

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
Education
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.



Hospitality and Leisure



The graphic features a central white square containing a dark blue square with the text 'TANKA VILLAGE' in white. This is set against a gold background with a pattern of vertical bars of varying heights, some white and some gold, creating a stylized architectural or landscape effect.

TANKA
VILLAGE

TANKA VILLAGE

*Brand design, communication design,
signage and wayfinding design.*

2009-2010





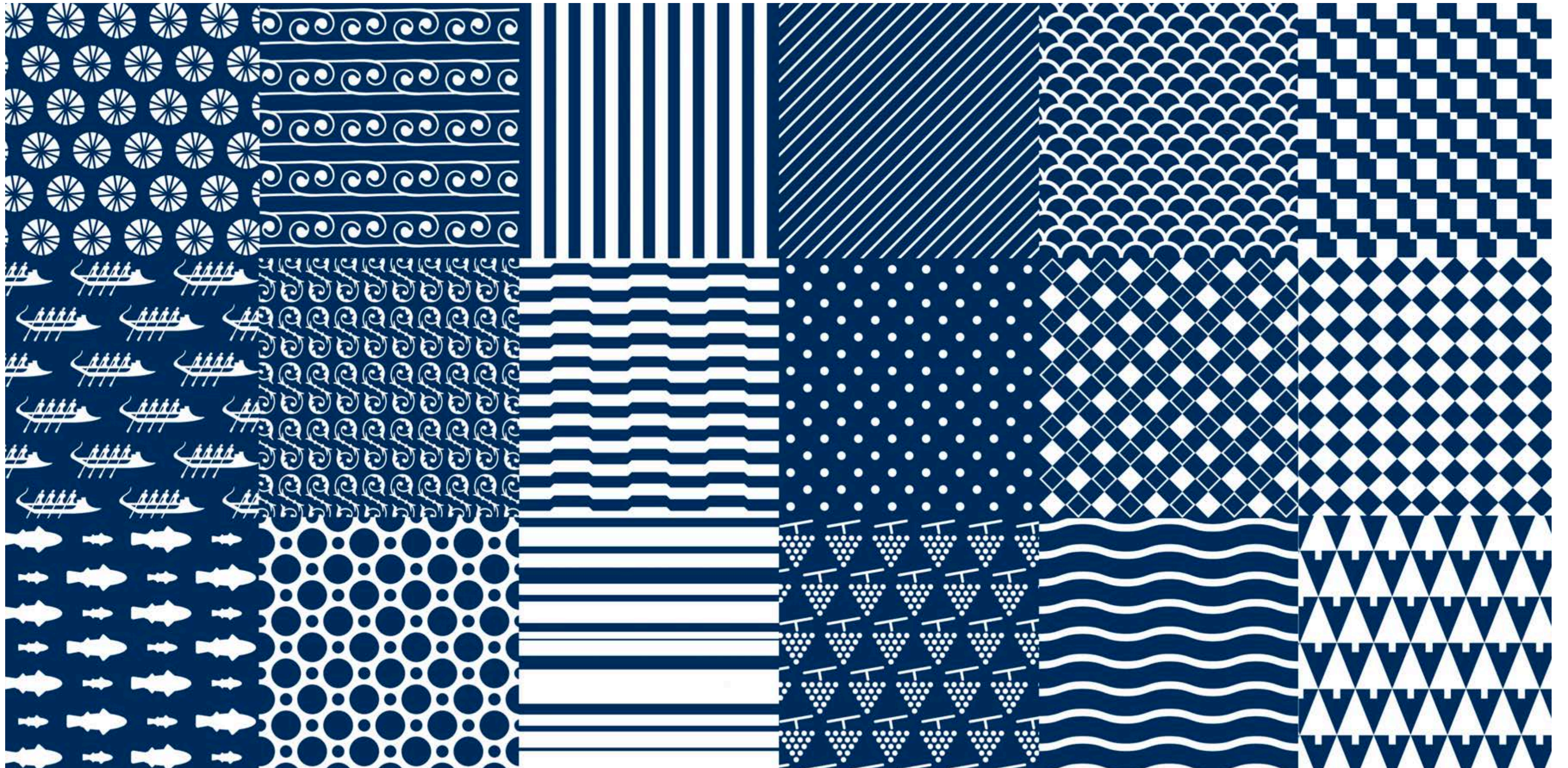
TANKA VILLAGE

Brand Design, Communication Design,

Signage and Wayfinding Design.

2009-2010





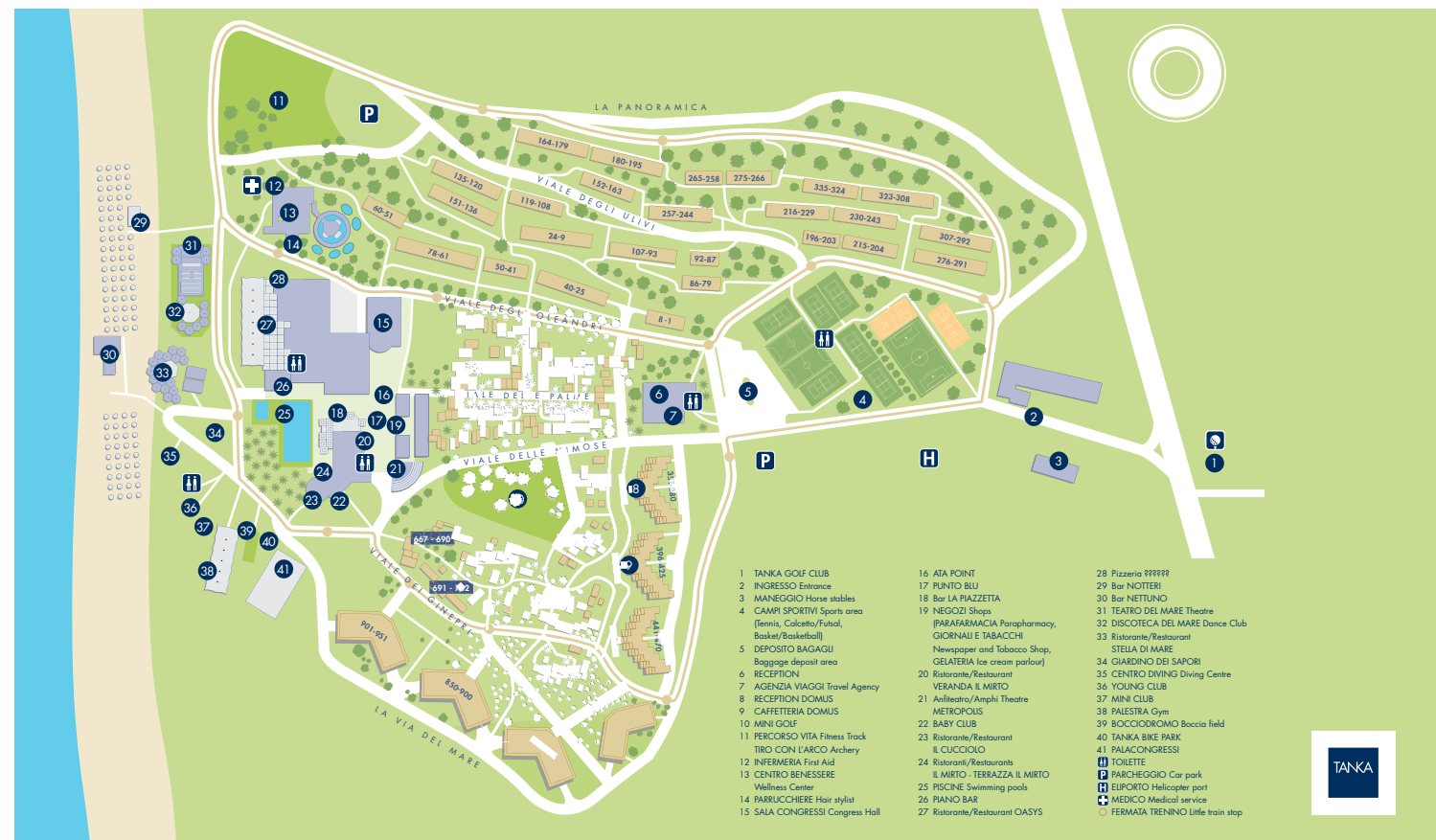
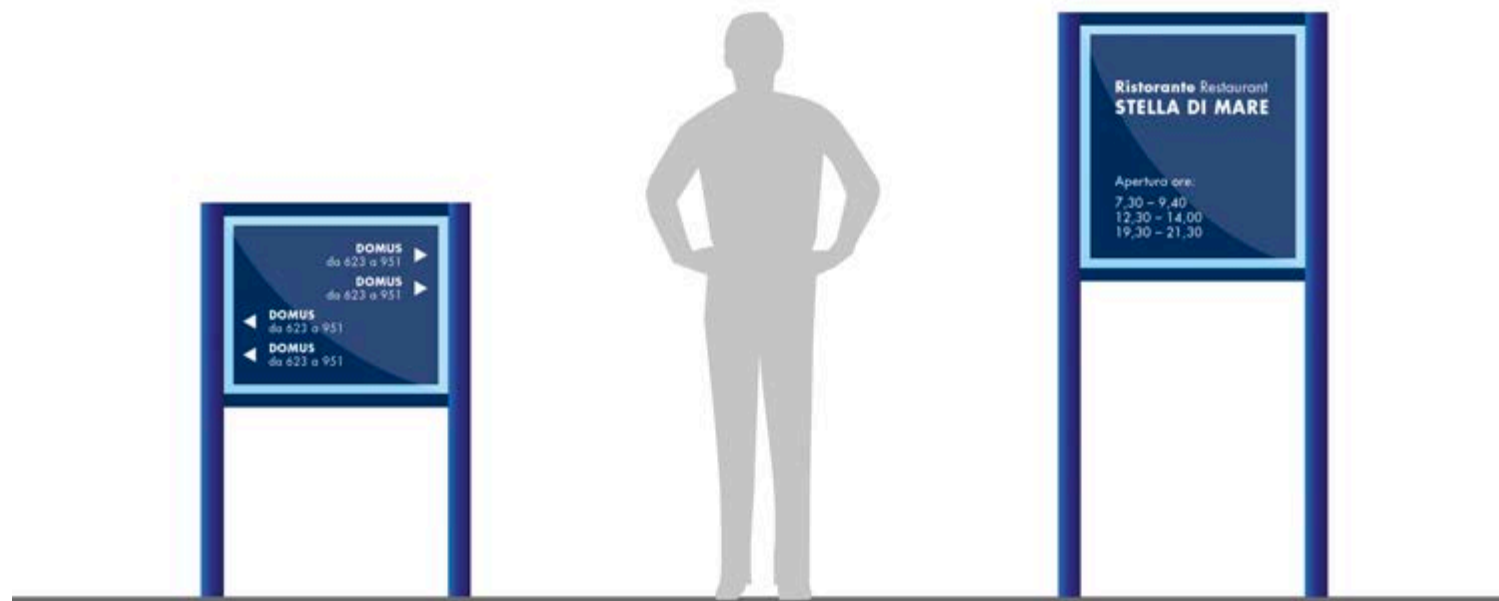
TANKA VILLAGE

Brand Design, Communication Design,

Signage and Wayfinding Design.

2009-2010





TANKA VILLAGE
*Brand Design, Communication Design,
 Signage and Wayfinding Design.*
 2009-2010





TANKA VILLAGE

*Brand design, communication design,
signage and wayfinding design.
2009-2010*



LUCIA MAGNANI
HEALTH CLINIC

LONGLIFE
—FORMULA—

LONGLIFE FORMULA

*Health clinic, Hotel, Spa and product line. Brand design, brand architecture,
communication design, packaging design, signage & wayfinding design.*

