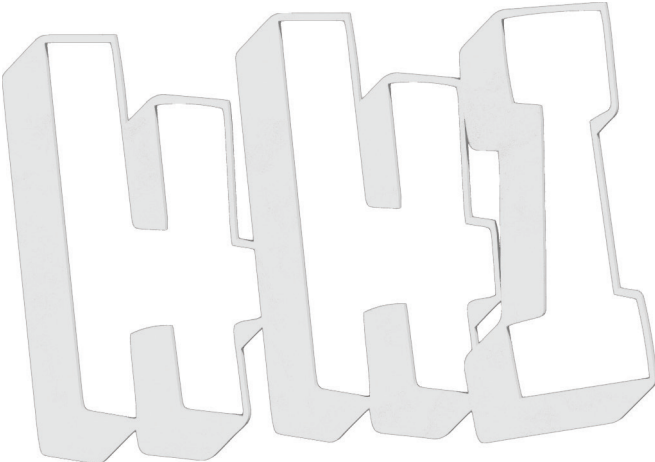
HHi: UNITING THE WORLD THROUGH DANCE

“Uniting the World Through Dance” reflects Hip Hop International’s mission to expand and elevate hip hop culture across the globe. The rebranding focuses on inclusivity, innovation, and impact. Bold, fluid designs and vibrant colors are introduced to capture the dynamic essence of hip hop.

The objective is to transcend traditional boundaries—geographical, cultural, and artistic—transforming Hip Hop International into a global unifying force in the dance world. Hip Hop International invites audiences to connect with diverse cultures and celebrate the varied stories that define hip hop.











