



# San Lorenzo

DOVE ROMA È ROMA



# DESCRIZIONE ELEMENTI BASE

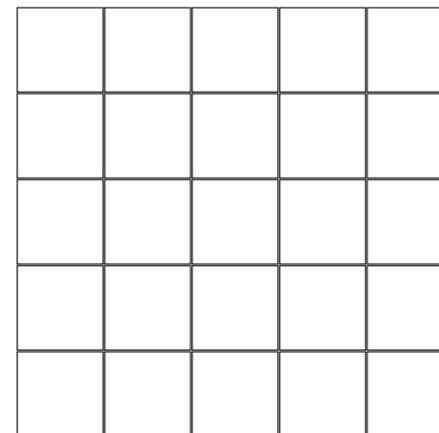
Attraverso questo progetto di brand identity territoriale si vuole comunicare, a chi non ha ancora provato l'emozione di vivere il Quartiere San Lorenzo di Roma, l'essenza del quartiere stesso, la ricchezza di monumenti, giardini e piazze ma anche la ricchezza d'animo di chi la vive quotidianamente. Attraverso lo studio affrontato in loco, sono riuscito ad ottenere una sintesi dei punti di maggiore afflusso ed importanza del quartiere, sia nelle ore diurne che notturne, ai quali ho attribuito dei valori che richiamassero e ricordassero il quartiere.

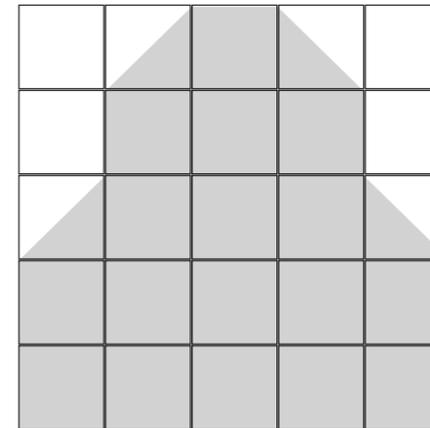


## GRIGLIA DI PARTENZA

La parte iniziale è stata eseguita prendendo in considerazione l'iconografia di San Lorenzo Martire, nello specifico la griglia.

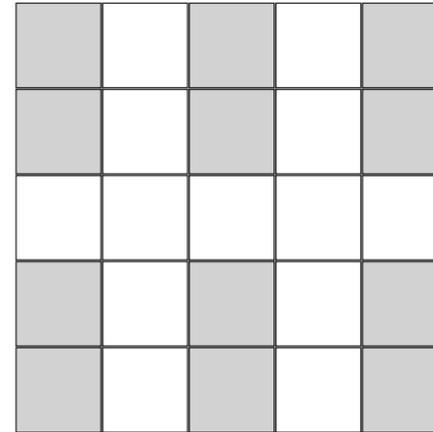
Attraverso varie prove di dimensioni e quantità di sezioni interne si è arrivati ad un quadrato diviso da 25 sezioni interne di uguale dimensione per poter ottenere una modularità.





