

1980 1981 1982
1983 1984 1985
1986 1987 1988
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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.



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.

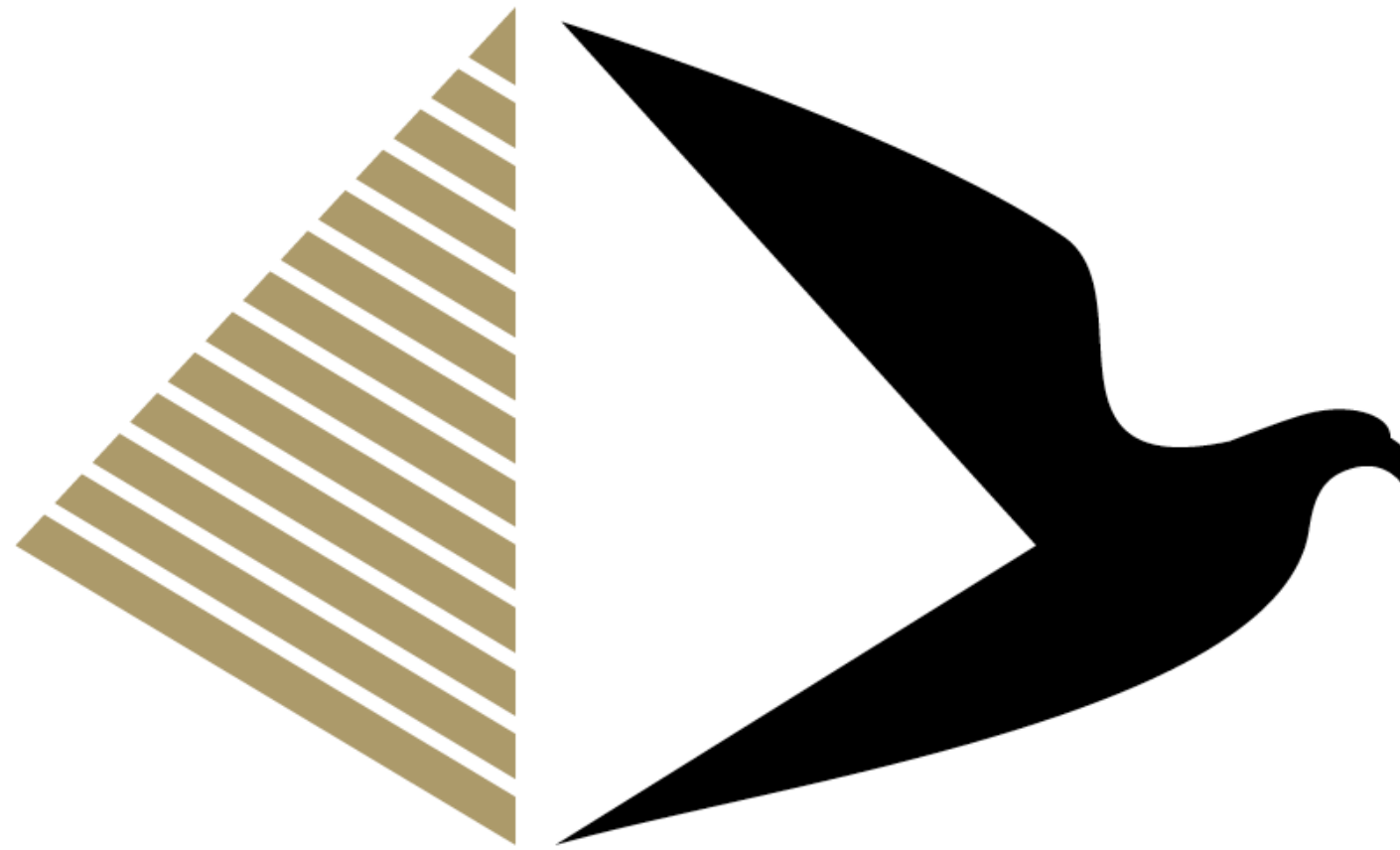
We have been and are partner of leaders in their respective fields of expertise. These include:

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.



Signage and wayfinding design



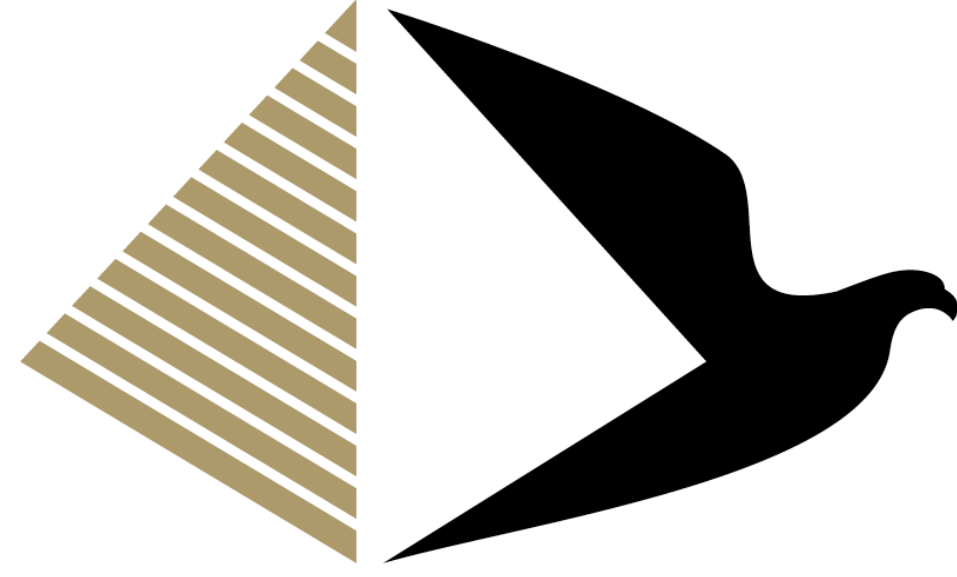


CITY OF ARTS AND CULTURE

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

2020-2021





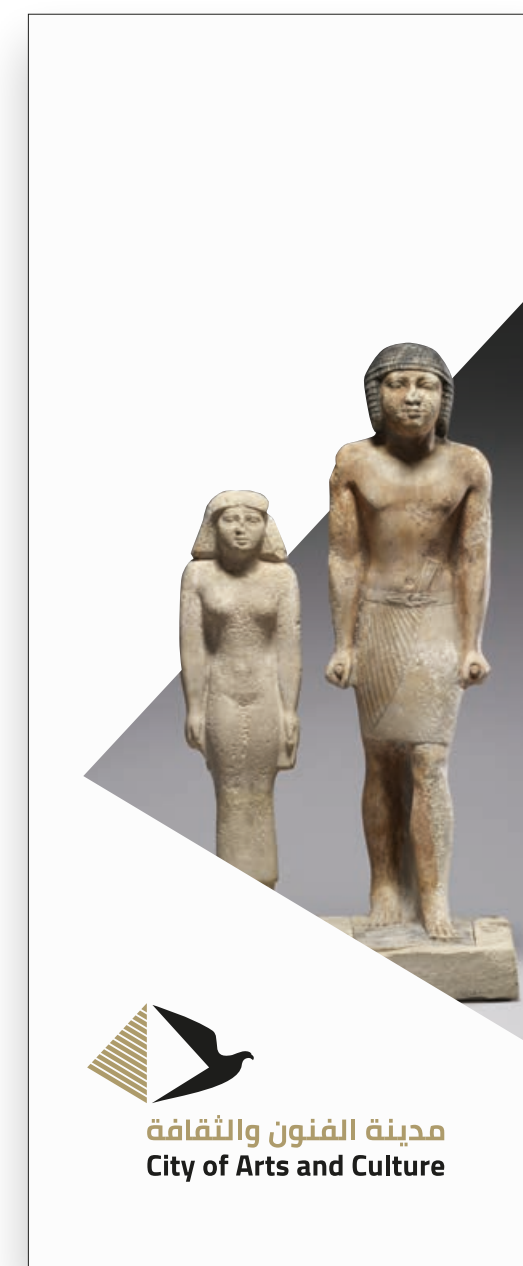
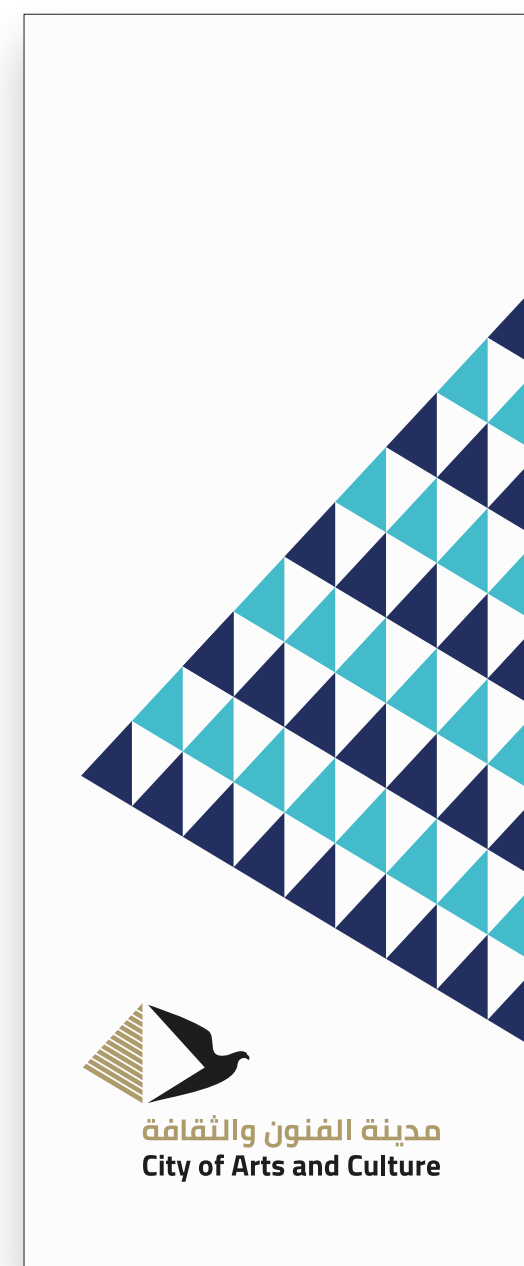
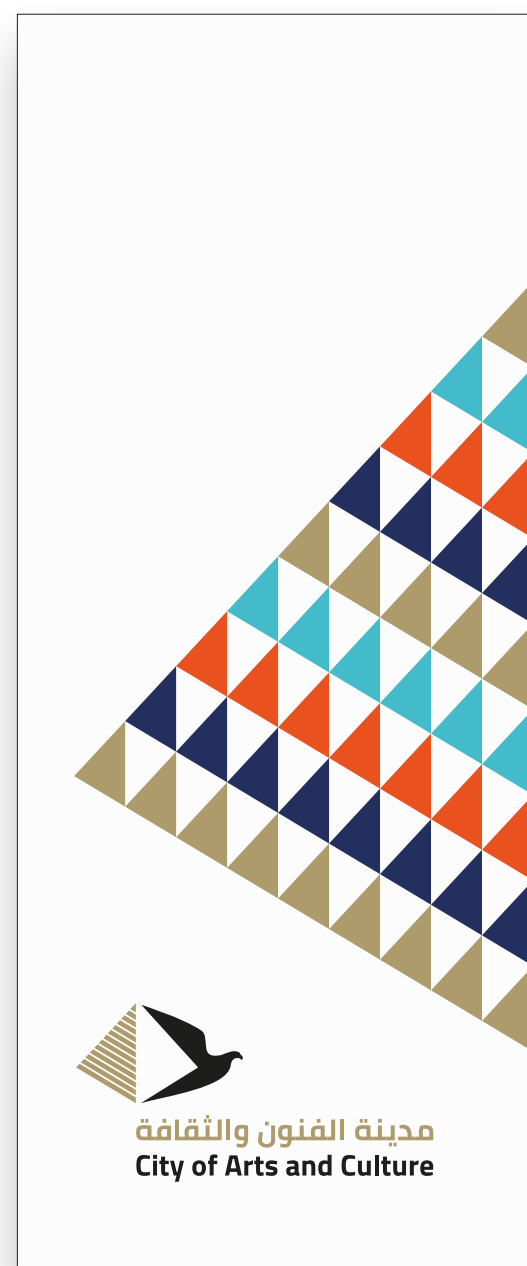
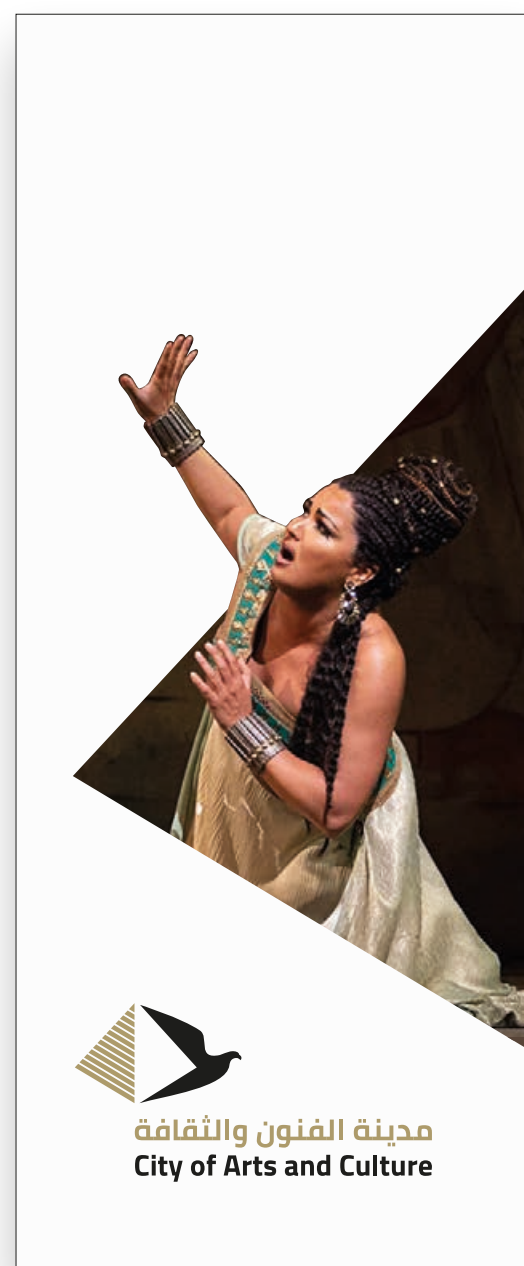
مدينة الفنون والثقافة City of Arts and Culture

