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2013 2014 2015 2016
2017 2018 2019
2020 2021
2022



Inarea 

COMPANY PROFILE

2024

July 2024

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 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.



Arts and Culture



With over 200 years of history, Conservatory of Music Milan was established by Royal Napoleonic Decree in 1807. The inauguration dates back to 3 September 1808. Since then, the Conservatory has been housed in a historic former convent in the center of Milan.

The Conservatory is a highly regarded institution for the study of music, recognized both nationally and internationally. It has over 1,500 enrolled students and 236 teachers. It offers more than 100 academic study programs at the bachelor and postgraduate levels, as well as I and II level master courses, workshops, master classes, and seminars featuring internationally renowned teachers.

Two large performance halls, the Puccini (400 seats) and the Verdi Hall (1420 seats), host over 200 concerts annually, and the Institute collaborates with major artistic production institutions in Milan. In addition to being a center of artistic production, the Conservatory is also an active research center, open to the public. The symbolic place of research activities is the historic Library which houses more than 500,000 bibliographic units.

The decision to launch a rebranding initiative stemmed from the forthcoming construction of a new headquarters for the Conservatory alongside the existing historic location. The need for expansion arose due to a significant increase in admission applications over the past year, nearly doubling compared to the pre-pandemic period.

The new brand identity is centered on a dynamic expression that integrates sounds and movements. The logo is comprised of various letters in different typefaces, reminiscent of elements found in an orchestra, such as musical notes and chords, coming to life to the rhythm of musical or vocal sounds.

The brand's meaning reflects the plurality of musical expressions and genres, which is visually represented through different typography. When the brand is static, it represents the variety of content, instruments, and sounds. However, it becomes dynamic when each letter responds to sound, creating synchronized movements.

CONSERVATORIO DI MILANO

Conservatory Music Milan. Brand design, communication design.

2023



CONSERVATORIO DI MILANO

CONSERVATORIO DI MILANO

Milan Music Conservatory. Brand design, communication design.

2023



CONSERVATORIO DI MILANO



CONSERVATORIO DI MILANO

Milan Music Conservatory. Brand design, communication design.

2023



CM

CONSERVATORIO
DI MILANO

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DI MILANO

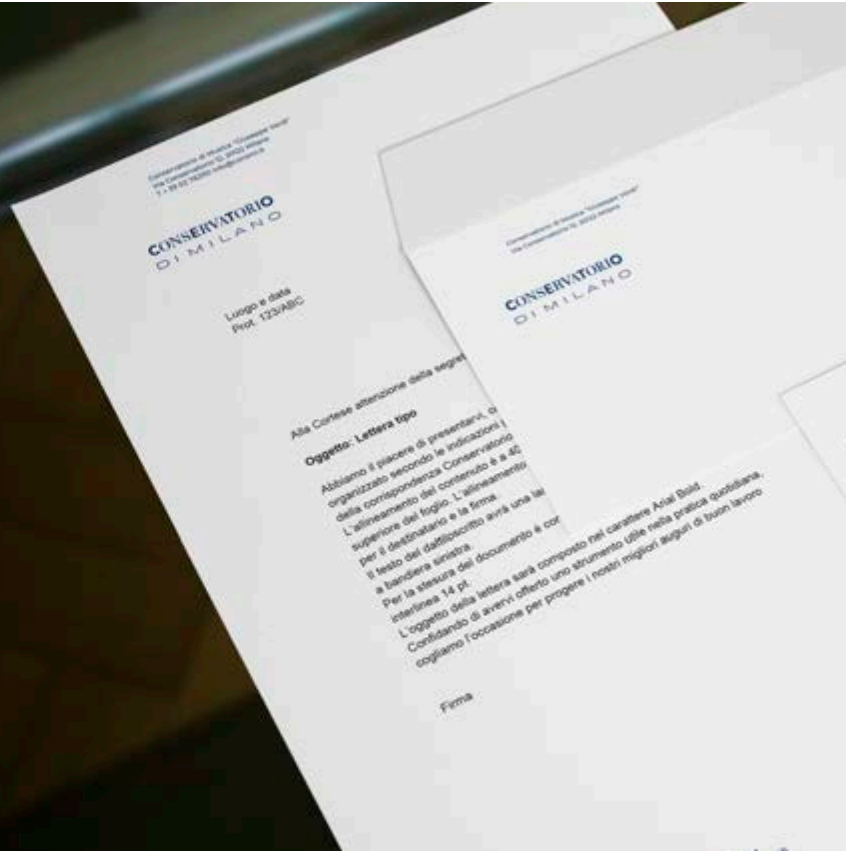




CONSERVATORIO DI MILANO

Milan Music Conservatory. Brand design, communication design.
2023





CONSERVATORIO DI MILANO
Milan Music Conservatory. Brand design, communication design.
2023





CONSERVATORIO DI MILANO

Milan Music Conservatory. Brand design, communication design.

2023



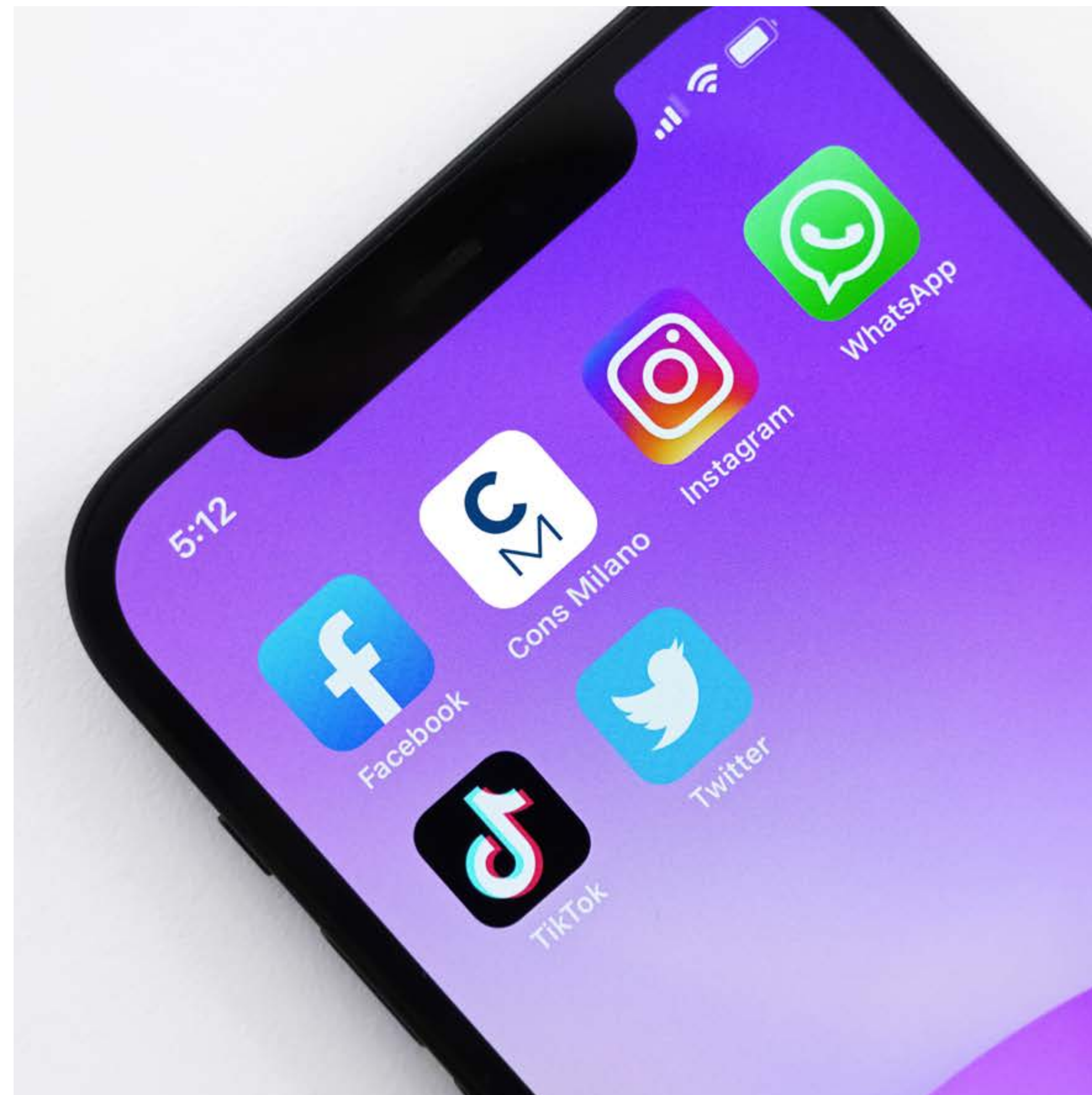


CONSERVATORIO DI MILANO

Milan Music Conservatory. Brand design, communication design.

2023



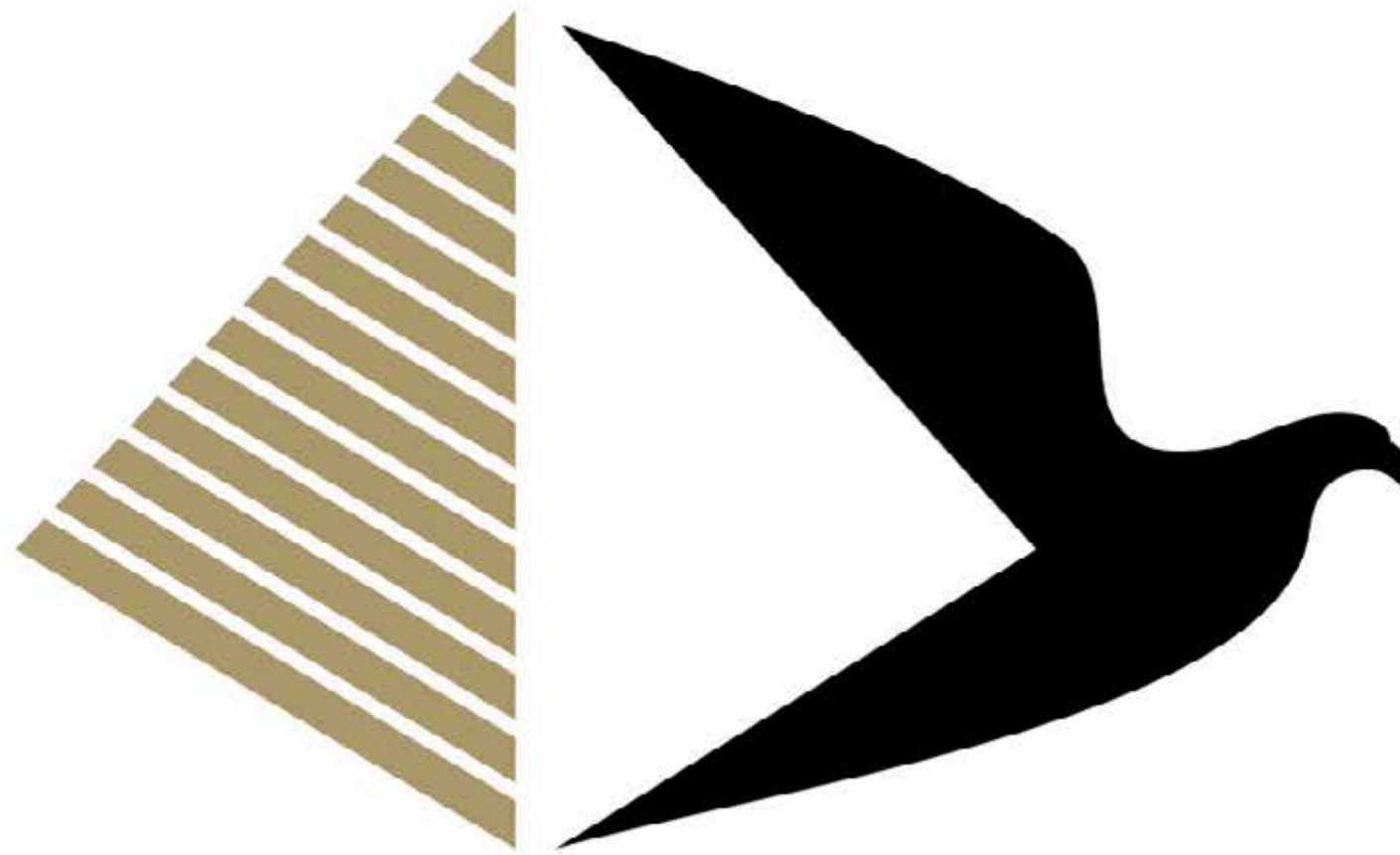


CONSERVATORIO DI MILANO

Milan Music Conservatory. Brand design, communication design.