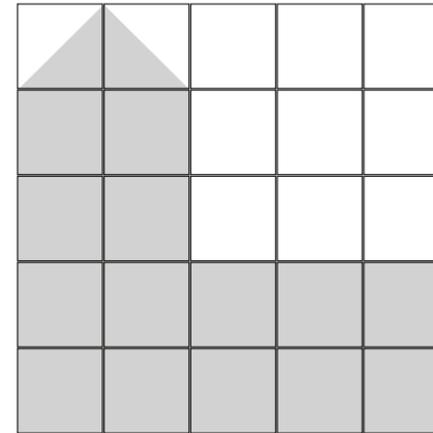
# CHIESA DELL'IMMACCOLATA

## CASA



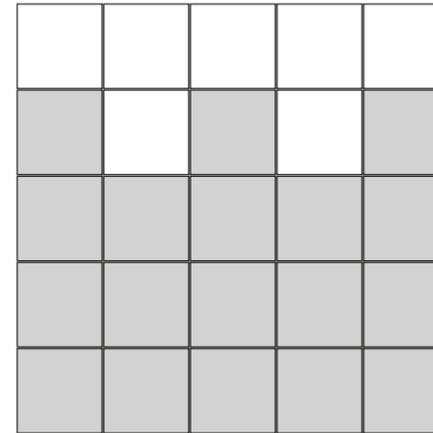
MERCATO

**COMUNITA'**



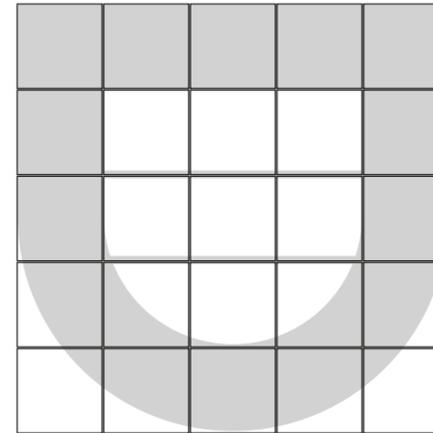
CAMPANILE

**SPIRITUALITA`**



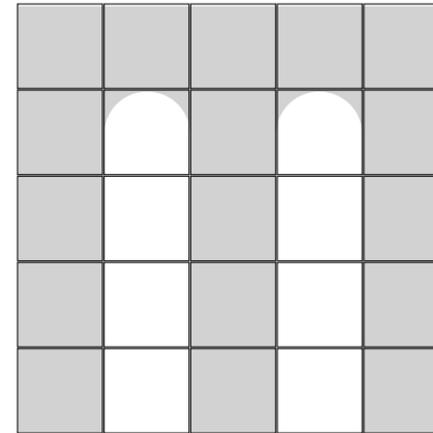
MURA

**IDENTITA'**



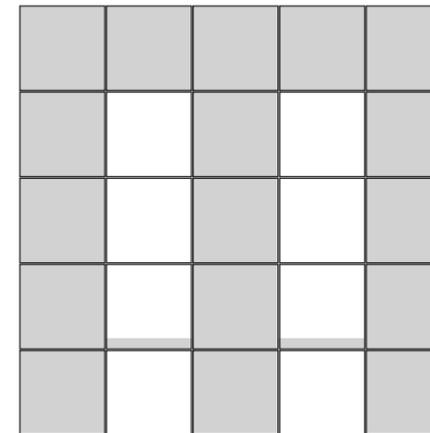
# PIAZZA DELL'IMMACOLATA

## MOVIDA



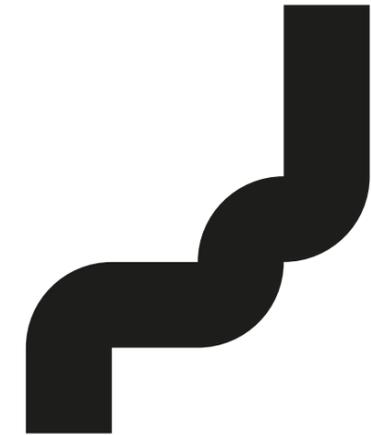
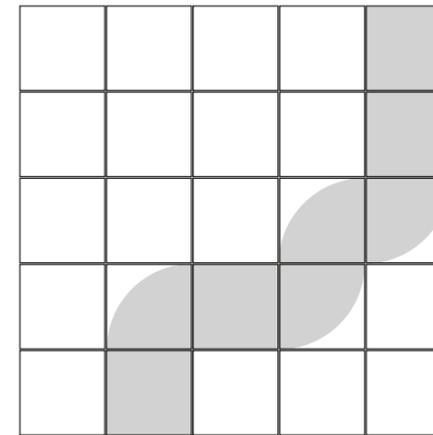
ARCHI

