



**Negozi e Botteghe
di Firenze**



Progetto di branding e comunicazione per i Centri Commerciali Naturali fiorentini.

Per evitare che, come succede di frequente, i Centri Commerciali Naturali continuino ad essere associati ai Centri Commerciali tradizionali abbiamo ideato un nuovo nome in grado di enfatizzare le attività di quartiere.

Negozi e Botteghe di Firenze

La soluzione.

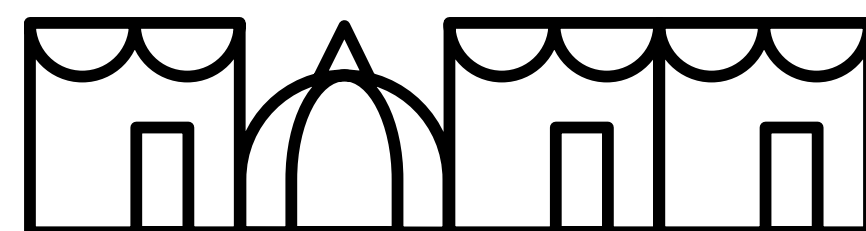
**Creare un sistema
visivo modulare in grado
di comunicare il progetto
e allo stesso tempo
identificare ogni singolo
Negozio e Bottega di Firenze.**



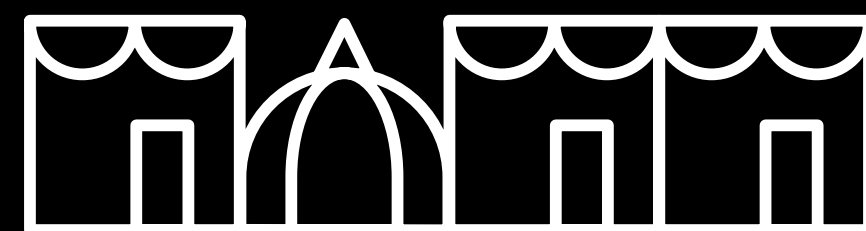
Negozi e Botteghe di Firenze

Marchio
generico

K.

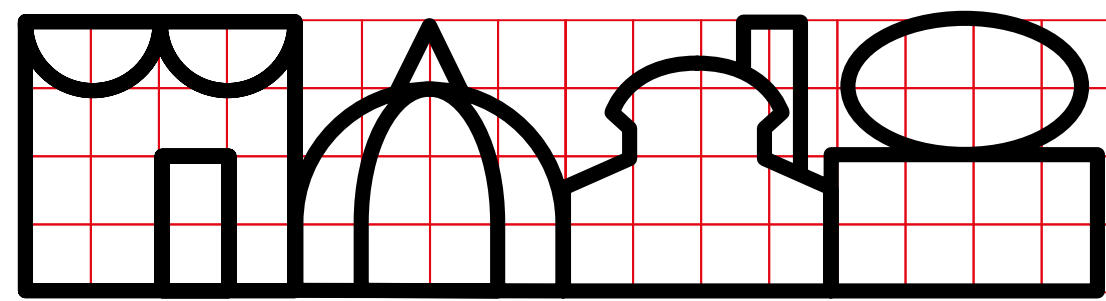


**Negozi e Botteghe
di Firenze**



**Negozi e Botteghe
di Firenze**

Icone Firenze Icone Luogo



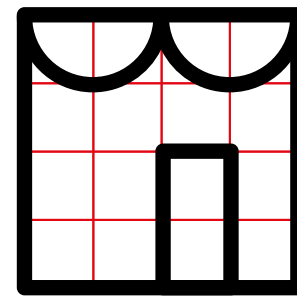
Negozi e Botteghe di Firenze

Borgo Ognissanti

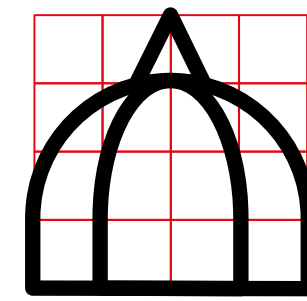
Rappresentazione di
Negozi e Botteghe di Firenze

