

1980 1981 1982
1983 1984 1985
1986 1987 1988
1989 1990 1991
1992 1993 1994
1995 1996 1997
1998 1999 2000
2001 2002 2003
2004 2005 2006
2007 2008 2009
2010 2011 2012
2013 2014 2015 2016
2017 2018 2019
2020 2021
2022



Inarea 

COMPANY PROFILE

2023

March 2023

We are Inarea Identity Design, an independent network, founded in 1980, specialized in the creation of identity systems as well as reputation of companies, institutions, retail spaces, cities and lands.

We are designers, architects, strategists, marketing consultants who work together combining different skills, experiences and points of view.

Whatever the project is, the approach and the method remain the same: we understand complexity and interpret it simply, to bring people closer and create leaderships.



REREREAD
RETHINK
REDESIGN
REBUILD

RENAISSANCE



ACTIVITIES

Brand Architecture
Brand Design
Communication Design
Digital Design
Editorial Design

Environmental Design
Exhibition Design
Naming
Packaging Design
Product Design

Retail Design
Signage & Wayfinding Design
Sonic Identity Design
Type Design
Video & Motion Design

SECTORS

Arts & Culture
Cities & Lands
Educational
Energy & Environment
Fashion & Design
Finance & Bank & Insurance

Food & Agriculture
Healthcare
Hospitality & Leisure
Industries & Technology
Media & Entertainment
No profit

Private & Public Institutions
Professional Services
Real Estate
Retail
Transport & Infrastructure

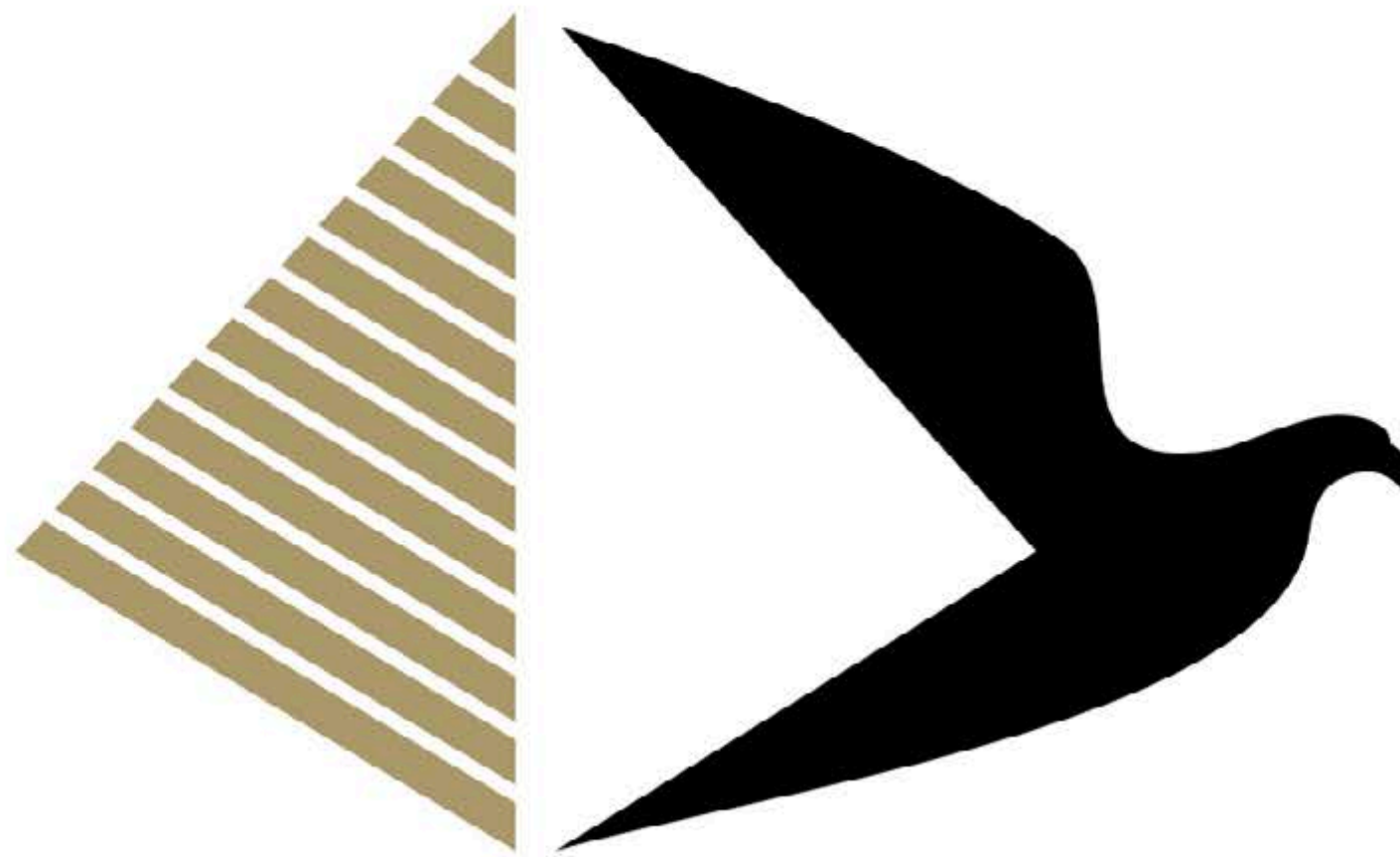


In more than 40 years of activity, we have developed over 500 projects.

We have been and are partner of leaders in their respective fields of expertise. These include:

Aci, **AC Milan**, A2A, Affide, Alitalia, **Al Masa Group** (Egypt), Anas, Angelini Industries, Ania - Associazione Nazionale fra le Imprese Assicuratrici, Autogrill, Aventis/Pharma, Gruppo BCC, Biennale di Venezia, Borsa Italiana, Cancelleria di Stato dell'Assia (Germany), Cassa Forense, Capitalia, CES (Confederazione Europea dei Sindacati - Belgio) Cgil, Cisl, Cirio, Confindustria, **Coni**, Comune di Milano, Comune di Roma, CVA Energie, Edison, Eguale, Electrabel (Belgium), Enel, **Eni**, Erion, Fater, Fiera di Verona, Fluorsid, Fondazione Cariplo, Fondazione Fiera Milano, Fondazione Perugia, Fondazione di Venezia, Galleria Borghese, Generali, Gianni & Origoni Studio Legale, GVM (Gruppo Villa Maria), ICE, Inail, InfoCamere, Italgas, Leonardo, Linkem, Liuc (Università Cattaneo), Lottomatica, Luiss (Università Guido Carli), Maxxi (Museo Nazionale delle Arti del XXI secolo), Ministero dell'Ambiente, Ministero degli Affari Esteri, Ministero dei Beni, delle Attività Culturali e del Turismo, Ministero dell'Interno, **Musei Vaticani**, Nctm Studio Legale, NTV-Italo, Octo Telematics, Oregon Scientific (Hong Kong), Piaggio, Pirelli RE, Policlinico A. Gemelli, **Pompeii** (Soprintendenza Pompei), Presidenza del Consiglio dei Ministri, **Rai**, Regione Toscana, Rekeep, **Rusal** (Russian Aluminium, Russia), Sapienza - Università di Roma, Sara Assicurazioni, Snam, Sogei, Stream, Telecom Italia, **TIM**, Treccani, Unesco (Unesco 2000), Vivigas, VWEW (Association of producers and distributors of electricity - Germany), **Webuild**.
In the following pages, we present the case histories related to the clients shown in bold.



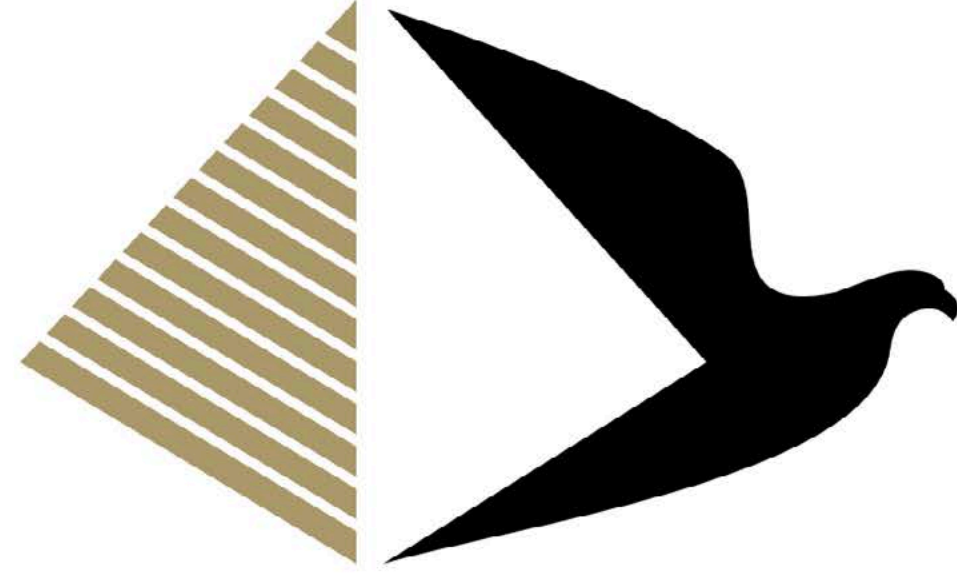


CITY OF ARTS AND CULTURE

New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.

2020-2021





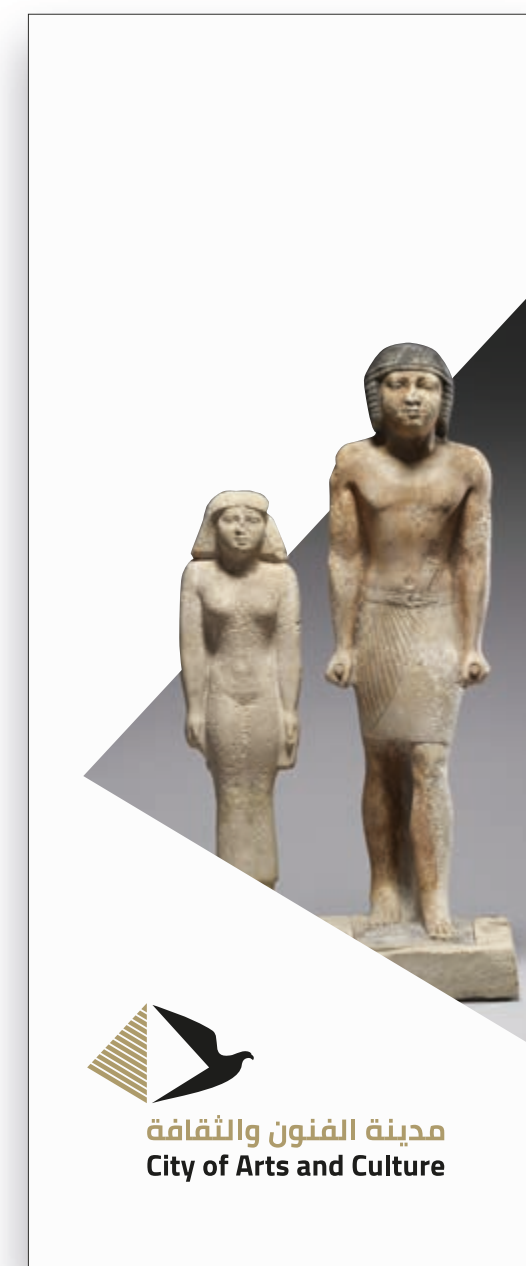
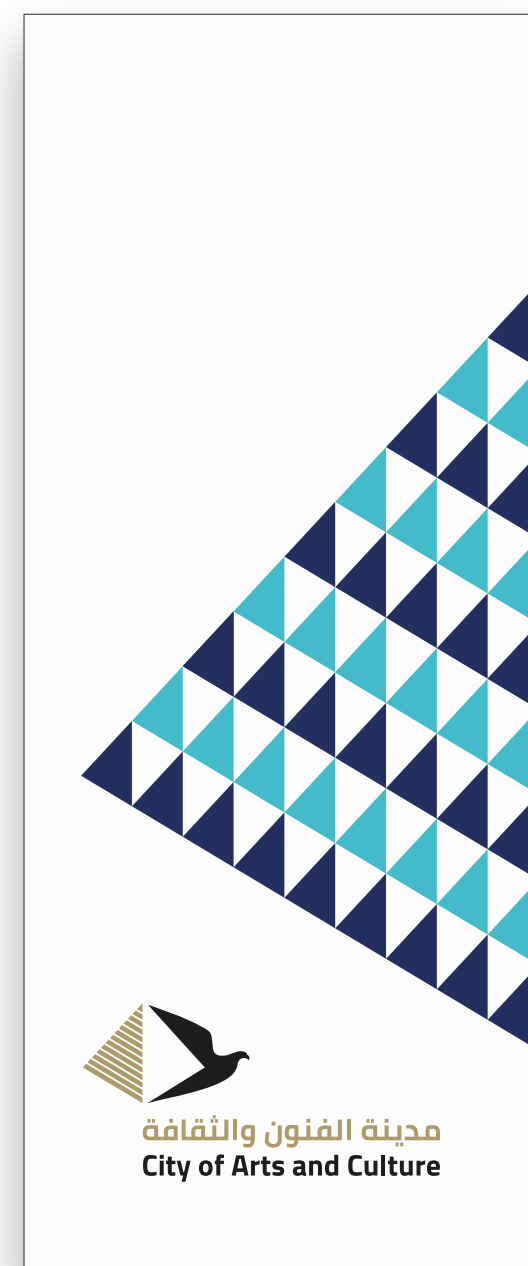
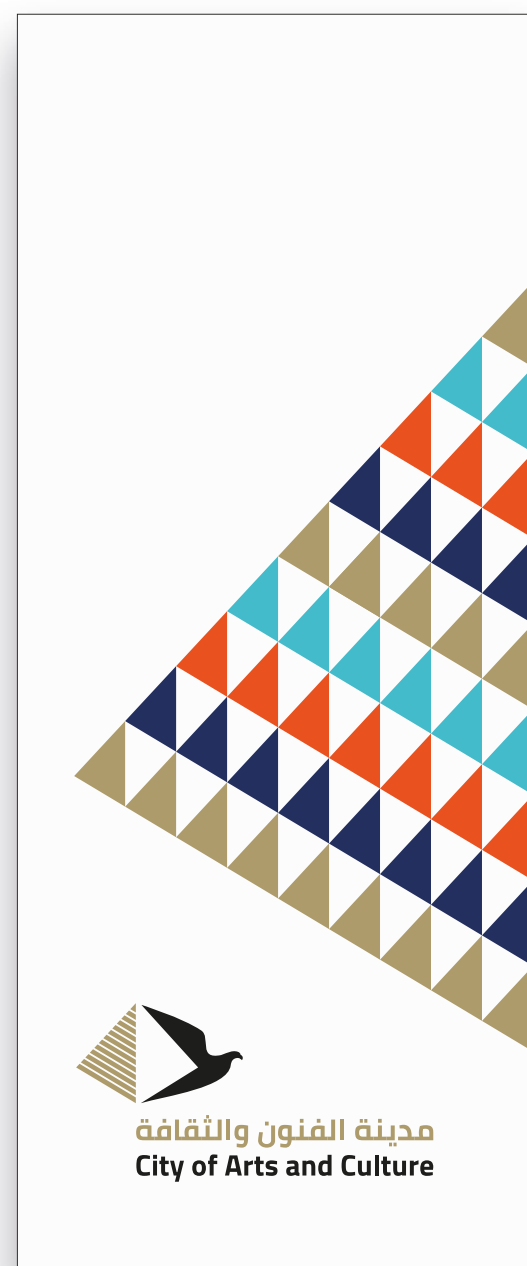
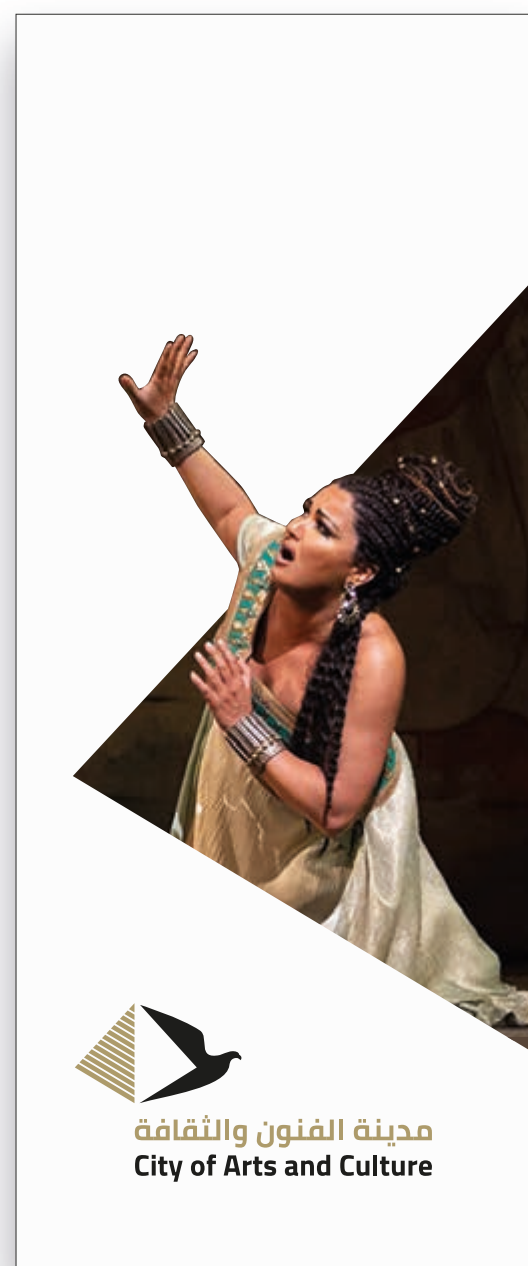
مدينة الفنون والثقافة City of Arts and Culture

