

The image features a white background with four decorative corner elements. Each corner contains a cluster of red dots of varying sizes, arranged in a pattern that suggests a larger, curved shape, possibly a stylized letter or a wave. The dots are more densely packed in some areas and more sparse in others, creating a dynamic, organic feel.

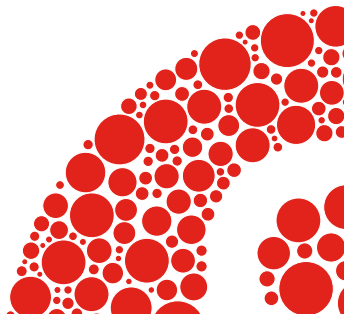
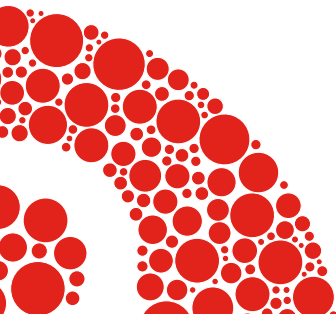
# **Arte en plein air**

## **Visual identity**



**Costruzione logo**

***Individuazione font***



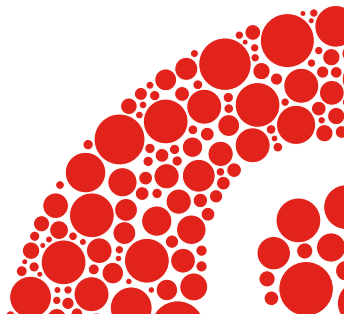
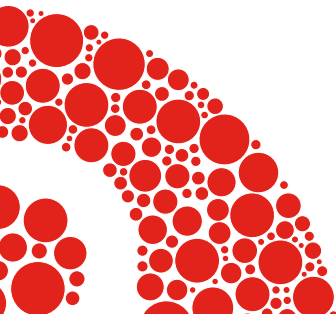
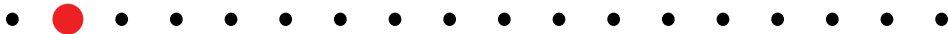
a

