

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



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, 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



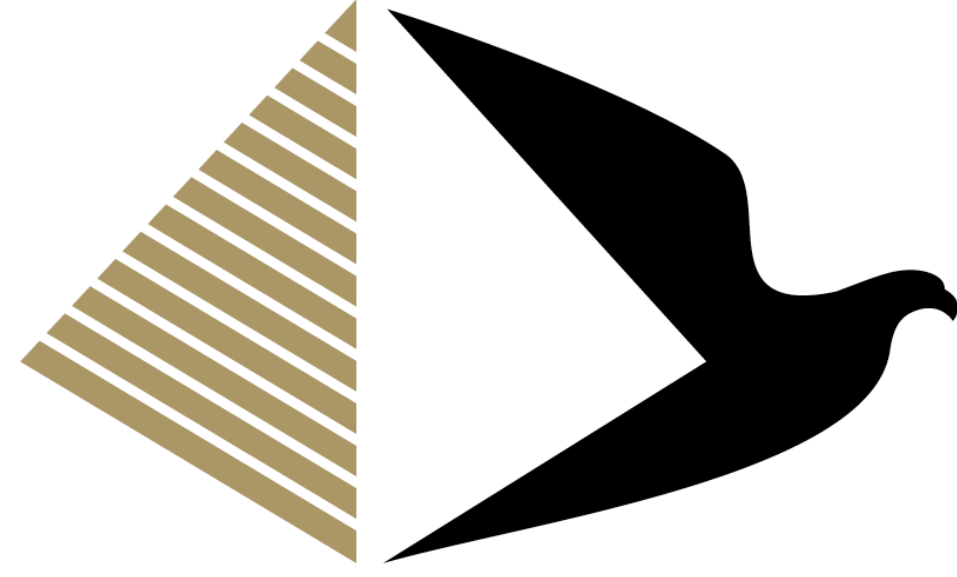


CITY OF ARTS AND CULTURE

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

2020-2021





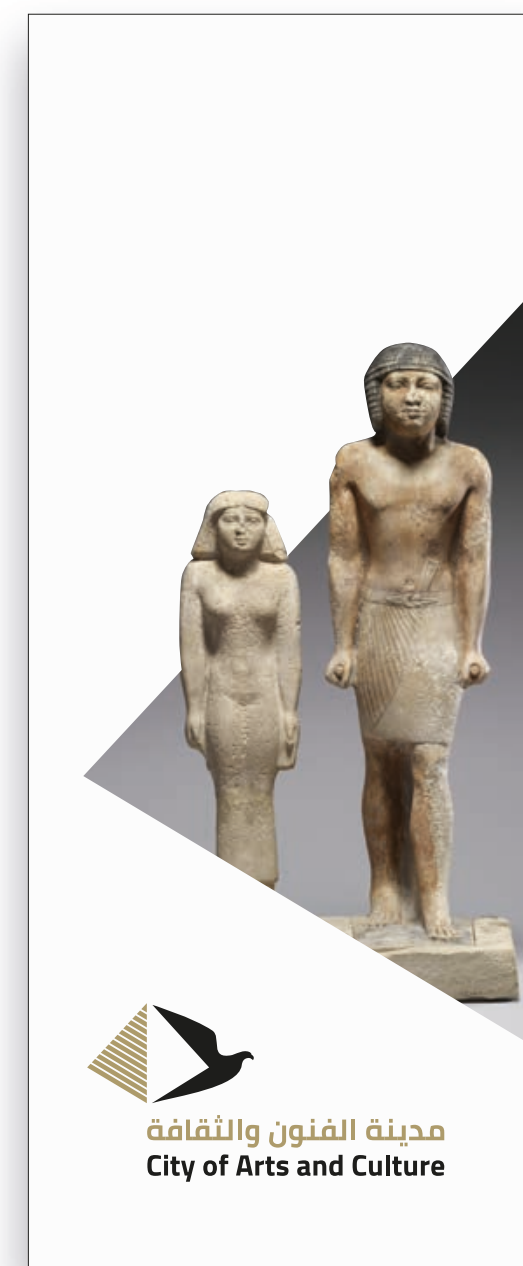
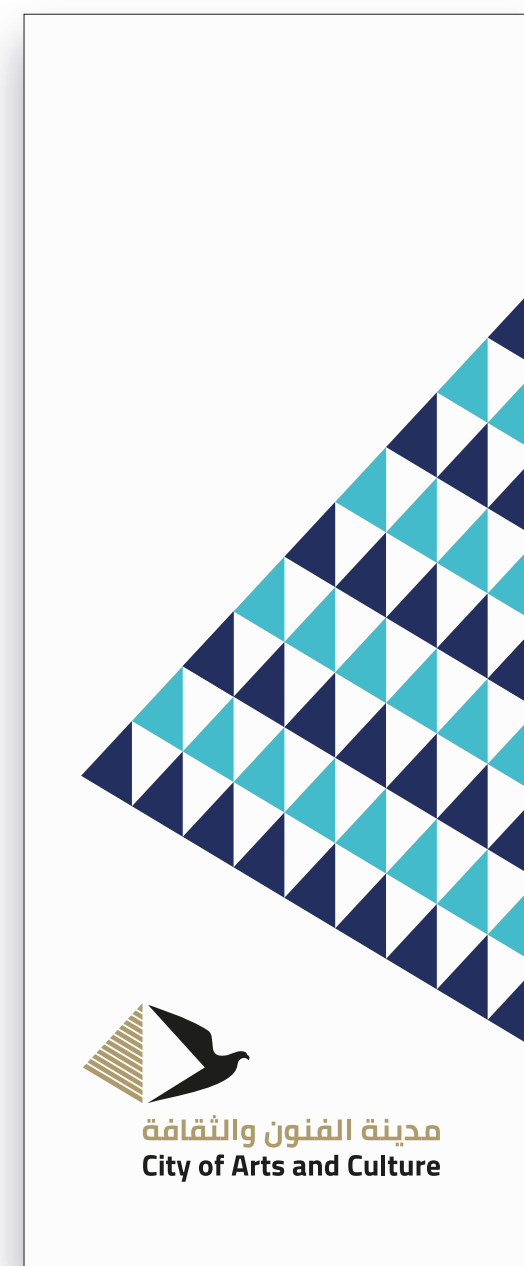
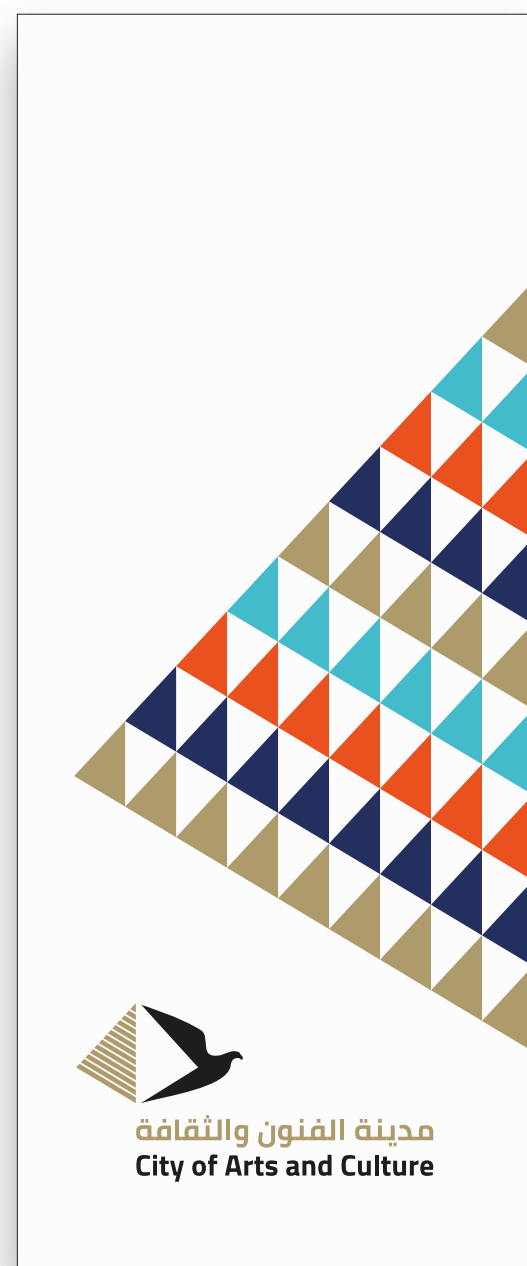
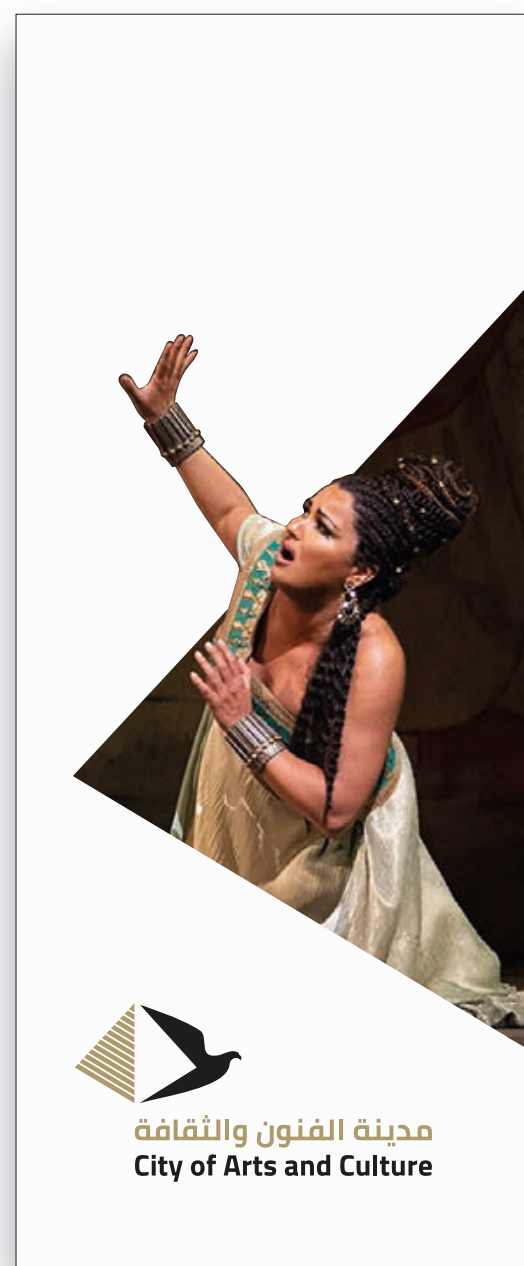
مدينة الفنون والثقافة City of Arts and Culture

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

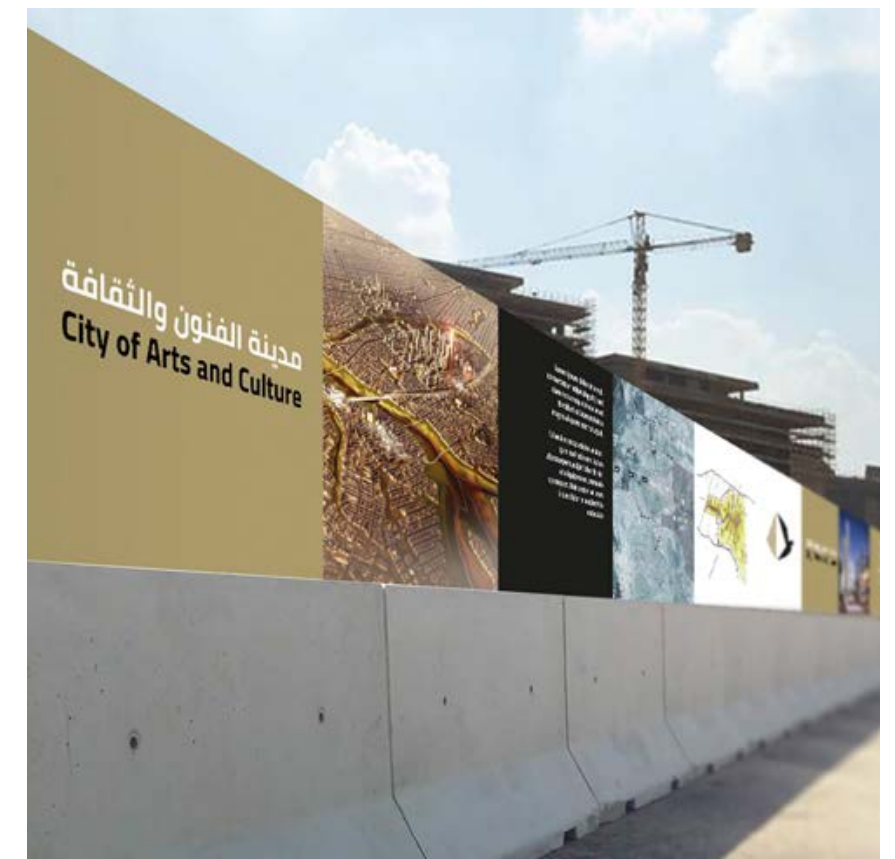




مدينة الفنون والثقافة
City of Arts and Culture



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

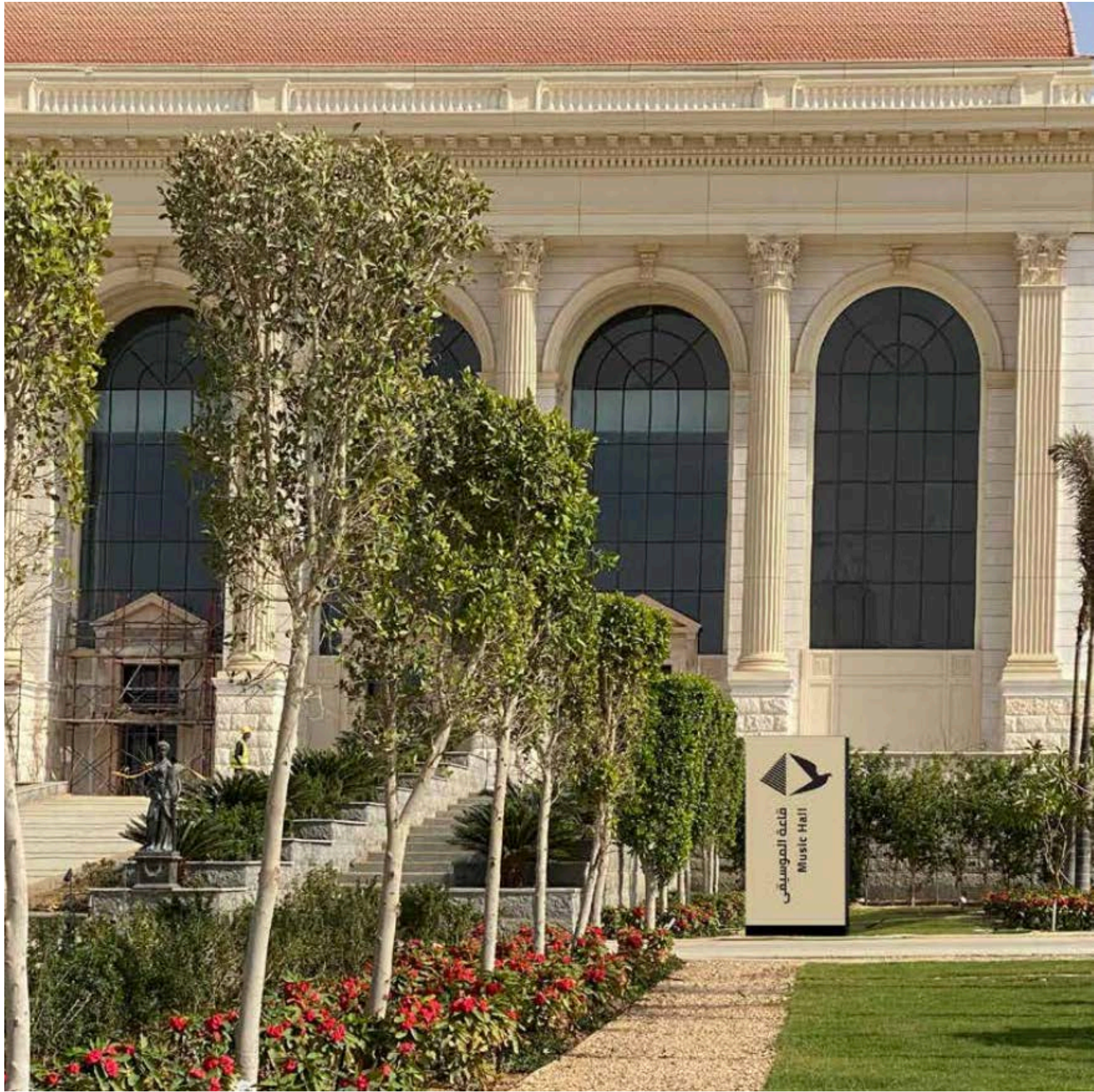
Dreaming
of Sweden
The Future that Disappeared

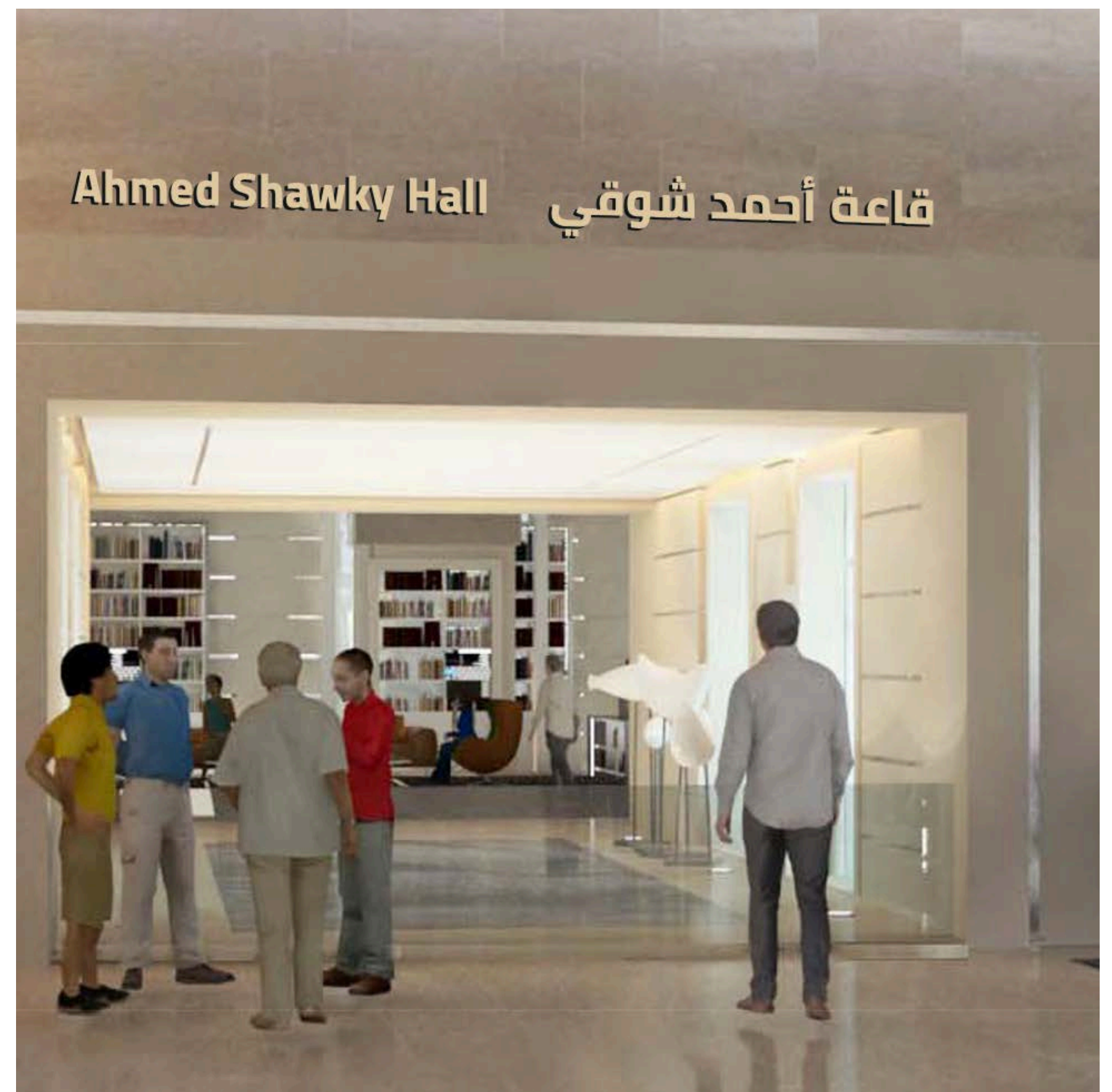
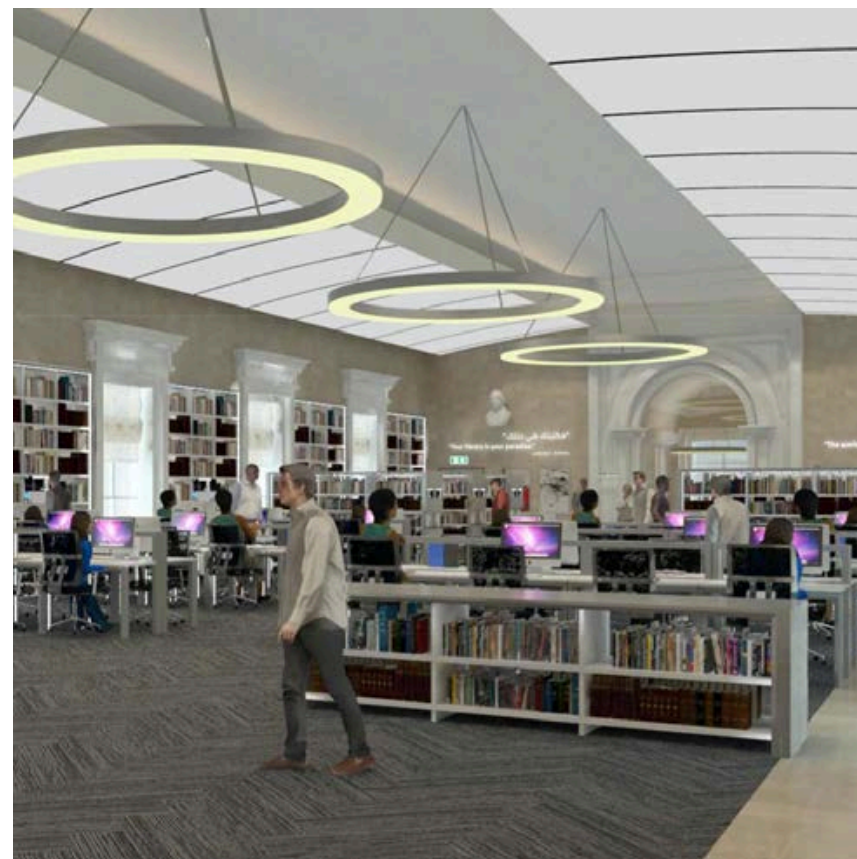
ON THE INTRINSIC VALUE OF
EVERYTHING