CITY OF ARTS AND CULTURE

*New Administrative Cairo Capital (Egypt). Brand design, brand architecture,
communication design, signage & wayfinding design.*

2020-2021





CITY OF ARTS AND CULTURE

New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.

2020-2021

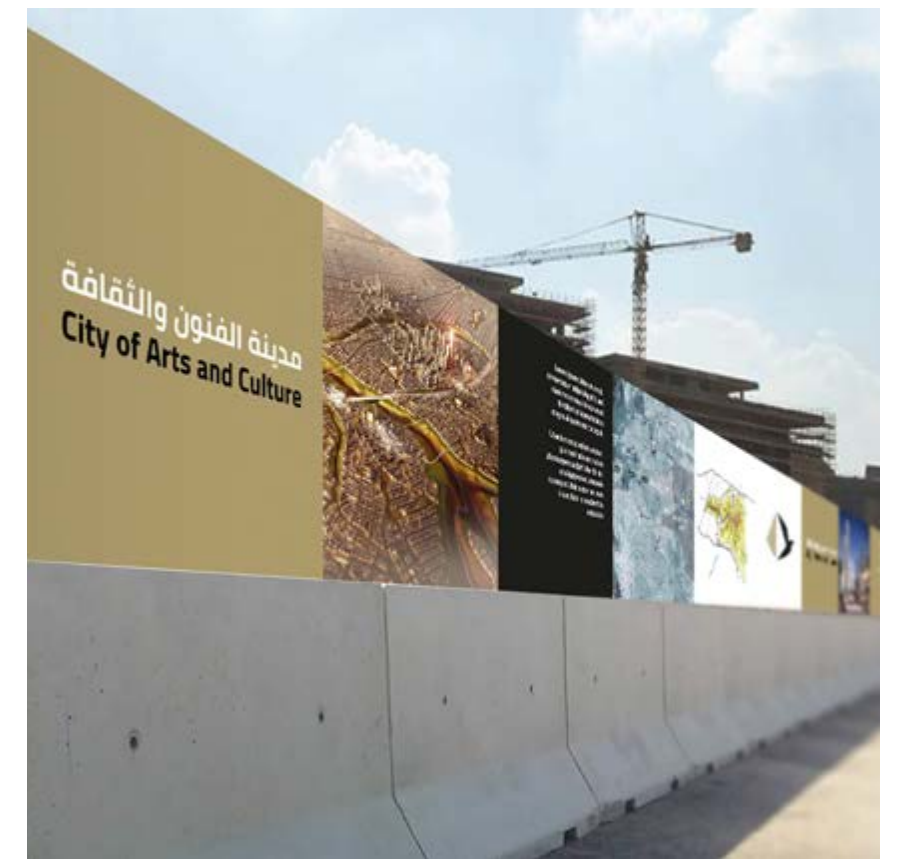




مدينة الفنون والثقافة
City of Arts and Culture



مدينة الفنون والثقافة
City of Arts and Culture



CITY OF ARTS AND CULTURE

New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.

2020-2021



Capital's Central Library

مكتبة العاصمة المركزية

Dreaming
of Sweden
The Future that Disappeared

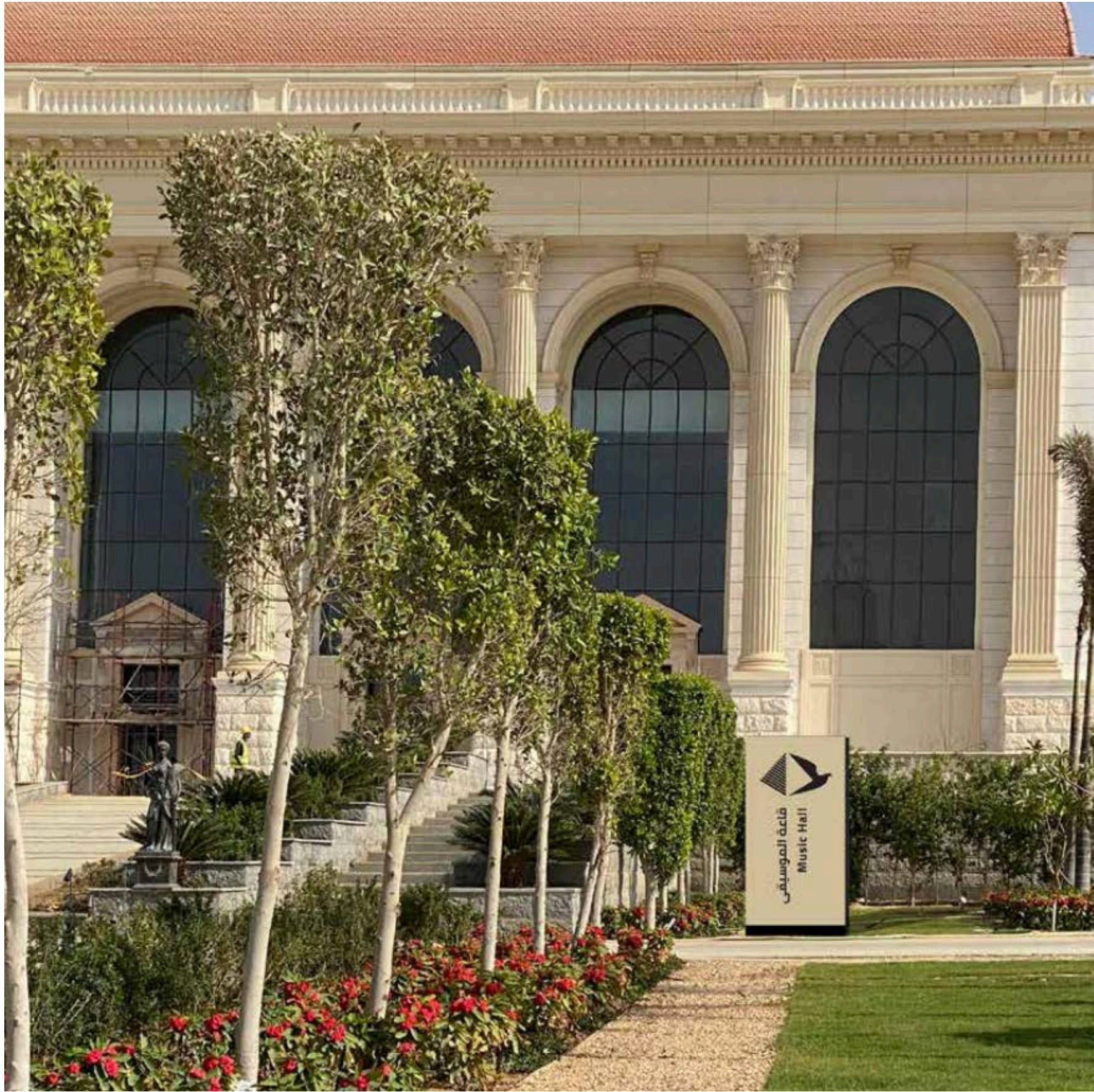


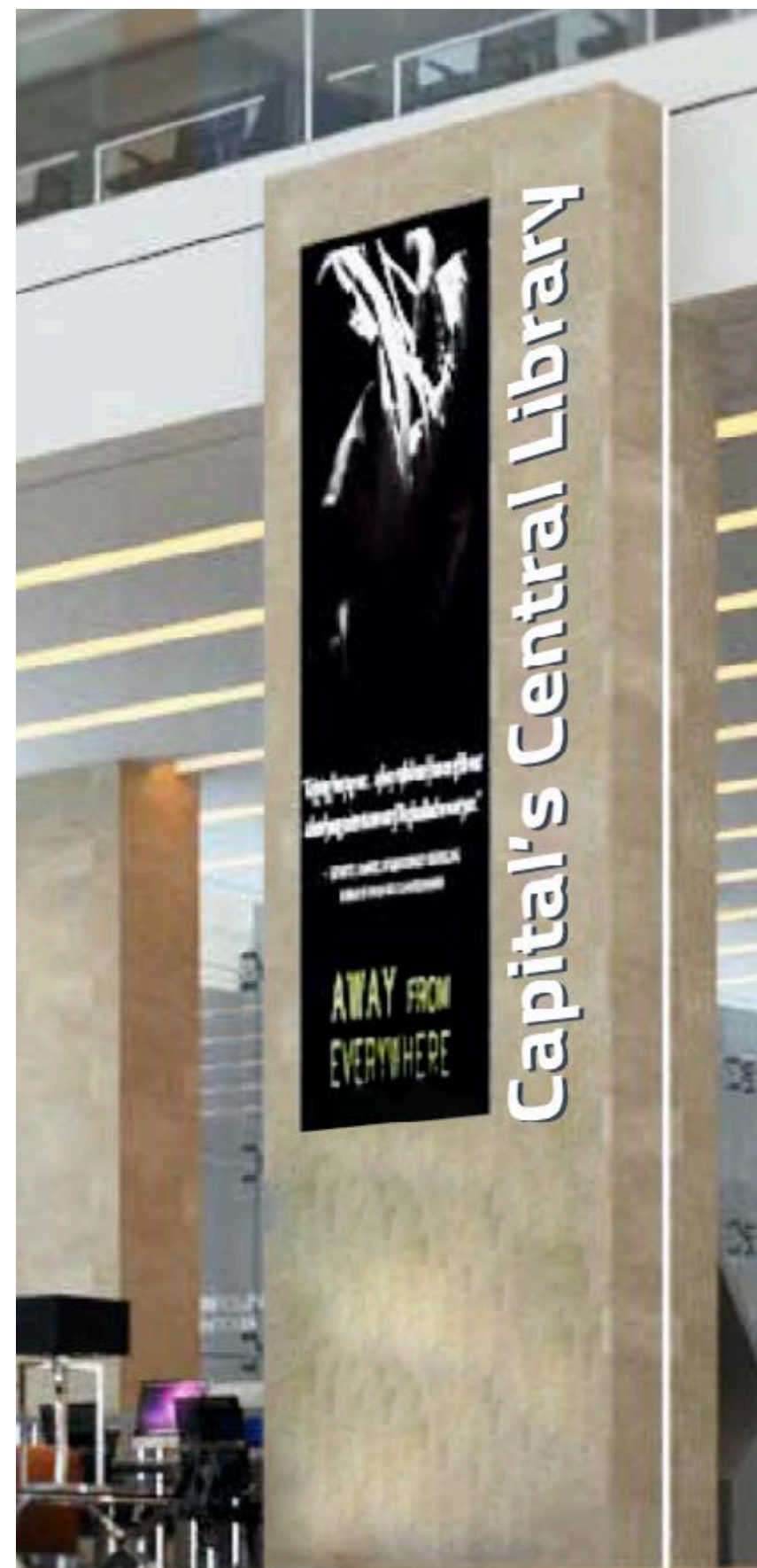
ON THE INTRINSIC VALUE OF
EVERYTHING

Scott A. Davison

رفق أو اجل من الذي
بيني ويلقى النفس







CITY OF ARTS AND CULTURE

New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.

2020-2021





CITY OF ARTS AND CULTURE

New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.

2020-2021





TIM

*Mobile communication.
Naming and identity system.
1995*





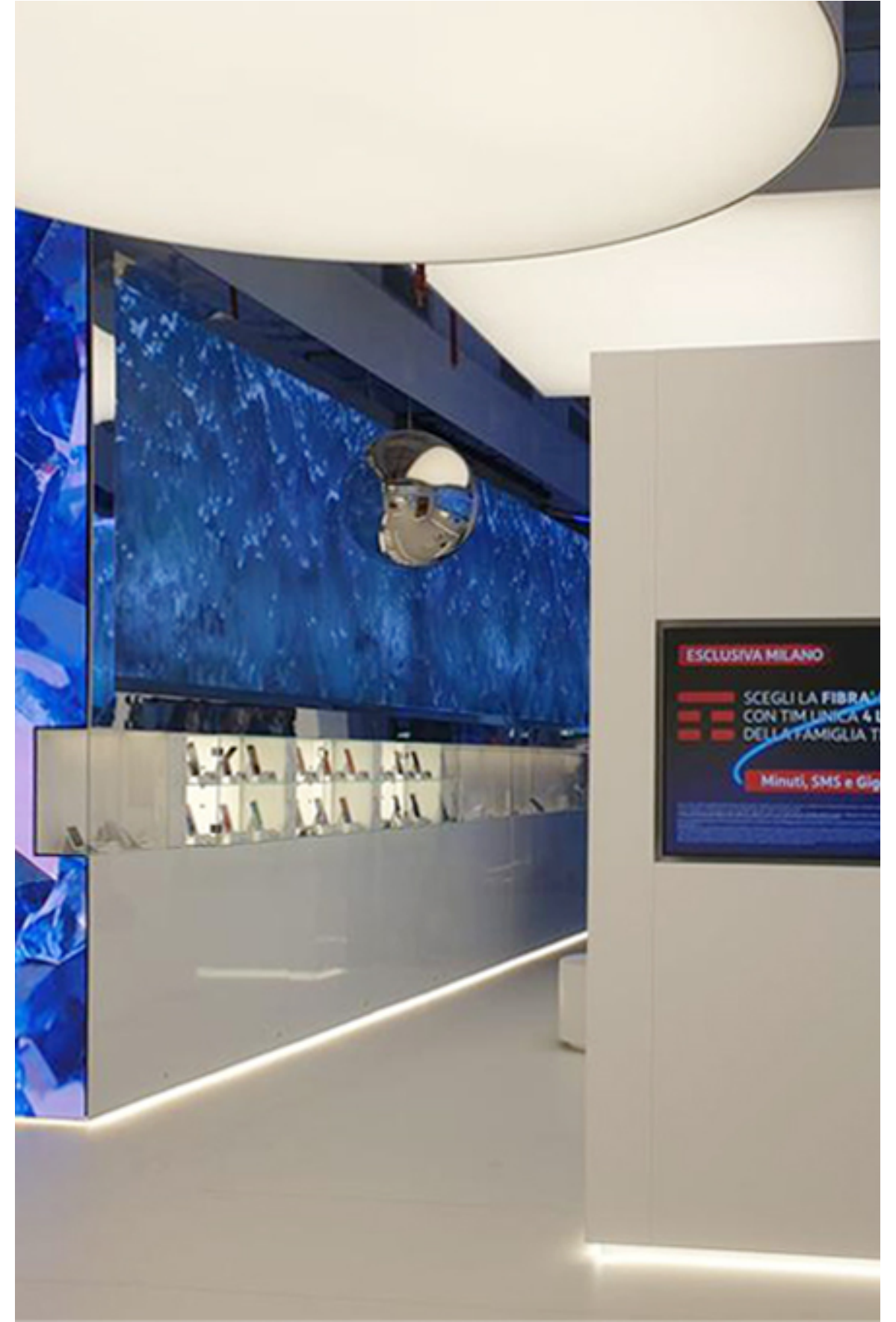
TIM

Concept Store.

