

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.

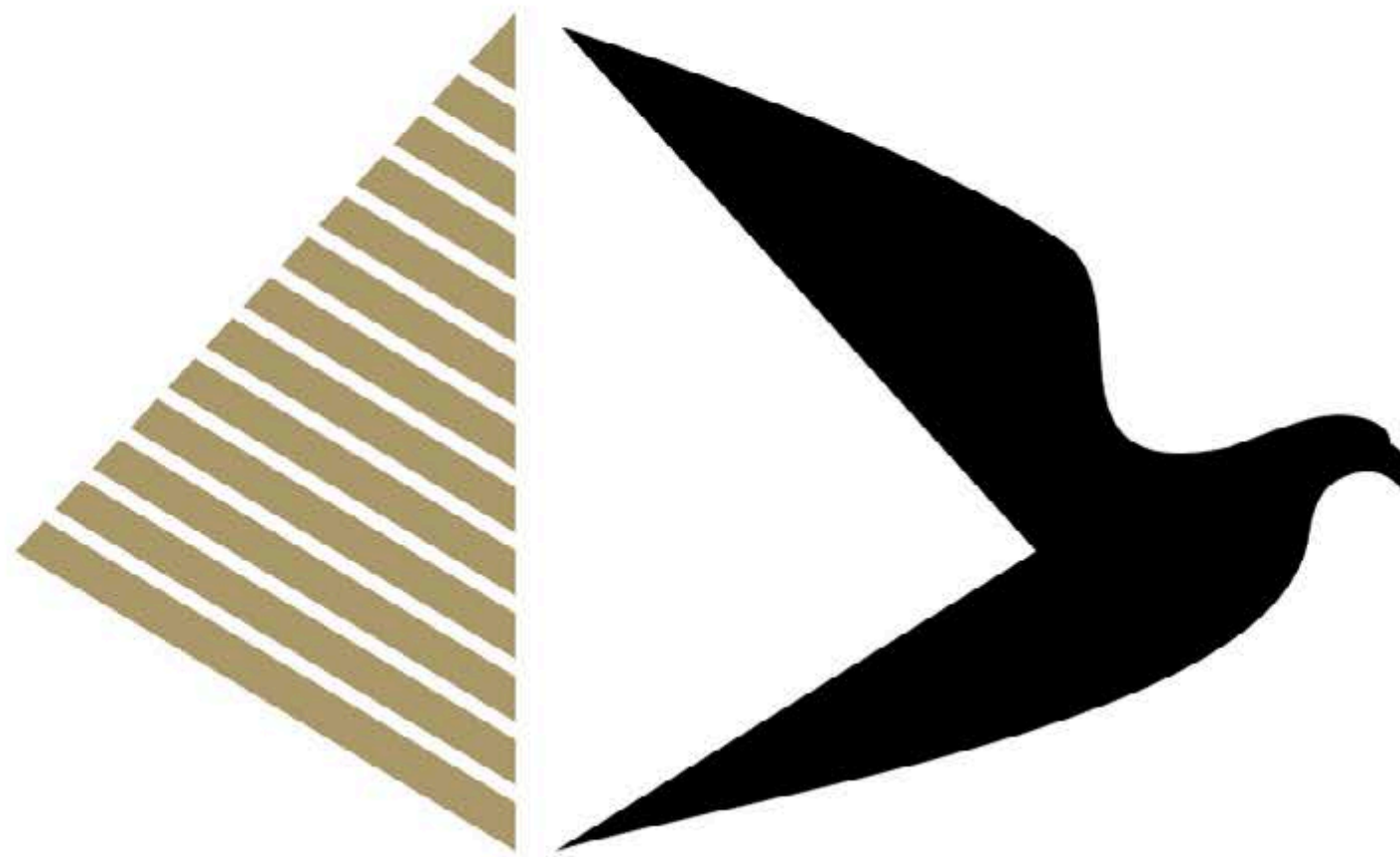
We have been and are partner of leaders in their respective fields of expertise. These include:

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.



# Real estate



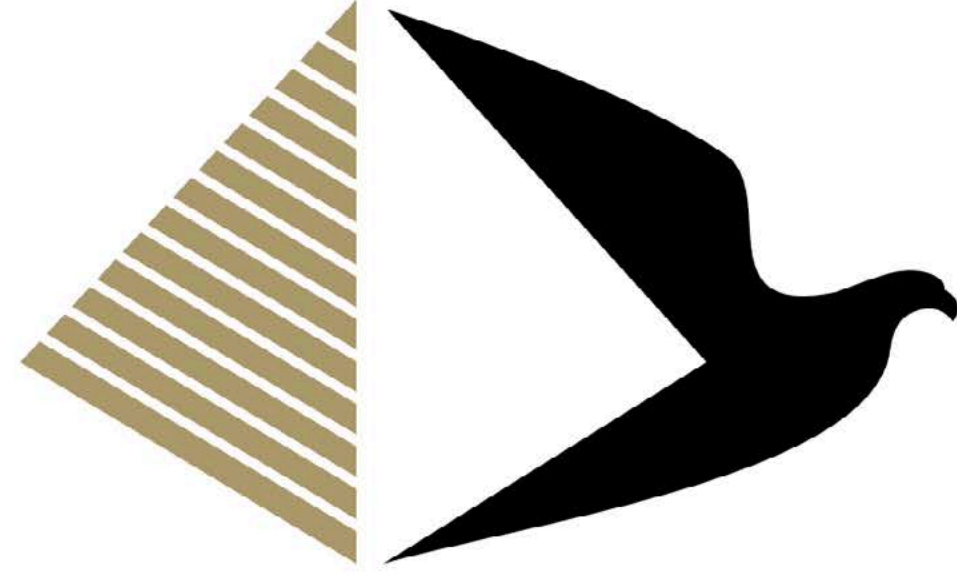


## **CITY OF ARTS AND CULTURE**

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

2020-2021





# مدينة الفنون والثقافة City of Arts and Culture

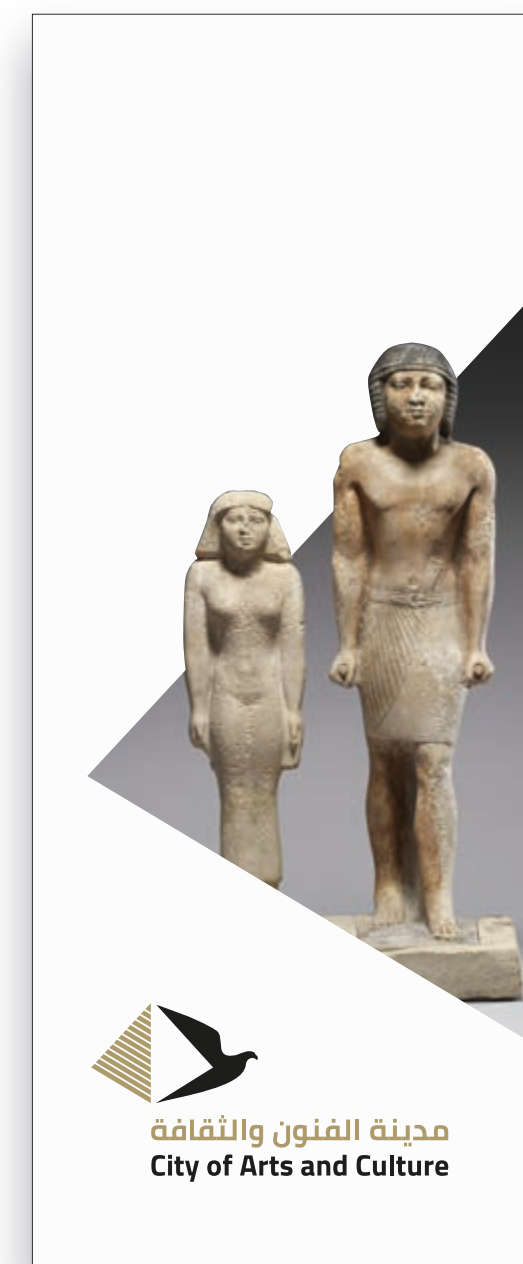
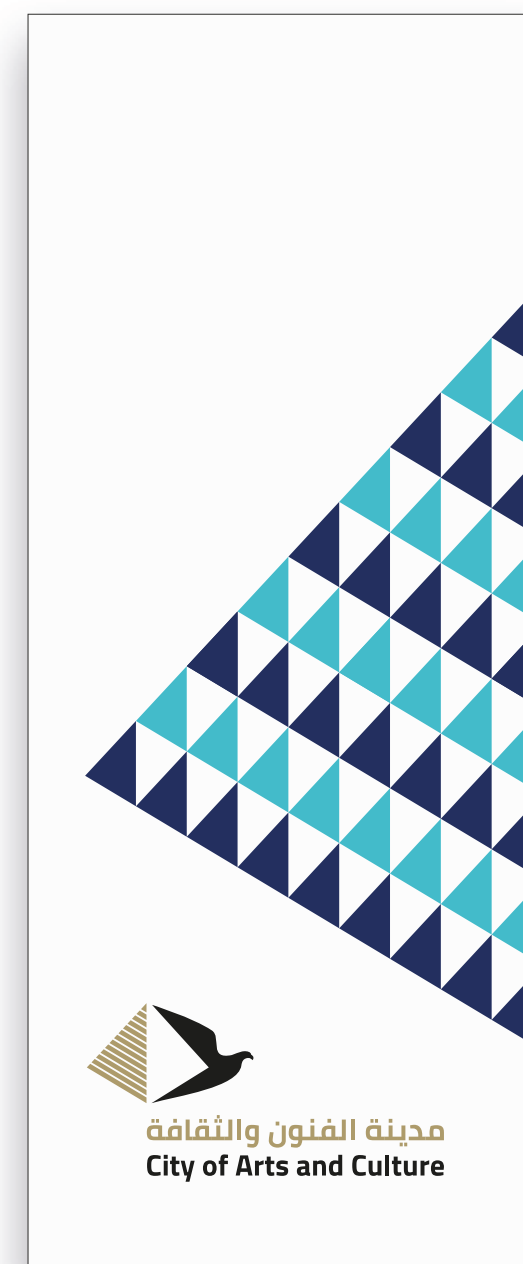
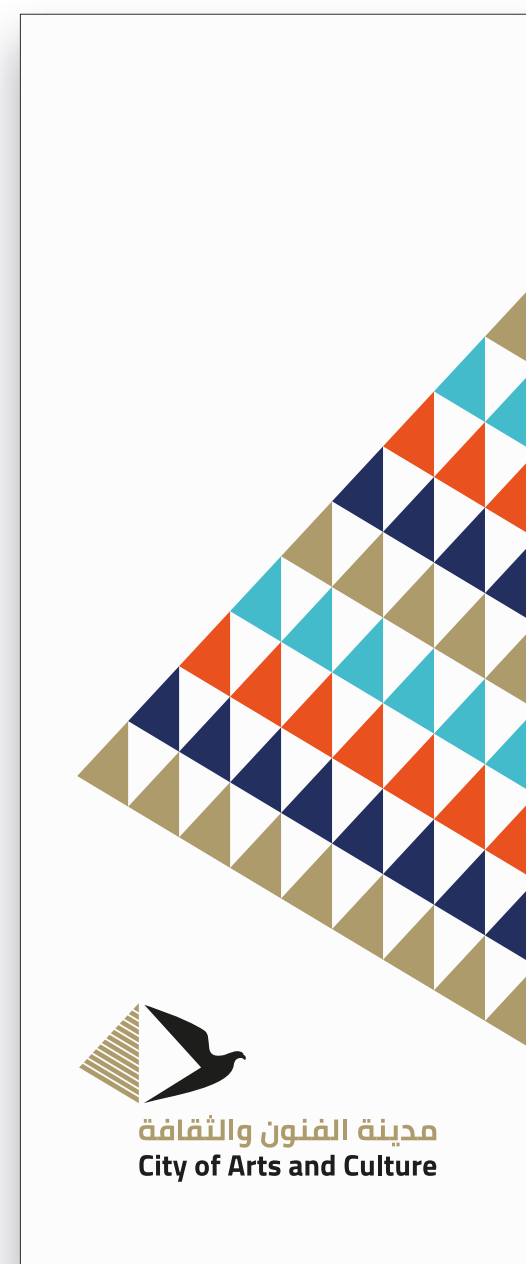
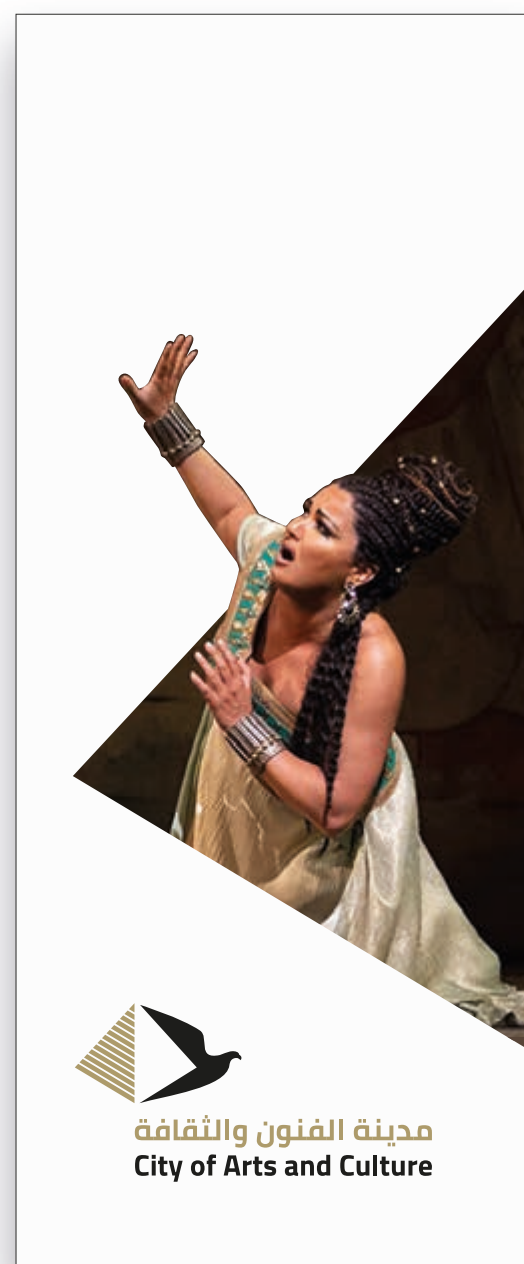
## CITY OF ARTS AND CULTURE

