



Dall'idea al marchio

Lo spunto creativo che ha ispirato il disegno del marchio DOLOMITI deriva dalla sintesi del processo geologico che ha dato vita al complesso montuoso.



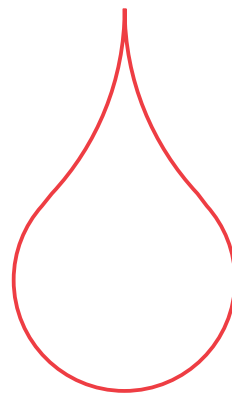
L'acqua e non la terra è la protagonista di questa monumentale formazione. I fossili le sentinelle della scoperta

I simboli scelti per descrivere gli elementi che formeranno il marchio sono la goccia (acqua, nascita, vita) e l'ammonite (fossile, storia, formazione).

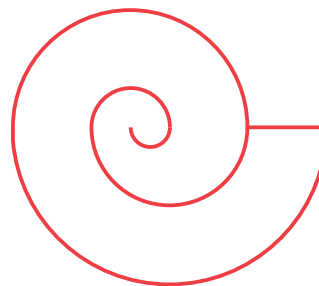


La sovrapposizione dei due simboli descrive lo sviluppo del paesaggio alpino, racchiuso in una nuova forma il cui vertice rappresenta il terzo elemento: le Dolomiti.

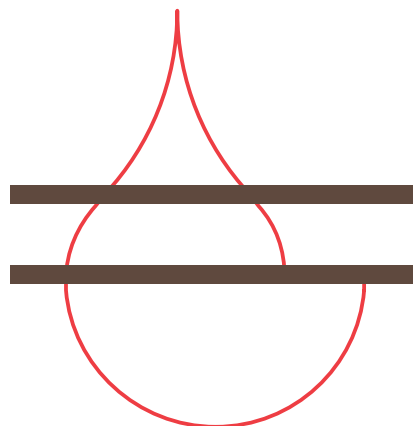
La divisione dei tre elementi nel marchio rappresenta sia la stratificazione geologica che lo svolgimento dei due processi (litogenetico e orogenetico) che andranno a formare le Dolomiti.



