

1980 1981 1982  
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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.

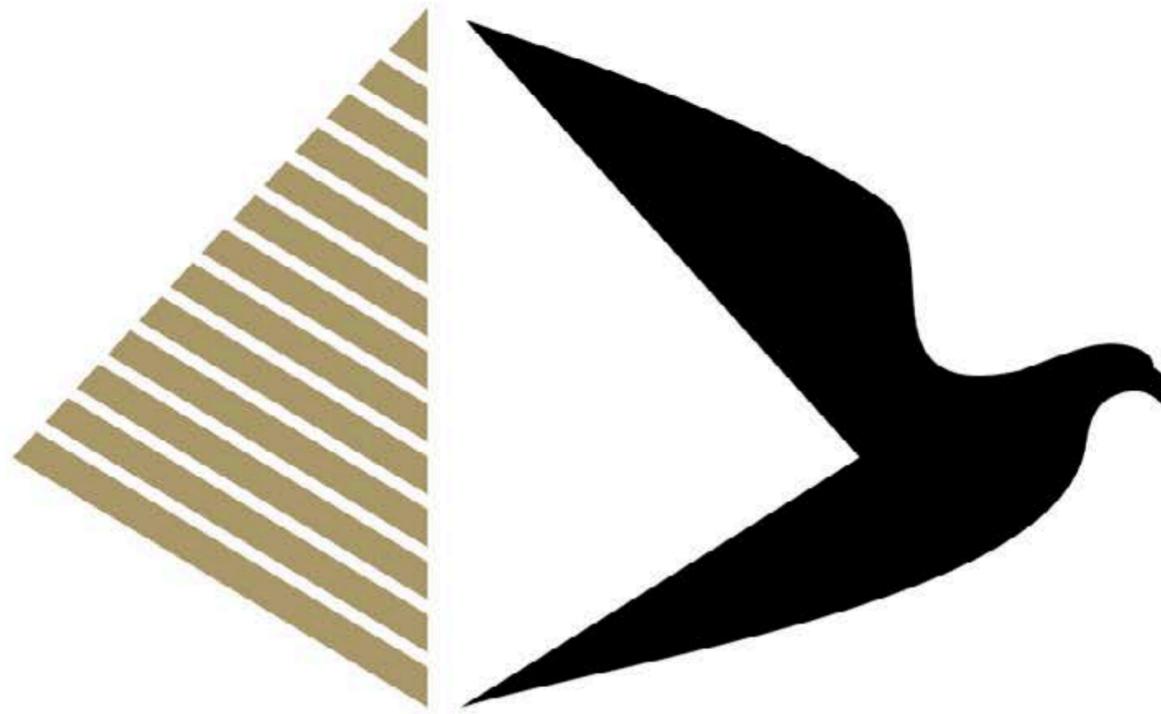
We have been and are partner of leaders in their respective fields of expertise. These include:

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, Egualea, 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.



# Lands and cities



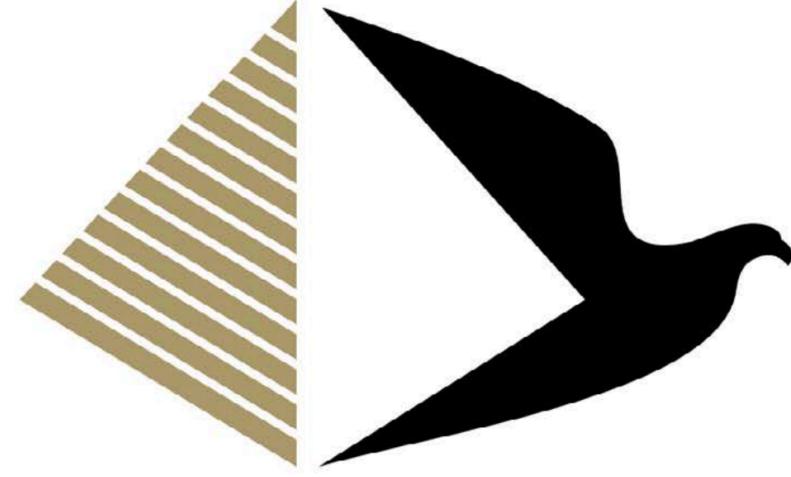


**CITY OF ARTS AND CULTURE**

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

2020-2021





# مدينة الفنون والثقافة

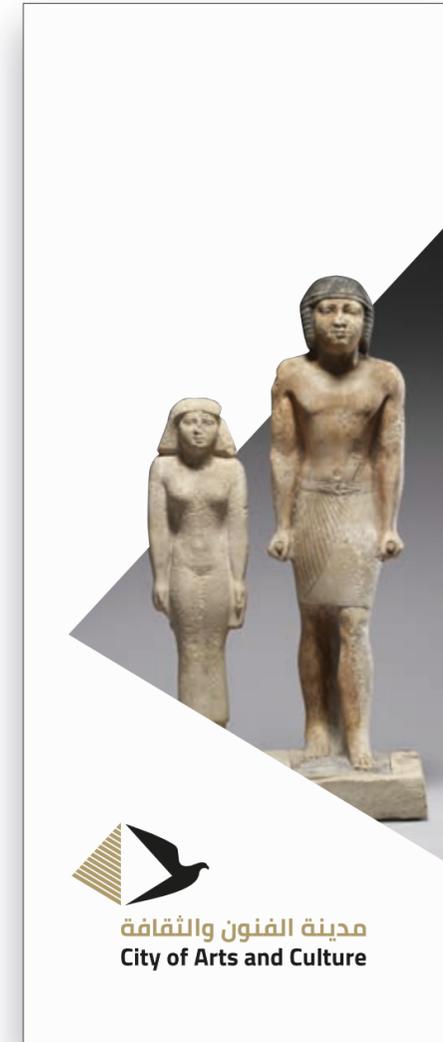
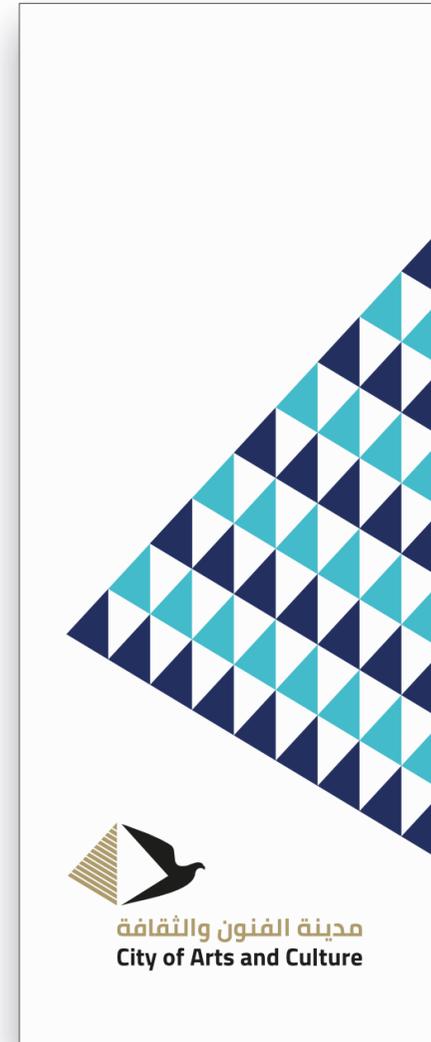
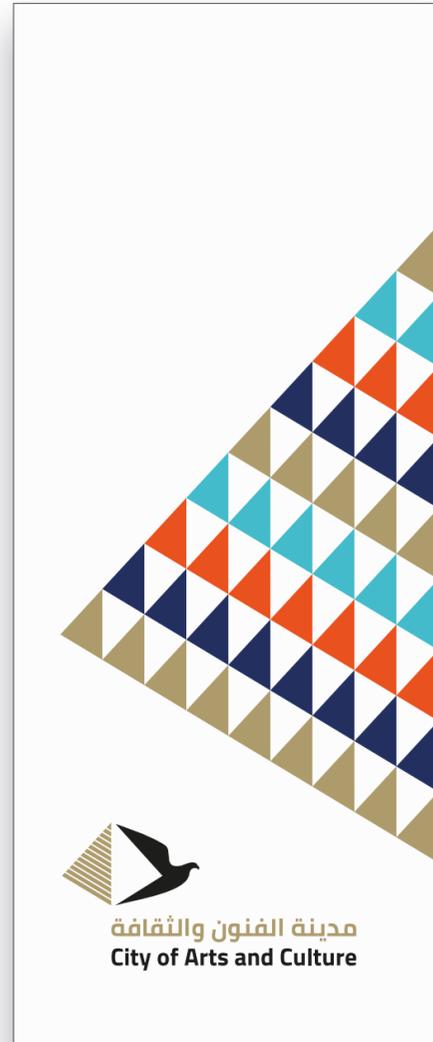
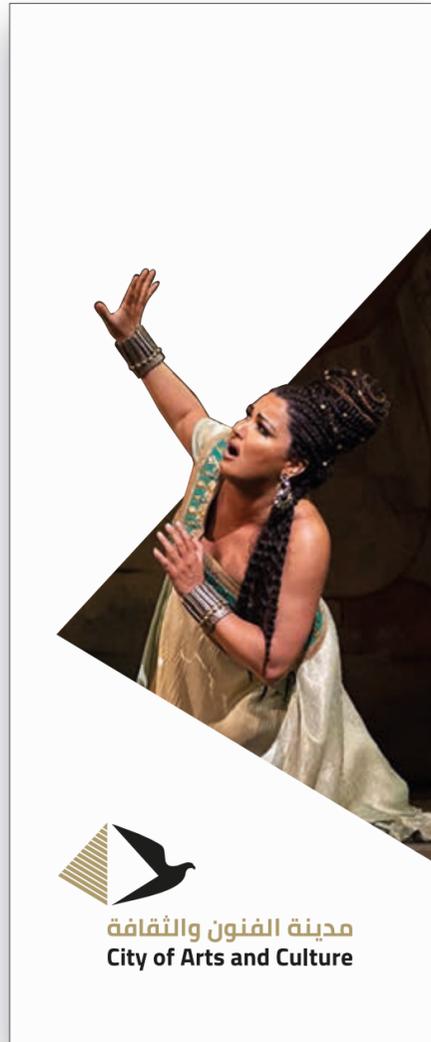
## City of Arts and Culture