Scott A. Davison

رقعة أو أجل من الذي
بيني وينشئ ألف





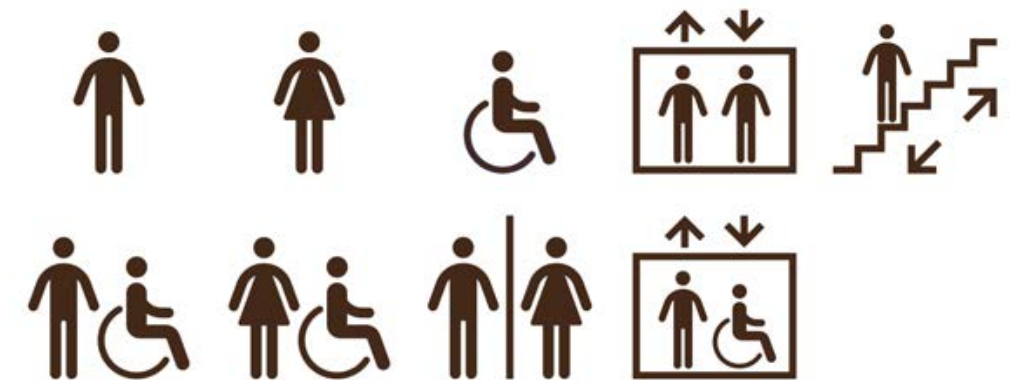
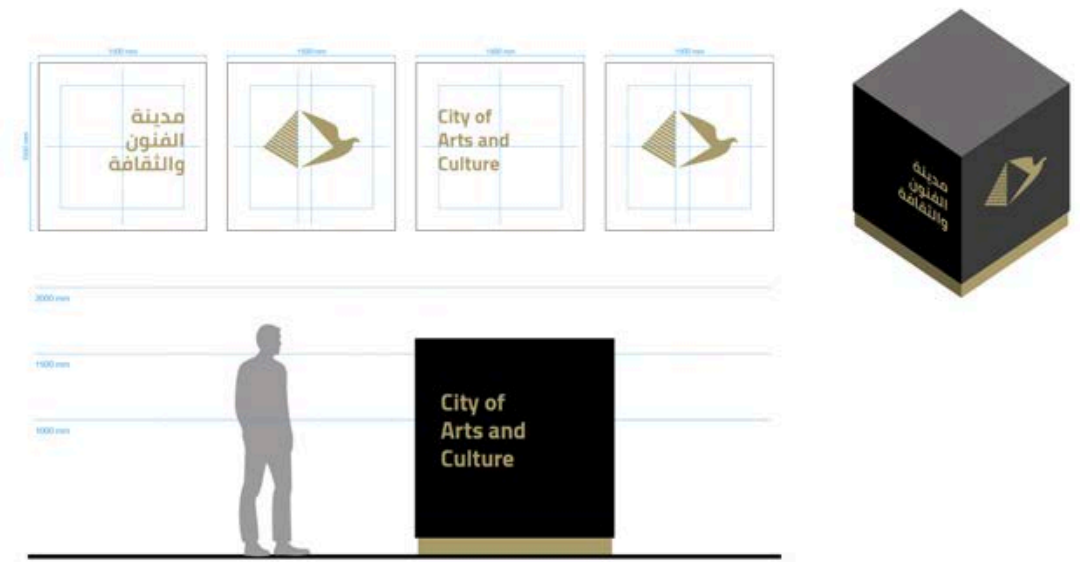
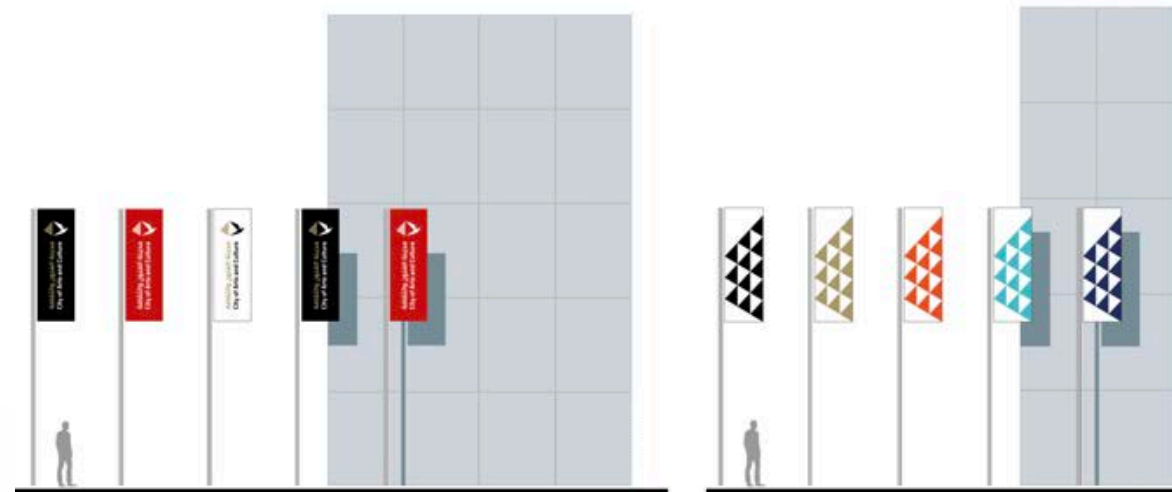
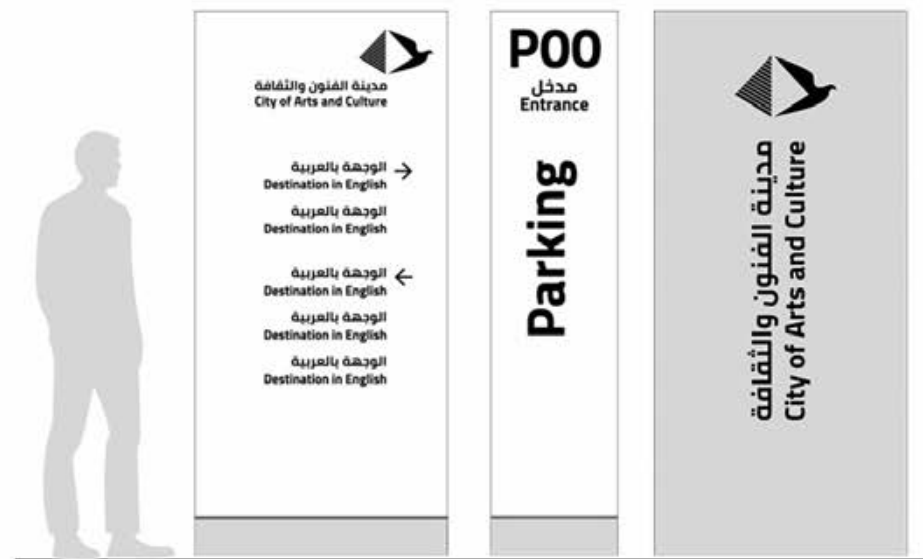


CITY OF ARTS AND CULTURE

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

2020-2021



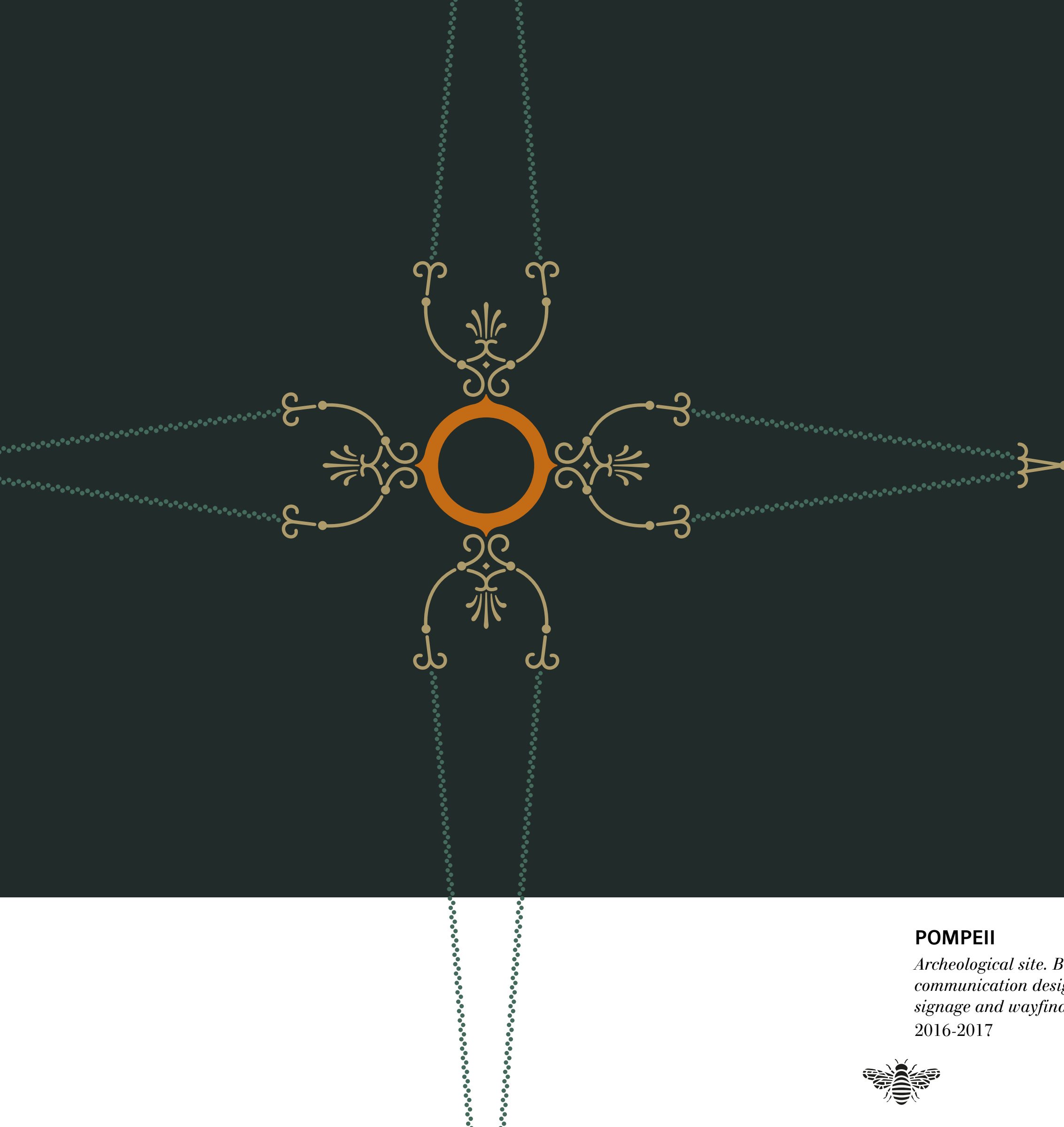


CITY OF ARTS AND CULTURE

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

2020-2021





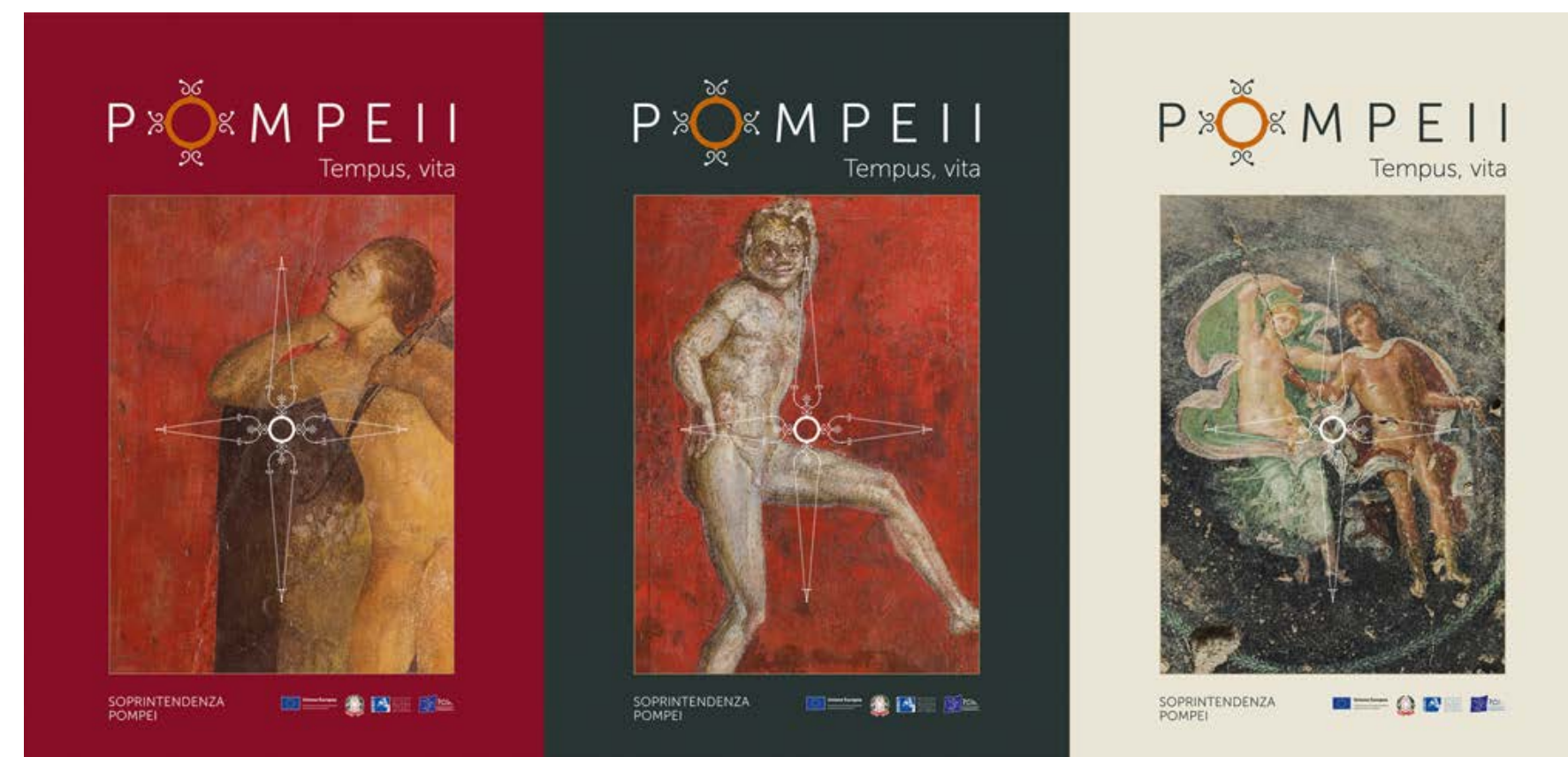
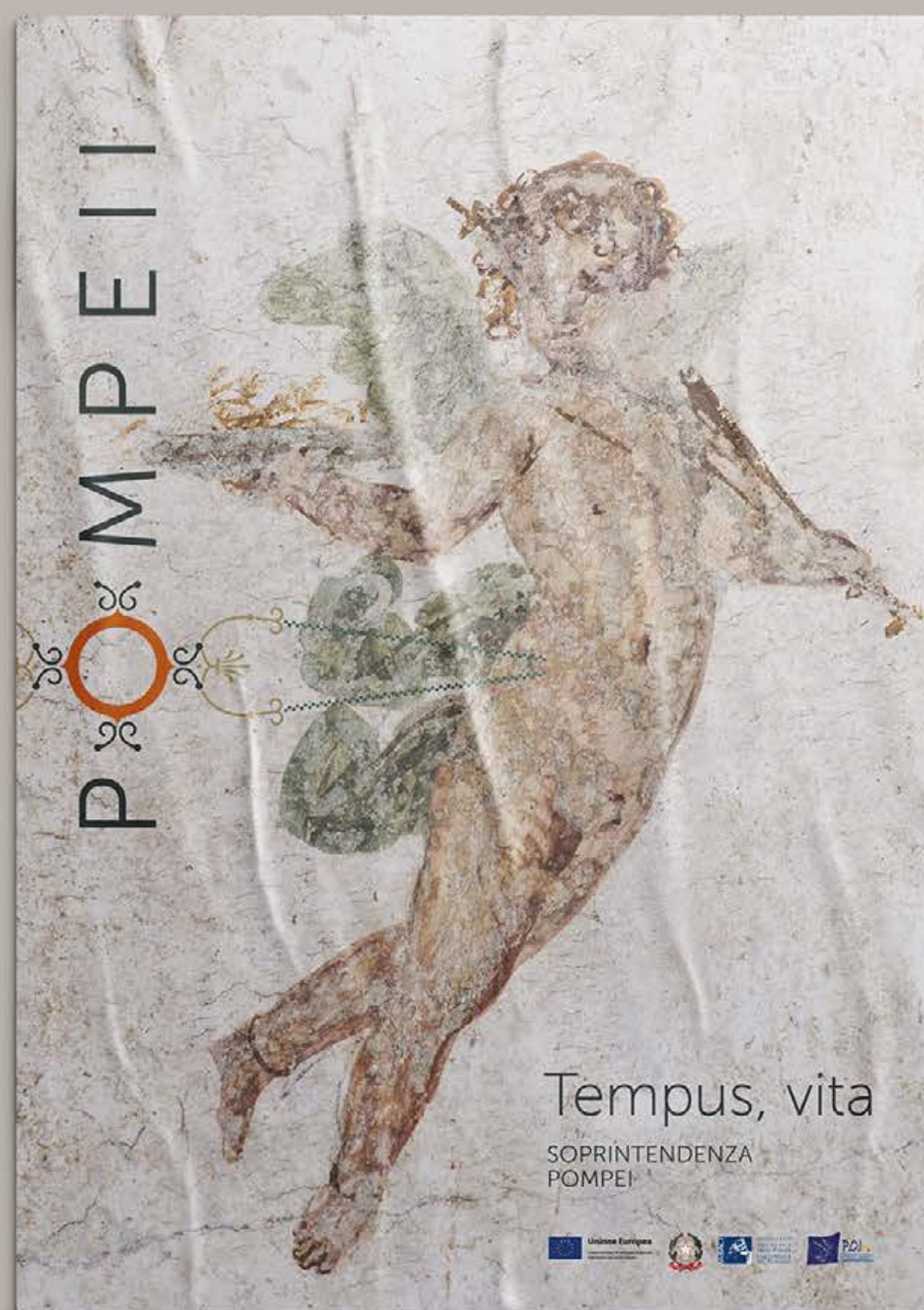
POMPEII

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*

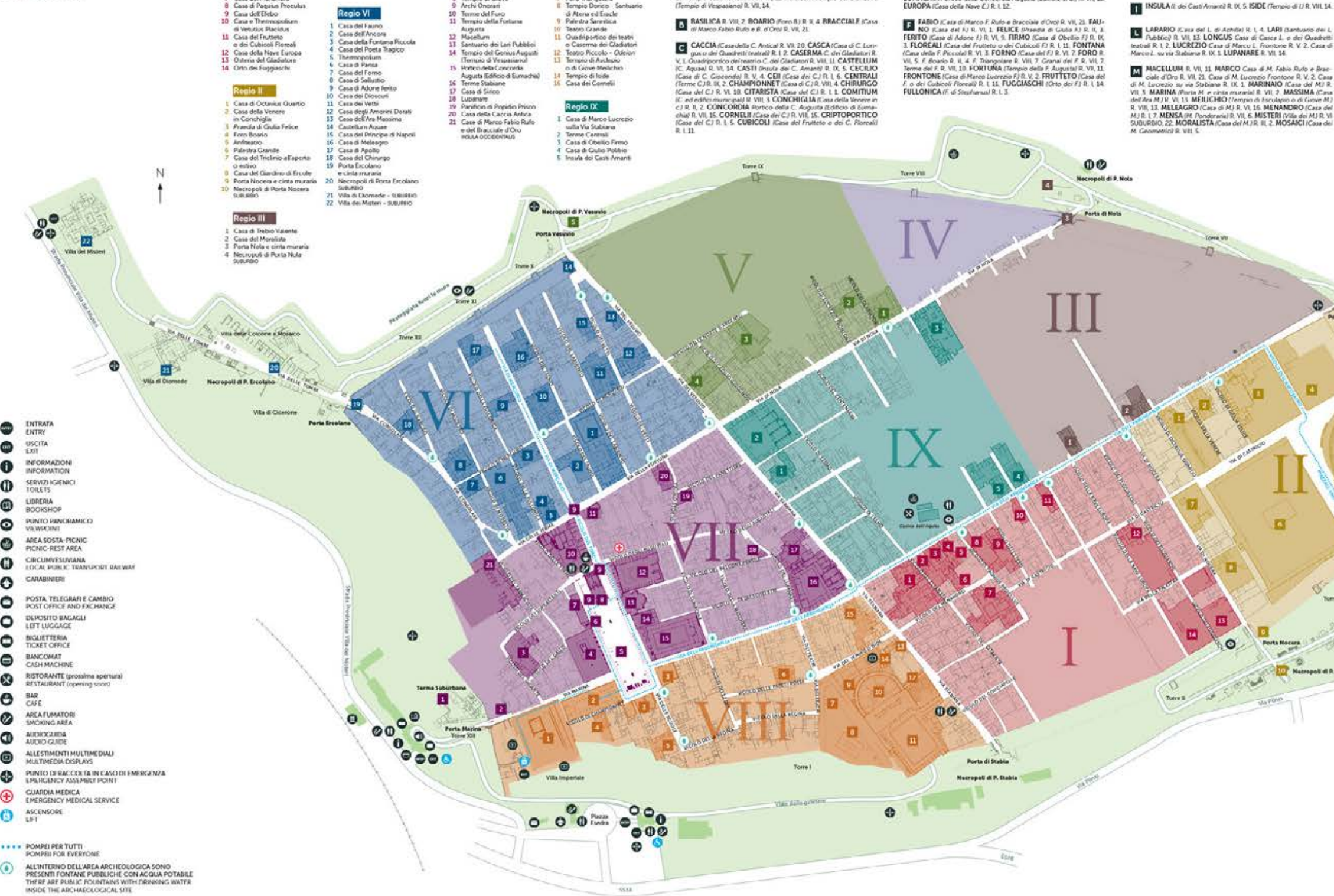




POMPEII
*Archeological site. Brand design,
 communication design,
 signage and wayfinding design.*
 2016-2017