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

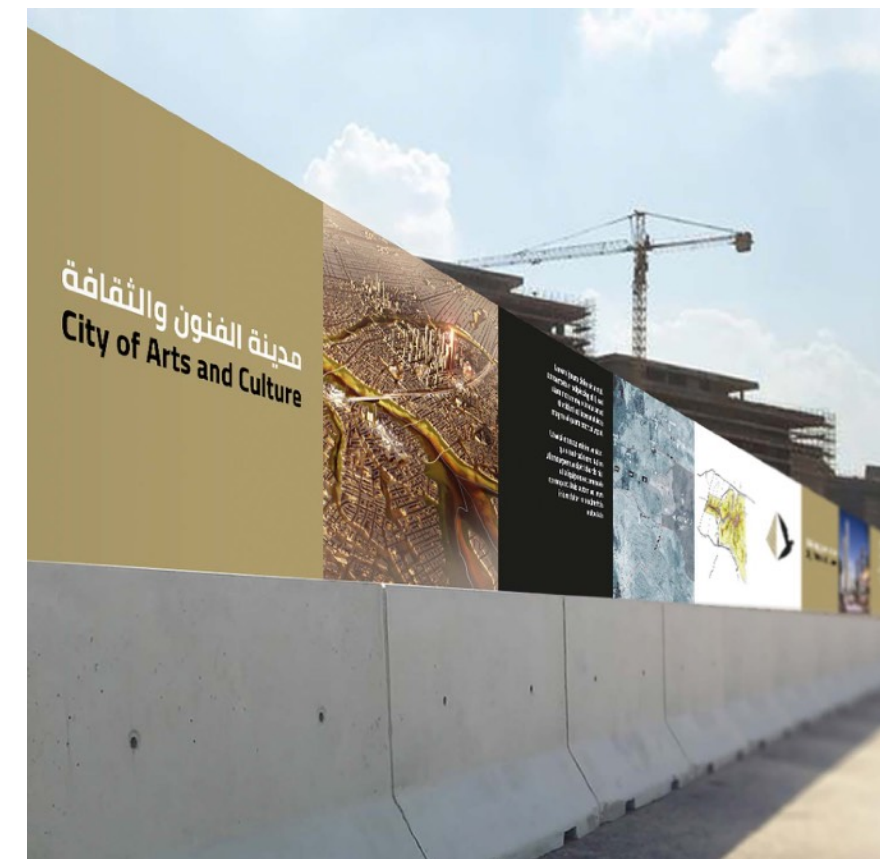




مدينة الفنون والثقافة
City of Arts and Culture



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

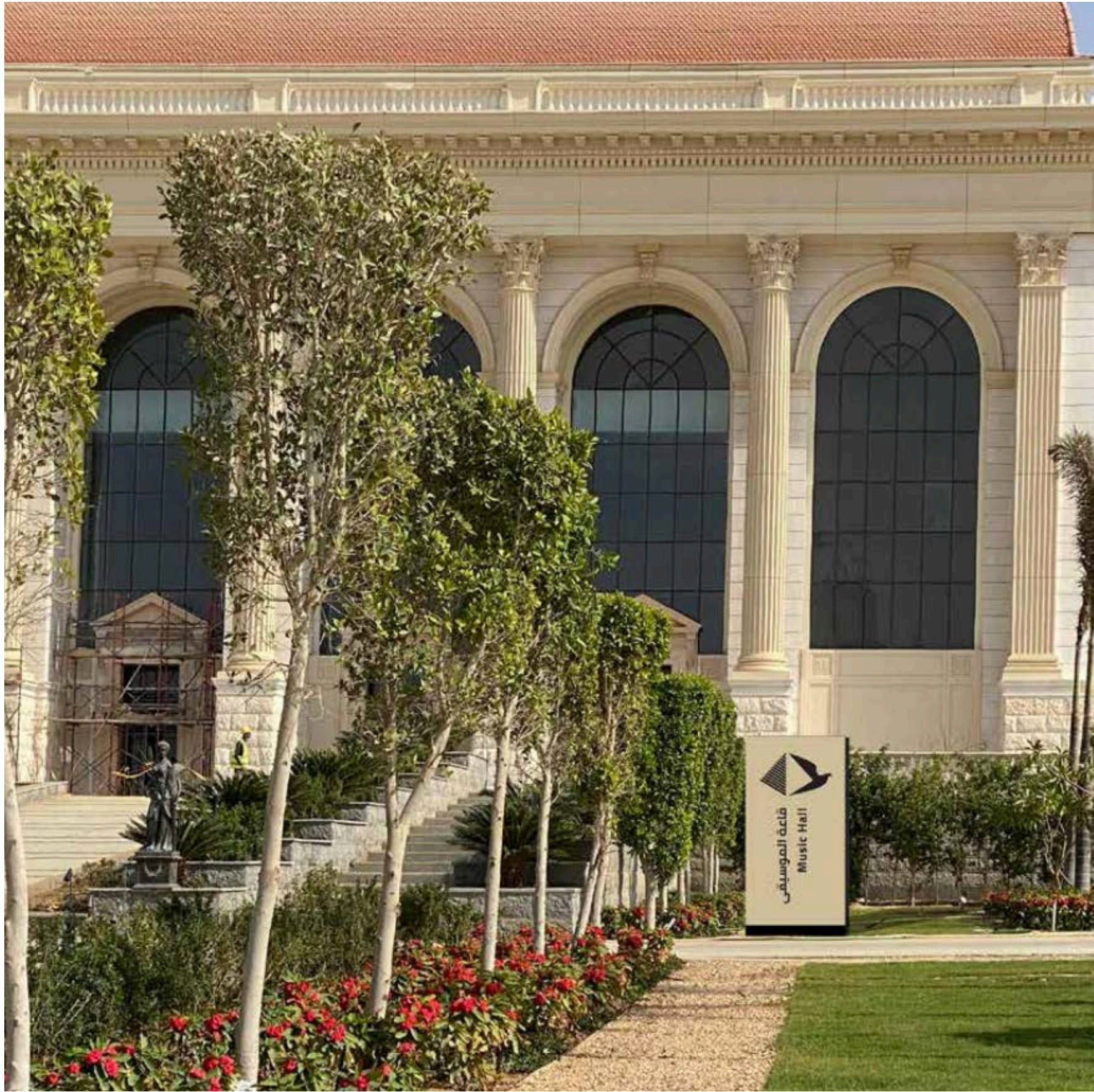
Dreaming
of Sweden
The Future that Disappeared

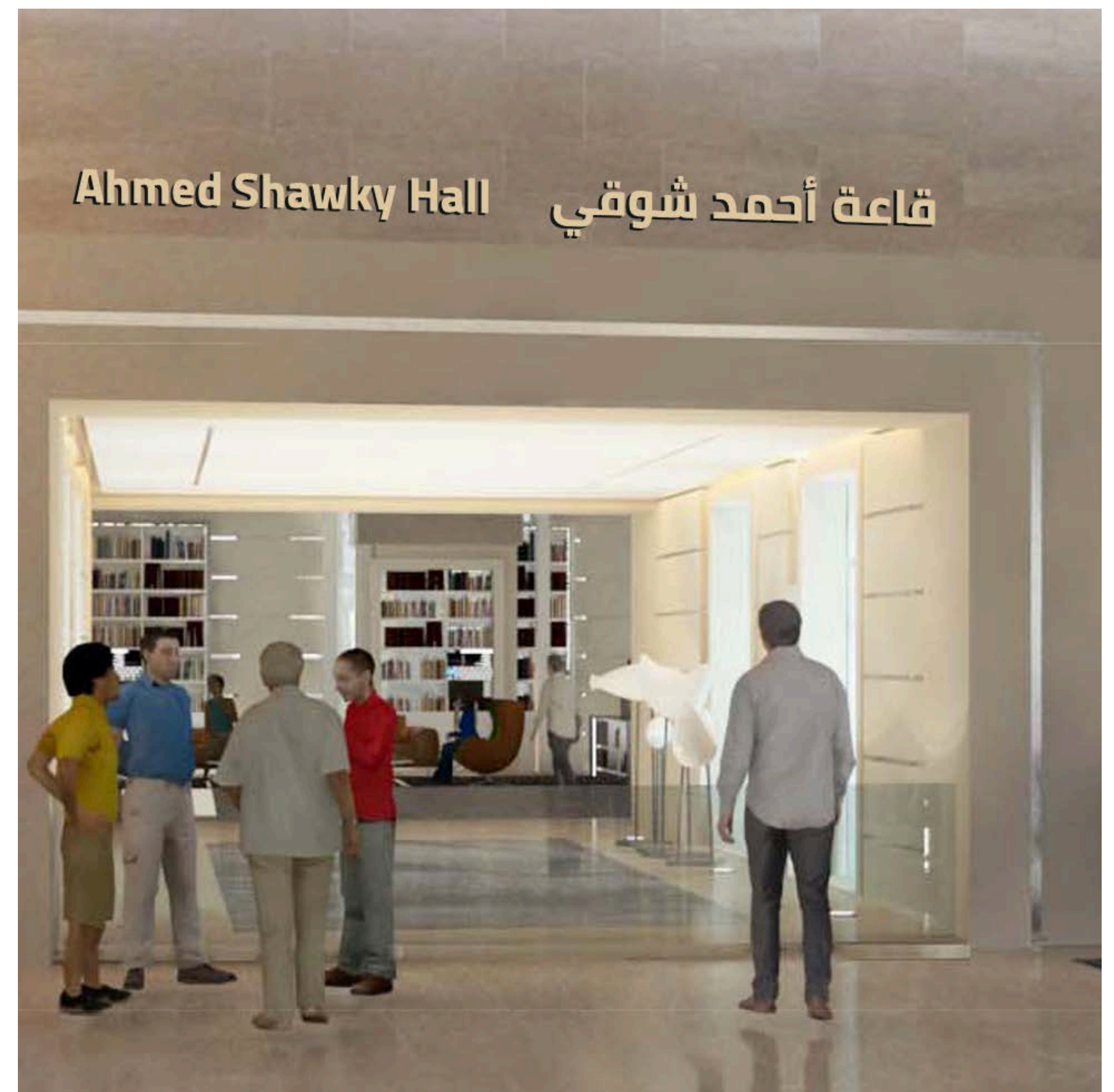
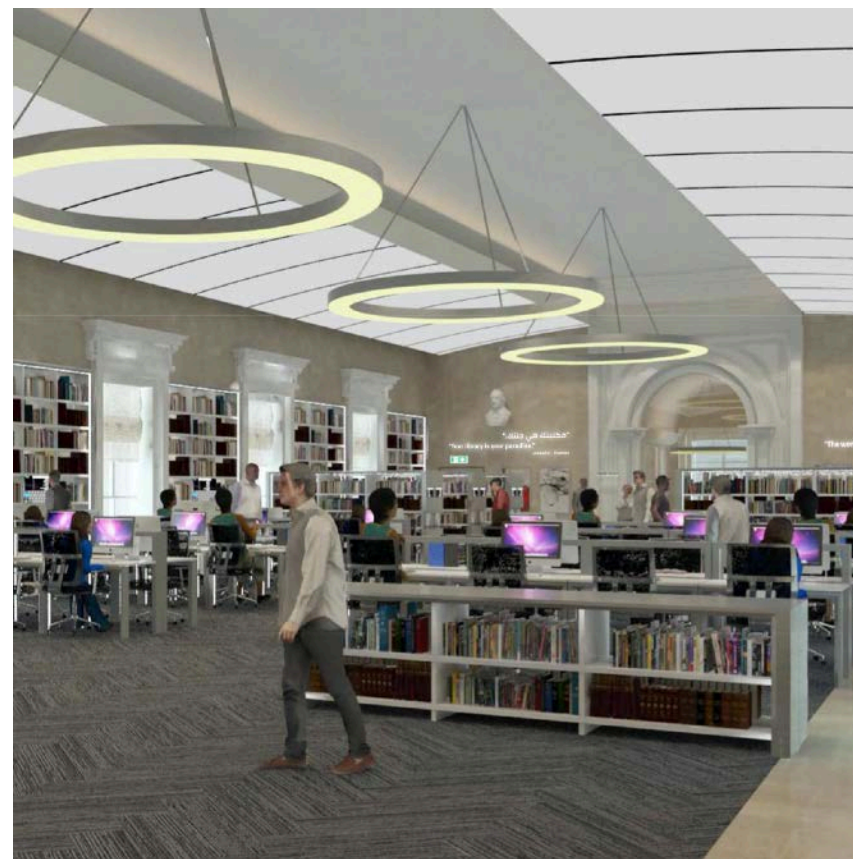
ON THE INTRINSIC VALUE OF
EVERYTHING

Scott A. Davison

رقعة أو أجل من الذي
بيني وينشئ ألف





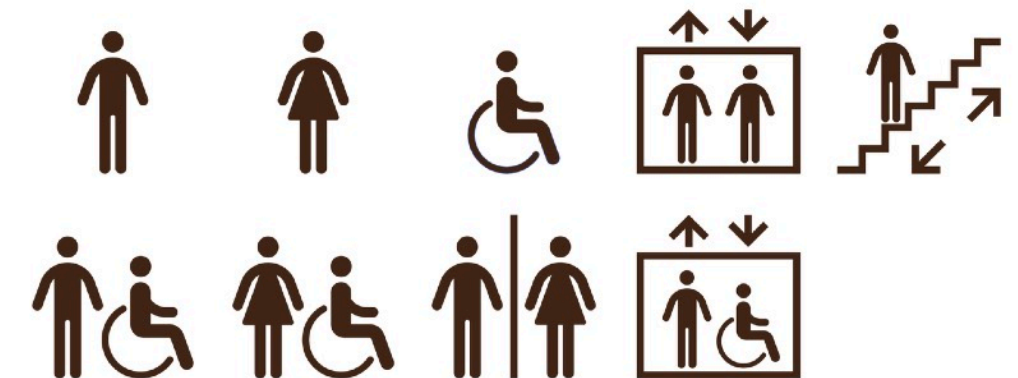
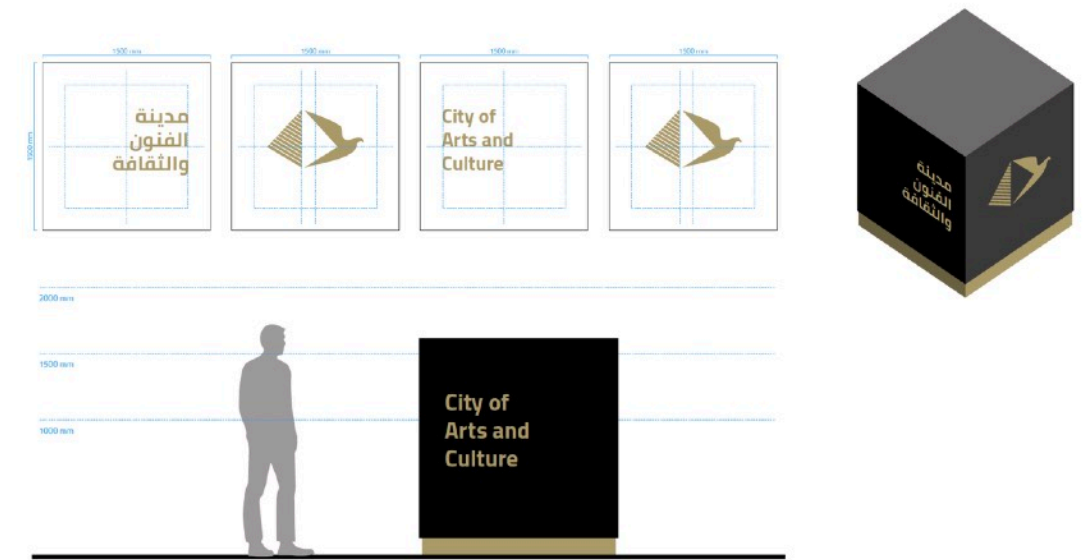
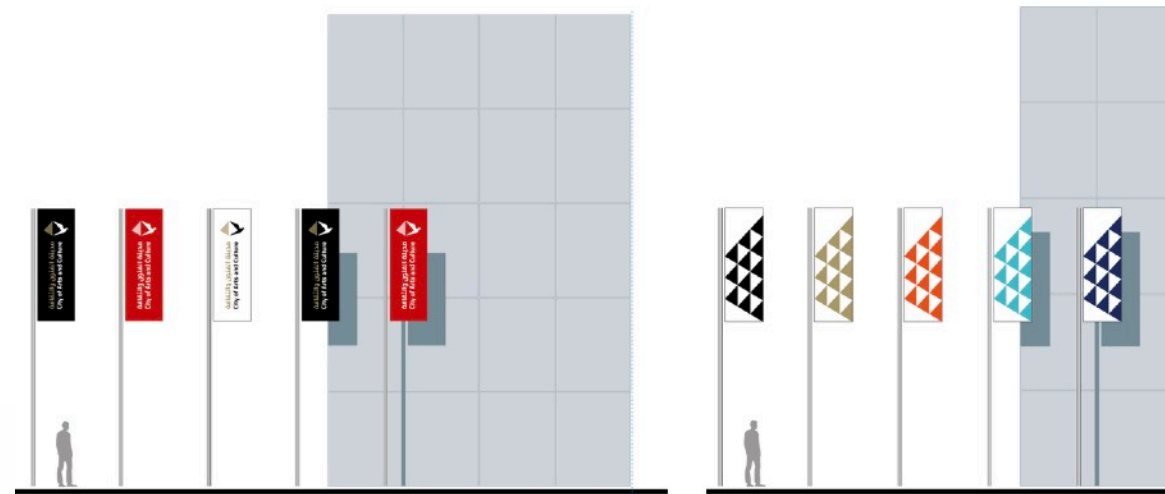
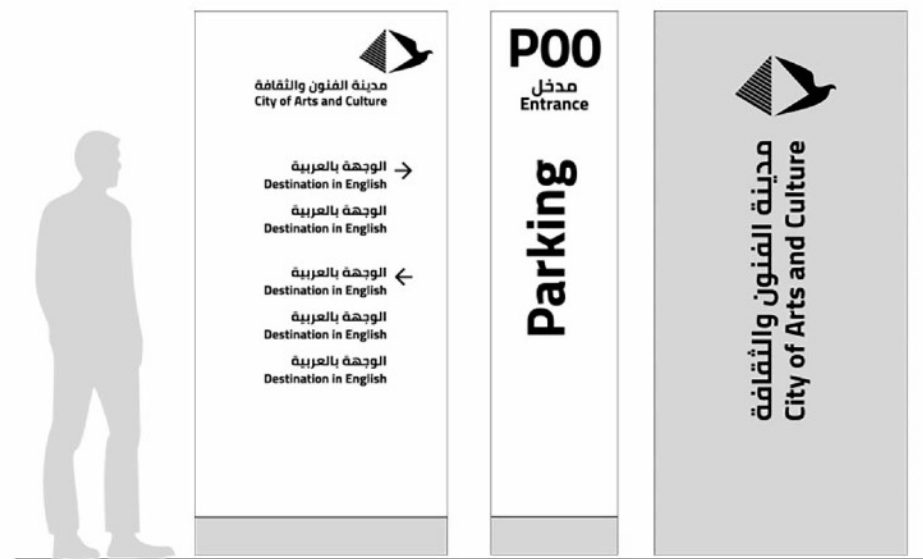


