

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



November 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
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 **600 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, **Bulgari**, Cancelleria di Stato dell'Assia (Germany), Cassa Forense, Capitalia, CES (Confederazione Europea dei Sindacati - Belgio) Cgil, Cisl, Cirio, Confindustria, **Coni**, Comune di Milano, Comune di Roma, CVA Energie, Edison, Egualea, Electrabel (Belgium), Enel, **Eni**, Erion, **FAO Food and Agriculture Organization of the United Nations**, 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, **Tiffany**, **TIM**, Treccani, Unesco (Unesco 2000), Vivigas, VWEW (Association of producers and distributors of electricity - Germany), **Webuild**.



B V L G A R I

BULGARI

Italian luxury fashion house.

Brand design, type design and communication design.

From 2019



BVLGARI

بـو لـغـري

बुल्गारी

BULGARI

Italian luxury fashion house.

Brand design, type design and communication design.

From 2019



BVLGARI
HOTELS & RESORTS

BVLGARI
HOTEL ROMA

BVLGARI
IL CIOCCOLATO

BVLGARI
IL RISTORANTE

NIKO DOMITO

BVLGARI
RESIDENCES
LONDON

BVLGARI
RESORT & MANSIONS
BALI

BVLGARI
YACHT CLUB
DUBAI

BULGARI

Italian luxury fashion house.

Brand design, type design and communication design.

From 2019



BVLGARI BAR	BVLGARI CAFFÈ OSAKA	BVLGARI DOLCI	BVLGARI DUBAI MARINA	BVLGARI ESTATES LOS ANGELES	BVLGARI GINZA BAR	BVLGARI HOTEL & RESIDENCES LONDON	BVLGARI HOTEL & RESIDENCES MOSCOW
BVLGARI HOTEL & RESIDENCES SHANGHAI	BVLGARI HOTEL BEIJING	BVLGARI HOTEL LONDON	BVLGARI HOTEL MIAMI BEACH	BVLGARI HOTEL MILANO	BVLGARI HOTEL MOSCOW	BVLGARI HOTEL PARIS	BVLGARI HOTEL ROMA
BVLGARI HOTEL SHANGHAI	BVLGARI HOTEL TOKYO	BVLGARI HOTEL	BVLGARI HOTELS & ESTATES LOS ANGELES	BVLGARI TOKYO-OSAKA RESTAURANTS	BVLGARI HOTELS & RESORTS	BVLGARI IL CAFFÈ	BVLGARI IL CIOCCOLATO
BVLGARI IL DOLCE	BVLGARI IL GIARDINO	BVLGARI YACHT CLUB	BVLGARI IL RISTORANTE LUCA FANTIN	BVLGARI IL RISTORANTE NIKO ROMITO	BVLGARI LA GALLERIA	BVLGARI LA LIMONAIA	BVLGARI LA PASTICCERIA
BVLGARI LA SPIAGGIA	BVLGARI LA TERRAZZA	BVLGARI LIGHTHOUSE DUBAI	BVLGARI MANSIONS BALI	BVLGARI MANSIONS DUBAI	BVLGARI MANSIONS	BVLGARI MARINA LOFTS DUBAI	BVLGARI OCEAN MANSIONS DUBAI
BVLGARI OCEAN VILLAS DUBAI	BVLGARI PENTHOUSE	BVLGARI RESIDENCES LONDON	BVLGARI RESIDENCES LOS ANGELES	BVLGARI RESIDENCES	BVLGARI RESIDENCES SHANGHAI	BVLGARI RESORT & ESTATES LOS ANGELES	BVLGARI RESORT & ESTATES
BVLGARI RESORT & MANSIONS BALI	BVLGARI RESORT & RESIDENCES BALI	BVLGARI RESORT & RESIDENCES DUBAI	BVLGARI RESORT & RESIDENCES LOS ANGELES	BVLGARI RESORT & RESIDENCES	BVLGARI RESORT BALI	BVLGARI RESORT BODRUM	BVLGARI RESORT DUBAI
BVLGARI RESORT LOS ANGELES	BVLGARI RESORT RANFUSHI	BVLGARI SPA	BVLGARI SUITE	BVLGARI SUSHI HÔSEKI	BVLGARI THE CLUB	BVLGARI THE COCKTAIL	BVLGARI THE ESTATES LOS ANGELES

BULGARI
Italian luxury fashion house.
Brand design, type design and communication design.
From 2019



Bulgari Type

Light

Regular

Bold

Light

Regular

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,:.fiflßæœ
1234567890(«[!/?&\$¥€£]»)@©®...

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1234567890(«[!/?&\$¥€£]»)@©®...

Bulgari Type Cyrillic

Light

Regular

Bold

Light

Regular

Bold

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЧЦШЩЬЪЫЭЮЯ
абвгдеёжзийклмнопрстуфхчцшщъьыэюя,,:.
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АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЧЦШЩЬЪЫЭЮЯ
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Bulgari Type Arabic

Light

Regular

Bold

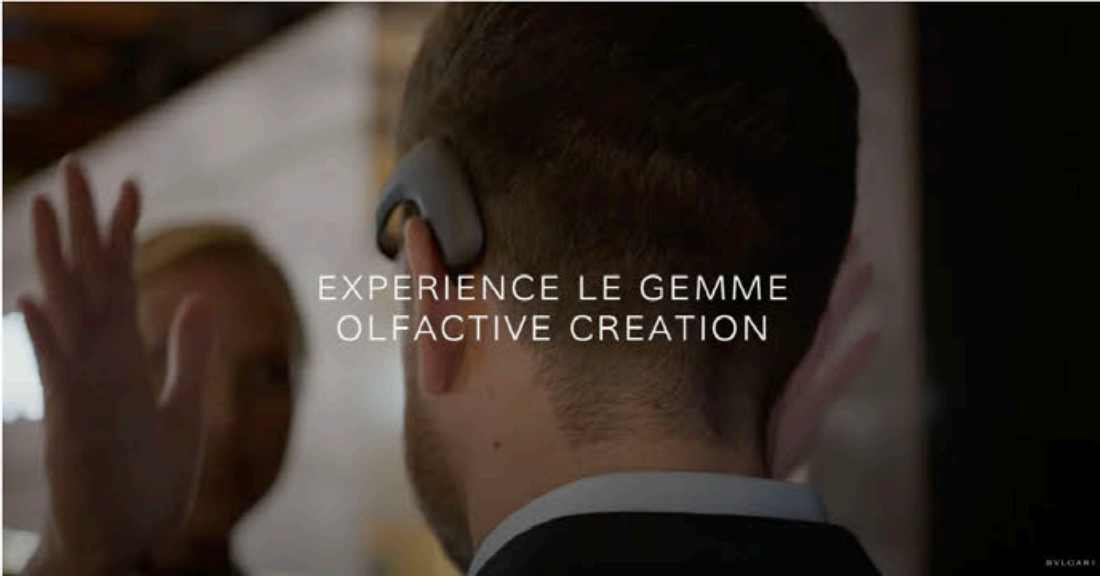
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د ذ ذ ذ ر ر ز ز س سسس ش ششش ص صصص
ض ضض ط طط ظ ظظ ع عع غ غغ
ف ففف ق ققق ك ككك ل للل م ممم ن ننن
ه ههه و و ي ييي ة ةة لا لا

أ ب بيب ت تت ت ث ثث ج جج ح حح خ ففخ
د ذ ذ ذ ر ر ز ز س سسس ش ششش ص صصص
ض ضض ط طط ظ ظظ ع عع غ غغ
ف ففف ق ققق ك ككك ل للل م ممم ن ننن
ه ههه و و ي ييي ة ةة لا لا

أ ب بيب ت تت ت ث ثث ج جج ح حح خ ففخ
د ذ ذ ذ ر ر ز ز س سسس ش ششش ص صصص
ض ضض ط طط ظ ظظ ع عع غ غغ
ف ففف ق ققق ك ككك ل للل م ممم ن ننن
ه ههه و و ي ييي ة ةة لا لا

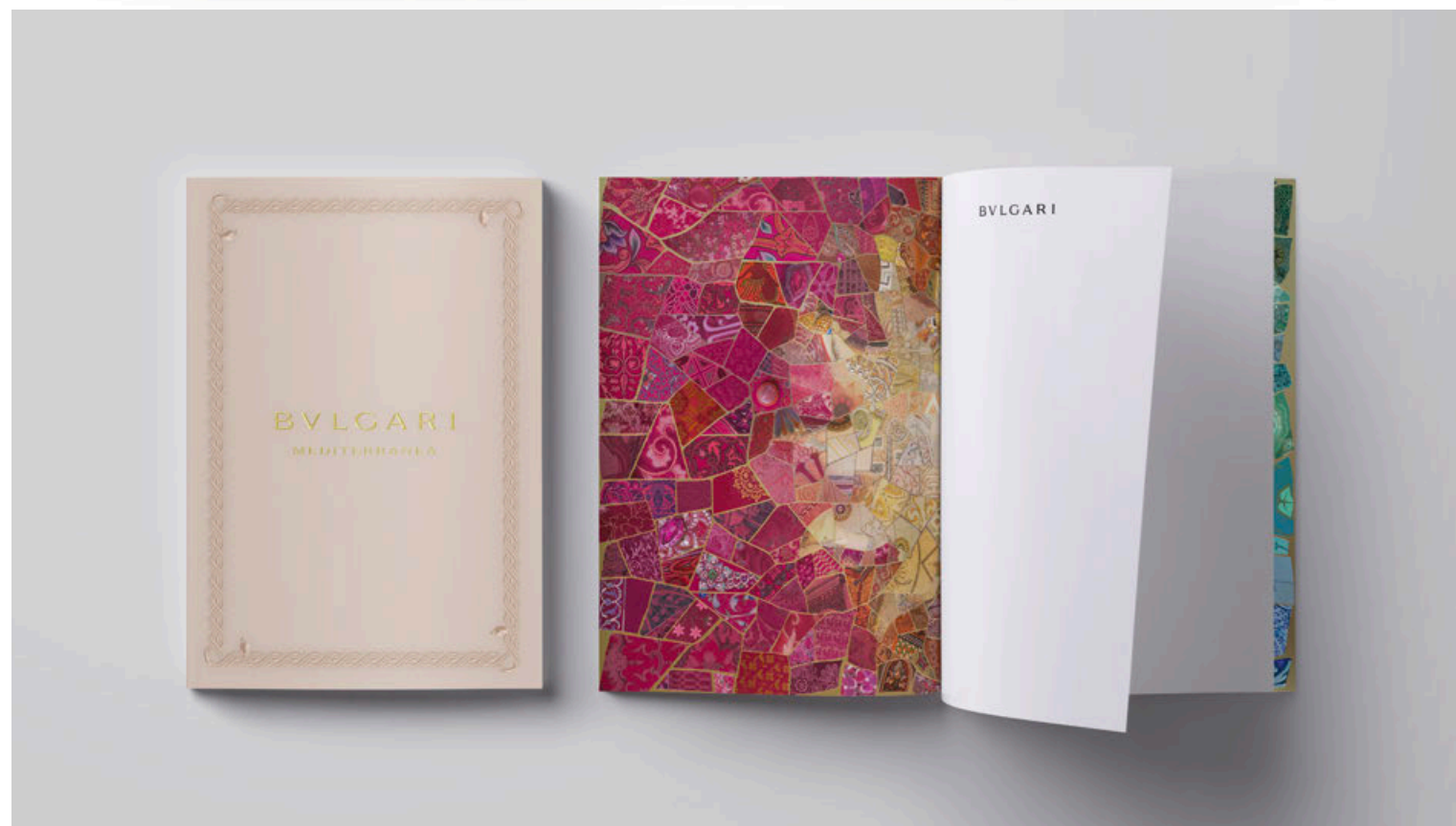
BULGARI
Italian luxury fashion house.
Brand design, type design and communication design.
From 2019





BVLGARI
Italian luxury fashion house.
Brand design, type design and communication design.
From 2019





BVLGARI

Italian luxury fashion house.

Brand design, type design and communication design.

From 2019



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



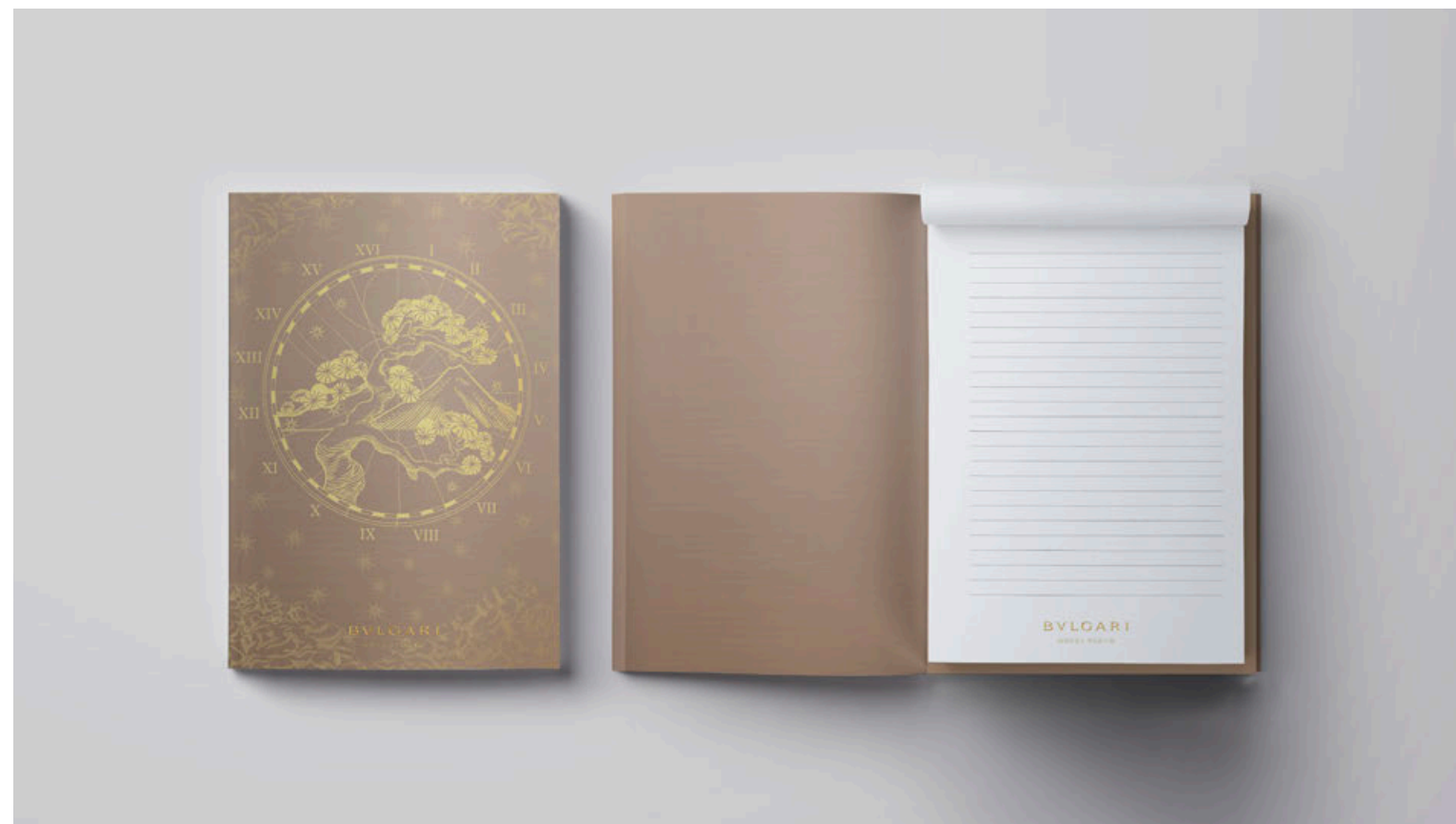
BULGARI

Italian luxury fashion house.

Brand design, type design and communication design.

From 2019





BVLGARI

Italian luxury fashion house.

Brand design, type design and communication design.

From 2019



Tiffany Sans

Tiffany Serif

TIFFANY & CO.

TIFFANY

American luxury jewelry and specialty design house.

Brand design, type design and communication design.

