

TRESKIS PAIKNEB ÖNN



Treski is a home for music and inspiration, offering culture and experience—emotions at every stage. Treski embodies authentic Seto atmosphere but delivers it in its own modern way. Systematic precision plays an important role, as does playfulness. Treski creates an environment where guests always feel welcome, free, and part of a larger open community.

In creating the brand, key defining words for Treski's identity are authentic, modern, bold, and inspiring. These words form the basis for how Treski communicates and appears.

Treski is a place where people come together to experience something special, and a rhombus serves as a consistent graphic element, symbolizing happiness in Seto culture—happiness resides in Treski.

Emphasizing authenticity, the corporate main colors are red, white, and black. Colors play a significant role in conveying Treski's communication. Alongside the corporate colors, an extended color palette is included in the identity, vibrant like Seto aprons, belts, and ribbons. When combined with the corporate colors, an authentic and modern color combination emerges. Treski is inherently inspiring and bold, reflected in the color palette.



Patterns hold a significant place in Seto culture, which is why Treski has its own pattern. The pattern consists of the rhombus symbolizing happiness and the heart created for Treski, expressing the passion to host and inspire. The rhombus is also part of the Treski logo and the birth story of Treski's stage.

As part of the identity, additional graphic elements inspired by distinctive Treski elements have been created with a minimalistic modern shape. These elements are designed to enliven the visual language, emphasizing action or feeling. A consistently unified line holds the vibrancy together.