WORLD
HIP HOP
DANCE
CHAMPIONSHIP

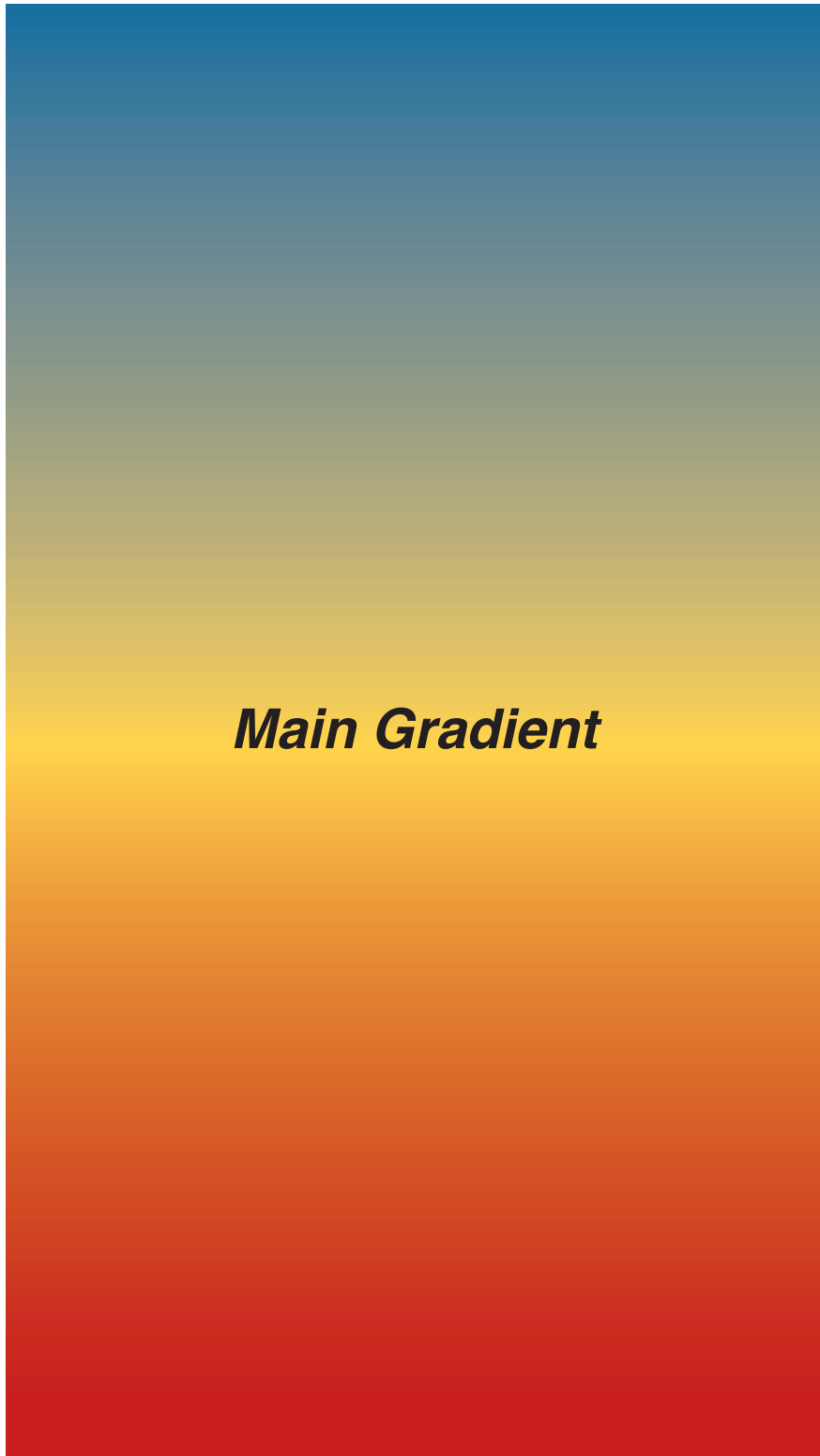


MEXICO
HIP HOP
DANCE
CHAMPIONSHIP



SPAIN
HIP HOP
DANCE
CHAMPIONSHIP





Main Gradient

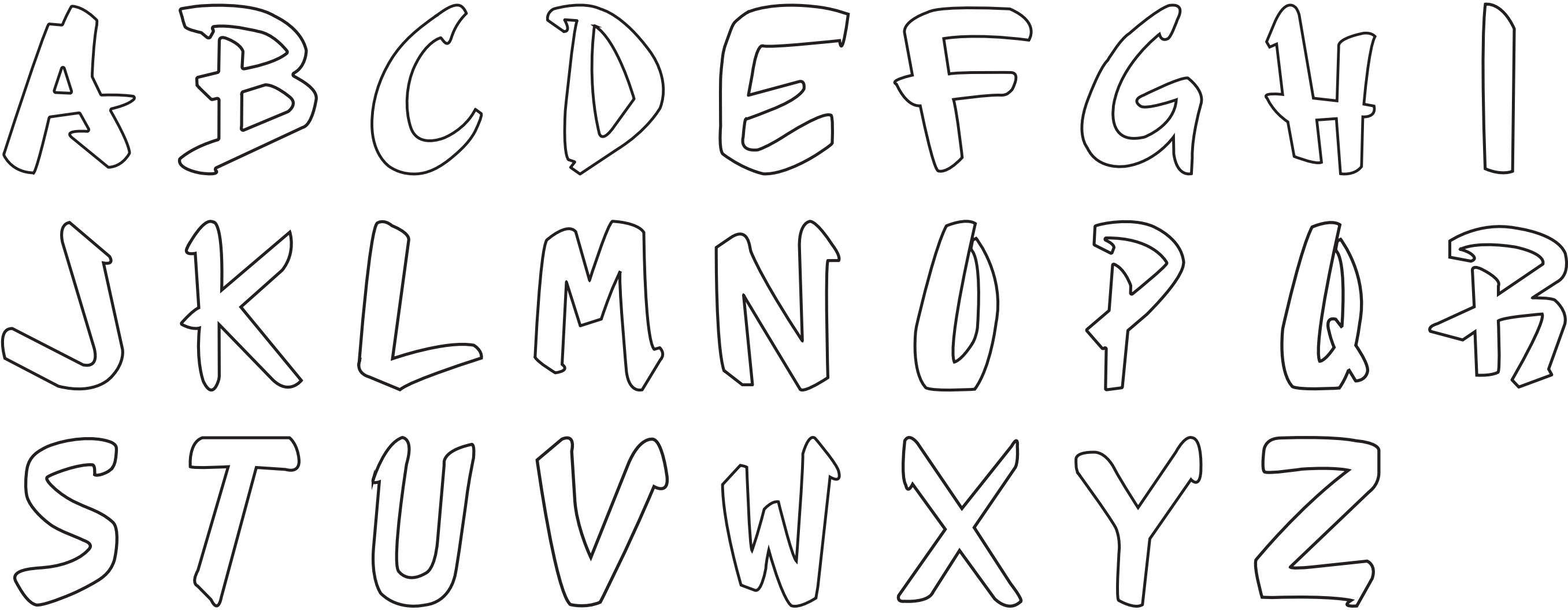
Serenity Blue
HEX #006da4
RGB 29, 124, 191
CMYK 85, 35, 0, 25

Movement Yellow
HEX #fed532v
RGB 254, 213, 50
CMYK 0.39, 16.47, 80.39, 0

Explosive Red
HEX #c72127
RGB 211, 3, 0
CMYK 5, 98.43, 100, 13

White
HEX #ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Black
HEX #000000
RGB 0, 0, 0
CMYK 75, 68, 67, 90