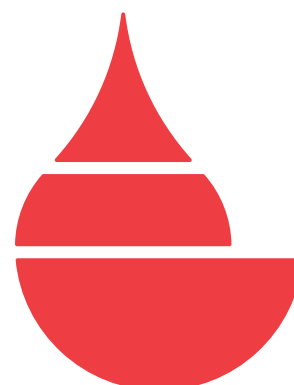
acqua
nascita
VITA



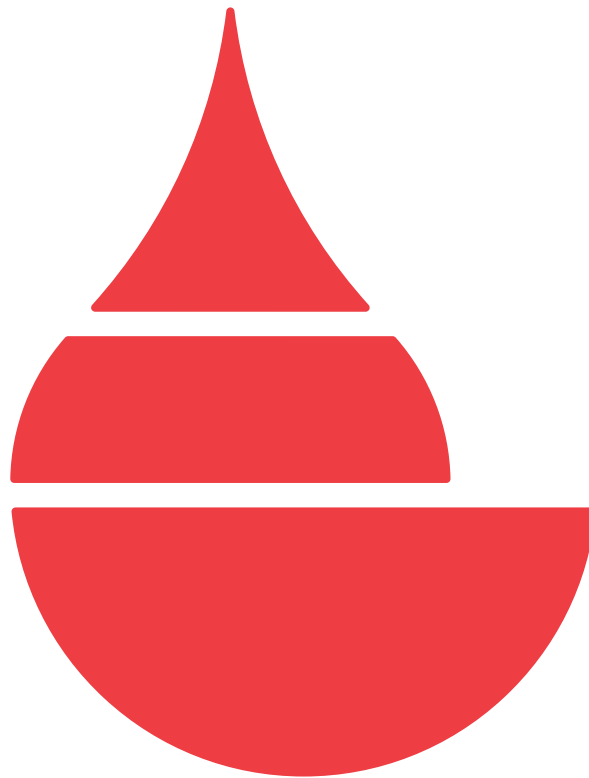
geologia
formazione
STORIA



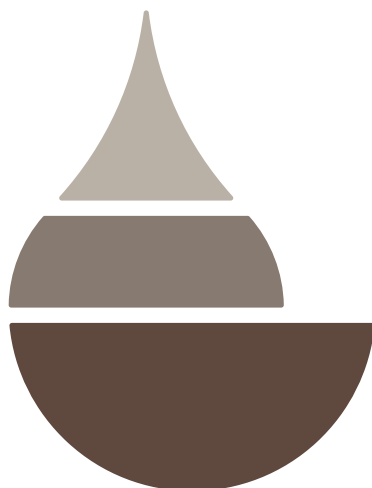
ambiente
sviluppo
DOLOMITI



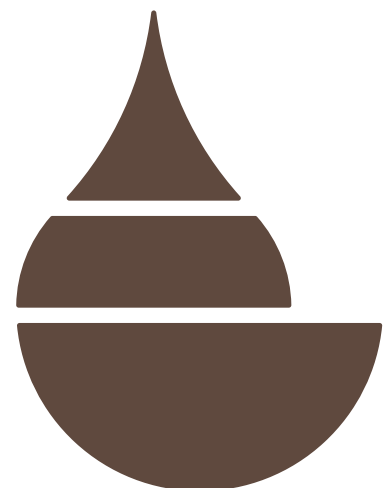
Descrizione del marchio Dolomiti a colori



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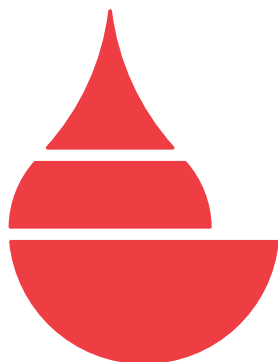


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Descrizione del marchio Dolomiti a colori



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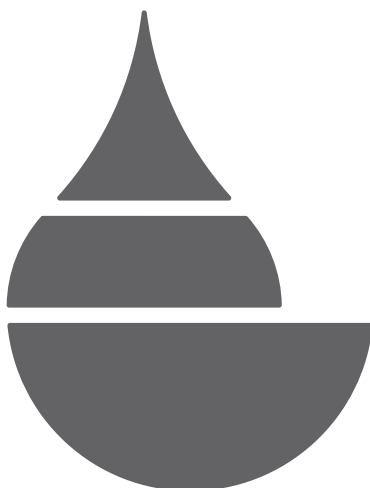
Descrizione del marchio Dolomiti a colori



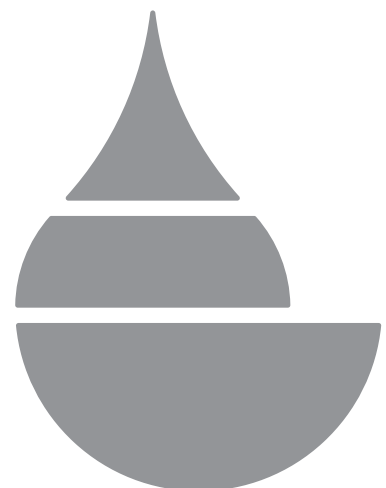
Descrizione del marchio Dolomiti in scala di grigio



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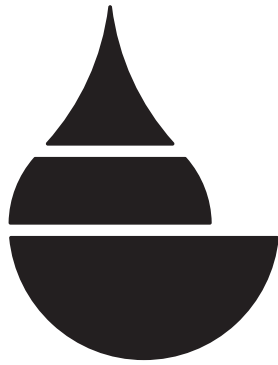


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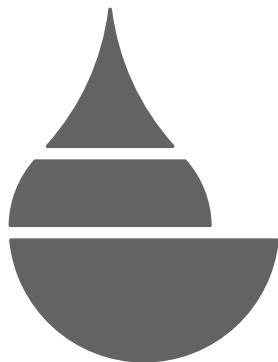


