

A NEW IMAGE FOR PINOCCHIO

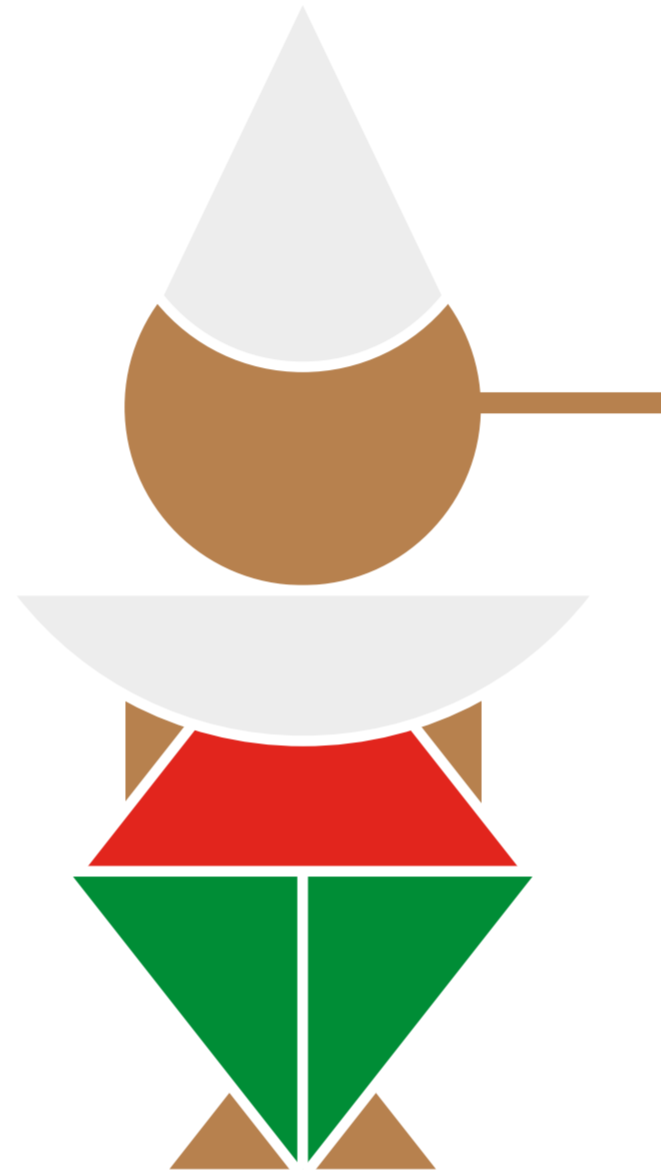
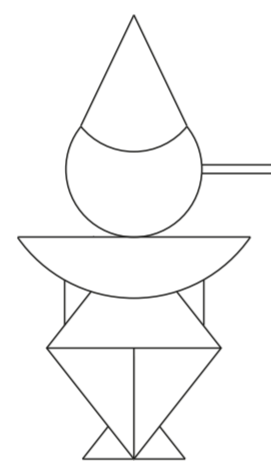
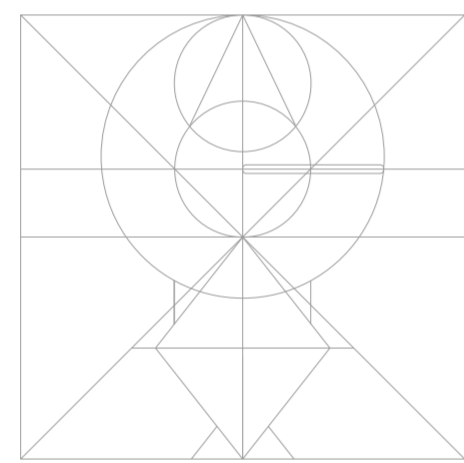
The new Pinocchio image created for this project is an icon composed of simple geometric figures. Pinocchio is the protagonist of one of the most beautiful fairy tales of all time and his figurative representations are many. His recognizability is very high and it's possible to maintain it also through the use of very few elements. 16 lines to reproduce and identify the most famous puppet in the world in a simple and original logo. the word that describes the project concept is innocence: the authentic virtue of all children, pure, sincere and universal.

PINOCCHIO GAME

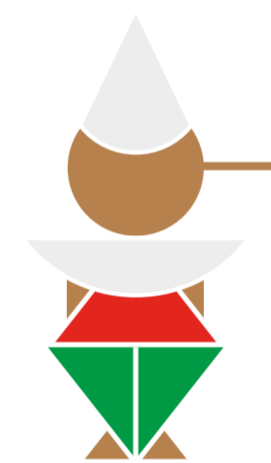
Smart puzzle for the little ones



PINOCCHIO SCHOOL BAG



- CMYK C=0 M=0 Y=0 K=10
#ECECEC
- PANTONE 729 C
CMYK C=23 M=49 Y=71 K=14
#B8814E
- PANTONE 485 C
CMYK C=1 M=95 Y=94 K=0
#E2231A
- PANTONE 347 C
CMYK C=95 M=0 Y=94 K=0
#009A48



**FONDAZIONE
NAZIONALE
CARLO COLLODI**



- SCUOLA DELLA FONDAZIONE
NAZIONALE CARLO COLLODI
- PARCO DEGLI AMICI
DI PINOCCHIO
- GIARDINO DI
VILLA GARZONI