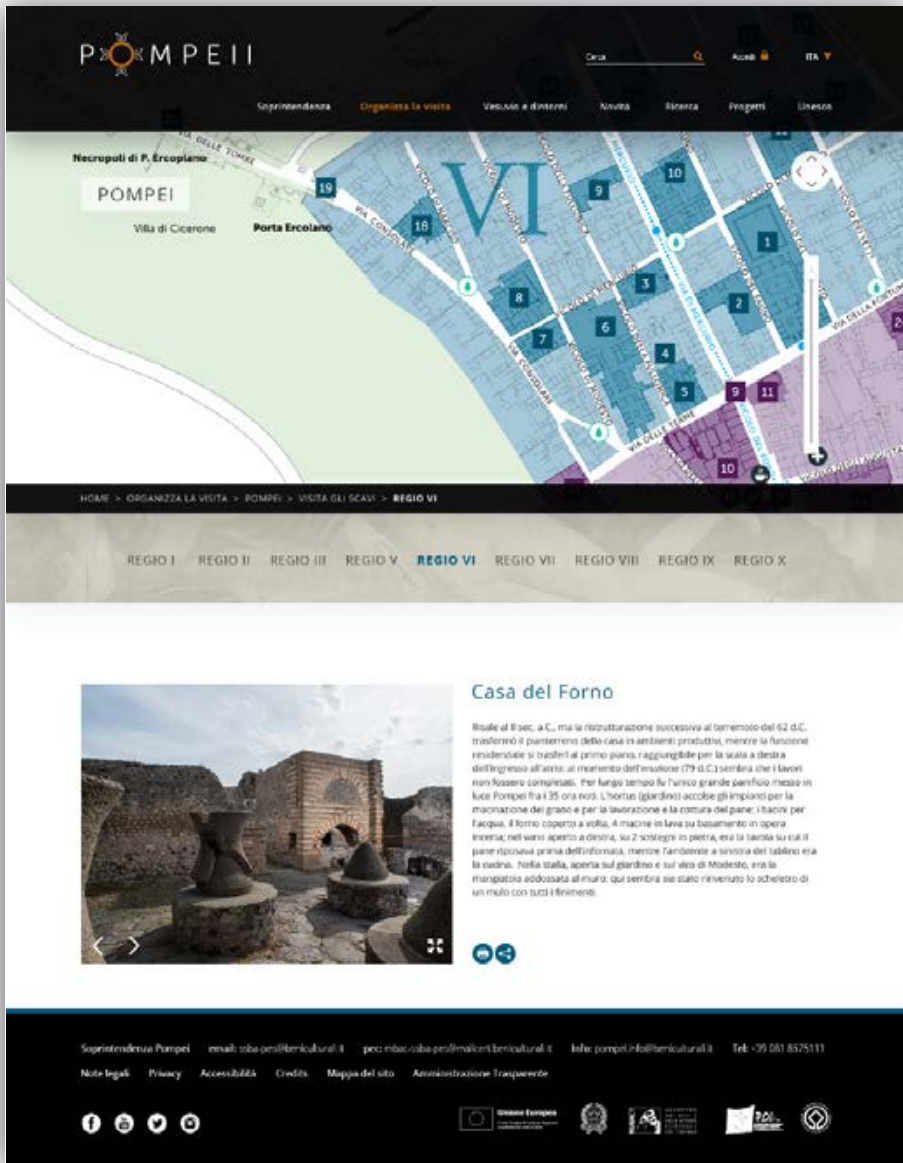
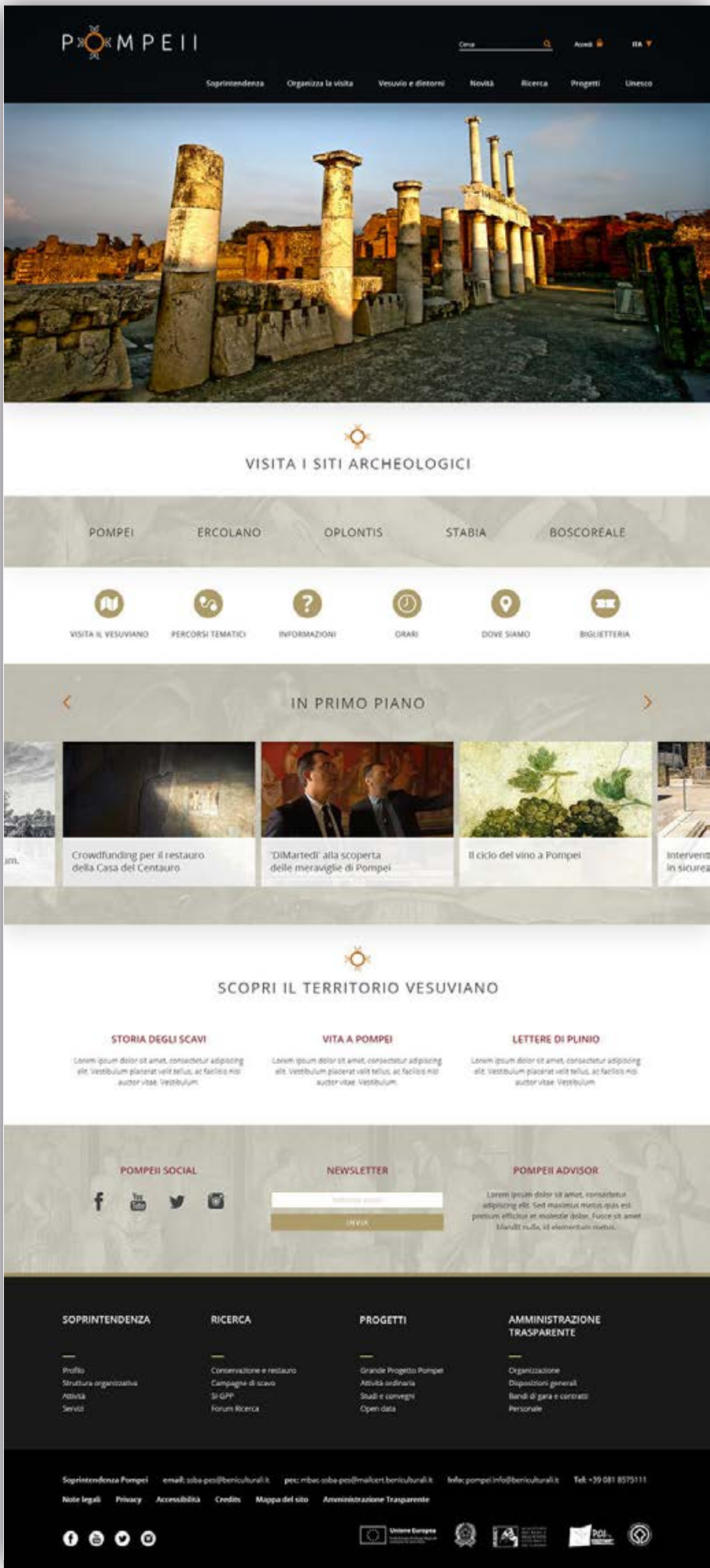
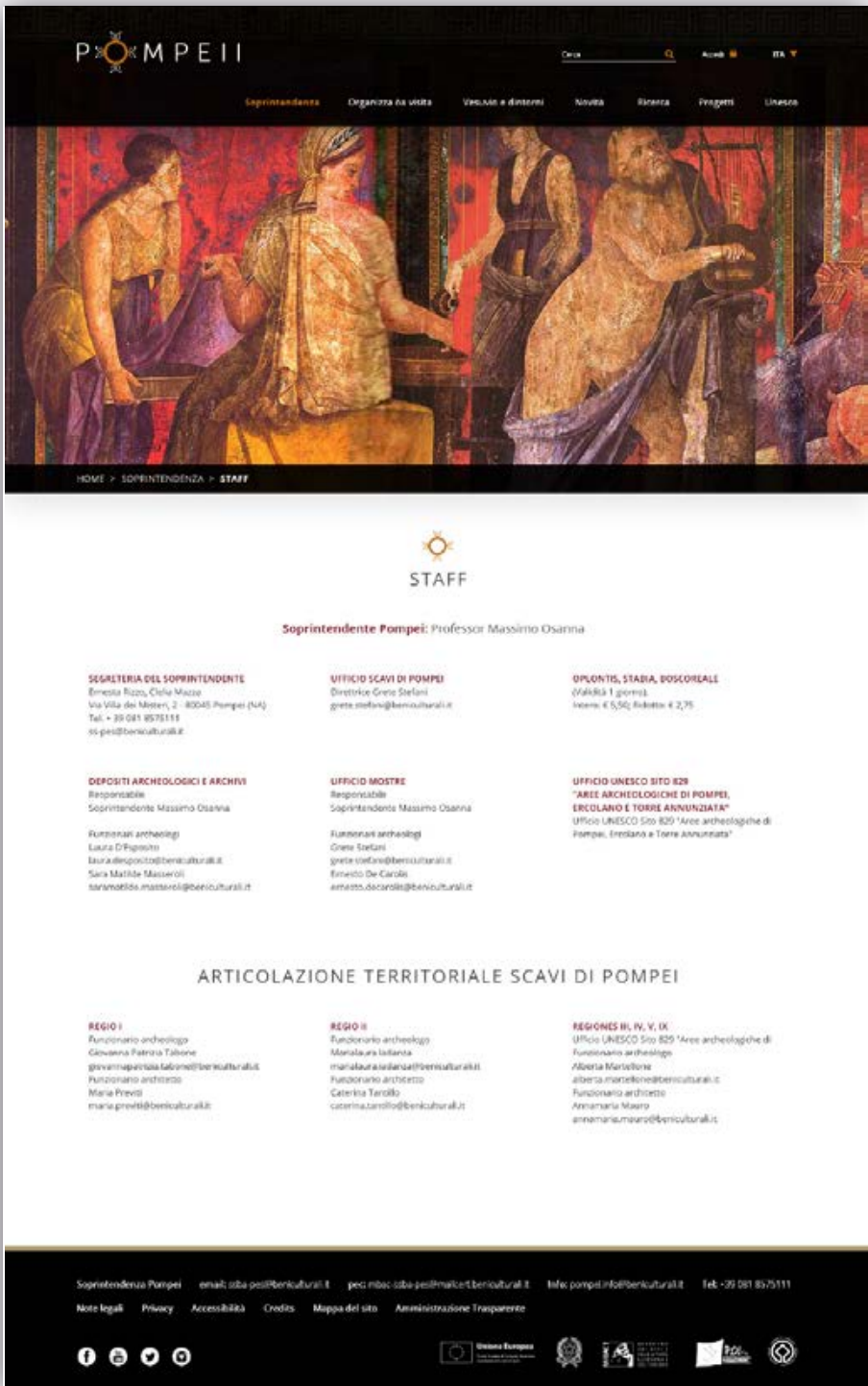
Pianta degli scavi di Pompei
di Pompeii
Plan of the excavations
of Pompeii



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

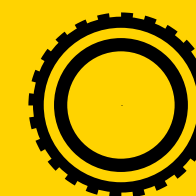
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Qm

aaa
eee



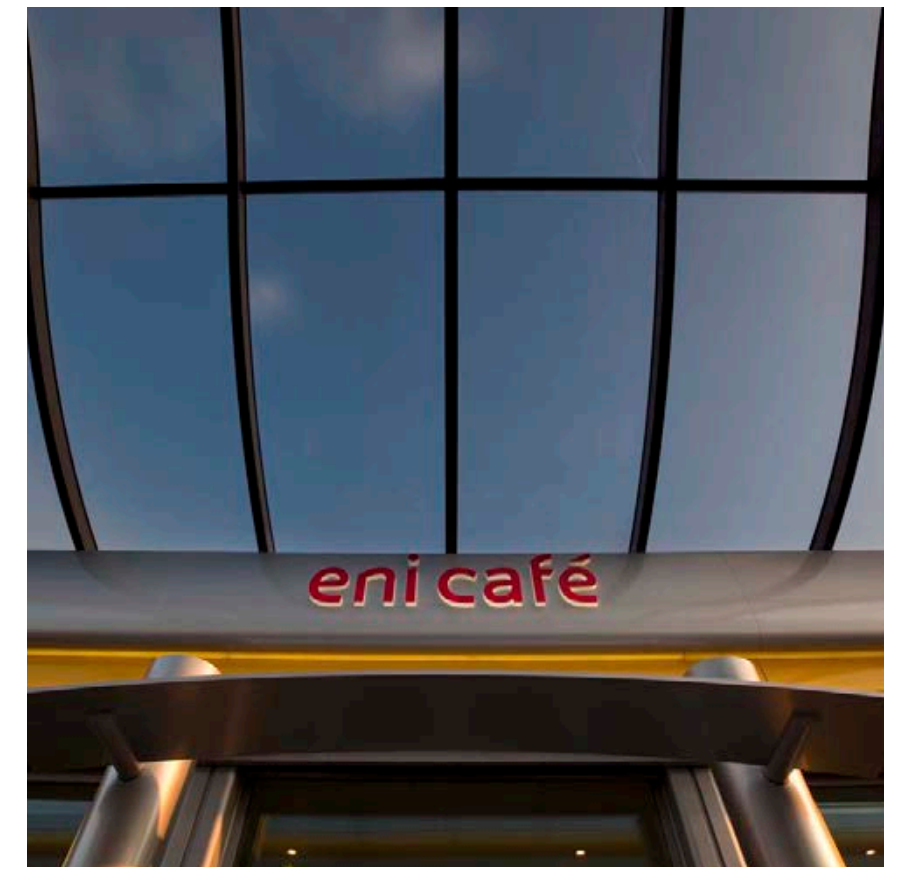
ENI

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



ROMA



Comune di Roma

atac

ROMA



mobilità

ROMA



ama

ROMA



mobilità

ROMA

carsharing

mobilità

ROMA

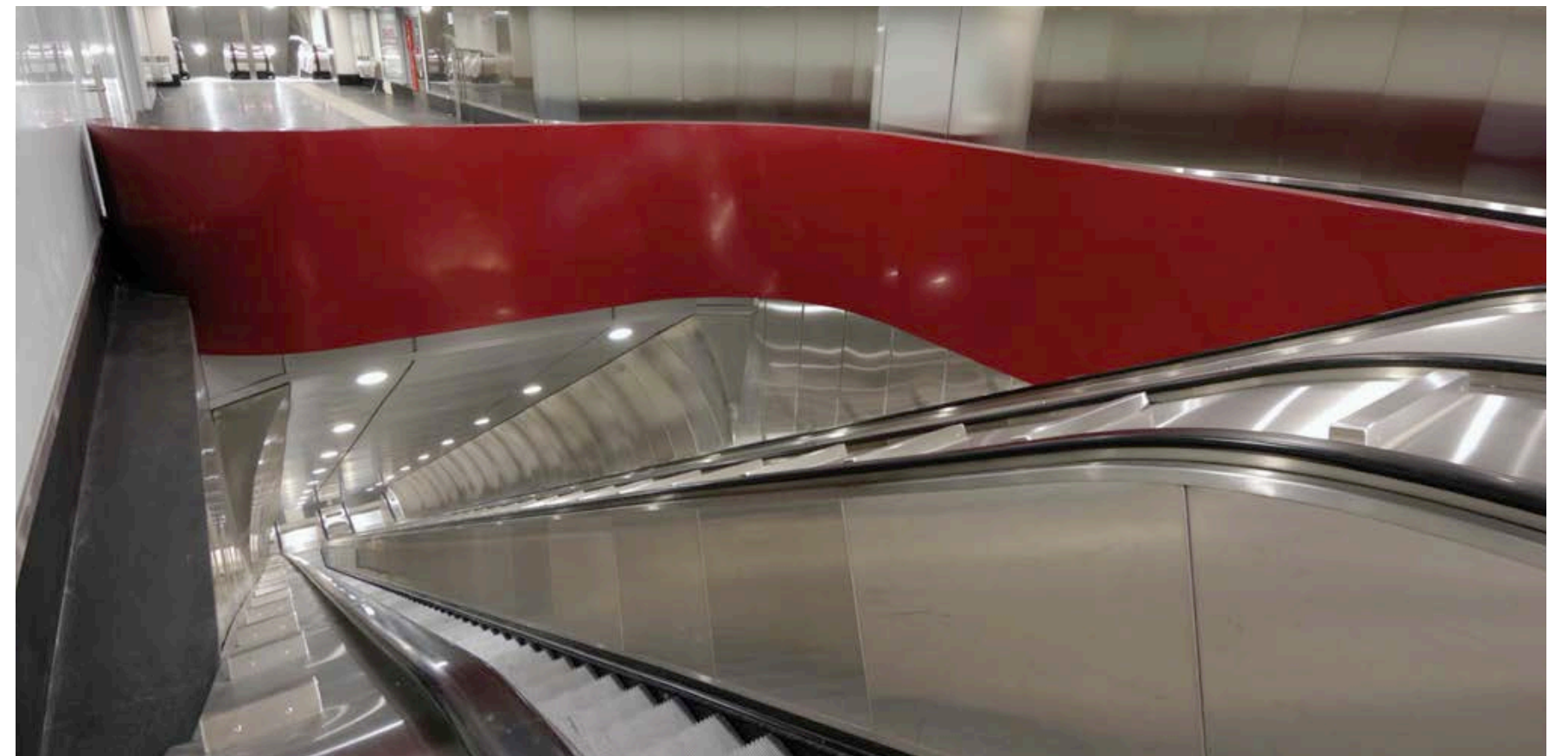
bikesharing

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





Urbs Display

Urbs Display Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Urbs Display Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

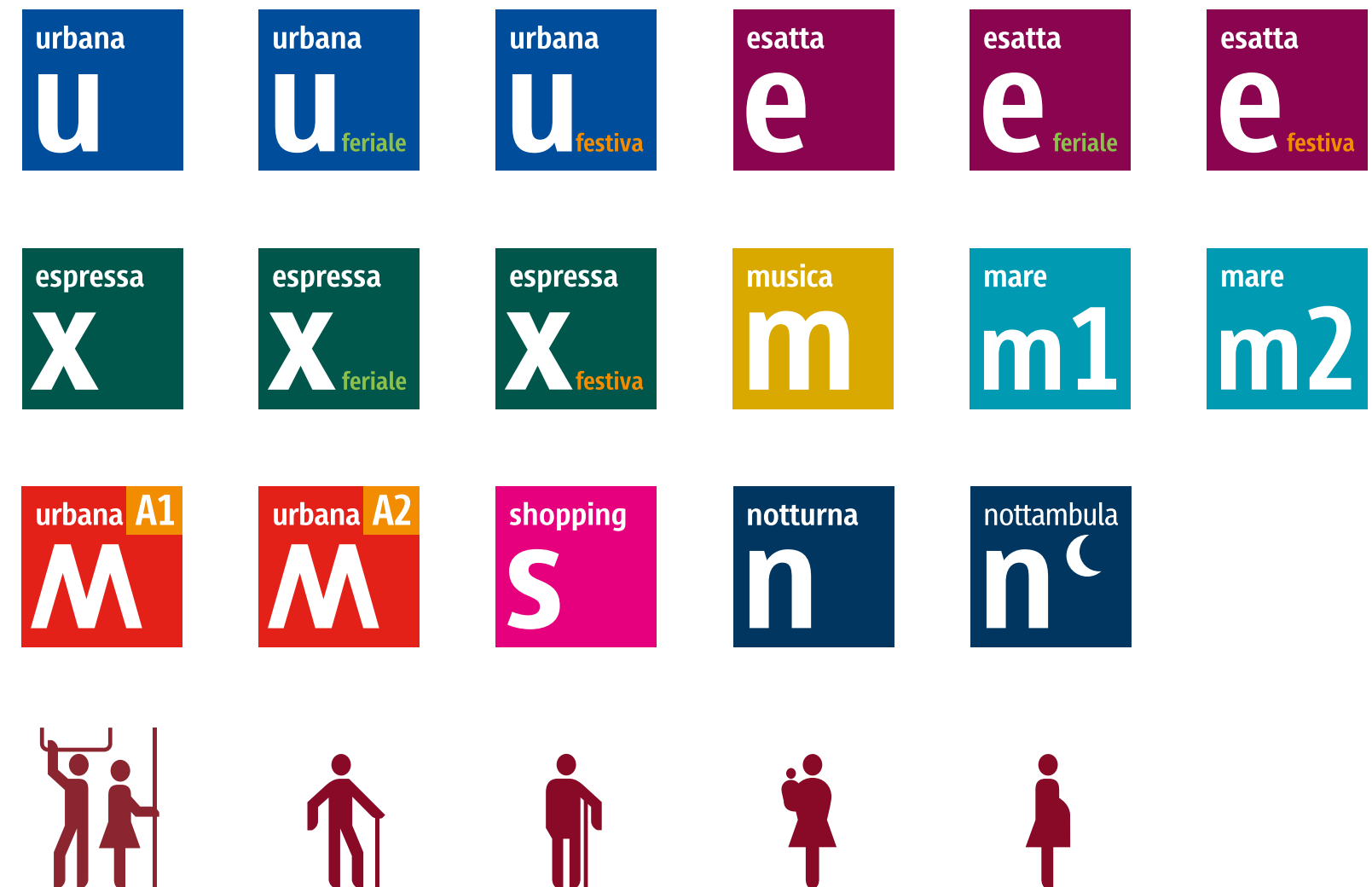




COMUNE DI ROMA

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*



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





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





2000-2002





MiCo

Milano Congressi

MICO - MILANO CONGRESSI

The largest convention center in Europe.

Brand design, communication design, signage & wayfinding.

2011





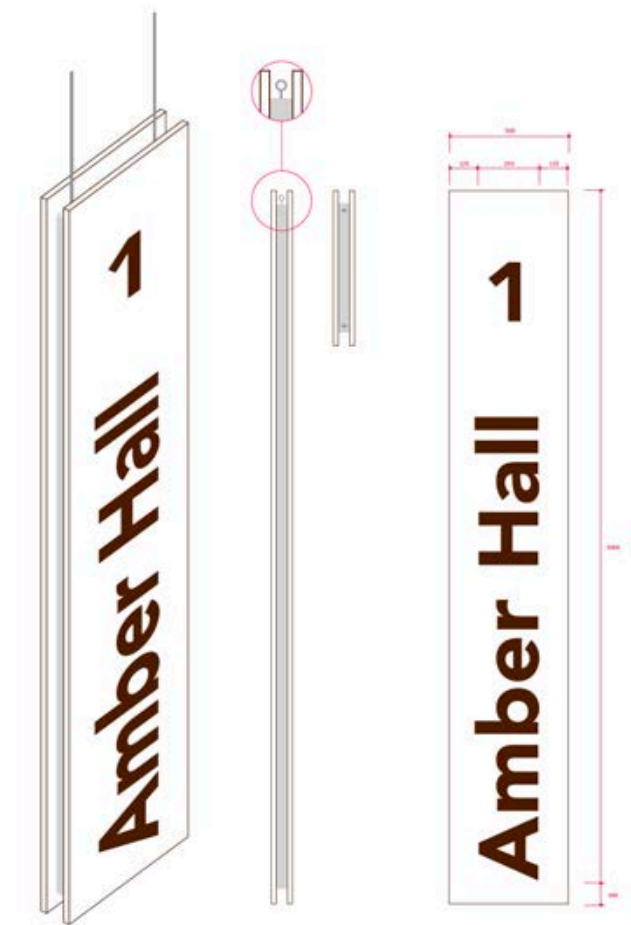
MICO - MILANO CONGRESSI

The largest convention center in Europe.

Brand design, communication design, signage & wayfinding.