**STORIA**

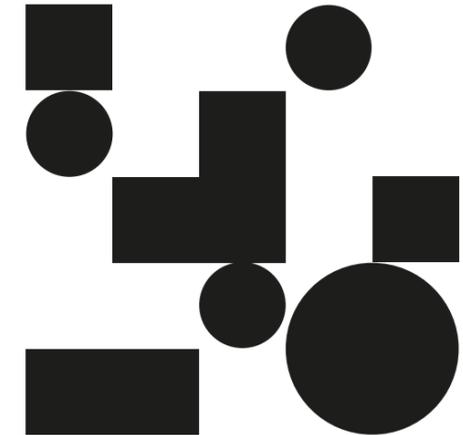
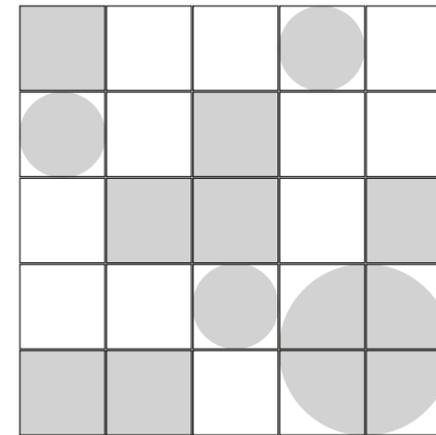


