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I CONCETTI

I Nebrodi sono caratterizzati da aspetti unici e memorabili che lasciano a chi si lancia all' avventura, emozioni e ricordi indimenticabili. Tra questi primo tra tutti è la diversificazione territoriale, basta fare una veloce ricerca per capire che le tante possibilità e attività che si possono trovare in questi luoghi, sono garantite dalla compresenza di mare, pianura e montagna. Tre elementi che giocano un ruolo chiave all' interno del progetto e che includono al loro interno tutta l' identita di questi luoghi. Altri due fattori sono stati oggetto di studio per comprendere al meglio l' essenza del territorio: la biodiversità (che oltre ad essere uno dei motivi principali che spinge l' utenza a frequentare questi luoghi è anche diretta conseguenza della ricca selezione agroalimentare) e la conoscenza delle mete più iconiche e rappresentative, che hanno arricchito la comunicazione non solo dal punto di vista grafico ma anche referenziale.











STILE E OBBIETTIVI DEL PROGETTO

Stile

lo stile della comunicazione è giocoso stondato e colorato, ogni icona è ridotta all' essenziale mantendo le linee principali dei soggetti.

Obbiettivo

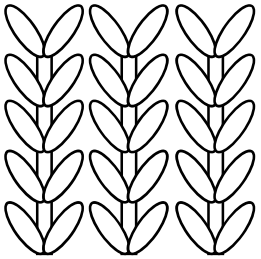
Il fine del progetto è quello di esprimere l' identità dei nebrodi attraverso una scritta logotipica composita. l'obbiettivo della comunicazione è quello di rappresentare la morfologia territoriale, il concetto di biodiversità e alcune delle mete più rappresentative del territorio attraverso l' unione degli elementi iconografici, per rafforzare maggiormente la connessione tra il progetto e il territorio si è pensato ad una serie di applicativi che in maniera semplice e intuitiva (in base alla funzione specifica) si integrano direttamente nei contesti locali o li rappresentano. Ad esempio la campagna publicitaria e le affissioni paesagistiche o il catalogo e le illustrazioni applicate ai prodotti.

