

# CASE DI QUARTIERE

## BOLOGNA BRAND IDENTITY

—  
Giugno 2023



**frush**  
[creative studio]





CASE — DI  
**QUARTIERE**  
B O L O G N A



CASE — DI  
**QUARTIERE**  
B O L O G N A  
Borgo Panigale | Reno



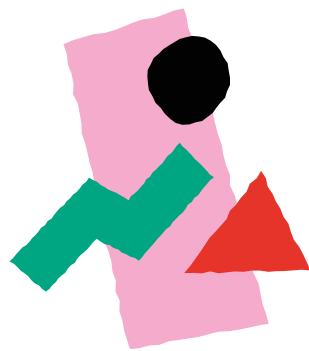
CASE — DI  
**QUARTIERE**  
B O L O G N A  
Navile



CASE — DI  
**QUARTIERE**  
B O L O G N A  
Porto | Saragozza



CASE — DI  
**QUARTIERE**  
B O L O G N A  
San Donato | San Vitale



CASE — DI  
**QUARTIERE**  
B O L O G N A  
Santo Stefano




CASE — DI  
**QUARTIERE**  
B O L O G N A  
Savena






MAPPA DELLE CASE DIVISE PER QUARTIERE



FORME DEI QUARTIERI | con colori associati

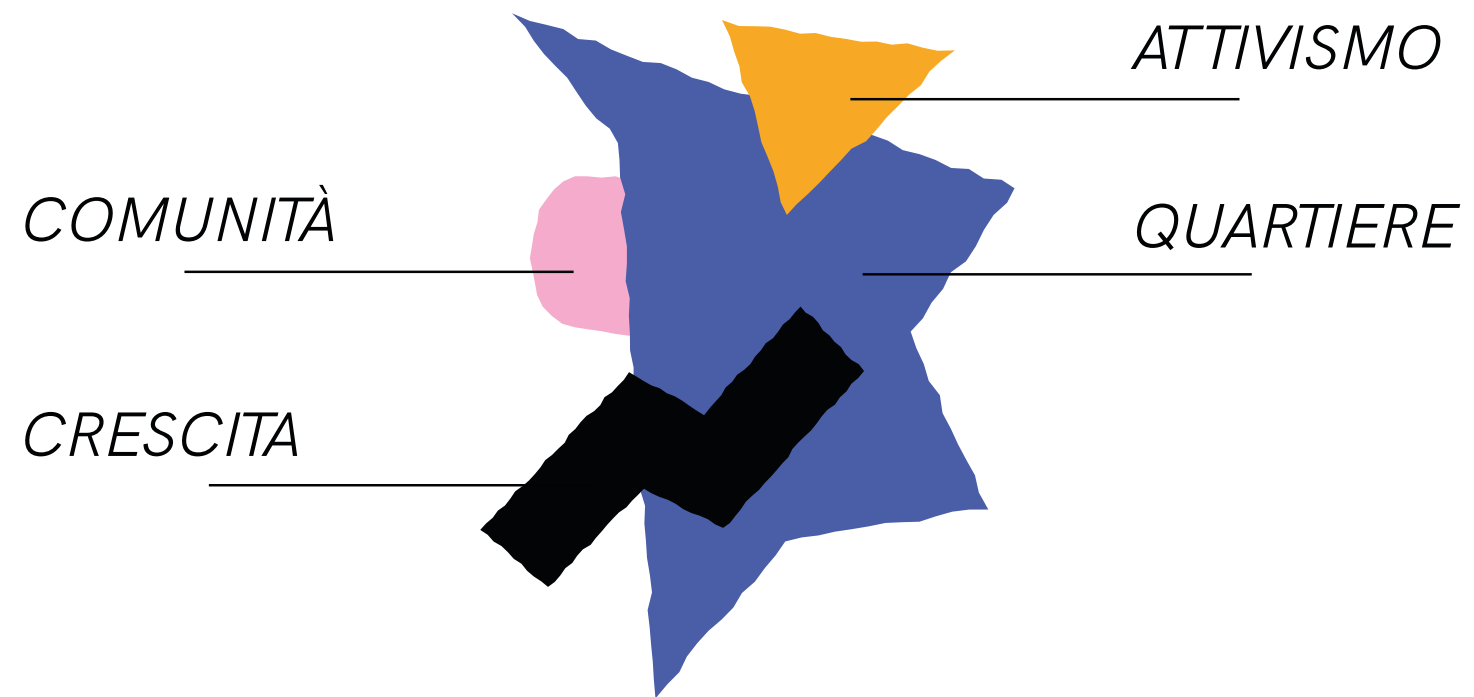
-  Borgo Panigale - Reno
-  Navile
-  Porto - Saragozza
-  San Donato - San Vitale
-  Santo Stefano
-  Savena