CITY OF ARTS AND CULTURE

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

2020-2021





CITY OF ARTS AND CULTURE

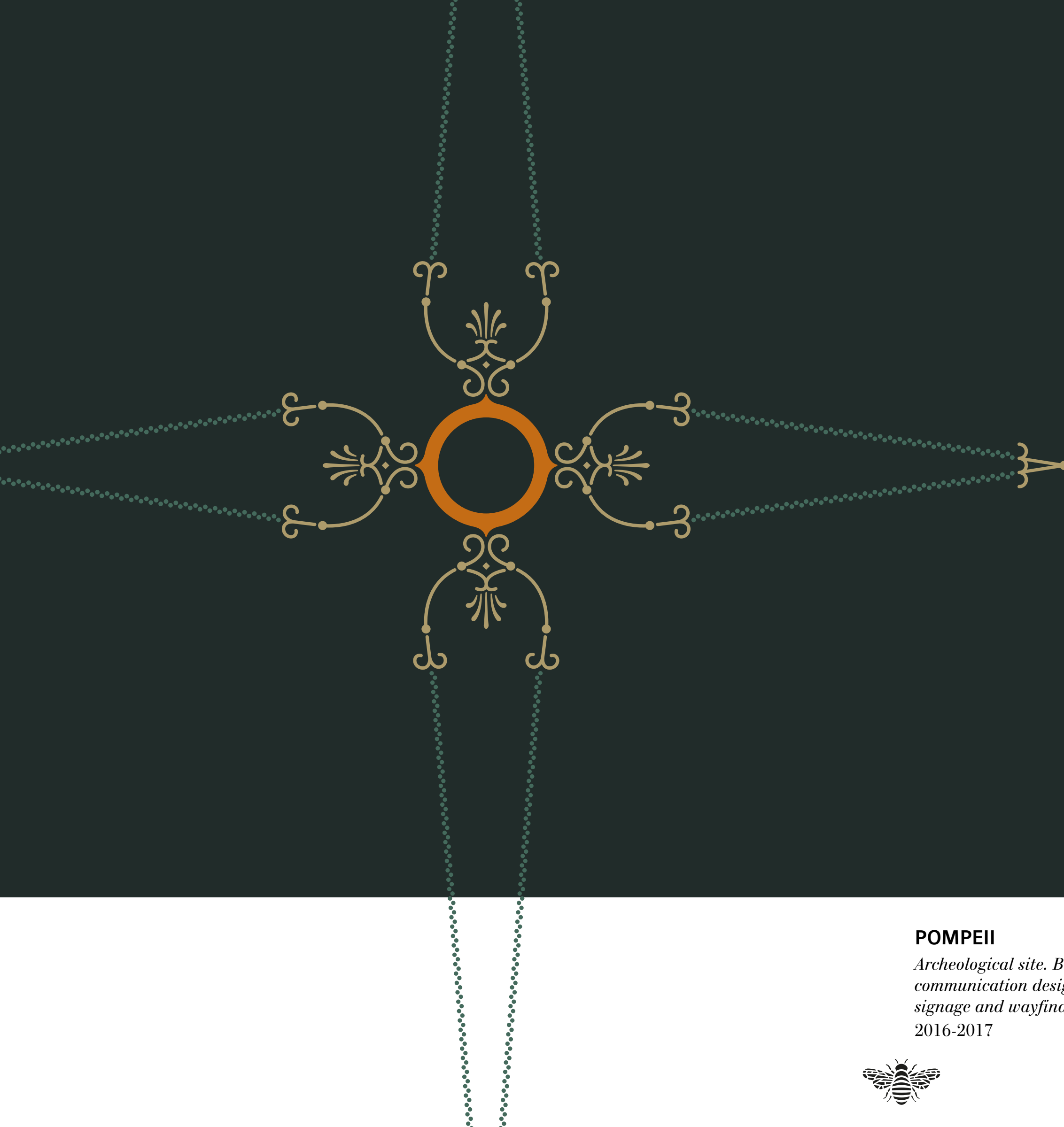
New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.

2020-2021



POMPEII

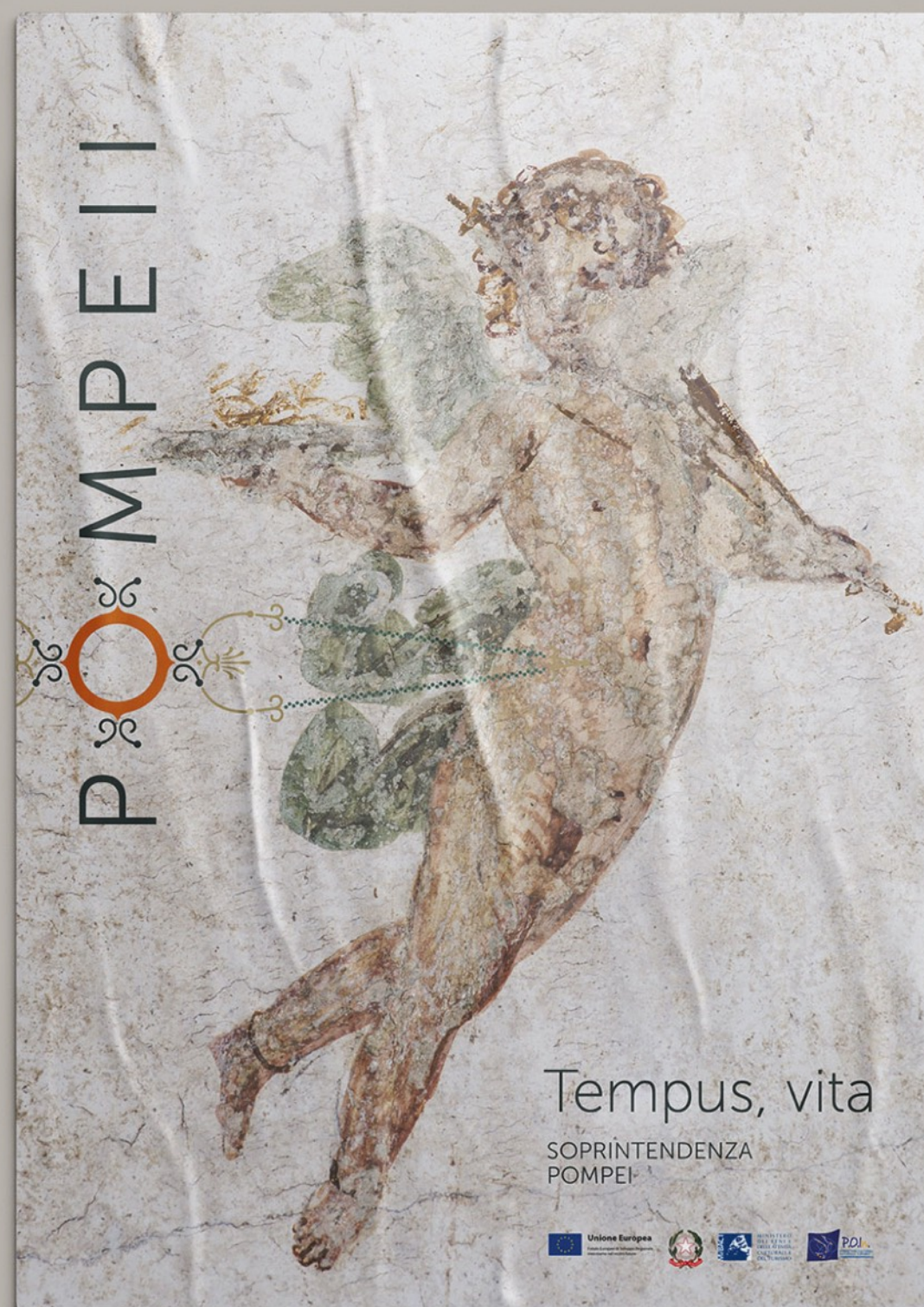
SOPRINTENDENZA
POMPEI



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

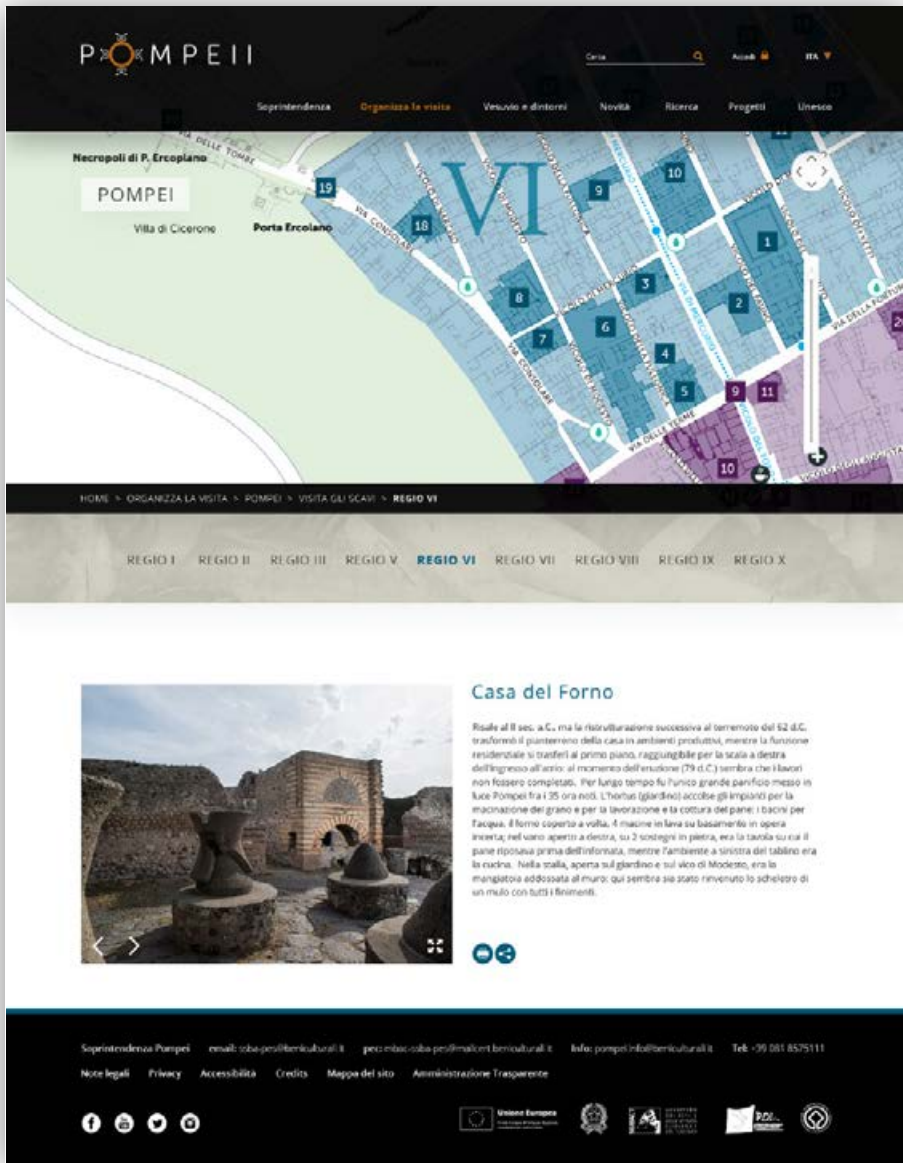
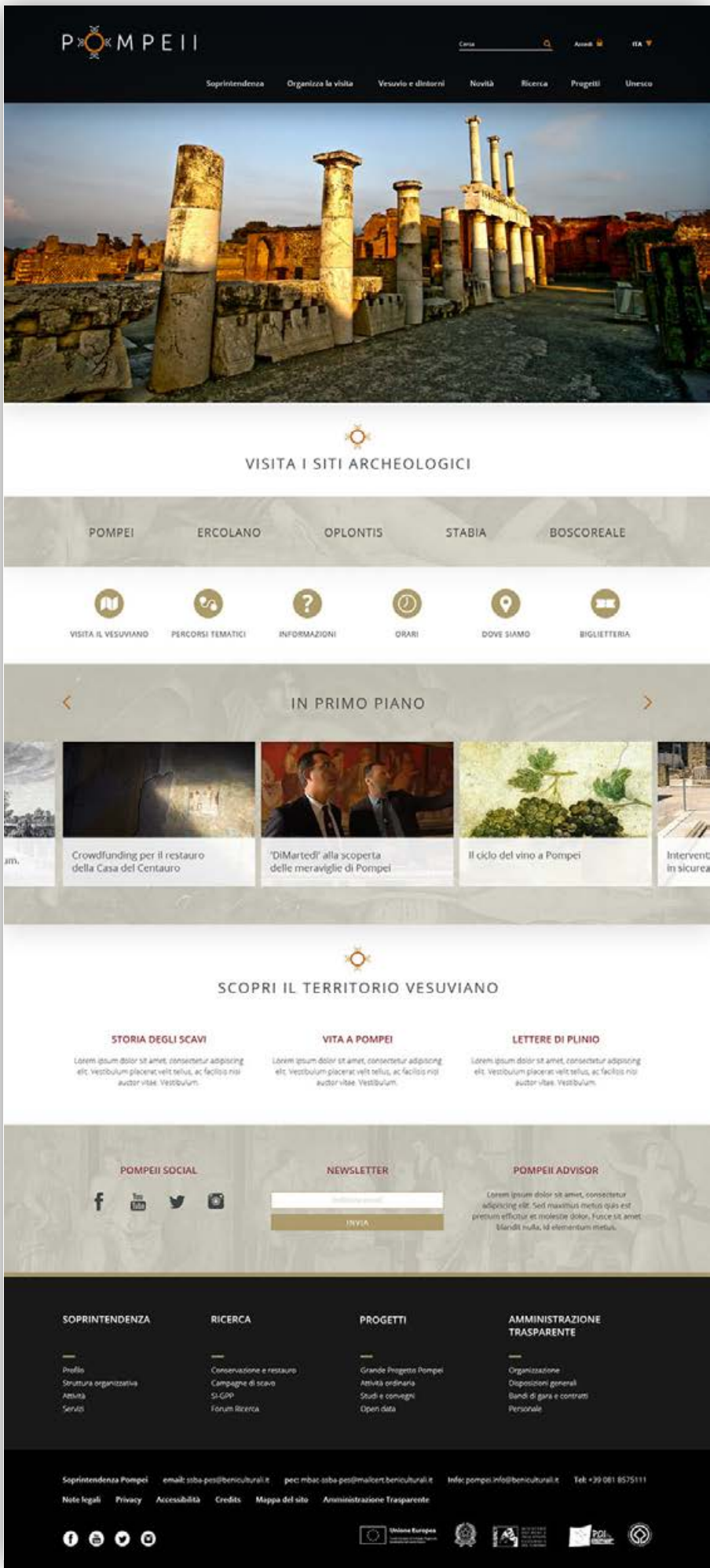


