

POP
beat
ITALIA¹⁹⁶⁰⁻₋₁₉₇₉

The logo features the word 'POP' in a bold, red, sans-serif font at the top. Below it, the word 'beat' is written in a white, rounded, lowercase font with a thick, multi-layered outline in shades of yellow, green, and blue. At the bottom, the word 'ITALIA' is in a bold, red, sans-serif font, with '1960-' positioned above the 'A' and '-1979' positioned below the 'A'.