

## CONCEPT | ICON DESIGN

Pinocchio designed as a real kid not in a static way but he's running happy and free without thoughts, like every children in the world. The graphic style is inspired by the original icon (designed by Mazzanti) revisited in a simpler and modern way.



references



black and white icon

## CONCEPT | LETTERING DESIGN

Font used for the logos

**Matias**

type style: simple, modern but not too much serious, a sort of kid's calligraphy.

type

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

logotype

Fondazione Nazionale  
Carlo Collodi

## LOGOS

The same icon for each logo using a different colour for the background. These colours could be used then to identify each place, (the visual communication for the inside, outside - the sign, signage, ...) it would be an important and recognizable detail in a simple and immediately way.

**white** - "Fondazione" (institutional)  
**pale blu** - "Scuola" school (Fata Turchina)  
**green** - "Giardino" garden (grass)  
**yellow** - "Parco" park (sun / happiness)

POSITIVE AND NEGATIVE VERSION

black and white



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Fondazione Nazionale  
Carlo Collodi



Scuola della  
Fondazione Nazionale  
Carlo Collodi



Giardino di  
Villa Garzoni



Parco degli amici  
di Pinocchio

## MOCKUP