Nome del Progetto

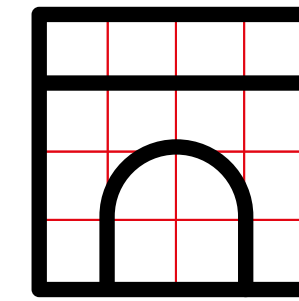
Luogo



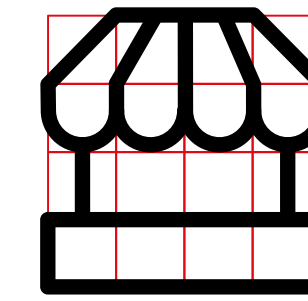
NEGOZIO



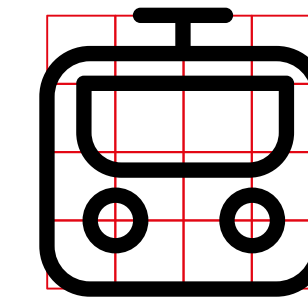
CUPOLA



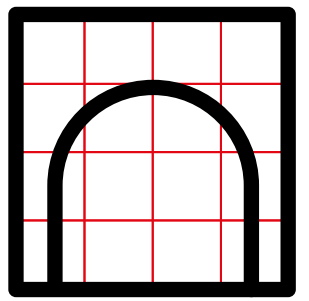
PORTA



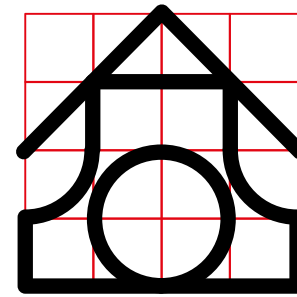
MERCATO



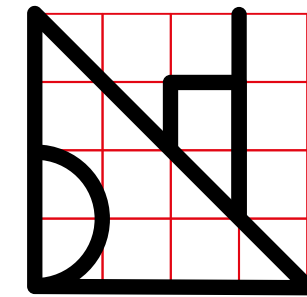
TRAM



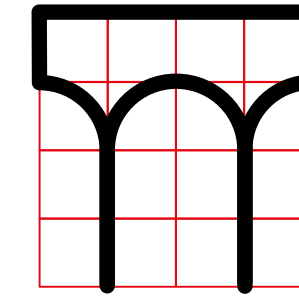
ARCO



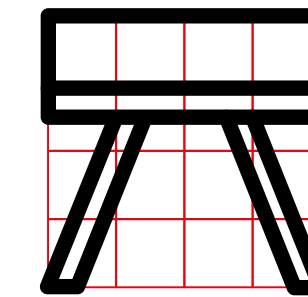
SANTO SPIRITO



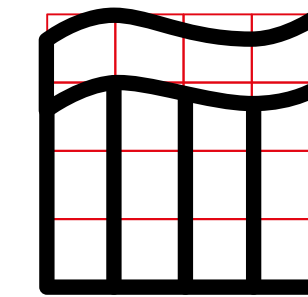
VIA DI NOVOLI



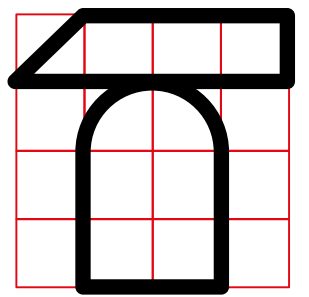
BORGO LA CROCE



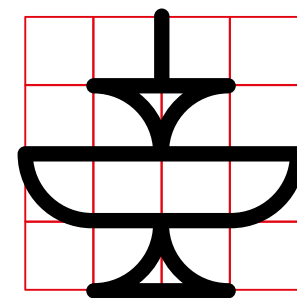