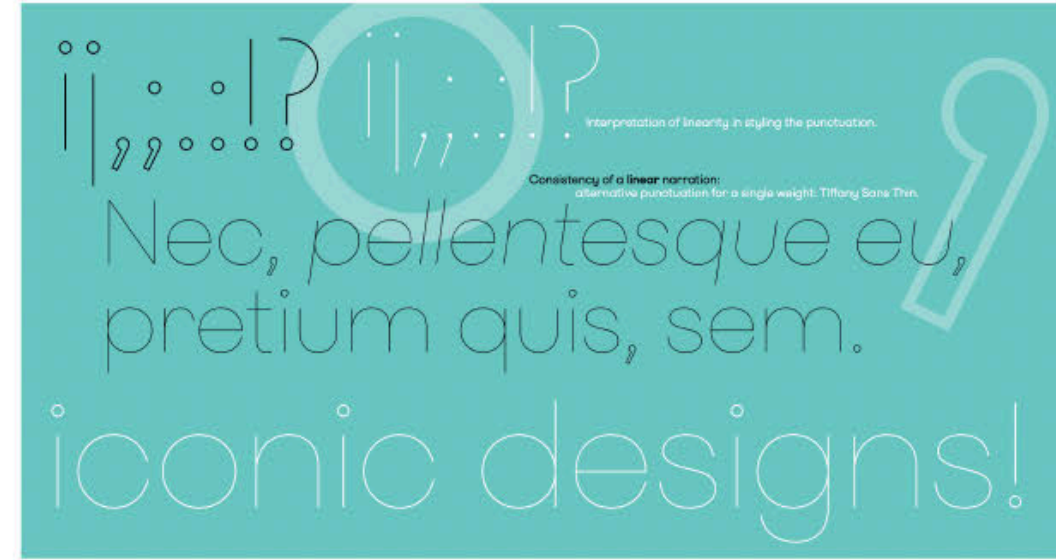
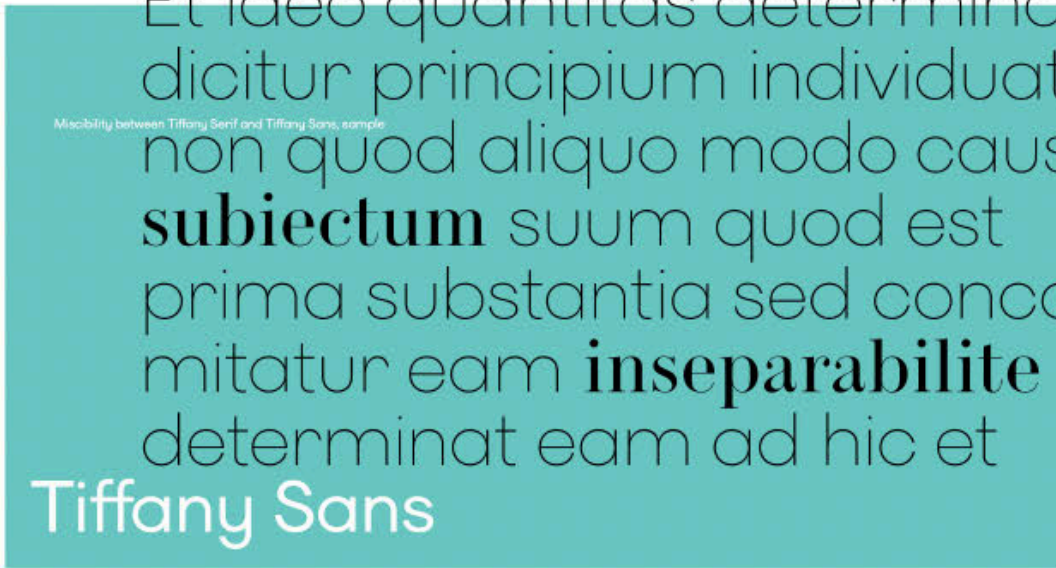
2021-2022



Tiffany Sans

A Linear Proprietary Typeface

TIFFANY&CO.



TIFFANY

American luxury jewelry and specialty design house.

Brand design, type design and communication design.

2021-2022



Tiffany
A Proprietary Typeface
Serif
TIFFANY&CO.

Quousq;
tandem
abutère,
Catilina.

ab

Manuale Tipografico
by Giambattista Bodoni (1740-1800),
one of most celebrated typographical works
of all times.

Bodoni's oeuvre has developed at the cross-
roads between Baroque and Neoclassical
typography. It includes innumerable different
typeface variants, carefully crafted to match
an international clients' standing.

Bodoni hereby stands out as a pioneer of
custom type design and, thus, one of the first
communication entrepreneurs at all.
Anticipating the current media landscape,
his approach transforms typeface into
actual visual image.

The Tiffany Serif Typeface design has
been profoundly inspired by Giambattista
Bodoni's original shapes, contained in the
Manuale Tipografico.

A B C D DEH MN PR
1 2 3 4 5 6 7 8 9 0
Tiffany Serif "Old Style" Figures

Didot

ABCDEF
GHIJK
LMNOP
QRSTU
VWXYZ
NOIR

Tiffany Serif
refined punctuation design.

Didot, ca. 1780

A greater landscape of historical sources,
broadly diversified:

Firmin Didot (1764-1846),
contemporary and competitor of Giambattista
Bodoni, ranks among the innovators of
typography on the cusp of Neoclassicism.

Some of his identifying features, as extreme
contrast and ultra thin strokes have provided
conceptual guidance for the whole Tiffany
Serif project.

Tiffany Serif,
high contrast and thin strokes,
the primary stylistic traits.

A SPECIMEN
BUCOLICA
GEORGICA
AENEIS

Even older than the specific neoclassical root
of the Tiffany Serif Project, further highlights
from the history of typography have been the
inspiration for detail design.

William Caslon (1692-1766)
and John Baskerville (1706-1775)
anticipated a stylistic evolution, Giambattista
Bodoni and Firmin Didot finally accomplished.

TIFFANY&CO.

Tiffany Serif,
From logotype to alphabet.

Ensuring optical functionality:
one single style, two stroke weights.

Display
Text

BgMfb
BgMfb
NlfkBkMffb

Increasing legibility:
Different ascender heights, and all taller than the capitals,
effect a "natural rhythmicization" of text compositions.

Tiffany Serif
From alphabet to full language.

DENHJQ New York
Rjk, a oct
h m

Tiffany Serif,
an extended character set with multiple style options

§? “ß{a}æ”
fi ffi fb ffb fl ffl rfb
rt fj ft fk fff
0123489
3456780
∞ Ø ≈ ± #

TIFFANY
American luxury jewelry and specialty design house.
Brand design, type design and communication design.
2021-2022



THE LANDMARK. TIFFANY & CO.



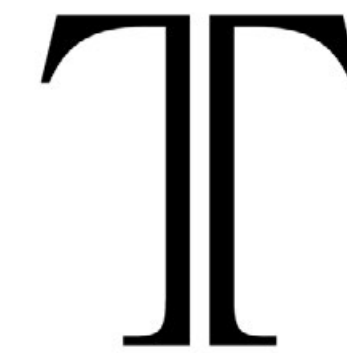
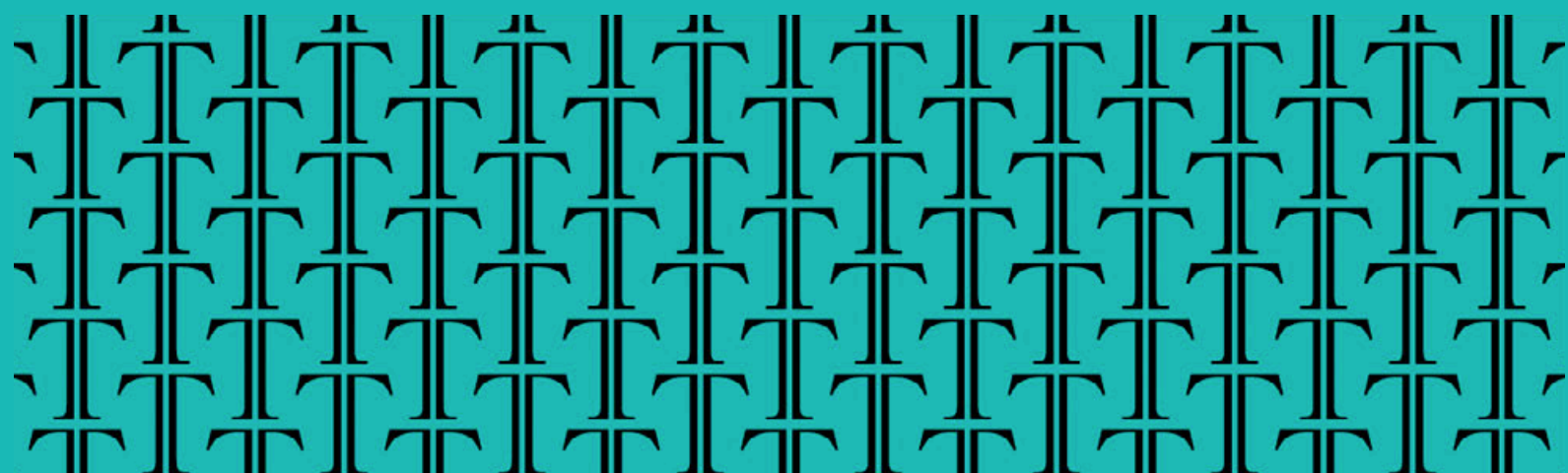
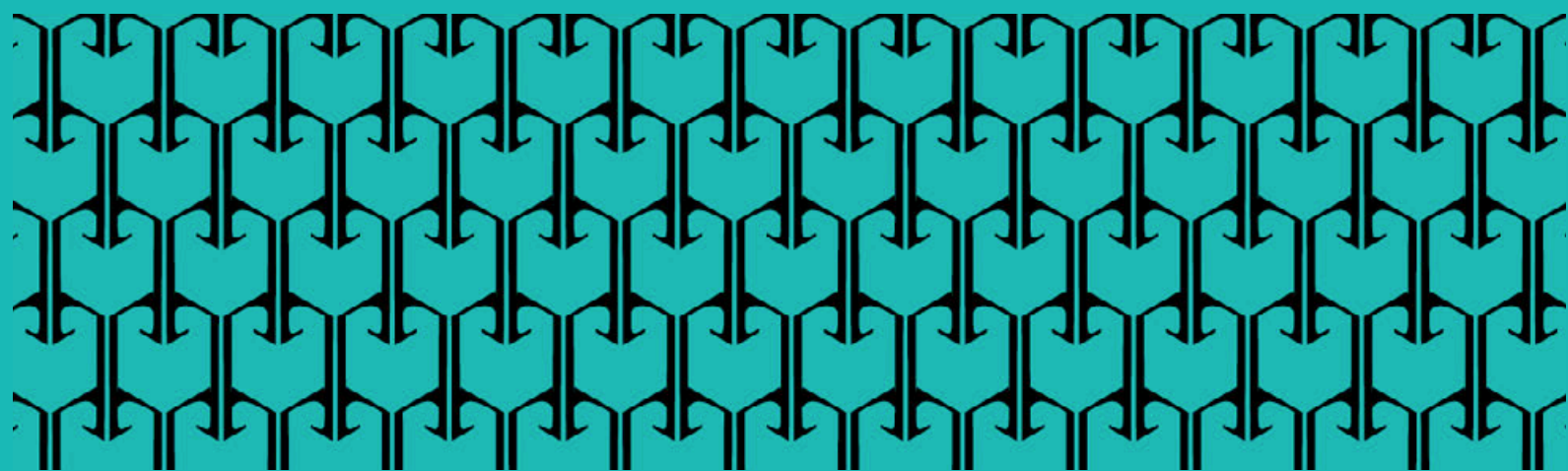
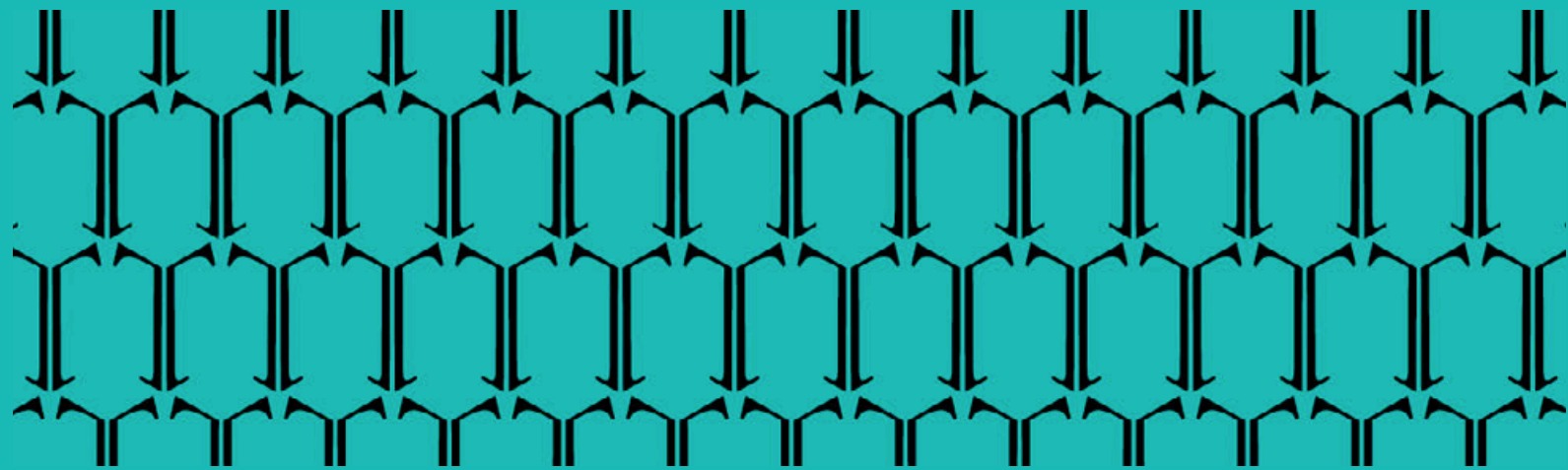
TIFFANY

American luxury jewelry and specialty design house.

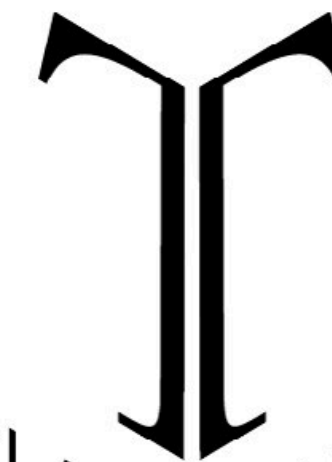
Brand design, type design and communication design.

2021-2022





THELANDMARK.



THELANDMARK.

TIFFANY

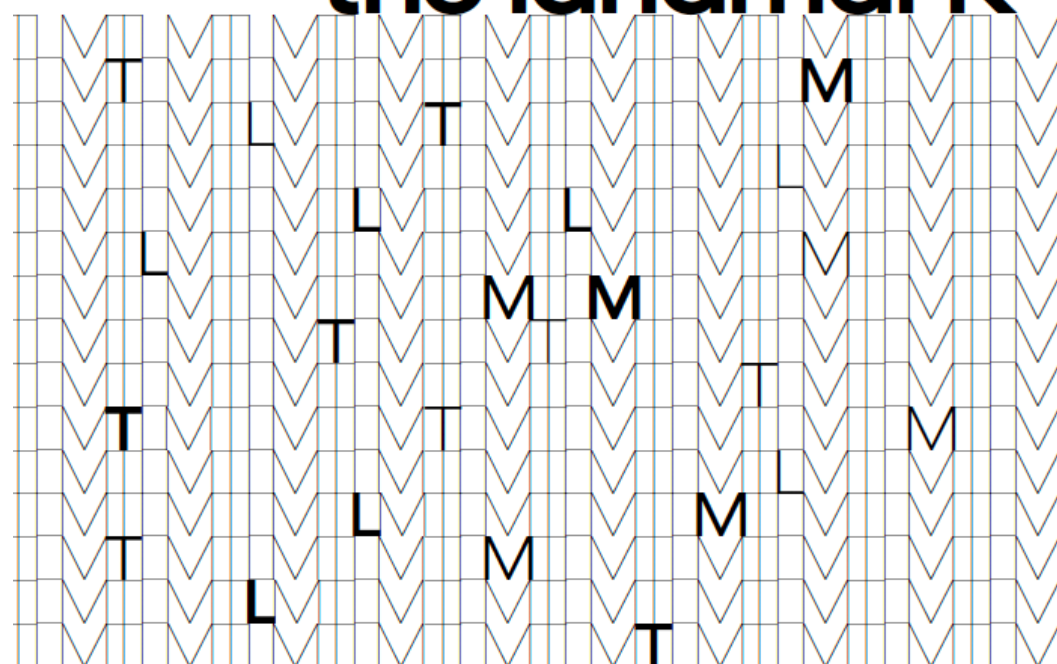
American luxury jewelry and specialty design house.