2011





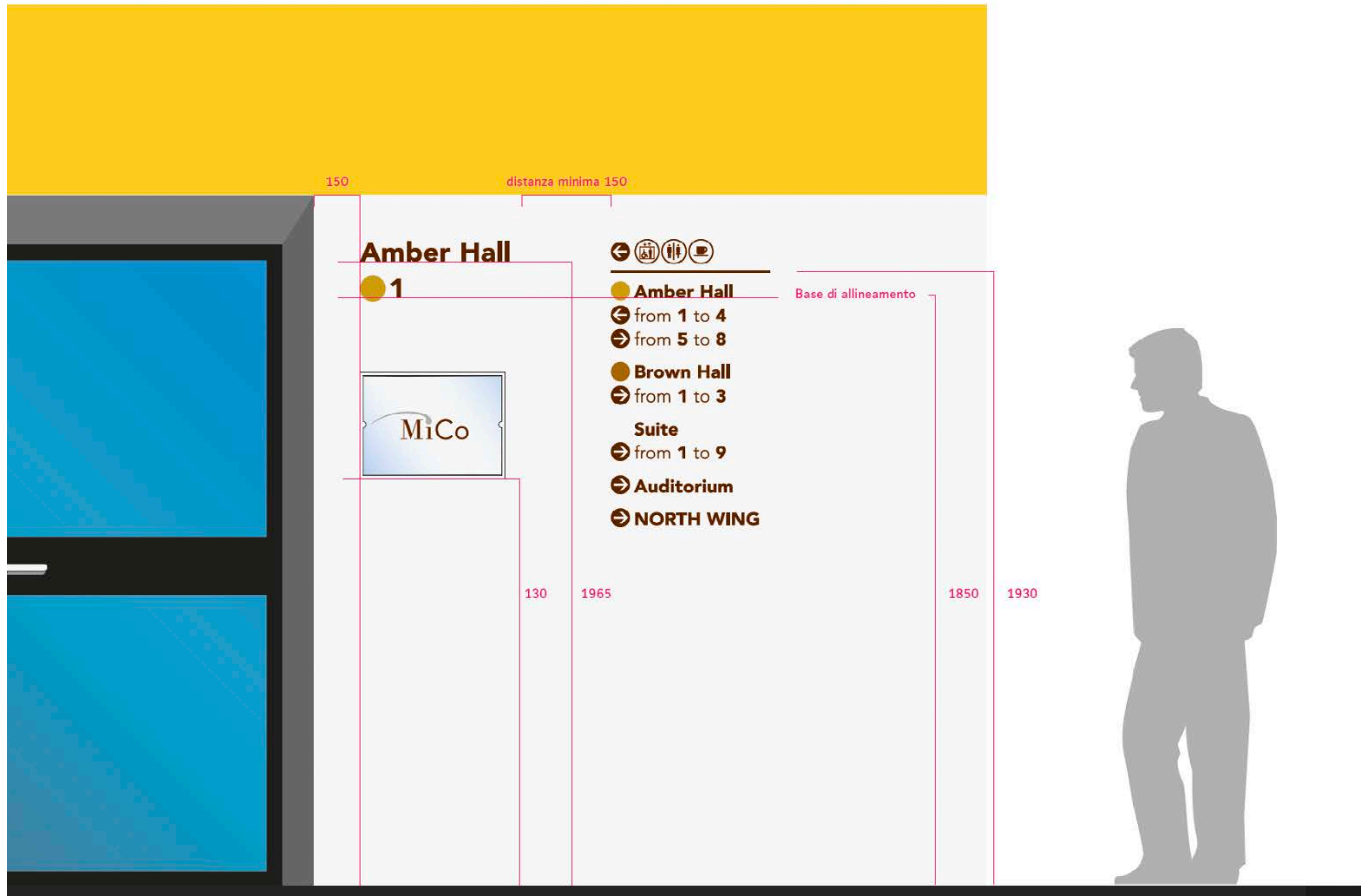
MICO - MILANO CONGRESSI

The largest convention center in Europe.

Brand design, communication design, signage & wayfinding.

2011





MICO - MILANO CONGRESSI

*The largest convention center in Europe.
Brand design, communication design, signage & wayfinding.
2011*





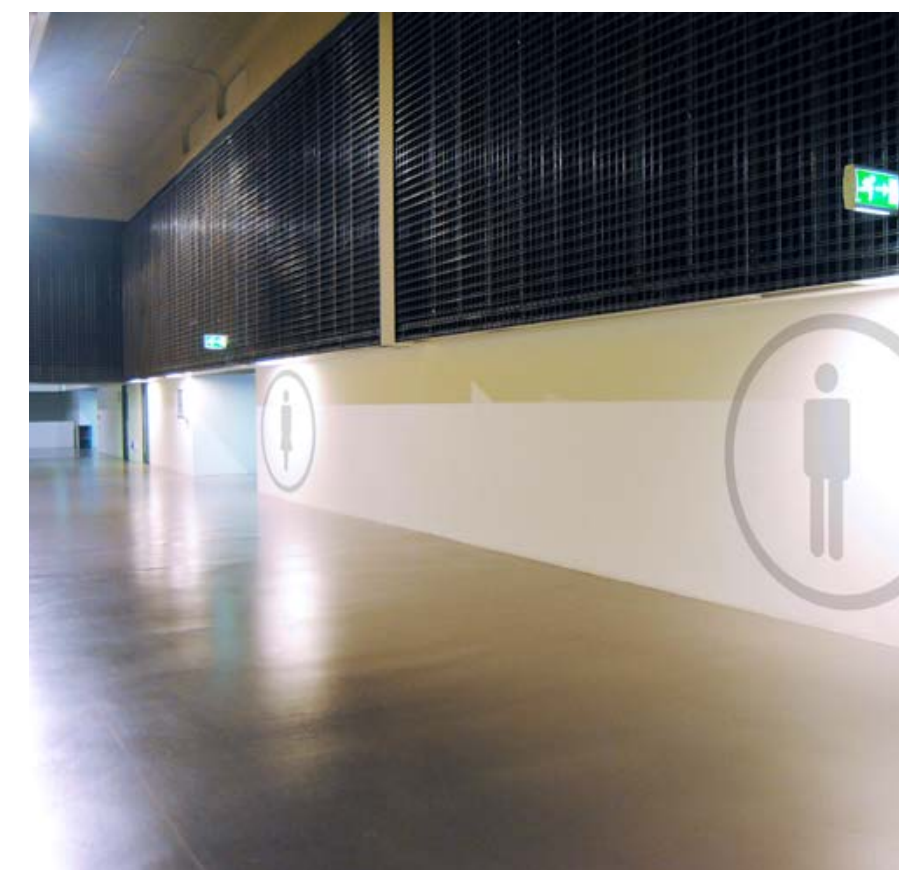
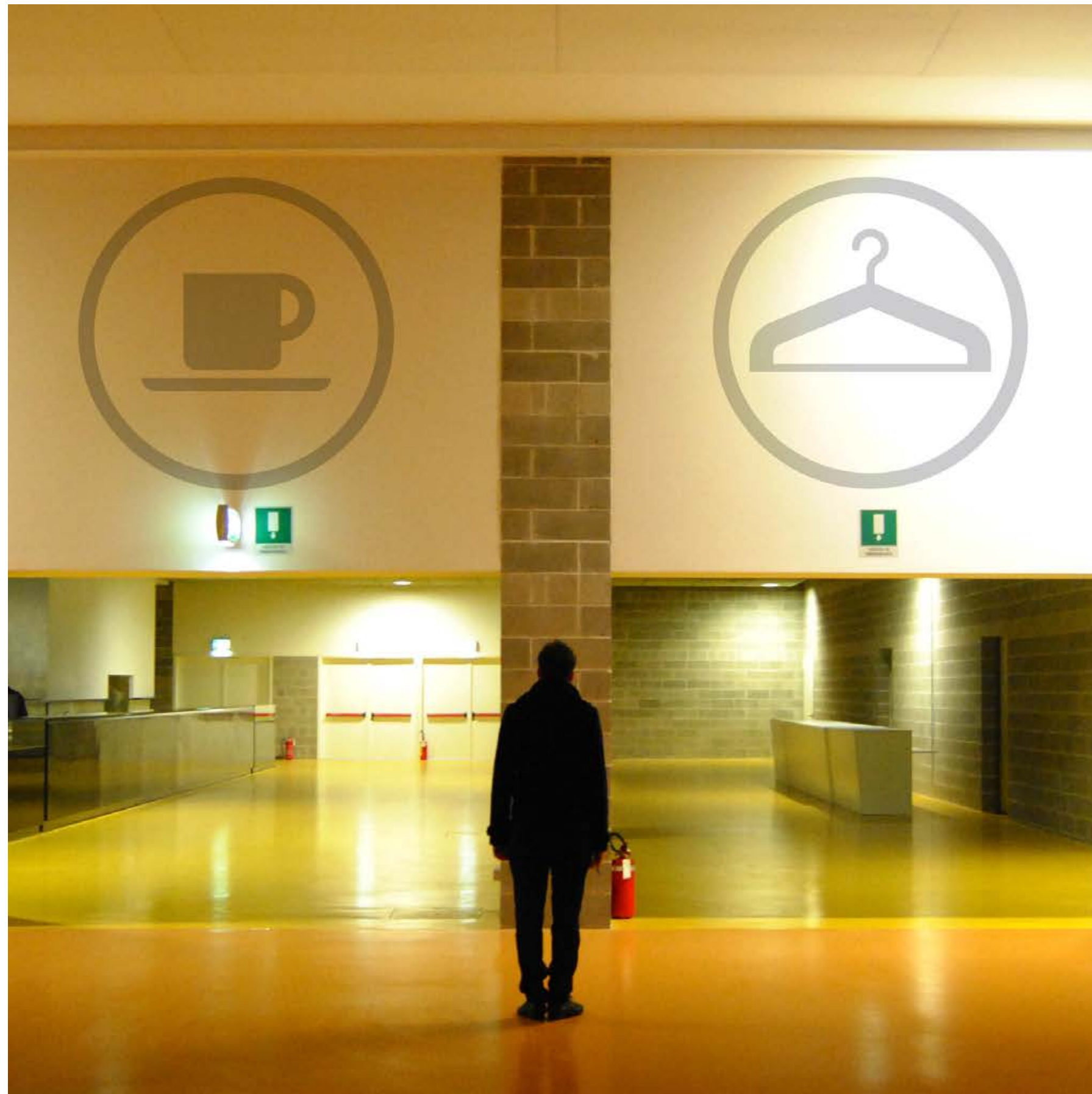
MICO - MILANO CONGRESSI

The largest convention center in Europe.

Brand design, communication design, signage & wayfinding.

2011





MICO - MILANO CONGRESSI

The largest convention center in Europe.

Brand design, communication design, signage & wayfinding.

2011





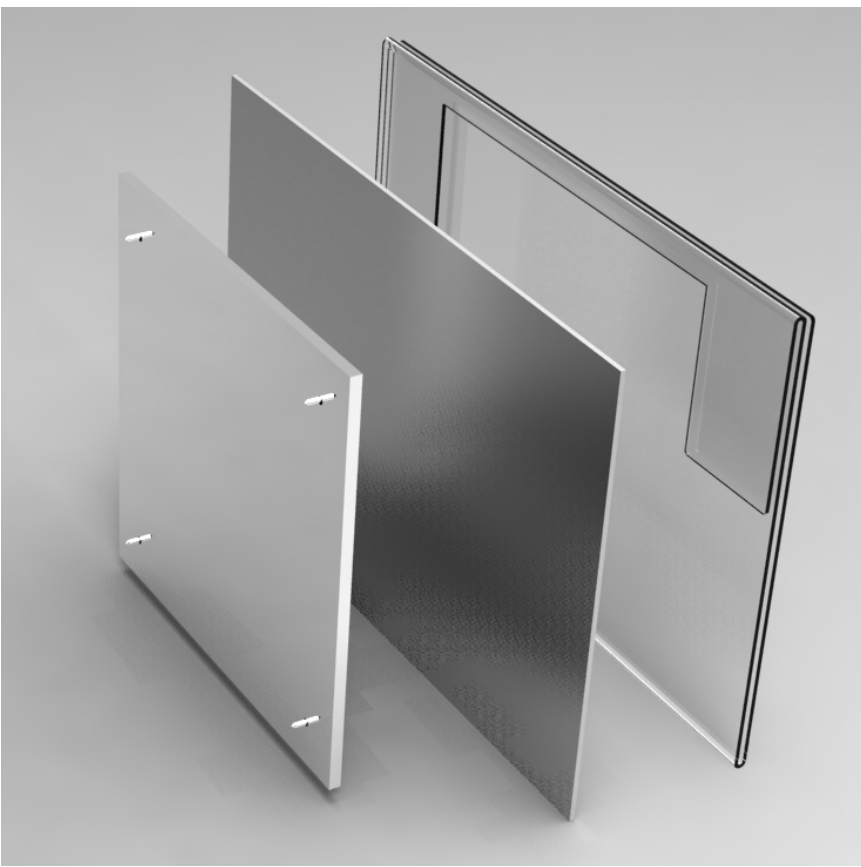
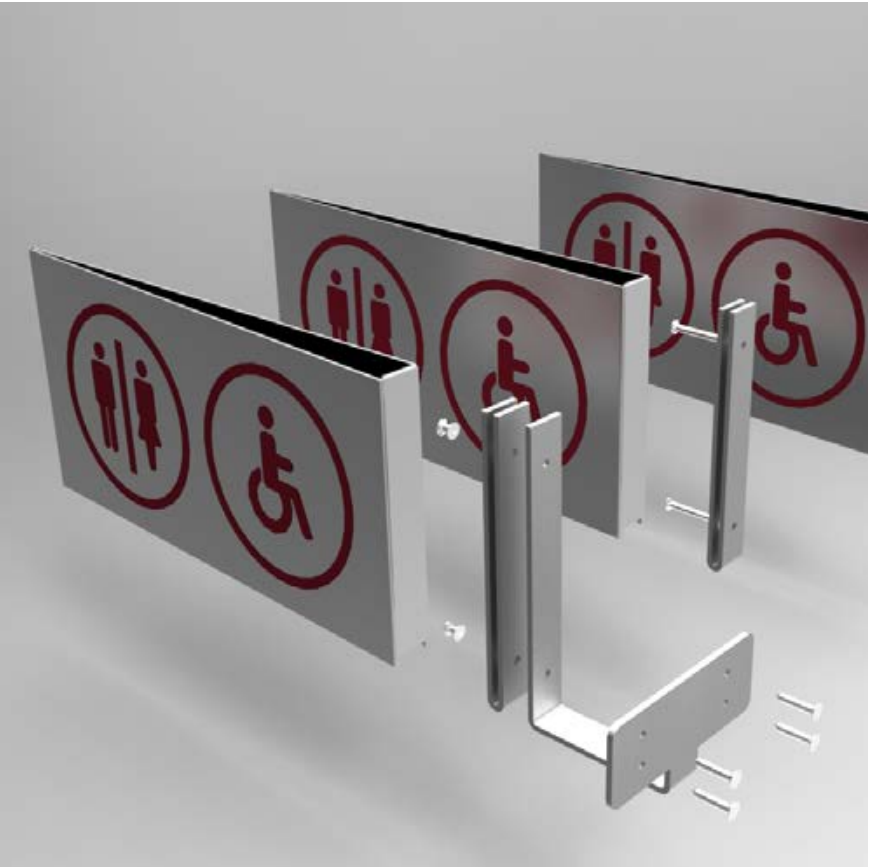
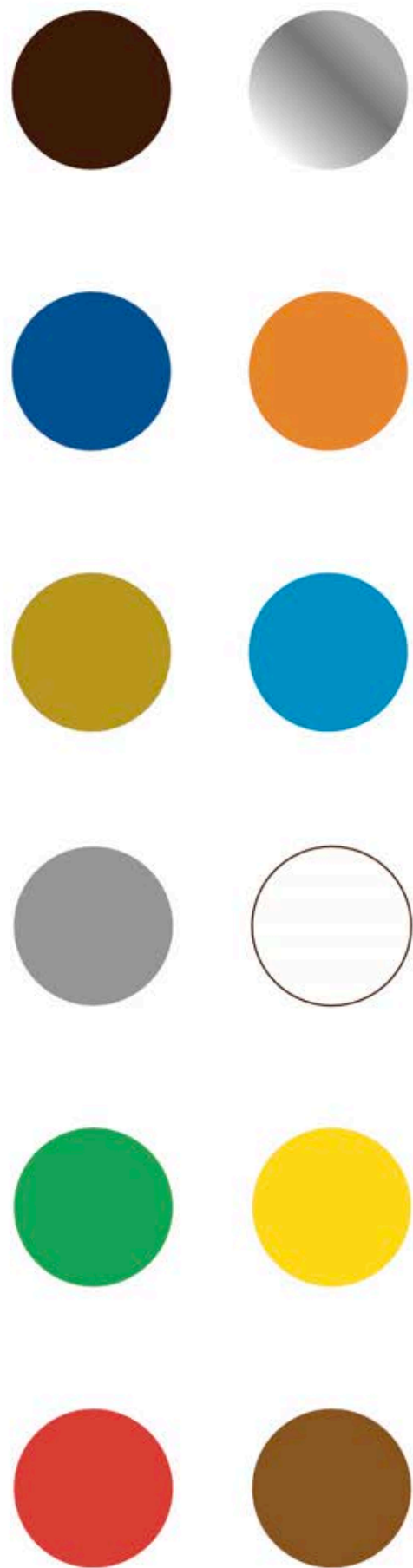
MICO - MILANO CONGRESSI

The largest convention center in Europe.

Brand design, communication design, signage & wayfinding.

2011





MICO - MILANO CONGRESSI
The largest convention center in Europe.
Brand design, communication design, signage & wayfinding.
 2011



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—

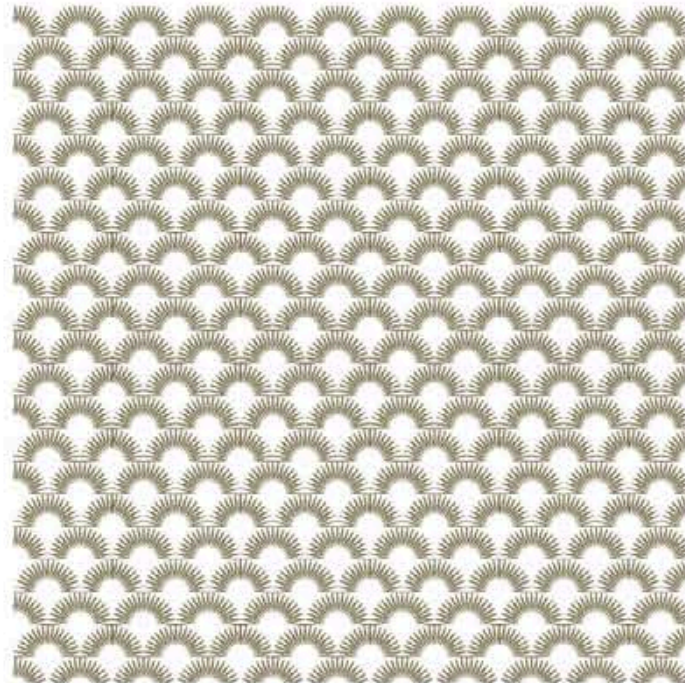
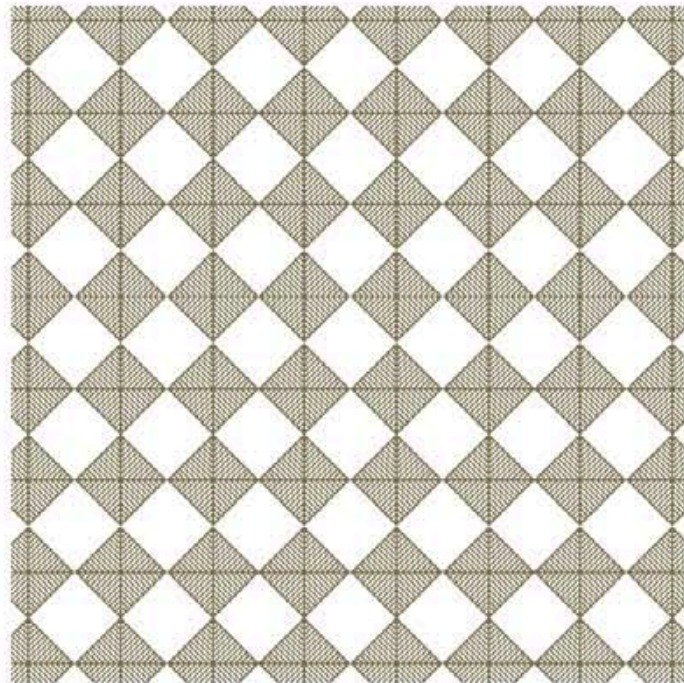
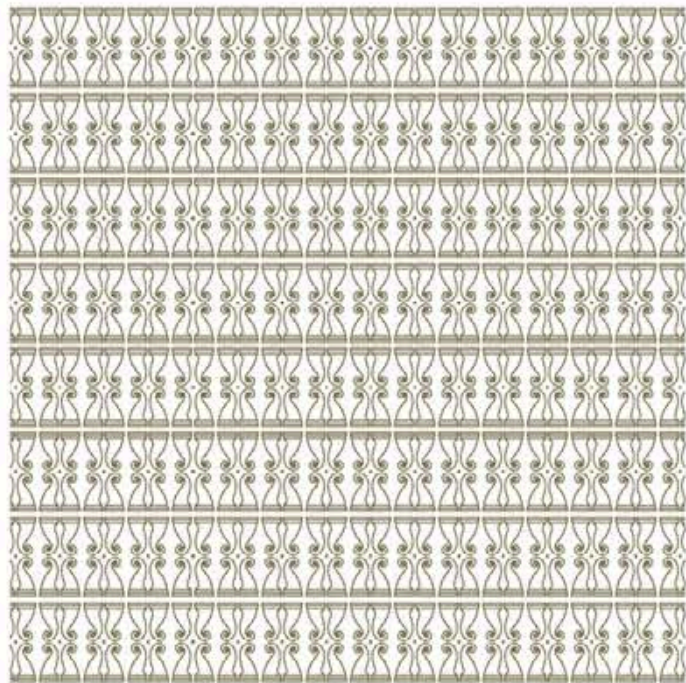
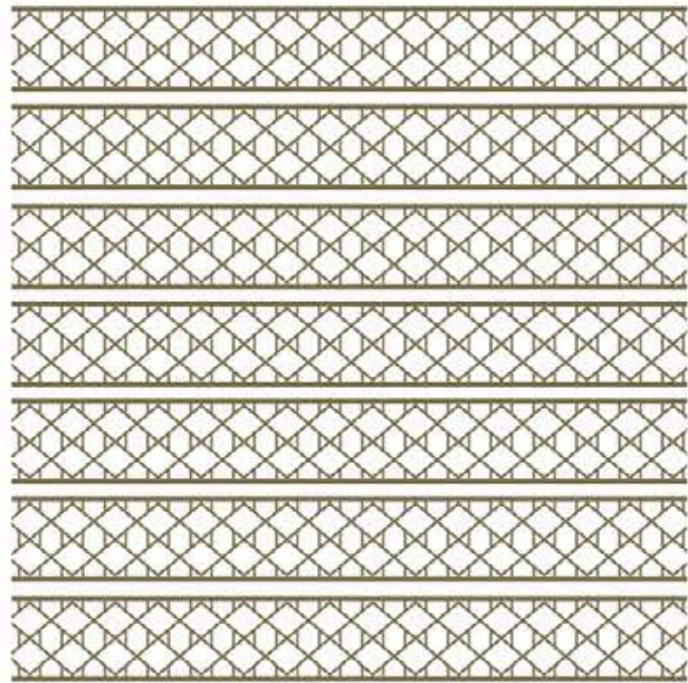
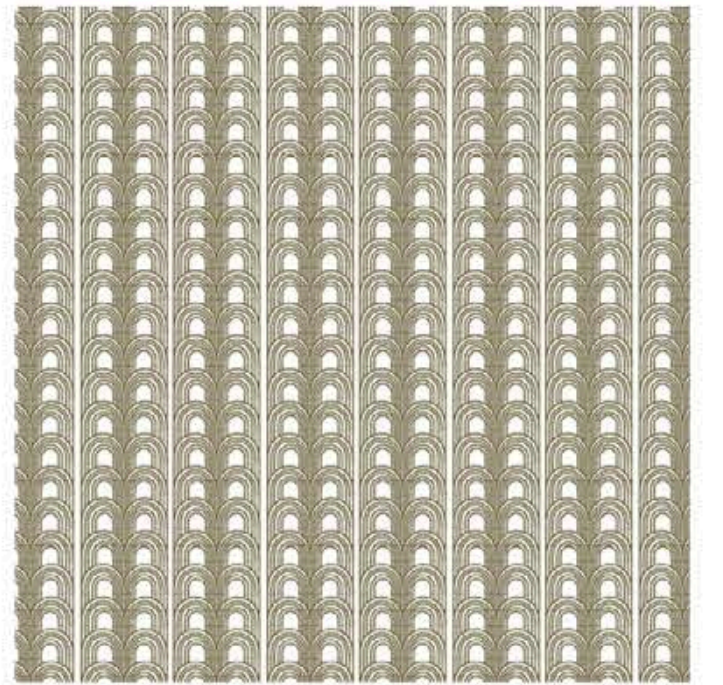
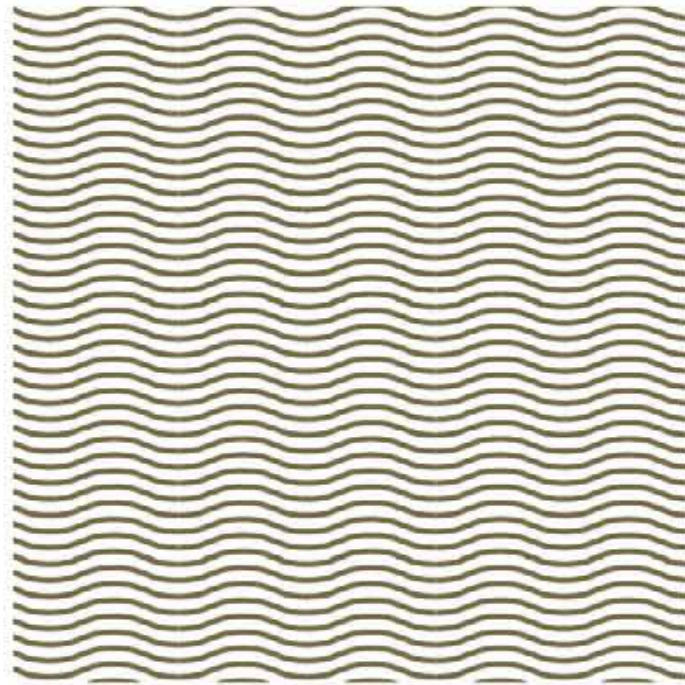
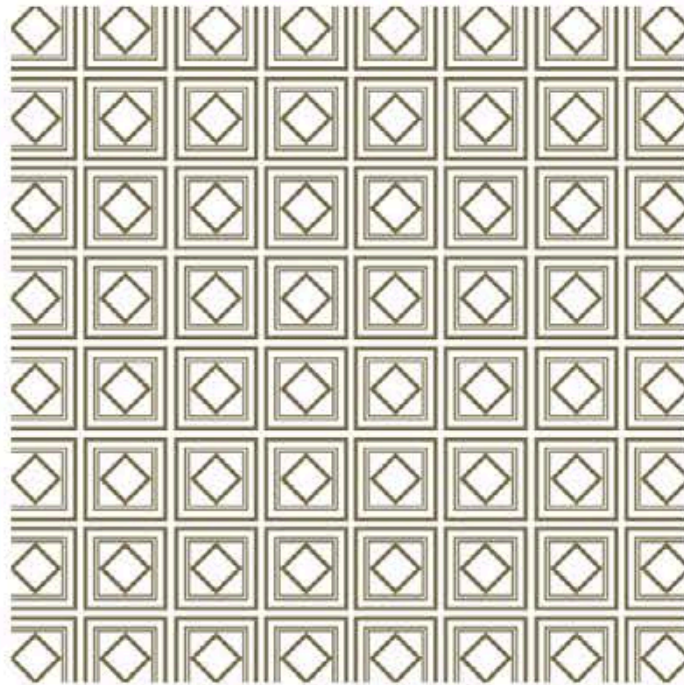
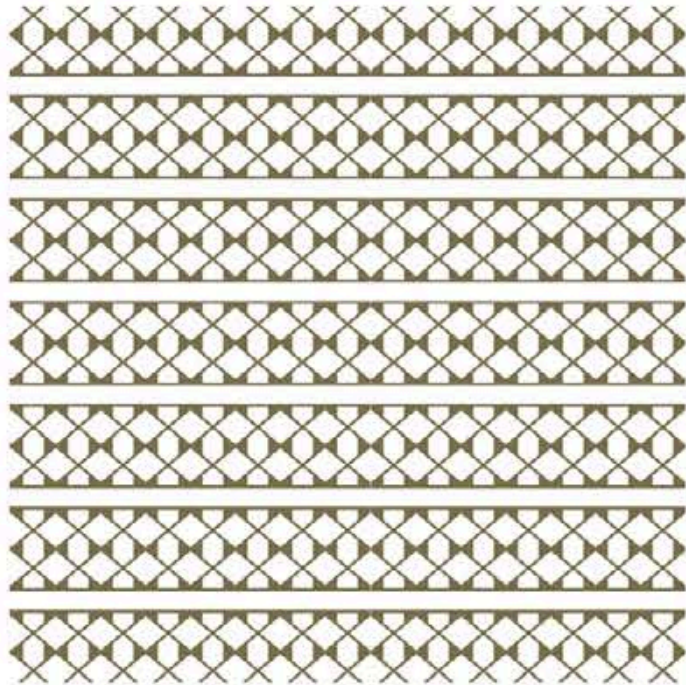
LONG LIFE
—FORMULA—