Retail design. Partner: Studio Lococo.

2021





TIM

Concept Store.

Retail design. Partner: Studio Lococo.

2021





TIM

Concept Store.

Retail design. Partner: Studio Lococo.

2021





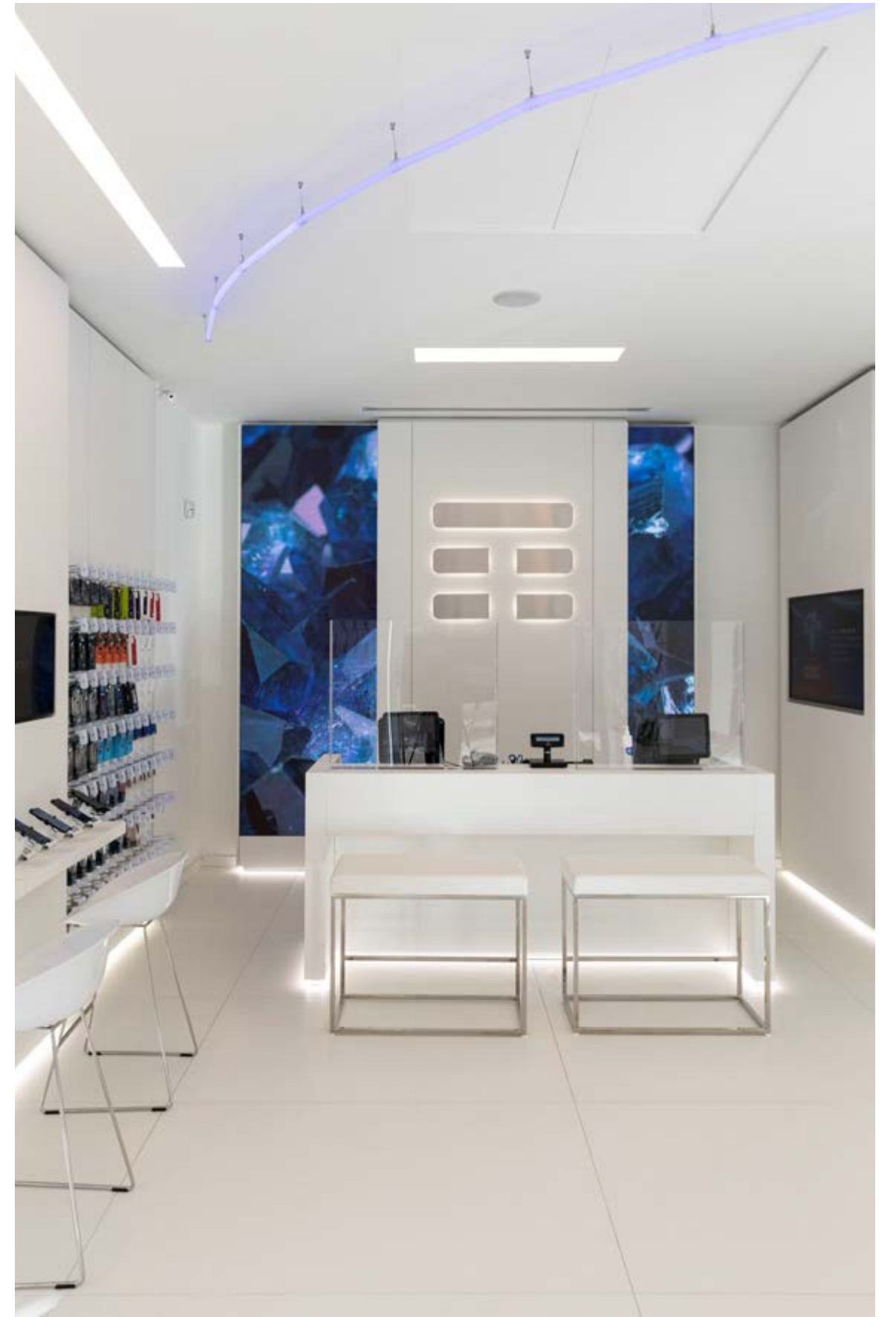
TIM

Concept Store.

Retail design. Partner: Studio Lococo.

2021





TIM

Concept Store.

Retail design. Partner: Studio Lococo.

2021





webuild 

WEBUILD

*Naming, brand design, brand architecture,
typeface design, sonic identity design.*
2020



webuild

WEBUILD

*Naming, brand design, brand architecture,
typeface design, sonic identity design.*

2020





WEBUILD

*Naming, brand design, brand architecture,
typeface design, sonic identity design.
2020*





webuild
type

Thin

abcdefghijklmnopqrstuvwxyz
1234567890«(!?)[€]\${¥}£»%@
abcdefghijklmnopqrstuvwxyz

Regular

abcdefghijklmnopqrstuvwxyz
1234567890«(!?)[€]\${¥}£»%@
abcdefghijklmnopqrstuvwxyz

Bold

abcdefghijklmnopqrstuvwxyz
1234567890«(!?)[€]\${¥}£»%@
abcdefghijklmnopqrstuvwxyz

Thin Italic

abcdefghijklmnopqrstuvwxyz
1234567890«(!?)[€]\${¥}£»%@
abcdefghijklmnopqrstuvwxyz

Italic

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1234567890«(!?)[€]\${¥}£»%@
abcdefghijklmnopqrstuvwxyz

Bold Italic

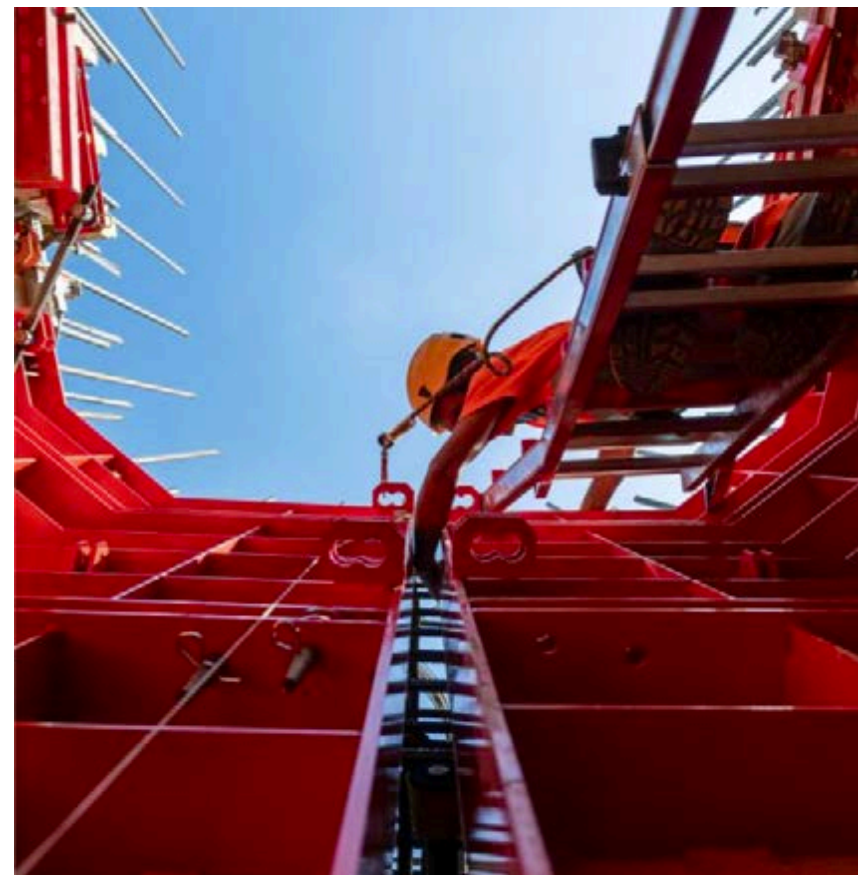
abcdefghijklmnopqrstuvwxyz
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abcdefghijklmnopqrstuvwxyz

WEBUILD

*Naming, brand design, brand architecture,
typeface design, sonic identity design.*

2020



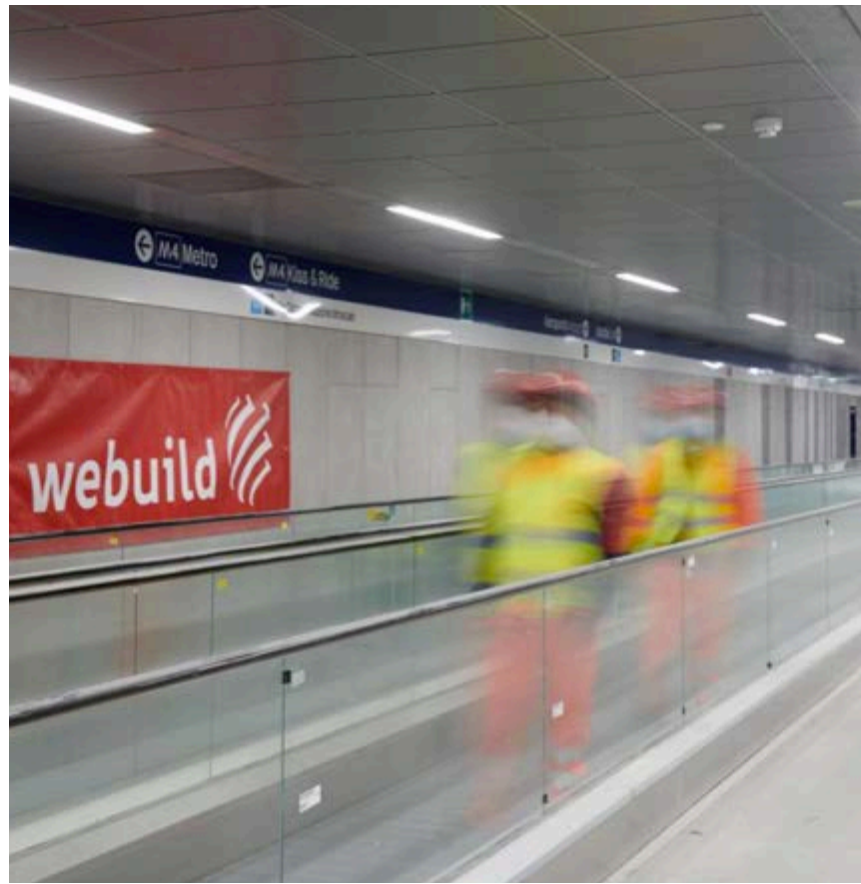


WEBUILD

*Naming, brand design, brand architecture,
typeface design, sonic identity design.
2020*









eni



ENI

*Brand design, brand architecture, typeface design, retail design
and communication design.*

2006-2010





eniline logo

e

w

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abcdefghijklm
nopqrstuvwxyz
1234567890

3

n

ENI

*Brand design, brand architecture, typeface design, retail design
and communication design.*

2006-2010



Eniline Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Bold

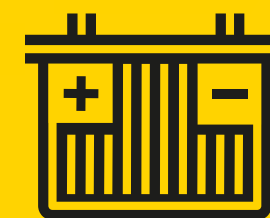
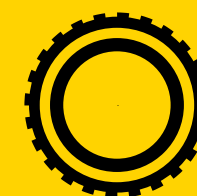
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1234567890

Qm

aaa
eee



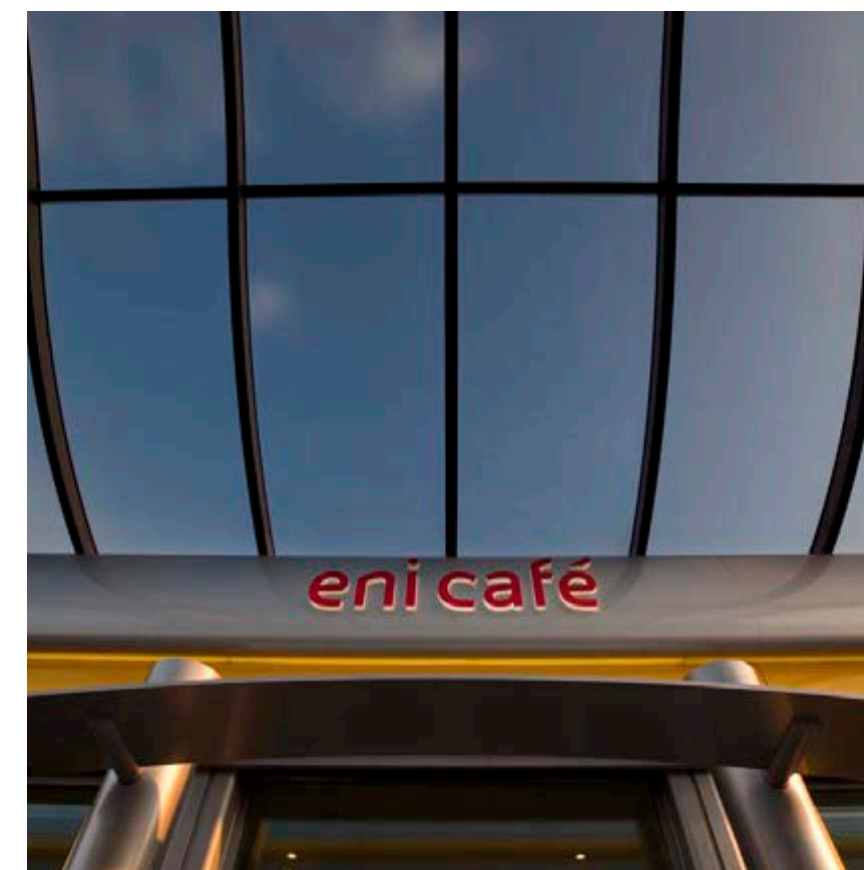
ENI

*Brand design, brand architecture, typeface design, retail design
and communication design.*

2006-2010

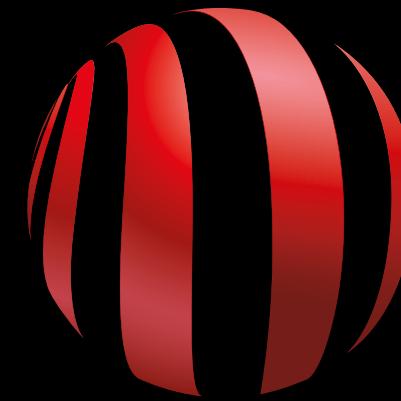








AC MILAN



CASA MILAN

AC MILAN

*Football Club. Brand design, brand architecture, typeface design,
editorial design and communication design.*

