



SEAT x LCI Barcelona Design School

IMAGINEERS

INSPIRING CREATIVITY IN MOTION

DESIGN GUIDELINES: GET TO KNOW SEAT

The moment



SEAT has always been a brand that defies convention, connecting with a generation that is looking for more than functionality – it seeks personality.

Creativity is at the heart of SEAT's personality. Throughout its history, the brand has been committed to initiatives that connect the brand with art, design and innovation.

On may 9th 2025, SEAT celebrates its 75th anniversary, and with their partner LCI Barcelona Design and Visual Arts School, it's launching **an exciting social media contest to invite young designers & creators** to design SEAT's 75th Anniversary Special Edition.

SEAT is a brand born from the idea of
providing acces to mobility.

For decades, it has embodied the
youthful, creative and progressive
spirit, as well as the vibrant attitude
that defines life in Barcelona.



We are **provocative, dynamic, expressionists** aiming to bring challenging perspectives, with the idea of building an **optimistic and inclusive future**. Part of a youthful collective that remains **accessible and relevant** in every moment.

Meet SEAT



Values

AUTHENTICITY
OPTIMISM
OPEN-MINDEDNESS

Tone

We are

UNEXPECTED
EDGY
DIRECT
VIBRANT

What are our territories



Music

Music connects people emotionally and enriches everyday moments.

For our audience, music **fuels their creativity** and adds memorable experiences to their lives.

At SEAT, music has always been an integral part of our history, from iconic ad soundtracks to event sponsorships.

Sport/Fitness

Sport brings people together and promotes an active lifestyle.

For our audience, fitness encompasses a variety of activities and sports that **emphasise togetherness**, a sense of community, and the enjoyment of outdoor experiences.

SEAT has a long history of supporting iconic sports sponsorships that resonate with our audience and carry social significance..

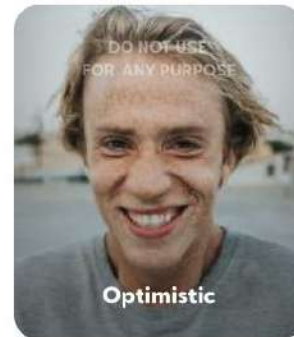
Emerging fashion

Fashion drives creativity, reflects cultural shifts, and challenges traditional norms.

For our audience, **reinventing their appearance is a way to express individuality and authenticity**.

SEAT has supported fashion events as part of its commitment to offering attractive and desirable designs.

This is our personality



We are all about colour



We are all about colour



We are all about colour



Violet

Green

Pink

Yellow

Dark Green

Soft Pink

Soft Green

Blue

We are all about colour



**This is
a Headline**

There by your side
Life is too short to worry. Rest easy knowing our safety and
service technology is designed with you as our top priority.



**Forward
Thinkers**



Exterior Design



You've got it, flaunt it



**This is
a Headline**

Leo magnis aliquam purus
eiusmod vitae neque.



HOLA!

There by your side
Life is too short to worry. Rest easy knowing our safety and service
technology is designed with you as our top priority.



We are all about colour



**Biting Frost.
Icy cold.
Gorgeous!**


CONFIGURE IT

See conditions*




This is a Headline


Molestie auctor vivamus volutpat turpis.
Porttitor tristique ornare nibh aliquet aliquam ultricies tempor.
Sagittis consectetur lectus purus aliquet eget sit.

 SEAT 18h

HOLA!



Molestie auctor vivamus volutpat turpis.
Porttitor tristique ornare nibh aliquet aliquam ultricies tempor.
Sagittis consectetur lectus purus aliquet eget sit.



Lorem ipsum dolor
sit amet
consectetur.
Aliquam sed velit
adipiscing cum
sed aliquet.





**This is
a Headline**

Leo magnis aliquam purus
euismod vitae neque.



**This is
a Headline**

Leo magnis aliquam purus
euismod vitae neque.

Our target: Unapologetic optimists



Our audience embodies **young people with a forward-thinking attitude**, championing diversity, inclusivity, and the power of **authentic self-expression**. They're driven by **love for exploring and breaking down boundaries** that divide, always seeking to uplift and empower others. They are deeply aware of issues that matter and are **unafraid to stand up** for a brighter, more progressive future.

Creative and unapologetically unique, fashion passionate, always bringing their style to life. They are interested in artistic expressions, and they live music, not just listen to it. **They are vital**, always in movement, interested in discovering trends and new ideas. They celebrate human richness and **a world where everyone can take part**.



As part of **Imagineers - Inspiring Creativity in Motion** contest, you will need to design SEAT's 75th Anniversary Special Edition.

Get to know SEAT Ibiza

- Iconic design.
- Dynamic and streamlined.
- Brings fun and excitement to the urban space.
- Smart and cool urban car to break the routine and enjoy the city

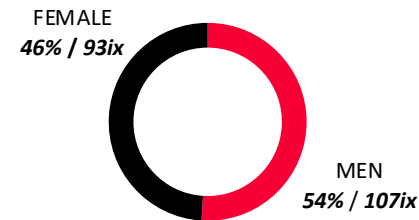


Who is Ibiza for?

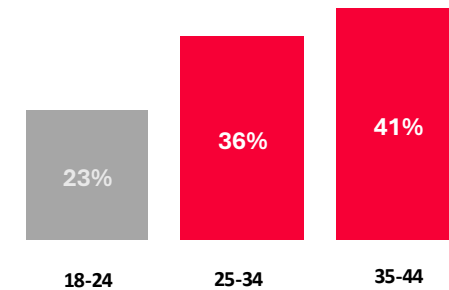


Young people aged 20-30 looking for opportunities to transform the routine and make the most out of every moment with friends and colleagues.

GENDER



AGE



PROGRESSIVE & CREATIVE MINDSET

Slightly **masculine**, **urbans** with mid incomes & **not married**.

They consider themselves very **creative** They love to reinvent their appearance and are **enthusiastic consumers**.

They favor **diversity and equal rights**

ONLINE SHOPPERS & DISCOUNT SEEKERS

This target is extremely **spendthrift**
They are **experience investors** & **online Brand** discovers

Interested in **emotional aspects of the brand** and value their fun, trendy, cool and bold aspects

DIGITAL NATIVES

Everything is online, shopping, leisure, social. They are confident using **new tech**

IG and TikTok are their main Social channels
They are **heavy streamers** both Video & audio (YT, Spotify)

FASHION & SPORTY LIFESTYLE

They have very high affinity with SEAT Territories specially with **Fitness and Fashion**.

They like **00s and HipHop** Music and for them it's a **source of creativeness**.