2019-2020



LONGLIFE
—FORMULA—

LUCIA MAGNANI
SKIN CARE

LUCIA MAGNANI
HEALTH CLINIC

LONGLIFE
—FORMULA—

LONGLIFE
—FORMULA—

GRAND HOTEL
CASTROCARO

CAFFÈ CHINI
LOUNGE BAR

VIA ROMA 2
RESTAURANT

LONGLIFE
—FORMULA—

LONGLIFE
—FORMULA—

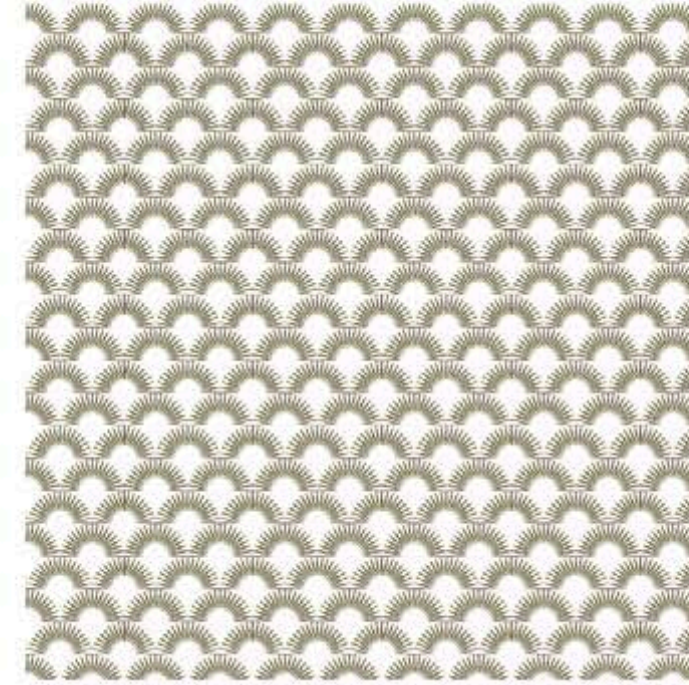
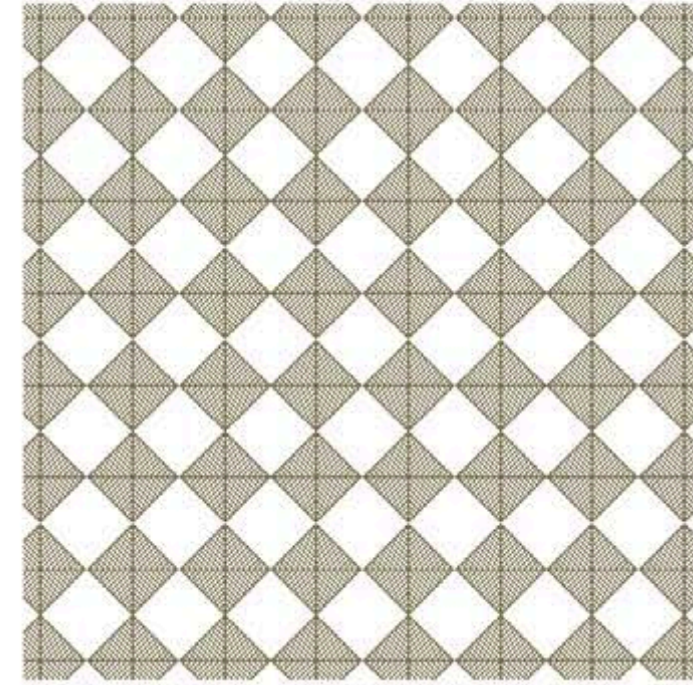
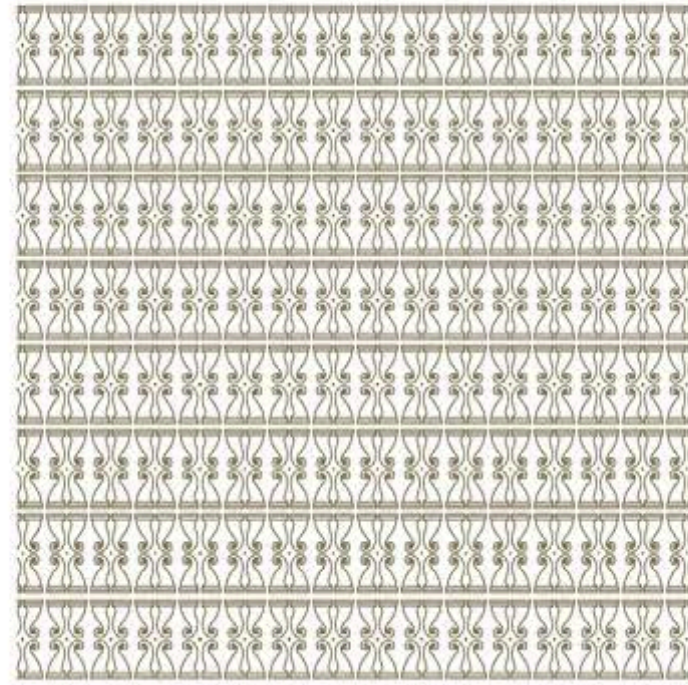
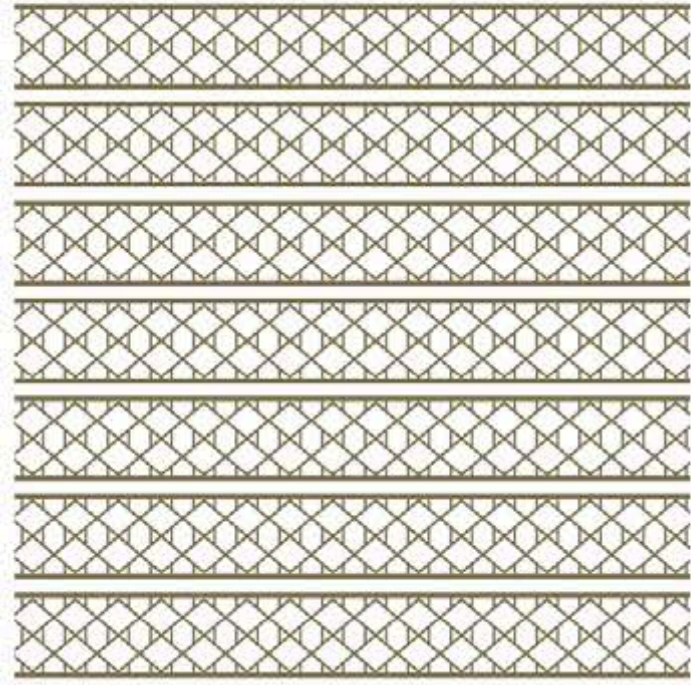
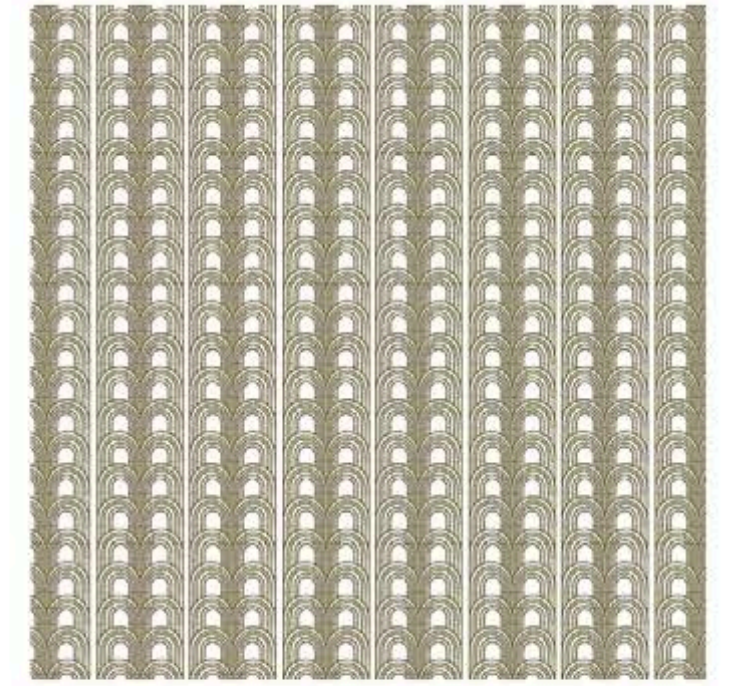
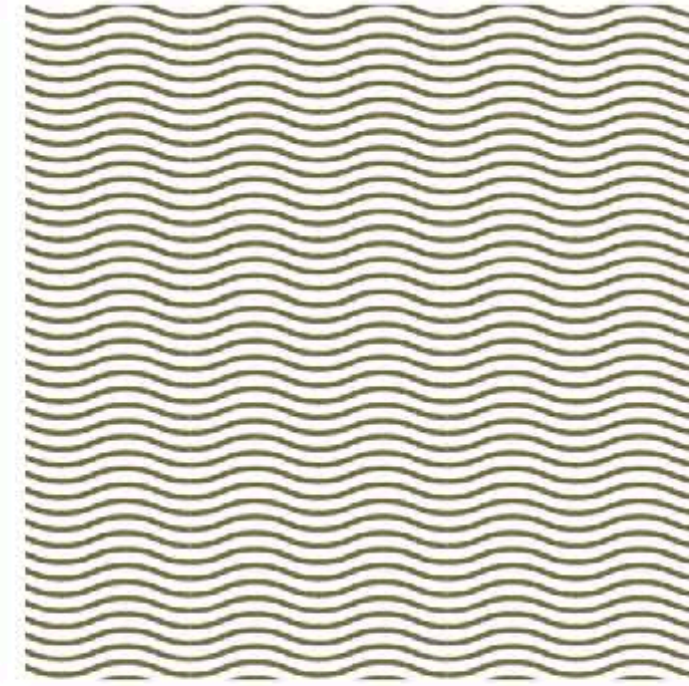
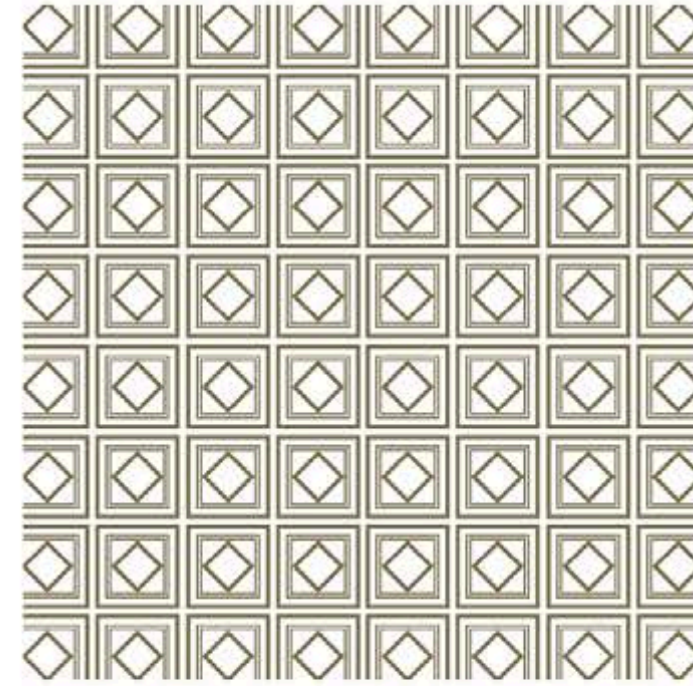
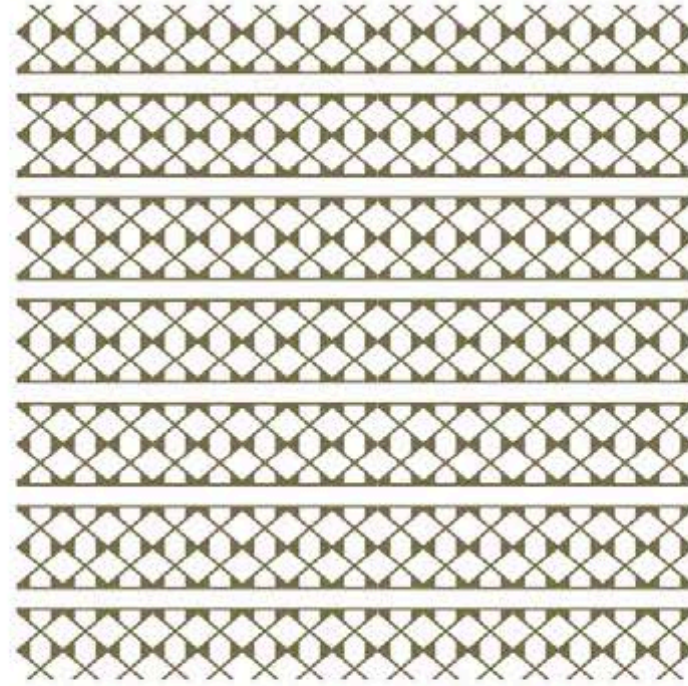
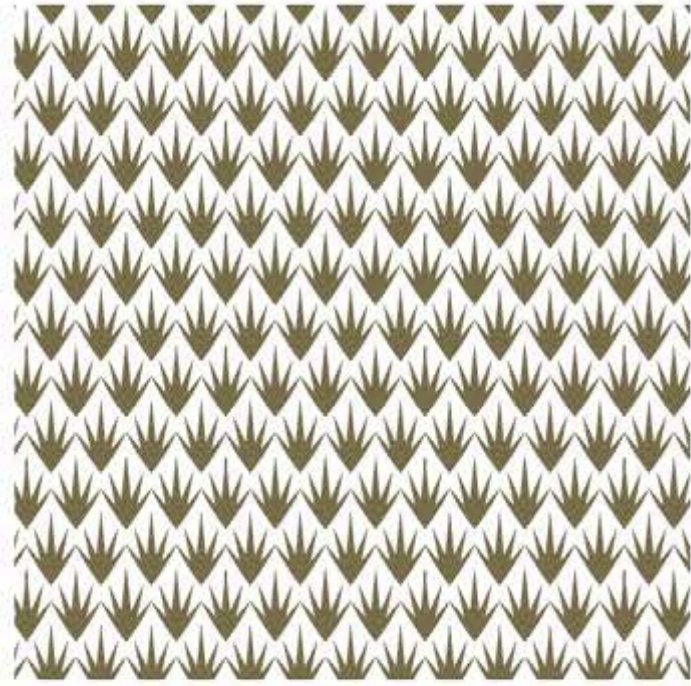
LONGLIFE
—FORMULA—

LONGLIFE FORMULA

*Health clinic, Hotel, Spa and product line. Brand design, brand architecture,
communication design, packaging design, signage & wayfinding design.*

2019-2020





LOGLIFE FORMULA

Health clinic, Hotel, Spa and product line. Brand design, brand architecture, communication design, packaging design, signage & wayfinding design.

2019-2020





LONGLIFE FORMULA

Health clinic, Hotel, Spa and product line. Brand design, brand architecture, communication design, packaging design, signage & wayfinding design.

2019-2020



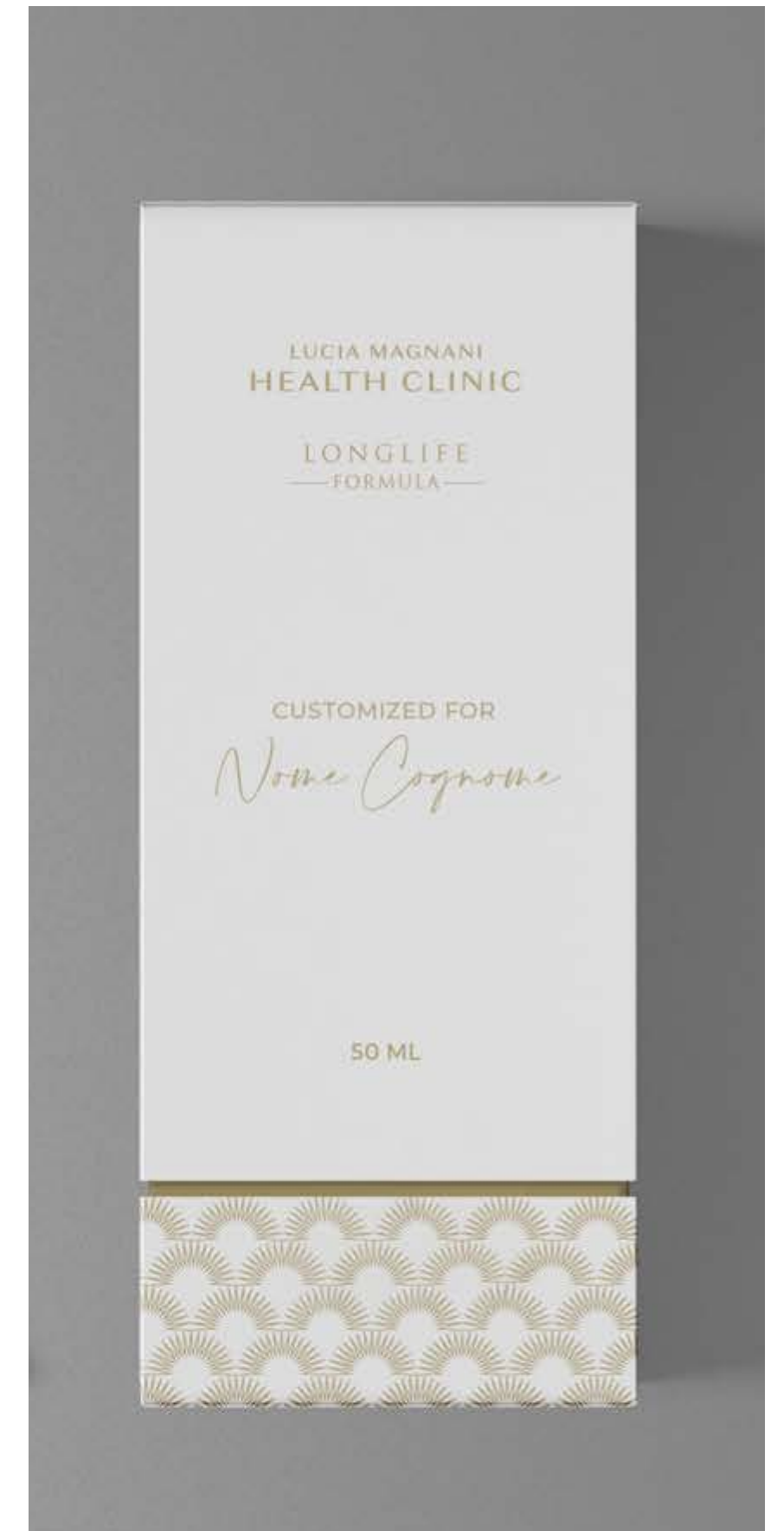


LONGLIFE FORMULA

Health clinic, Hotel, Spa and product line. Brand design, brand architecture, communication design, packaging design, signage & wayfinding design.

2019-2020





LONGLIFE FORMULA

Health clinic, Hotel, Spa and product line. Brand design, brand architecture, communication design, packaging design, signage & wayfinding design.

2019-2020





LONGLIFE FORMULA

Health clinic, Hotel, Spa and product line. Brand design, brand architecture, communication design, packaging design, signage & wayfinding design. 2019-2020





CASTROCARO

1938 LE TERME D'ITALIA

CASTROCARO

Thermal baths, Spa and product line. Brand design, packaging design.

2020-2021

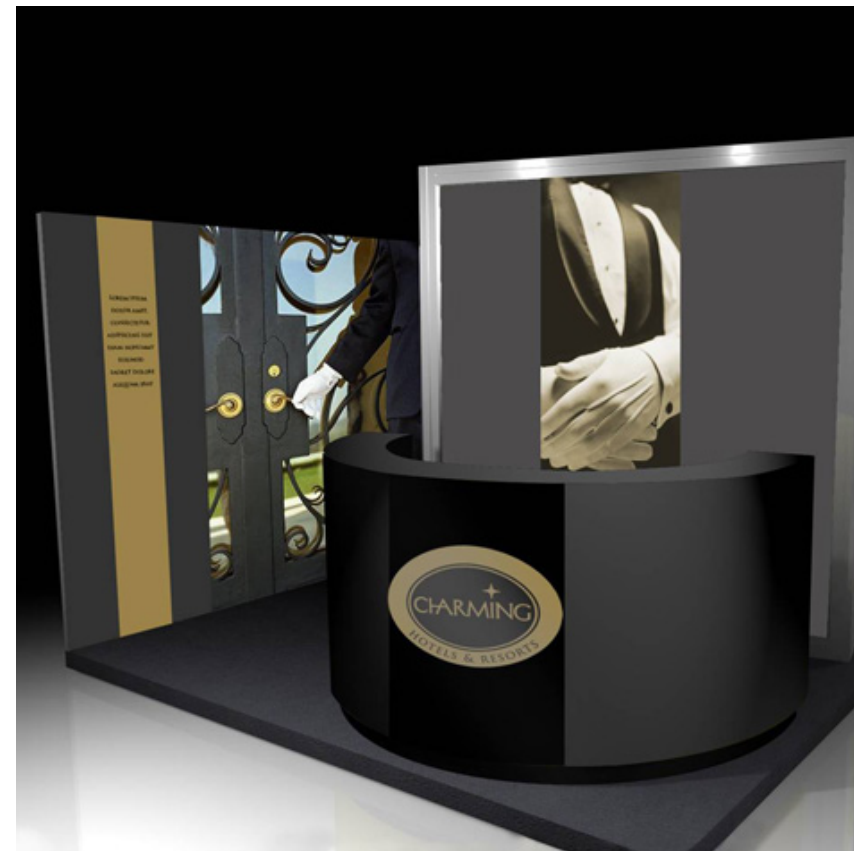




CASTROCARO

*Thermal baths, Spa and product line. Brand design, packaging design.
2020-2021*





CHARMING HOTELS & RESORT
Hotels & Resorts chain. Brand Design.
2016



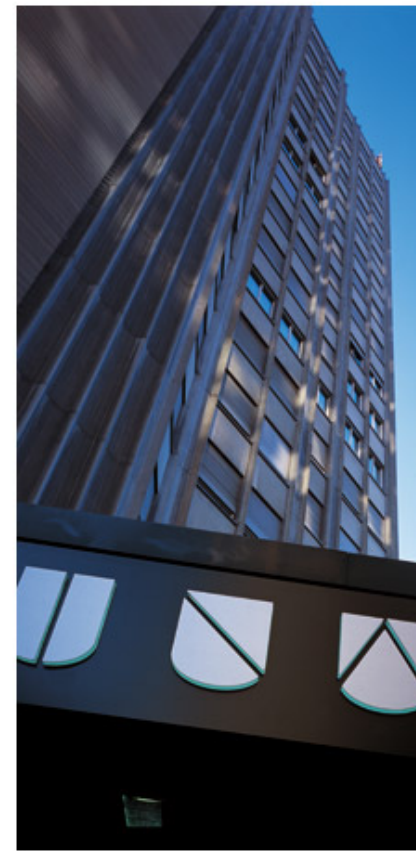


UNA HOTELS & RESORTS

Naming, brand design, brand architecture, signage & wayfinding system.

2000-2003





UNA HOTELS & RESORTS

Naming, brand design, brand architecture, signage & wayfinding system.

2000-2003





FURNIRUSSI

TENUTA



FURNIRUSSI TENUTA

*5-star Resort and organic figs farm. Brand design, packaging design.
2011-2017*





Some product labels.

PASSATA DI POMODORO
DATTERINIO



FICHI FRESCHI
biologici



FICHI SECCHI
biologici



FURNIRUSSI TENUTA

*5-star Resort and organic figs farm. Brand design, packaging design.
2011-2017*





SINA HOTELS



SINA HOTELS

Hotel chain. Brand design, brand architecture, signage & wayfinding.

2016





SINA HOTELS

Hotel chain. Brand design, brand architecture, signage & wayfinding.

2016





SINA HOTELS

Hotel chain. Brand design, brand architecture, signage & wayfinding.

2016



VIVOSA

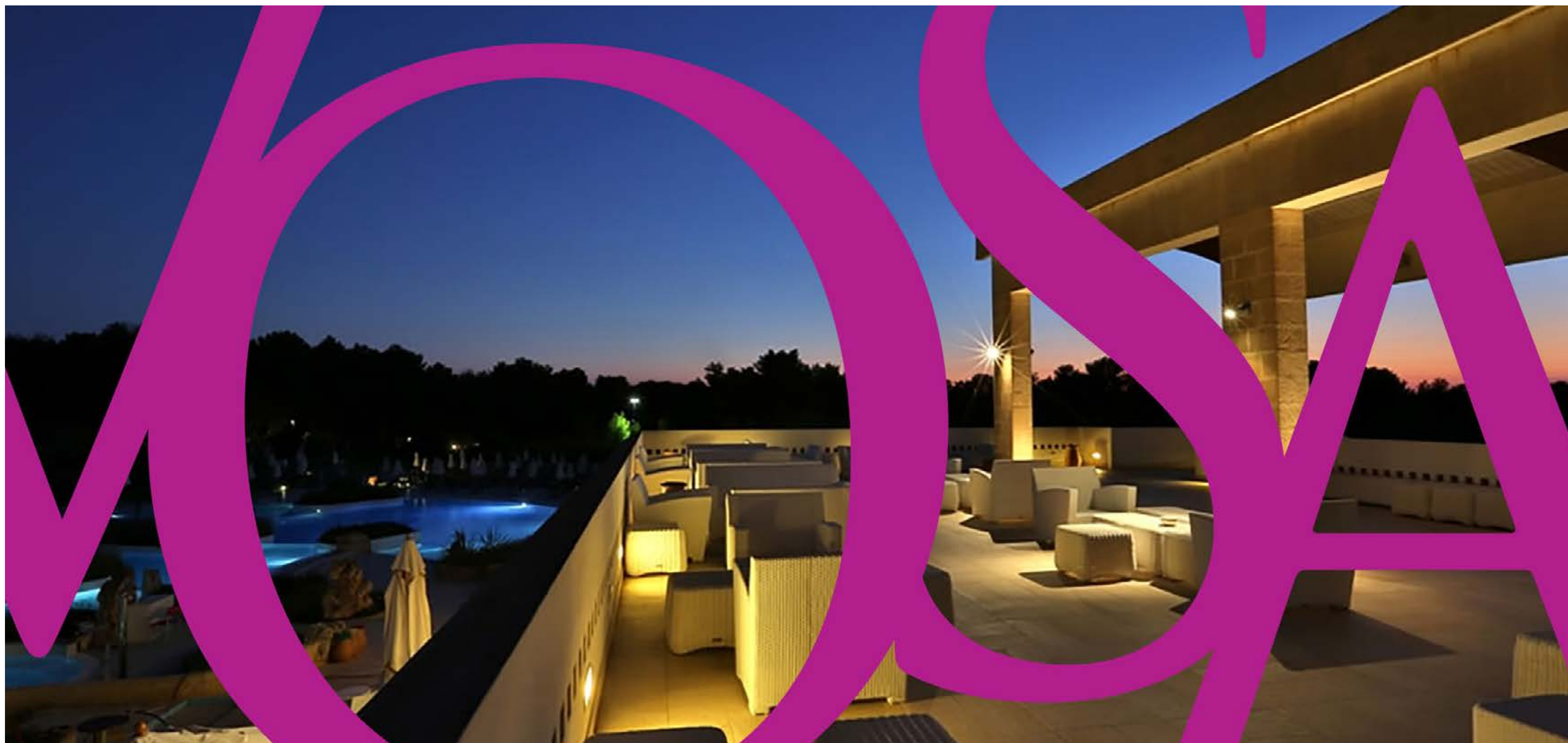
APULIA RESORT

VIVOSA RESORT

Brand design, signage & wayfinding system.

