COMPANY PROFILE 2023





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

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.





REREAD RETHINK RFDFSIGN RFBUILD

RENAISSANCE



















ACTIVITIES

Brand Architecture Brand Design Communication Design Digital Design Editorial Design Environmental Design Exhibition Design Naming Packaging Design Product Design

SECTORS

Arts & Culture Cities & Lands Educational Energy & Environment Fashion & Design Finance & Bank & Insurance Food & Agricolture Healthcare Hospitality & Leisure Industries & Technology Media & Entertainment No profit



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

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

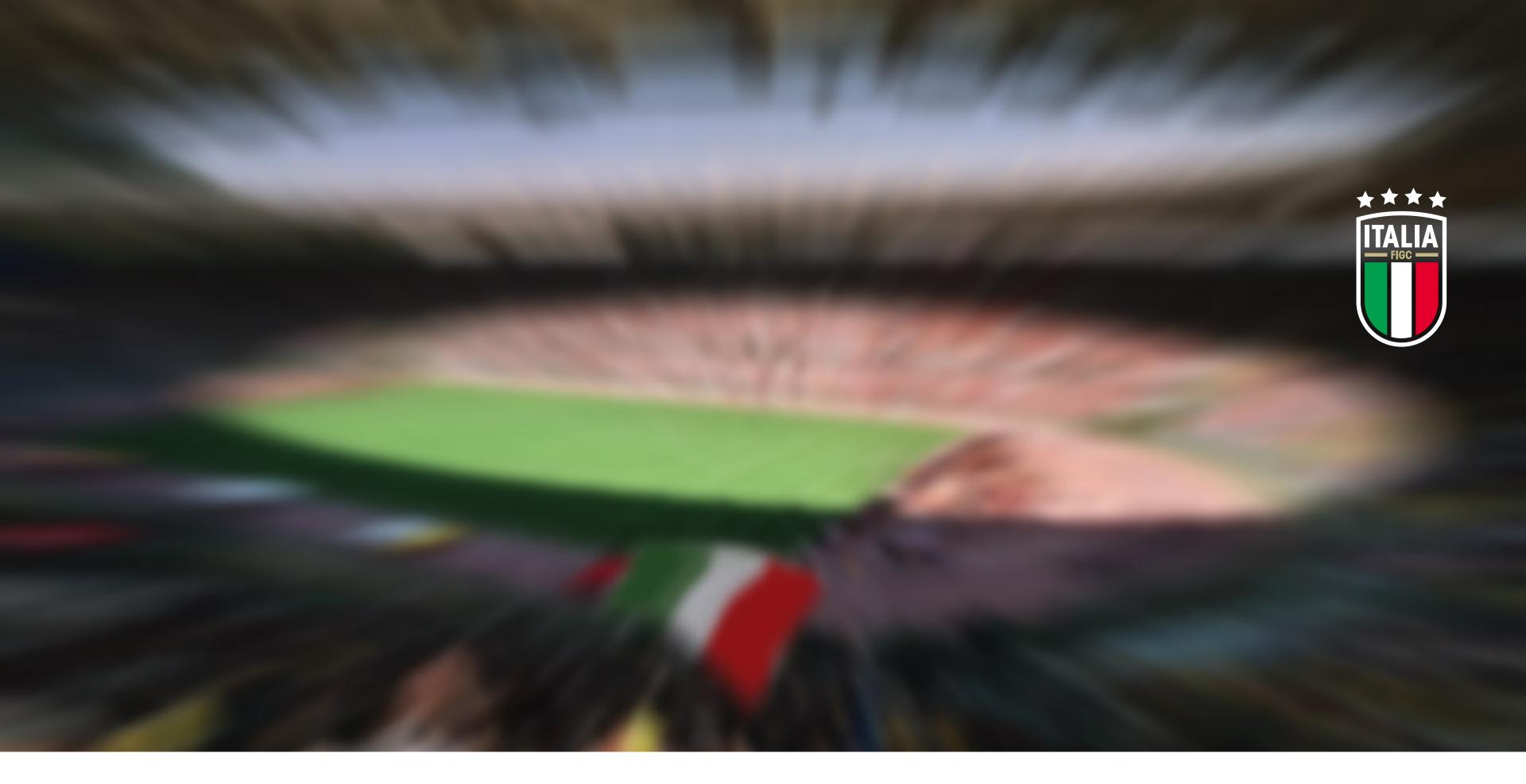
In more than 40 years of activity, we have developed over 500 projects. We have been and are partner of leaders in their respective fields of expertise. These include:

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, Egualia, 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.



Sport





FGCI

Federazione Italiana Giuoco Calcio. Sonic identity brand. 2022





AC MILAN

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



intervention of the second secon

Ambito calcistico

Ambito corporate

Ambito commerciale

Ambito comunicazione









AC Milan SpA Milan Entertainment SrI Milan Real Estate SpA















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



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









2012-2017



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editorial design and communication design.











()) CASA MILAN

MONDO MILAN MILAN STORE CUCINA MILANELLO

















OFFICIAL LICENSED PRODUCT



OFFICIAL LICENSED PRODUCT









MILAN GLORIE







FONDAZIONE MILAN



Non chiederti cosa i tuoi compagni di squadra possono fare per te. Chiediti cosa tu puoi fare per i tuoi compagni di sevente. di squadra.

MILAN









"Mia figlia è entusiasta dell'attività! Attende con ansia il sabato per poter condividere le emozioni con il suo gruppo. Da genitori non possiamo che essere soddisfatti."



Collaborazione

collaborazióne s. f. [der. di collaborare] – 1. a. Il fatto di collaborare, cioè di partecipare insieme con altri a un lavoro, a una produzione per ottenere un risultato.





MILAN ACADEMY



ΜΙΙΔΝ ΛΟΛΟΕΜΥ JUNIOR CAMP





ISCRIV

Per maggiori inform www.acmilan.o



NOI IL METODO OVOI IL CUORE E LA PASSIONE 😃 🎔

Portiamo in campo la vostra più grande passione. Con metodo. Per un corretto avviamento al gioco del calcio, i fondamentali s'imparano sul campo nelle Scuole Calcio Milan. Ogni bambino è seguito nella sua crescita grazie a un Metodo Integrato che si basa sui più importanti valori di cultura calcistica. I giovani calciatori crescono come sportivi, con particolare attenzione allo sviluppo di capacità tecniche e motorie in funzione di un pensiero tattico. Tutti gli allenamenti si svolgono nell'ottica di una preparazione che va dalla conoscenza delle regole al fair play e alla giusta alimentazione. Una formazione completa che nasce dall'esperienza dello sta tecnico e degli allenatori di un grande club come l'AC Milan.

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mazioni: com • Info	line:	02 62284	1545				adida	as	BANCO BP	M	Emirates





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



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







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



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Scillola dello Sport Coni

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Italian Olympic Committee. Brand design, brand architecture, communication design. 2014-2015







Italian Olympic Committee. Brand design, brand architecture, communication design. 2014-2015





CONI Italian Olympic Committee. Brand design, brand architecture, communication design. 2014-2015





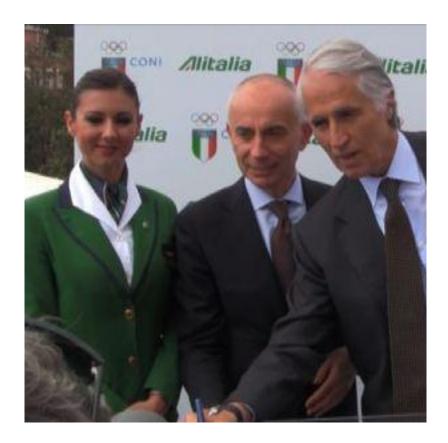
COLLARE D'ORO AL MERITO SPORTIVO

Roma, 15 dicembre 2014











Italian Olympic Committee. Brand design, brand architecture, communication design. 2014-2015









OLYMPIC TEAM



OLYMPIC TEAM Italian Olympic Committee. Band design, brand architecture, communication design. 2014-2015





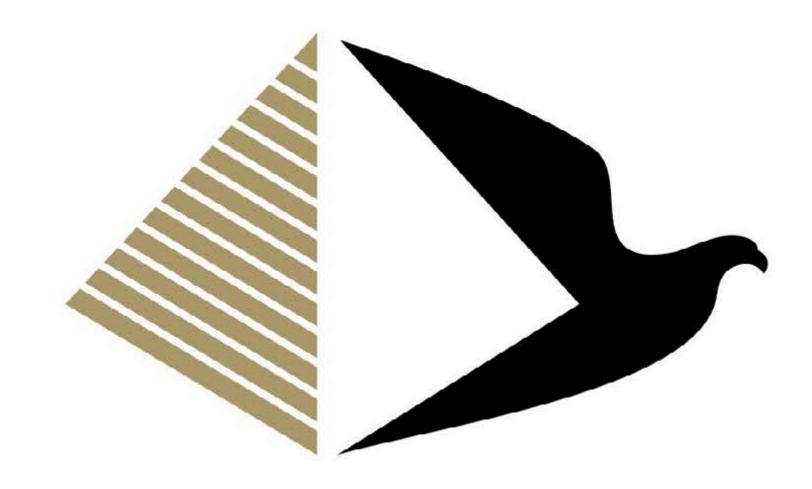
OLYMPIC TEAM Italian Olympic Committee. Band design, brand architecture, communication design. 2014-2015