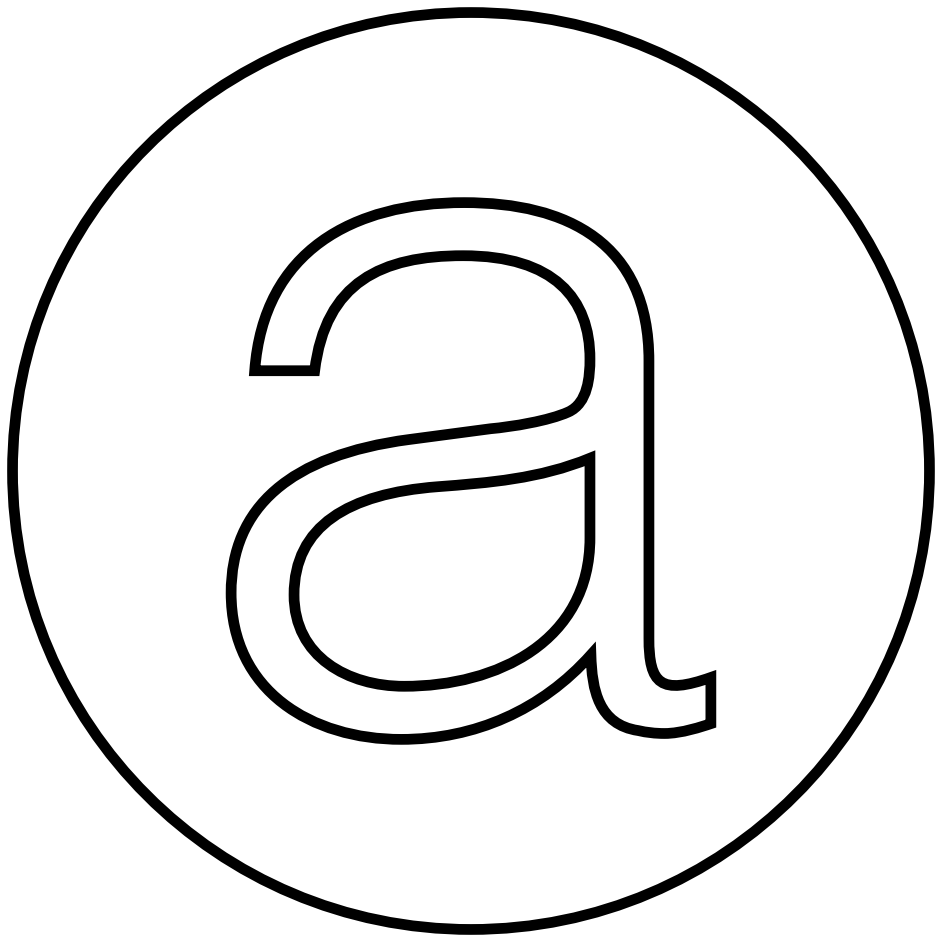
Helvetica Light



**Costruzione logo**

***Creazione outlines***

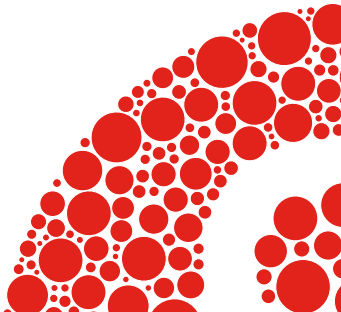
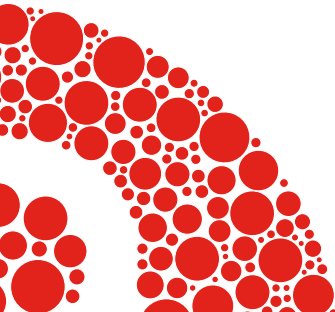


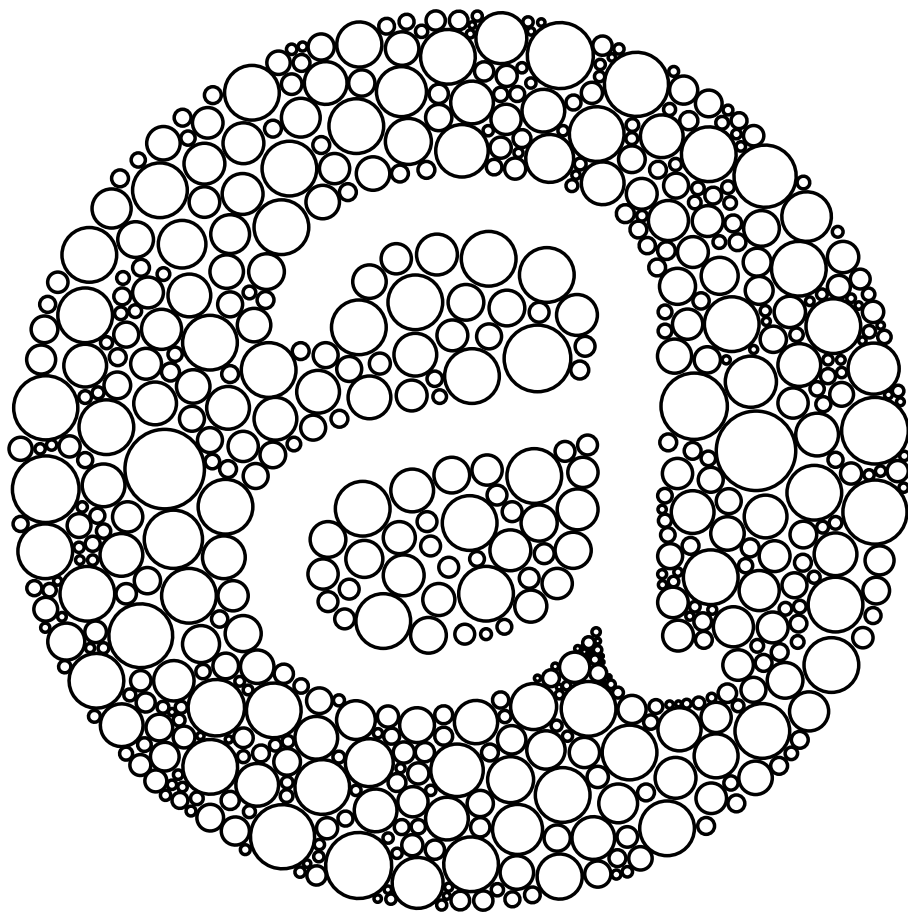




**Costruzione logo**

***Solo outlines***

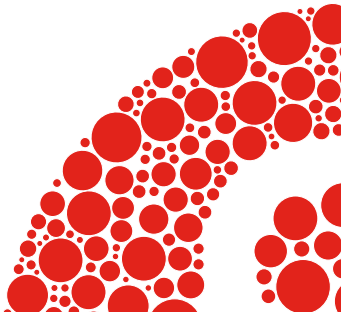
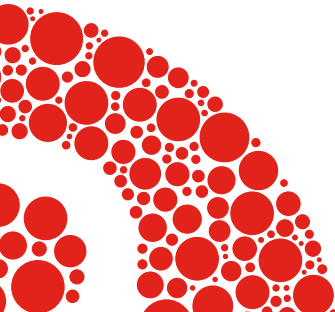