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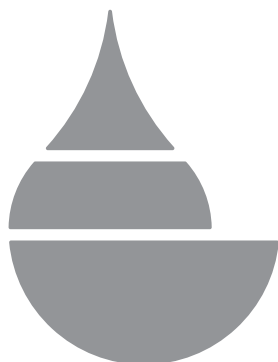
Descrizione del marchio Dolomiti in scala di grigio



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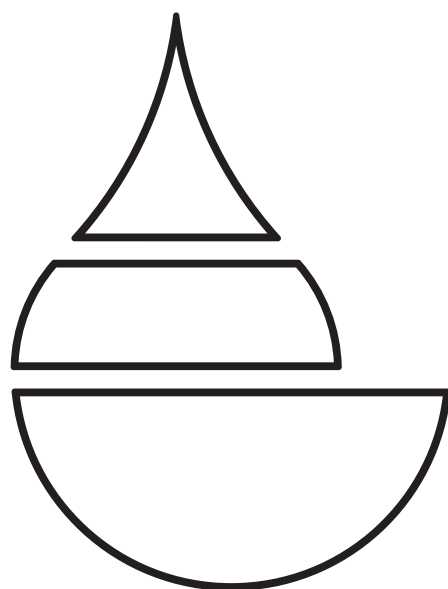


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Descrizione del marchio Dolomiti al tratto in positivo e negativo



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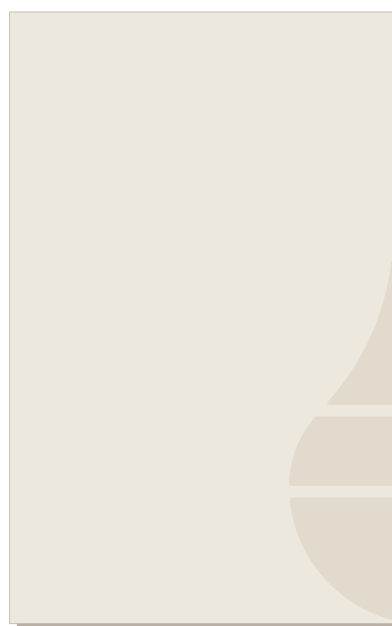
Descrizione del marchio Dolomiti al tratto in positivo e negativo



