

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

May 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  
Educational  
Energy & Environment  
Fashion & Design  
Finance & Bank & Insurance

Food & Agriculture  
Healthcare  
Hospitality & Leisure  
Industries & Technology  
Media & Entertainment  
No profit

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





In more than 40 years of activity, we have developed over 500 projects.

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

Aci, **AC Milan**, A2A, Affide, Alitalia, **Al Masa Group** (Egypt), Anas, Angelini Industries, Ania - Associazione Nazionale fra le Imprese Assicuratrici, Autogrill, Aventis/Pharma, Gruppo BCC, Biennale di Venezia, Borsa Italiana, Cancelleria di Stato dell'Assia (Germany), Cassa Forense, Capitalia, CES (Confederazione Europea dei Sindacati - Belgio) Cgil, Cisl, Cirio, Confindustria, **Coni**, Comune di Milano, Comune di Roma, CVA Energie, Edison, Eguale, Electrabel (Belgium), Enel, **Eni**, Erion, Fater, Fiera di Verona, Fluorsid, Fondazione Cariplo, Fondazione Fiera Milano, Fondazione Perugia, Fondazione di Venezia, Galleria Borghese, Generali, Gianni & Origoni Studio Legale, GVM (Gruppo Villa Maria), ICE, Inail, InfoCamere, Italgas, Leonardo, Linkem, Liuc (Università Cattaneo), Lottomatica, Luiss (Università Guido Carli), Maxxi (Museo Nazionale delle Arti del XXI secolo), Ministero dell'Ambiente, Ministero degli Affari Esteri, Ministero dei Beni, delle Attività Culturali e del Turismo, Ministero dell'Interno, **Musei Vaticani**, Nctm Studio Legale, NTV-Italo, Octo Telematics, Oregon Scientific (Hong Kong), Piaggio, Pirelli RE, Policlinico A. Gemelli, **Pompeii** (Soprintendenza Pompei), Presidenza del Consiglio dei Ministri, **Rai**, Regione Toscana, Rekeep, **Rusal** (Russian Aluminium, Russia), Sapienza - Università di Roma, Sara Assicurazioni, Snam, Sogei, Stream, Telecom Italia, **TIM**, Treccani, Unesco (Unesco 2000), Vivigas, VWEW (Association of producers and distributors of electricity - Germany), **Webuild**. In the following pages, we present the case histories related to the clients shown in bold.



# Sport





**FGCI**

*Federazione Italiana Giuoco Calcio.*

*Sonic identity brand.*

2022





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
					
 <b>AC MILAN</b>	 <b>AC MILAN</b>	 <b>MILAN STORE</b>	 <b>FORZA MILAN</b>	 <b>FONDAZIONE MILAN</b>	 <b>CASA MILAN</b>
	AC Milan SpA Milan Entertainment Srl Milan Real Estate SpA	 <b>MILAN ACADEMY</b>	 <b>MILAN TV</b>	 <b>MILAN GLORIE</b>	
		 <b>MILAN ACADEMY JUNIOR CAMP</b>			<b>CUCINA MILANELLO</b>
		 <b>MILAN ACADEMY SCUOLA CALCIO</b>			<b>MILAN STORE</b>
					<b>MONDO MILAN</b>



**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























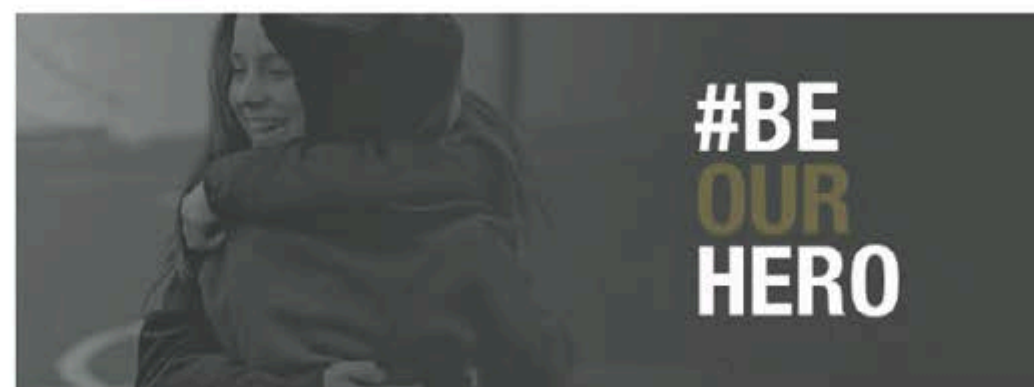
# MILAN GLORIE







# FONDAZIONE MILAN







# MILAN ACADEMY



## MILAN ACADEMY JUNIOR CAMP



## MILAN ACADEMY SCUOLA CALCIO



POWERED BY 

 MILAN ACADEMY  
SCUOLA CALCIO

**NOI IL METODO**  
  **VOI 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 staff tecnico e degli allenatori di un grande club come l'AC Milan.

#### IL METODO INTEGRATO

AREA  
TECNICO-  
TATTICA

AREA  
COORDINATIVO-  
MOTORIA

AREA  
RELAZIONALE-  
EMOTIVA

AREA  
NUTRIZIONALE

**ISCRIVITI IN UNA DELLE OLTRE 80 SCUOLA CALCIO MILAN IN ITALIA**

Per maggiori informazioni:  
[www.acmilan.com](http://www.acmilan.com) • Infoline: 02 62284545