2023



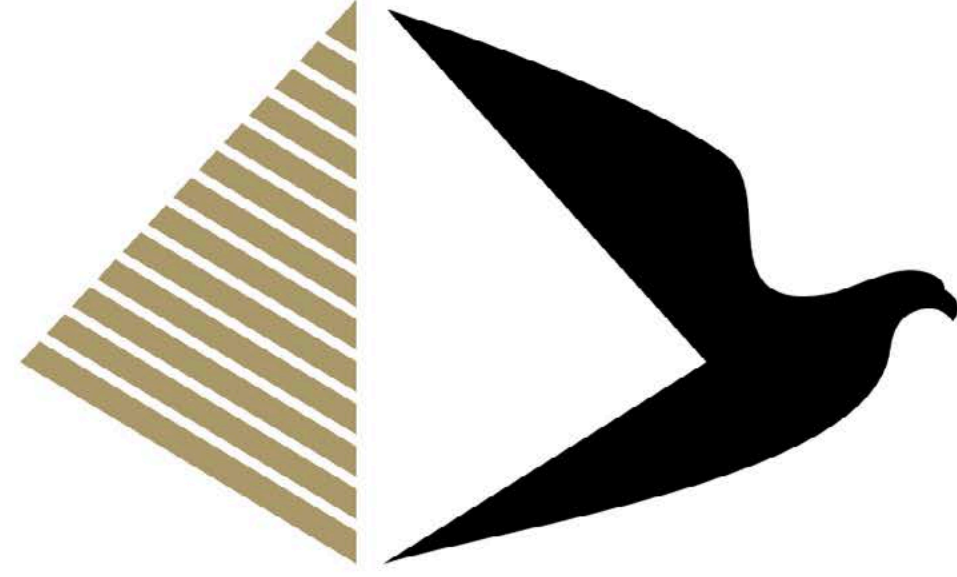


CITY OF ARTS AND CULTURE

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

2020-2021





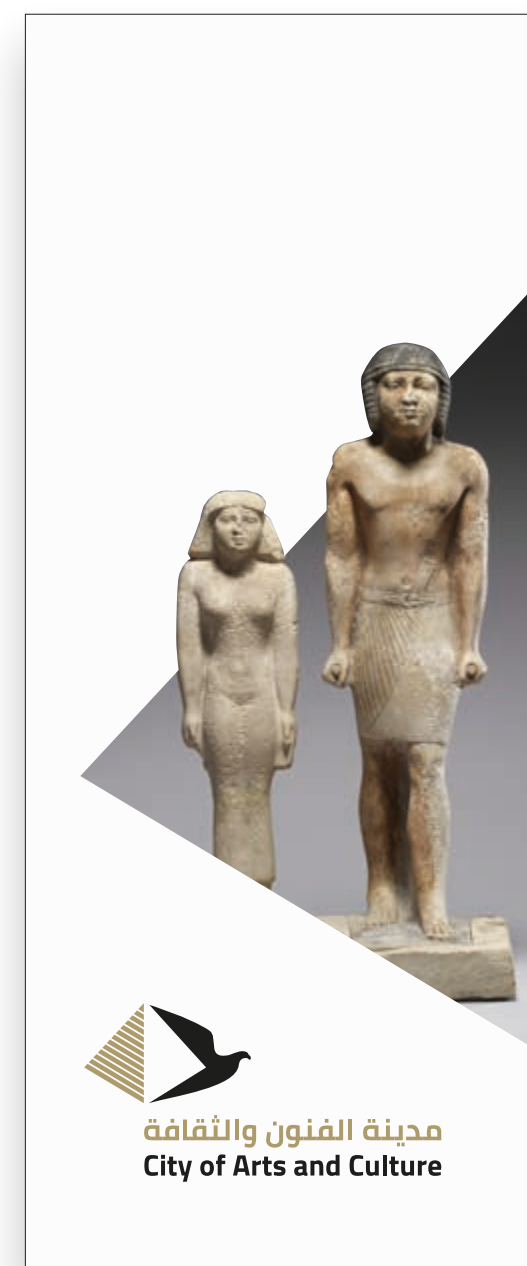
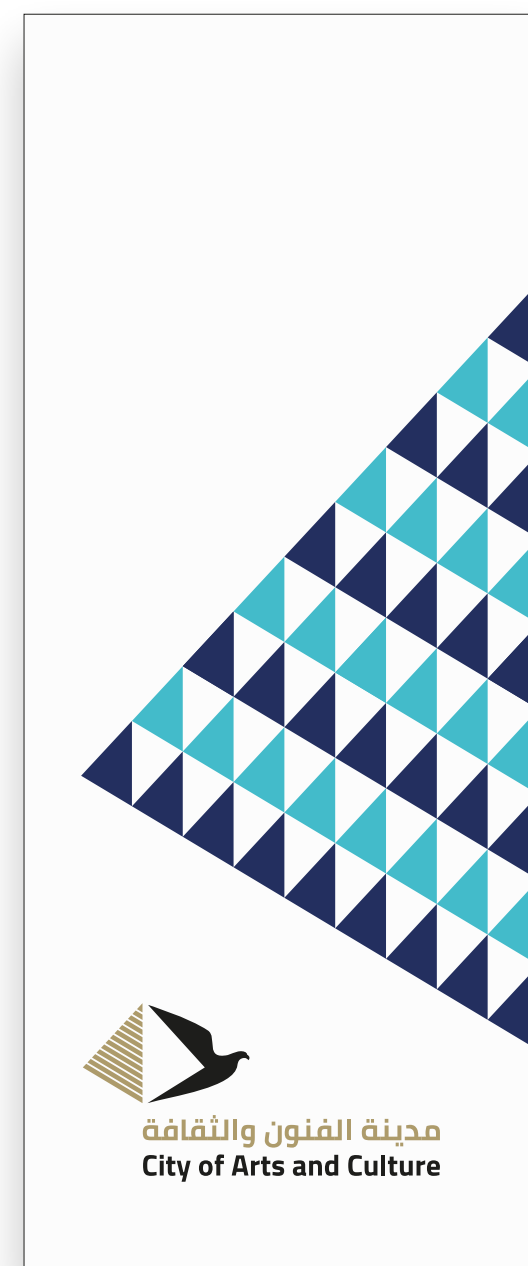
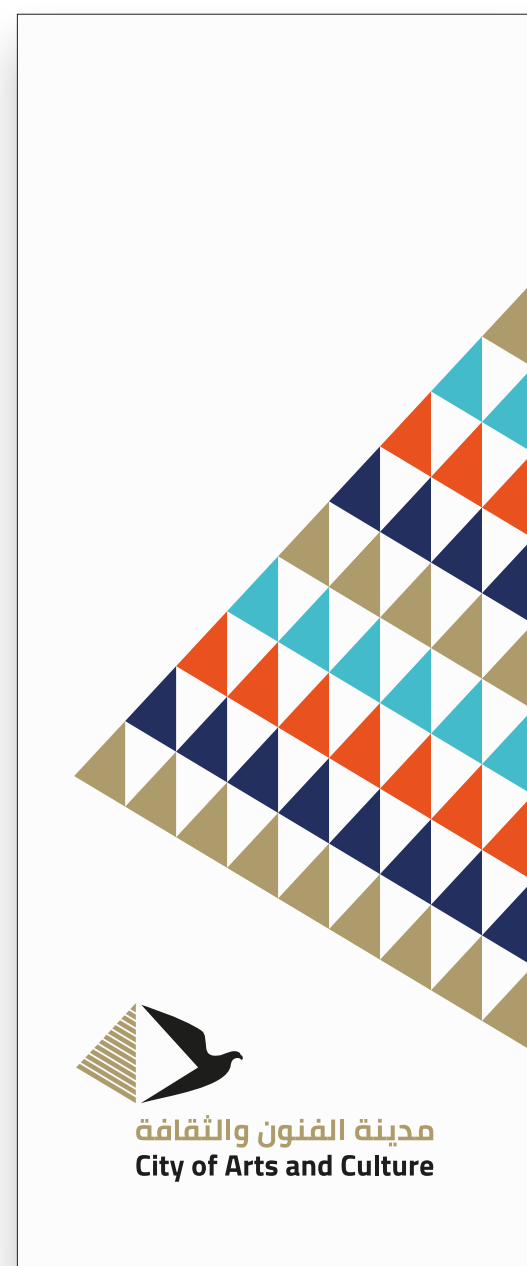
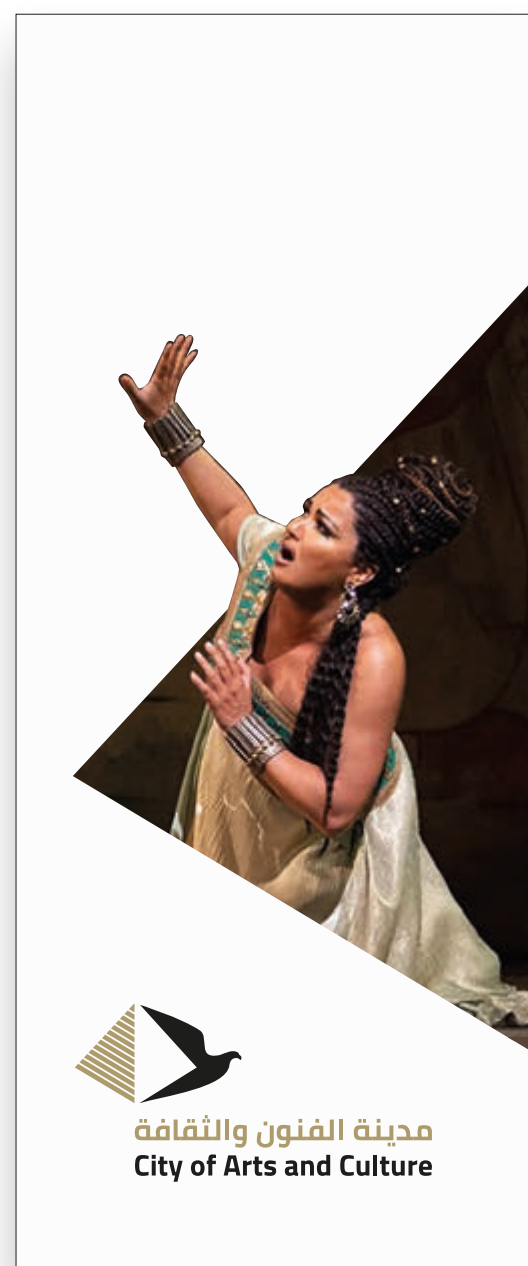
مدينة الفنون والثقافة City of Arts and Culture

