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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.



REREAD
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, 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.



Education and Culture





LUISS University

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

2017-2020



Luiss Sans Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Luiss Sans Thin Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Luiss Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Luiss Sans Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Luiss Sans Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Luiss Sans Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Luiss Sans

LUISS University

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

2017-2020



Luiss Serif

Luiss Serif Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Luiss Serif Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Luiss Serif Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Luiss Serif Bold Italic

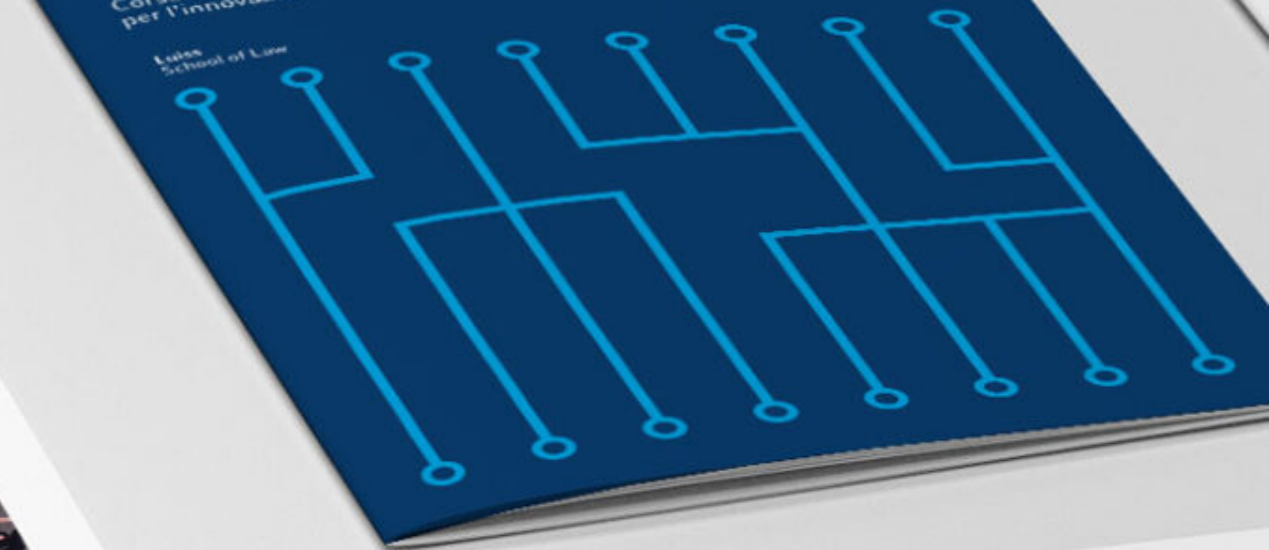
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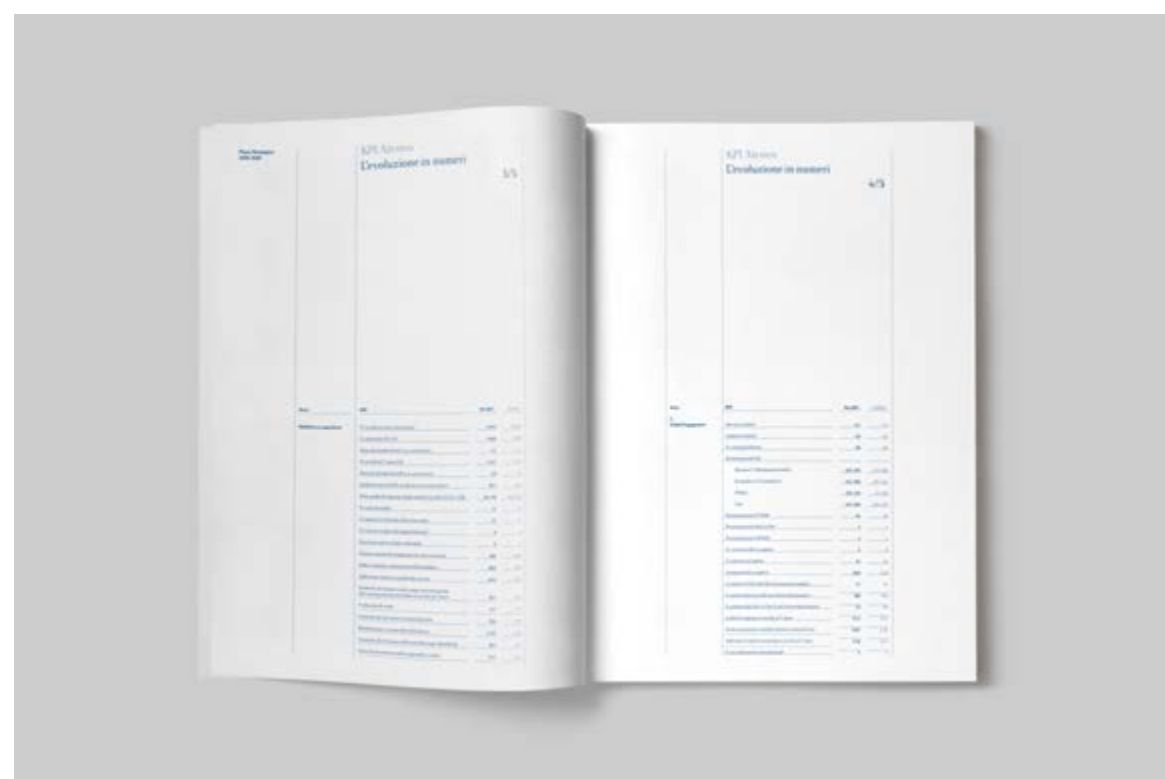
LUISS University

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

2017-2020





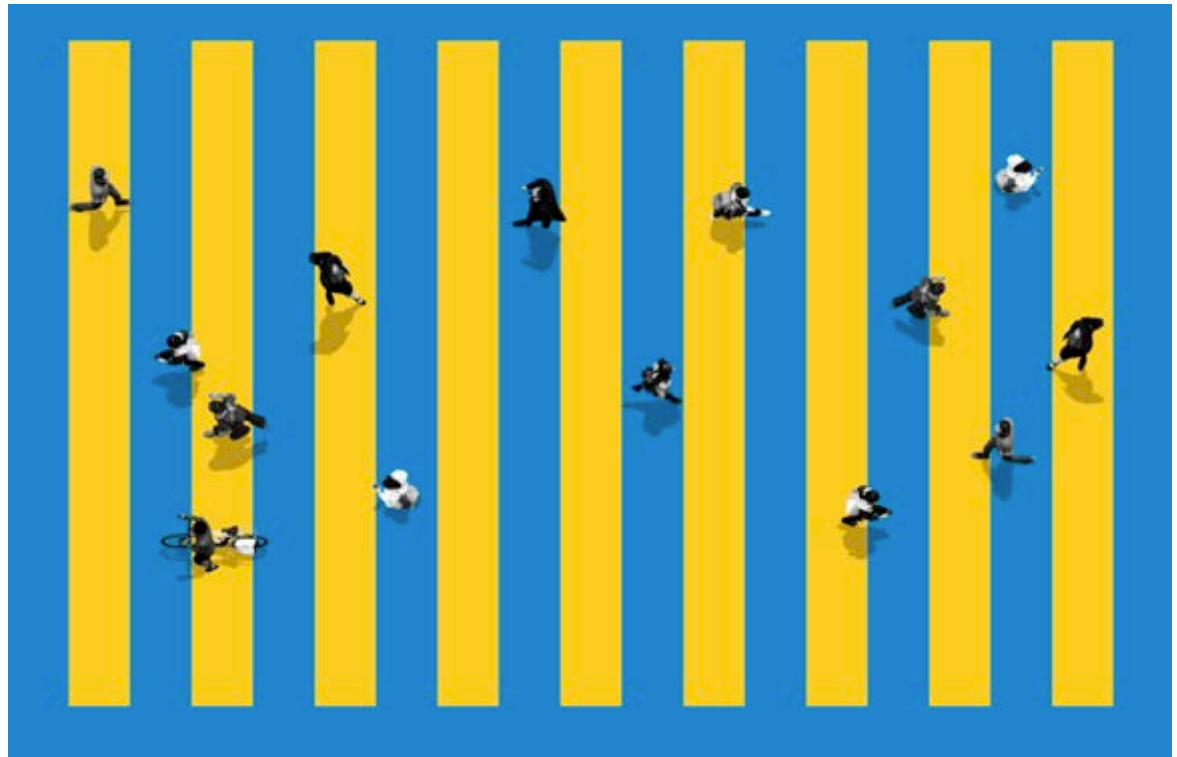
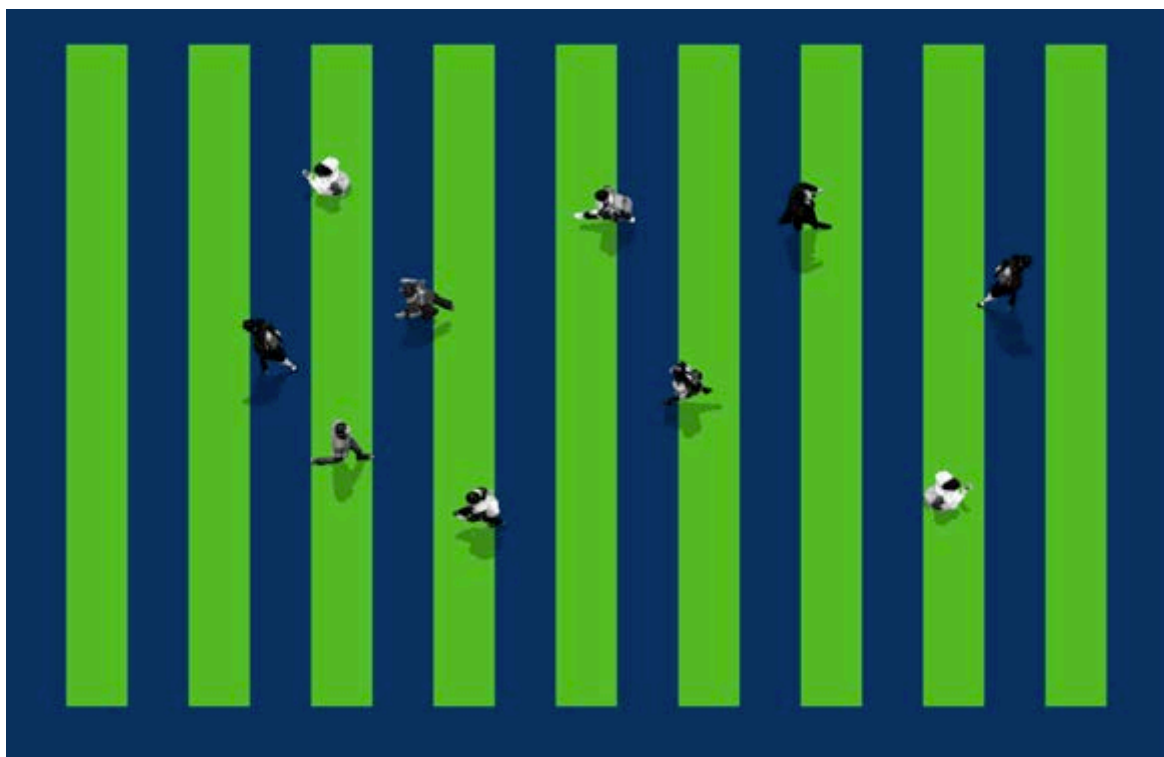


LUISS University

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

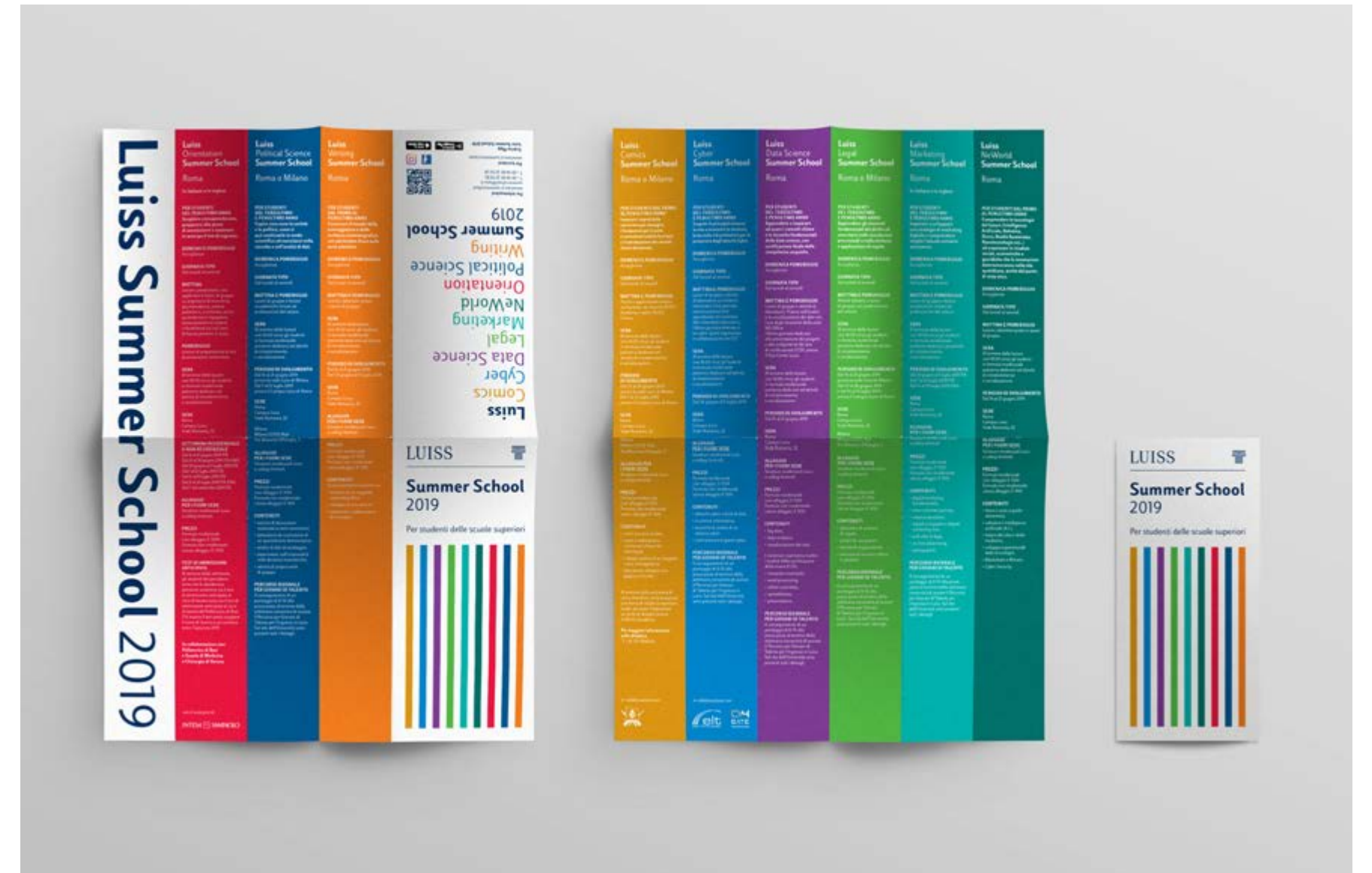
2017-2020





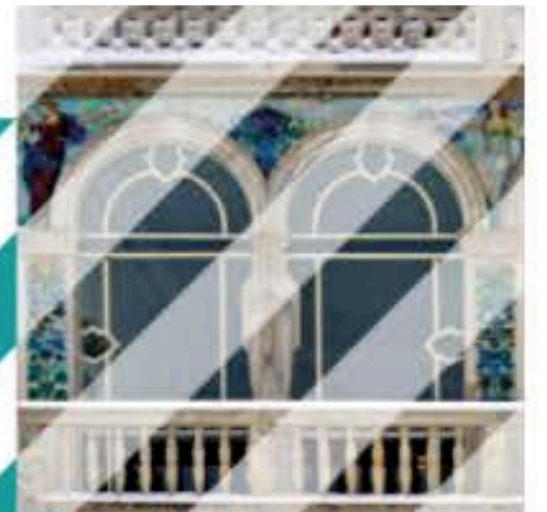
LUISS University
*Brand design, brand architecture, editorial design, typeface design
 and communication design.*
 2017-2020





Luiss Business School







SAPIENZA

UNIVERSITÀ DI ROMA

SAPIENZA – Università di Roma

*University of Rome. Brand design, typeface design, editorial design,
communication design and signage & wayfinding design.*

2006-2009



SAPIENZA FONT



SAPIENZA
UNIVERSITÀ DI ROMA

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

SAPIENZA
Sapienza

SAPIENZA – Università di Roma

*University of Rome. Brand design, typeface design, editorial design,
communication design and signage & wayfinding design.*

2006-2009





SAPIENZA – Università di Roma

*University of Rome. Brand design, typeface design, editorial design,
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2006-2009





SAPIENZA – Università di Roma

University of Rome. Brand design, typeface design, editorial design, communication design and signage & wayfinding design.
2006-2009





SAPIENZA – Università di Roma

University of Rome. Brand design, typeface design, editorial design, communication design and signage & wayfinding design.
2006-2009

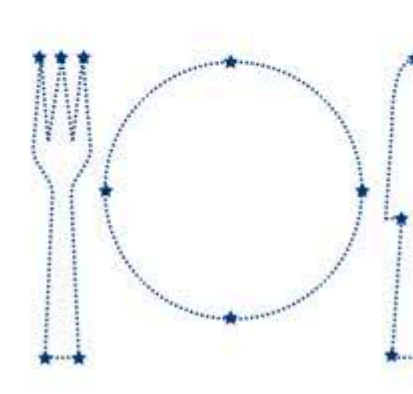
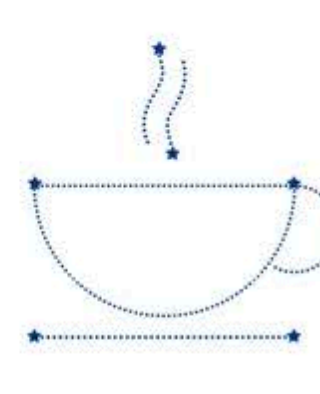
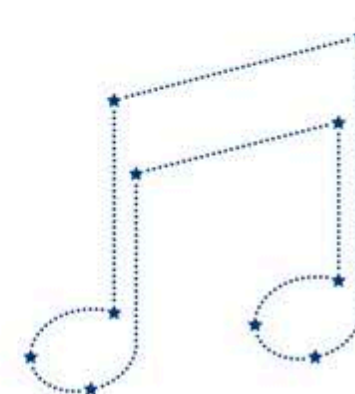
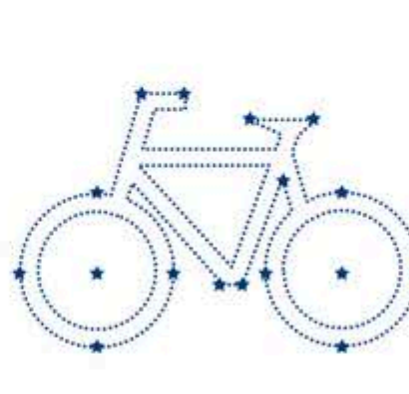
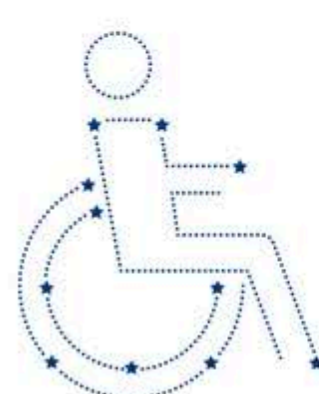
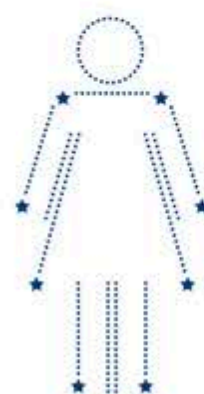
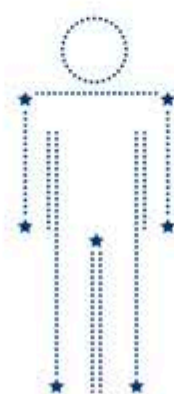
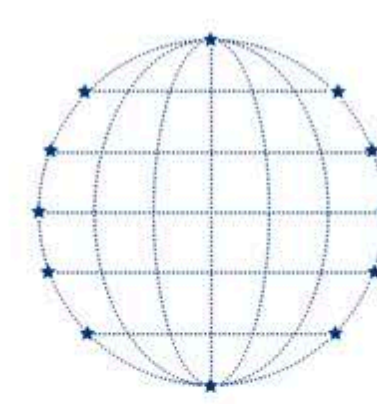
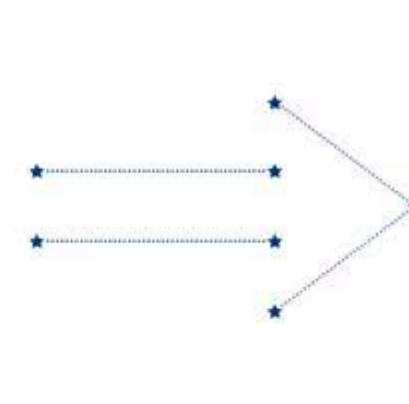
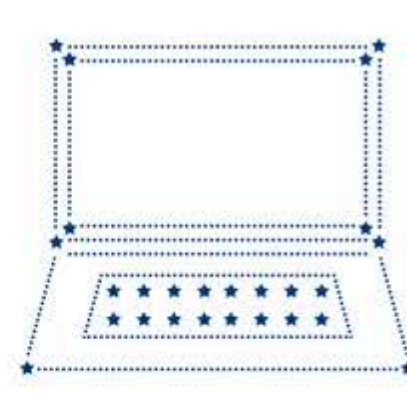
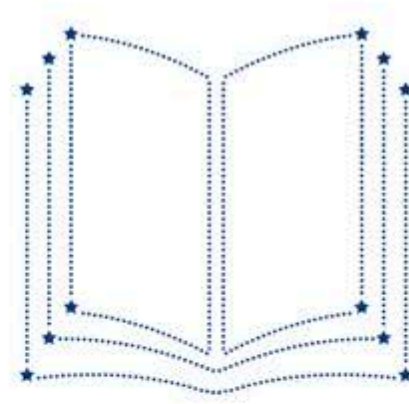
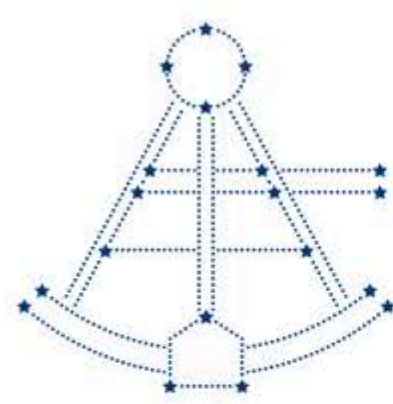
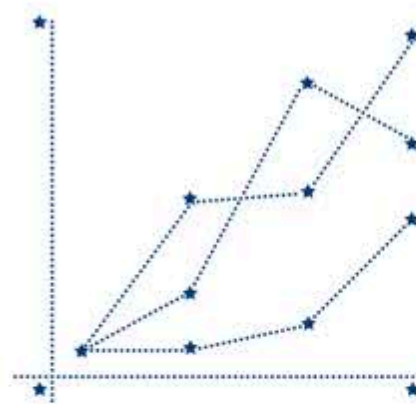
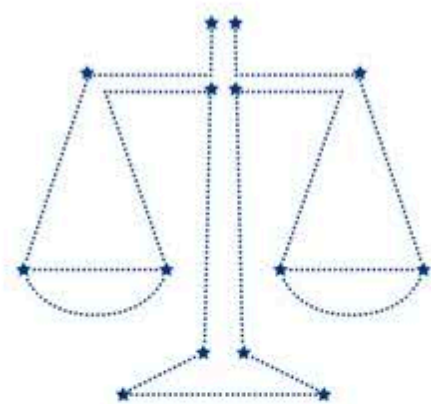




LIUC – Università Cattaneo

*Brand design, communication design, editorial design,
signage & wayfinding design and video & motion design.
2010-2012*