2012-2017



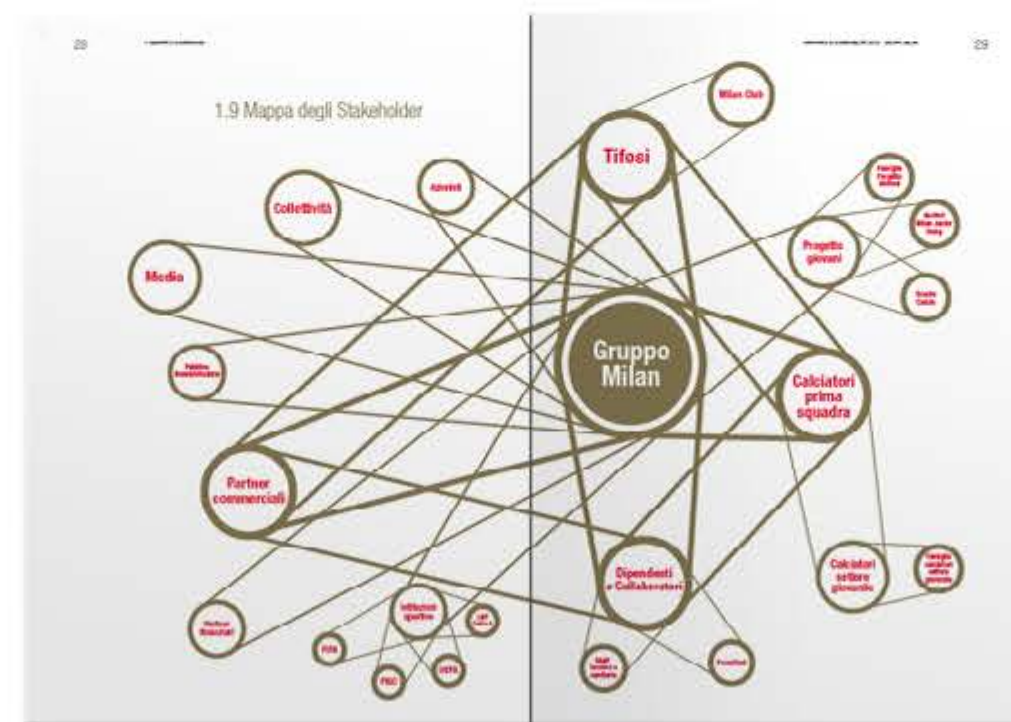
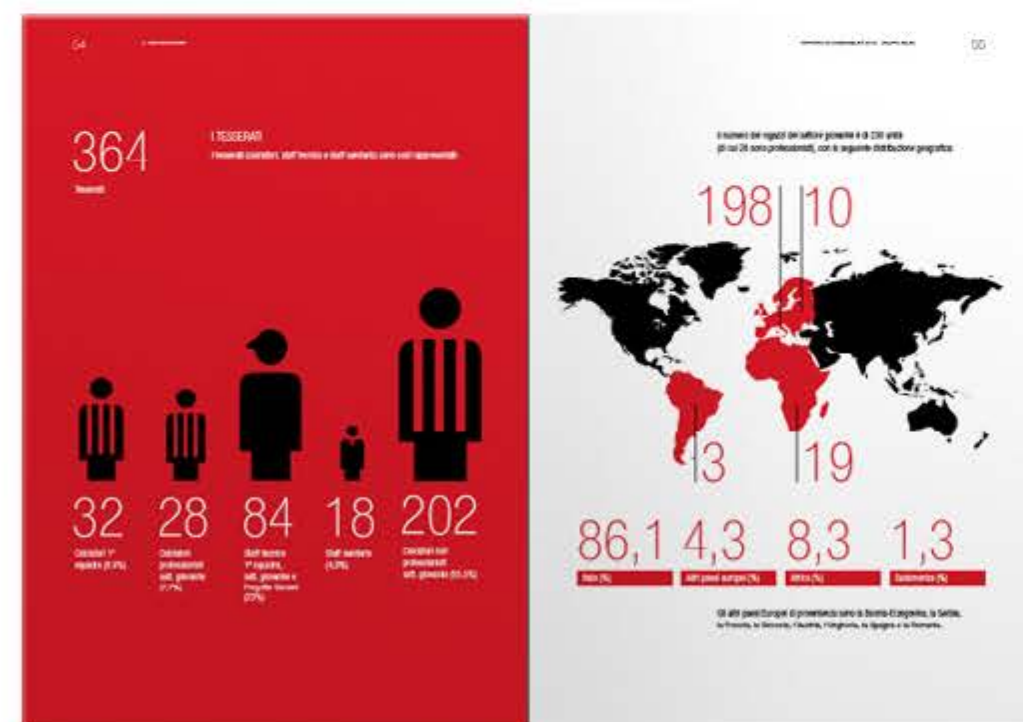
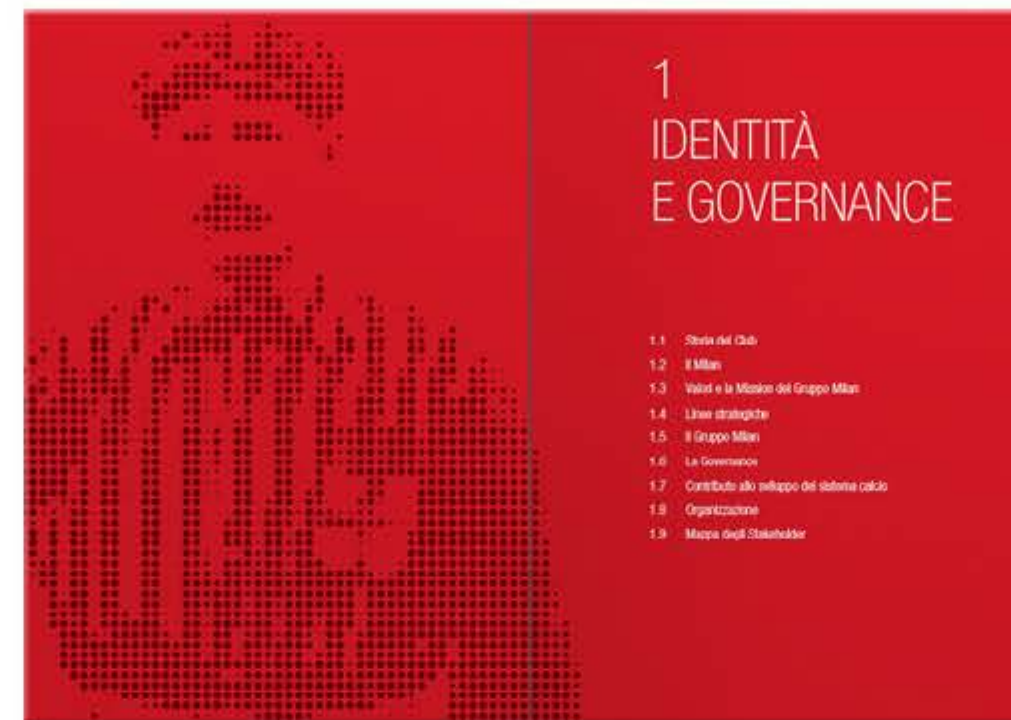
Ambito calcistico	Ambito corporate	Ambito commerciale	Ambito comunicazione	Ambito no-profit	Casa Milan
					
					
	AC Milan SpA Milan Entertainment Srl Milan Real Estate SpA	MILAN ACADEMY MILAN ACADEMY JUNIOR CAMP MILAN ACADEMY SCUOLA CALCIO	FORZA MILAN MILAN TV	FONDAZIONE MILAN MILAN GLORIE	CUCINA MILANELLO MILAN STORE MONDO MILAN



AC MILAN
Football Club. Brand design, brand architecture, typeface design, editorial design and communication design.
2012-2017







AC MILAN
Football Club. Brand design, brand architecture, typeface design, editorial design and communication design.
 2012-2017





AC MILAN

MilanType Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MilanType Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

MilanType Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

MilanType Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

AC MILAN
MILANTYPE

AC MILAN

*Football Club. Brand design, brand architecture, typeface design,
editorial design and communication design.*

2012-2017





Fly
irato

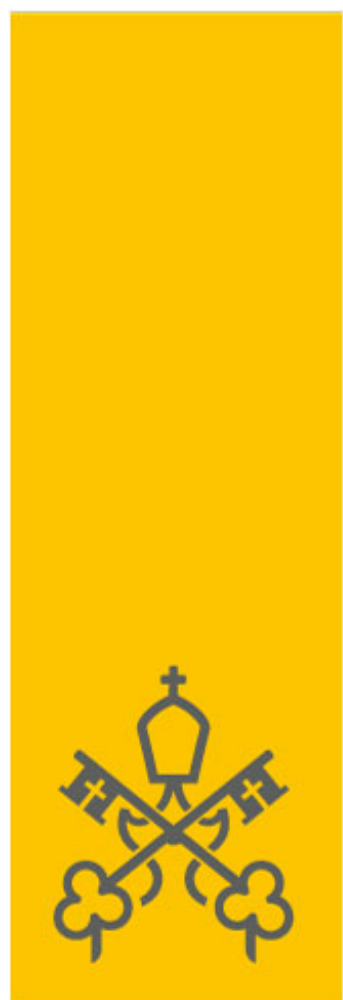












MV



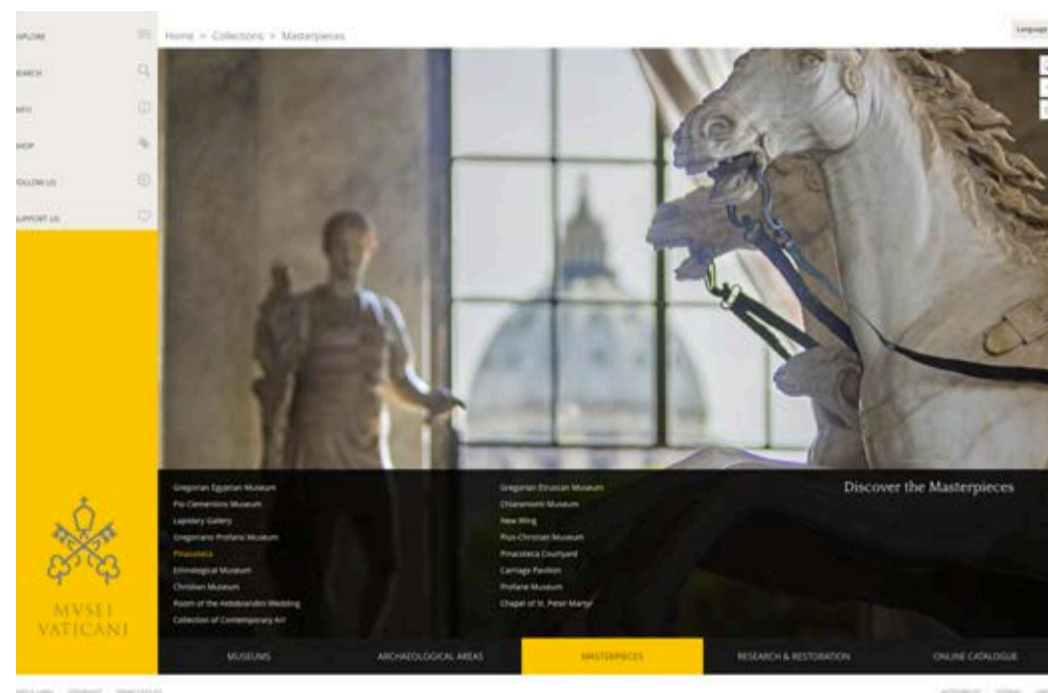
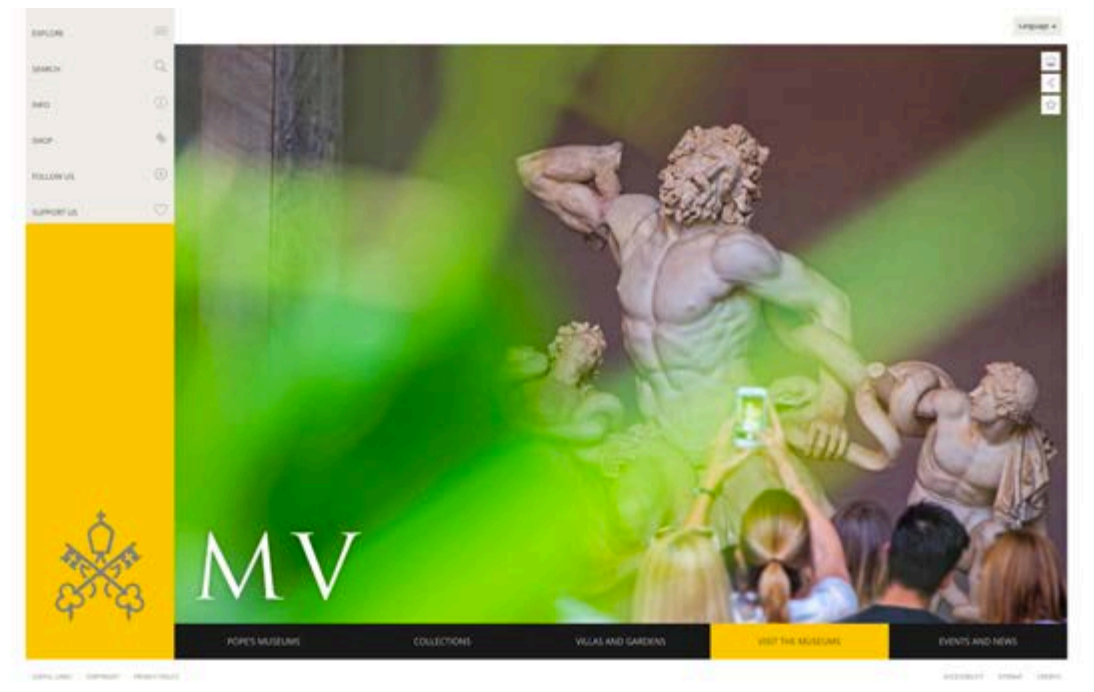
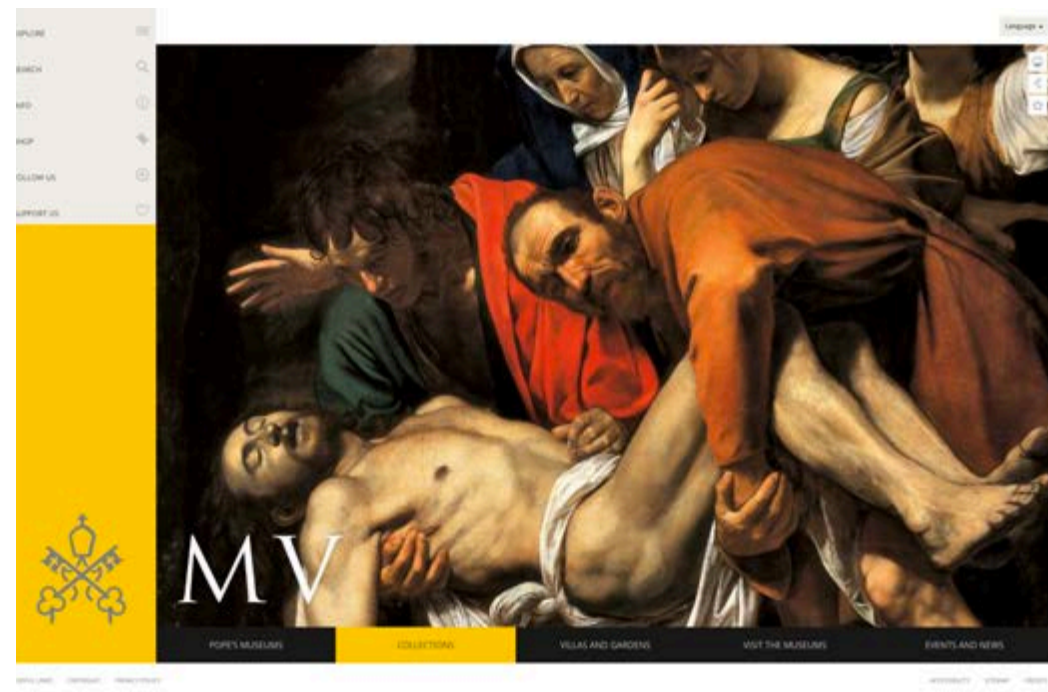
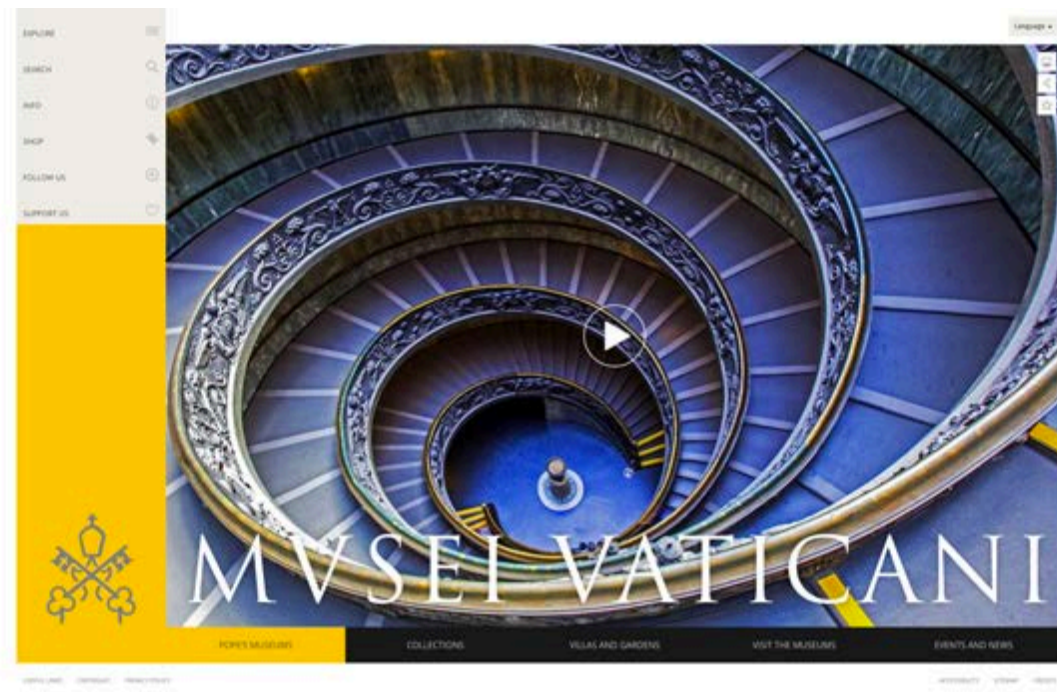
MVSEI VATICANI