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

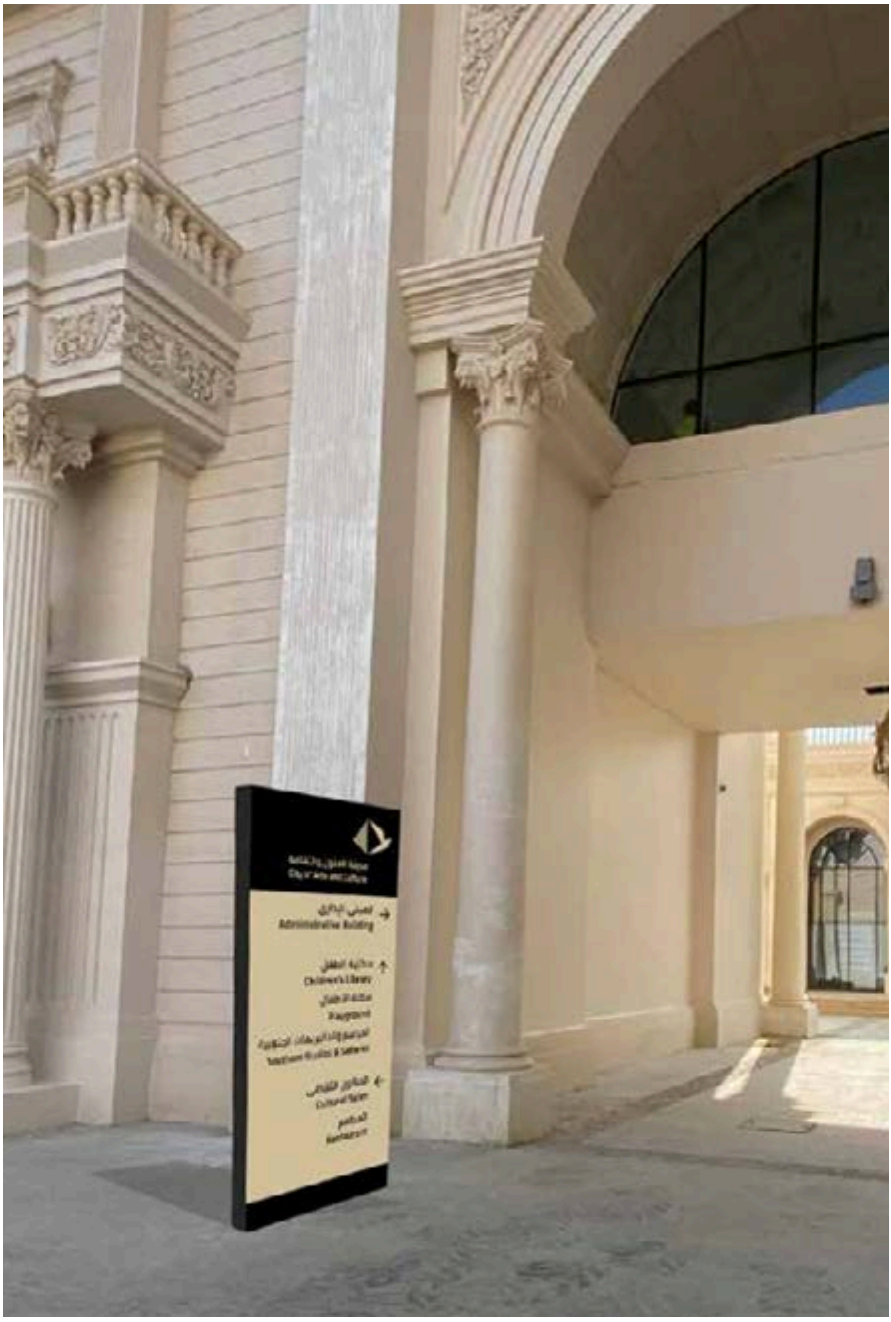
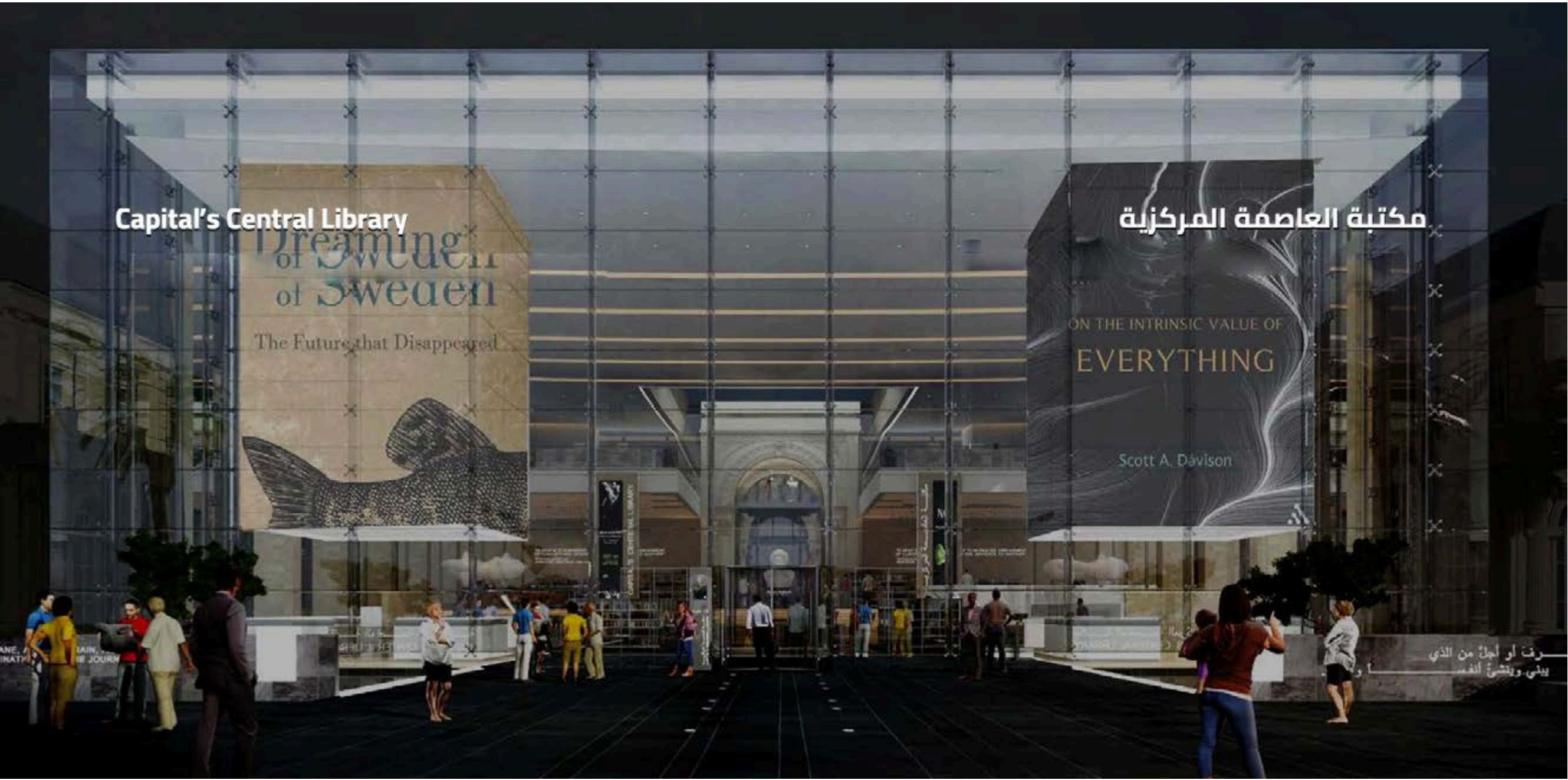