FORME SIMBOLICHE | valori primari

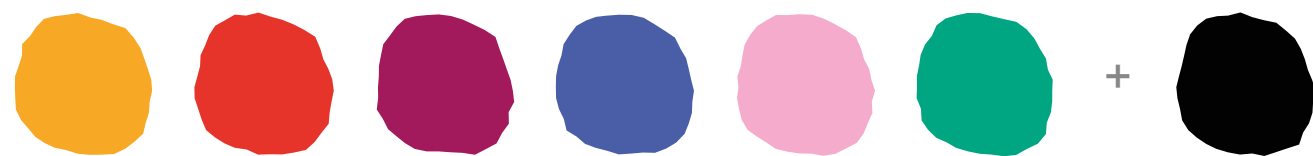
-  Comunità
-  Attivismo
-  Crescita

## ESEMPIO DI UNIONE DELLE FORME

bordi irregolari  
combinazione di colori



PALETTE COLORE | sei colori + il nero





# HK Grotesk Bold

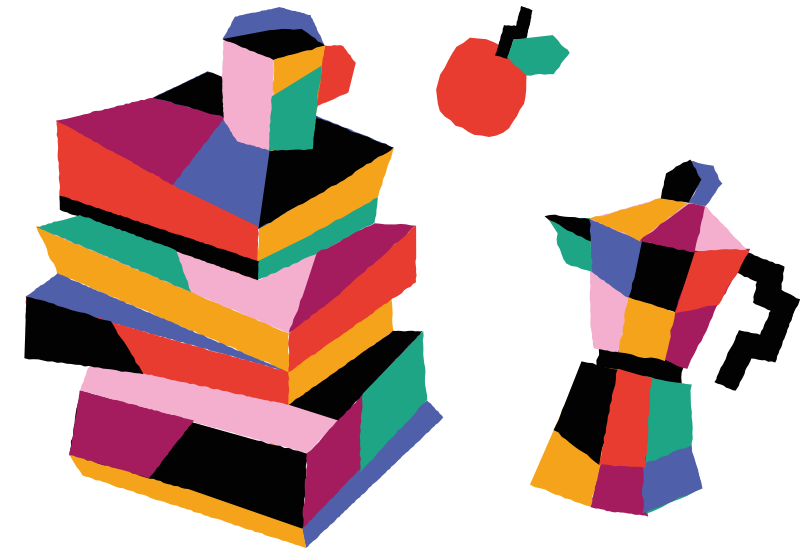
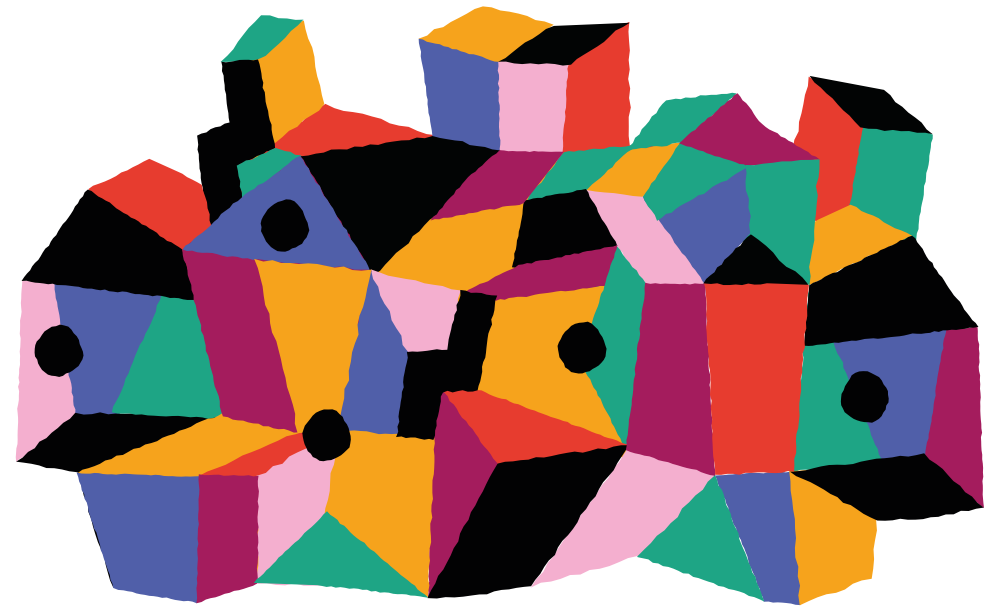
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !?@#%\*

