



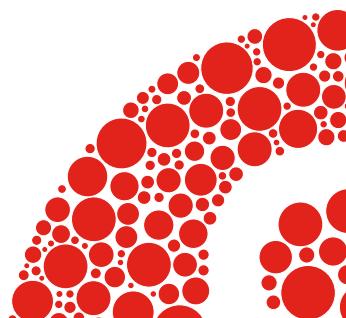
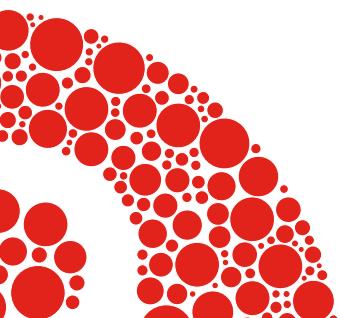
Arte en plein air

Visual identity



Costruzione logo

Individuazione font



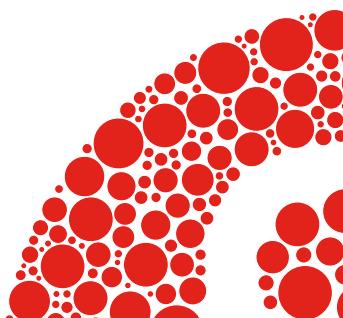
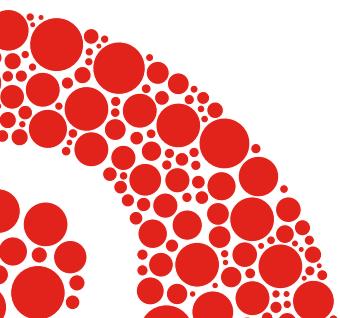
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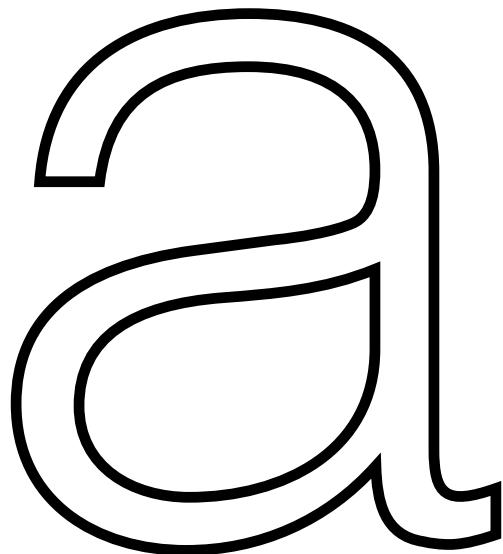
Helvetica Light