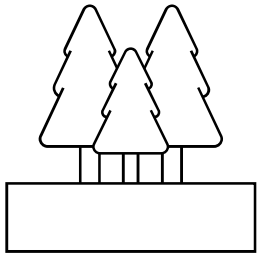


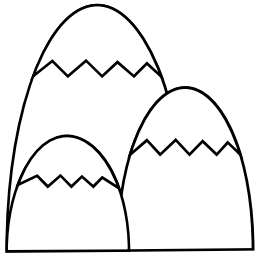


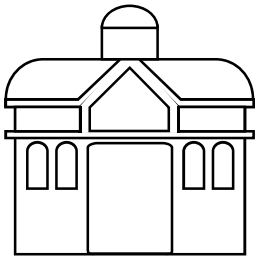


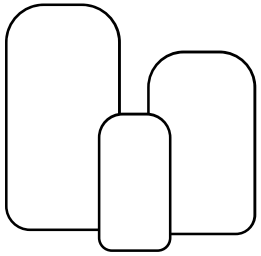
ICONE E RIFERIMENTI

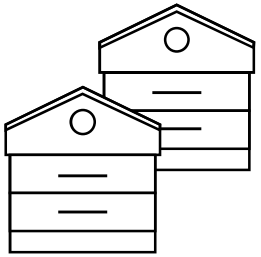



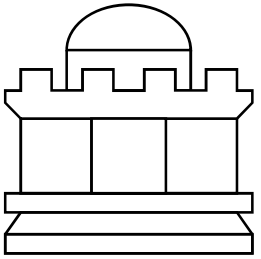


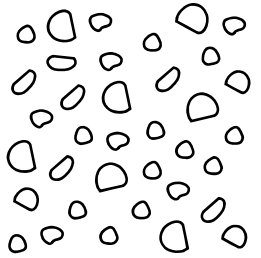


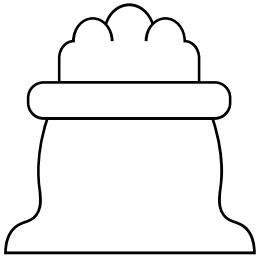


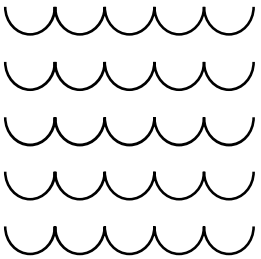


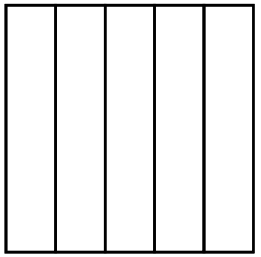


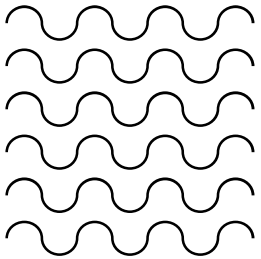


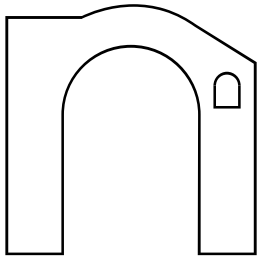


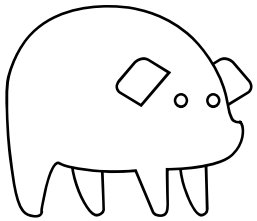


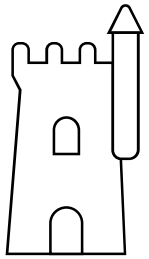


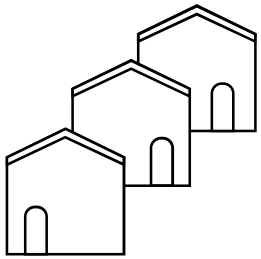


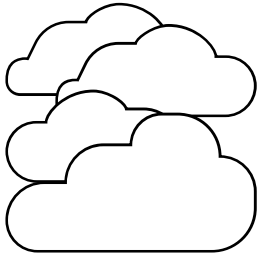


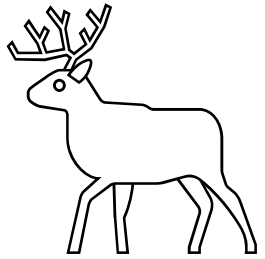



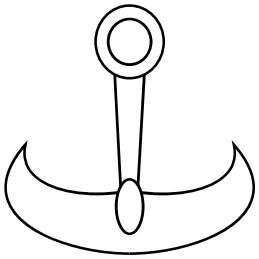


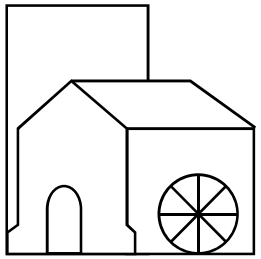


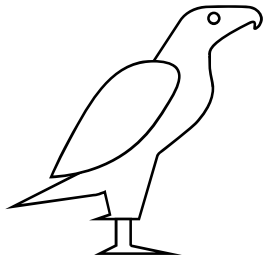


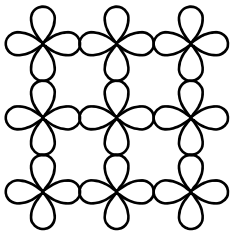


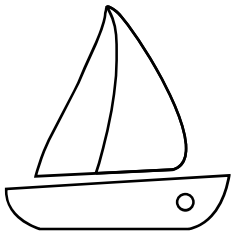












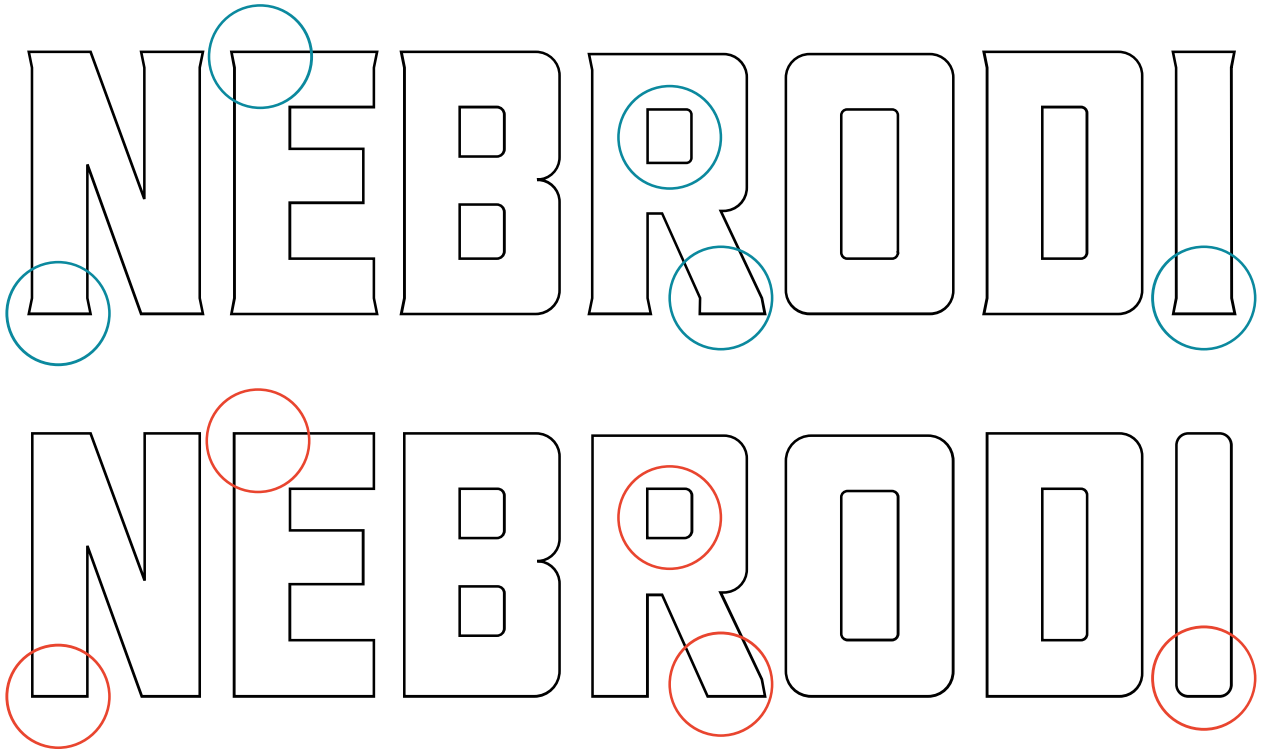
CROMIA ICONE



SCELTA DEL FONT, MODIFICHE E GRIGLIA COMPOSITIVA

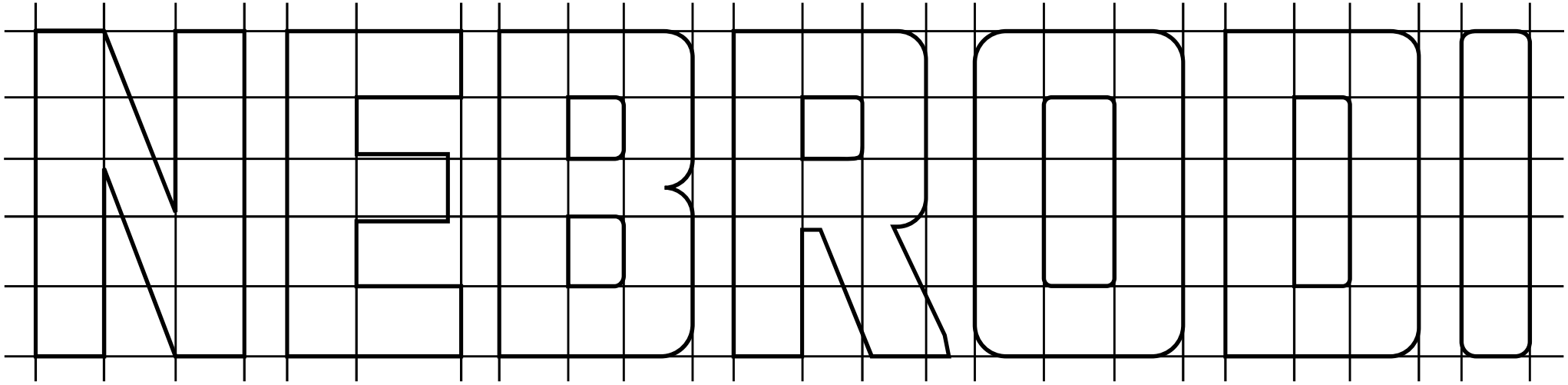
NEBRODI

Uniform bold bold

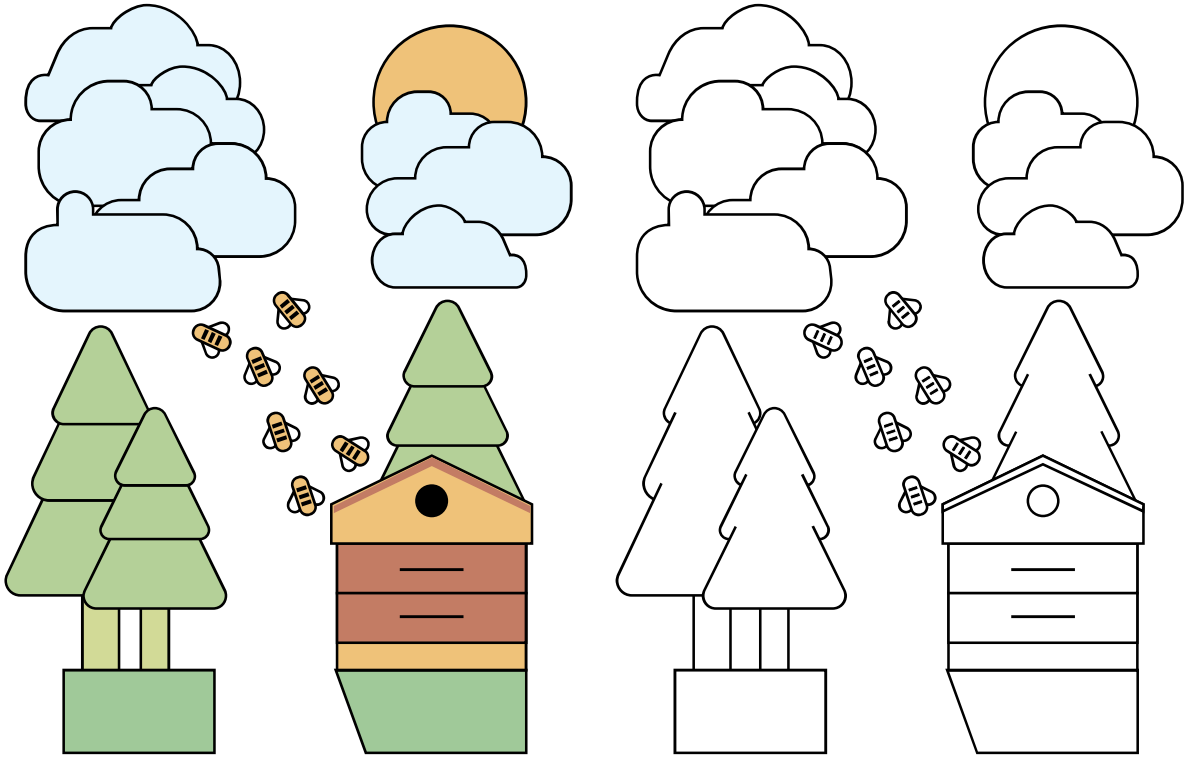


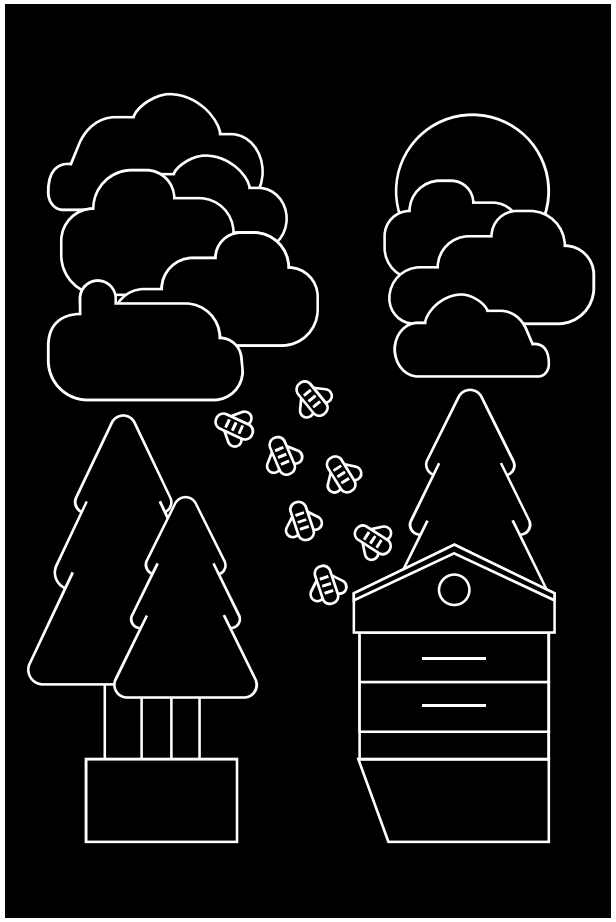
Le modifiche del font si concentrano principalmente nelle aperture delle lettere modificante in base all' esigenza e nella maggioranza degli spigoli, che risultano perfettemate a 90°.