Brand design, type design and communication design.

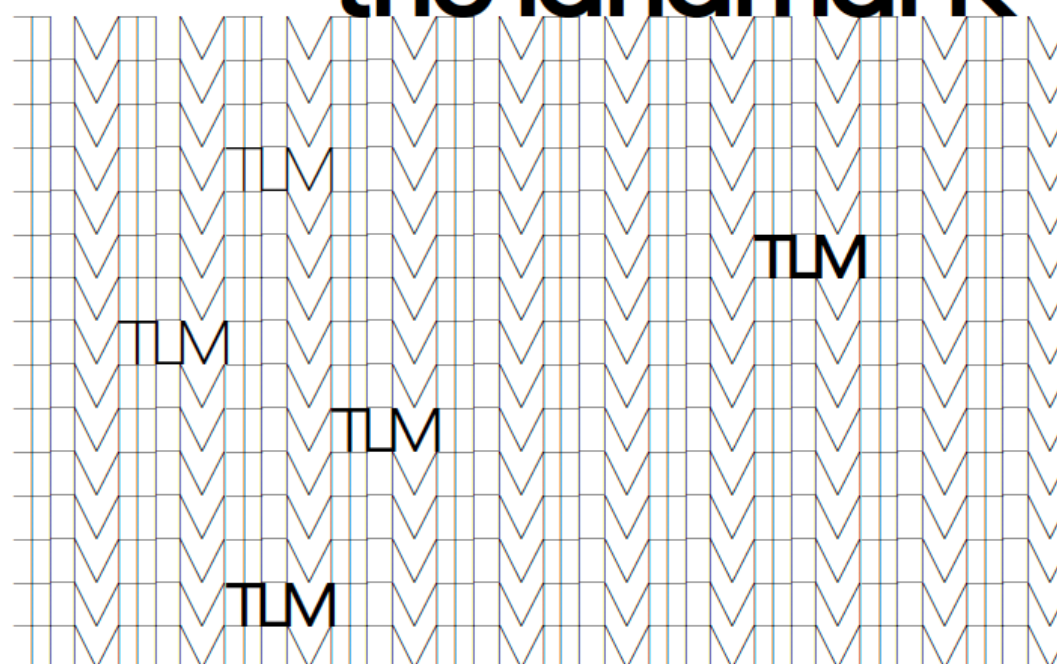
2021-2022



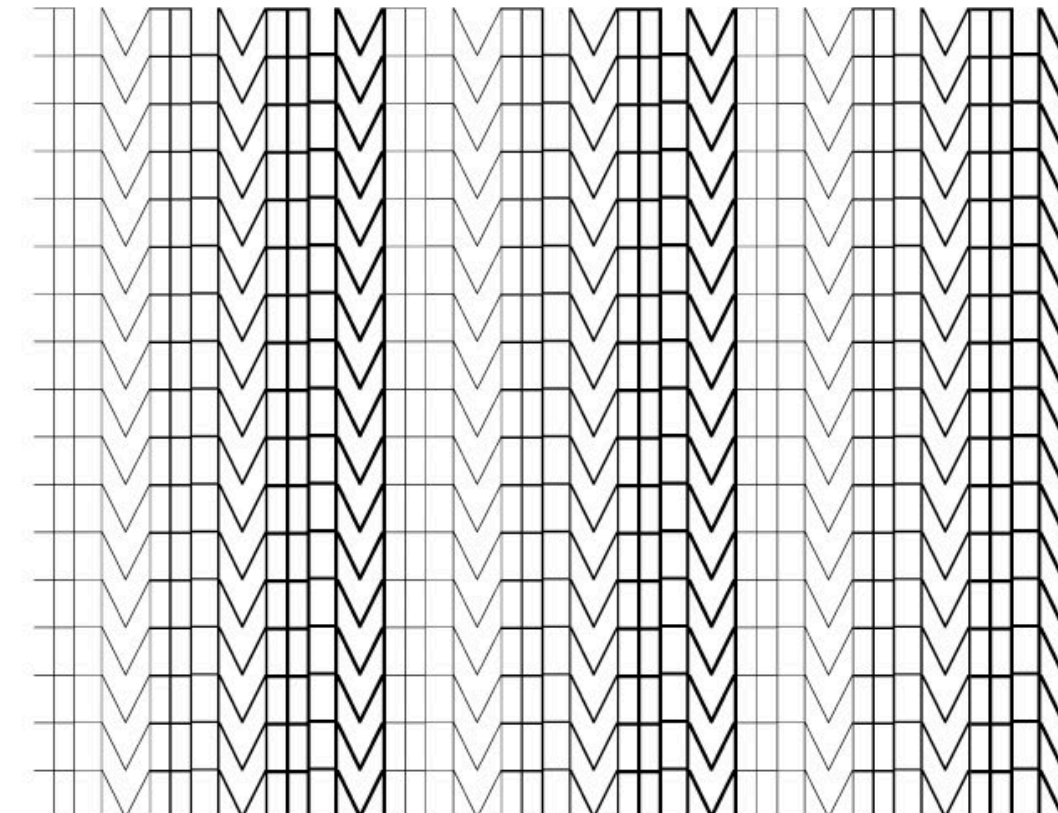
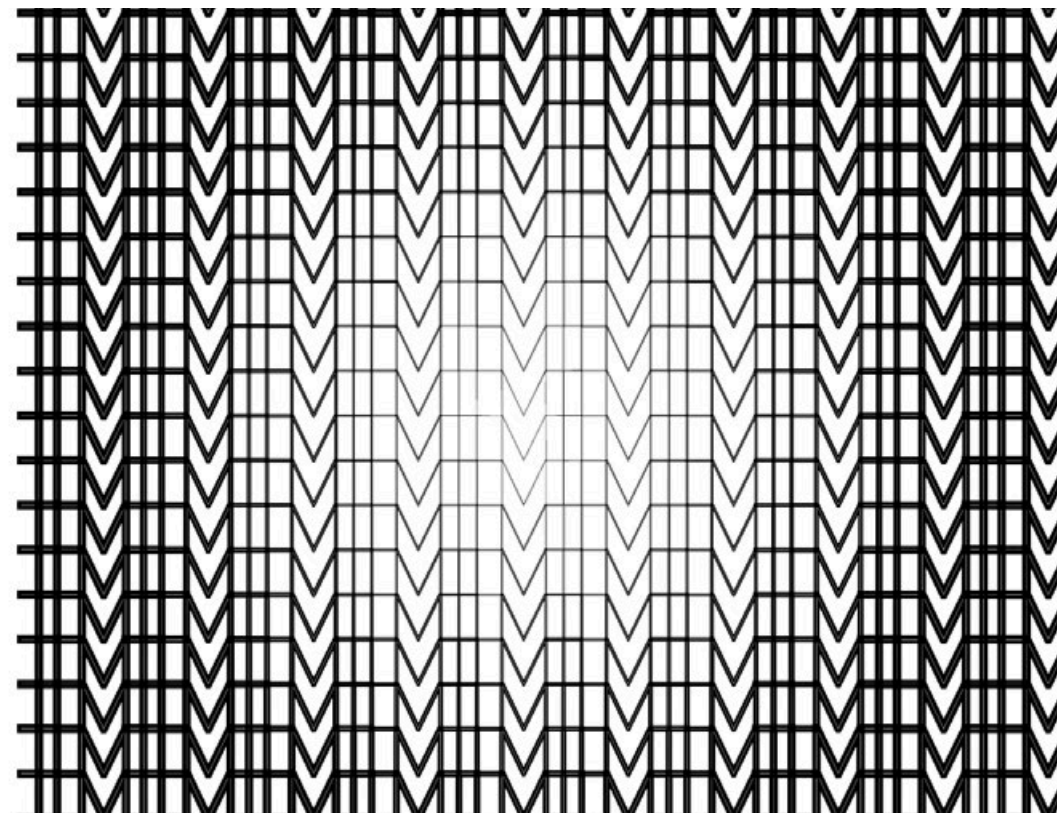
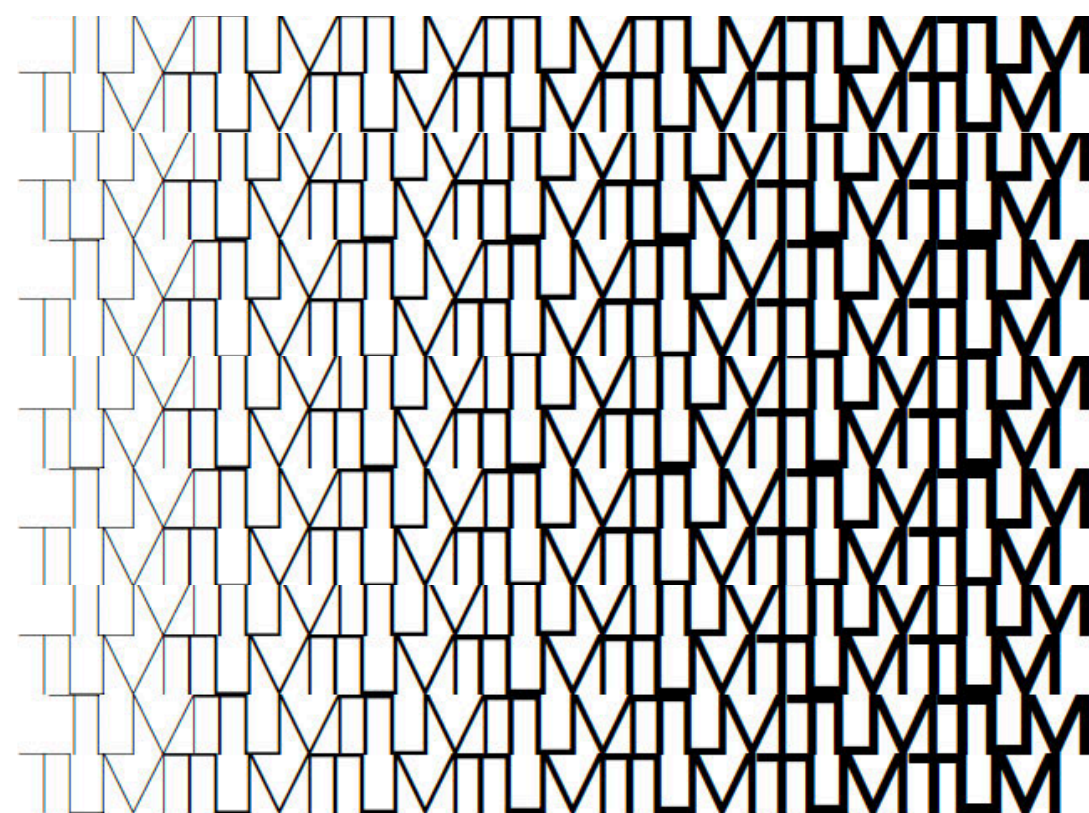
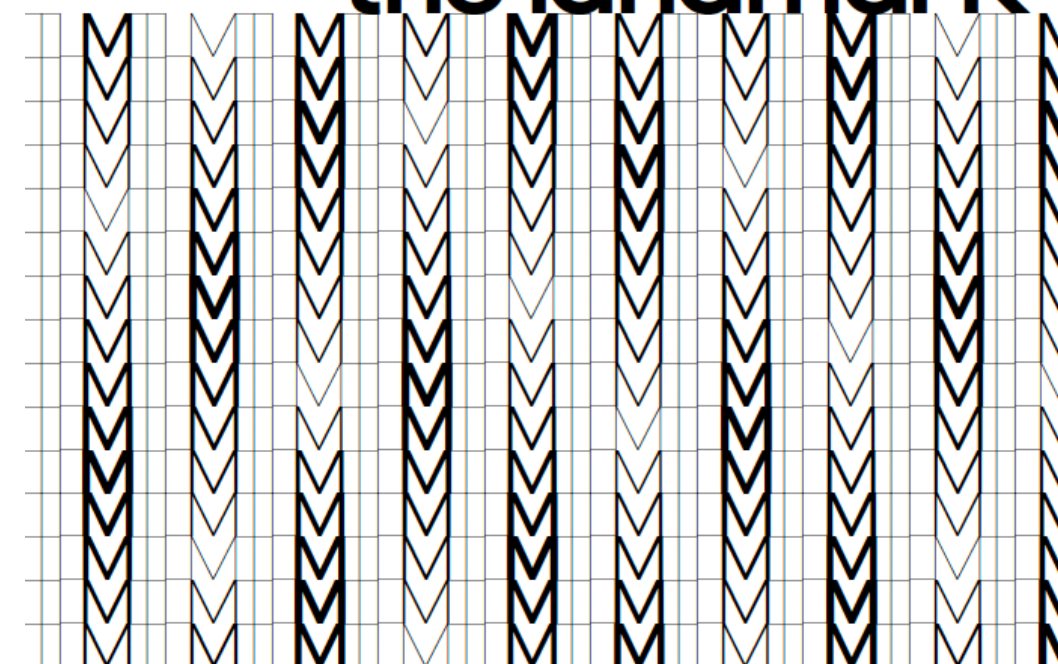
the landmark



the landmark



the landmark



TIFFANY

*American luxury jewelry and specialty design house.
Brand design, type design and communication design.
2021-2022*



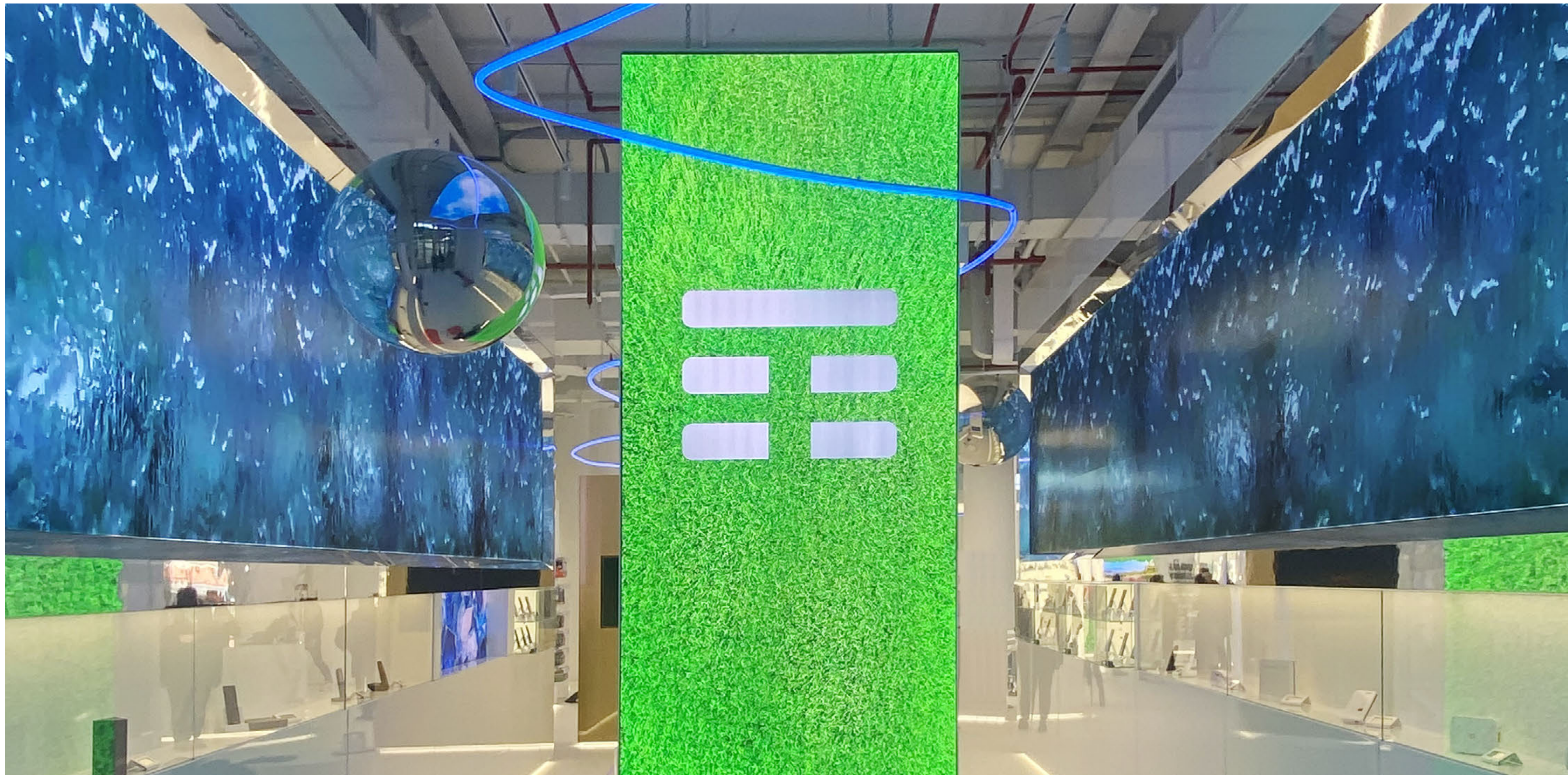


TIM

*Mobile communication.
Naming and identity system.*

1995





TIM

Concept Store.