Other works

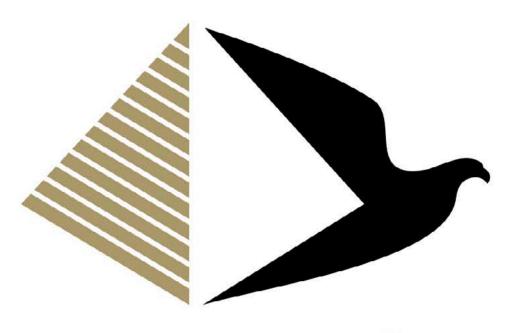




CITY OF ARTS AND CULTURE

New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design. 2020-2021





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

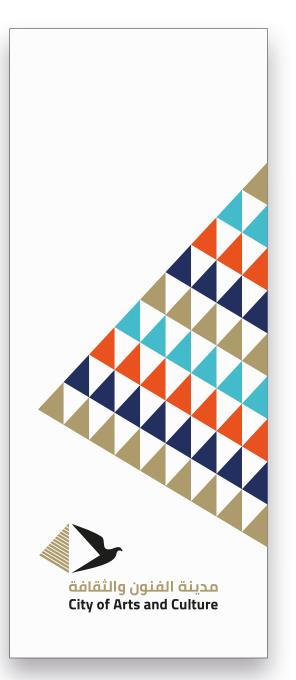
CITY OF ARTS AND CULTURE

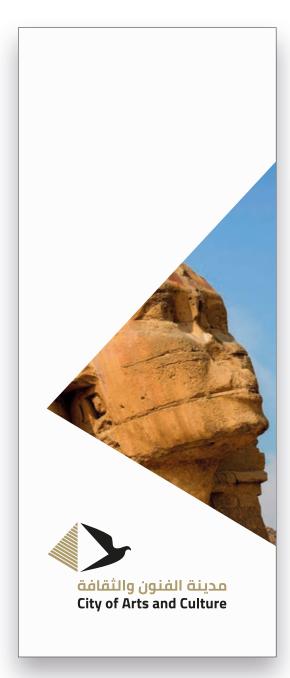
New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design. 2020-2021









