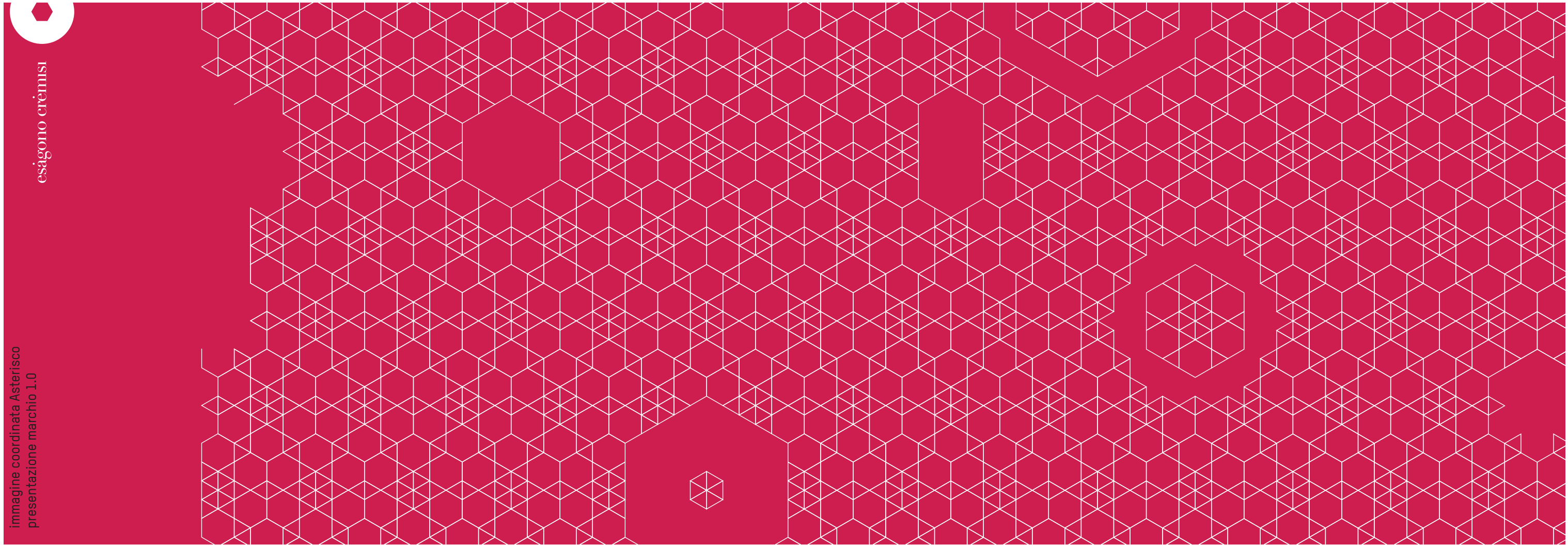




esagono cremisi

immagine coordinata Asterisco
presentazione marchio 1.0

in collaborazione con



GEREBROS

Il progetto ha come obiettivo la realizzazione della nuova immagine coordinata di Asterisco.

Prima di realizzarla è necessario definire l'elemento fondamentale su cui costruire la nuova percezione di marca e sue declinazioni: **il marchio**.

L'attività progettuale si è concentrata sulla definizione di:

- realizzazione di un simbolo con caratteristiche di esclusività;
- coerenza costruttiva con il nome dell'ente;
- richiami visivi all'attività professionale con l'obiettivo di valorizzare le competenze specifiche;
- flessibilità applicativa.

L'**asterisco** è un carattere tipografico.

Graficamente consiste in una stella a cinque-sei bracci (o molto raramente a otto).