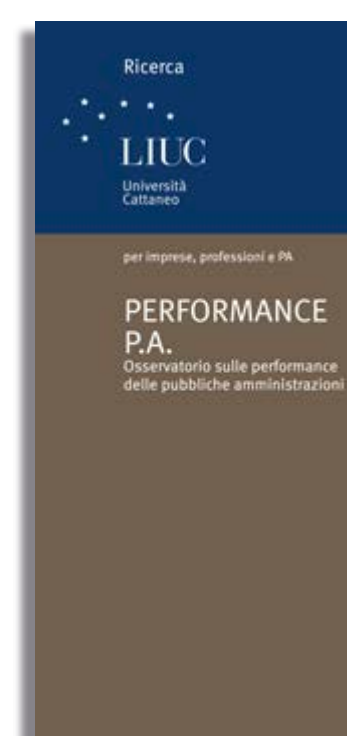
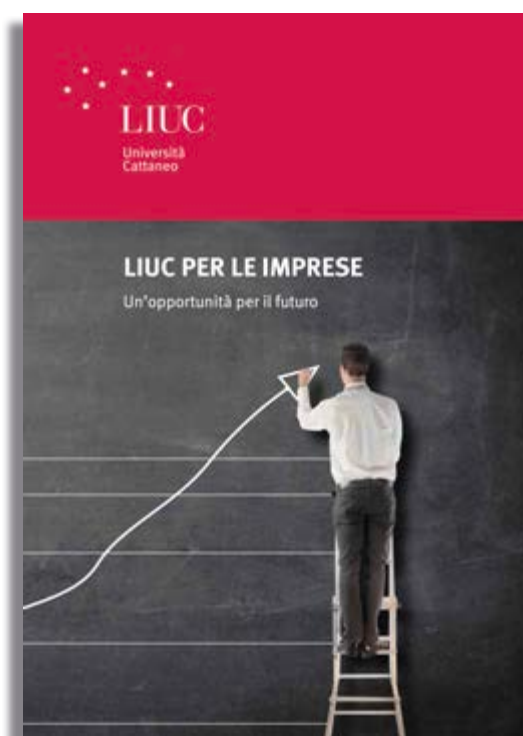
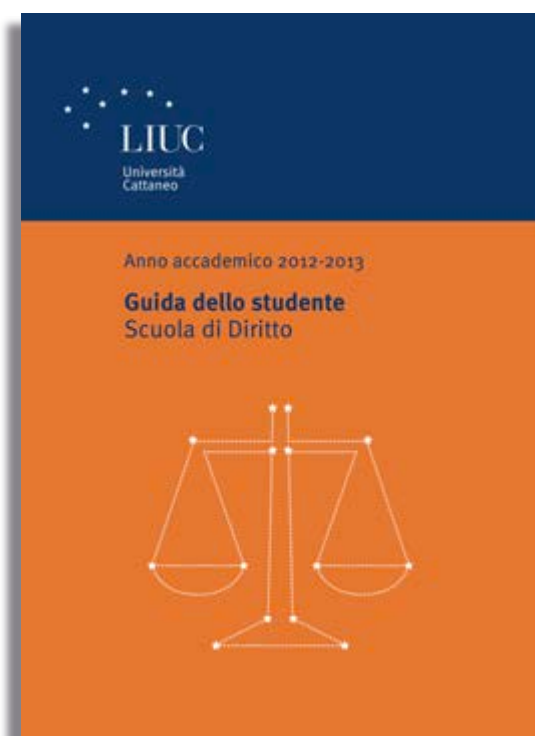




LIUC – Università Cattaneo

*Brand design, communication design, editorial design,
signage & wayfinding design and video & motion design.
2010-2012*





LIUC – Università Cattaneo

*Brand design, communication design, editorial design,
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2010-2012*





LIUC – Università Cattaneo

*Brand design, communication design, editorial design,
signage & wayfinding design and video & motion design.
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LIUC – Università Cattaneo

*Brand design, communication design, editorial design,
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2010-2012*





LIUC – Università Cattaneo

*Brand design, communication design, editorial design,
signage & wayfinding design and video & motion design.
2010-2012*





TRECCANI

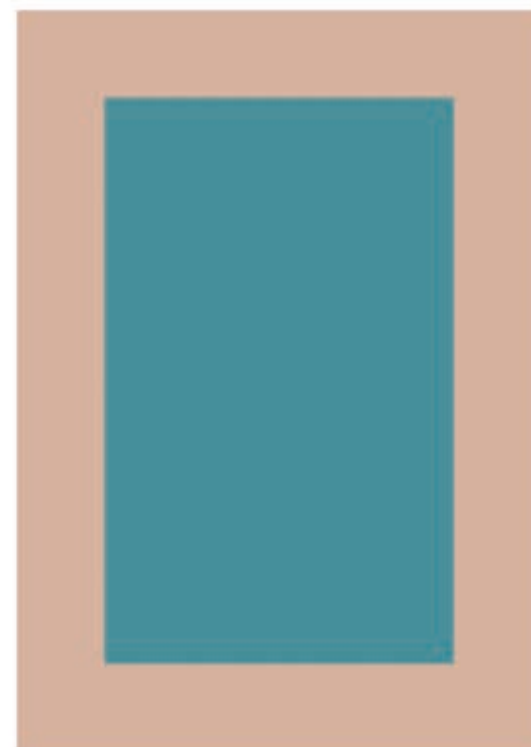
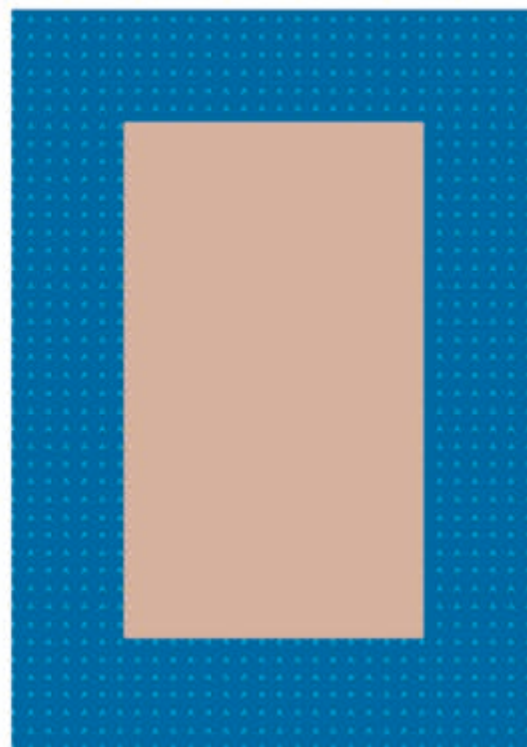
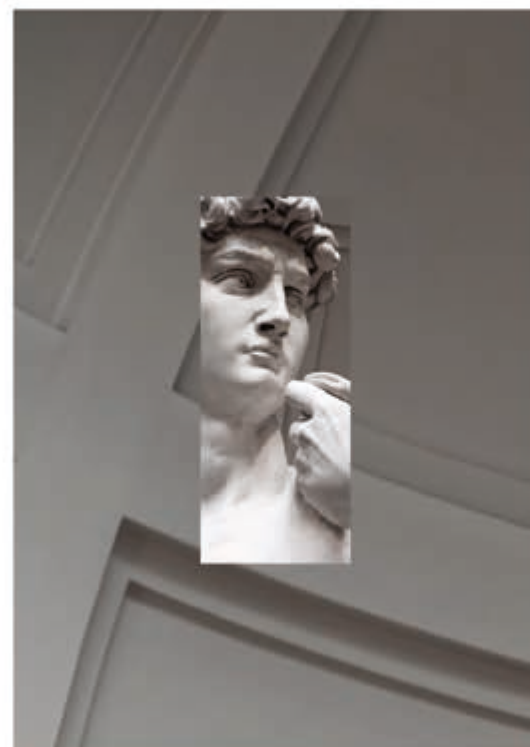
TRECCANI

Italian Encyclopedia of Science, Letters and Arts.

Brand design, communication design and digital design.

2019/2020





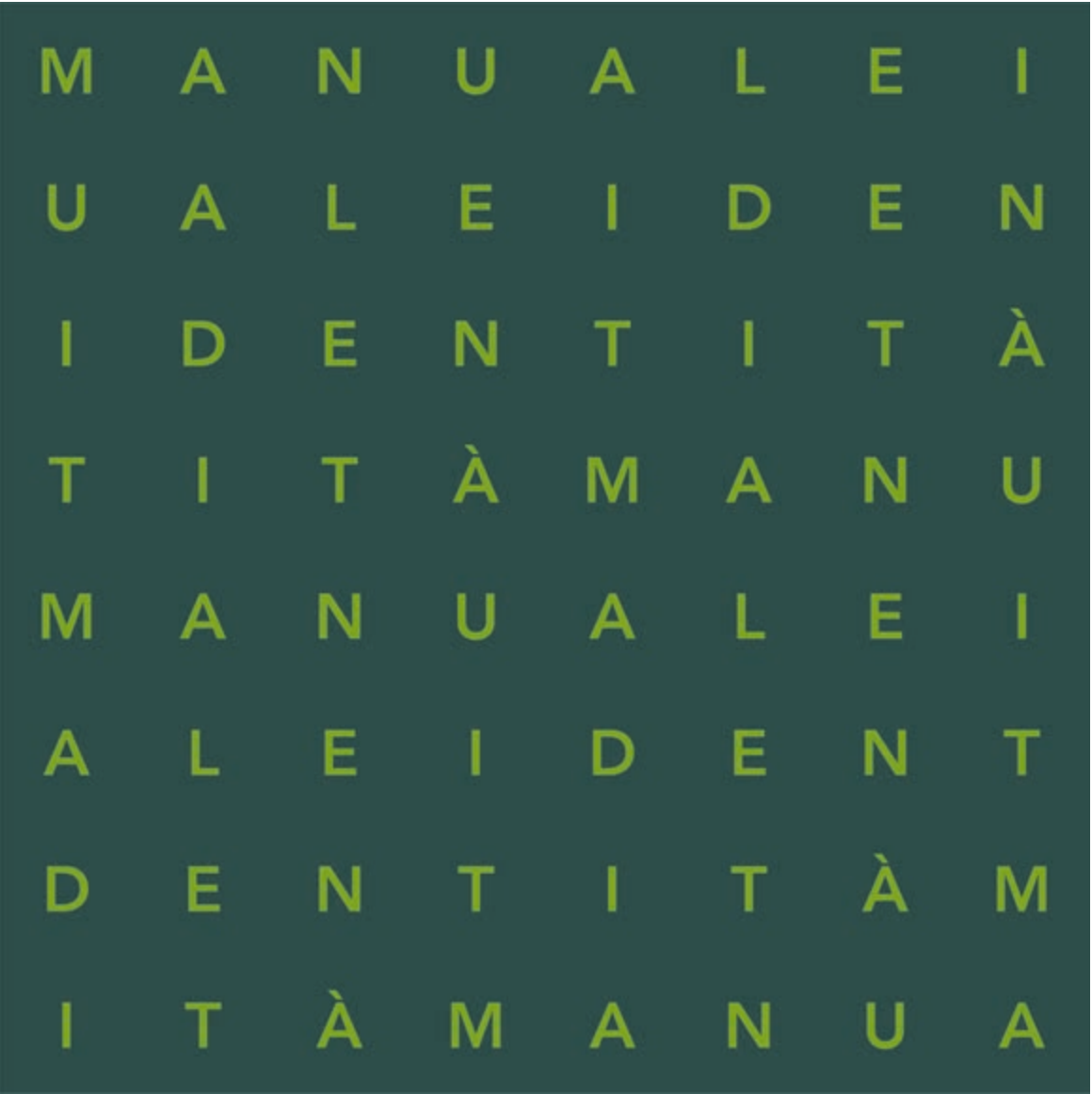
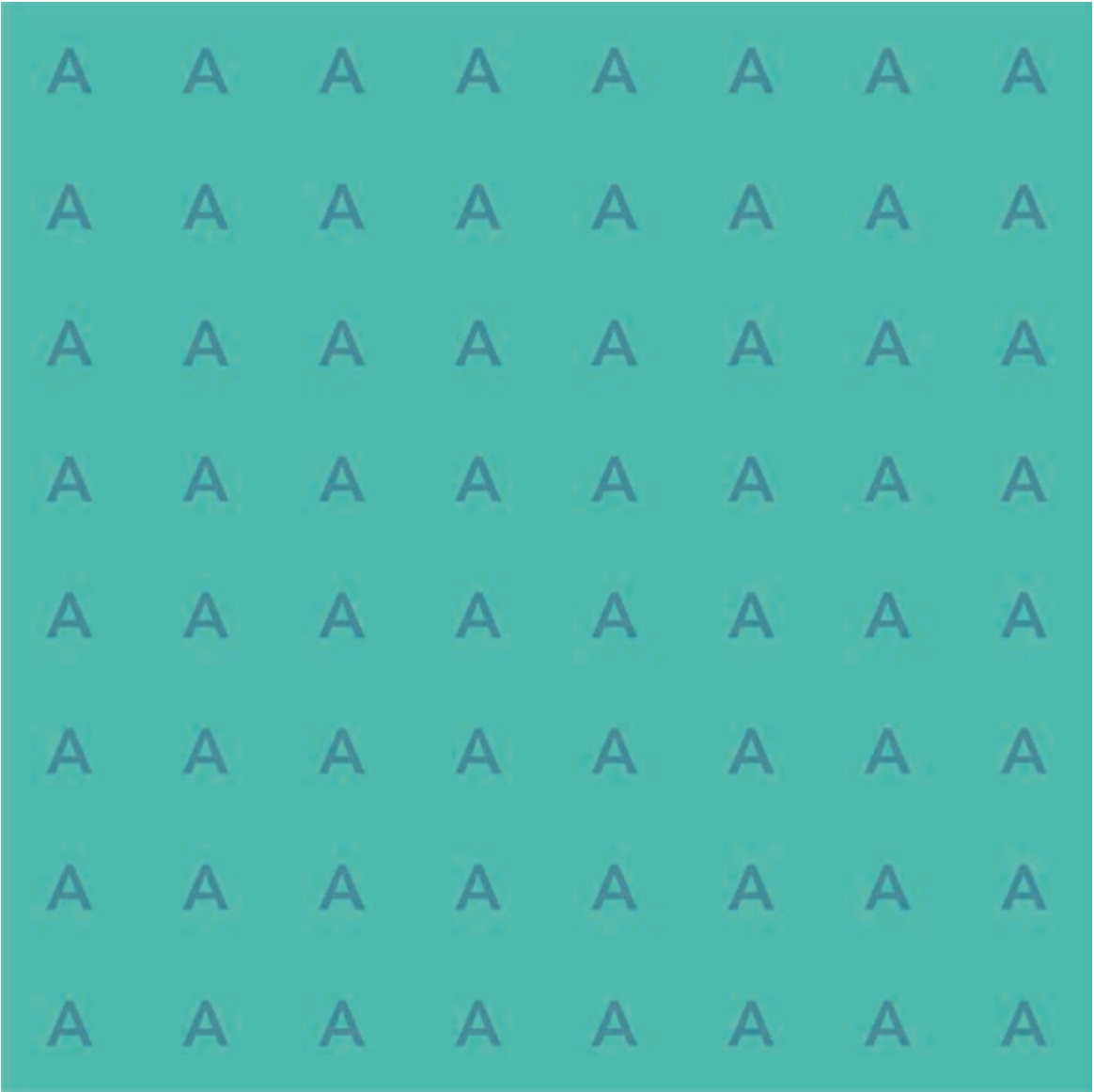
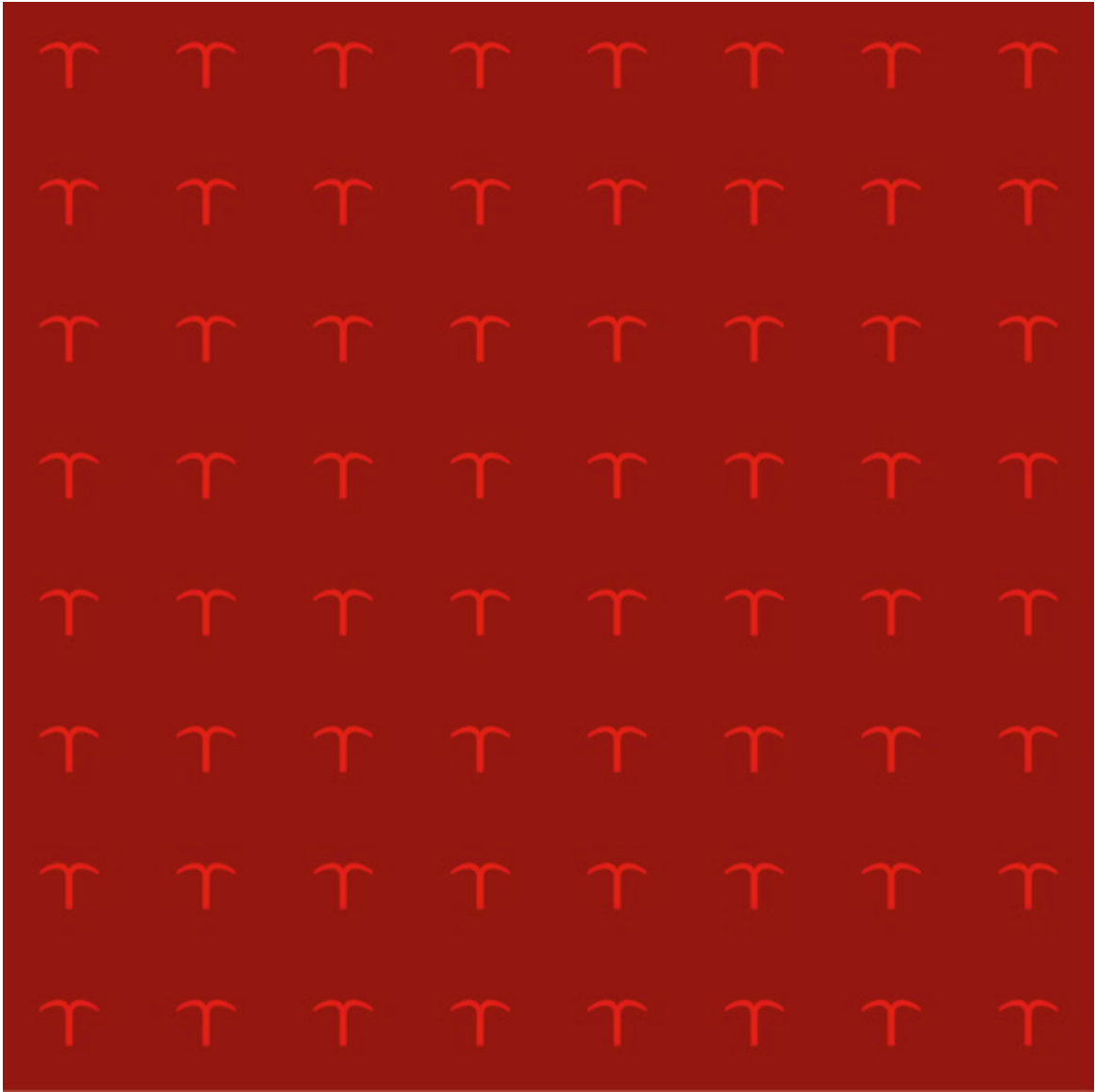
TRECCANI

Italian Encyclopedia of Science, Letters and Arts.

Brand design, communication design and digital design.

2019/2020





TRECCANI
Italian Encyclopedia of Science, Letters and Arts.
Brand design, communication design and digital design.
2019/2020





"Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
eiusmod tincidunt ut laoreet Lorem ipsum
dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat."