MUSEI VATICANI

*Museum of art and history. Brand design,
communication design, digital design.*

2017



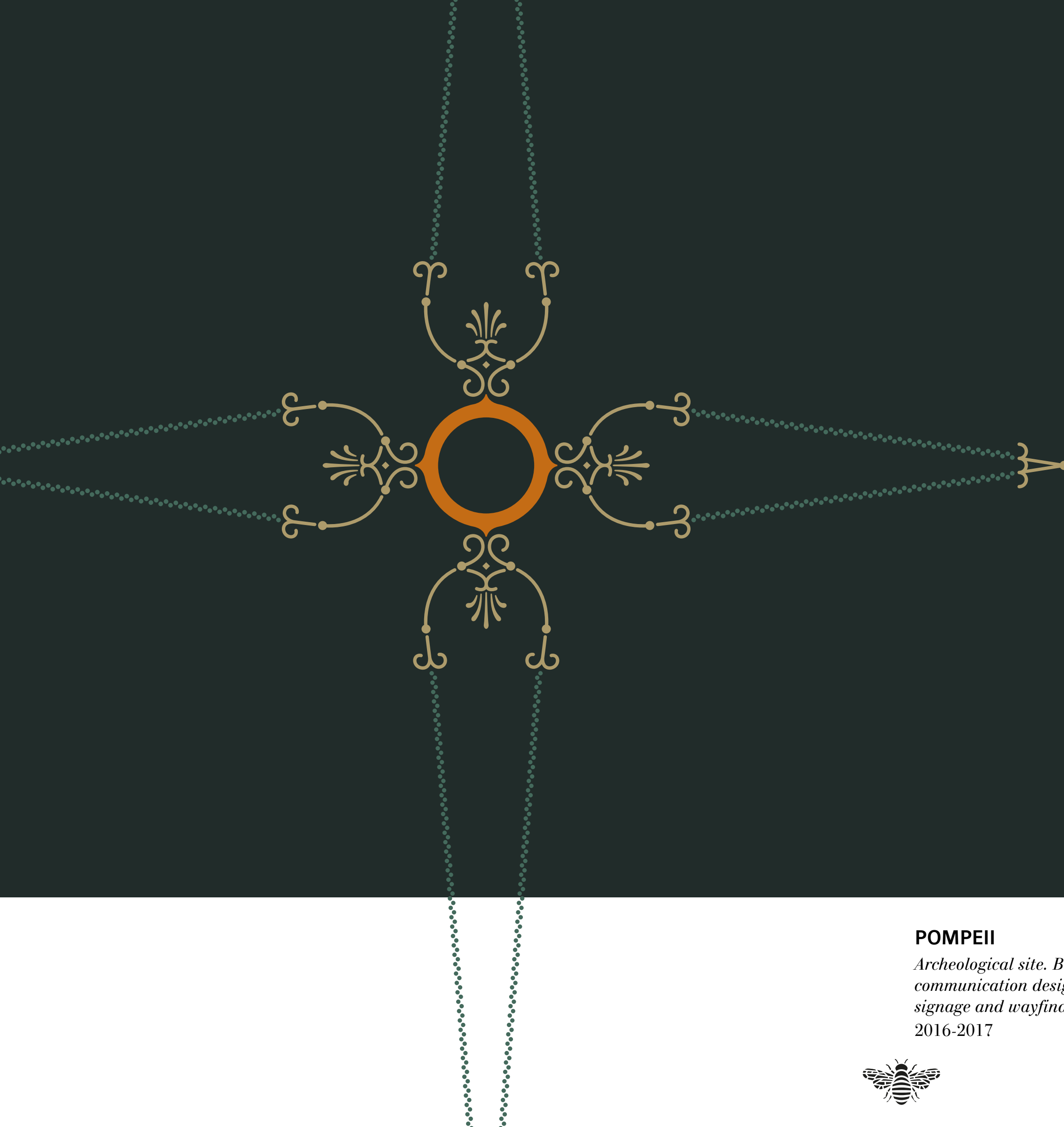


MUSEI VATICANI

*Museum of art and history. Brand design,
communication design, digital design.*

2017





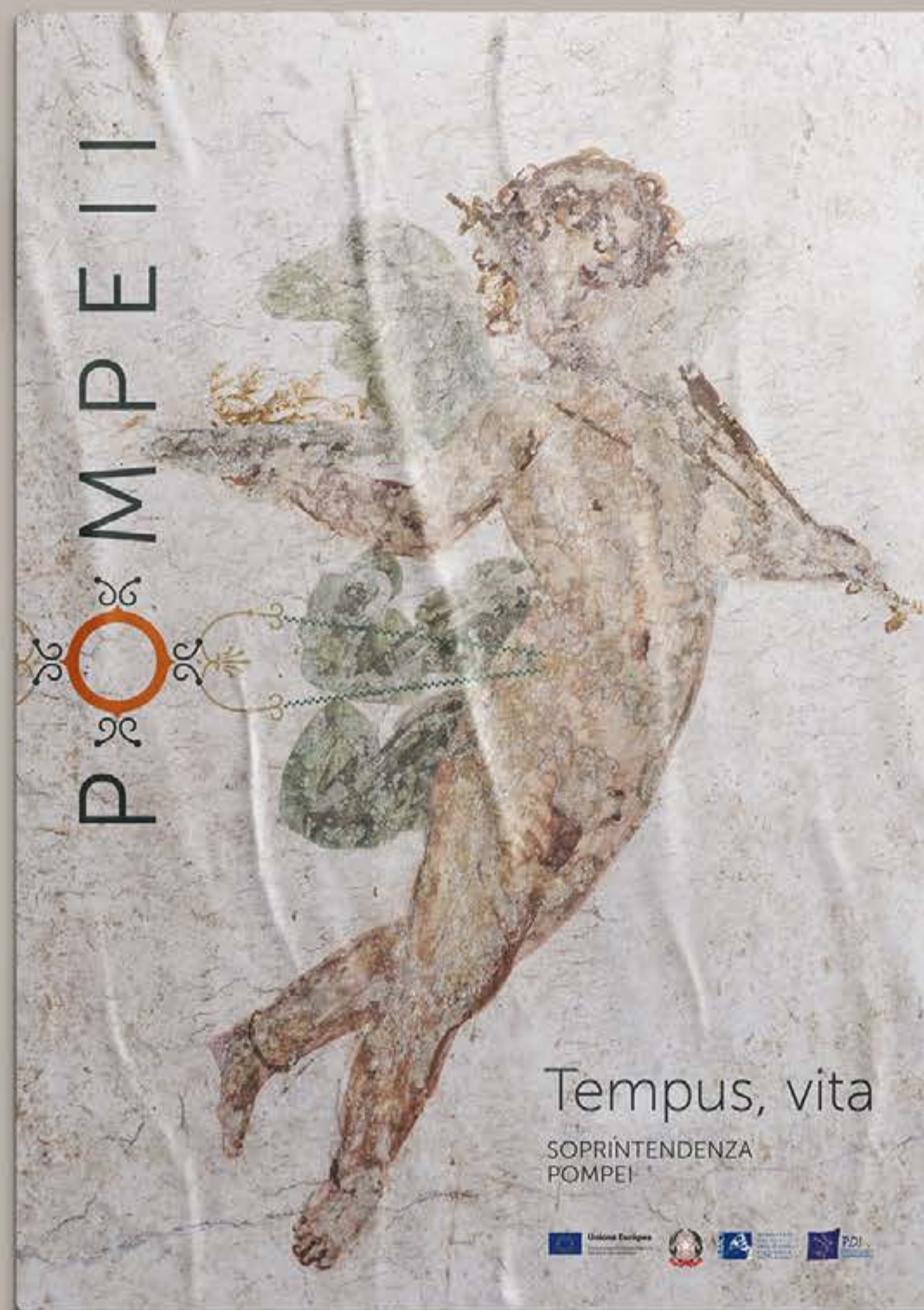
POMPEII

SOPRINTENDENZA
POMPEI

POMPEII

*Archeological site. Brand design,
communication design,
signage and wayfinding design.*
2016-2017

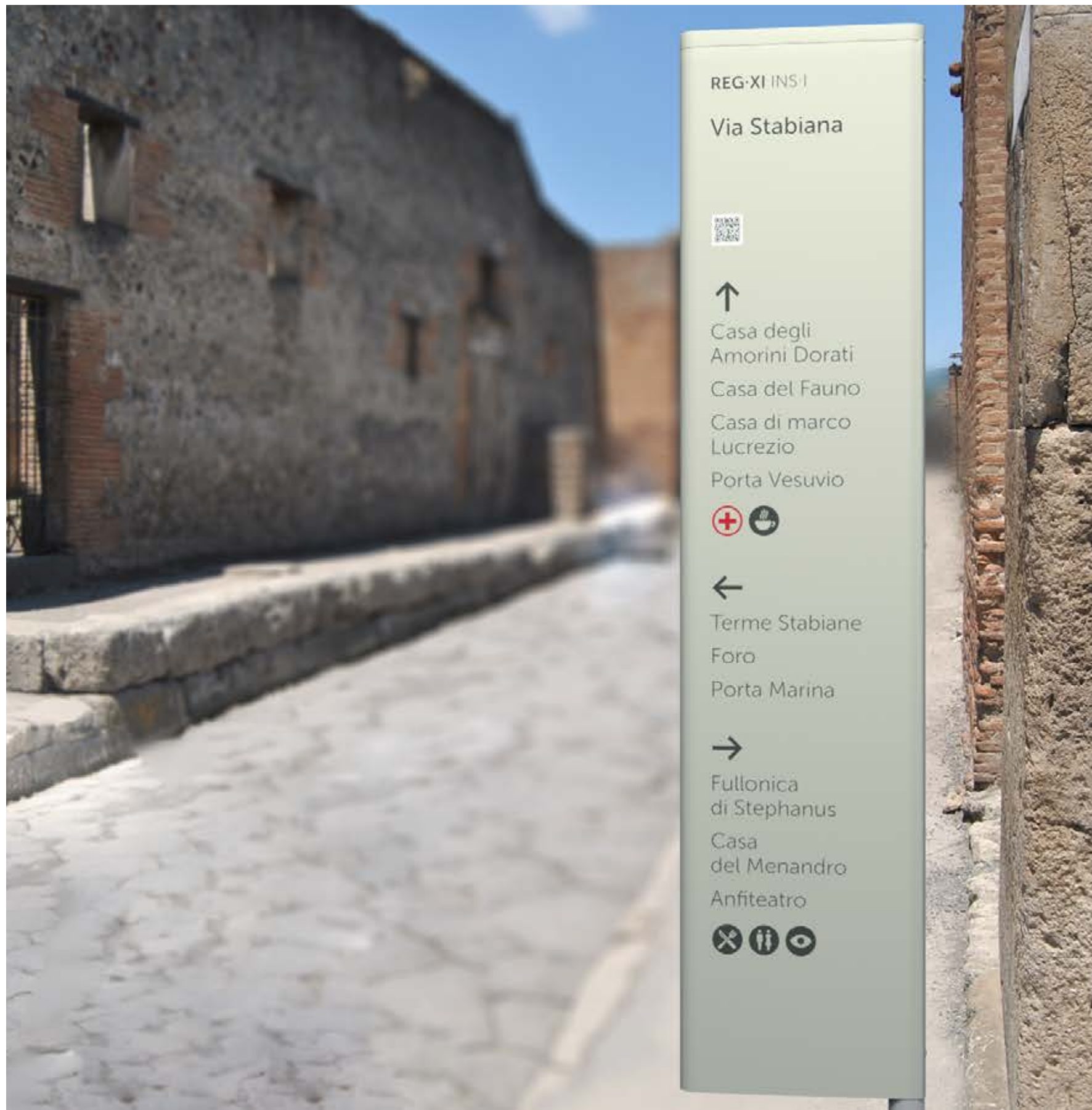




POMPEII

*Archeological site. Brand design,
communication design,
signage and wayfinding design.
2016-2017*