BANCO BPM







**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*





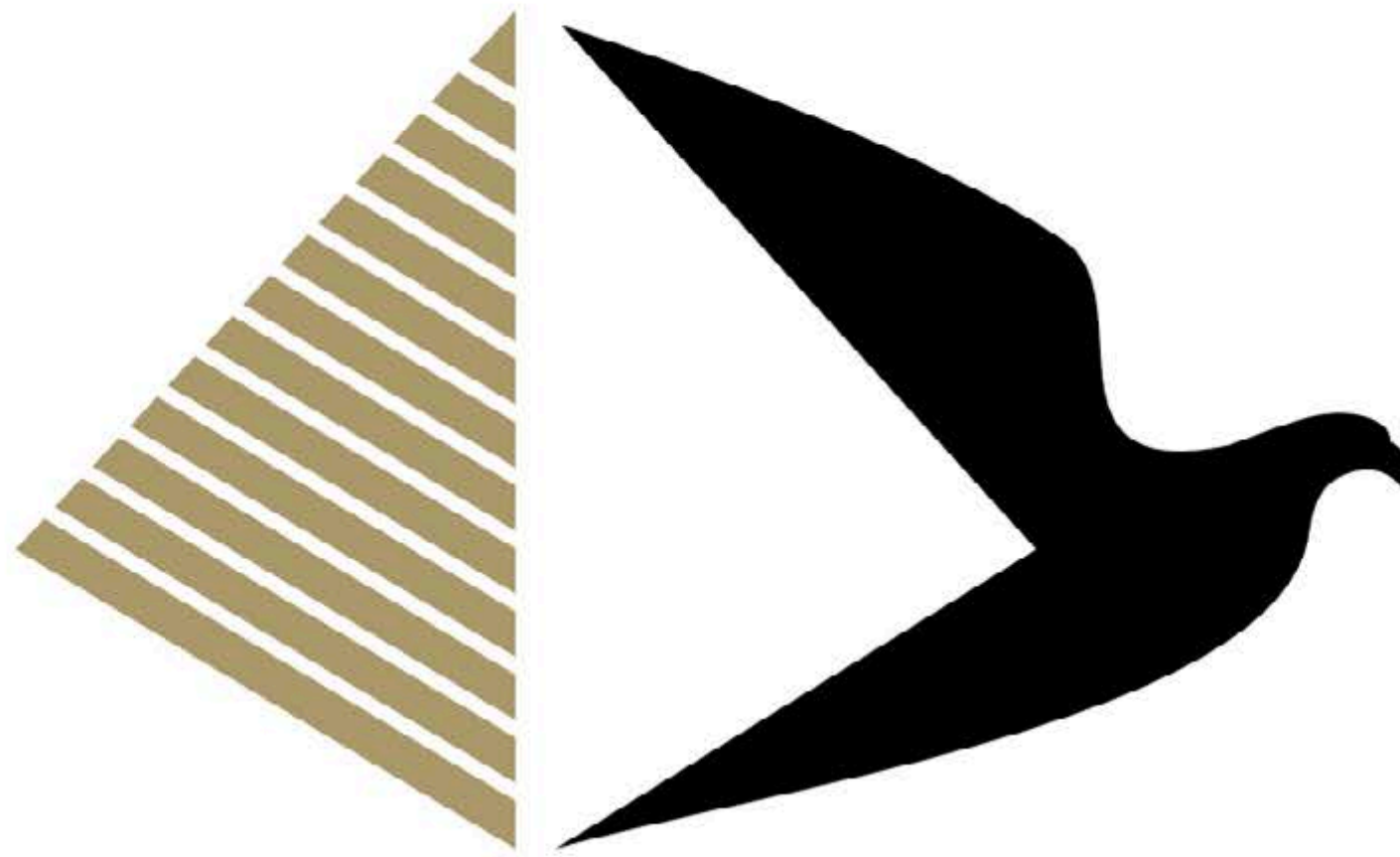




# Other works







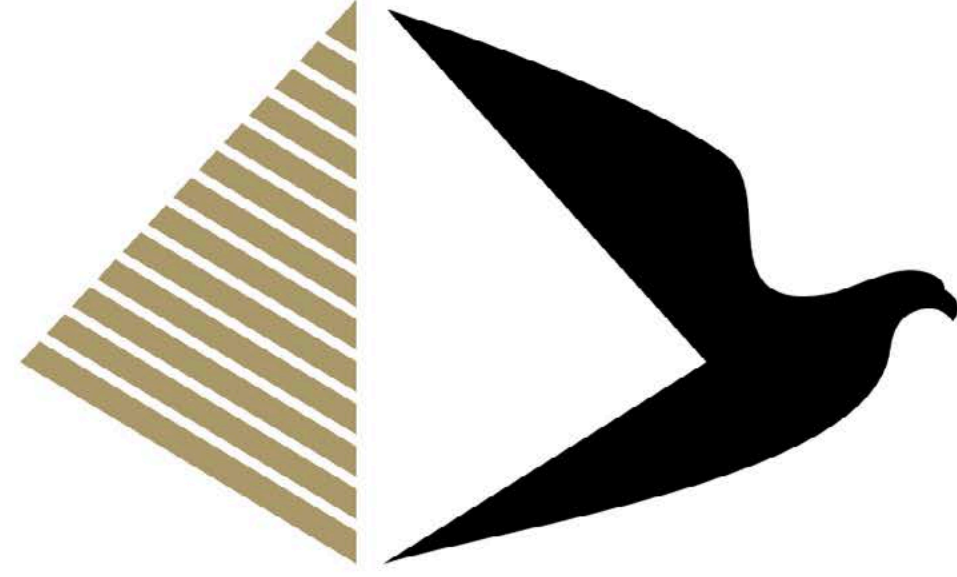
## **CITY OF ARTS AND CULTURE**

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

2020-2021







# مدينة الفنون والثقافة City of Arts and Culture

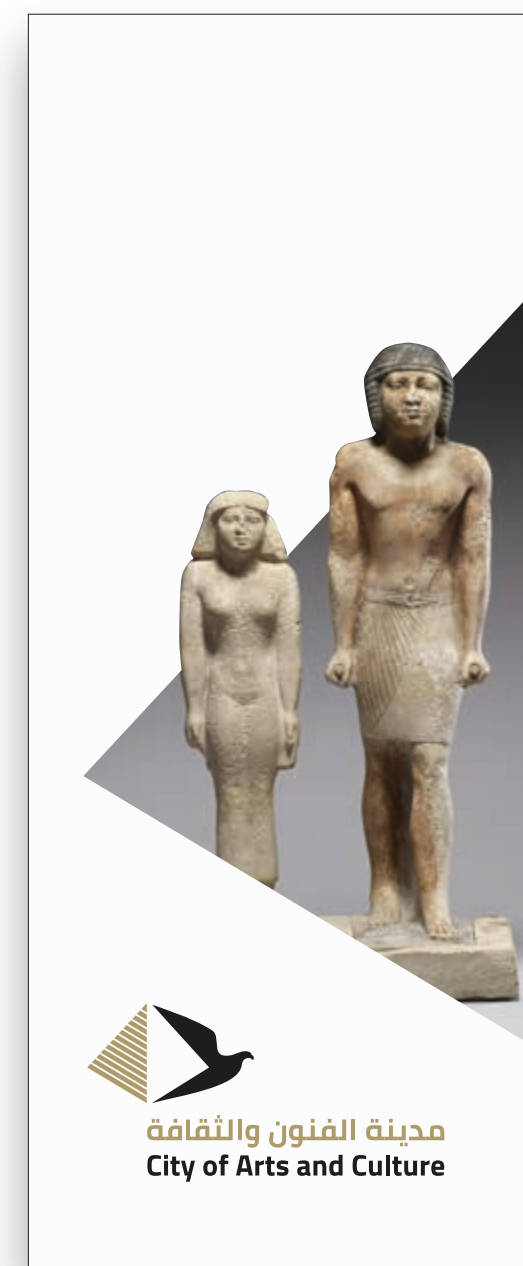
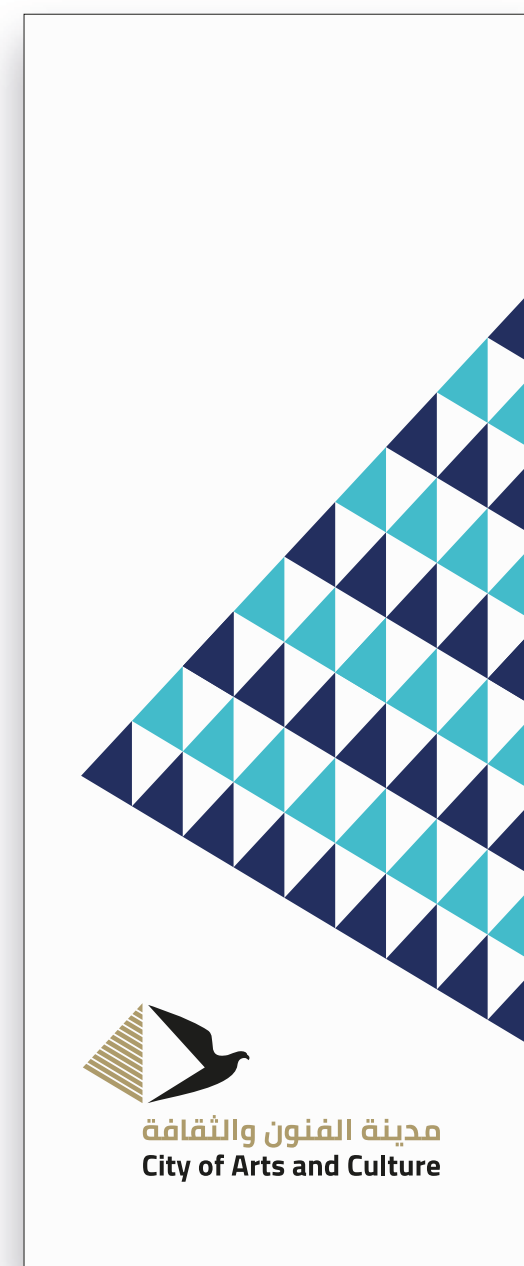
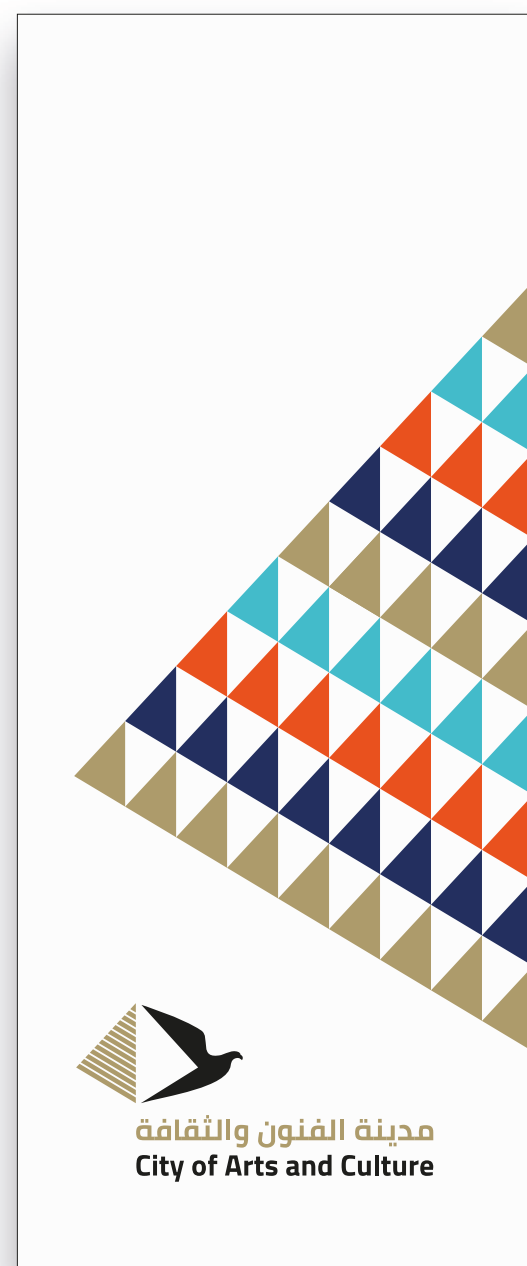
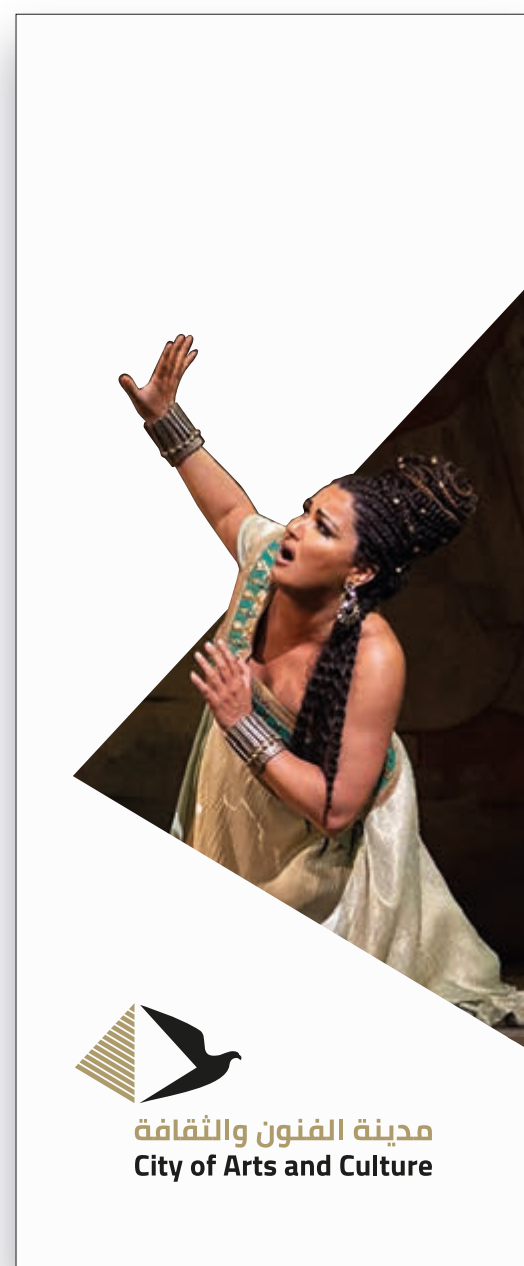
## CITY OF ARTS AND CULTURE