2019-2020





VIVOSA RESORT

Brand design, signage & wayfinding system.

2019-2020





VIVOSA RESORT

Brand design, signage & wayfinding system.

2019-2020





VIVOSA RESORT

Brand design, signage & wayfinding system.

2019-2020





'GUSTO

*Naming, brand design, communication design,
packaging design.*

2000-2001



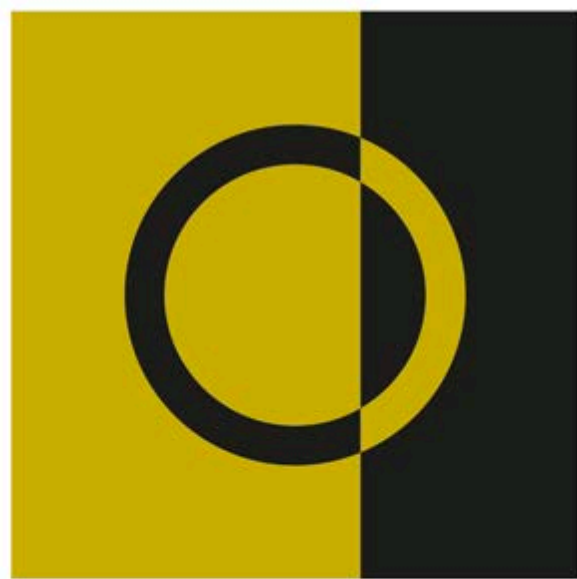


'GUSTO

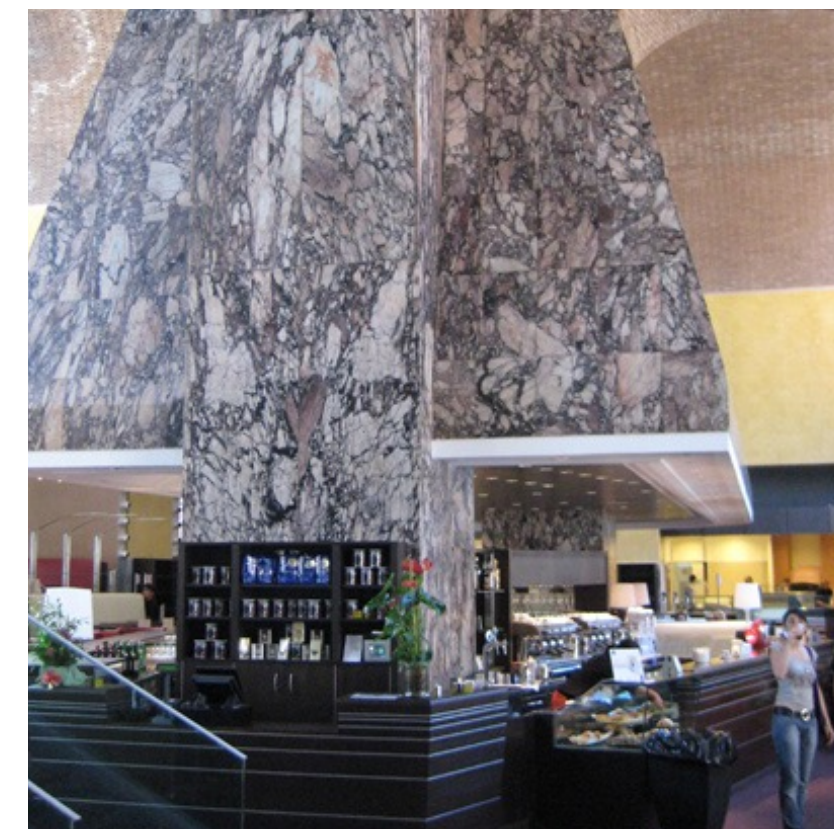
*Naming, brand design, communication design,
packaging design.*

2000-2001





CONVOGLIA
VIAGGIO DI SAPORI



CONVOGLIA

*Naming, brand design, communication design,
packaging design.*

2006-2008



zero



ZERO

*Naming, brand design, communication design,
packaging design.*

2004-2005





ZERO

*Naming, brand design, communication design,
packaging design.*

2004-2005





CASINA VALADIER



CASINA VALADIER

*Brand design, communication design,
packaging design.*

2003-2005





CASINA VALADIER

*Brand design, communication design,
packaging design.*

2003-2005



PALATIUM
ENOTECA REGIONALE

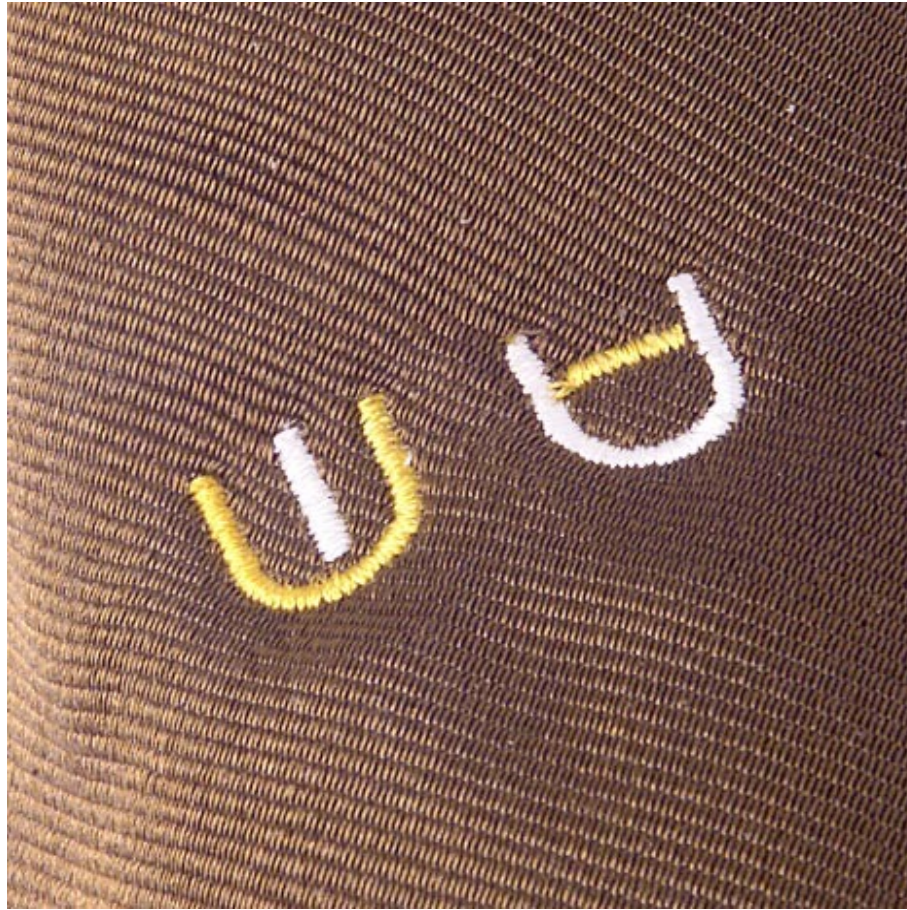


PALATIUM

*Naming, brand design,
packaging design.*

2004-2005





PALATIUM

*Naming, brand design,
packaging design.*
2004-2005



FIORE

CUCINA FLEXITERIANA



FIORE
*Brand design,
packaging design.*
2017





FIORE
*Brand design,
packaging design.*
2017





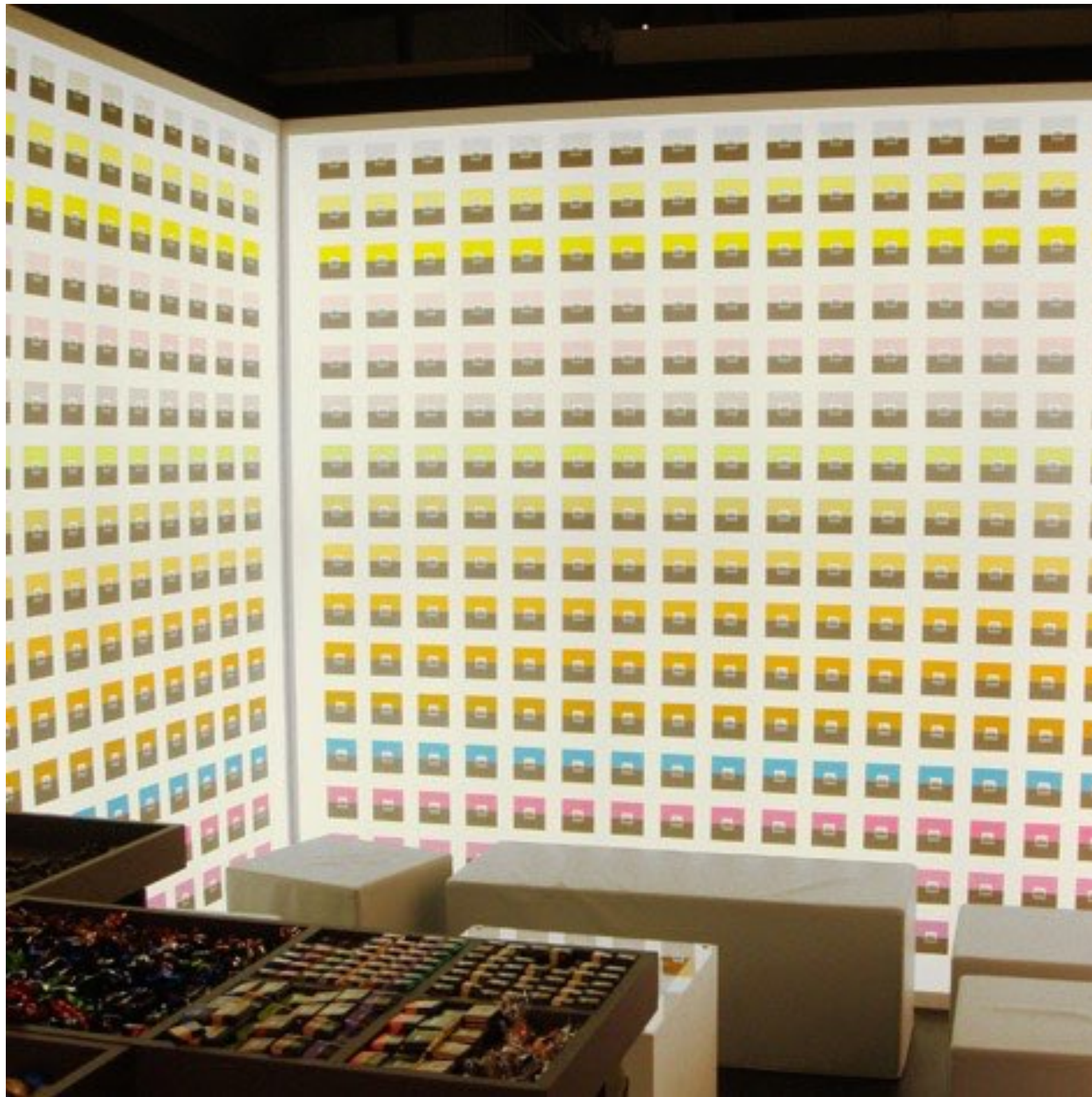
SPLENDOR
Naming, brand design, packaging design.
2012-2013





