

# 01. LOGOTIPO

## Elementi chiave

R

+

S

+



+



+



+



Residenze  
Reali

Sabaude

Circuito unito  
Sistema integrato

Regalità

Itinerario  
Incrocio

Astrazione  
Nodo Savoia

## Costruzione



## Declinazioni

Simbolo



Logotipo bianco/nero



# 01. LOGOTIPO

## Declinazioni

Payoff

PUT  
YOUR  
CROWN  
ON.

Logotipo + Payoff  
Versione contratta



Logotipo + Payoff  
Versione estesa



Logotipo  
Versione Alternativa



RESIDENZE  
REALI SABAUDE  
PIEMONTE

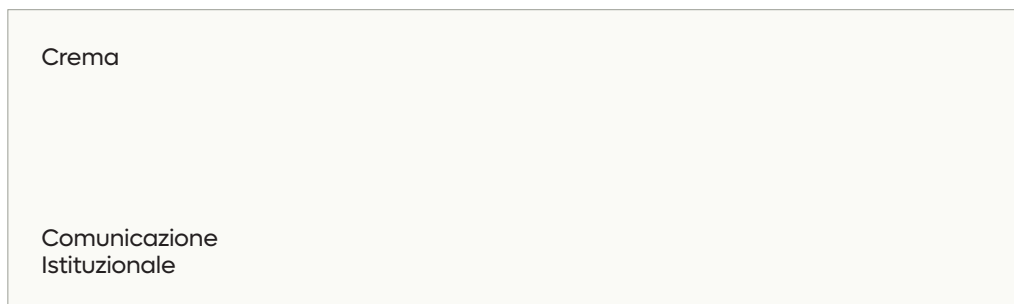
Logotipo + Payoff  
Versione Alternativa



RESIDENZE  
REALI SABAUDE  
PIEMONTE  
Put your crown on.

## 02. COLORI

### Colori primari



### Colori secondari

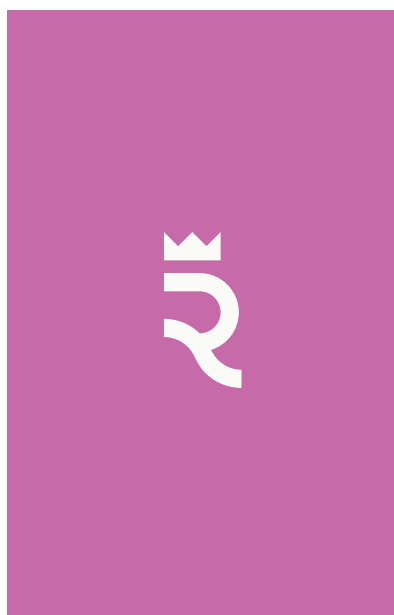
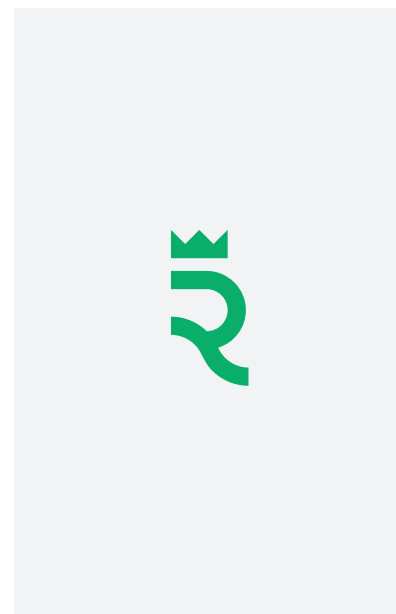
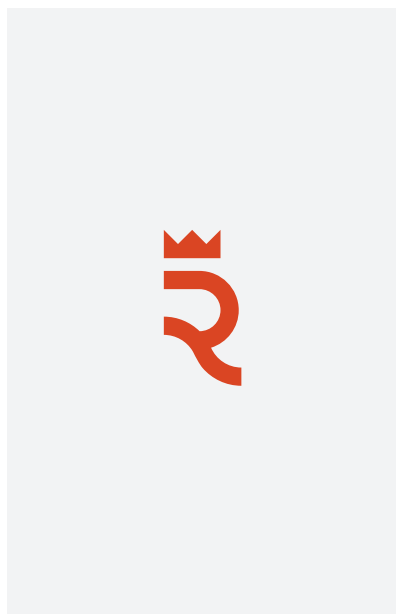
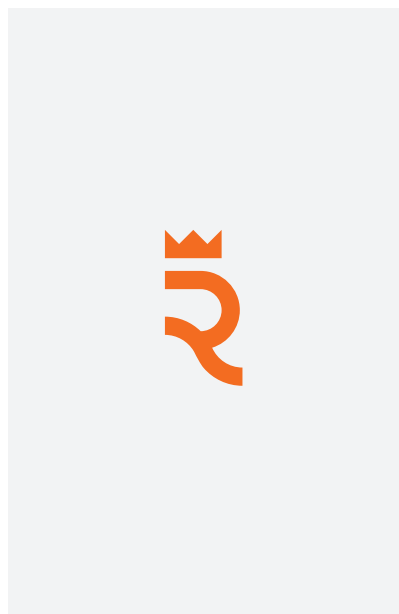


