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## Chill Creative Portfolio

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## BRAVO! A Standing Ovation for Generali's App

Creating an app icon for a global insurance giant.

### Client

Generali Insurance

### Scope

- Story board creation
- Custom illustration and data visualisation
- Motion graphics video animation

### Background

Generali of Italy has been around since 1831, so it's safe to say that it knows how to stay ahead of the competition. The company's Bravo app is evidence of this, offering a range of insurance services for both clients and agents that can be controlled from any smartphone. Chill Creative was tasked with designing an icon for the app.

### Lion Up

Chill's challenge was to create an icon that represented Generali's lion logo without copying it directly. The end result was a beautiful three-coloured icon that depicted the head of the famous lion like a portrait. We also crafted a promotional video for public use and an introduction video for Generali's staff.

### Enquiry:

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