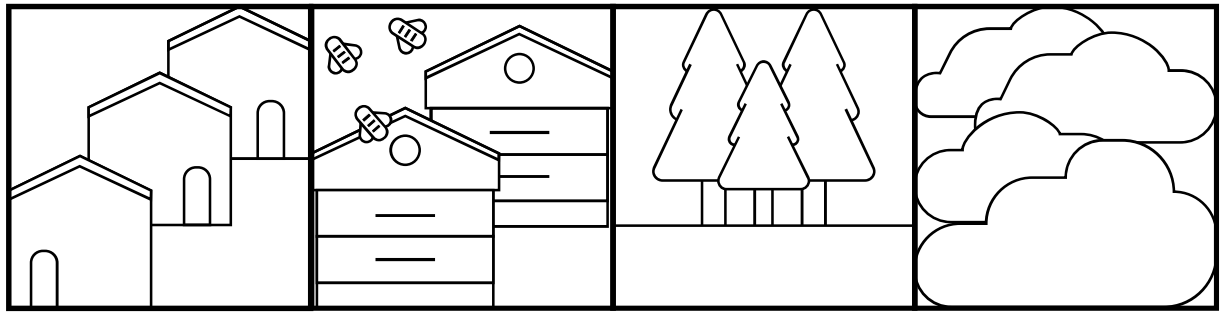
Griglia compositiva

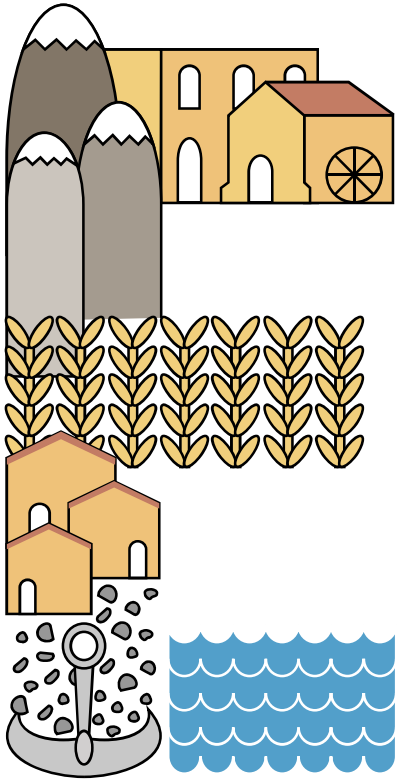


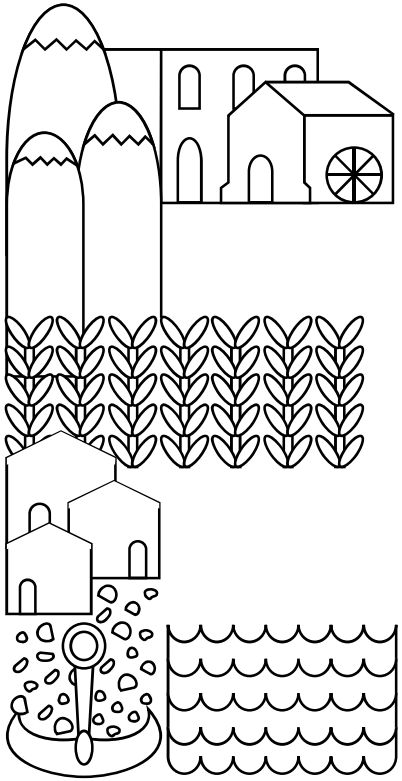
COSTRUZIONE DELLE LETTERE

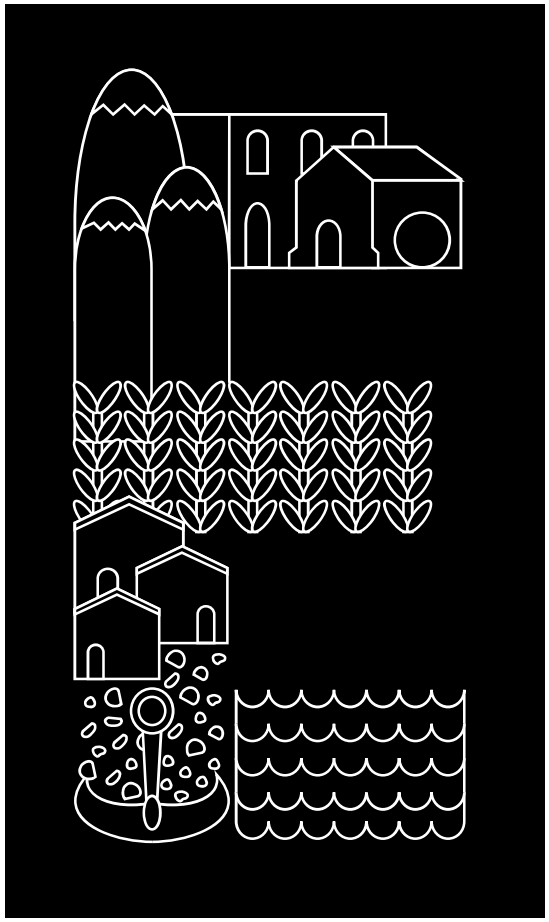


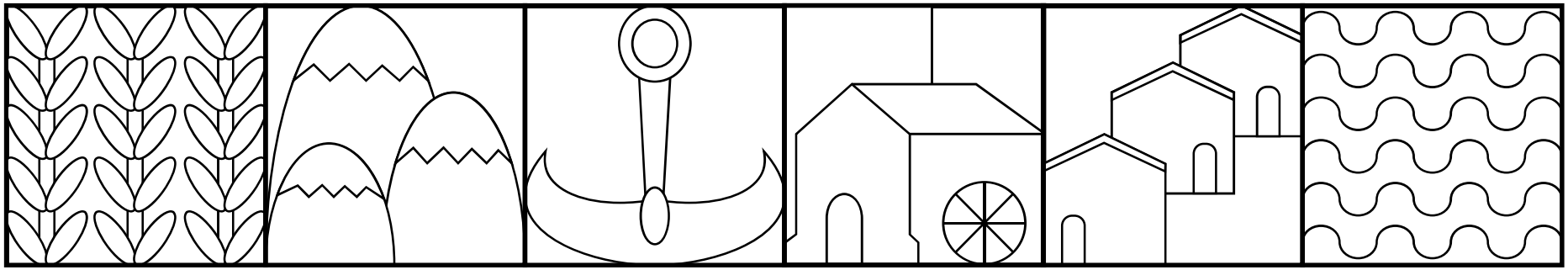