Costruzione logo

Creazione outlines





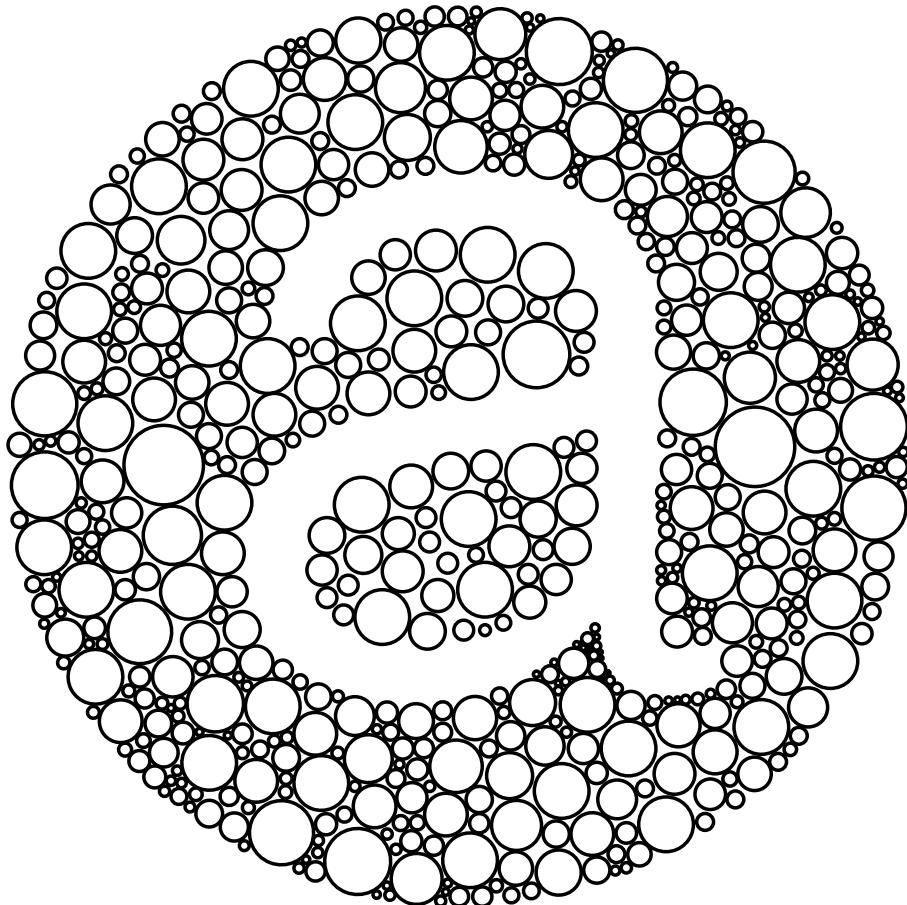
A

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Costruzione logo

Solo outlines

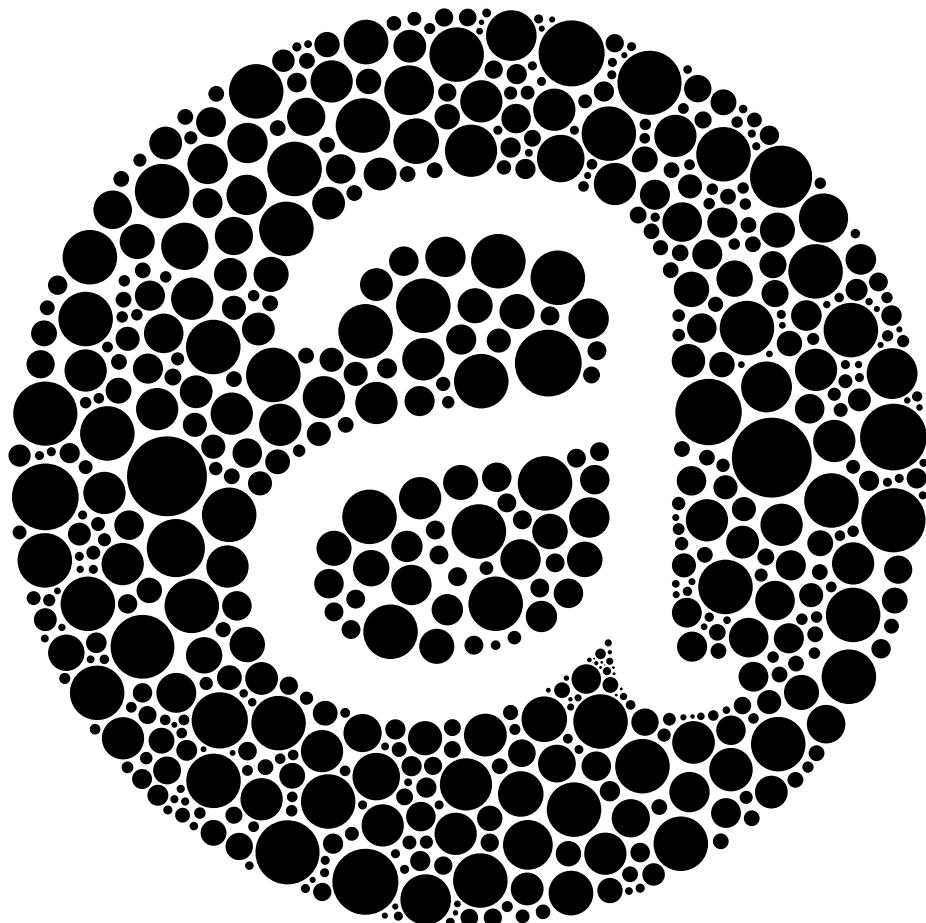
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Costruzione logo