## 02. COLORI



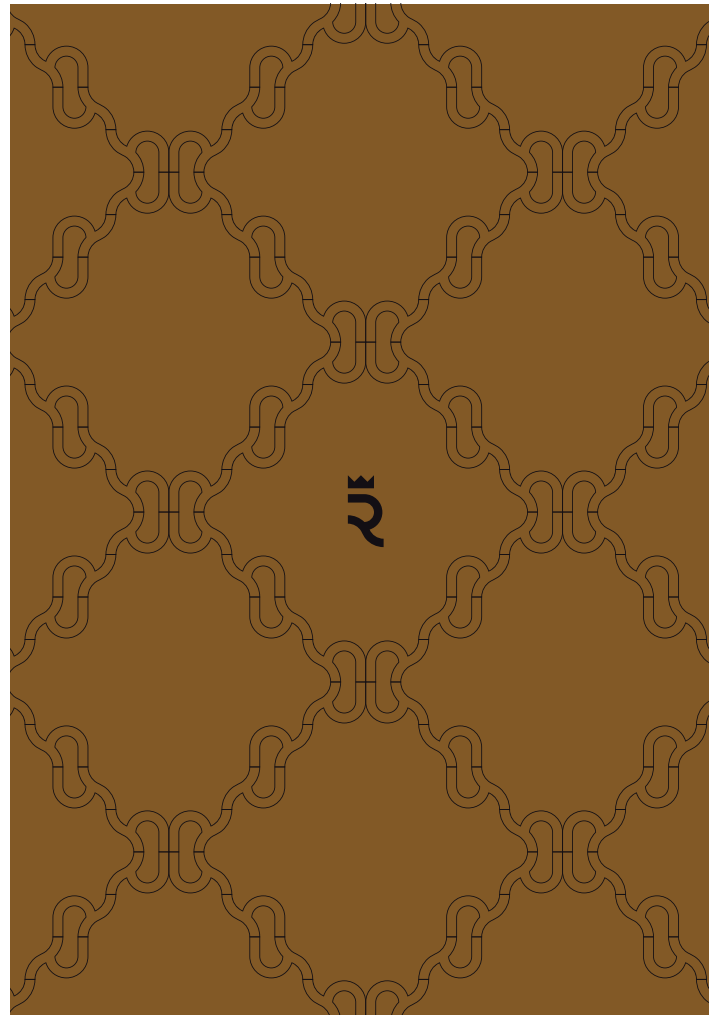
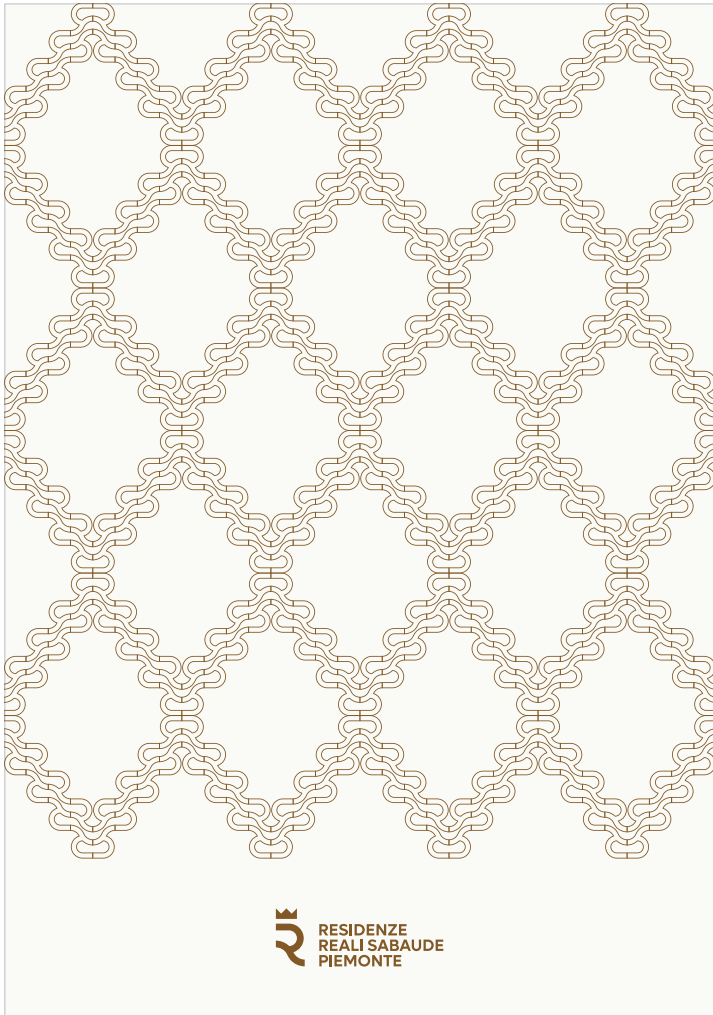
## 02. COLORI