L'etimologia del suo nome è probabilmente da ricercare nel latino medievale *astericolum*, i, che letteralmente significa "stellina", denominazione dovuta alla sua forma.





esagono cremisi

immagine coordinata Asterisco
presentazione marchio
proposta 1. tavola 1/2



Asterisco



100% K

h 100 mm

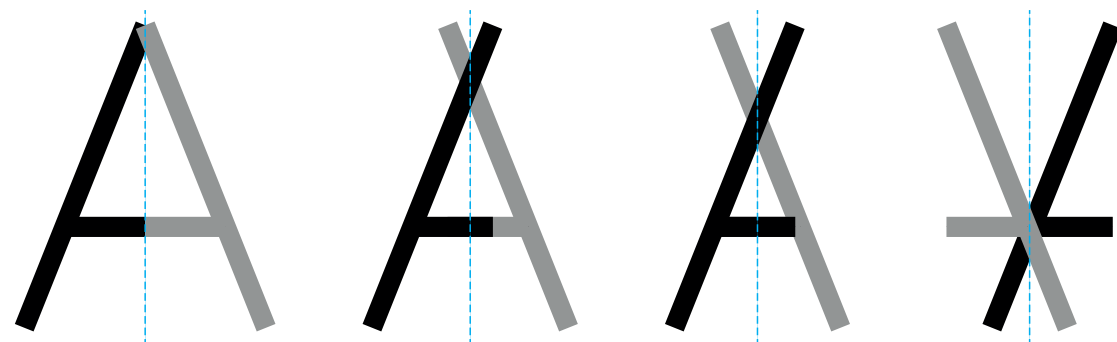


Orange
021

h 100 mm



genesì del marchio

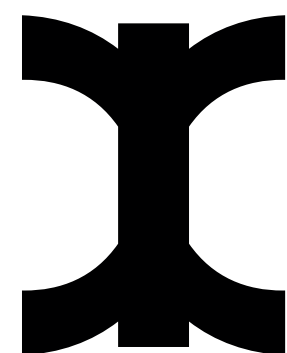


font istituzionale - Klavika

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abbinamento marchio/logotipo





asterisco



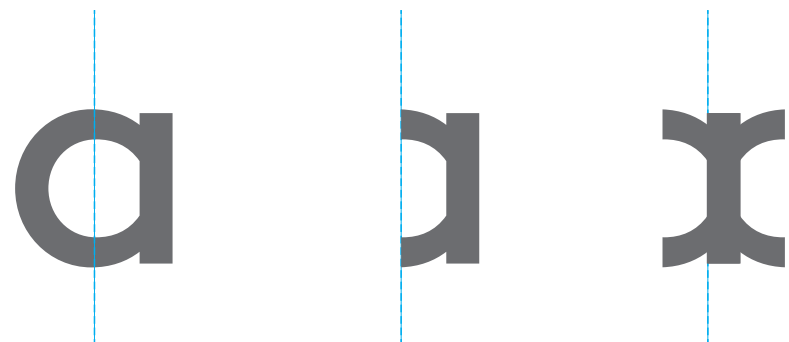
h 100 mm



h 100 mm



genesì del marchio



font istituzionale - Campton

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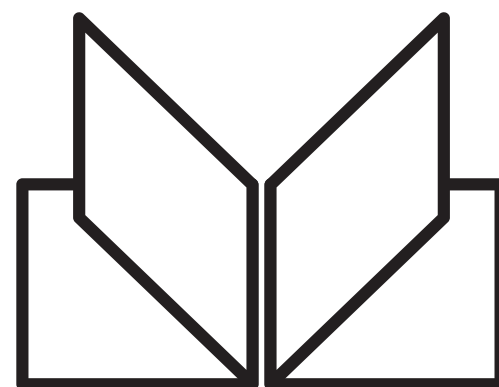
abbinamento marchio/logotipo