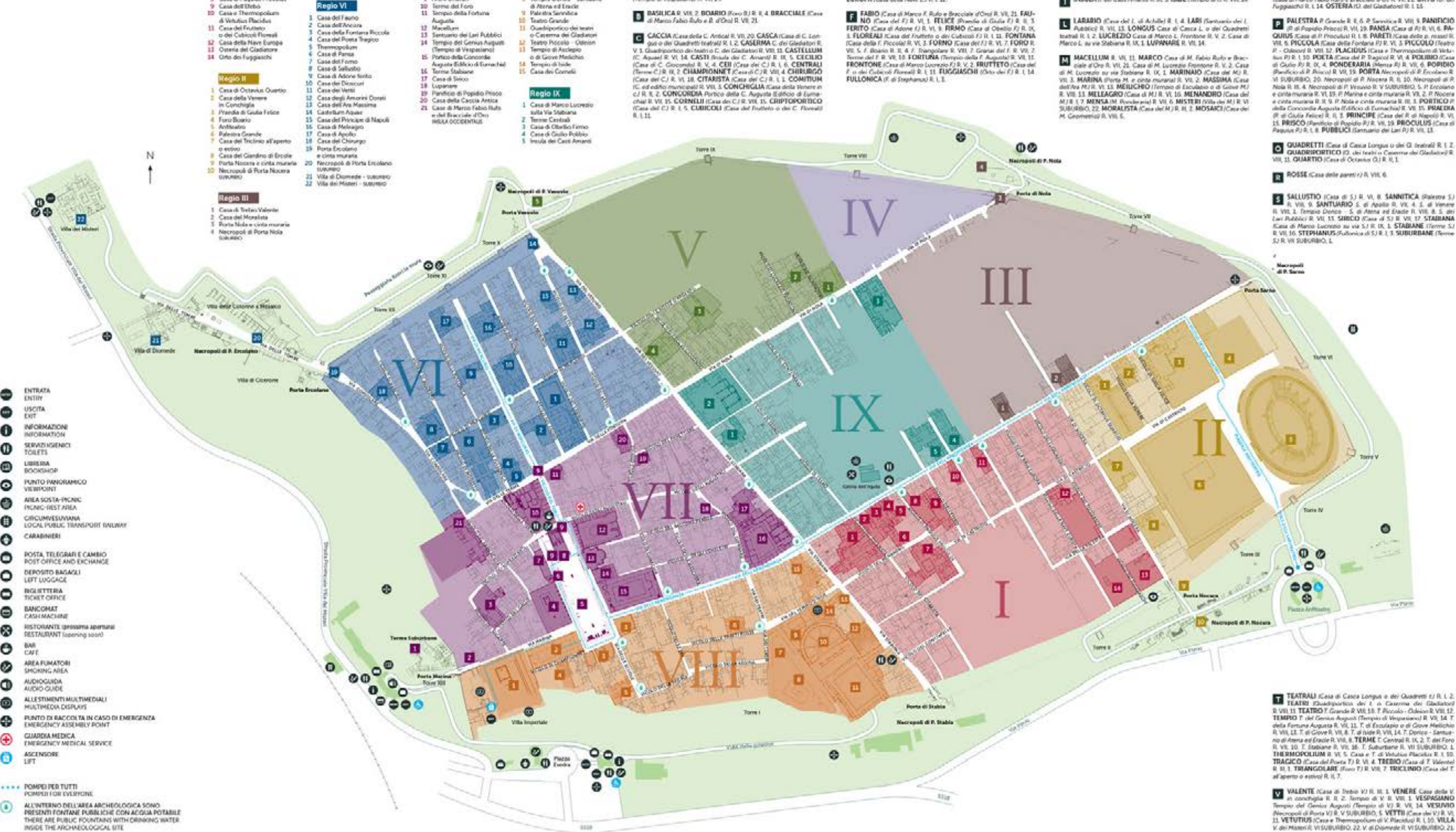


POMPEII

*Archeological site. Brand design,
communication design,
signage and wayfinding design.
2016-2017*



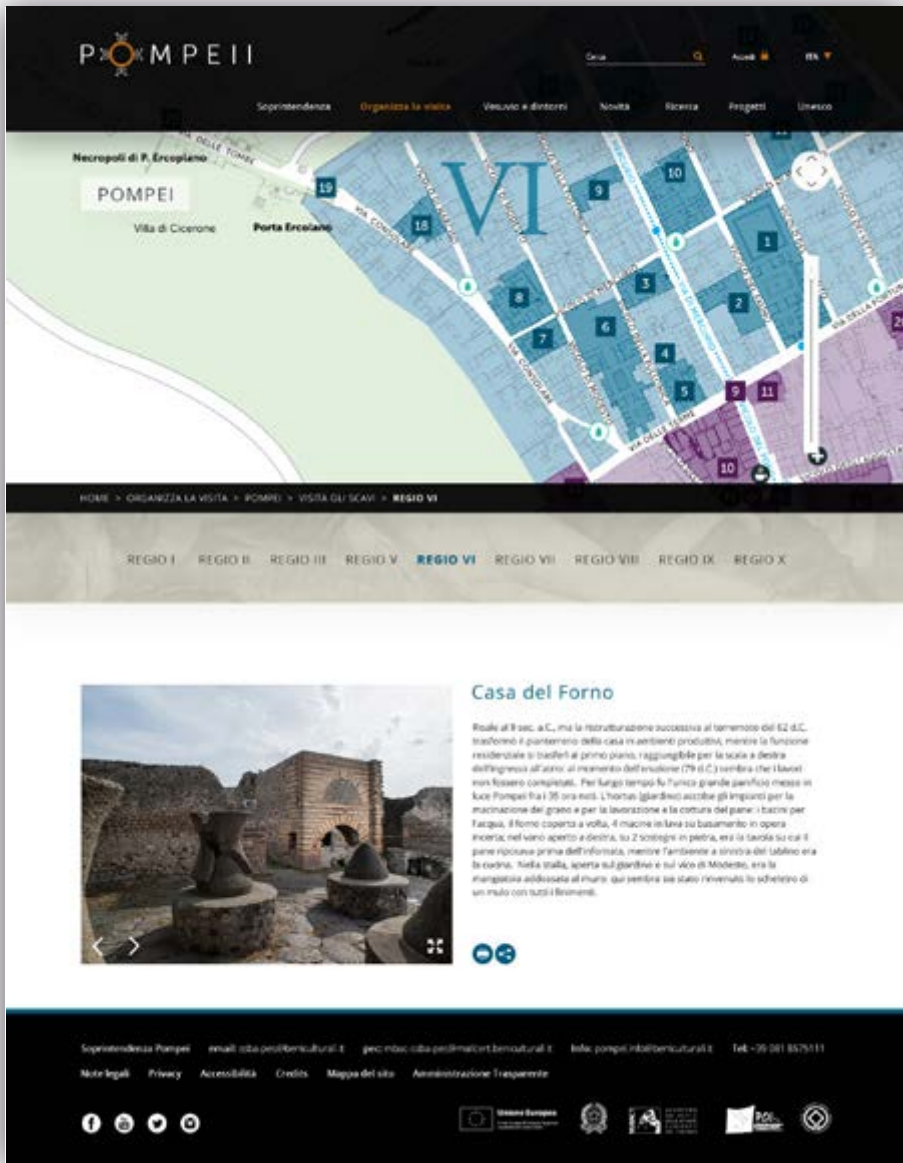
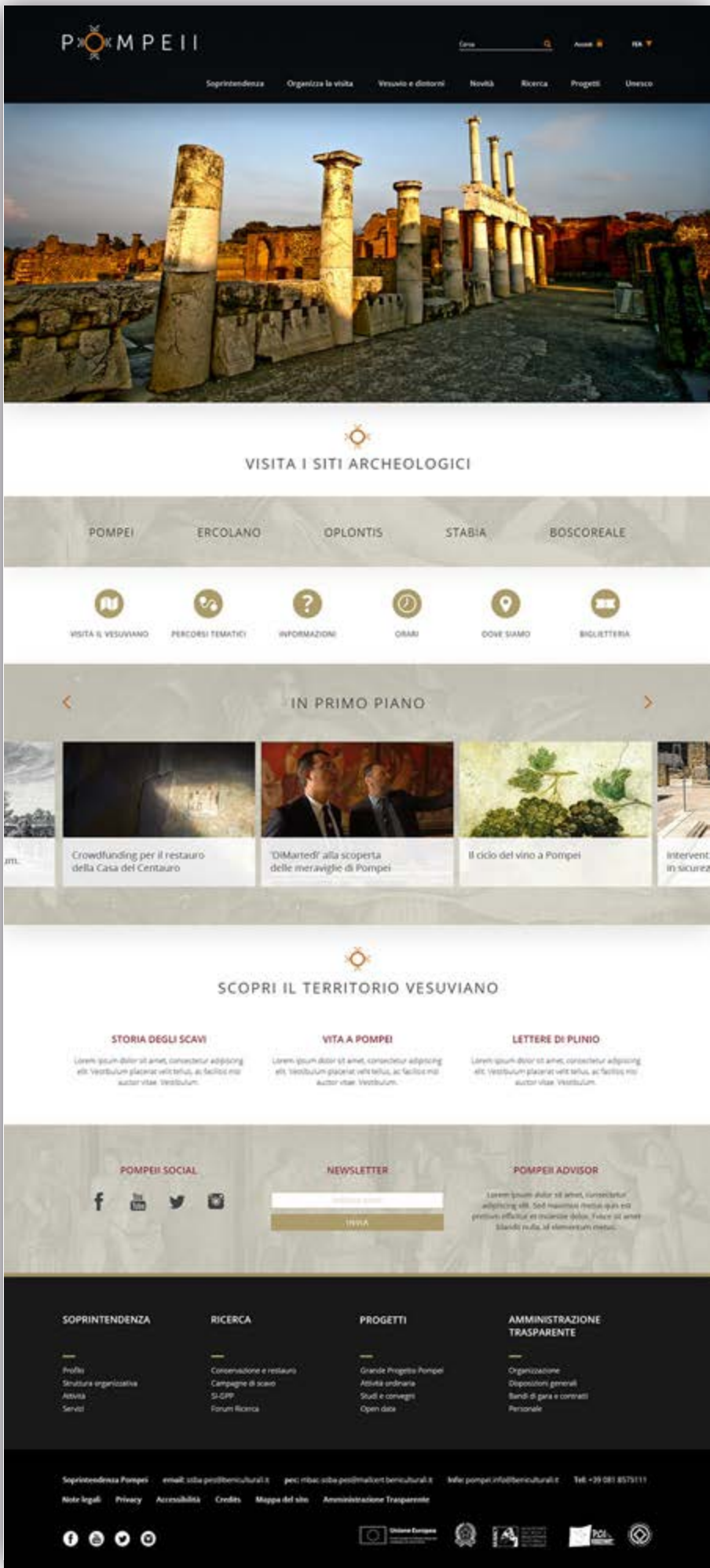
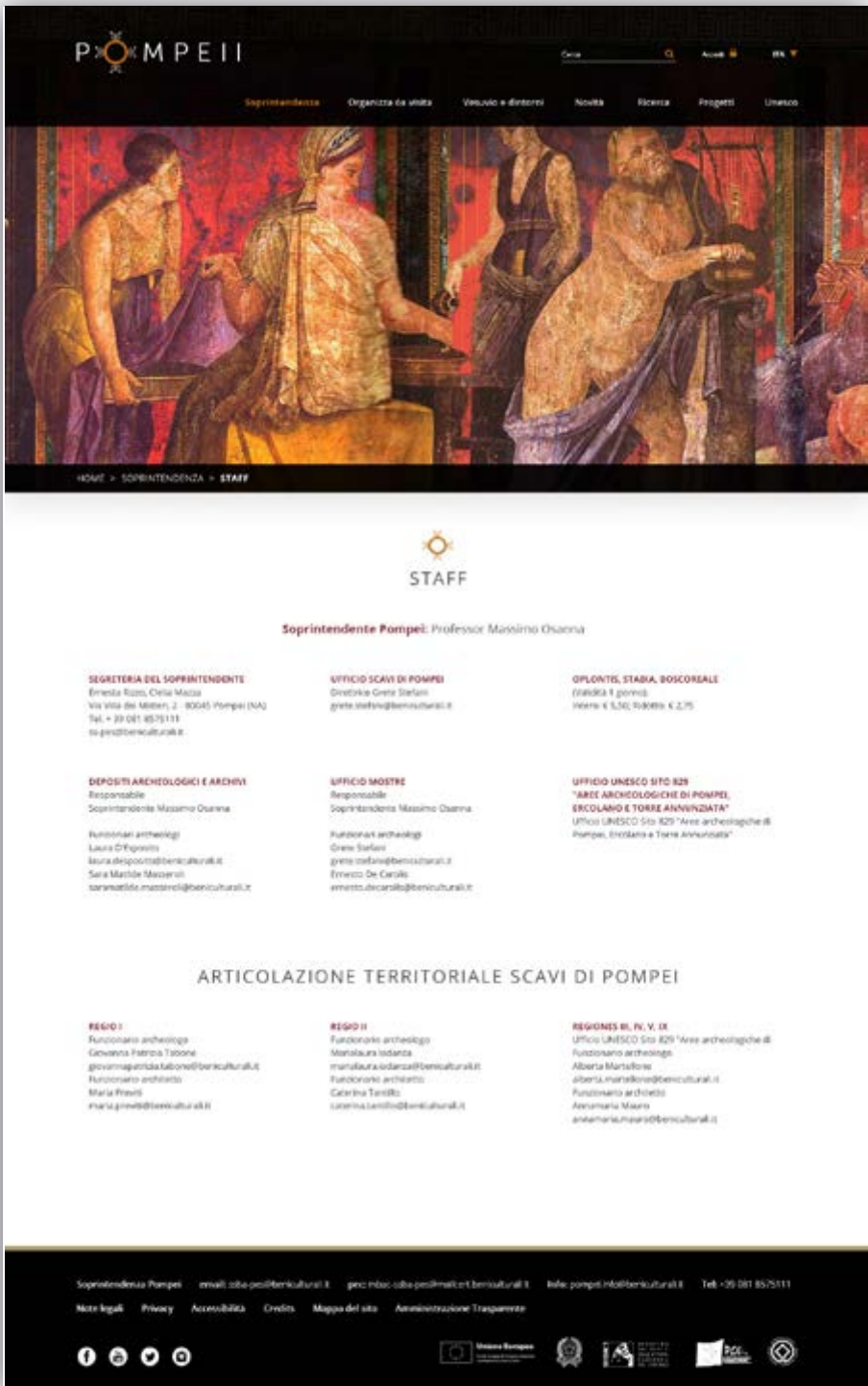
Pianta degli scavi
di Pompei
Plan of the excavations
of Pompeii



POMPEII
Archeological site. Brand design,
communication design,
signage and wayfinding design.
2016-2017









LUISS University

*Brand design, brand architecture, editorial design, typeface design
and communication design.*

2017-2020



Luiss Sans Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Luiss Sans Thin Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Luiss Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Luiss Sans Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Luiss Sans Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Luiss Sans Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Luiss Sans

LUISS University

*Brand design, brand architecture, editorial design, typeface design
and communication design.*

2017-2020



Luiss Serif

Luiss Serif Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Luiss Serif Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Luiss Serif Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Luiss Serif Bold Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