**CITY OF ARTS AND CULTURE**

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

2020-2021



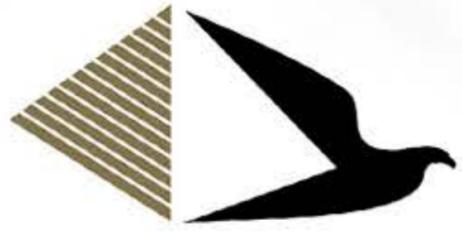


**CITY OF ARTS AND CULTURE**

*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*



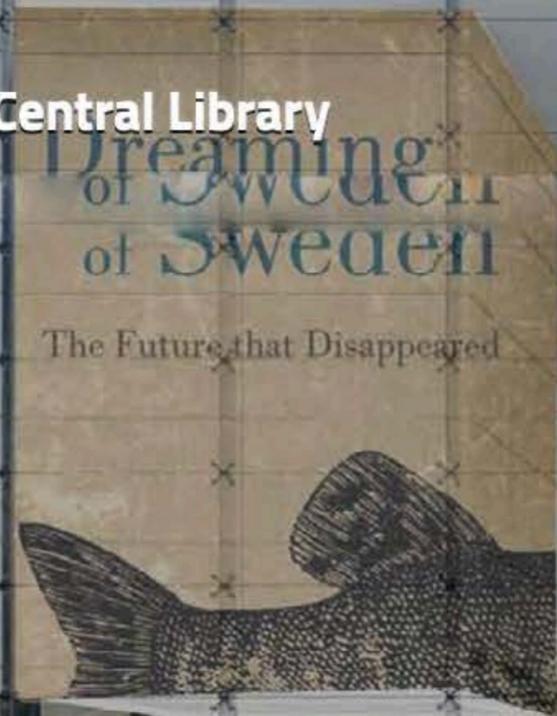
## CITY OF ARTS AND CULTURE

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

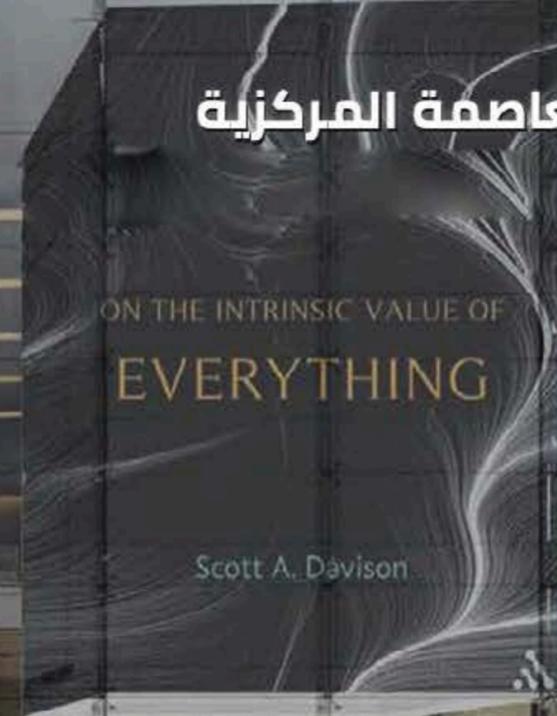
2020-2021



Capital's Central Library

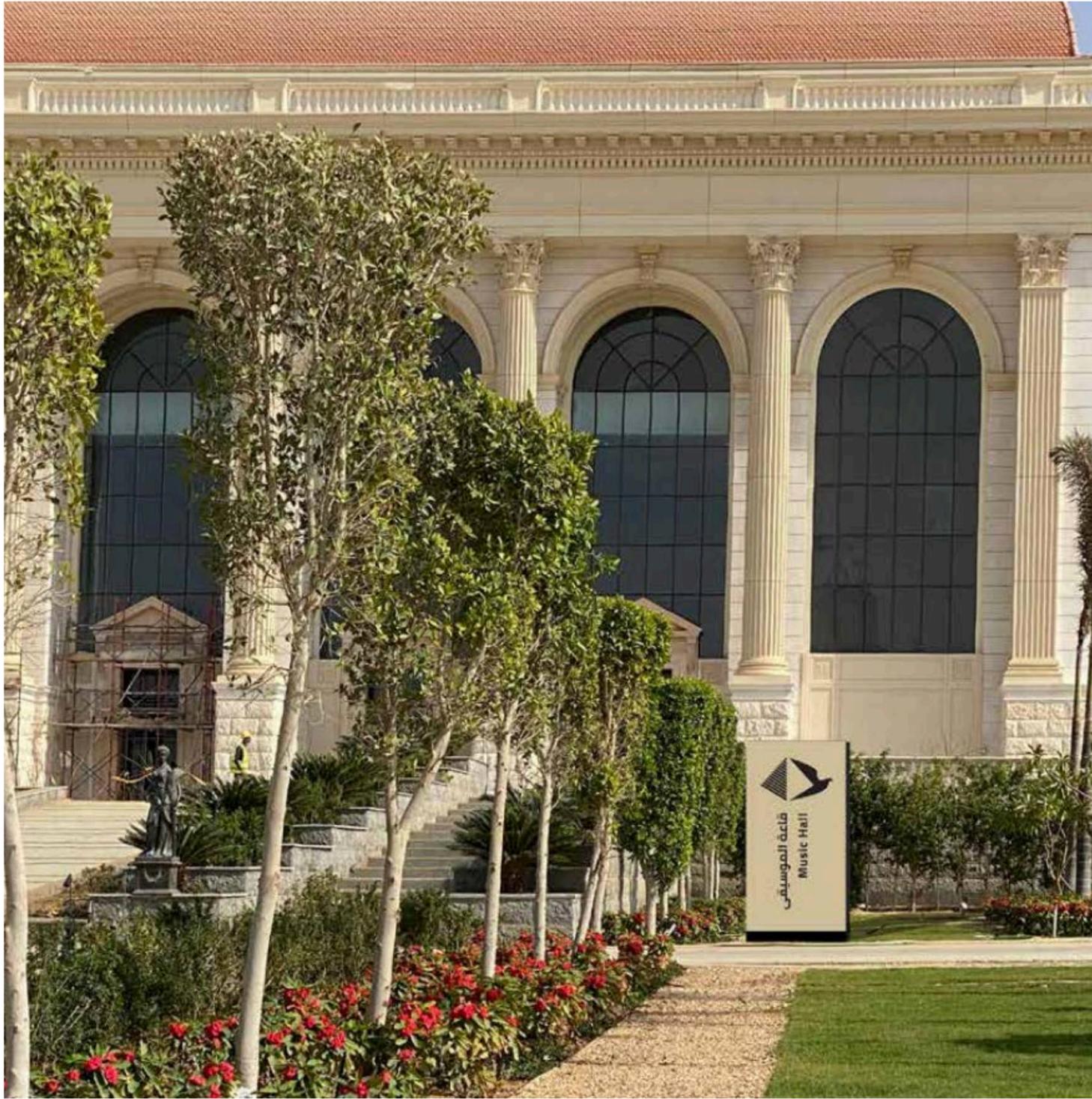


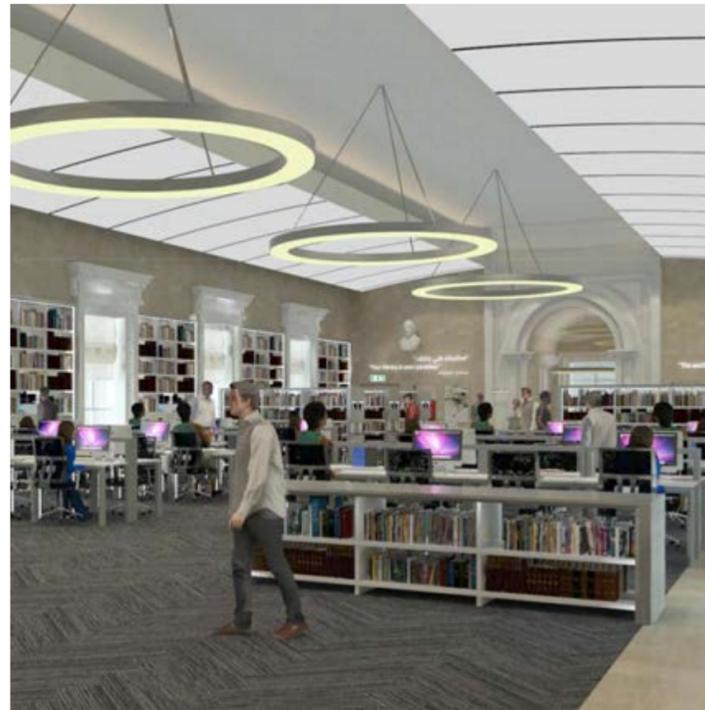
مكتبة العاصمة المركزية



رقباً أو أجل من الذي  
ببني ويلتقى الفس







**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**

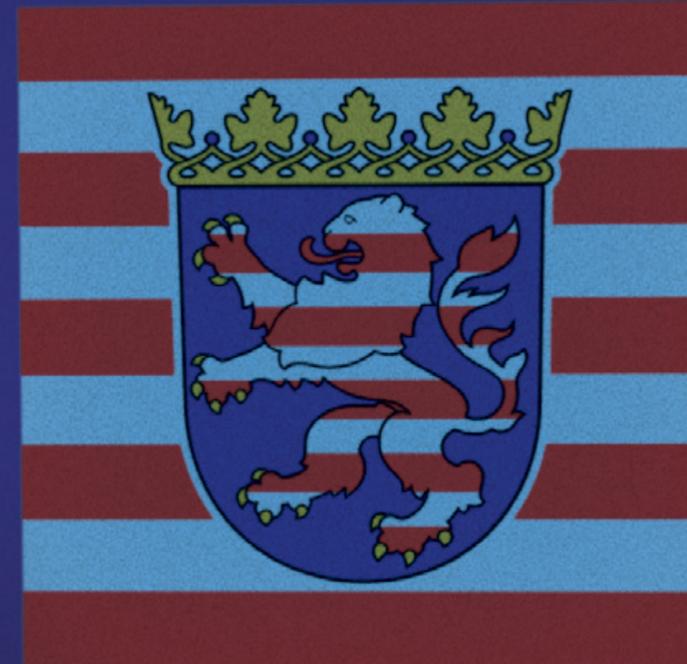
*New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.*

2020-2021





# HESSEN



## HESSEN

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

2000-2003



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Q

BnBn

Q

HESSEN



Hassia Normal

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Hassia Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Hassia Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