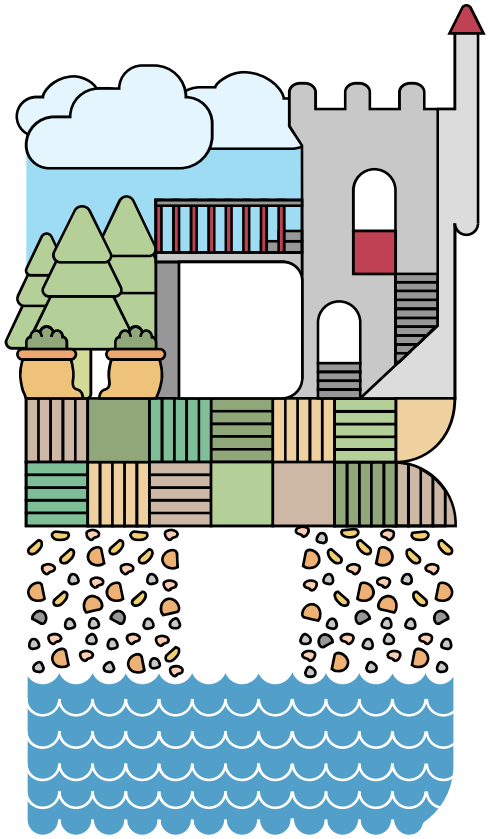


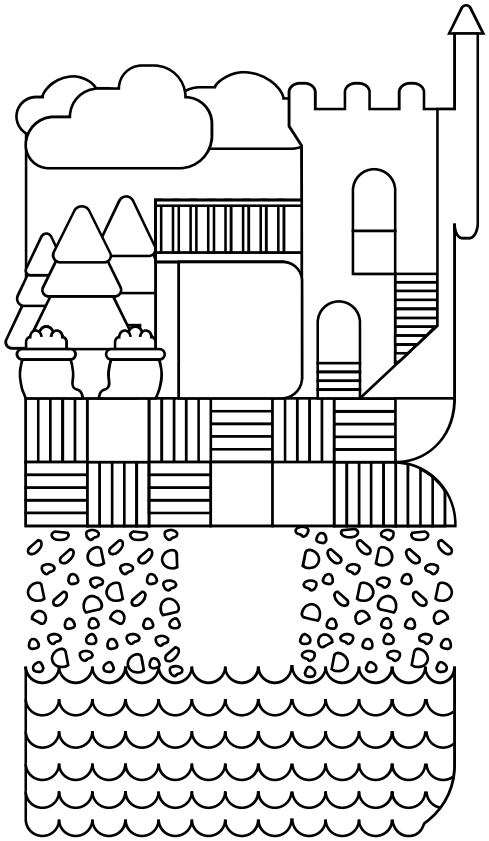


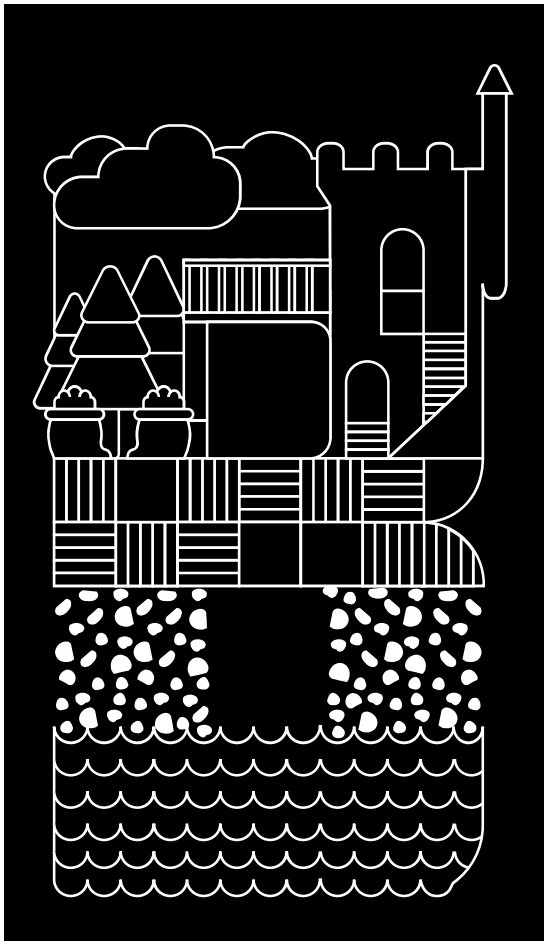


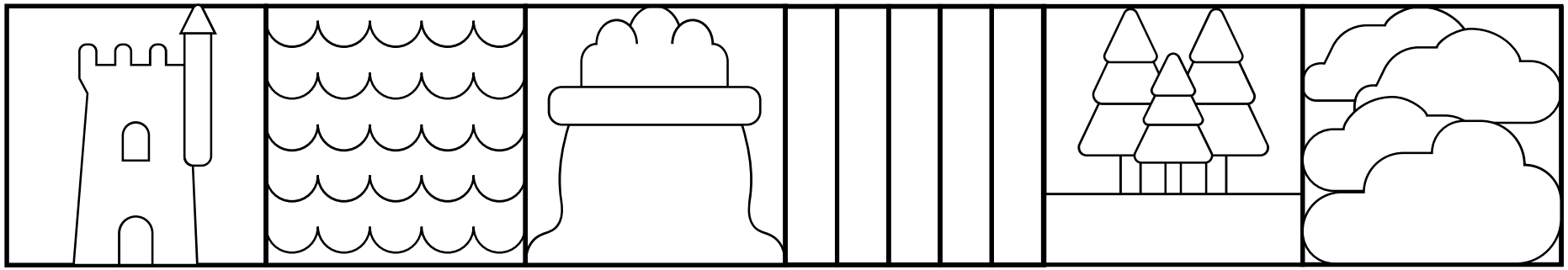


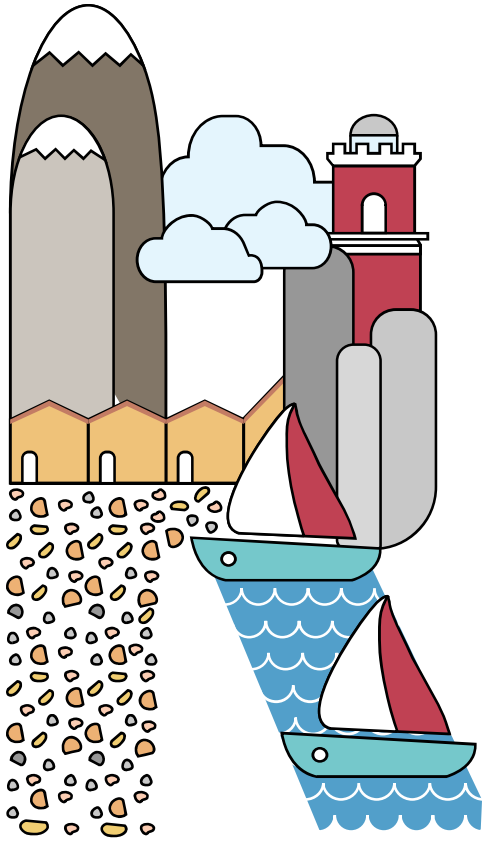


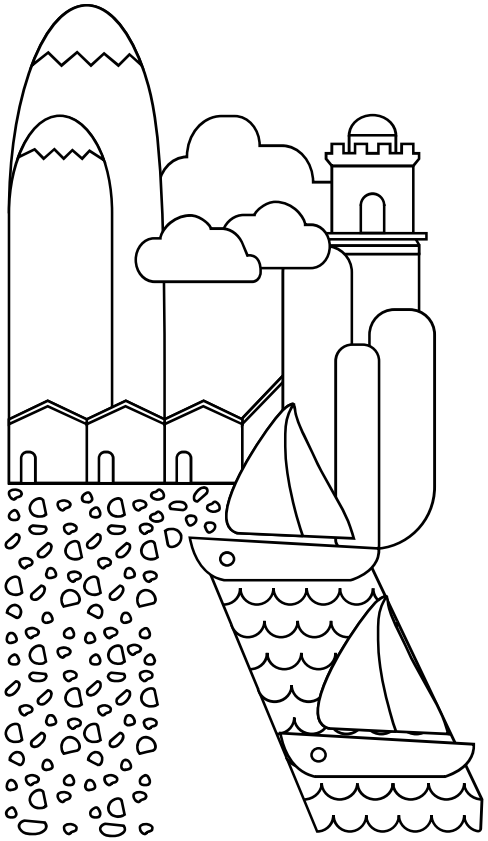