Martin Rees

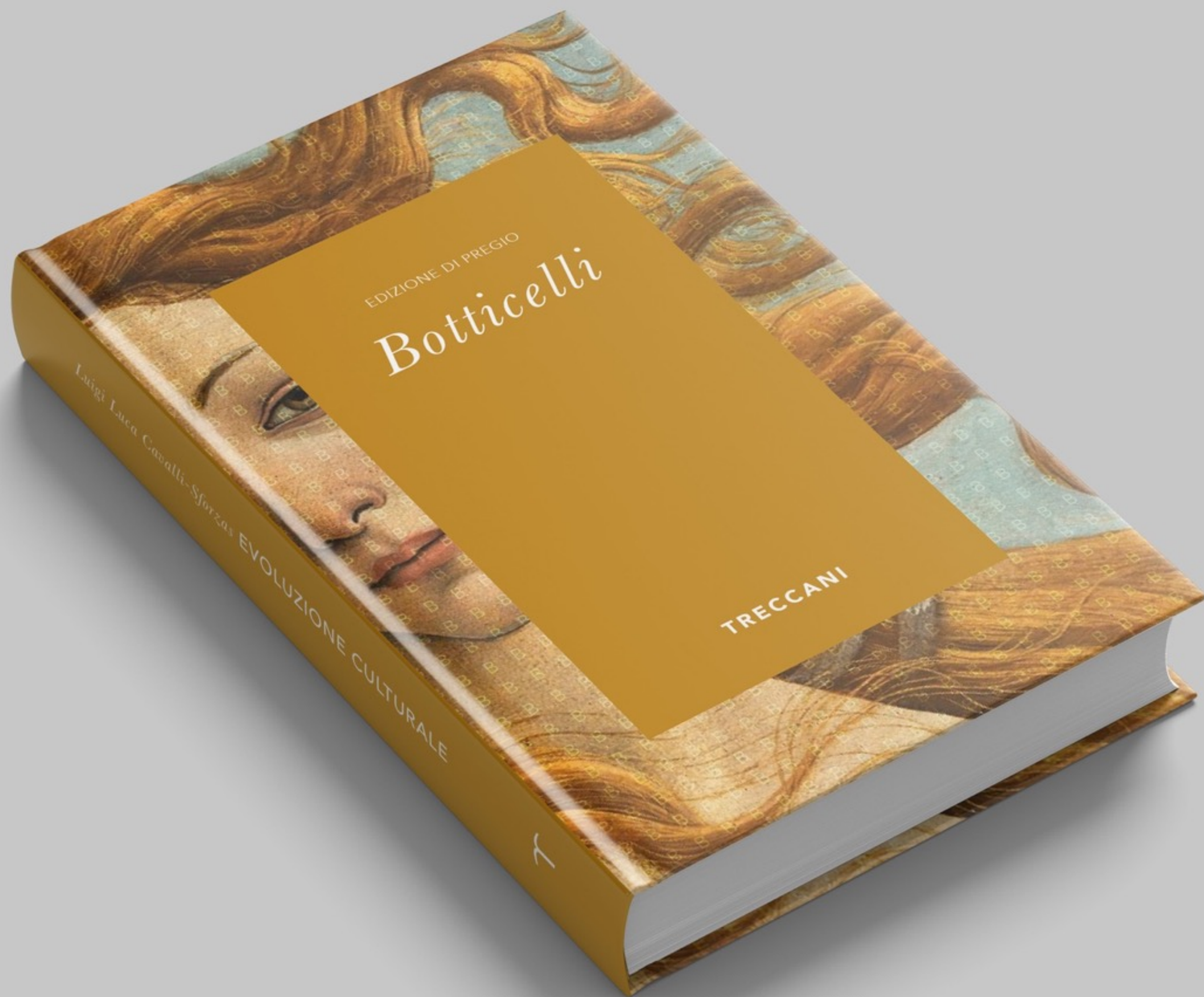
21,00€

Martin Rees

UN'IDEA DI FUTURO

Scenari per l'umanità

TRECCANI



EDIZIONE DI PREGIO

Botticelli

TRECCANI

Luigi Luca Cavalli-Sforza
EVOLUZIONE CULTURALE

T



ENCICLOPEDIA
TRECCANI

ISTITUTO DELLA
ENCICLOPEDIA ITALIANA
FONDATA DA GIOVANNI TRECCANI

IV
FERR-IEE

ENCICLOPEDIA
TRECCANI



ISTITUTO
DELLA
ENCICLOPEDIA
ITALIANA

LA CITTÀ DI PIETRA
MATERA



TRECCANI

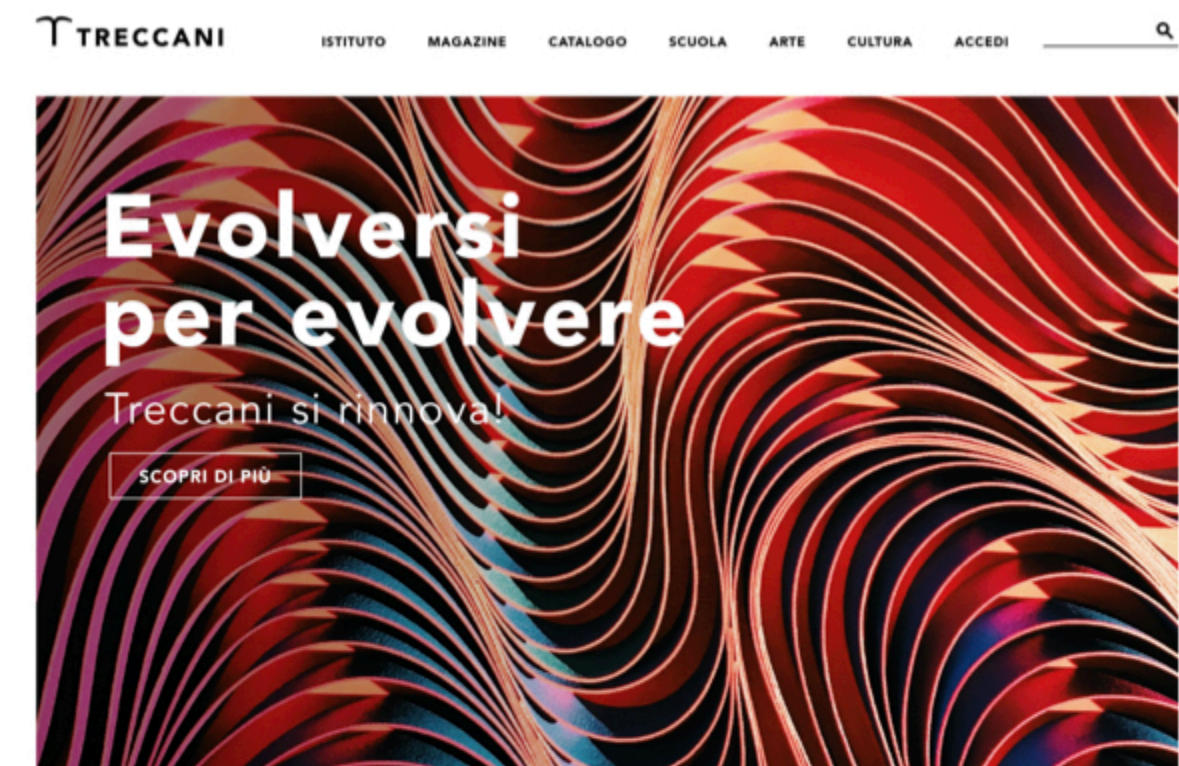
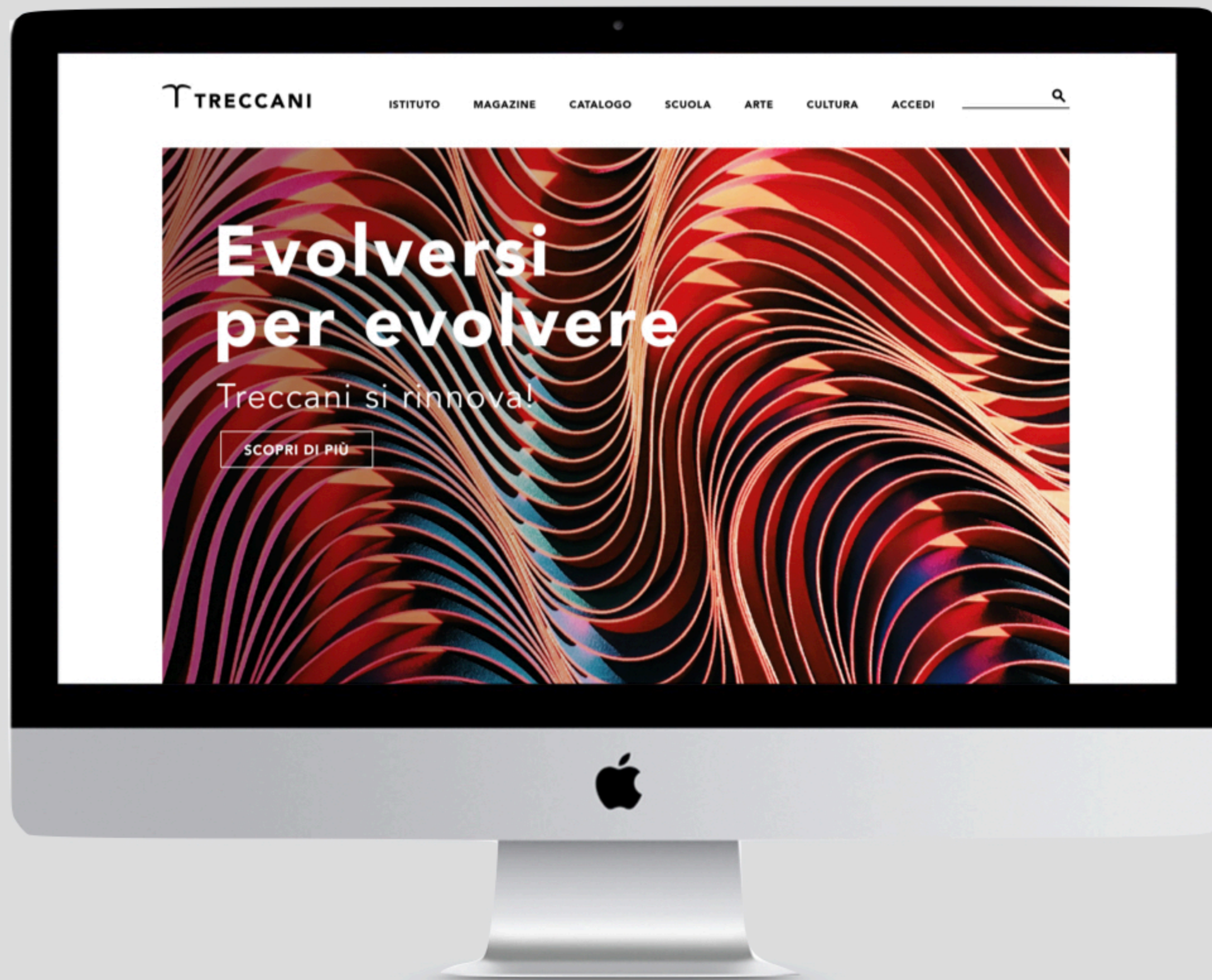
LA CITTÀ DI PIETRA **MATERA**

MATERA

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PRIMO PIANO / SET 15.2019

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Nome Autore. Raccolta

NEWS / MAGAZINE

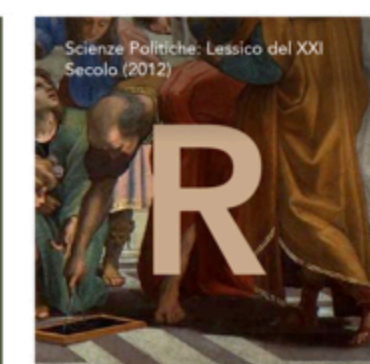
SALUTE ARTE CULTURA SPORT MODA LINGUA **STORIA** MEDICINA **POESIA** FOTOGRAFIA **RICERCA** SCIENZA CLIMA BIOLOGIA POLITICA RELIGIONI



STORIA



POESIA



RICERCA





MV



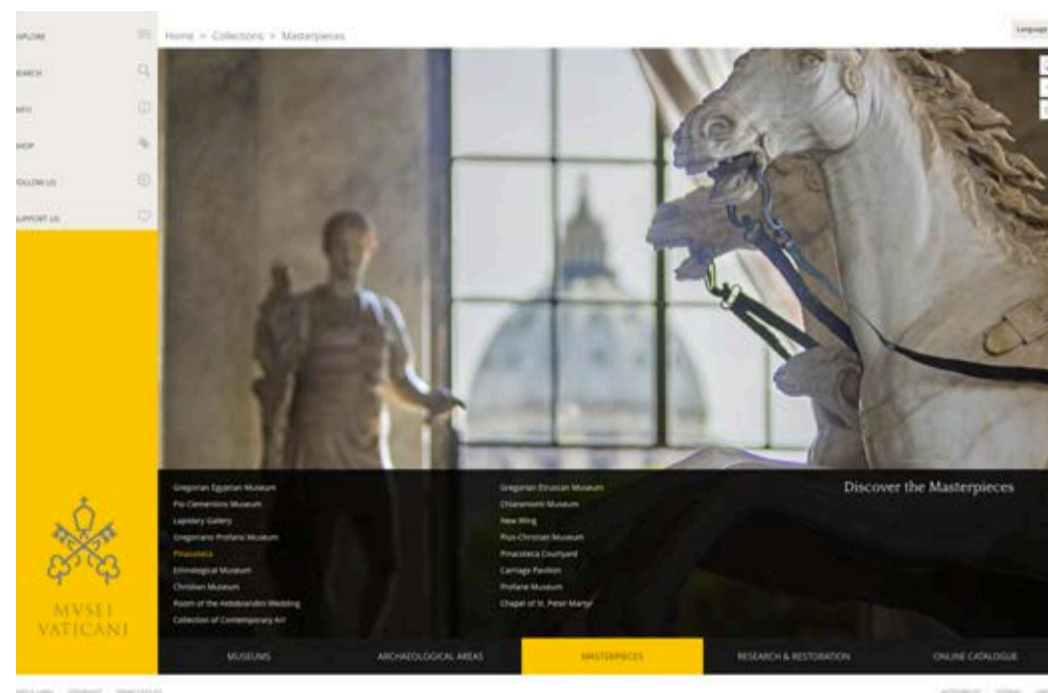
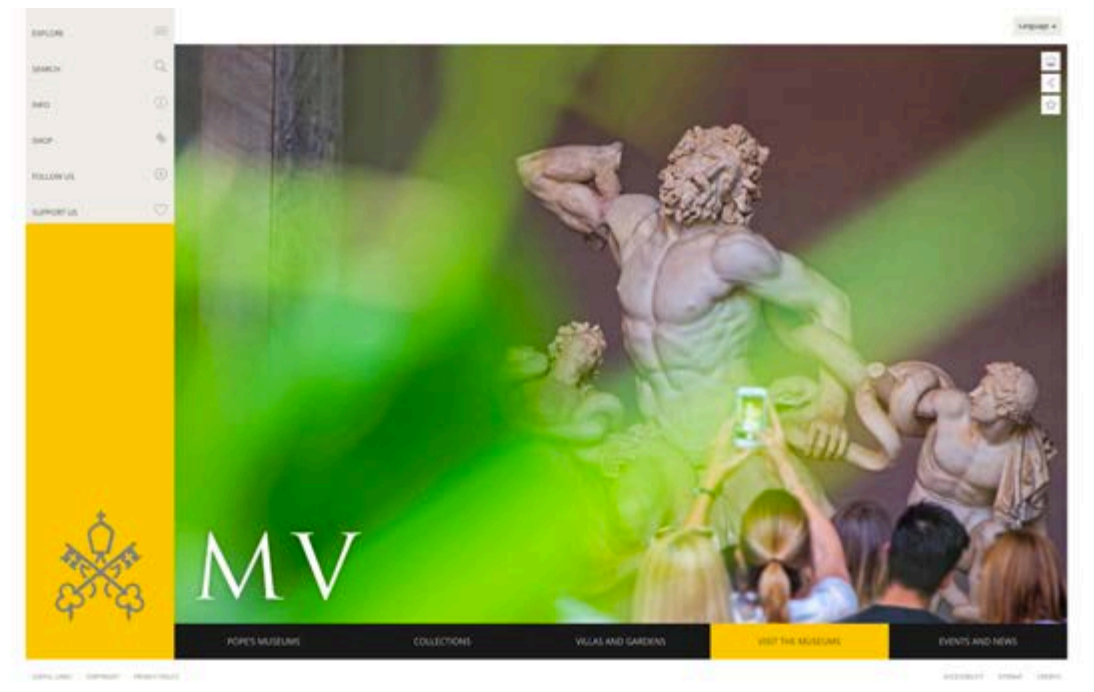
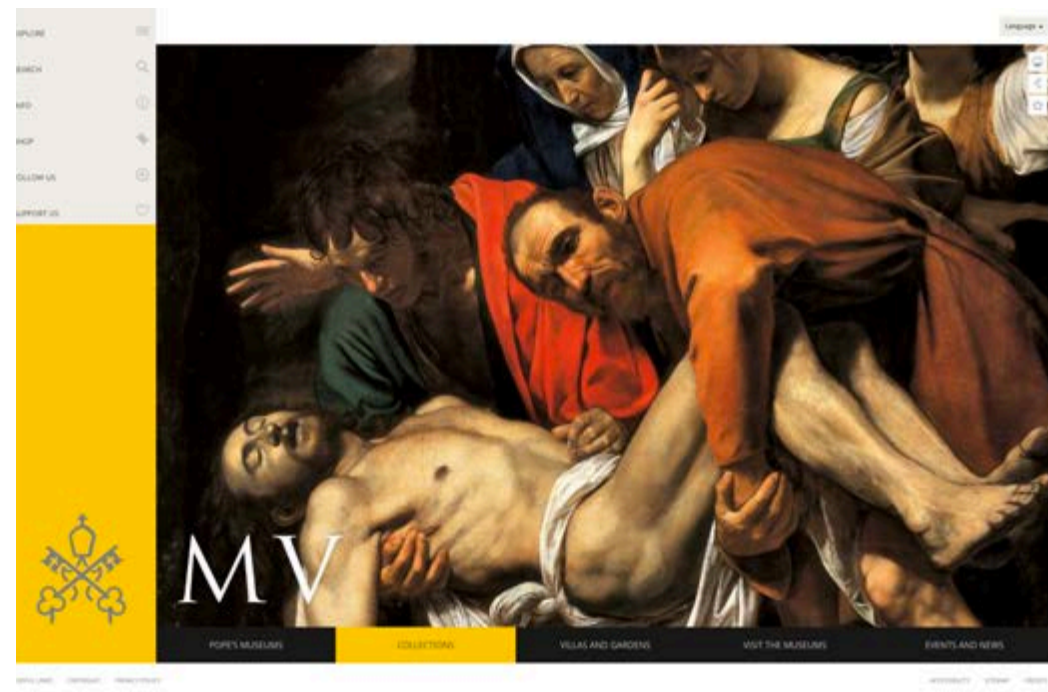
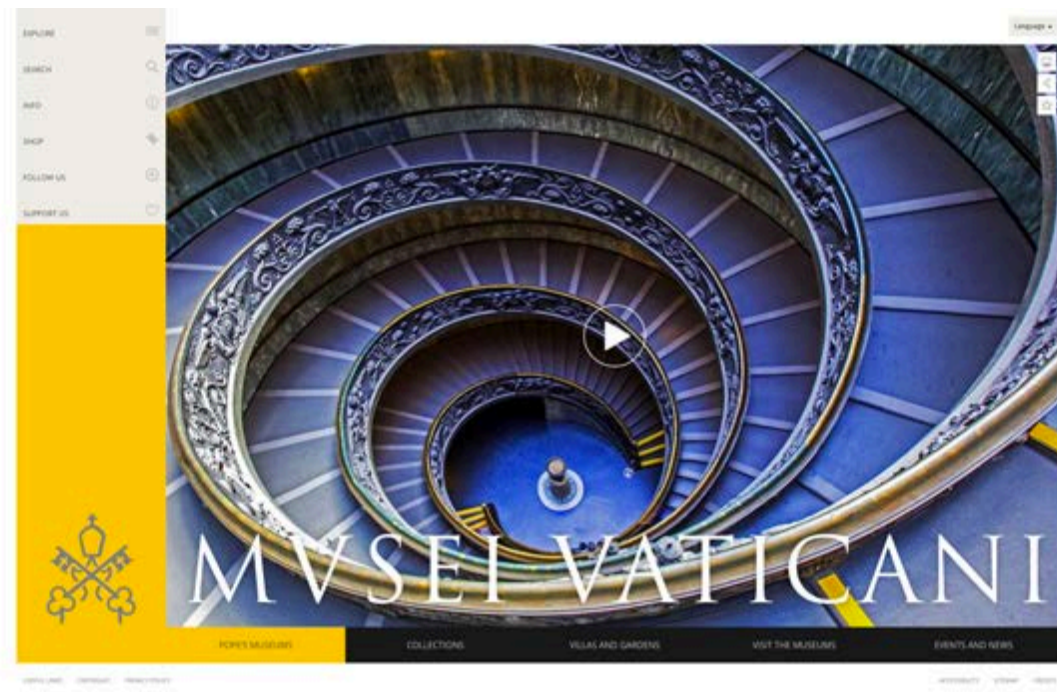
MVSEI VATICANI