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

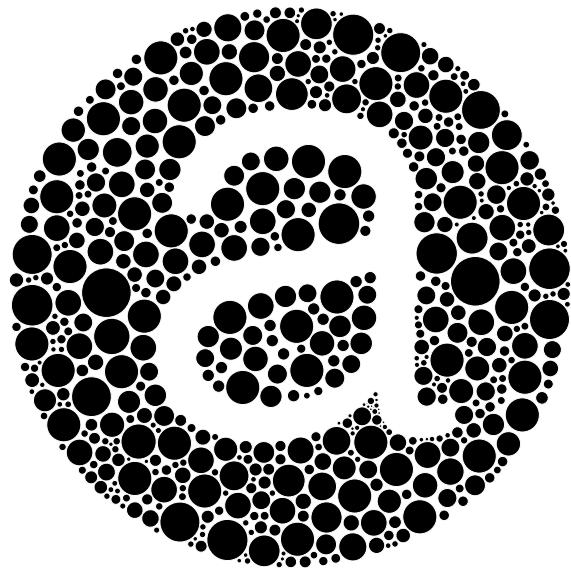
CASSANET BOLD - Opificio Regular



Costruzione logo

Logo B/N Positivo





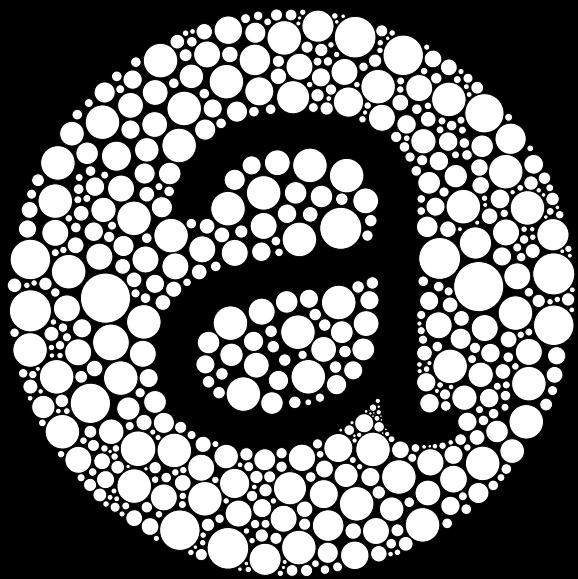
ARTE EN PLEIN AIR

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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		



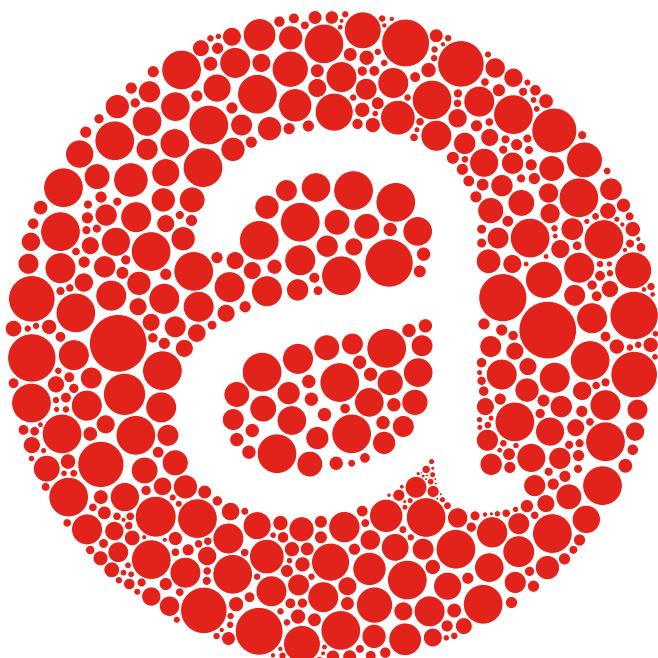
C:	1,41	R:	226	Pantone 485 C
M:	94,61	G:	35	
Y:	94,2	B:	26	
K:	0,27			



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	Pantone 485 C
M:	94,61	G:	35	
Y:	94,2	B:	26	
K:	0,27			