Declinazioni per gruppi di residenze



# 03. SUPPORTI E APPLICAZIONI

Cartellina, The Royal Card e Biglietto da Visita



# 03. SUPPORTI E APPLICAZIONI

## Advertising




Villa della Regina

residenzereali.it

RESIDENZE REALI SABAUDE PIEMONTE

Anna d'Orléans



RESIDENZE REALI SABAUDE PIEMONTE




Emanuele Filiberto


RESIDENZE REALI SABAUDE PIEMONTE

Discover the royals residences!

RESIDENZE REALI SABAUDE PIEMONTE



Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris porta condimentum risus, nec ornare nunc condimentum eget.



Discover the royals residences!

RESIDENZE REALI SABAUDE PIEMONTE

residenzereali.it



Discover the royals residences!

RESIDENZE REALI SABAUDE PIEMONTE



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### 03. SUPPORTI E APPLICAZIONI

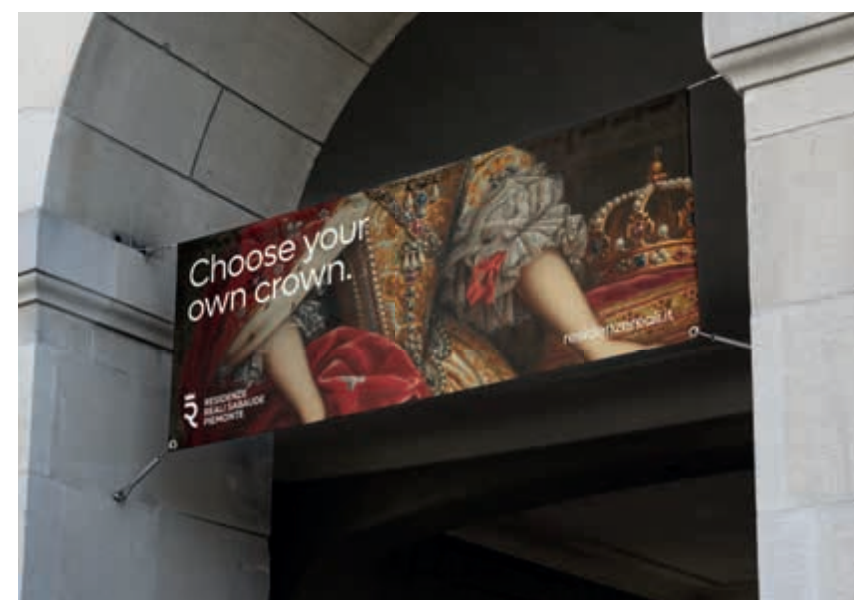
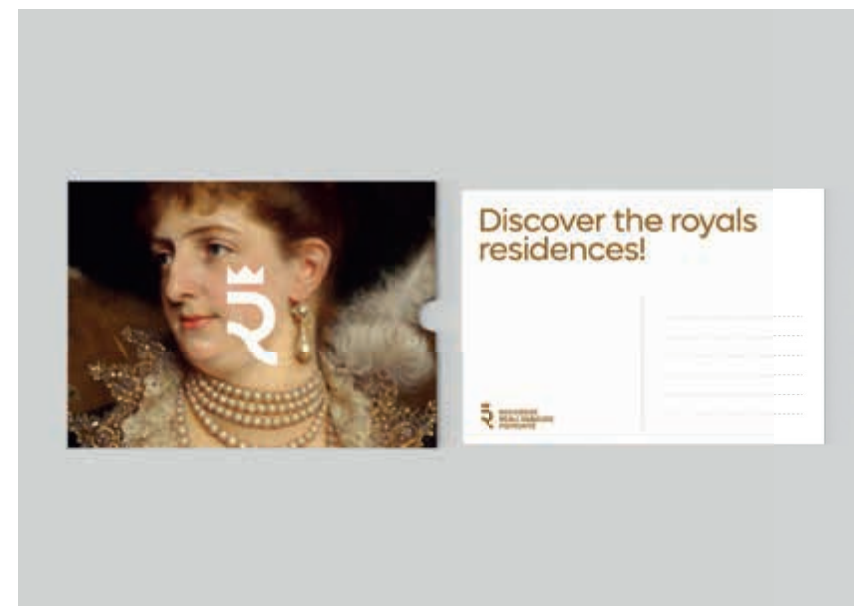
Rollup