*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





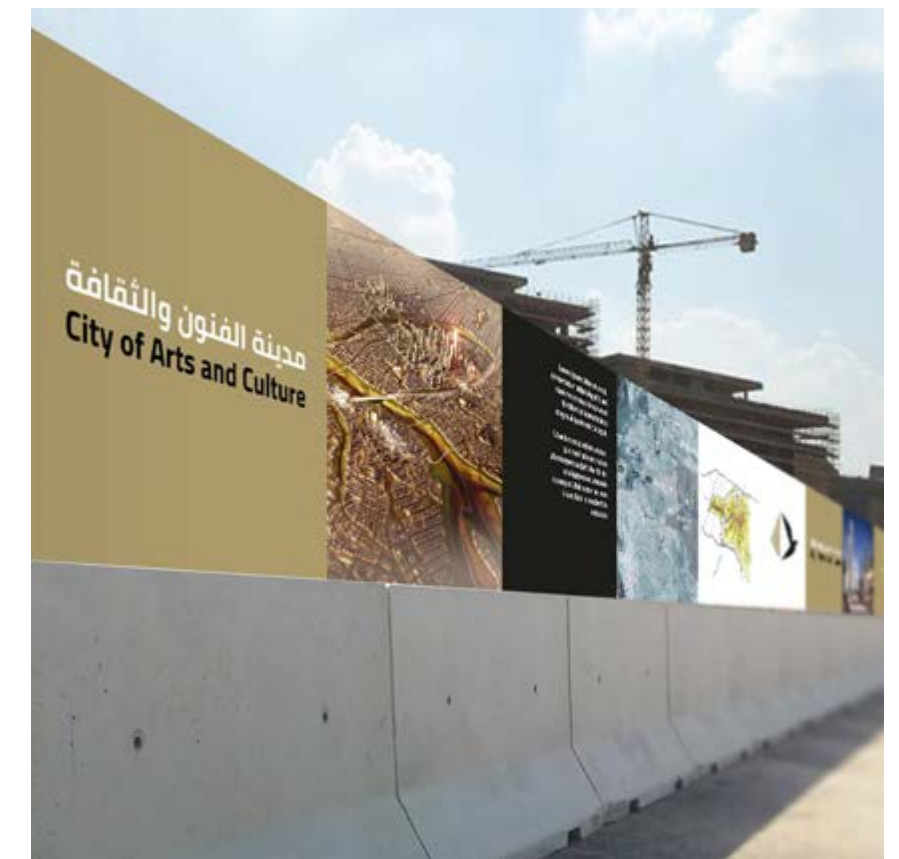


مدينة الفنون والثقافة  
*City of Arts and Culture*



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

Dreaming  
of Sweden  
The Future that Disappeared



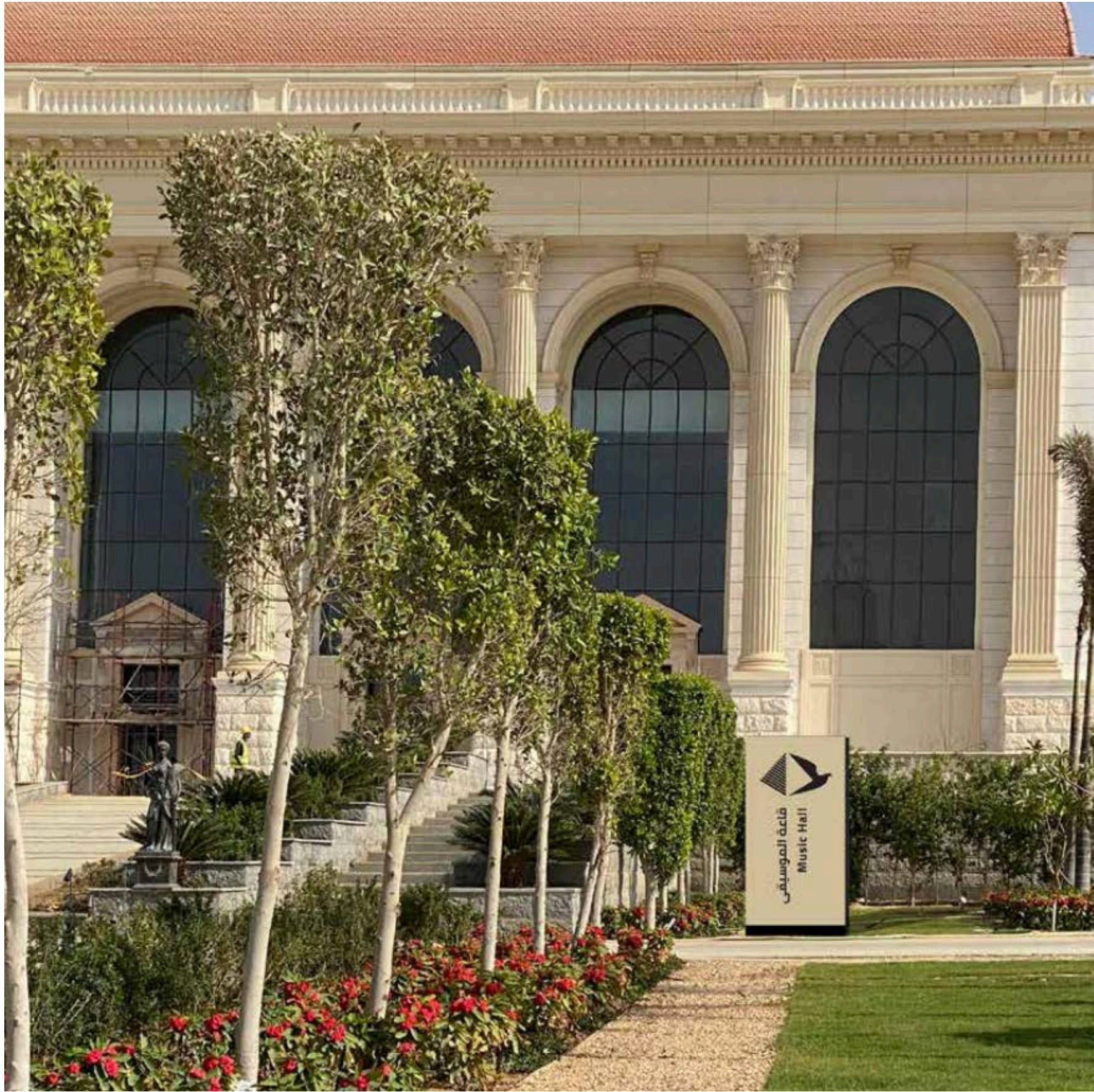
ON THE INTRINSIC VALUE OF  
EVERYTHING

Scott A. Davison

رفق أو اجل من الذي  
بيني ويلقى النفس











## CITY OF ARTS AND CULTURE

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

2020-2021











**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**

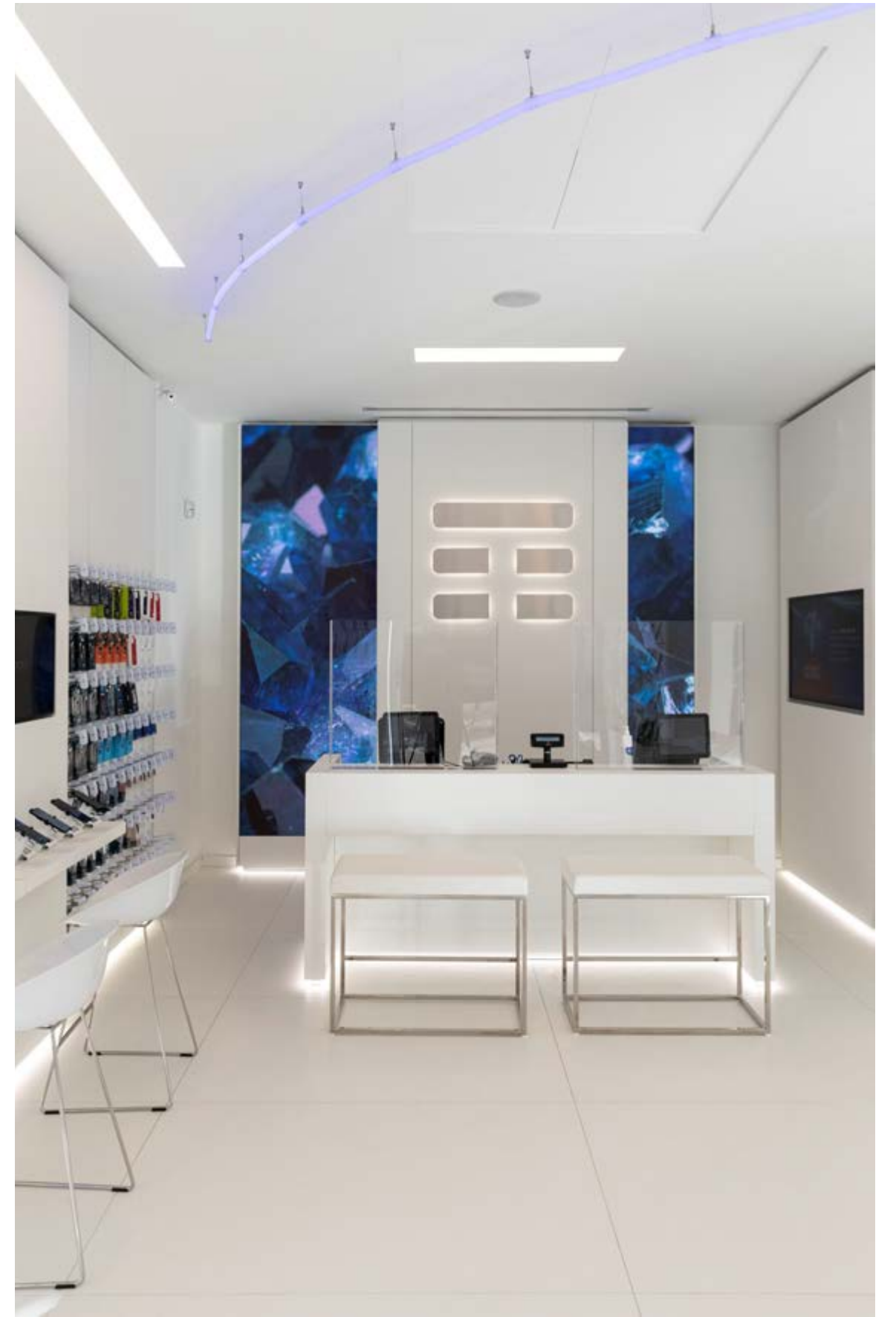
Concept Store.

*Retail design.* Partner: Studio Lococo.

2021







**TIM**

Concept Store.

*Retail design.* Partner: Studio Lococo.

2021







eni



**ENI**

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

2006-2010







eniline logo

e

w

m

abcdefghijklm  
nopqrstuvwxyz  
1234567890

3

n

**ENI**

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

2006-2010





Eniline Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Eniline Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Eniline Bold

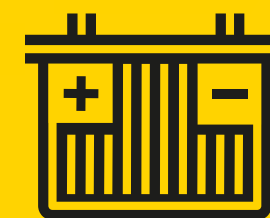
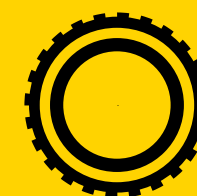
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Qm

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eee



ENI

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

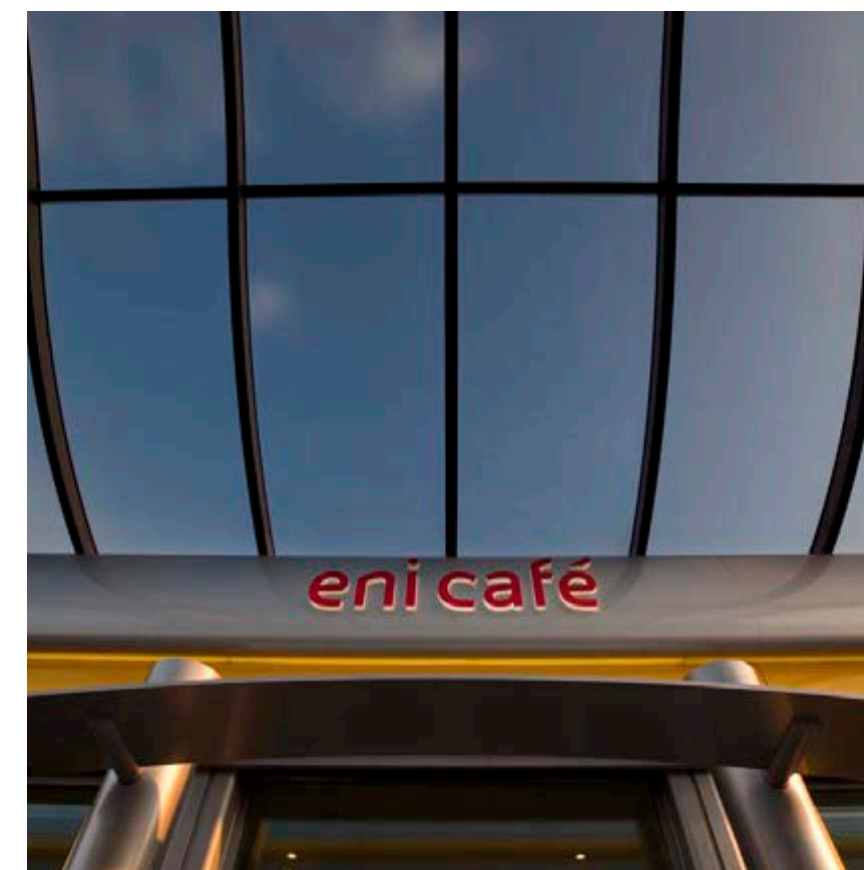
2006-2010















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

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Bold

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Thin Italic

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Italic

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Bold Italic

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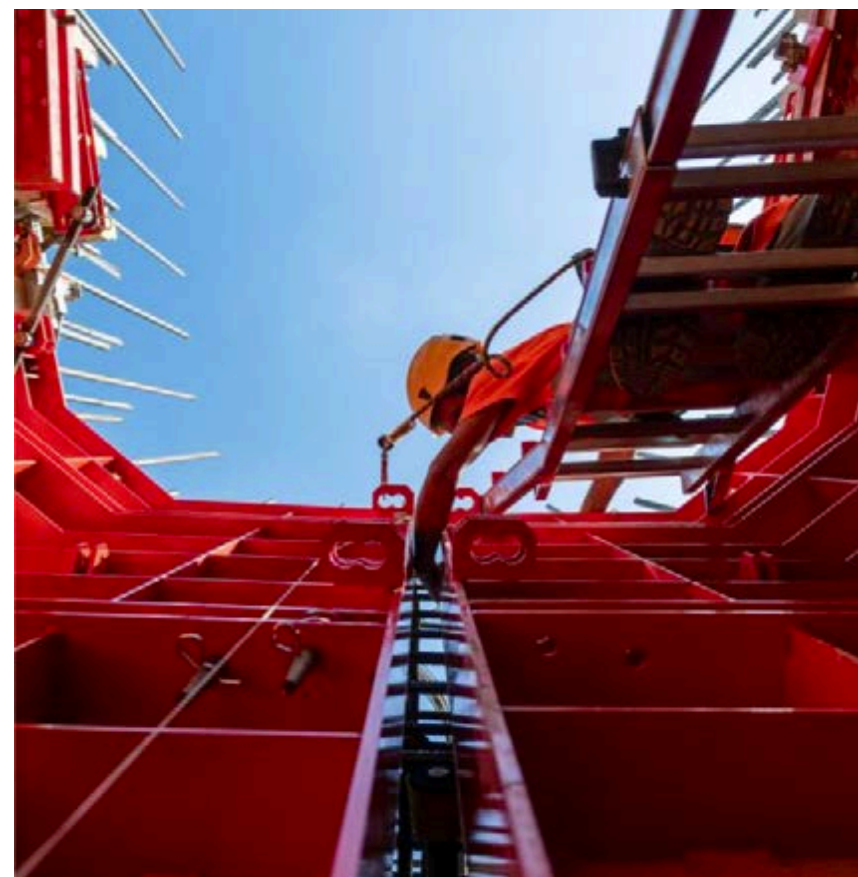
**WEBUILD**

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

2020







## WEBUILD

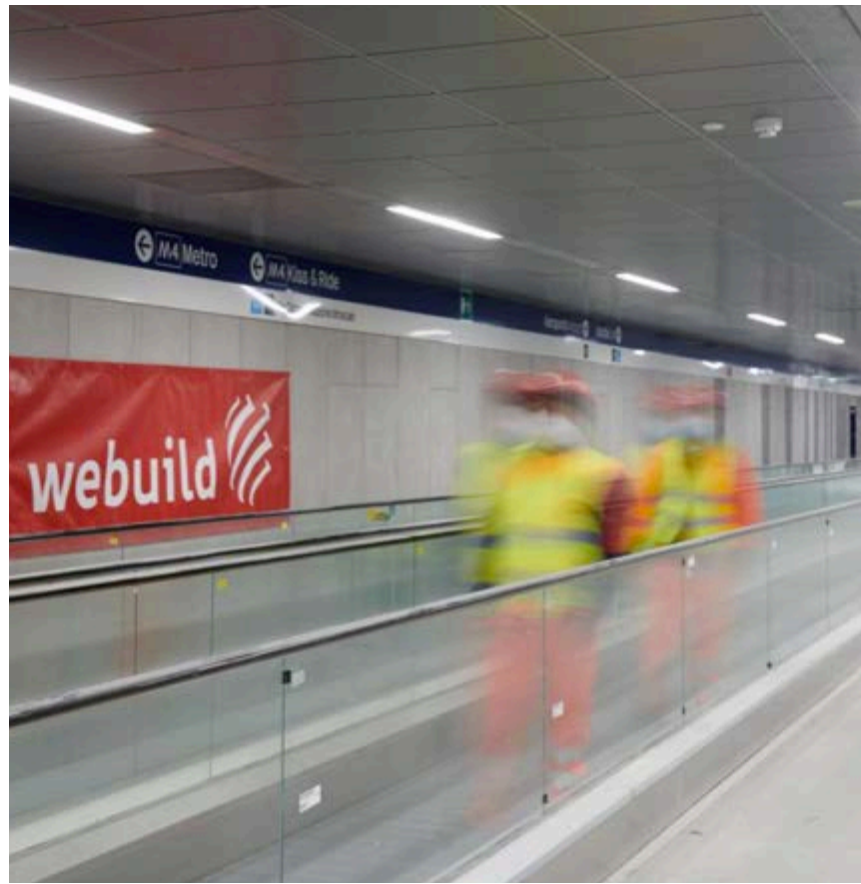
*Naming, brand design, brand architecture,  
typeface design, sonic identity design.  
2020*



