

D-SEGNOSTUDIO

Product Development, Graphics & Interior Design

CLIENT: FIORANESE CERAMICA

FIO.

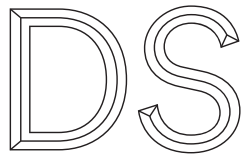
LOGO CONCEPT

The new logo is based on the use of a brush to write Fio., an abbreviation of Fioranese Ceramica. The use of the hand brush is intended to emphasize the craftsmanship of the line of products and the sophisticated graphic and material refinement.

Fio. F Fio.

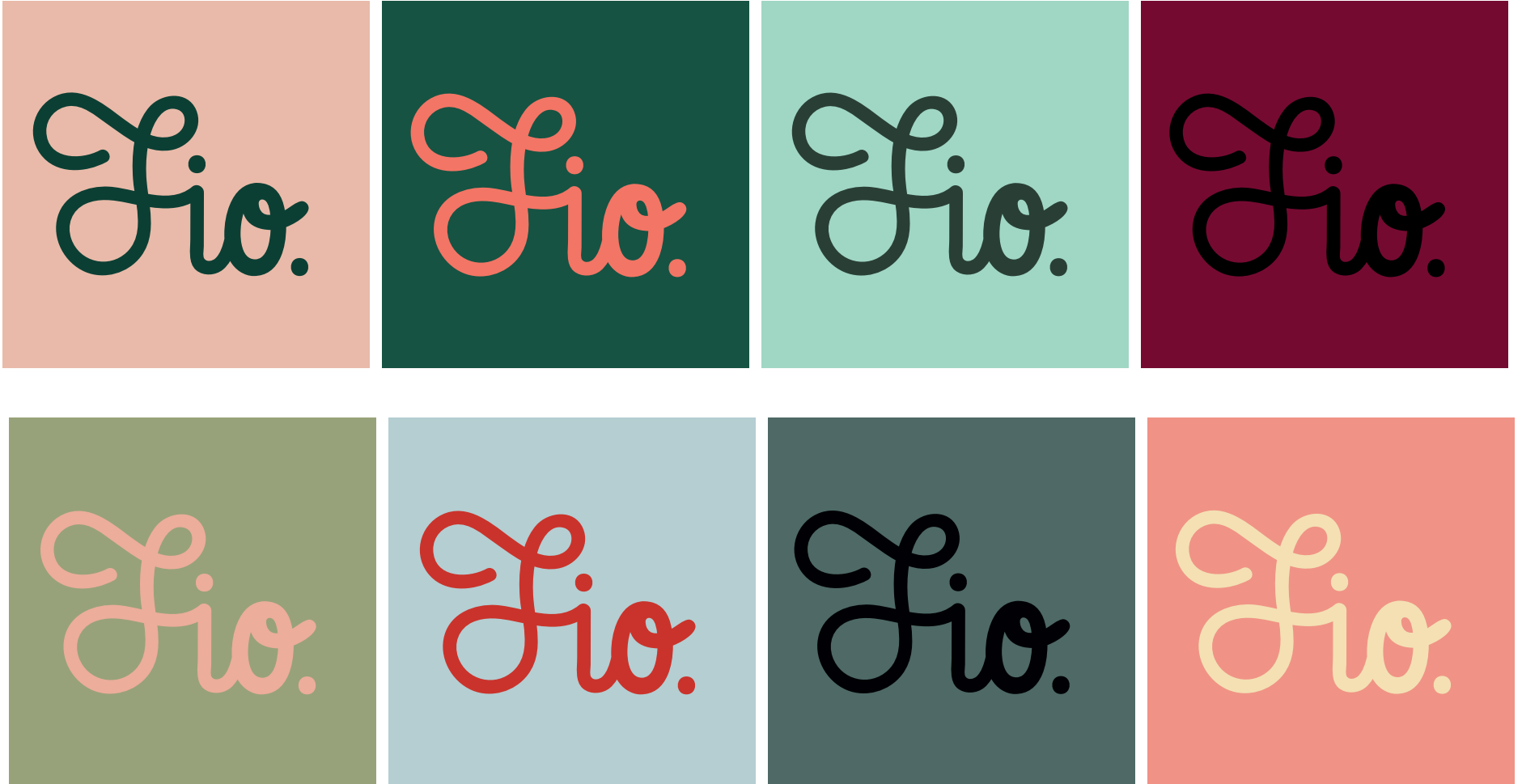
LOGO FINISH

A new logo that focuses on a fresher and calligraphic lettering to radically change the brand image into a "loved brand".



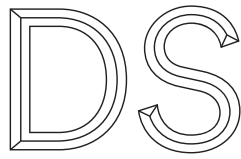
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But also a new use of colors.





D-SEGNOSTUDIO

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Lio.

POSITIVE

Lio.






NEGATIVE

FONT

Aa
Futura Medium

ABCDEFGHIJ
KLMNOPQRST
UVWXYZabcd
efghijklmno
pqrstuvwxyz
0123456789

ALTERNATIVE COLORS

-  BLUSH
-  FOREST
-  MINT
-  POWDER BLUE
-  SALMON