

CONCEPT

Tra fiume, monti e pianure si estende e si affaccia Castellarano, che nel suo piccolo racchiude molteplici ricchezze e storie antiche, avvolte da un velo di mistero.

Tale magia si percepisce tra le vie che incrociano la cittadina e dalle torri dei castelli medioevali , ma anche dal suo paesaggio, tanto calmo quanto vario. Un vero e proprio rewind nel passato con un tocco di modernità e semplicità.

IMMAGINE DI ISPIRAZIONE



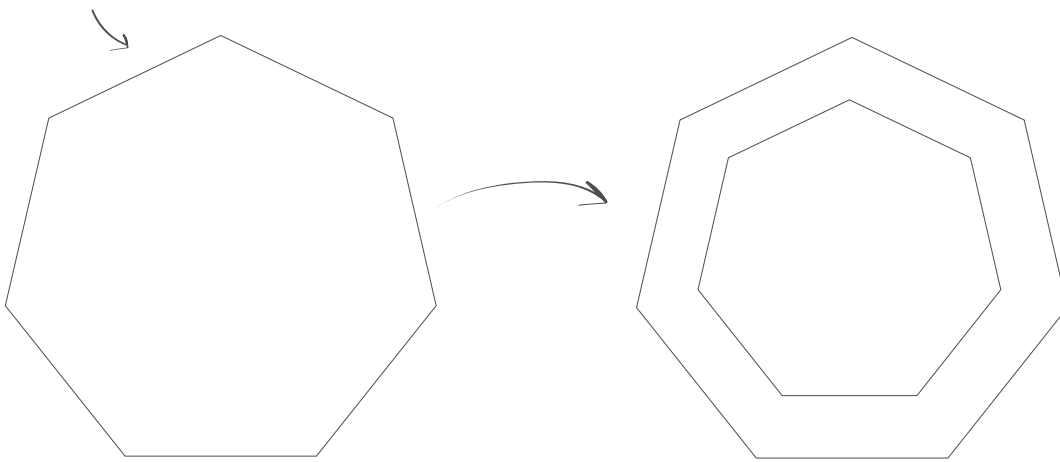
La Rocchetta



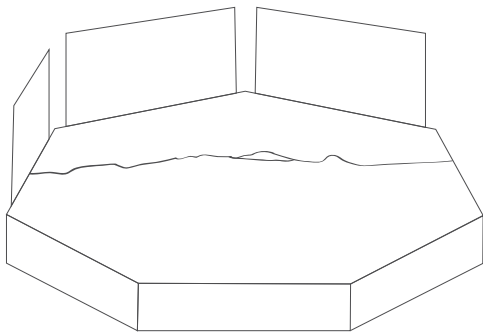
Paesaggio Castell'Arce

STUDIO DEL LOGO

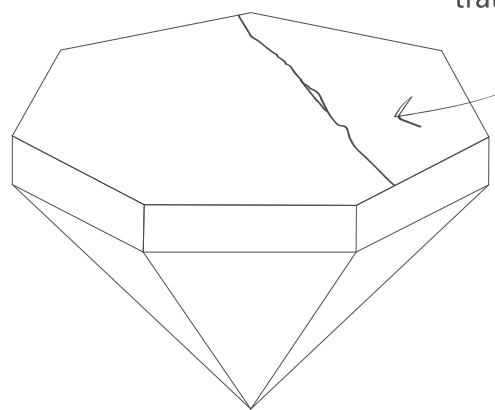
base ettagonale



base ettagonale
in prospettiva

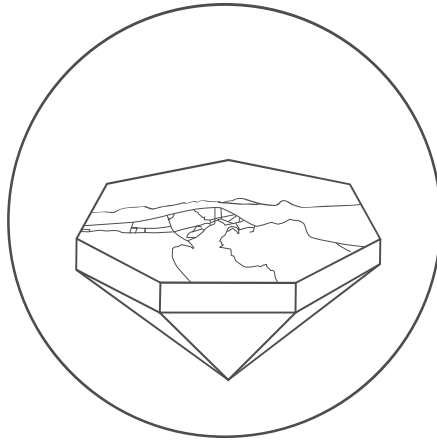


dimante ettagonale
in prospettiva



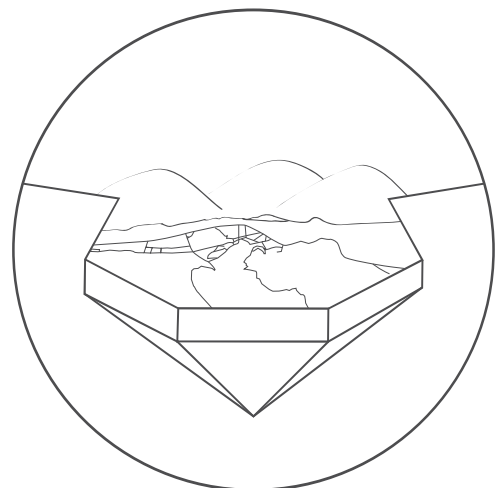
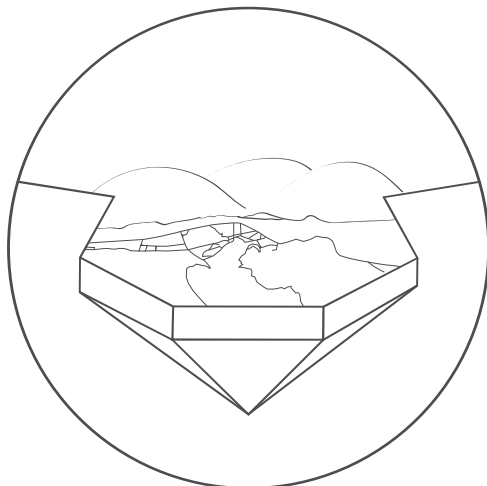
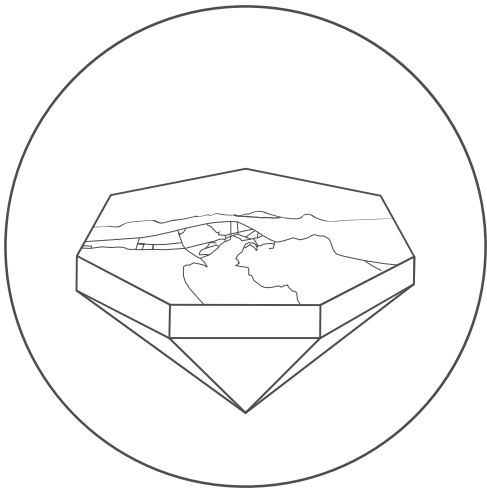
tratto fiume Secchia