LONGLIFE FORMULA

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

2019-2020



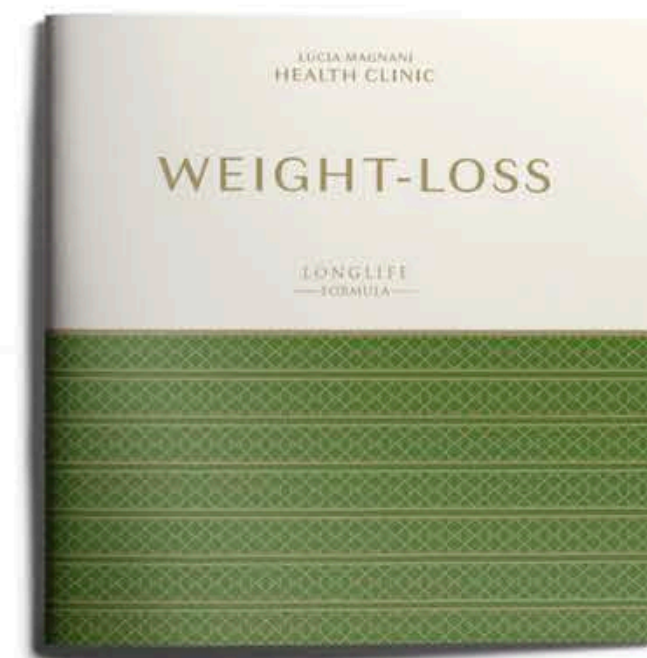
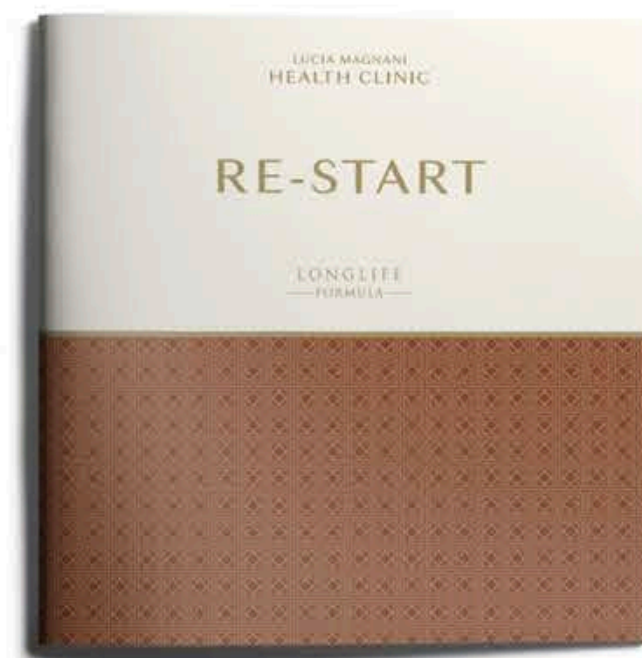
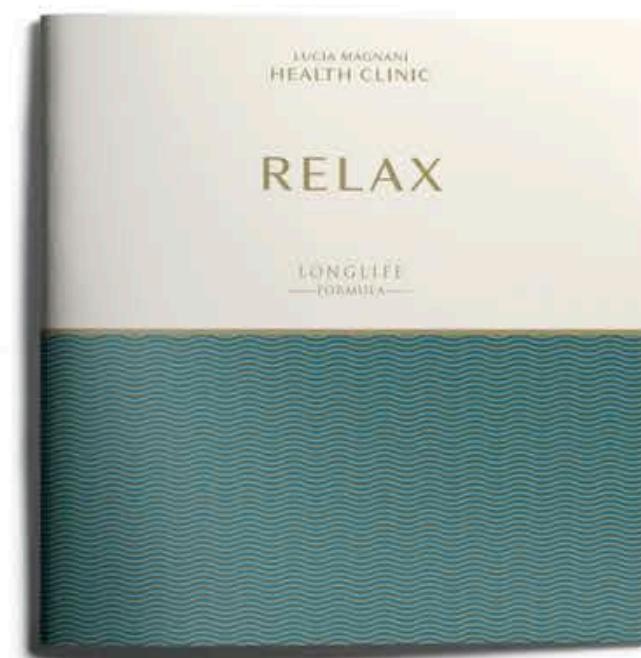
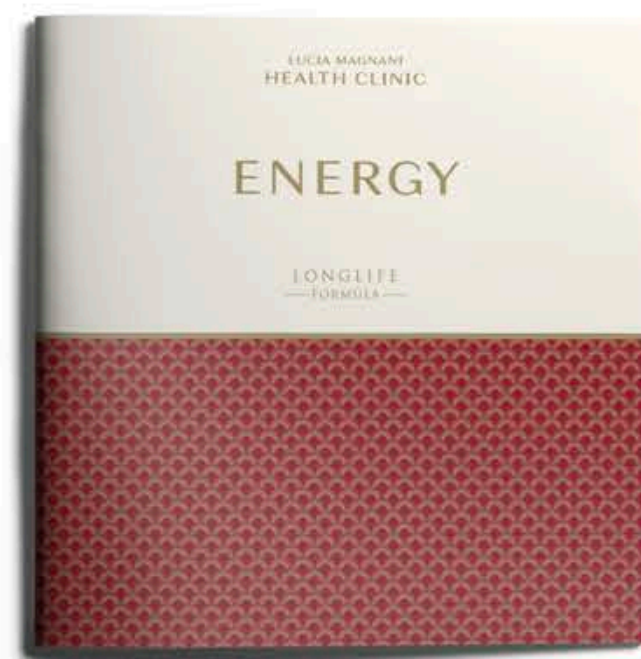
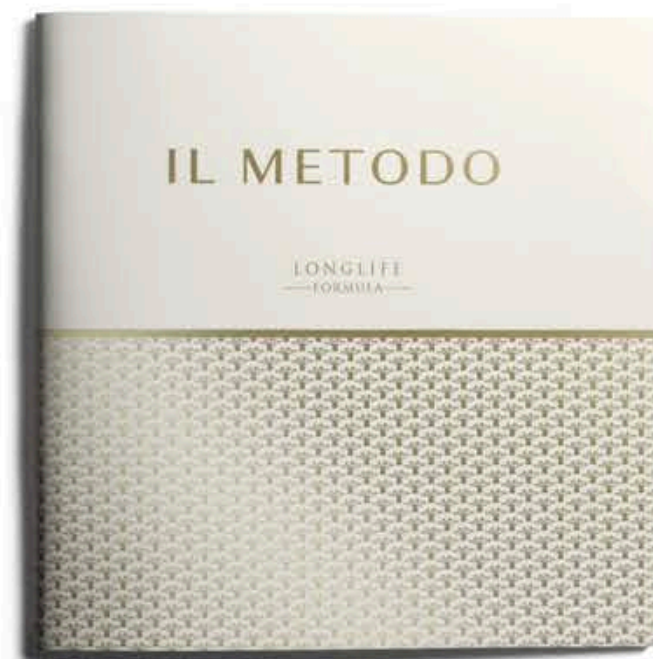


LOGLIFE FORMULA

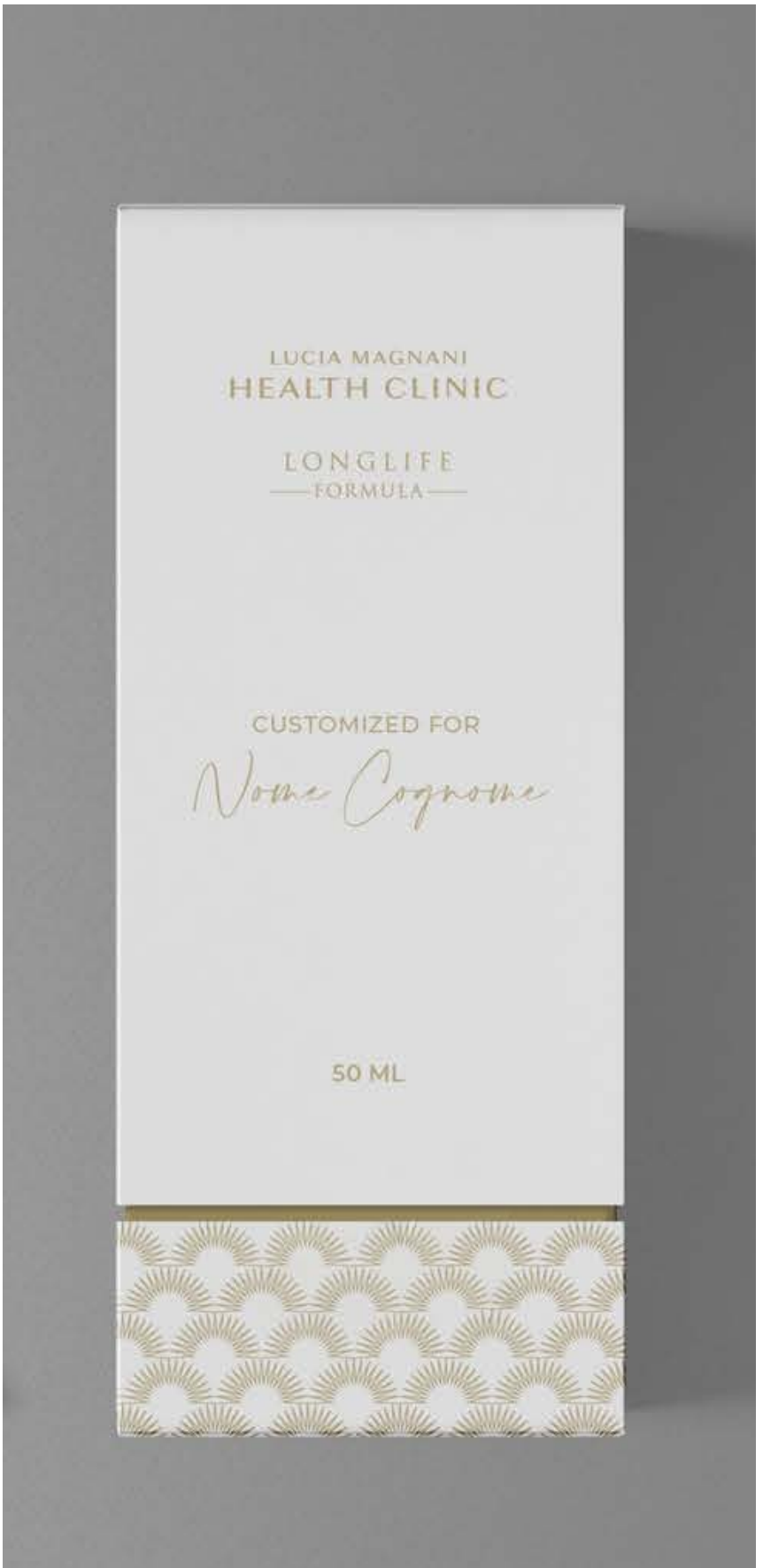
Health clinic, Hotel, Spa and product line. Brand design, brand architecture, communication design, packaging design, signage & wayfinding design.

2019-2020











LONGLIFE FORMULA

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

2019-2020



The graphic features a central white square containing a dark blue square with the text 'TANKA' and 'VILLAGE' in white. This is set against a background of vertical bars in gold and white, with a solid gold top section.

TANKA

VILLAGE

TANKA VILLAGE

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

2009-2010



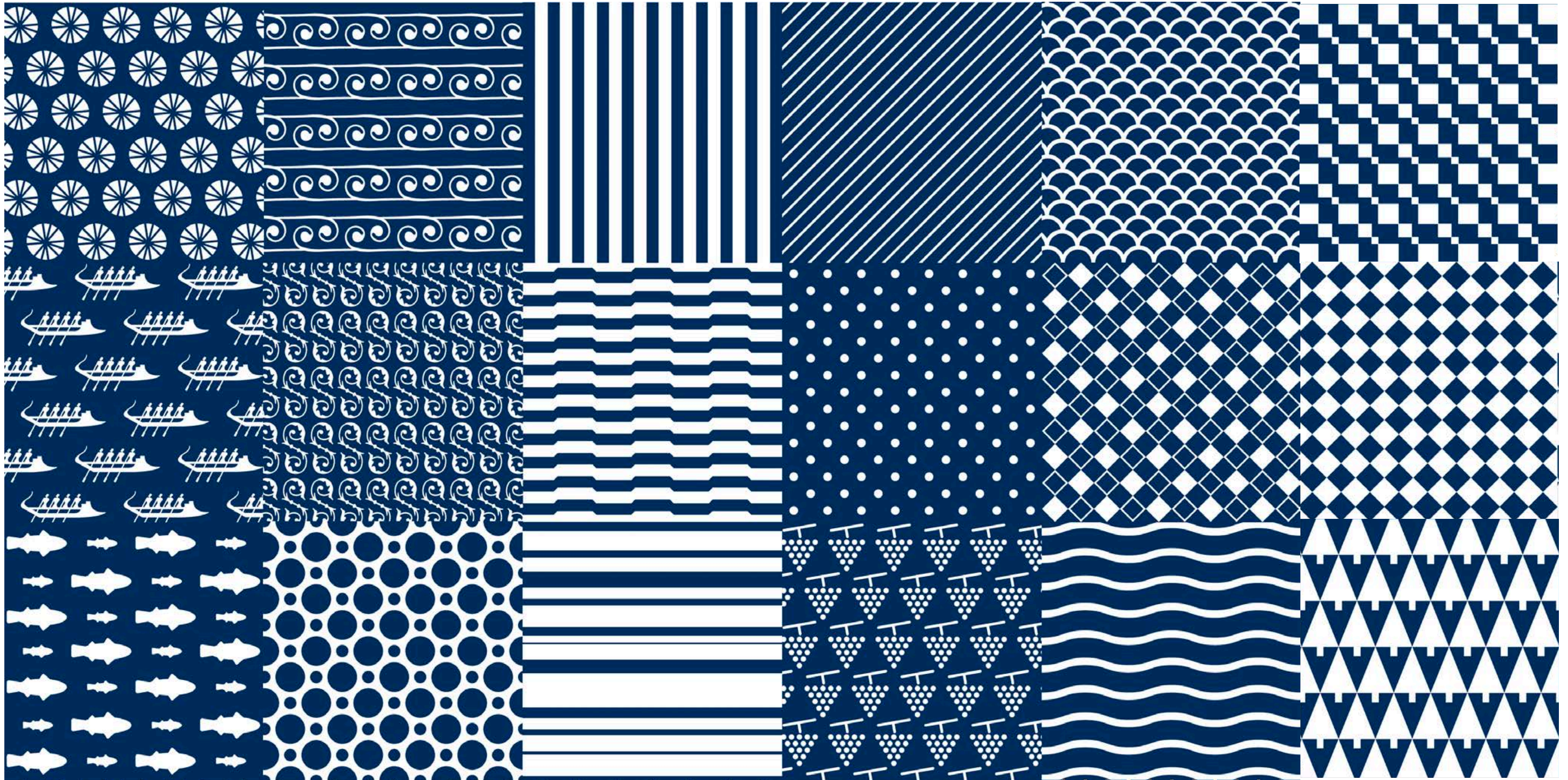


TANKA VILLAGE

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

2009-2010

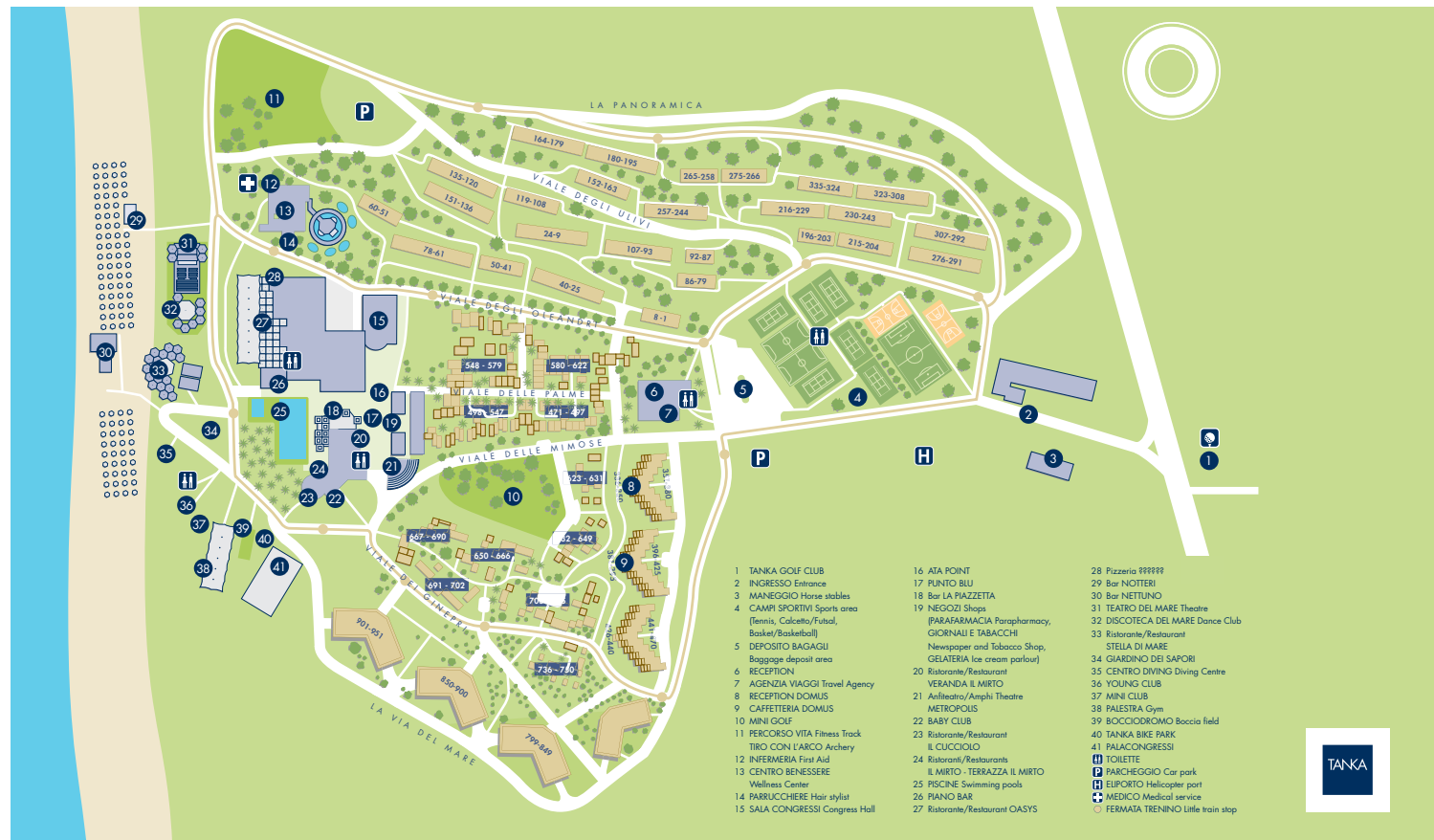
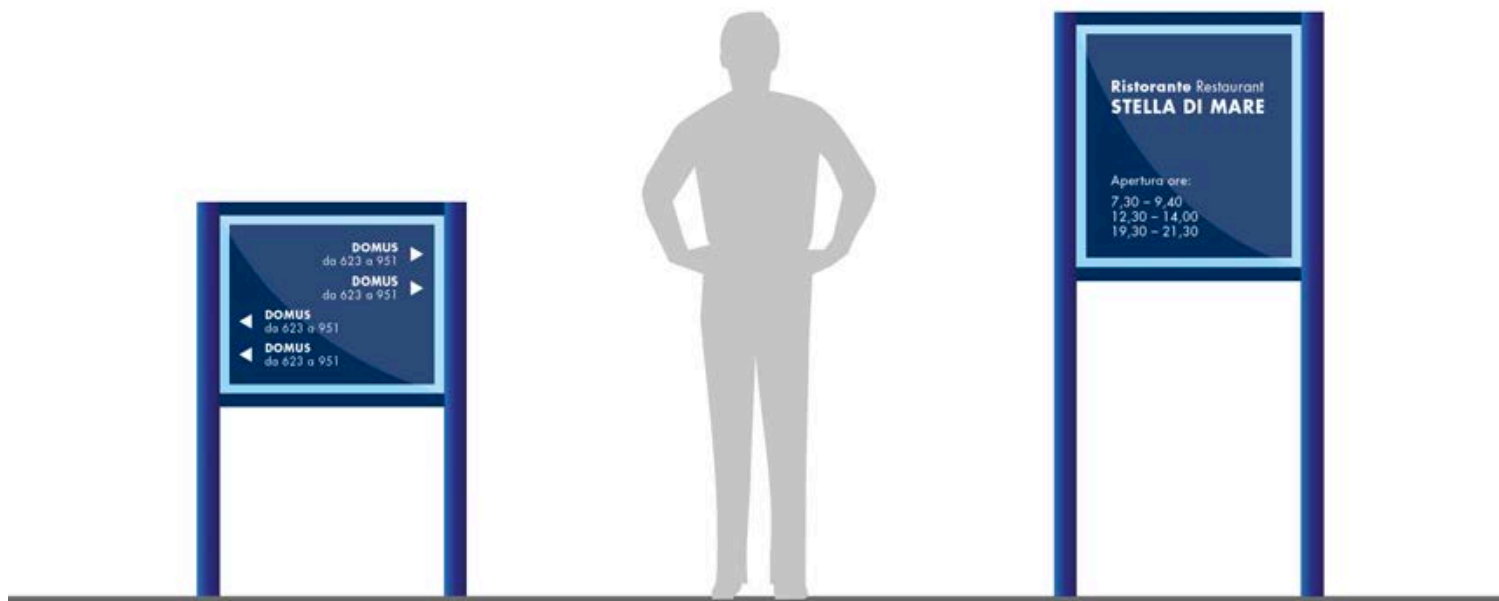