*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



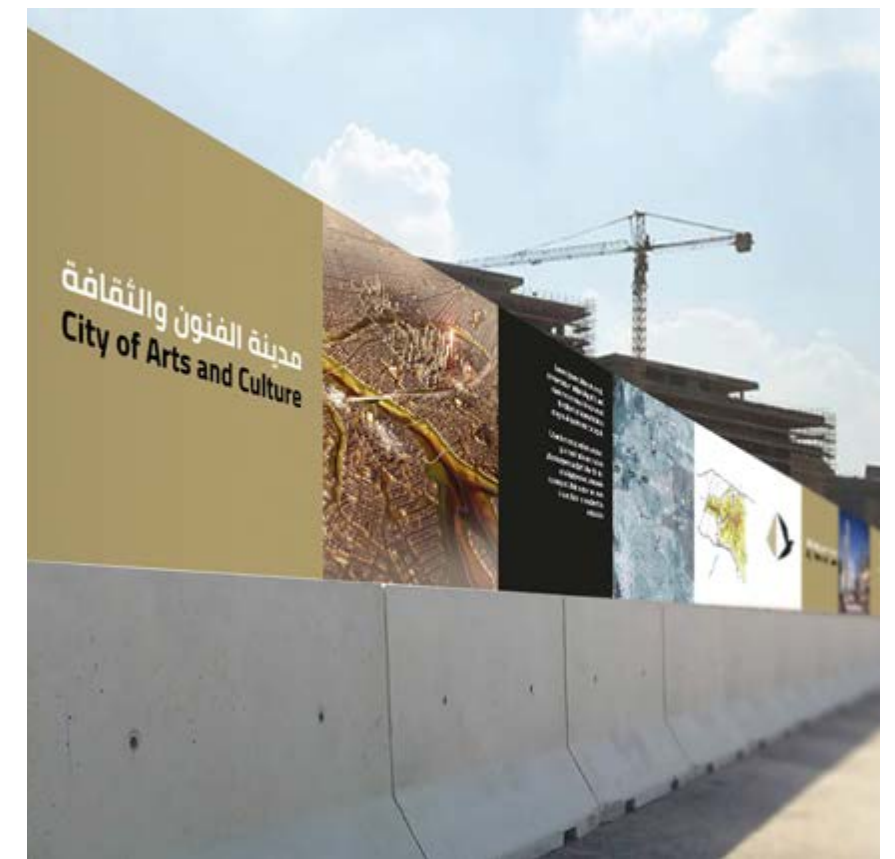


**مدينة الفنون والثقافة**  
**City of Arts and Culture**



**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



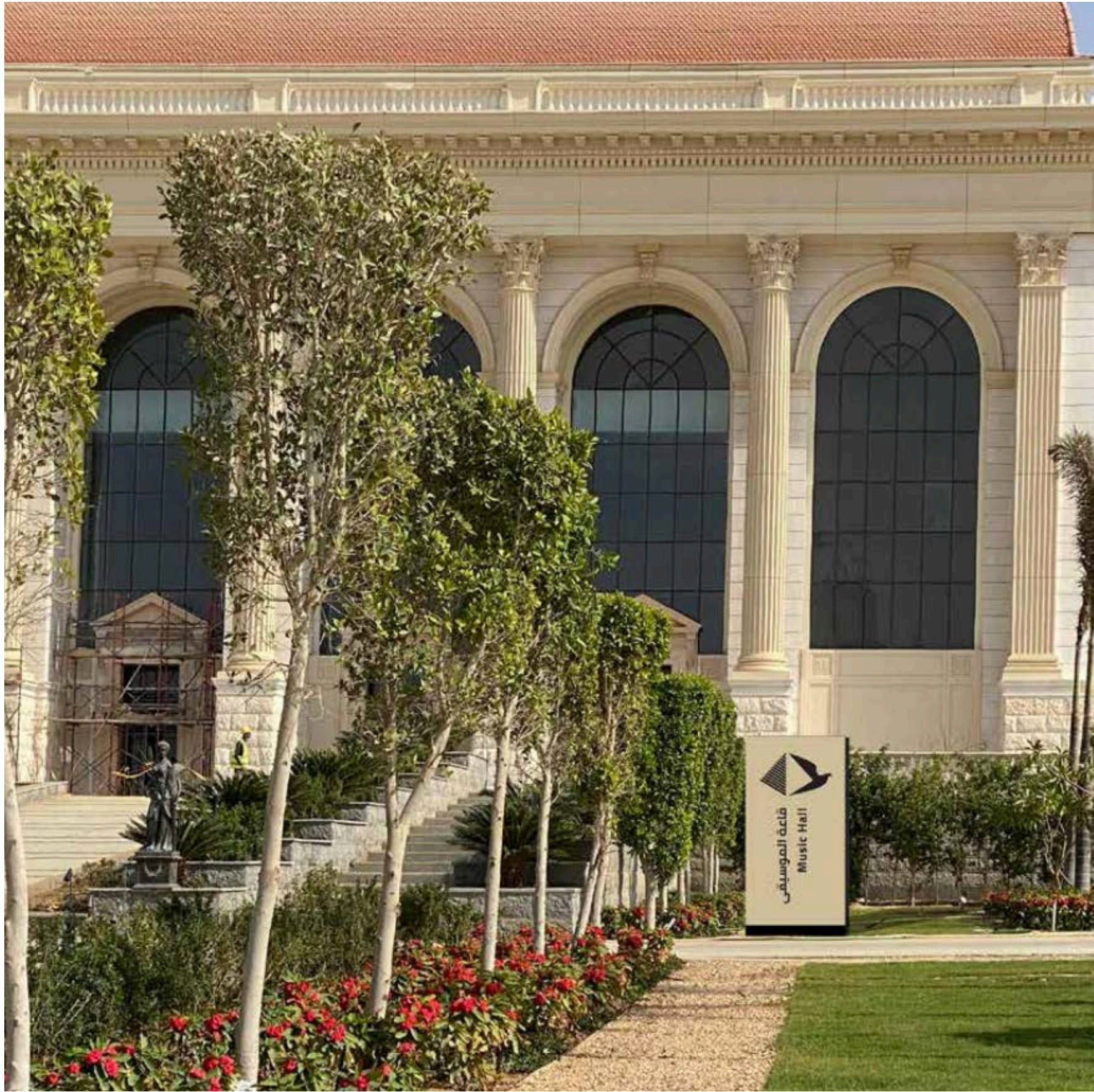
ON THE INTRINSIC VALUE OF  
EVERYTHING

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





# 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





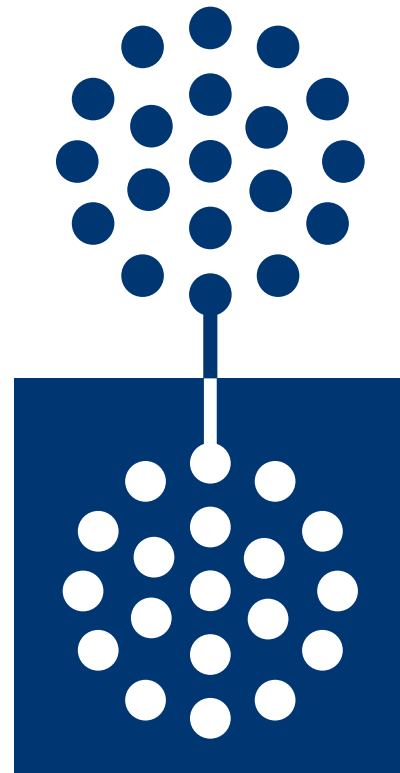


## PIRELLI RE

*Real estate. Brand design  
and communication design.*

2002-2004





# MILANO SANTA GIULIA

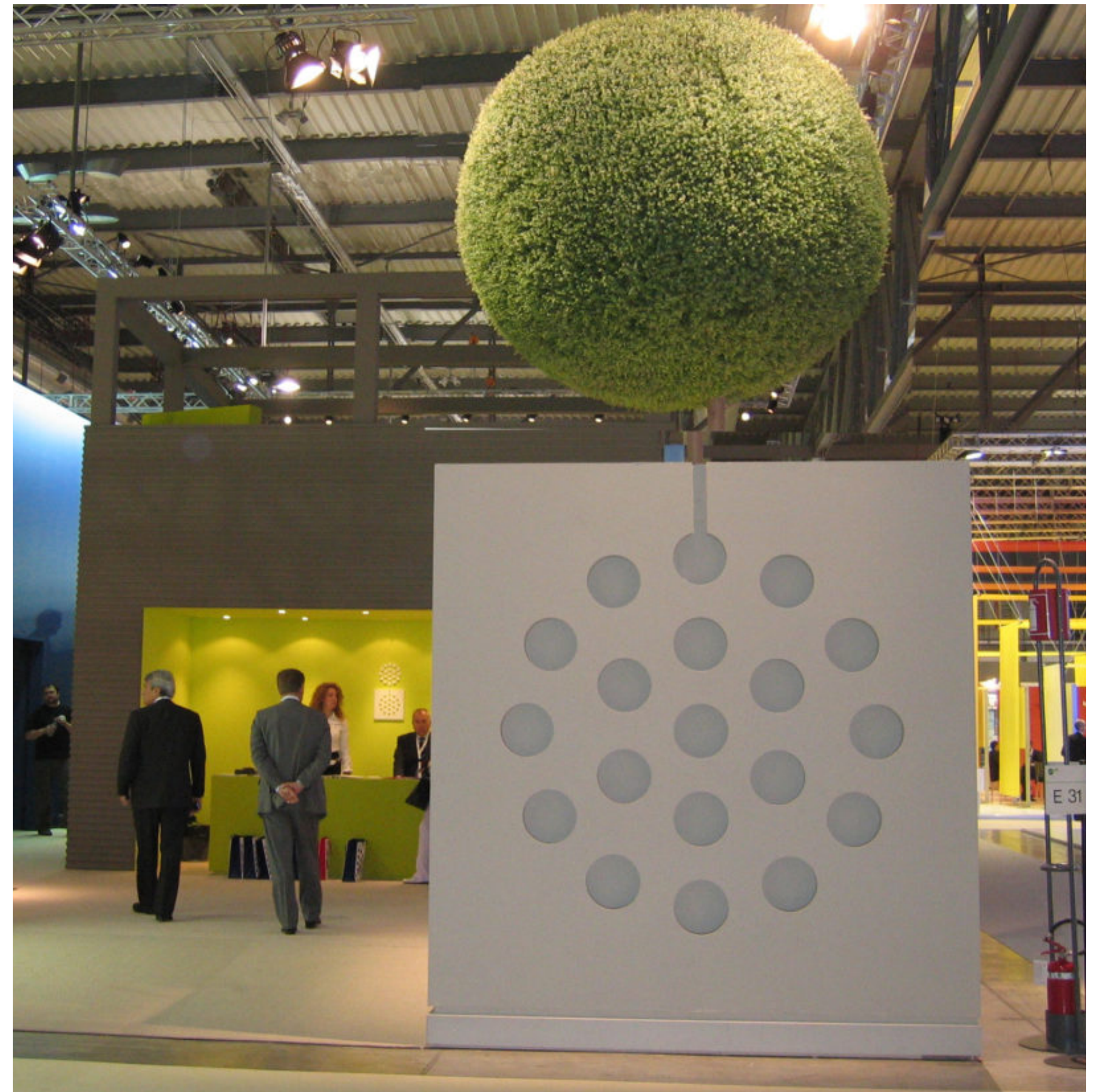