UNIVERSITÀ LA SAPIENZA

**CULTURA**

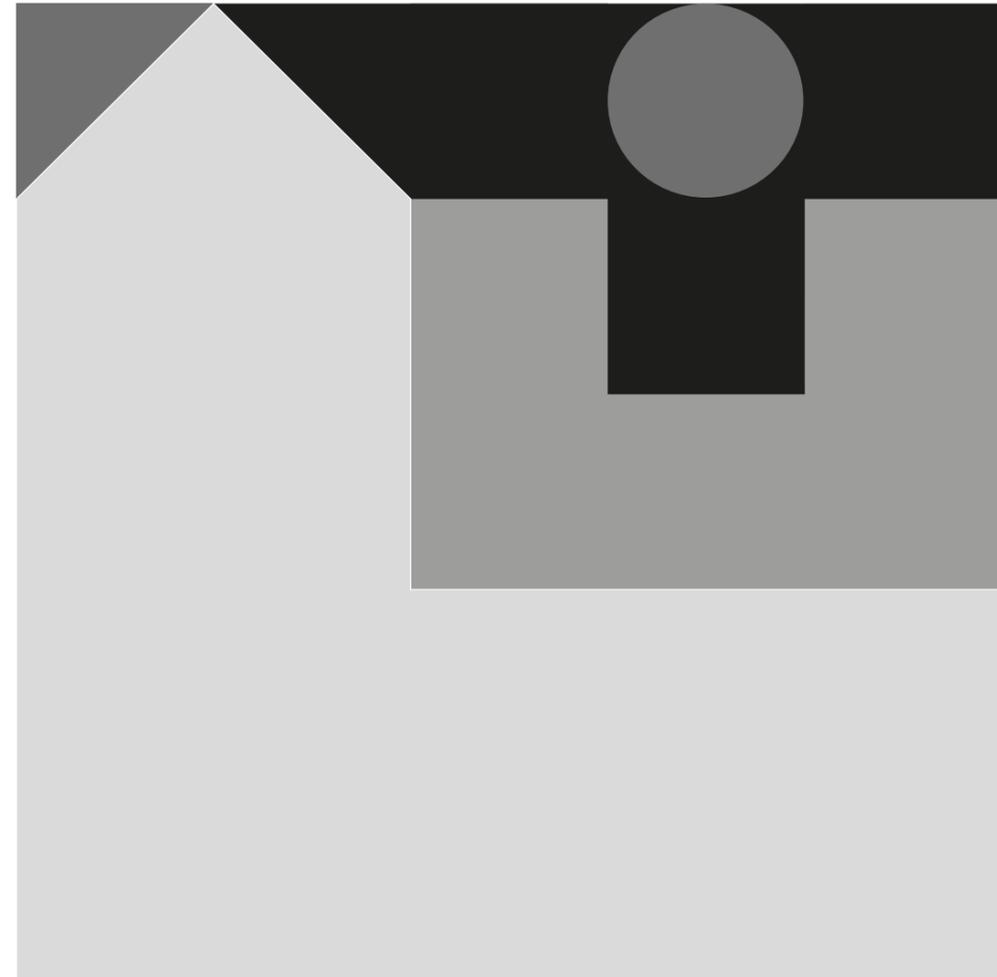
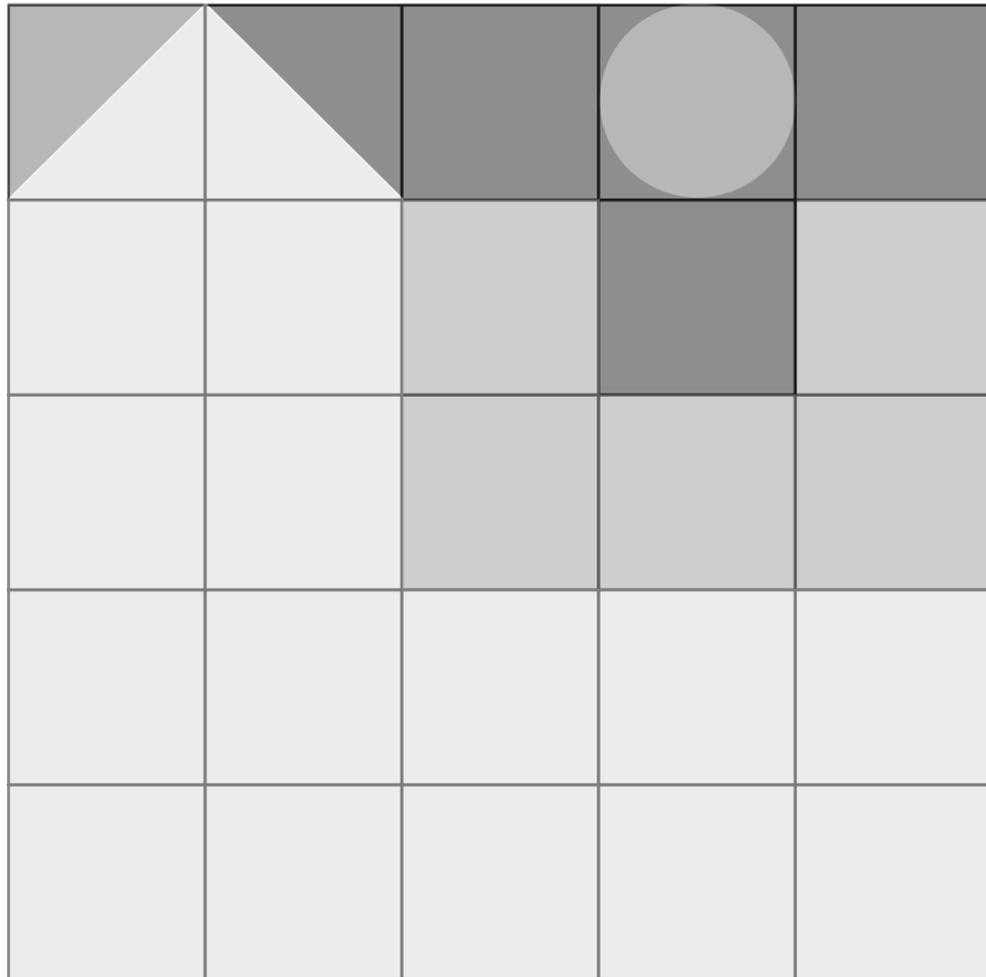