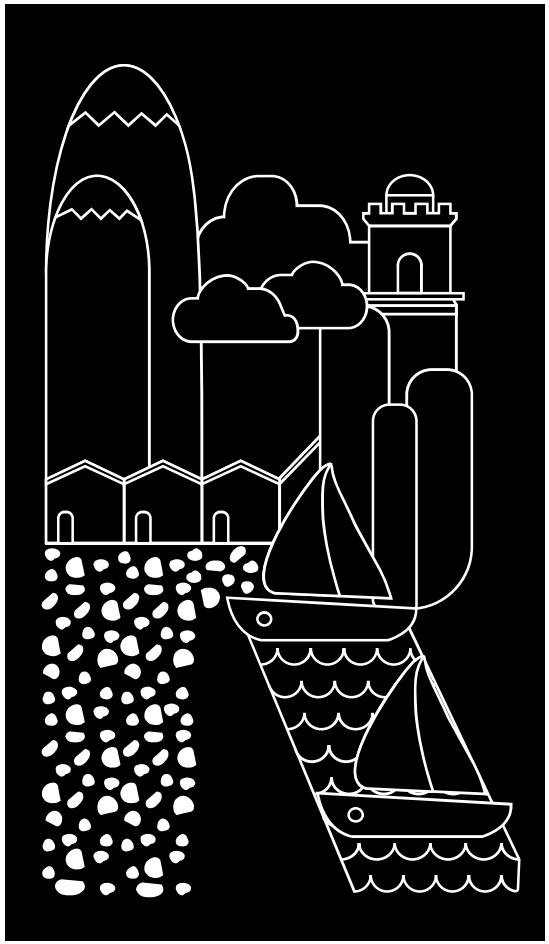


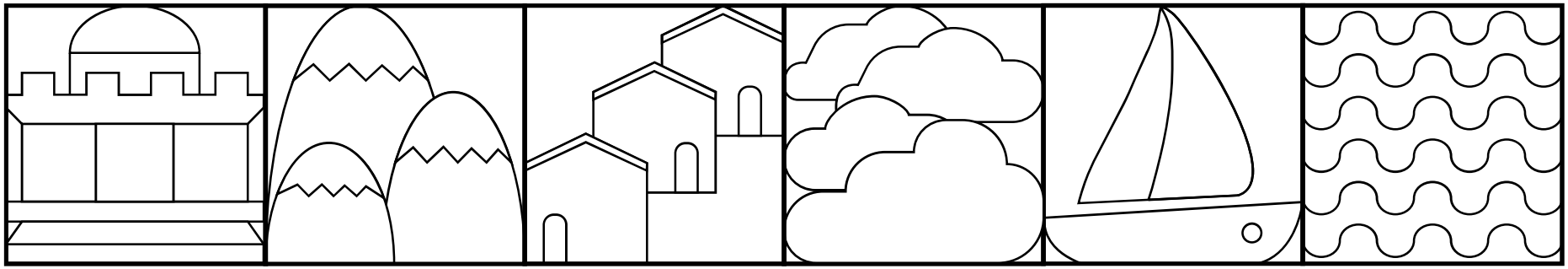


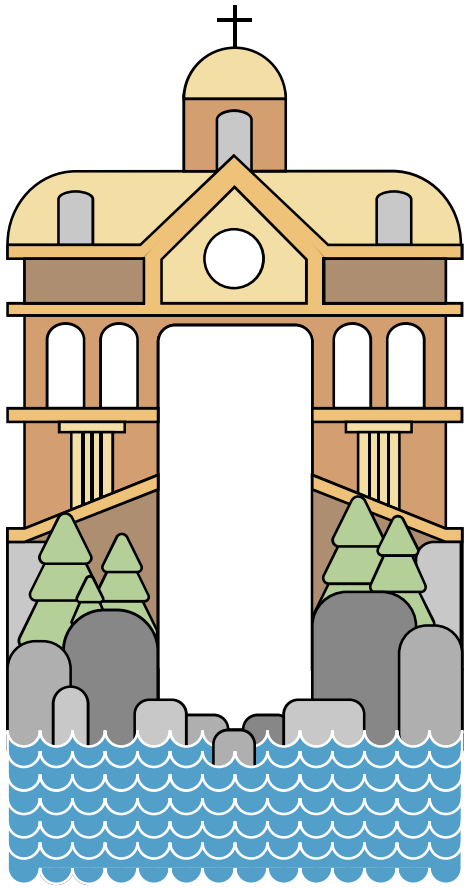


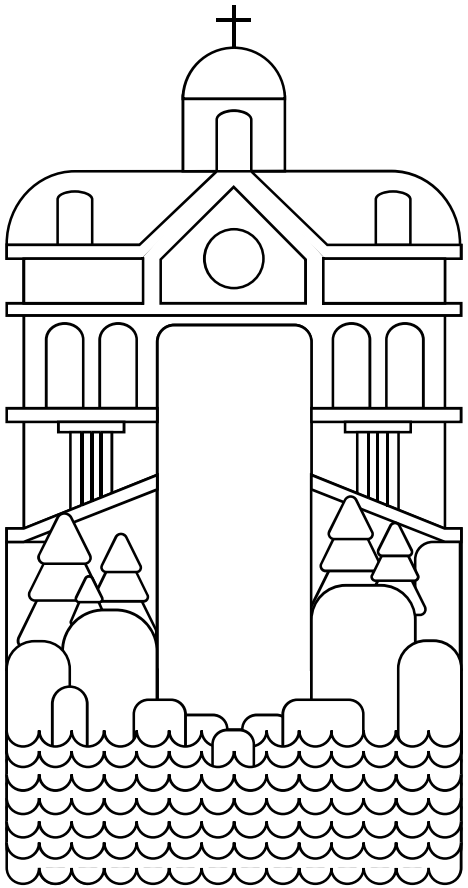


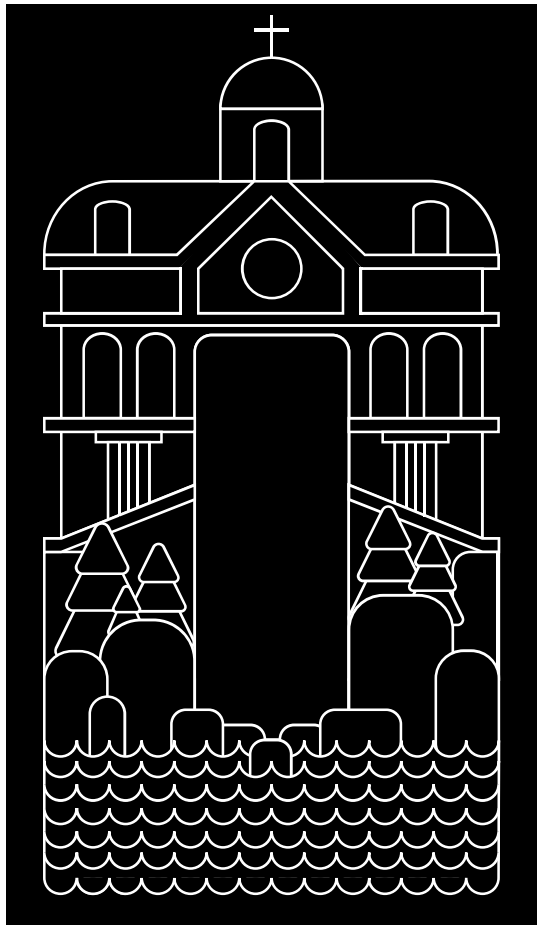


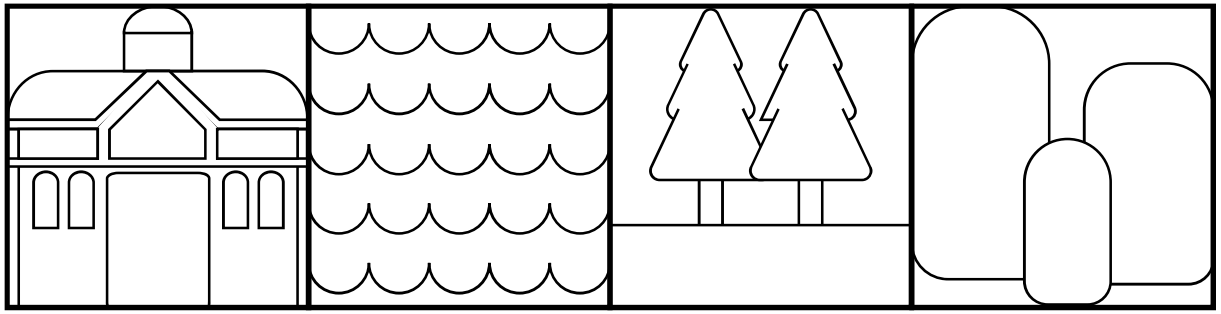