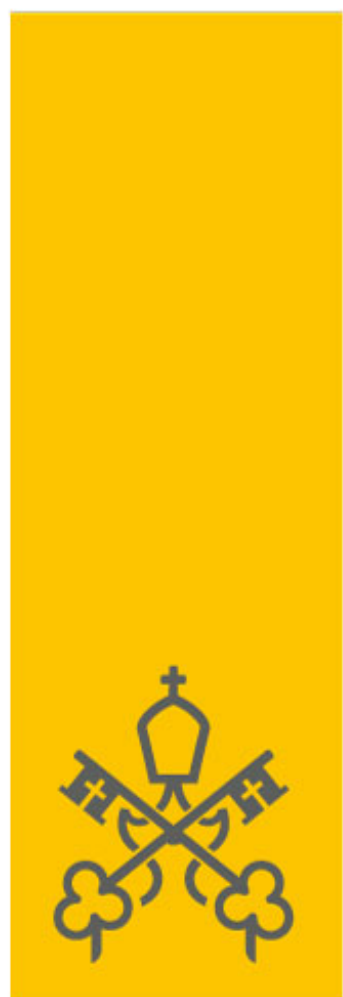












MV



MVSEI VATICANI

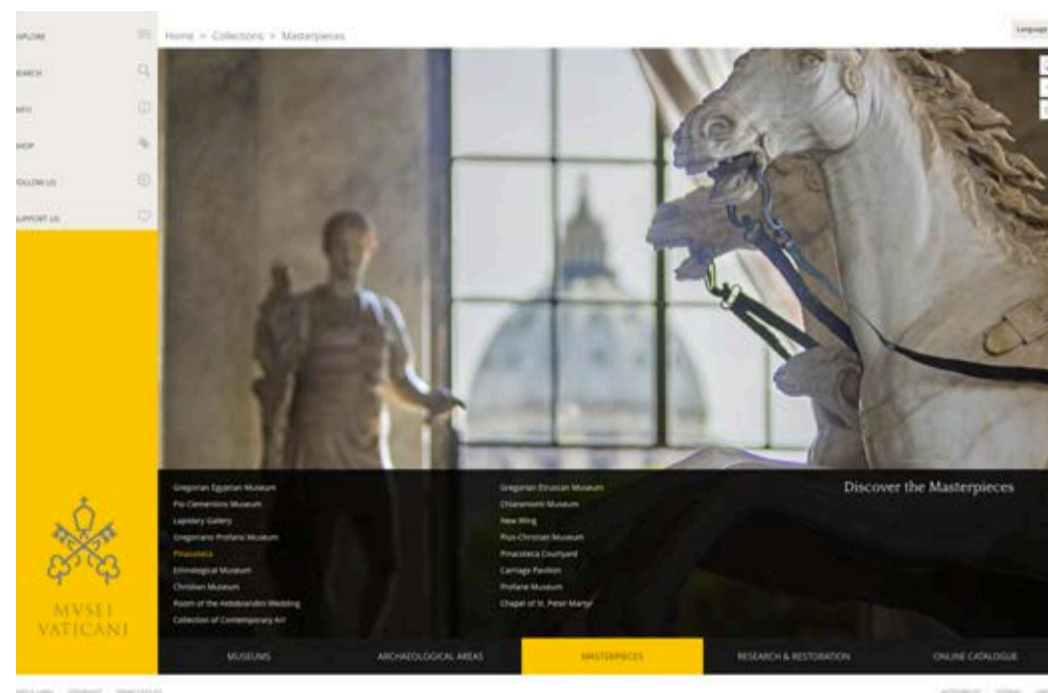
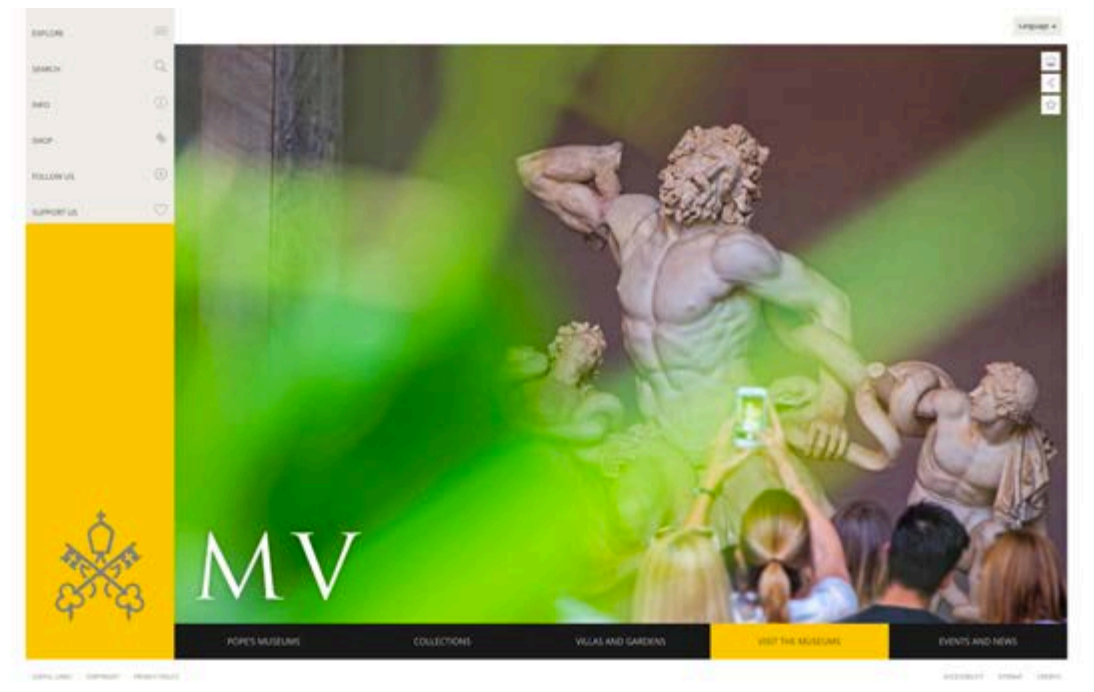
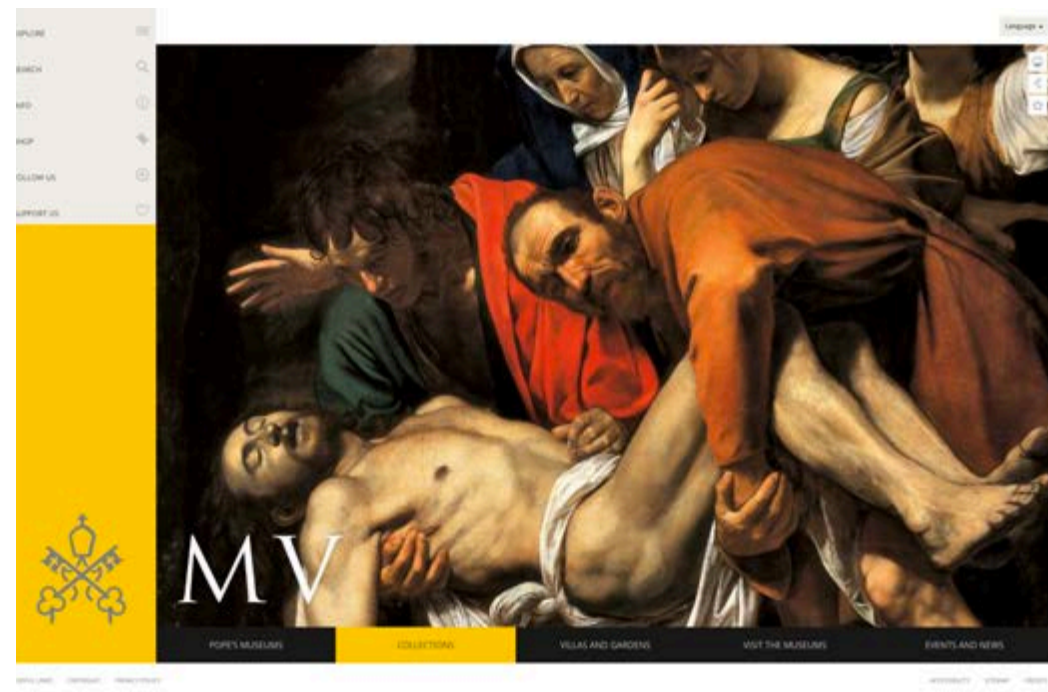
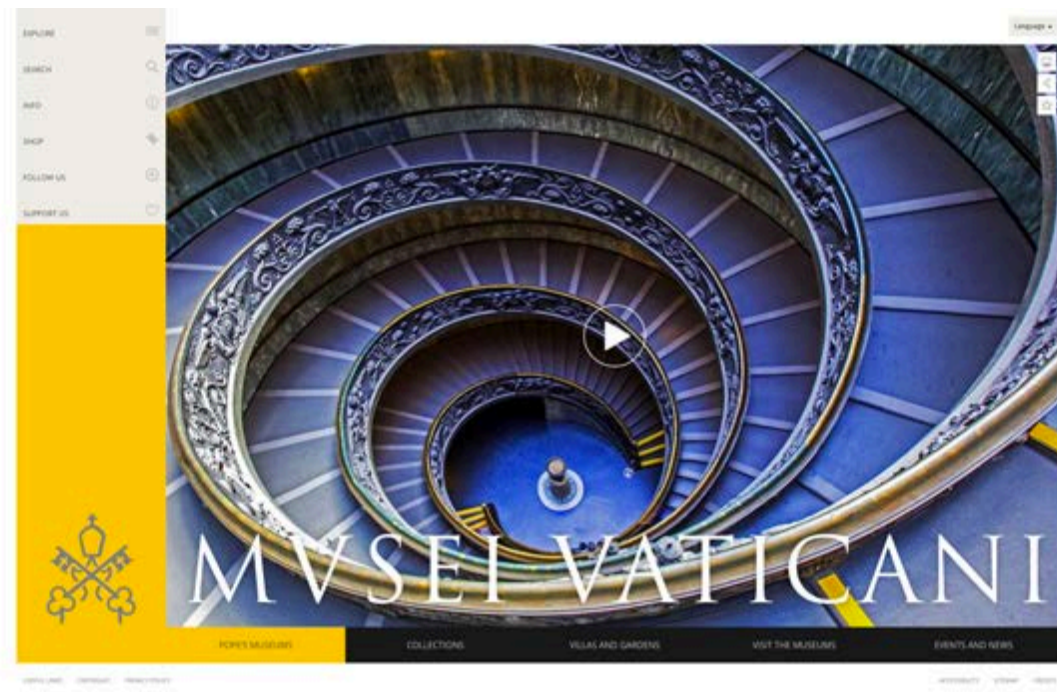
**MUSEI VATICANI**