POMPEII

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









eni



ENI

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

2006-2010





eniline logo

e

w

m

abcdefghijklm
nopqrstuvwxyz
1234567890

3

n

ENI

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

2006-2010



Eniline Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Bold

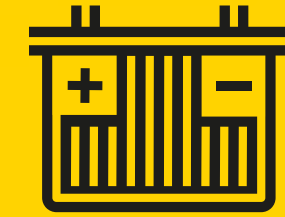
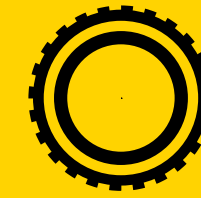
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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Qm

aaa
eee



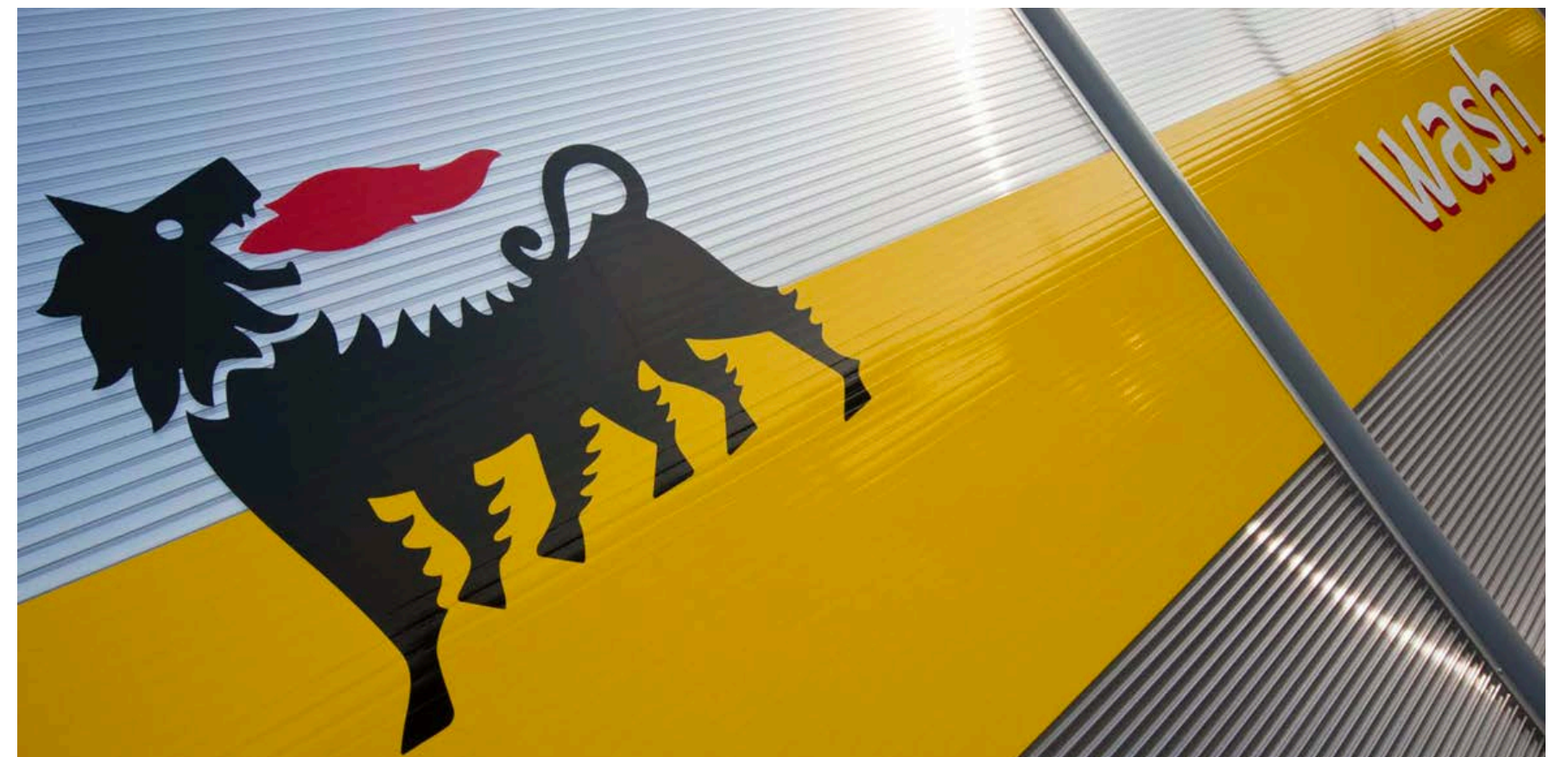
ENI

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

2006-2010







ENI

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

2006-2010



Milano



Comune
di Milano



COMUNE DI MILANO

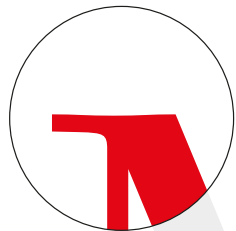
*City of Milan. Brand design, brand architecture,
typeface design, signage and way finding design,
communication design.*

2000-2002

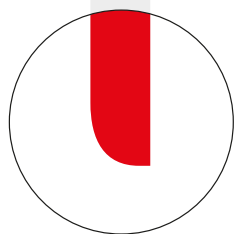


b m n r h s

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M m



B b M m

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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





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

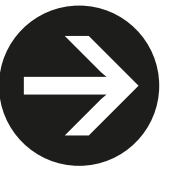
Metro Milano Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Metro Milano Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890





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



ROMA



Comune di Roma

atac

ROMA



mobilità

ROMA



ama

ROMA



mobilità

ROMA

carsharing

mobilità

ROMA

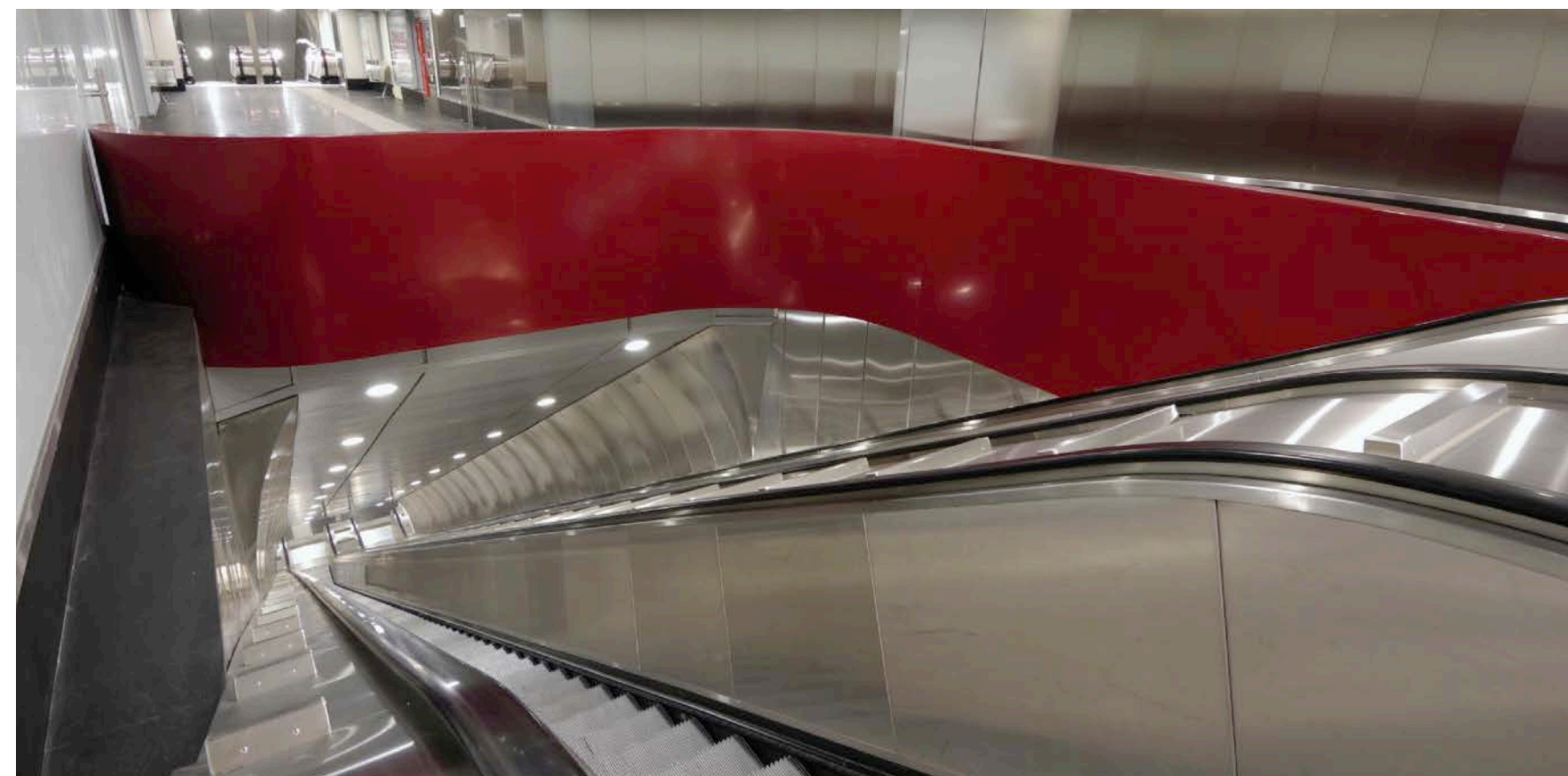
bikesharing

COMUNE DI ROMA

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

2004-2009





COMUNE DI ROMA

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

2004-2009



Urbs uno

ROMA

Urbs due

+SPQR

Urbs tre

ABCDESPROMG
1234abcd

Urbs quattro

ABCDESPROMG
123abcd



abcdefghijklmnopqrstuvwxyz

Urbs Display

Urbs Display Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Urbs Display Bold

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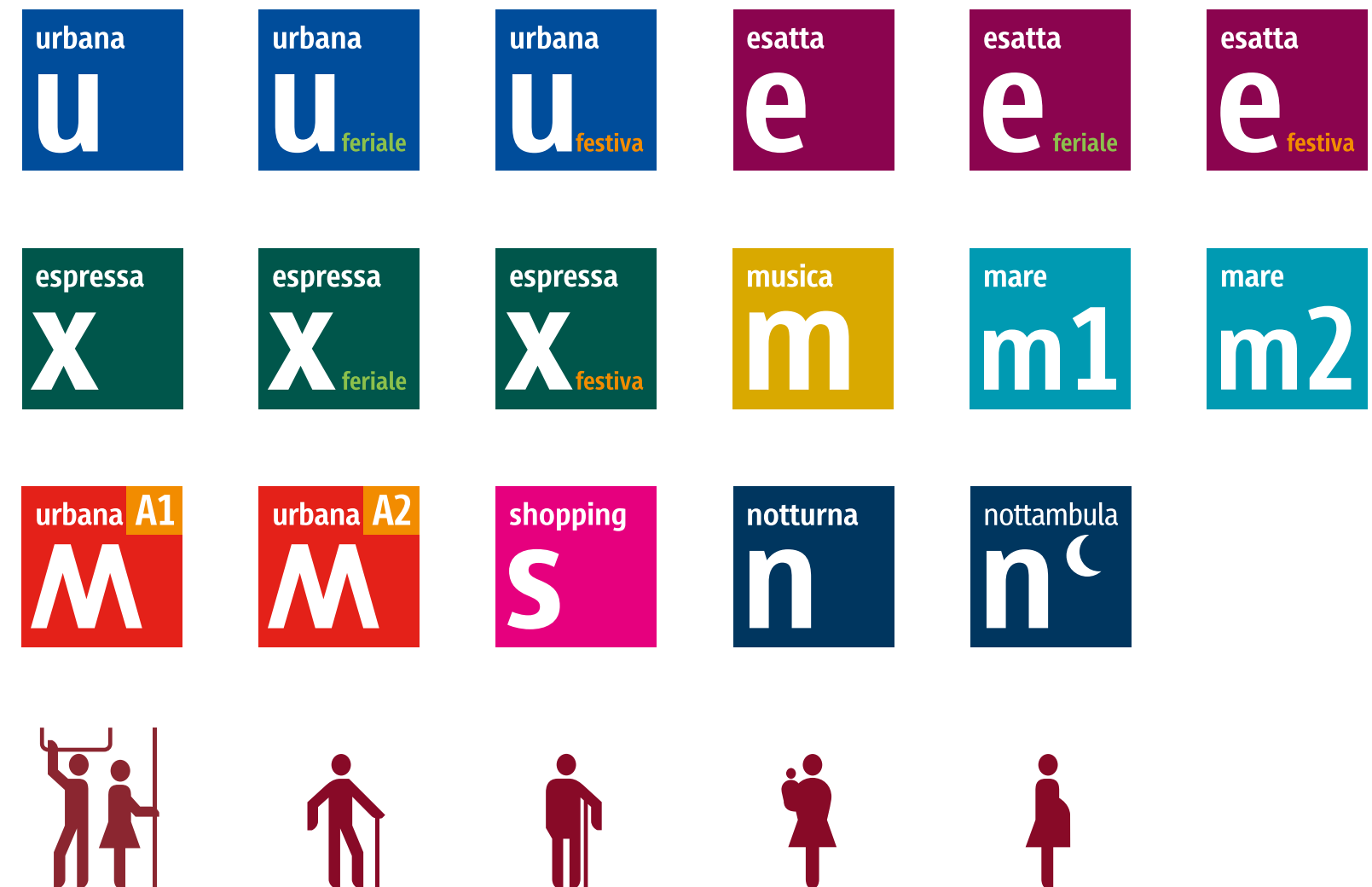




COMUNE DI ROMA

*City of Rome. Brand design, brand architecture, typeface design,
environmental design, signage and wayfinding design, communication design.
2004-2009*





COMUNE DI ROMA

*City of Rome. Brand design, brand architecture, typeface design,
environmental design, signage and wayfinding design, communication design.
2004-2009*



