

cià EST

Every child on the same level



THE SWING
A dynamic visual identity that shows what CIAI strives for everyday



BRIEF
CIAI (Centro Italiano Aiuti all'Infanzia) is an Italian non-profit founded in 1968 that promotes and protects the rights of children and adolescents. Today, it works on social inclusion, psycho-educational well-being, and the fight against educational poverty, collaborating with families, schools, and communities. The brief calls for a new visual identity and payoff that reflects this evolution and presents CIAI as a contemporary organization committed to making children's rights visible and accessible through collective action.

INSIGHT
Not every child starts from the same place. For many children and adolescents, the starting point is shaped by invisible barriers: educational poverty, lack of support systems, fragile environments, or limited access to opportunities. These inequalities are rarely visible, but they deeply affect the possibilities available to them. Children should have the same rights everywhere. Yet in reality, the balance is often uneven.

VISUAL IDENTITY
The identity is built around a simple and universal metaphor: **the swing**. It represents the unequal starting points many children face, where opportunities and rights are not evenly distributed. CIAI works to switch the balance, leveling these differences and creating equal opportunities for every child. But a swing cannot move alone – it takes two. It takes CIAI and the people who support it. The swing also reflects the idea of "fare insieme": change happens through relationships, collaboration, and collective support.

THE VISION
Simple and universally recognizable, the swing reflects CIAI's mission and has the potential to become the symbol of a wider movement for children's rights. It also functions as a dynamic visual system: its inclination can adapt to represent inequalities, reflect real data, or respond interactively – for example, by slightly moving after a donation. Through this evolving language, the identity becomes an active expression of the collective effort to level opportunities for every child.