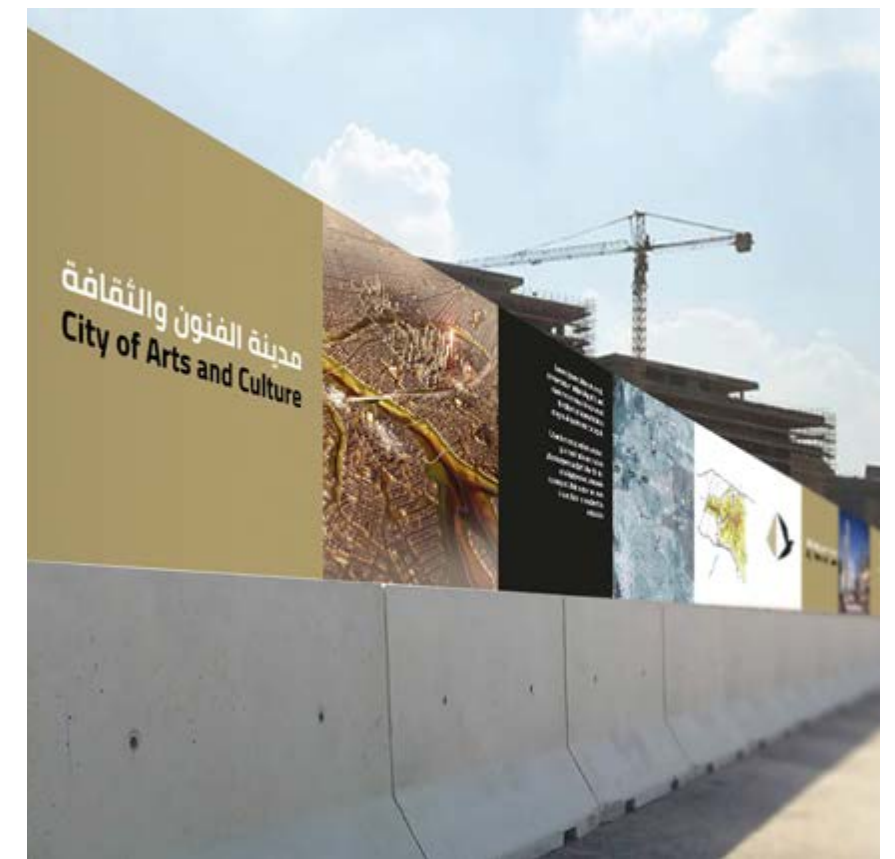


مدينة الفنون والثقافة
City of Arts and Culture



مدينة الفنون والثقافة
City of Arts and Culture



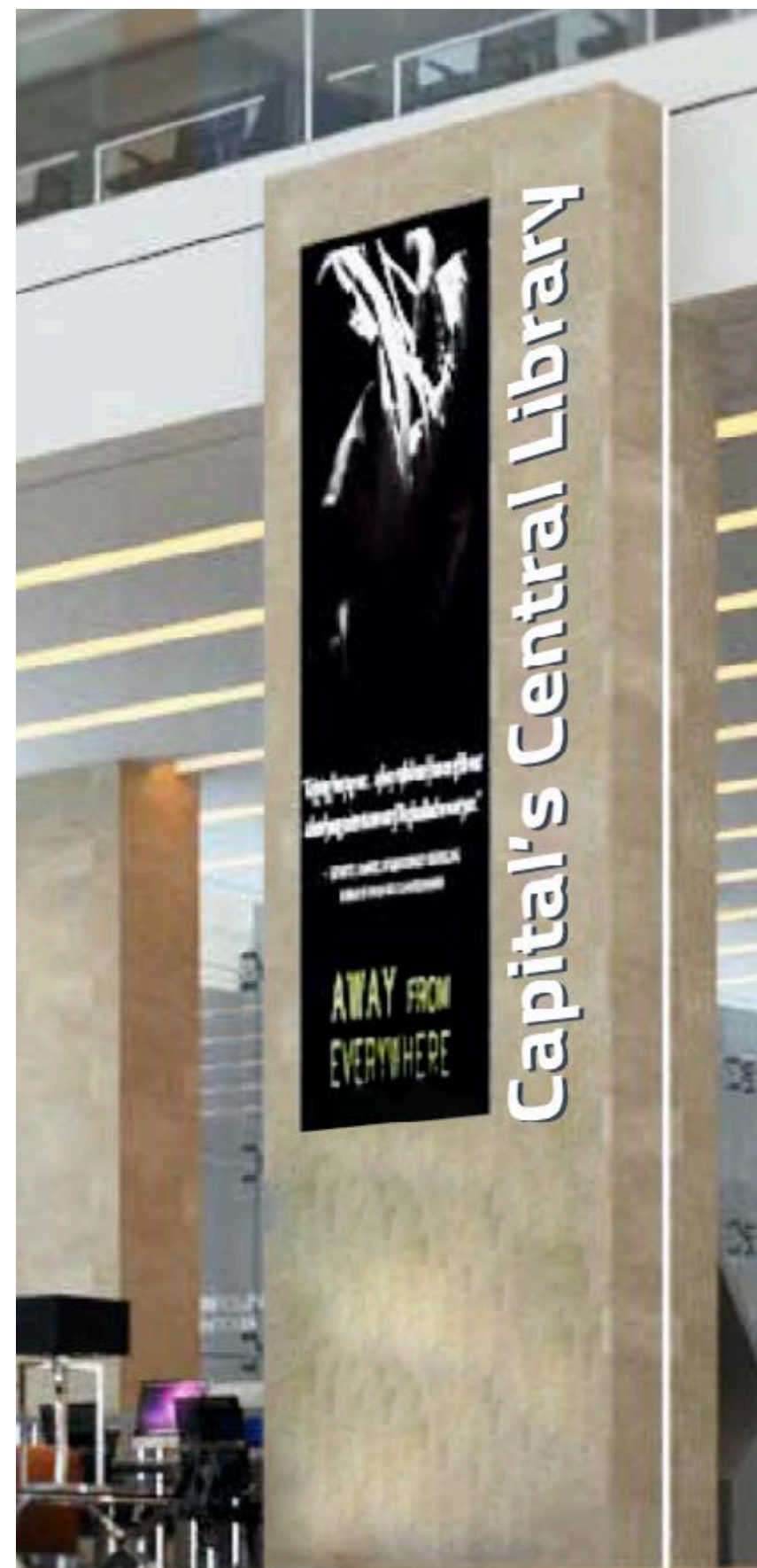


CITY OF ARTS AND CULTURE

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

2020-2021





CITY OF ARTS AND CULTURE

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

2020-2021





MV



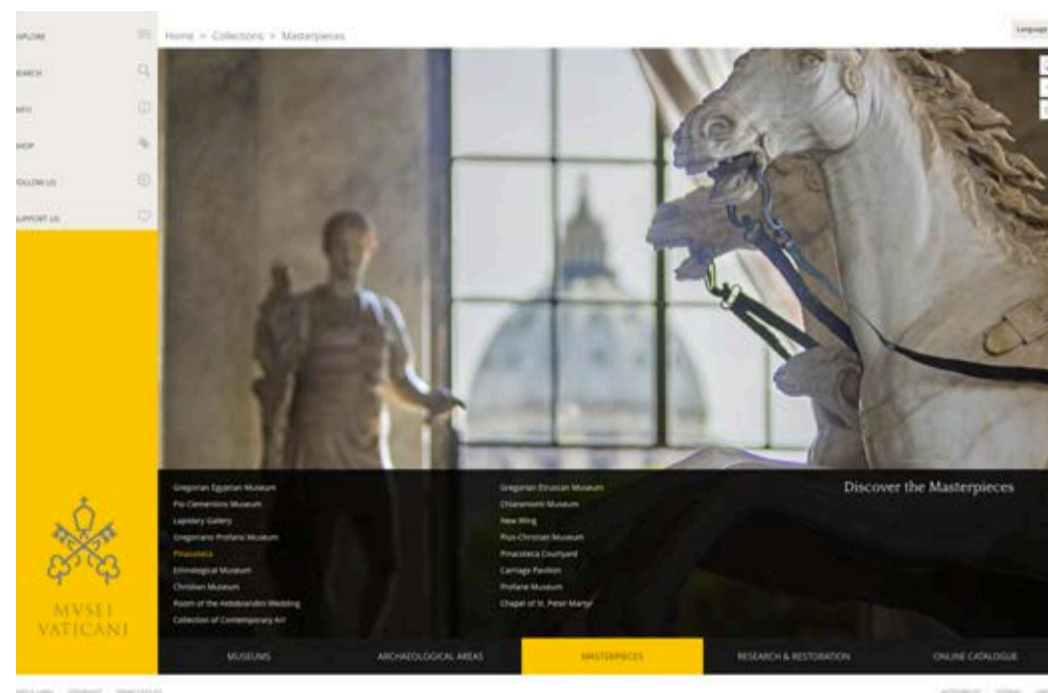
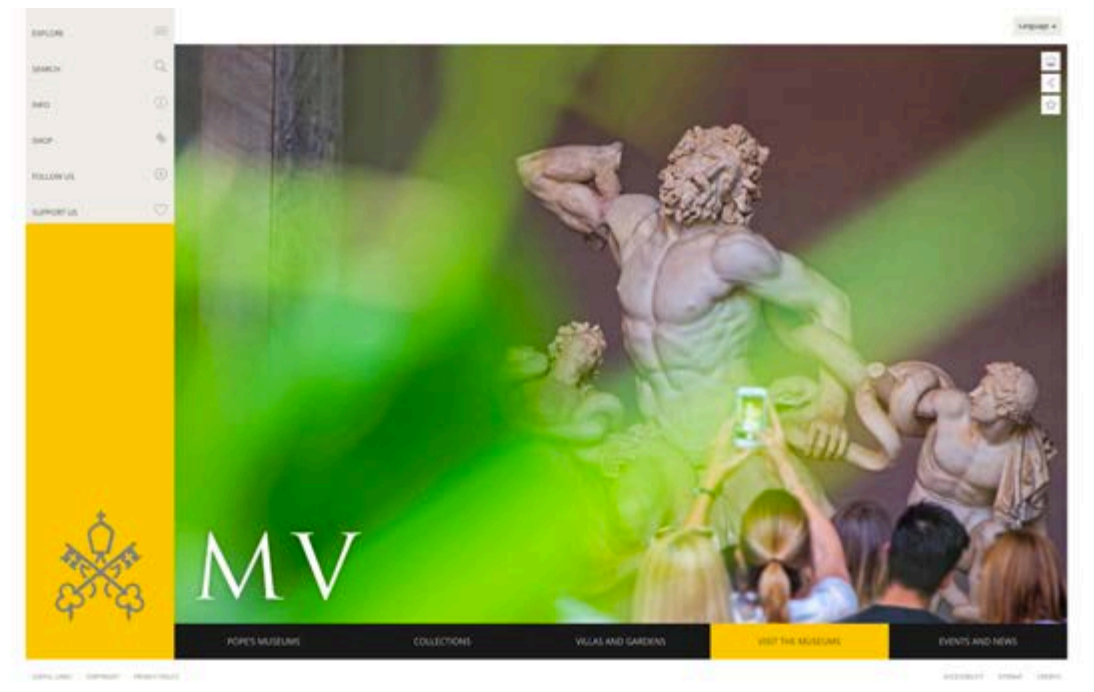
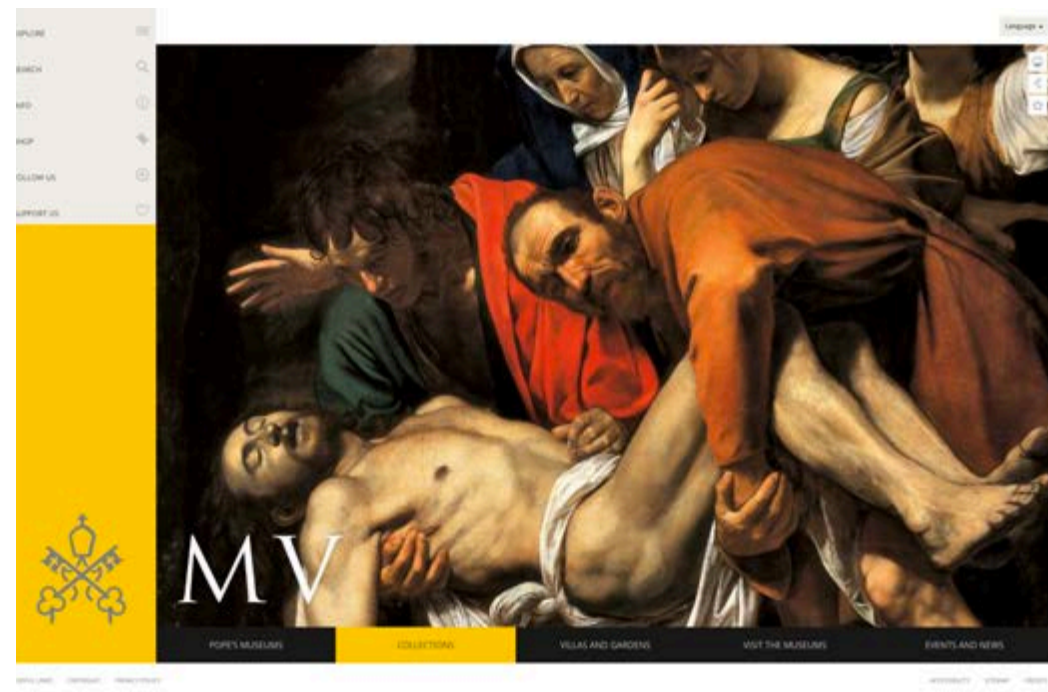
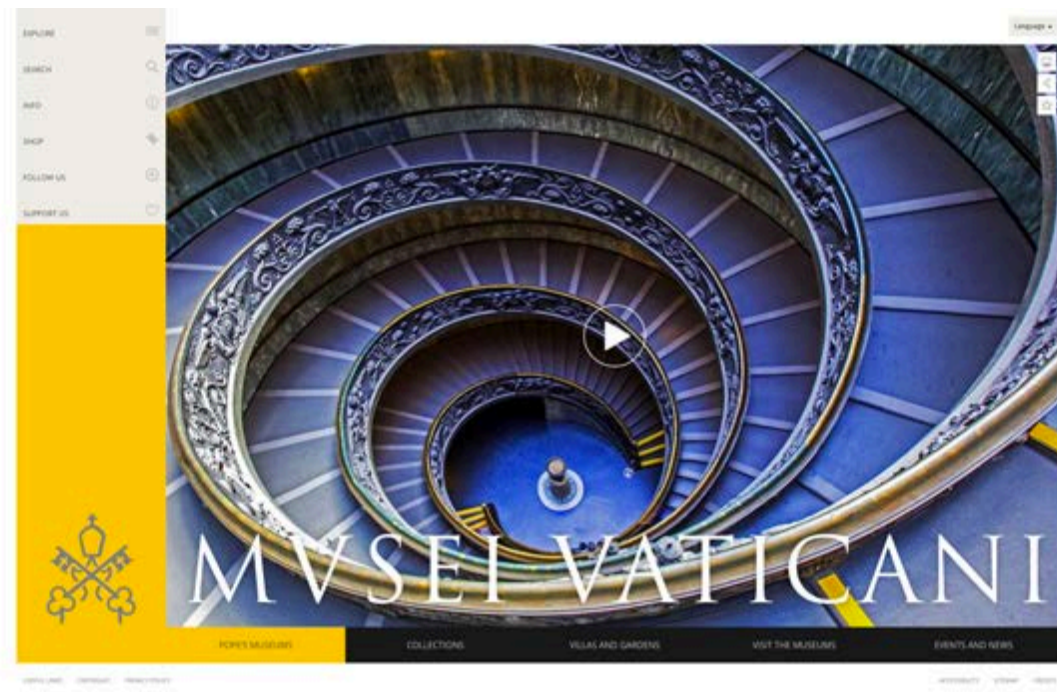
MVSEI VATICANI