Costruzione logotipo

Con colore istituzionale



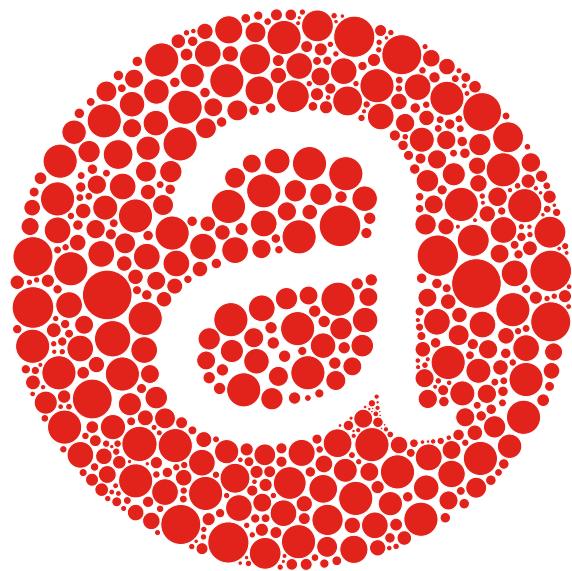
ARTE EN PLEIN AIR



Costruzione logo

Logo a colori Positivo





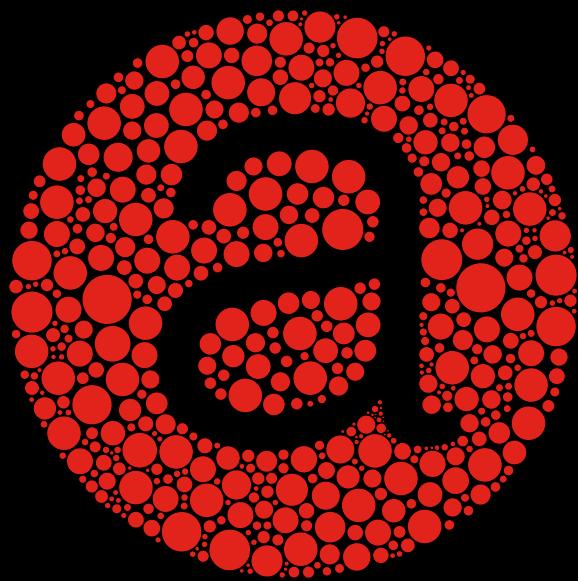
ARTE EN PLEIN AIR



Costruzione logo

Logo a colori Negativo



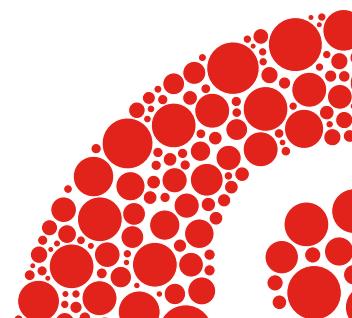
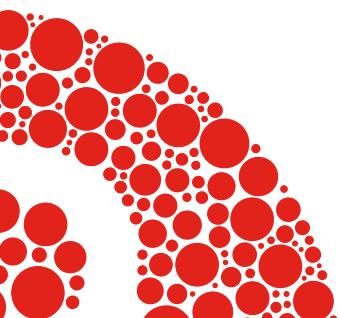


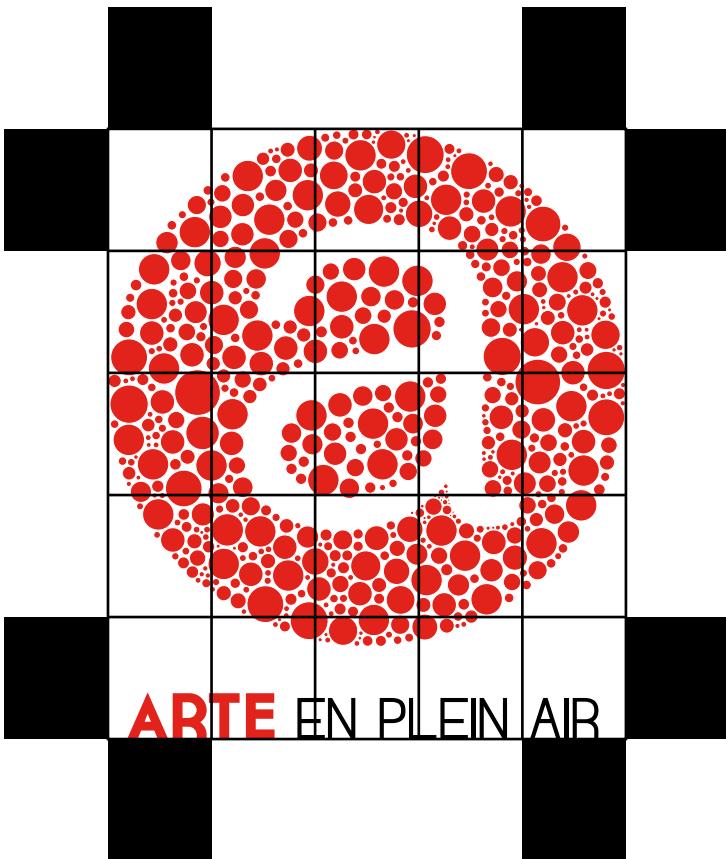
ARTE EN PLEIN AIR



Costruzione logo

Spazi di rispetto



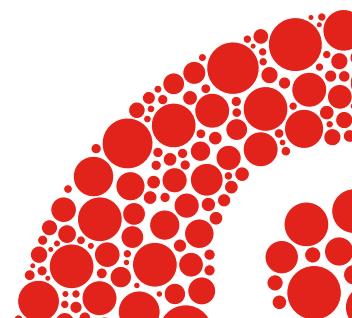
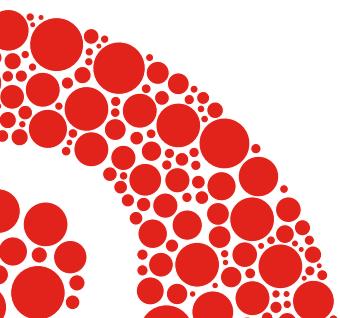