Retail design. Partner: Studio Lococo.

2021





TIM

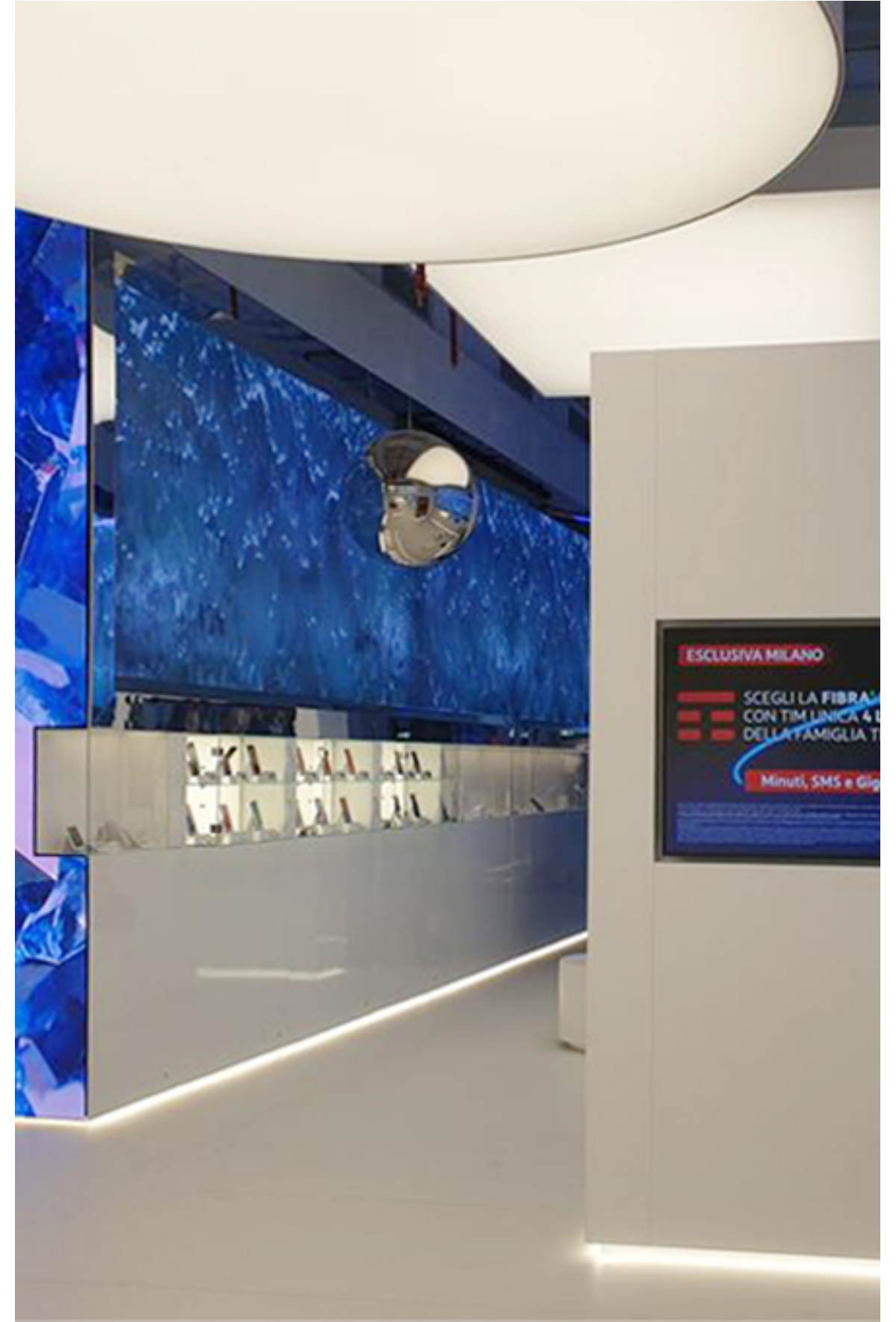
Concept Store.

Retail design. Partner: Studio Lococo.

2021







TIM

Concept Store.

Retail design. Partner: Studio Lococo.

2021





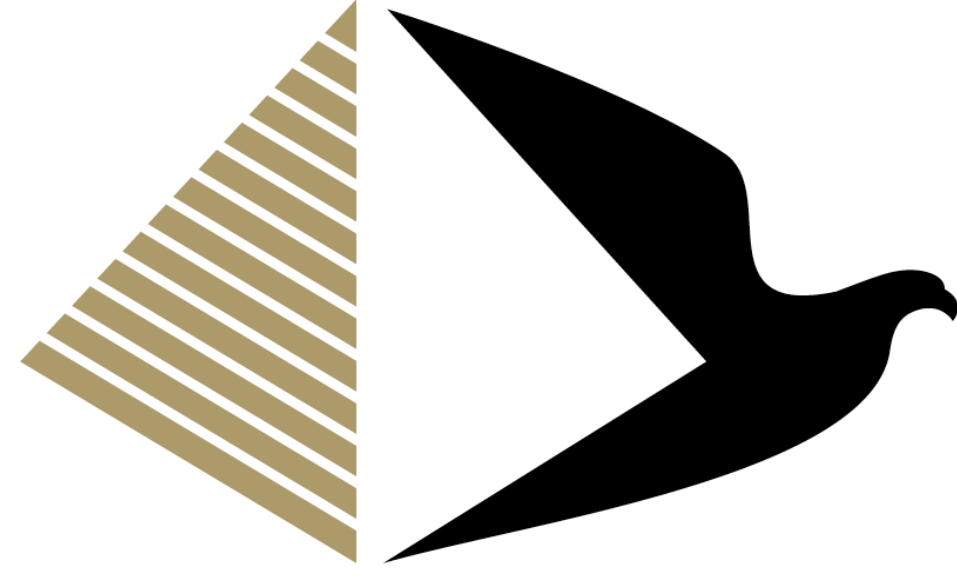


CITY OF ARTS AND CULTURE

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

2020-2021





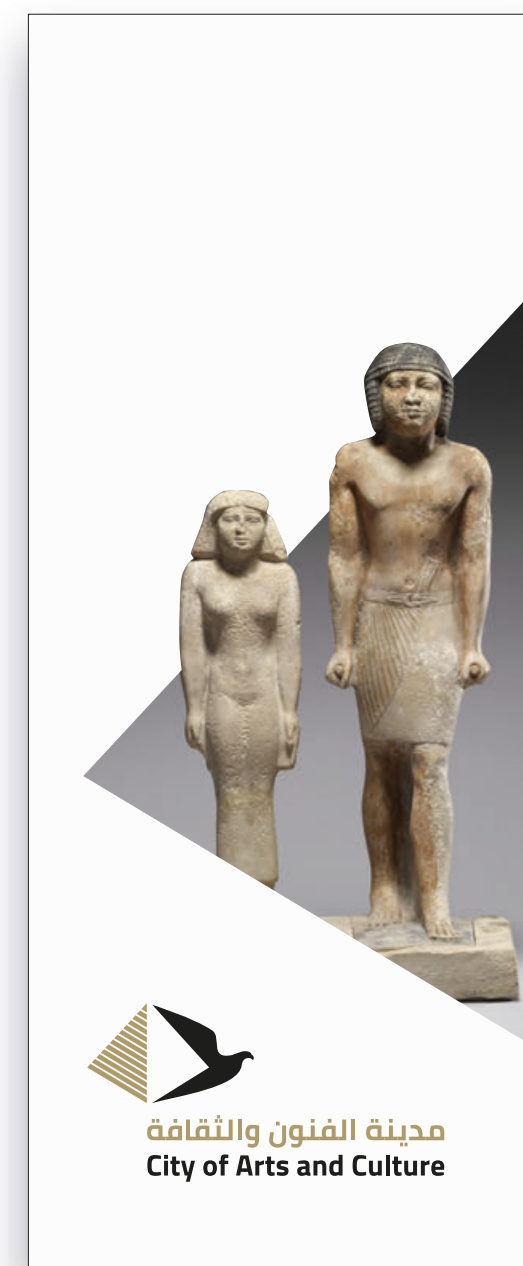
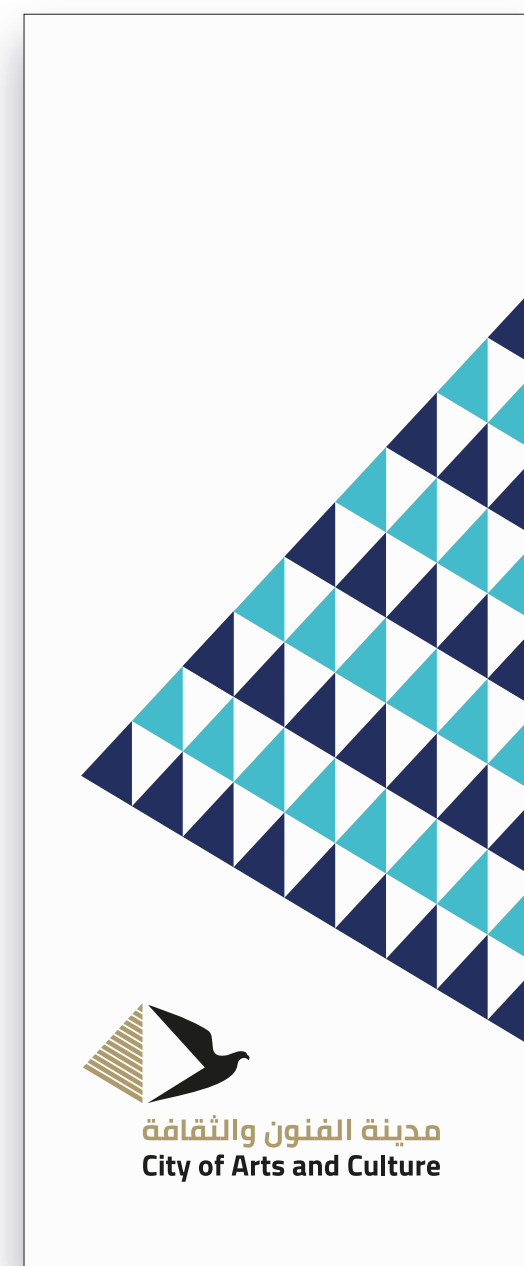
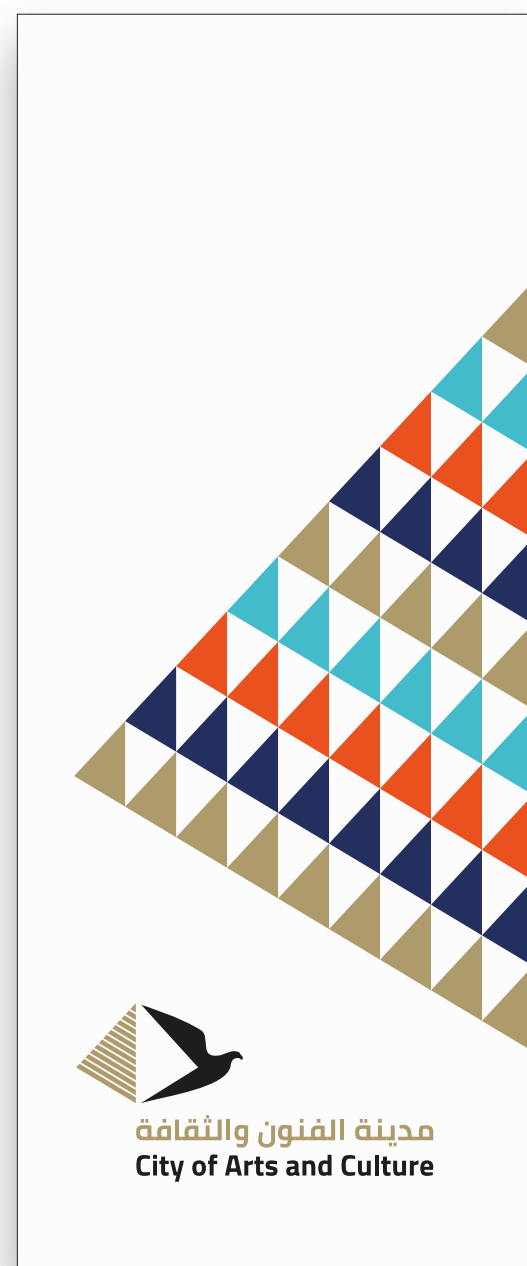
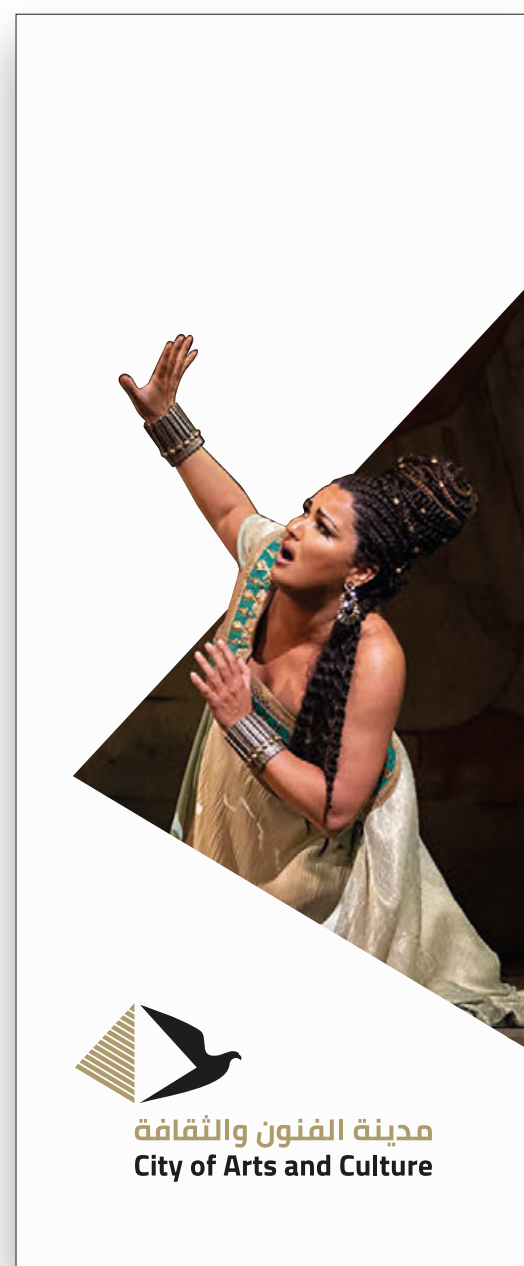
مدينة الفنون والثقافة City of Arts and Culture