LUCIA MAGNANI
HEALTH CLINIC

LOGLIFE
—FORMULA—

LOGLIFE FORMULA

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

2019-2020



LONG LIFE
—FORMULA—

LUCIA MAGNANI
SKIN CARE

LUCIA MAGNANI
HEALTH CLINIC

LONG LIFE
—FORMULA—

LONG LIFE
—FORMULA—

GRAND HOTEL
CASTROCARO

CAFFÈ CHINI
LOUNGE BAR

VIA ROMA 2
RESTAURANT

LONG LIFE
—FORMULA—

LONG LIFE
—FORMULA—

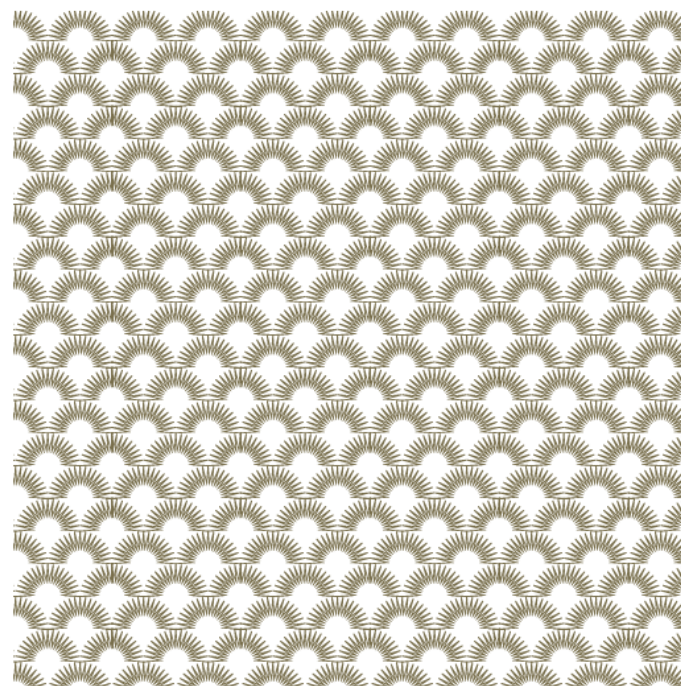
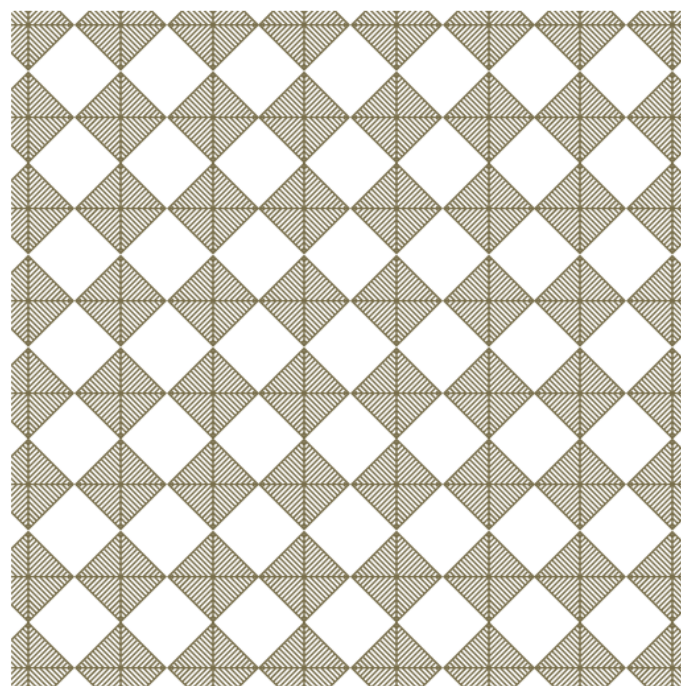
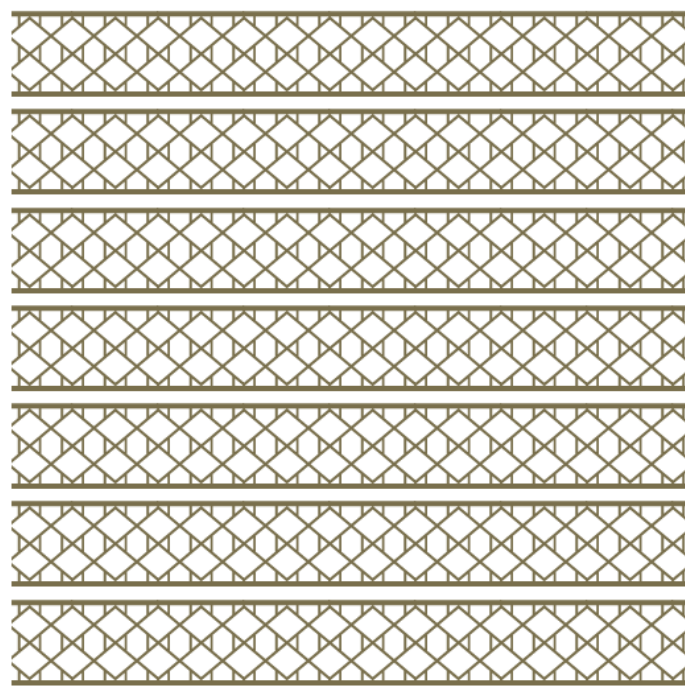
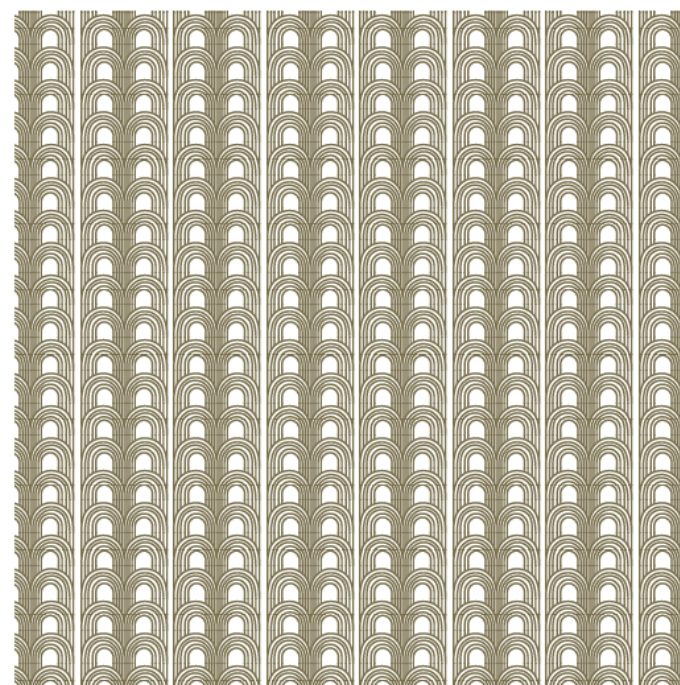
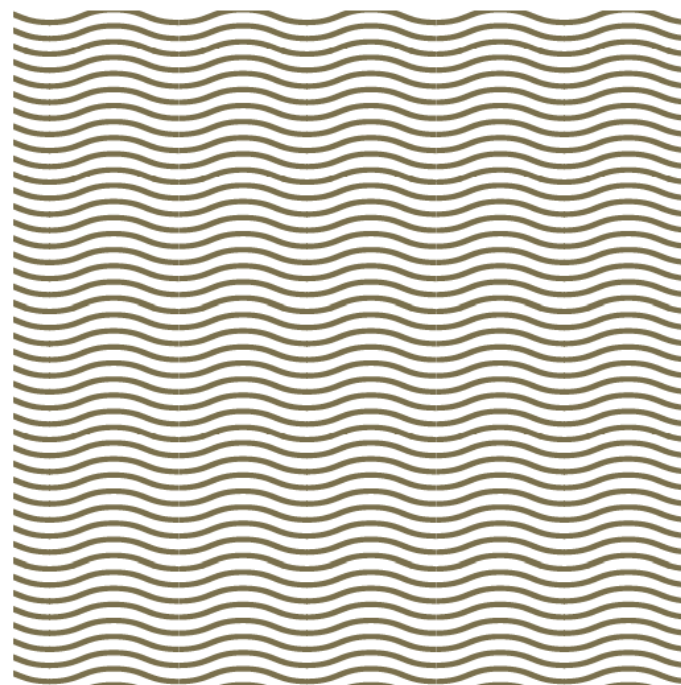
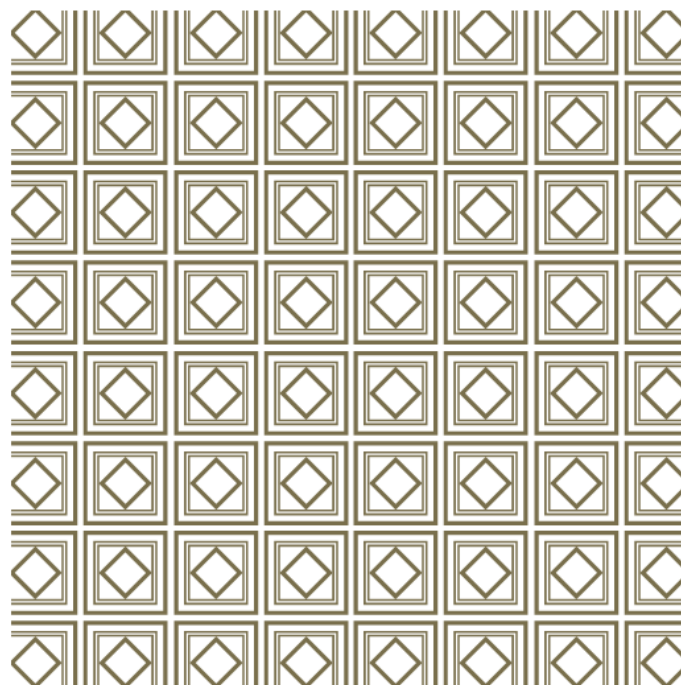
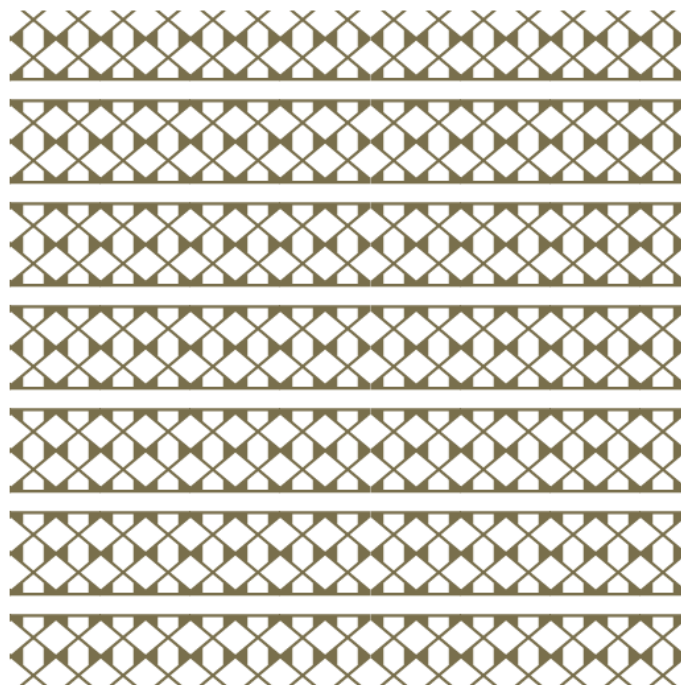
LONG LIFE
—FORMULA—

LONGLIFE FORMULA

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

2019-2020



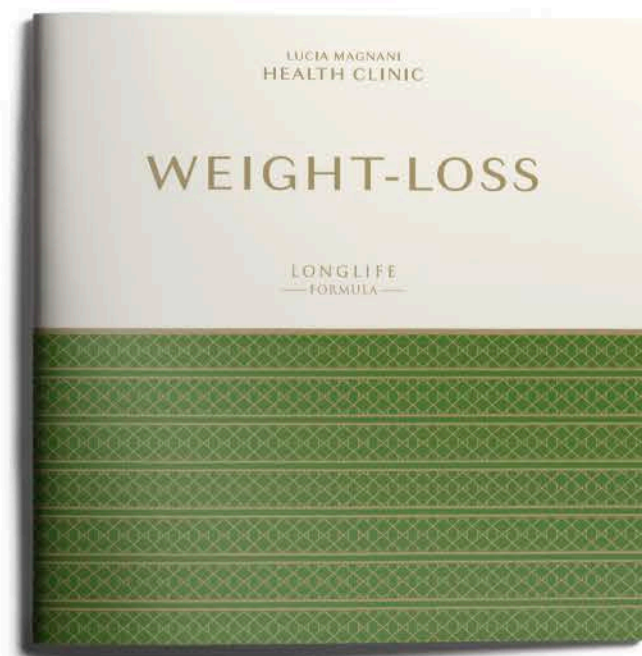
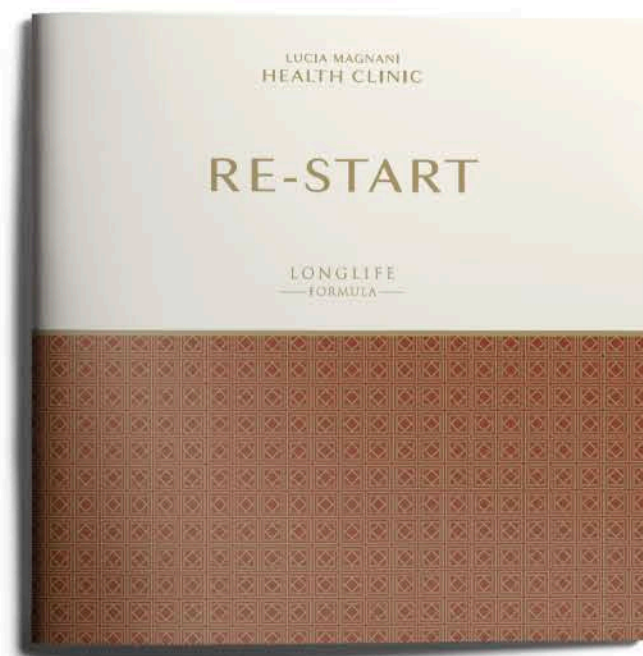
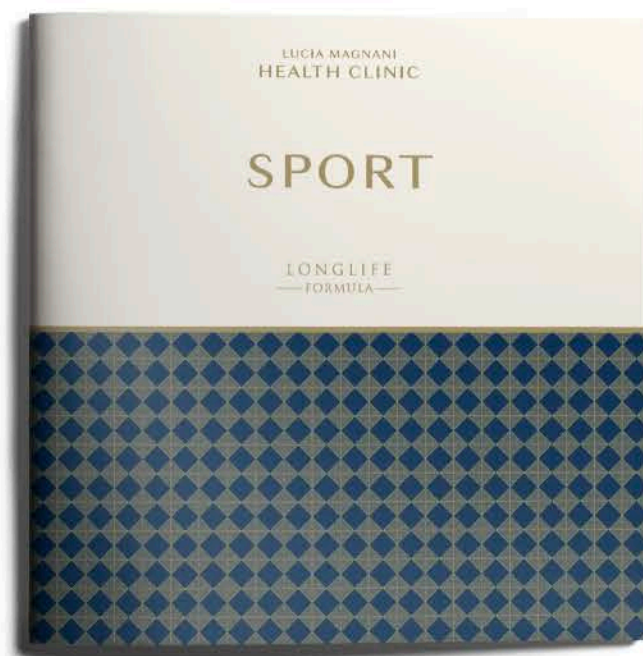
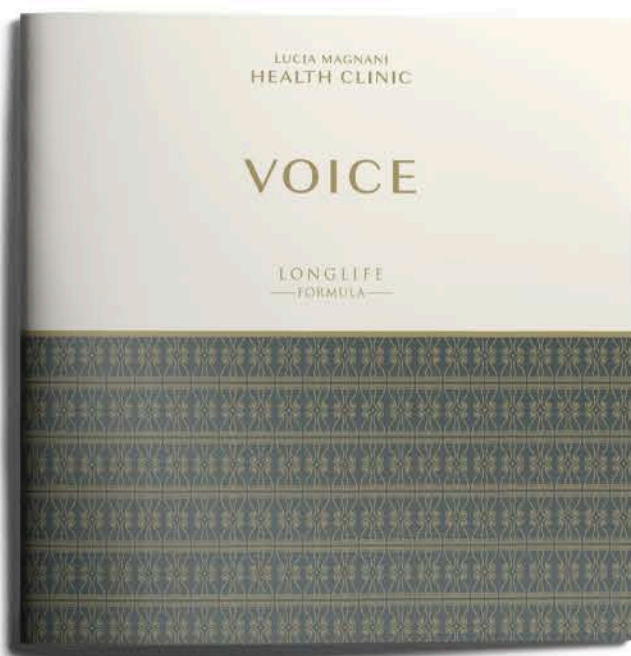
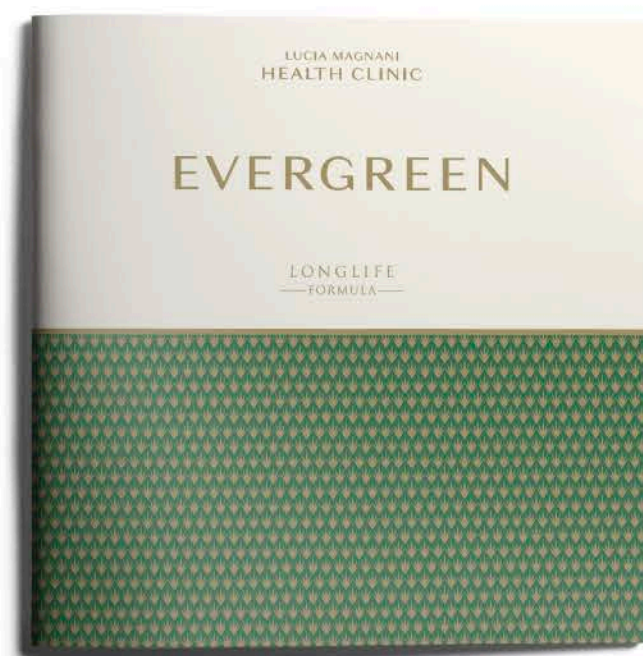
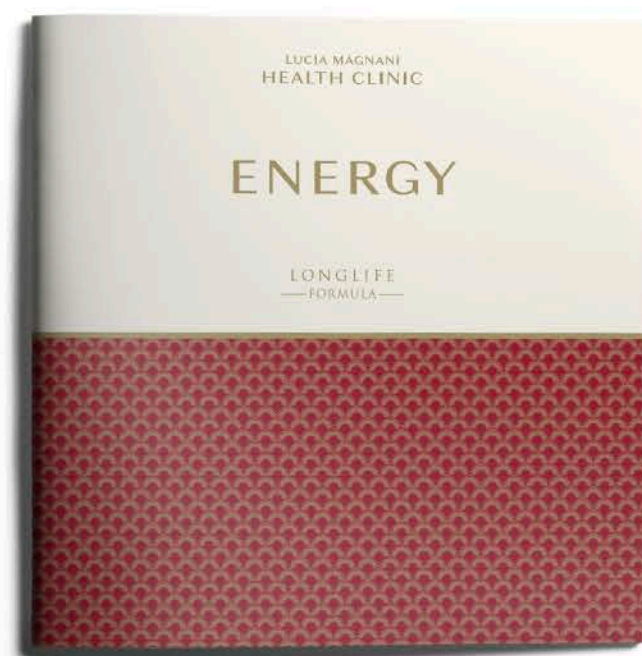
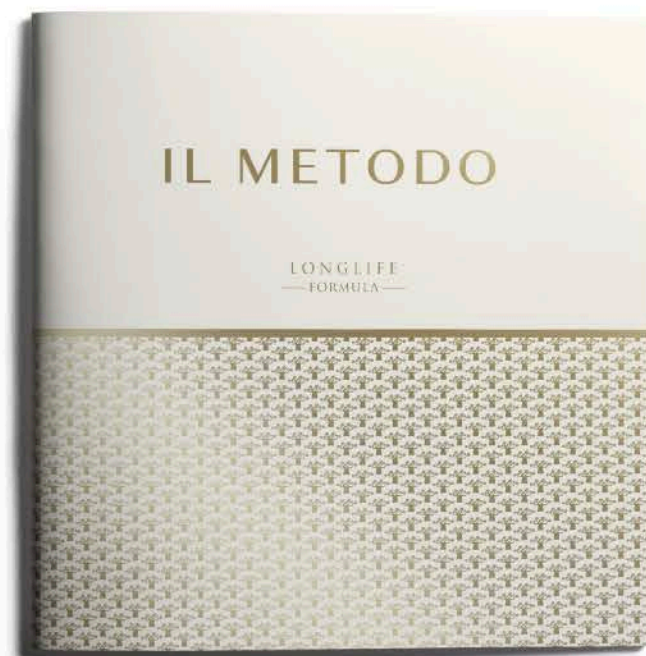