PONTE VARLUNGO



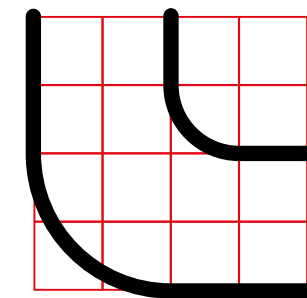
MERCATO CURE



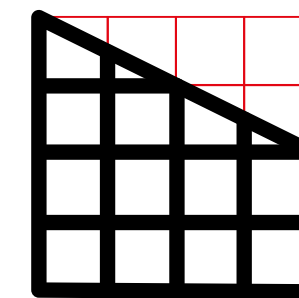
STATUA P.ROMANA



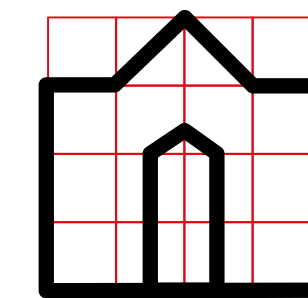
FONTANA S. SPIRITO



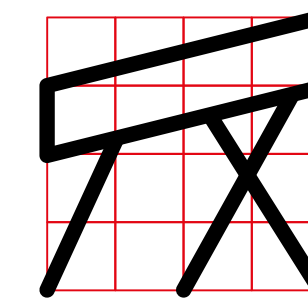
VIA



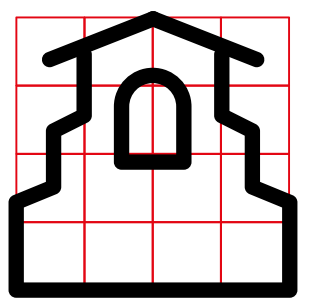
VIA DI NOVOLI



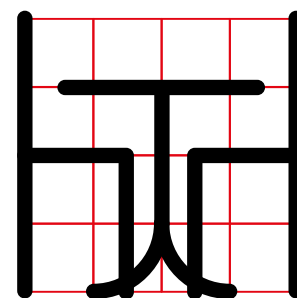
CHIESA ISOLOTTO



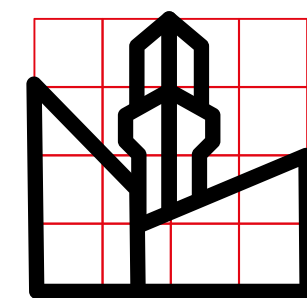
PIAZZA ISOLOTTO



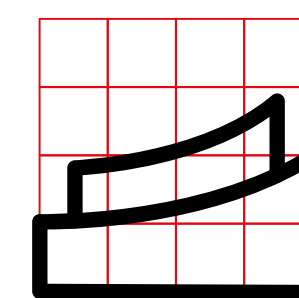
SAN LORENZO



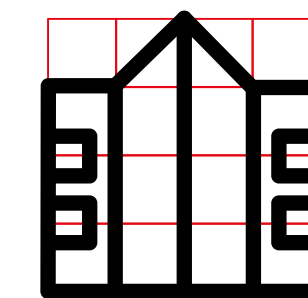
BAR



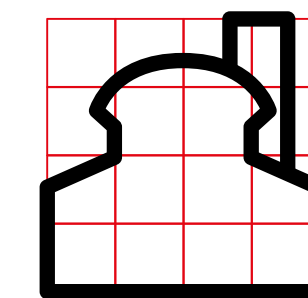
SCORCIO VIA DE NERI