MAGLIO
Brand design,
packaging design.
1980-2009



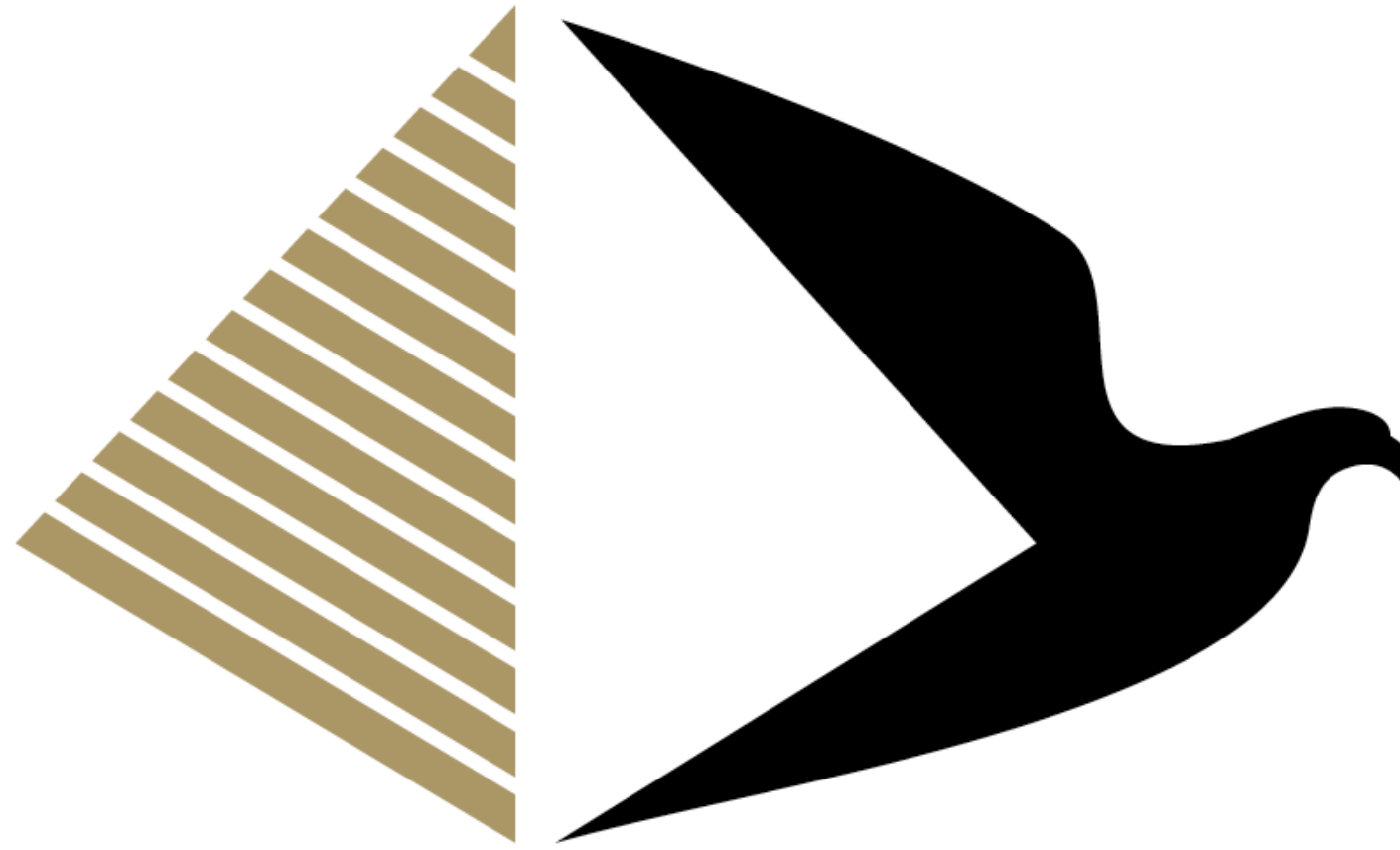


MAGLIO
*Brand design,
packaging design.*
1980-2009



Other works



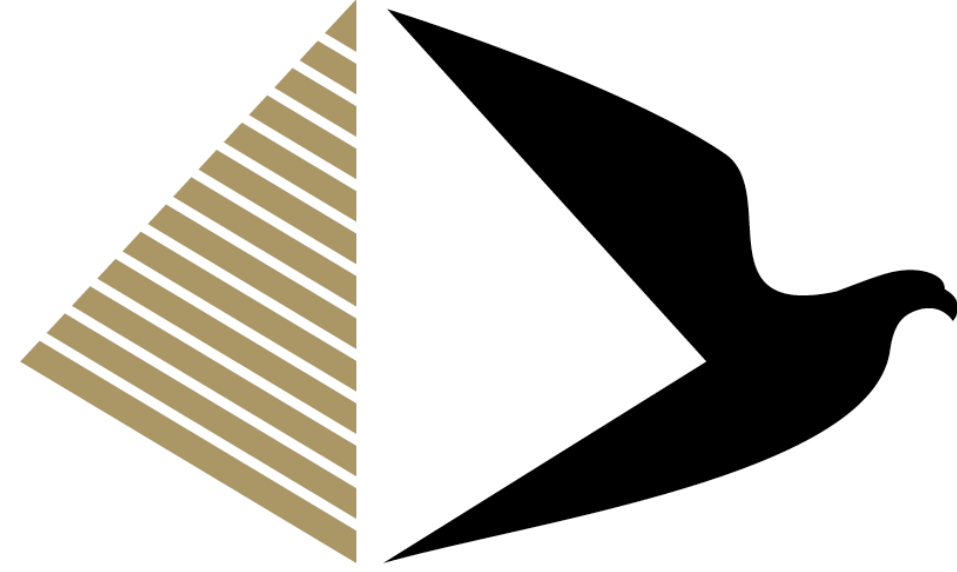


CITY OF ARTS AND CULTURE

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

2020-2021





مدينة الفنون والثقافة

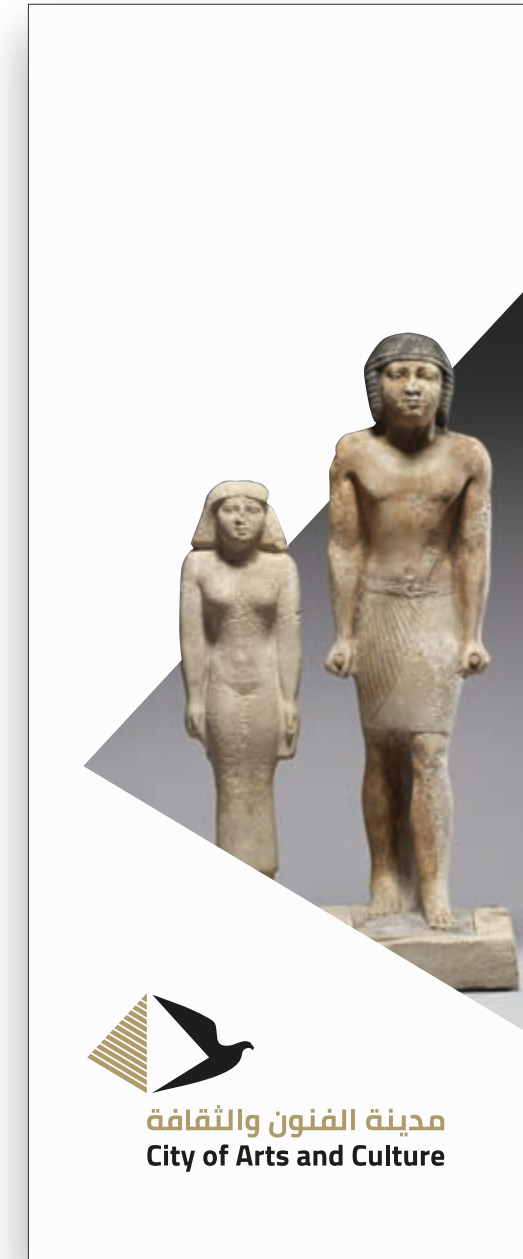
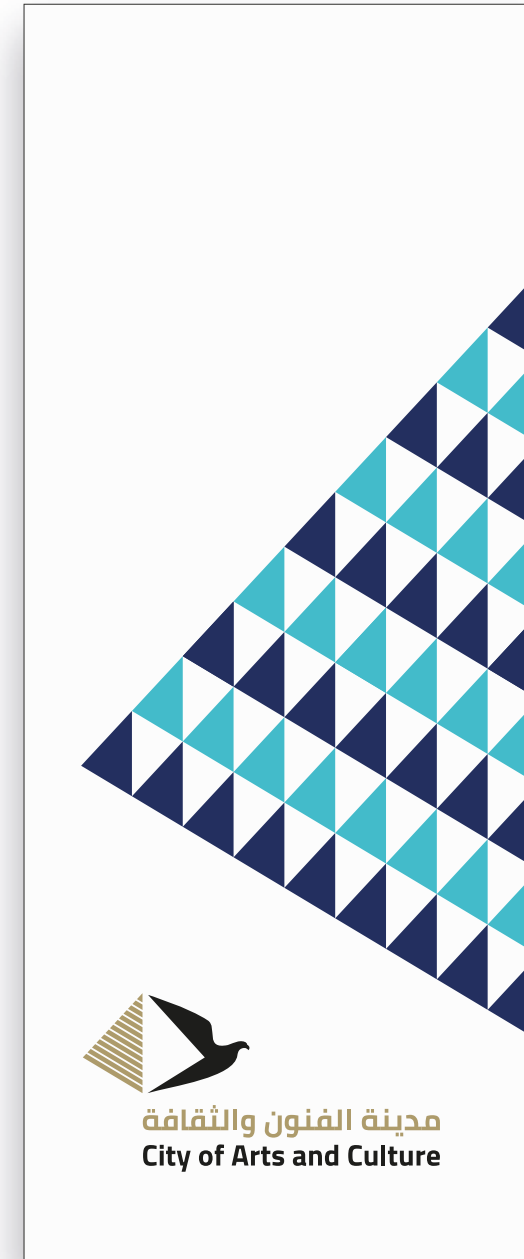
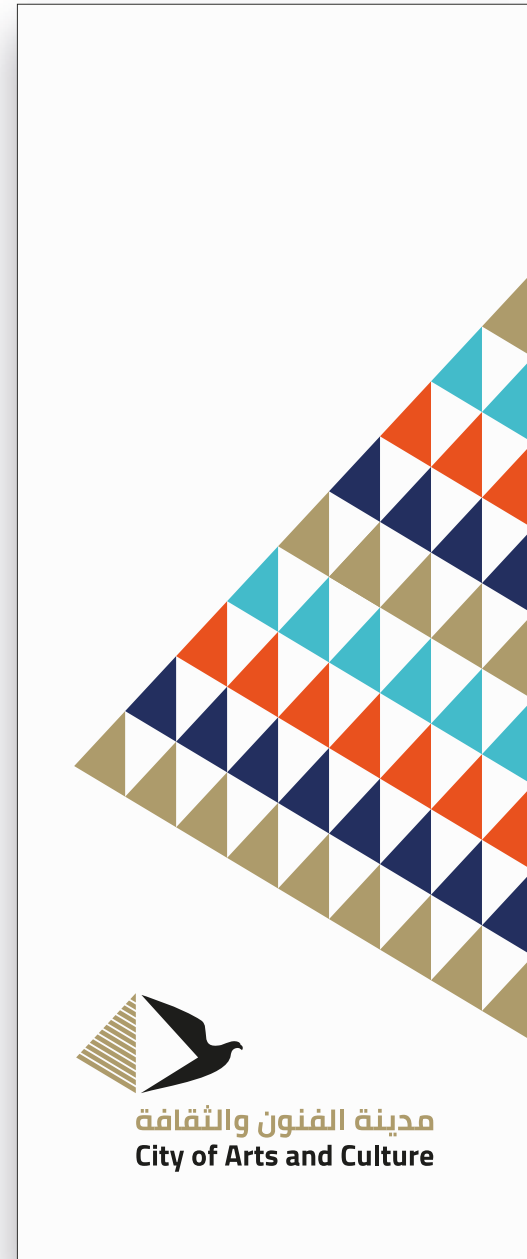
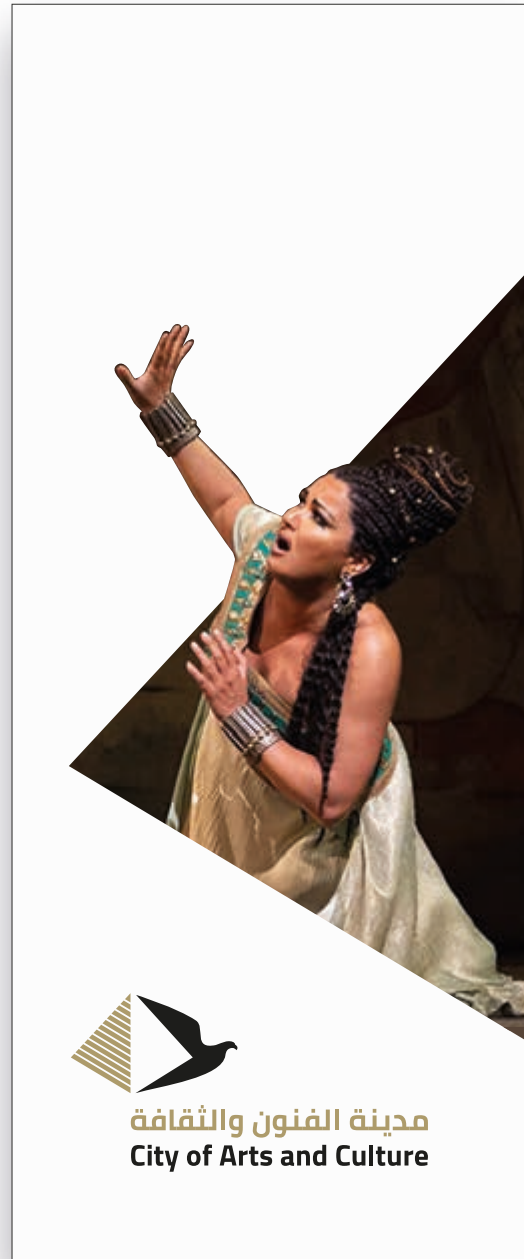
City of Arts and Culture

