

ad
affettida

ad

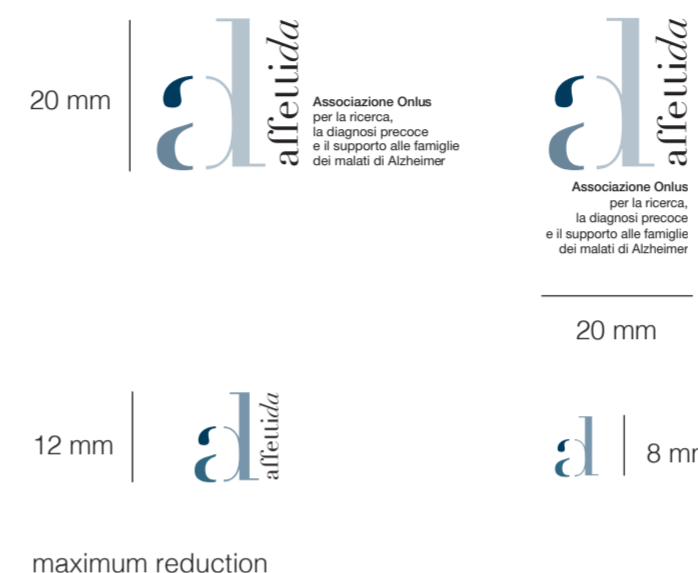
ad ad

ad
affettida

ad
affettida

	PANTONE 302 C R:30 G:65 B:101 C:100 M:49 Y:12 K:58		PANTONE Black C R:30 G:30 B:30 C:0 M:0 Y:0 K:100
	PANTONE 302 C / 75%		PANTONE Black C / 70%
	PANTONE 302 C / 50%		PANTONE Black C / 50%

Associazione Onlus
per la ricerca,
la diagnosi precoce
e il supporto alle famiglie
dei malati di Alzheimer



1) HELVETICA NEUE LT STD 65 MEDIUM

A B C D E F G H I L M N O P Q R S T U V Z
a b c d e f g h i l m n o p q r s t u v z
1 2 3 4 5 6 7 8 9

2) HELVETICA NEUE LT STD 55 ROMAN

A B C D E F G H I L M N O P Q R S T U V Z
a b c d e f g h i l m n o p q r s t u v z
1 2 3 4 5 6 7 8 9

2) DIDOT

A B C D E F G H I L M N O P Q R S T U V Z
a b c d e f g h i l m n o p q r s t u v z
1 2 3 4 5 6 7 8 9

3) DIDOT ITALIC

A B C D E F G H I L M N O P Q R S T U V Z
a b c d e f g h i l m n o p q r s t u v z
1 2 3 4 5 6 7 8 9

ad
affettida

Associazione Onlus
per la ricerca,
la diagnosi precoce
e il supporto alle famiglie
dei malati di Alzheimer

The graphic synthesis of the initials that composes the name of the association, gives origin to a graphic sign that expresses, through characterizing elements, some of the typical characteristics of Alzheimer's.

The first element is the interruption, the gap between the A and the D, the second element is the nuance with evident references to the fading of memory and to the voids of the same that the disease generates.

Fonts used in minuscule and pardoned express simplicity, security and a "friendly" approach.

The color is expressed through a nuance that has as its origin an intense blue and as a final a calm blue, which in addition to transmitting the fading of memory and the slow rise of the disease, transmits calm and protection.