# HK Grotesk Medium

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# HK Grotesk Light

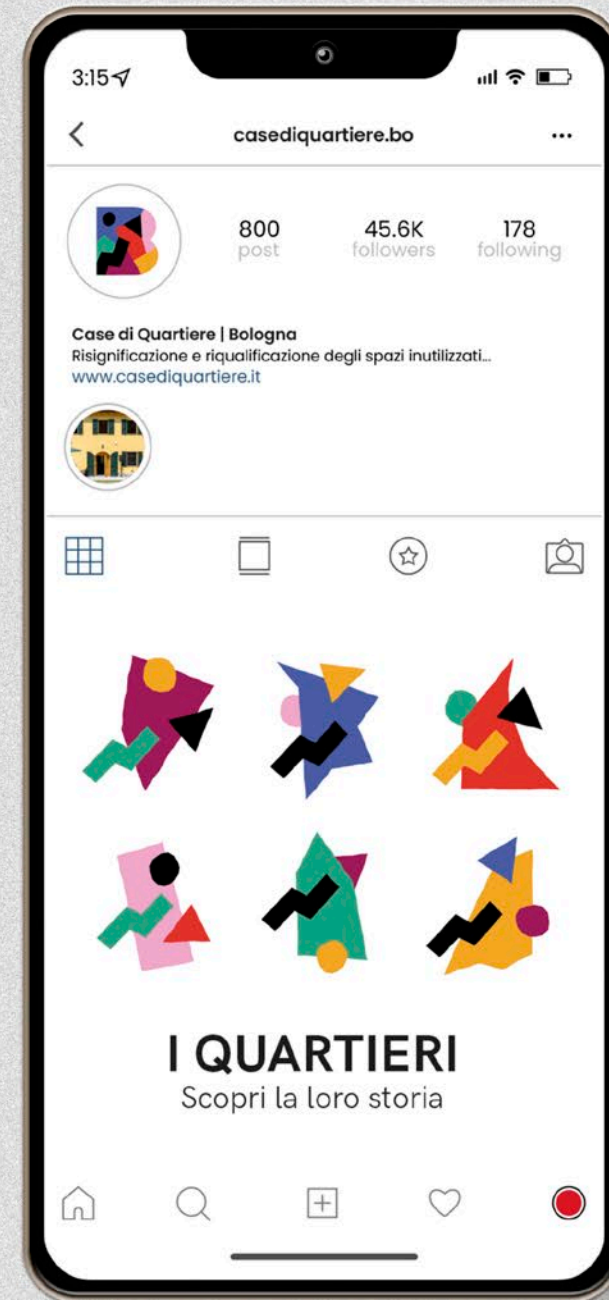
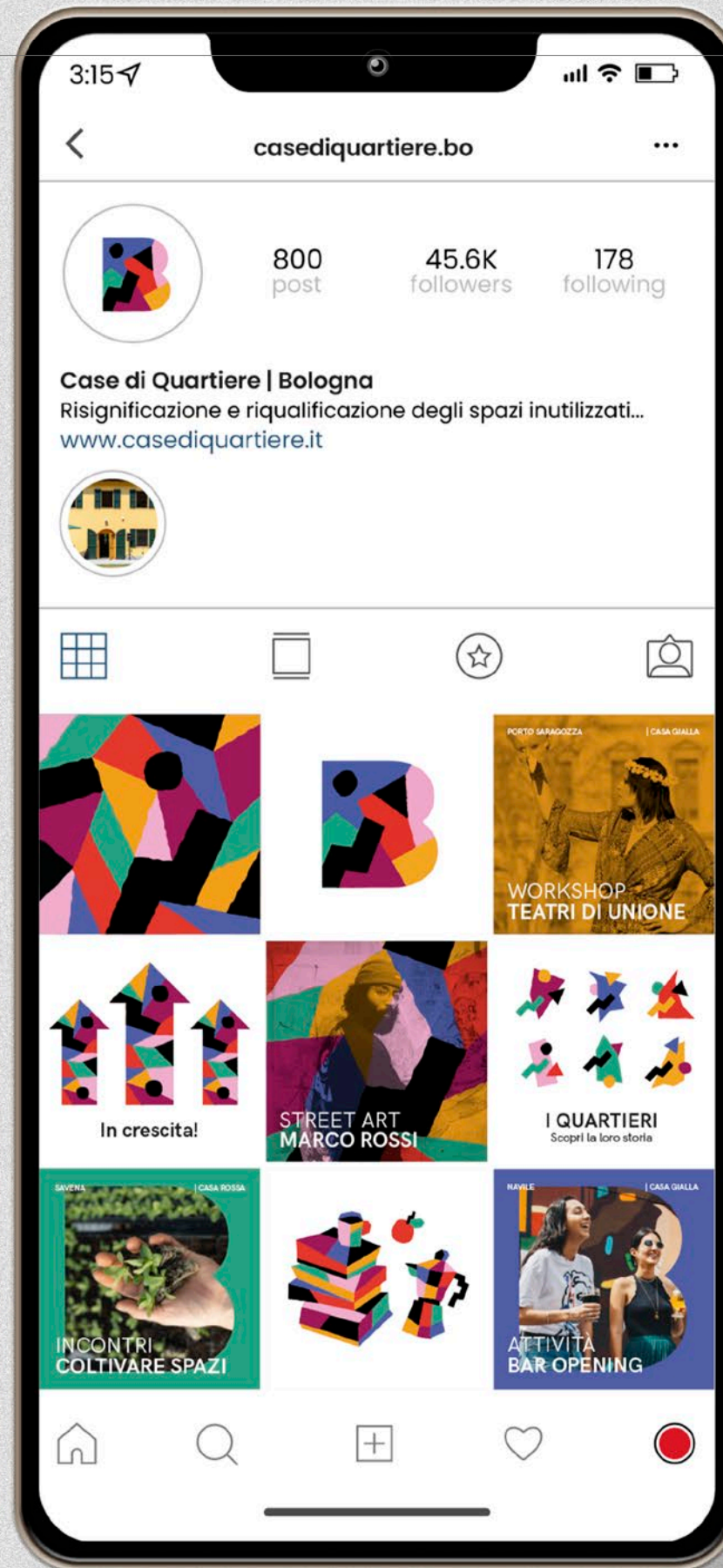