MUSEI VATICANI

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

2017

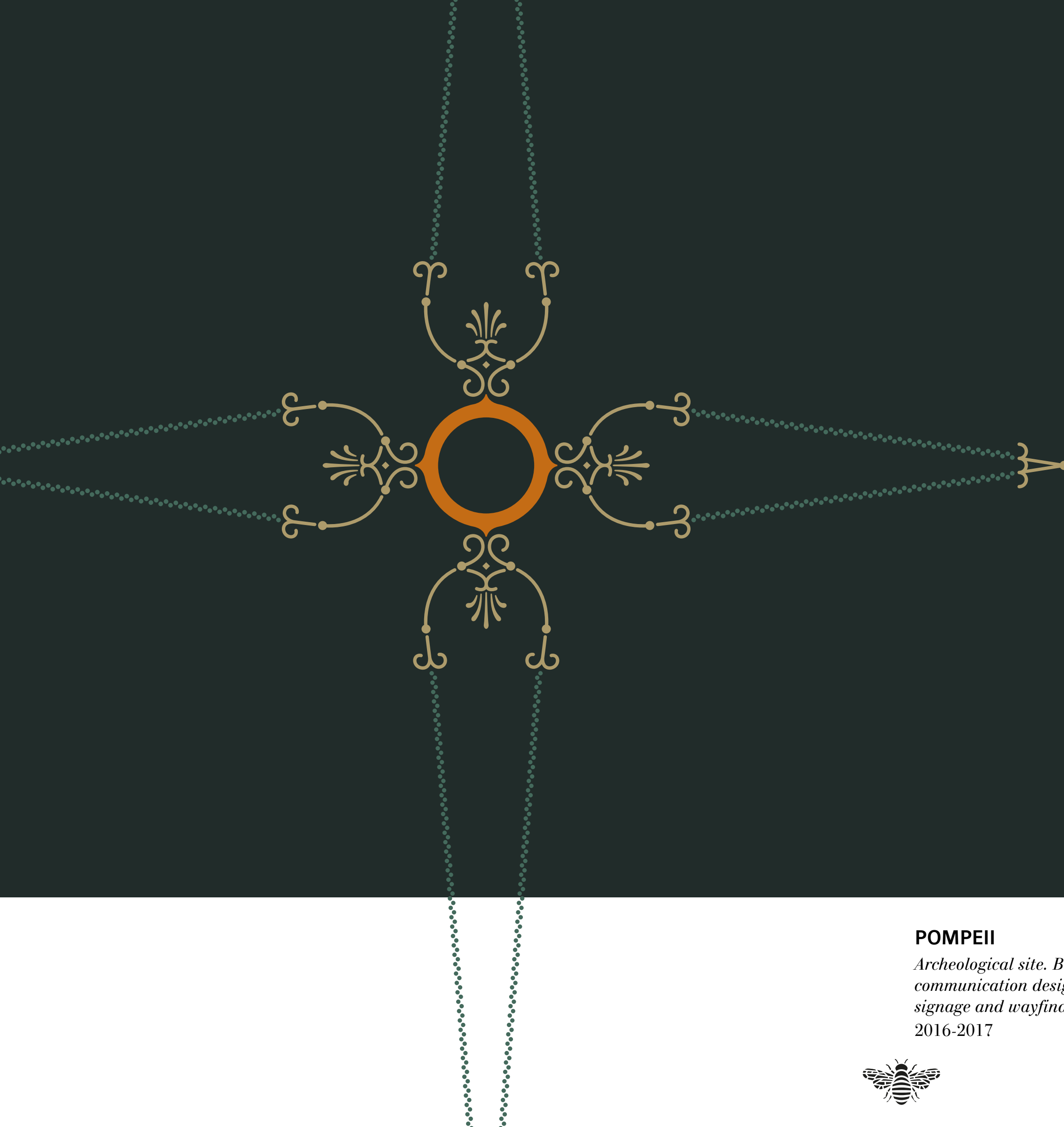




MUSEI VATICANI

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





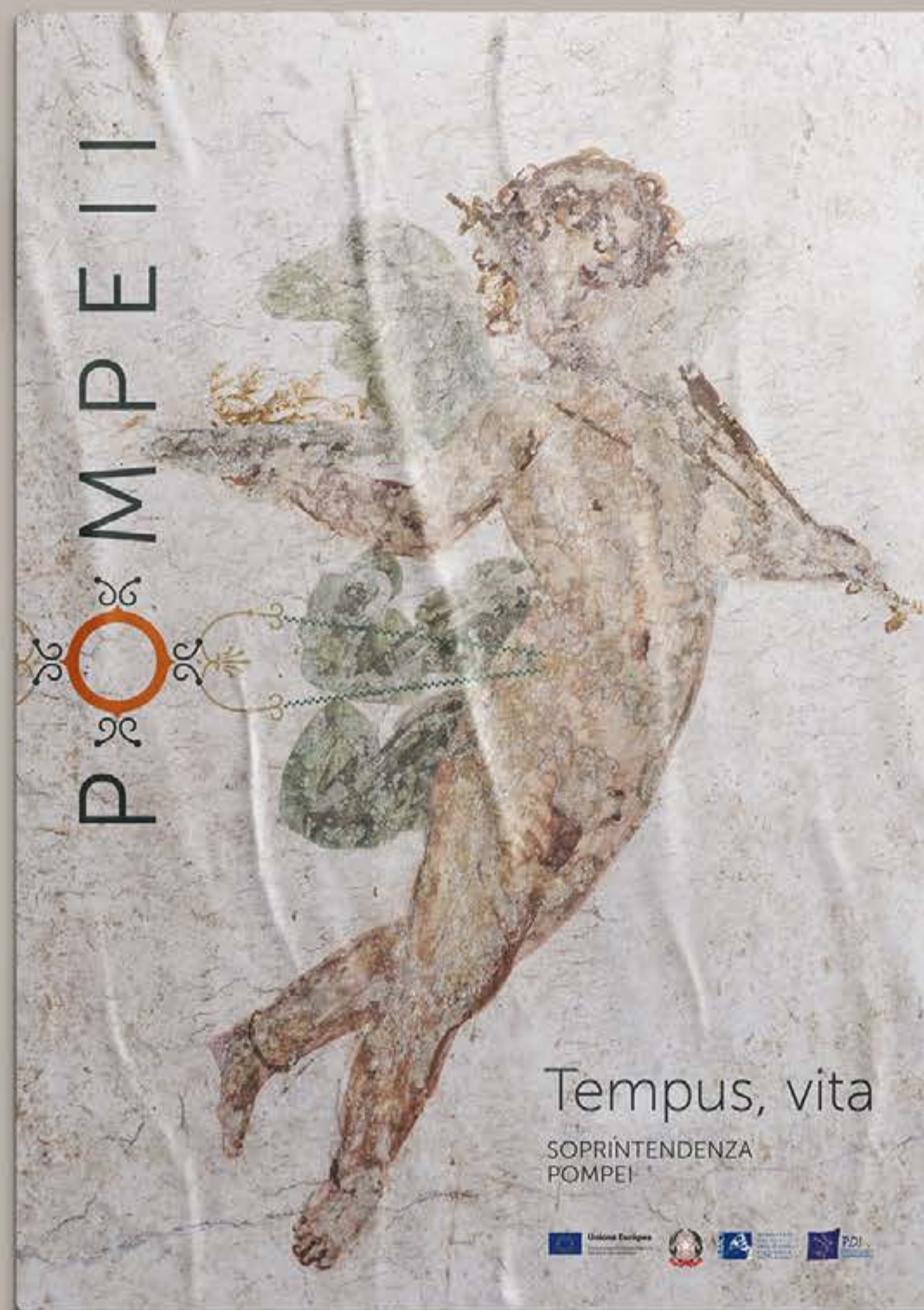
POMPEII

SOPRINTENDENZA
POMPEI

POMPEII

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

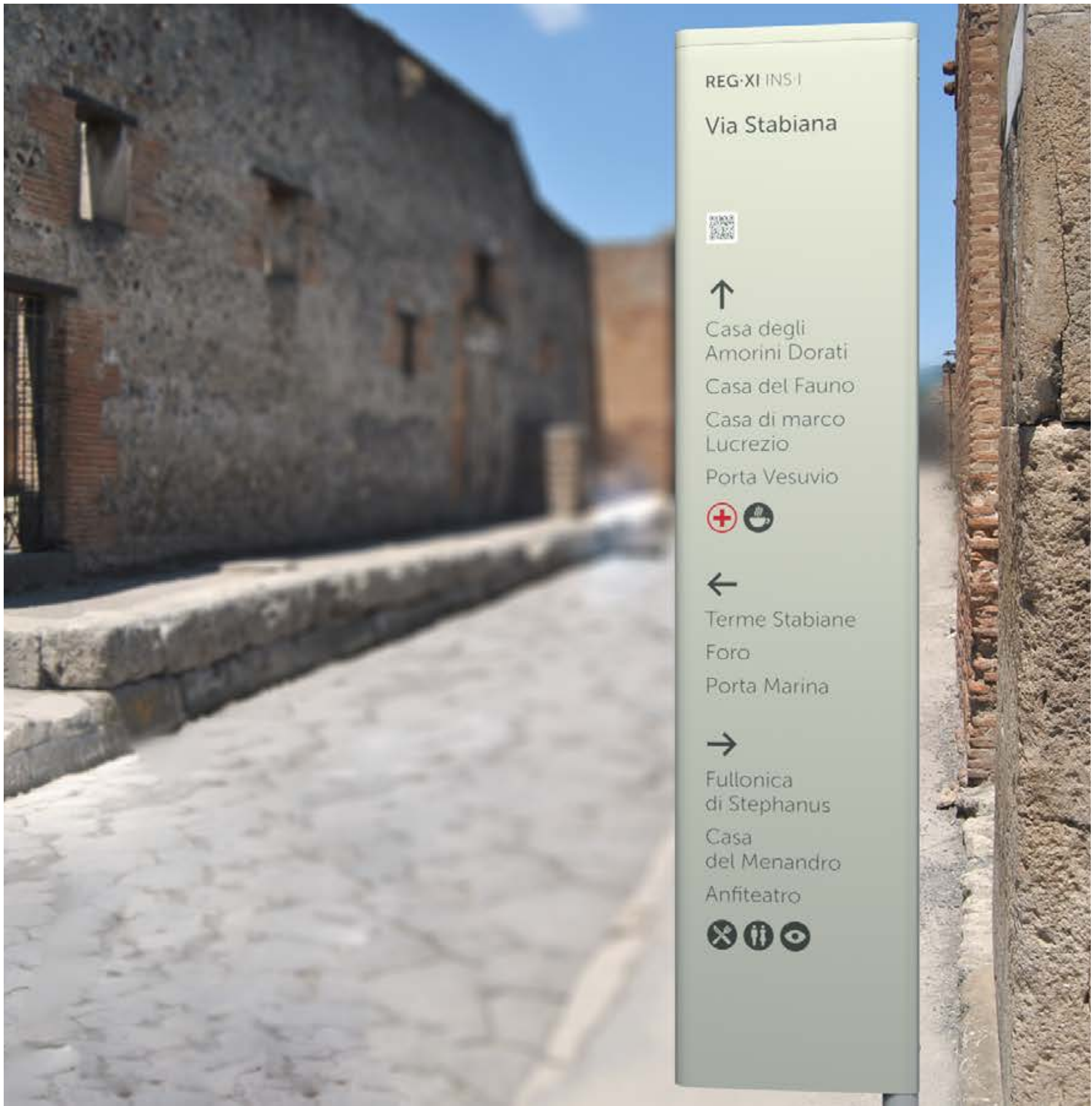




POMPEII

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

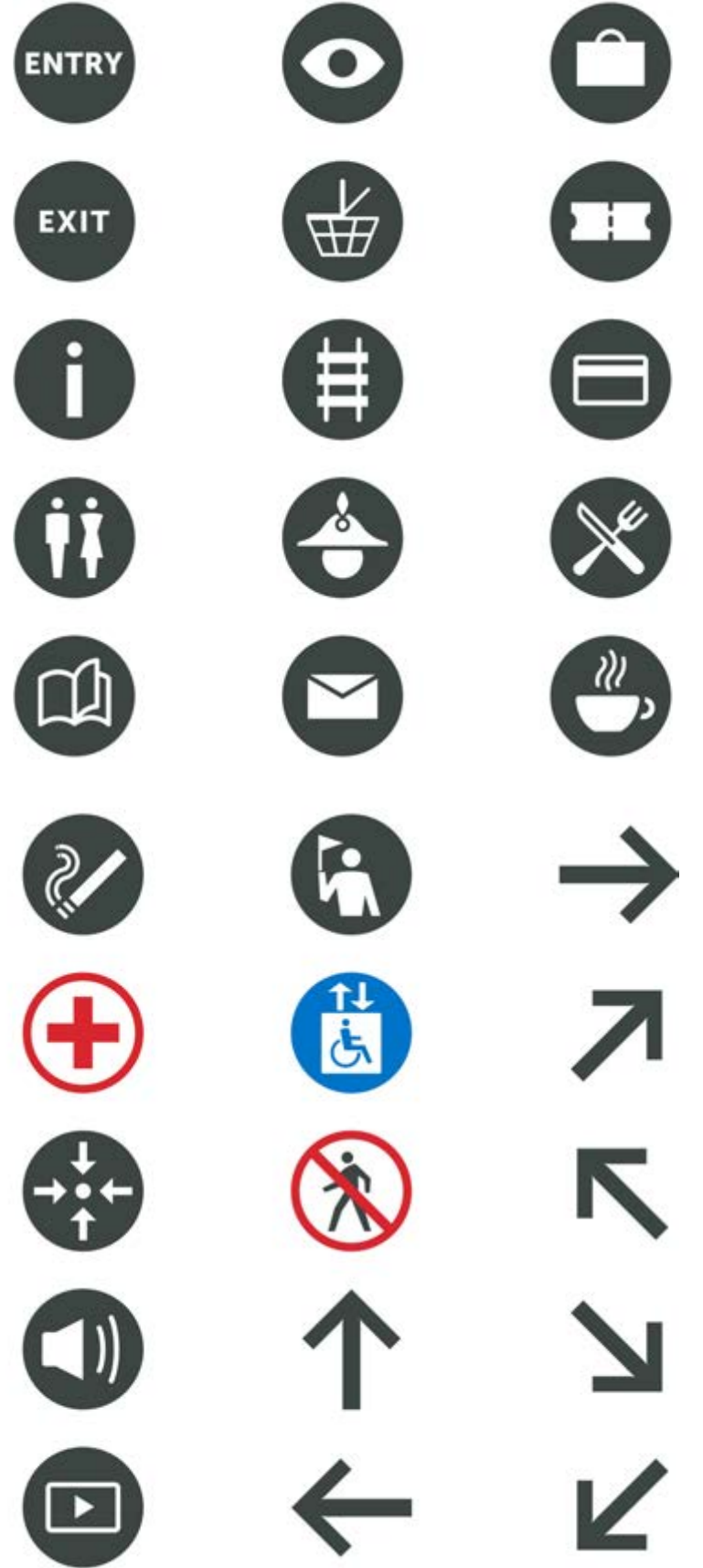
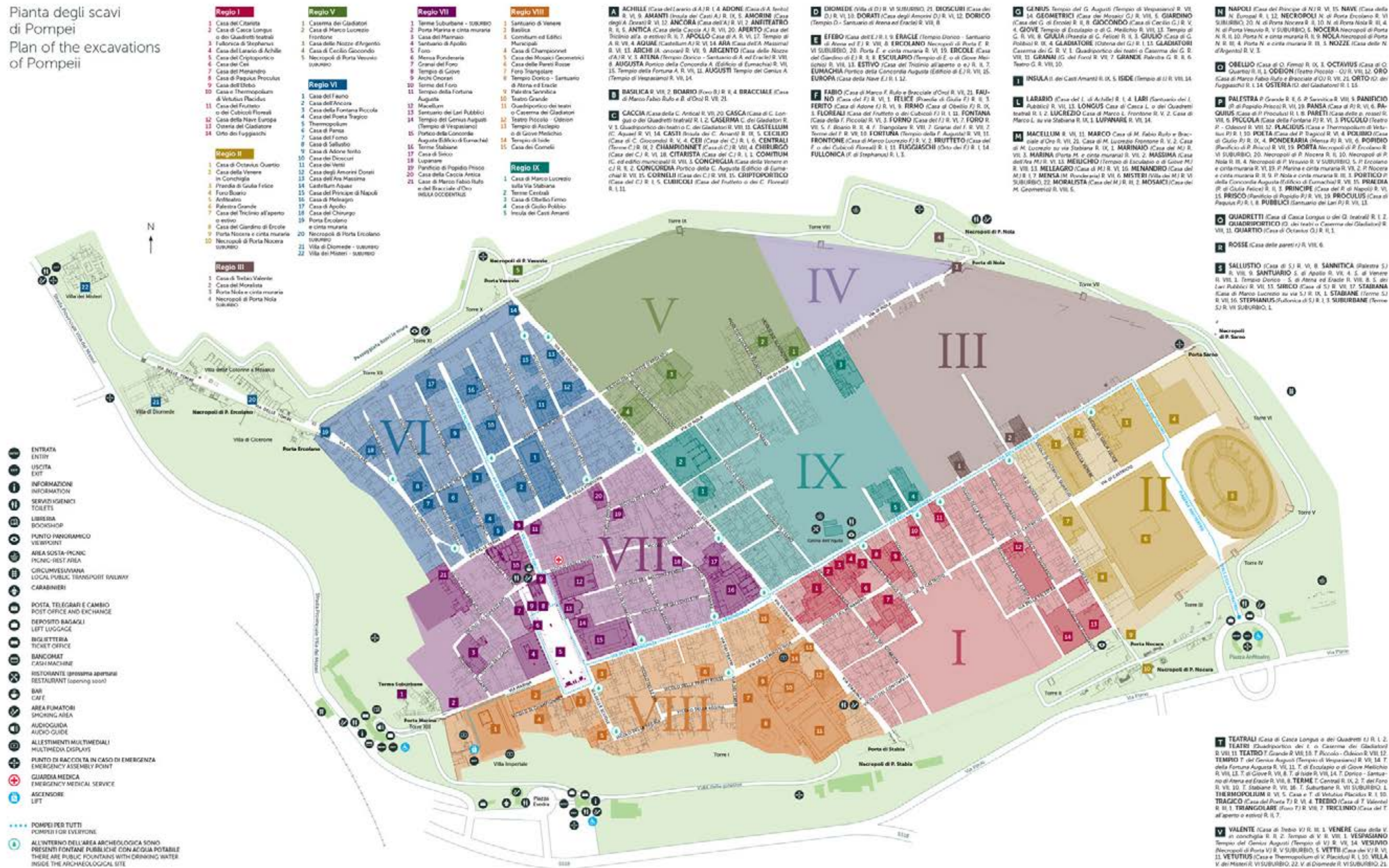




POMPEII
*Archeological site. Brand design,
communication design,
signage and wayfinding design.*
2016-2017



Pianta degli scavi
di Pompei
Plan of the excavations
of Pompeii

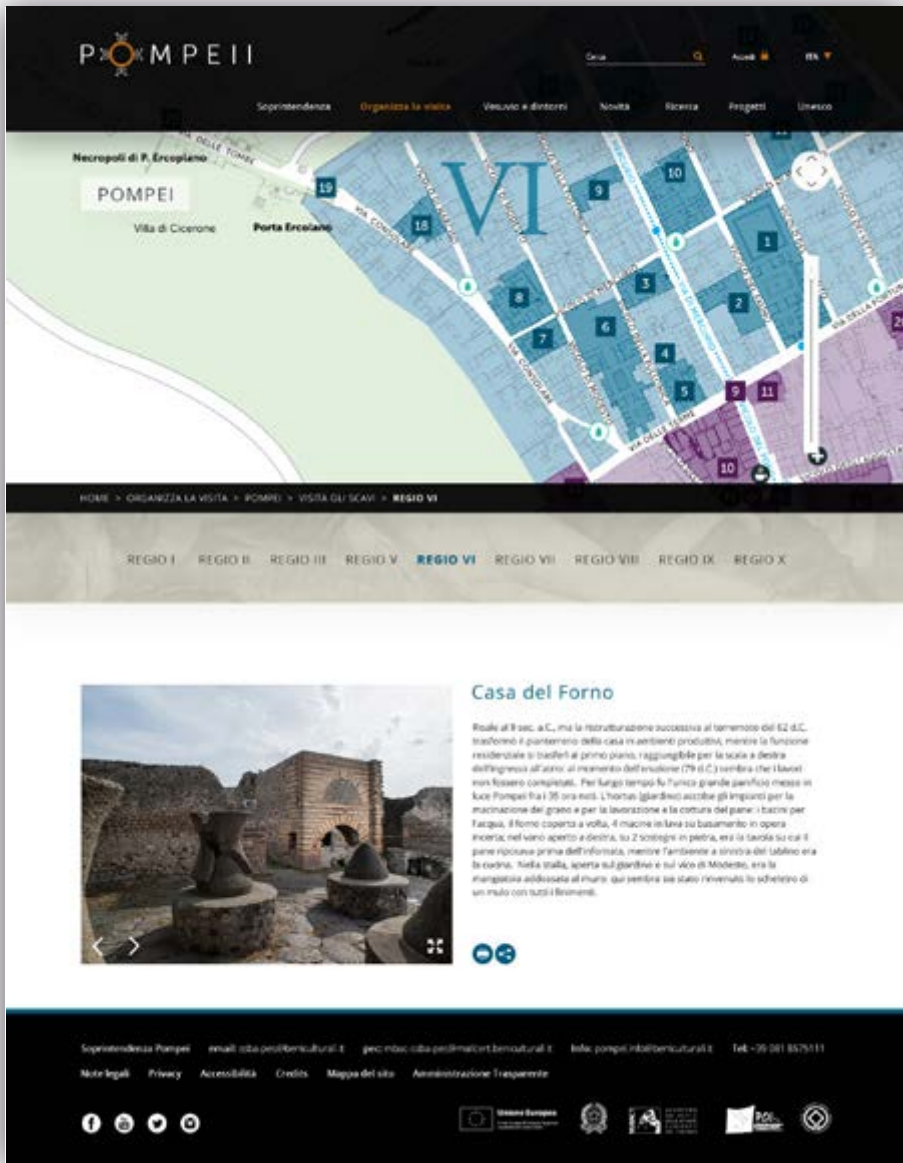
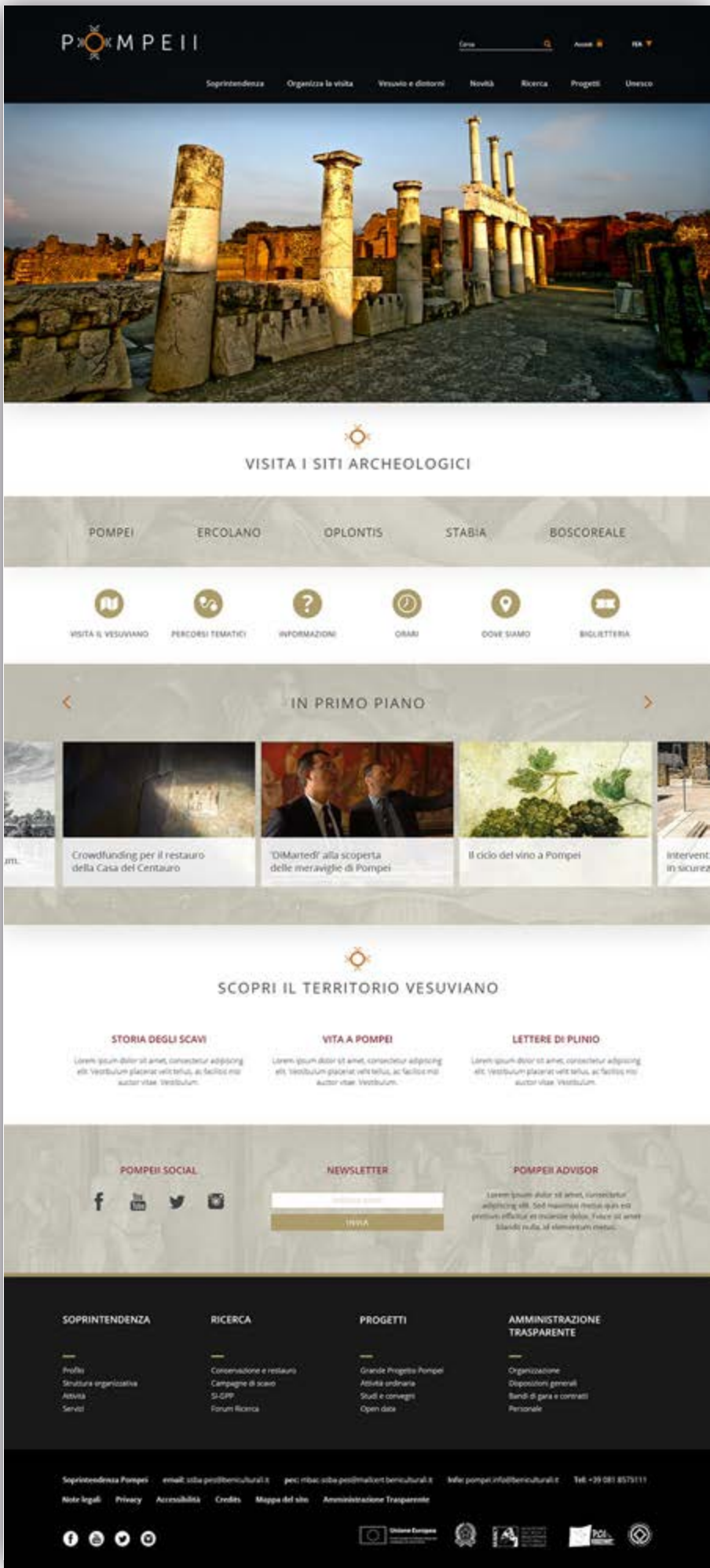
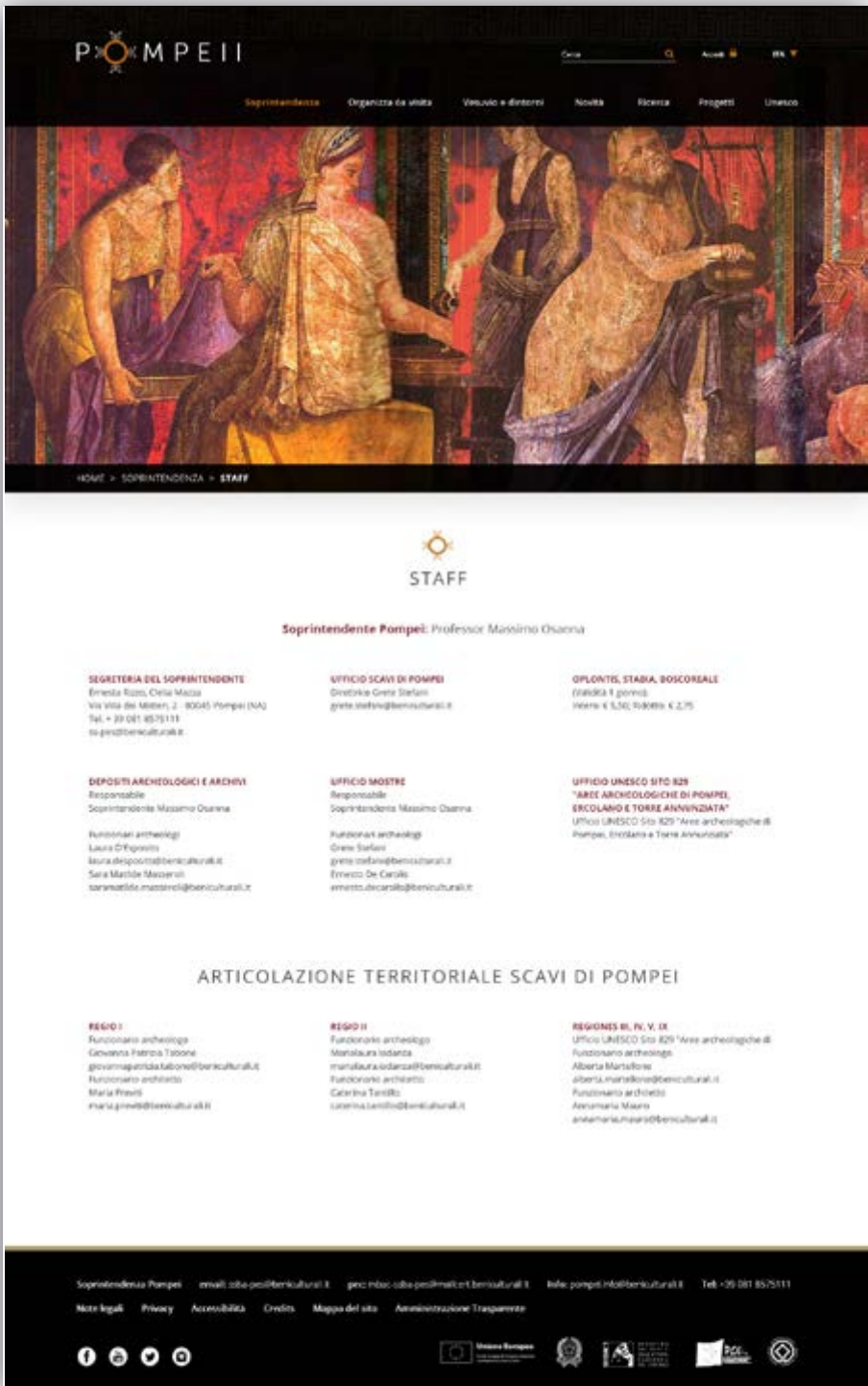


POMPEII

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







MA



MAXXI Museo Nazionale delle Arti del XXI secolo

Brand design, communication design, video & motion design.

2014/2015





MAXXI Museo Nazionale delle Arti del XXI secolo
Brand design, communication design, video & motion design.
 2014/2015



MAXXI Temporary School

Tecno-utopia o decrescita e decelerazione?