Descrizione del marchio Dolomiti applicato alla cancelleria

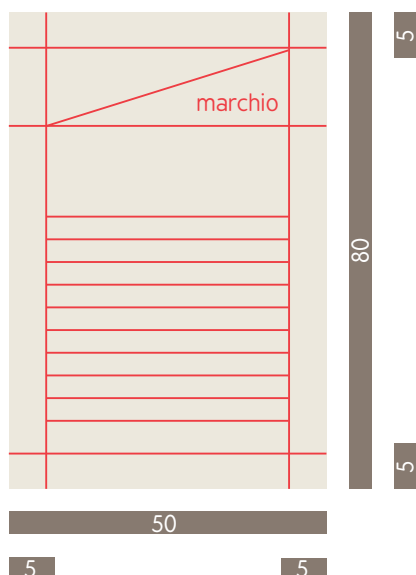


Fronte

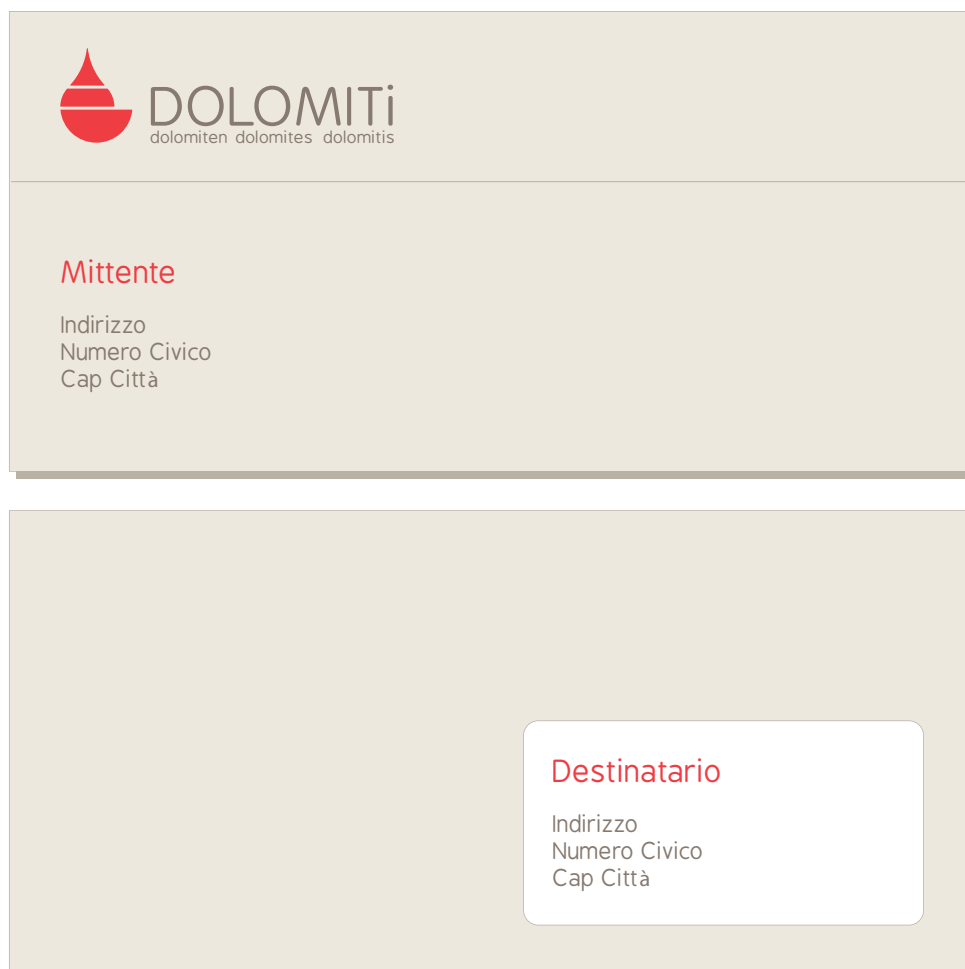


Retro

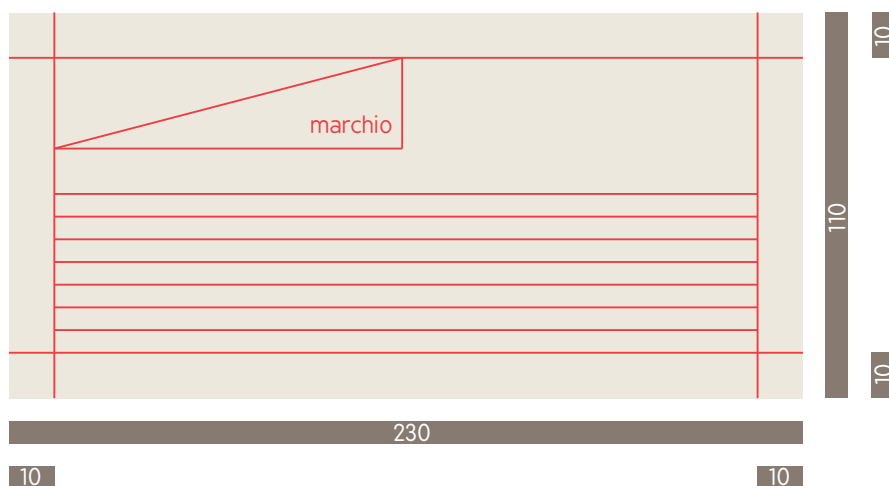
Biglietto da visita



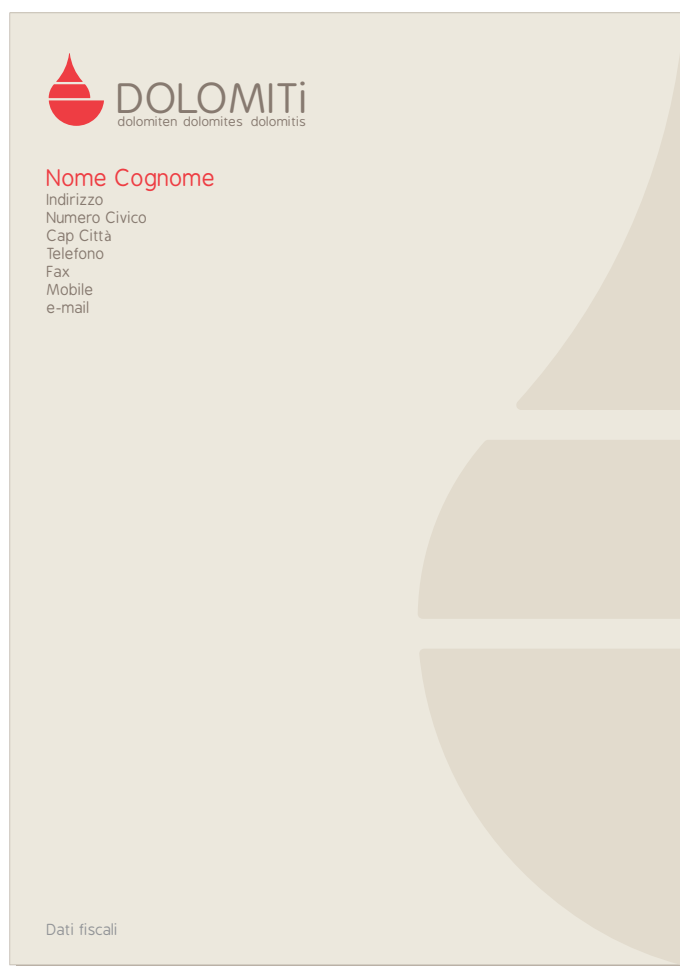
Descrizione del marchio Dolomiti applicato alla cancelleria



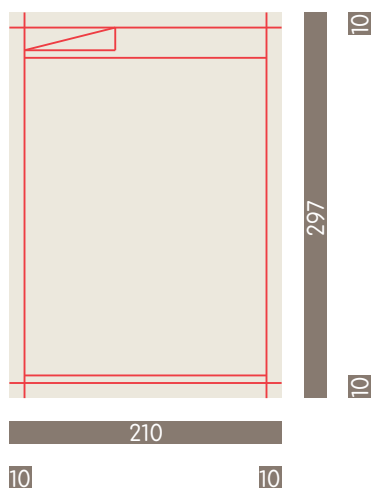
Busta con finestra