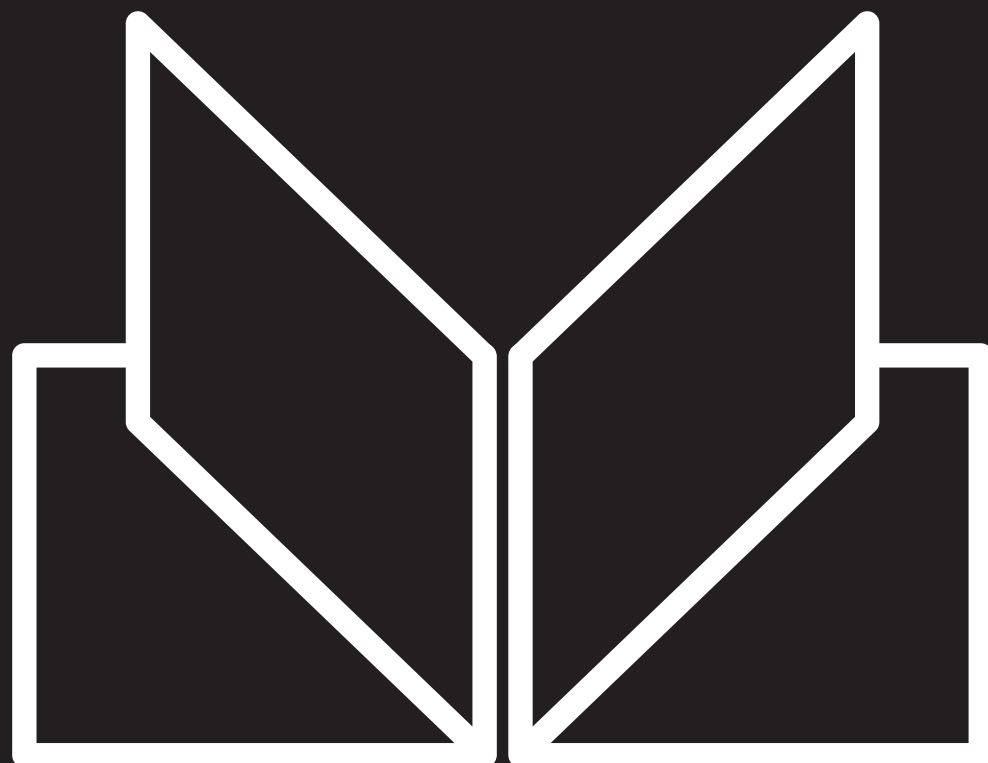


esagono crémisi

immagine coordinata Asterisco
presentazione marchio
proposta 3. tavola 1/4



ASTERISCO



100% K

h 100 mm



Pantone
199

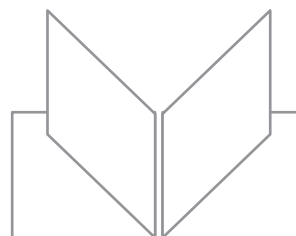
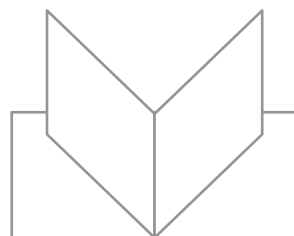
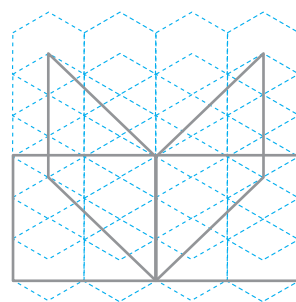
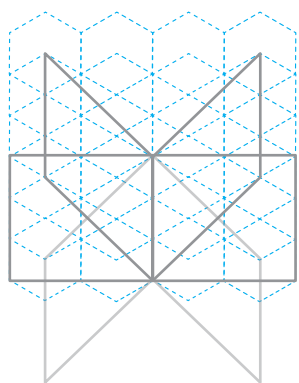
h 100 mm



esagono cremisi

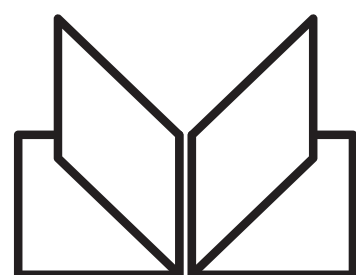
immagine coordinata Asterisco
presentazione marchio
proposta 3. tavola 2/4