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

2017





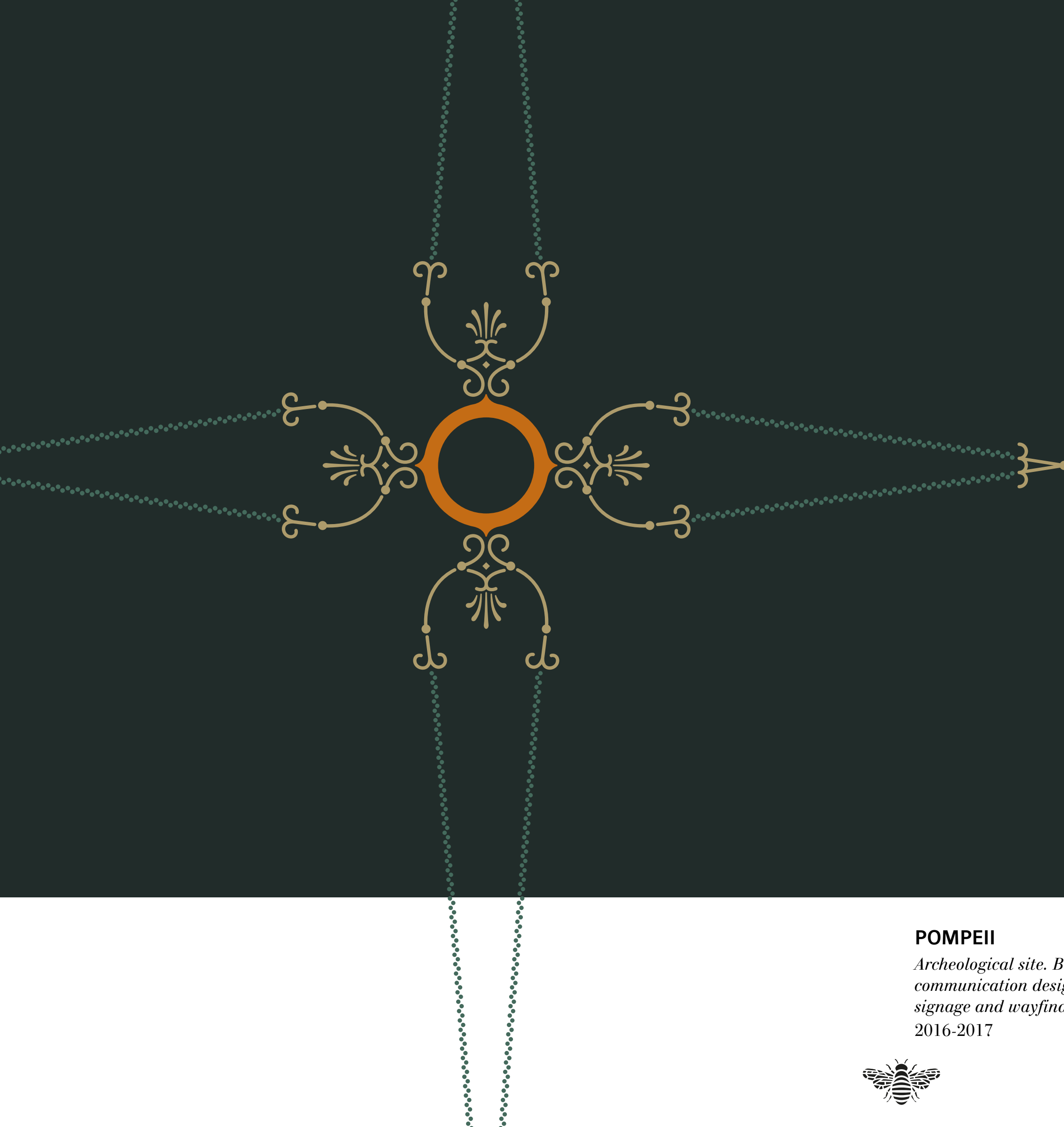


## MUSEI VATICANI

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







POMPEII

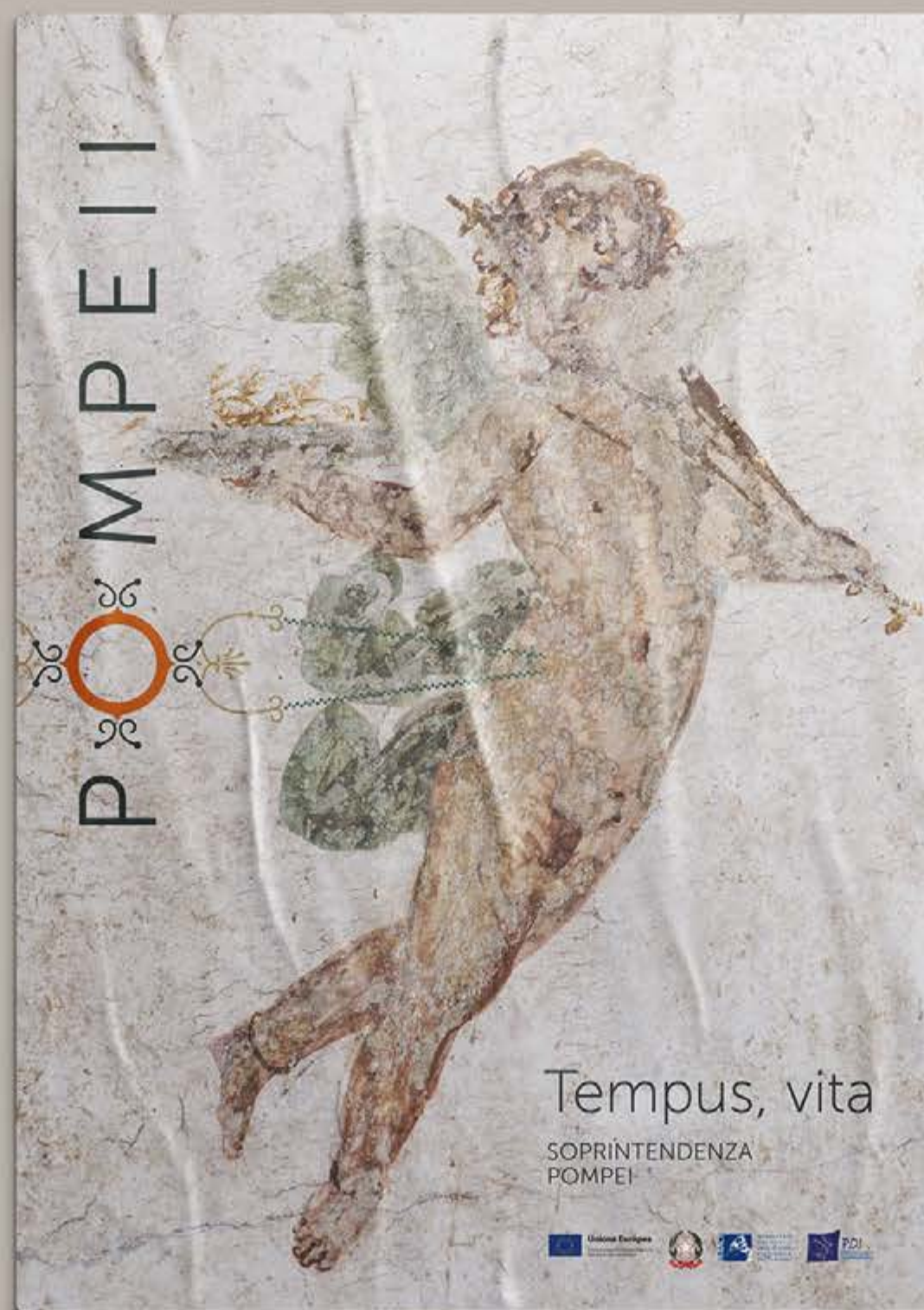
SOPRINTENDENZA  
POMPEI

**POMPEII**

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





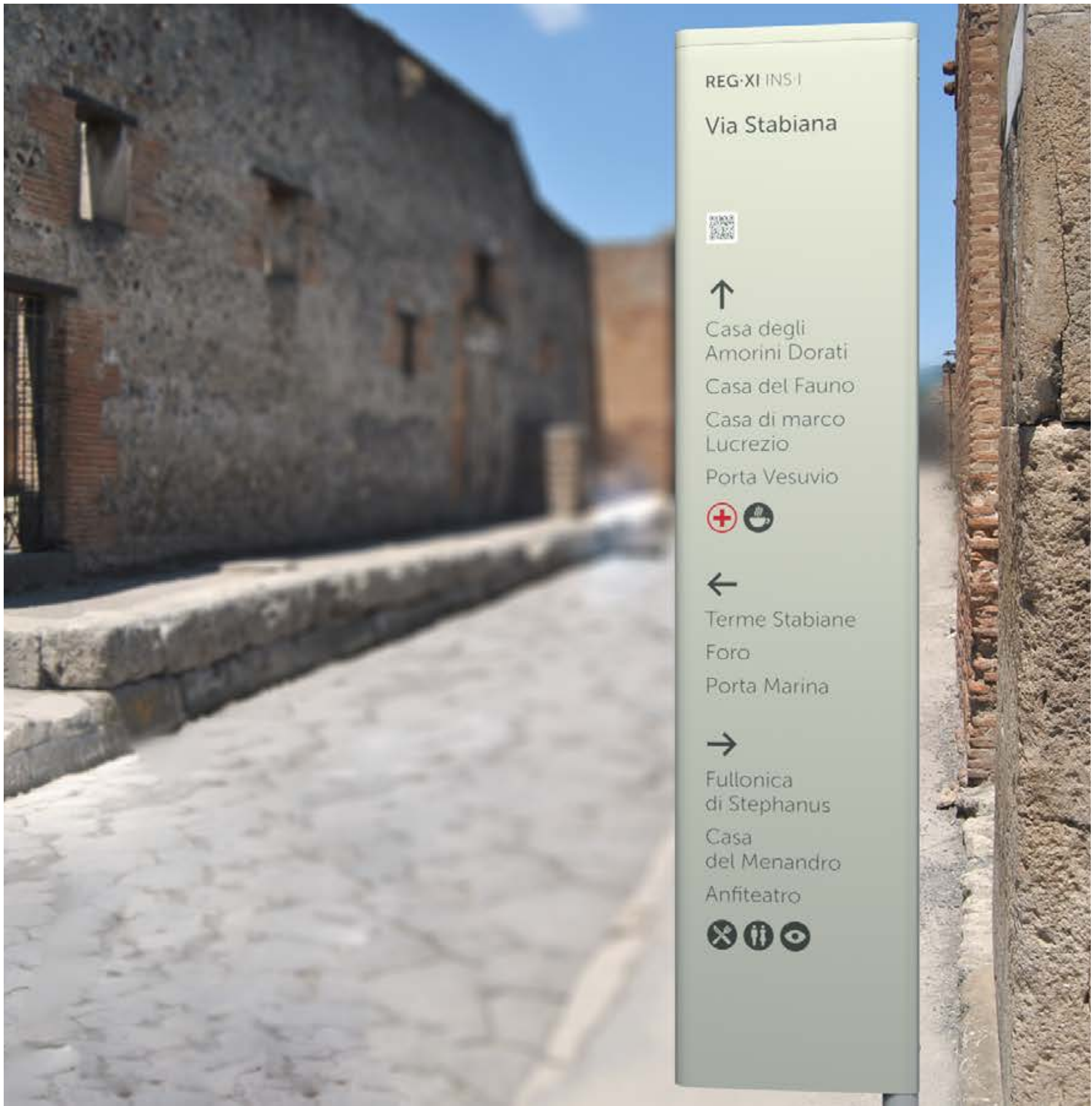


## POMPEII

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





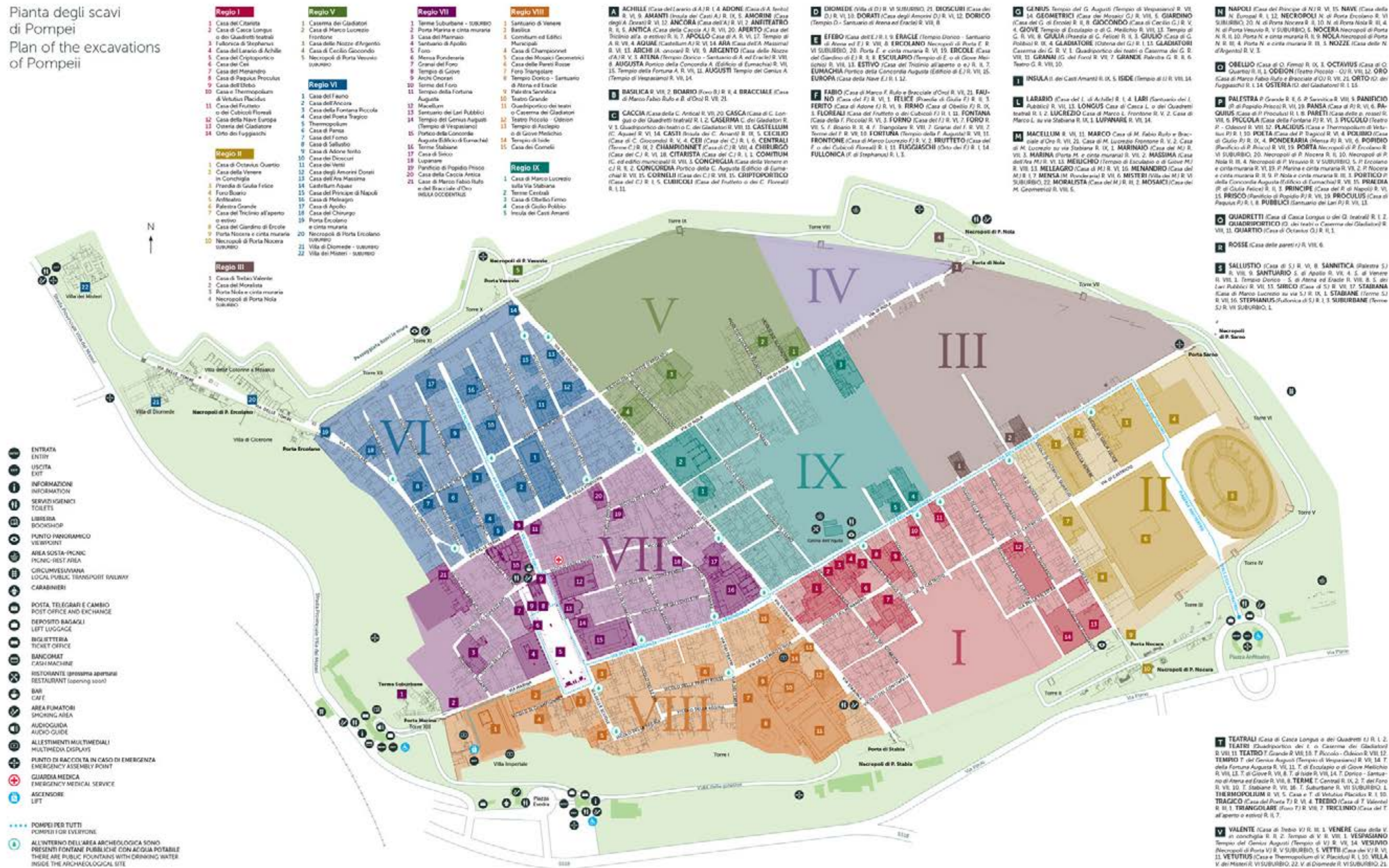


**POMPEII**  
*Archeological site. Brand design,  
 communication design,  
 signage and wayfinding design.*  
 2016-2017





Pianta degli scavi  
di Pompei  
Plan of the excavations  
of Pompeii



## ENTRY

EXIT