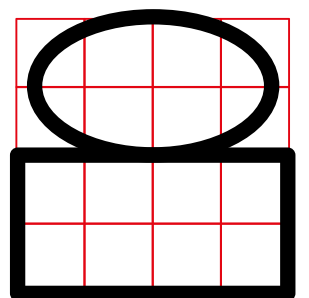
S. JACOPINO



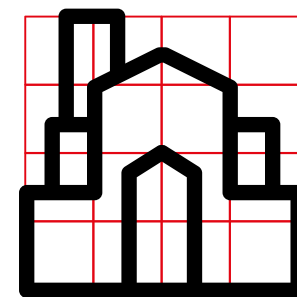
S. JACOPINO



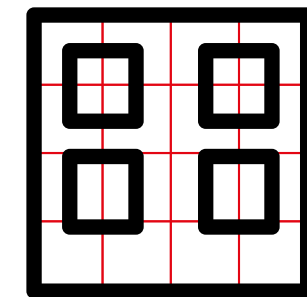
B. OGNISSANTI



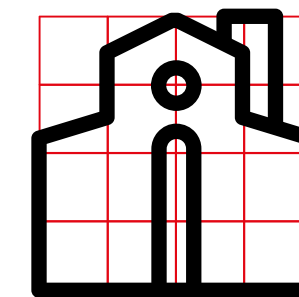
STATUA OGNISSANTI



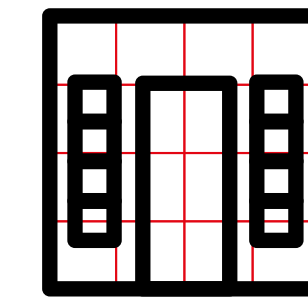
SAN GERVASIO



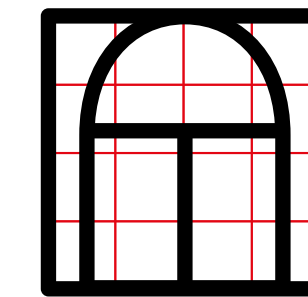
PALAZZI



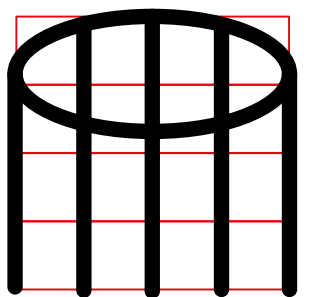
VIA MANNI



VIALE EUROPA

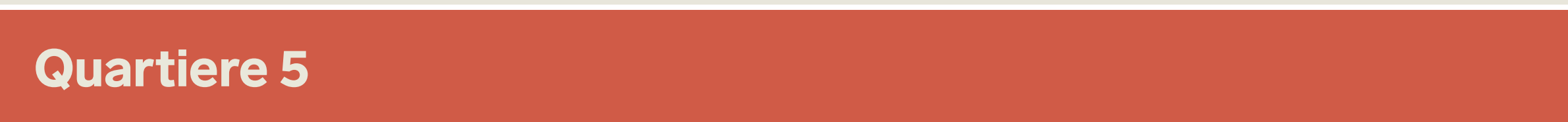
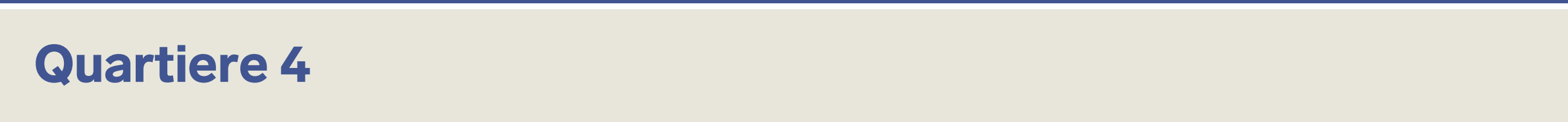
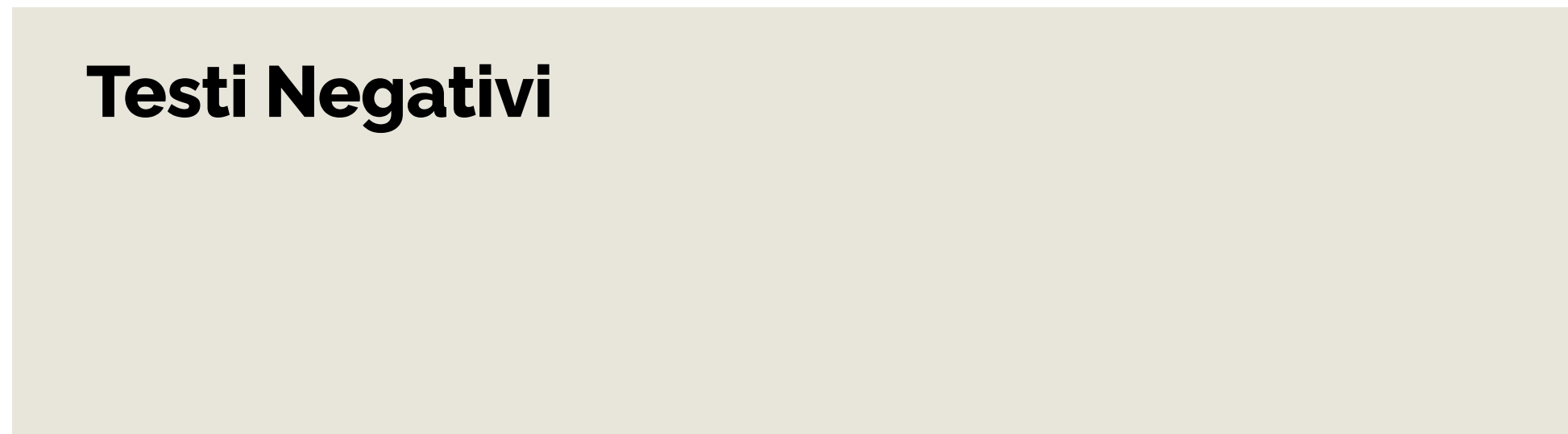
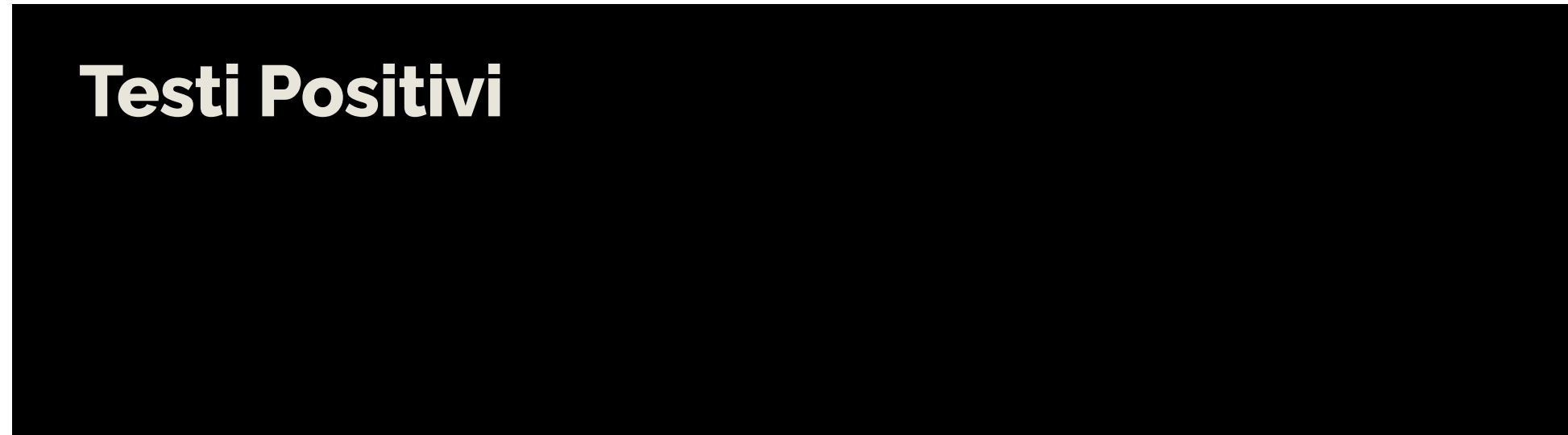