**HESSEN**

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

2000-2003



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**





# MetroMilano Display

**Bb**

**Text**

**BbBb**

Metro Milano Display

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Metro Milano Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Metro Milano Italic

*abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

Metro Milano Bold Italic

***abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890***





# ROMA



Comune di Roma

atac

ROMA



mobilità

ROMA



ama

ROMA



mobilità

ROMA

carsharing

mobilità

ROMA

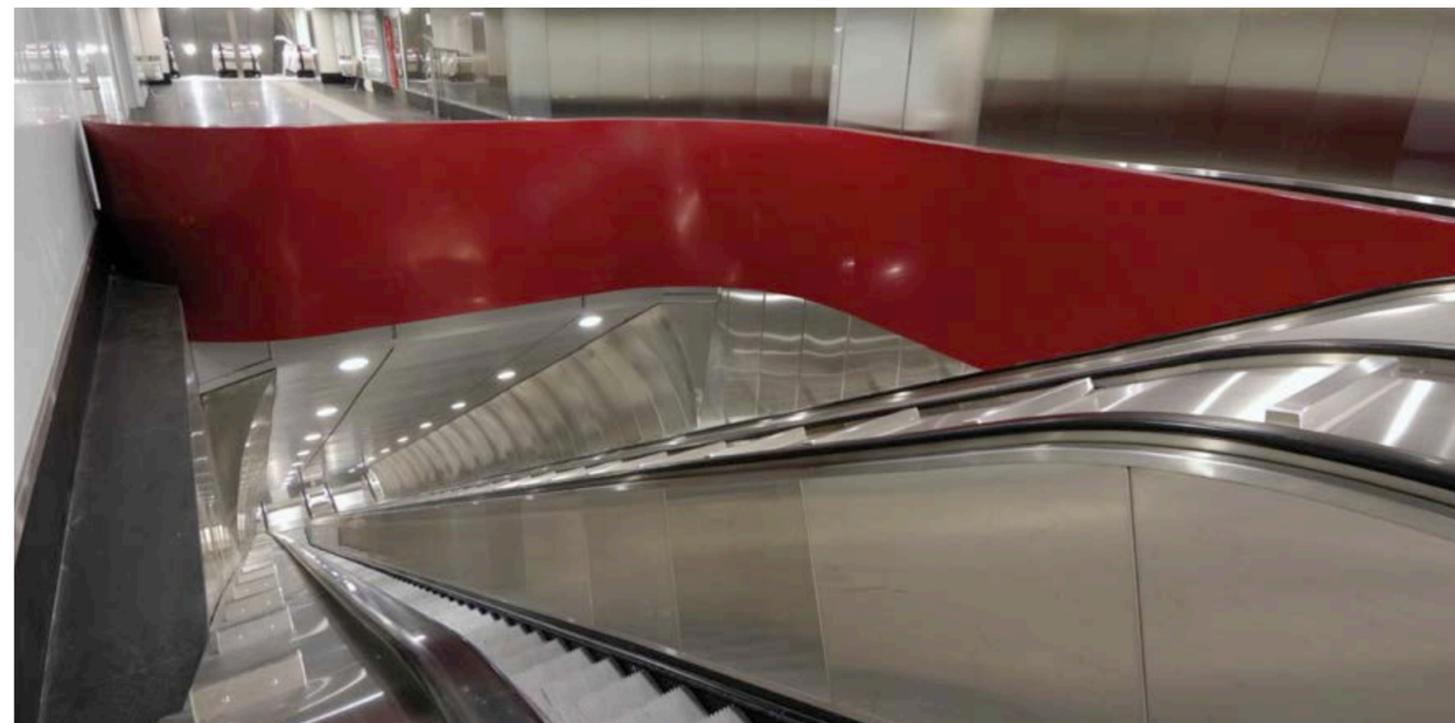
bikesharing

## 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



abcdefghijklmnopqrstuvwxyz

NOPQRS

# Urbs Display

Urbs Display Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

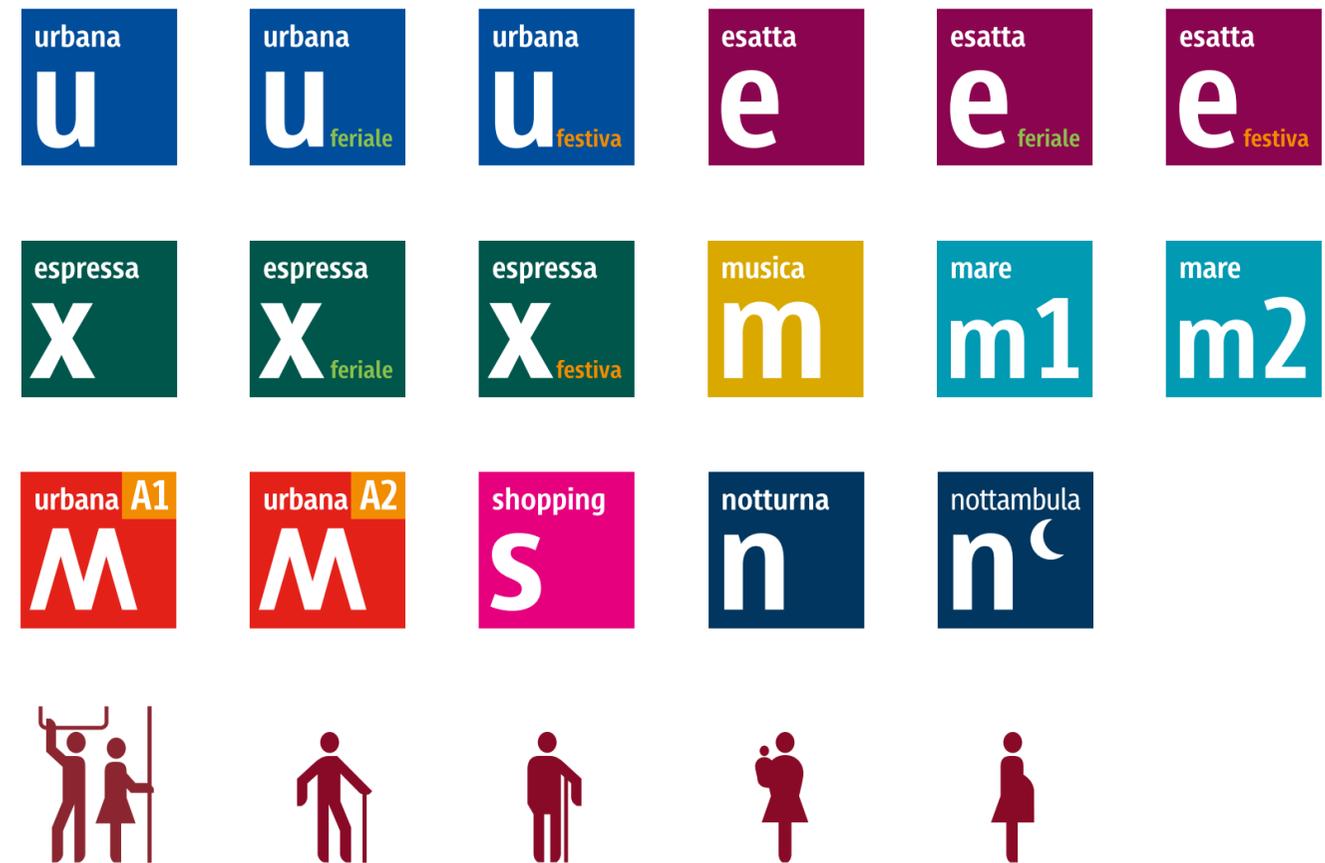
Urbs Display Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**