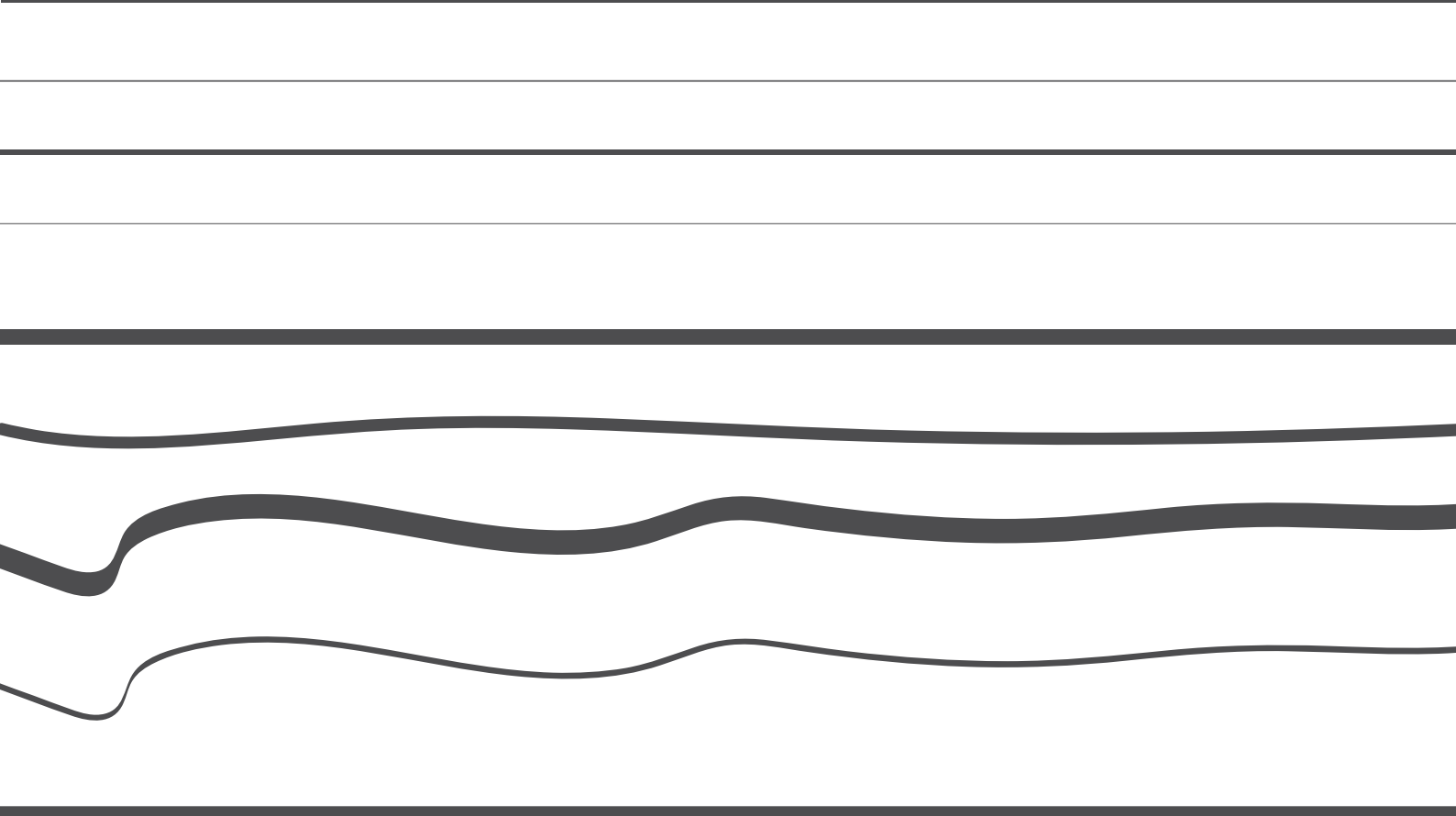


diamante ettagonale
in prospettiva
con tratti schematici
della mappa di Castellarano
riportati sulla base
del diamante

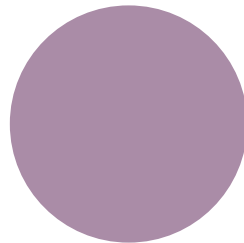
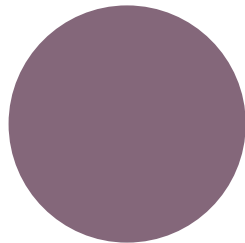
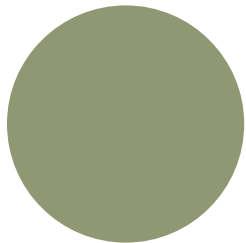
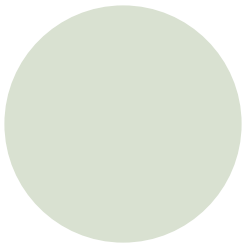
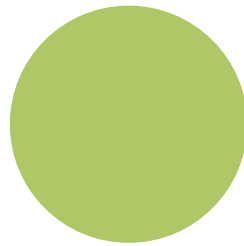
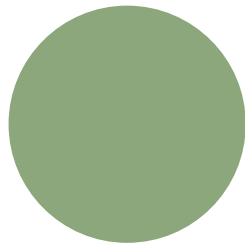
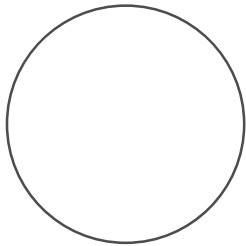
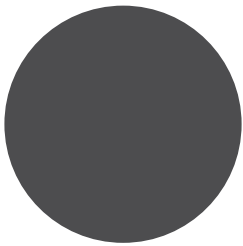
VARIAZIONE DISEGNO