**MILANO SANTA GIULIA**

*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







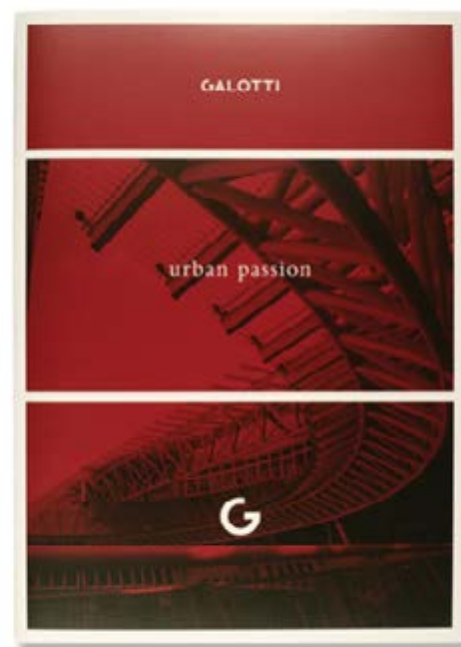
and identity system.

**GALOTTI**

*Real estate. Brand design  
and communication design.*

2007





## **GALOTTI**

*Real estate. Brand design  
and communication design.  
2007*





# Other works





**TIM**

*Mobile communication.  
Naming and identity system.*

1995







**TIM**

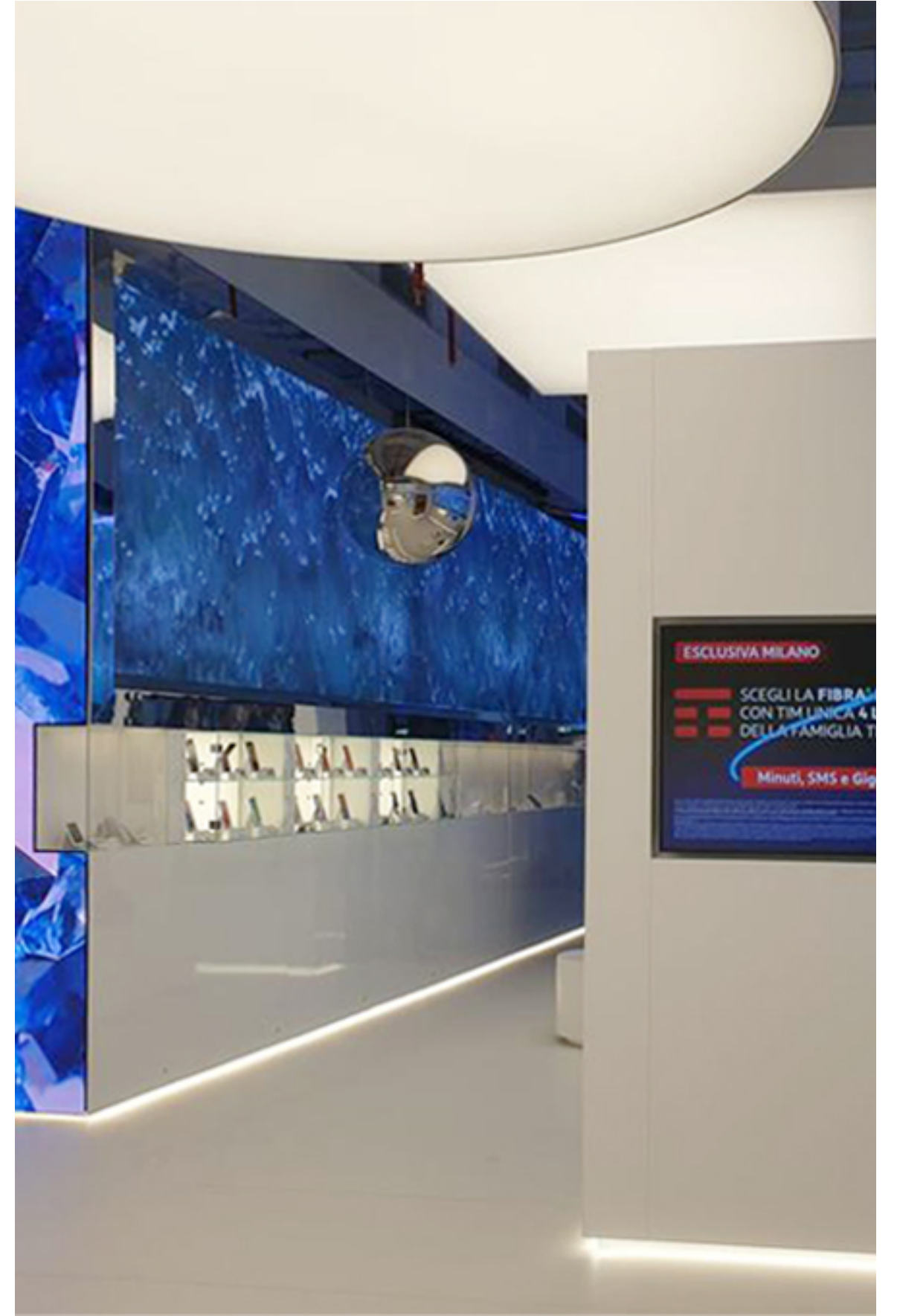
Concept Store.

*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**

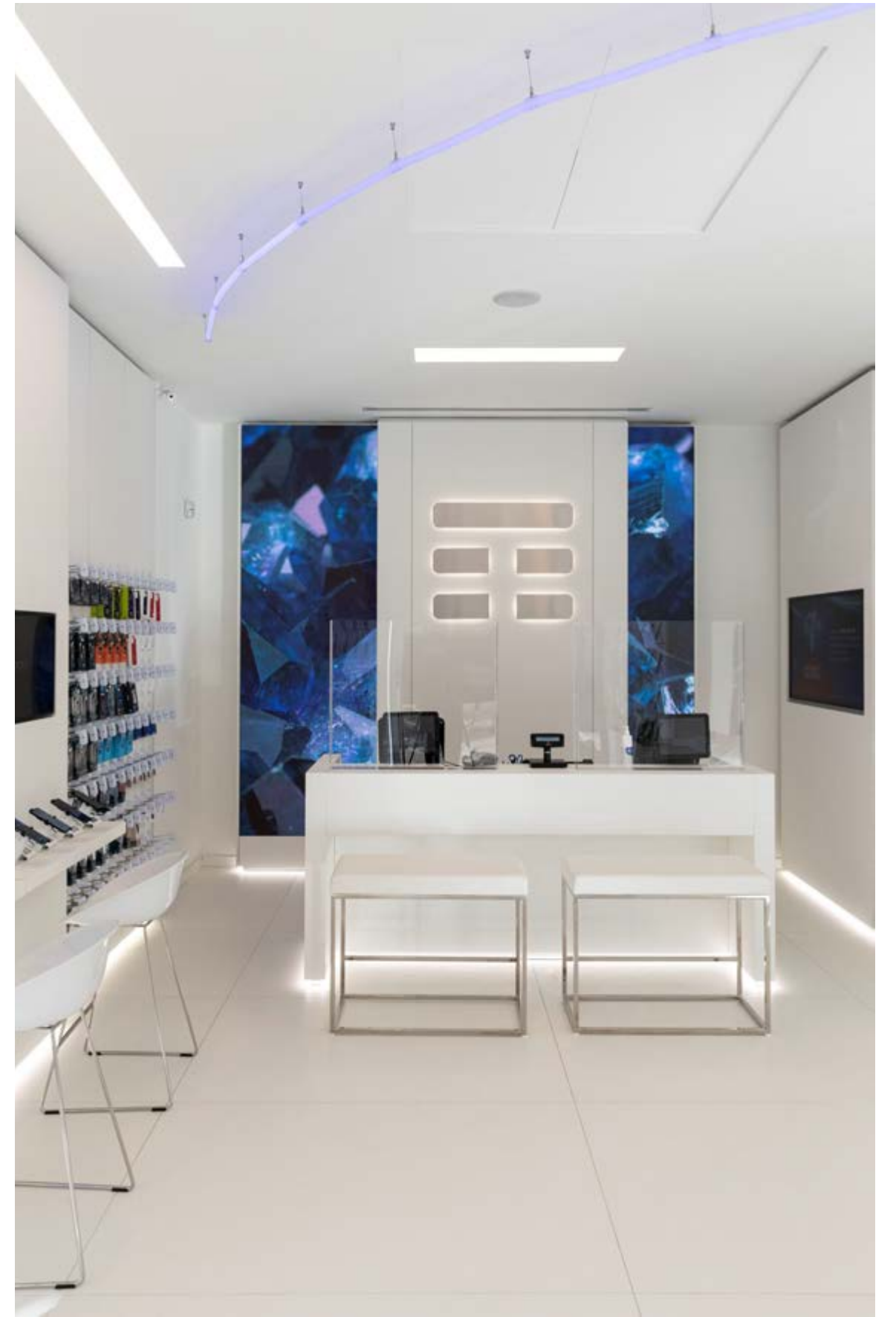
Concept Store.