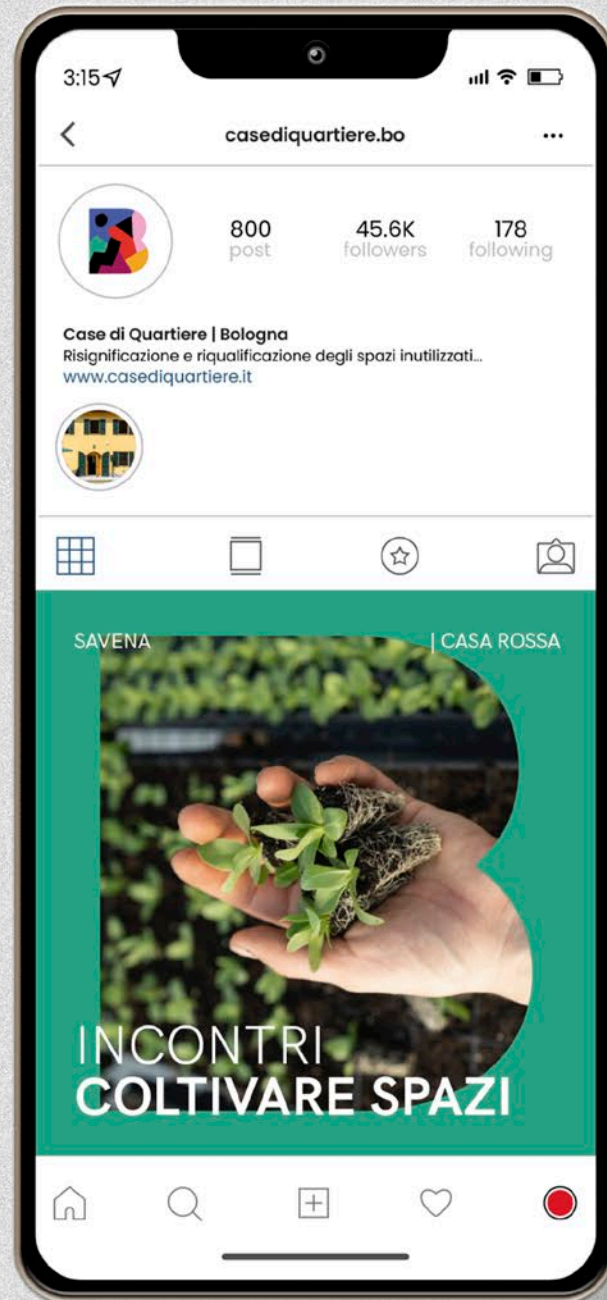
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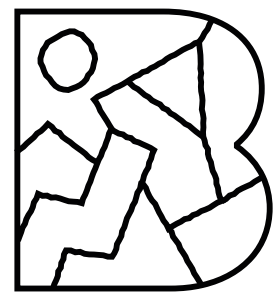