### 03. SUPPORTI E APPLICAZIONI

Badge, bandiera, invito e striscione



### 03. SUPPORTI E APPLICAZIONI

Pieghevole singola residenza



### 03. SUPPORTI E APPLICAZIONI

Poster campagna multisoggetto





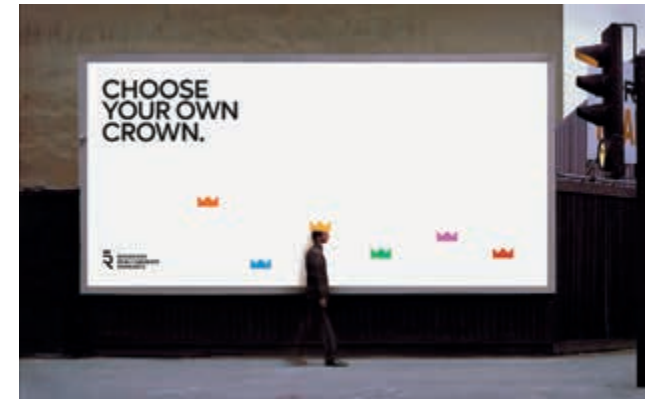
### 03. SUPPORTI E APPLICAZIONI

Bandiere campagna multisoggetto



### 03. SUPPORTI E APPLICAZIONI

Guerrilla Marketing





## 03. SUPPORTI E APPLICAZIONI

Merchandising