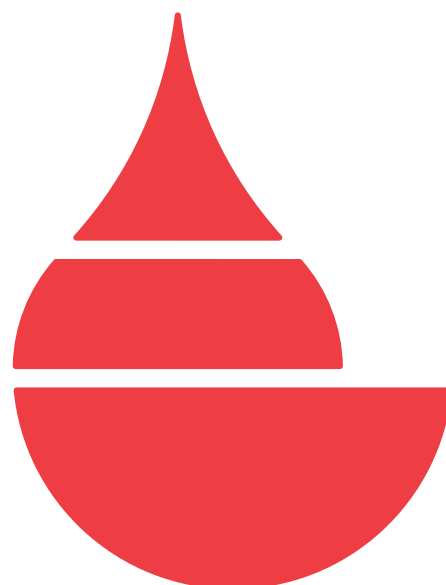
Descrizione del marchio Dolomiti applicato alla cancelleria



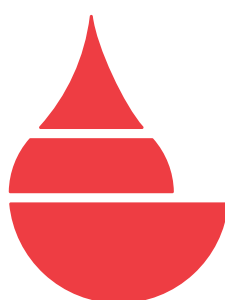
Carta da lettere



Scalabilità del marchio Dolomiti



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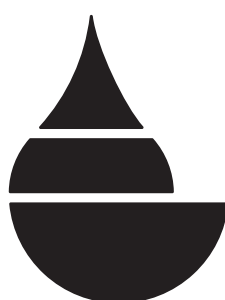


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Scalabilità del marchio Dolomiti