MUSEI VATICANI

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

2017





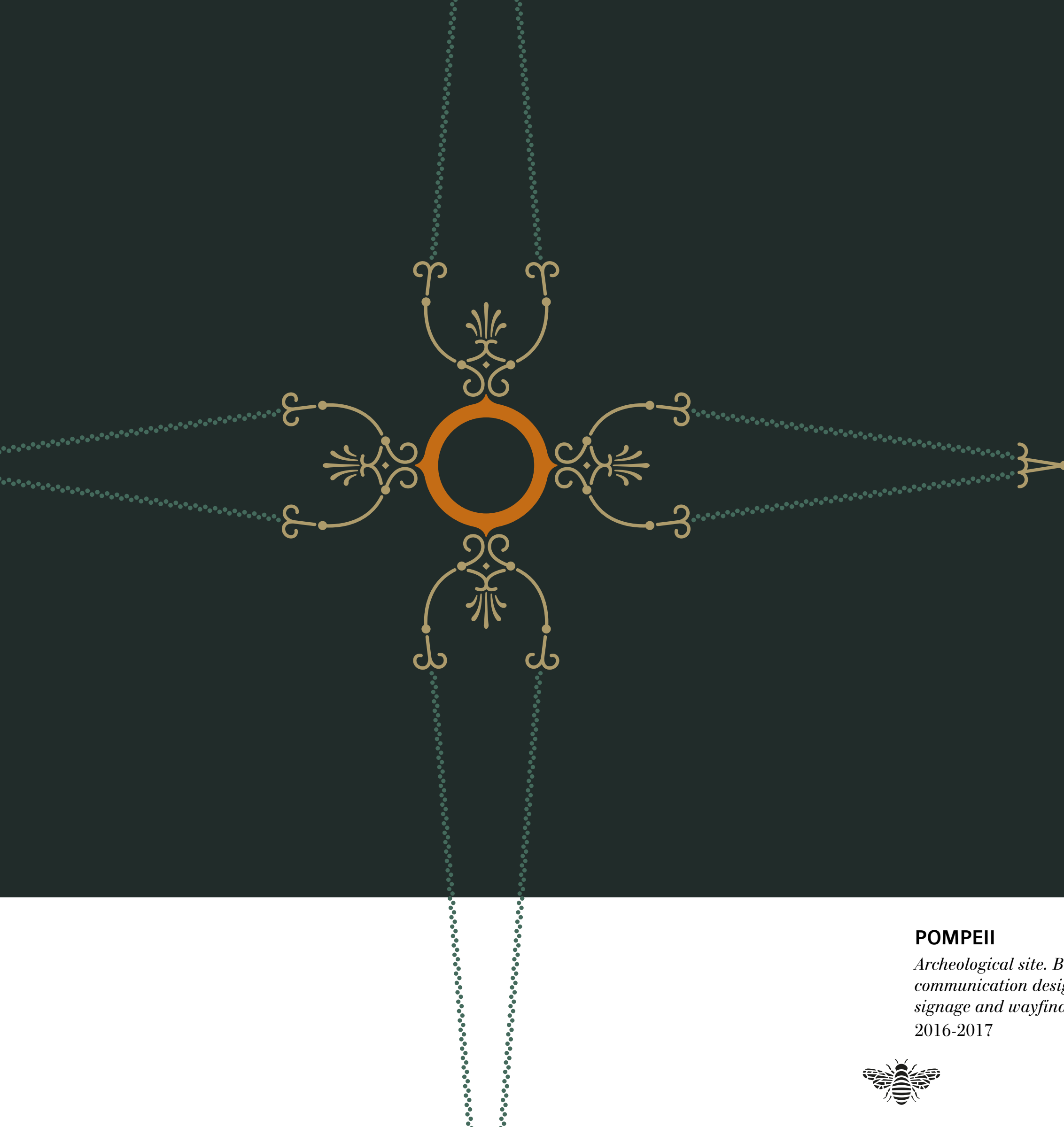
MUSEI VATICANI

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



POMPEII

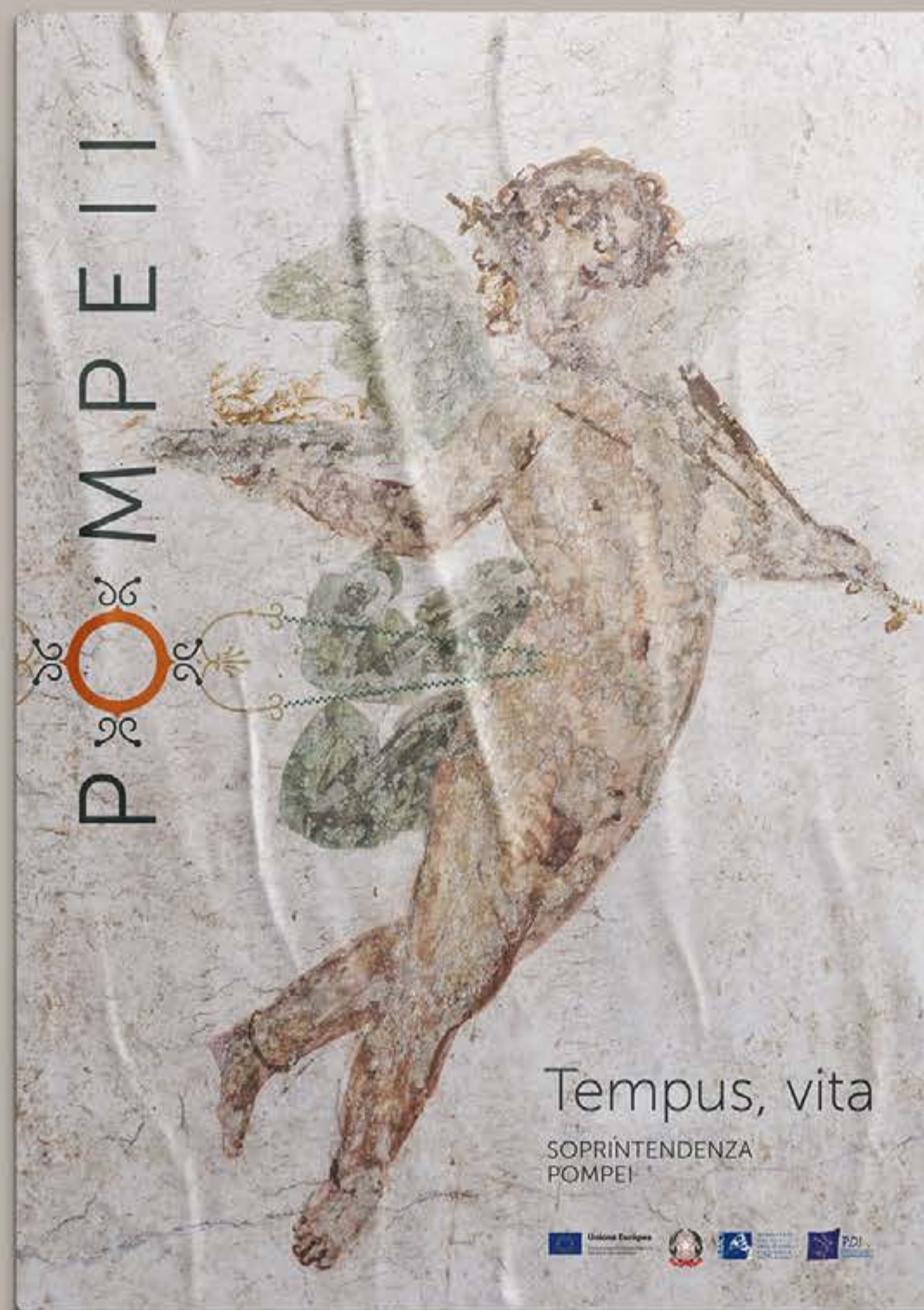
SOPRINTENDENZA
POMPEI



POMPEII

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

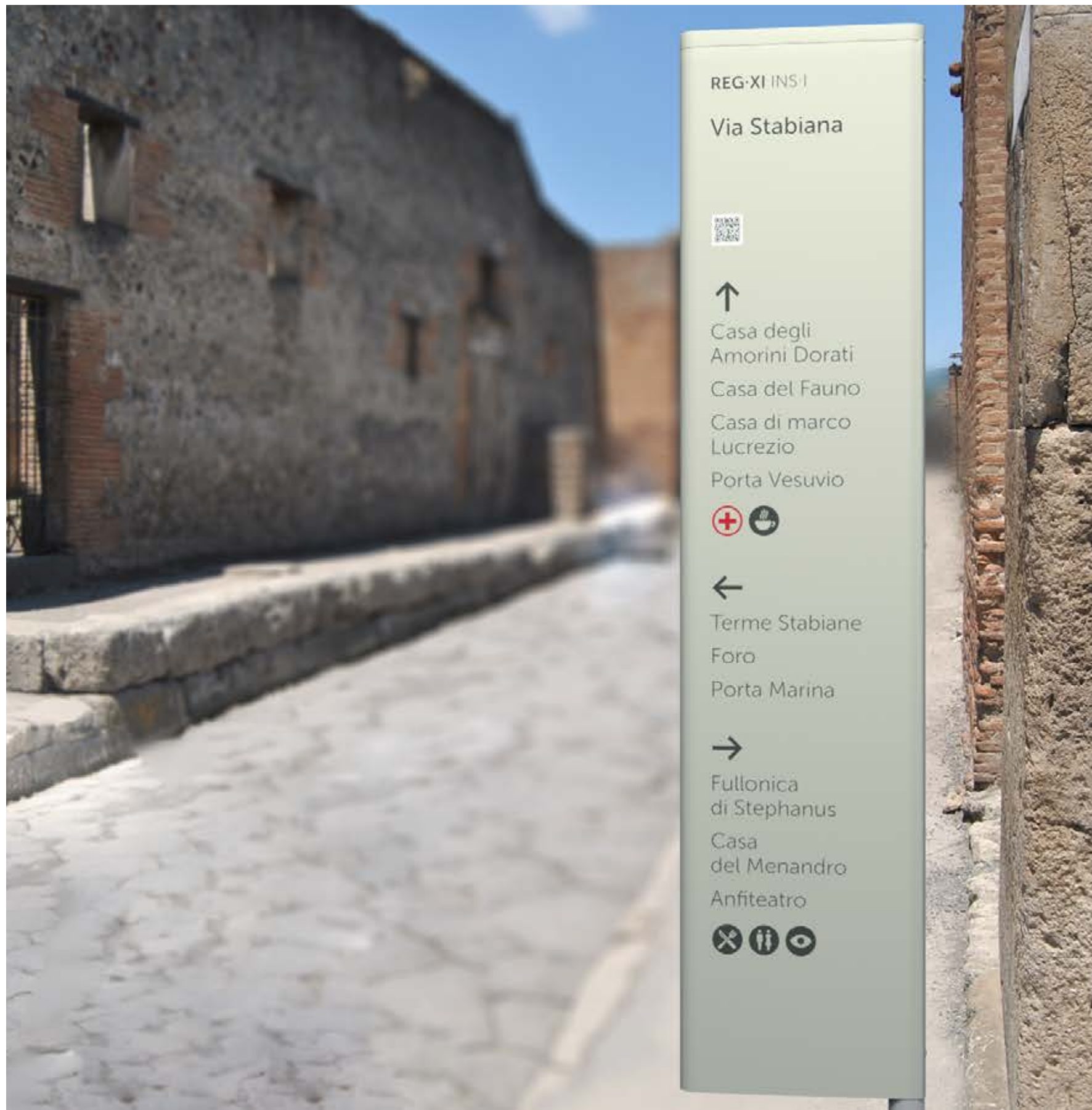




POMPEII

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





POMPEII