1/5



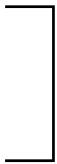
Costruzione logo

Massima riduzione





ARTE EN PLEIN AIR

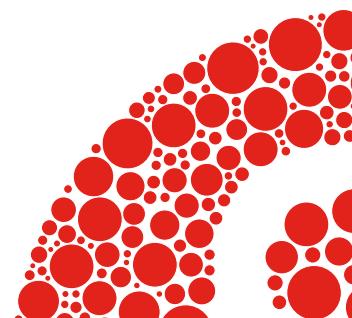
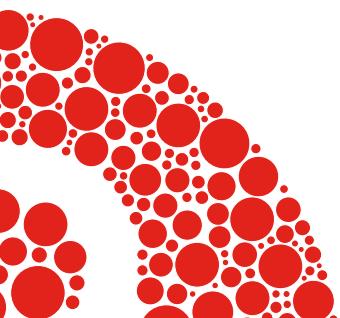


2 cm x 2 cm



Modulistica

Carta intestata





ARTE EN PLEIN AIR

Luogo e data

Nome del Destinatario
Nome della Via, N° Civico
CAP - Città - Provincia

Oggetto: Esempio lettera

Sequo nimporepra num re peritatem quias nes aut eum qui alicet a sersipciatem
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oloreste volutus dolumpuas nimini nobisto qui atatur?

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pidus nudast.

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rer alitios sanditquam rero, Nequosamet, cus moluptatiat qui vel ma necullu
ptatem essit etur?

Nome Cognome
Qualifica

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
indirizomail@ArteEnPleinAir.com

28

30

12

Corpo testo
Font: Flama Light
corpo 12

Intestazione finale
Font: Flama Light
corpo 9

12

40

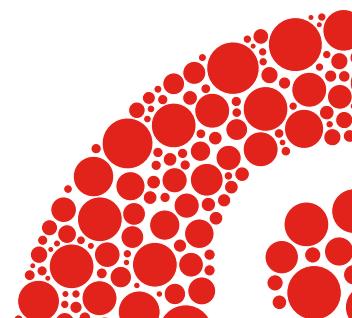
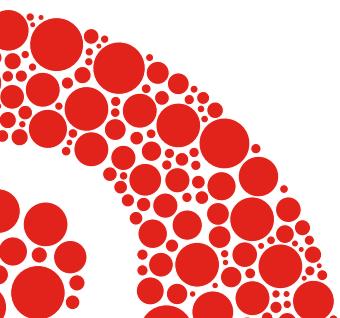
85

25

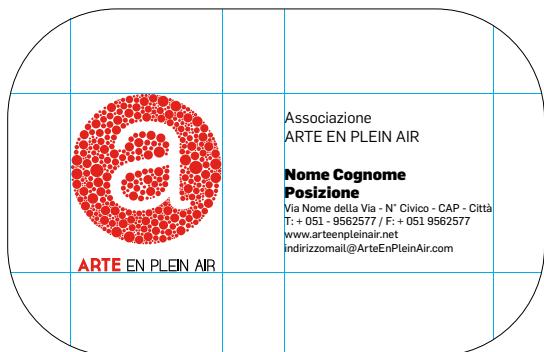


Modulistica

Biglietto da visita



10 24 10 33 8



13,4

Intestazione:
Font: Flama Book corpo 7

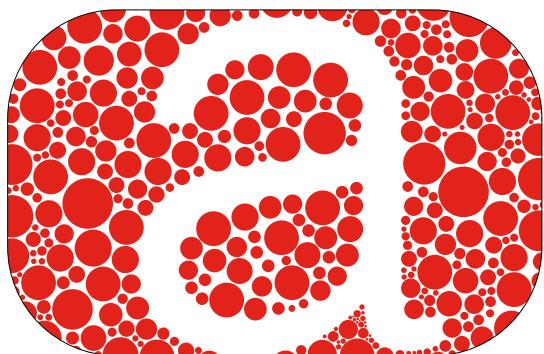
28,2

Nome e posizione:
Font: Flama Black corpo 7

13,4

Informazioni e contatti:
Font: Flama Basic corpo 5

85



55

Tutte le misure sono espresse in millimetri

Stampa bicolore

Formato 85 x 55



Modulistica

Busta lettere