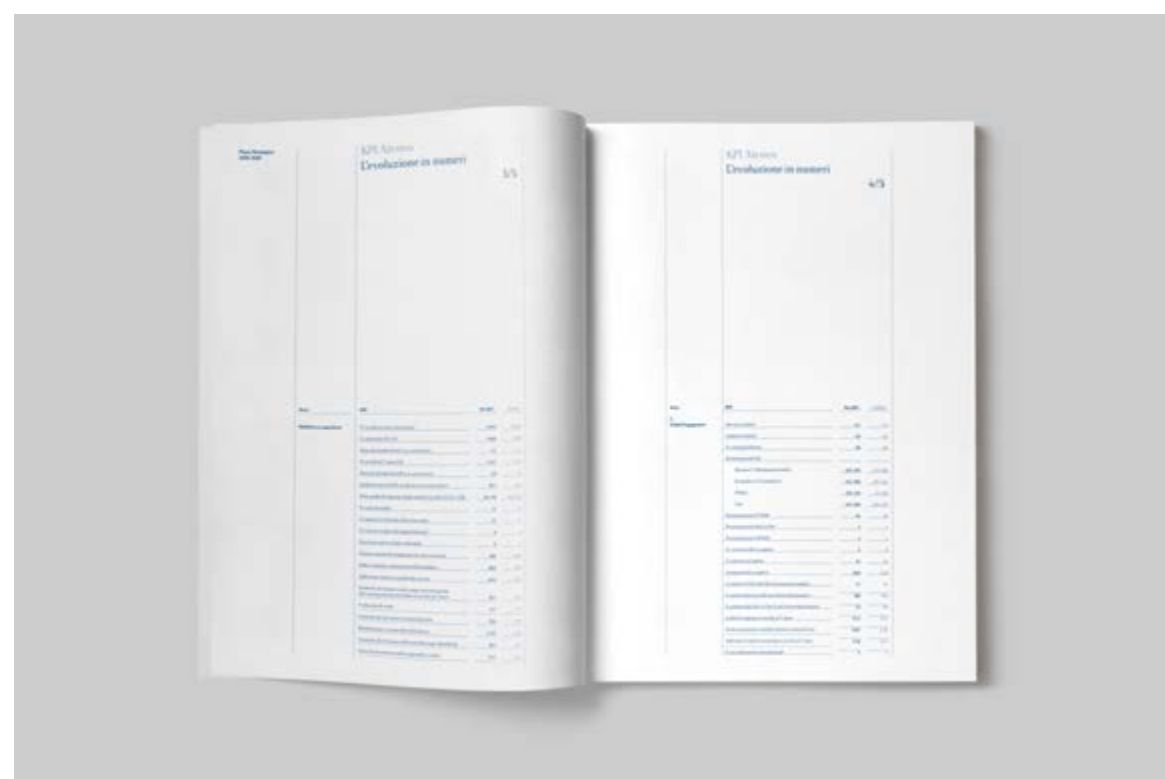
LUISS University

*Brand design, brand architecture, editorial design, typeface design
and communication design.*

2017-2020





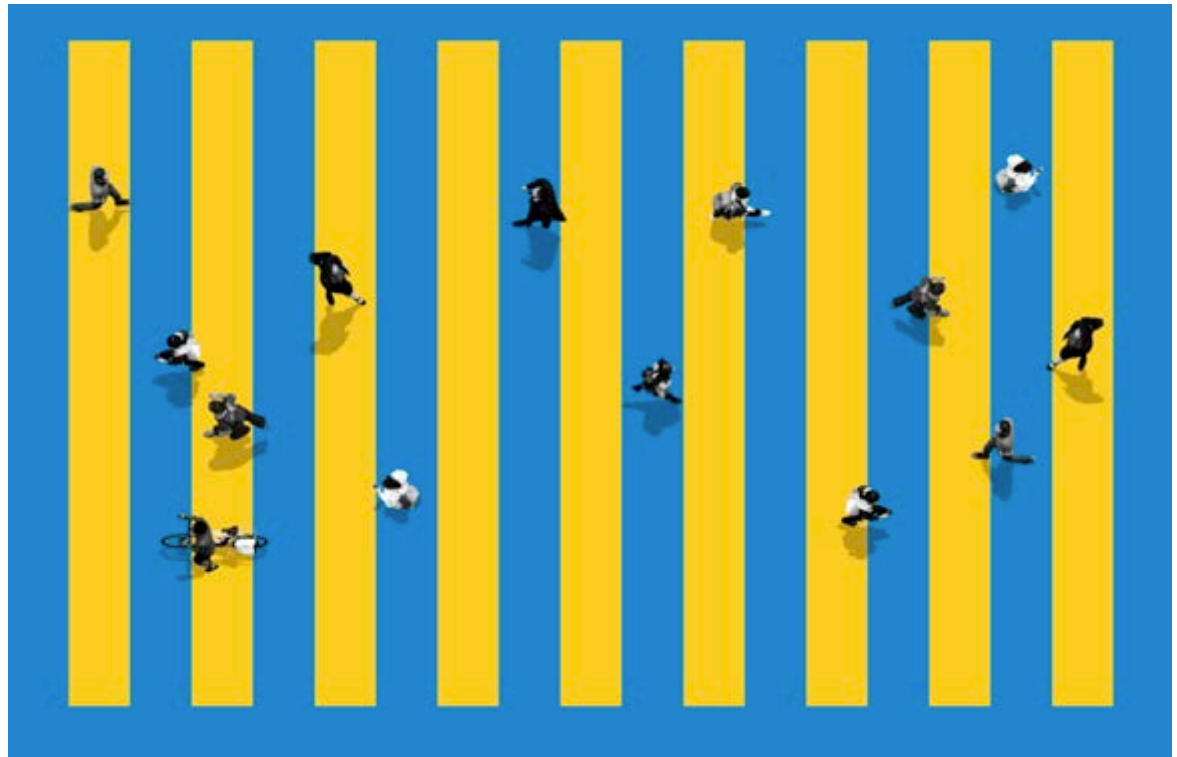
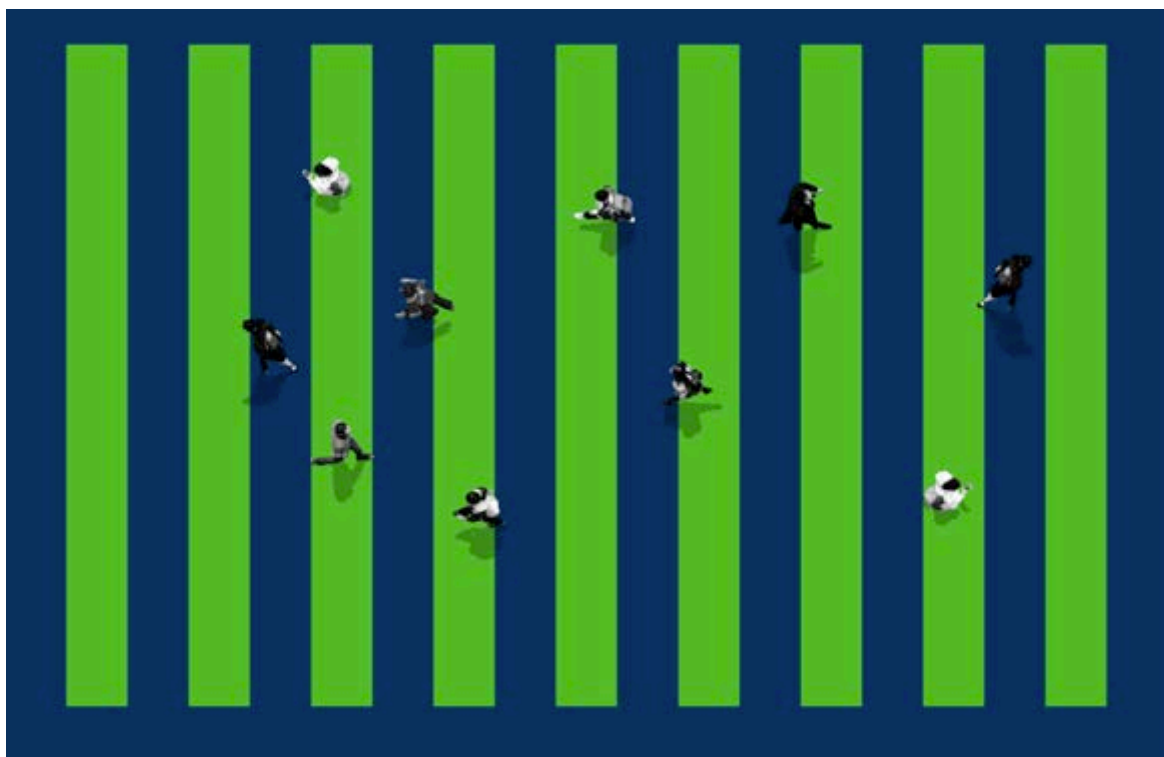


LUISS University

Brand design, brand architecture, editorial design, typeface design and communication design.

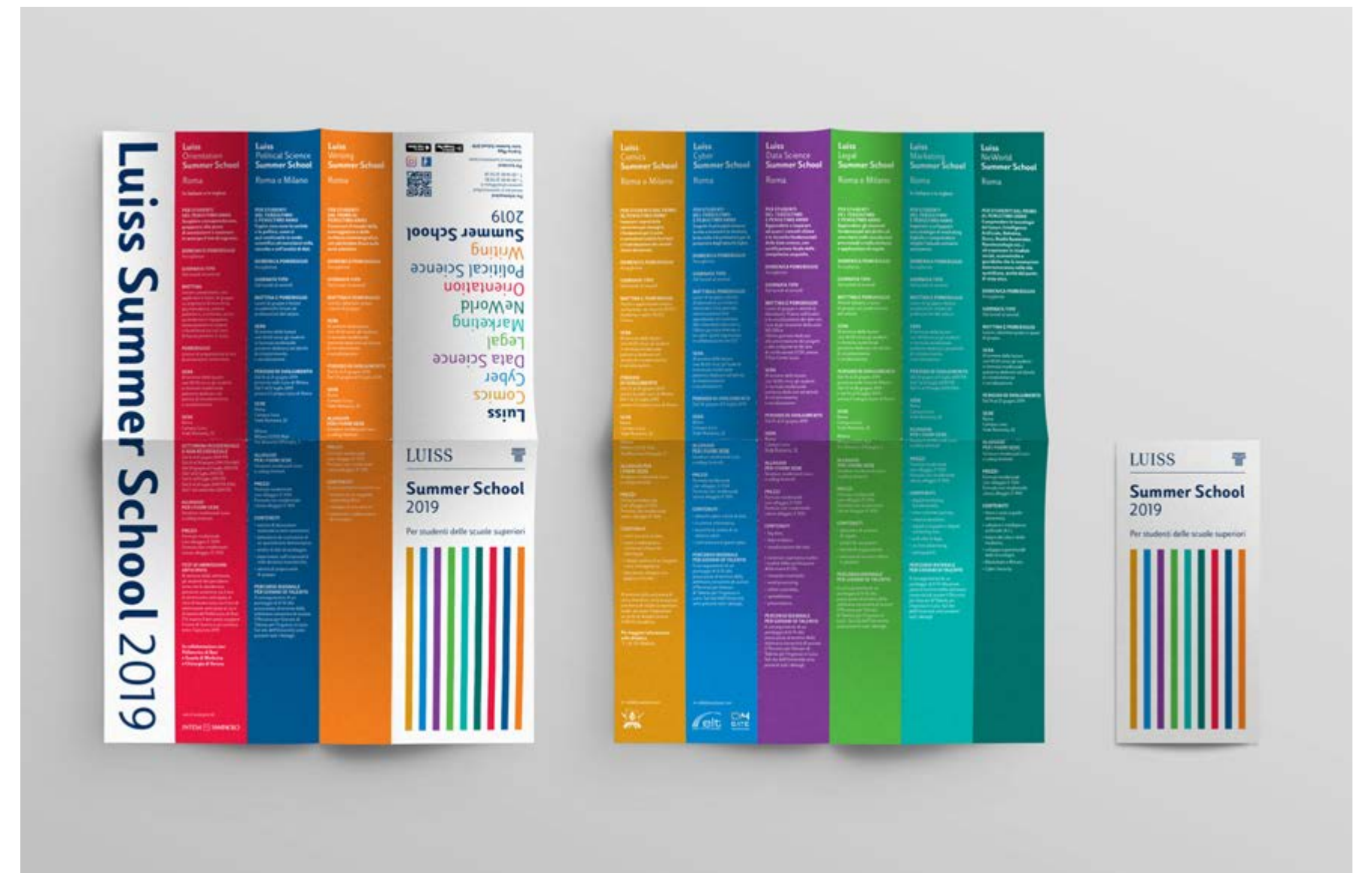
2017-2020





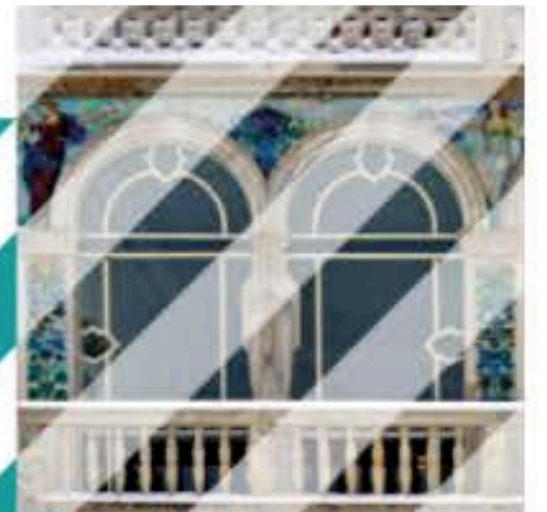
LUISS University
*Brand design, brand architecture, editorial design, typeface design
 and communication design.*
 2017-2020





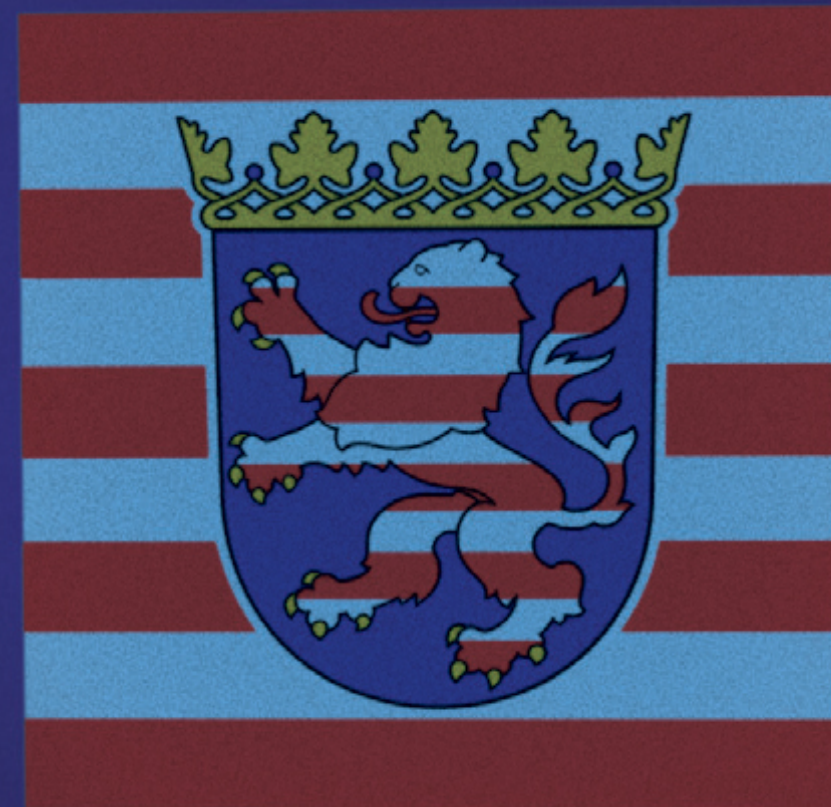
Luiss Business School







HESSEN



HESSEN

*Hessen Lander (Germany). Brand design, type design
and communication design.*

2000-2003



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ÖÄÜ

BnBn

a

Hassia Normal

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Hassia Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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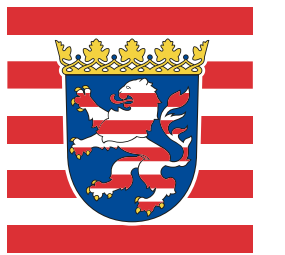
HESSEN

*Hessen Lander (Germany). Brand design, type design
and communication design.*

2000-2003



HESSEN



Milano



Comune
di Milano



COMUNE DI MILANO

*City of Milan. Brand design, brand architecture,
typeface design, signage and way finding design,
communication design.*

2000-2002



b m n r h s

i

M m
B b M m

1 2 3 4 5 6 7 8 9

Milano City

Milano



Comune
di Milano

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0





COMUNE DI MILANO

City of Milan. Brand design, brand architecture, typeface design, signage and way finding design, communication design.