LOGLIFE FORMULA

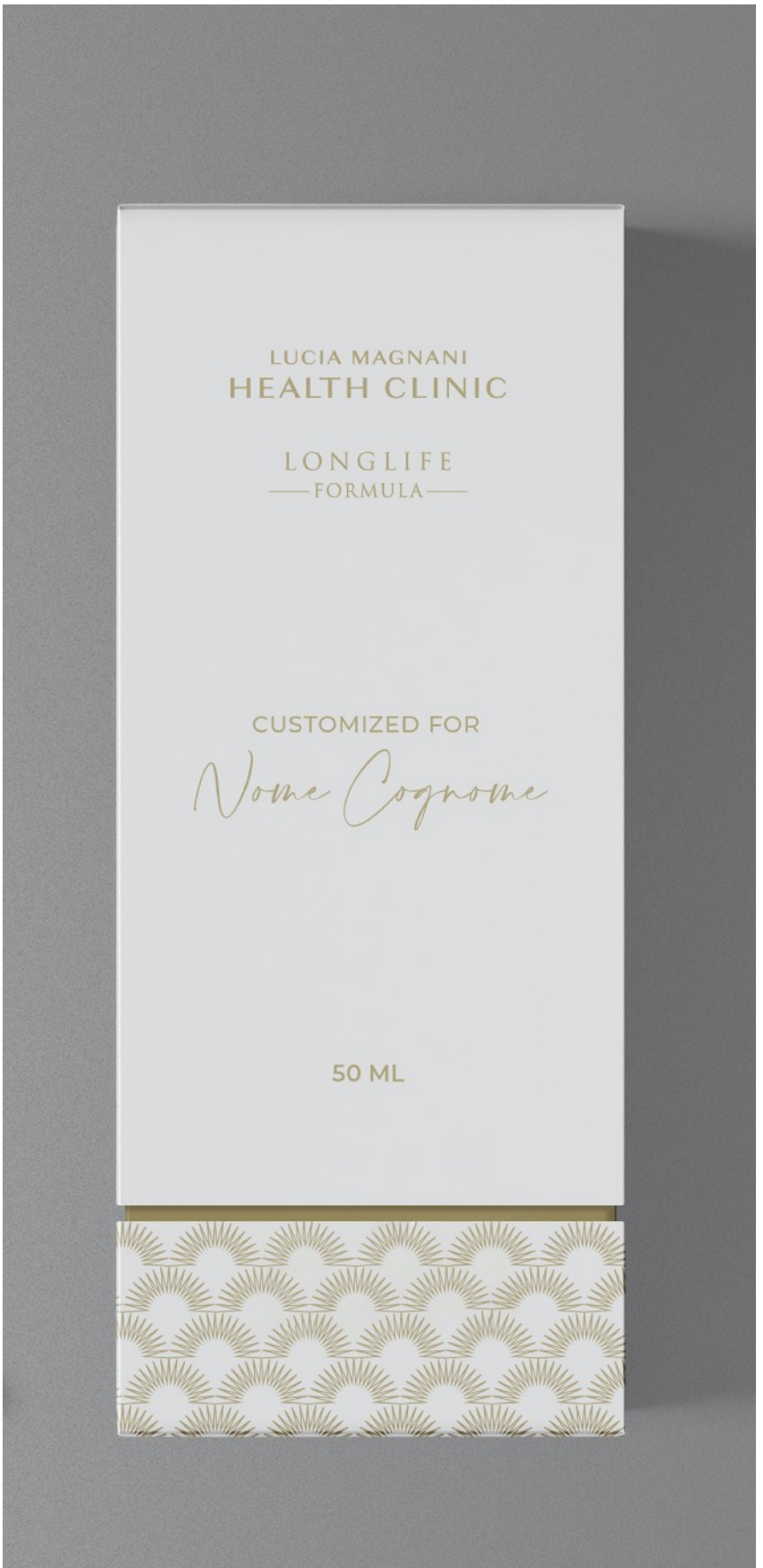
Health clinic, Hotel, Spa and product line. Brand design, brand architecture, communication design, packaging design, signage & wayfinding design.

2019-2020











LONGLIFE FORMULA

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

2019-2020





TANKA VILLAGE

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

2009-2010



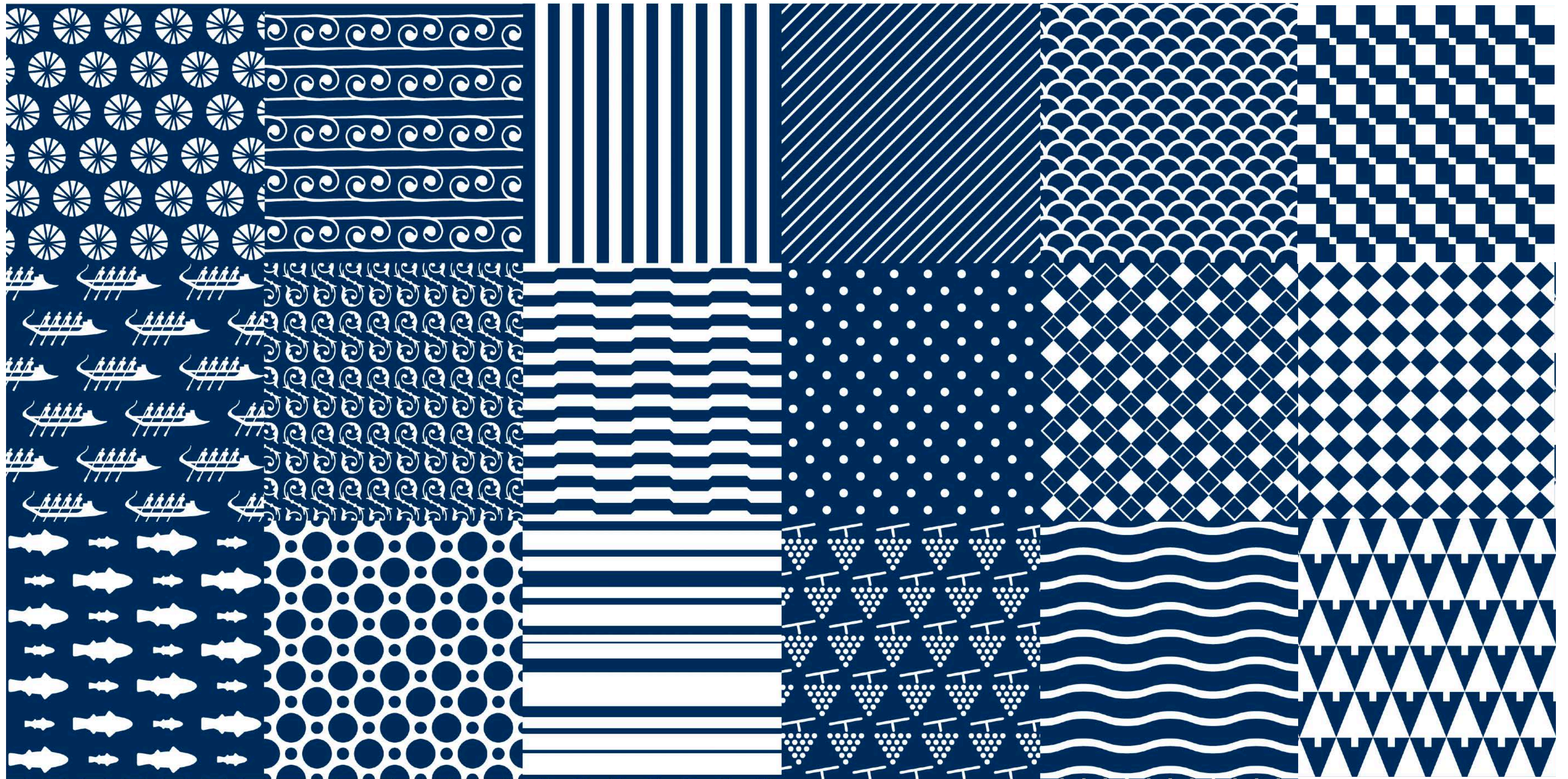


TANKA VILLAGE

*Brand Design, Communication Design,
Signage and Wayfinding Design.*

2009-2010

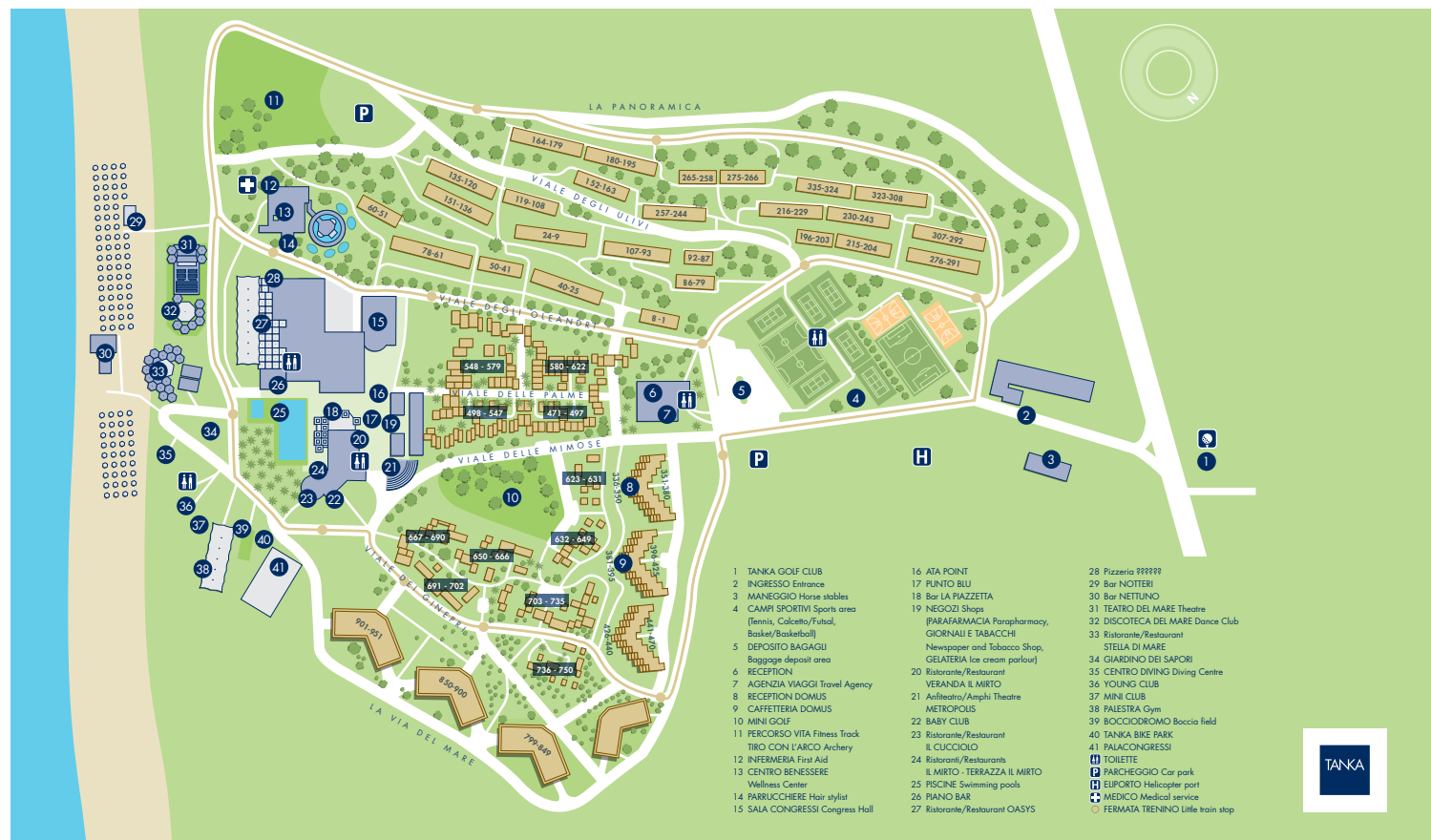
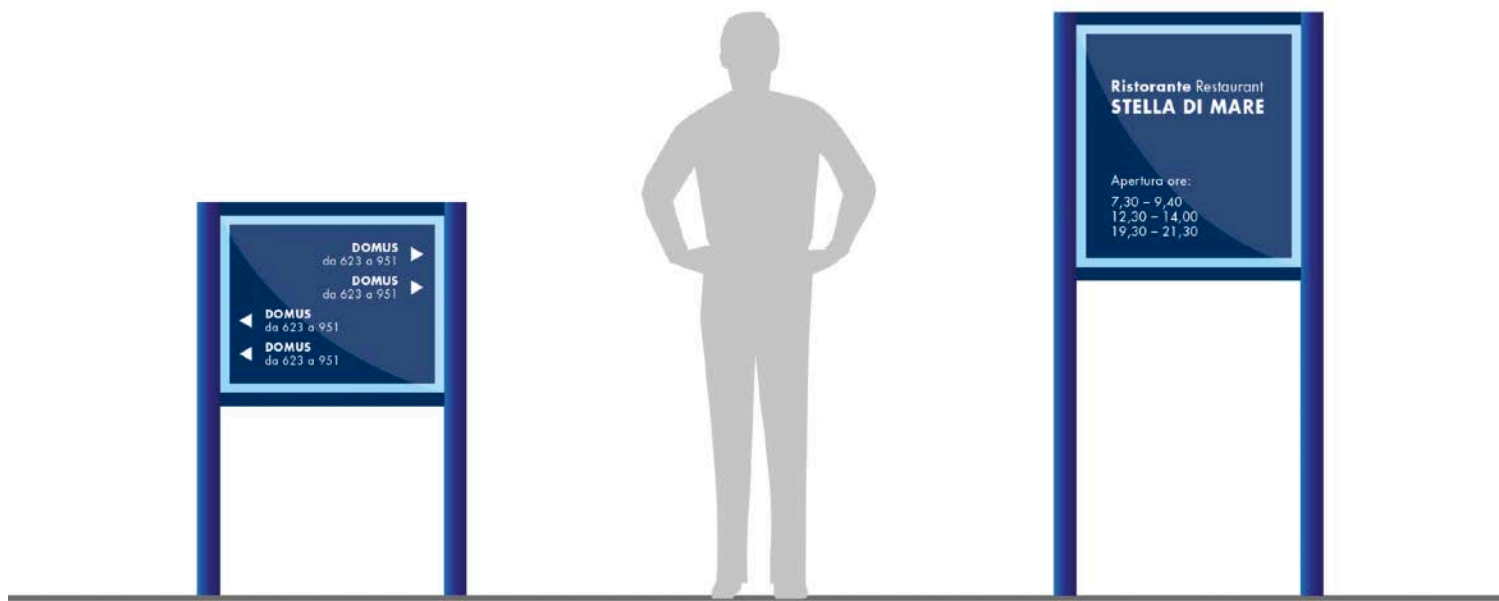




TANKA VILLAGE

*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



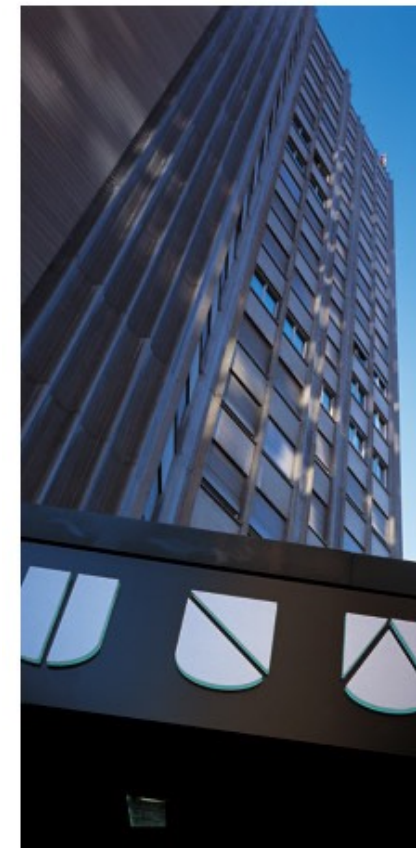


UNA HOTELS & RESORTS

Naming, brand design, brand architecture, signage and wayfinding design.

2000-2003





UNA HOTELS & RESORT

Naming, brand design, brand architecture, signage and wayfinding design.