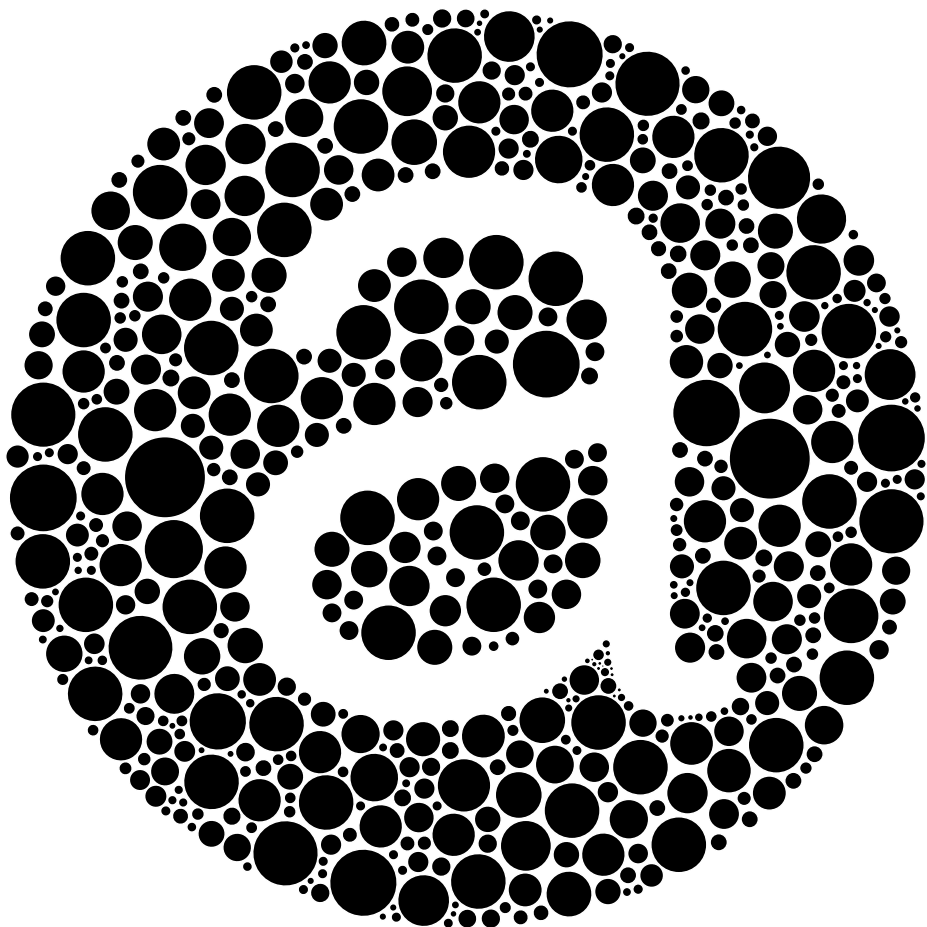


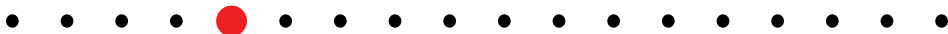
**Costruzione logo**

***Riempimento***



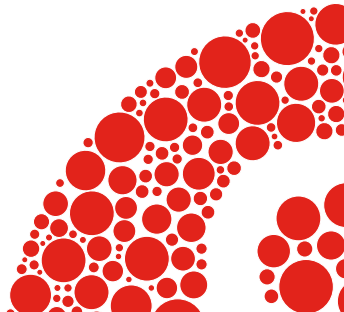
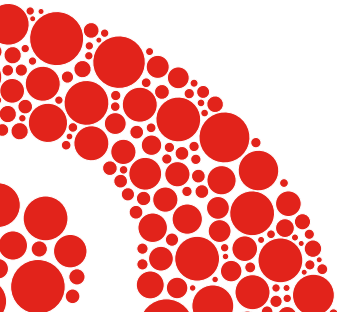