# atac



## COMUNE DI ROMA

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

2004-2009



# Other works



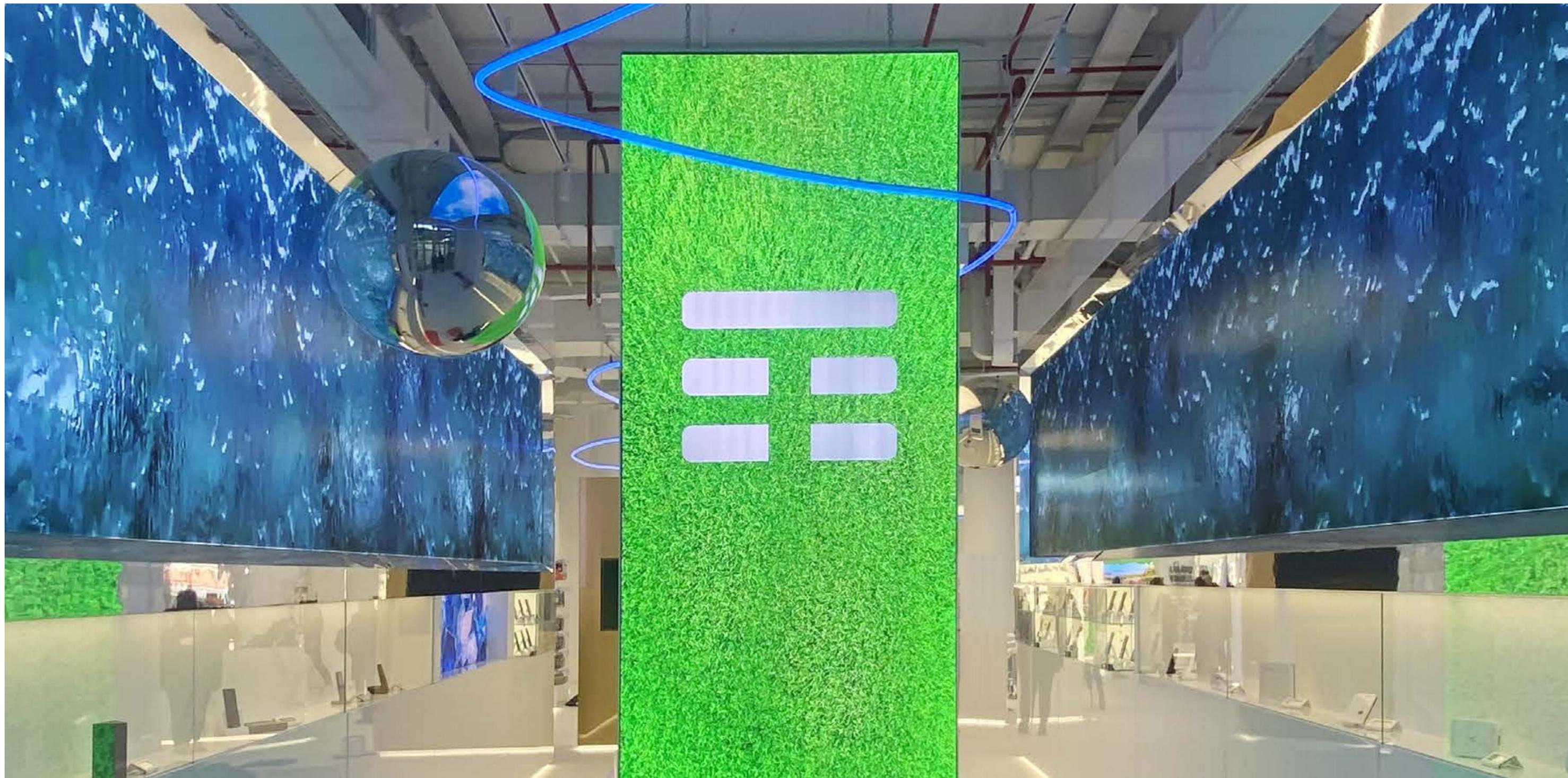


**TIM**

*Mobile communication.  
Naming and identity system.*

1995





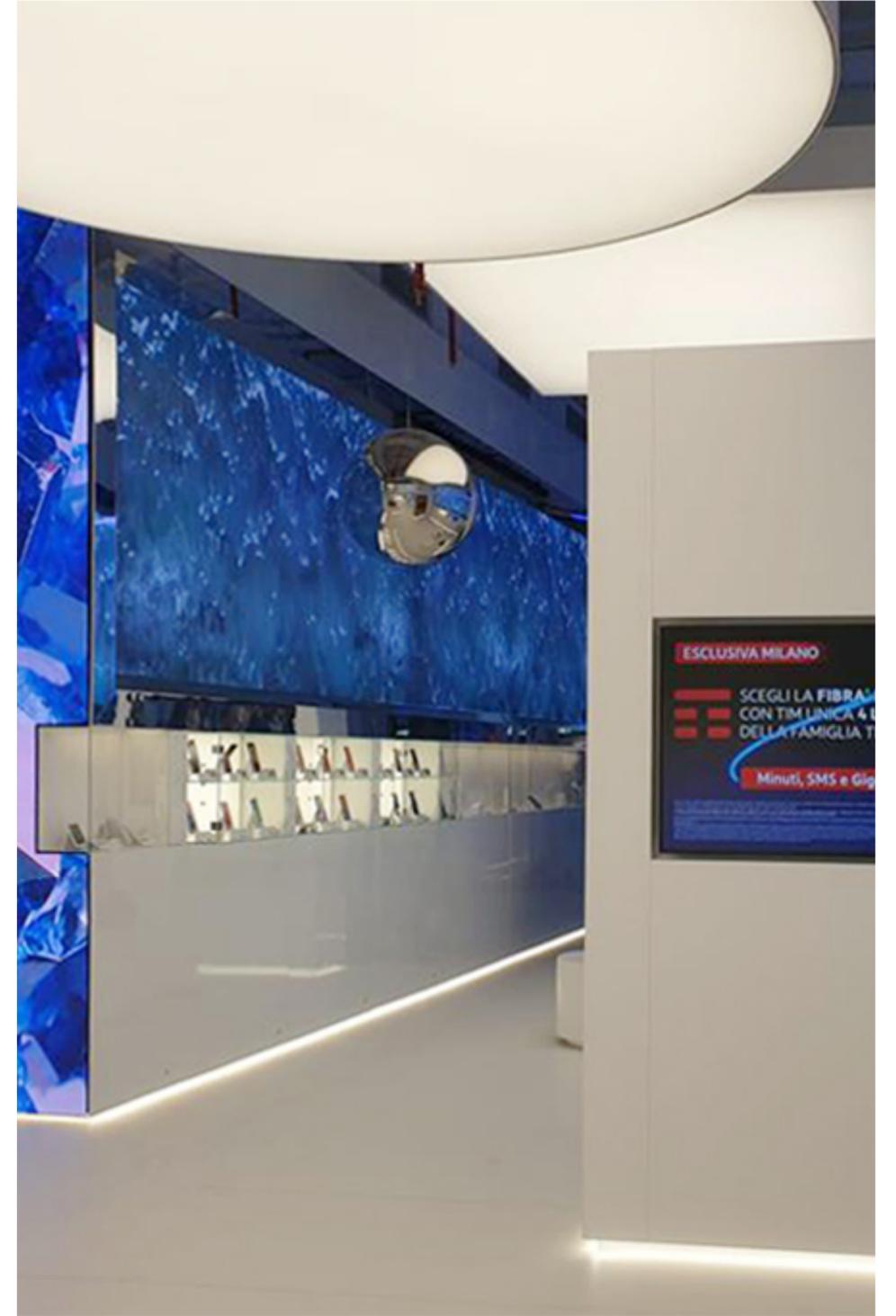
**TIM**

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





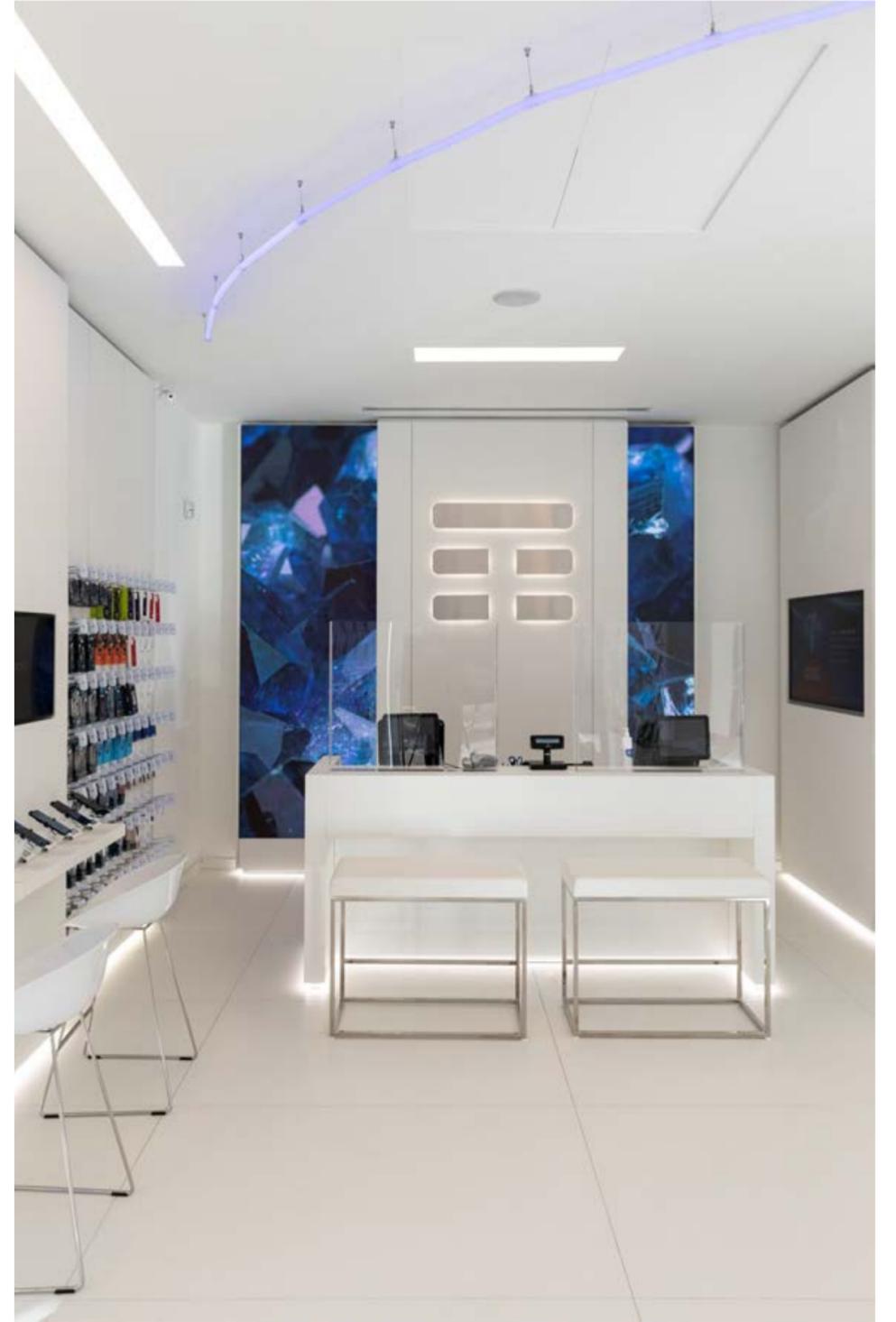
**TIM**

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



110

1906 2016 **salini**  
**impregilo**



**WEBUILD**

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

2020





# webuild type

Thin

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

Regular

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

Bold

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

Thin Italic

abcdefghijklmnopqrstuvwxy  
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abcdefghijklmnopqrstuvwxy  
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Italic

abcdefghijklmnopqrstuvwxy  
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abcdefghijklmnopqrstuvwxy  
z

Bold Italic

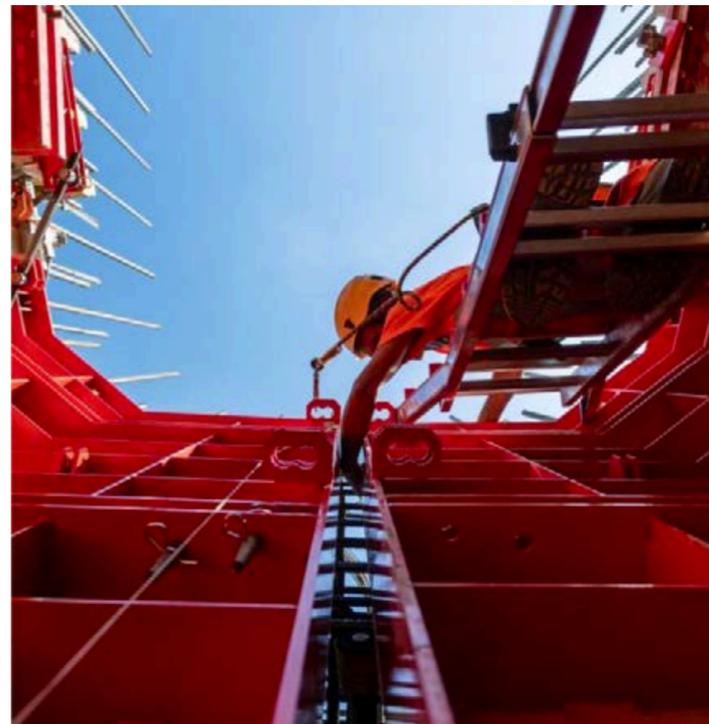
abcdefghijklmnopqrstuvwxy  
z  
1234567890«(!?) [€] \$ {¥} £ » % @  
abcdefghijklmnopqrstuvwxy  
z