2000-2002



MetroMilano Display

Bb

Text

BbBb

Metro Milano Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Metro Milano Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Metro Milano Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Metro Milano Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890





COMUNE DI MILANO
*City of Milan. Brand design, brand architecture,
typeface design, signage and way finding design,
communication design.*
2000-2002



ROMA



Comune di Roma

atac

ROMA



mobilità

ROMA



ama

ROMA



mobilità

ROMA

carsharing

mobilità

ROMA

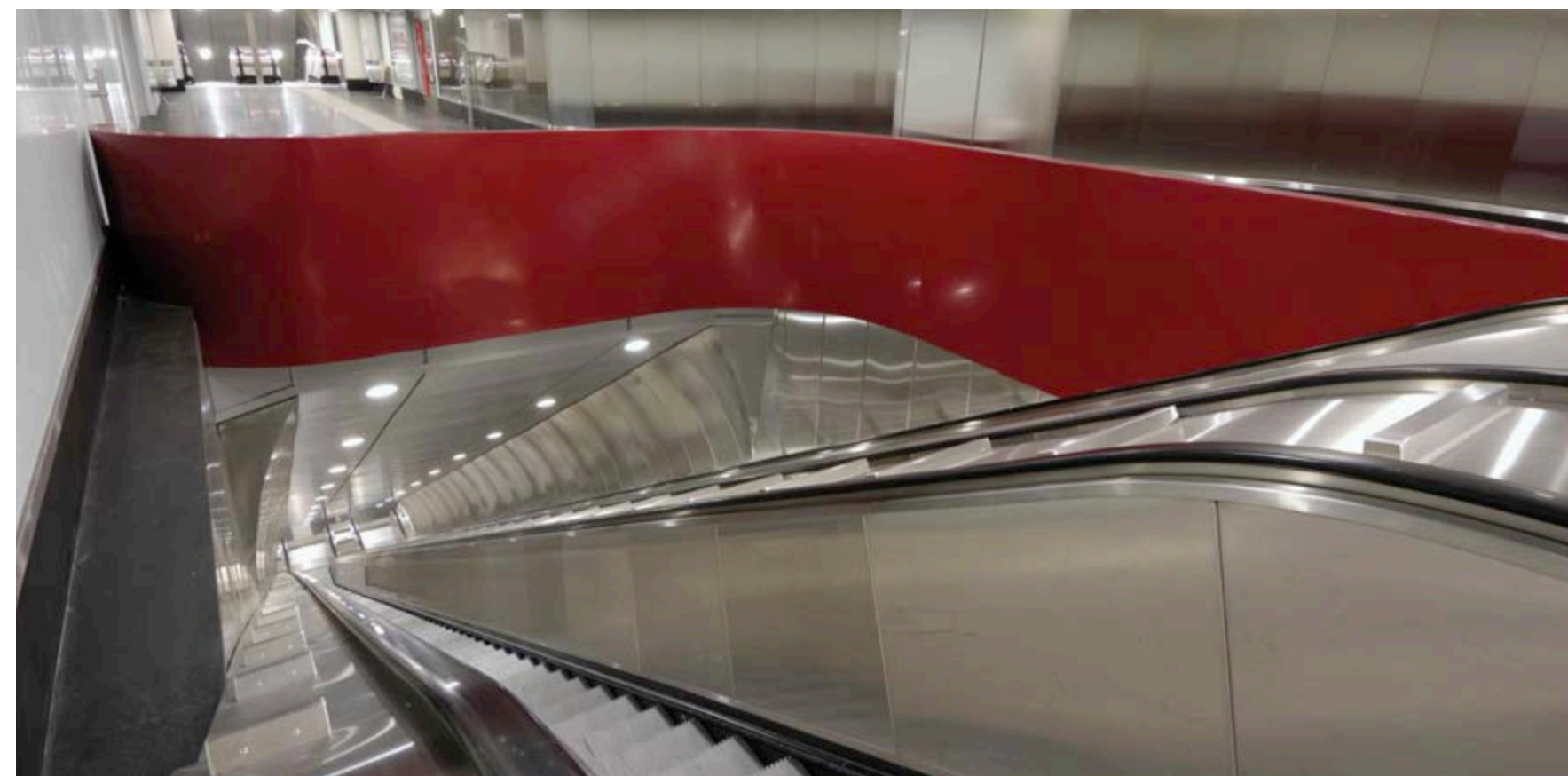
bikesharing

COMUNE DI ROMA

*City of Rome. Brand design, brand architecture, typeface design,
environmental design, communication design.*

2004-2009





COMUNE DI ROMA

City of Rome. Brand design, brand architecture, typeface design, environmental design, communication design.

2004-2009



Urbs uno

ROMA

Urbs due

†SPQR

Urbs tre

ABCDESPROMG
1234abcd

Urbs quattro

ABCDESPROMG
123abcd





Urbs Display

Urbs Display Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

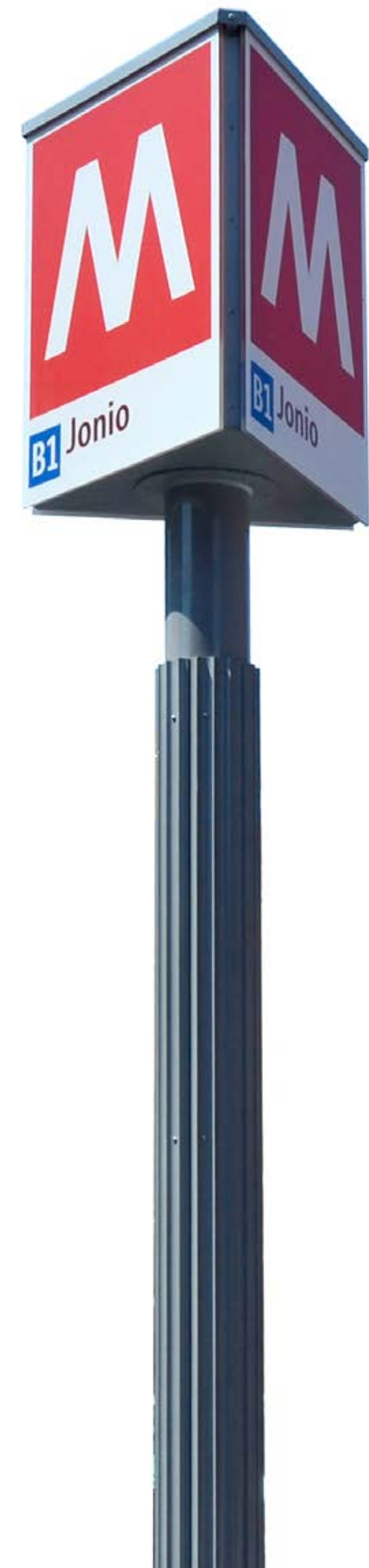
Urbs Display Bold

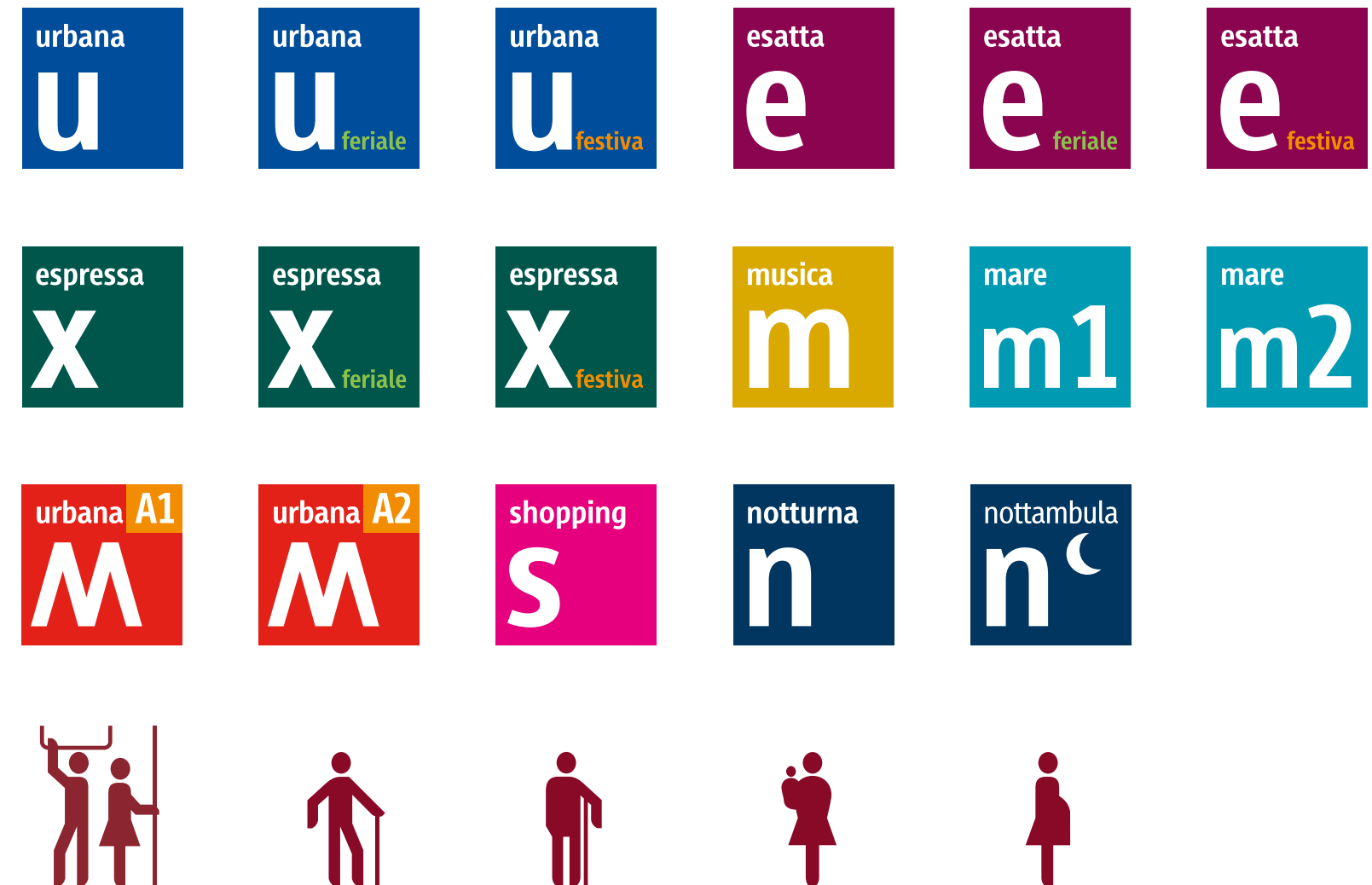
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890







COMUNE DI ROMA

*City of Rome. Brand design, brand architecture, typeface design,
environmental design, communication design.*

2004-2009





CONI

*Italian Olympic Committee. Brand design,
brand architecture and communication design.
2003-2008*





CONI

*Italian Olympic Committee. Brand design,
brand architecture and communication design.
2003-2008*





CONI

*Italian Olympic Committee. Brand design,
brand architecture and communication design.
2003-2008*



Scuola
Italia
dello Sport Coni

Casa Italia Coni





CONI

Italian Olympic Committee.

Brand design, brand architecture, communication design.

2014-2015





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OLYMPIC TEAM

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Band design, brand architecture, communication design.

2014-2015





OLYMPIC TEAM

Italian Olympic Committee.

Band design, brand architecture, communication design.

2014-2015





italo



NTV - ITALO

*Railway Company. Brand design
and communication design.*

2011



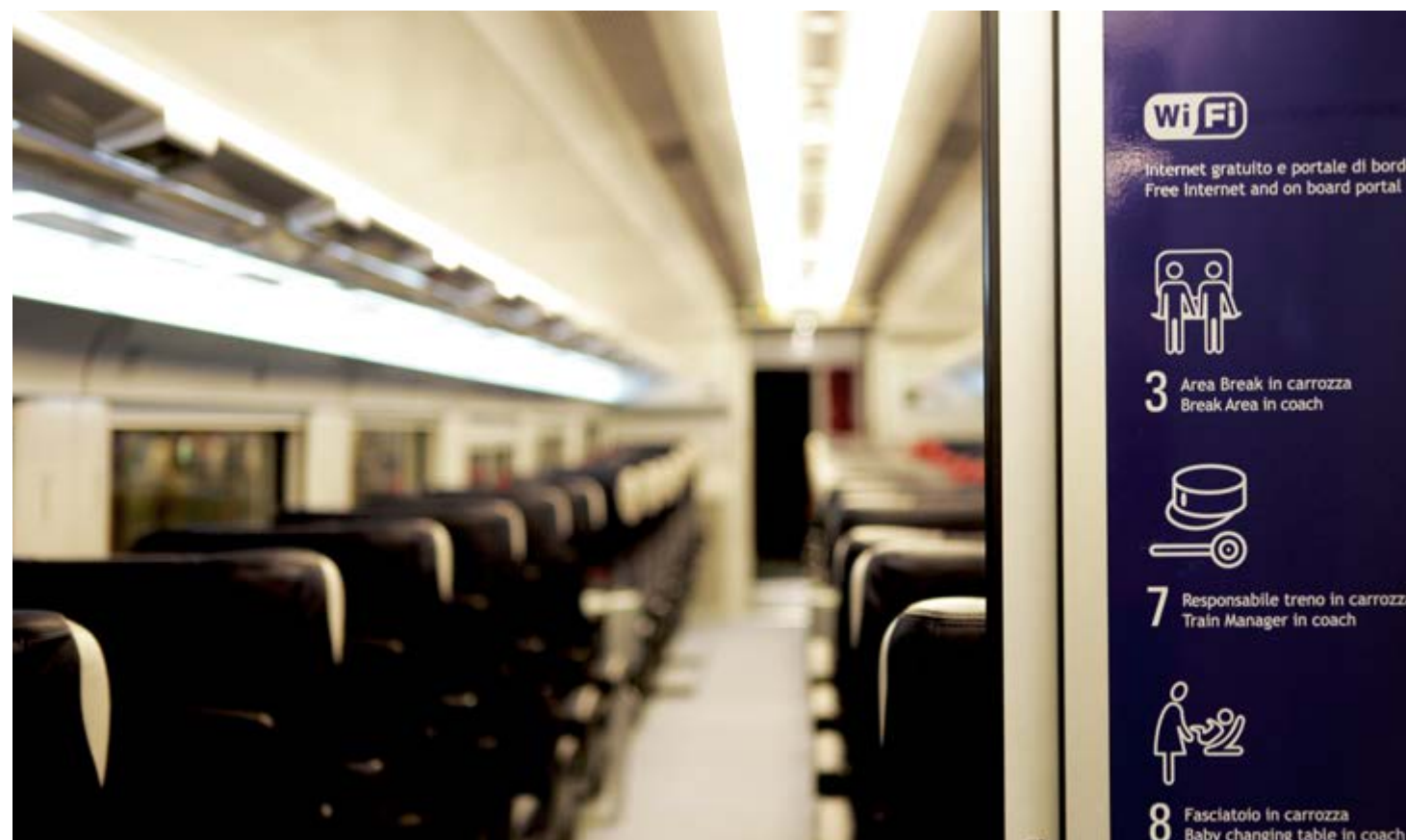


NTV - ITALO

*Railway Company. Brand design
and communication design.*

2011





NTV - ITALO

*Railway Company. Brand design
and communication design.*

2011





RUSAL

Russian Aluminium (Russia).

Brand design, brand architecture and communication design..

2001-2002



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