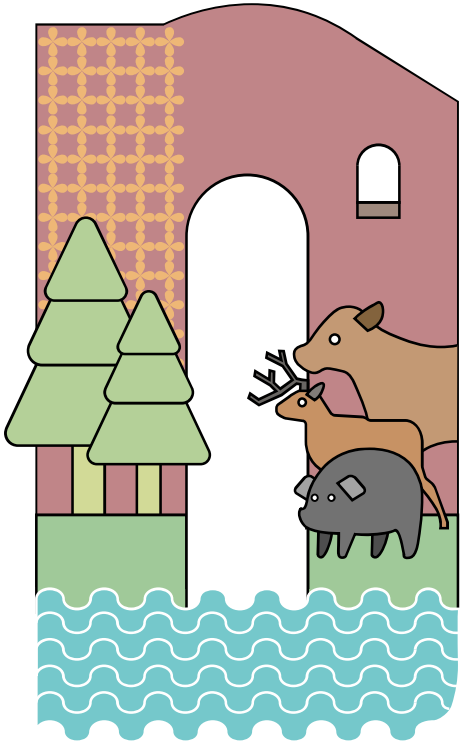


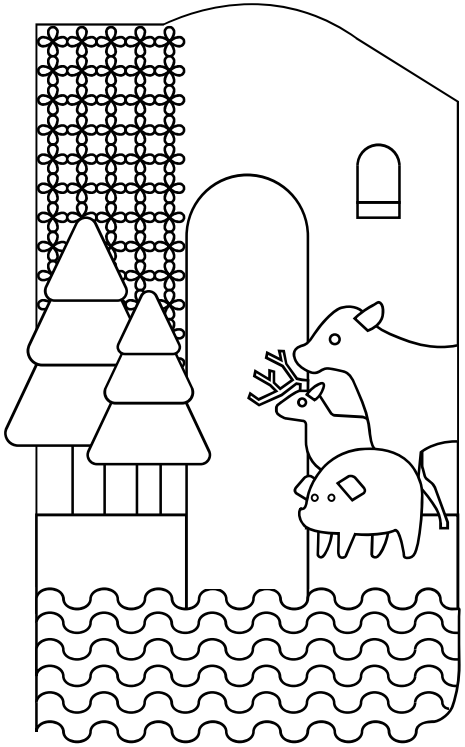


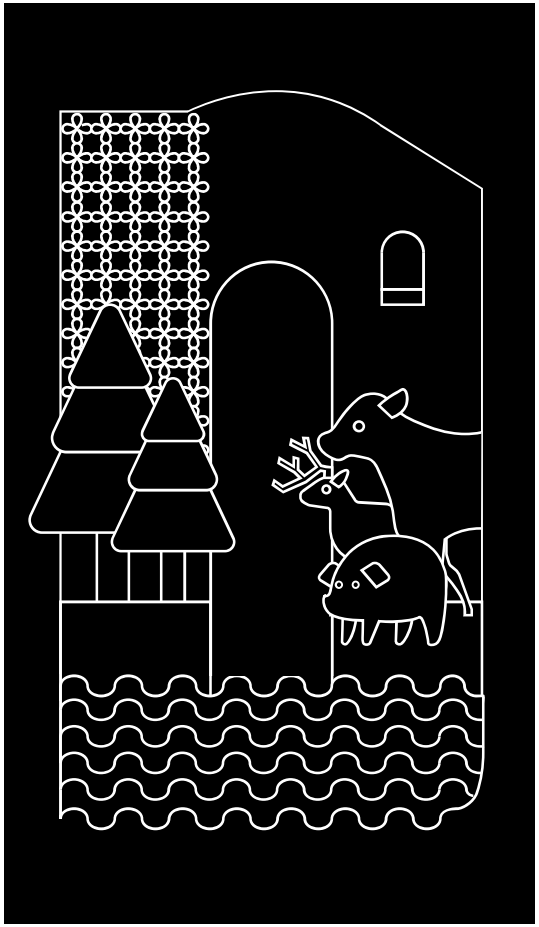


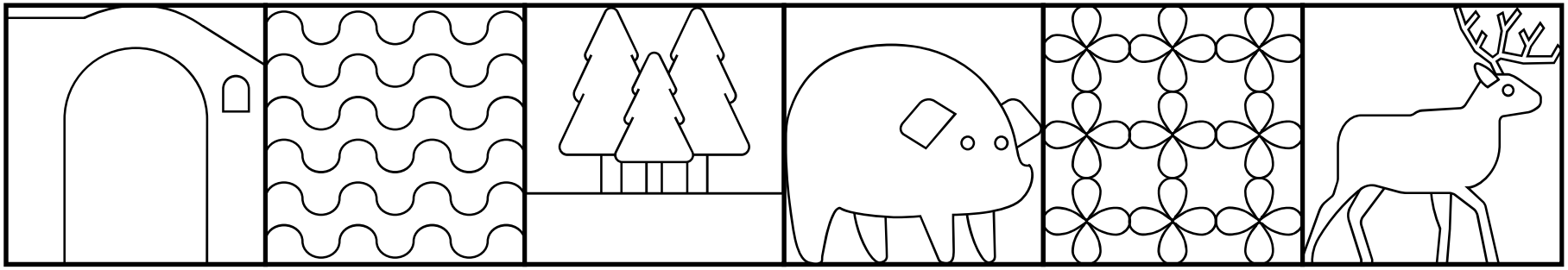


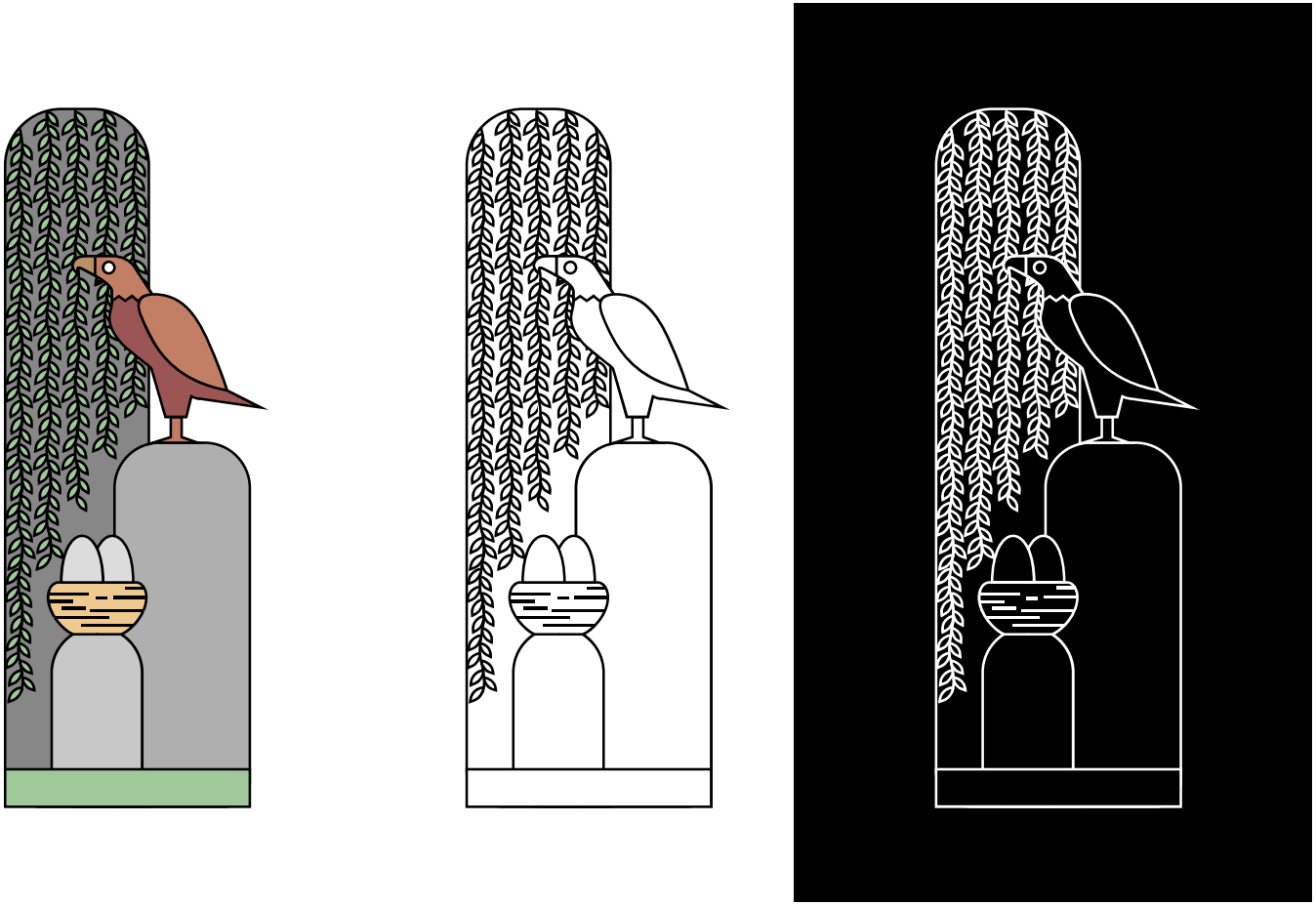






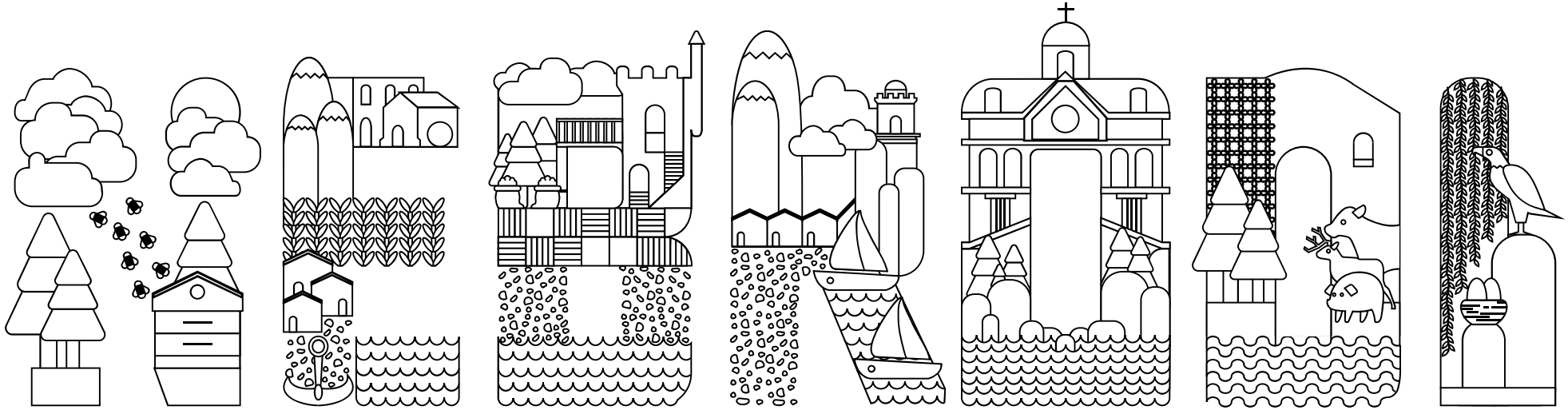