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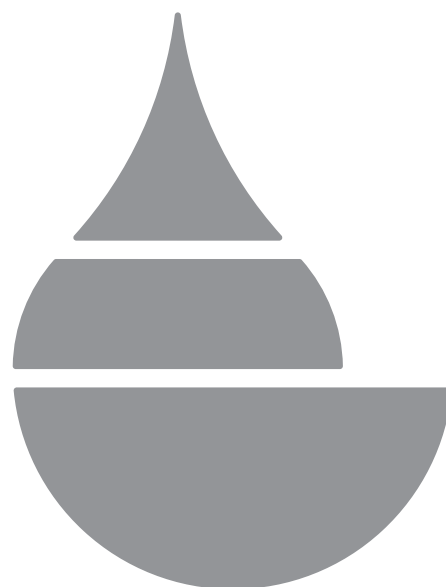


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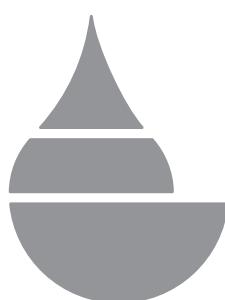


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Scalabilità del marchio Dolomiti



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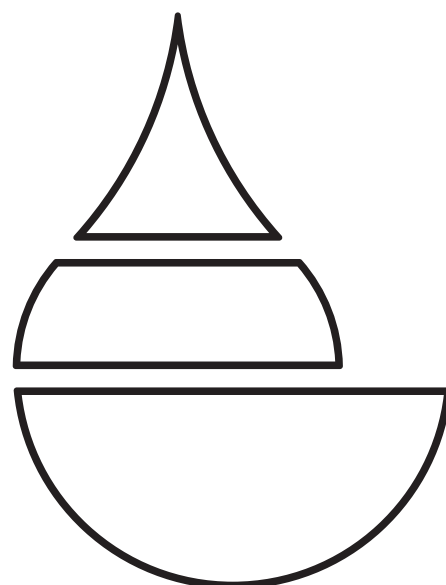


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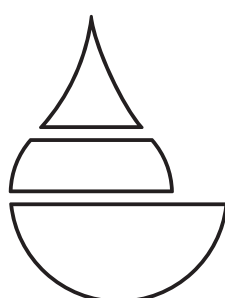


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Scalabilità del marchio Dolomiti



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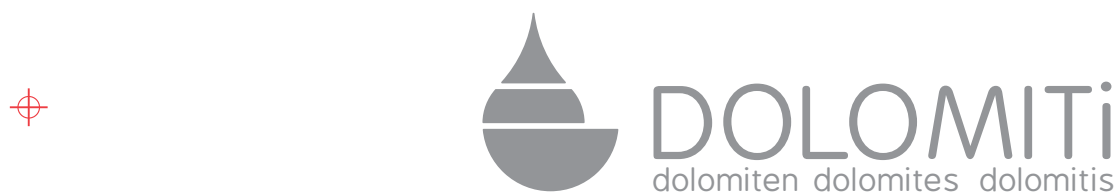
Scalabilità del marchio Dolomiti



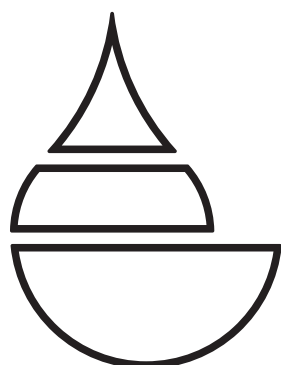
Scalabilità del marchio Dolomiti



Scalabilità del marchio Dolomiti



Scalabilità del marchio Dolomiti



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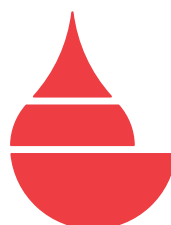
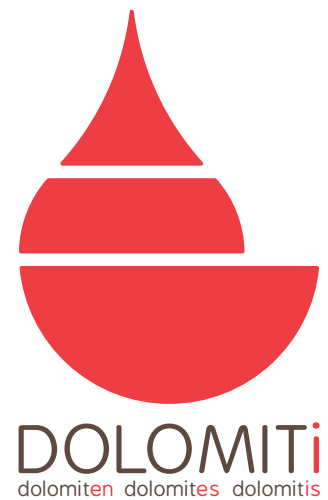