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

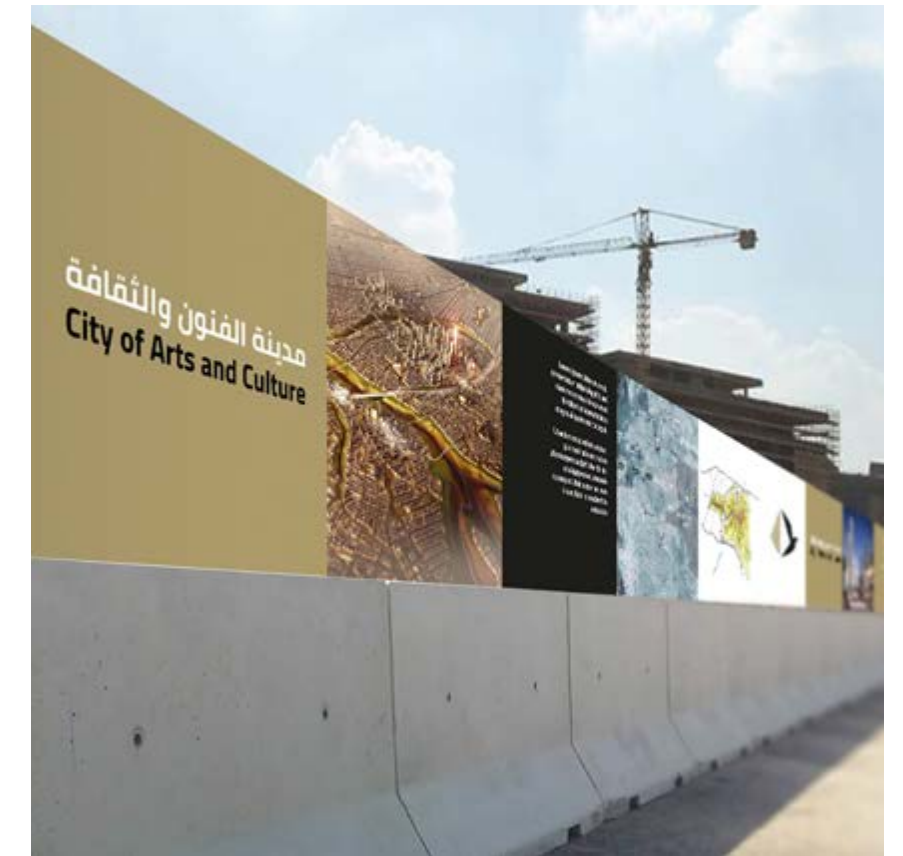




مدينة الفنون والثقافة
City of Arts and Culture



مدينة الفنون والثقافة
City of Arts and Culture



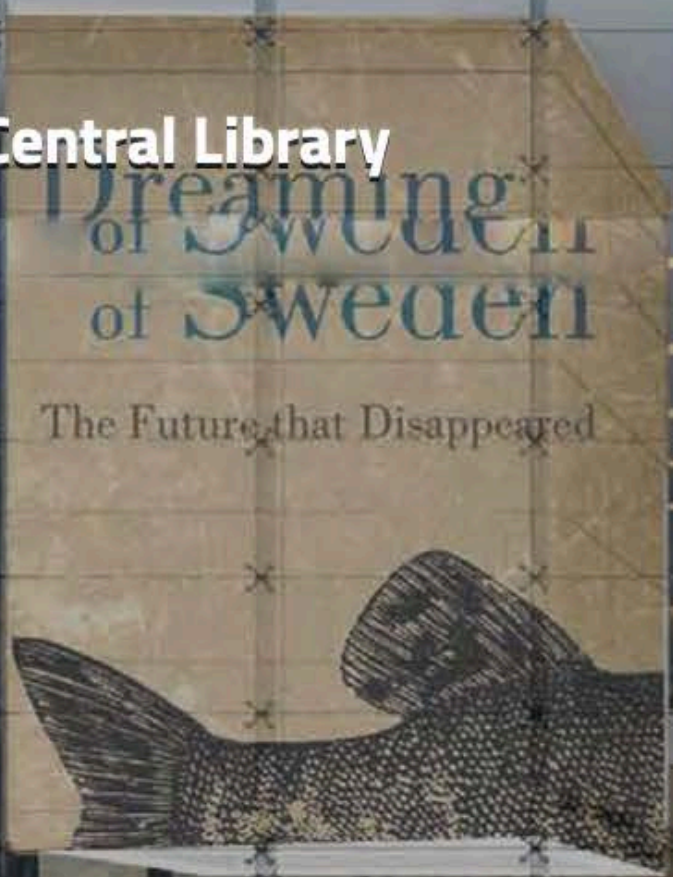
CITY OF ARTS AND CULTURE

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

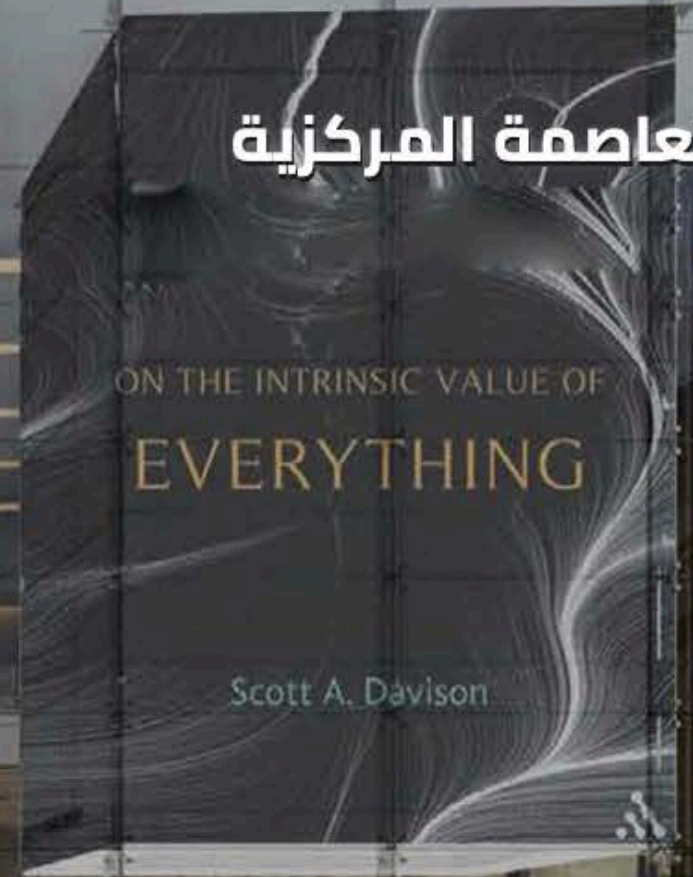
2020-2021



Capital's Central Library

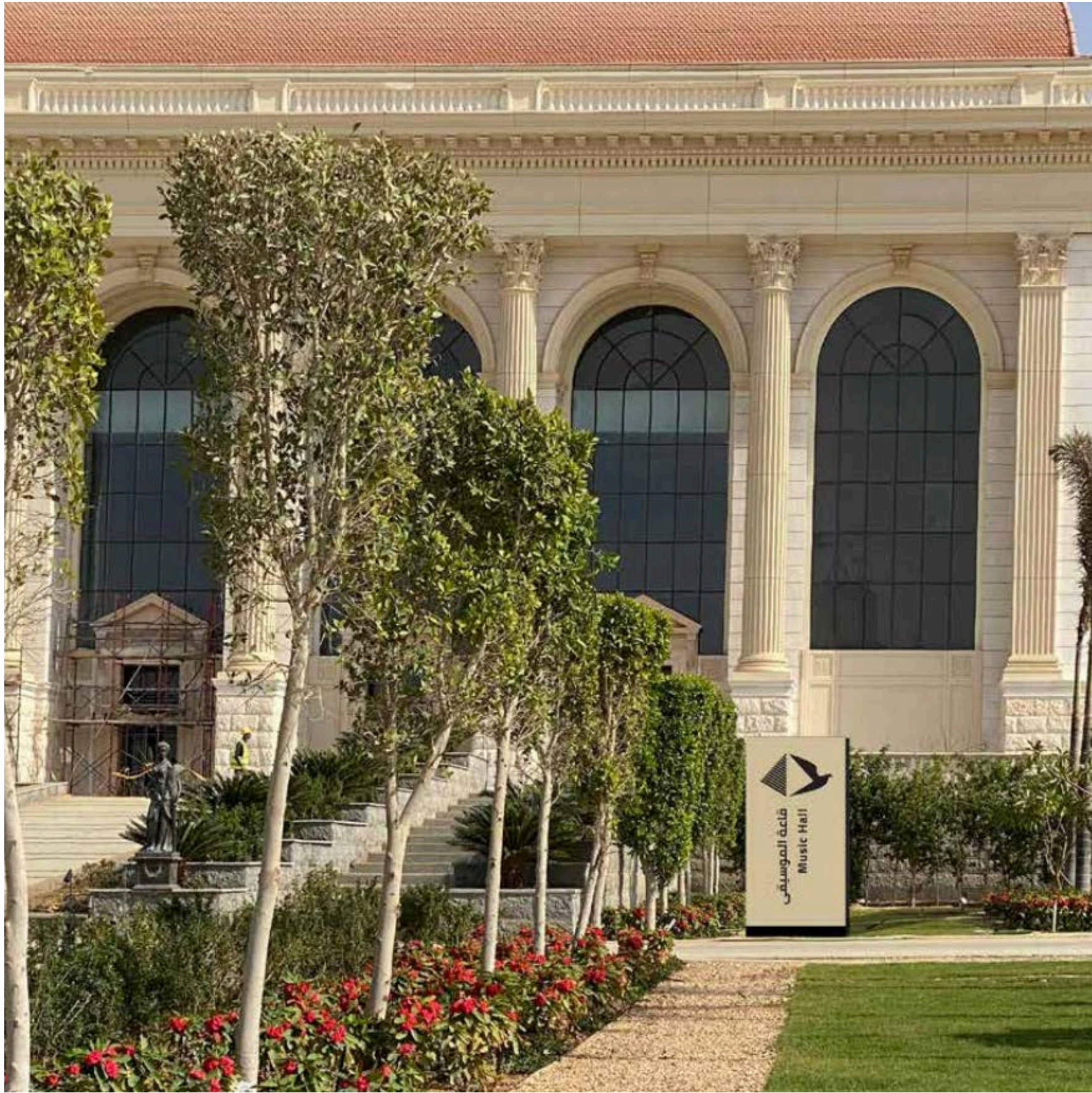


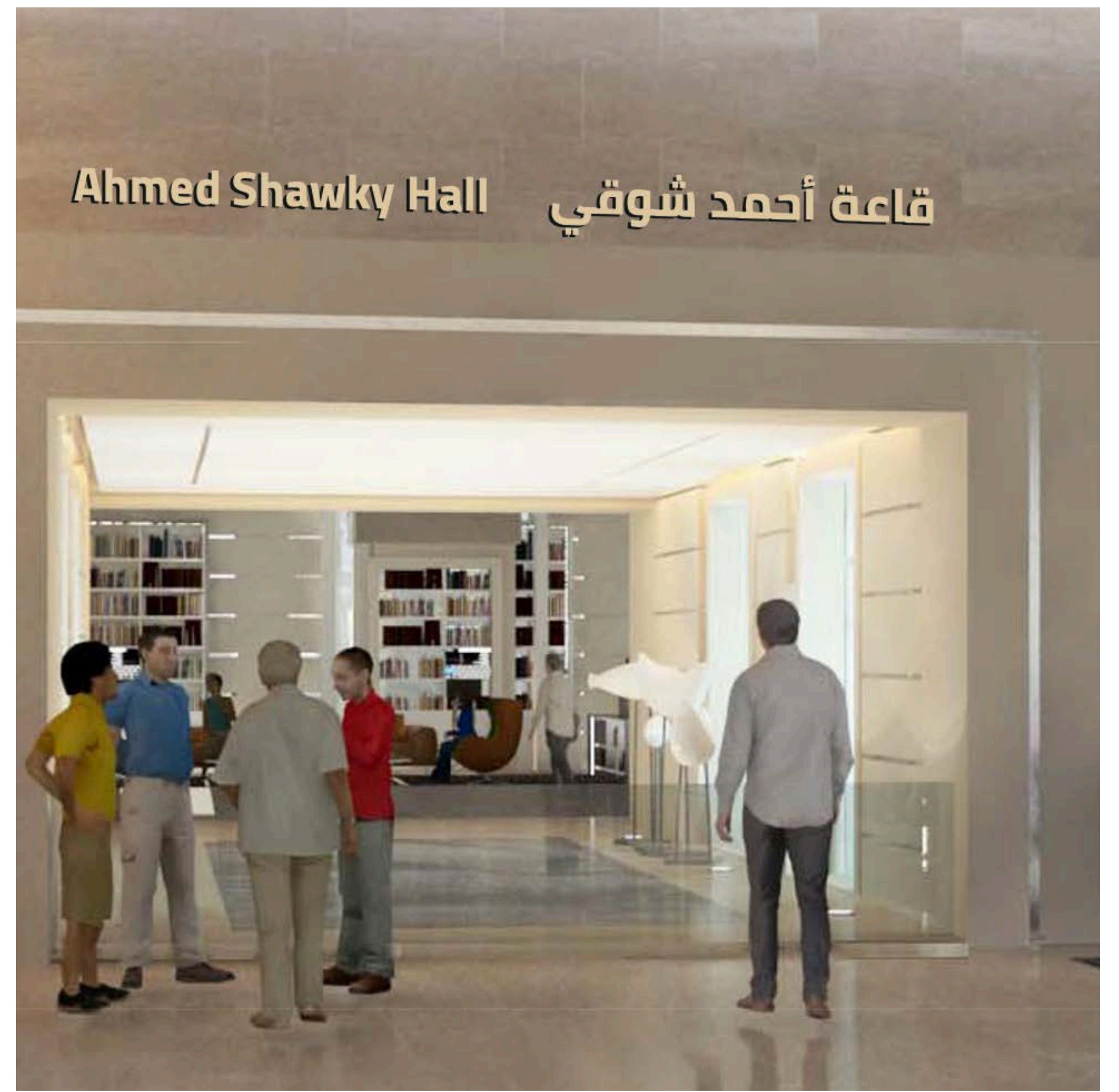
مكتبة العاصمة المركزية



رقعة أو أجل من الذي
يبني وينشئ ألفيس







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



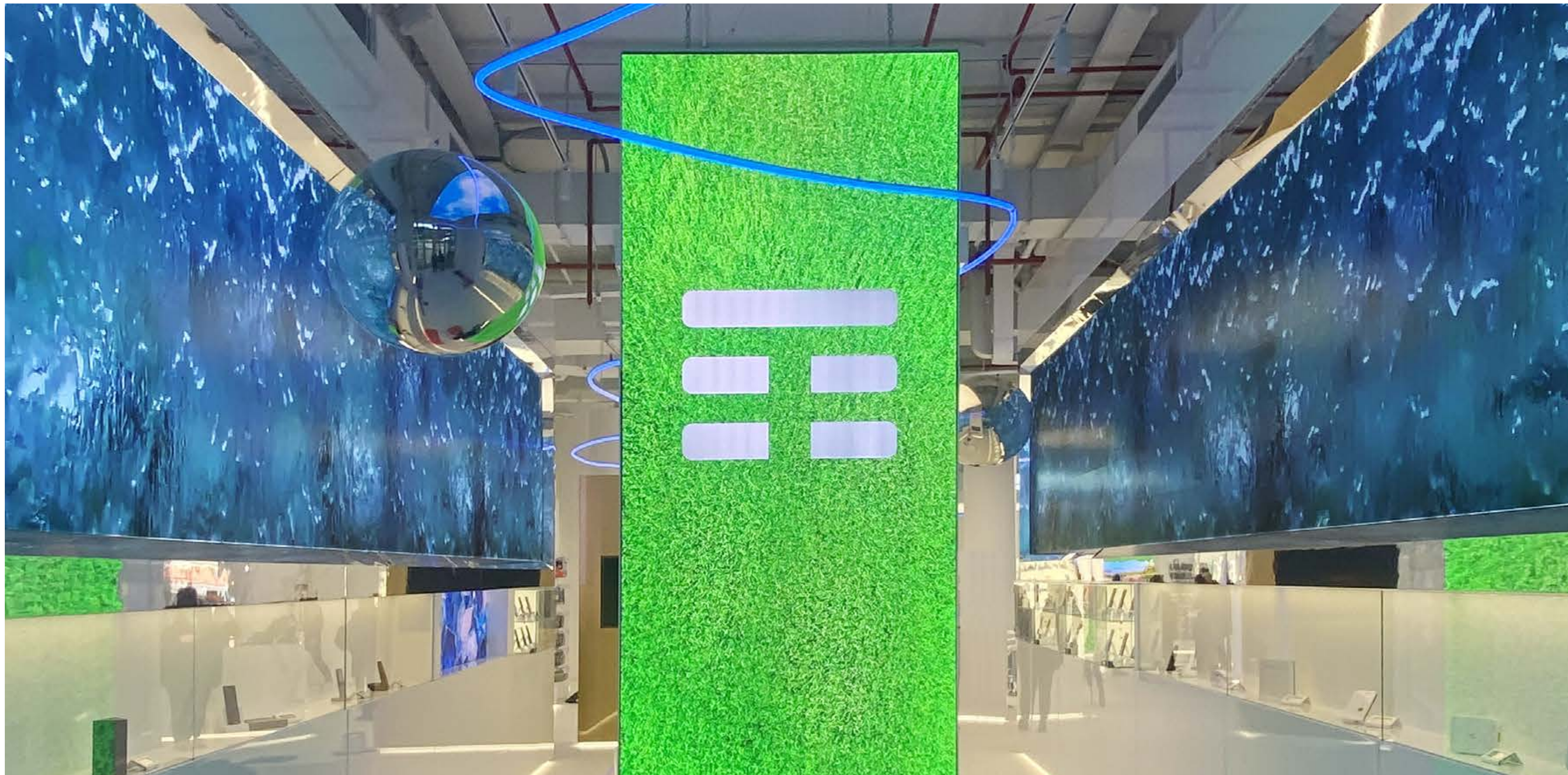


TIM

*Mobile communication.
Naming and identity system.*

1995





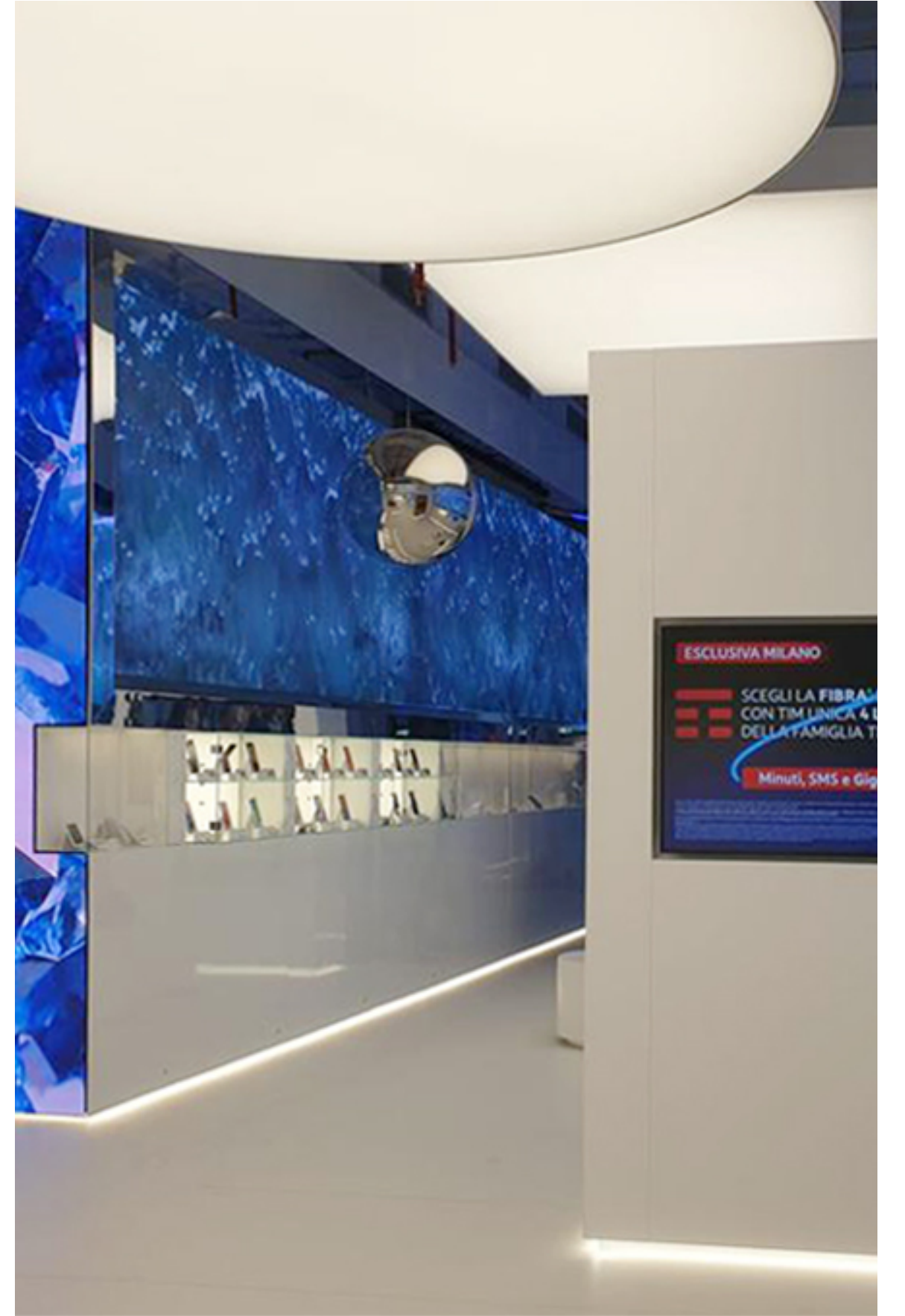
TIM

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





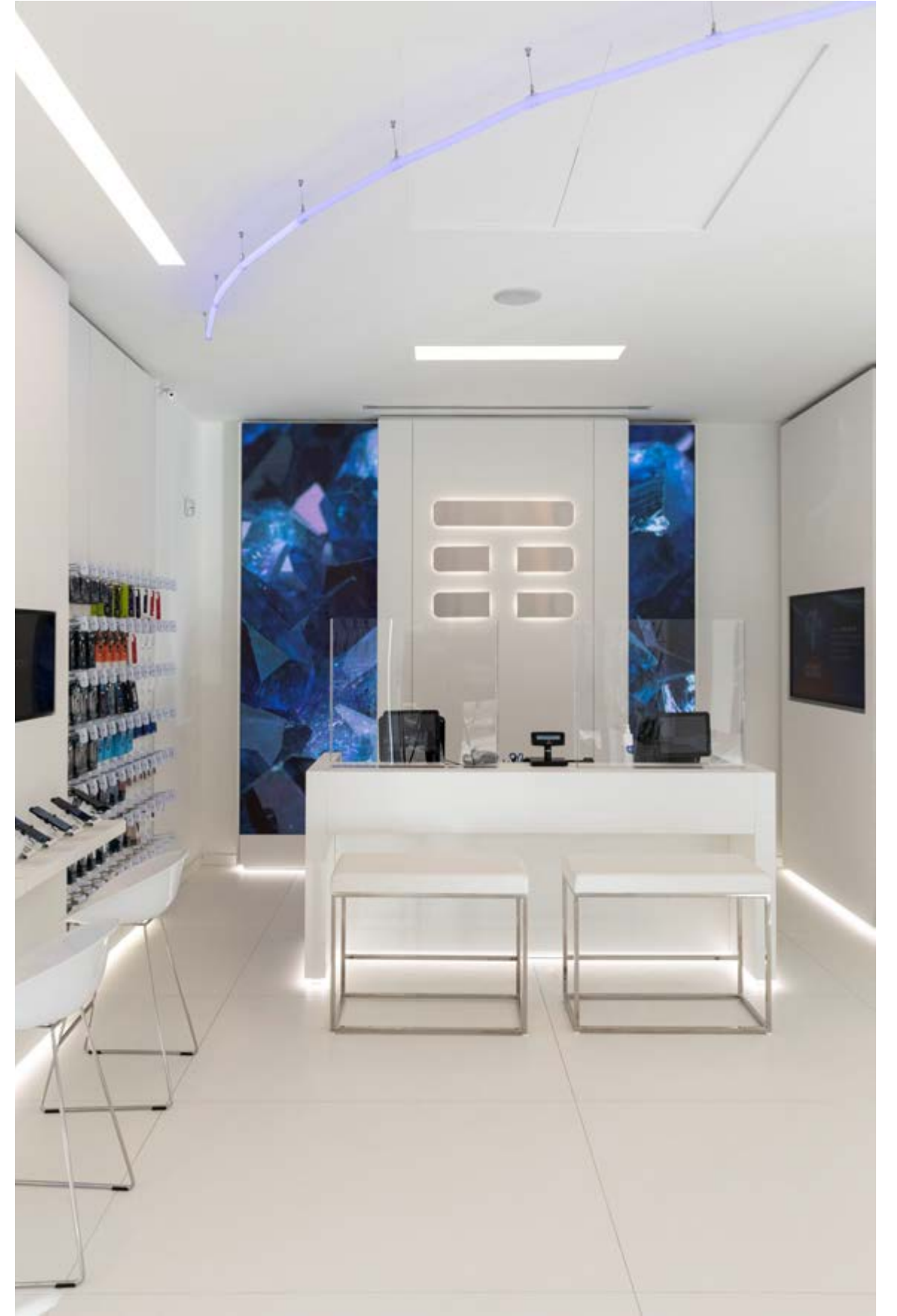
TIM

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



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

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

Thin Italic

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

Italic

abcdefghijklmnopqrstuvwxy
z
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abcdefghijklmnopqrstuvwxy
z

Bold Italic

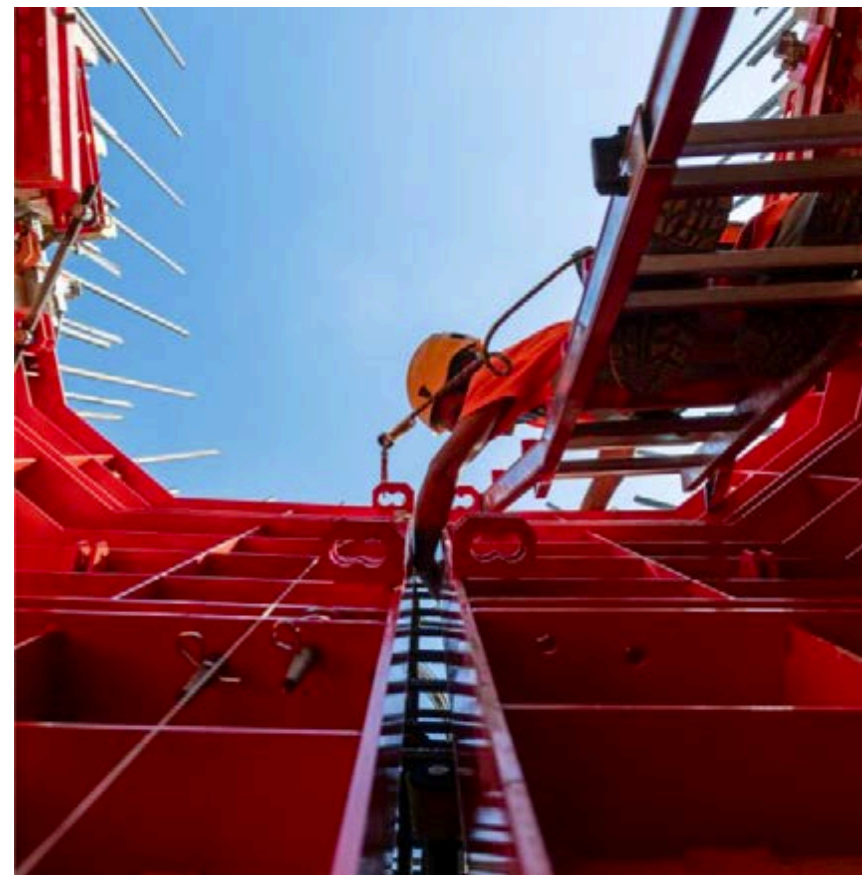
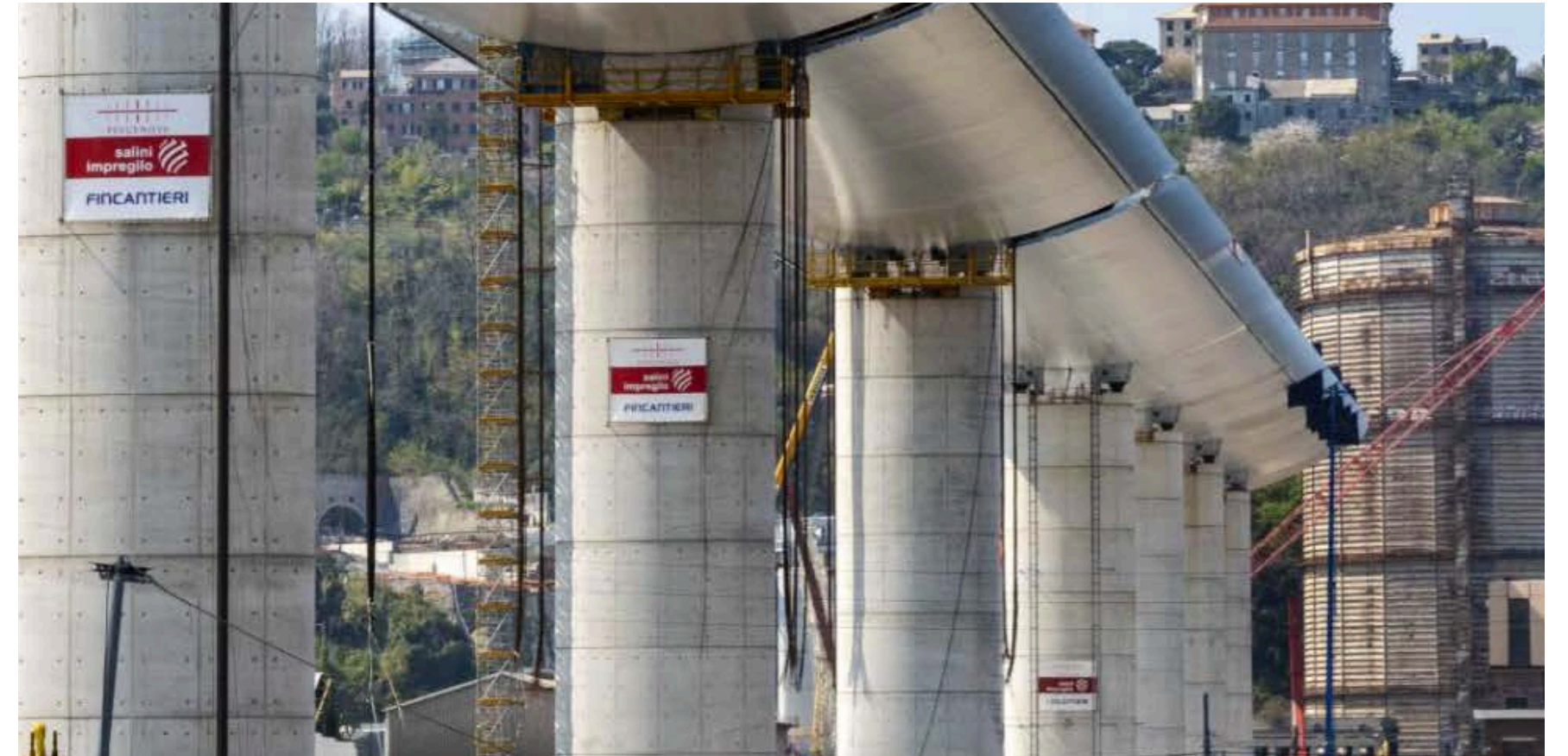
abcdefghijklmnopqrstuvwxy
z
1234567890«(!?) [€] \$ {¥} £ » % @
abcdefghijklmnopqrstuvwxy
z