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



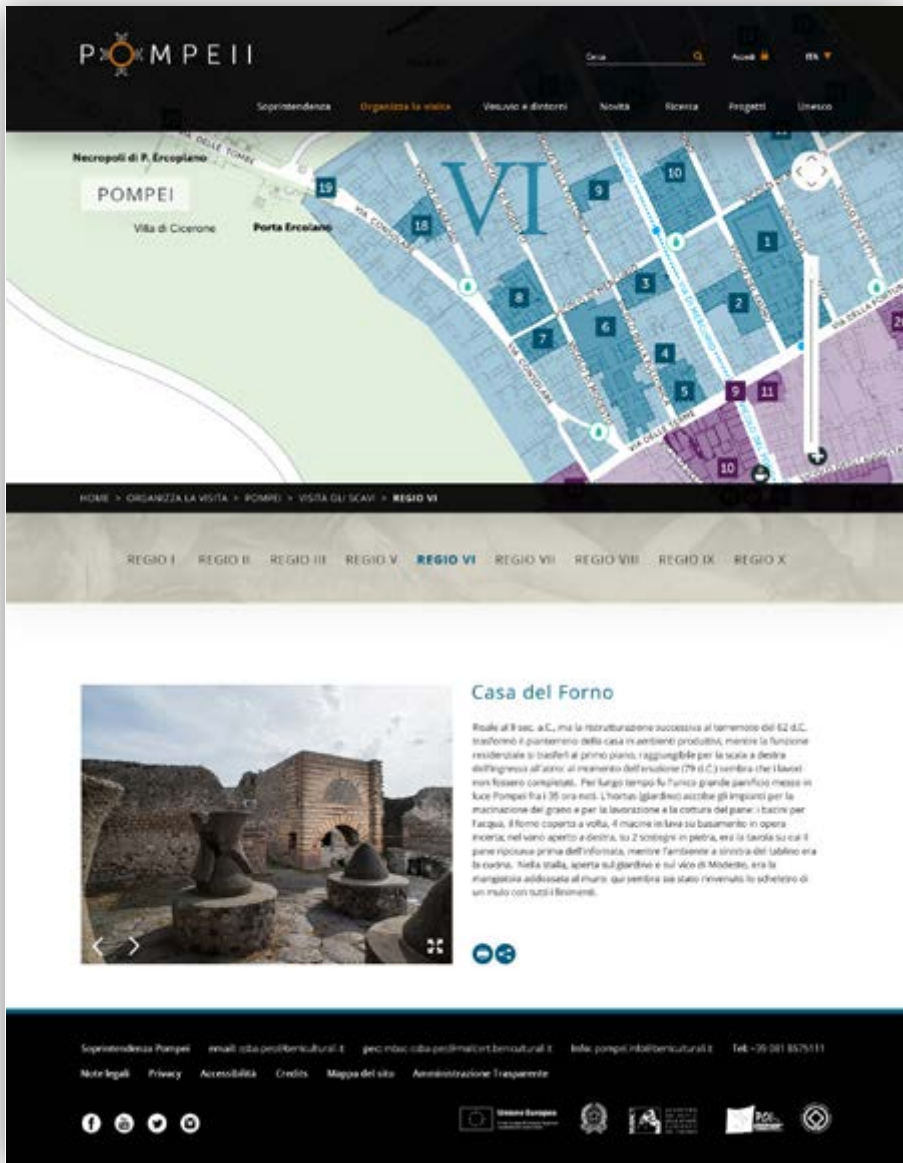
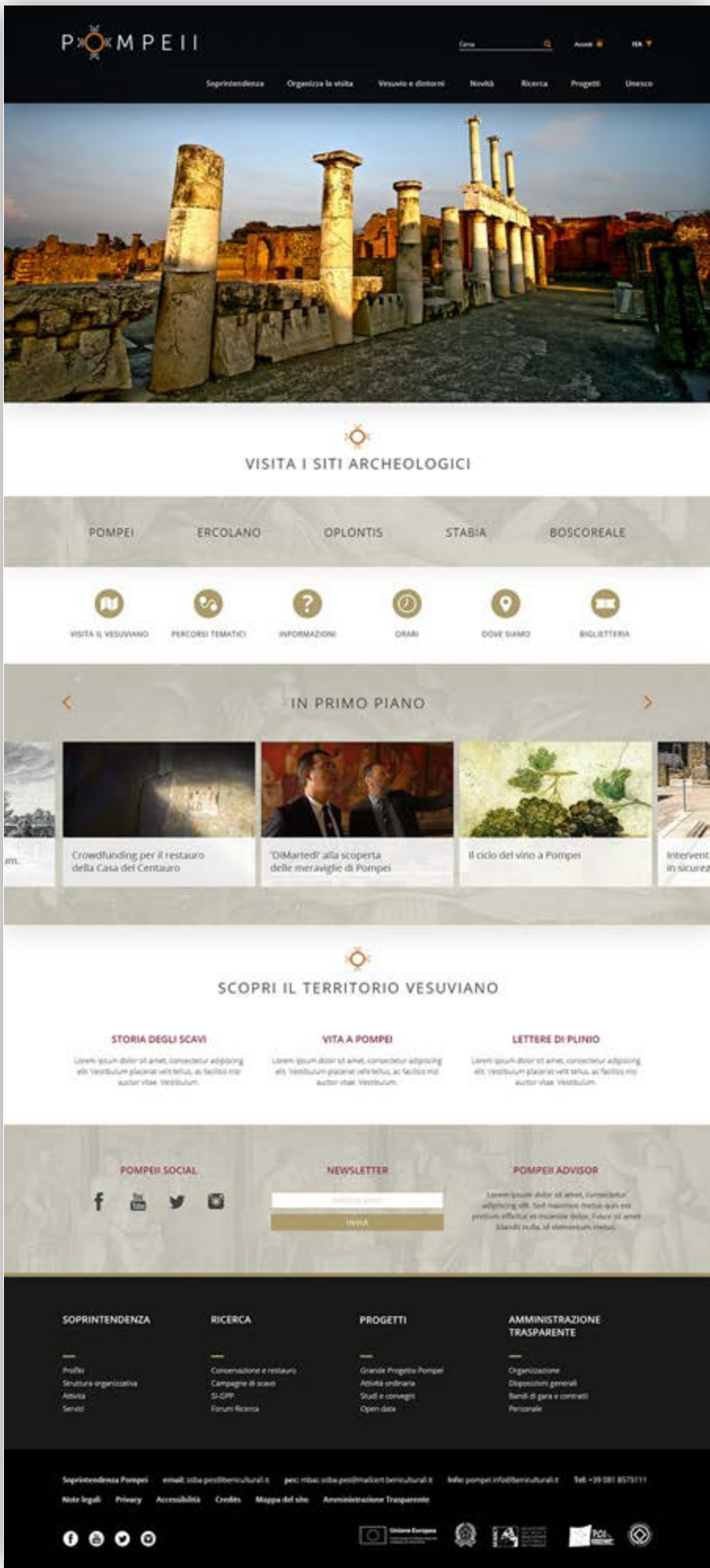
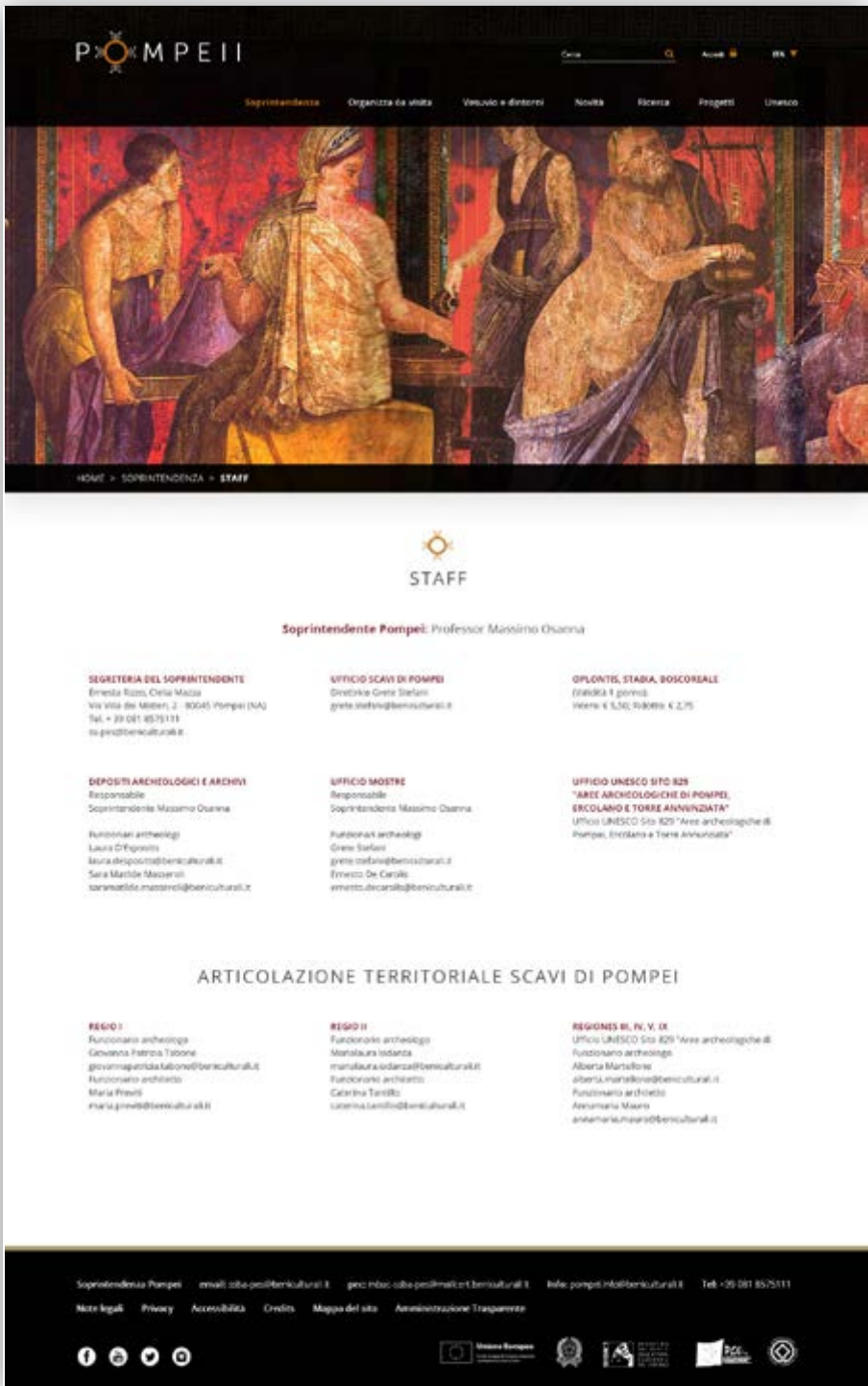
Pianta degli scavi di Pompei
Plan of the excavations of Pompeii



POMPEII

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







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





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



MAXXI Temporary School

Tecno-utopia o decrescita e decelerazione?