genesì del marchio



font istituzionale - Campton

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ASTERISCO



ASTERISCO



ASTERISCO





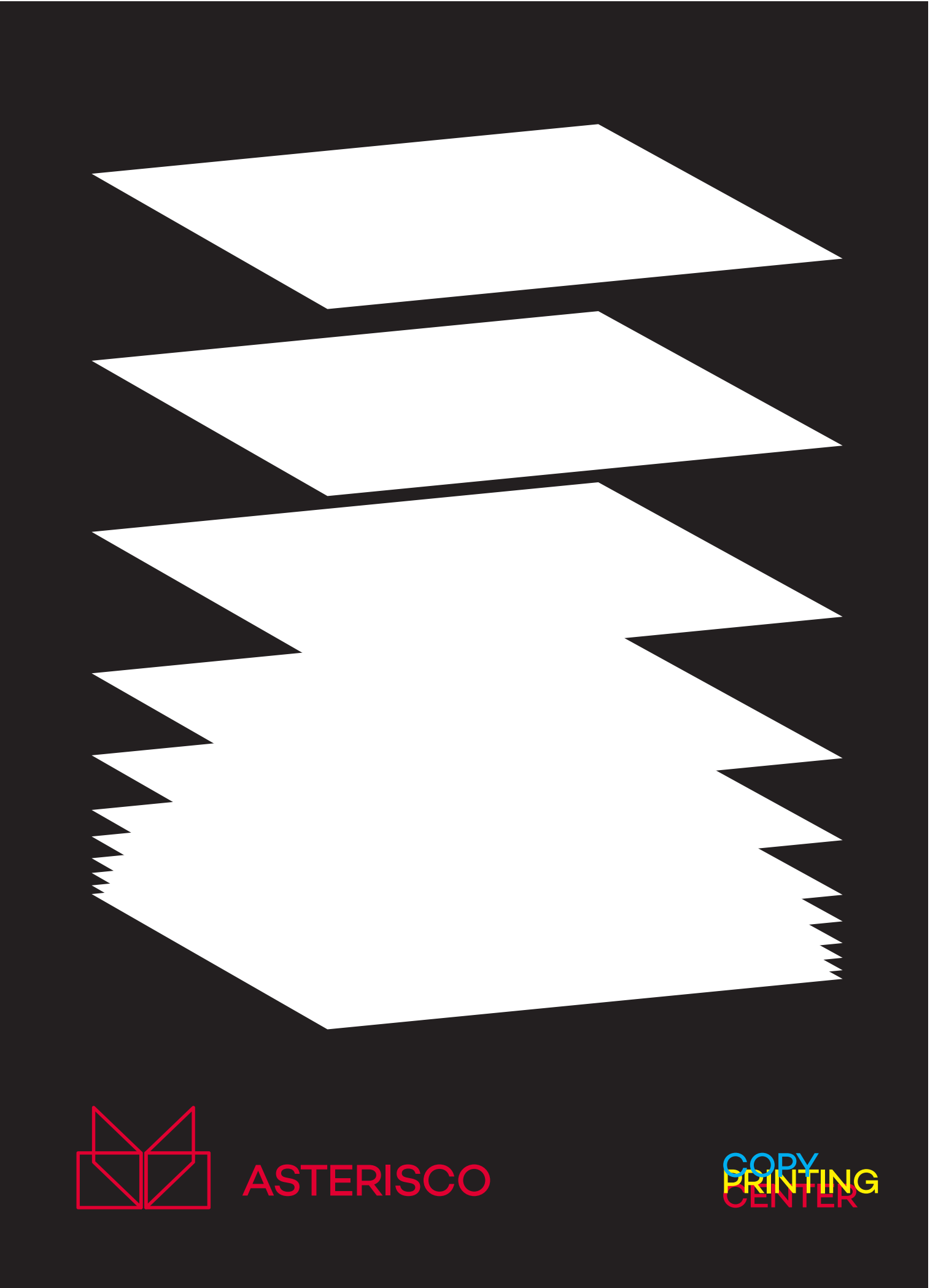
esagono cremiti

immagine coordinata Asterisco
presentazione marchio
proposta 3. tavola 3/4

ASTERISCO