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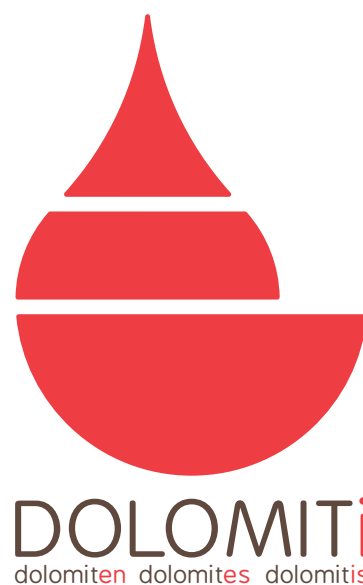
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Integrazione del marchio Dolomiti con i marchi Unesco



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Integrazione del marchio Dolomiti con i marchi Unesco



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Integrazione del marchio Dolomiti | Web Page



DOLOMITI

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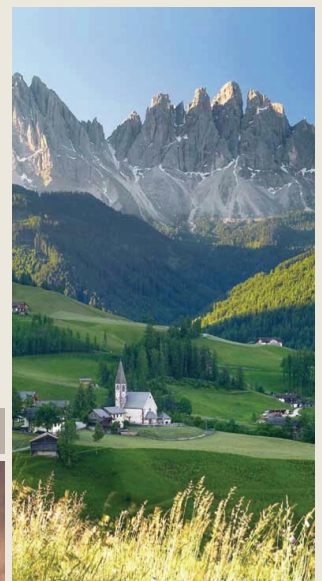
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NEWS