**YAP
FEST
2016**



MA





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

glas-fits - armenian
music /
opening Nov. 15-16
chance at Livedit /
concert on Sunday
www.lalocultural.org

Un'idea di grande successo

TS. Mostra
Internazionale
di Architettura

ARSENAL



ROLEX



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

la Biennale di Venezia

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



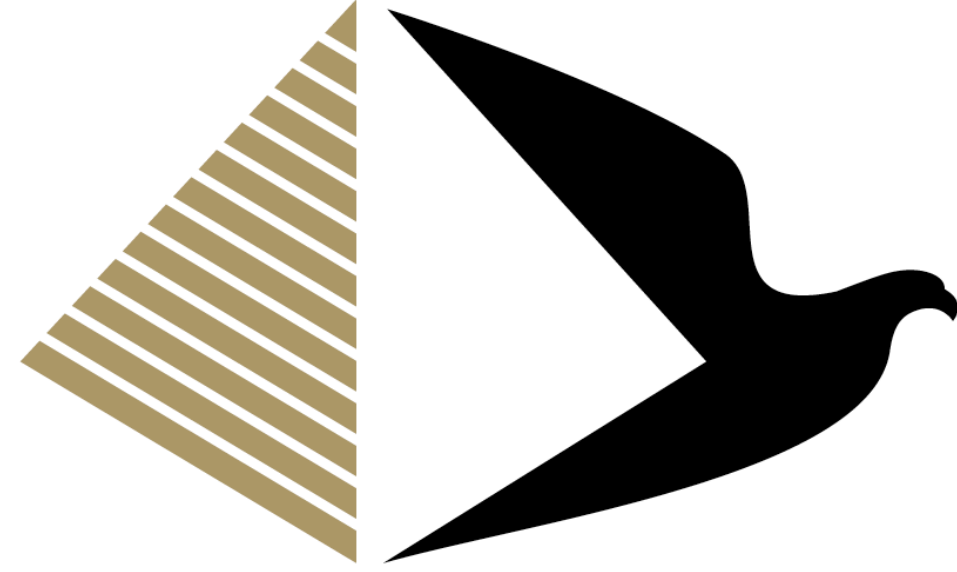


CITY OF ARTS AND CULTURE

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

2020-2021





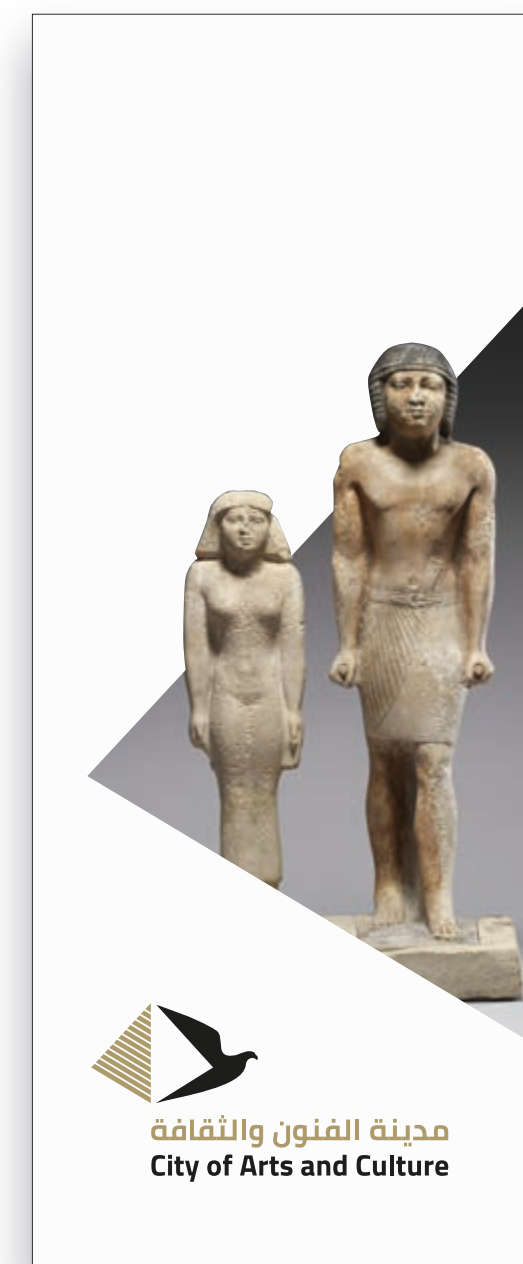
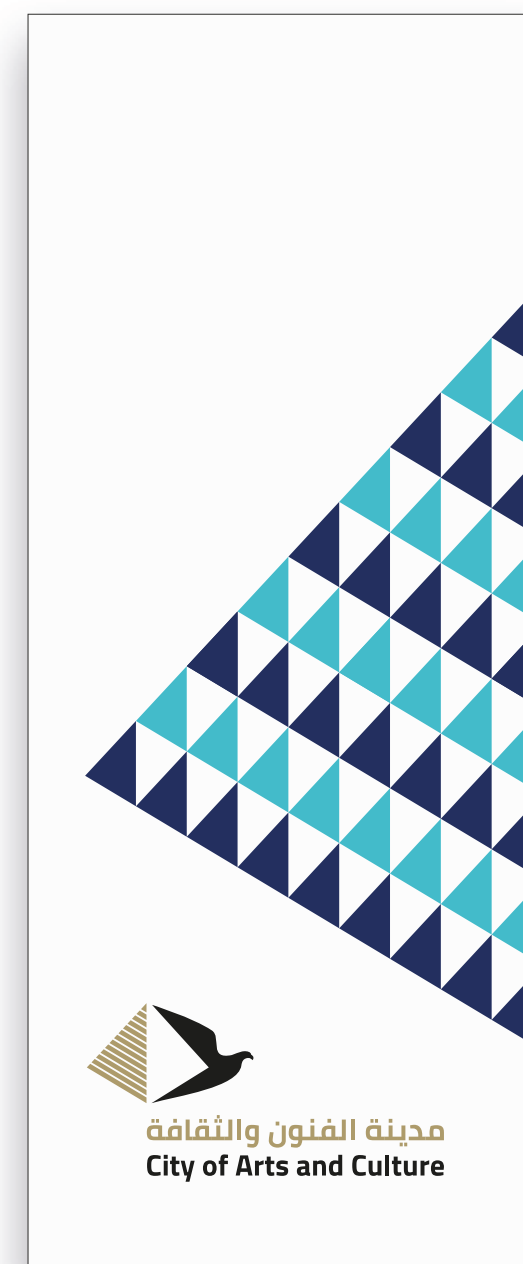
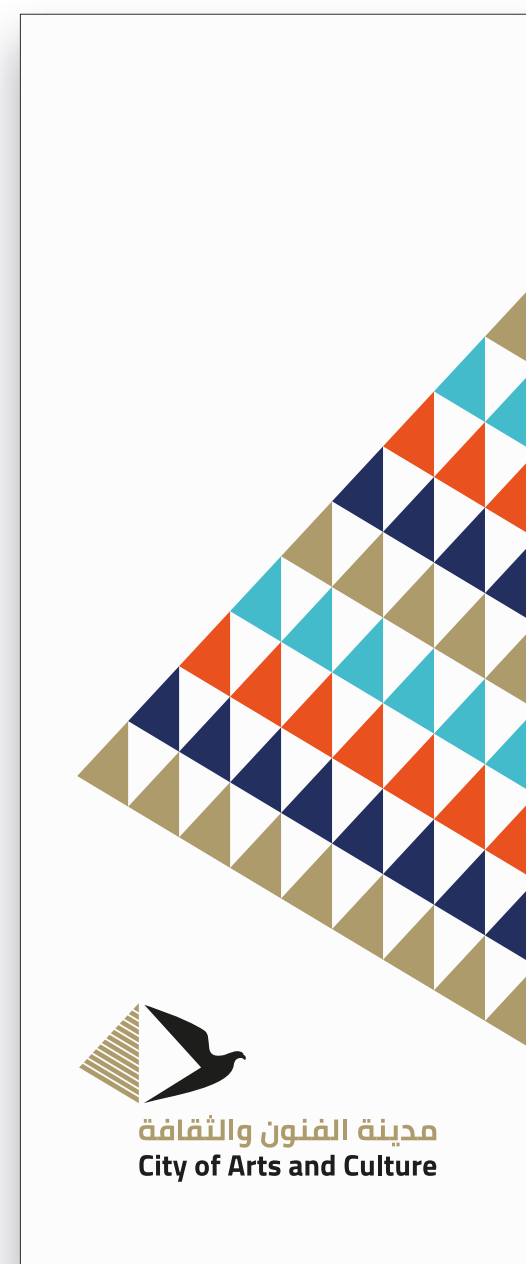
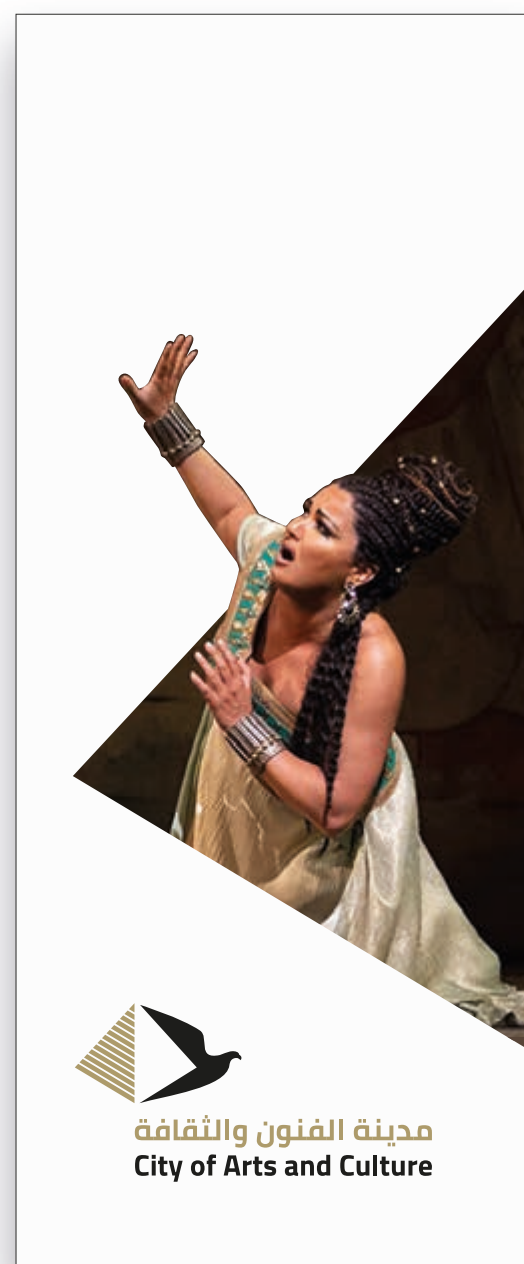
مدينة الفنون والثقافة City of Arts and Culture

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

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2020-2021

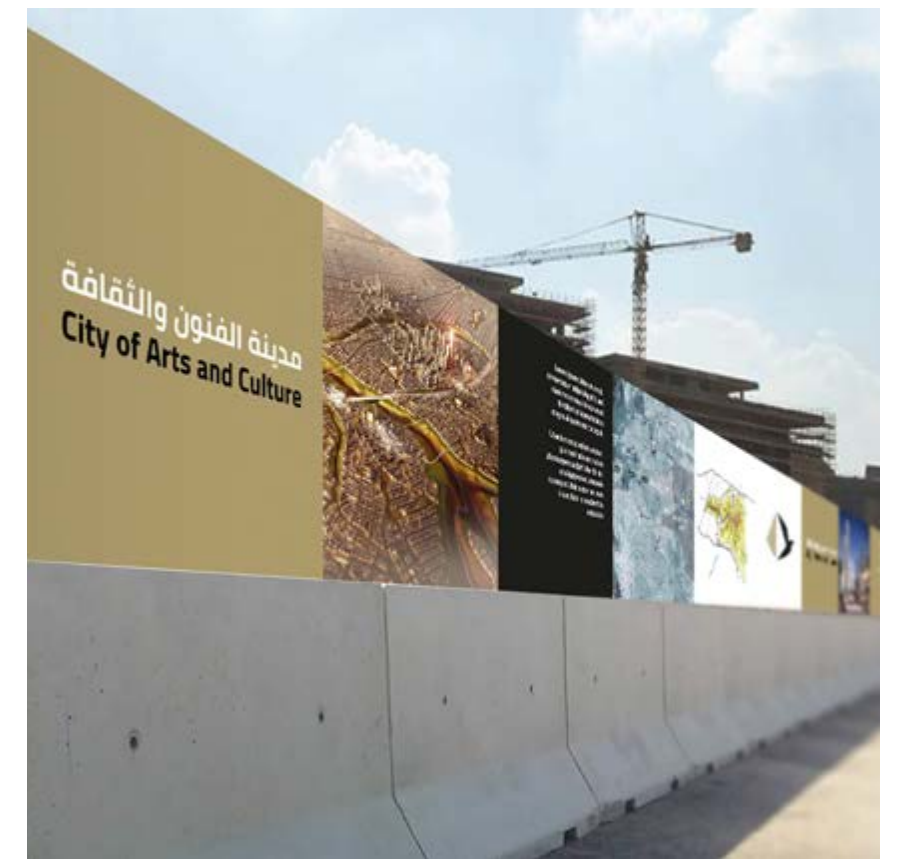




مدينة الفنون والثقافة
City of Arts and Culture



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

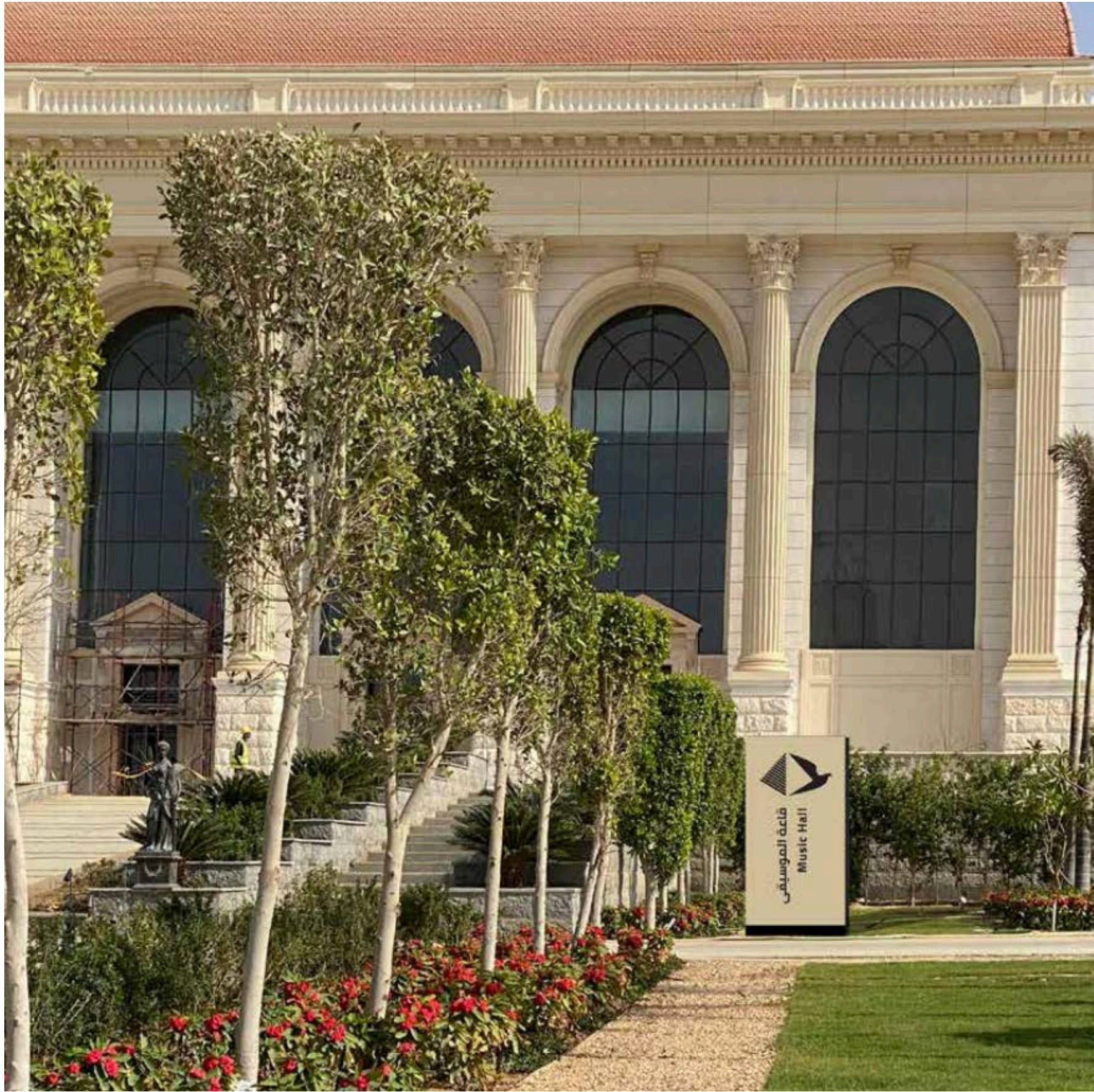
Dreaming
of Sweden
The Future that Disappeared

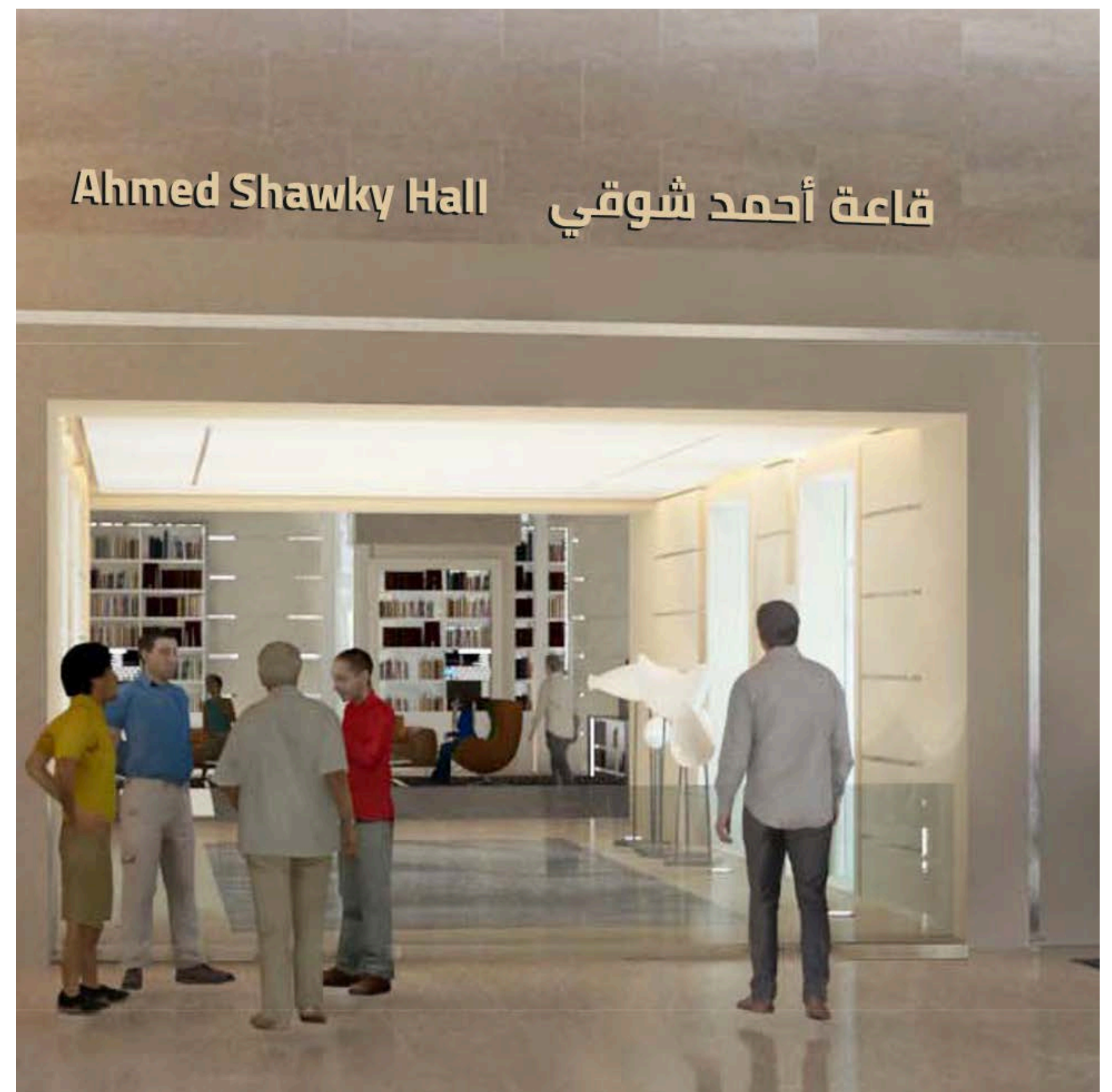
ON THE INTRINSIC VALUE OF
EVERYTHING

Scott A. Davison

رقعة أو أجل من الذي
بيني وينشئ ألف







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



Other works





TIM

*Mobile communication.
Naming and identity system.
1995*





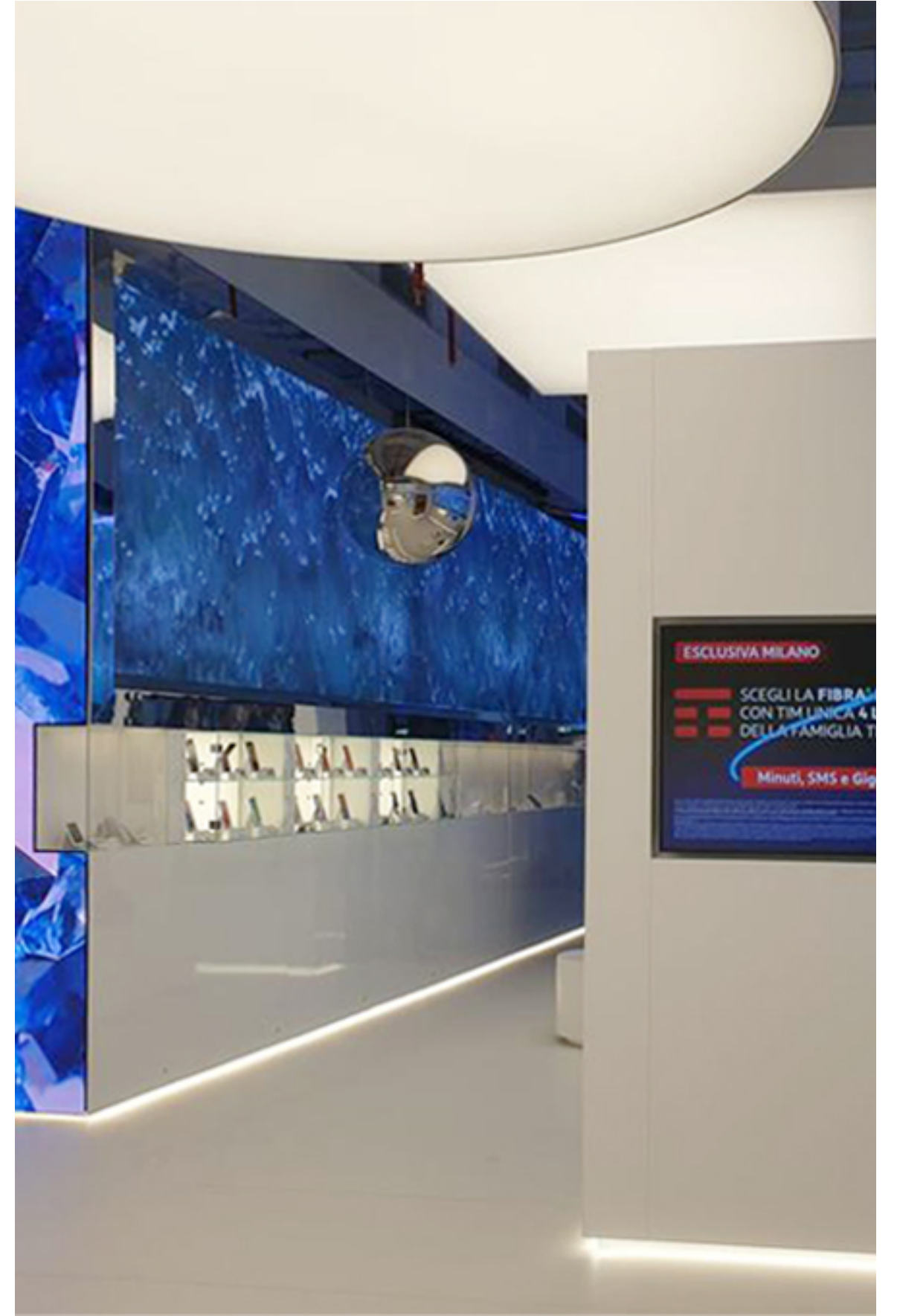
TIM

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





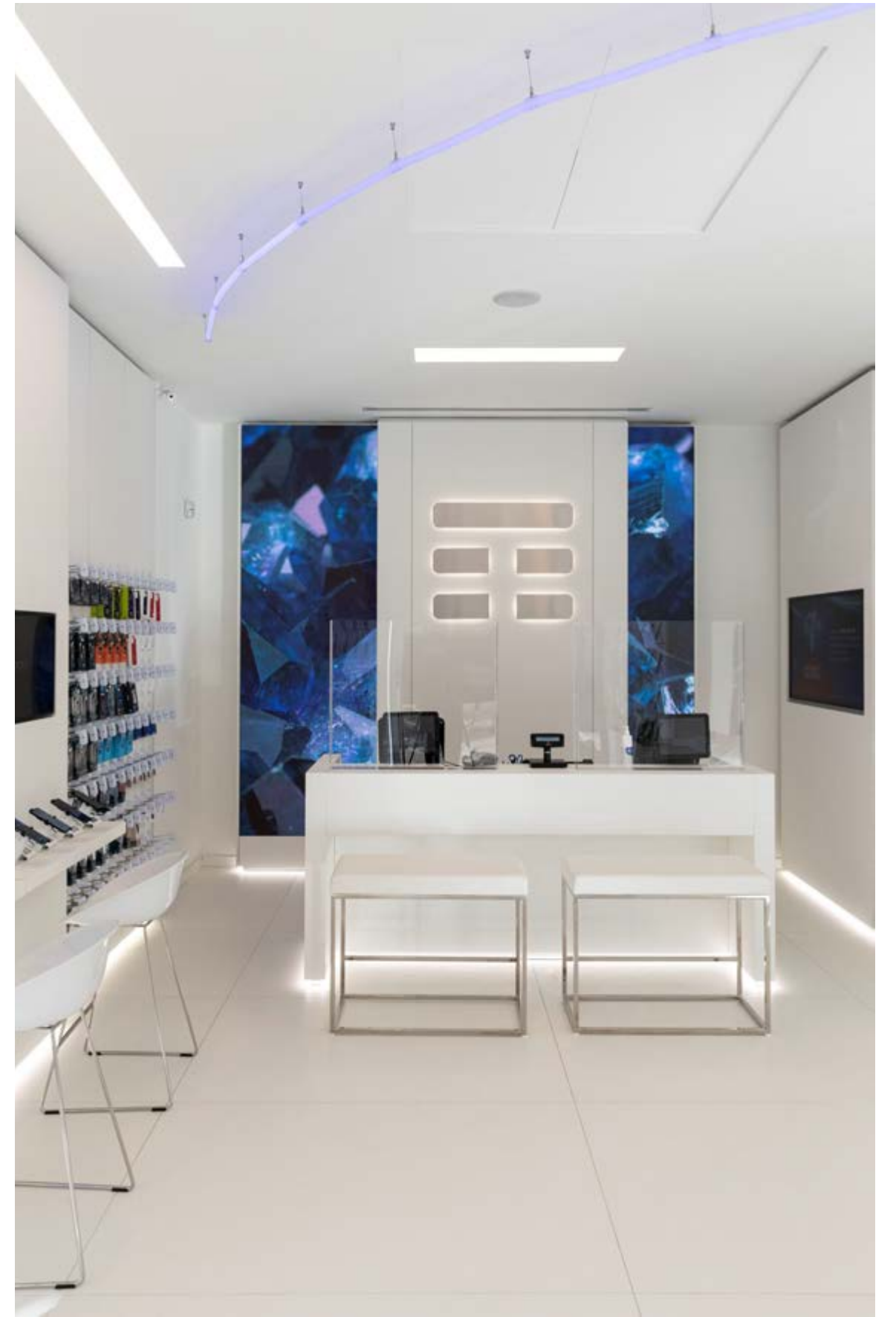
TIM

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«(!?)[€]\${¥}£»%
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Regular

abcdefghijklmnopqrstuvwxyz
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abcdefghijklmnopqrstuvwxyz