COPY PRINTING CENTER





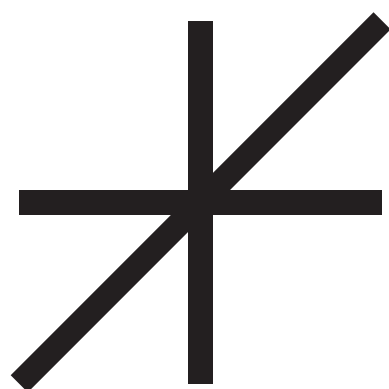
ASTERISCO

COPY
PRINTING
CENTER

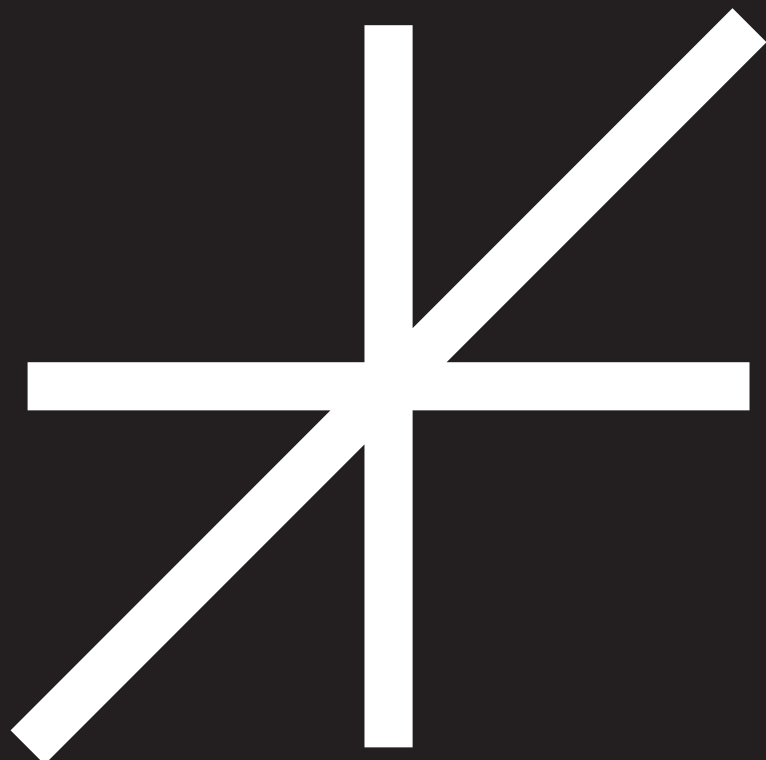


esagono cremisi

immagine coordinata Asterisco
presentazione marchio
proposta 4, tavola 1/4

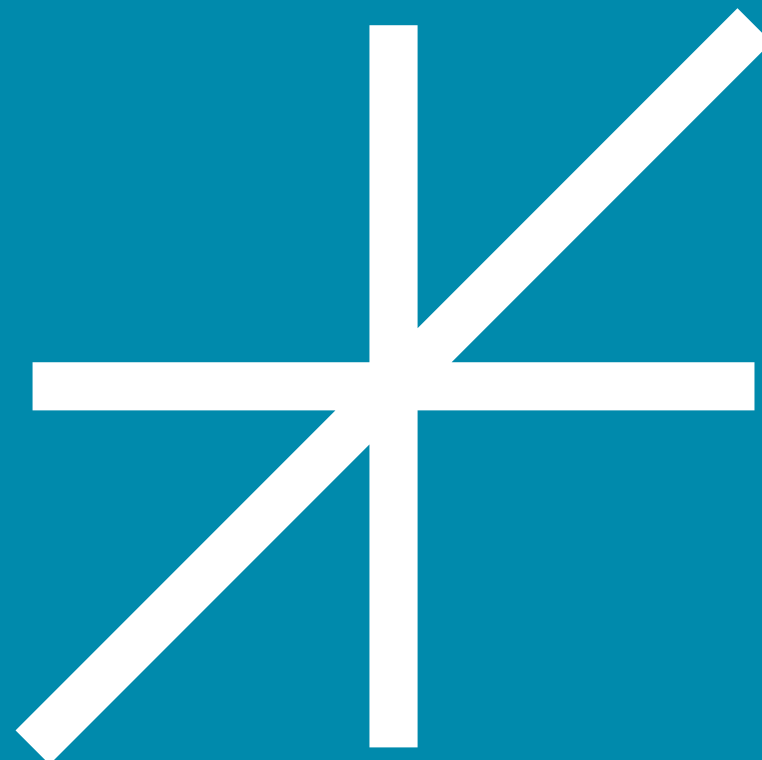


Asterisco



