

# Studio Riadatto

Logo Design Brief

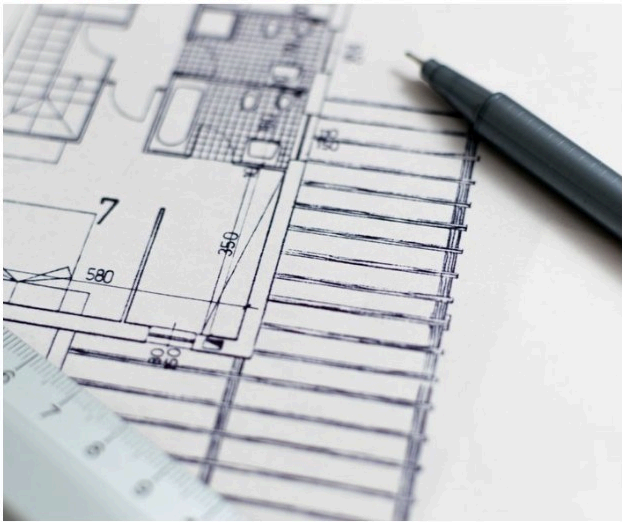
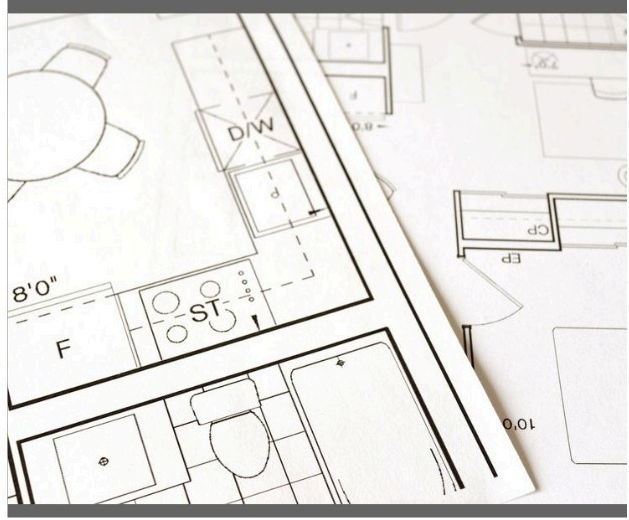
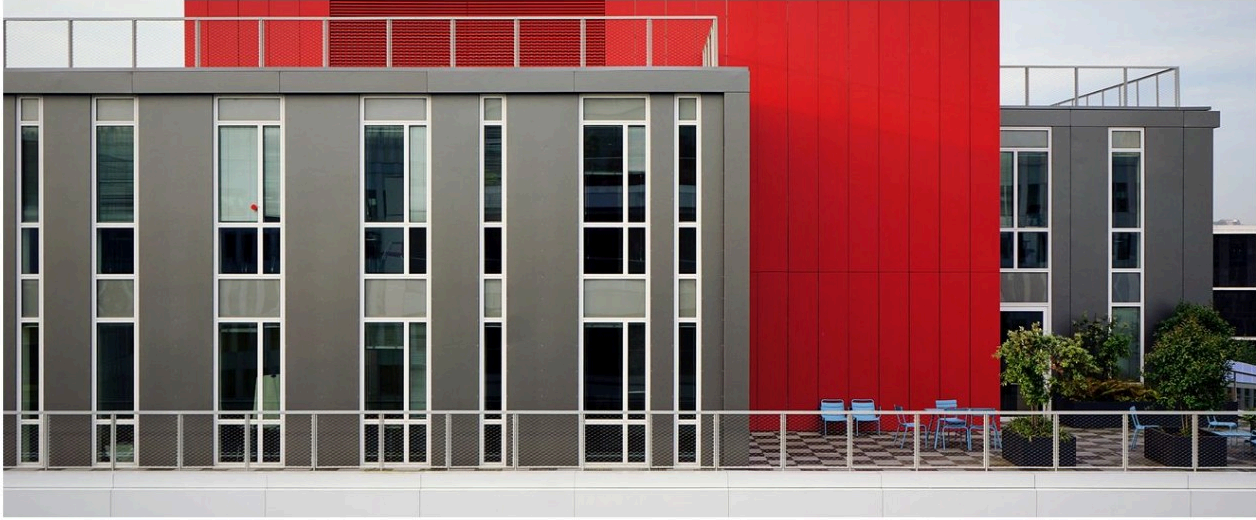
# Riadatto is an architecture and engineering studio based in Milan, Italy.

We work for both the public and the private sector and we're passionate about innovation and sustainability.

Riadatto in Italian means literally readapt because we strongly believe that a truly sustainable approach must be multi-focused and consider the people, the environment and the economics, in any individual situation or community.

We'd like for the logo to reflect those concepts.

The design should be simple, modern, minimal and elegant.



# EXAMPLE OF WHAT WE DO



Redesign of a school using up to 80% recycled materials to reduce energy consumption



Home renovations



Design and implementation of home automation



Regeneration of a 15000 sq mt abandoned area into the go-to location for food, retail, arts and crafts in Milan, Italy.



Design of a private terrace with a built-in pool in the center of Milan



Riding school renovation

# TARGET AUDIENCE



**PUBLIC SECTOR**



**PRIVATE SECTOR**



**SPONSORSHIP AND  
ENDORSEMENT BY DESIGN AND  
HOME AUTOMATION COMPANIES**

# WHY RIADATTO

We chose to call our studio Riadatto because RI is the Italian for the suffix RE that is present in almost every keywords that we underlined.

