

Hana Đipa
Art Direction II
GDM III
7/2025

A solid orange horizontal bar that serves as a background for the first line of the title.

Sarajevo Tram

Visual Identity

Icon Design



Sarajevo Tram



Sarajevo Tram



Sarajevo Tram

SARAJEVO'S TRAM VISUAL IDENTITY



Sarajevo Tram



Sarajevo Tram

TYPHOGRAPHY

Sarajevo Tram

FONT- Dubai Medium

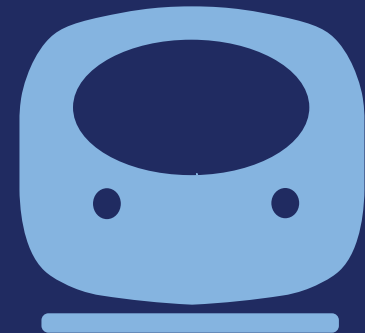
ABCDEFGH
123456

The use of the Dubai font blends contemporary clarity with cultural nuance, mirroring Sarajevo's mix of modern life and rich heritage.

ELEMENTS

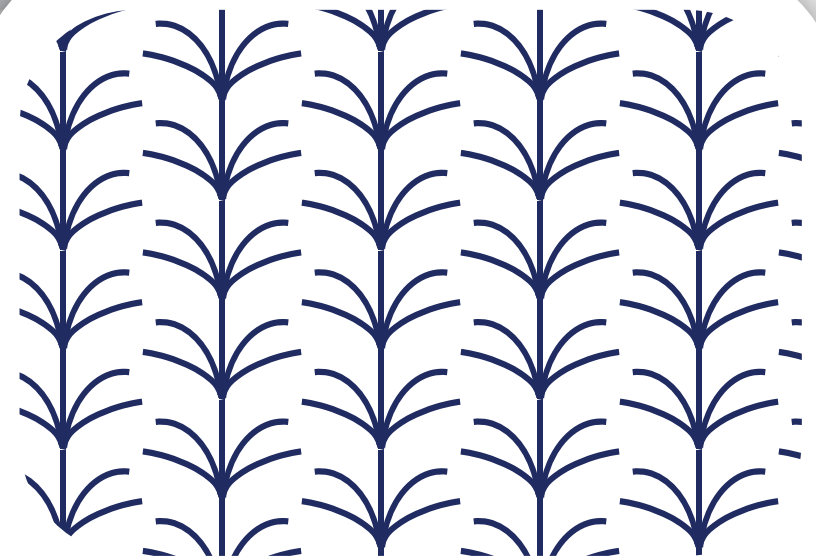
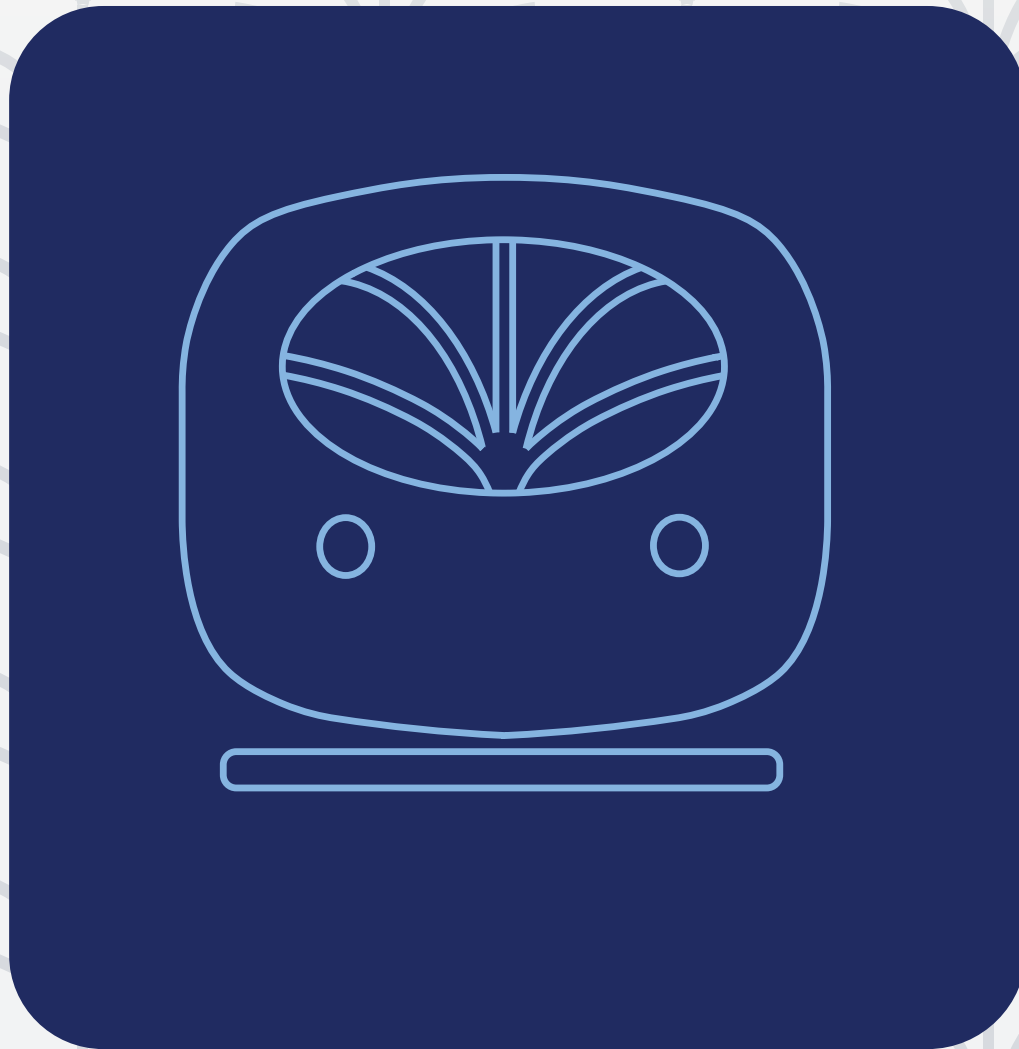