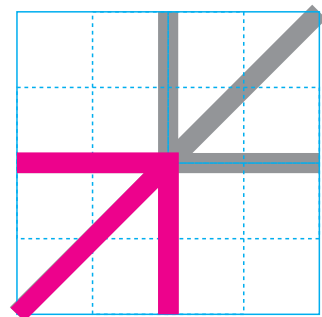
100% K

h 100 mm

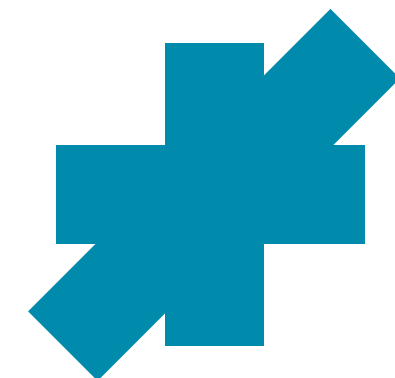
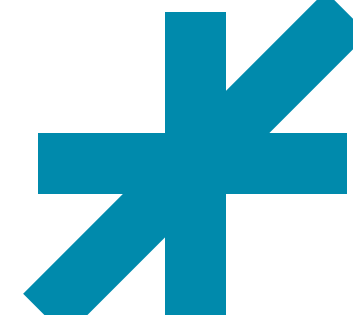
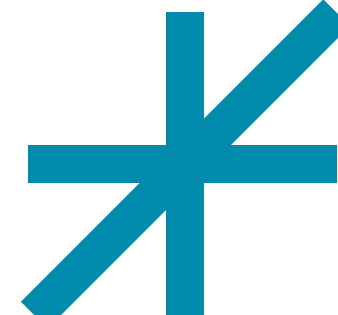
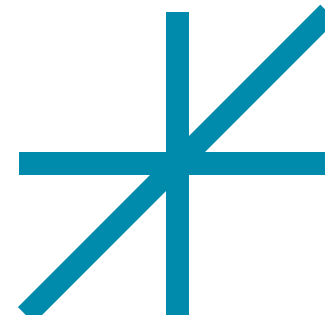
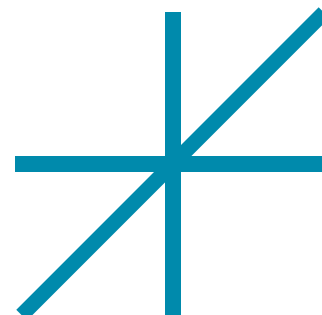
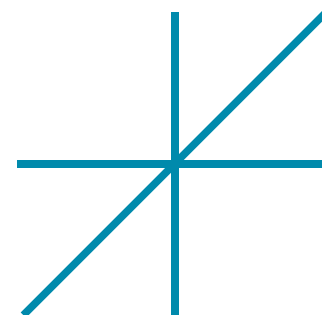