## 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

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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

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

aaa

eee

Eniline Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Qm



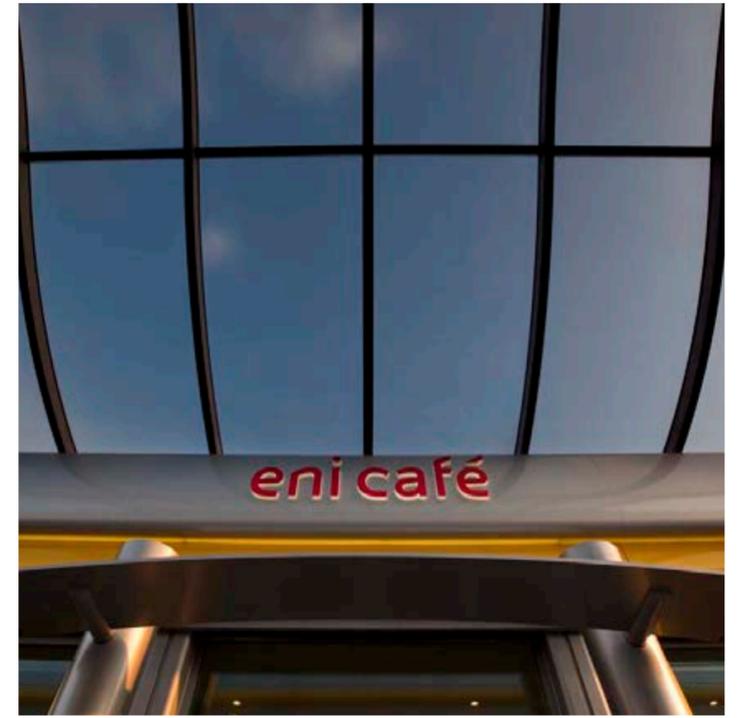
ENI

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



AC Milan SpA  
Milan Entertainment Srl  
Milan Real Estate SpA

Ambito commerciale



Ambito comunicazione



Ambito no-profit



Casa Milan



CUCINA MILANELLO  
MILAN STORE  
MONDO MILAN



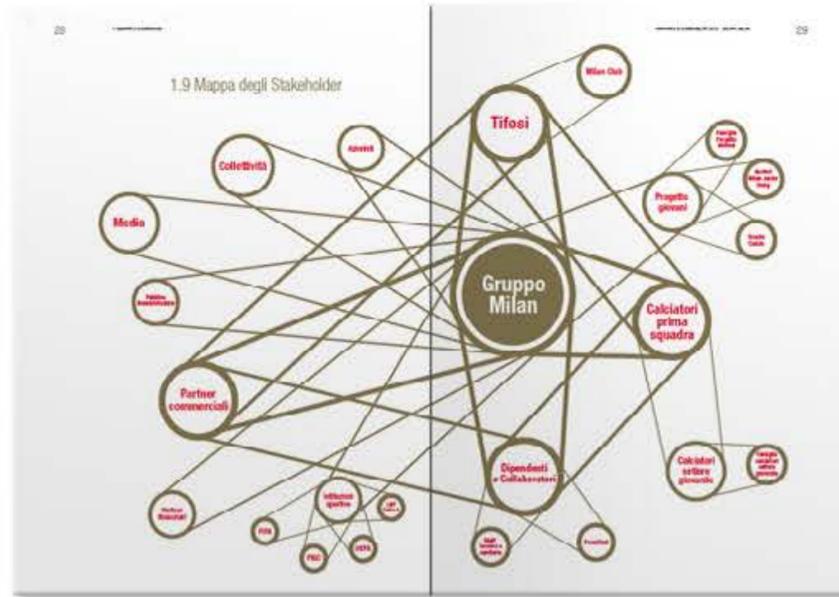
## AC MILAN

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

2012-2017







**2.1 La forza della squadra**

In ogni realtà imprenditoriale l'elemento umano è fondamentale: condiziona oltre che il successo del funzionamento il successo e il mantenimento della leadership nel tempo.

Il nostro impegno di parte del Gruppo Milan verso il suo futuro umano è rivolto sulle risorse con i propri dipendenti, collaboratori, e partner della Pura Sport, del Milan Channel e tutti gli stakeholder del Progetto Calcio.

L'investimento del Gruppo Milan è rivolto a sviluppare il talento delle persone. Il Gruppo investe costantemente in formazione, ricerca, sviluppo e sviluppo del talento e del personale.

La filosofia del Club è rivolta all'approccio "MILAN PERSON" che riconosce valore e impegno di un individuo, ma punta a dare spazio e valore anche a chi partecipa con la propria competenza, esperienza e talento che ne consente una crescita e il successo generale.

**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

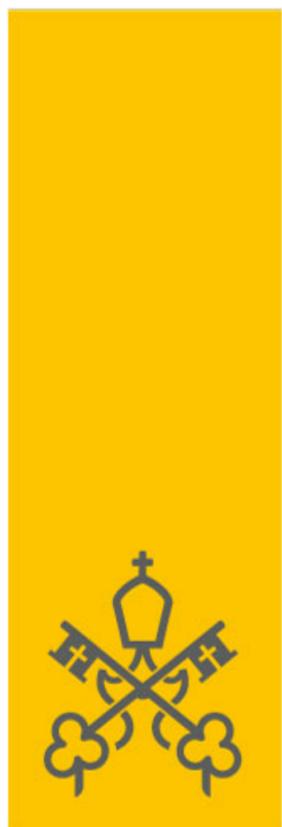












MV



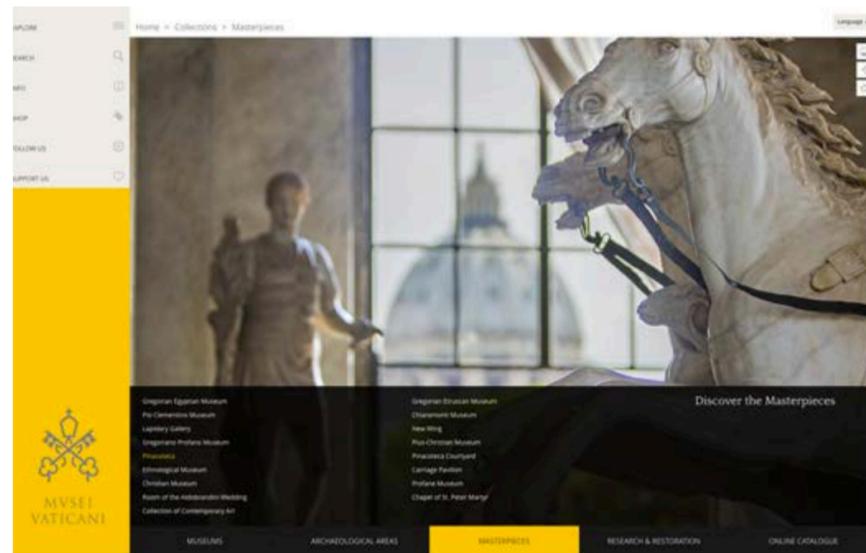
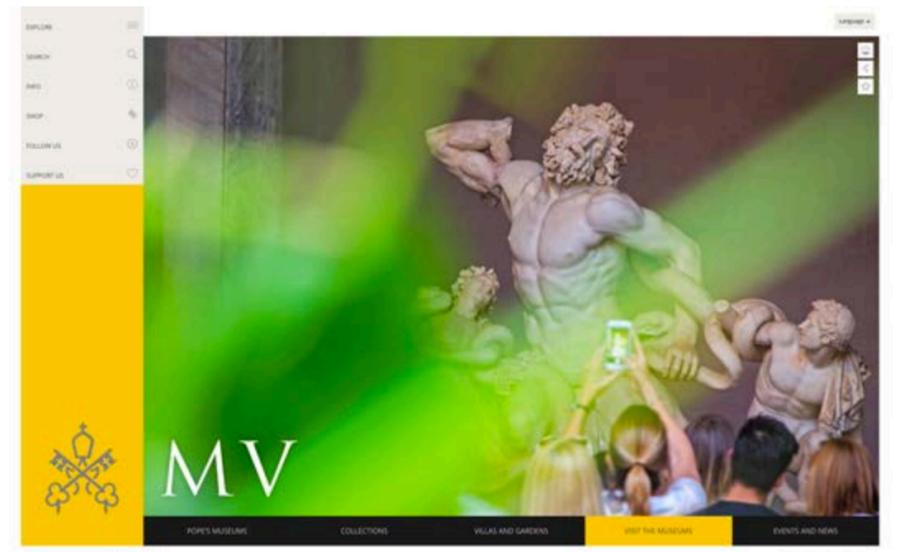
MVSEI VATICANI