*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





## 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

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

Bold Italic

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

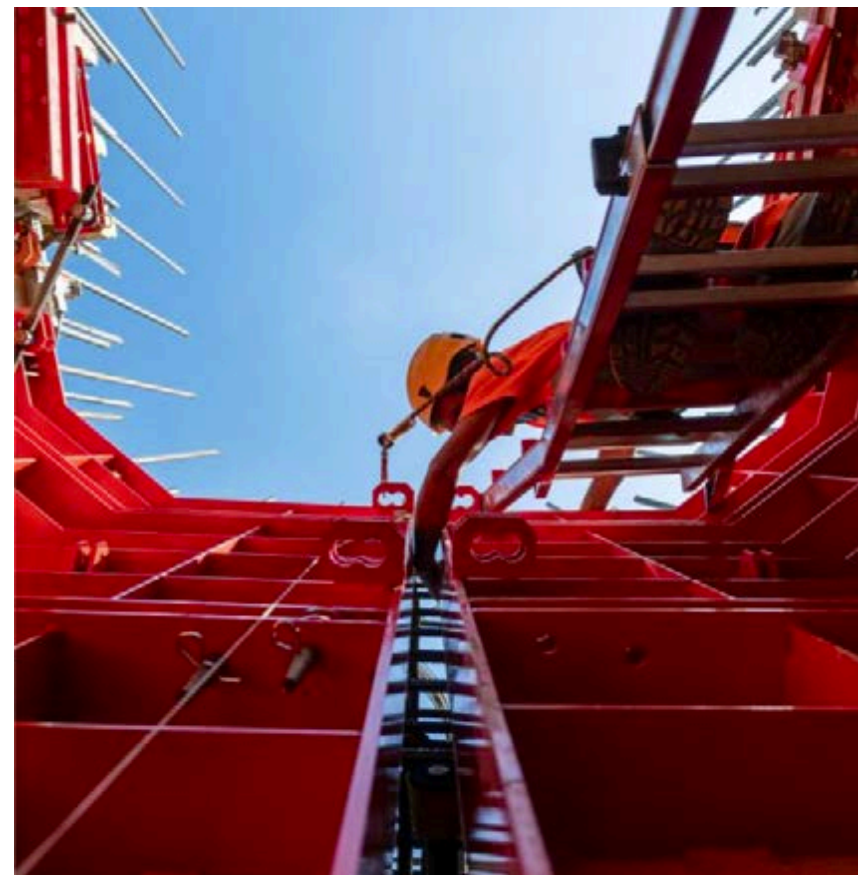
**WEBUILD**

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

2020







## WEBUILD

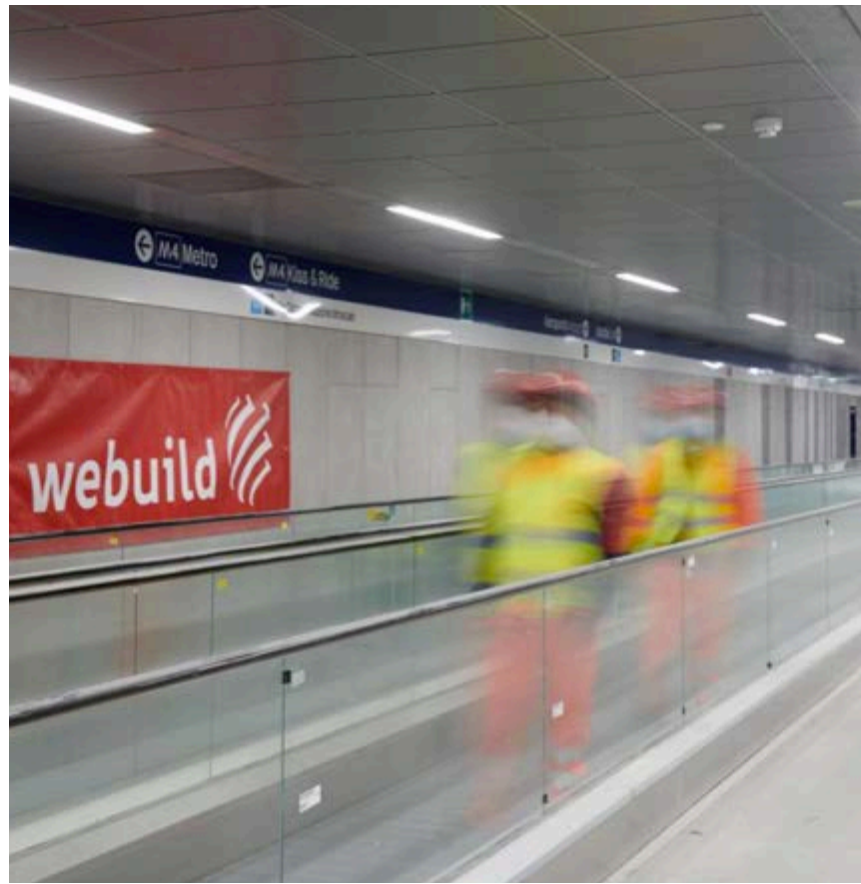
*Naming, brand design, brand architecture,  
typeface design, sonic identity design.  
2020*















eni



**ENI**

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

2006-2010







eniline logo

e

w

m

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

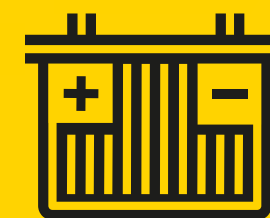
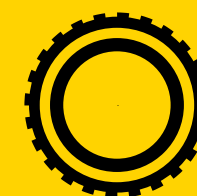
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Qm

aaa  
eee



ENI

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

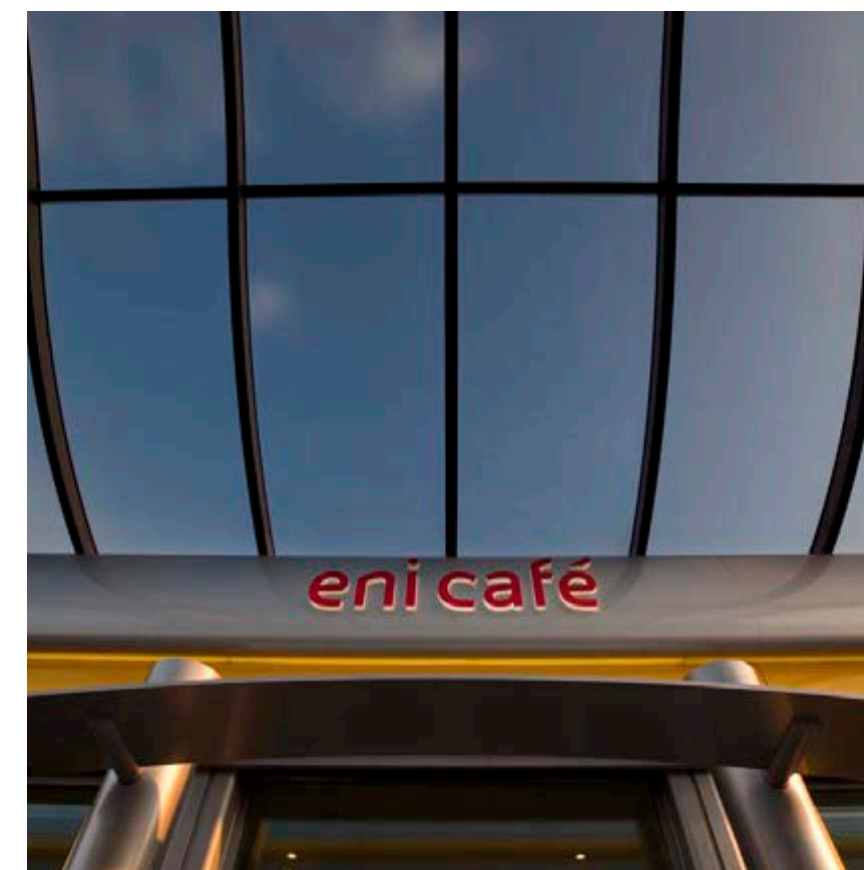
2006-2010







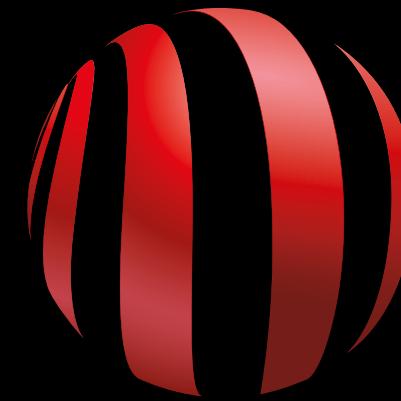








AC MILAN



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	  	 	 	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

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















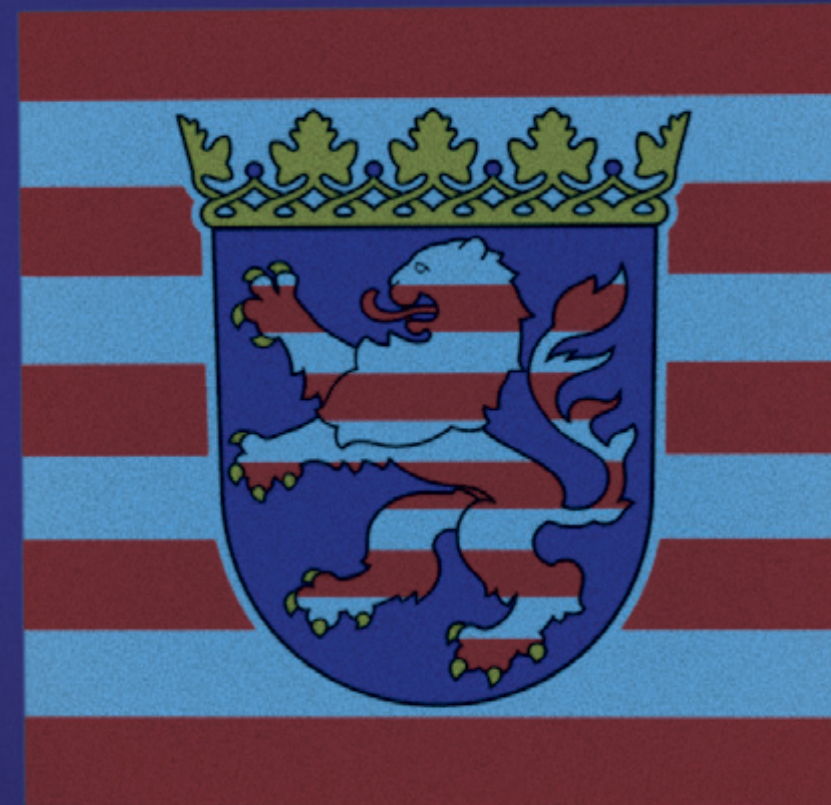








# HESSEN



## HESSEN

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

2000-2003





1234567890

M

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bnnh

ÆŒ{fi flæœ}

ÖÄÜ

Q

BnBn

a

Hassia Normal

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Hassia Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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1234567890

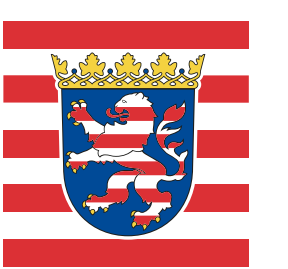
HESSEN

*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

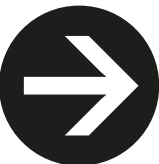
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Metro Milano Bold Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890