**Costruzione logo**

**Ricerca e selezione dei font**



ARTE

ARTE - Helvetica Light

ARTE - Flama Book

**ARTE - CASSANET BOLD**

EN PLEIN AIR

**EN PLEIN AIR - Bodoni Bd BT**

**EN PLEIN AIR - Futura Bold**

EN PLEIN AIR - Opificio Regular

Finale

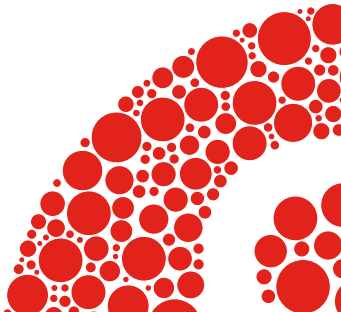
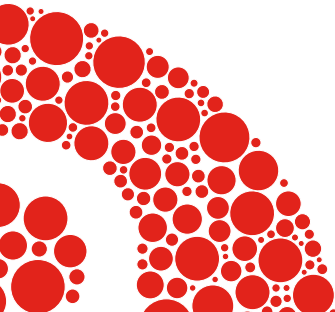
**ARTE EN PLEIN AIR**

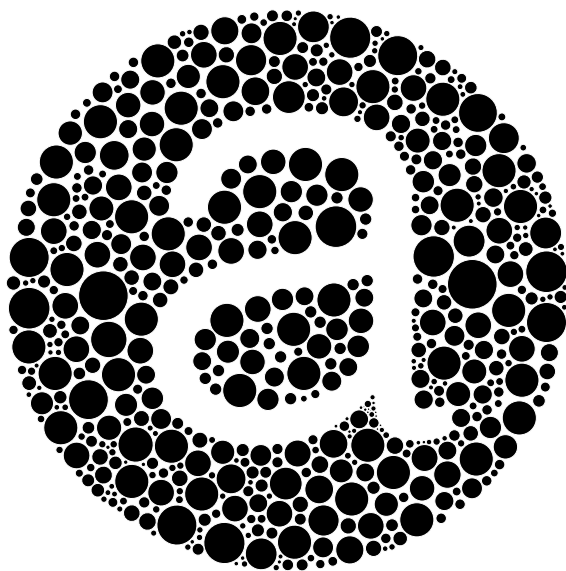
**CASSANET BOLD** - Opificio Regular



**Costruzione logo**

***Logo B/N Positivo***



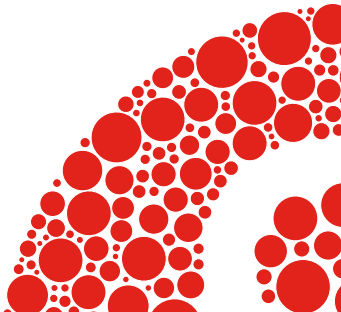
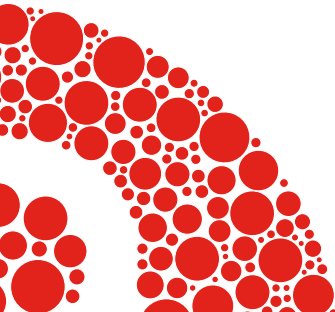


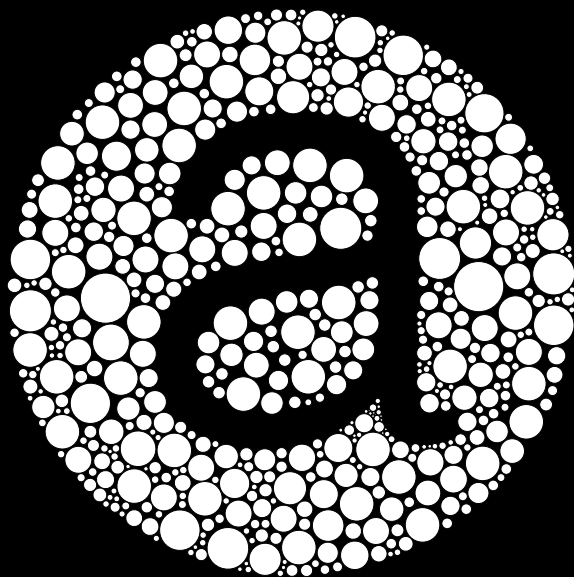
**ARTE** EN PLEIN AIR



**Costruzione logo**

***Logo B/N Negativo***



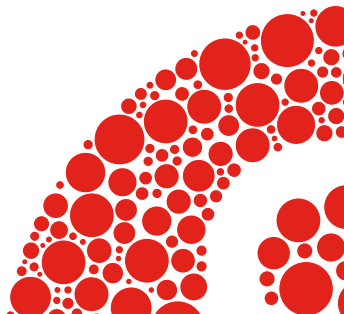
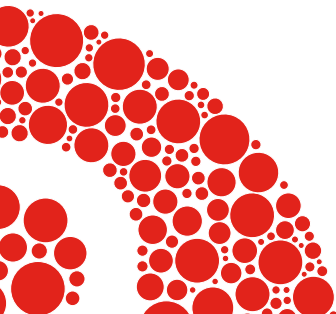