Primary Typeface - Custom

NIKKEI PACIFIC

LIGHT

LIGHT ITALIC

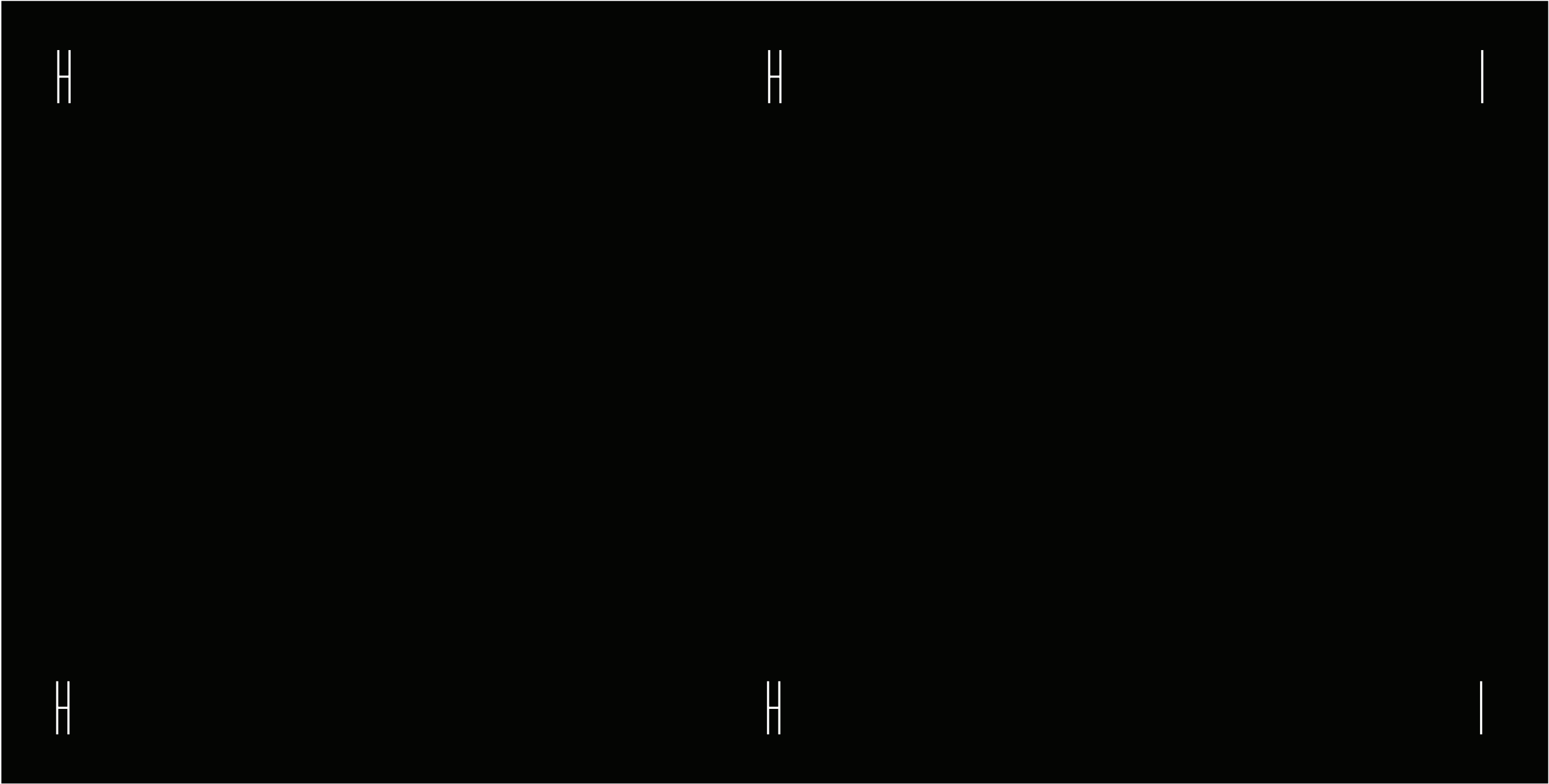
REGULAR

REGULAR ITALIC

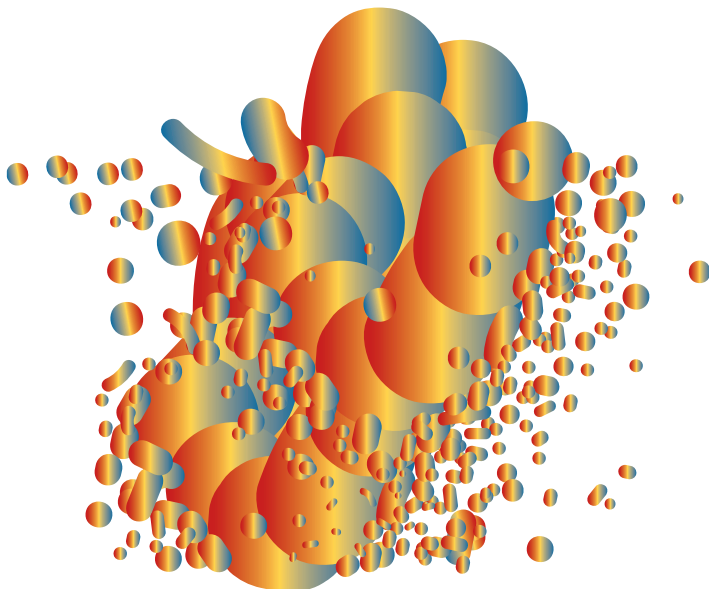
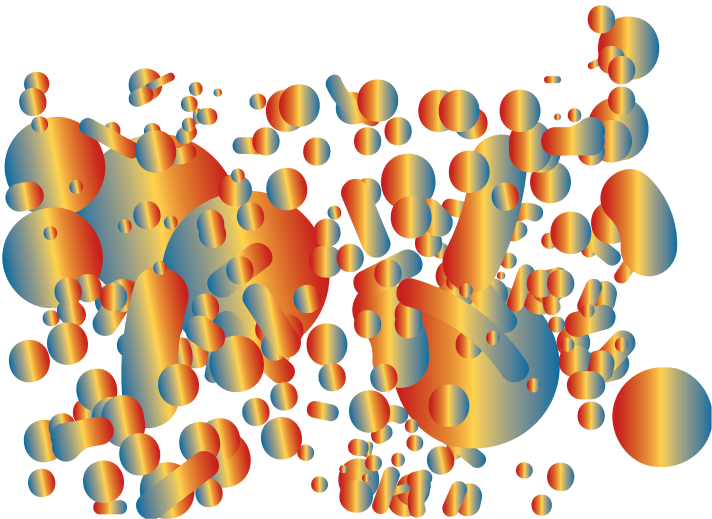
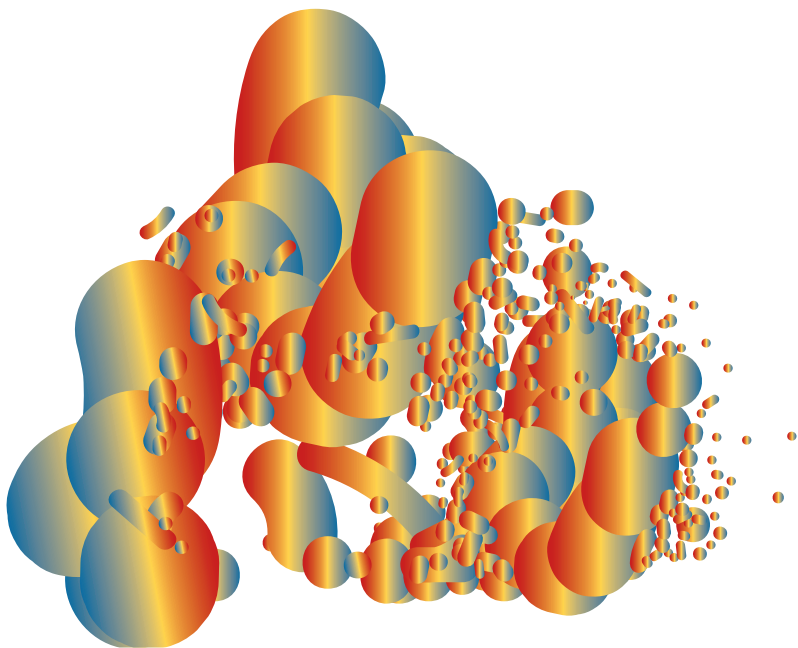
ULTRABOLD

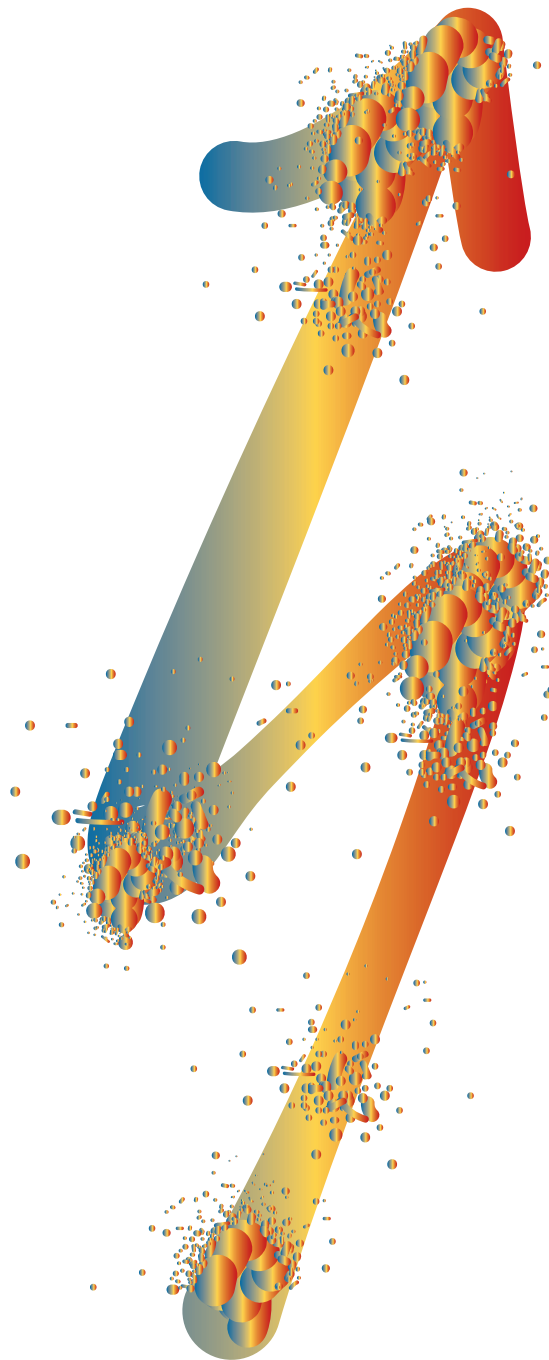
ULTRABOLD ITALIC

Secondary Typeface



DANCE





The arrow symbol serves as a potent metaphor, embodying the essence of hip hop culture's relentless pursuit to break boundaries and transcend traditional limits. This arrow reflects the progressive spirit of hip hop, signaling direction, momentum, and the continuous journey into new artistic territories.