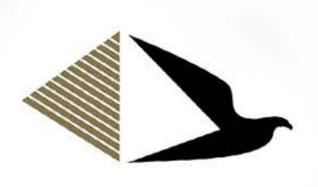




CITY OF ARTS AND CULTURE

New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design. 2020-2021





مدينة الفنون والتقافة City of Arts and Culture









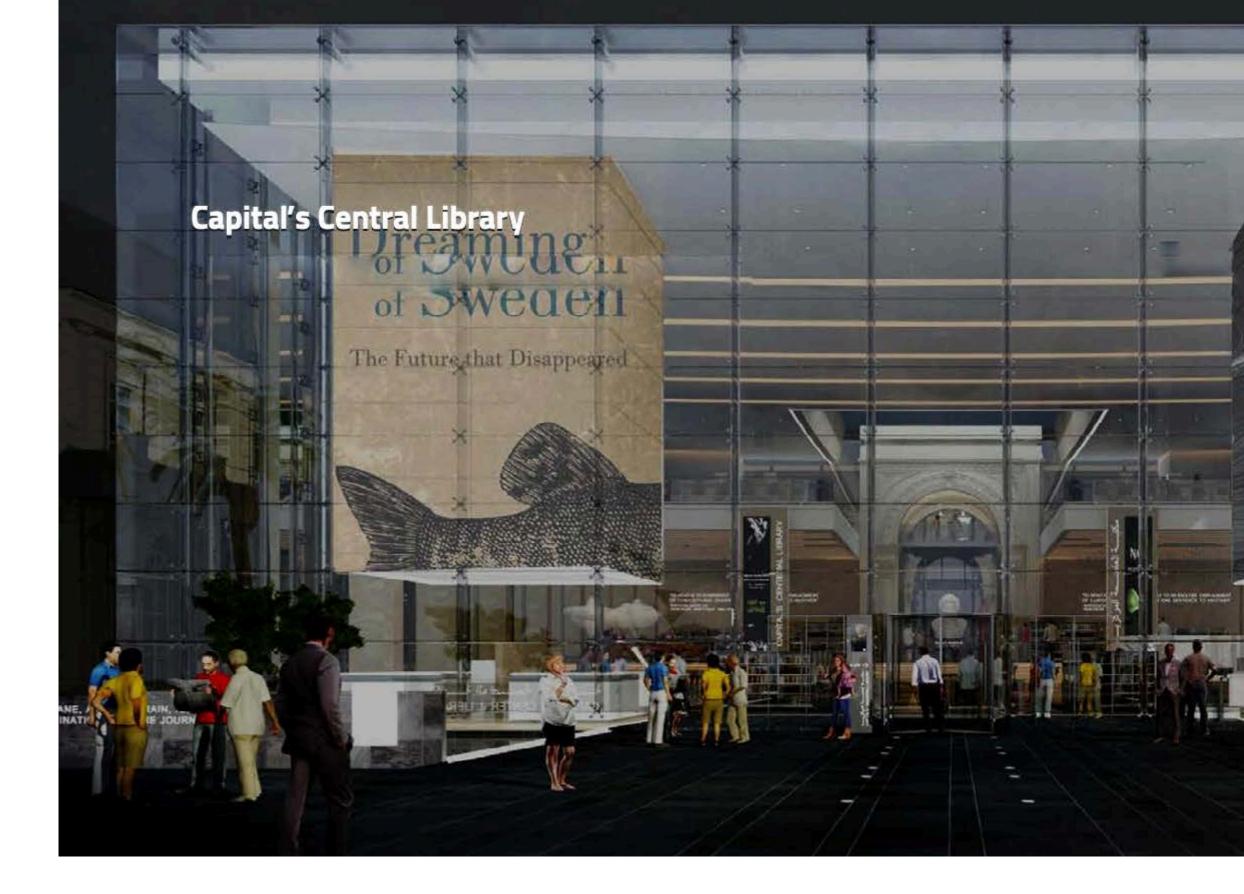
CITY OF ARTS AND CULTURE

New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design. 2020-2021









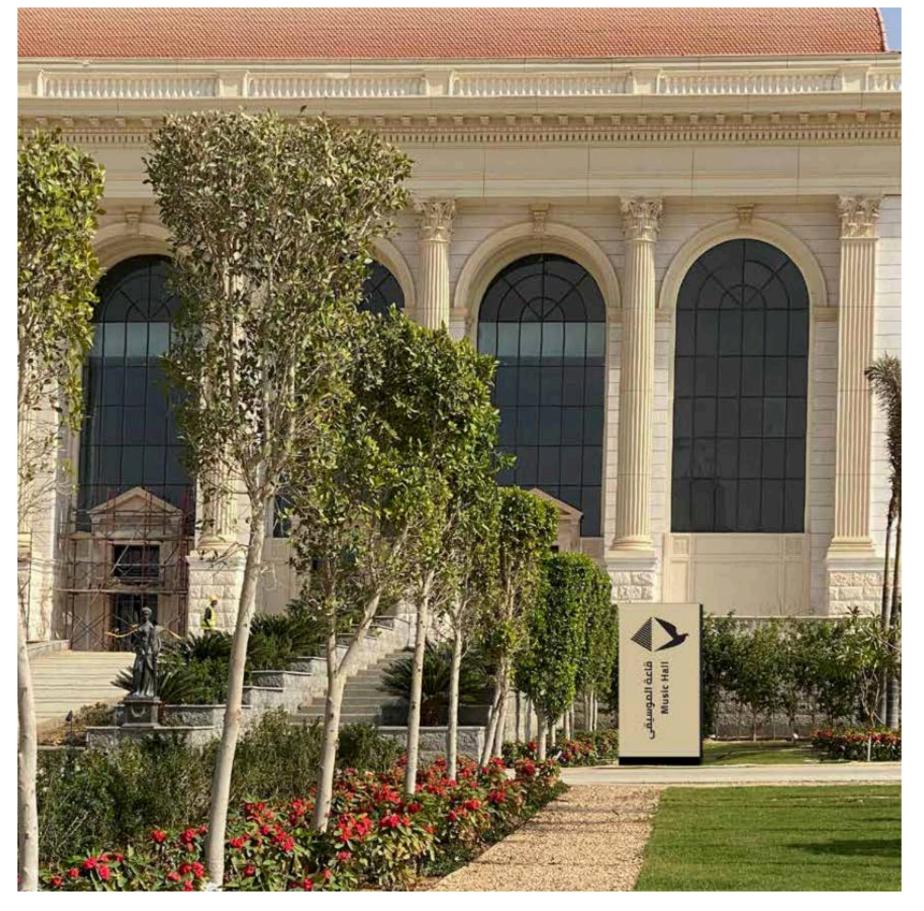


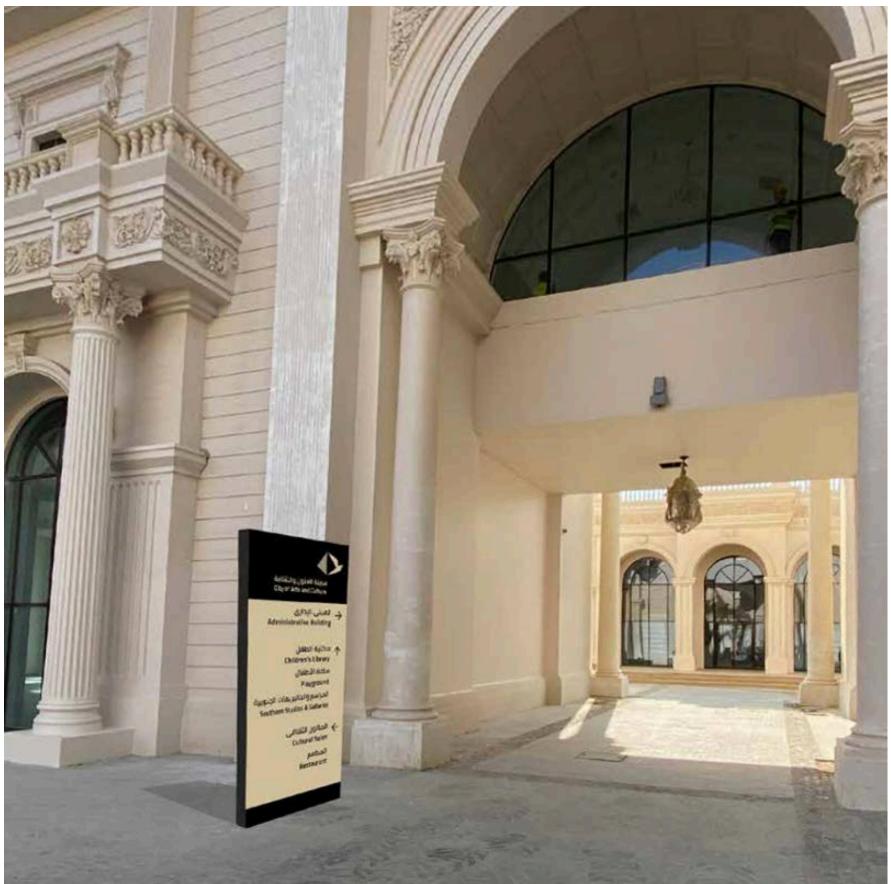
مكتبة العاصمة المركزية

رف أو أجلَّ من الذي يبني وينشئُ أنفس

ON THE INTRINSIC VALUE OF

Scott A. Davison















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

communication design, signage & wayfinding design. 2020-2021





††

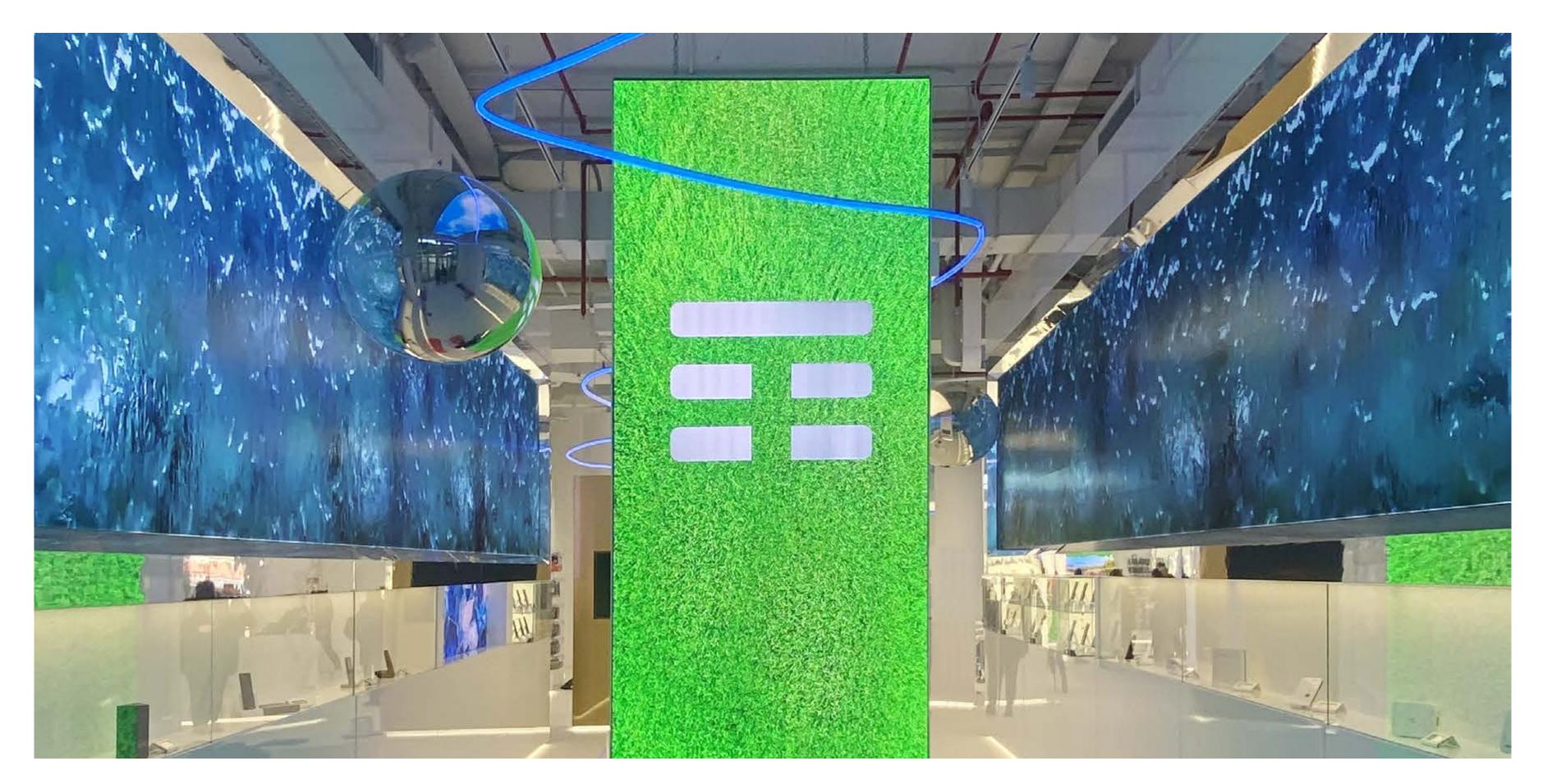
New Administrative Cairo Capital (Egypt). Brand design, brand architecture,



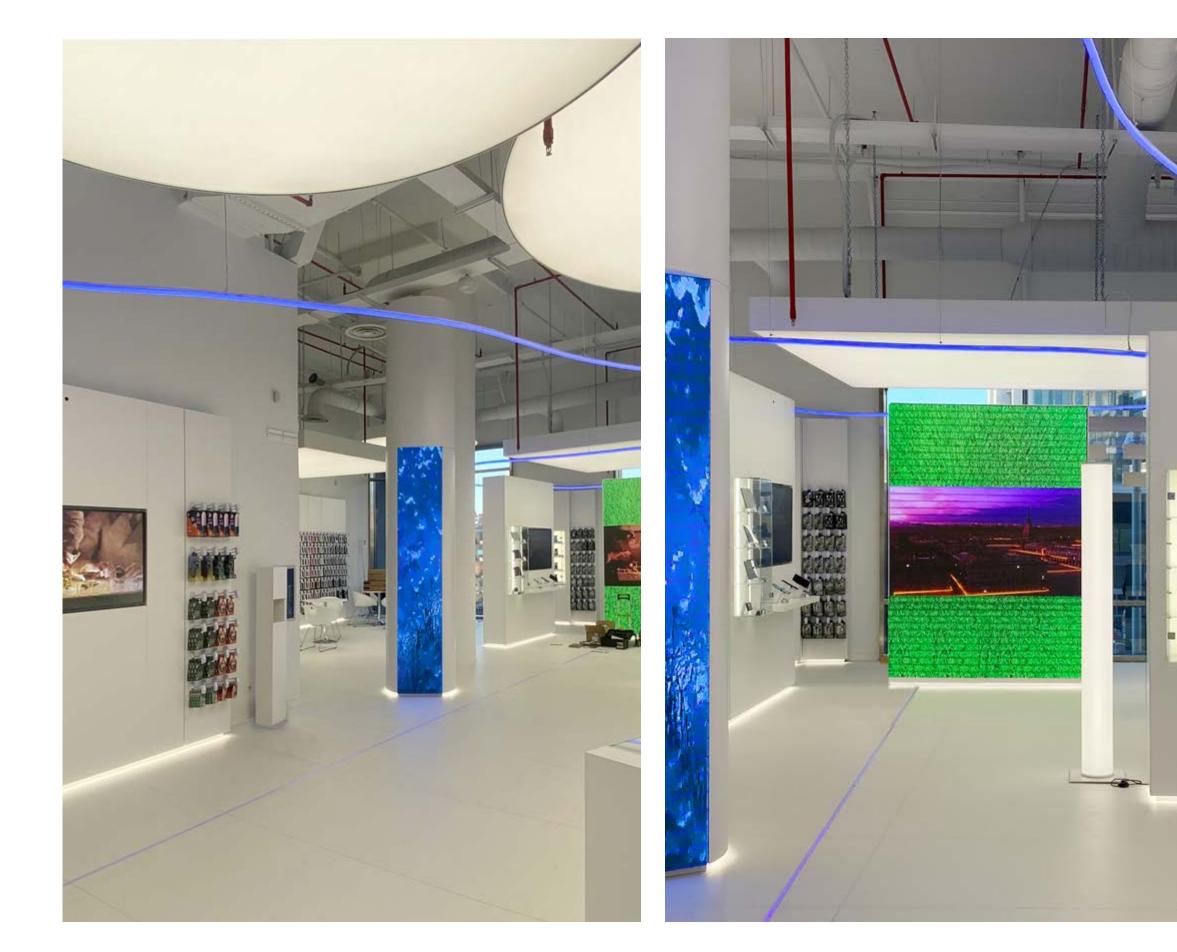
Mobile communication. Naming and identity system. 1995