The lines on the glass symbolize the intricate network of Sarajevo's streets, merging history and everyday life into a single visual language.



The tram icon is a simplified, modern representation of Sarajevo's iconic public transport, capturing its unique silhouette. Its clean form reflects movement, tradition, and the pulse of the city.

OUTLINE/PATTERN



The street line pattern transforms Sarajevo's urban layout into a rhythmic visual motif, echoing the flow and energy of city life. Repeating the lines as a pattern creates a sense of movement and identity, grounding the design in place and memory.

COLOR PALETTE

The tram icon is a simplified, modern representation of Sarajevo's iconic public transport, capturing its unique silhouette. Its clean form reflects movement, tradition, and the pulse of the city.



Positive/Negative



BRANDING





Sarajevo Tram

About Project

For this project, I created a visual identity concept for the Sarajevo tram system by focusing on five stations along the route. Each station represents a unique part of the city, both visually and culturally.

Sarajevo



Elements- Cohesiveness

To ensure cohesiveness across all the posters in the Sarajevo tram project, I developed a consistent visual language that connects each piece while allowing individual expression for each station used a limited and curated color palette, inspired by the tones of Sarajevo's urban landscape, to maintain harmony across all designs. Each station has a dominant color that reflects its mood or character, but all hues relate back to the main identity palette. The shapes I used are geometric and clean, echoing elements of the tram icon and Sarajevo's architecture. These shapes create structure within the collage compositions and help guide the viewer's eye through the poster..

Typhography

TT Drugs Regular

ABCDEF
abcdef.
#%\$1234

TT Drugs Light

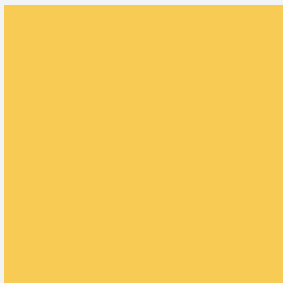
ABCDEF
abcdef.
#%\$1234

Color Palette

I used four distinct colors across the posters to represent the diversity and layered identity of Sarajevo. Each color reflects a different mood, neighborhood, or cultural influence within the city, showing how Sarajevo is made up of many unique parts that still belong to one whole. This approach adds vibrancy while visually reinforcing the idea of unity through diversity.



#c46838



#f8ca55



#1d5a91



#6dc17e



Baščaršija



Nedžarići



Otoka



Pofalići



Muzej



OTOKA

Na Otoci svjetla gase se kasno, iz haustora izlazi priča glasno
Na čoku burek, klupa i smijeh uz Mijacku tihno protiče gr...





OTOKA

Na Otoki svjetla gase se kasno, lehotavajući
Na čošku burek, klupa i smijeh uz Miljacku.



POFALIĆI

Na Pofalićima zora tiho sja, beton i breze zajedno dišu.
Djeca u školu, tramvaj nekud žuri, a s nebodera jutrima se pišu.