The use of the arrow in the visual identity is a declaration of the organization's commitment to propelling hip hop culture forward, making it influential and accessible across global communities.

Correct use of logo

Cohesive gradient



Black + white background



Align center + gradient "dance"



White + black background



White + gradient background



Incorrect use of logo

Only top / bottom text



Rotated



Distorted



Incohesive gradient



Left / right aligned



Black "dance"



Correct use of brand elements

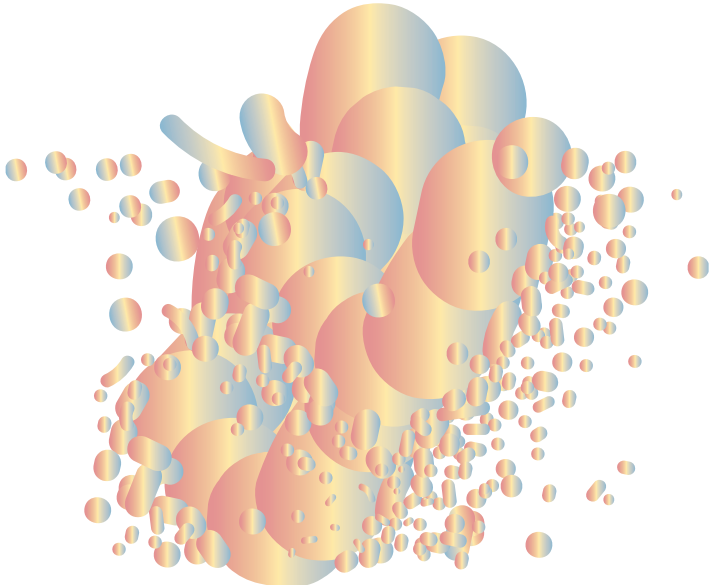
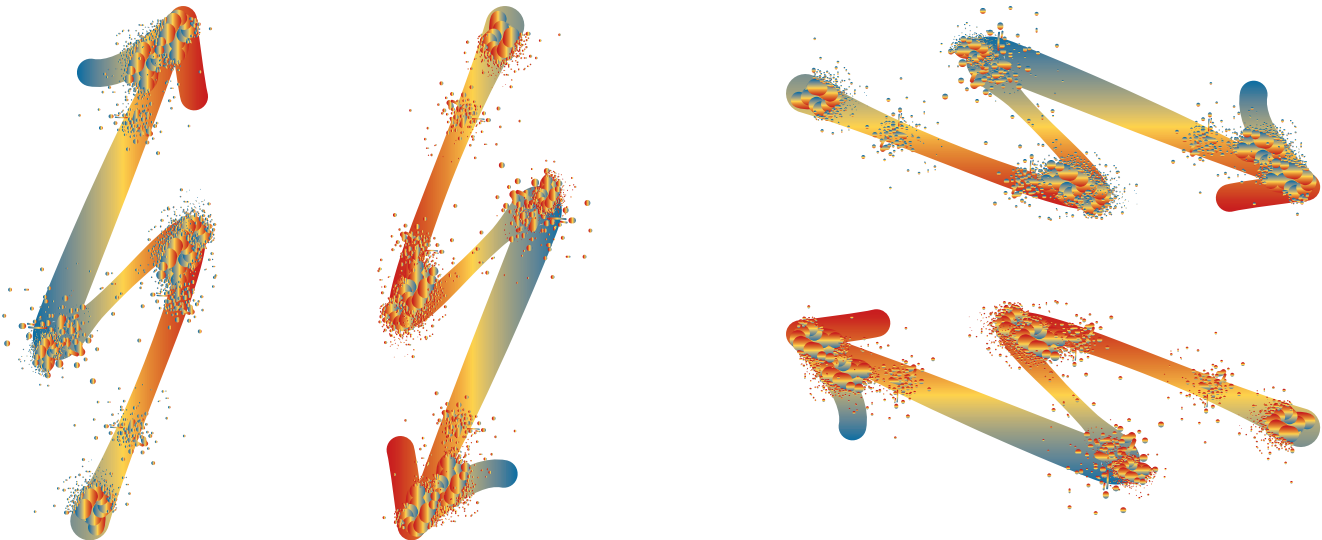
Straight