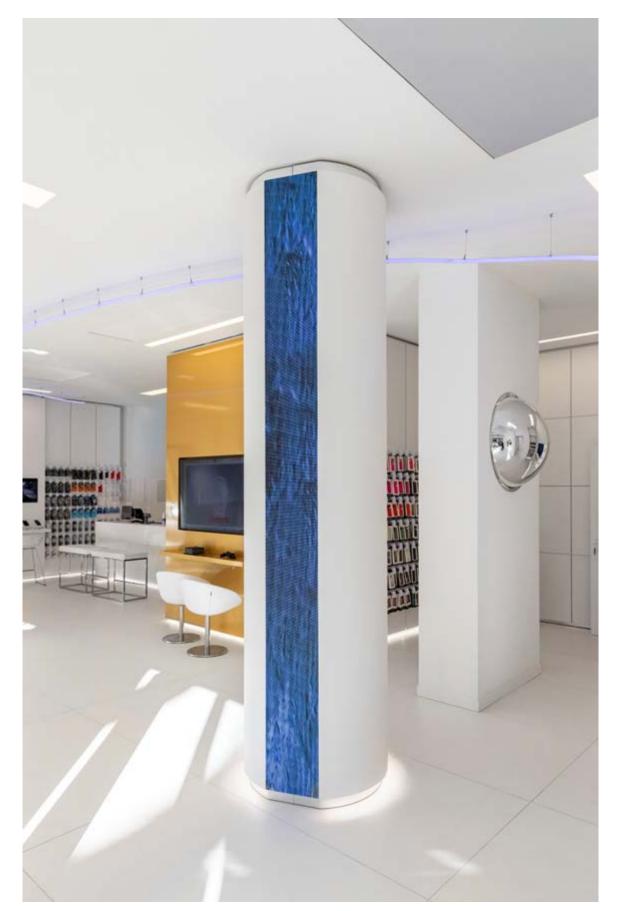






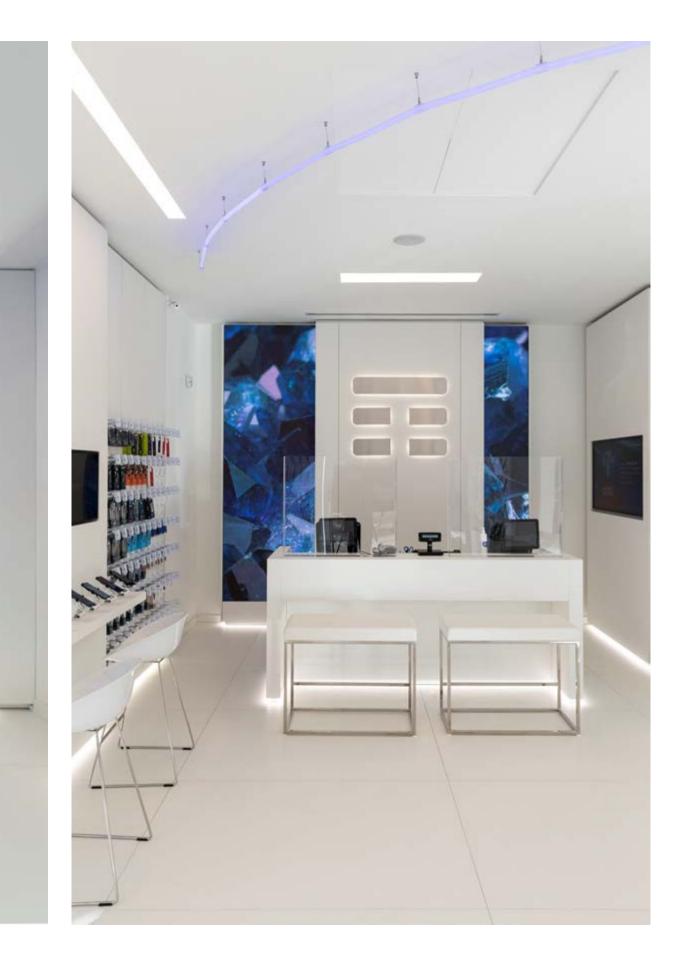


















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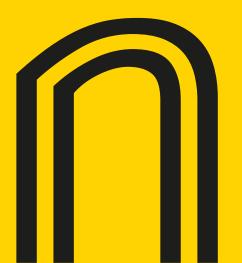
Brand design, brand architecture, typeface design, retail design and communication design. 2006-2010





eniline logo

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ENI

Brand design, brand architecture, typeface design, retail design and communication design. 2006-2010





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ENI

Brand design, brand architecture, typeface design, retail design and communication design. 2006-2010

























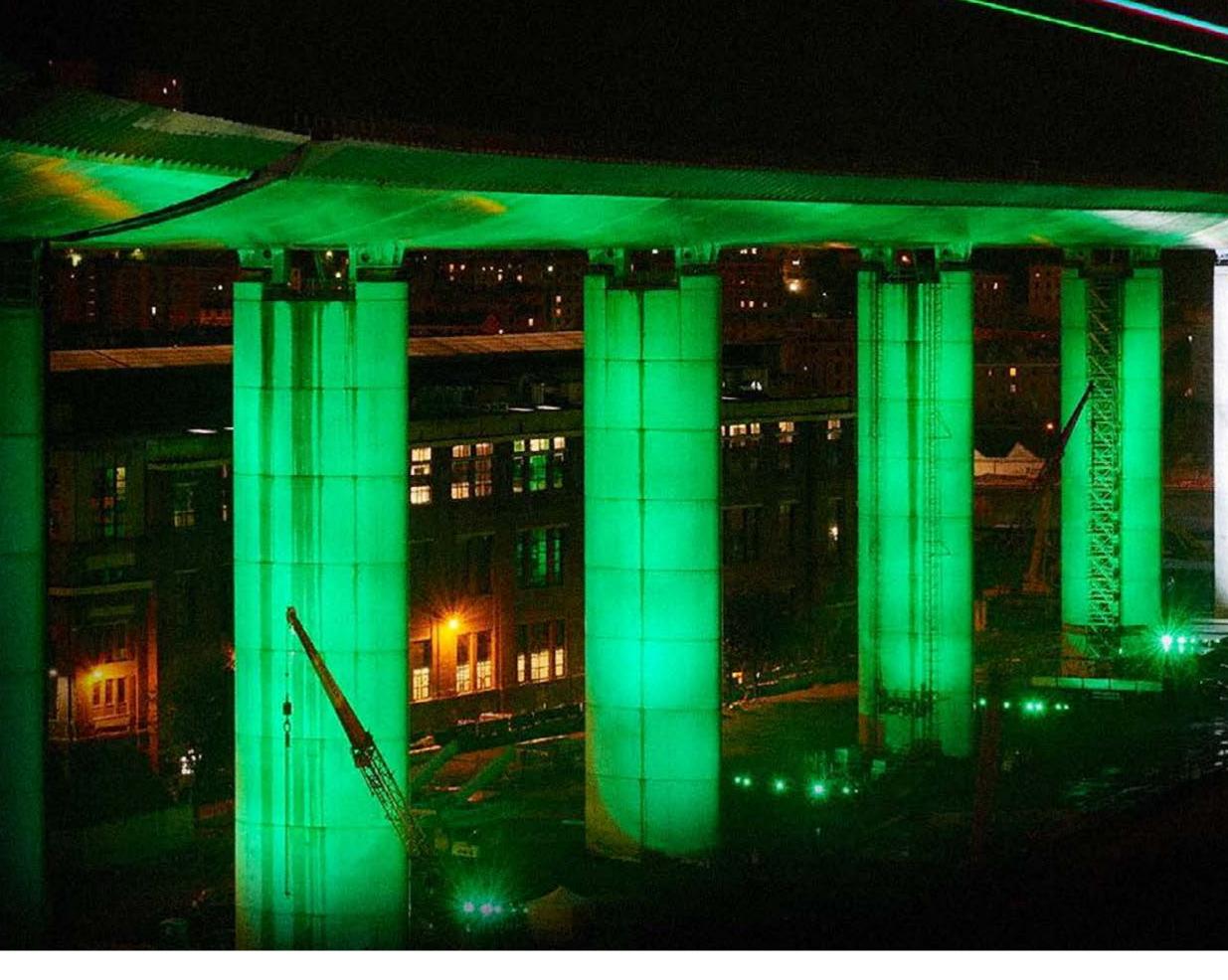












WEBUILD

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



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WEBUILD

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







WEBUILD

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







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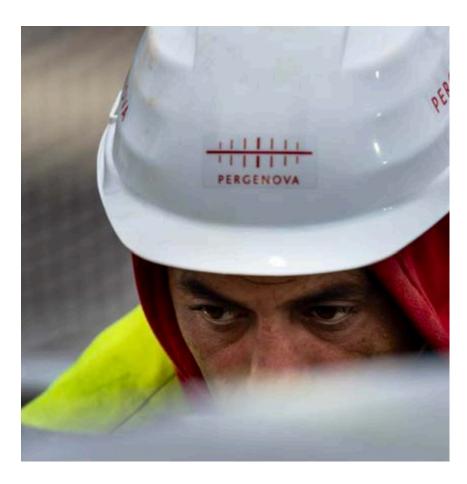
Naming, brand design, brand architecture, typeface design, sonic identity design. 2020

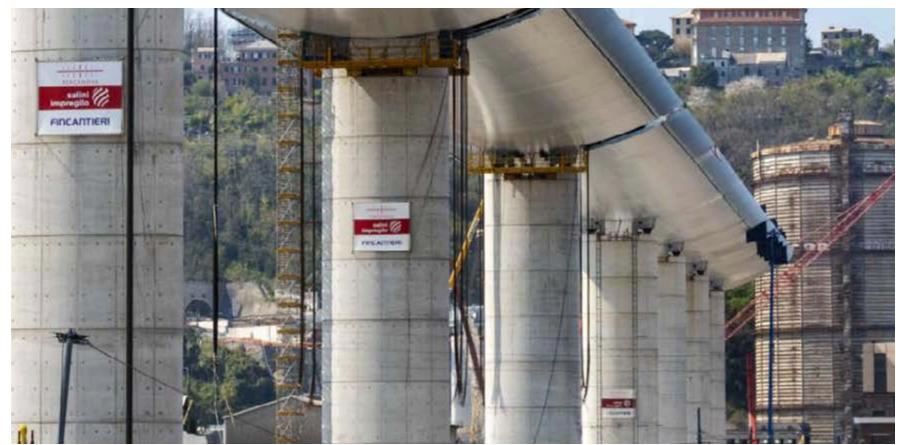
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Naming, brand design, brand architecture, typeface design, sonic identity design. 2020