TANKA VILLAGE

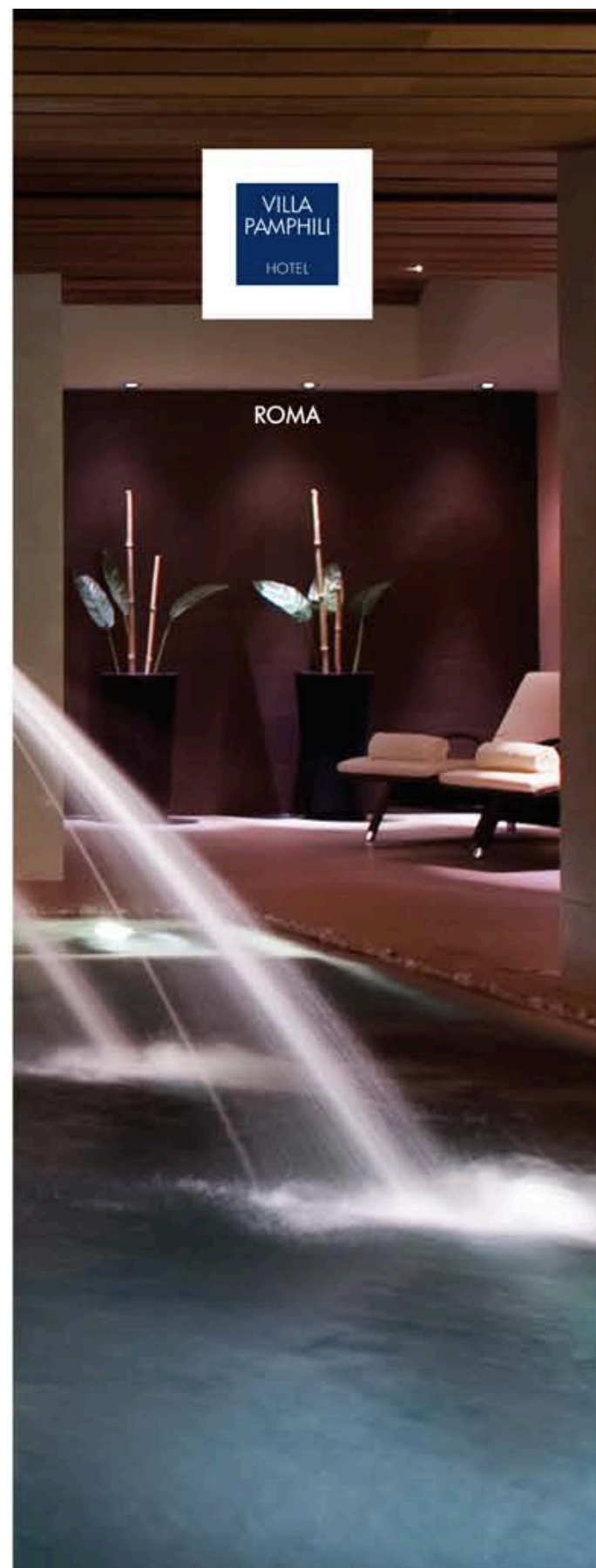
*Brand Design, Communication Design,
Signage and Wayfinding Design.*
2009-2010





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





TANKA VILLAGE

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



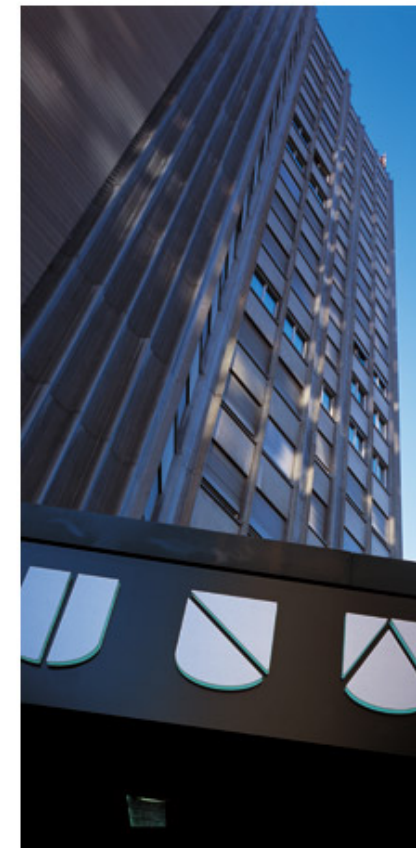


UNA HOTELS & RESORTS

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*





COTRAL

*Suburban public transport lines. Brand design,
communication design, product design, environmental design.
2008-2023*





COTRAL

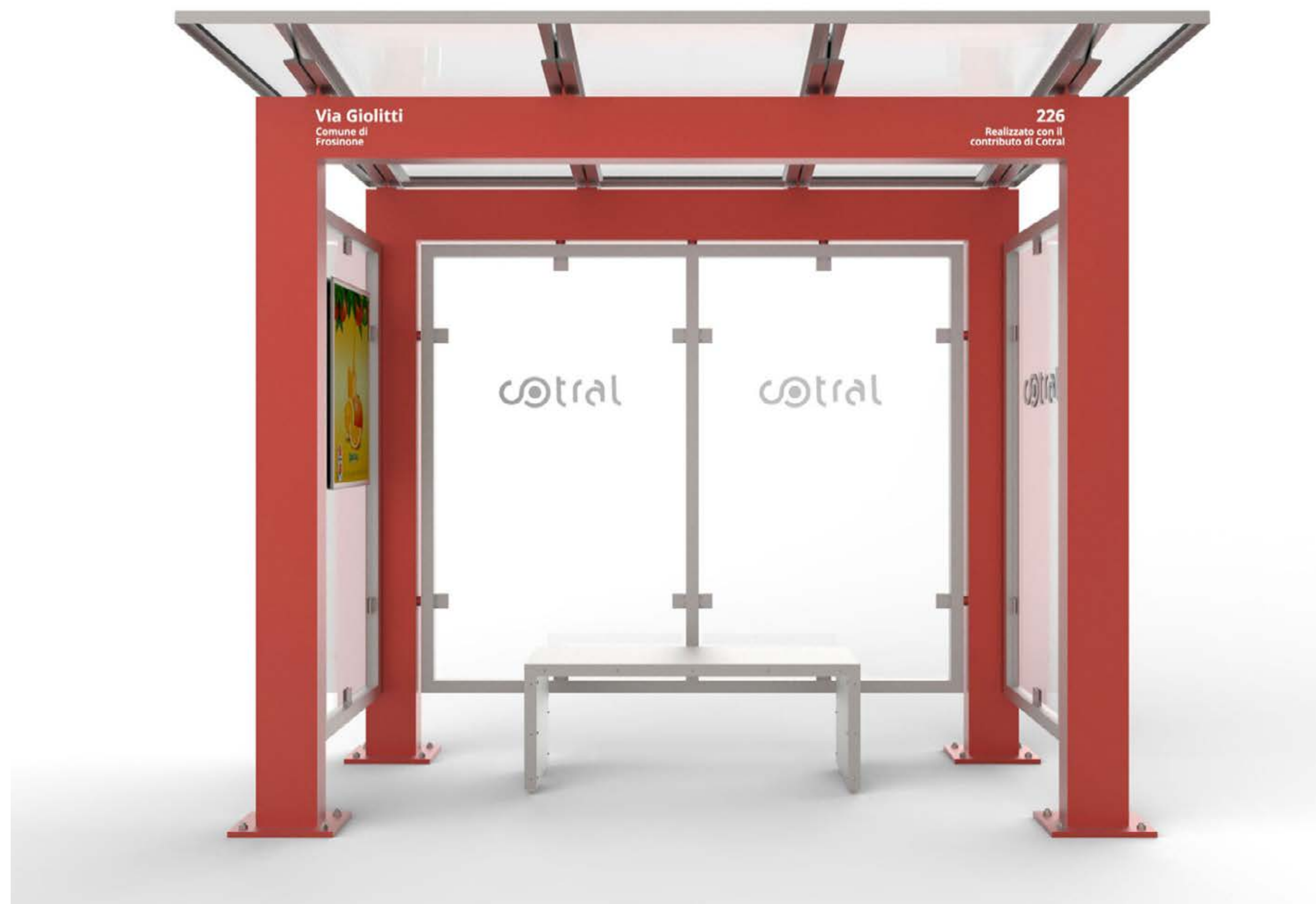
*Suburban public transport lines. Brand design,
communication design, product design, environmental design.
2008-2023*





COTRAL
*Suburban public transport lines. Brand design,
communication design, product design, environmental design.
2008-2023*





COTRAL

*Suburban public transport lines. Brand design,
communication design, product design, environmental design.
2008-2023*





Metromare



COTRAL

*Suburban public transport lines. Brand design,
communication design, product design, environmental design.
2008-2023*





LUMESIA | FAI SERVICE

*Transport Facility. Naming, brand design, digital design,
communication design, exhibition design.*

2018





LUMESIA | FAI SERVICE

Transport Facility. Naming, brand design, digital design, communication design, exhibition design.

2018





LUMESIA | FAI SERVICE

Transport Facility. Naming, brand design, digital design, communication design, exhibition design.

2018





LUMESIA | FAI SERVICE

Transport Facility. Naming, brand design, digital design, communication design, exhibition design.

2018





IPC

IPC - INTEGRATED PROFESSIONAL CLEANING

*Brand design, brand architecture, communication design,
editorial design, product design, exhibition design.*

2005-2010



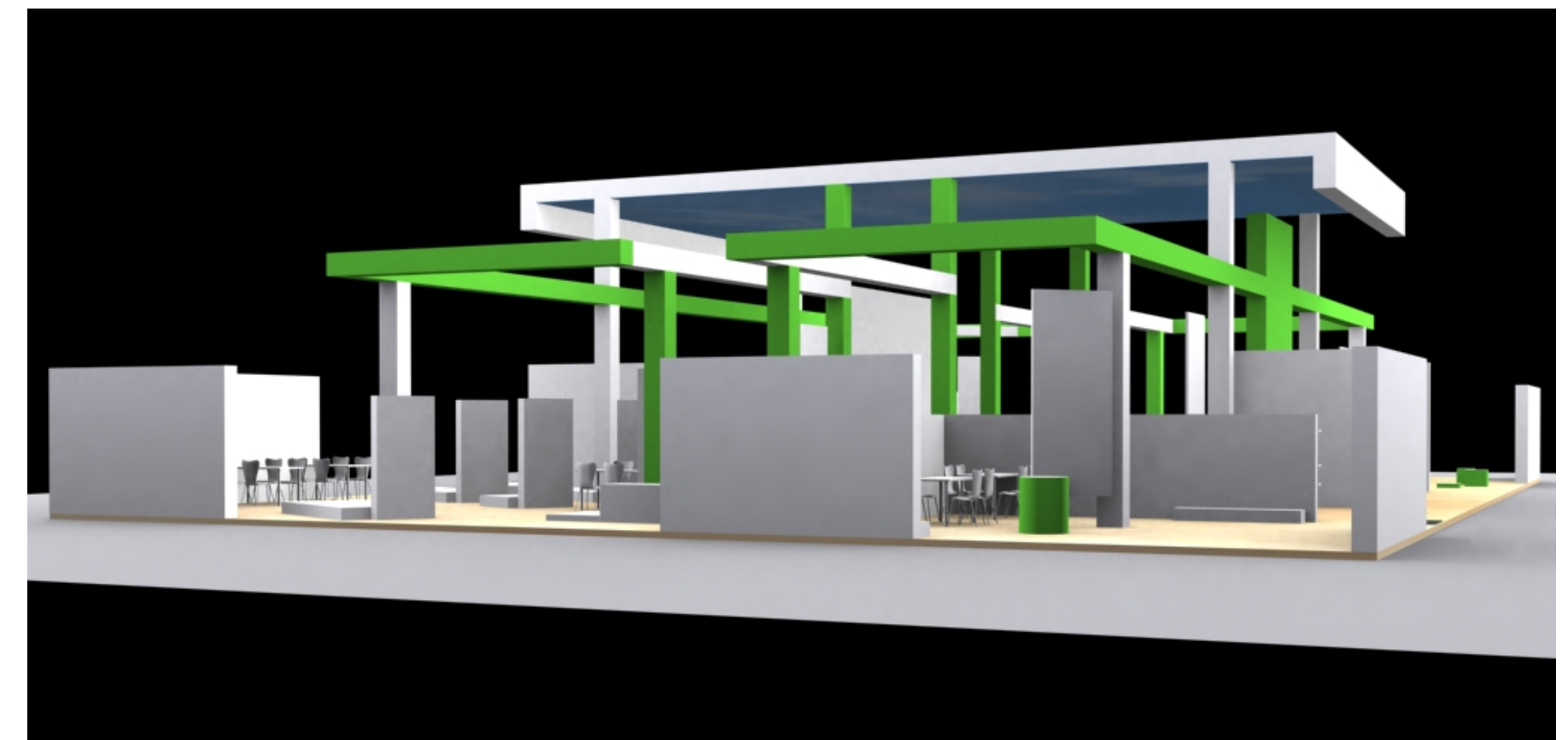
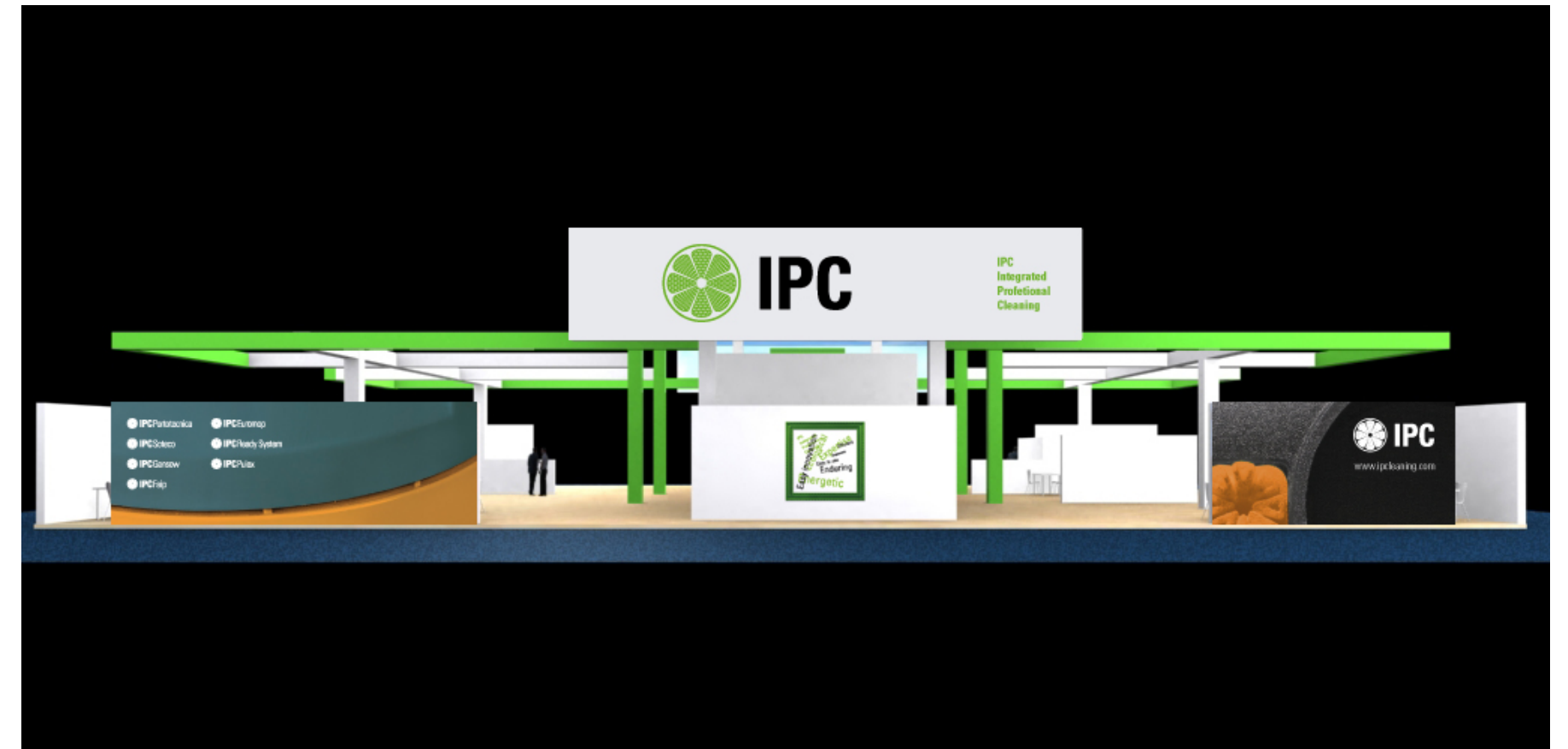
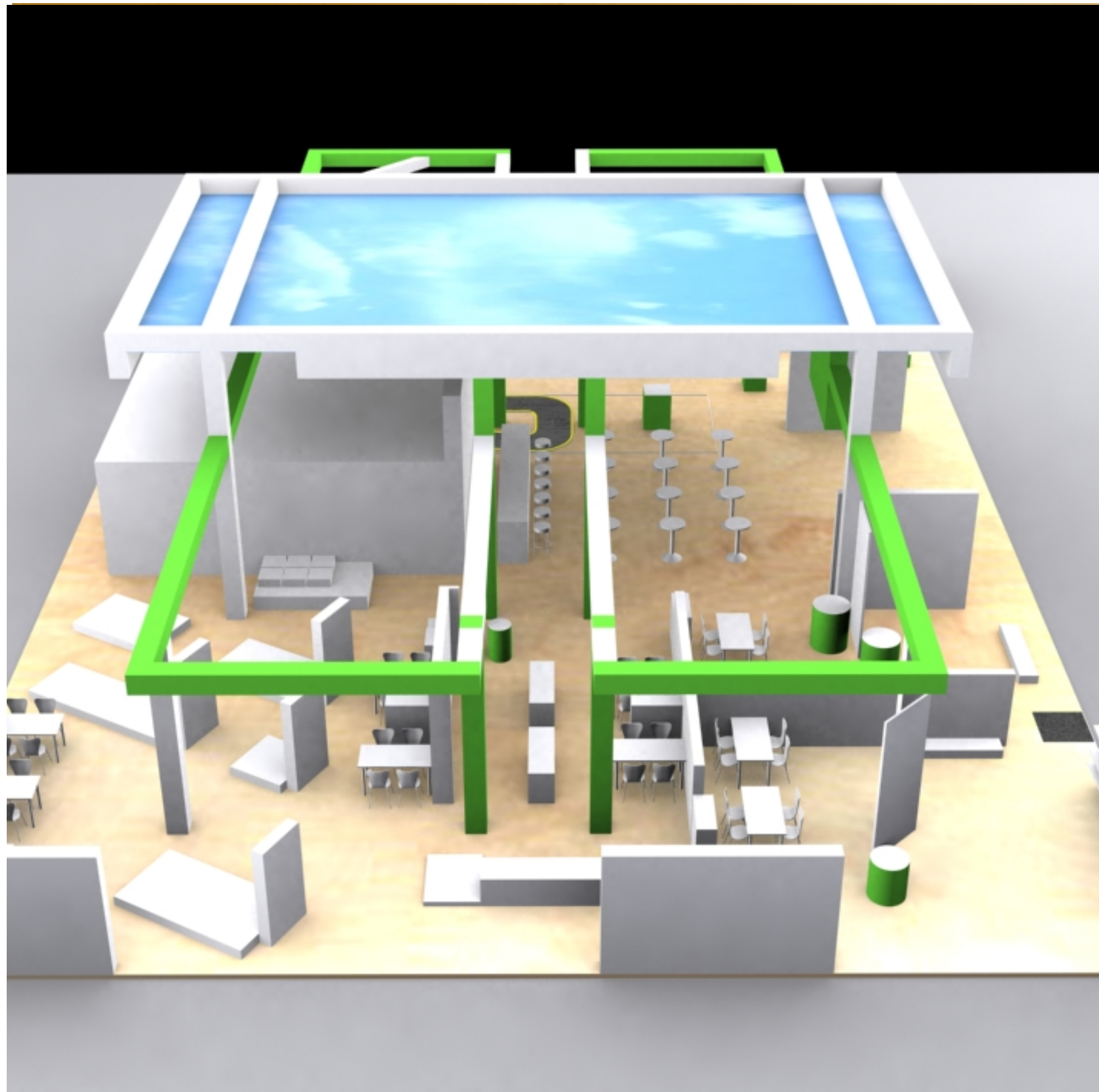