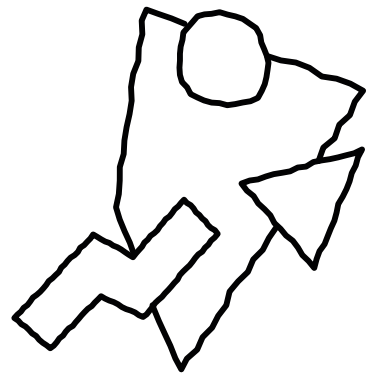


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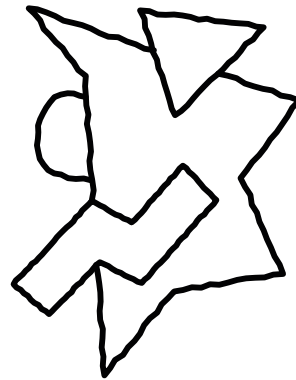


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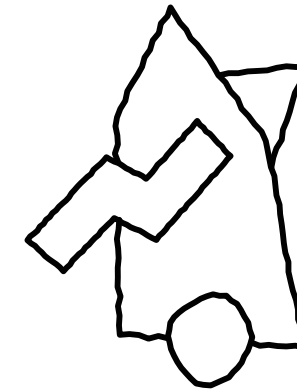