**ARTE** EN PLEIN AIR



**Costruzione logo**

***Scelta colori Logo***







C:	100	R:	130
M:	0	G:	215
Y:	0	B:	247
K:	0		



C:	75	R:	65
M:	5	G:	173
Y:	100	B:	73
K:	0		



C:	0	R:	255
M:	0	G:	242
Y:	100	B:	0
K:	0		



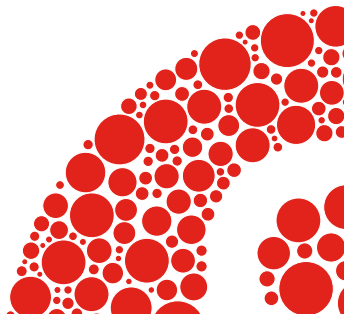
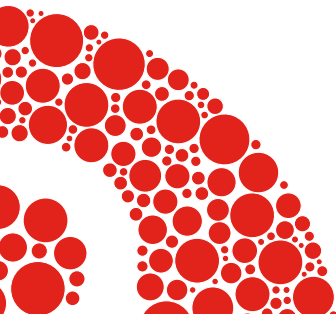
C:	1,41	R:	226
M:	94,61	G:	35
Y:	94,2	B:	26
K:	0,27		

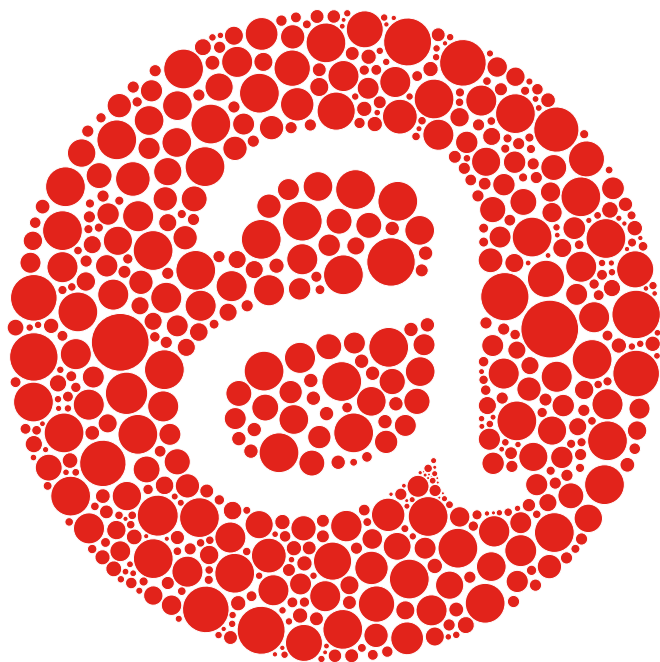
Pantone 485 C



**Costruzione logo**

***Con colore istituzionale***

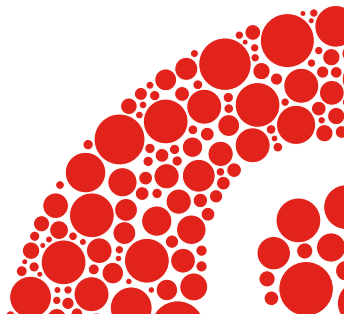
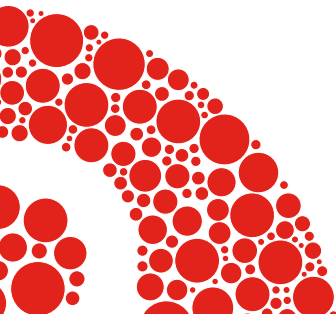


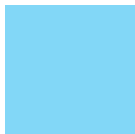




**Costruzione logo**

***Scelta colori Logotipo***

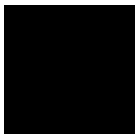




C:	100	R:	130
M:	0	G:	215
Y:	0	B:	247
K:	0		



C:	75	R:	65
M:	5	G:	173
Y:	100	B:	73
K:	0		

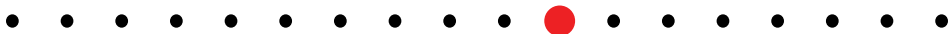


C:	100	R:	35
M:	100	G:	31
Y:	100	B:	32
K:	100		



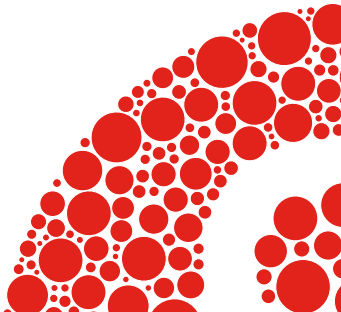
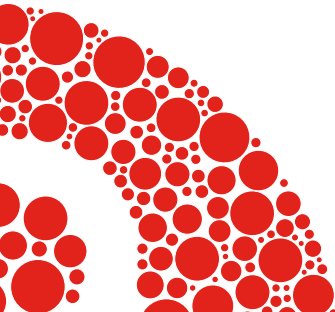
C:	1,41	R:	226
M:	94,61	G:	35
Y:	94,2	B:	26
K:	0,27		