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

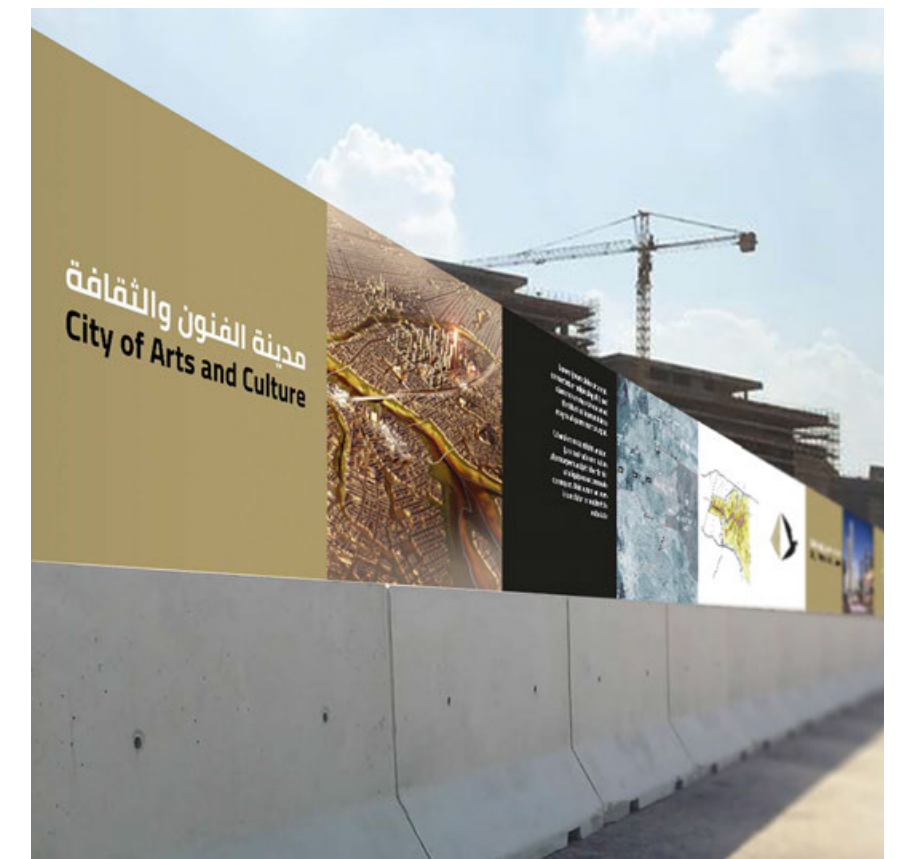




مدينة الفنون والثقافة
City of Arts and Culture



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



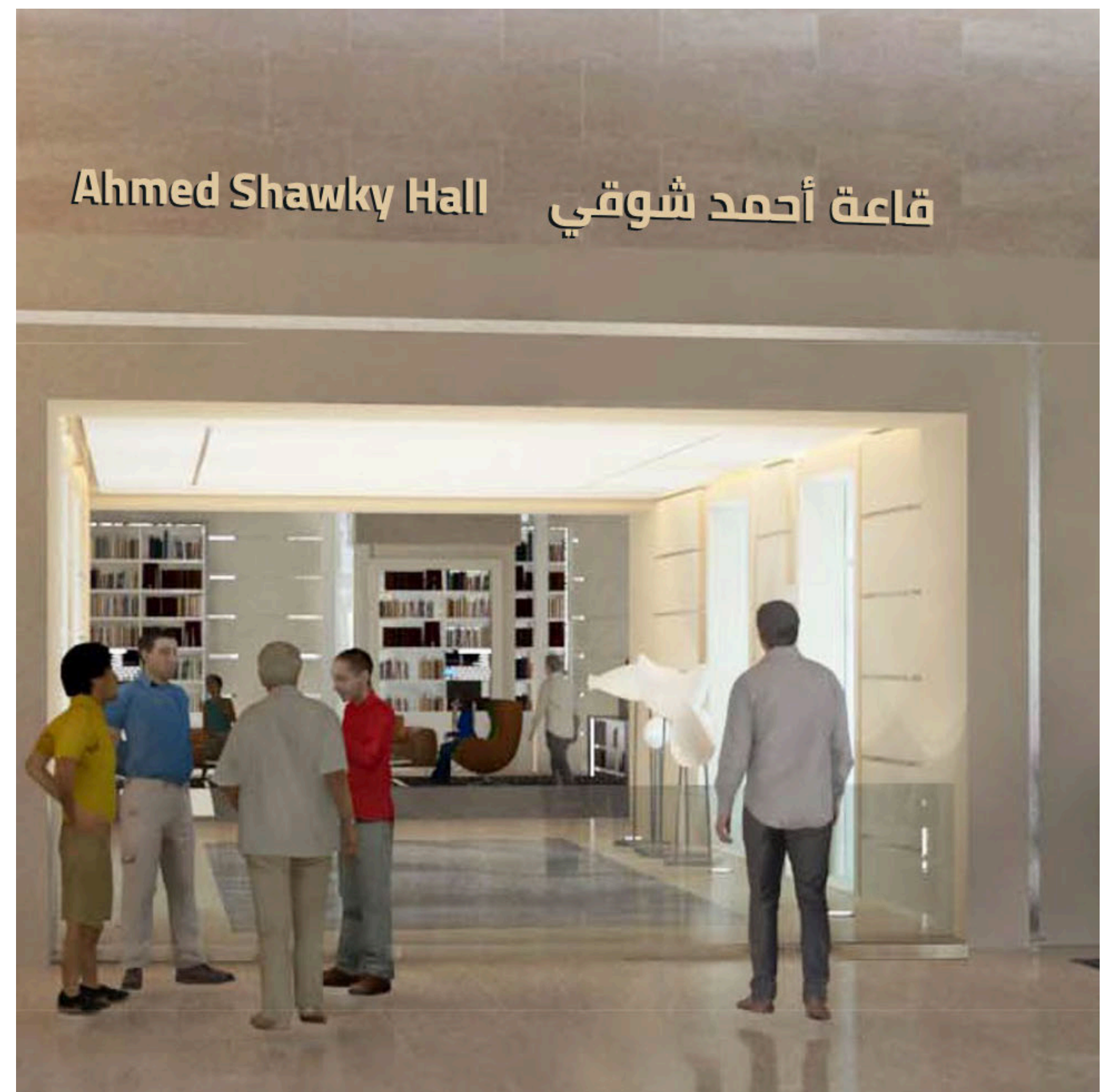
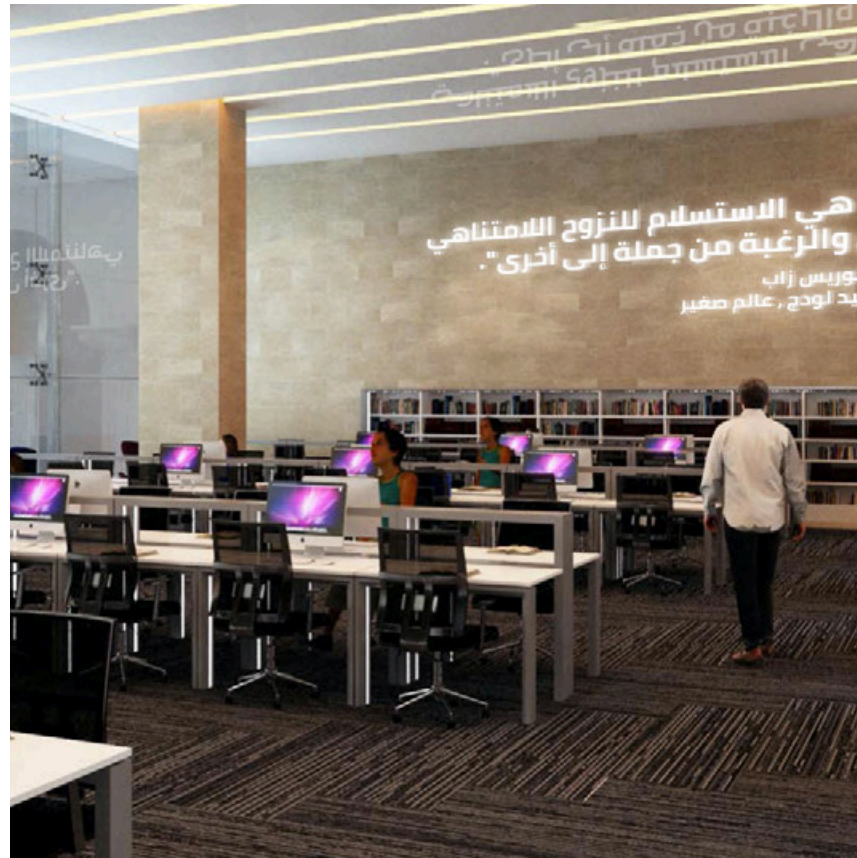
ON THE INTRINSIC VALUE OF
EVERYTHING

Scott A. Davison

رفقاً أو أجلاً من الذي
بيني وينشئ ألفاً





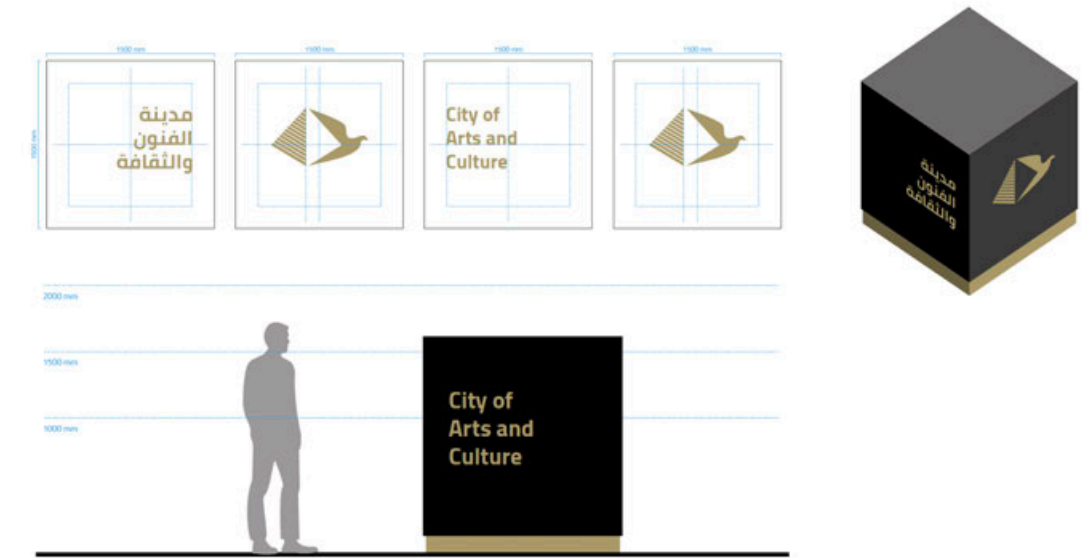
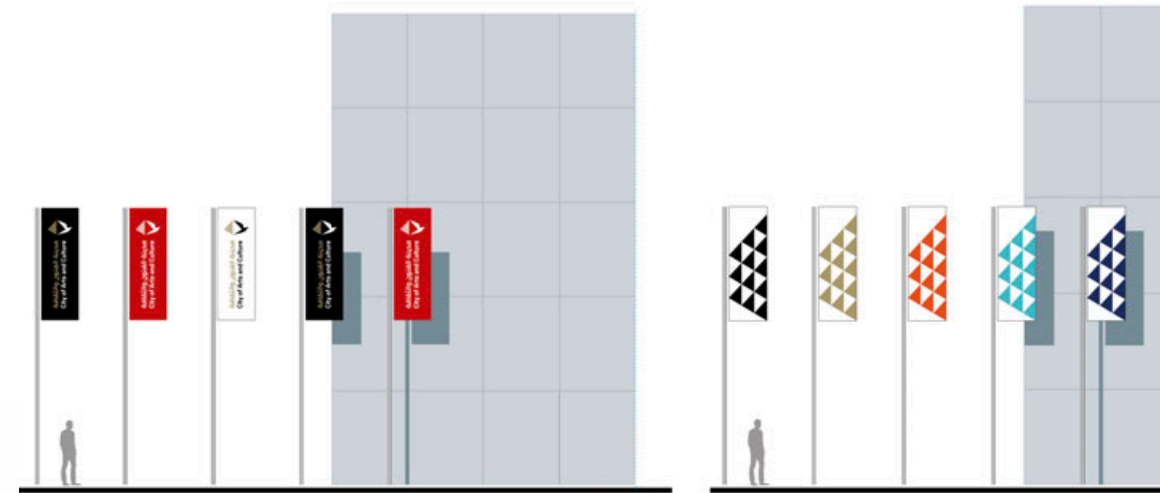
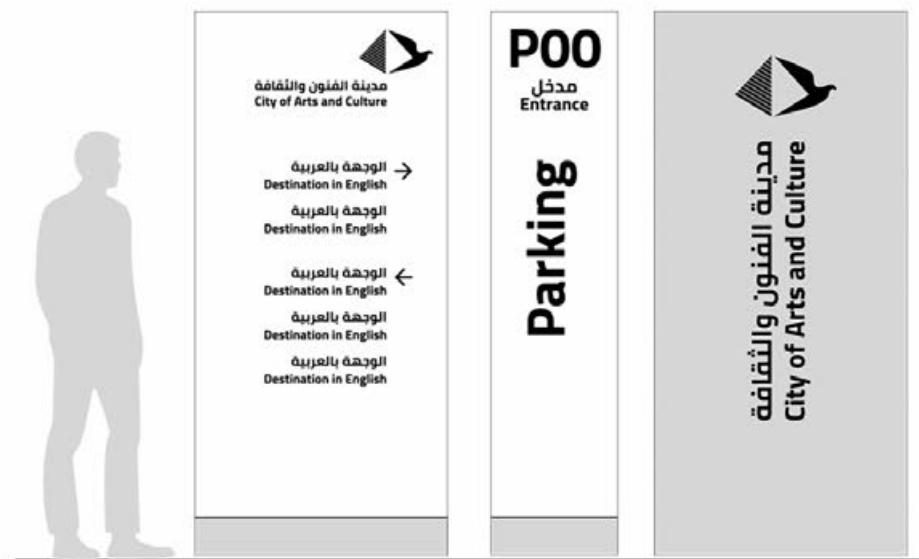


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New Administrative Cairo Capital (Egypt). Brand design, brand architecture, communication design, signage & wayfinding design.