## POMPEII

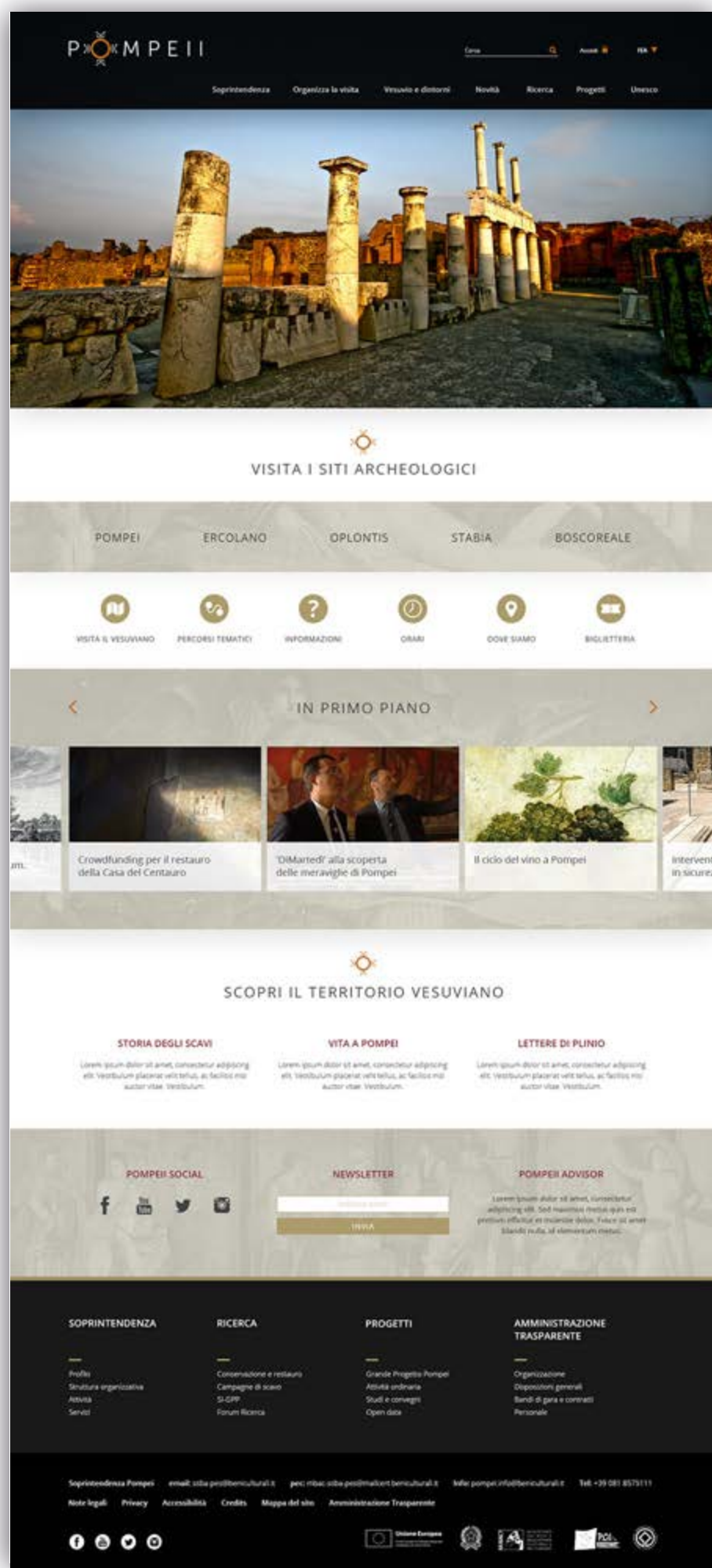
*Archeological site. Brand design,  
communication design,  
signage and wayfinding design.*  
2016-2017















**LUISS University**

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

2017-2020





Luiss Sans Thin

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  
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*Luiss Serif Bold Italic*

*abcdefghijklmnopqrstuvwxyz  
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**LUISS University**

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

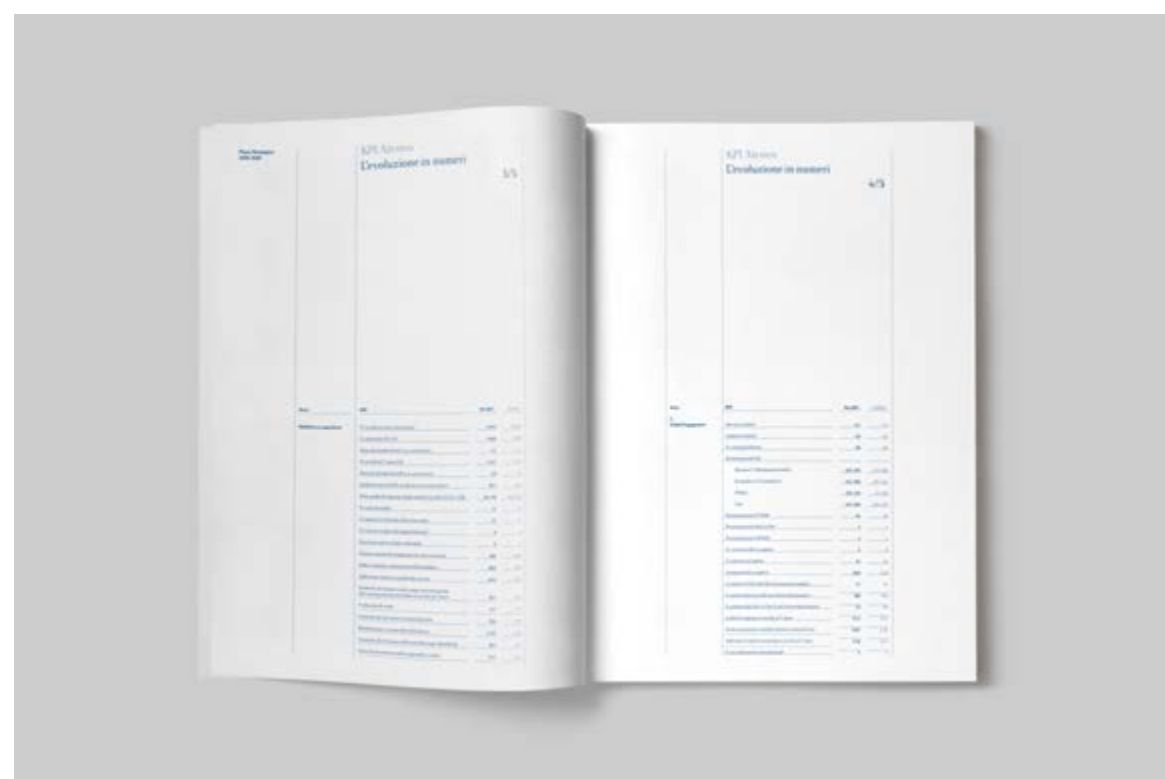
2017-2020











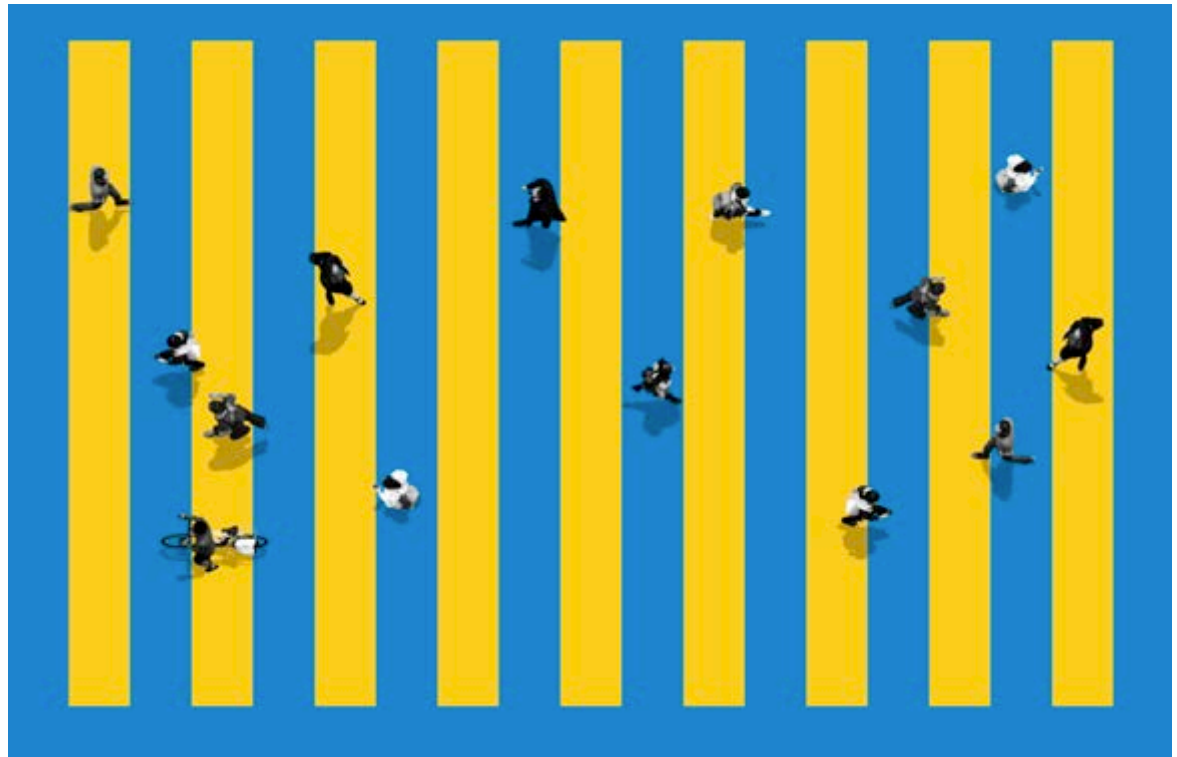
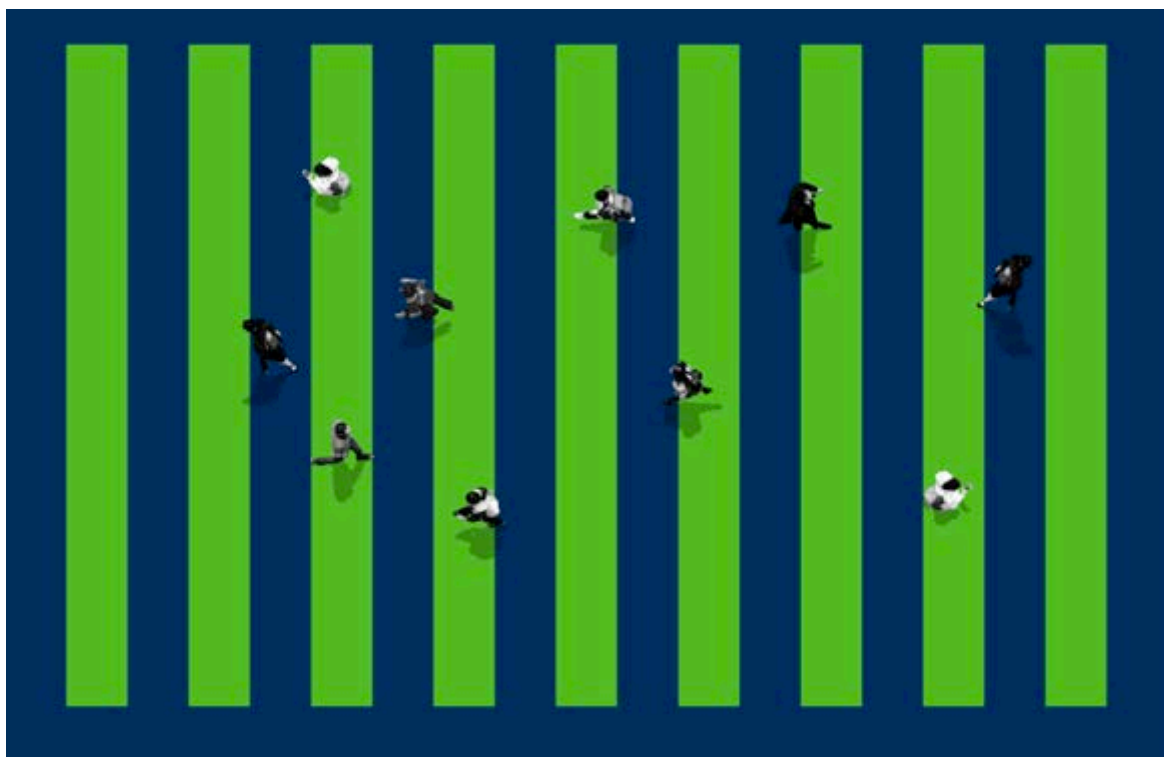
## LUISS University