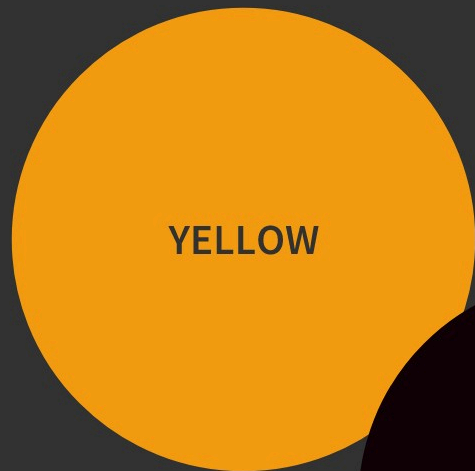


# WHAT WE WONT

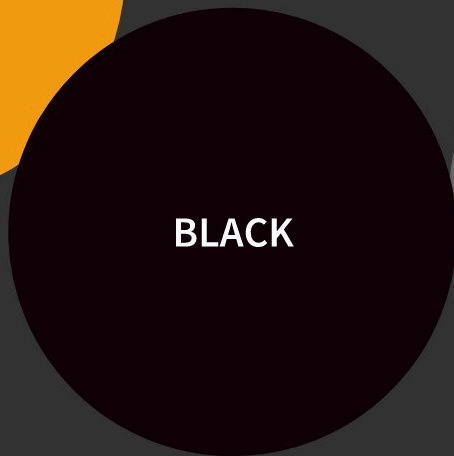


- square pictogram
- it should have both architectural and engineering components in it
- we like the idea of a map
- we'd like to add some decoration to the map (like a stylized element of green)
- we need the logotype to have studio riadatto in it

# PALETTE



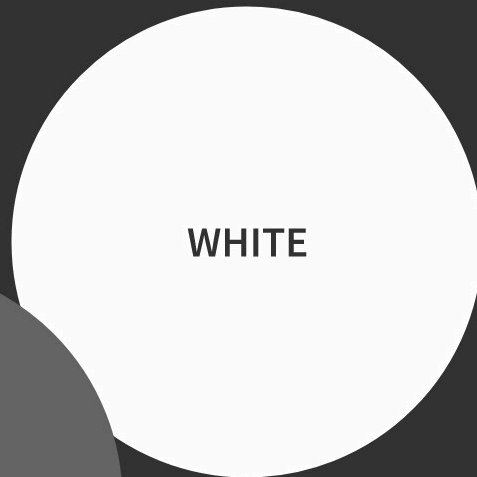
YELLOW



BLACK



GREY



WHITE



# FONT WE LIKE

ITC Avant Garde

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅ  
OPQRSTUVWXYZÀÅ  
abcdefghijklmnopqrstuvwxyz  
qrstuvwxyzàå&1234567890(\$£.,!?)

Cera

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅÉÏ  
QRSTUVWXYZÀÅÉÏ  
abcdefghijklmnopqrstuvwxyz  
uvwxyzàå&123456789  
0123456789o(\$£€.,!?)

Cera Stencil Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅÉÏ**  
**QRSTUVWXYZÀÅÉÏ**  
**abcdefghijklmnopqrstuvwxyz**  
**uvwxyzàå&123456789**  
**0123456789o(\$£€.,!?)**

Dessau Zukunft

**ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅ**  
**OPQRSTUVWXYZÀÅ**  
**abcdefghijklmnopqrstuvwxyz**  
**stuvwxyzàå&1234567890(\$£€.,!?)**

ITC AVANT GARDE

CERA

CERA STENCIL

DESSAU ZUKUNFT

# Cera

12 clean, geometric & pan-European Fonts  
by Jakob Runge

## AVANT GARDE GOTHIC

The ITC Avant Garde Gothic design was one of the first typeface families released by ITC, and continues to be one of its most popular. The basis for the typeface was created in the late 1950s for a new magazine conceived by the forward-thinking publisher and editor, Joseph Gribbin. The publication was called, fittingly, Avant Garde. Herb Lubalin created the logo and Tom Carnase drew the alphabet based on Lubalin's sketches.

### WEIGHTS

EXTRA LIGHT	CONDENSED & DELUXE
BOOK	CONDENSED & DELUXE
MEDIUM	CONDENSED & DELUXE
DEMI	CONDENSED & DELUXE
BOLD	CONDENSED & DELUXE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&?!.,;:'/~

### BASIC

SHAPES  
CIRCLES  
AND  
LINES

FIVE WEIGHTS

# Cera Stencil

A stenciled, geometric & clean Font  
by Jakob Runge

# AVANT GARDE

INTERNATIONAL TYPEFACE CORPORATION • AVANT GARDE GOTHIC

JARNASE • EDWARD BENGUAT • CHRISTIAN MENGELT • ANDRÉ GÜRTLER • RICH GOSCHWIND • HERB LUBALIN

## Dessau Zukunft

ABCDEFGHIJKLMNOPQRSTUVWXYZÅ  
abcdefghijklmnopqrstuvwxyz  
stuvwxyzàâéîôøü&12  
34567890(\$£€.,!?)

ENGINEERING

RESTORE

SUSTAINABILITY

REINFORCE

RENEW

REBUILD

RECOVER

RECREATE

RECONSTRUCT

ARCHITECTURE

STRENGTHEN

MODERNIZE

RESCUE

CHANGE

REGENERATE

REFORM

REVIVE

RENOVATE

CONSOLIDATE

ADAPT

RIADATTO

DESIGN

COMMUNITY

REHABILITATE

REVITALIZE

ADAPTATION

**THANK YOU!**