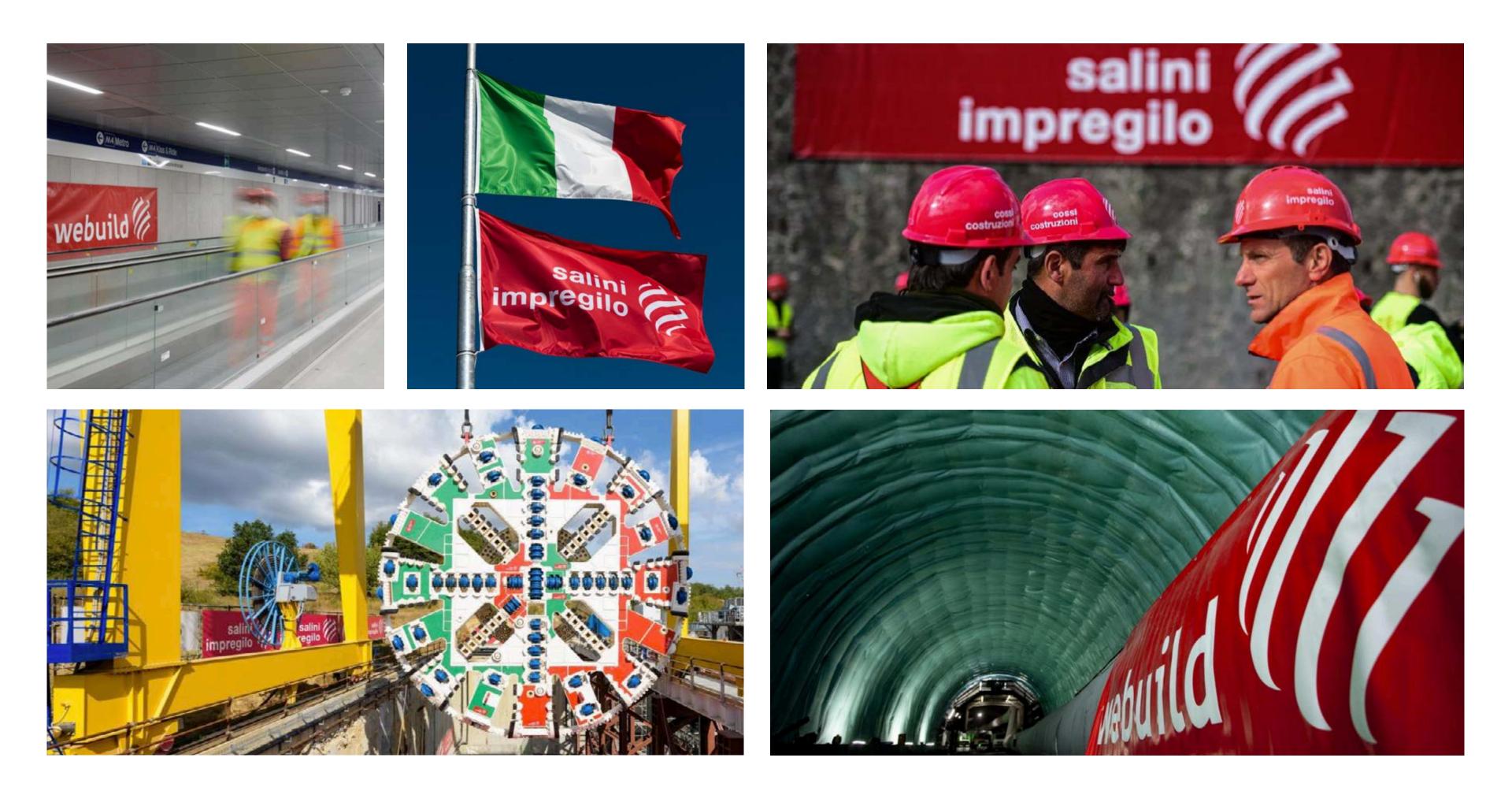




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CENTURION

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MUSEI VATICANI

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



MVSEI VATICANI

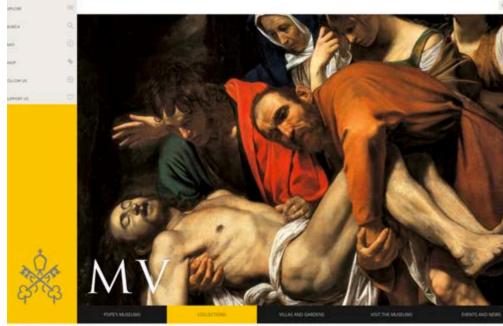


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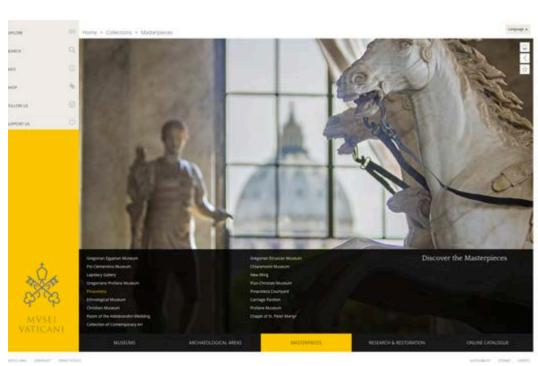


statement, consume measurement





property consult, respectively

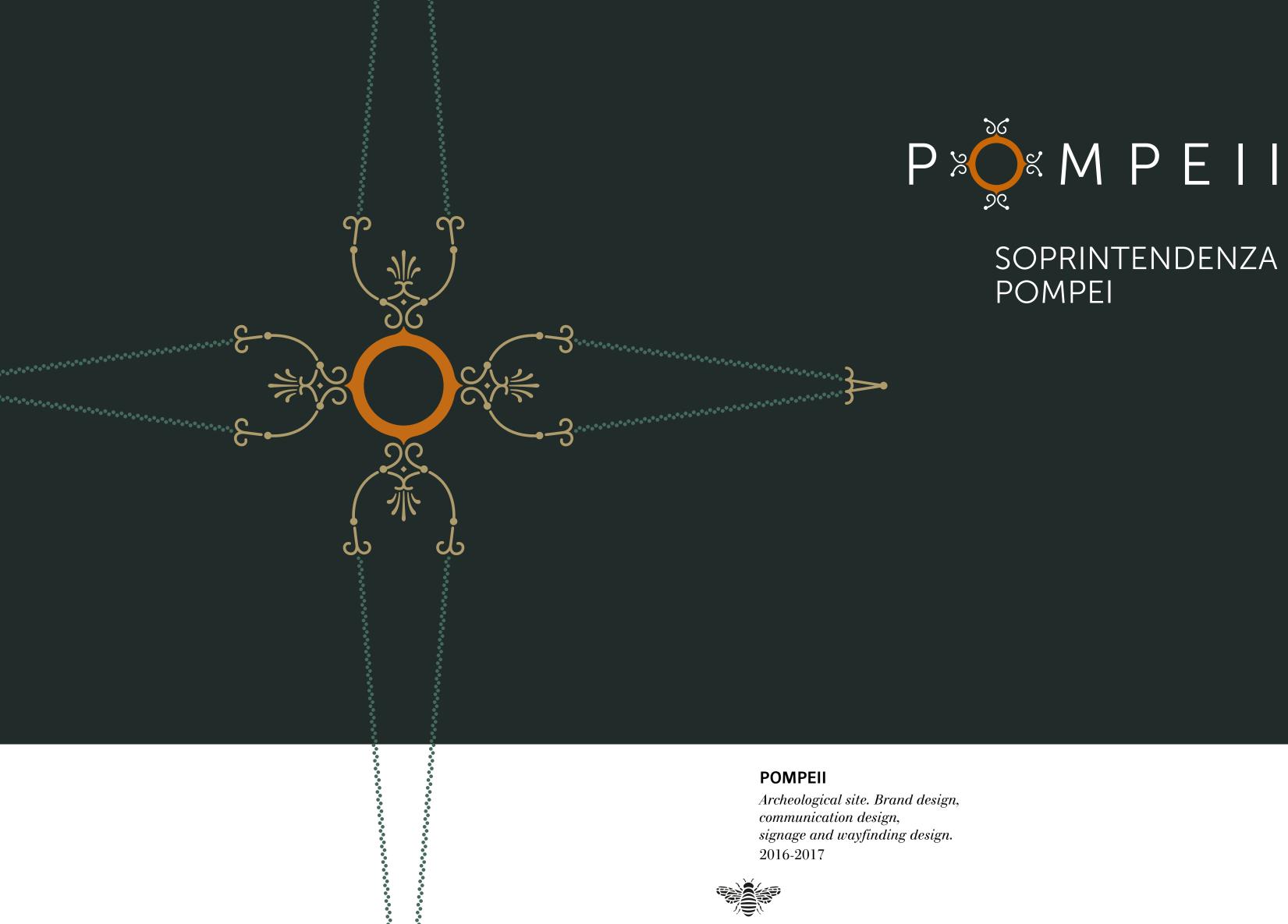


MUSEI VATICANI

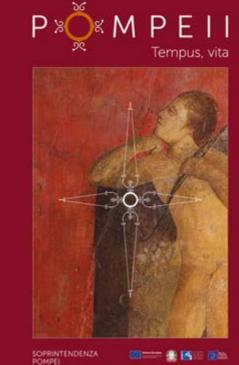
Museum of art and history. Brand design, communication design, digital design. 2017