Different opacity

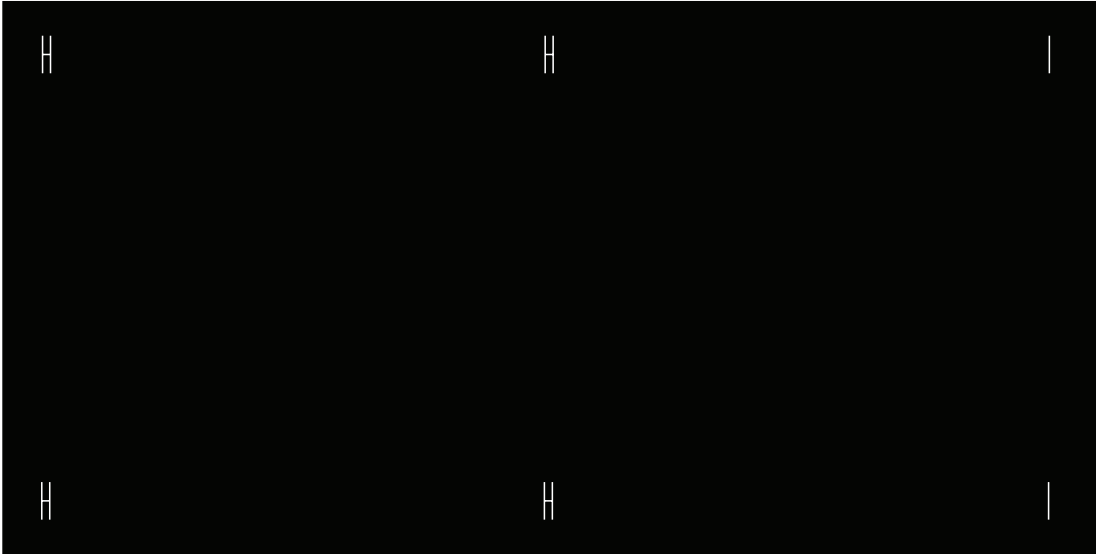


Colored arrow with 90° rotations

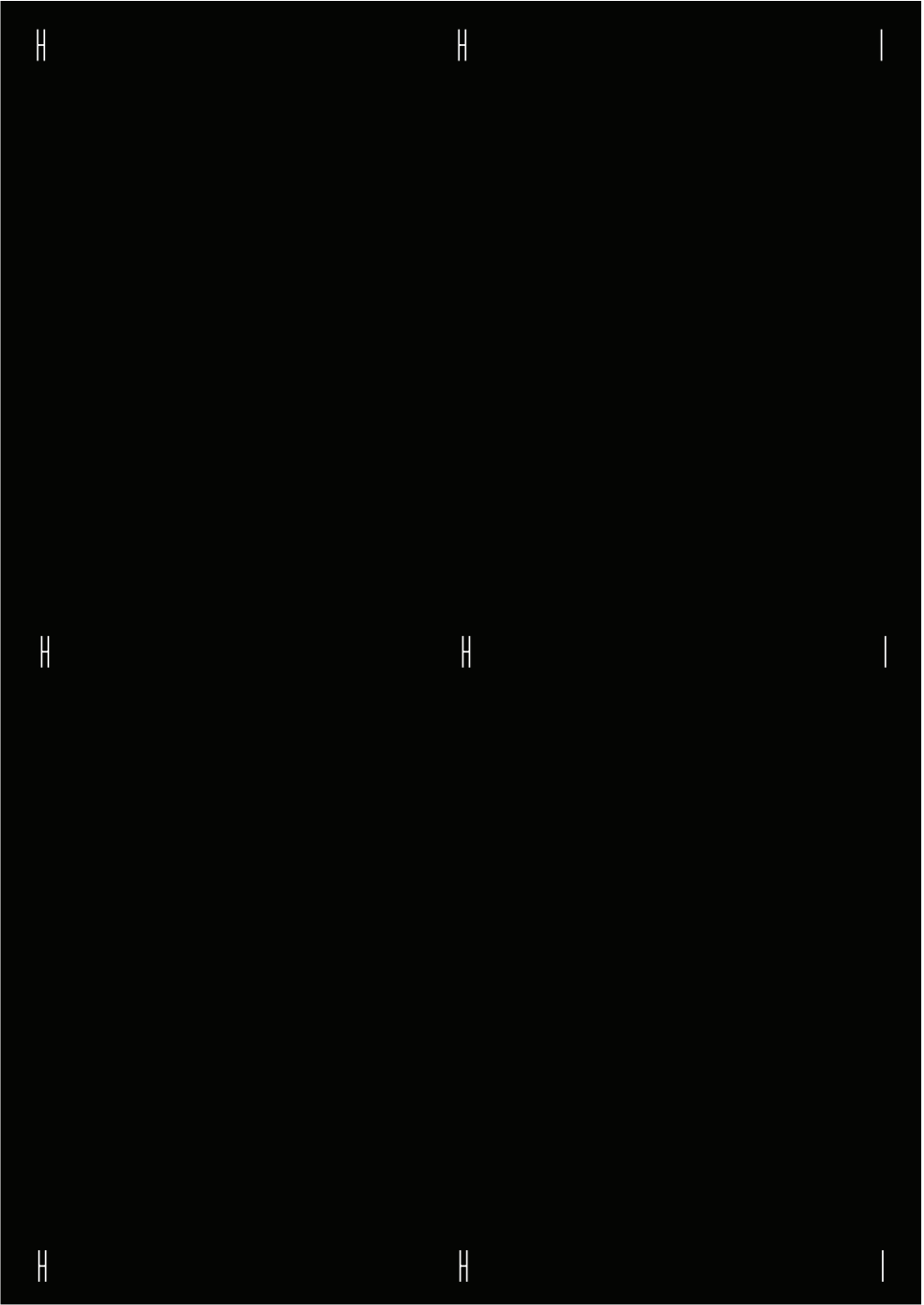


Correct use of brand elements

Three letter space



Vertical layout

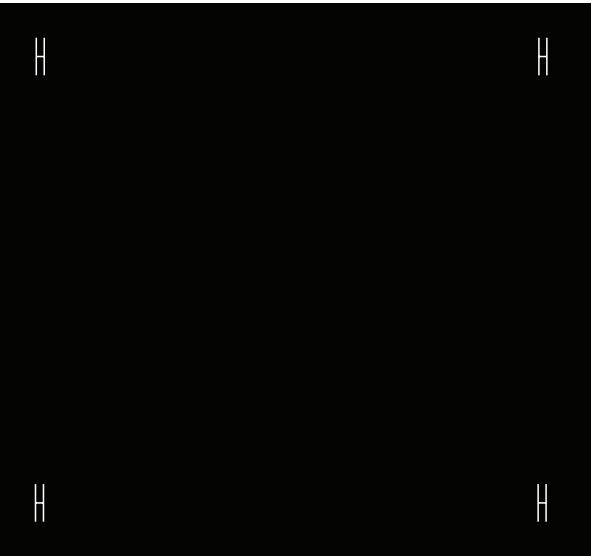


Incorrect use of brand elements

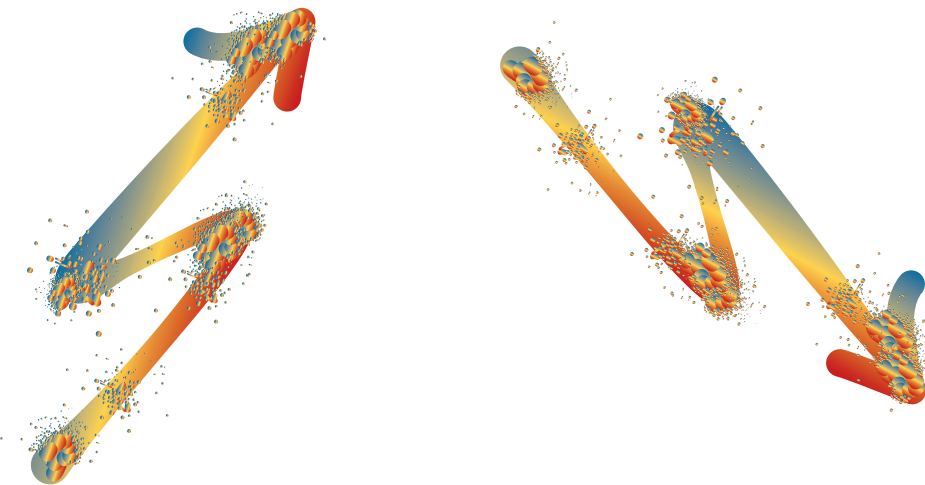
Distorted



Shortened space

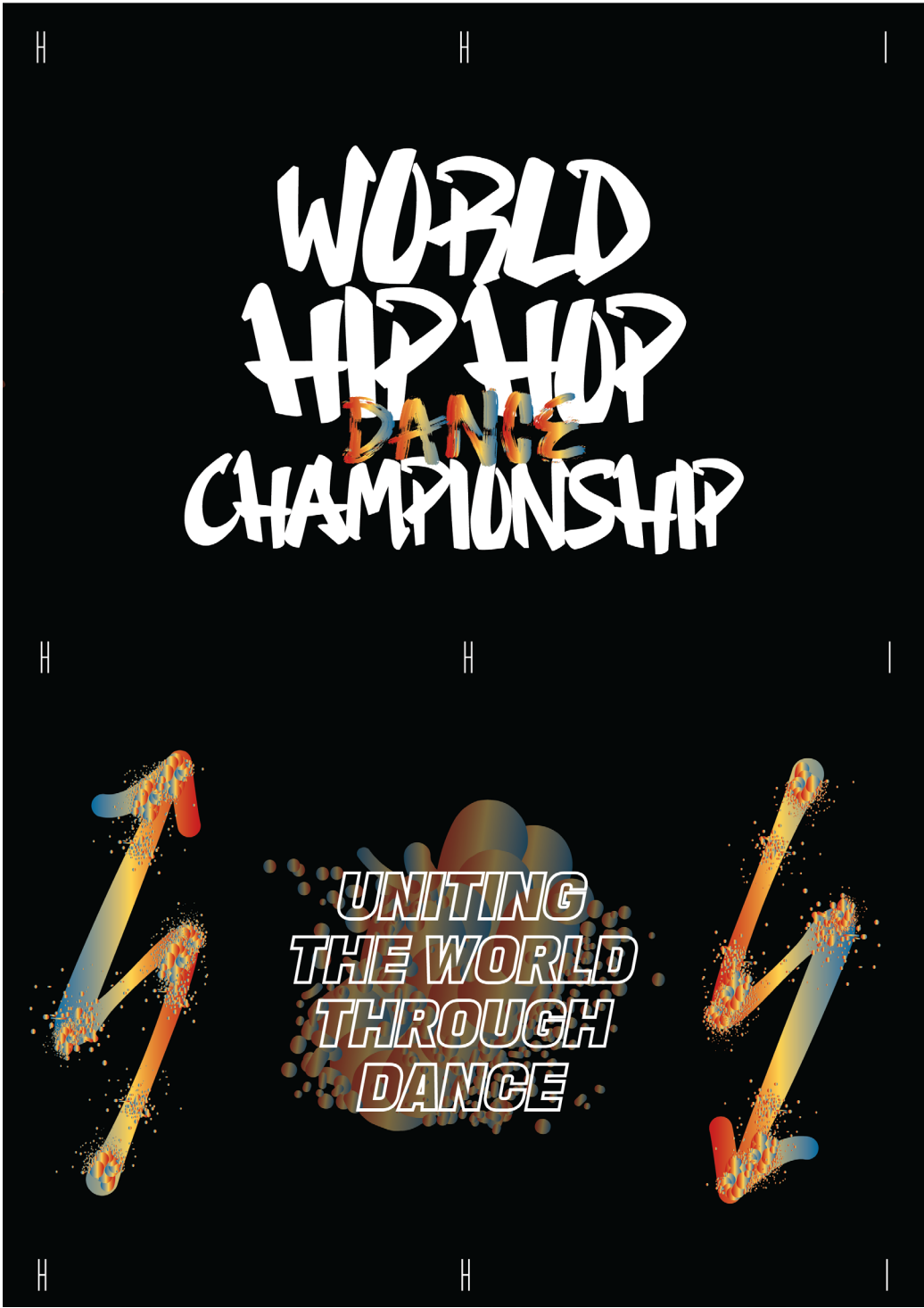


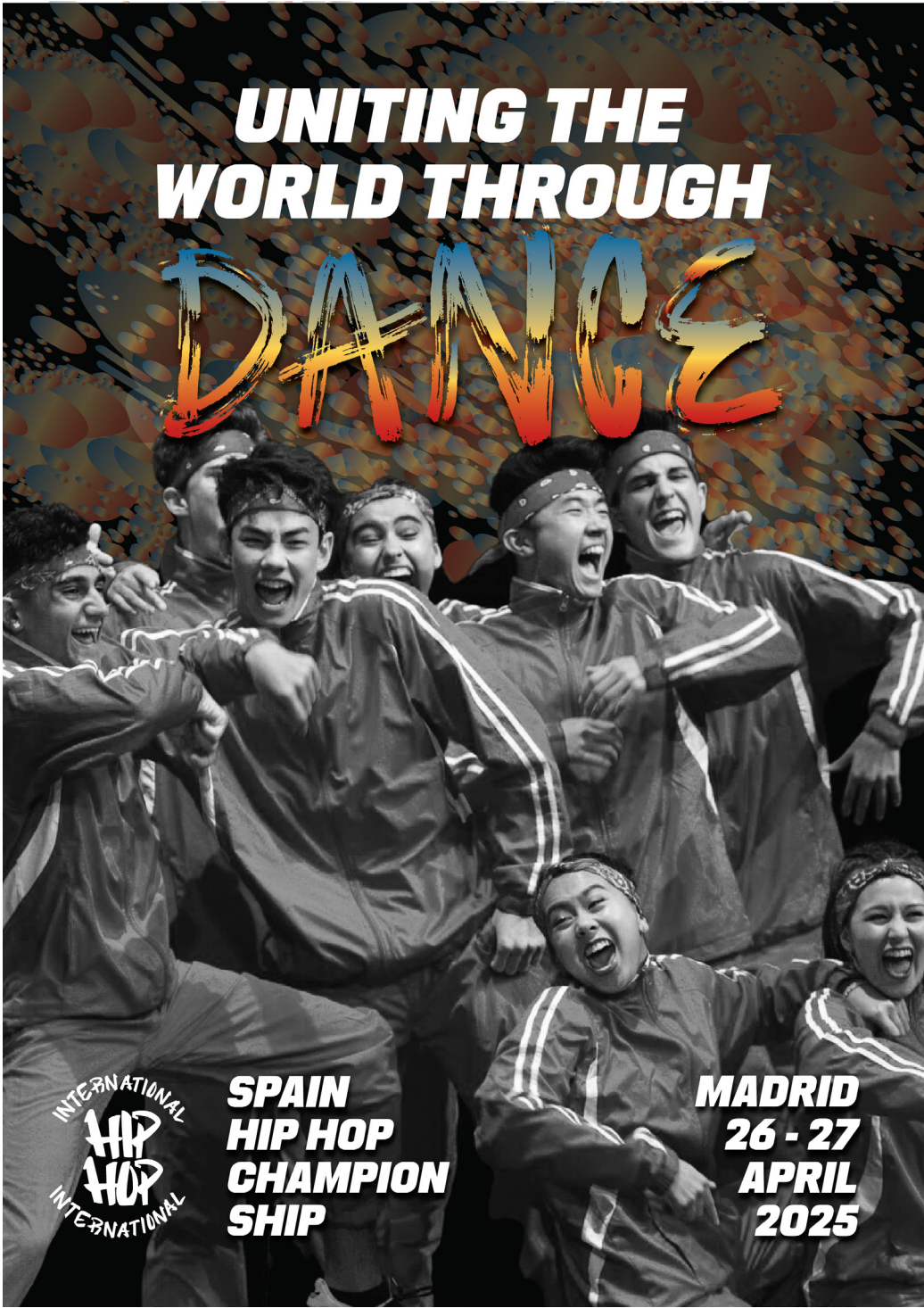
Different rotations

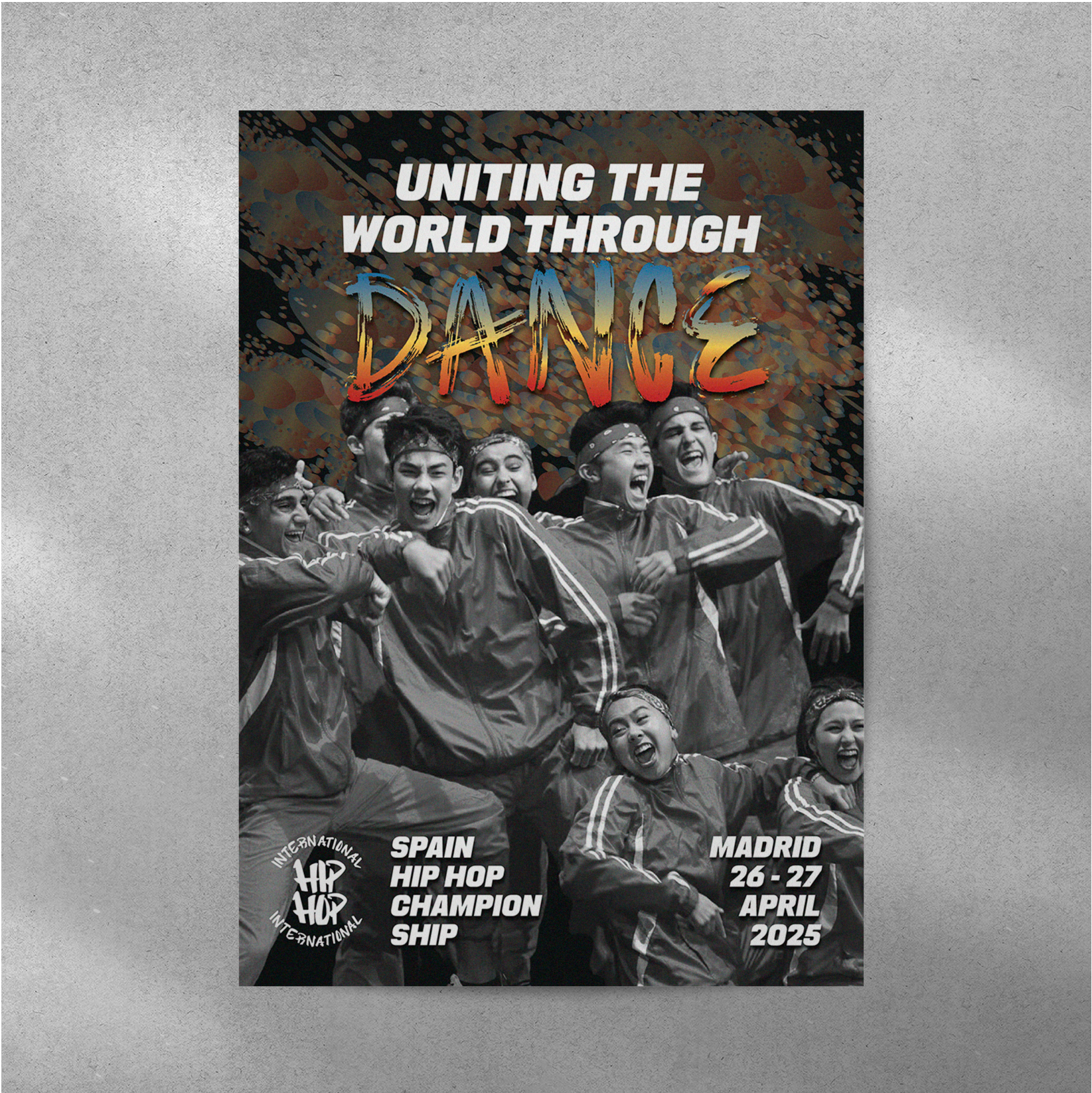