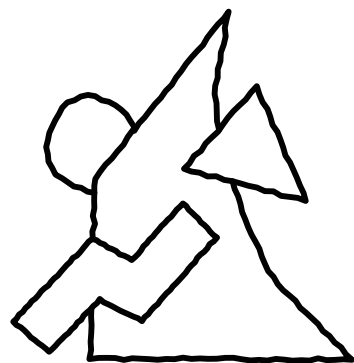
CASE — DI  
**QUARTIERE**  
B O L O G N A  
Borgo Panigale | Reno



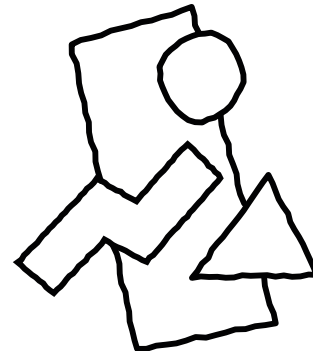
CASE — DI  
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B O L O G N A  
Navile



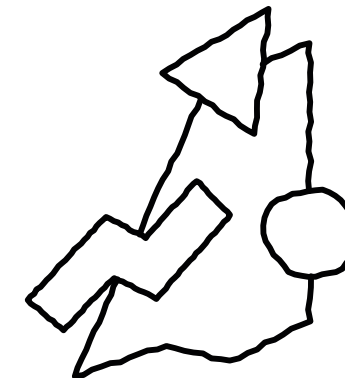
CASE — DI  
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B O L O G N A  
Porto | Saragozza



CASE — DI  
**QUARTIERE**  
B O L O G N A  
San Donato | San Vitale



CASE — DI  
**QUARTIERE**  
B O L O G N A  
Santo Stefano



CASE — DI  
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Savena



CASE — DI  
**QUARTIERE**

B O L O G N A

Borgo Panigale | Reno

Villa Bernaroli



CASE — DI  
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B O L O G N A

Navile

Montanari



CASE — DI  
**QUARTIERE**

B O L O G N A

Porto | Saragozza

Costa

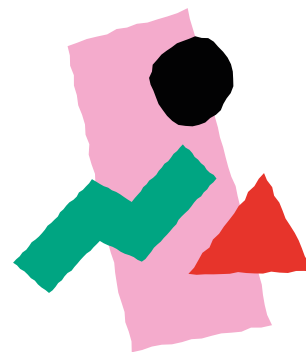


CASE — DI  
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B O L O G N A

San Donato | San Vitale

Scipione dal Ferro



CASE — DI  
**QUARTIERE**

B O L O G N A

Santo Stefano

Lunetta Gamberini



CASE — DI  
**QUARTIERE**

B O L O G N A

Savena

San Rafel



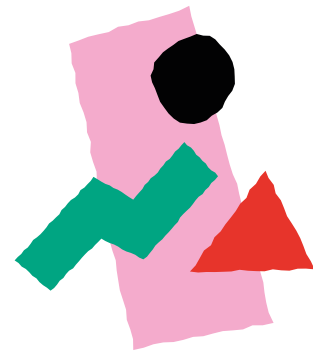


CASE — DI  
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Porto | Saragozza

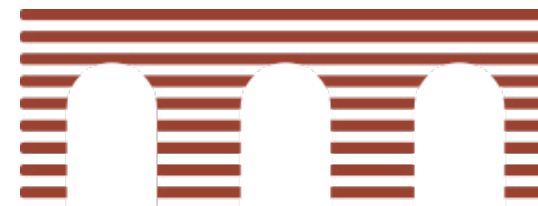


CASE — DI  
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B O L O G N A  
San Donato | San Vitale





CASE — DI  
**QUARTIERE**  
B O L O G N A  
Santo Stefano



**Lunetta Gamberini**



CASE — DI  
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B O L O G N A  
Borgo Panigale | Reno



centro **rosa marchi**











