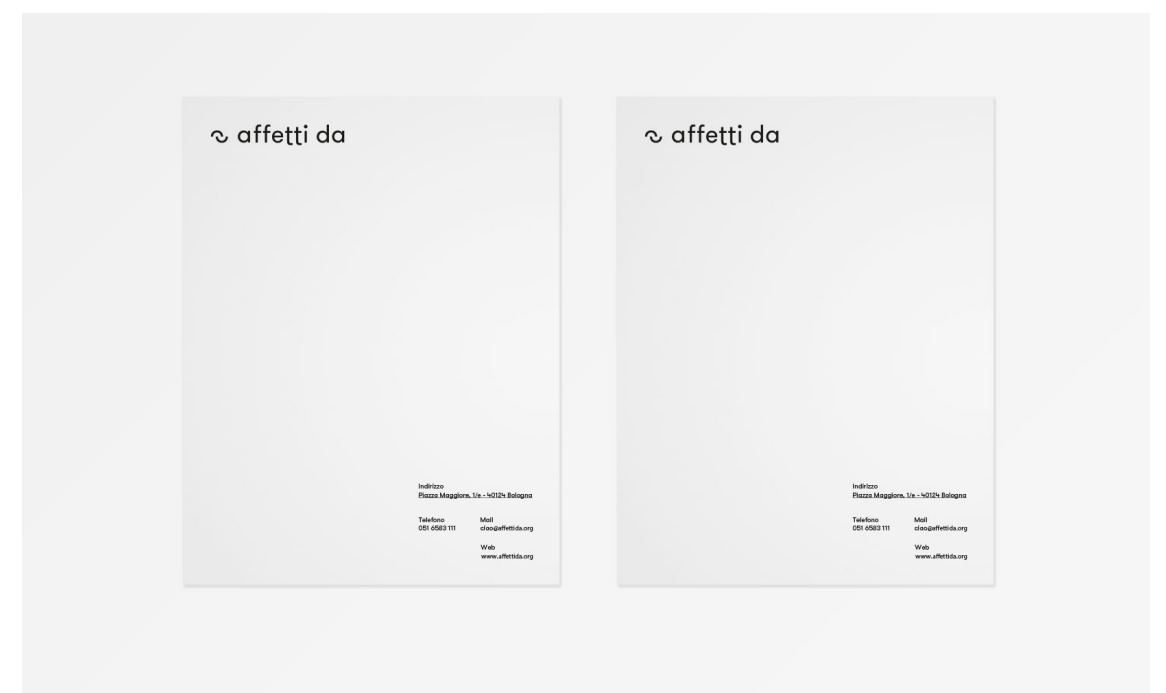
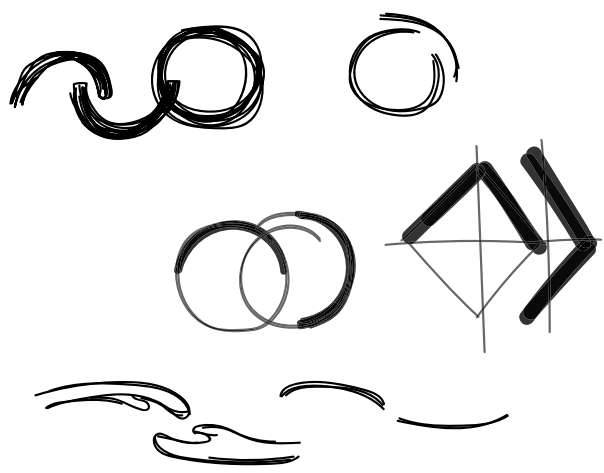


# ~ affetti da



## ~ affetti da

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



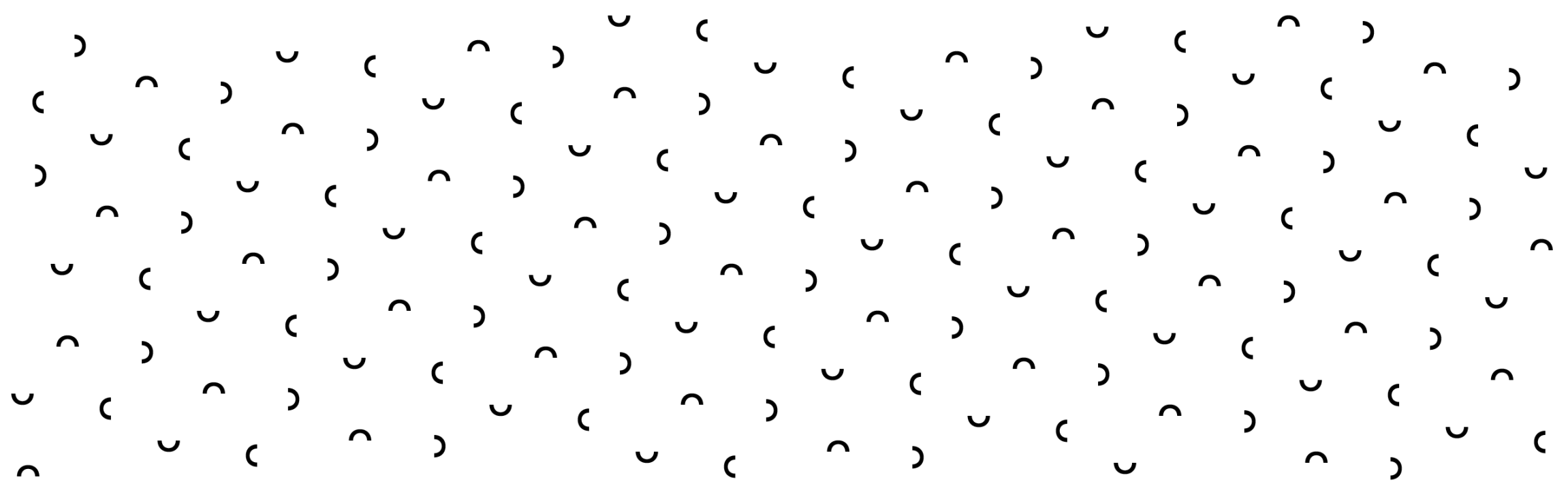
The logotype is based on the dual quality of the illness, since Alzheimer is a disease that affects two sides (the caretaker and the ill).

In the first place it represents the breakage of reason and fragmentation in someone-with-Alzheimer's mind. but also the reconciliation (between son & mother, husband & wife, daughter & father, etc.) provoked by the constant need of care.

The type Walshei and its graceful silhouette allowed us to provide a sense of softness but also let us play with the letters -aligning some to give direction, changing a little the curvature of the "f's" and "t's"-, and extract the symbol from them. Finally having the logo and name as one; with same size, wide and bold lines creates a sense of symmetry and equilibrium for the eye.

The colors were chosen from the warmth of Italian architecture; the orange terracotta-like symbolizing power and the yellow representing optimism, enlightenment, enthusiasm. Both reminding the fire of transformation, determination and hope. Also, grey could be used for neutral options.

Our symbol can split to form patterns or new figures in order to support identity, wayfinding, and other graphic applications without losing meaning. It was thought as a a cup of soup comforting the soul, and a dome giving shelter; and then it's a hand slowly getting to touch another to provide them help, support and guide from the family through the journey this disease embodies.



Hands together  
Relationship of two sides

Roof & shelter  
Physical & emotional support

Continuity  
Bond

Fragmentation  
Alignment