VIA DEI CALZAIUOLI



VIALE EUROPA

Palette colori e tipografia



Raleway Google Font **FREE**

Thin

Thin

ExtraLight

ExtraLight

Light

Light

Regular

Regular

Medium

Medium

SemiBold

SemiBold

Bold

Bold

ExtraBold

ExtraBold

Black

Black



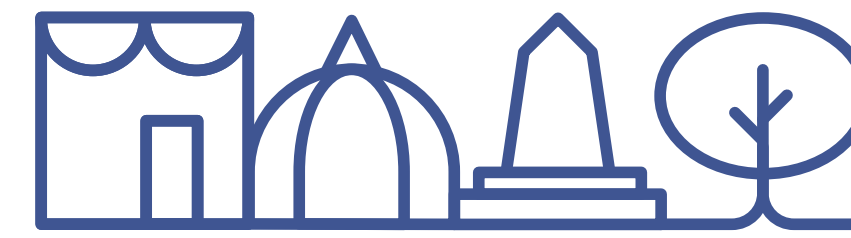
**Negozi e Botteghe
di Firenze**

San Frediano



**Negozi e Botteghe
di Firenze**

Via Gioberti



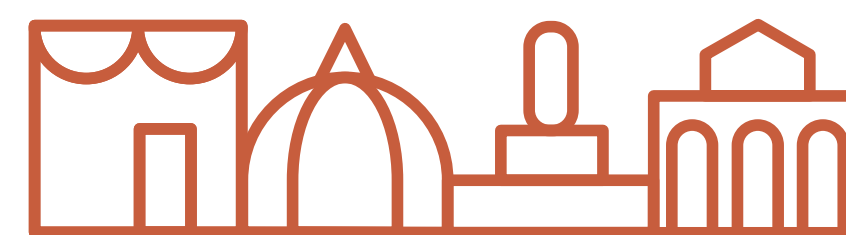
**Negozi e Botteghe
di Firenze**

Galluzzo



**Negozi e Botteghe
di Firenze**

La Piazza



**Negozi e Botteghe
di Firenze**

Borgo di Peretola

Materiali di diffusione



Negozi e Botteghe di Firenze
La città viva dei quartieri.