2000-2002





# ROMA



Comune di Roma

atac

ROMA



mobilità

ROMA



ama

ROMA



mobilità

ROMA

carsharing

mobilità

ROMA

bikesharing

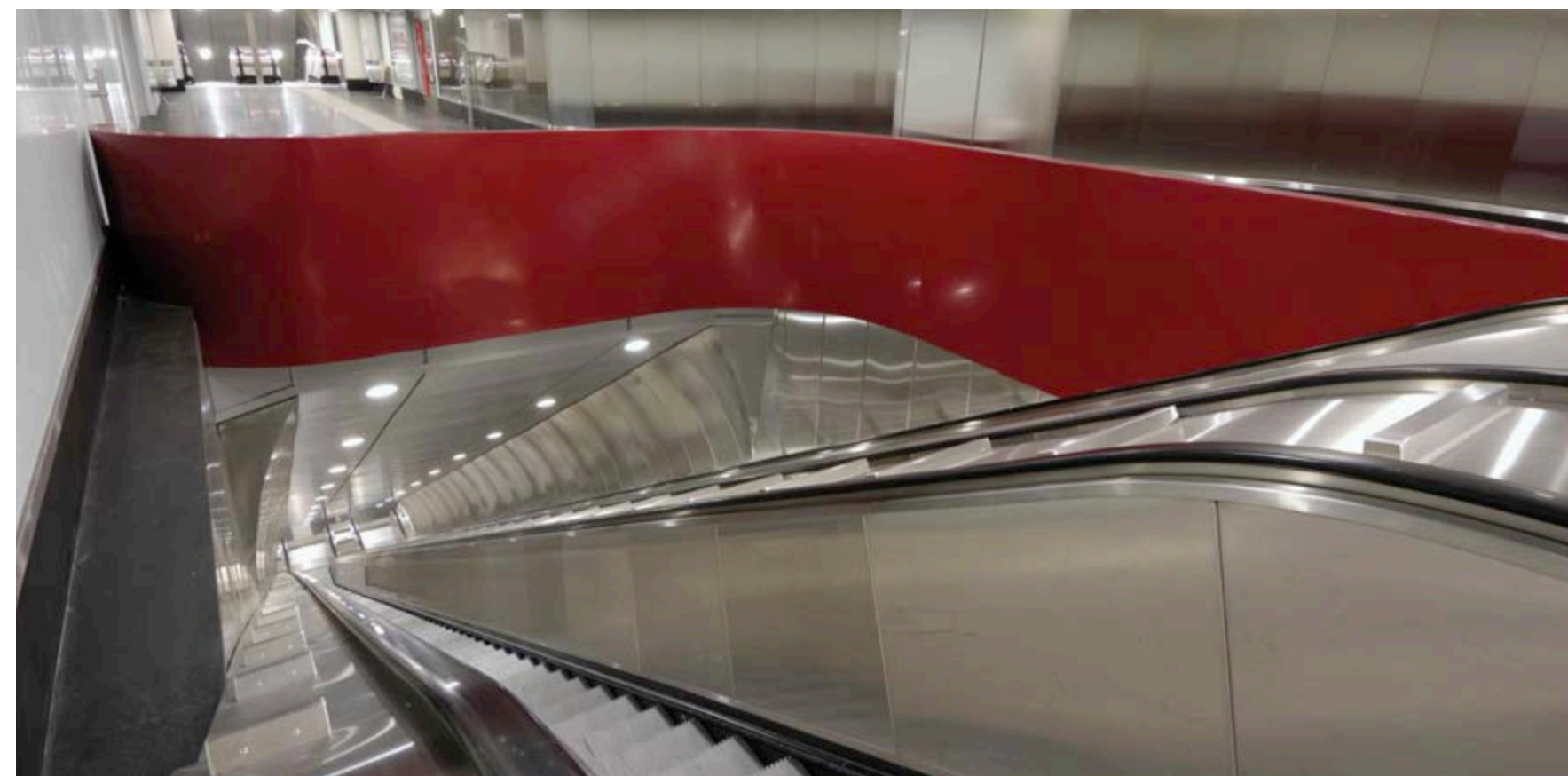
## COMUNE DI ROMA

*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

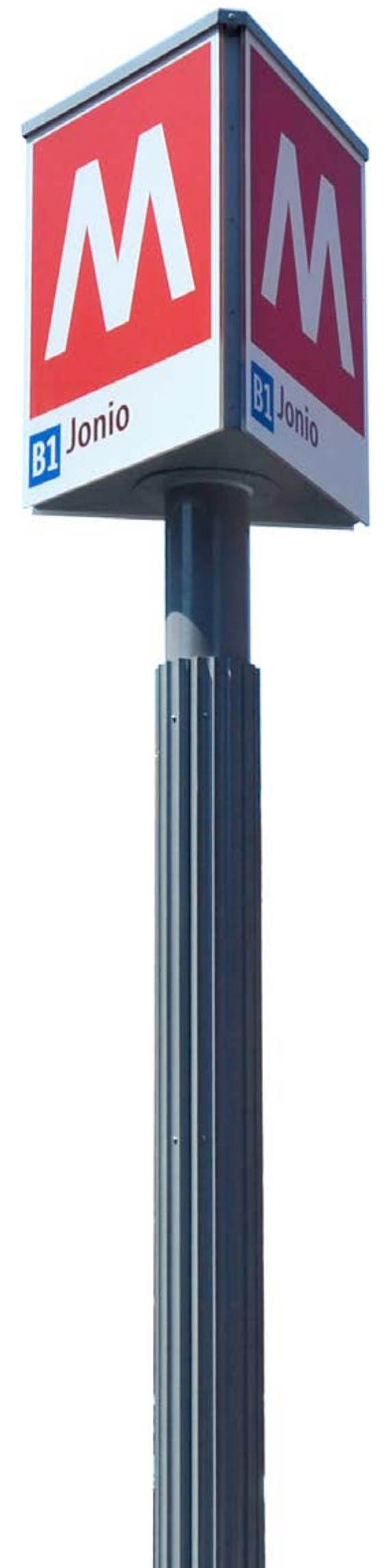
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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