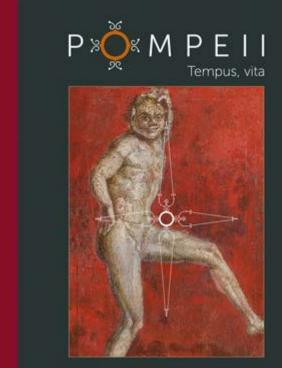


POMPEII

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







SOPRINTENDENZA POMPEI

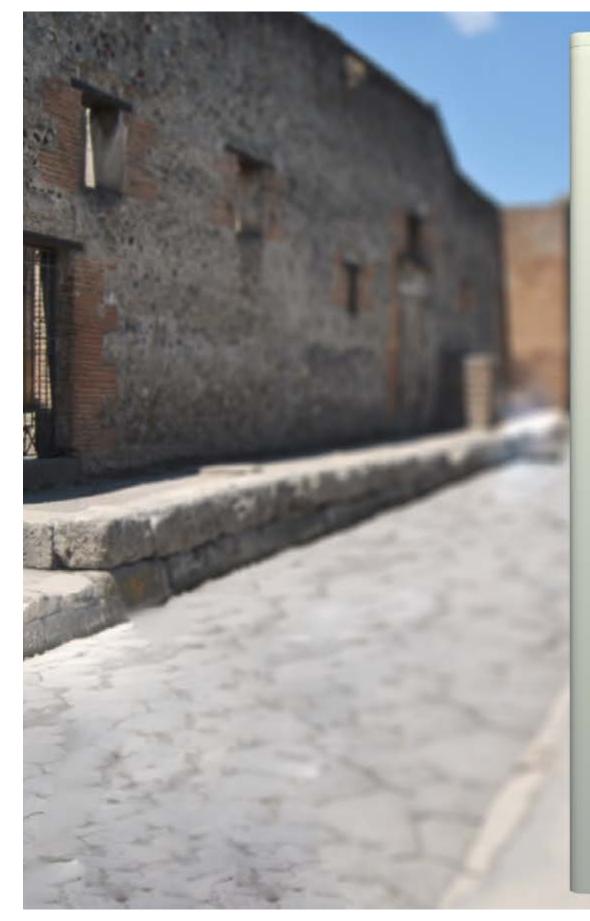
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SOPRINTENDENZA POMPEI





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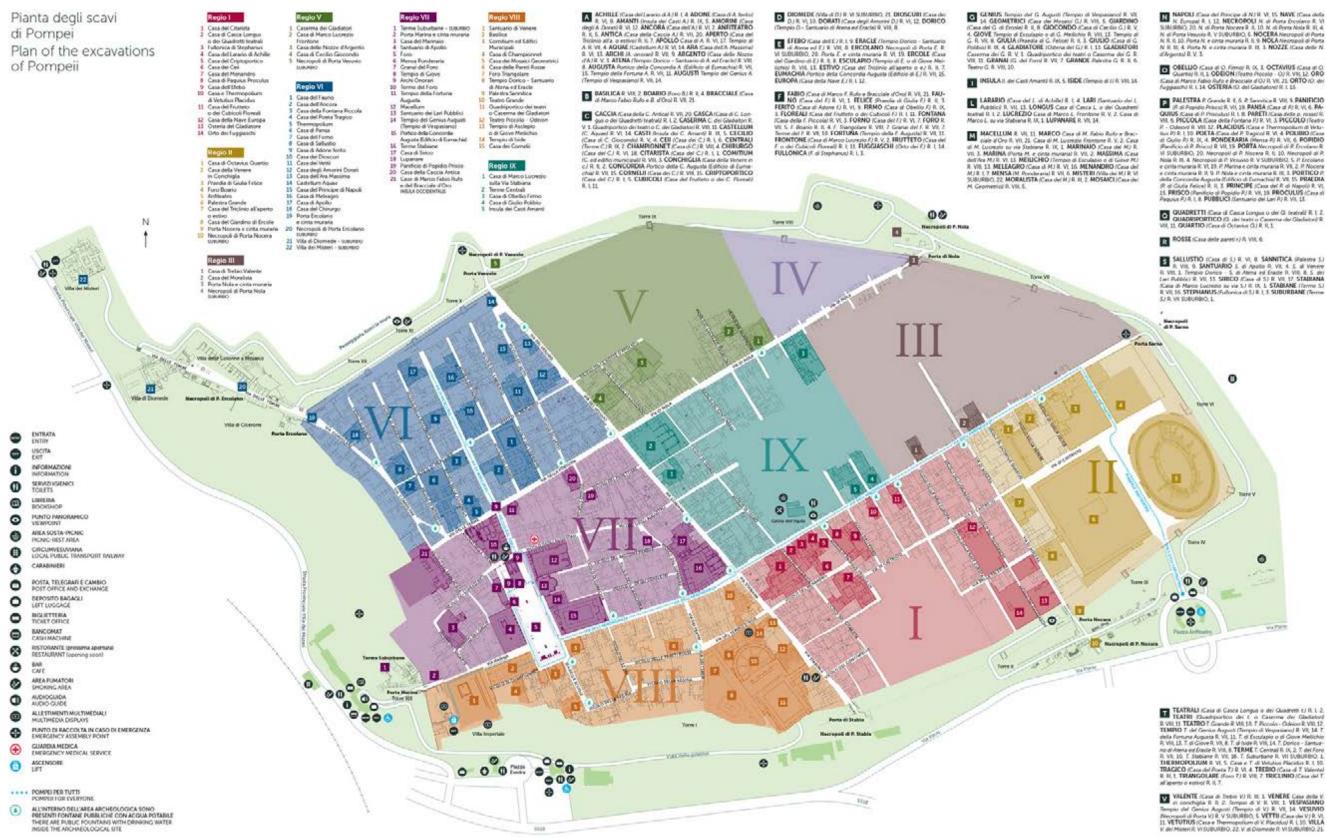
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POMPEII

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



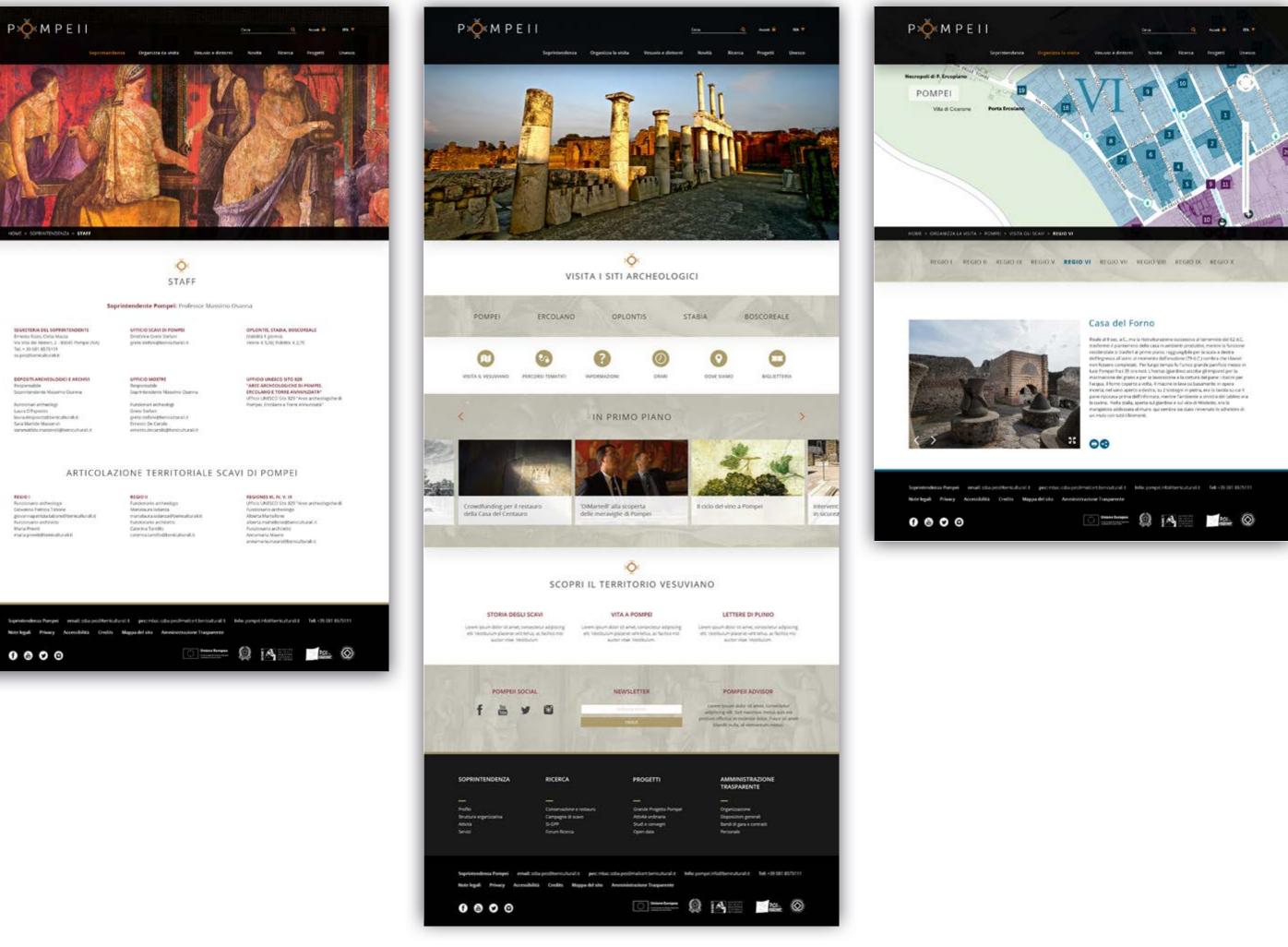
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Luiss University