IPC - INTEGRATED PROFESSIONAL CLEANING

*Brand design, brand architecture, communication design,
editorial design, product design, exhibition design.*

2005-2010





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*Brand design, brand architecture, communication design,
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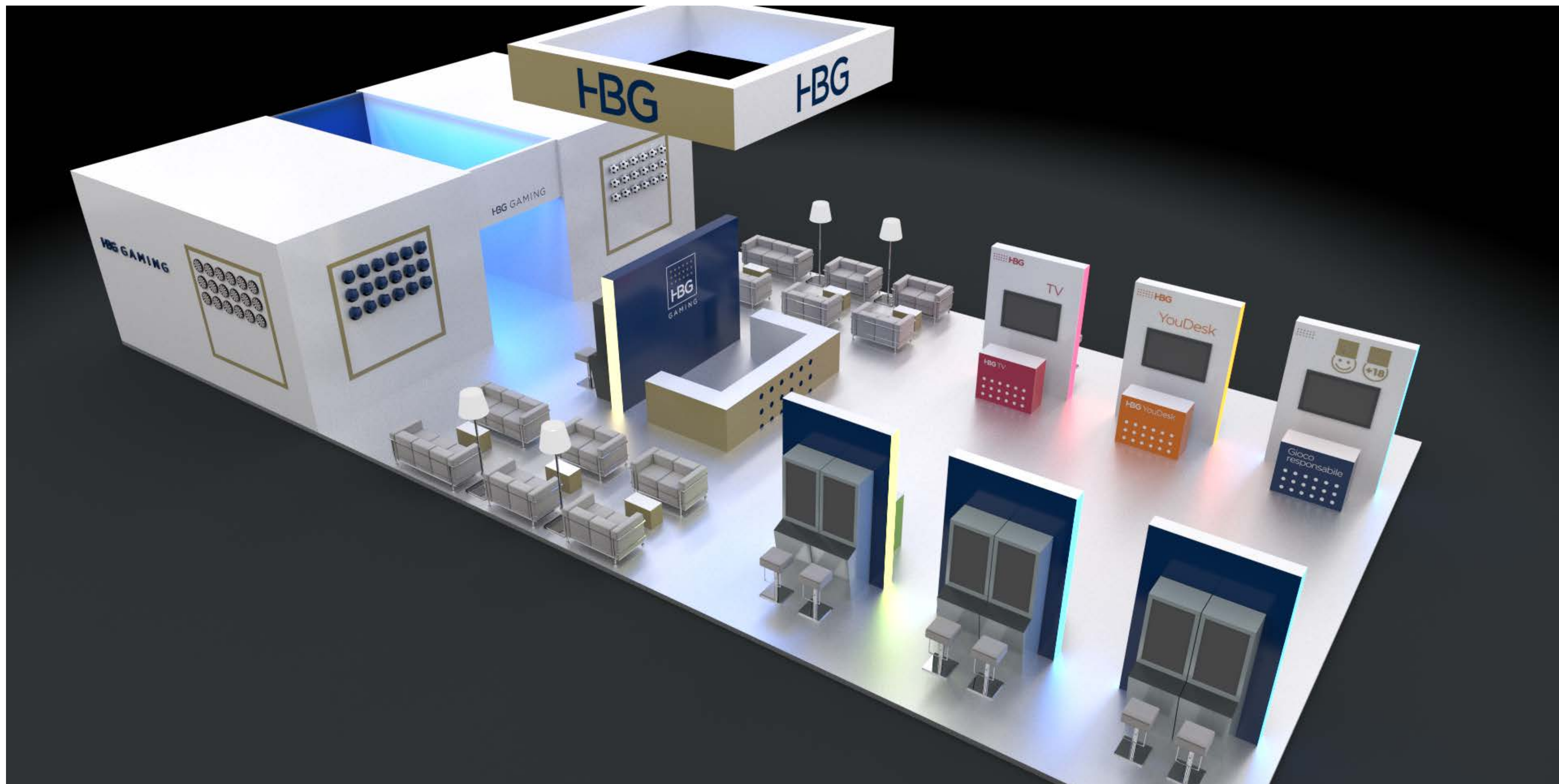


HBG

*Gaming. Brand design, brand architecture,
communication design, exhibition design.*

2015-2016

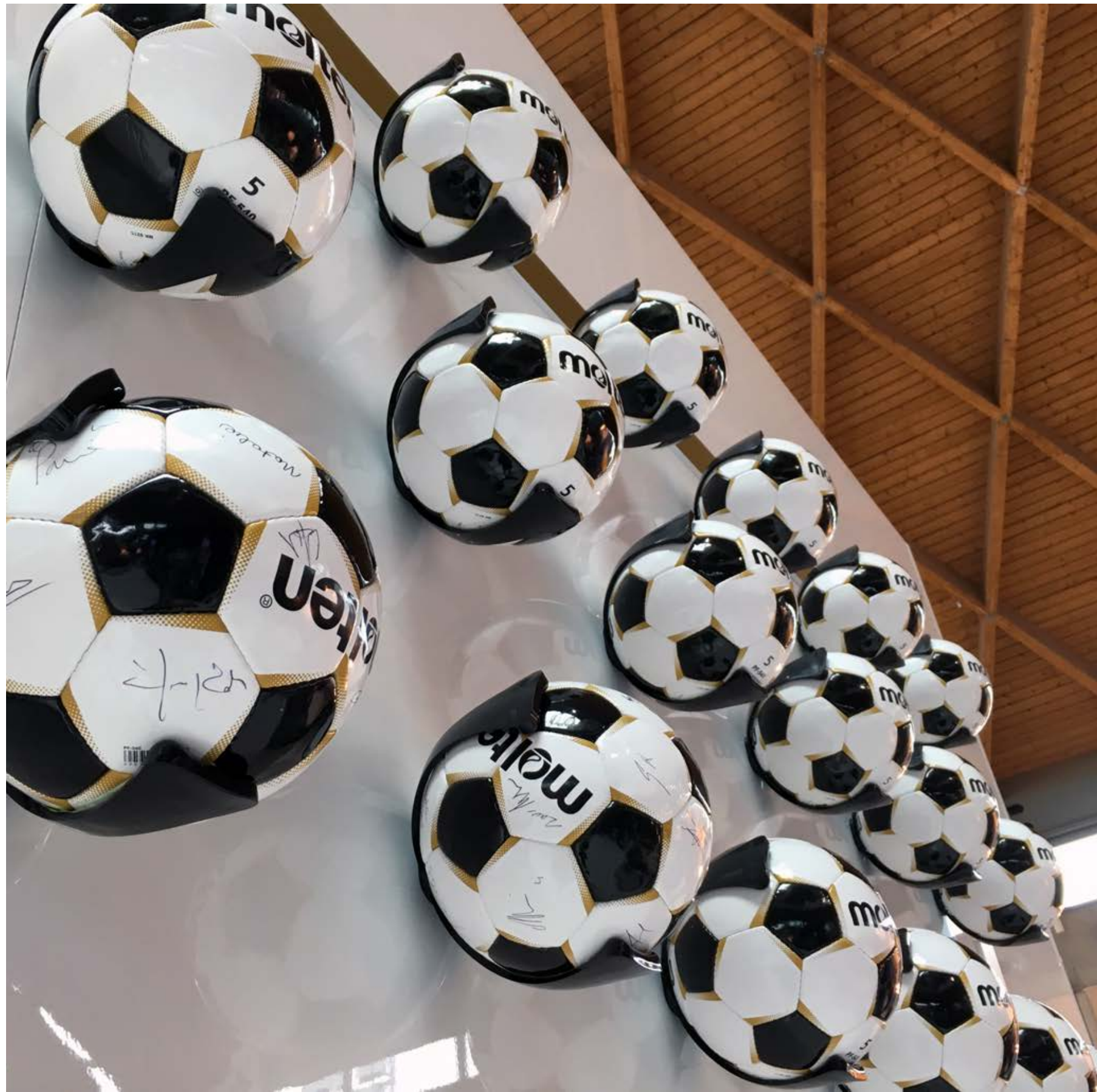




HBG

*Gaming. Brand design, brand architecture,
communication design, exhibition design.
2015-2016*





HBG
*Gaming. Brand design, brand architecture,
 communication design, exhibition design.*
 2015-2016





HBG

*Gaming. Brand design, brand architecture,
communication design, exhibition design.*

2015-2016





HBG YouDesk

HBG Desk

HBG TV

HBG Shop

MyHBG

HBG BetZone



HBG

*Gaming. Brand design, brand architecture,
communication design, exhibition design.*

2015-2016



Other works



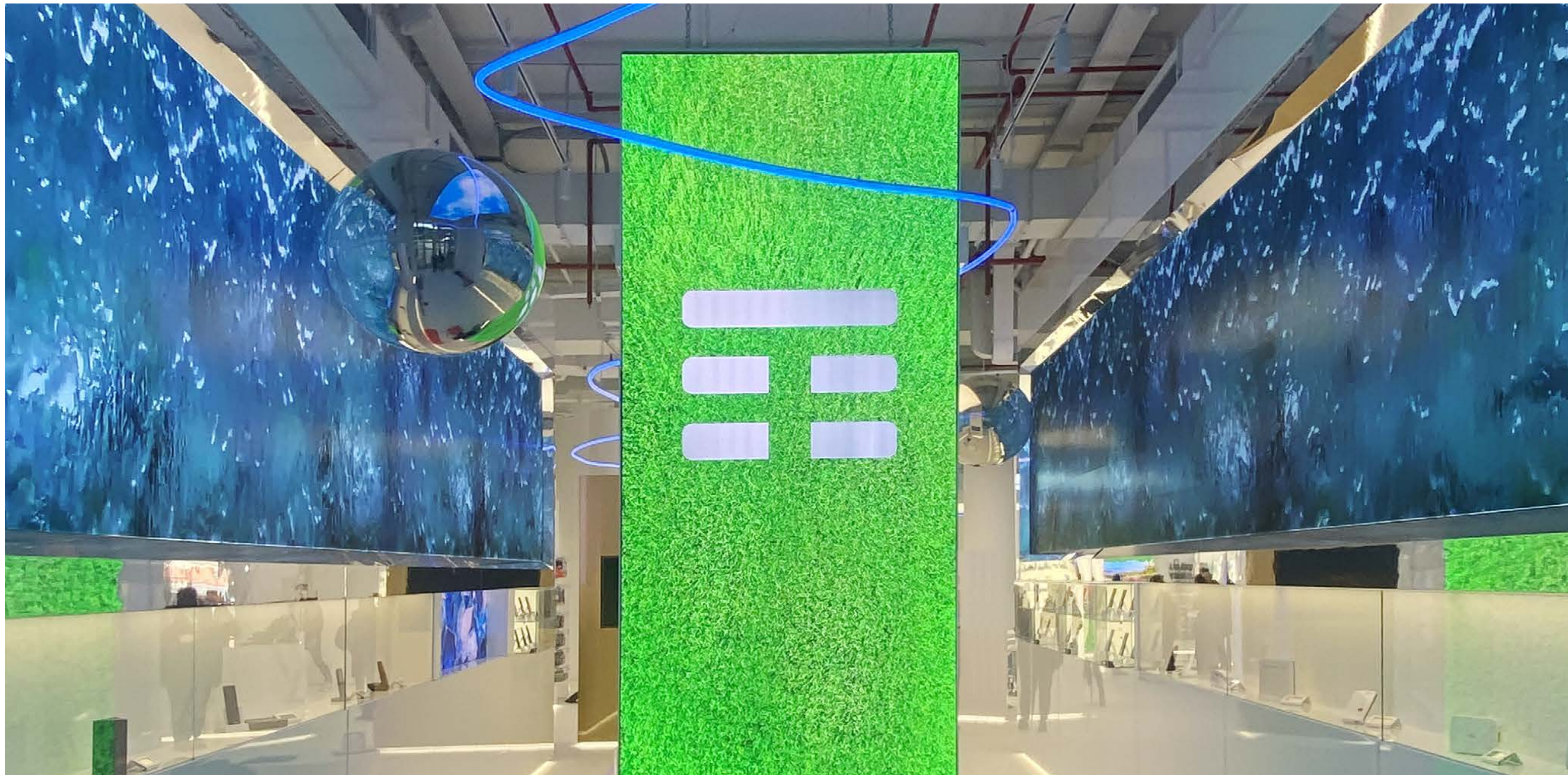


TIM

*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





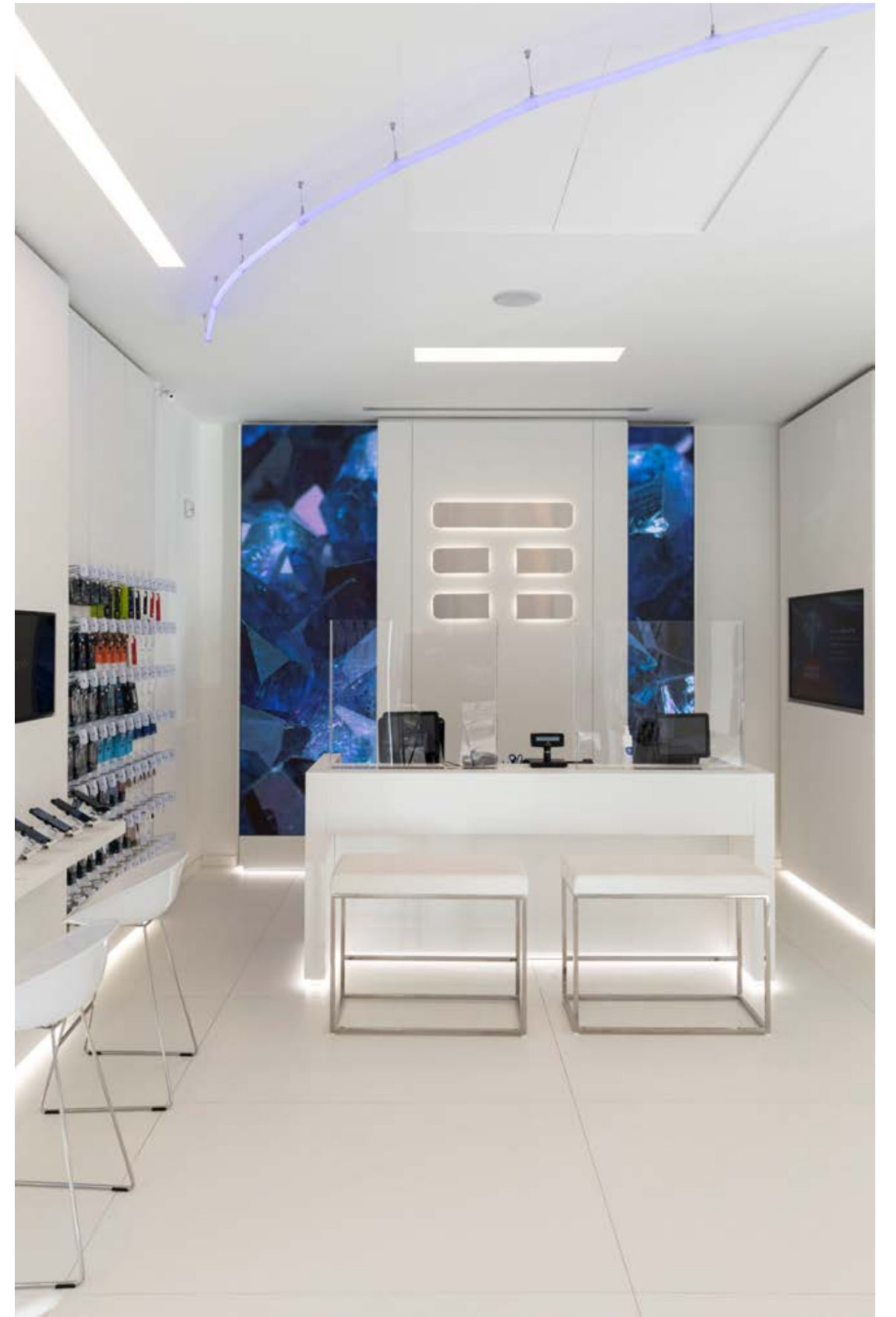
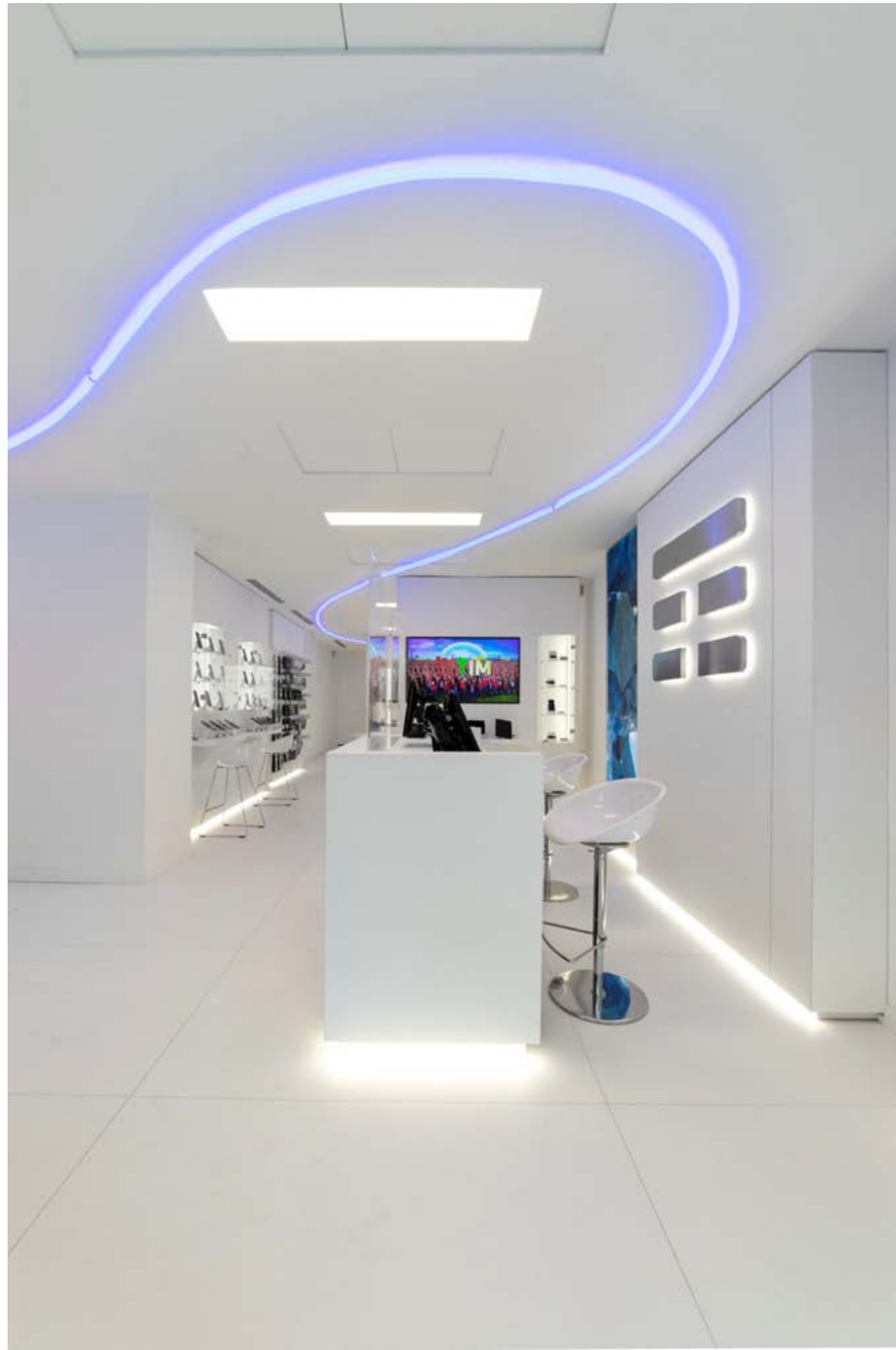
TIM

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

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Regular

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Bold Italic

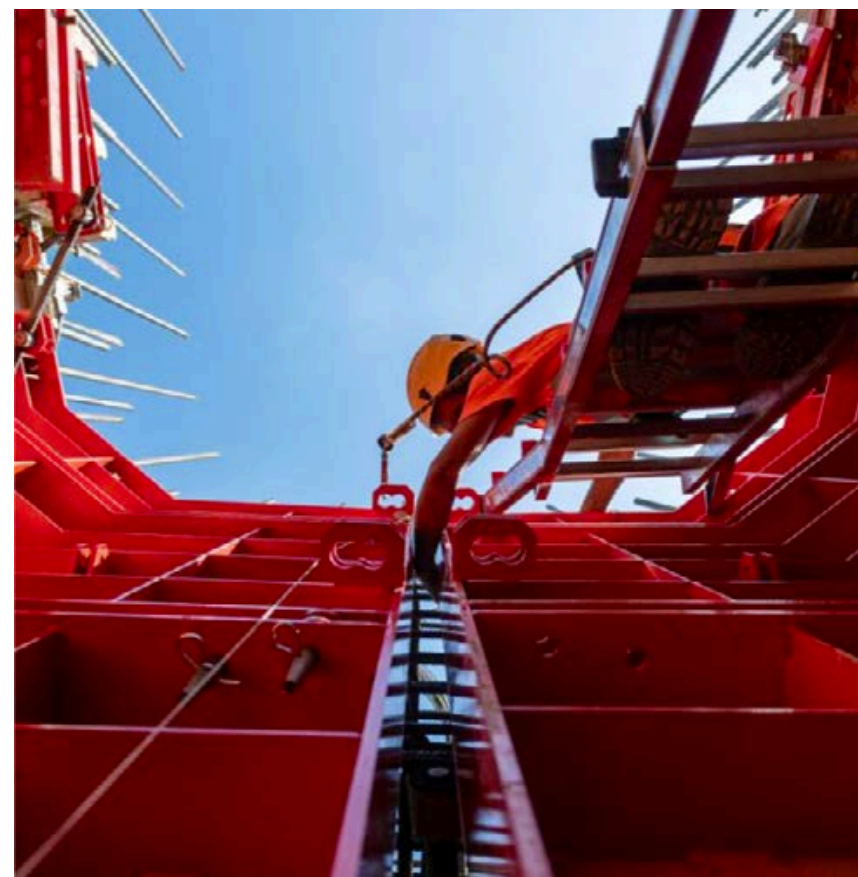
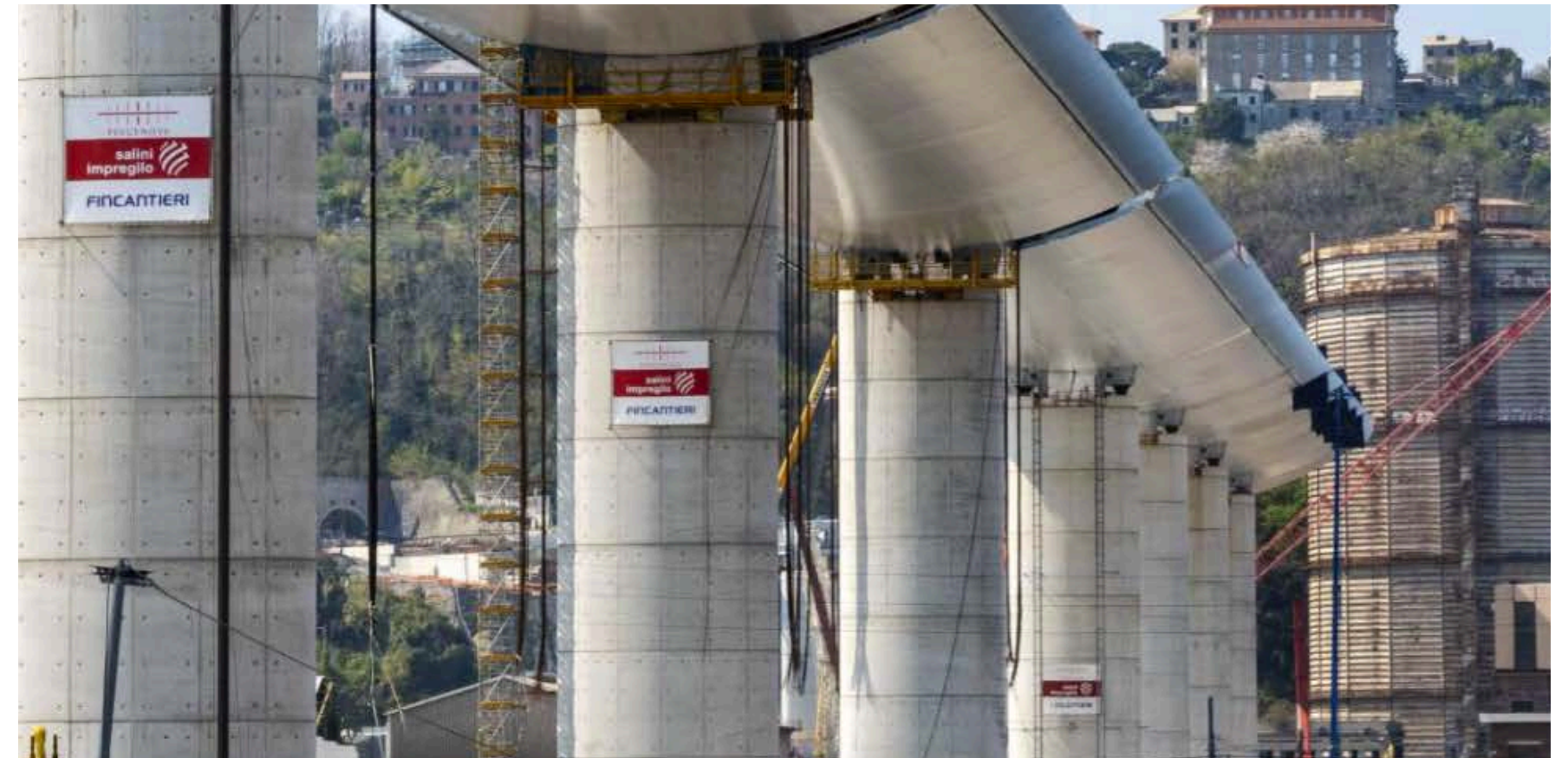
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WEBUILD