WEBUILD

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

2020





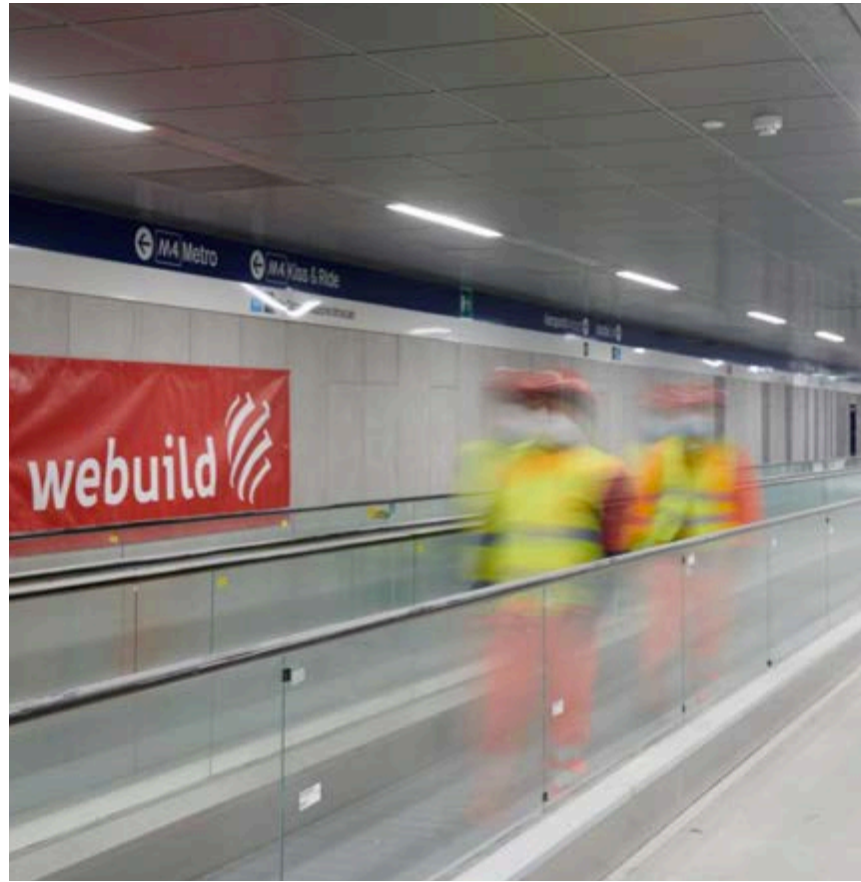
WEBUILD

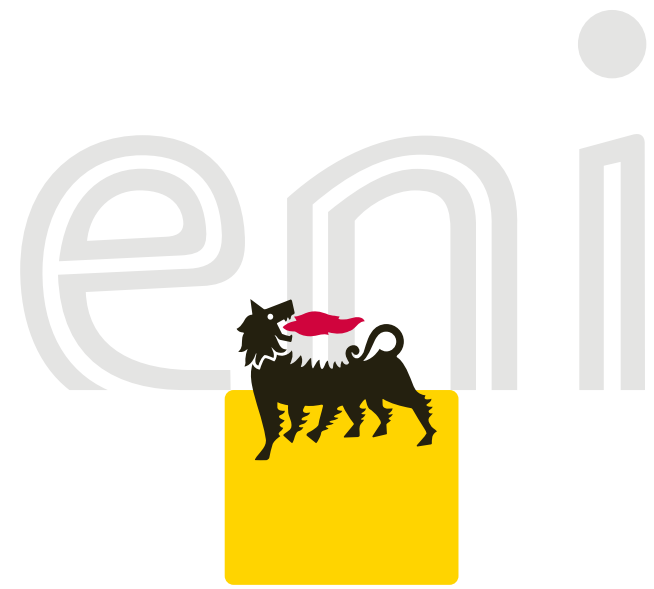
*Naming, brand design, brand architecture,
typeface design, sonic identity design.*

2020









ENI

*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

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

aaa

eee

Eniline Regular

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

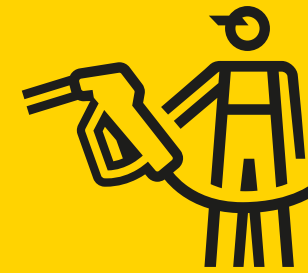
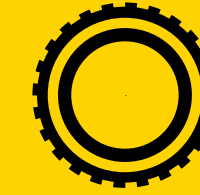
Eniline Bold

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Qm



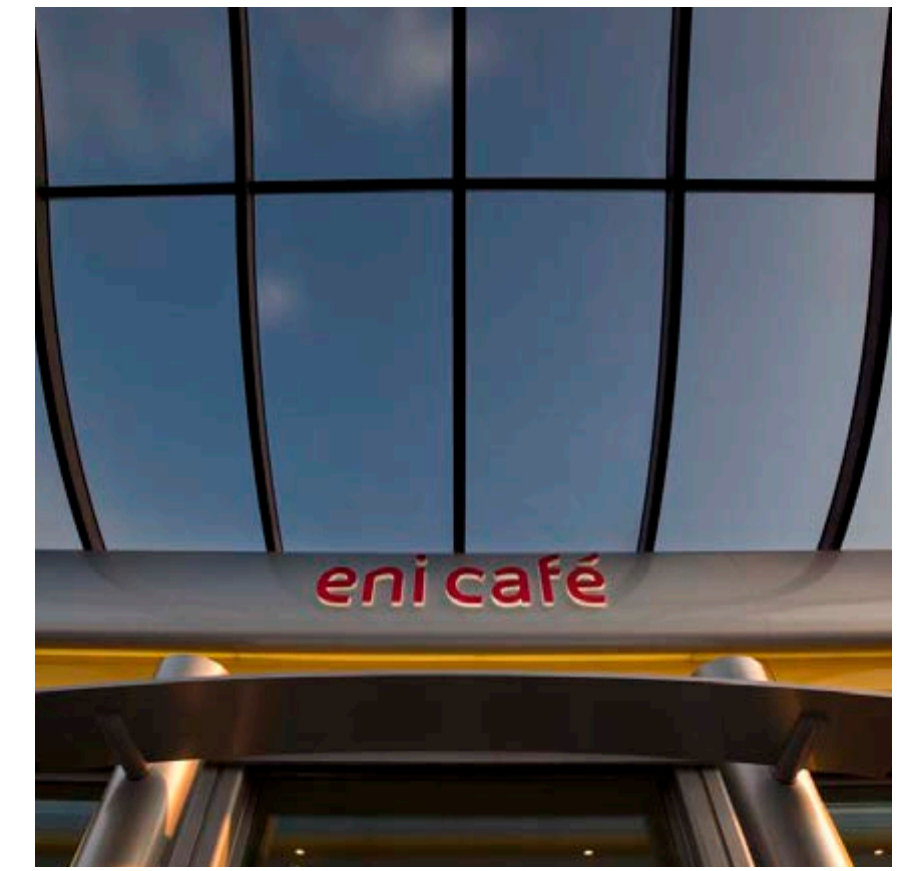
ENI

*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



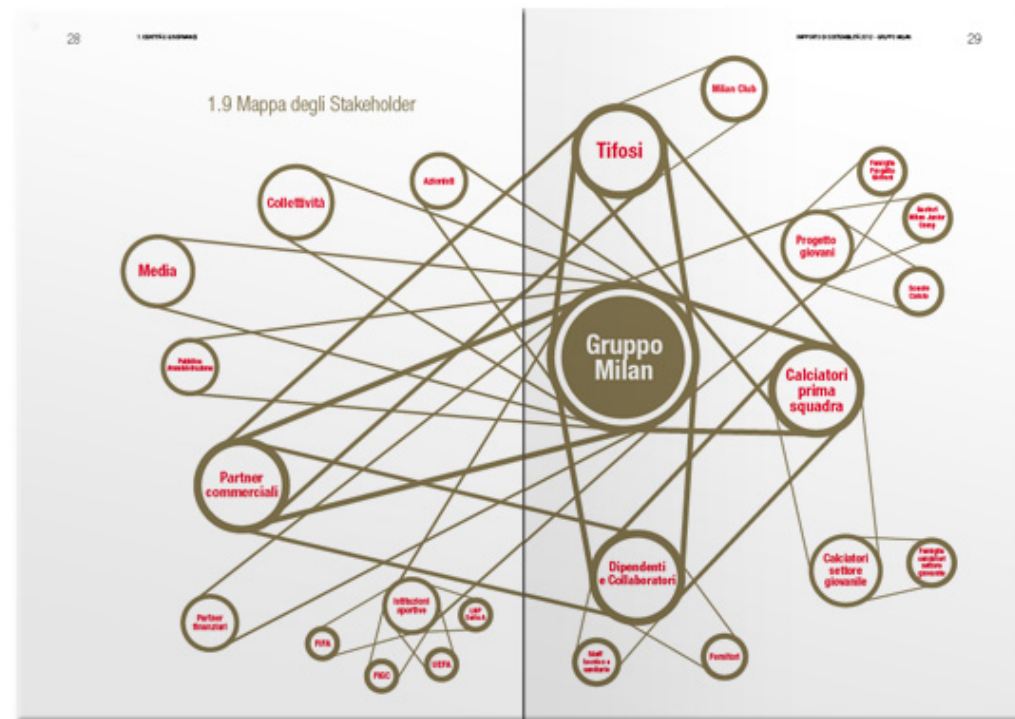
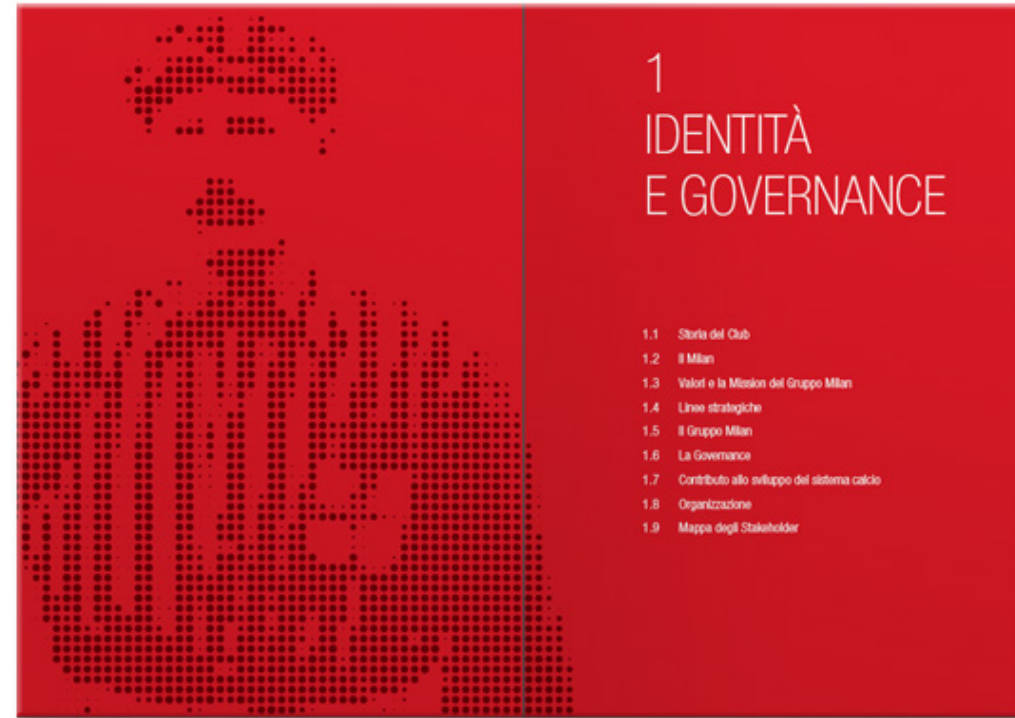
AC MILAN

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 l'elemento caratterizzante oltre che decisivo per l'ottenimento del successo e il mantenimento della leadership nel tempo.

Il continuo impegno da parte del Gruppo Milan verso le sue risorse umane si traduce nella ricerca dei migliori giocatori, collaboratori e calciatori della Prima Squadra, del Settore Giovanile e tutti gli stakeholder del Progetto Calcio.

L'investimento del Gruppo Milan è volto al conseguimento del traguardo della gloria: il singolo diventa costantemente la formazione, scuola, successi sul campo di lavoro e benessere.

La filosofia del Club si fonda sull'approccio "TOTAL PERSON" che riconosce come il miglioramento di un calciatore, del punto di vista tecnico e tattico, passa anche di pari passo con lo sviluppo umano, educativo e culturale che ne consente una condizione di benessere 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

MILAN





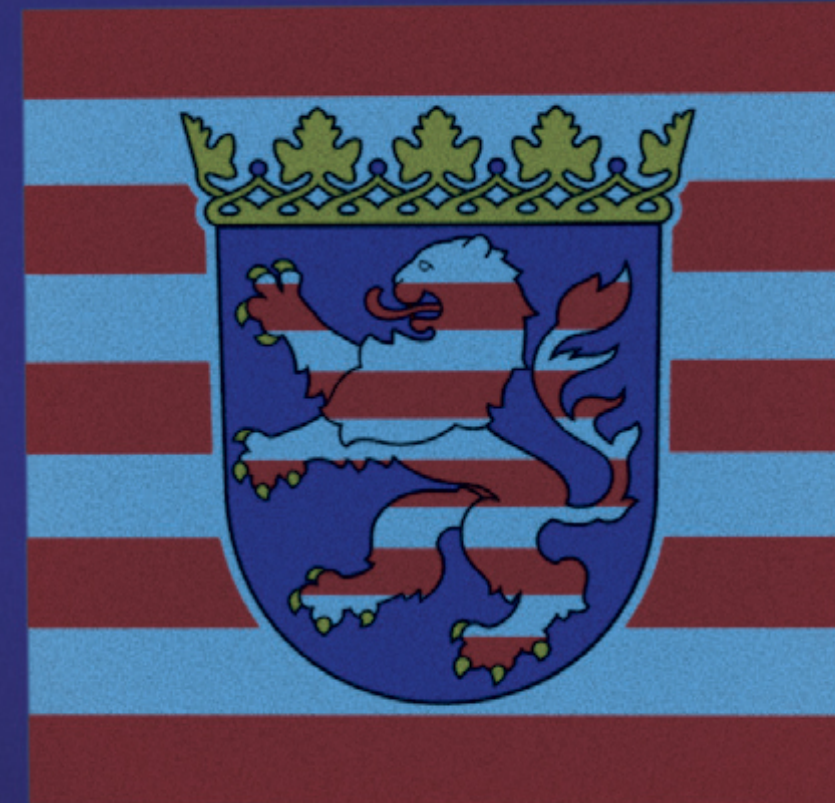








HESSEN



HESSEN

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

2000-2003



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HESSEN



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1234567890

Hassia Bold

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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



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M m
B b M m

1 2 3 4 5 6 7 8 9

Milano City

Milano



Comune di Milano

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890





COMUNE DI MILANO

City of Milan. Brand design, Brand Architecture, Typeface Design, Signage and Wayfinding 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