SCOPRILI TUTTI



COMUNE DI FIRENZE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in



COMUNE DI FIRENZE



Negozi e Botteghe di Firenze
San Frediano

SCOPRILI TUTTI



COMUNE DI FIRENZE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et



COMUNE DI FIRENZE

Negozi e Botteghe di Firenze
Viale Guidoni


Viale Guidoni

SCOPRILI TUTTI

COMUNE DI FIRENZE

www.comune.fi.it

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip



COMUNE DI FIRENZE

Negozi e Botteghe di Firenze
Via Gioberti

Via Gioberti

SCOPRILI TUTTI

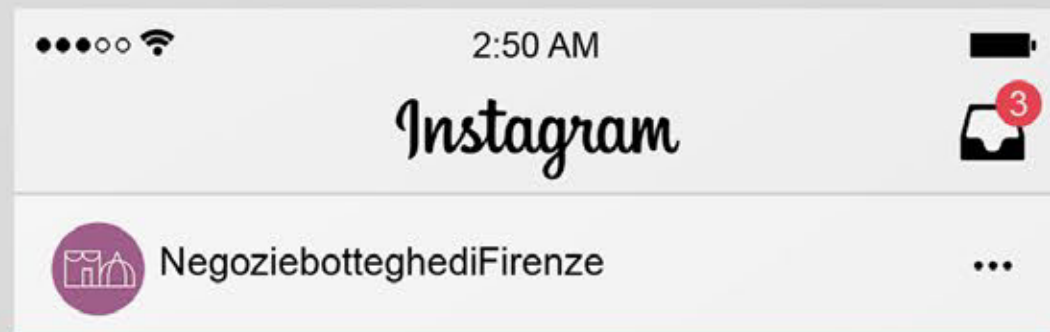
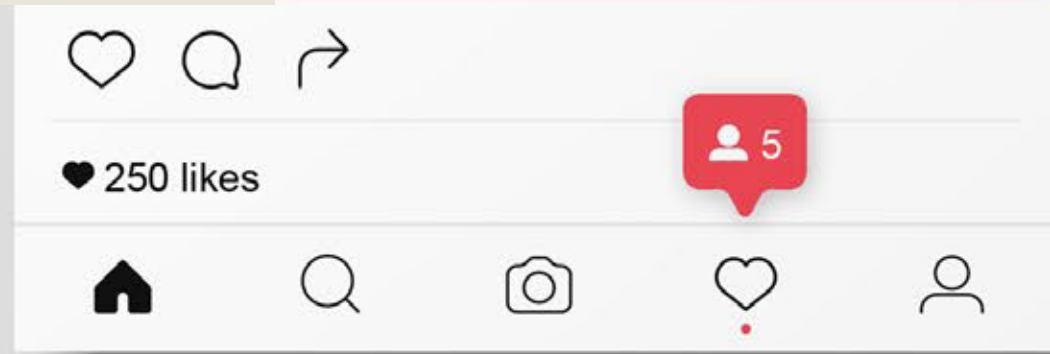
COMUNE DI FIRENZE