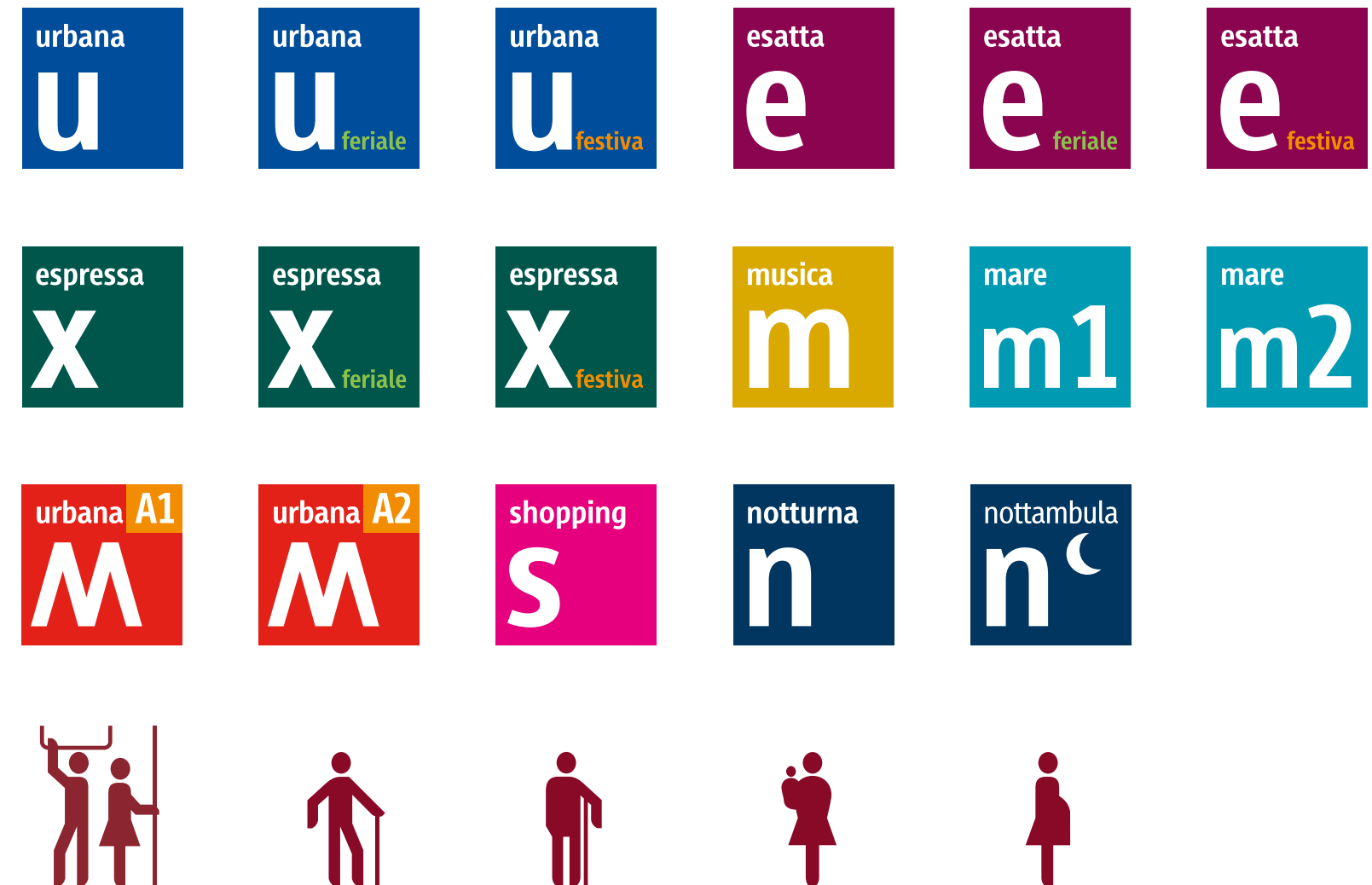
**1234567890**











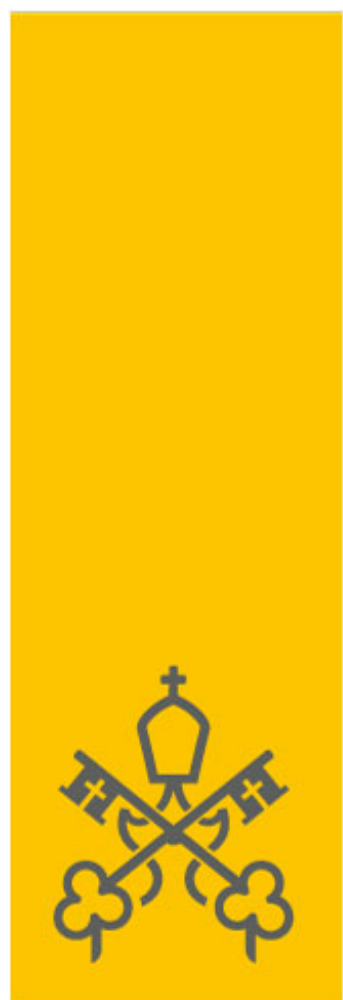
## COMUNE DI ROMA

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

2004-2009







MV



MVSEI VATICANI

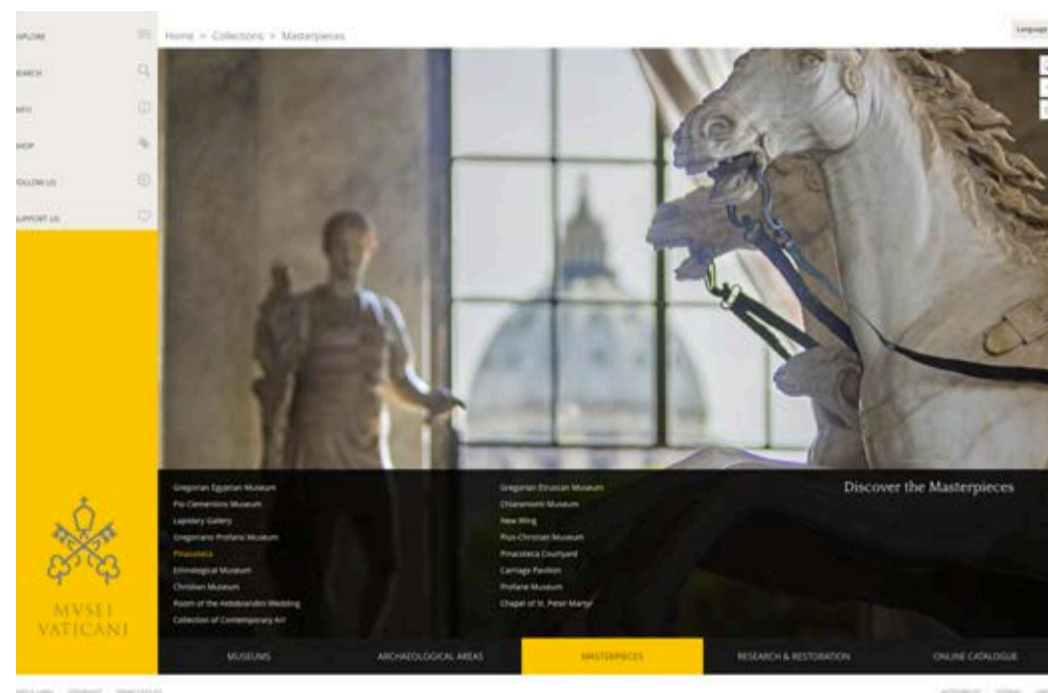
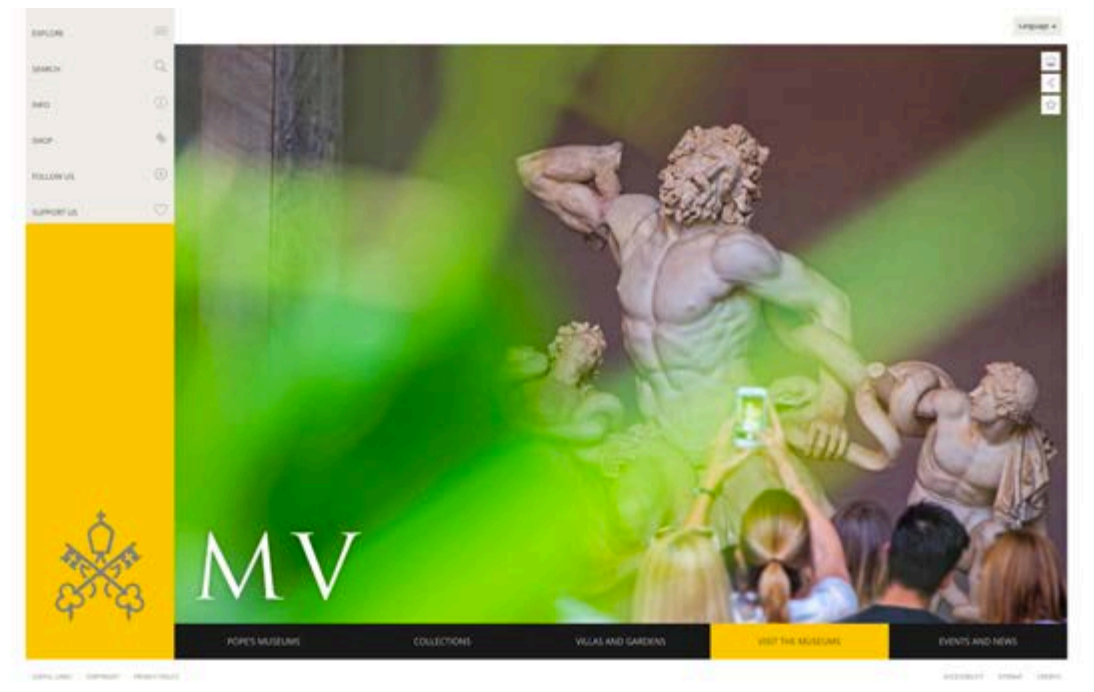
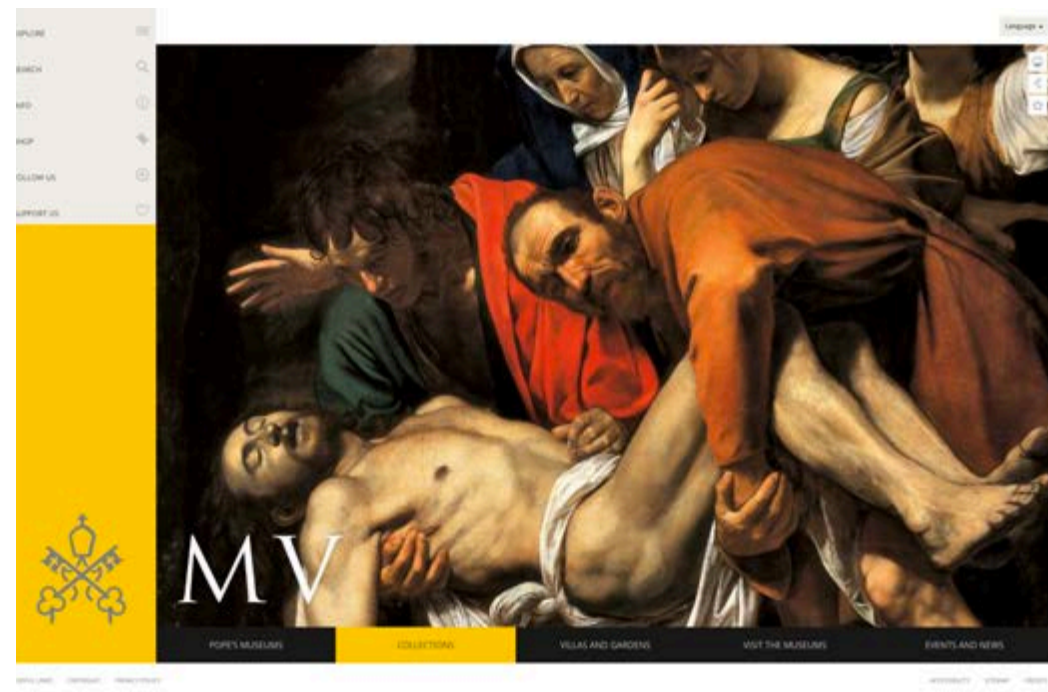
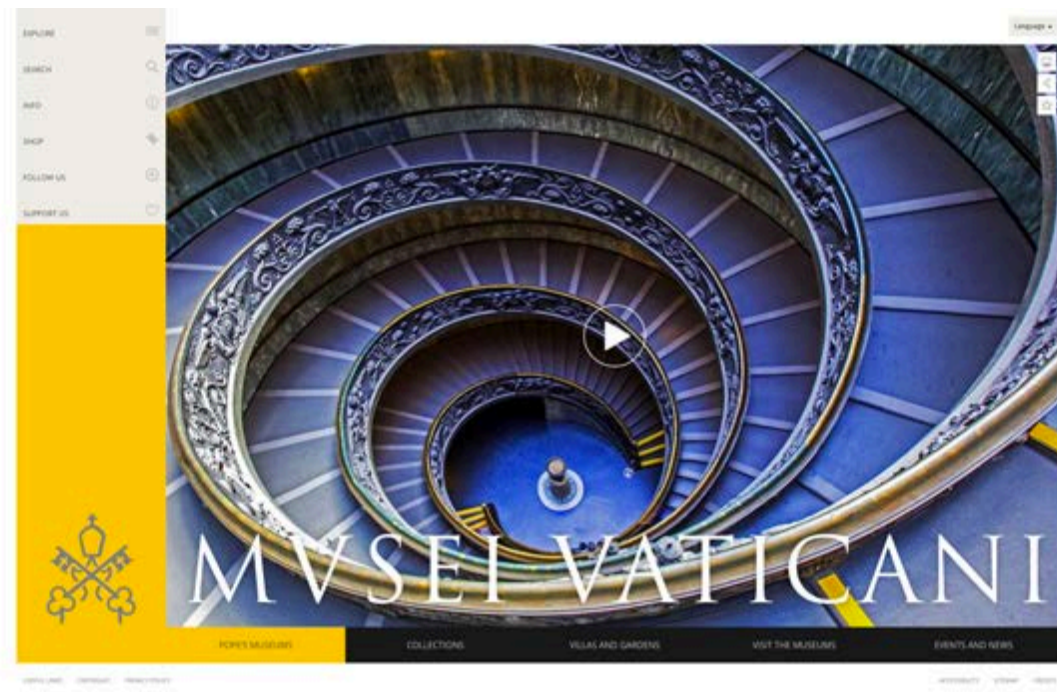
**MUSEI VATICANI**