Bold

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Thin Italic

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1234567890«(!?)[€]\${¥}£»%
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Italic

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abcdefghijklmnopqrstuvwxyz

Bold Italic

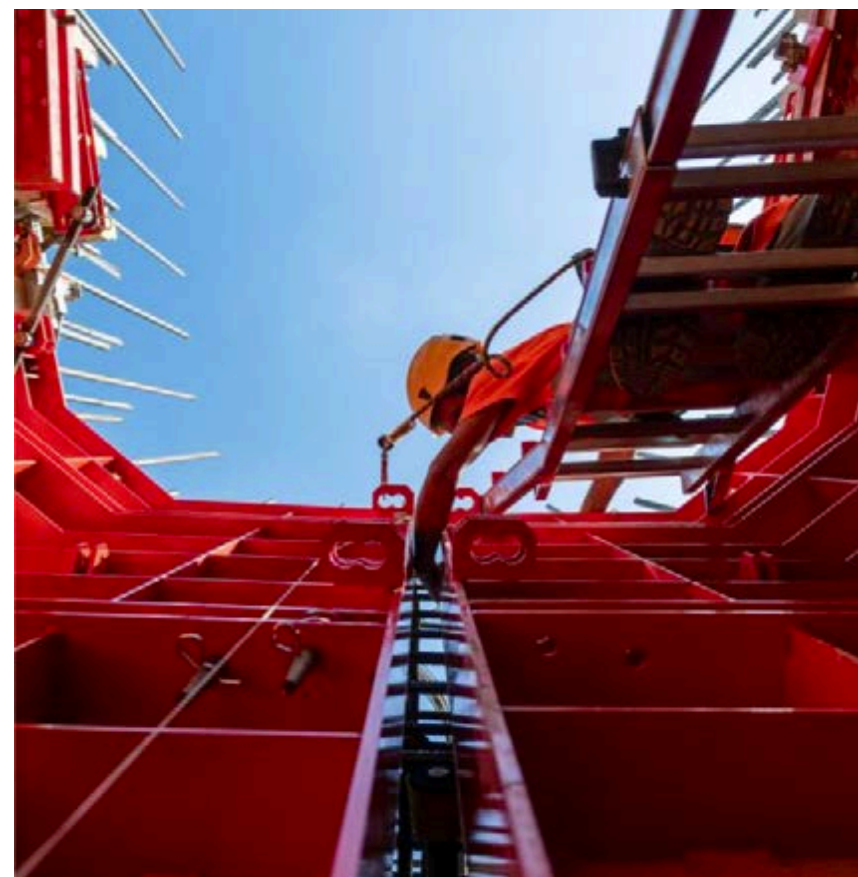
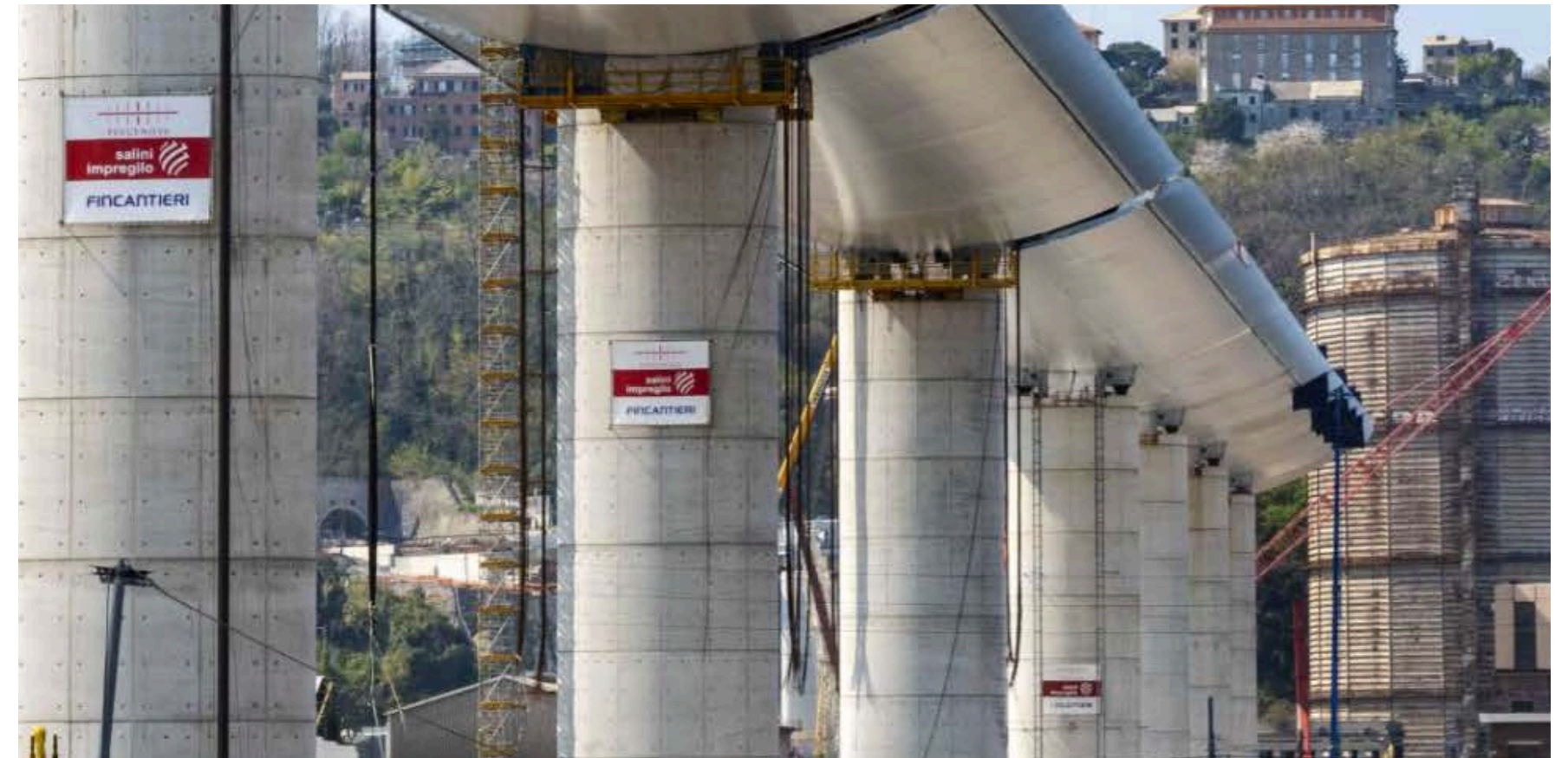
abcdefghijklmnopqrstuvwxyz
1234567890«(!?)[€]\${¥}£»%
abcdefghijklmnopqrstuvwxyz

WEBUILD

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

2020



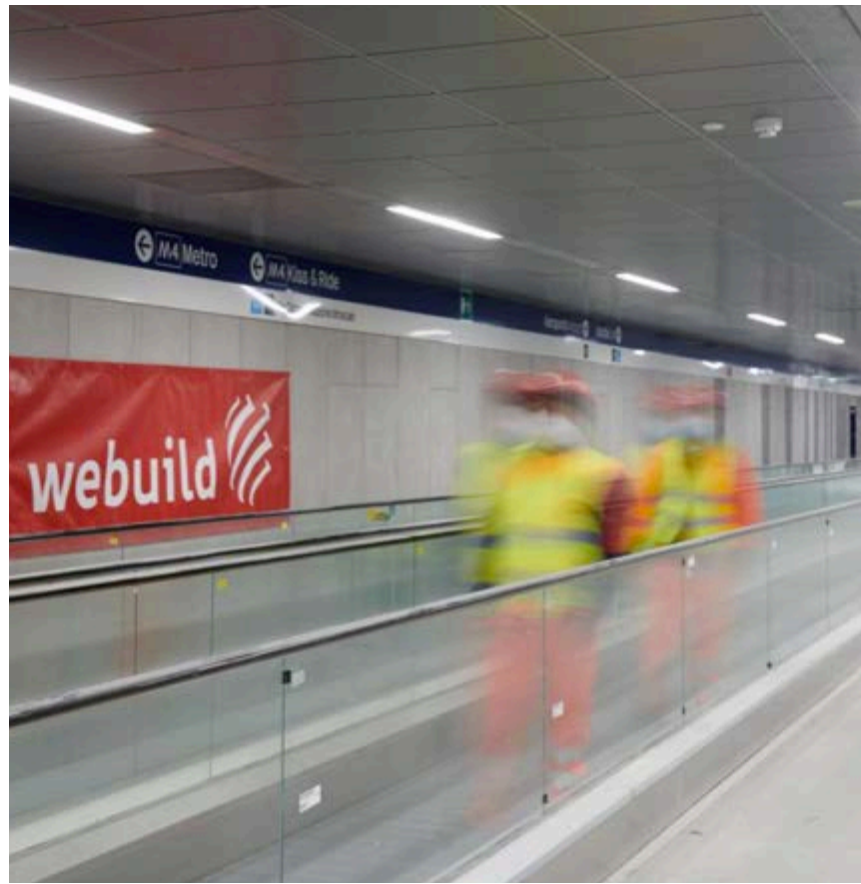


WEBUILD

*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

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nopqrstuvwxyz
1234567890

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ENI

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

2006-2010



Eniline Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Bold

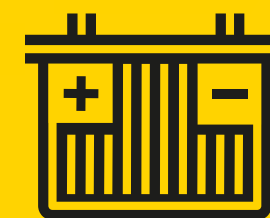
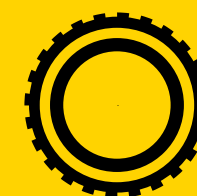
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1234567890

Qm

aaa
eee



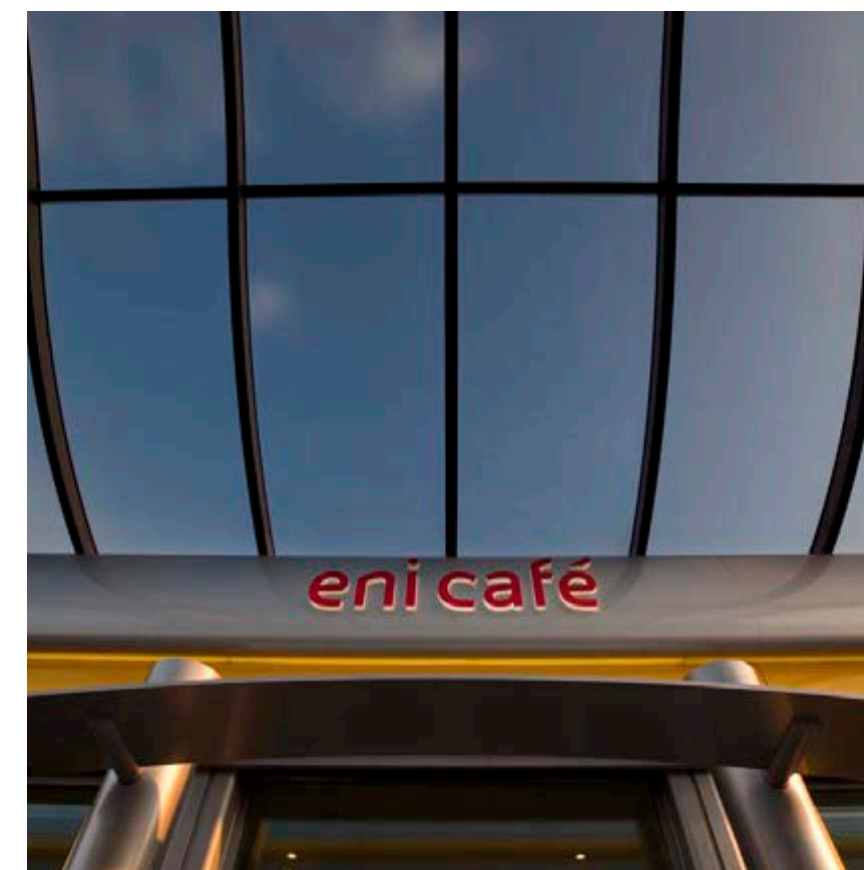
ENI

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

2006-2010

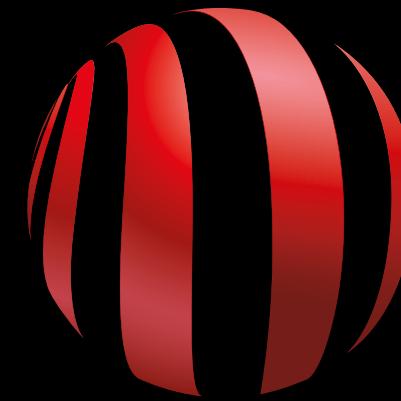








AC MILAN



CASA MILAN

AC MILAN

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

2012-2017



Ambito calcistico	Ambito corporate	Ambito commerciale	Ambito comunicazione	Ambito no-profit	Casa Milan
					
					
	AC Milan SpA Milan Entertainment Srl Milan Real Estate SpA	  			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













MV



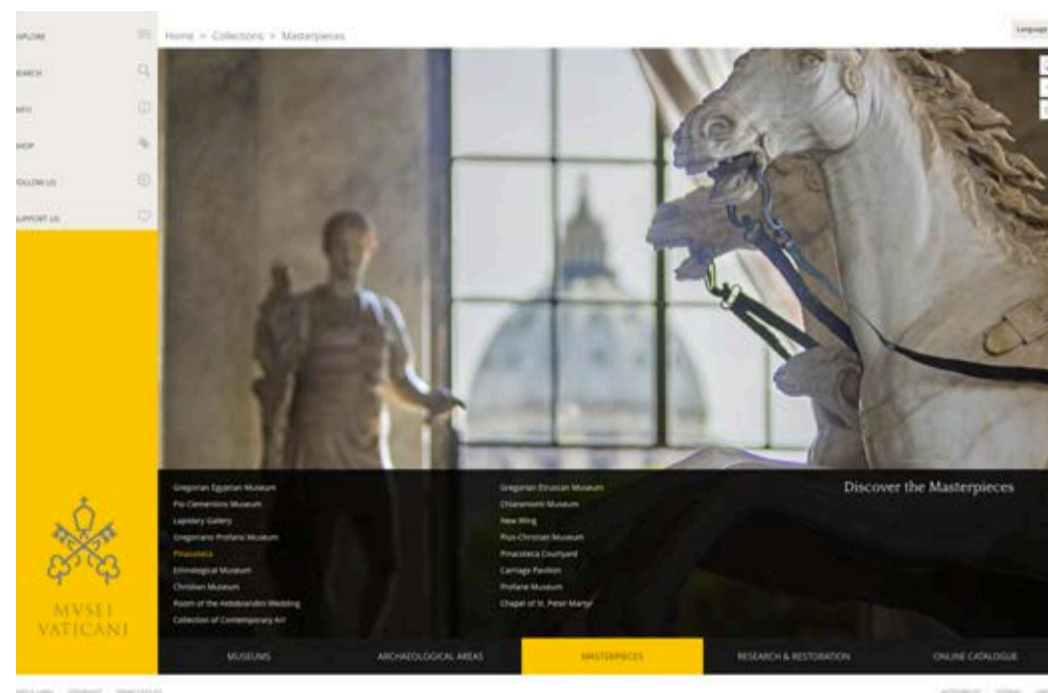
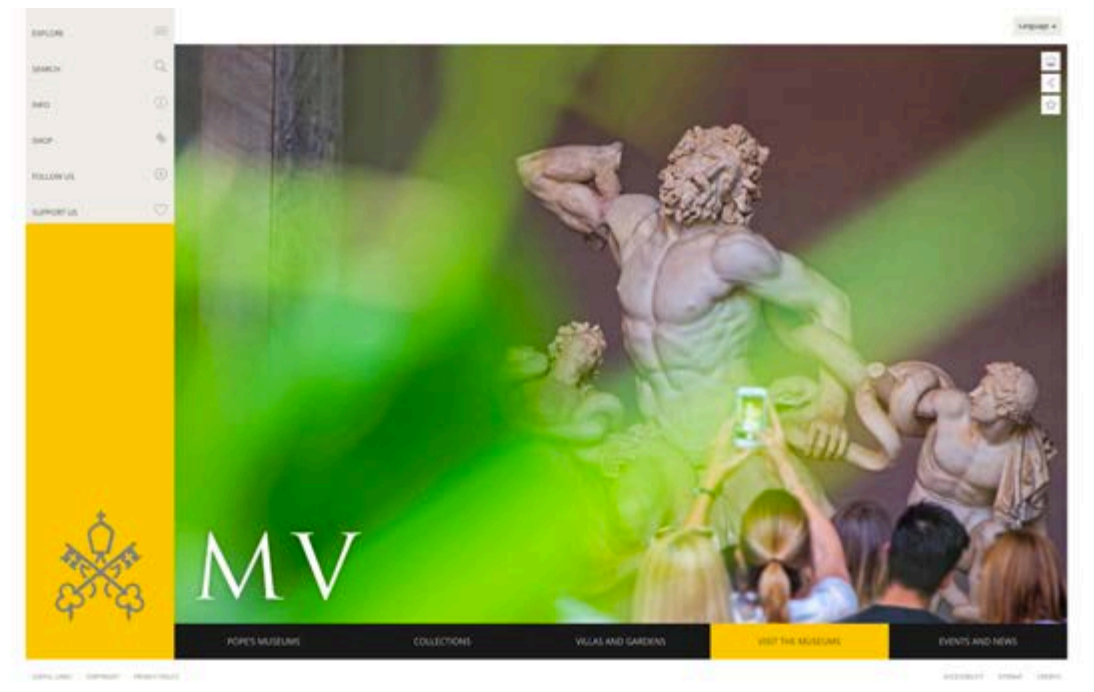
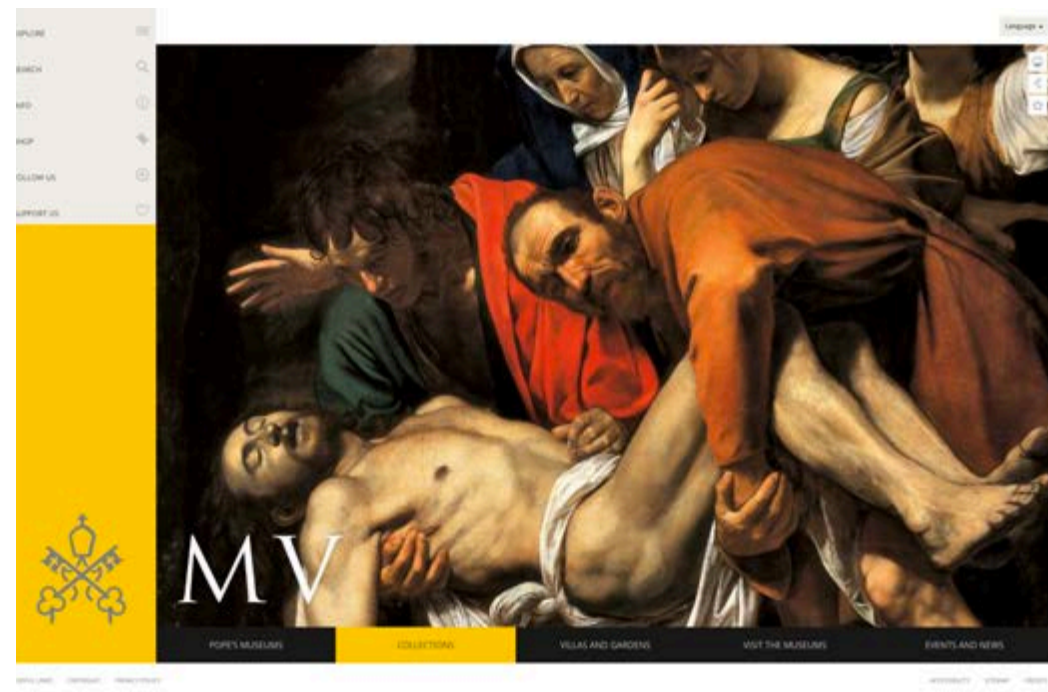
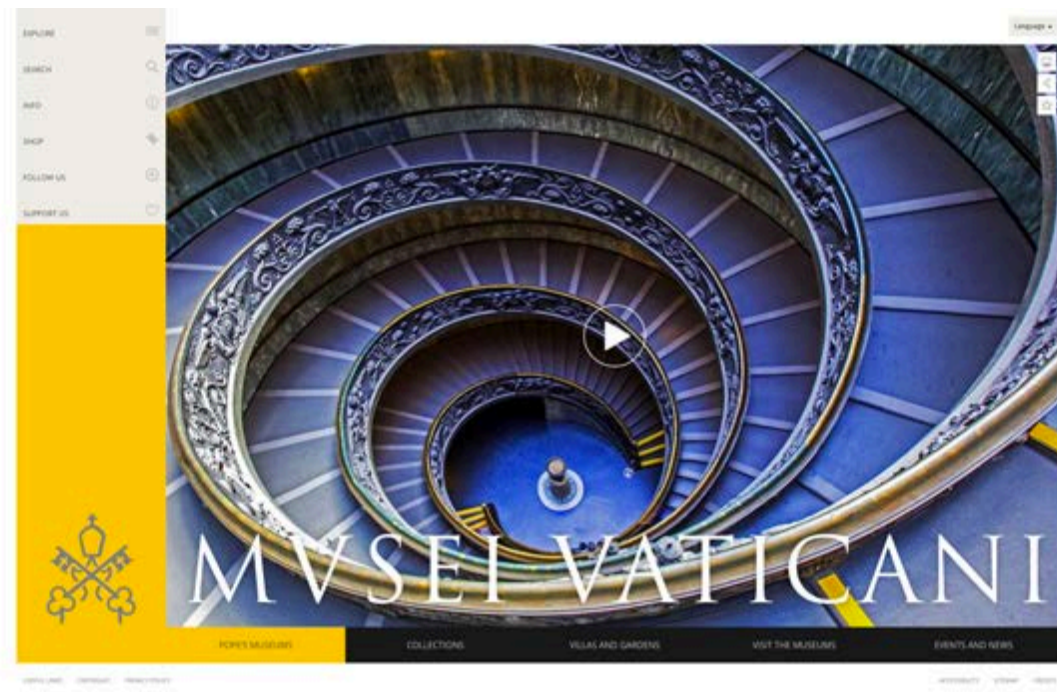
MVSEI VATICANI