2020-2021





CITY OF ARTS AND CULTURE

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

2020-2021





**The sound of
a nation beating
as one.**

Audiologo

Brand Theme

FGCI

*Federazione Italiana Giuoco Calcio.
Sonic identity brand.*

2022





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

Italic

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

Bold Italic

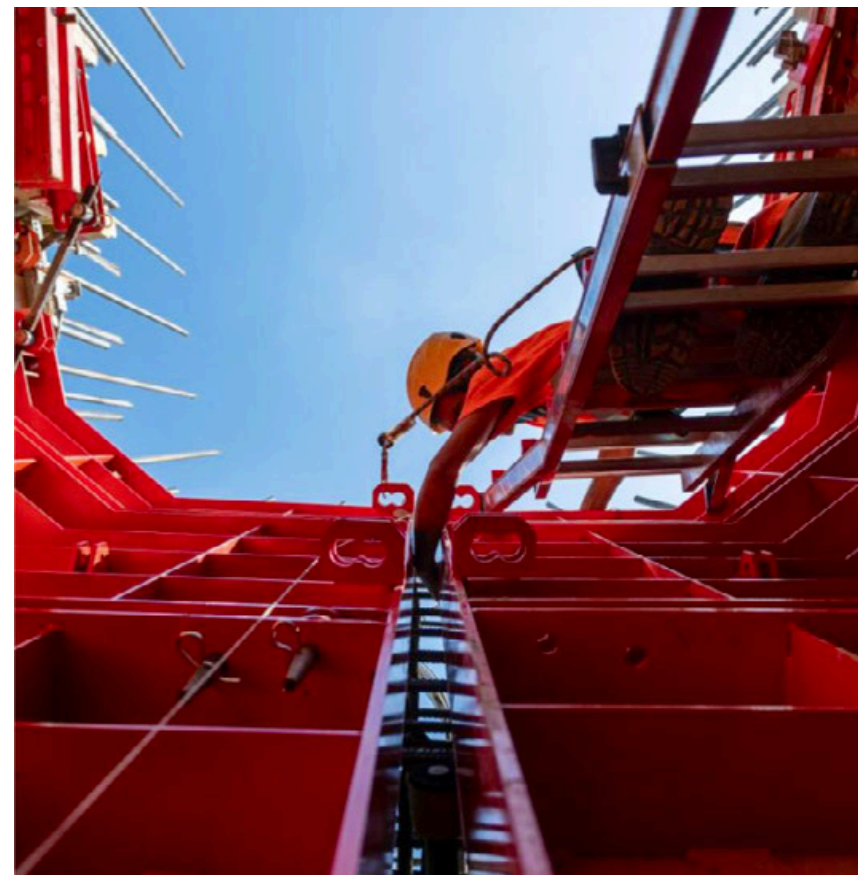
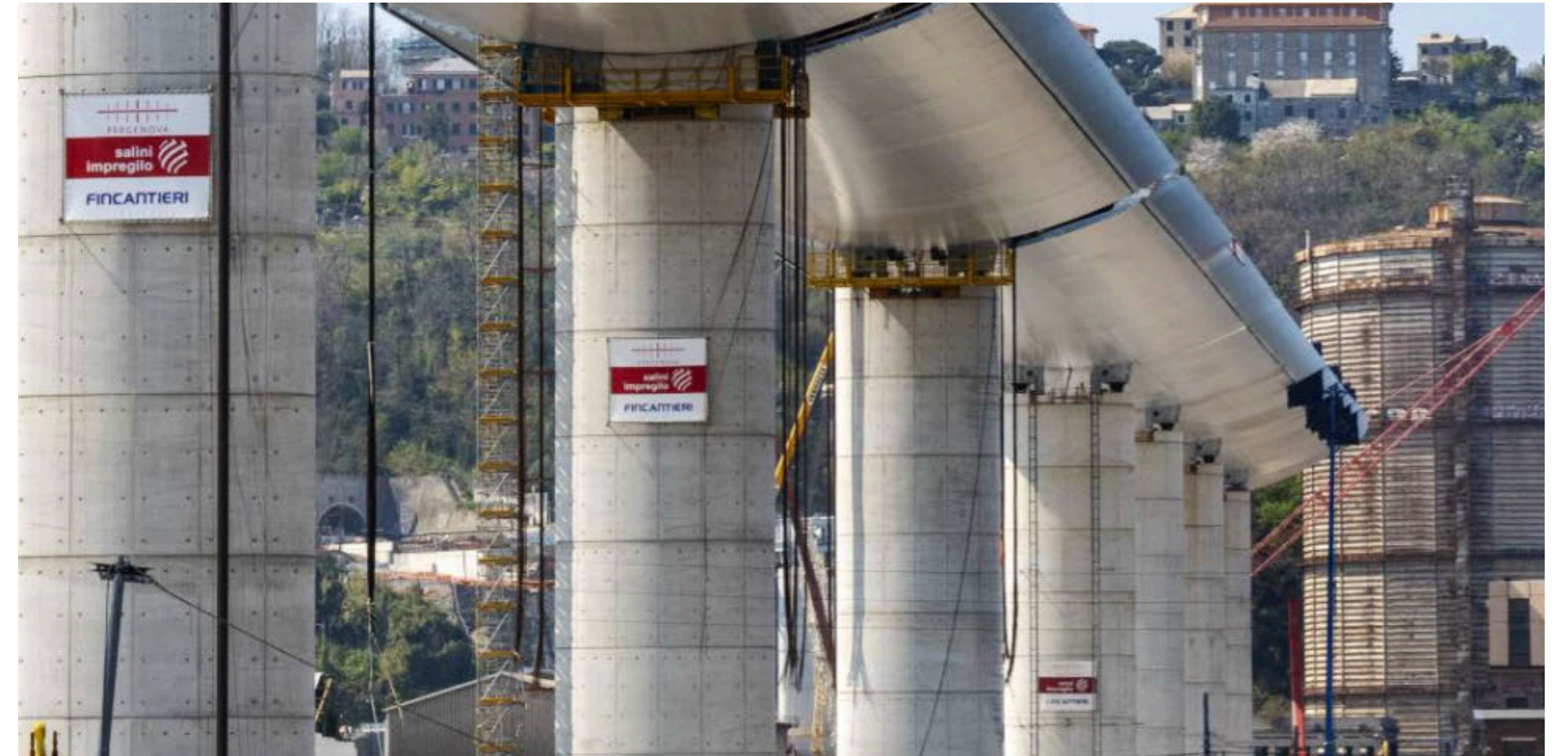
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WEBUILD

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

2020





WEBUILD

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









eni



ENI

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

2006-2010





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ENI

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

2006-2010



Eniline Light

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Eniline Bold

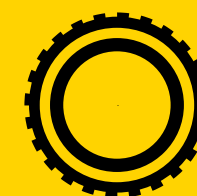
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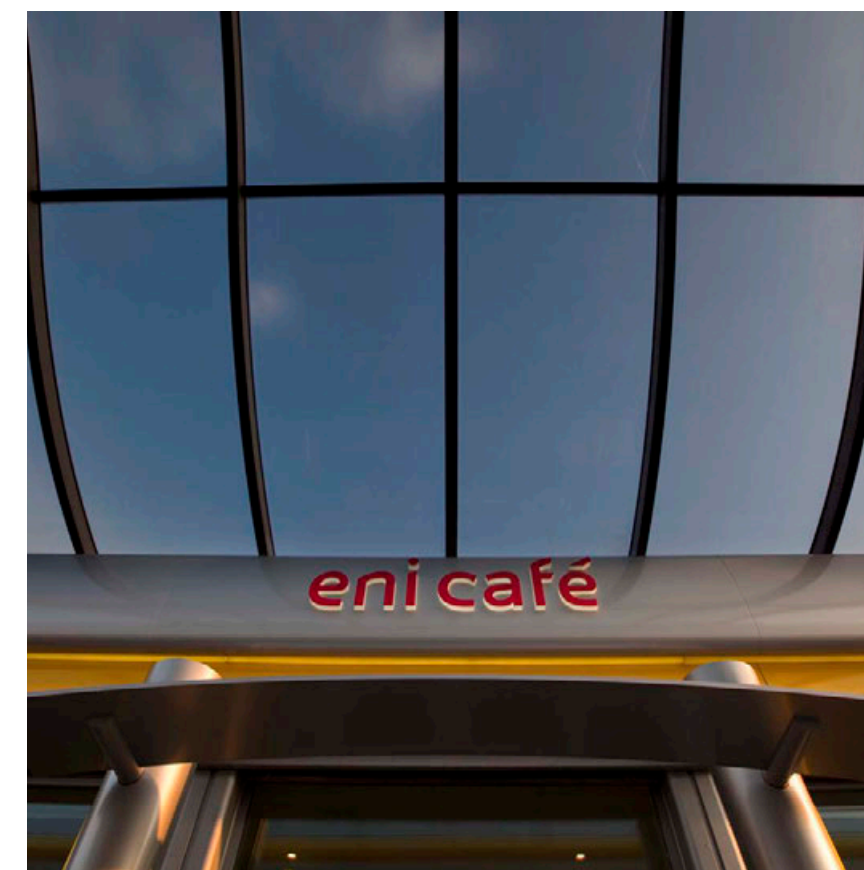
ENI

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



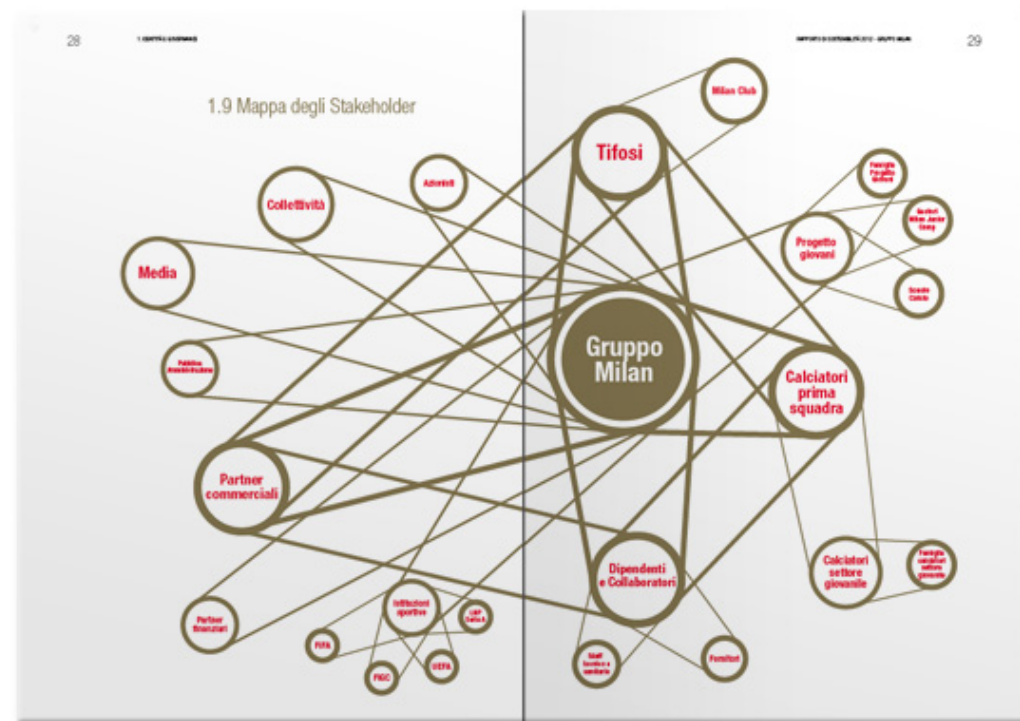
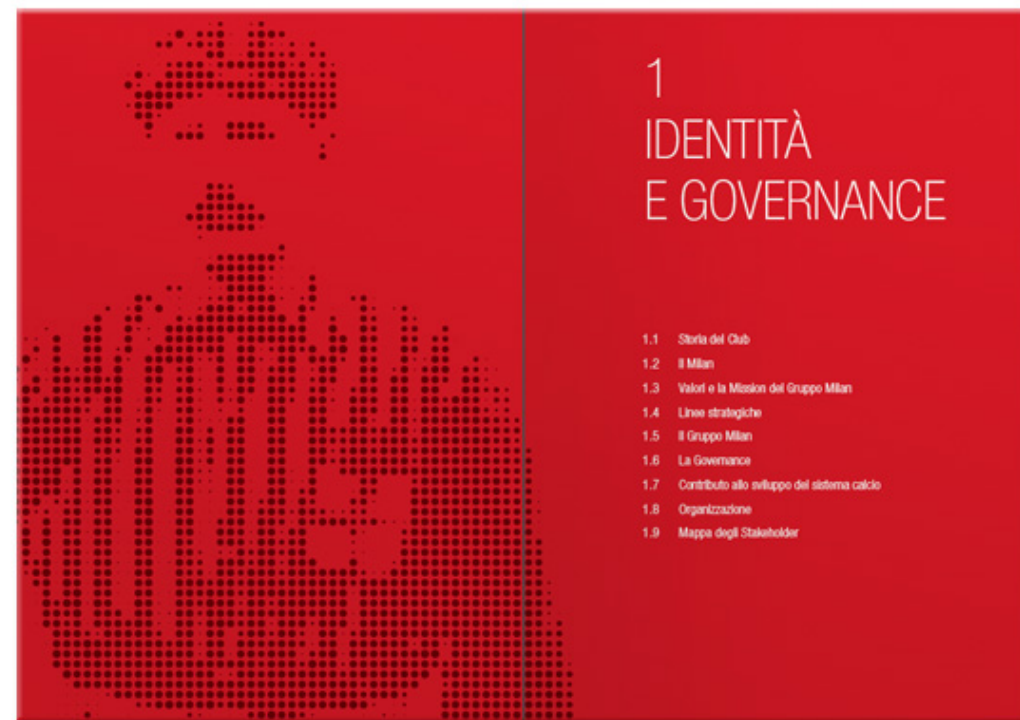
Ambito calcistico	Ambito corporate	Ambito commerciale	Ambito comunicazione	Ambito no-profit	Casa Milan
					
					
	AC Milan SpA Milan Entertainment Srl Milan Real Estate SpA	MILAN ACADEMY MILAN ACADEMY JUNIOR CAMP MILAN ACADEMY SCUOLA CALCIO	FORZA MILAN MILAN TV	FONDAZIONE MILAN MILAN GLORIE	CUCINA MILANELLO MILAN STORE MONDO MILAN



AC MILAN
Football Club. Brand design, brand architecture, typeface design, editorial design and communication design.
 2012-2017







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 storia umana, in linea con la tradizione dei grandi imprenditori, i collaboratori e i calciatori della Prima Squadra, del Settore Giovanile e tutti gli stakeholder del Progetto Calcio, è l'orientamento del Gruppo Milan a verso la conquista dell'integrità della persona. Il Gruppo investe continuamente in formazione, ricerca, sviluppo del luogo di lavoro e benessere.

La filosofia del Club si fonda sull'approccio "TOTALE PERSON" che riconosce come il raggiungimento di un calciatore, dal punto di vista tecnico e atletico, debba andare di pari passo con lo sviluppo umano, 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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MilanType Italic

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MilanType Bold

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1234567890**

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





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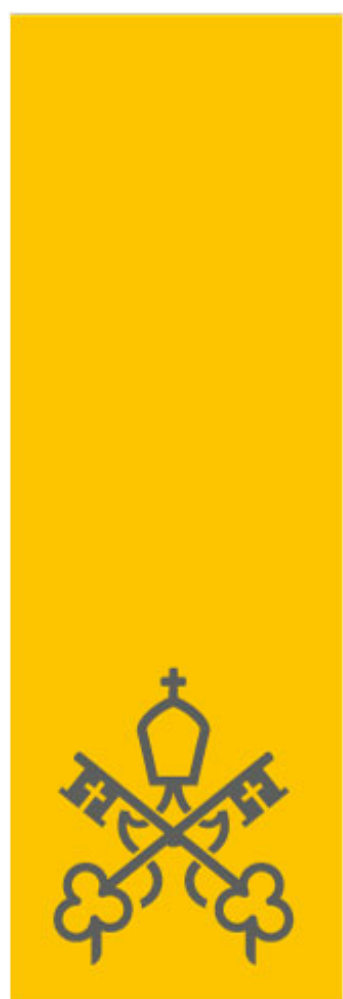