*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.*

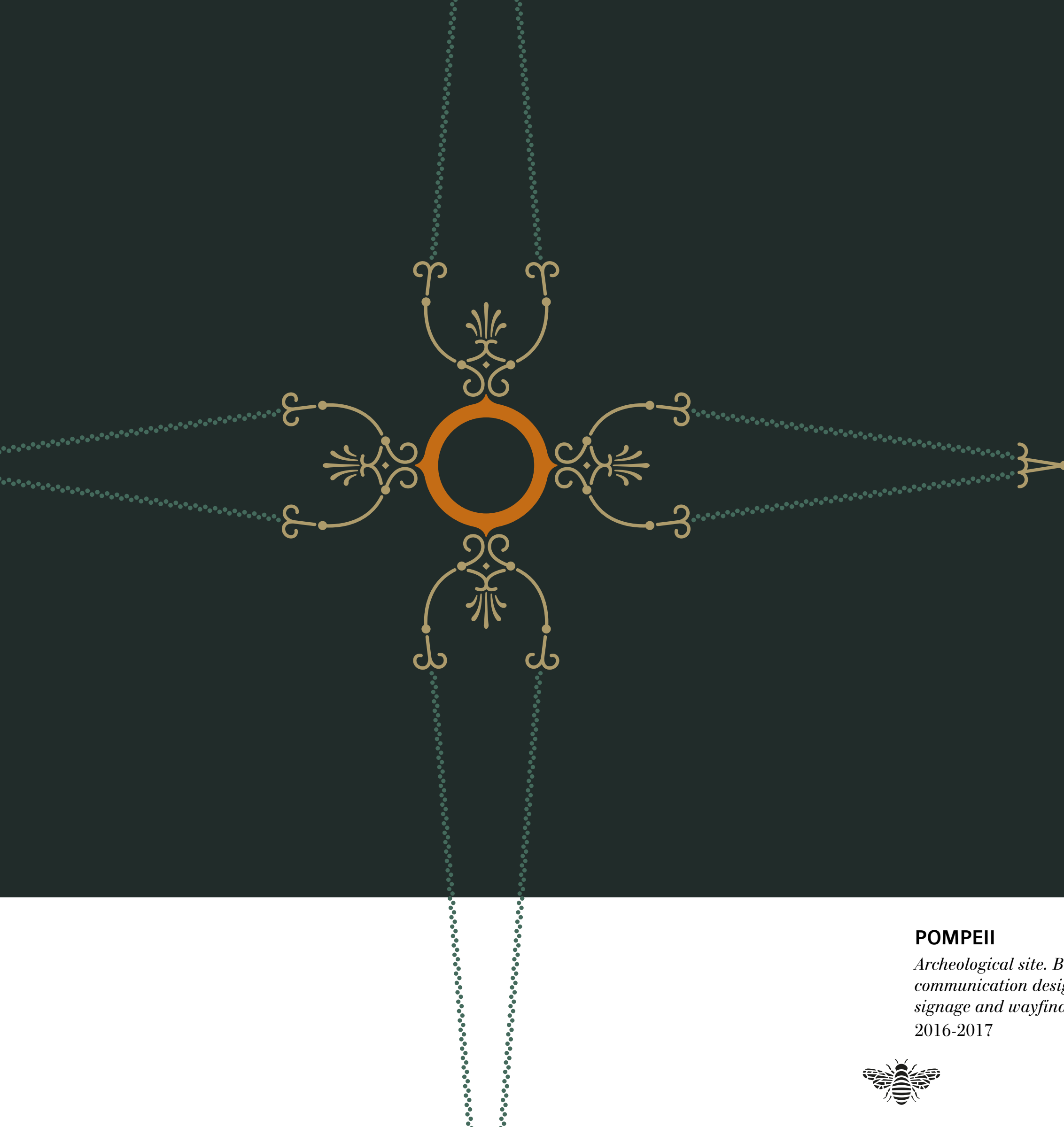
2017





POMPEII

SOPRINTENDENZA  
POMPEI

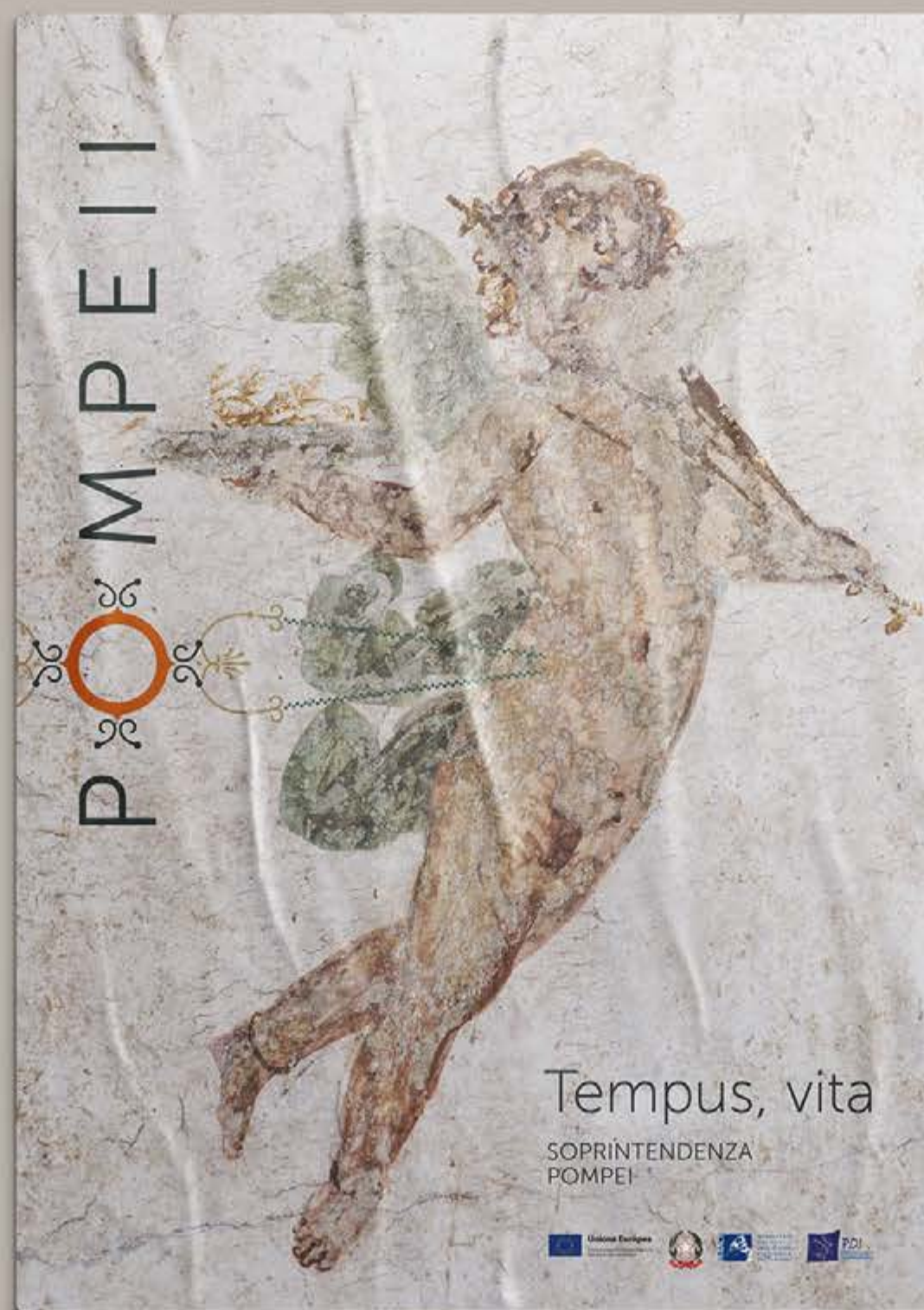


**POMPEII**

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





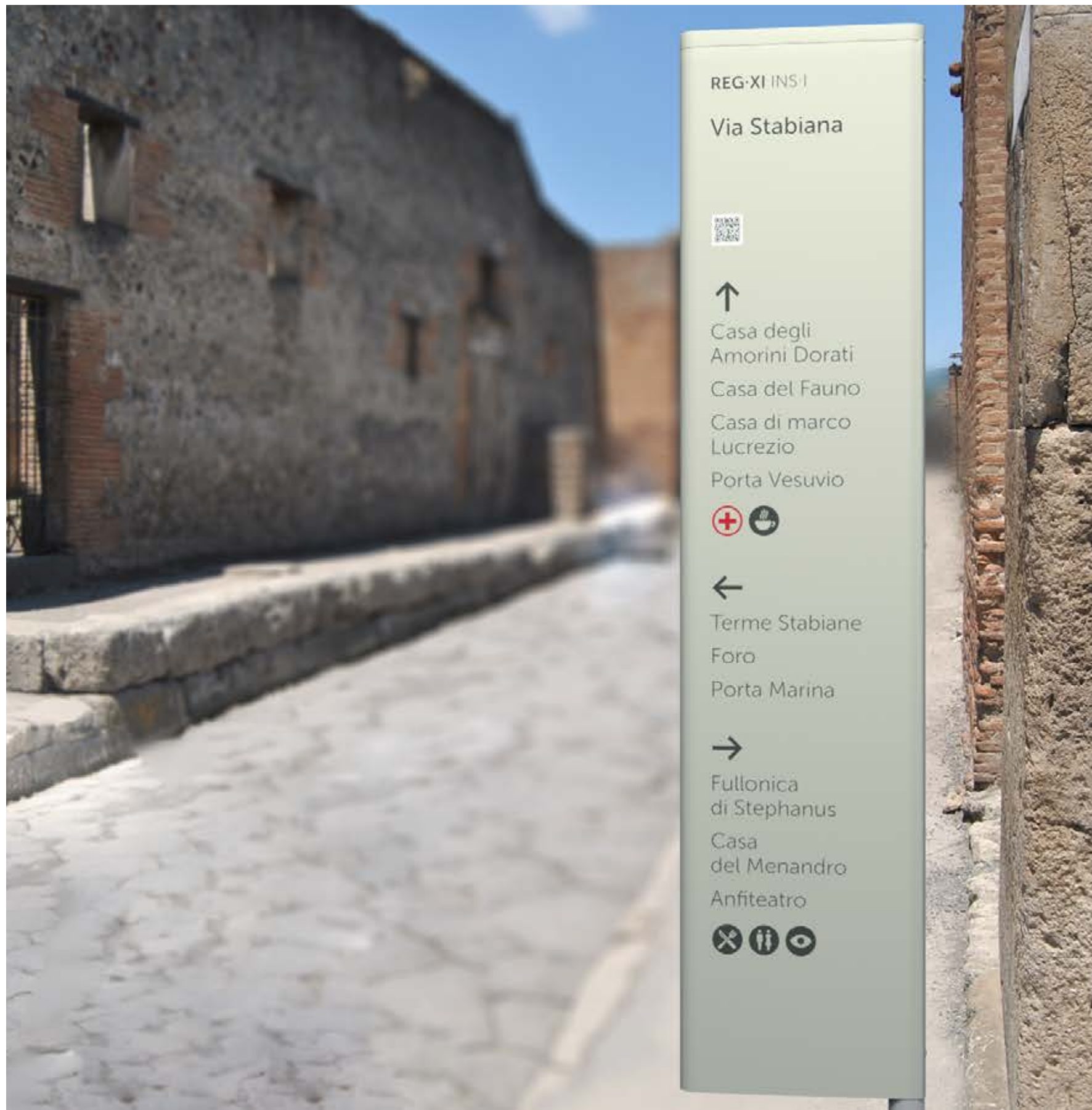


## POMPEII

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







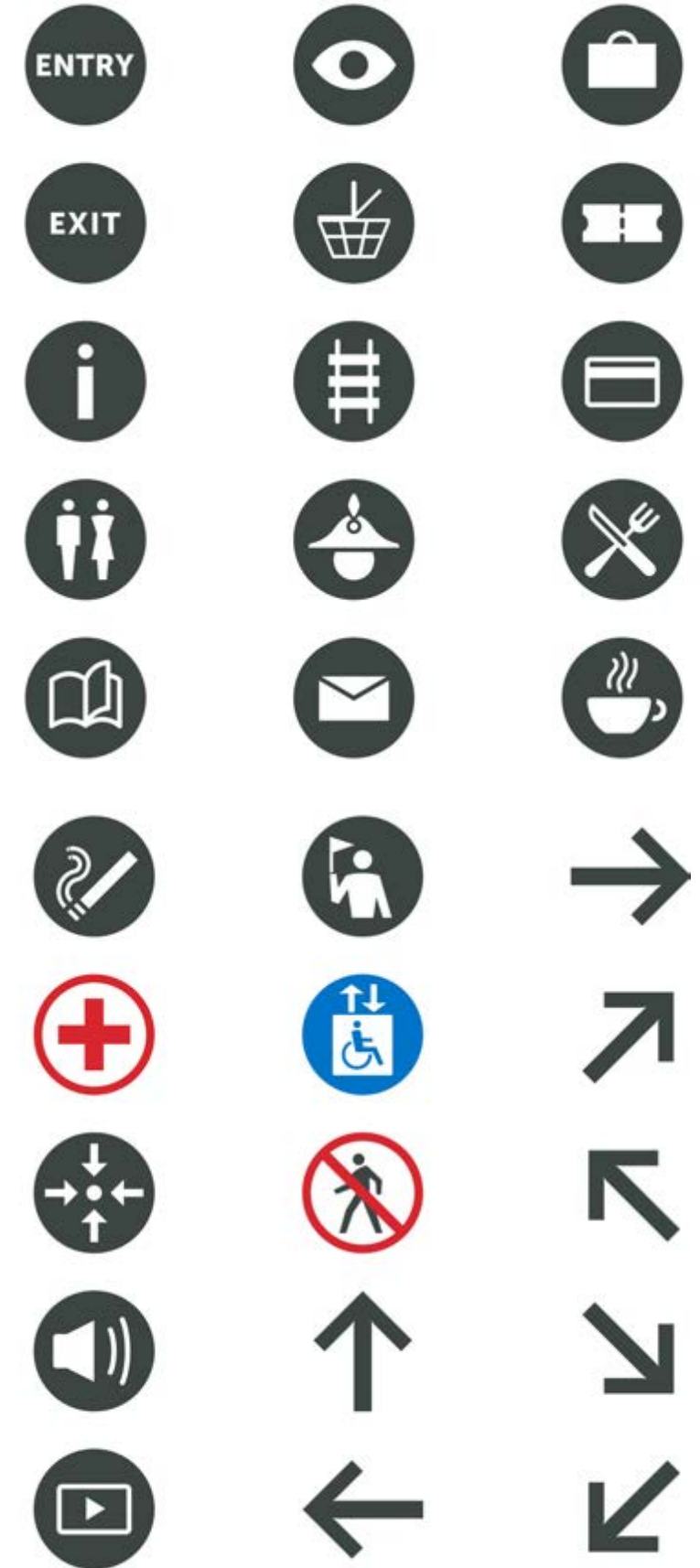
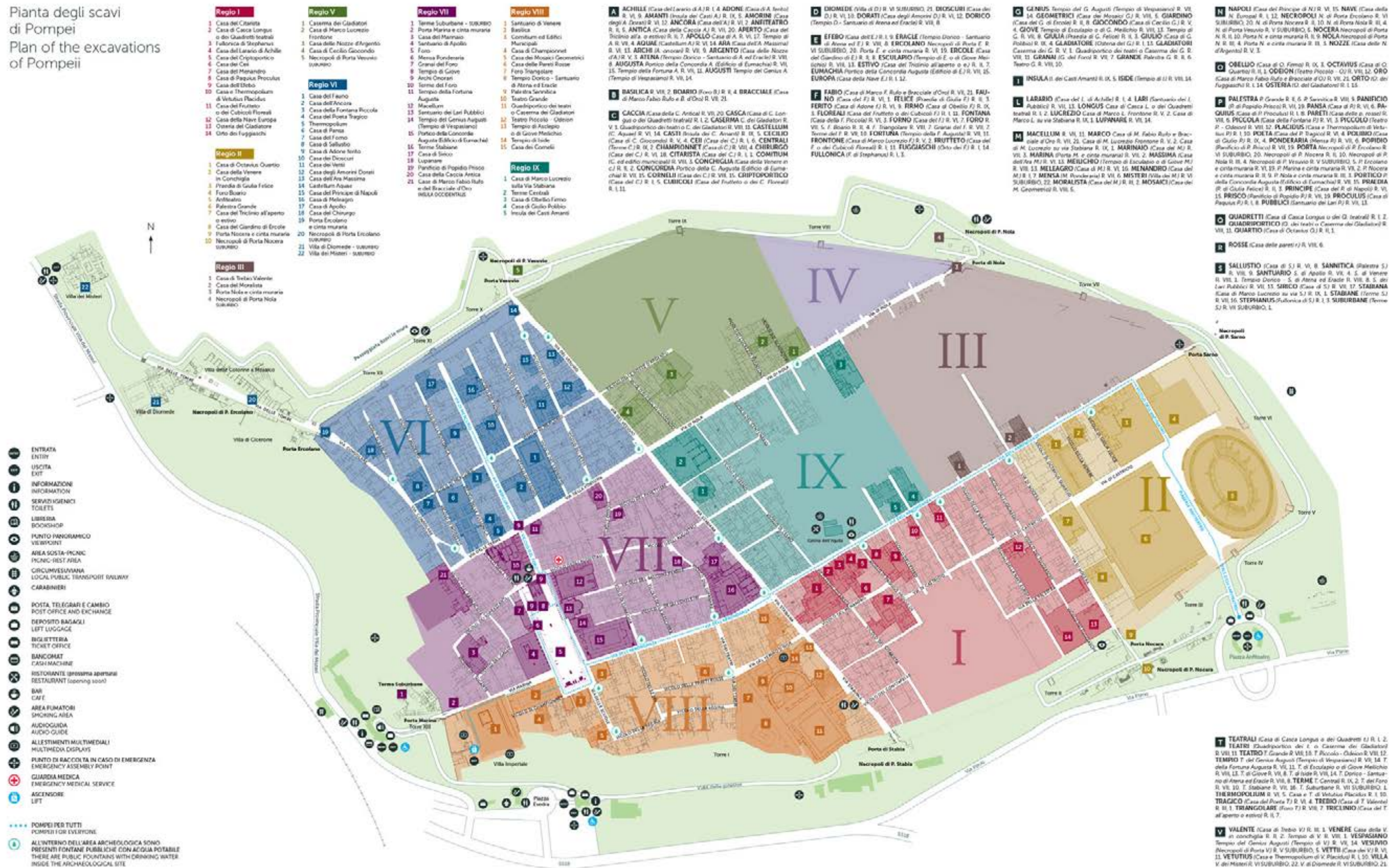
## POMPEII

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





Pianta degli scavi  
di Pompei  
Plan of the excavations  
of Pompeii