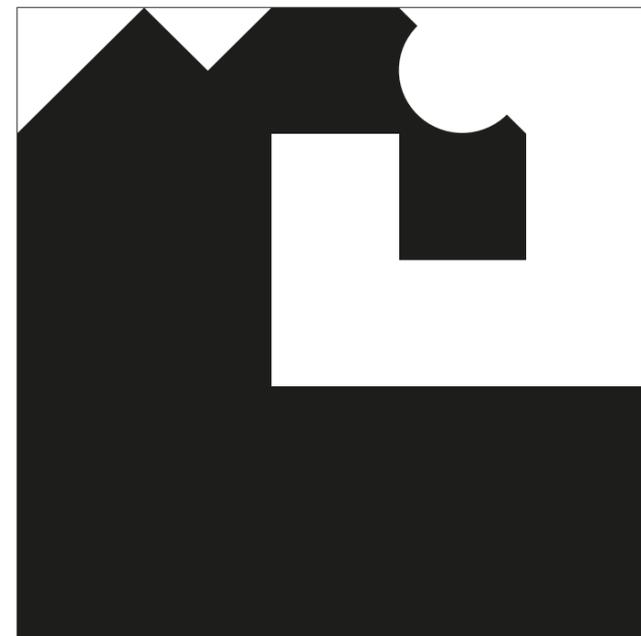
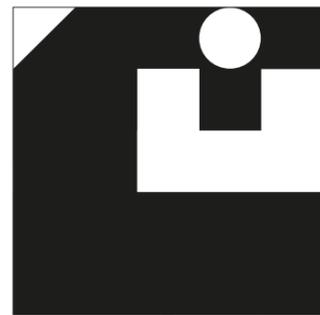
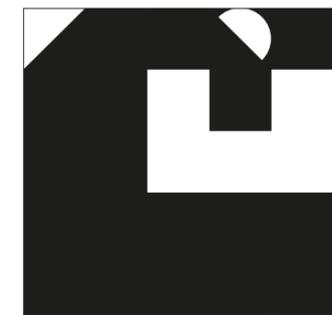
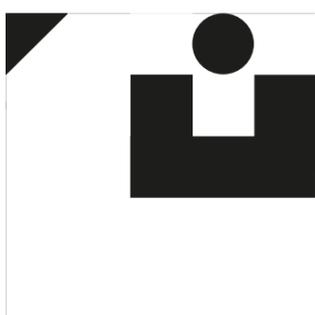
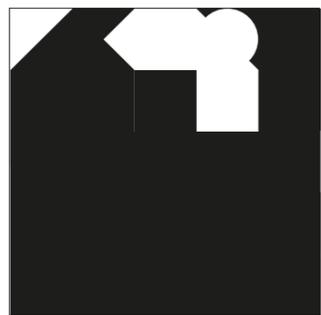
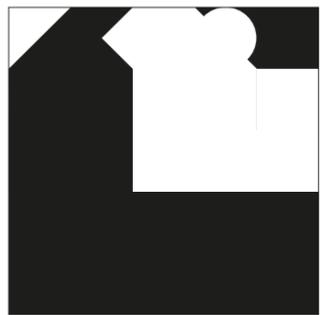
TANGENZIALE EST  
**COLLEGAMENTI**