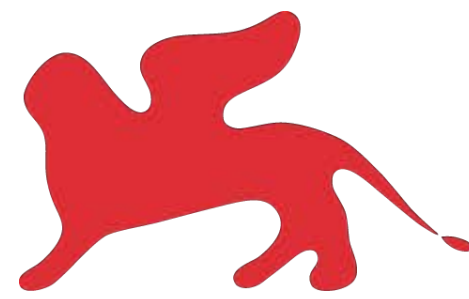


**YAP
FEST
2016**



MA





la Biennale di Venezia

LA BIENNALE DI VENEZIA

Brand design and communication design.

2001/2003





la Biennale di Venezia

Arte
Architettura
Cinema
Danza
Musica
Teatro
Archivio Storico

LA BIENNALE DI VENEZIA

Brand design and communication design.
2001/2003





la Biennale di Venezia

Arte
Architettura
Cinema
Danza
Musica
Teatro
Archivio Storico



Other works





TIM

*Mobile communication.
Naming and identity system.*

1995





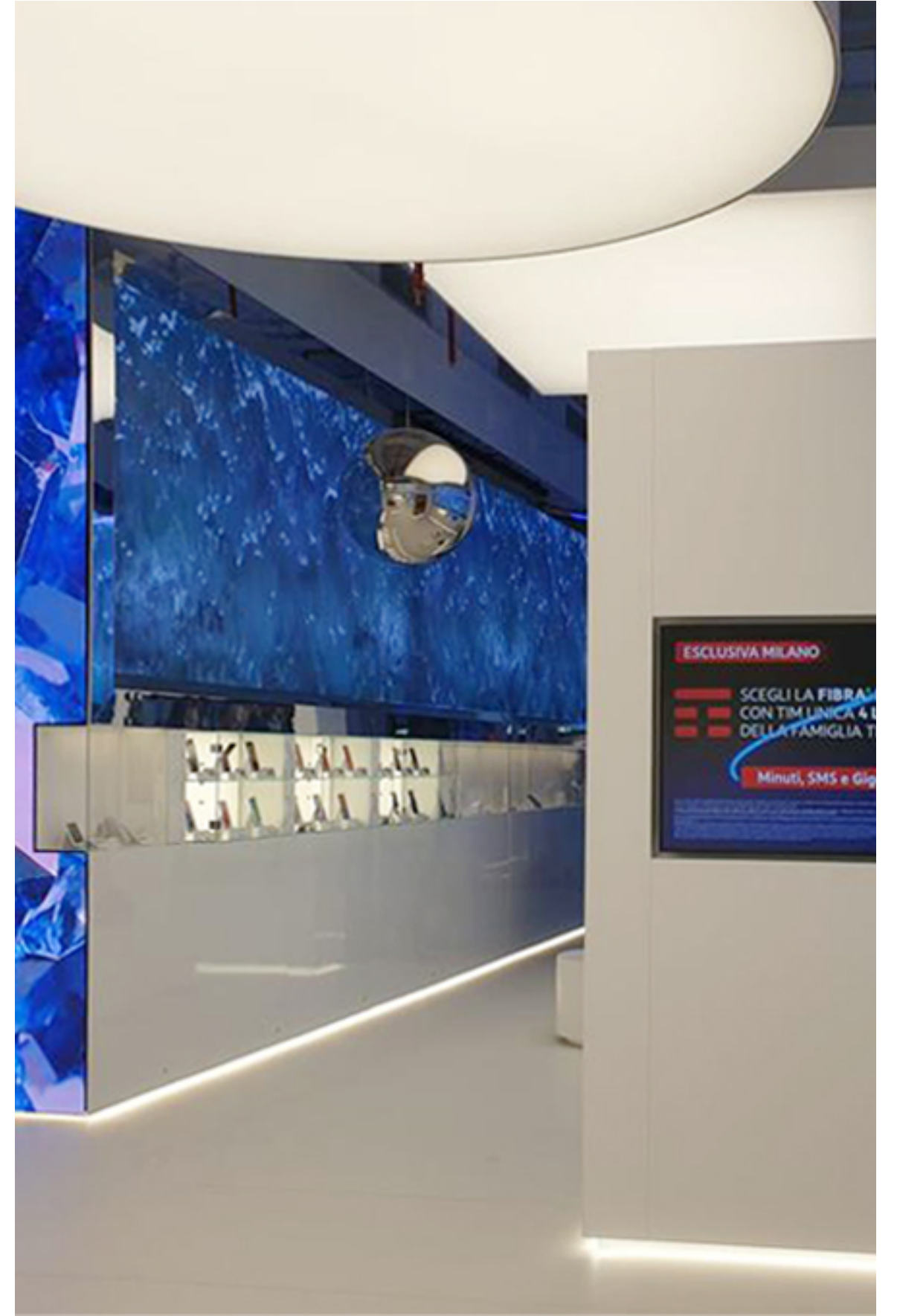
TIM

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






webuild 

WEBUILD

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



webuild 

WEBUILD

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

2020





WEBUILD

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





webuild
type

Thin

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

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Bold

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Thin Italic

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Italic

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Bold Italic

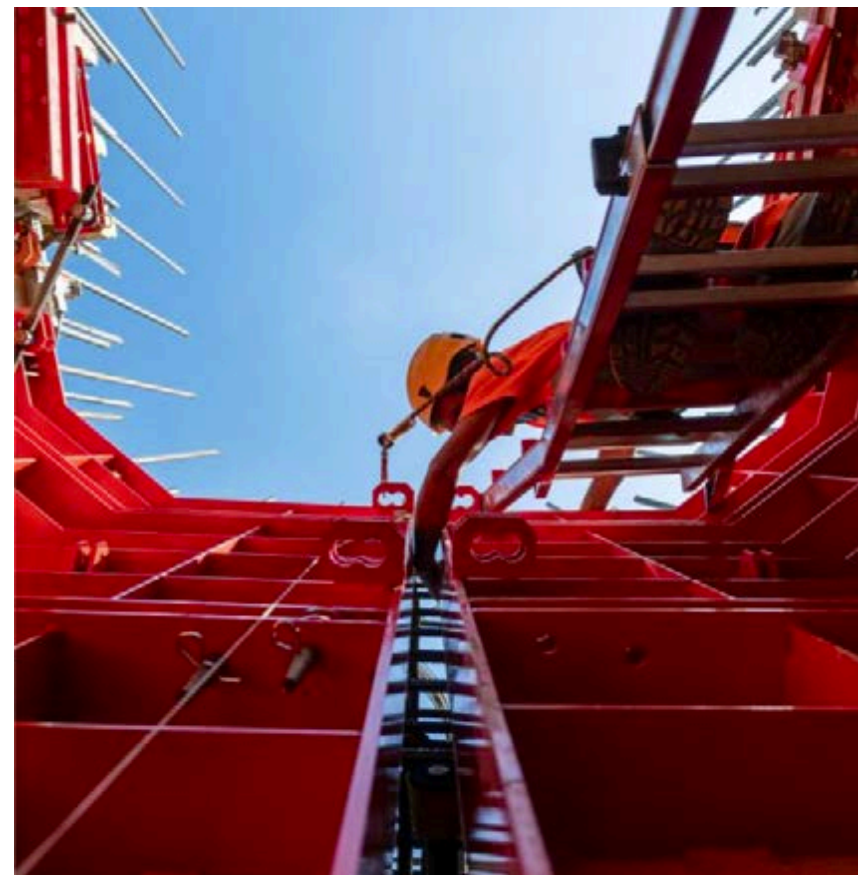
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WEBUILD

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

2020

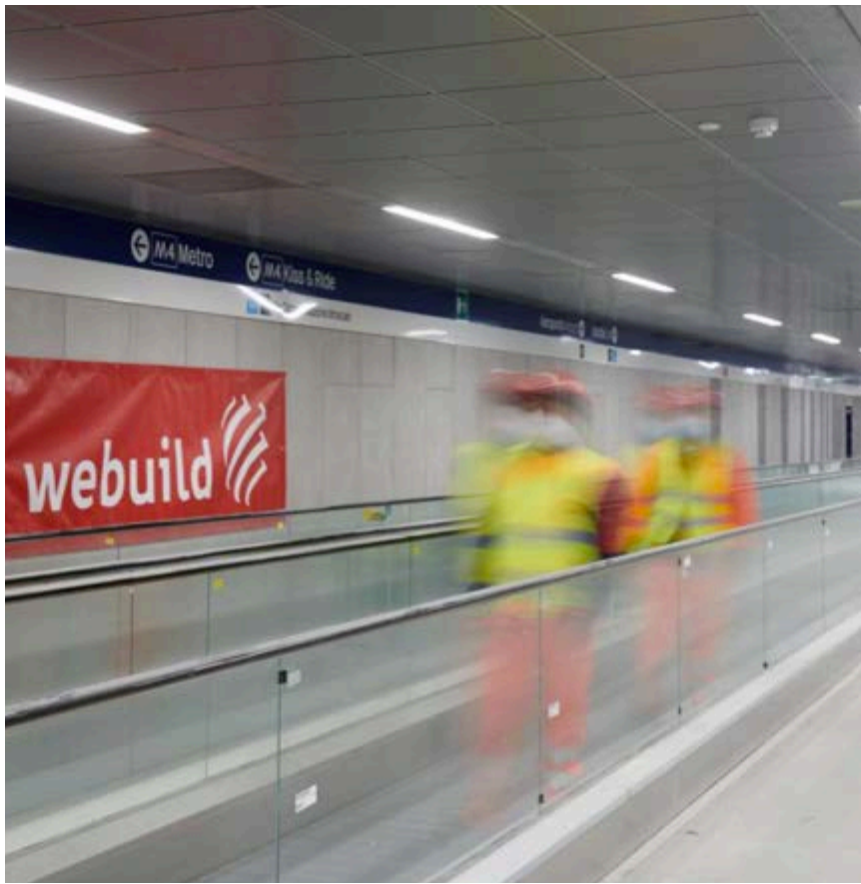




WEBUILD

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







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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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Eniline Bold