MUSEI VATICANI

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

2017





MUSEI VATICANI

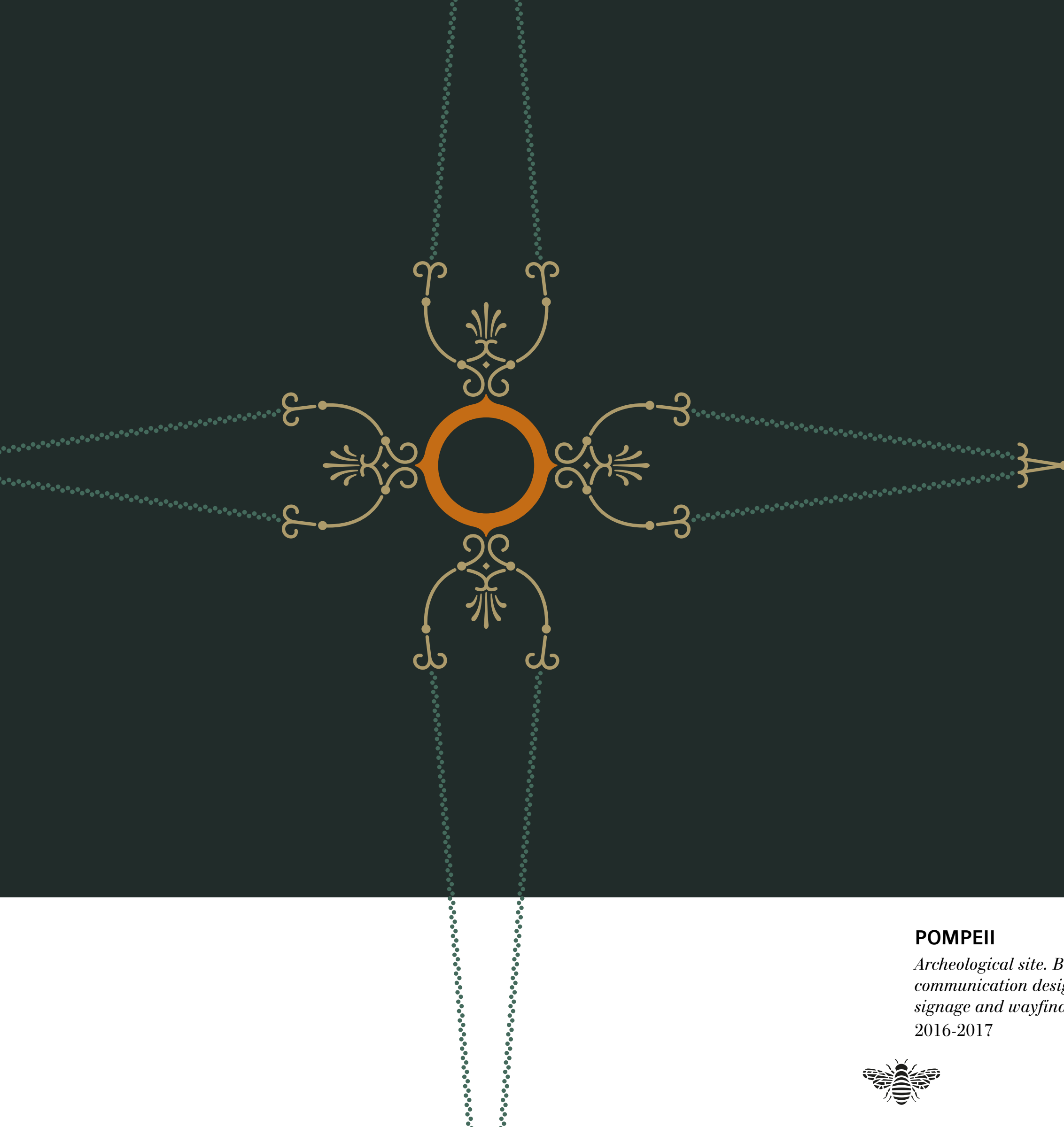
Museum of art and history. Brand design, communication design, digital design.

2017



POMPEII

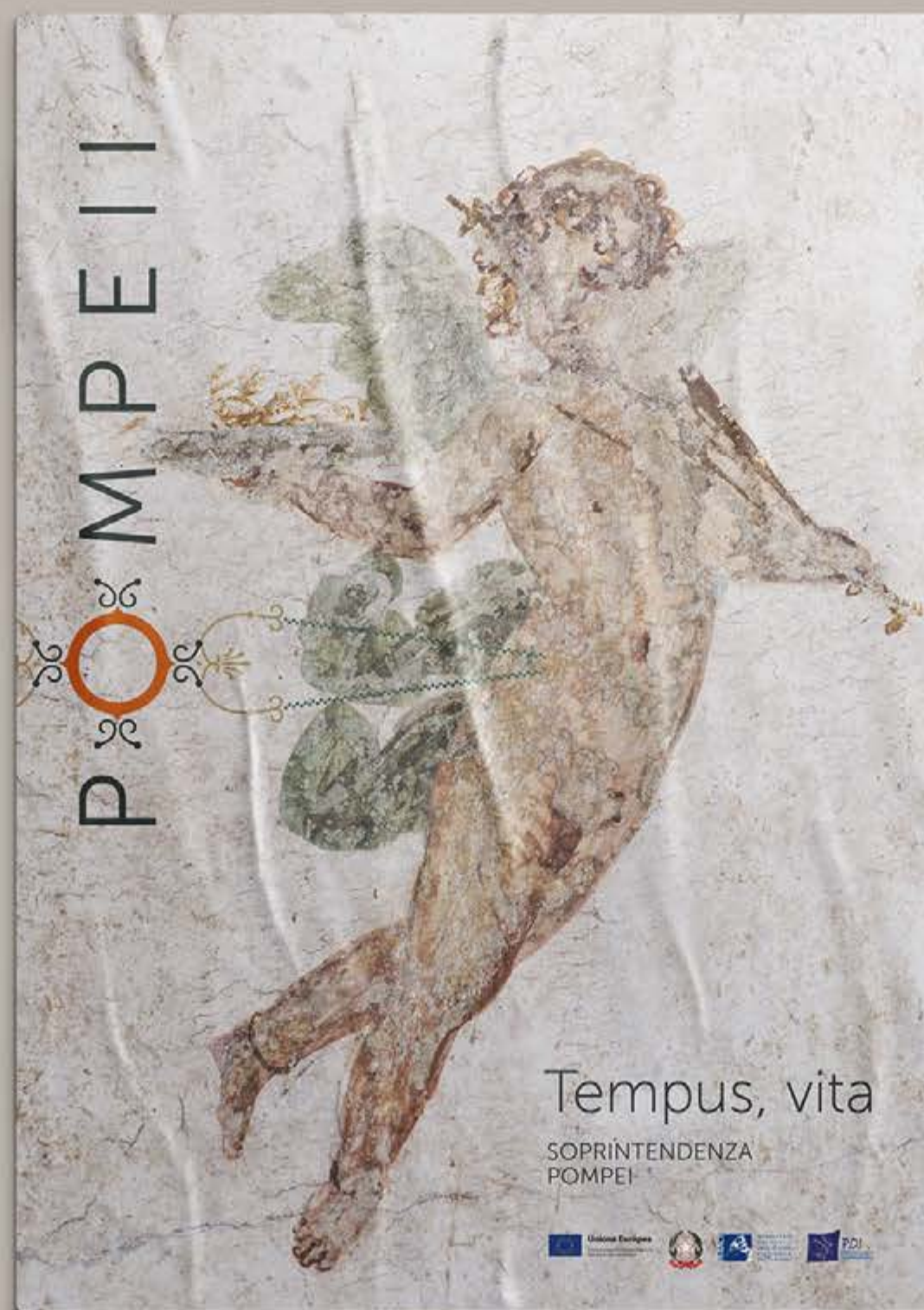
SOPRINTENDENZA
POMPEI



POMPEII

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





POMPEII

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

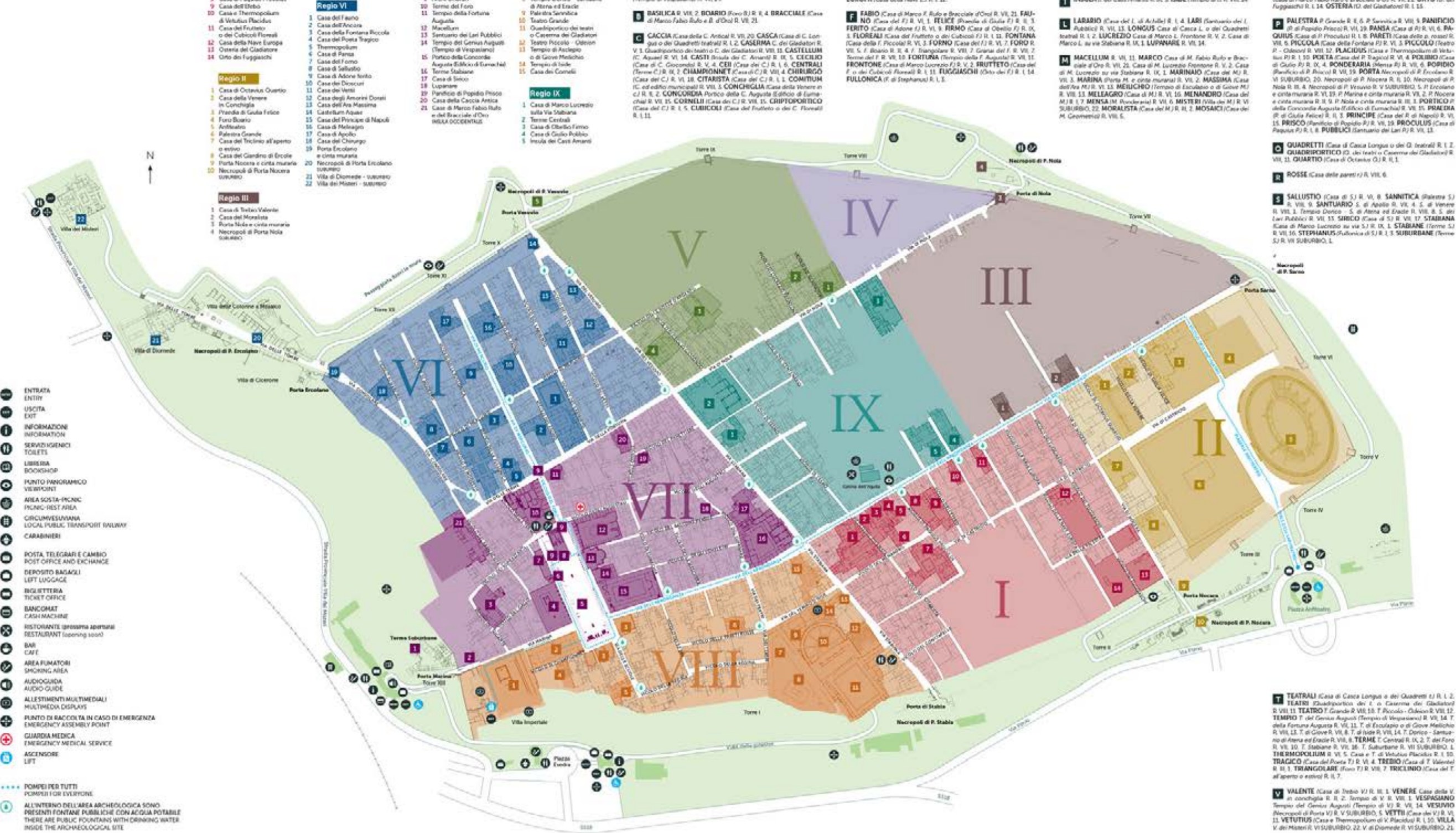




POMPEII
*Archeological site. Brand design,
communication design,
signage and wayfinding design.*
2016-2017



Pianta degli scavi
di Pompei
Plan of the excavations
of Pompeii

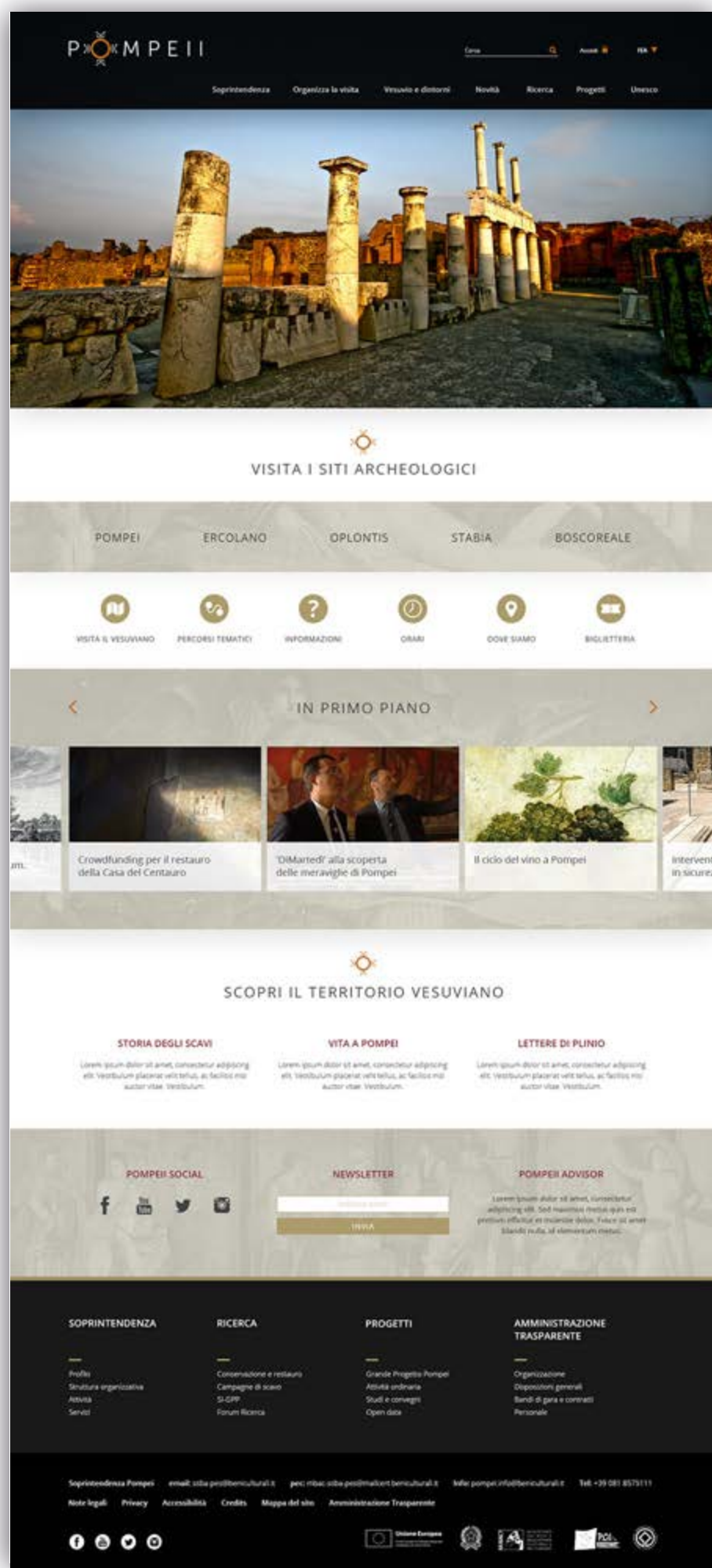


POMPEII

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









LUISS University

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

2017-2020



Luiss Sans Thin

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1234567890

Luiss Sans Thin Italic

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Luiss Sans Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Luiss Sans Italic

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1234567890*

Luiss Sans Bold

**abcdefghijklmnopqrstuvwxyz
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Luiss Sans Bold Italic

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1234567890***

Luiss Sans

LUISS University

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

2017-2020



Luiss Serif

Luiss Serif Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Luiss Serif Bold

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Luiss Serif Italic

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Luiss Serif Bold Italic

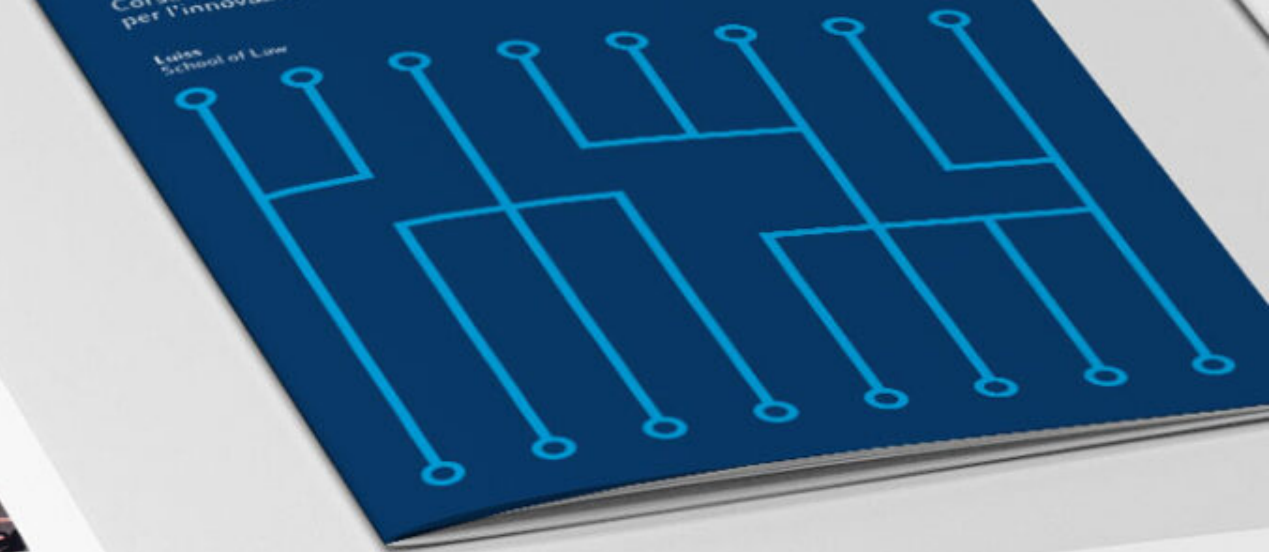
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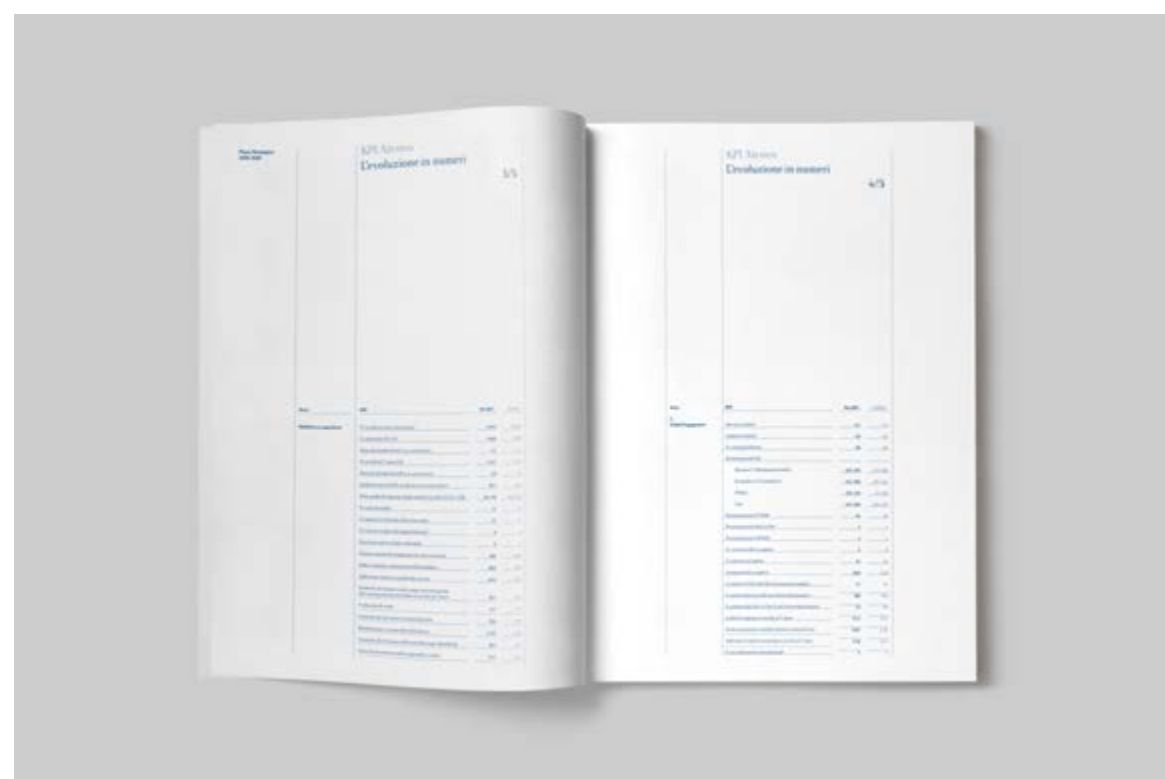
LUISS University

