

WAYFINDING BRAND · CONCEPT

DREAM LOGIC

A flat-geometric campaign
about finding the clear path
through the maze.

CREATIVE DIRECTION — LOLI MARI MONTALVO
lolimari.com



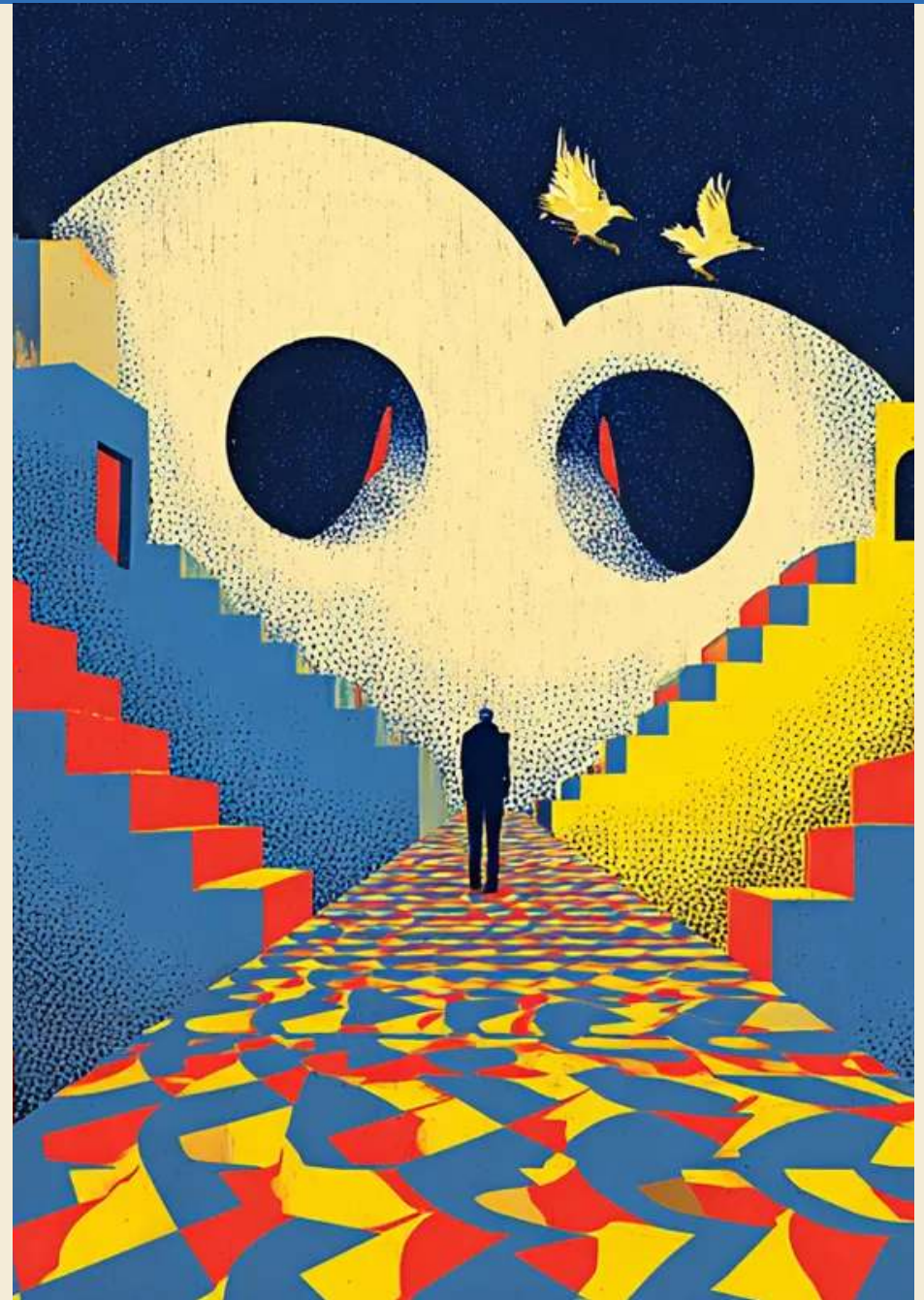
The brief

01 • CHALLENGE

Brands that promise to simplify a journey — travel, navigation, fintech, productivity — usually illustrate it with literal app screenshots. It is functional and forgettable.

02 • APPROACH

A flat, architectural dreamscape where a lone figure walks a clear path through impossible, colorful geometry. The metaphor is the product: order found inside complexity.



KEY VISUAL

Key visuals

ONE SYSTEM



THE CLEAR PATH

Built a modular set of scenes — staircases, arches, mazes resolving into a route — in a limited primary palette with a Bauhaus-meets-magical-realism flatness that scales from phone to billboard.



ASCEND



RESOLVE THE MAZE

Digital campaign



INSTAGRAM STORY

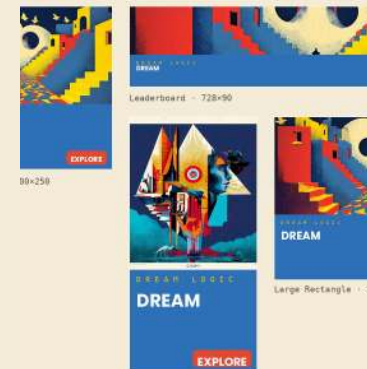


INSTAGRAM POST



OUT-OF-HOME KEY VISUAL

CAMPAIGN
placement



DISPLAY ADS



IG FEED

Direction & outcome

CREATIVE DIRECTION

Kept the geometry bold, the palette to three or four inks, and the human figure small but always present — the emotional anchor in the system.

OUTCOME

An OOH-ready campaign language that stays legible at highway speed and stays warm at pocket size.

LESSONS LEARNED

A strong metaphor out-performs a screenshot.
Show the feeling of the product, not its interface.

Dream Logic

WAYFINDING / TRAVEL BRAND • CONCEPT



WAYFINDING BRAND

DREAM LOGIC

Find the clear path.

CREATIVE DIRECTION — LOLI MARI MONTALVO
lolimari.com · Selected campaign case study