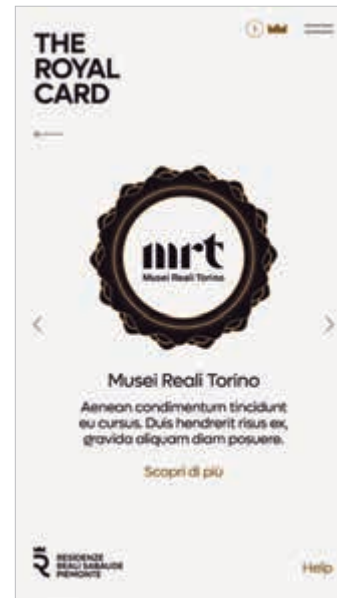
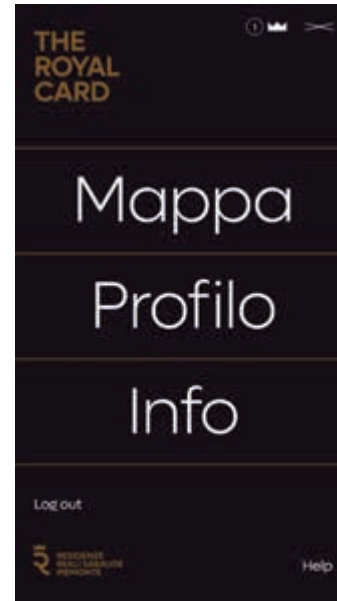
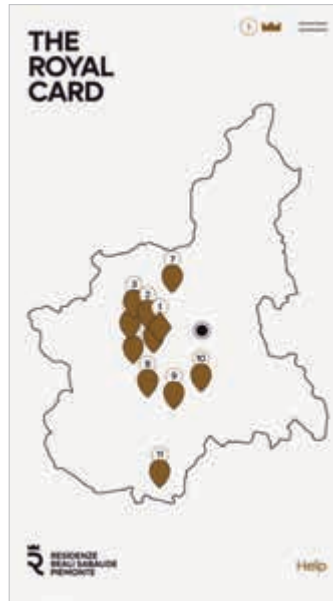
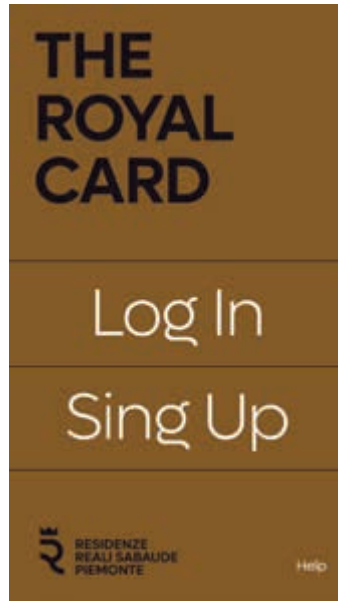
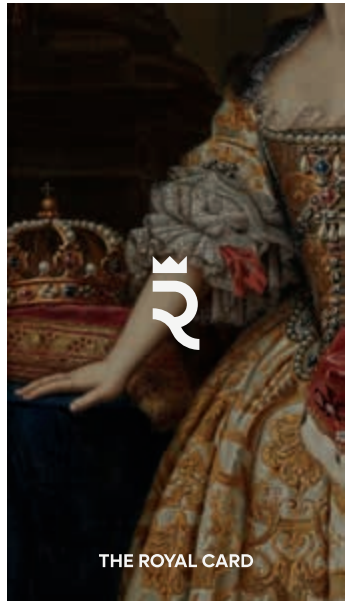
## 04. WEB E DIGITALE

Versione Digitale "The Royal Card"



# 04. WEB E DIGITALE

## Versione Digitale "The Royal Card"





# 04. WEB E DIGITALE

## Social Media Post



## 04. WEB E DIGITALE

Website