**MUSEI VATICANI**

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

2017



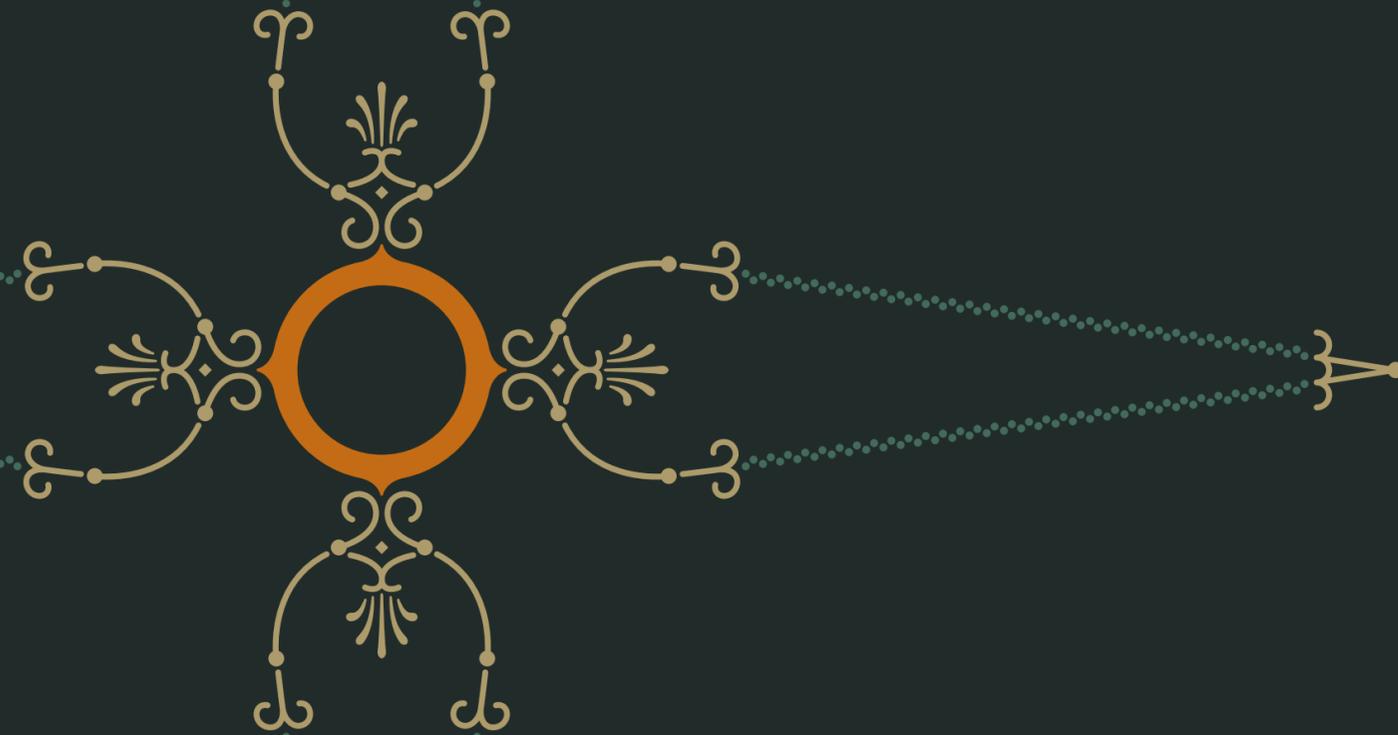


**MUSEI VATICANI**  
 Museum of art and history. Brand design,  
 communication design, digital design.  
 2017



P O M P E I I

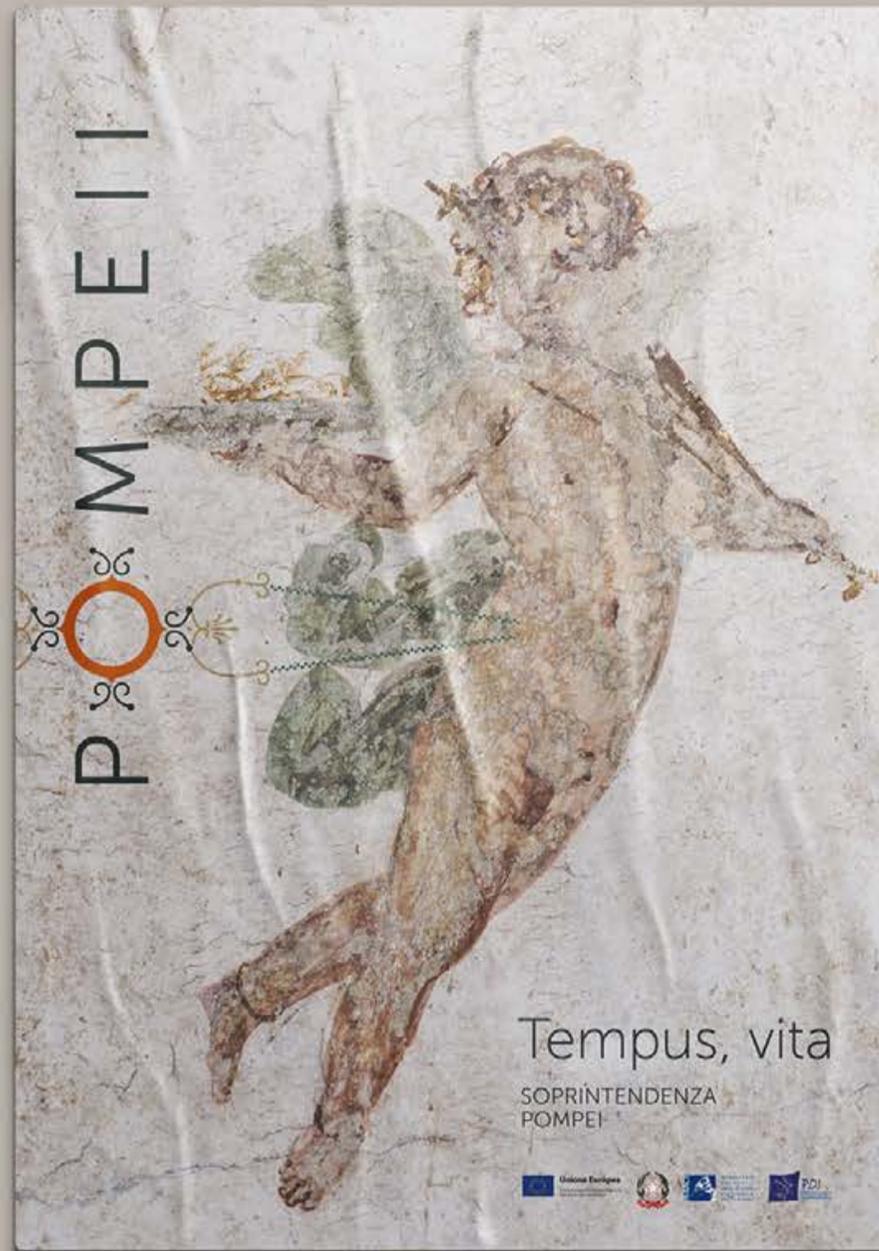
SOPRINTENDENZA  
POMPEI



**POMPEII**

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

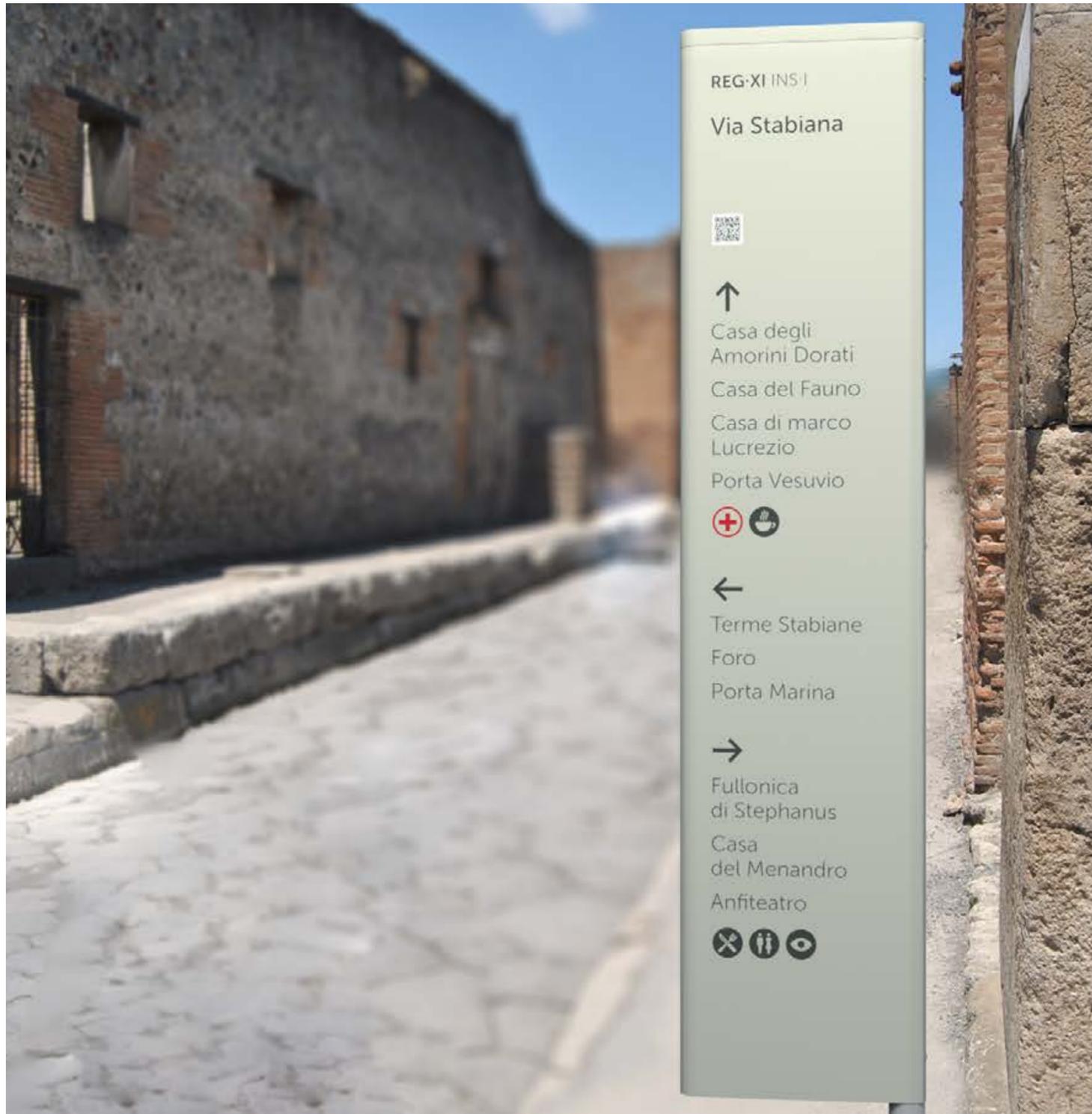




## POMPEII

*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*







**POMPEII**

Soprintendenza Organizza la visita Vesuvio e dintorni Novità Ricerca Progetti Unesco