*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	Ambito commerciale	Ambito comunicazione	Ambito no-profit	Casa Milan
					
					
	AC Milan SpA Milan Entertainment Srl Milan Real Estate SpA	MILAN ACADEMY MILAN ACADEMY JUNIOR CAMP MILAN ACADEMY SCUOLA CALCIO	FORZA MILAN MILAN TV	FONDAZIONE MILAN MILAN GLORIE	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

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MilanType Italic

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MilanType Bold Italic

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AC MILAN
MILANTYPE

AC MILAN

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

2012-2017





Fly
irato













MV



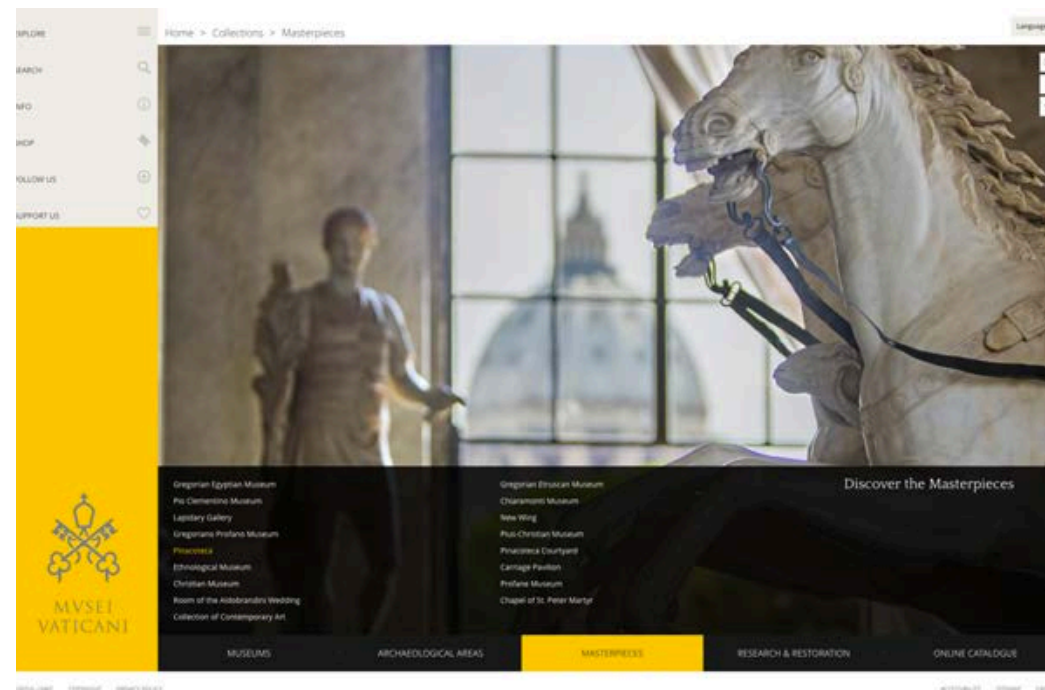
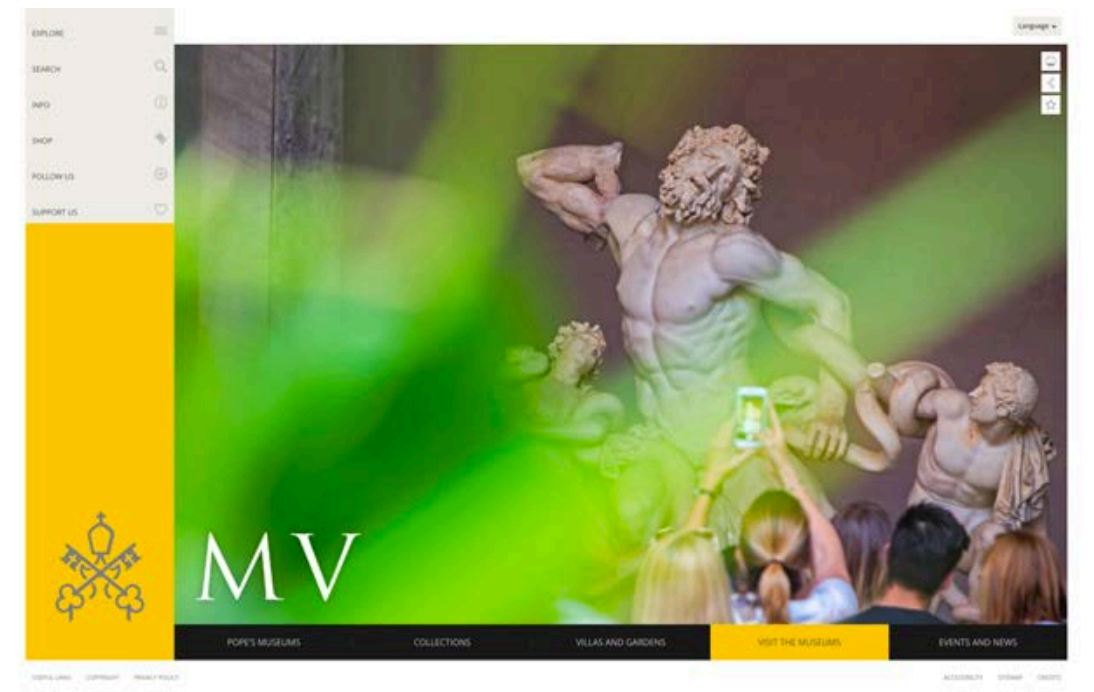
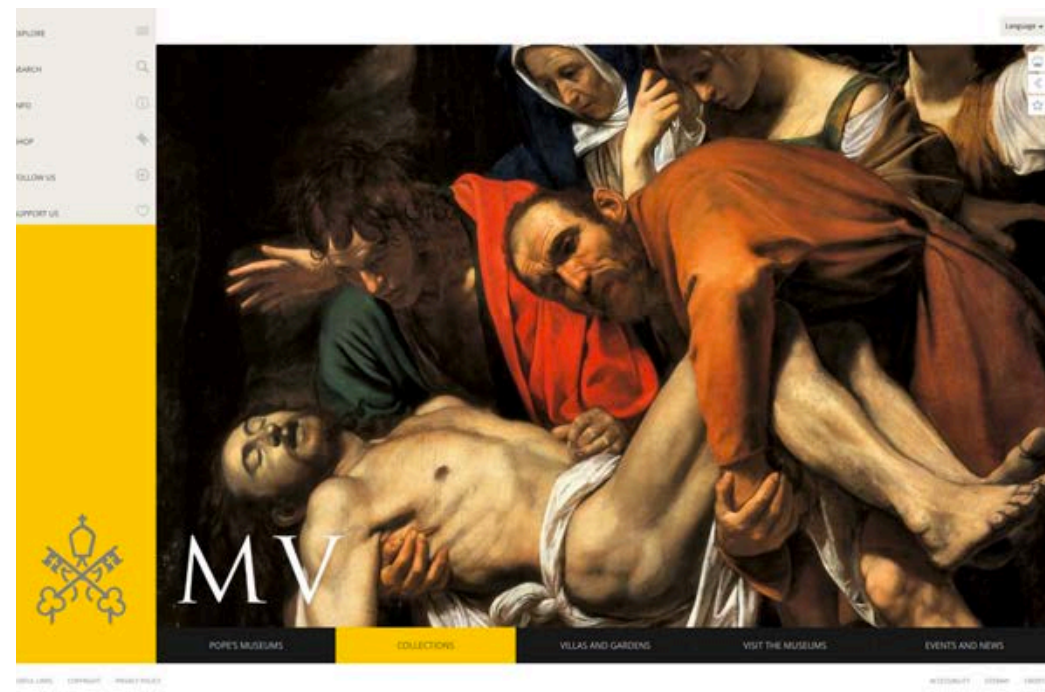
MVSEI VATICANI

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





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

giandotto - arromale
marche /
opening how, 15-16
chiamo il lunedì /
chiamo on Monday
www.latinstyle.it

Un'idea di grande successo

TS. Mehta
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**





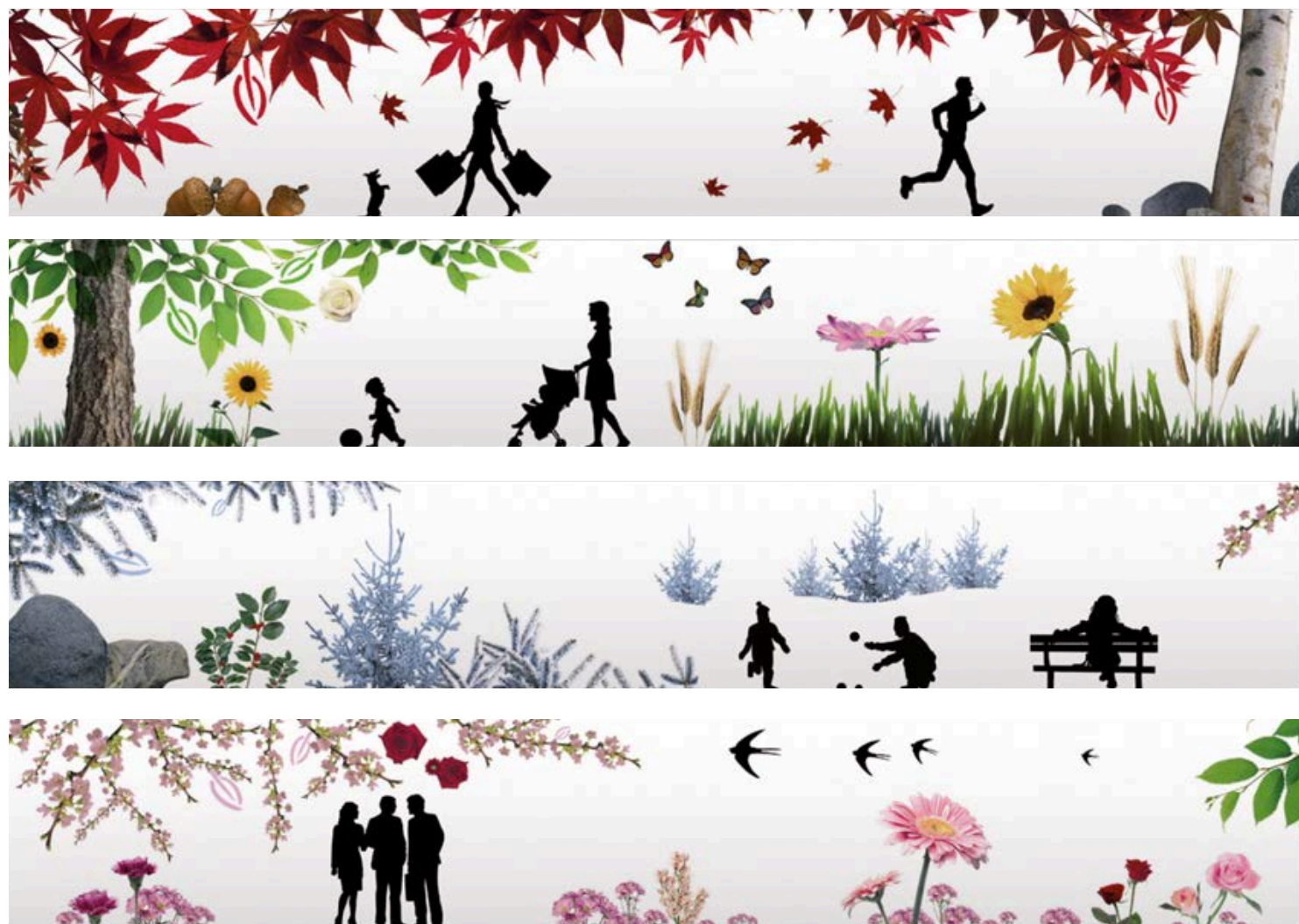
P O R T A N U O V A

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





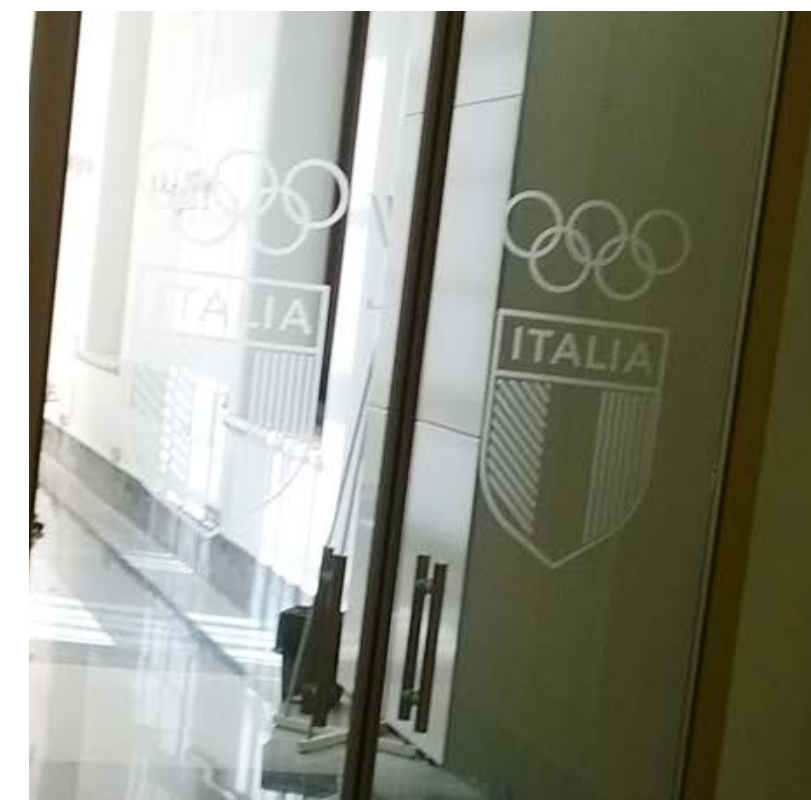
CONI

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



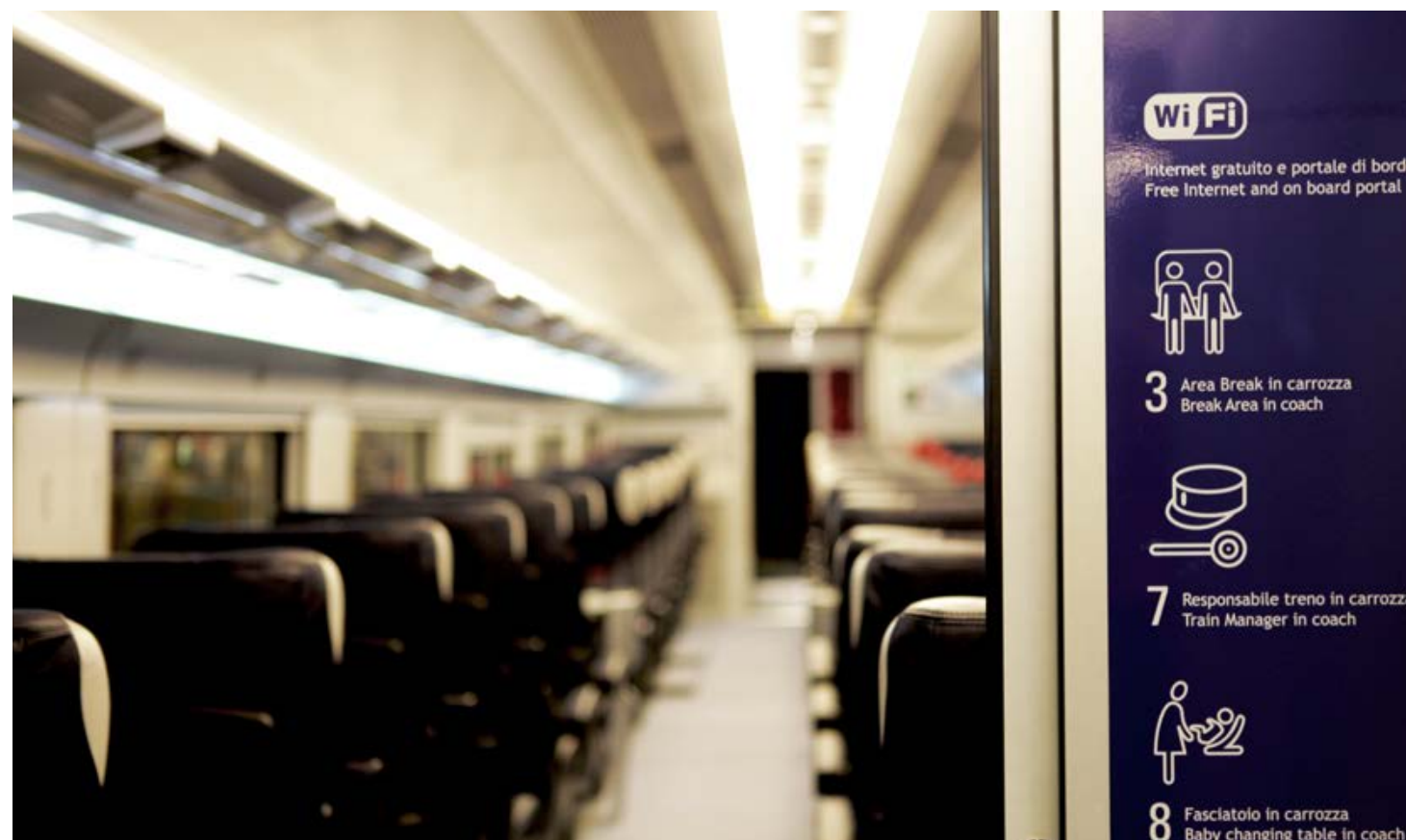


NTV - ITALO

*Railway Company. Brand design
and communication design.*

2011





NTV - ITALO

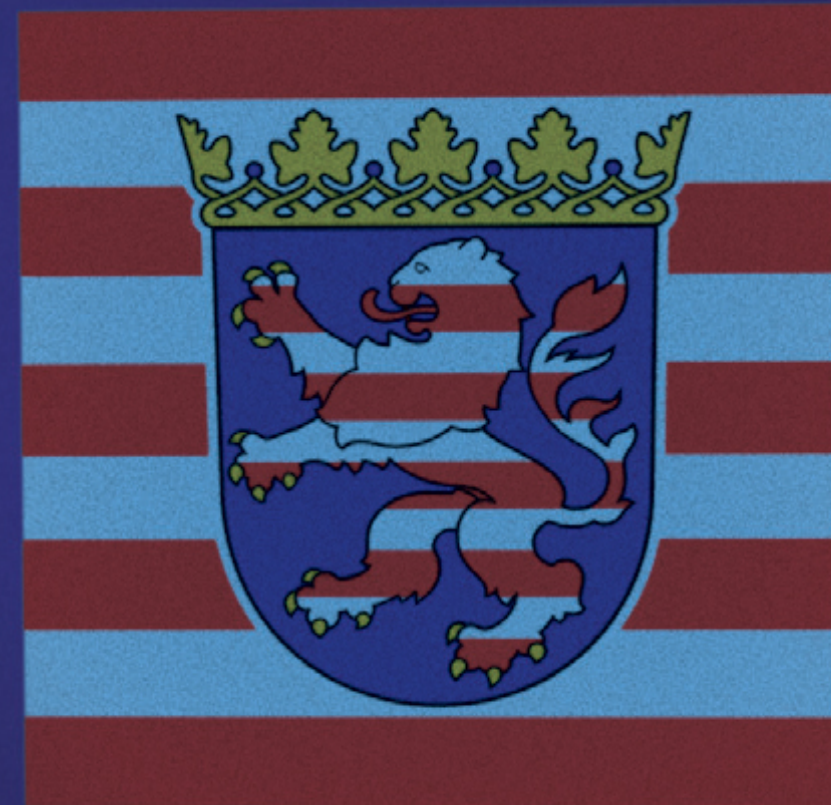
*Railway Company. Brand design
and communication design.*

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

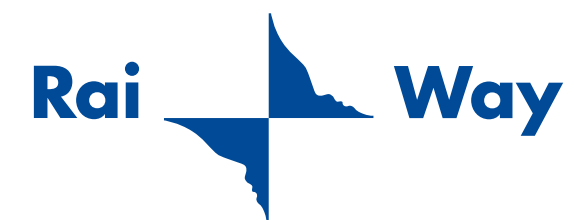
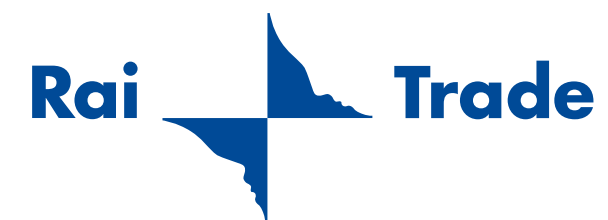


RAI

*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





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



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