Pantone 485 C



**Costruzione logotipo**

*Con colore istituzionale*

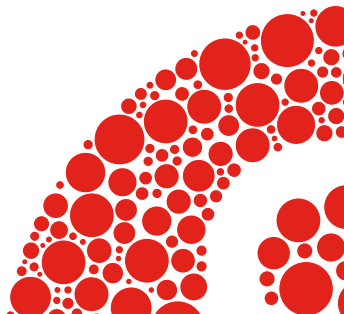
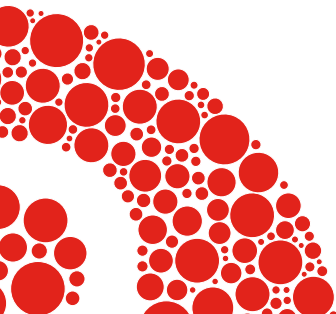


**ARTE** EN PLEIN AIR

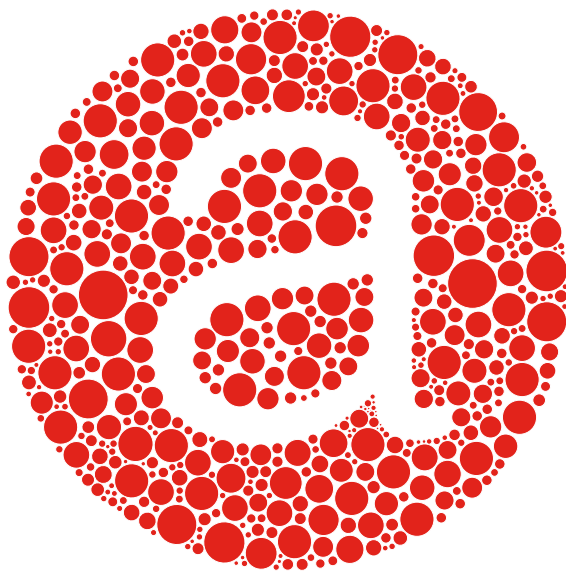


# Costruzione logo

*Logo a colori Positivo*





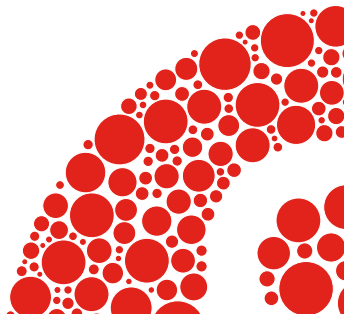
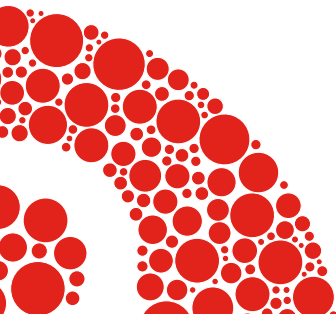


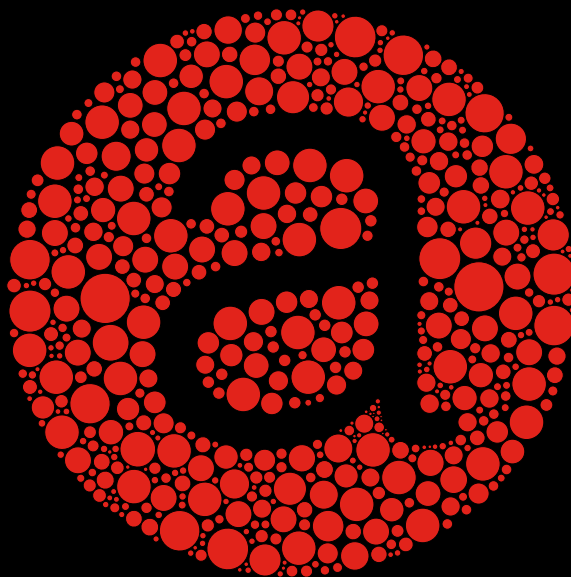
**ARTE** EN PLEIN AIR



# Costruzione logo

*Logo a colori Negativo*



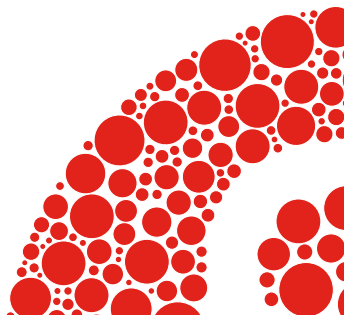
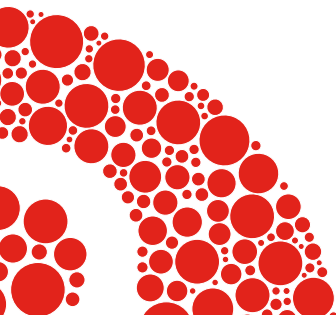