HOME > SOPRINTENDENZA > STAFF

### STAFF

**Soprintendente Pompei:** Professor Massimo Chiaramonte

<b>SEGRETERIA DEL SOPRINTENDENTE</b> Elisabetta Russo, Clelia Maccari Via Vico dei Vesuviani, 2 - 80045 Pompei (NA) Tel. +39 081 8575111 segreteria@beniculturali.it	<b>UFFICIO SCAVI DI POMPEI</b> Direttore: Greta Sarfatti greta.sarfatti@beniculturali.it	<b>OPLONTIS, STABIA, BOSCOREALE</b> Daniela F. Perrini viale S. Sisto, 100/101, C. 2/15
<b>DEPOSITI ARCHEOLOGICI E ARCHIVI</b> Responsabile Soprintendente Massimo Chiaramonte Funzionari archeologi Laura D'Episcopo laura.d'episcopo@beniculturali.it Sara Marotta Mazzoni saramarotta.mazzoni@beniculturali.it	<b>UFFICIO MOSTRE</b> Responsabile Soprintendente Massimo Chiaramonte Funzionari archeologi Greta Sarfatti greta.sarfatti@beniculturali.it Ernesto De Carolis ernesto.decarolis@beniculturali.it	<b>UFFICIO UNESCO SITO 829 "AREE ARCHEOLOGICHE DI POMPEI, ERCOLANO E TORRE ANNUNZIATA"</b> <b>UFFICIO UNESCO SITO 829 "AREE ARCHEOLOGICHE DI POMPEI, ERCOLANO E TORRE ANNUNZIATA"</b> Funzionari archeologi Alberta Martelloni alberta.martelloni@beniculturali.it Funzionari archivistici Annamaria Mauro annamaria.mauro@beniculturali.it

### ARTICOLAZIONE TERRITORIALE SCAVI DI POMPEII

<b>REGIO I</b> Funzionari archeologi Giovanna Patrone giovanna.patrone@beniculturali.it Funzionari archivistici Maria Piroli maria.piroli@beniculturali.it	<b>REGIO II</b> Funzionari archeologi Mariakura Istanta mariakura.istanta@beniculturali.it Funzionari archivistici Caterina Tanillo caterina.tanillo@beniculturali.it	<b>REGIONE III, IV, V, VI</b> Ufficio UNESCO SITO 829 "AREE ARCHEOLOGICHE DI POMPEI, ERCOLANO E TORRE ANNUNZIATA" Funzionari archeologi Alberta Martelloni alberta.martelloni@beniculturali.it Funzionari archivistici Annamaria Mauro annamaria.mauro@beniculturali.it
--	---	--

Soprintendenza Pompei | email: [info@beniculturali.it](mailto:info@beniculturali.it) | [perc@beniculturali.it](mailto:perc@beniculturali.it) | [info@beniculturali.it](mailto:info@beniculturali.it) | Tel. +39 081 8575111

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**POMPEII**

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HOME > ORGANIZZA LA VISITA > POMPEI > VISITA DEI SCAVI > REGIO VI

### VISITA I SITI ARCHEOLOGICI

POMPEI ERCOLANO OPLONTIS STABIA BOSCOREALE

VISITA IL VESUVIANO PERCORSI TEMATICI INFORMAZIONI ORARI DOVE SIAMO BILIBLIOTECA

### IN PRIMO PIANO

Crowdfunding per il restauro della Casa del Centauro | "DiMartedì" alla scoperta delle meraviglie di Pompei | Il ciclo del vino a Pompei | Interventi in sicurezza

### SCOPRI IL TERRITORIO VESUVIANO

STORIA DEGLI SCAVI | VITA A POMPEI | LETTERE DI PLINIO

POMPEII SOCIAL | NEWSLETTER | POMPEII ADVISOR

SOPRINTENDENZA | RICERCA | PROGETTI | AMMINISTRAZIONE TRASPARENTE

Soprintendenza Pompei | email: [info@beniculturali.it](mailto:info@beniculturali.it) | [perc@beniculturali.it](mailto:perc@beniculturali.it) | [info@beniculturali.it](mailto:info@beniculturali.it) | Tel. +39 081 8575111

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**POMPEII**

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REGIO I REGIO II REGIO III REGIO IV REGIO V **REGIO VI** REGIO VII REGIO VIII REGIO IX REGIO X

### Casa del Forno

Risale al 9 sec. a.C., ma la ristrutturazione successiva al terremoto del 62 d.C. trasformò il pianterreno della casa in ambiente produttivo, mentre la funzione residenziale si trasferì al primo piano, raggiungibile per la scala a destra dell'ingresso all'atrio: al momento dell'eruzione (79 d.C.) sembra che i lavori non fossero completati. Per lungo tempo fu l'unica grande panificio messa in luce a Pompei (tra i 20 oca resti). Chiama l'attenzione anche gli impugni per la macinazione del grano e per la lavorazione e la cottura del pane: i taccuini per l'acqua, il forno coperto a volta, il macino in lava su basamento in opera incerta, nel vano aperto a destra, su 2 colonne in pietra, era la tavola su cui il pane riposa prima dell'infornata, mentre l'armento a sinistra del labirinto era la cattedra. Nella stanza, aperta sul giardino e sul vicolo di Modesto, era la mangiatoia addossata al muro: qui sembra sia stato rinvenuto lo scheletro di un maiale con tutti i femori.

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**CONI**

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

2003-2008





**CONI**

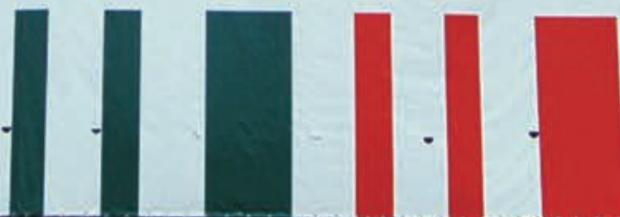
*Italian Olympic Committee. Brand design,  
brand architecture and communication design.  
2003-2008*