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

2017-2020





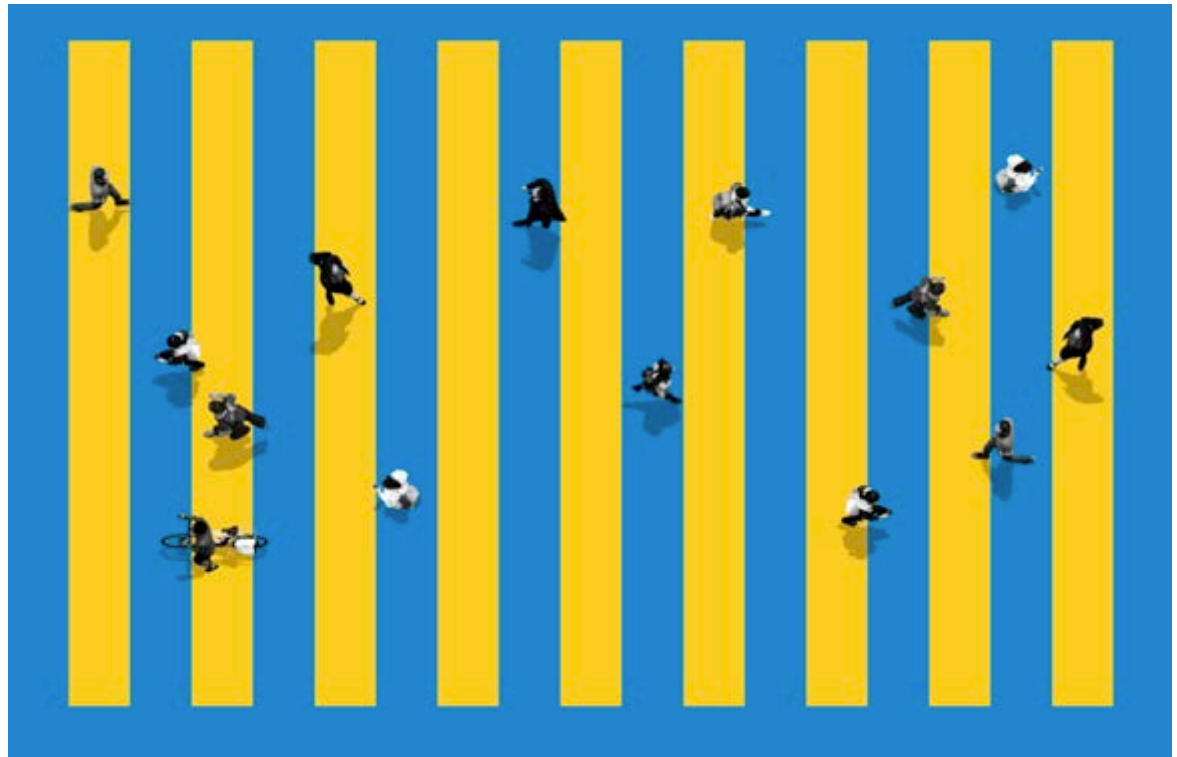
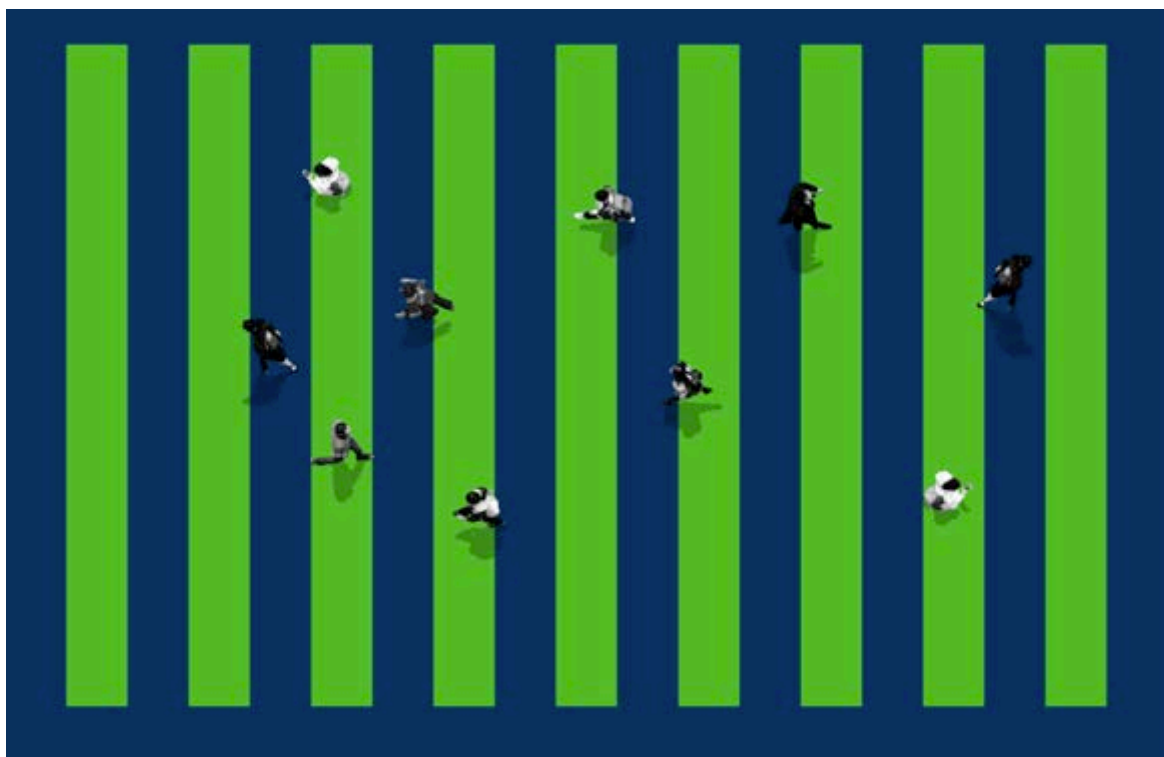


LUISS University

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

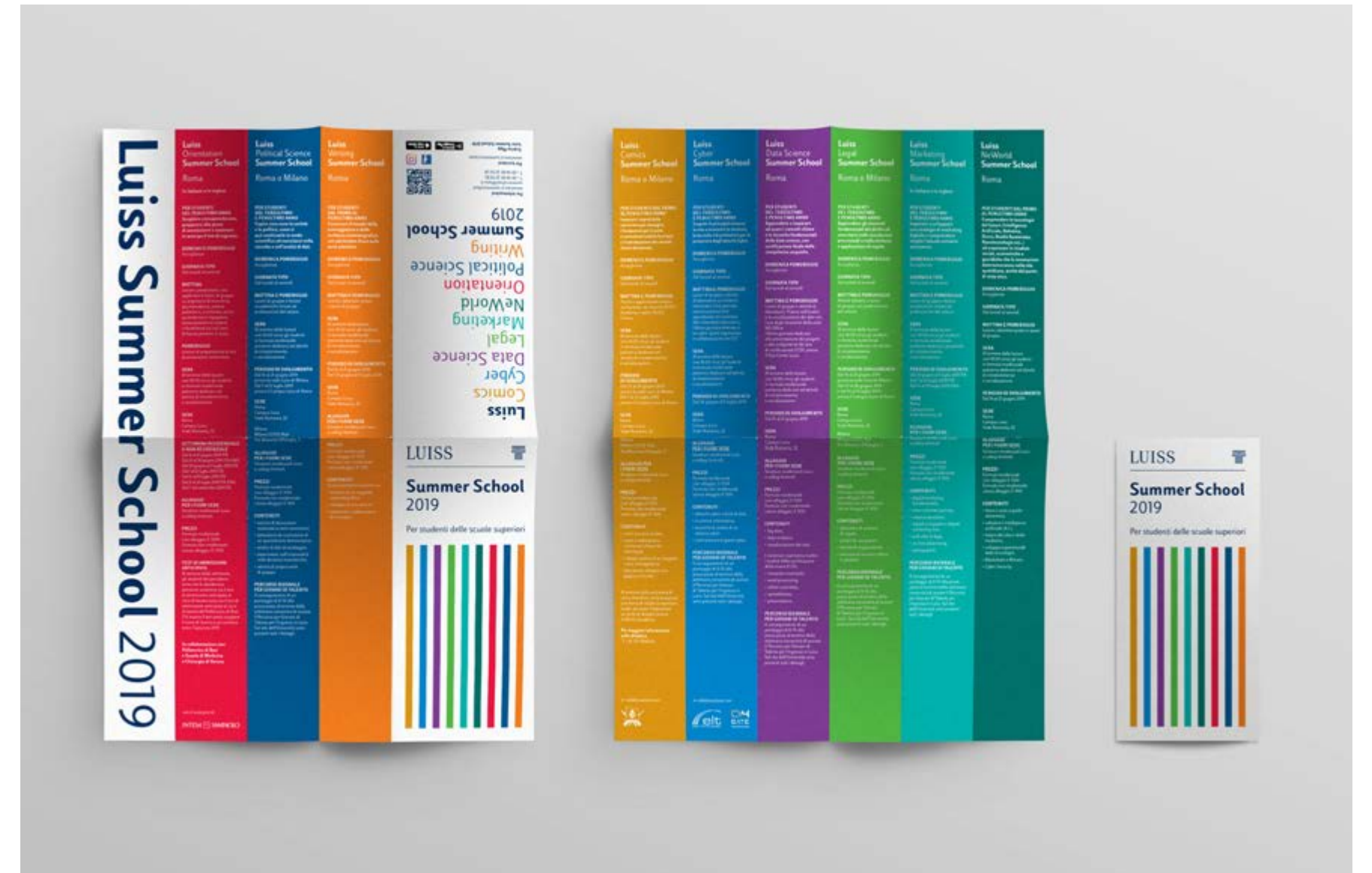
2017-2020





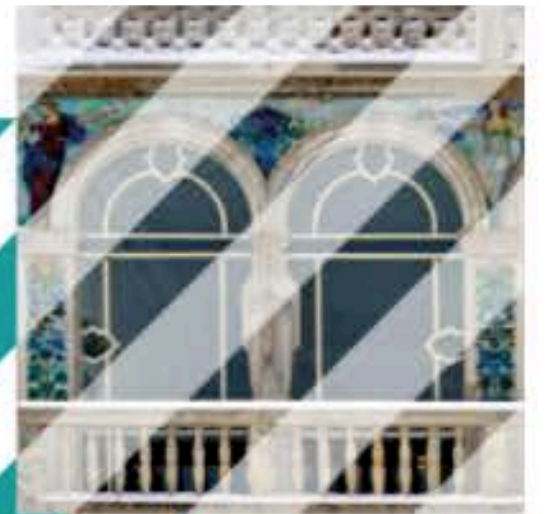
LUISS University
*Brand design, brand architecture, editorial design, typeface design
 and communication design.*
 2017-2020





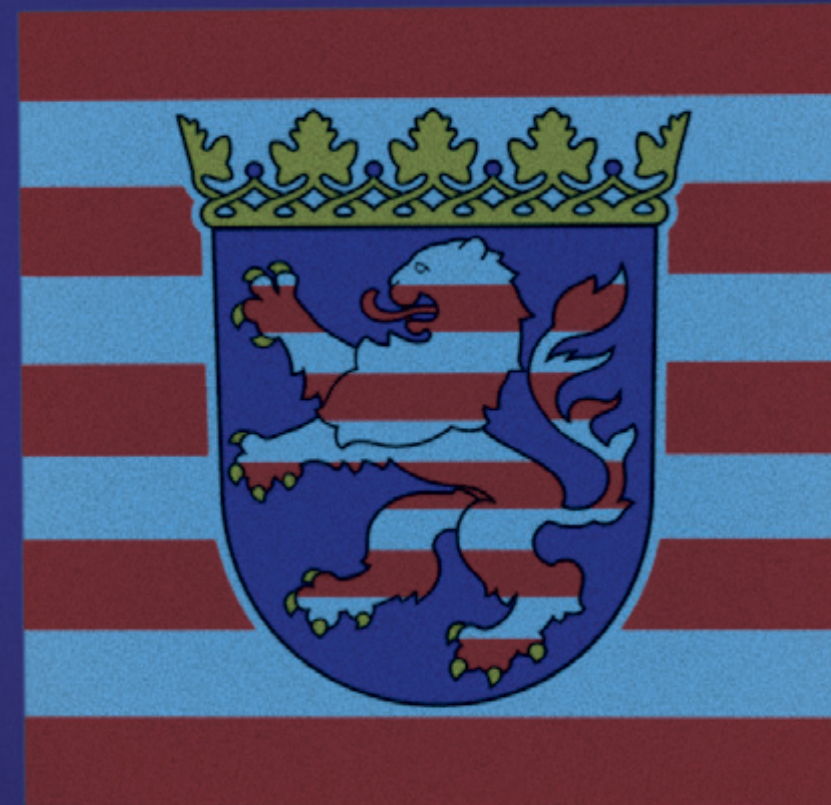
Luiss Business School







HESSEN



HESSEN

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

2000-2003



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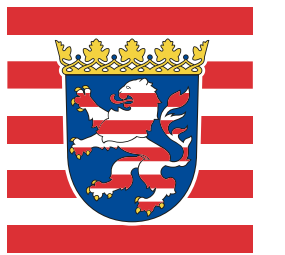
HESSEN

*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

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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
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Metro Milano Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

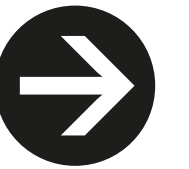
Metro Milano Italic

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Metro Milano Bold Italic

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890





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



ROMA



Comune di Roma

atac

ROMA



mobilità

ROMA



ama

ROMA



mobilità

ROMA

carsharing

mobilità

ROMA

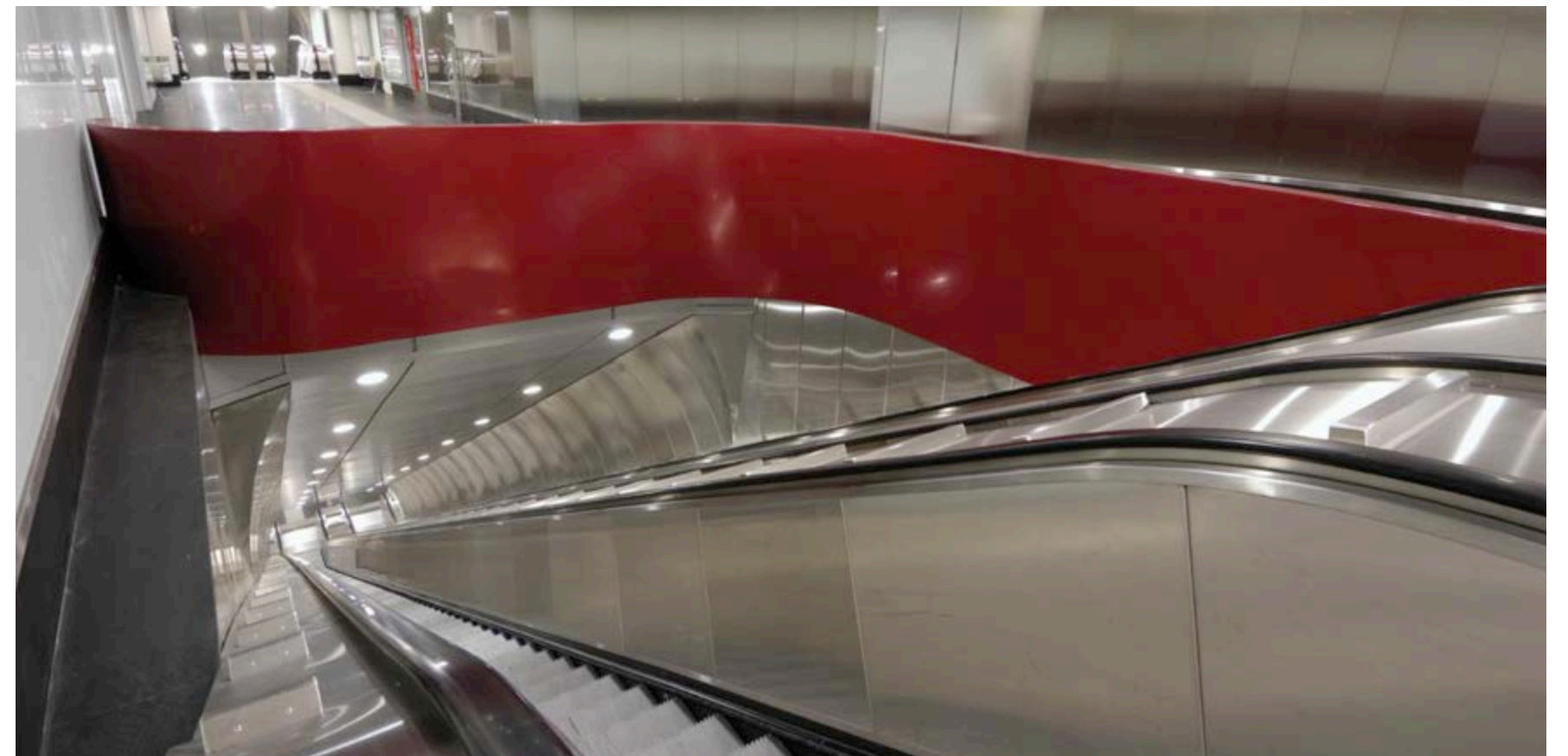
bikesharing

COMUNE DI ROMA

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

2004-2009





COMUNE DI ROMA

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

2004-2009



Urbs uno

ROMA

Urbs due

+SPQR

Urbs tre

ABCDESPROMG
1234abcd

Urbs quattro

ABCDESPROMG
123abcd





Urbs Display

Urbs Display Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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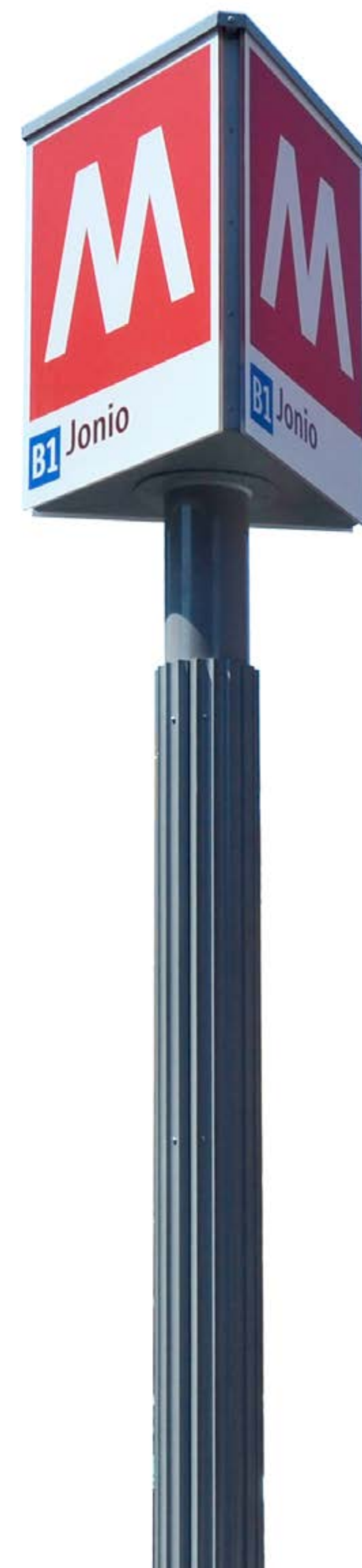
Urbs Display Bold

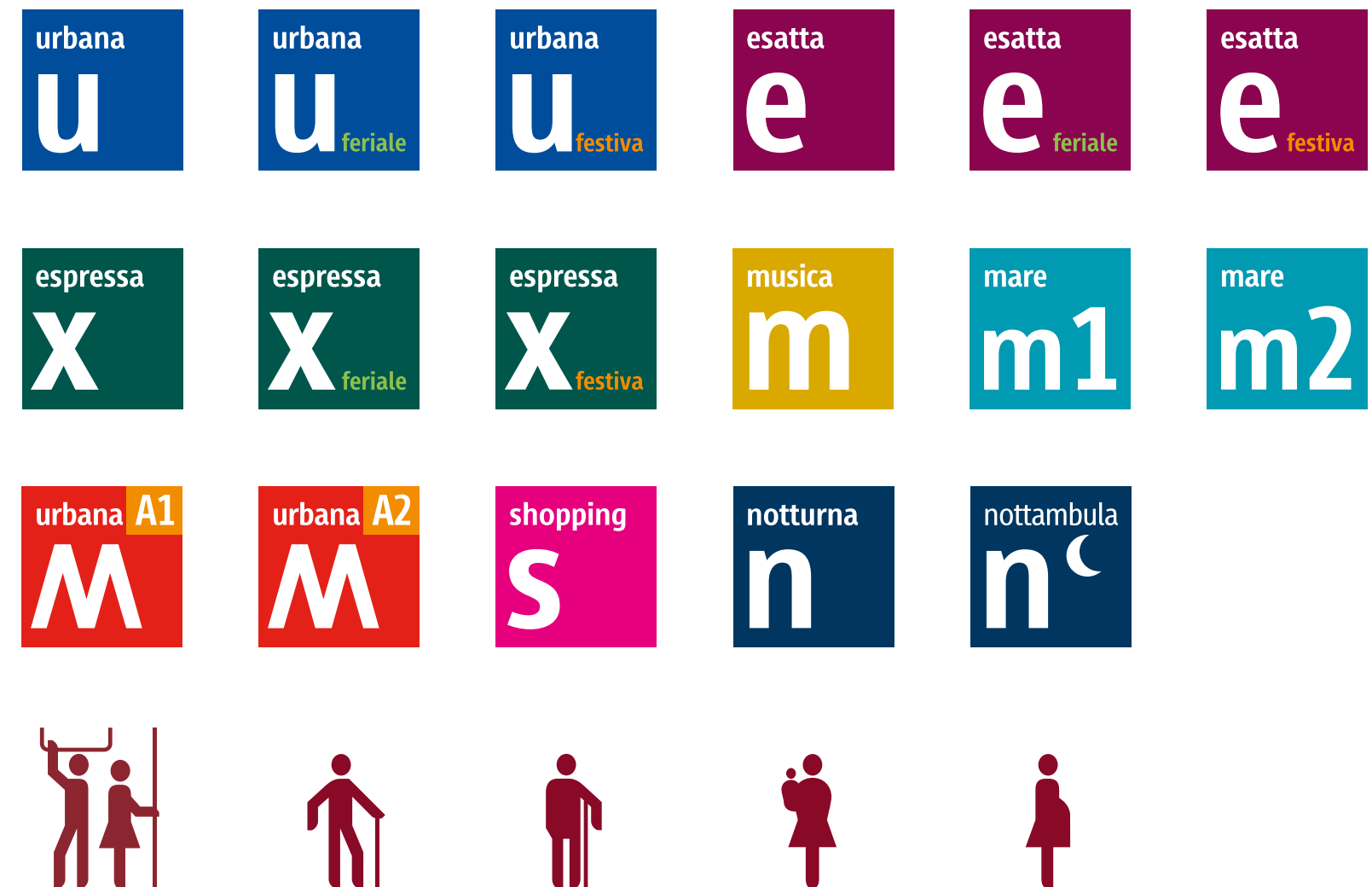
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COMUNE DI ROMA

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

2004-2009





CONI

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





CONI

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





CONI

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



Scuola
Italia
dello Sport Coni

Casa Italia Coni





CONI

Italian Olympic Committee.

Brand design, brand architecture, communication design.

2014-2015





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



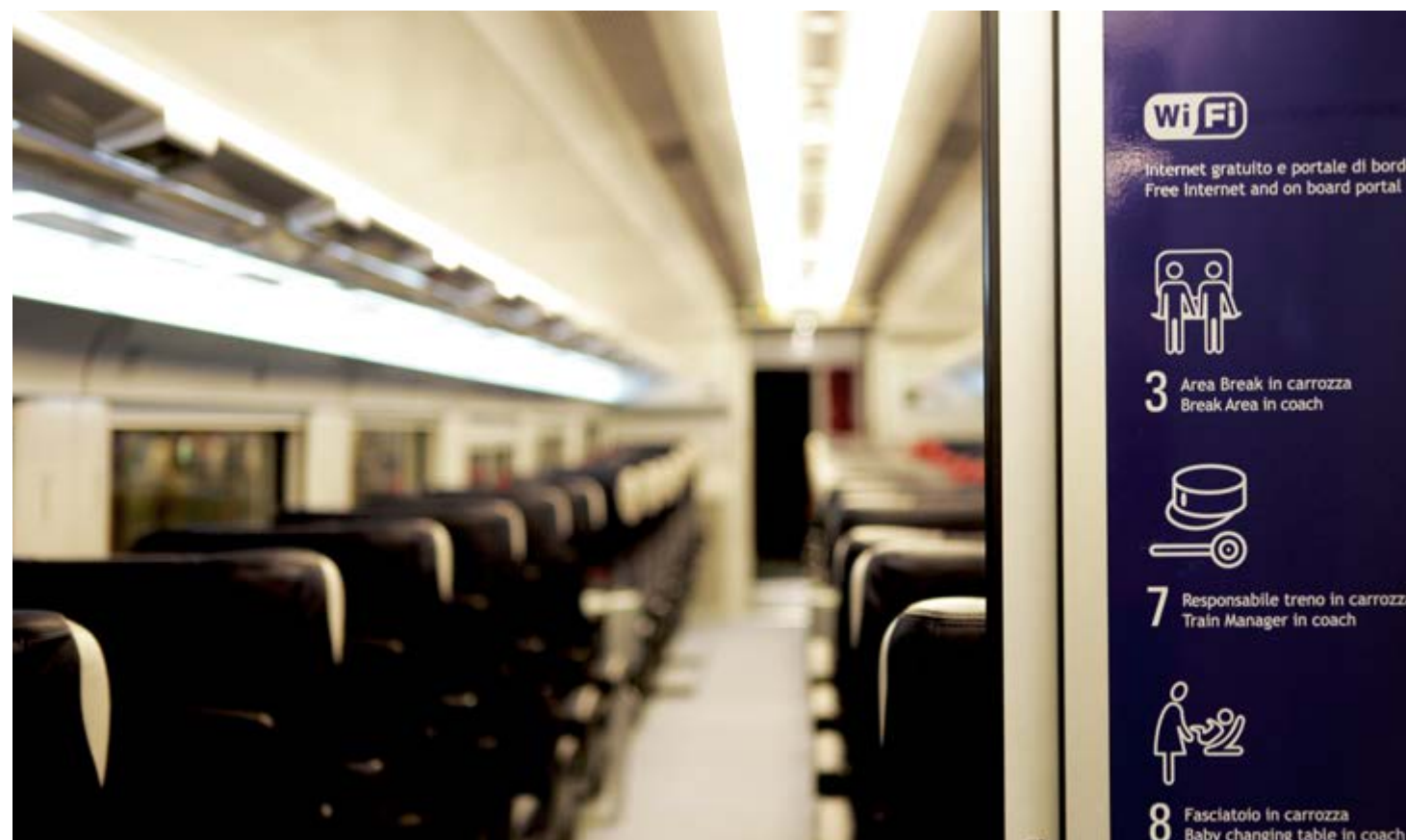


NTV - ITALO

*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