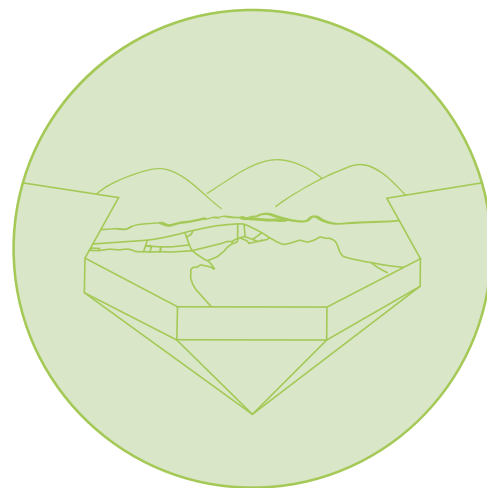
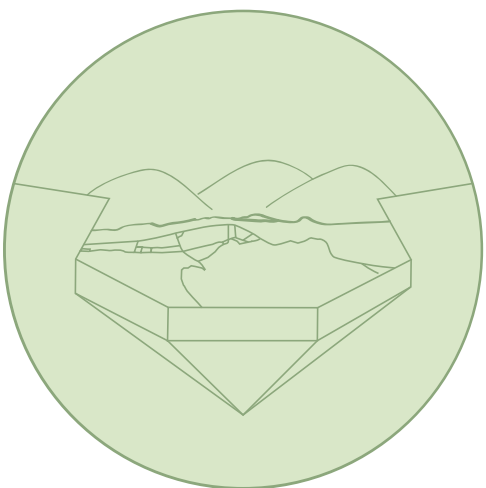
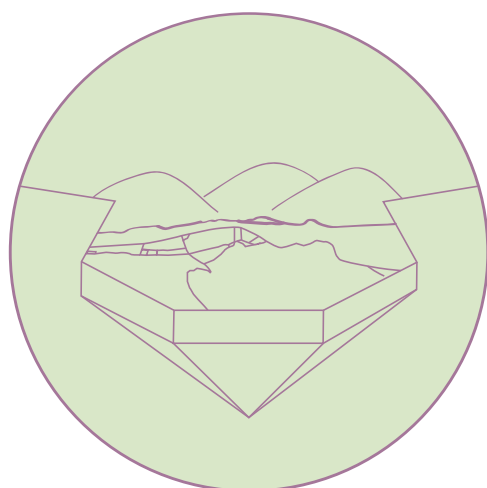
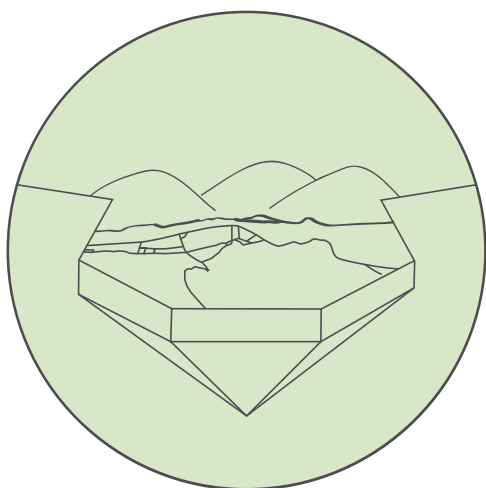
VARIAZIONE TIPOLOGIA E DIMENSIONE
DEL TRATTO



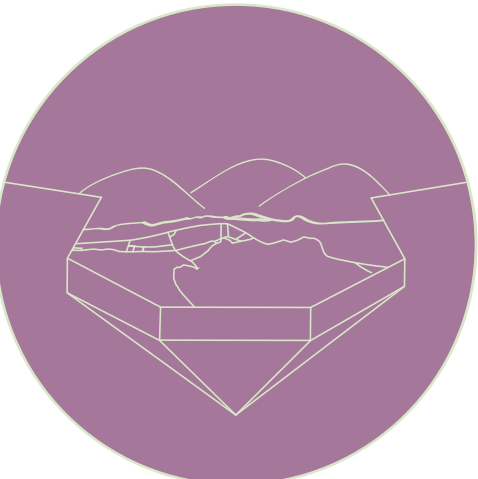
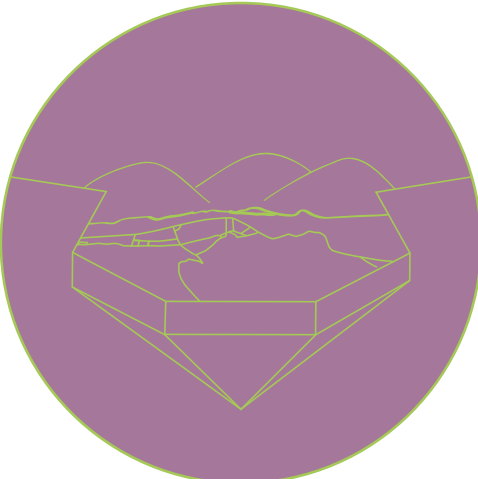
PALETTE COLORI