2000-2003



NOVAPOLIS

NOVAPOLIS

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

2006-2008





NOVAPOLIS

*Commercial district. Naming, brand design
signage and wayfinding design, communication design.
2006-2008*



Other works





TIM

*Mobile communication.
Naming and identity system.*

1995





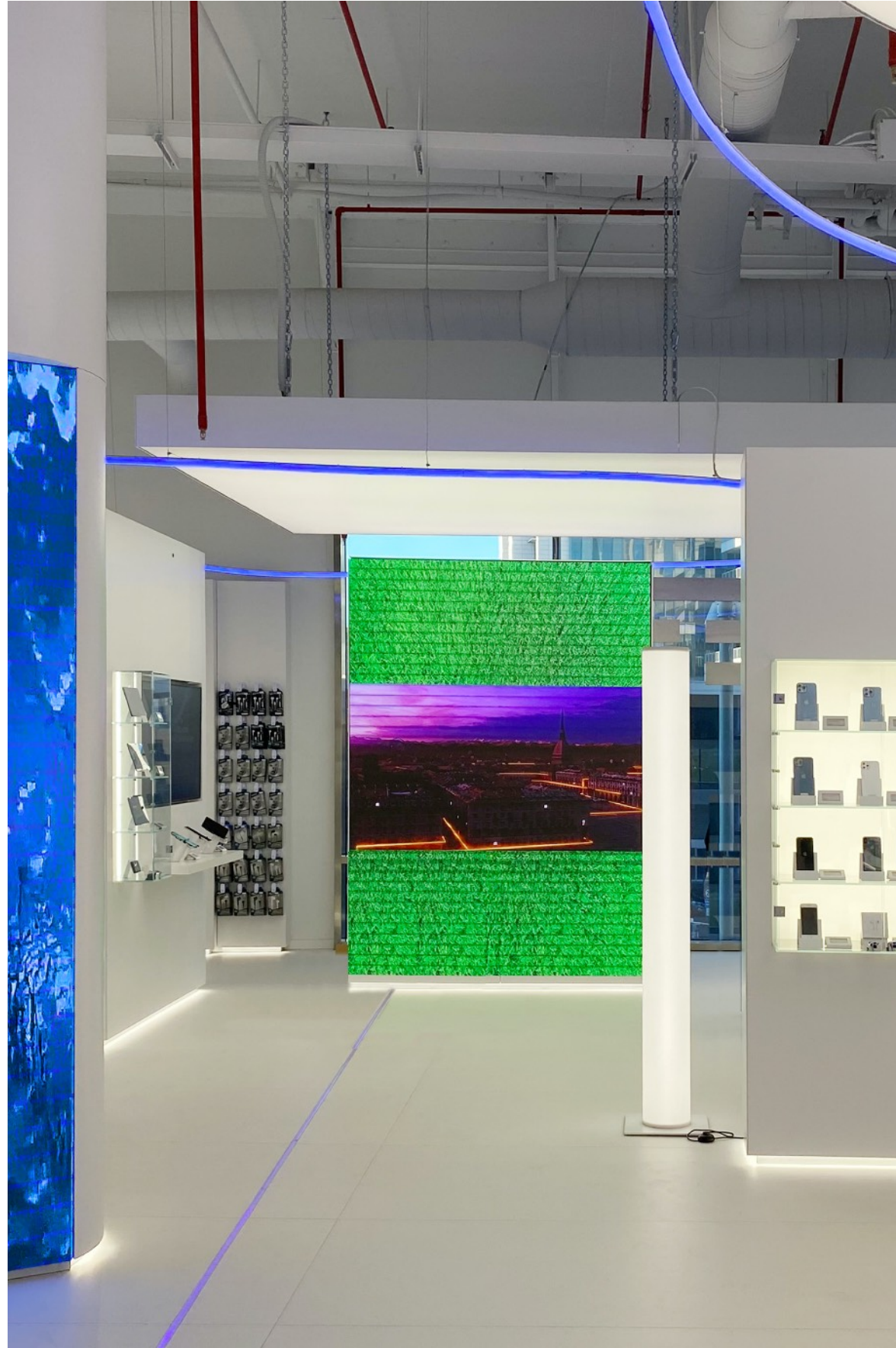
TIM

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





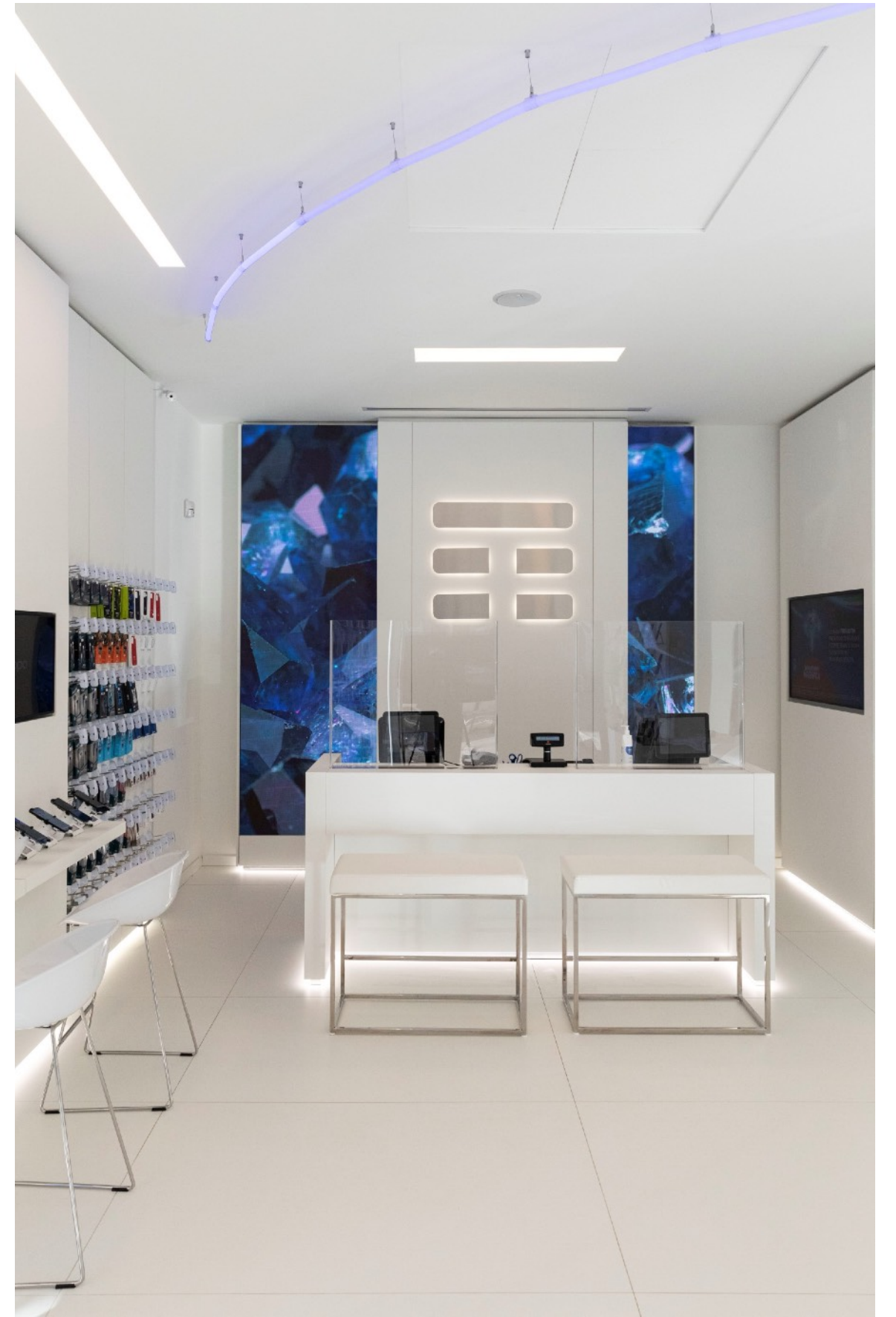
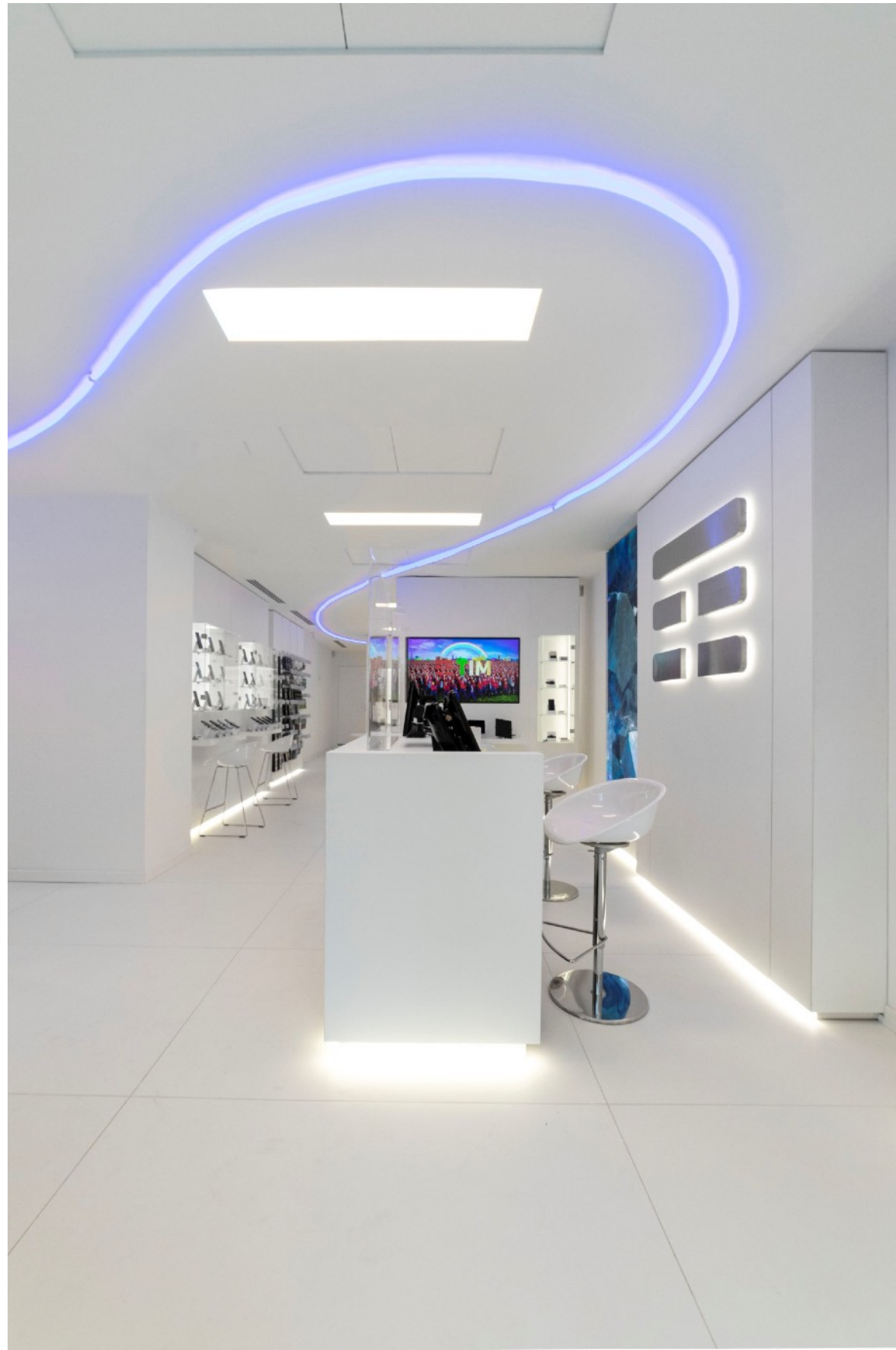
TIM

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
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abcdefghijklmnopqrstuvwxyz

Italic

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Bold Italic

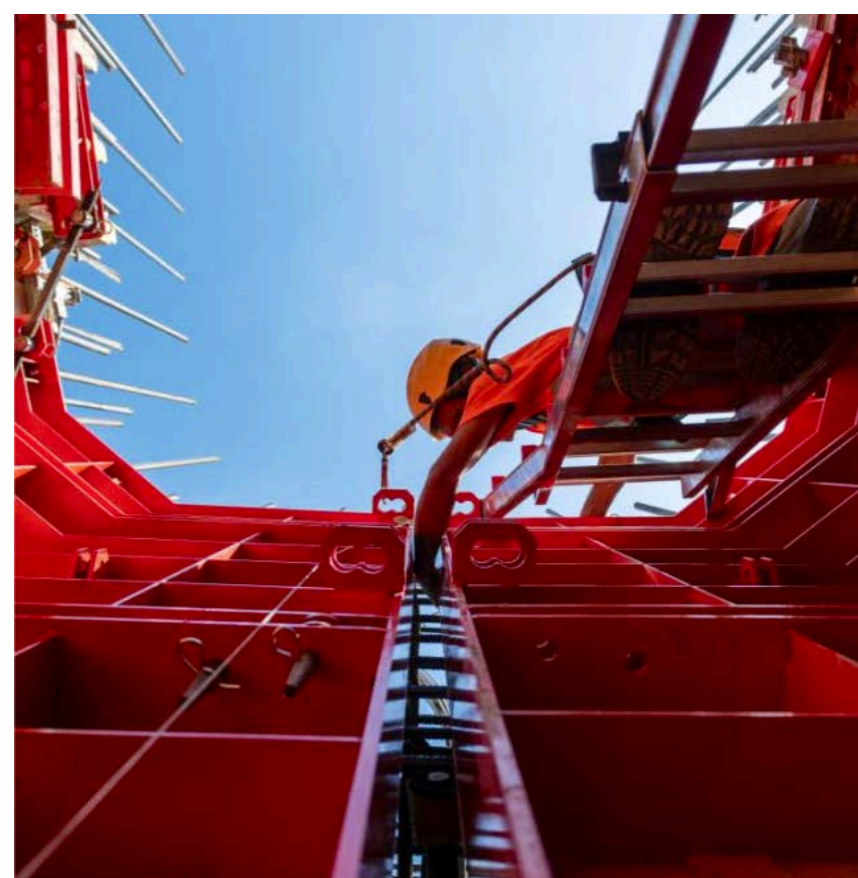
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WEBUILD