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LUISS University

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



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LUISS University

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



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LUISS University

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



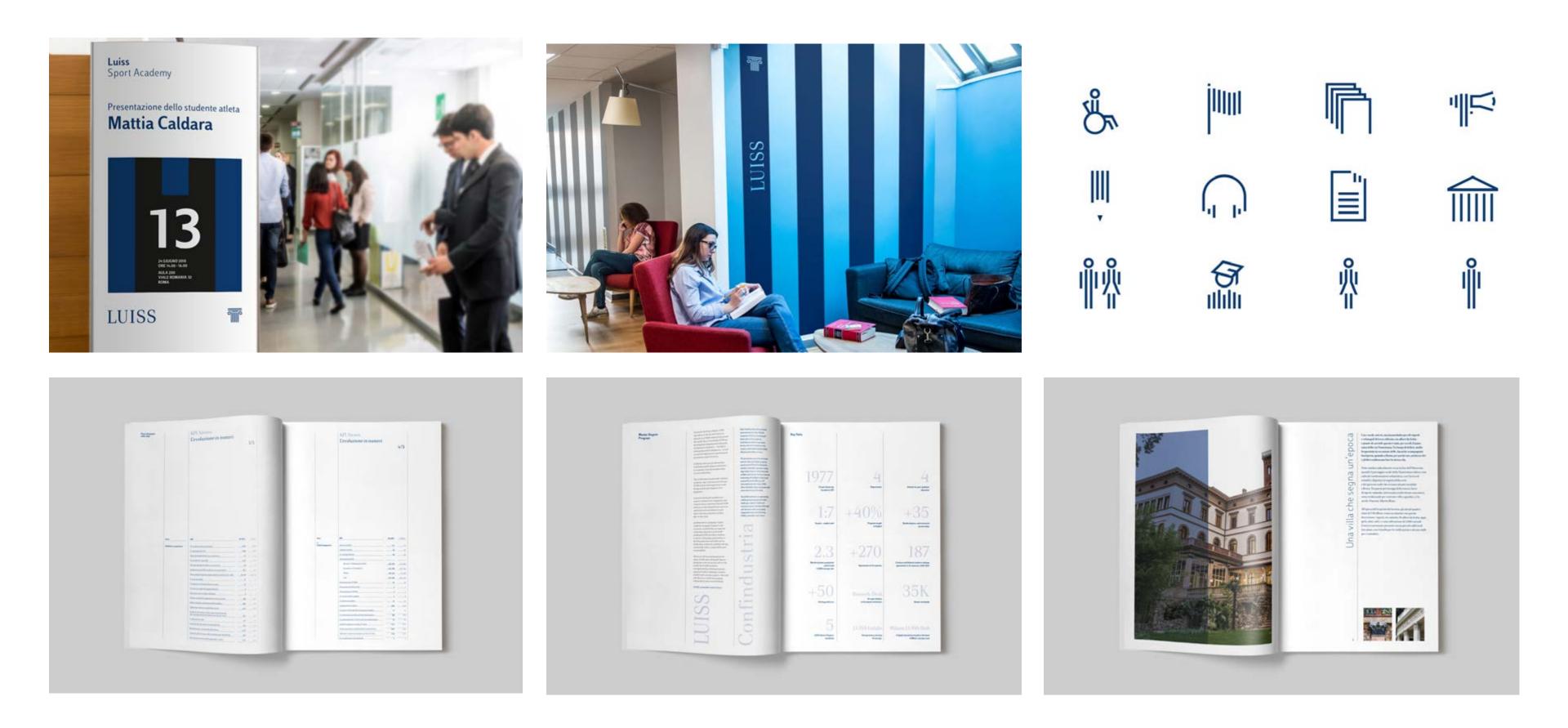
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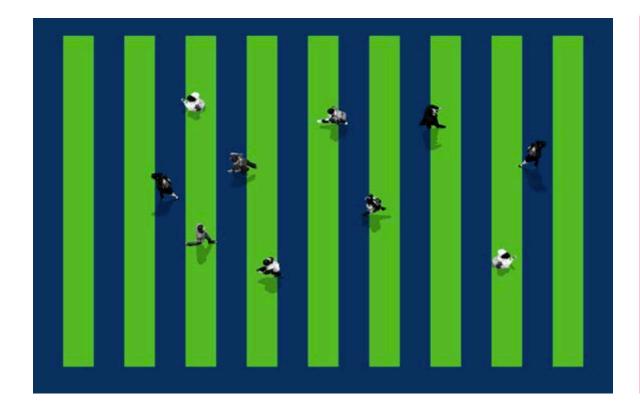


LUISS University

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







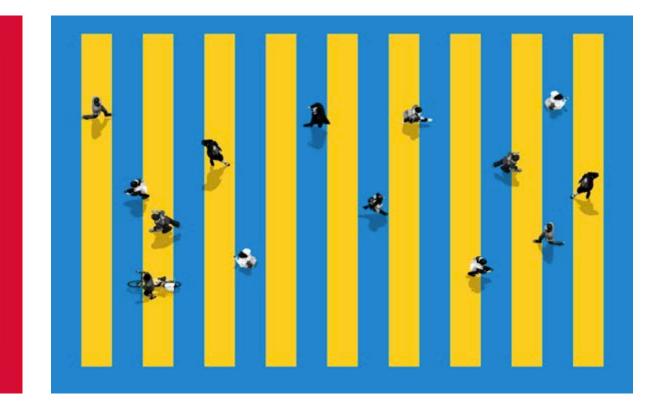




LUISS University

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





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Apprendere non è solo una questione intellettuale, è un esercizio che impegna l'uomo nella totalità delle sue facoltà, è un'aspirazione a completarsi e andare oltre se stessi.

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"Incoraggiare i con n fuori dagli schemi inclusiva, potrà es interessante per il e lo sviluppo."

TTT





Luiss University P e Luiss Oper

È un'epoca di opportur in espansione e moltipl di cui se ne apprezza sc una parte. Perché non j ad alzare e girare lo sgu iniziando a osservare il contesto allargato?











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Luiss Business School

















HESSEN

Hessen Lander (Germany). Brand design, type design and communication design. 2000-2003



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HESSEN

Hessen Lander (Germany). Brand design, type design and communication design. 2000-2003





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Milano



Comune dı Mılano



COMUNE DI MILANO

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





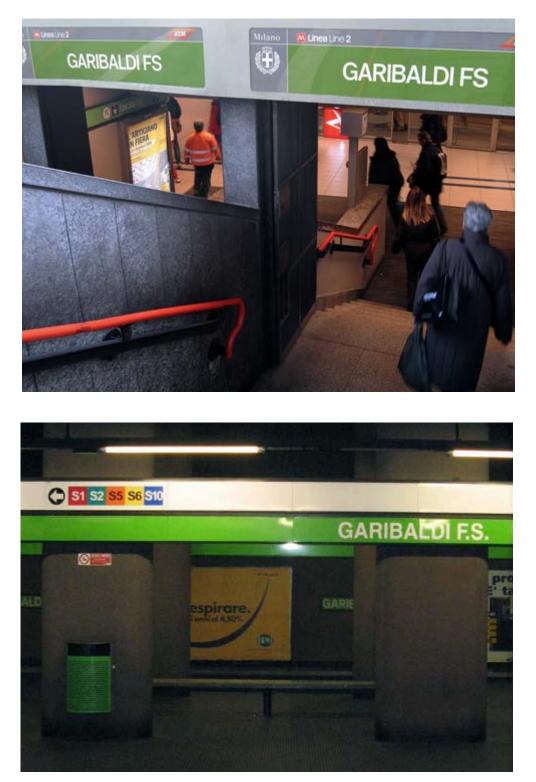






Rete metropolitana Underground network







COMUNE DI MILANO

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



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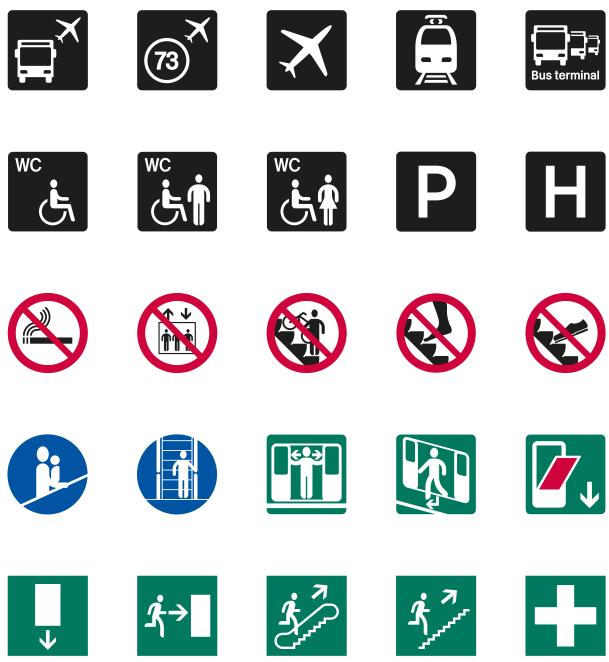