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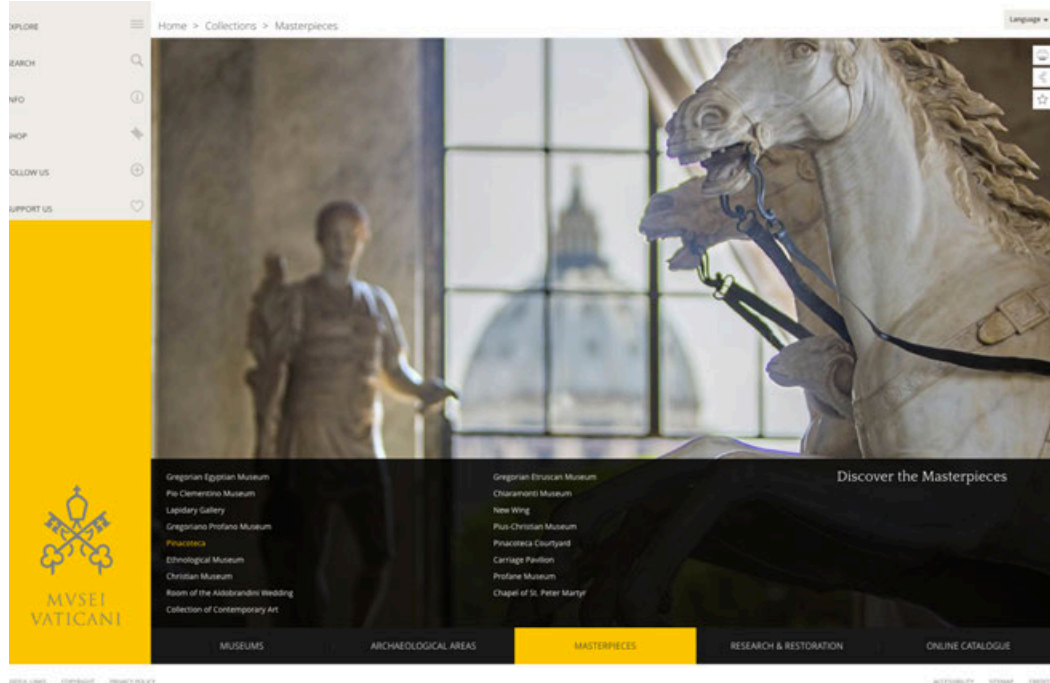
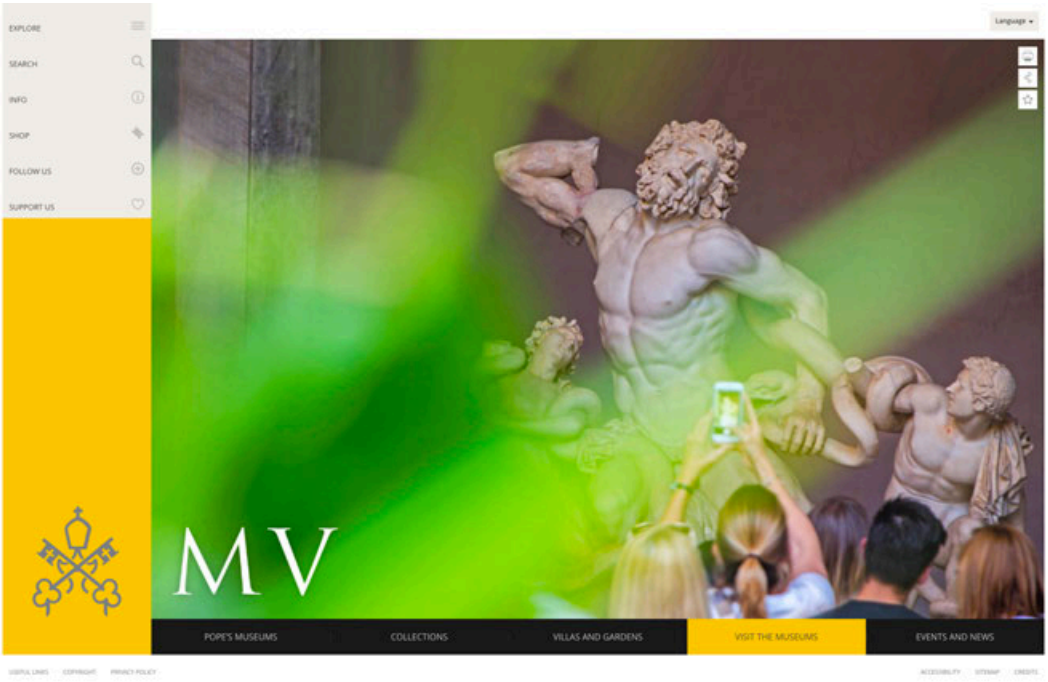
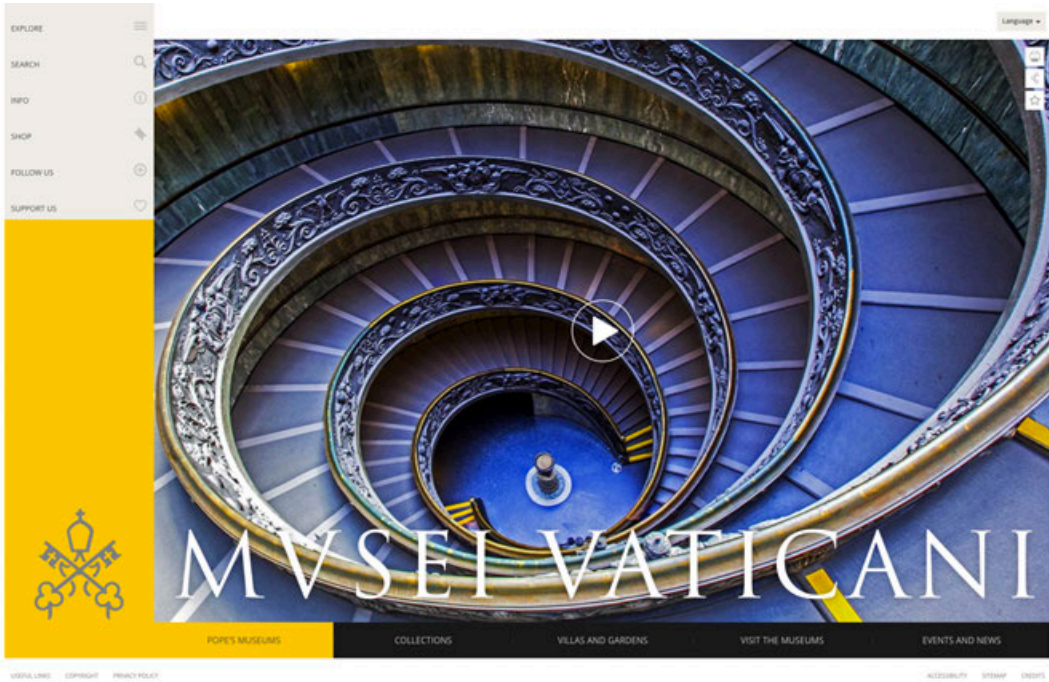
MVSEI VATICANI