PROVE DI LEGGIBILITA E CROMIA DELLA SCRITTA







APPLICATIVI















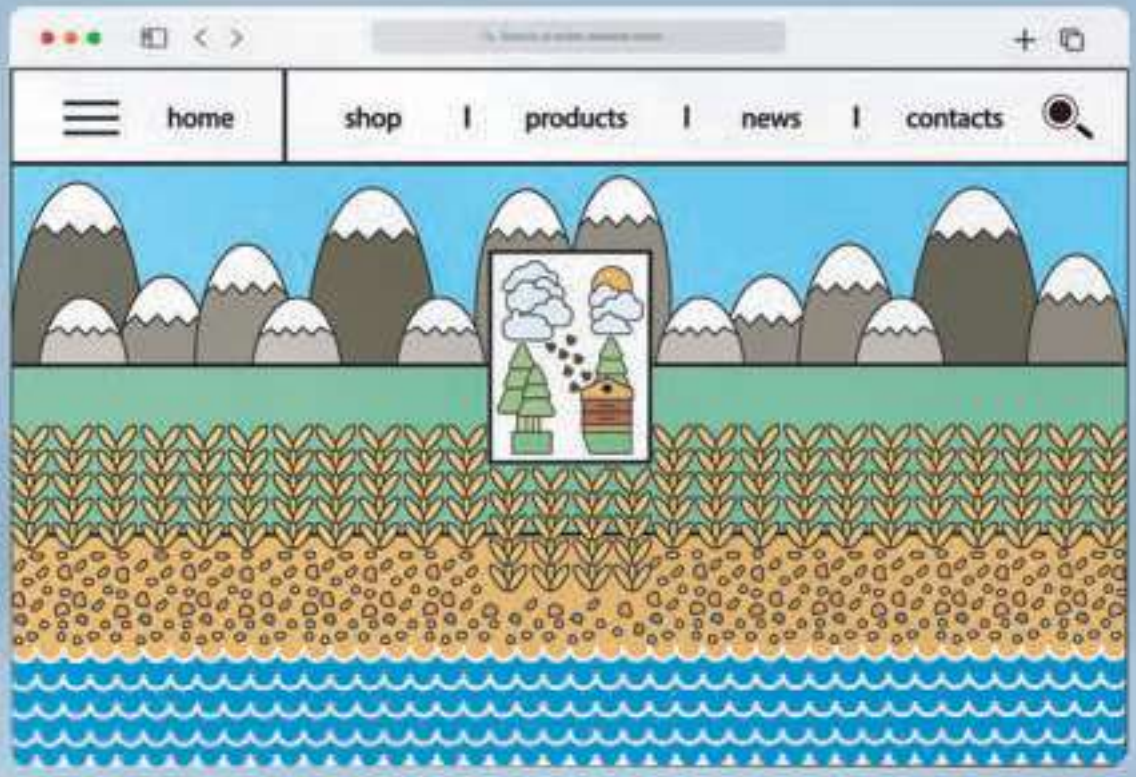








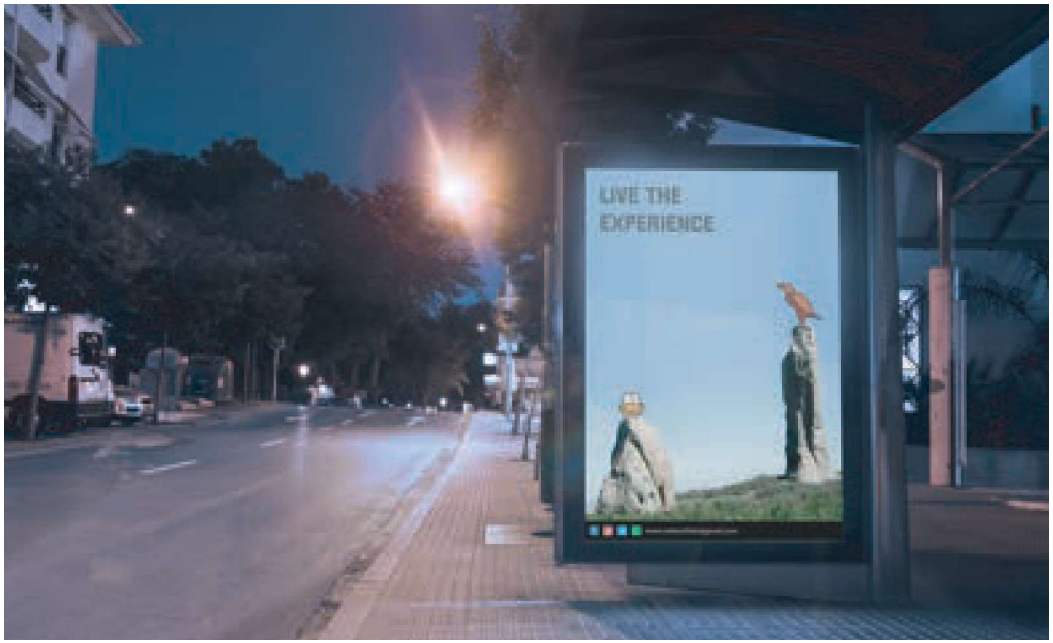


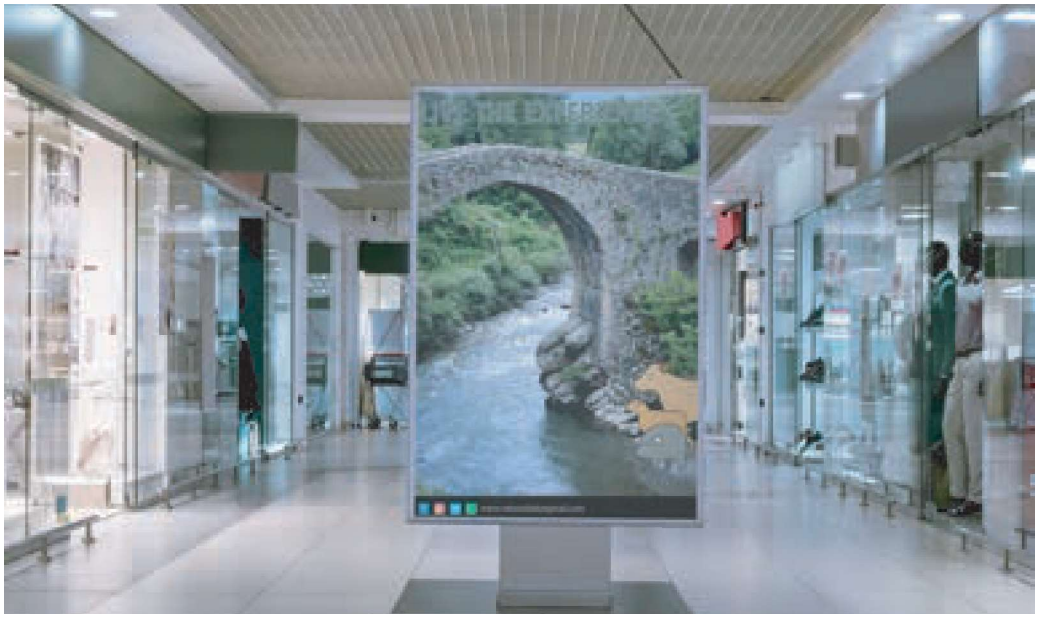

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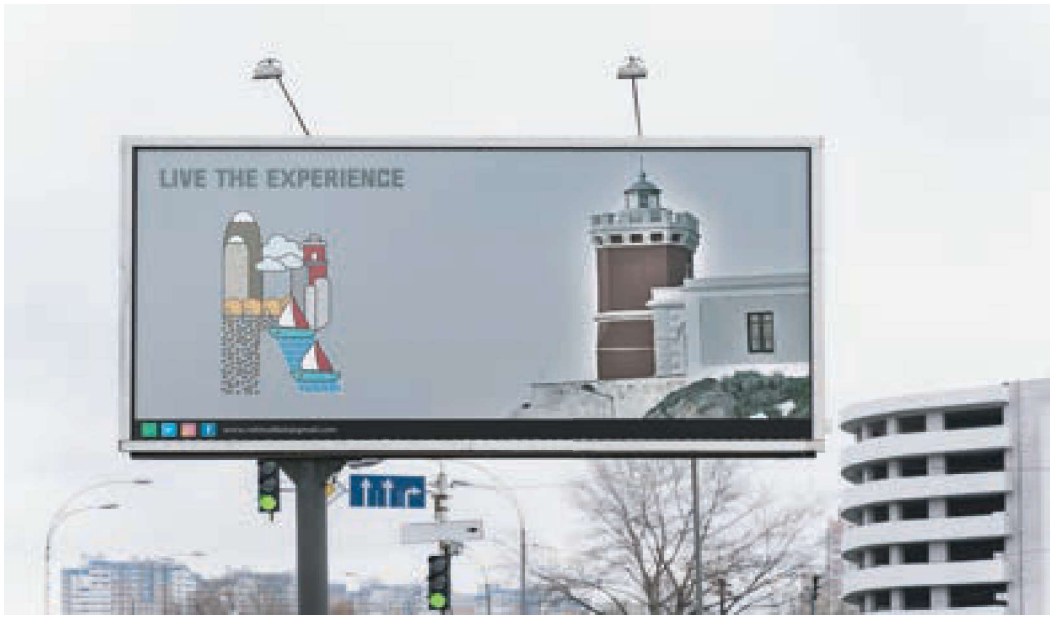