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

2020



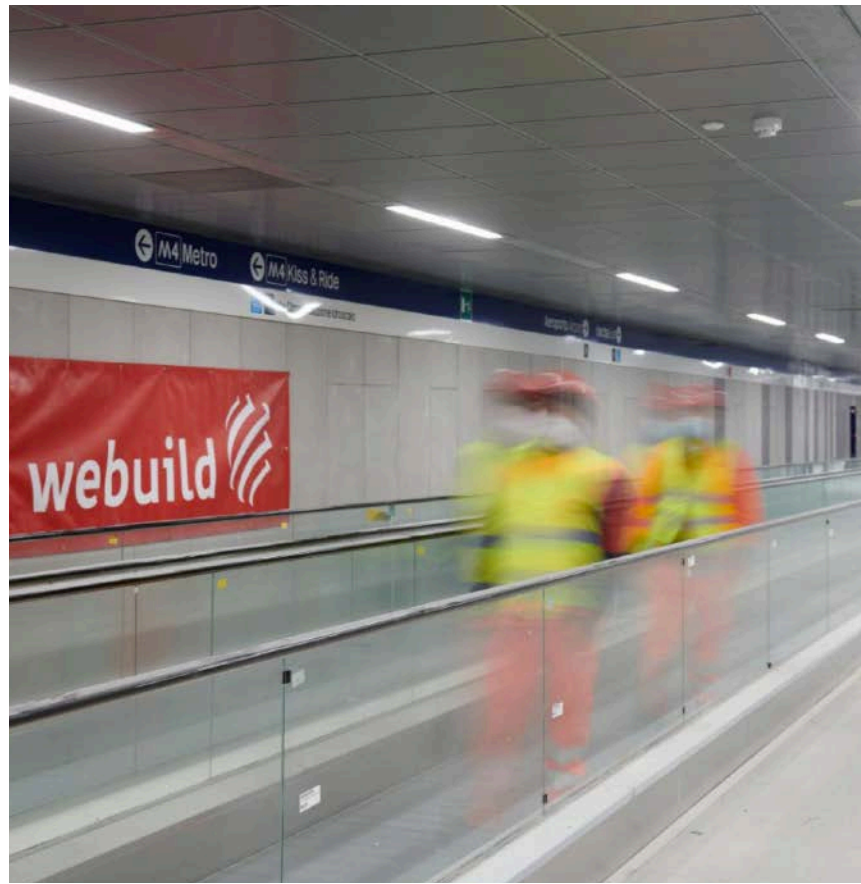


WEBUILD

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

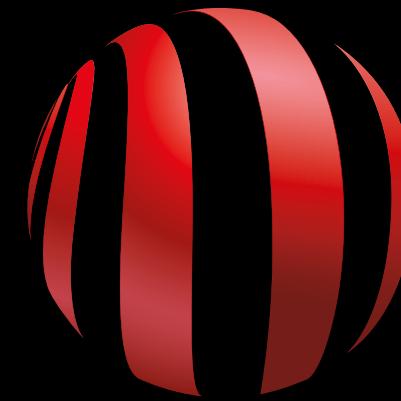








AC MILAN



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



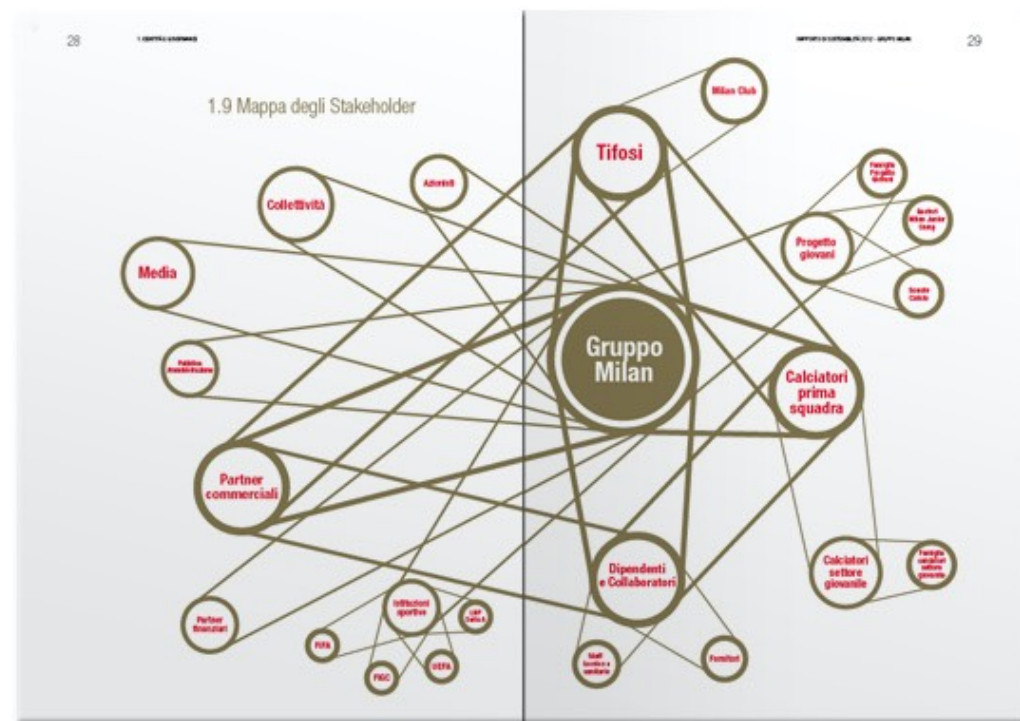
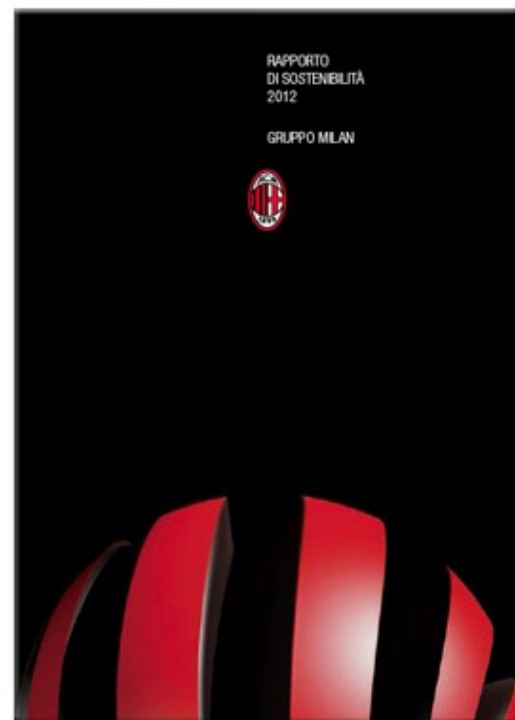

CUCINA MILANELLO
MILAN STORE
MONDO MILAN



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 fortemente caratterizzante oltre che decisivo per l'orientamento al successo e il mantenimento della leadership nel tempo.

Il continuo impegno da parte del Gruppo Milan verso la sua forza umana si traduce nella massima cura per i dipendenti, i collaboratori e i calciatori della Prima Squadra, del Settore Giovanile e tutti gli stakeholder del Progetto Gioventù. L'orientamento del Gruppo Milan è verso la tangibilità dell'integrità della persona: il Gruppo investe costantemente in formazione, scuola, sicurezza sul luogo di lavoro e benessere.

La filosofia del Club si fonda sull'appunto "MILAN E PERSONE" che riconosce come il raggiungimento di un calciatore, dal punto di vista tecnico e atletico, debba andare di pari passo con la crescita umana, educazionale 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

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AC MILAN
MILANTYPE

AC MILAN

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

2012-2017





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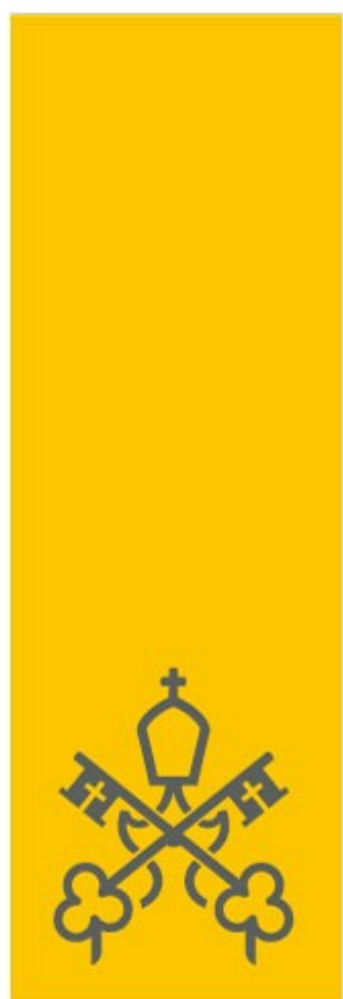












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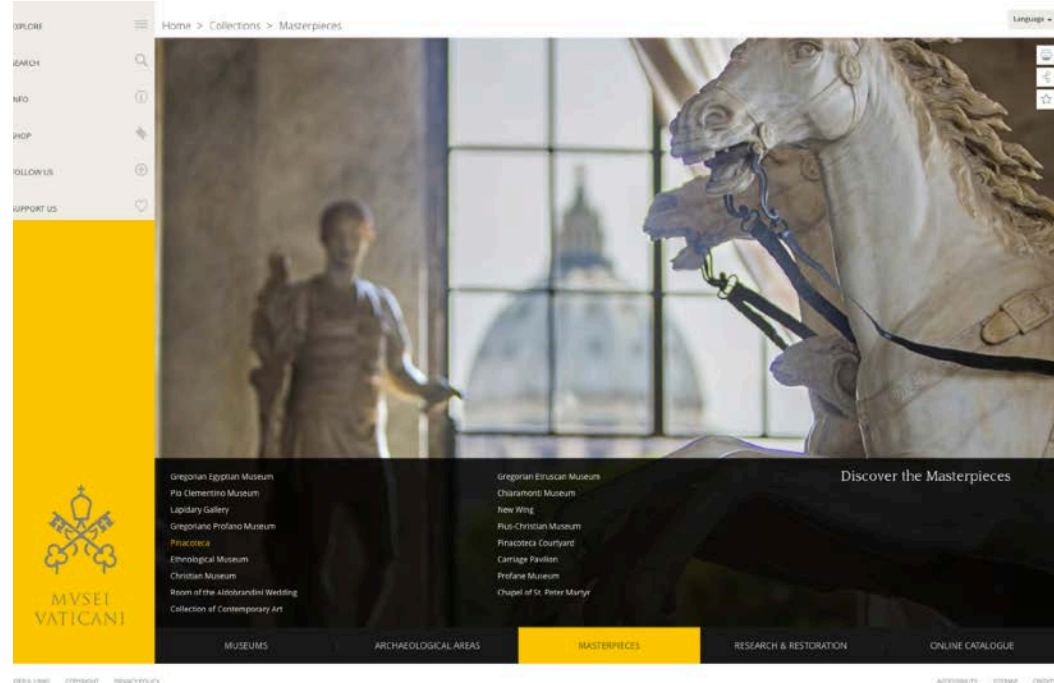
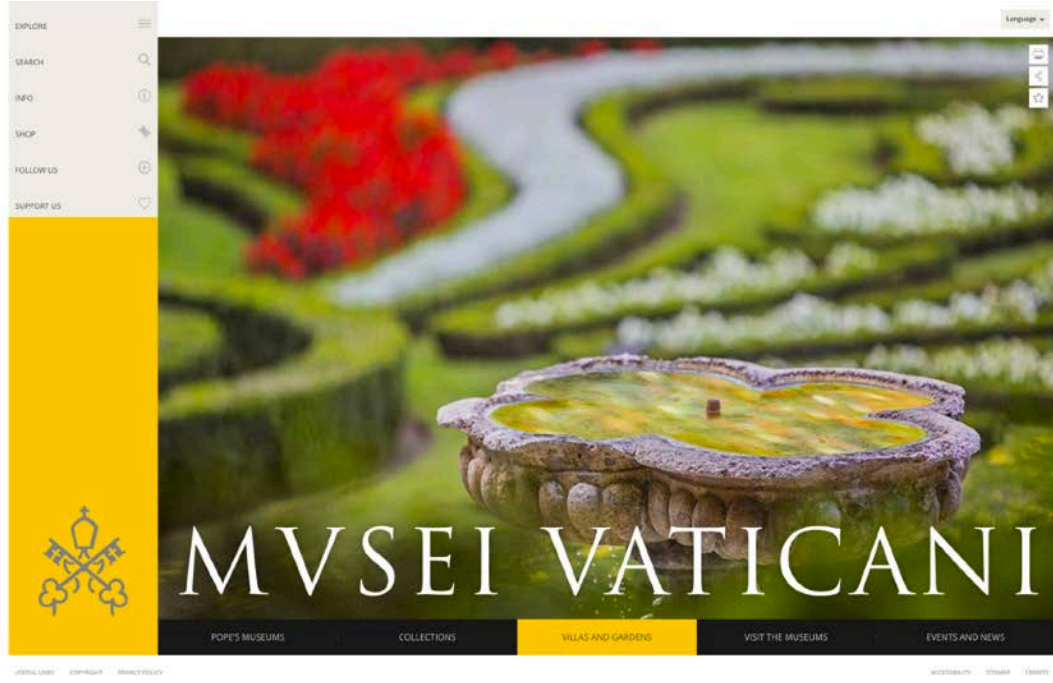
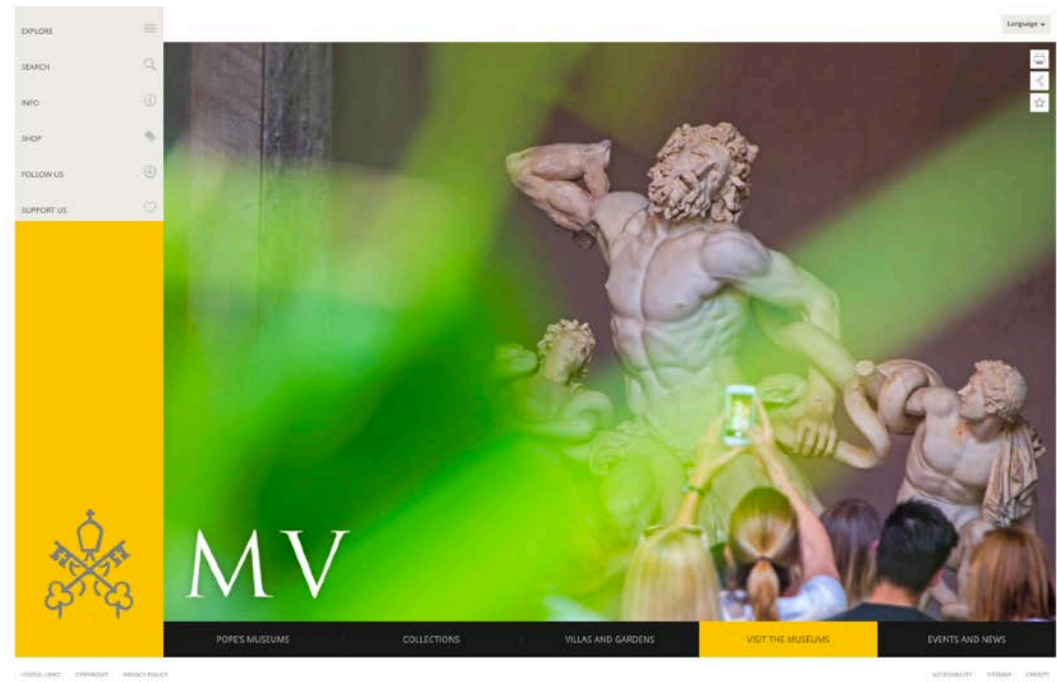
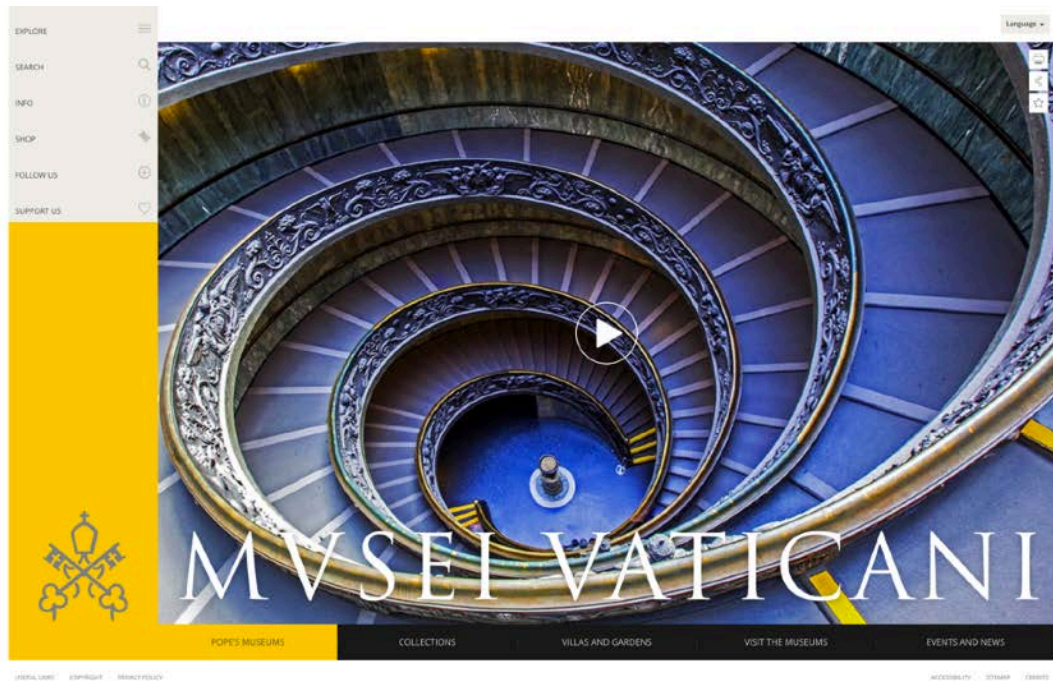
MVSEI VATICANI

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





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 VeneziaBIENNALE
ARCHITETTURA
2016

28.5-27.11
VENEZIA

REPORTING FROM THE FRONT

glasfite - arsenale
mesto /
opening Nov. 15-16
chiaro di lunedì /
chiuso on Sundays
www.labinterale.it

IN MEMORIAM

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**



TIM CITROEN WELLA

Biennale di Venezia



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





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





HESSEN



HESSEN

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

2000-2003



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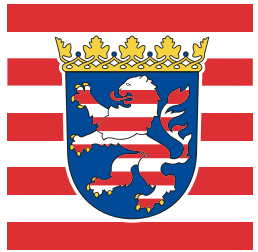
HESSEN

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

2000-2003



HESSEN



Rai

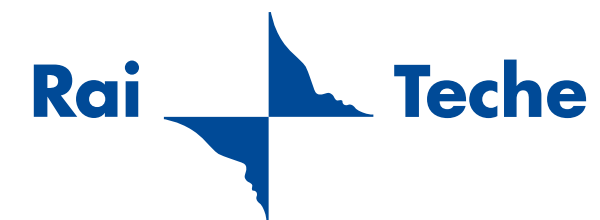


RAI

*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

Russian Aluminium (Russia).

Brand design, brand architecture and communication design..

2001-2002



inarea.com