ROMA



mobilità

ROMA

carsharing

mobilità

ROMA

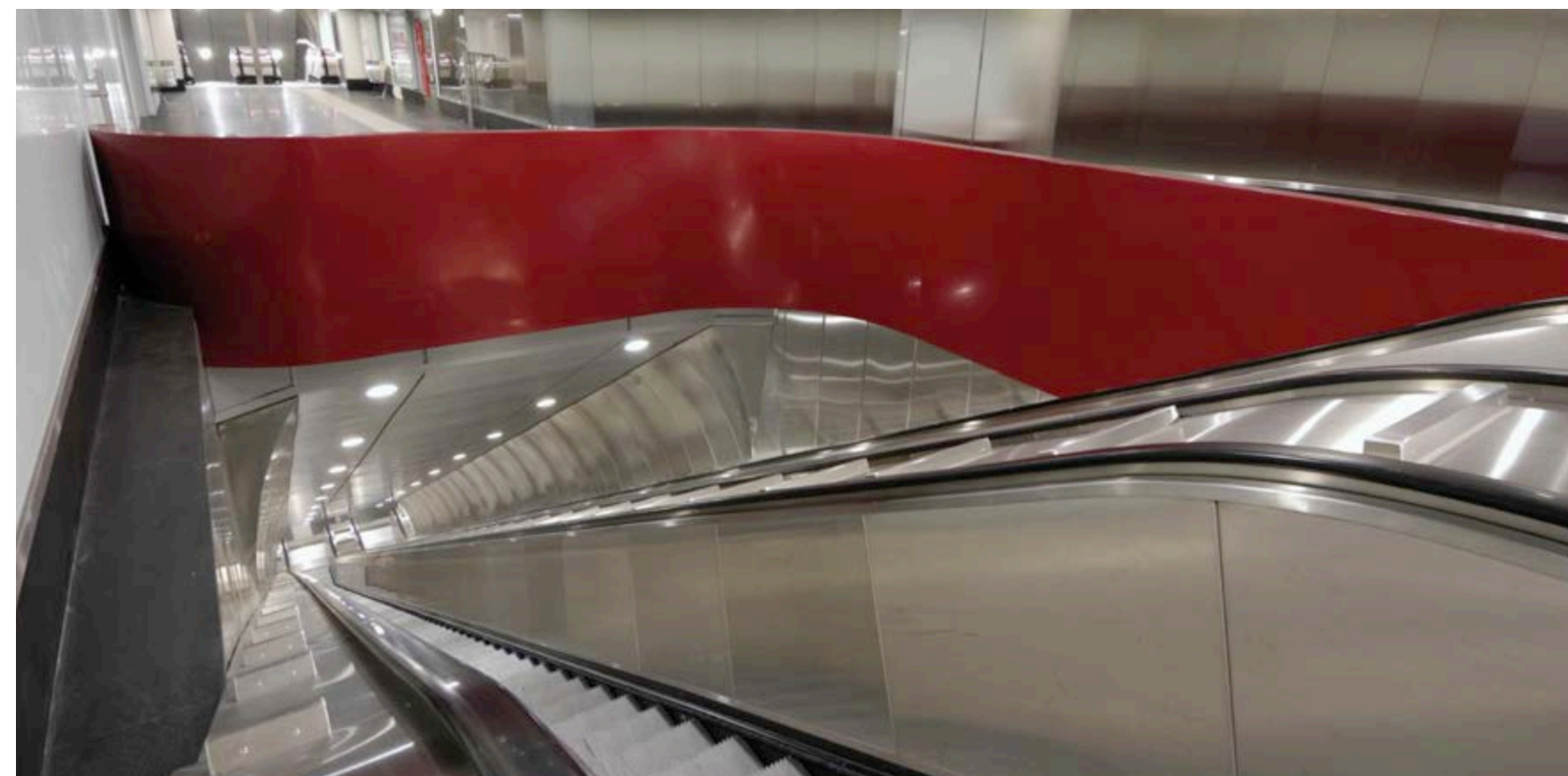
bikesharing

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

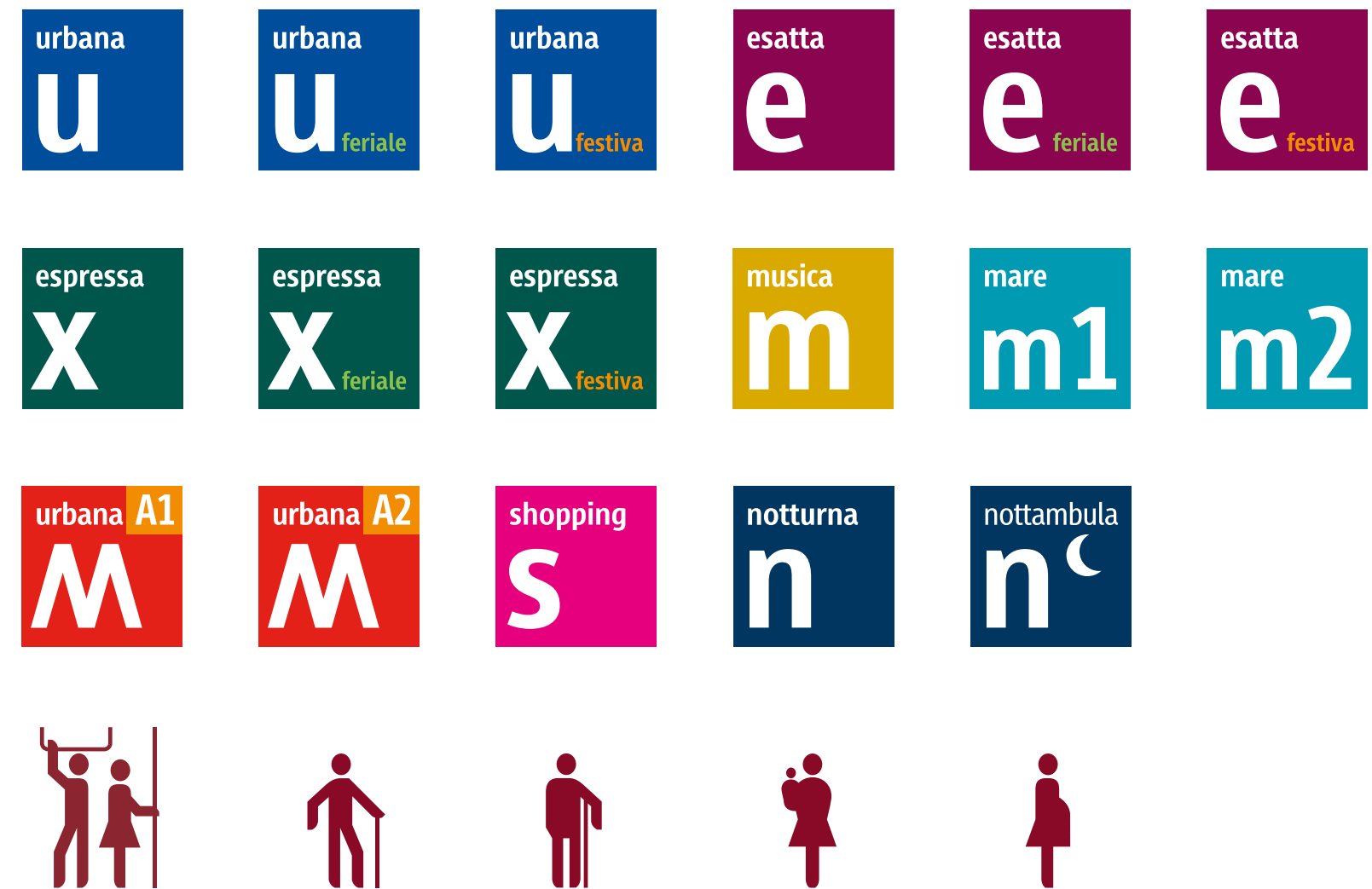
Urbs Display Bold

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1234567890





atac

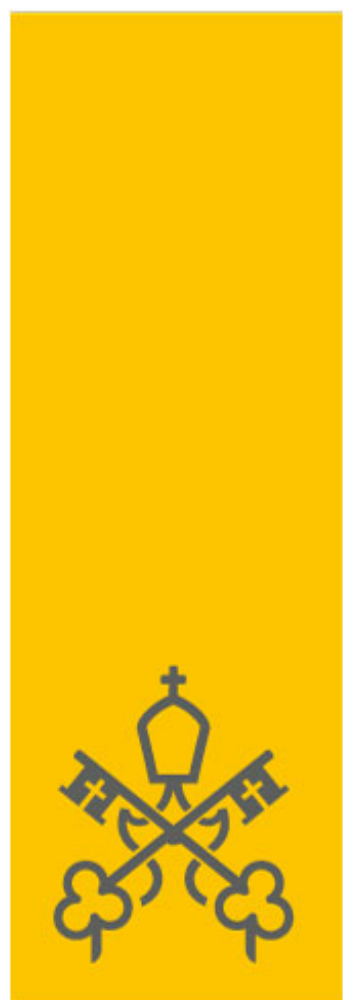


COMUNE DI ROMA

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

2004-2009





MV



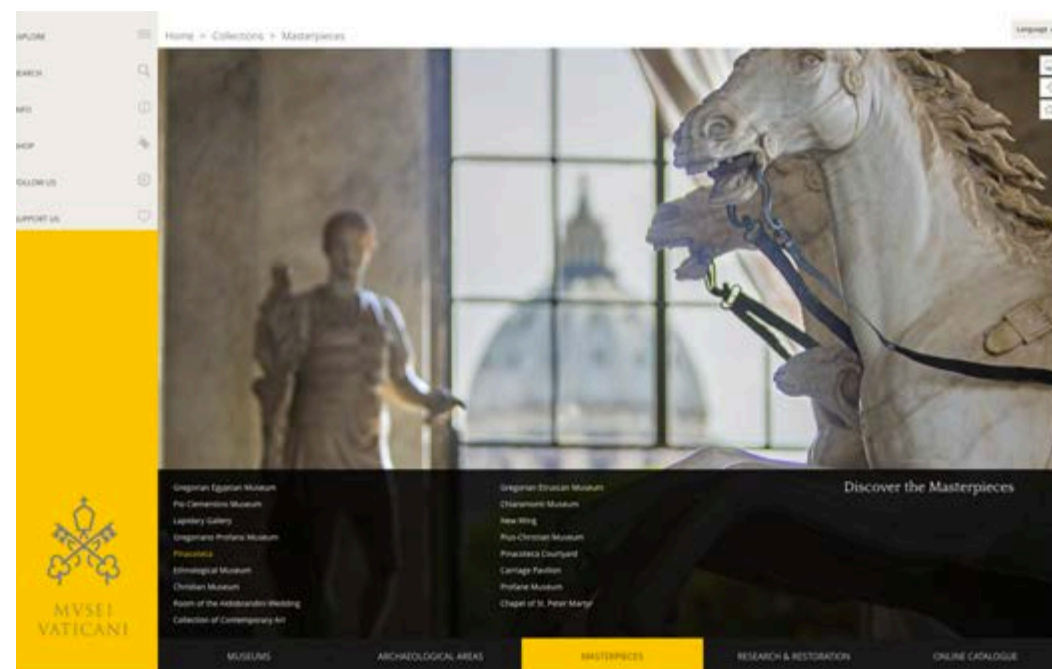
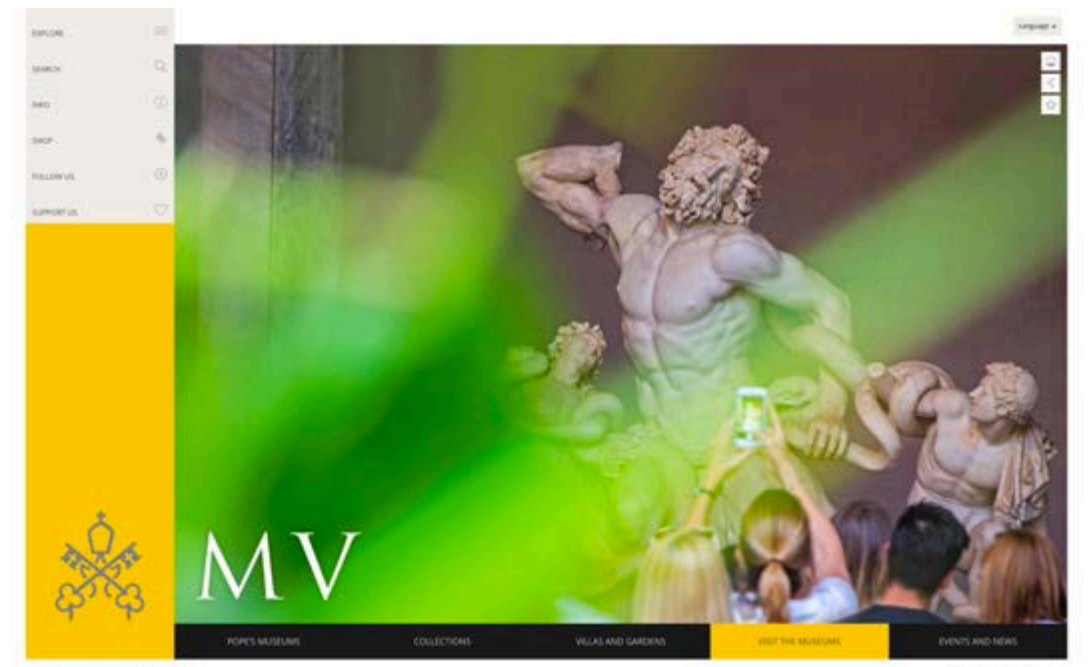
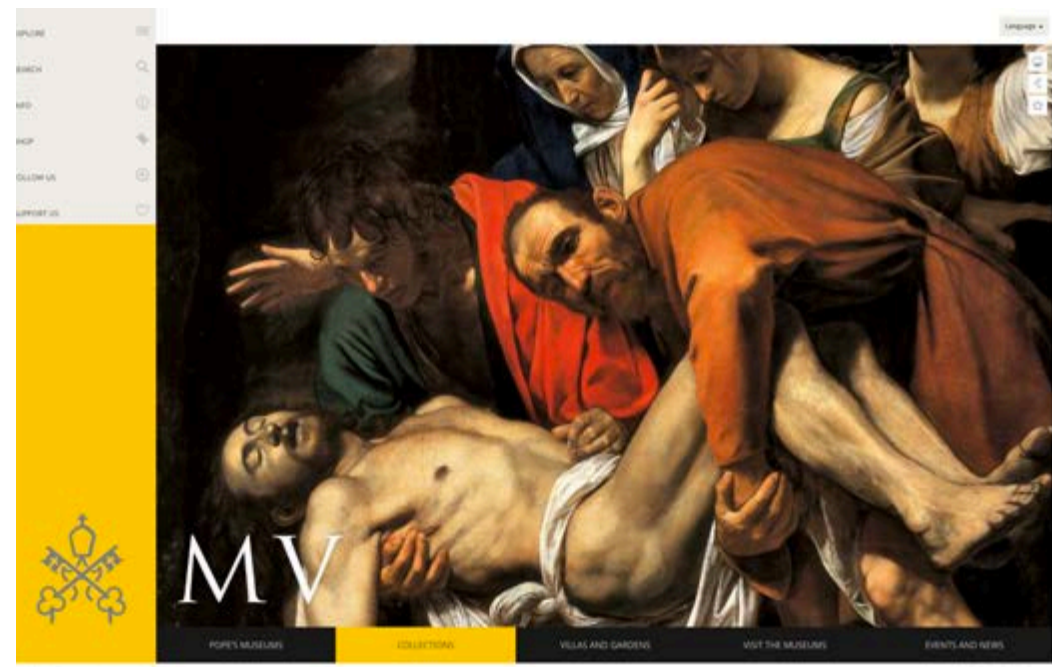
MVSEI VATICANI

MUSEI VATICANI

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

2017



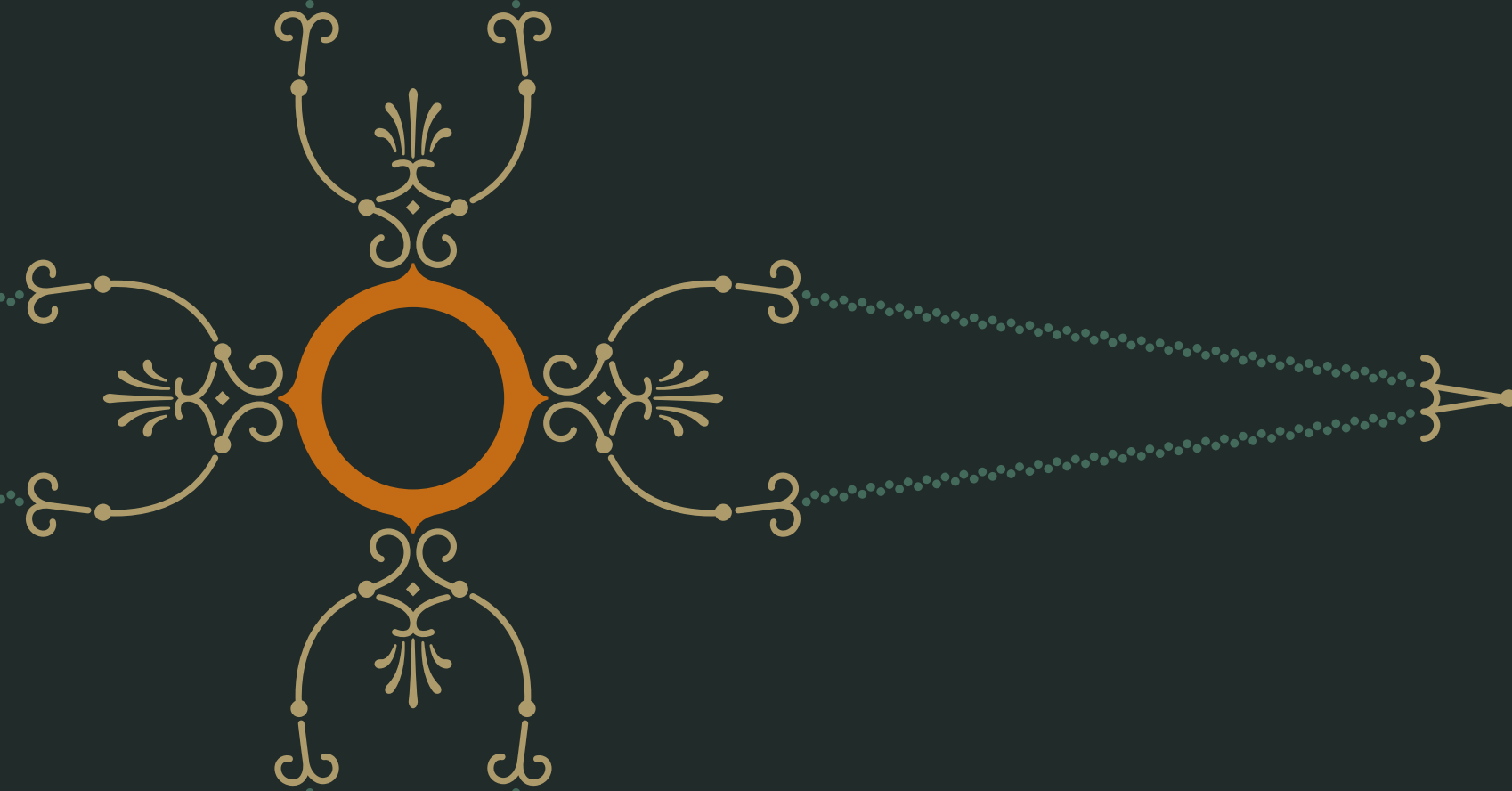


MUSEI VATICANI
 Museum of art and history. Brand design,
 communication design, digital design.
 2017