PHASE 4

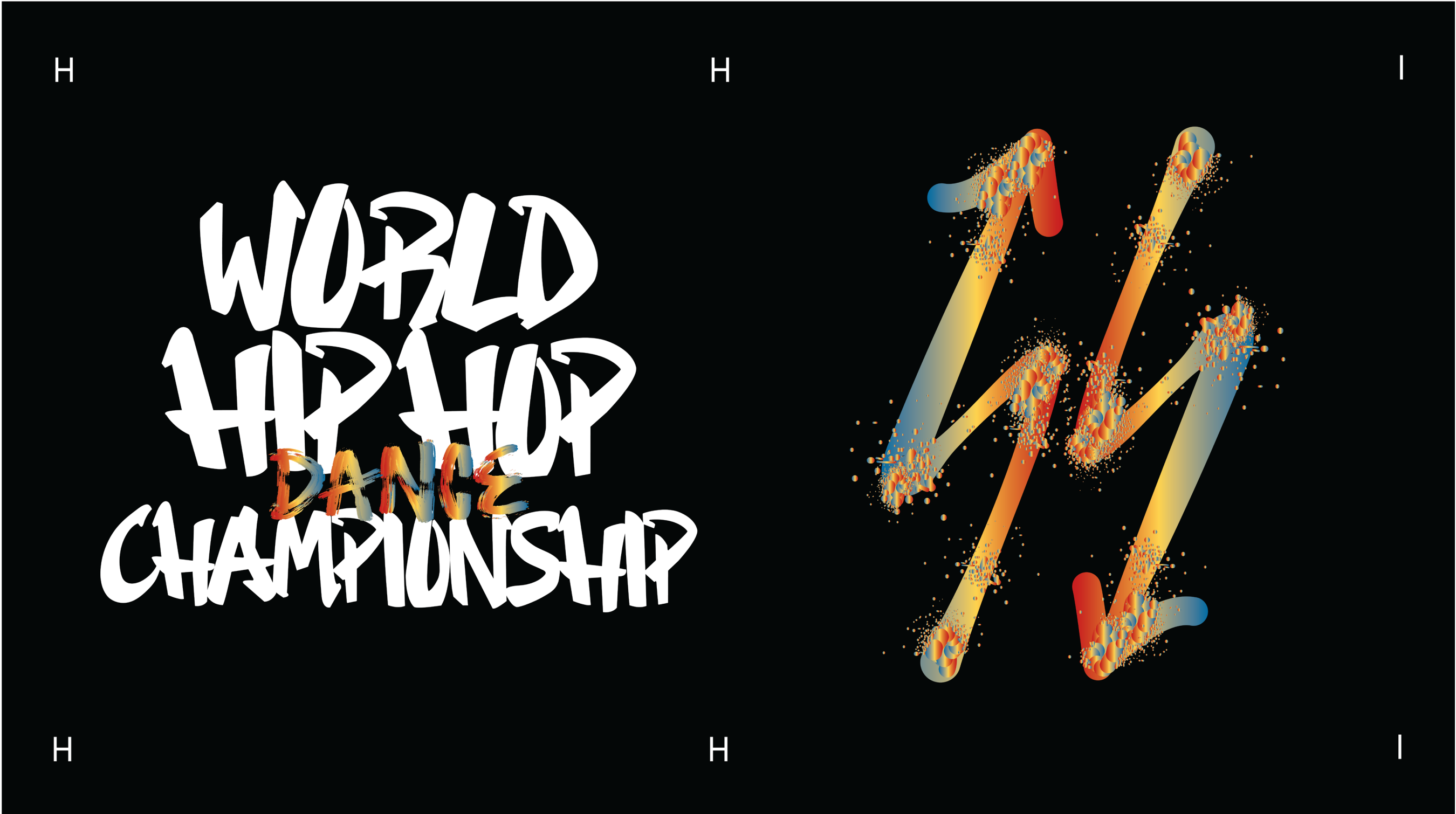
APPLICATIONS TO MEDIA



































officialhhi



3.919
posts

198K
followers

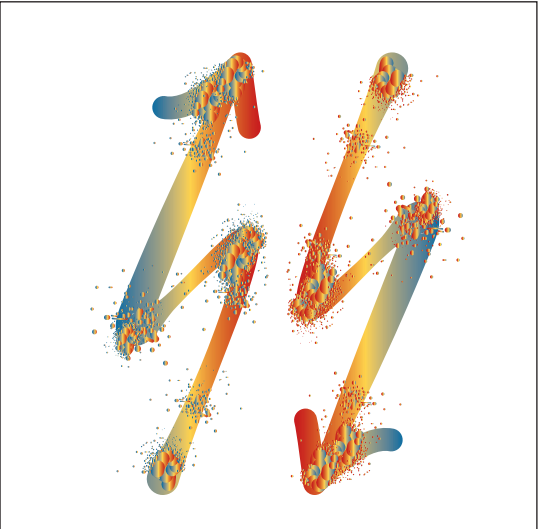
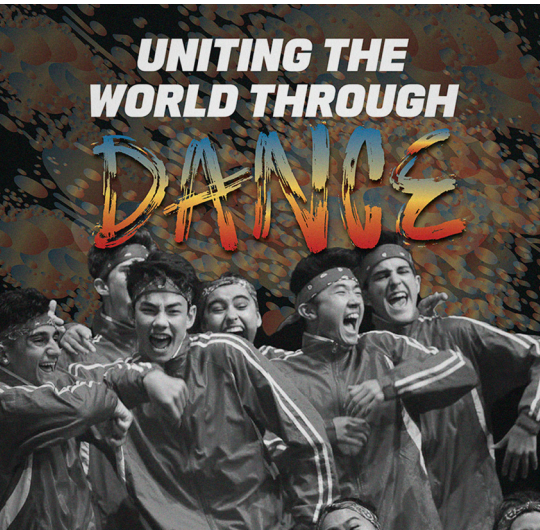
7.484
following

Hip Hop International

 officialhhi

Represented in 55+ countries • USA & World Hip Hop Dance Championships • World Battles • World Moves Dance Workshops • America's Best Dance Crew

 hiphopinternational.com and 2 more





<https://hiphopinternational.com/world-hip-hop-dance-championship/>
<https://www.latimes.com/entertainment-arts/story/2021-09-03/hip-hop-international-usa-championships>
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<https://februaryhiphop.com/>
<https://www.itsnicethat.com/articles/nicer-tuesdays-november-2020-eric-hu-graphic-design-111220>
<https://lquinaud.com/design/nike>
https://www.behance.net/gallery/178846157/DIM?tracking_source=search_projects|graffiti+brand&l=5
https://www.behance.net/search/projects/mixed%20media%20art?tracking_source=typeahead_search_direct
<https://hiphopinternational.com/>
<https://www.instagram.com/hhiitaly/>
<https://indieground.net/blog/weekly-inspiration-dose-072/?amp=1>
<https://www.redbull.com/in-en/events/red-bull-dance-your-style-india>
<https://www.nike.com/au/a/the-future-of-break-dancing>
<https://www.thedanceawards.com/>
<https://gonuvo.com/>
<https://jumptour.com/>
<https://switchonmadrid.com/>

Thank You!

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