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

2017-2020







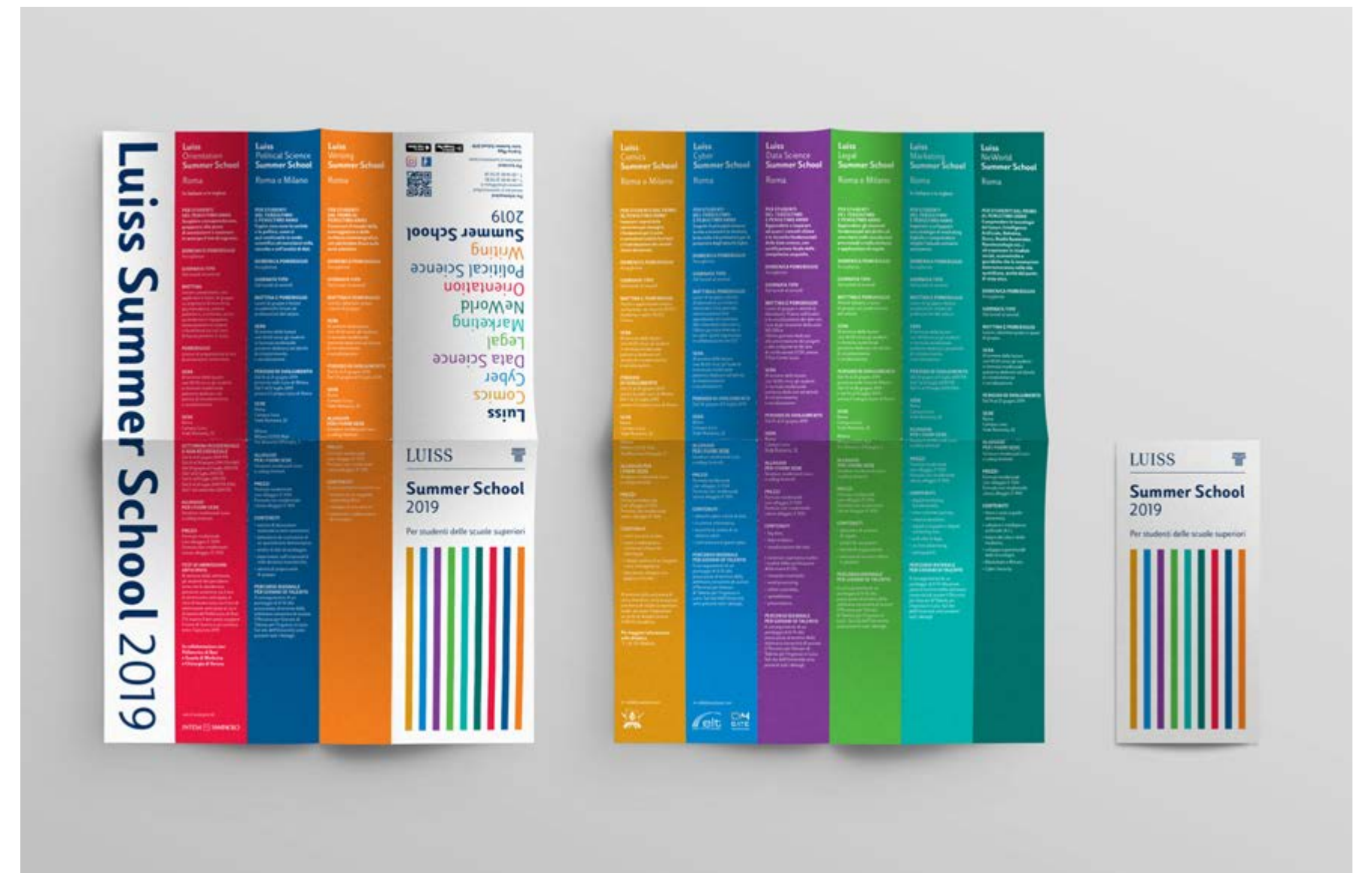
**LUISS University**  
*Brand design, brand architecture, editorial design, typeface design  
 and communication design.*  
 2017-2020









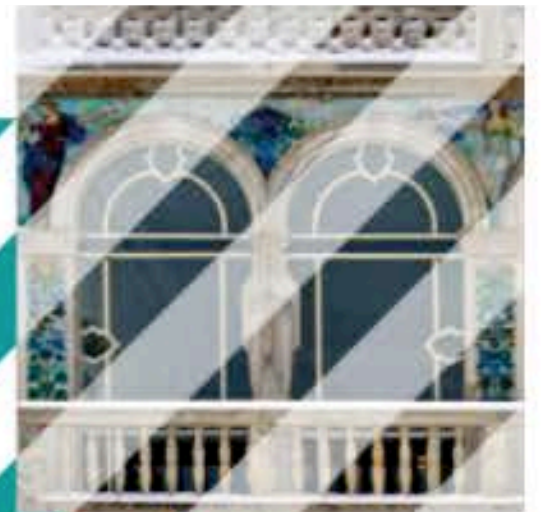




# Luiss Business School



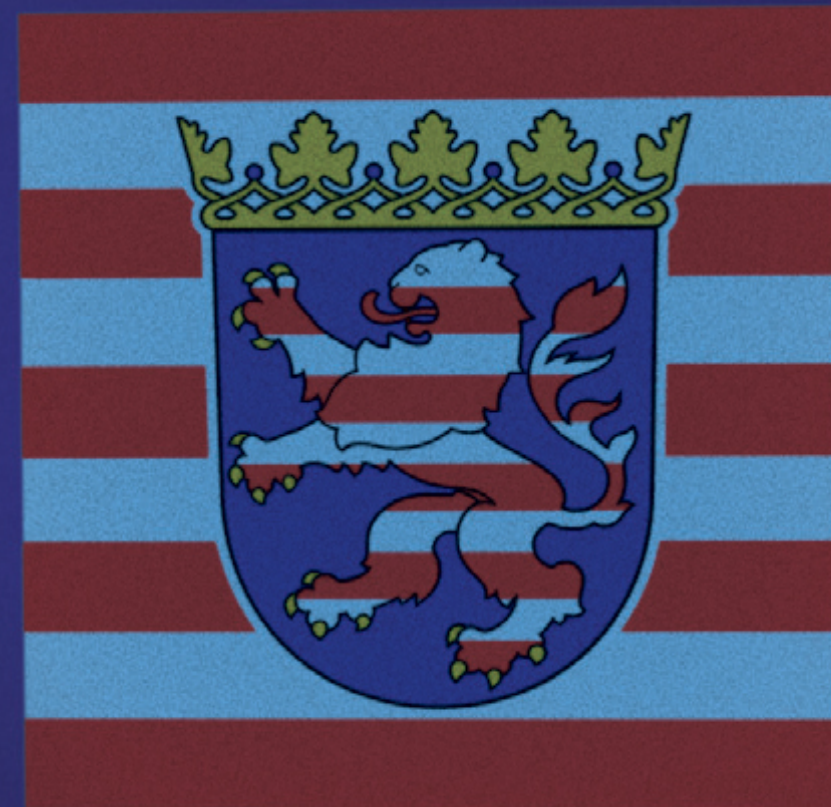








# HESSEN



## HESSEN

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

2000-2003





1234567890

M

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ÖÄÜ

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Hassia Normal

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Hassia Bold

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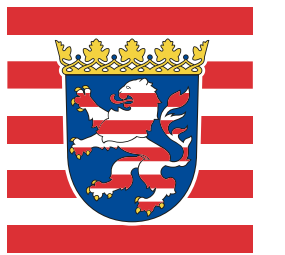
**HESSEN**

*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

i

M m

B b M m

1 2 3 4 5 6 7 8 9

Milano City

Milano



Comune  
di Milano

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0







## COMUNE DI MILANO

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

2000-2002





# MetroMilano Display

Bb

Text

BbBb

Metro Milano Display

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Metro Milano Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Metro Milano Italic