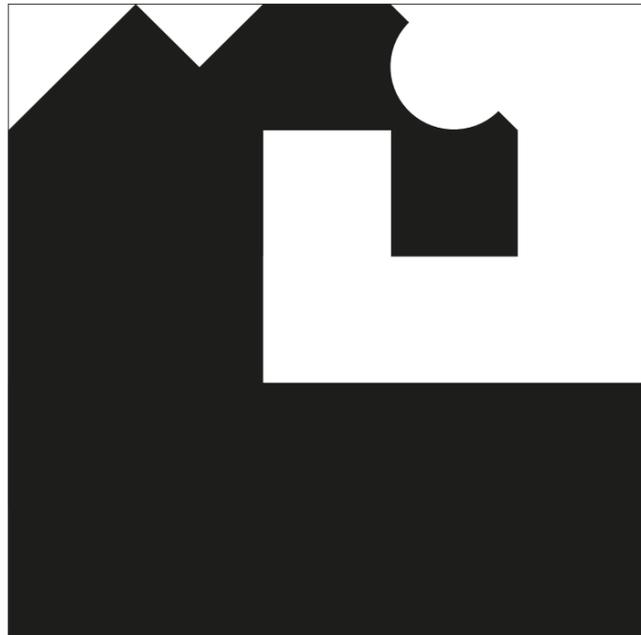


STREET ART

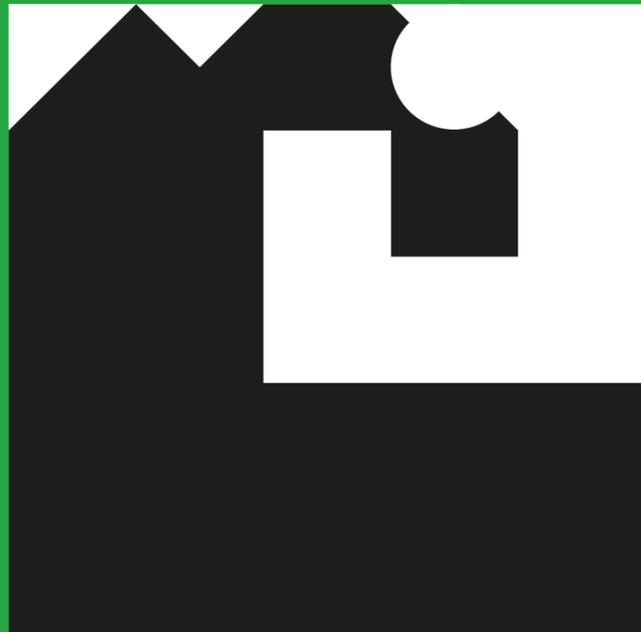
**CREATIVITÀ**





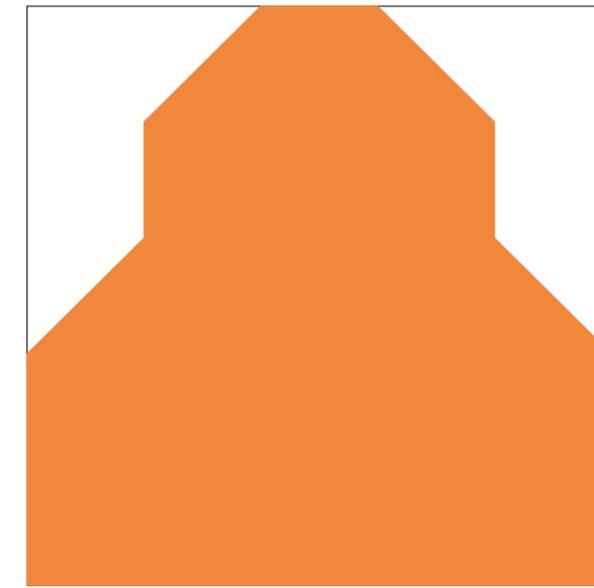






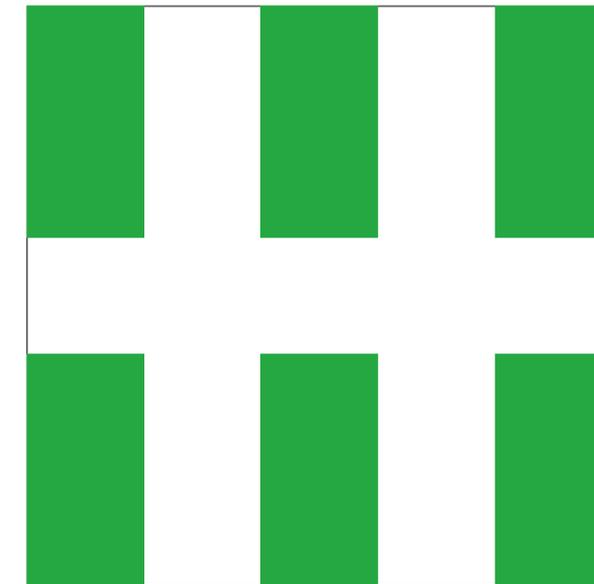


CMYK: 0-56-81-0  
RGB: 241-135-59  
# f1873b  
Pantone: 154U



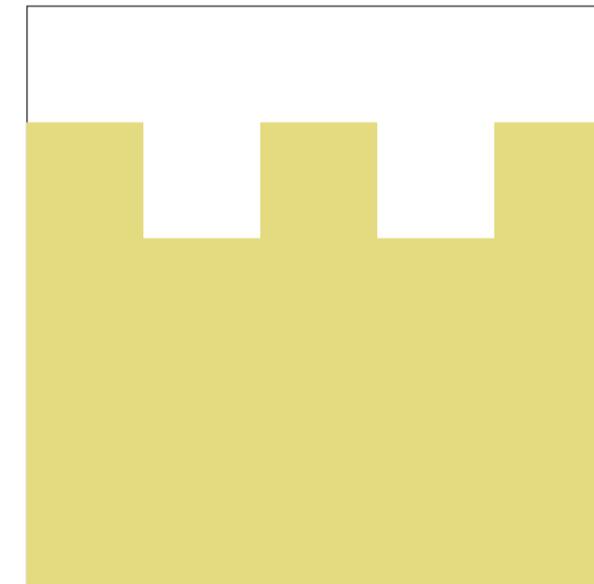


CMYK: 78-0-95-0  
RGB: 37-167-64  
# 25A740  
Pantone: 347U



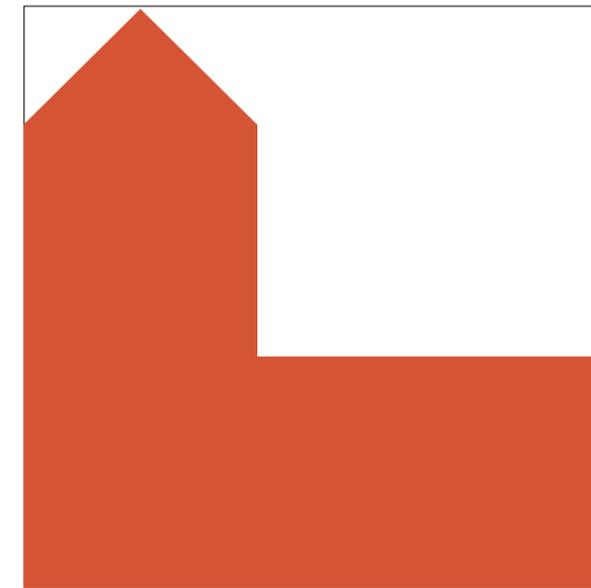


CMYK: 15-8-60-0  
RGB: 229-219-128  
# E5DB80  
Pantone: 609U





CMYK: 14-71-71-3  
RGB: 210-98-73  
# D26249  
Pantone: 173U