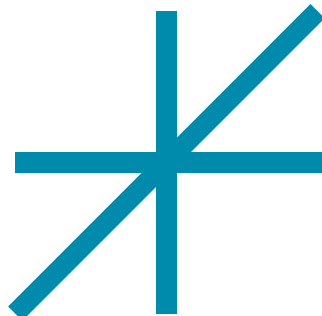
Pantone
3135

h 100 mm

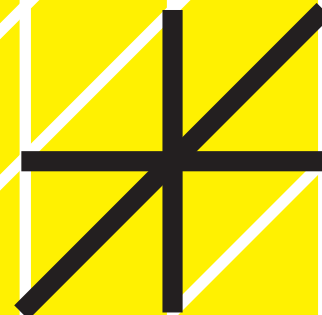


abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



 Asterisco

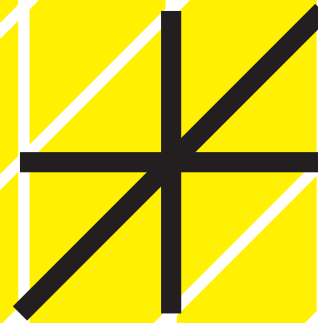
 Asterisco

 Asterisco

copy

printing

center



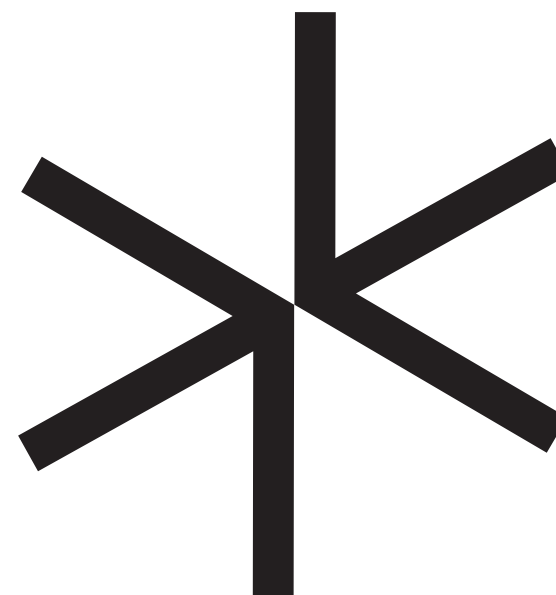
Asterisco

*** Asterisco**



esagono crémisi

immagine coordinata Asterisco
presentazione marchio
proposta 5. tavola 1/2

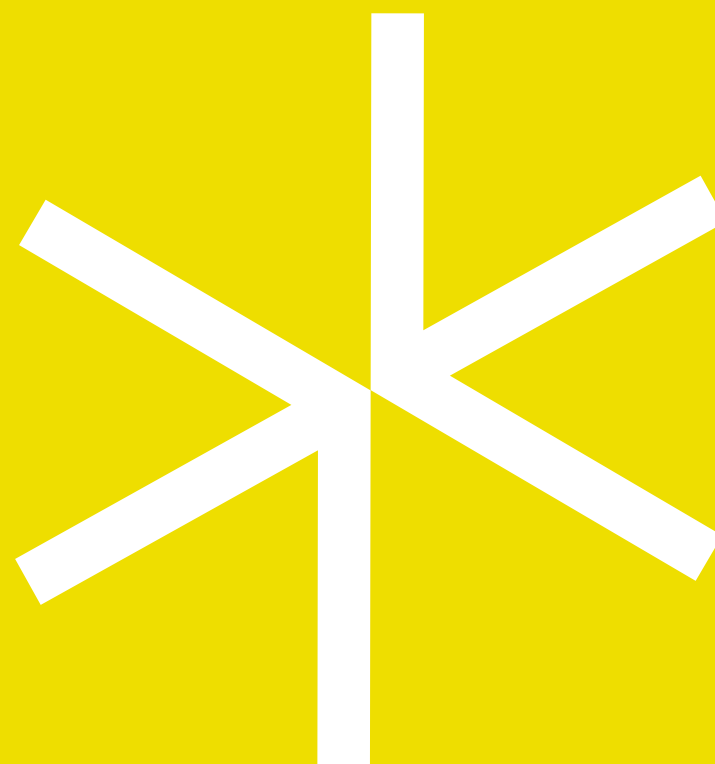


asterisco



100% K

h 100 mm

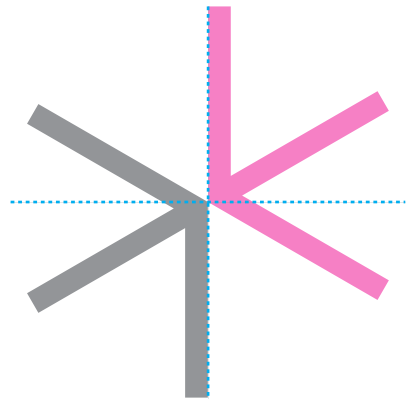
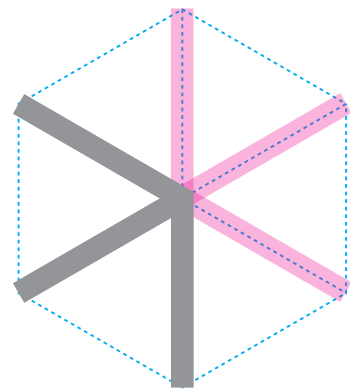


Pantone
396

h 100 mm



genesì del marchio



font istituzionale - TSTAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



asterisco

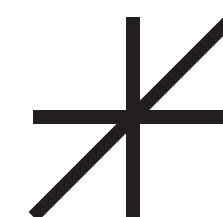


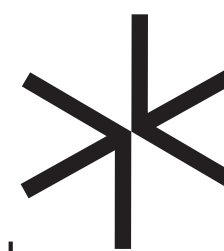
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