MUSEI VATICANI

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

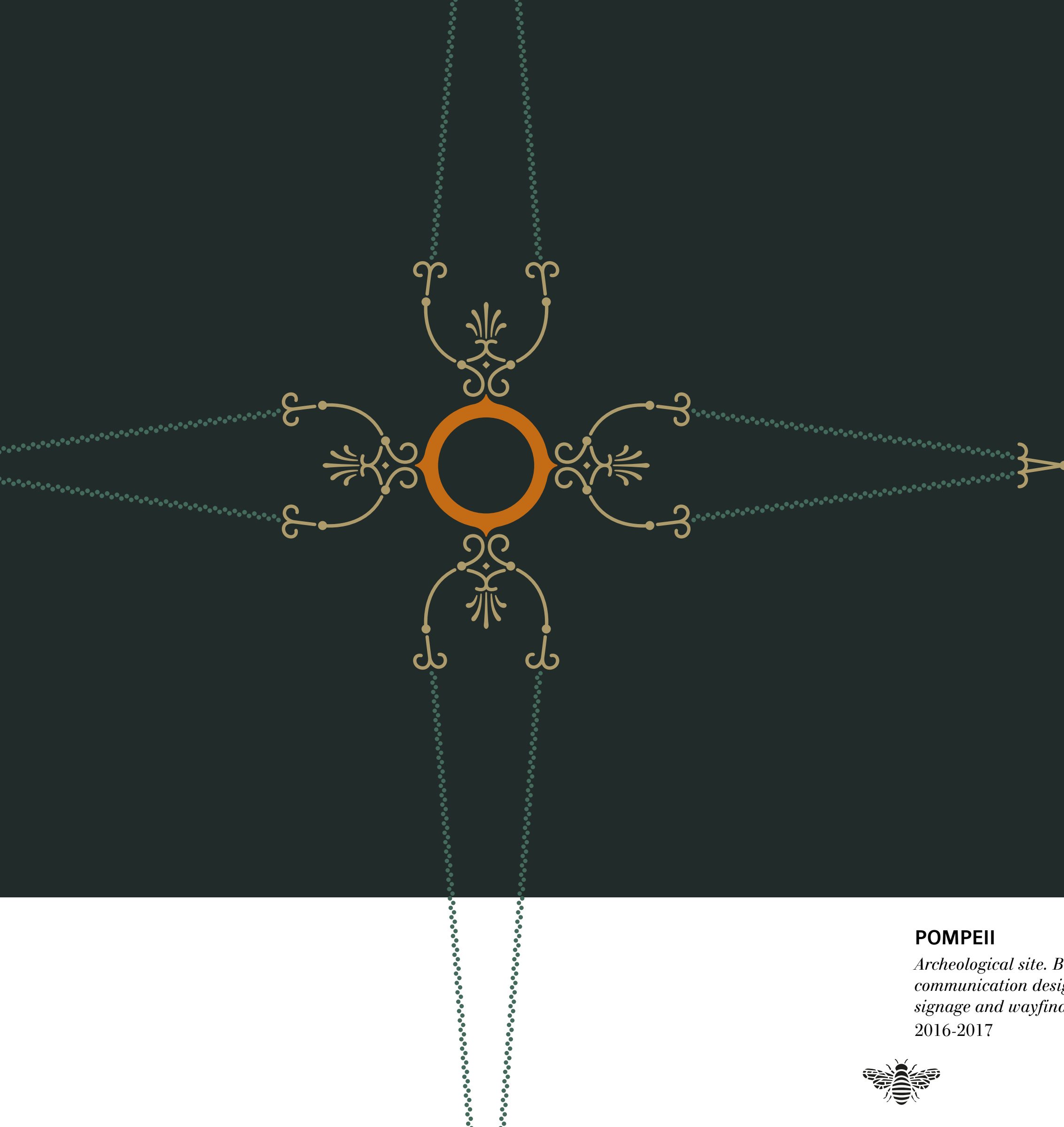
2017





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





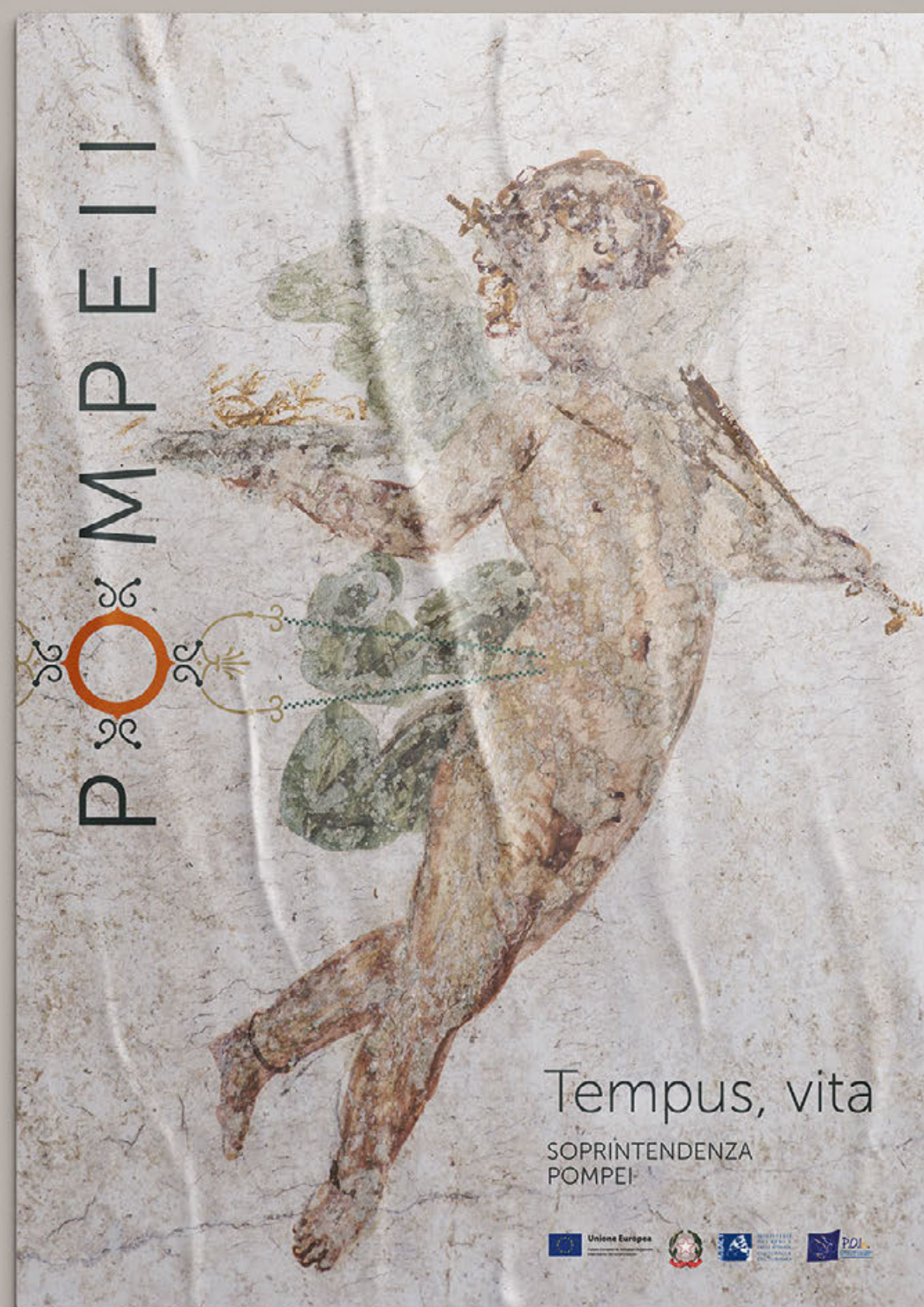
POMPEII

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

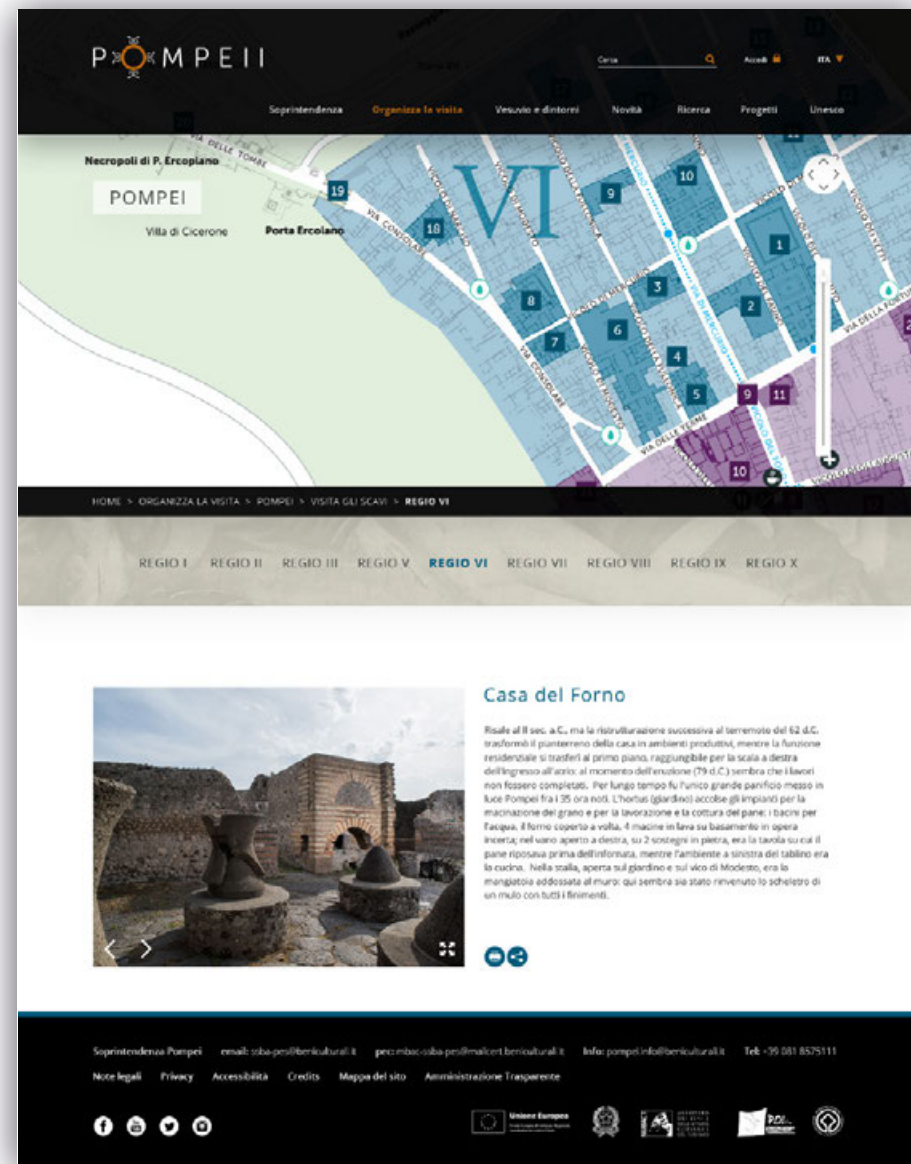
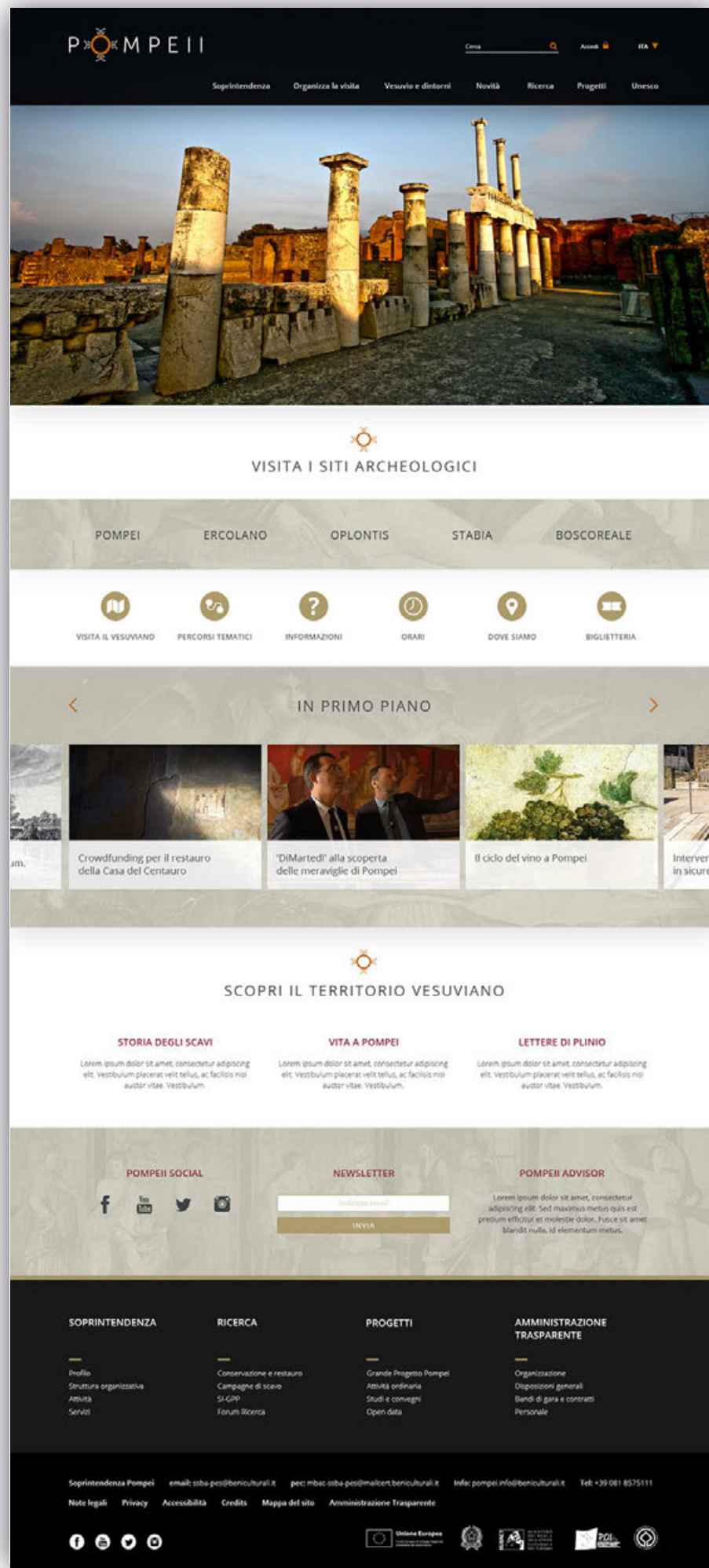
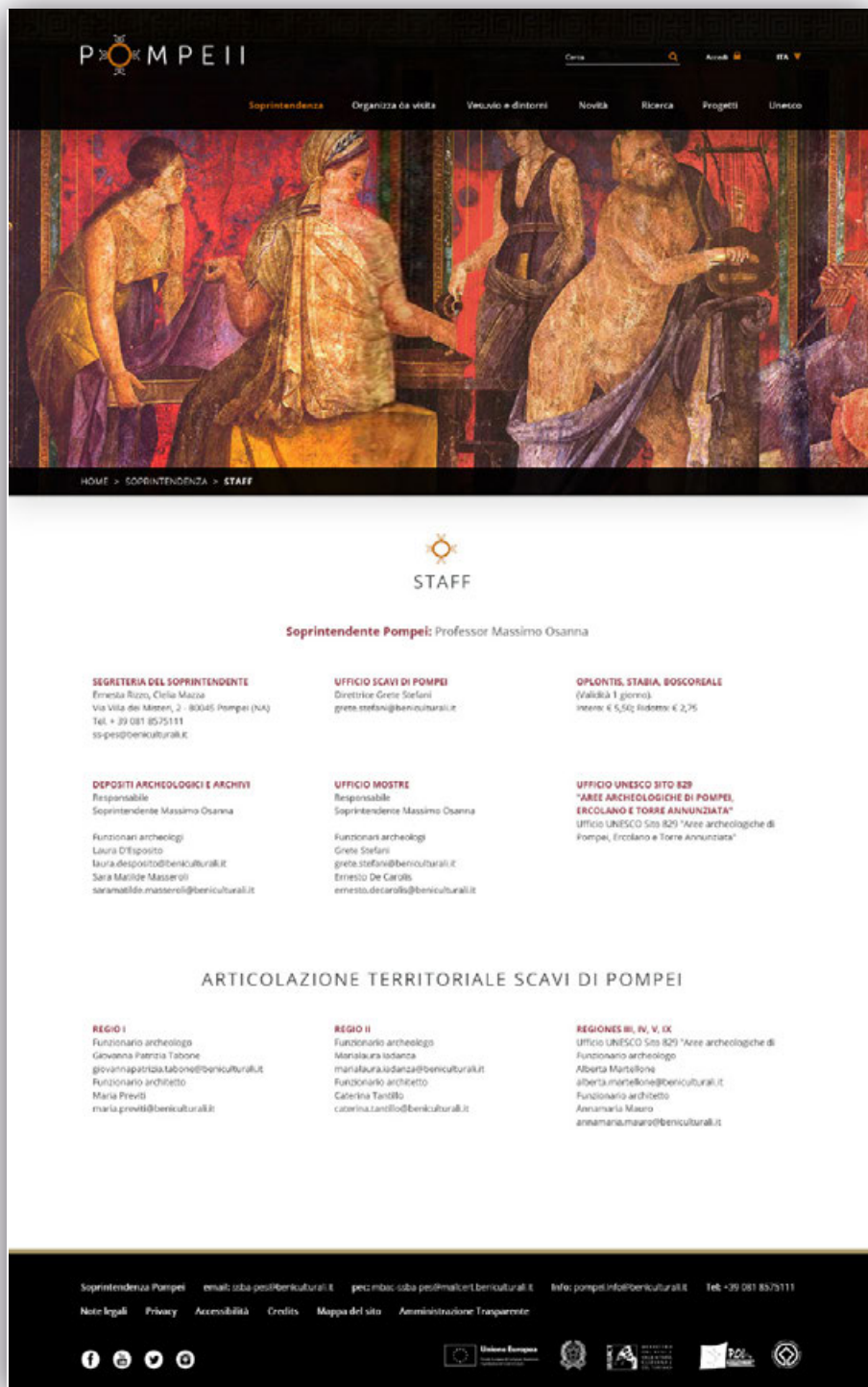


POMPEII

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

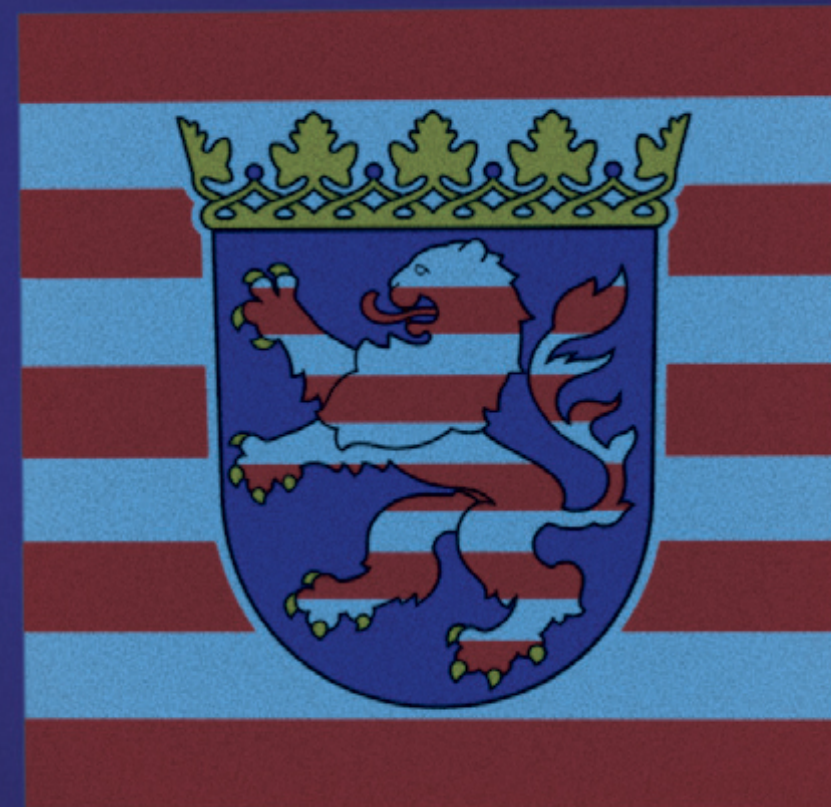








HESSEN



HESSEN

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

2000-2003



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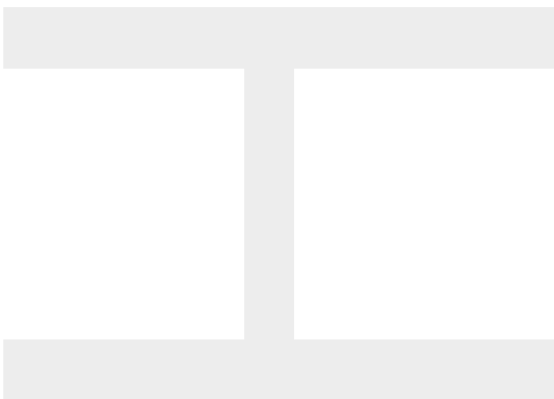
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HESSEN

*Hessen Lander (Germany). Brand design, type design
and communication design.
2000-2003*



Milano



Comune
di Milano



COMUNE DI MILANO

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

2000-2002



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Milano City

Milano



Comune
di Milano

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

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Text

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Metro Milano Display

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Metro Milano Regular

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Metro Milano Italic

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Metro Milano Bold Italic

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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

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mobilità

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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
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Urbs Display

Urbs Display Regular

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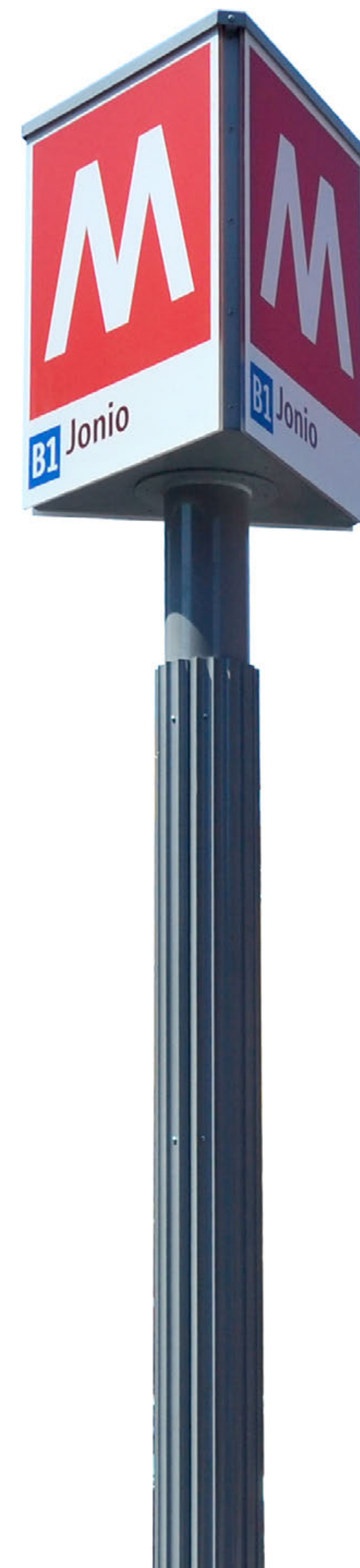
Urbs Display Bold

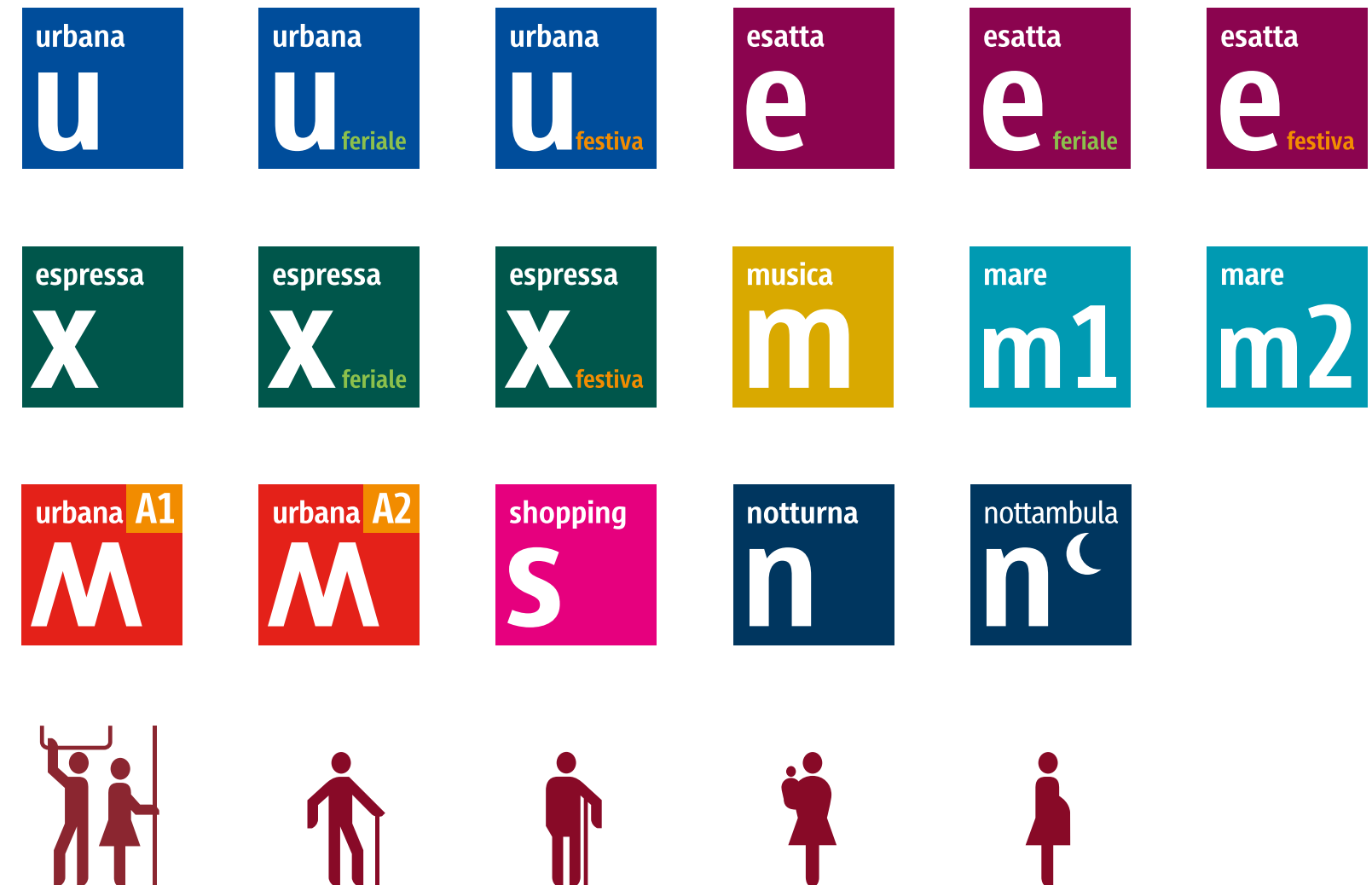
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COMUNE DI ROMA

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

2004-2009





RUSAL

Russian Aluminium (Russia).

Brand design, brand architecture and communication design..

2001-2002





inarea.com