CMYK: 76-57-0  
RGB: 25-172-138  
# 19AC8A  
Pantone: 339U



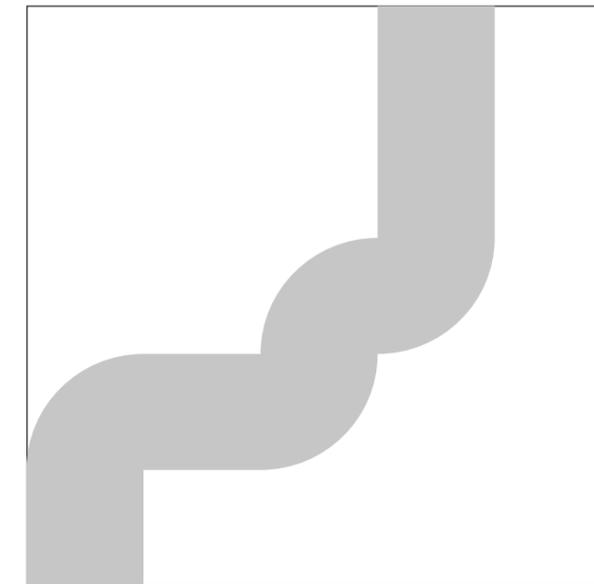


CMYK: 22-53-76-12  
RGB: 186-122-68  
# BA7A44  
Pantone: 471U





CMYK: 0-0-0-30  
RGB: 198-198-198  
# C6C6C6  
Pantone: Cool Gray 3U



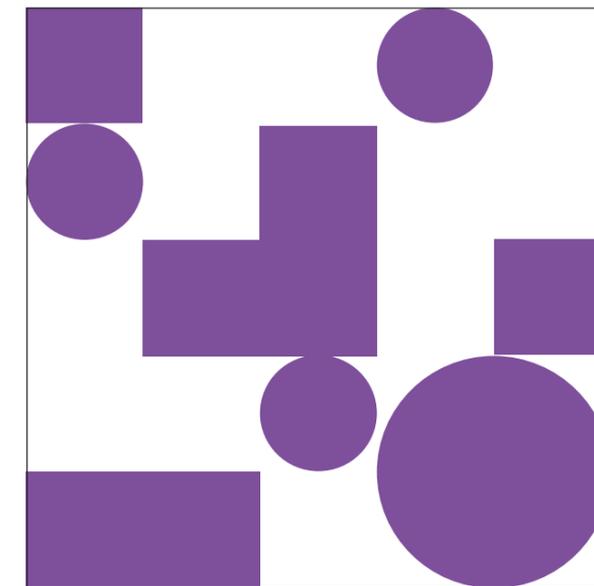


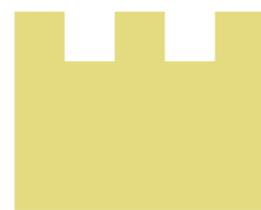
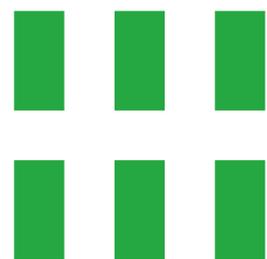
CMYK:47-36-36-17  
RGB: 136-137-137  
# 888989  
Pantone: 424U





CMYK: 61-77-0-0  
 RGB: 126-79-155  
 # 7F4F9B  
 Pantone: 2607U





CASA



COMUNITA`



IDENTITA`



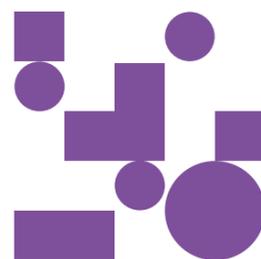
SPIRITUALITA`



MOVIDA



SORIA



COLLEGAMENTI



CULTURA



CREATIVITA`





A

a

## POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ÄÅÇÉÑÖÜÀÂÊÁÈÍÓÌÒÚÙ

abcdefghijklmnopqrstuvwxyz

àâäãåçéèêëíîïñóòöôõúùû

0123456789

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Poppins Regular / Light / Bold  
Designed by Indian Type Foundry.



# San Lorenzo

DOVE ROMA È ROMA



200mm



## San Lorenzo

DOVE ROMA È ROMA



100mm



### San Lorenzo

DOVE ROMA È ROMA



50mm