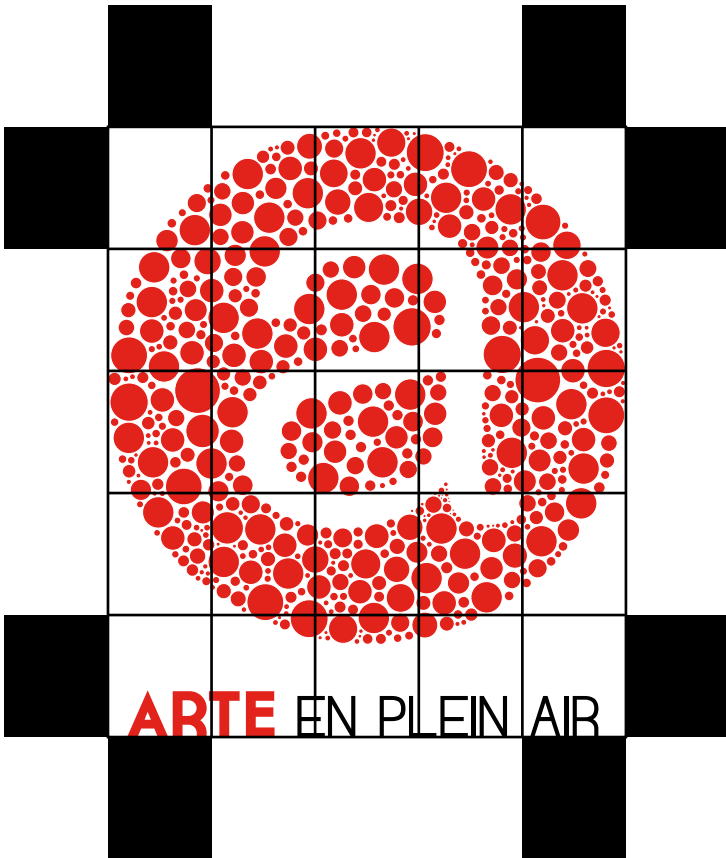
**ARTE** EN PLEIN AIR



**Costruzione logo**

***Spazi di rispetto***





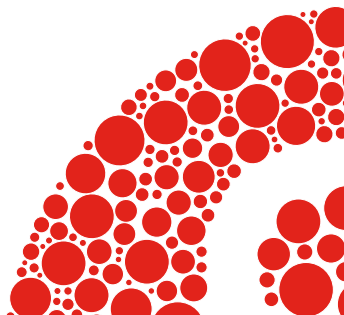
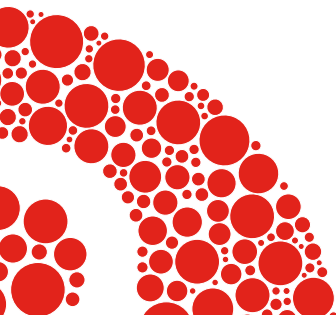
1/5

ARTE EN PLEIN AIR



**Costruzione logo**

***Massima riduzione***



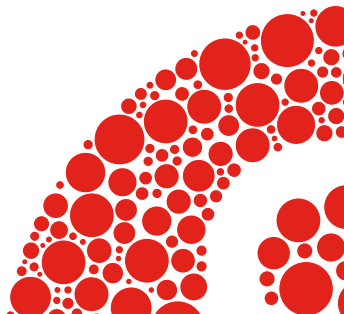
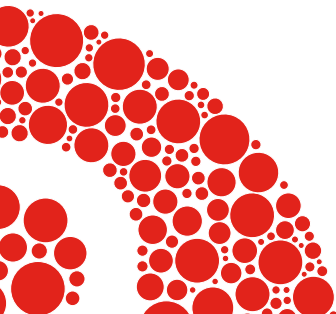