www.comune.fi.it

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Asset per social media

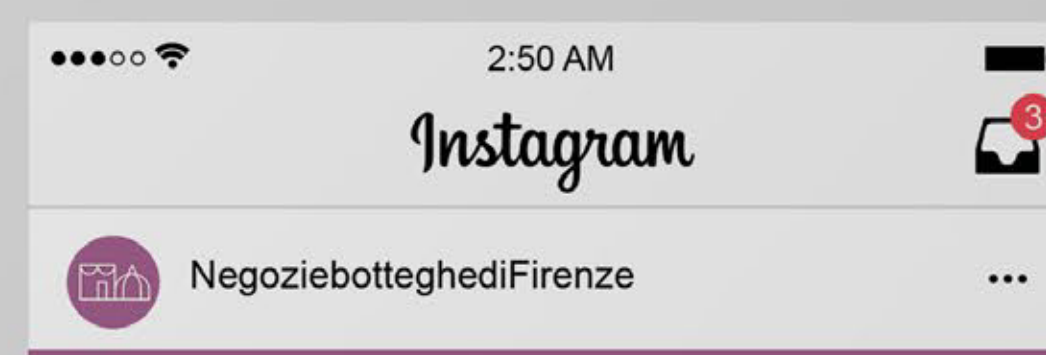
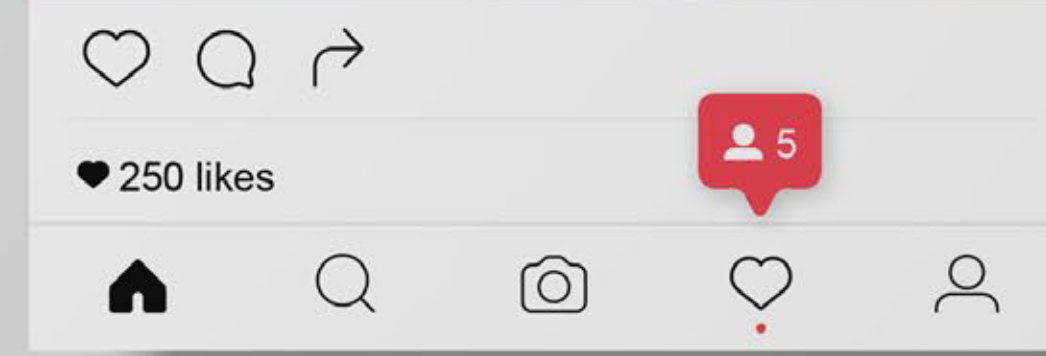
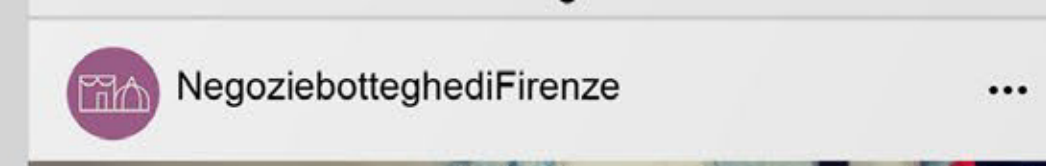
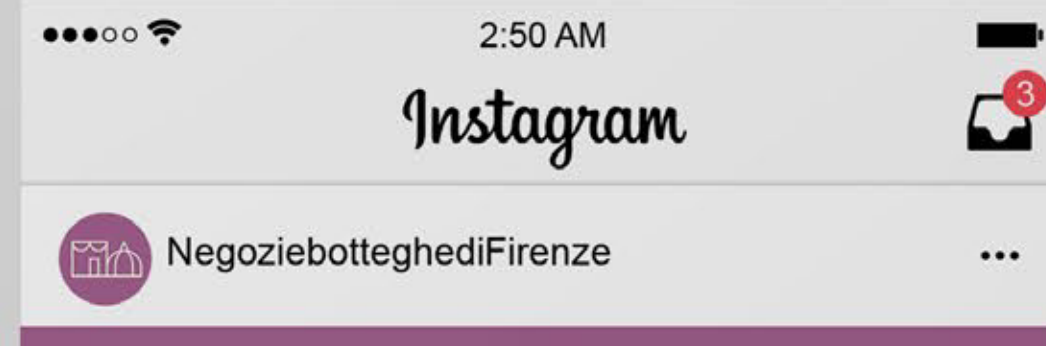
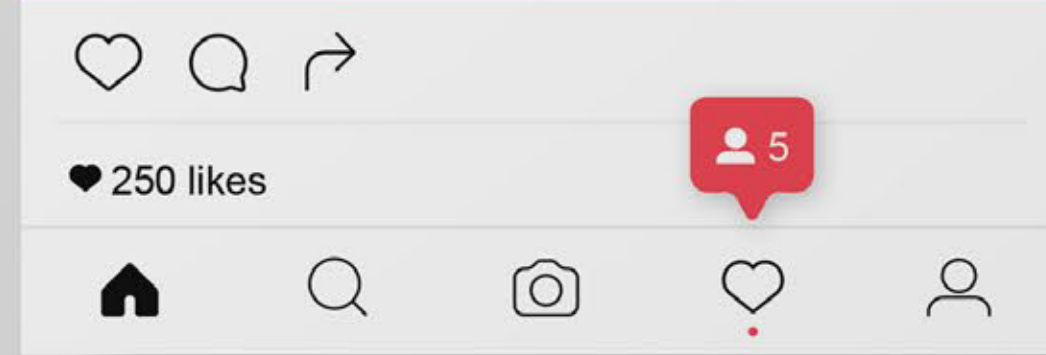
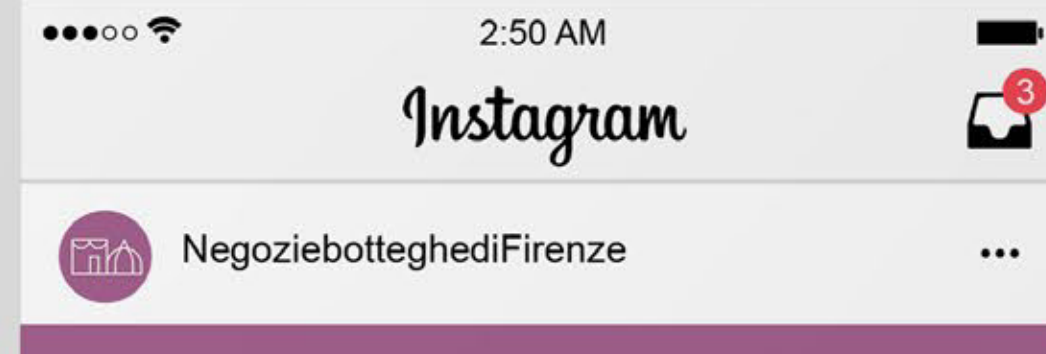
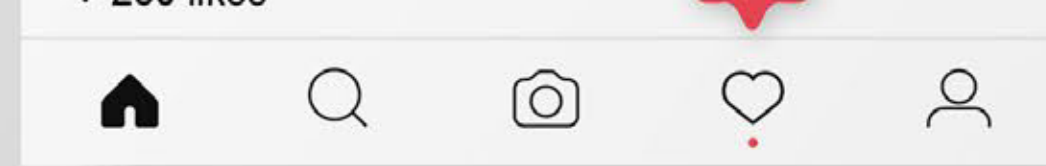
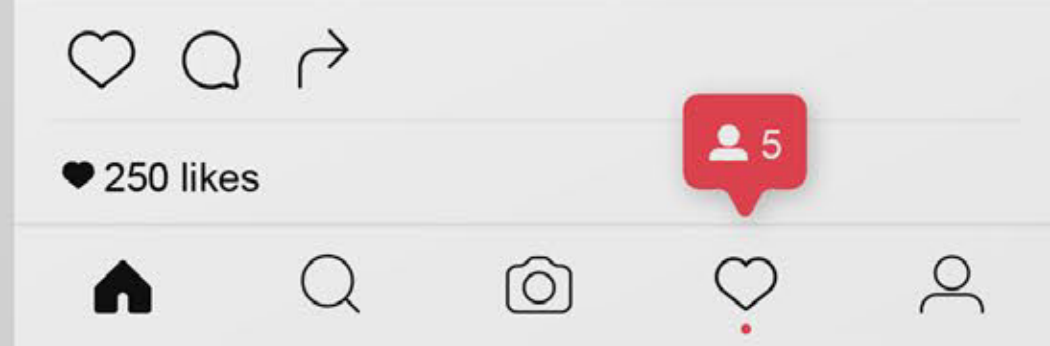
Firenze
Città viva
dei quartieri.