海壇展覽館

Casa Italia Coni

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**CONI**

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

2003-2008



# Scuola Italia dello Sport Coni





**CONI**

*Italian Olympic Committee.*

*Brand design, brand architecture, communication design.*

2014-2015





## CONI

*Italian Olympic Committee.*

*Brand design, brand architecture, communication design.*

2014-2015





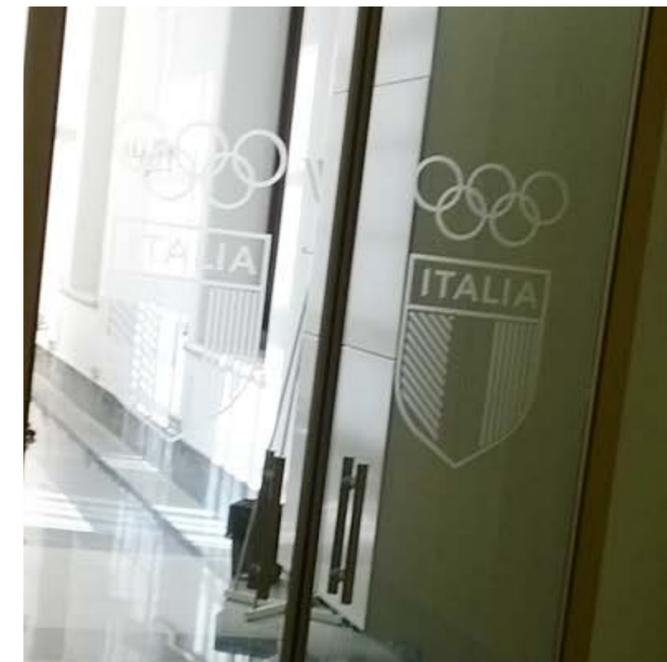
**CONI**

*Italian Olympic Committee.*

*Brand design, brand architecture, communication design.*

2014-2015





**CONI**

*Italian Olympic Committee.*

*Brand design, brand architecture, communication design.*

2014-2015





**OLYMPIC TEAM**

*Italian Olympic Committee.*

*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



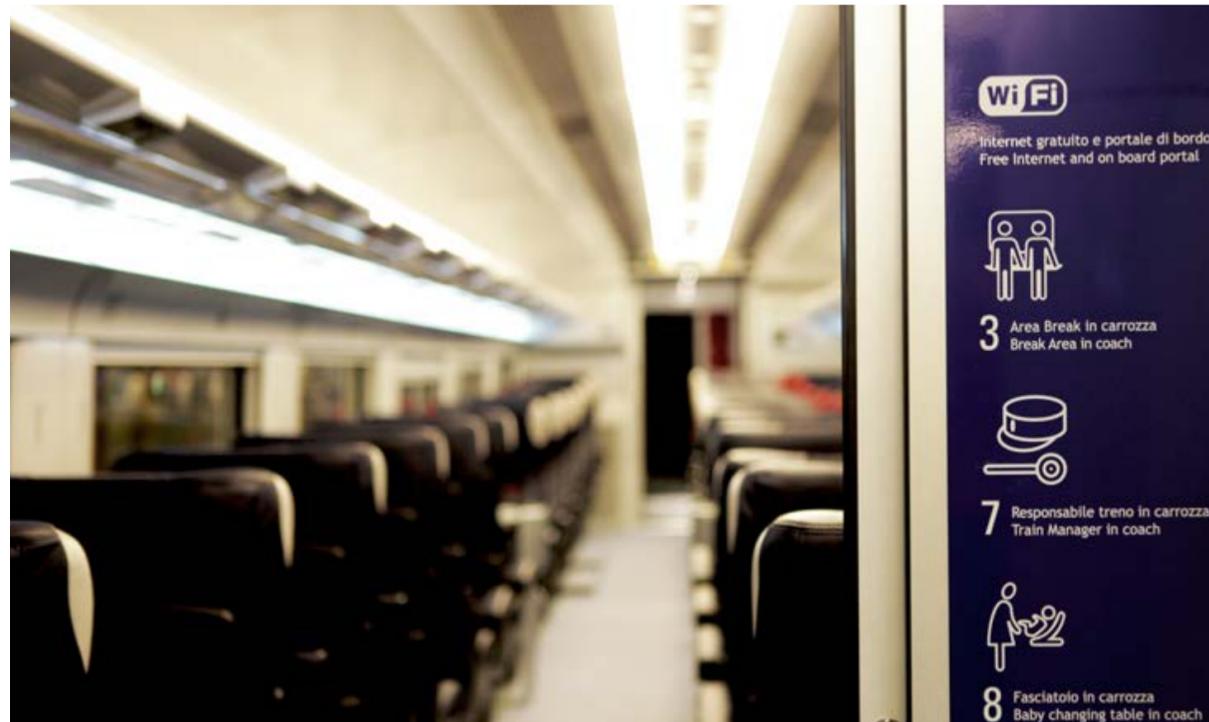


**NTV - ITALO**

*Railway Company. Brand design  
and communication design.*

2011





**NTV - ITALO**

*Railway Company. Brand design  
and communication design.*

2011





RUSAL



**RUSAL**

*Russian Aluminium (Russia).*

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

*2001-2002*





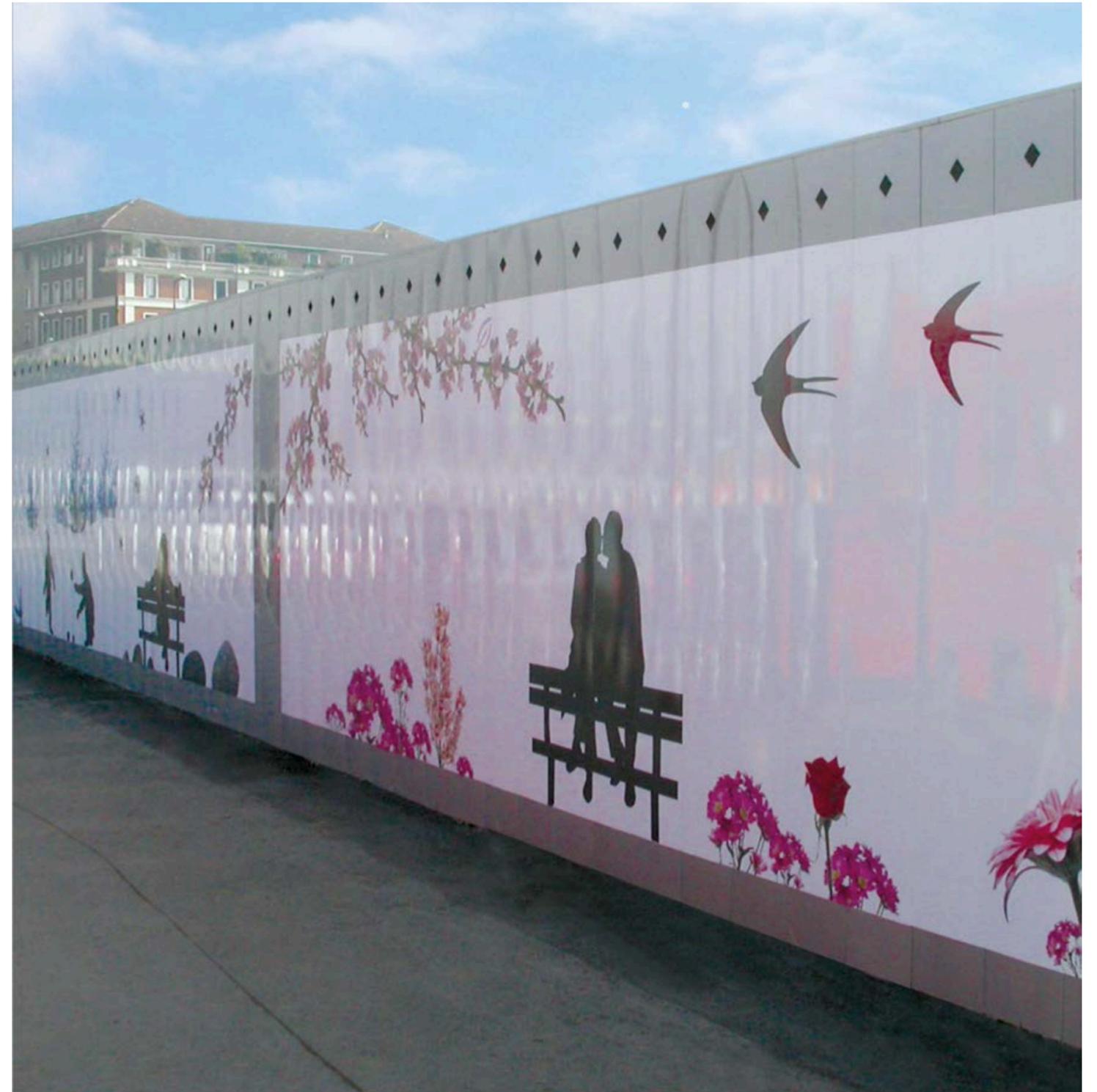
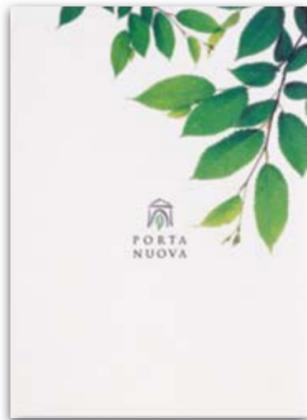
P O R T A  
N U O V A

**PORTA NUOVA**

*Real estate. Naming, brand design,  
communication design, editorial design.*

2006-2008





## PORTA NUOVA

*Real estate. Naming, brand design,  
communication design, editorial design.*  
2006-2008



**PIRELLI RE**



**PIRELLI RE**

*Real estate. Brand design  
and communication design.*

2002-2004



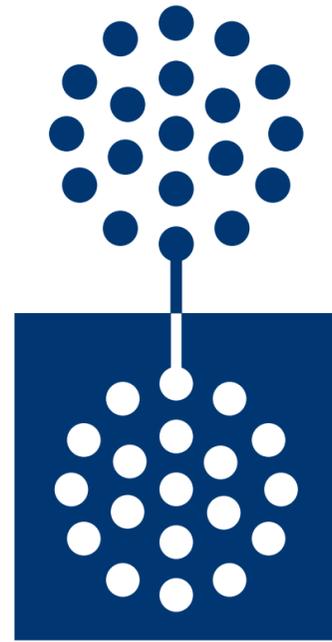


**PIRELLI RE**

*Real estate. Brand design  
and communication design.*

2002-2004





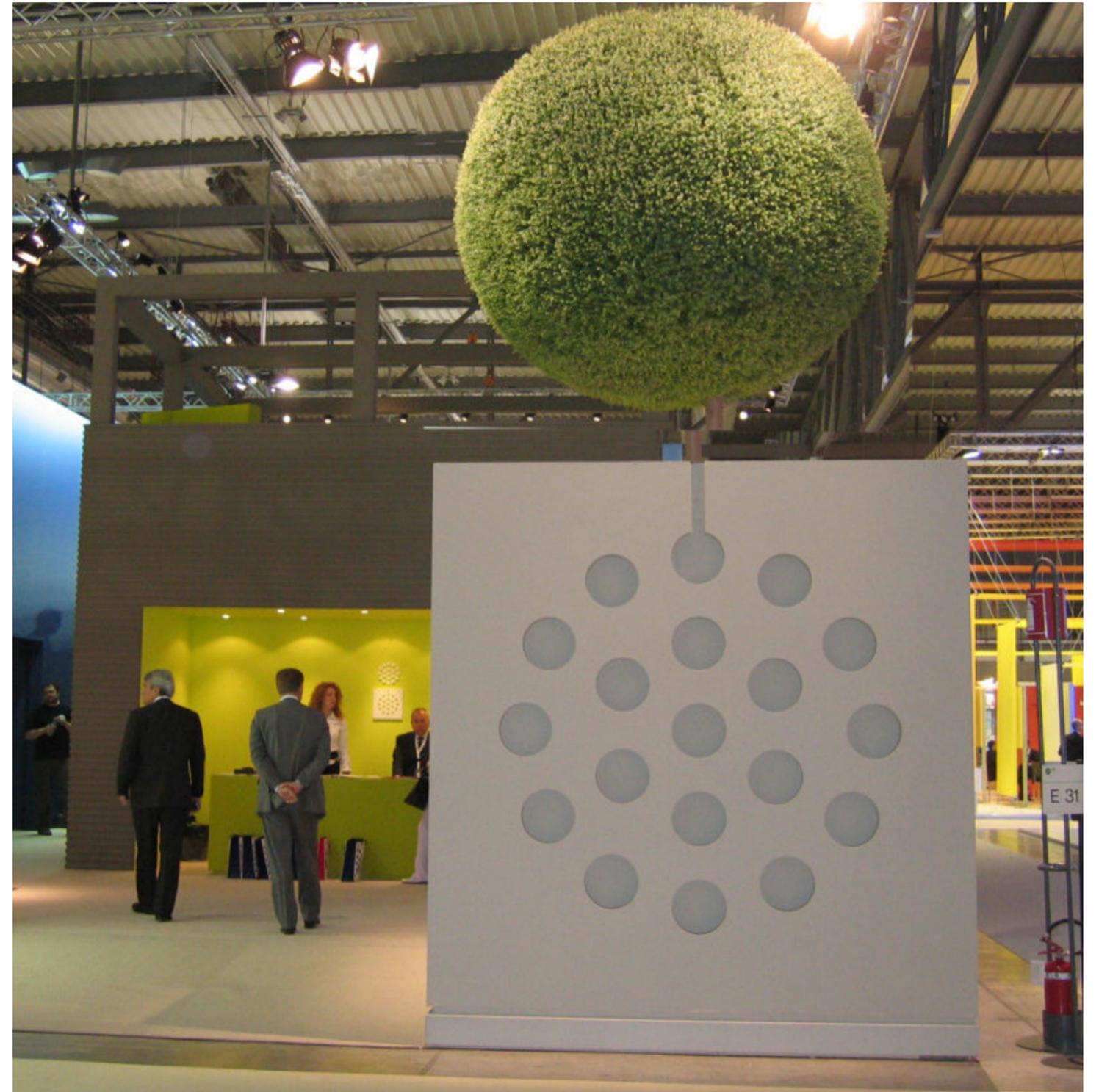
# MILANO SANTA GIULIA

**MILANO SANTA GIULIA**

*Real estate. Brand design  
and communication design.*

2000-2002





**MILANO SANTA GIULIA**

*Real estate. Brand design  
and communication design.*

2000-2002





**EX MERCATI GENERALI**

**EX MERCATI GENERALI**

*Commercial district. Brand design  
and communication design.*

2008





**EX MERCATI GENERALI**  
*Commercial district. Brand design,  
and communication design.*  
2008





# PARCO ADRIANO

**PARCO ADRIANO**

*Real estate. Brand design  
and communication design.*

2007-2008





**PARCO ADRIANO**  
*Real estate. Brand design,  
and communication design.*  
2007-2008



# NOVAPOLIS

## **NOVAPOLIS**

*Commercial district. Naming, brand design  
and communication design.*

2006-2008





## NOVAPOLIS

*Commercial district. Naming, brand design and communication design.*

2006-2008



*inarea.com*