COMUNE DI MILANO

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











COMUNE DI ROMA

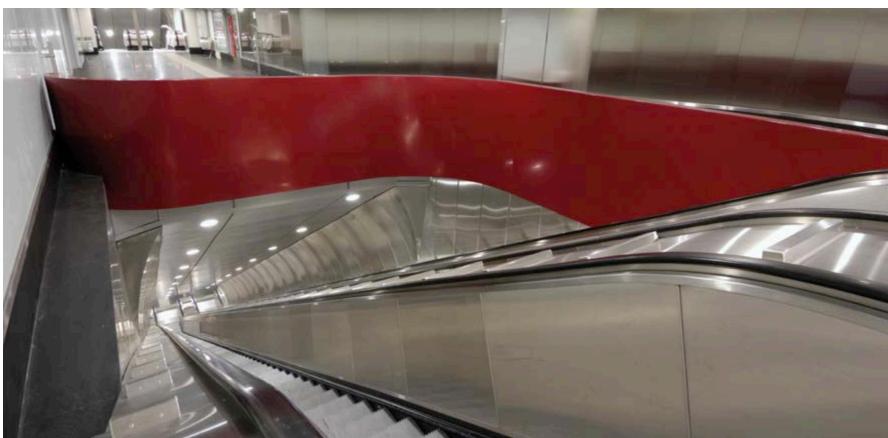
City of Rome. Brand design, brand architecture, typeface design, environmental design, communication design. 2004-2009















COMUNE DI ROMA

City of Rome. Brand design, brand architecture, typeface design, environmental design, communication design. 2004-2009







Urbs Display

Urbs Display Regular 1234567890

Urbs Display Bold 1234567890



- abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz **ABCDEFGHIJKLMNOPQRSTUVWXYZ**























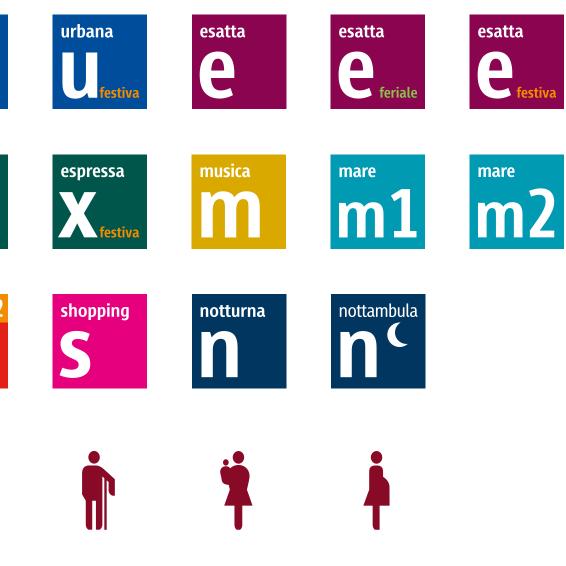




COMUNE DI ROMA

City of Rome. Brand design, brand architecture, typeface design, environmental design, communication design. 2004-2009









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



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







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



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Italian Olympic Committee. Brand design, brand architecture, communication design. 2014-2015







Italian Olympic Committee. Brand design, brand architecture, communication design. 2014-2015





CONI Italian Olympic Committee. Brand design, brand architecture, communication design. 2014-2015





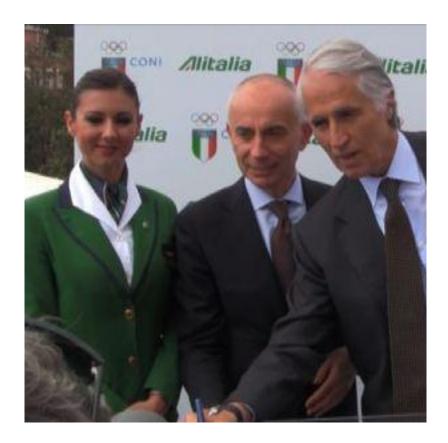
COLLARE D'ORO AL MERITO SPORTIVO

Roma, 15 dicembre 2014











Italian Olympic Committee. Brand design, brand architecture, communication design. 2014-2015









OLYMPIC TEAM



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







NTV - ITALO Railway Company. Brand design and communication design. 2011



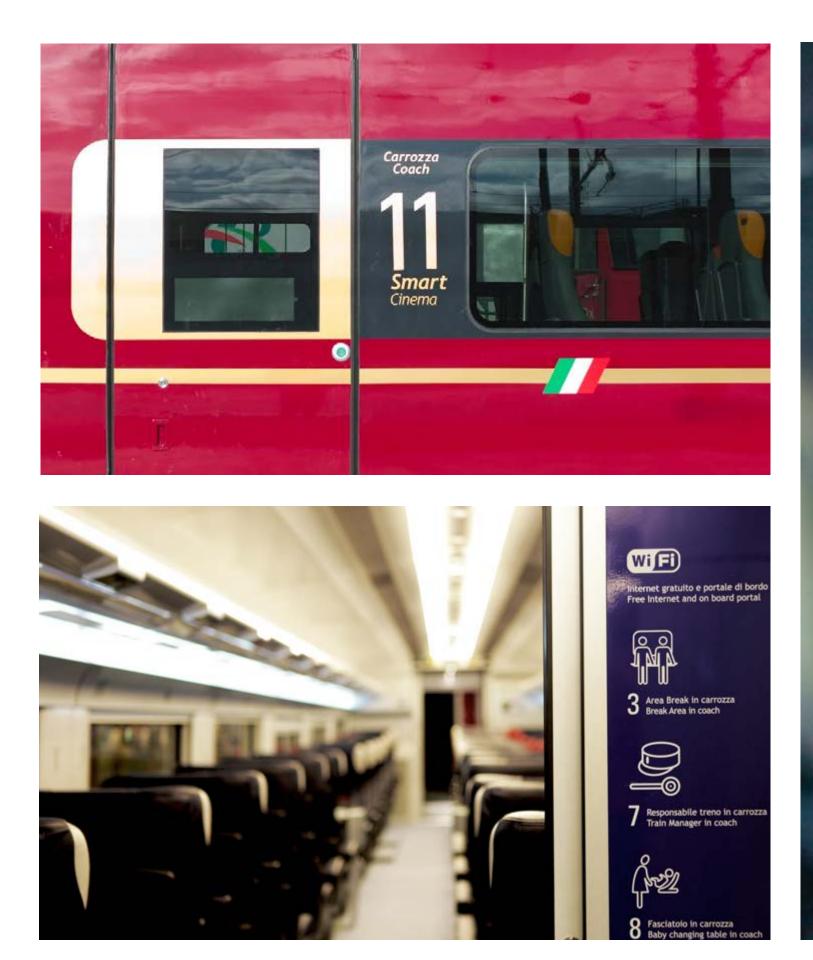


NTV - ITALO Railway Company. Brand design and communication design. 2011







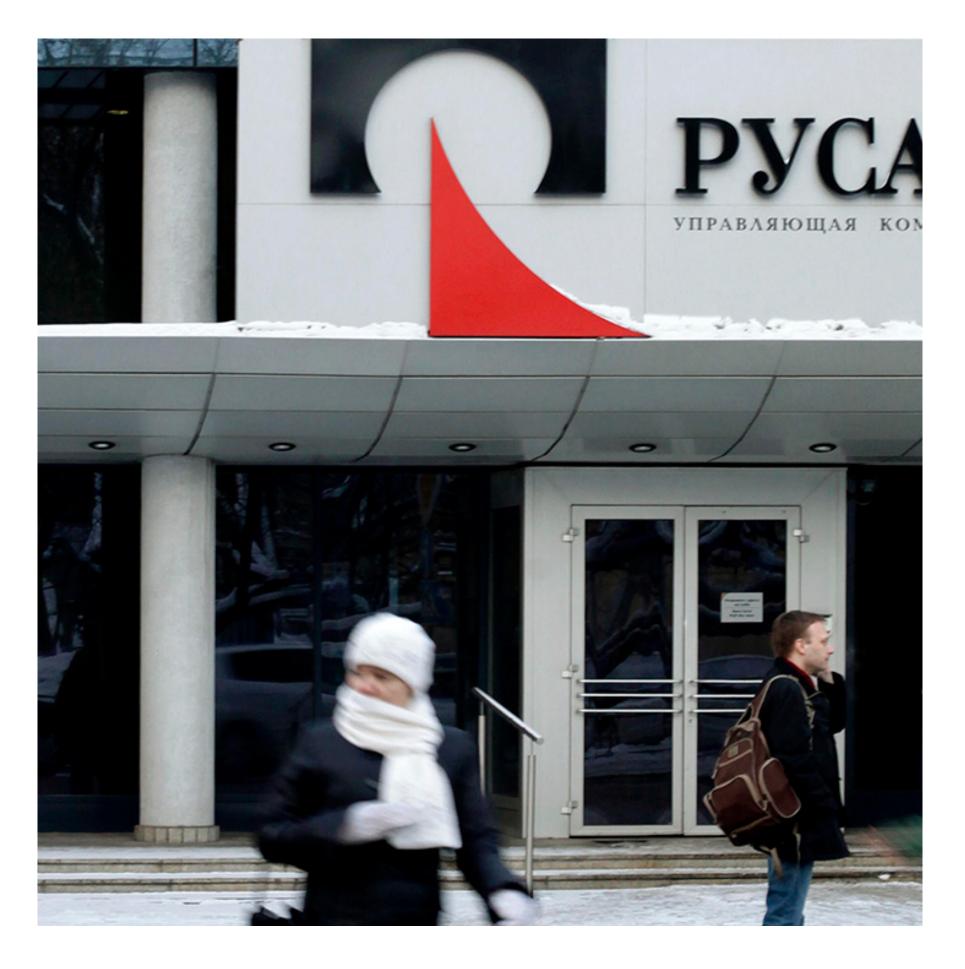




NTV - ITALO Railway Company. Brand design and communication design. 2011







RUSAL

Russian Aluminium (Russia). Brand design, brand architecture and communication design.. 2001-2002



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