STORIA

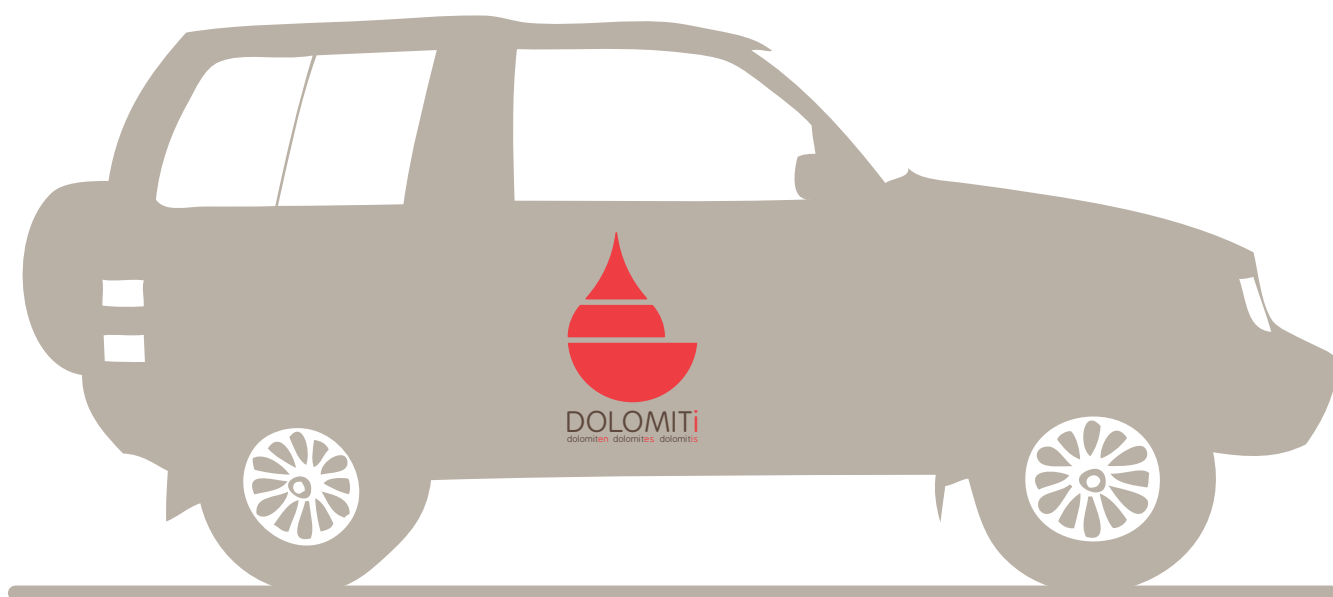
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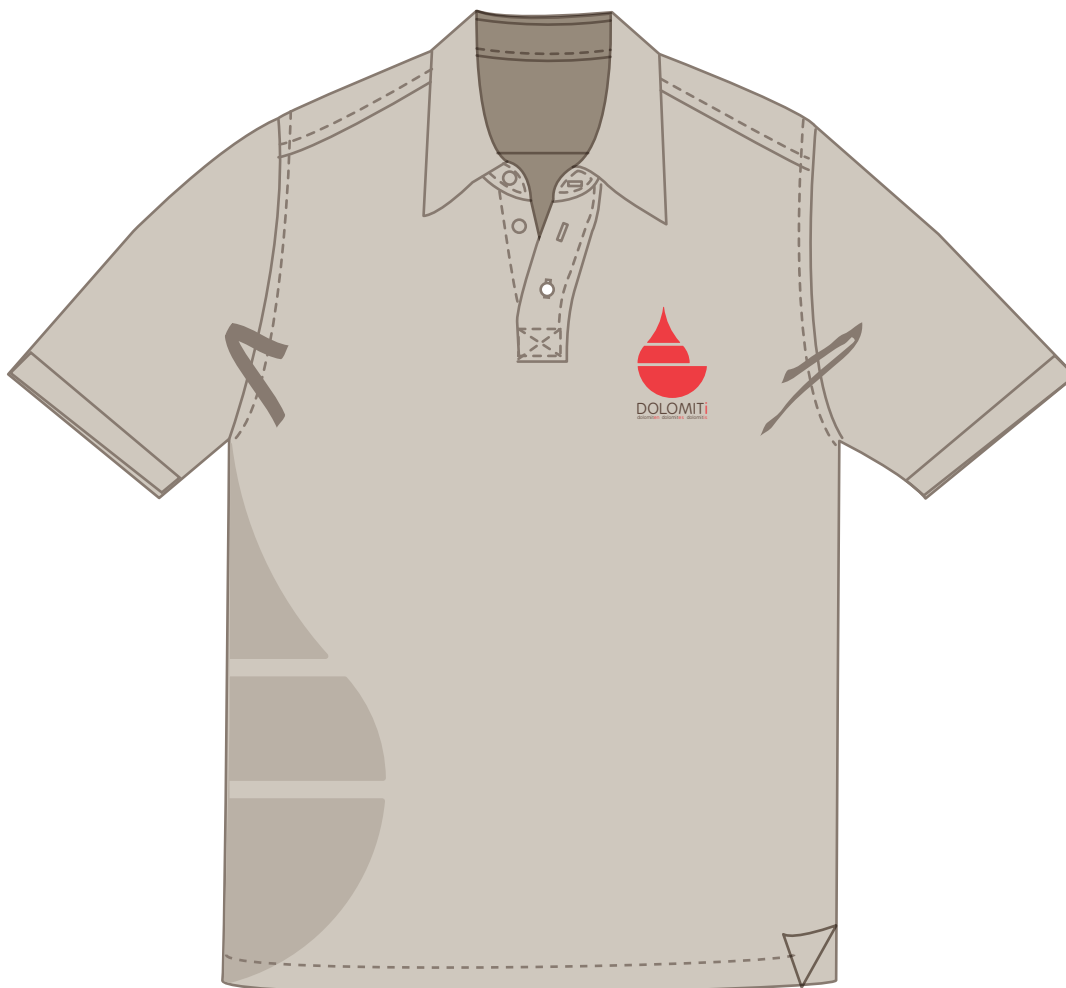
PAESAGGI



Integrazione del marchio Dolomiti | Cars



Integrazione del marchio Dolomiti | Polo



Integrazione del marchio Dolomiti | Shopping Bag