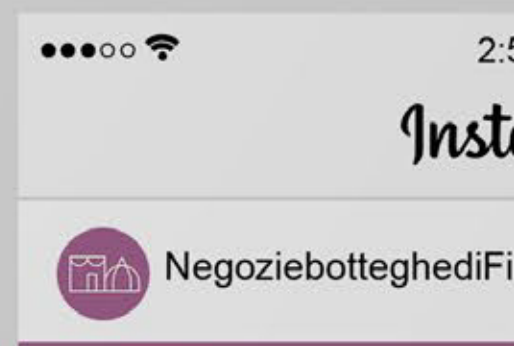
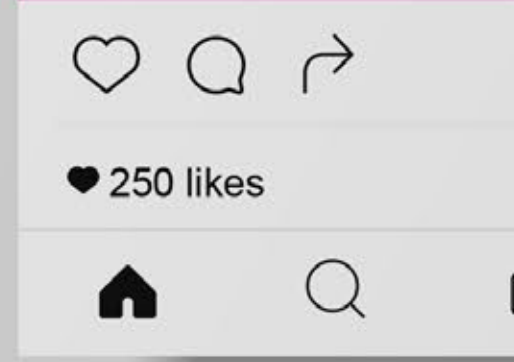
Negozi e Botteghe di Firenze

Dal 22 al 26 marzo
Firea dell'Artigianato
in Via Gioberti,
San Frediano
e Via di Novoli.

SCOPRI TUTTE LE INIZIATIVE
IN PROGRAMMA SUL NOSTRO SITO



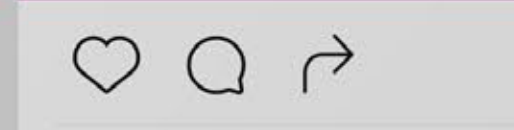
Negozi e Botteghe di Firenze
La città viva dei quartieri.



Negozi e Botteghe di Firenze

Dal 22 al 26 marzo
Firea dell'Artigianato
in Via Gioberti,
San Frediano
e Via di Novoli.

SCOPRI TUTTE LE INIZIATIVE
IN PROGRAMMA SUL NOSTRO SITO



Assets per social media



Negozi e Botteghe di Firenze
Via Gioberti




Negozi e Botteghe di Firenze
Via Gioberti



Scorri a destra per scoprire tutte le attività del distretto di Via Gioberti



Firenze Shopping District
Via Gioberti



Negozi e Botteghe di Firenze
La città viva dei quartieri.




Negozi e Botteghe di Firenze



Scorri a destra per scoprire tutti i centri commerciali naturali di Firenze.



Negozi e Botteghe di Firenze
Via Gioberti




Negozi e Botteghe di Firenze
Via Gioberti


Dal 22 al 26 marzo
Fiera dell' Artigianato
in Via Gioberti.



SCOPRI TUTTE LE INIZIATIVE IN PROGRAMMA SUL NOSTRO SITO

Negozi e Botteghe di Firenze
Via Gioberti




Negozi e Botteghe di Firenze
La città viva dei quartieri.



Negozi e Botteghe di Firenze

Dal 22 al 26 marzo
Fiera dell'Artigianato
in Via Gioberti,
San Frediano
e Via di Novoli.



SCOPRI TUTTE LE INIZIATIVE IN PROGRAMMA SUL NOSTRO SITO



Vetrofania
di adesione

K.



**Negozi e Botteghe
di Firenze**



**Negozi e Botteghe
di Firenze**



Happy Shopping!