P O M P E I I

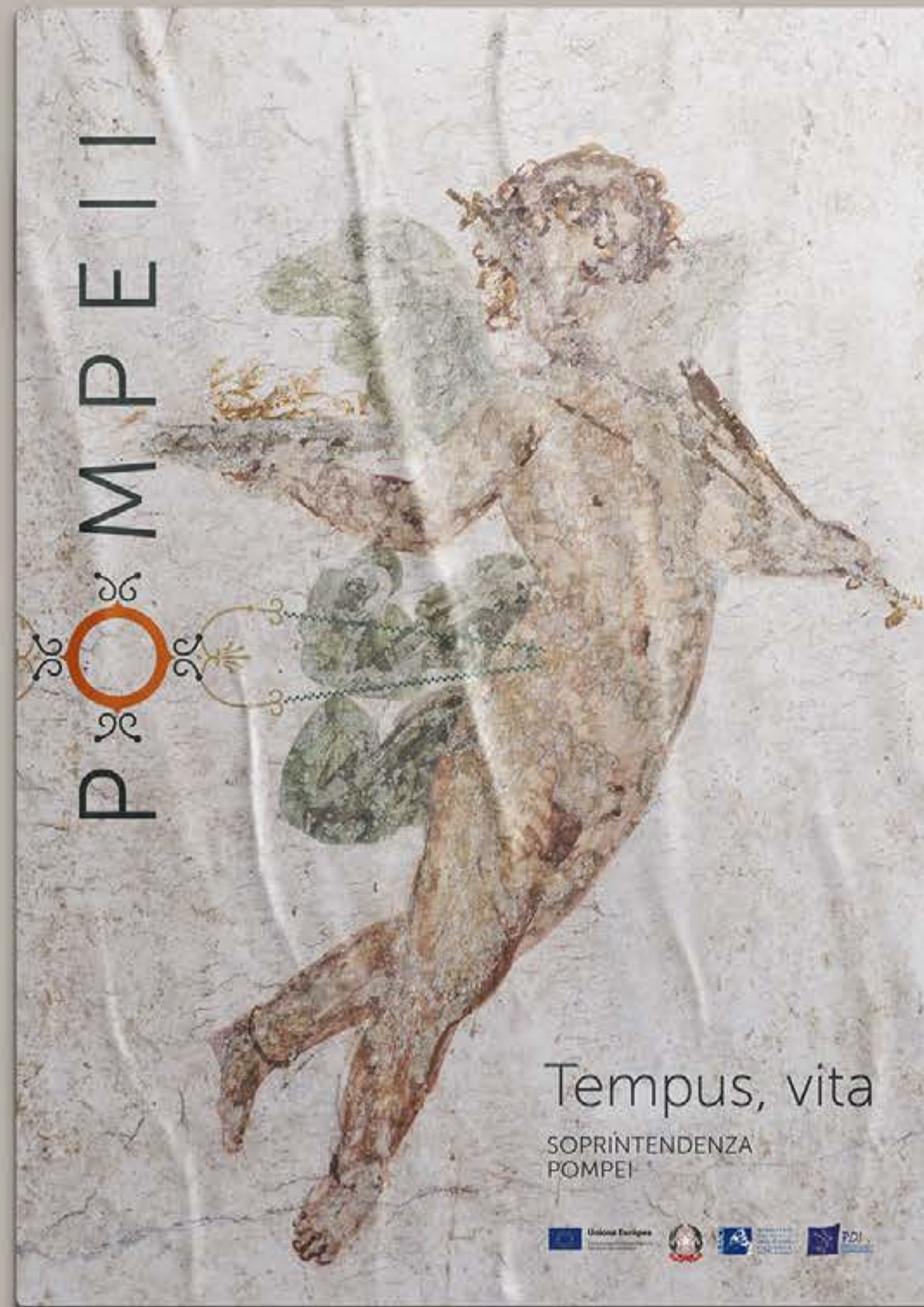
SOPRINTENDENZA
POMPEI



POMPEII

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

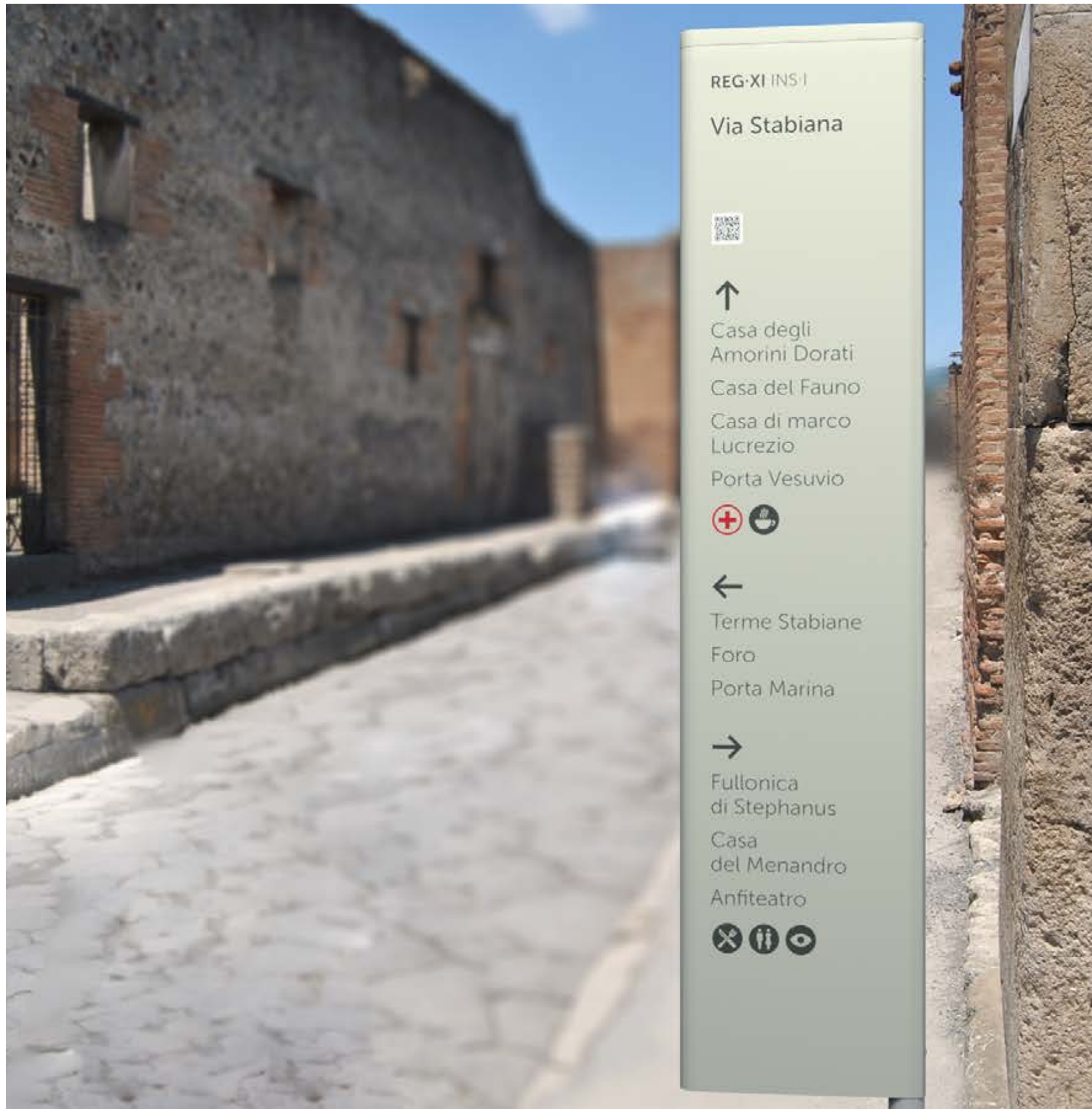




POMPEII

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



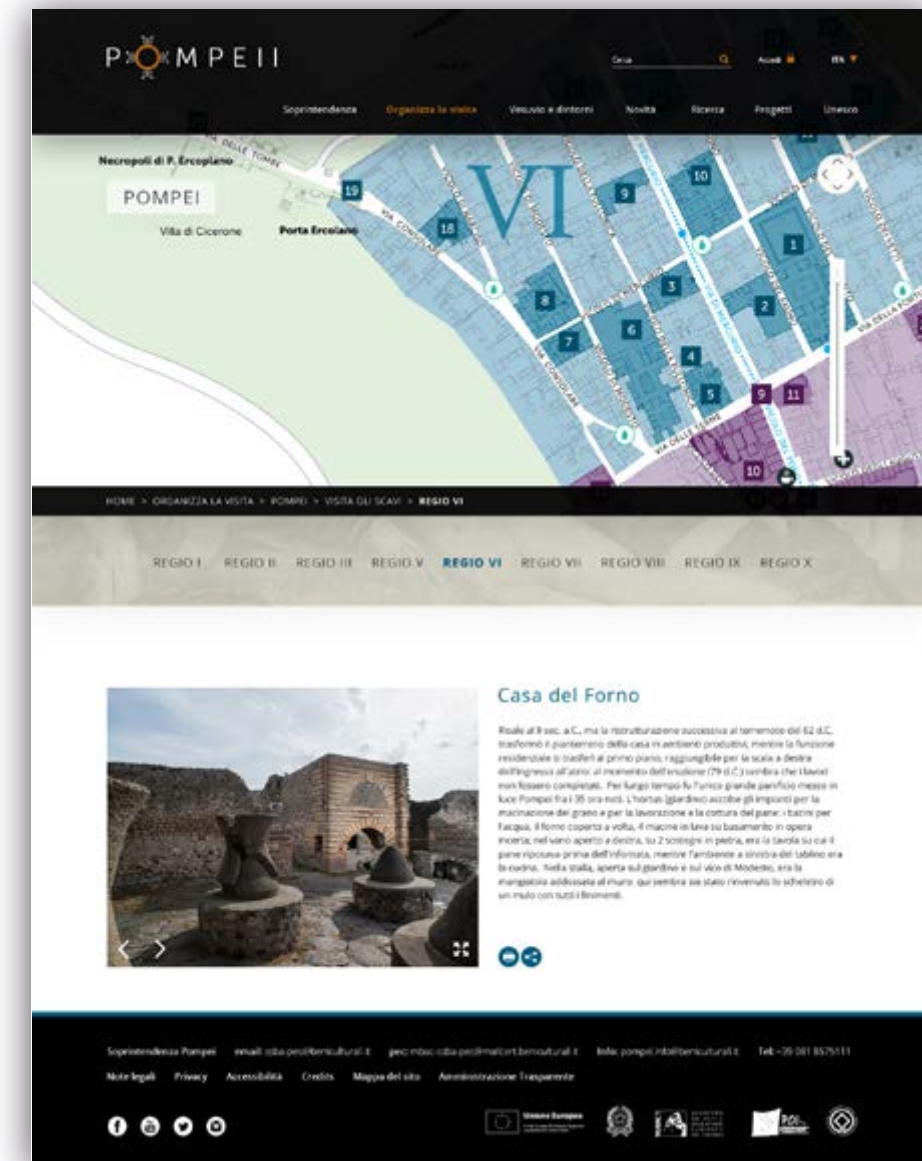
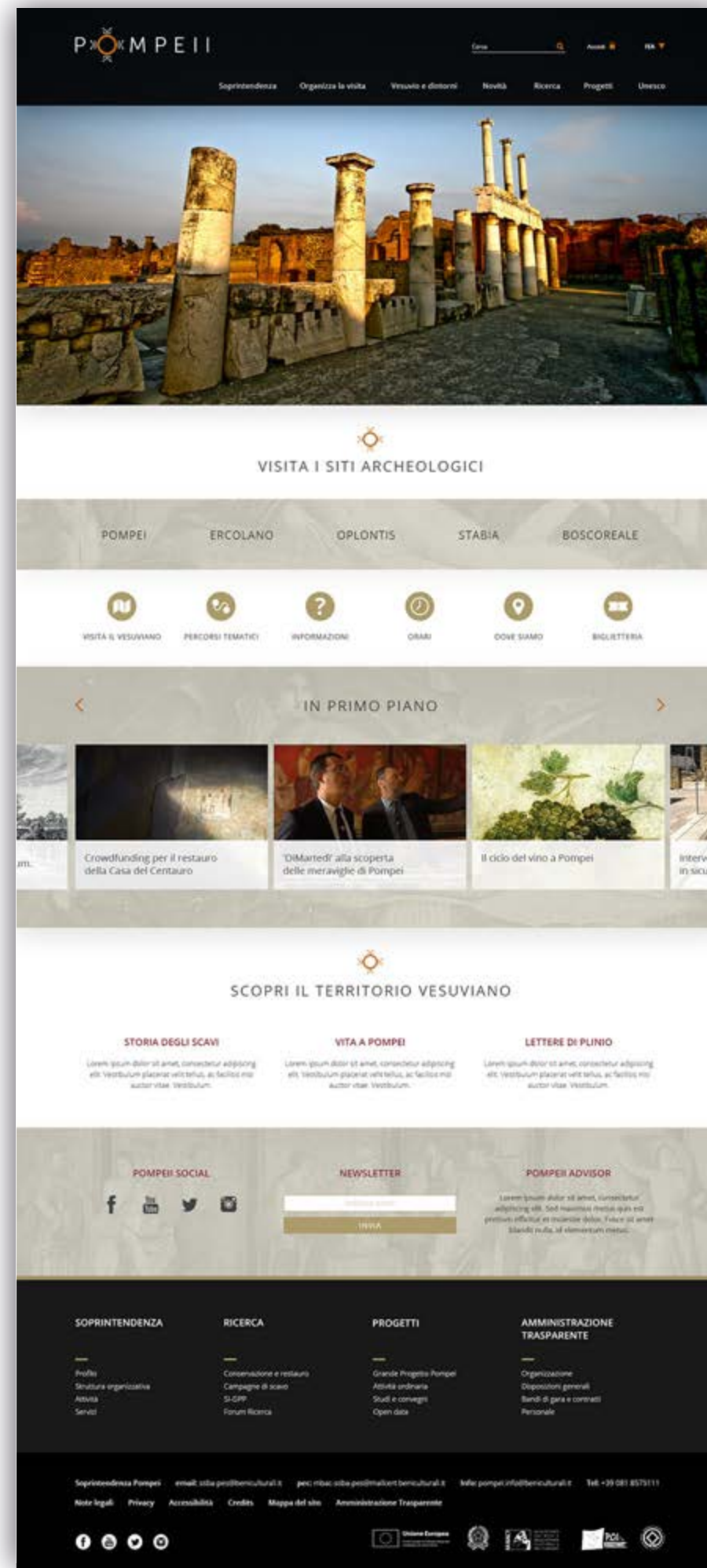
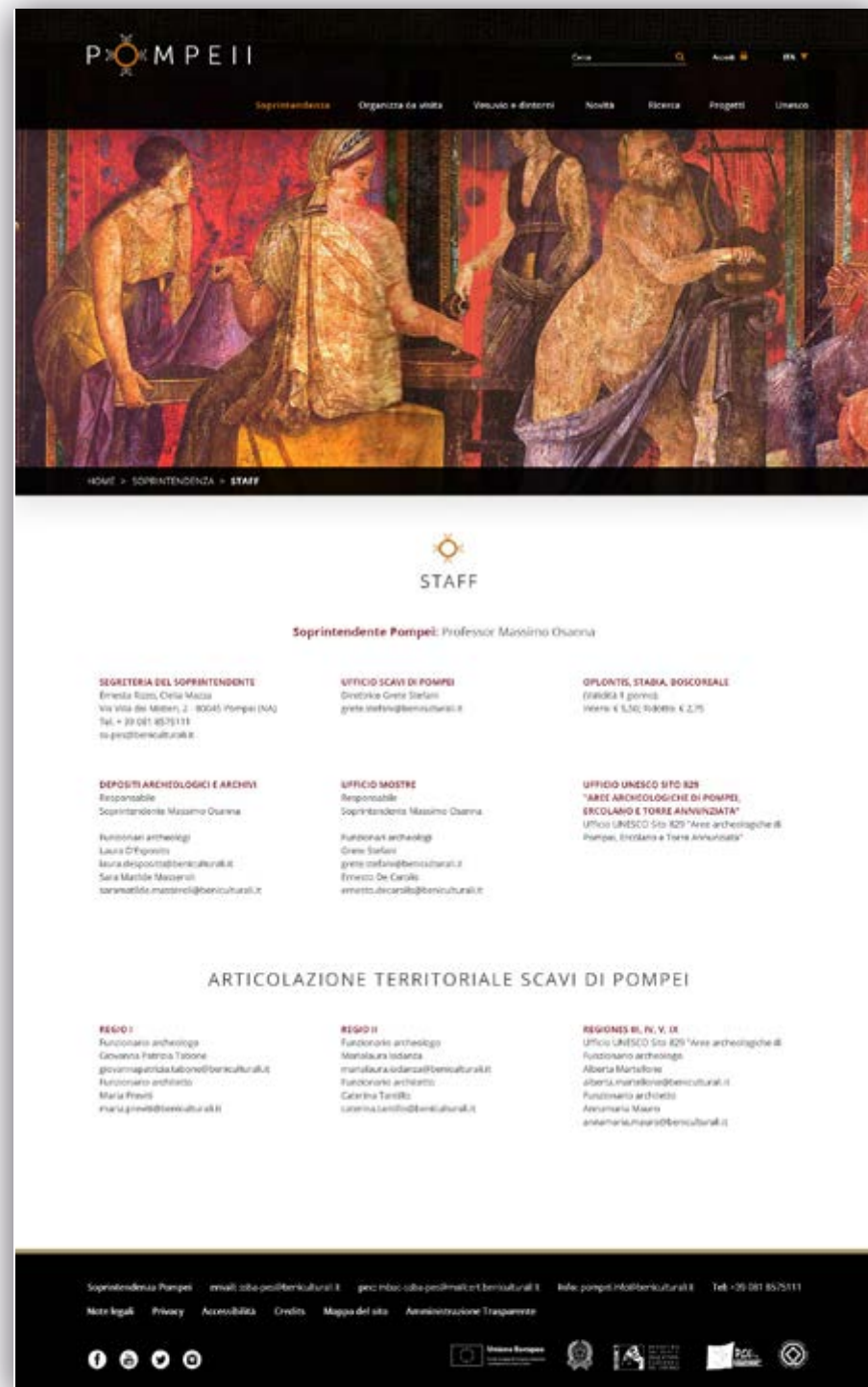


POMPEII

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









la Biennale di Venezia

LA BIENNALE DI VENEZIA

Brand design and communication design.

2001/2003





la Biennale di Venezia

Arte
Architettura
Cinema
Danza
Musica
Teatro
Archivio Storico

LA BIENNALE DI VENEZIA

Brand design and communication design.

2001/2003





la Biennale di Venezia

**Arte
Architettura
Cinema
Danza
Musica
Teatro
Archivio Storico**



la Biennale di Venezia



56. Esposizione
Internazionale
d'Arte





la Biennale di Venezia

BIENNALE
ARCHITETTURA
2016
28.5-27.11
VENEZIA

REPORTING
FROM
THE FRONT
Giordano Borromeo
Marco Zanuso
Opening Nov. 26-28
Allianz di Venezia
Città di Venezia
www.labiennale.org

la Biennale di Venezia
51. Mostra
Internazionale
di Architettura

ARSENALE

ROLEX



**MOSTRA INTERNAZIONALE
D'ARTE CINEMATOGRAFICA
la Biennale di Venezia 2011**



la Biennale di Venezia

**68. Mostra
Internazionale
d'Arte
Cinematografica**



WELLA CITROEN WELLA

Giornate di Venezia



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

意大利之家



意大利之家

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



Rai



RAI


*Broadcasting and Media Group.
Naming, brand design, brand architecture
and video & motion design.
2000-2008*



Rai  Uno


Rai  Due

Rai  Tre

 **1**
Radio

Rai  Sport


Rai  Edu

Rai  Teche

 **2**
Radio

Rai  Trade

Rai  Cinema

Rai  Way

 **3**
Radio

RAI

*Broadcasting and Media Group.
Naming, brand design, brand architecture
and video & motion design.
2000-2008*





RAI
Broadcasting and Media Group.
Naming, brand design, brand architecture
and video & motion design.
 2000-2008





RAI
Broadcasting and Media Group.
Naming, brand design, brand architecture
and video & motion design.
 2000-2008





RUSAL



RUSAL

Russian Aluminium (Russia).

Brand design, brand architecture and communication design..

2001-2002



inarea.com