## POMPEII

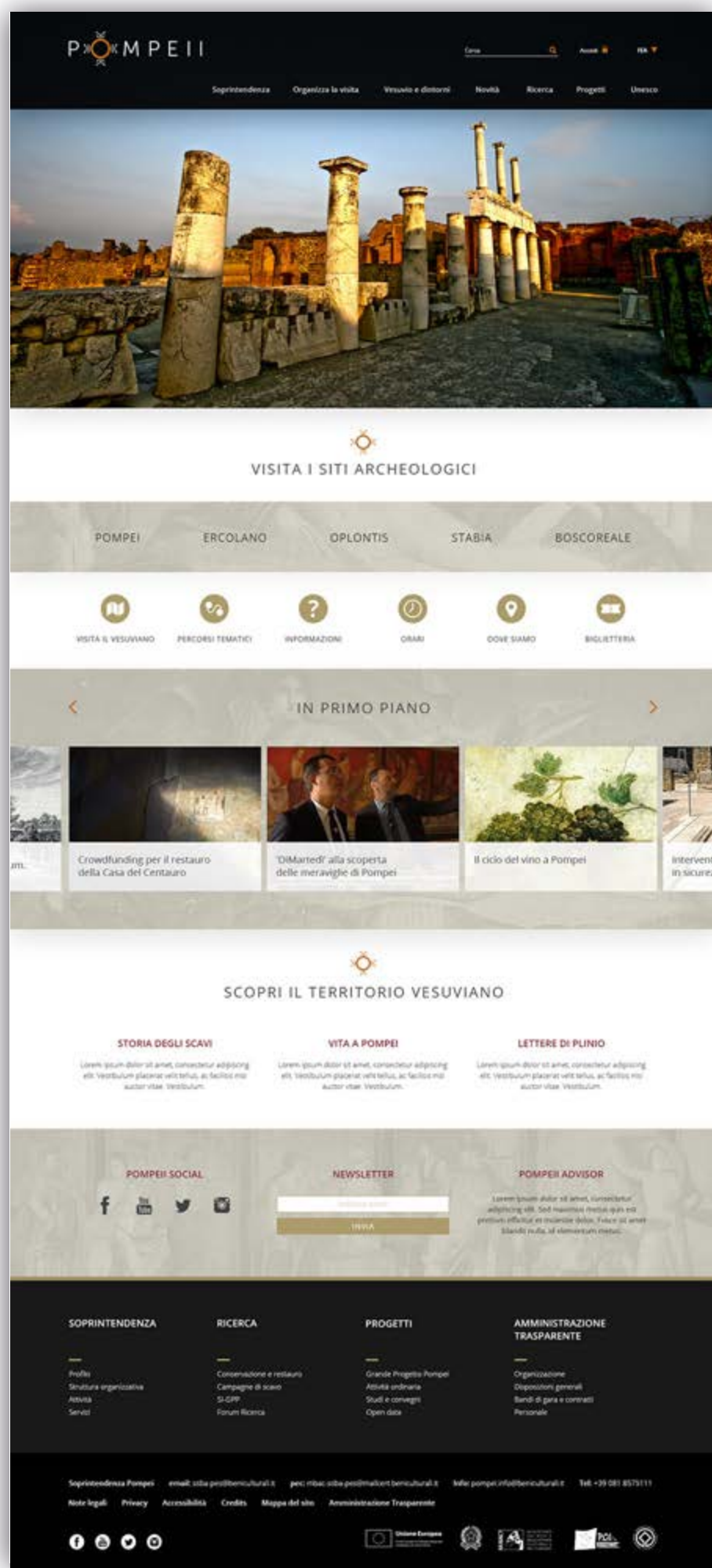
*Archeological site. Brand design,  
communication design,  
signage and wayfinding design.*  
2016-2017















**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







## 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







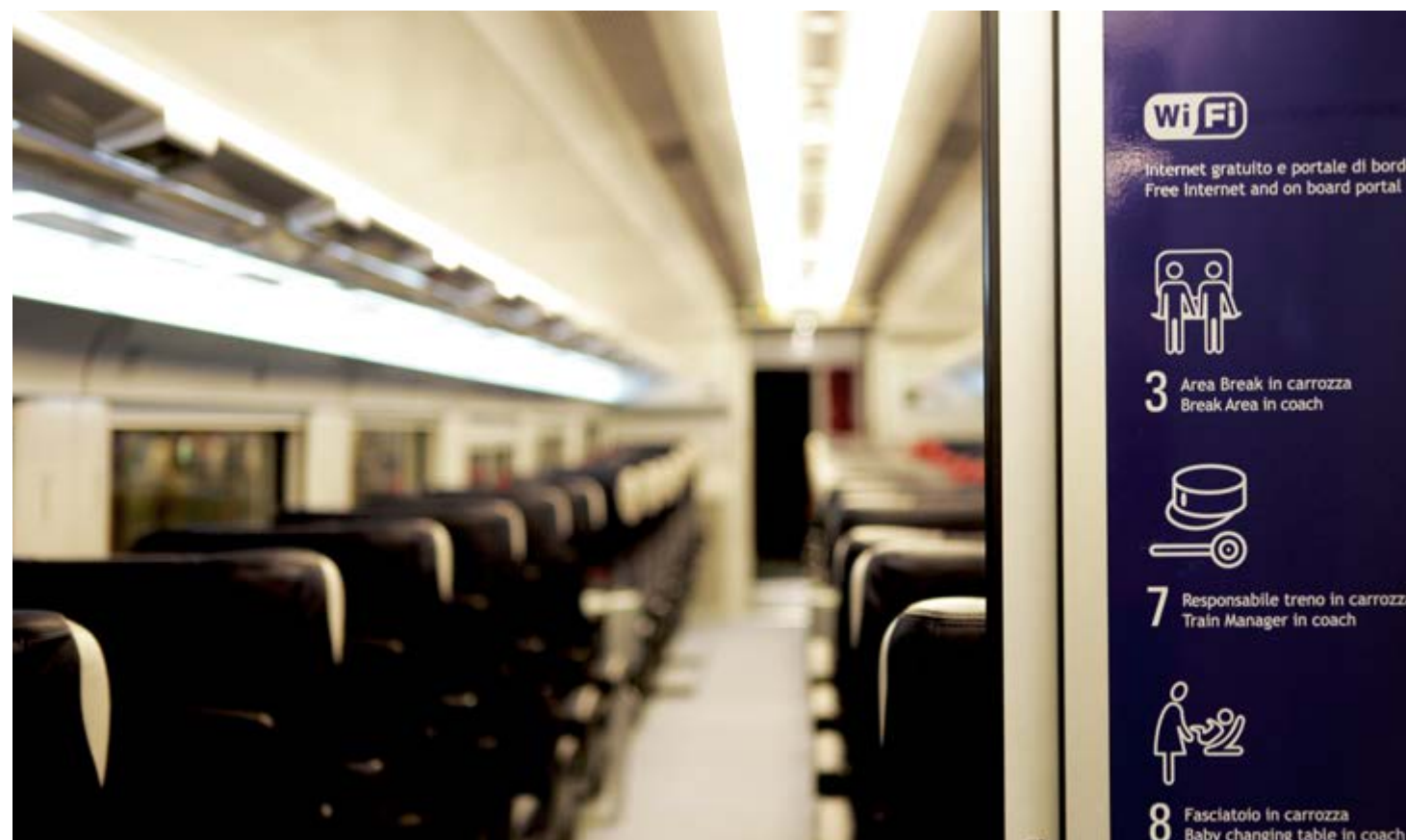
**NTV - ITALO**

*Railway Company. Brand design  
and communication design.*

2011







## NTV - ITALO

*Railway Company. Brand design  
and communication design.*

2011







## RUSAL

*Russian Aluminium (Russia).*

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

*2001-2002*





*inarea.com*