CAMPAGNA PUBBLICITARIA

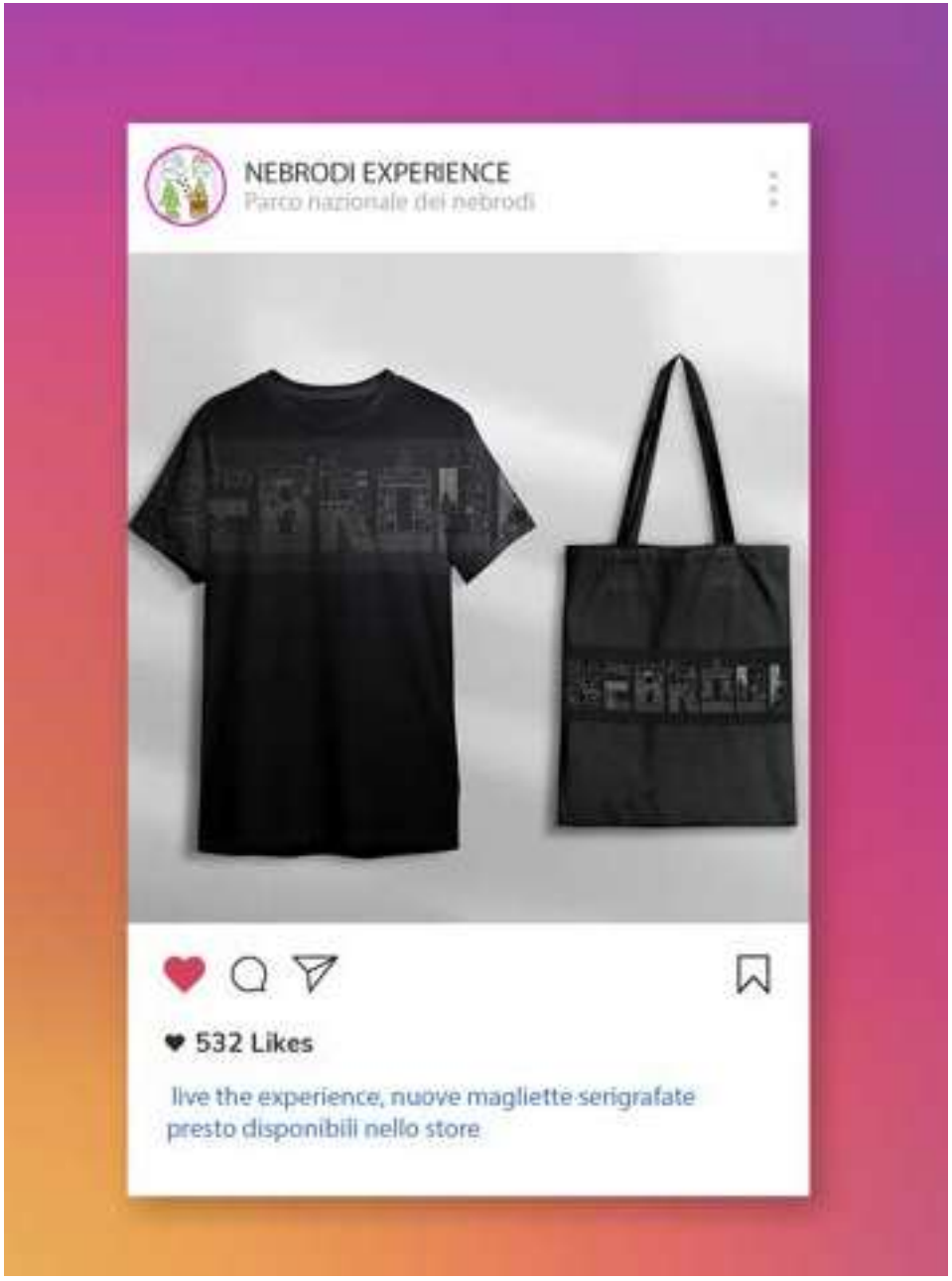











NEBRODI EXPERIENCE
Parco nazionale dei nebrodi
532 Likes
live the experience, nuove magliette serigrafate
presto disponibili nello store


LIVE THE
EXPERIENCE