2 cm x 2 cm



**Modulistica**

***Carta intestata***





	<div><div>ARTE EN PLEIN AIR</div></div>		
	<div><div>Luogo e data</div><div>Oggetto: Esempio lettera</div><div>Seque nimporepra num re peritatem quias nes aut eum qui aliciet a serspiclatem nos et minis delenimagnis porro qui tem quam reseniet aspit quodias aute nis eturite plaborum simet, alit magnimus diorum sum inullab oreptae catquae volores nobis volupta sincimpore vollest, se parbearum as quas custis essin.  rerum nos everia earuntis dolorescium fugit, odi vent quissit fuga. Bis volorem ploreste voluptas dolumquas nimin nobisto quis qui atquatur?  Norsequi atibusam ra in rem sam quam donet ut qui bea pratist, consequi latio-rem am aut as aliam iis aut que vel et optatini quodiat quistem replate nobit hitatusam, corupturepel id maximintis deliquam ersperi iur a dolendam volorit periae nis ipsam, sit exernam quam vitatquis dent fugitatur am atur, quo qui ipidus nusdae.  Nem inum, ipsae. Et fugitat quat acciabo, Utatem quis duntust, ipsant, sequi omnito rerpust, te explit incupsunt et posam quam anis ipis quatur? Omni dolo-rem chiliquam ex eosam, tota atemper ovitis sequam, suntio eos aspictaerum del et alitios sanditaquam rerio, Nequosamet, cus moluptatit qui vel ma necullu ptatem essit etur?</div></div>	<div><div>Nome del Destinatario Nome della Via, N° Civico CAP - Città - Provincia</div><div>Nome Cognome Qualifica</div></div>	
	<div>Associazione Art En Plein Air Indicazioni aggiuntive (qualifica, settore ecc.) Via Nome della Via - N° Civico - CAP - Città T: + 051 - 9562577 / F: + 051 9562577 www.artenpleinair.net indirizzomail@ArteEnPleinAir.com</div>		

28

30

12

Corpo testo  
Font: Flama Light  
corpo 12

12

Intestazione finale  
Font: Flama Light  
corpo 9

40

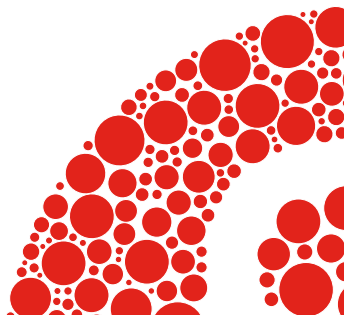
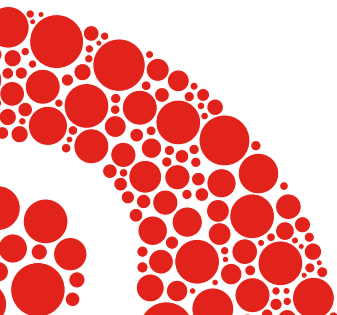
85

25

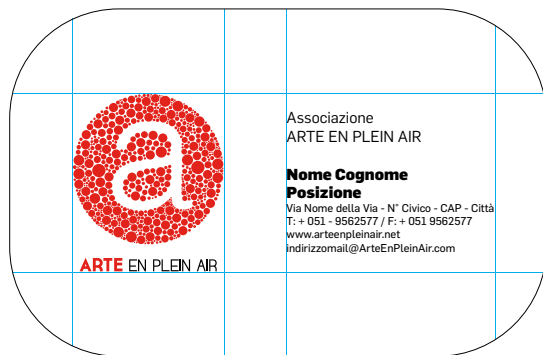


**Modulistica**

***Biglietto da visita***



| 10 | 24 | 10 | 33 | 8 |



13,4

Intestazione:  
Font: Flama Book corpo 7

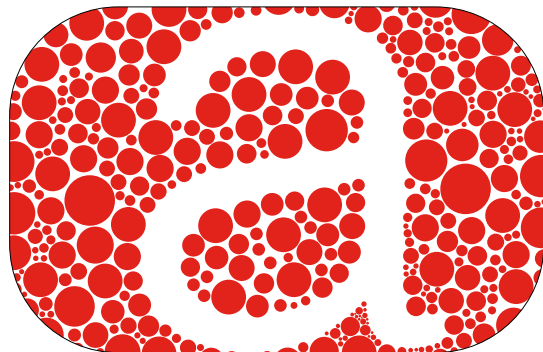
28,2

Nome e posizione:  
Font: Flama Black corpo 7

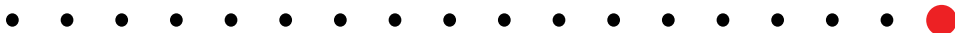
Informazioni e contatti:  
Font: Flama Basic corpo 5

13,4

| 85 |



55



**Modulistica**

***Busta lettere***