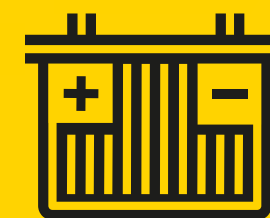
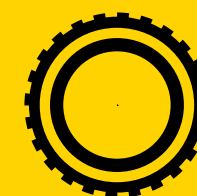
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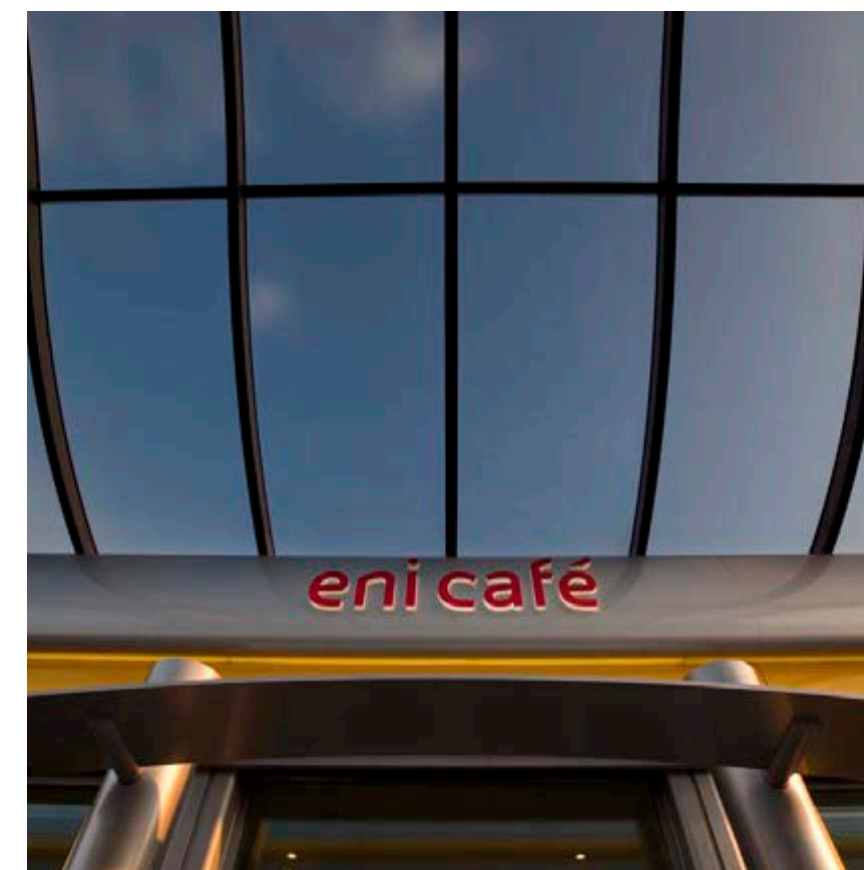
ENI

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

2006-2010

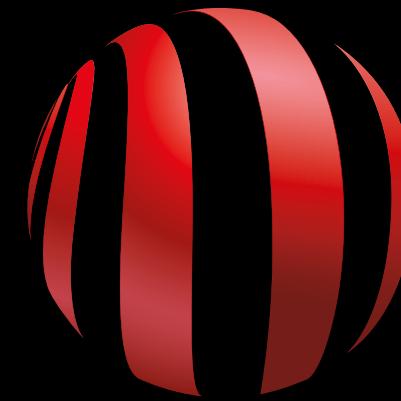








AC MILAN



CASA MILAN

AC MILAN

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

2012-2017



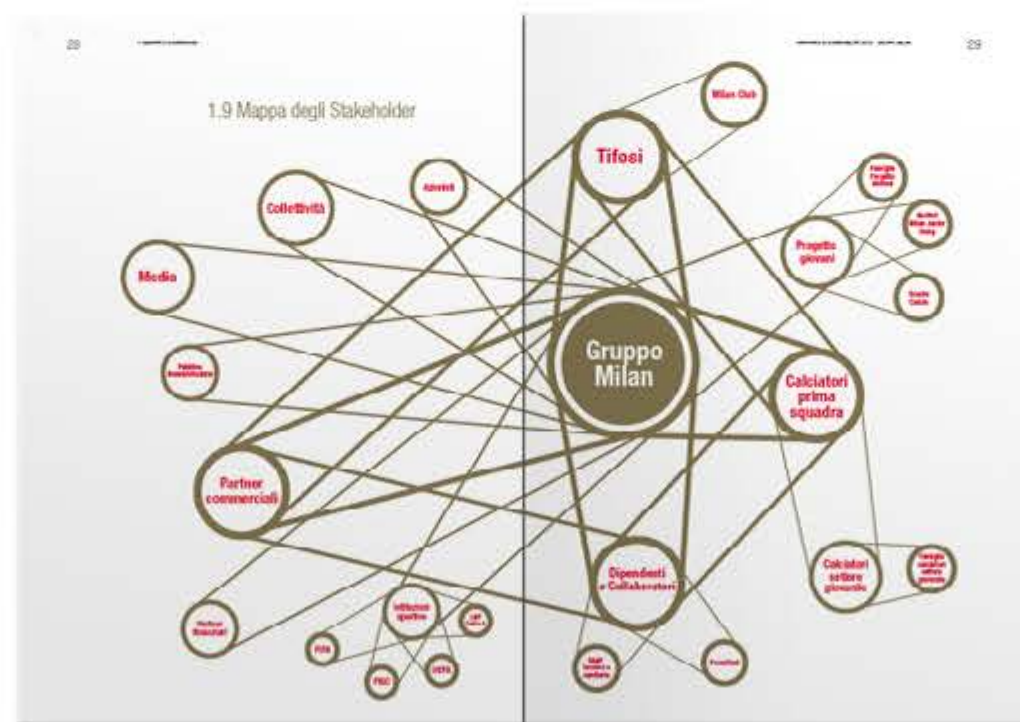
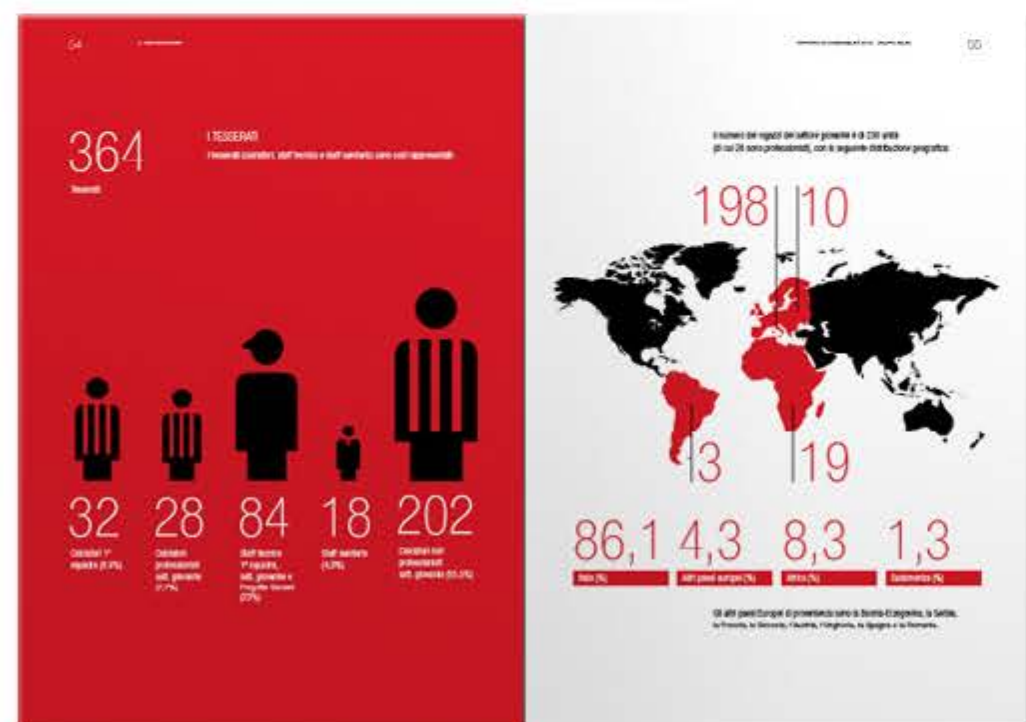
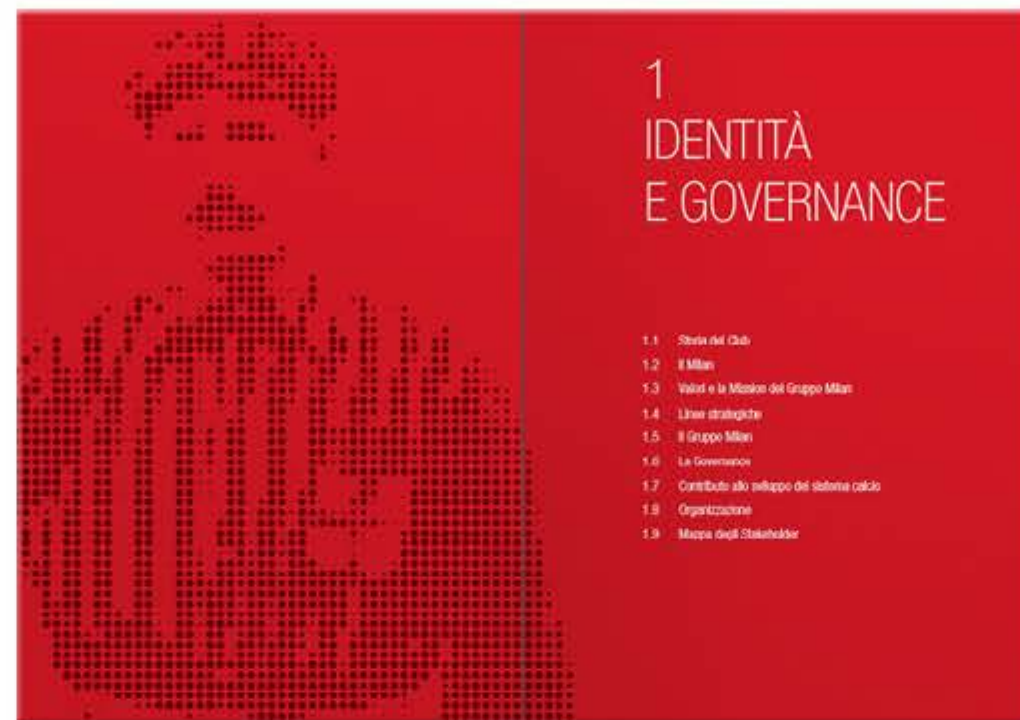
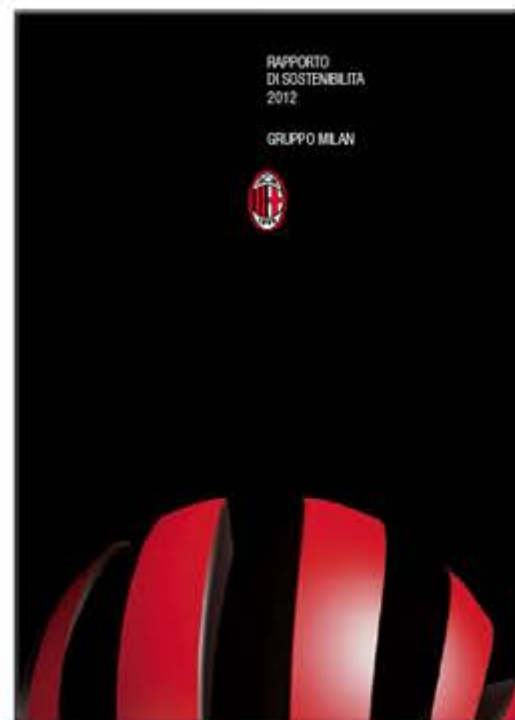
Ambito calcistico	Ambito corporate	Ambito commerciale	Ambito comunicazione	Ambito no-profit	Casa Milan
					
 AC MILAN	 AC MILAN	 MILAN STORE	 FORZA MILAN	 FONDAZIONE MILAN	 CASA MILAN
	AC Milan SpA Milan Entertainment Srl Milan Real Estate SpA	 MILAN ACADEMY	 MILAN TV	 MILAN GLORIE	
		 MILAN ACADEMY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



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







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

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

AC MILAN
MILANTYPE

AC MILAN

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

2012-2017





Fly
irato











inarea.com