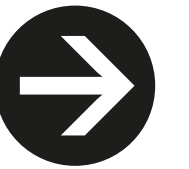
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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



ama

ROMA



mobilità

ROMA

carsharing

mobilità

ROMA

bikesharing

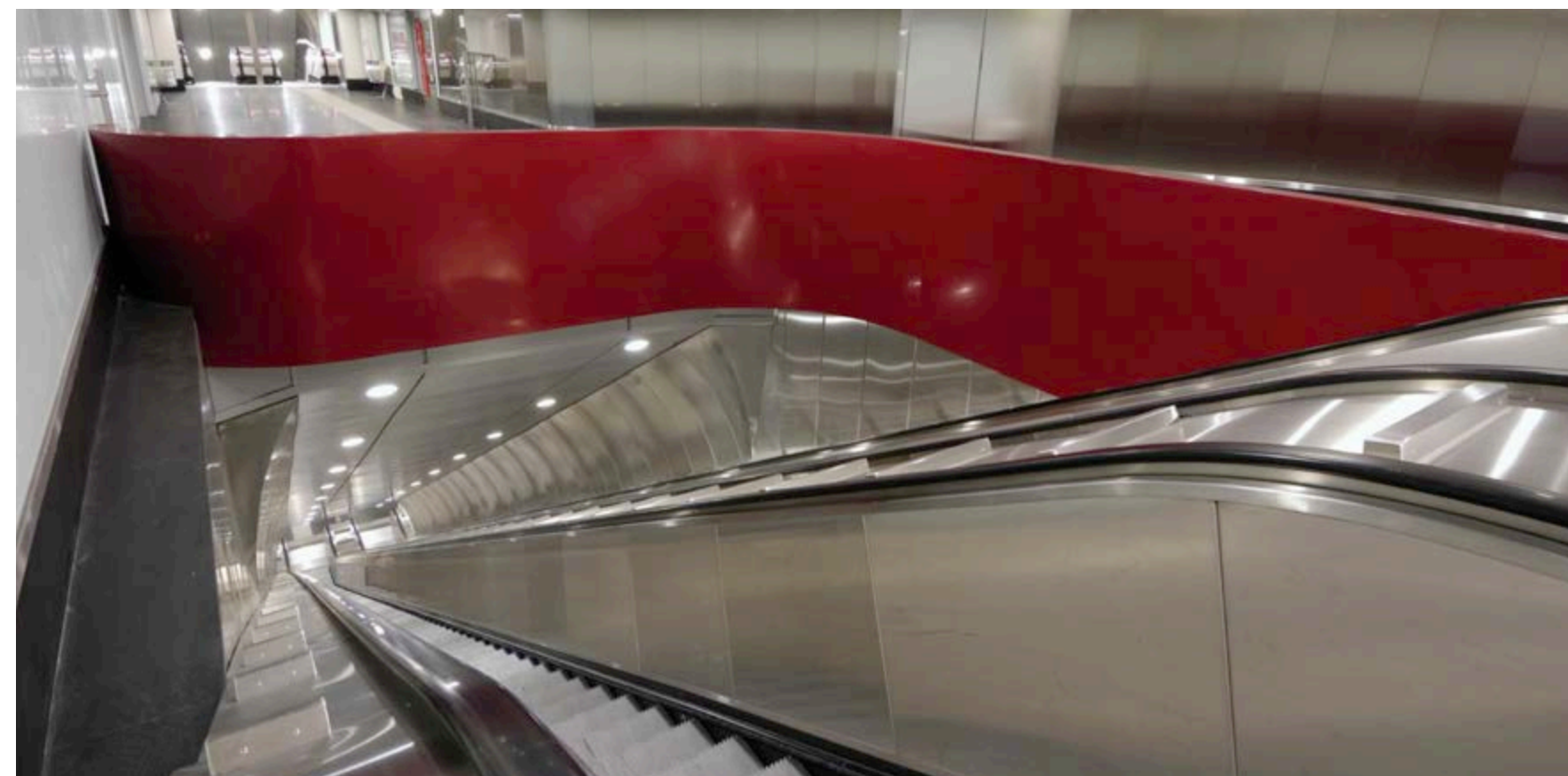
## COMUNE DI ROMA

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

2004-2009







## COMUNE DI ROMA

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

2004-2009





Urbs uno

ROMA

Urbs due

+SPQR

Urbs tre

ABCDESPROMG  
1234abcd

Urbs quattro

ABCDESPROMG  
123abcd







# Urbs Display

Urbs Display Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Urbs Display Bold

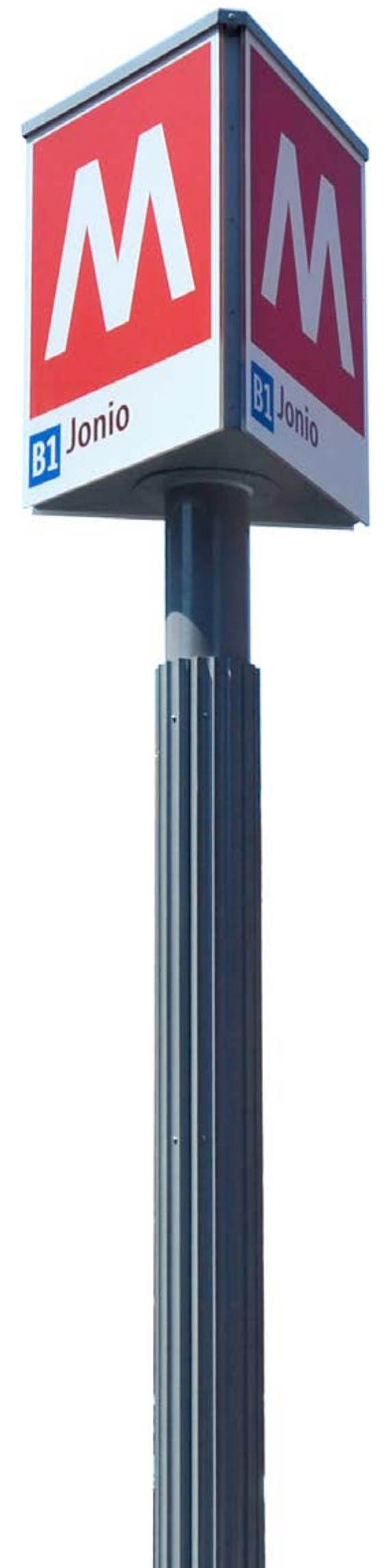
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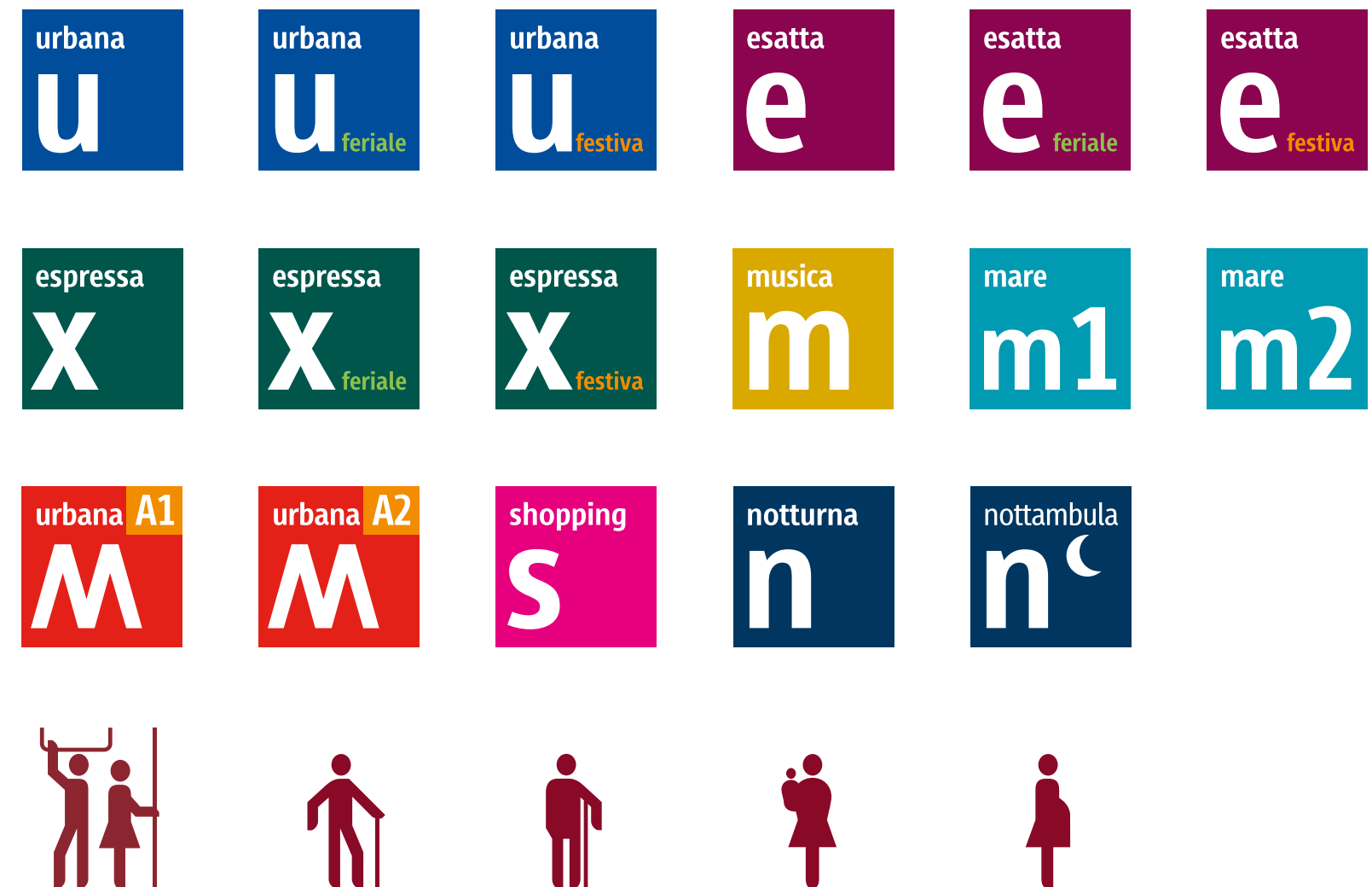
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## COMUNE DI ROMA

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

2004-2009





# italo



**NTV - ITALO**

*Railway Company. Brand design  
and communication design.*

2011



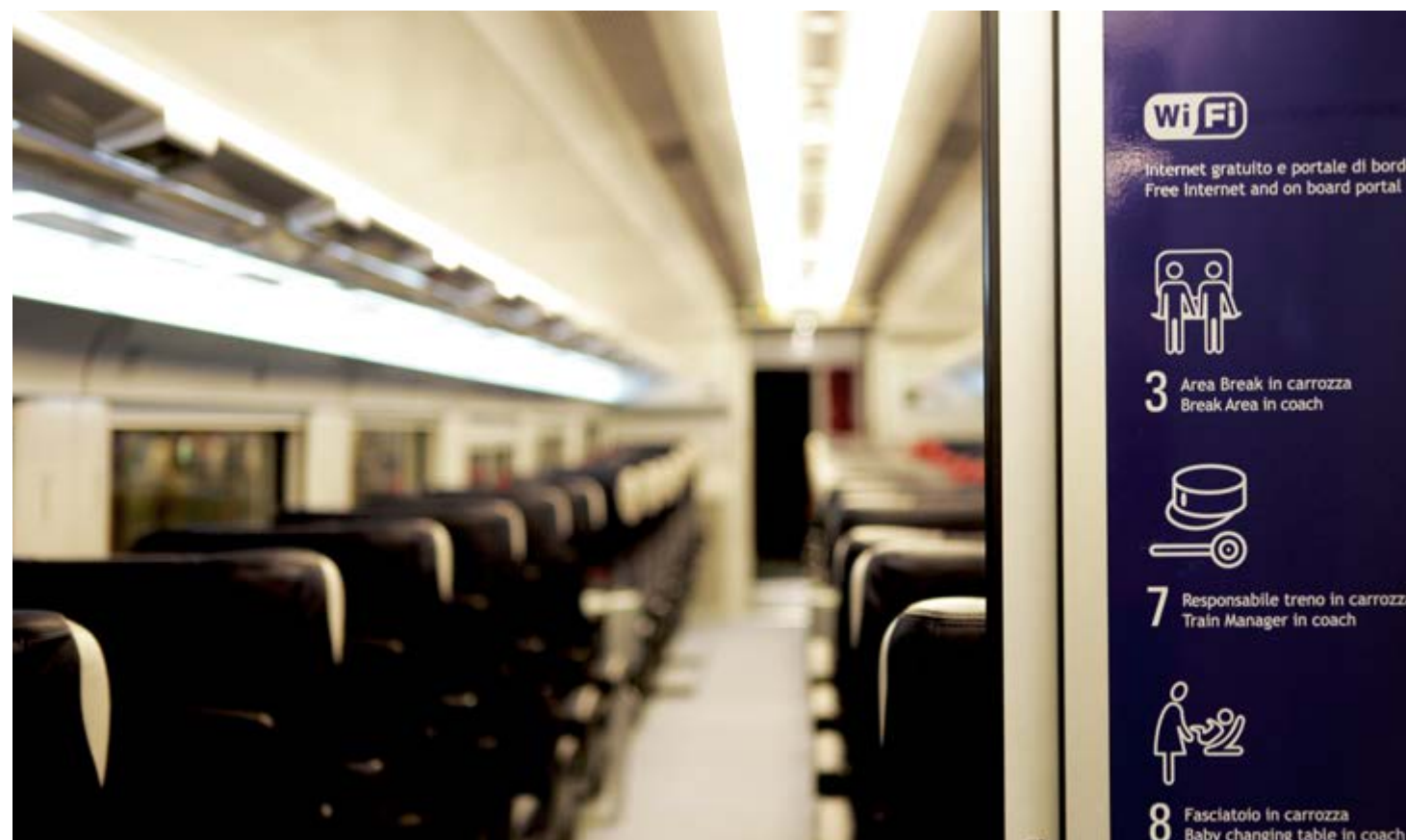




**NTV - ITALO**  
*Railway Company. Brand design  
and communication design.*  
2011







## 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*