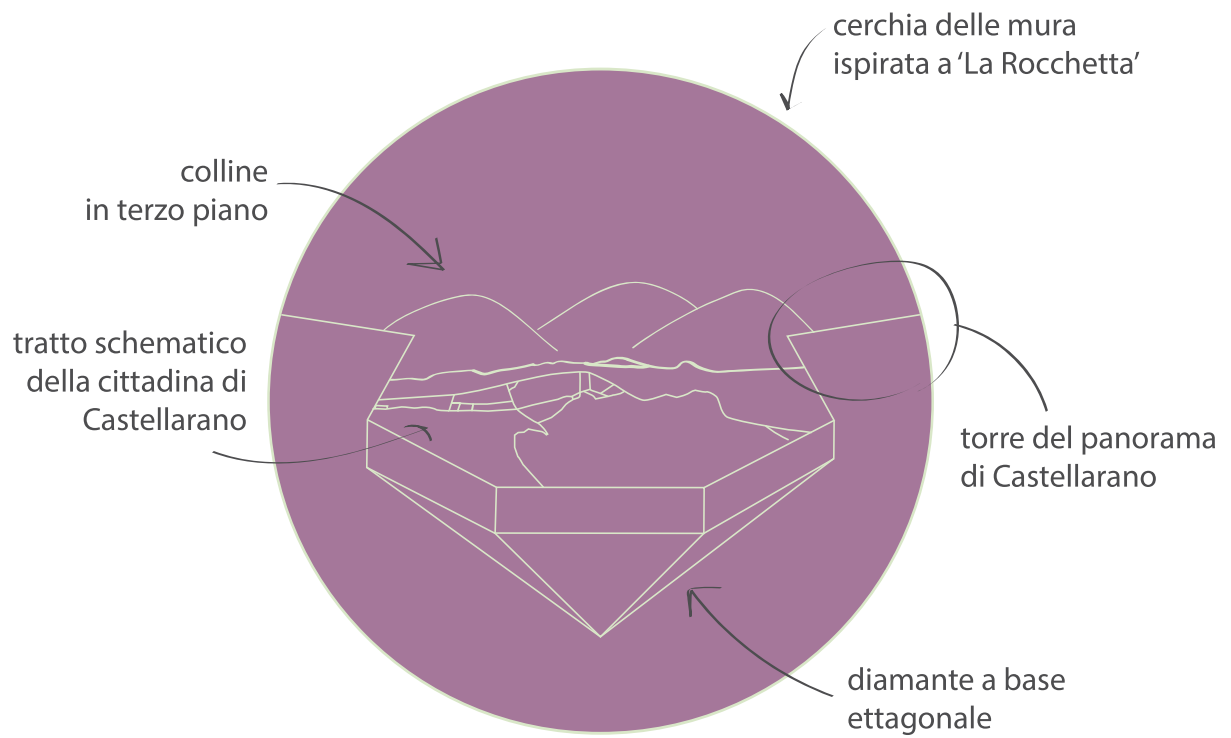
VARIAZIONE COLORE DEL TRATTO



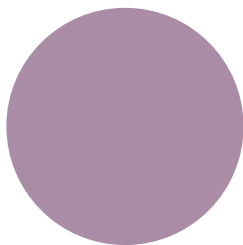
VARAIZIONE COLORE SFONDO



SPIEGAZIONE LOGO

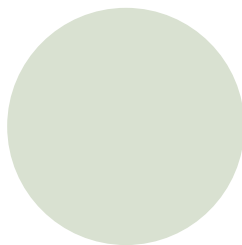


colore sfondo



viola ispirato all'Uva Prusinia caratteristica del comune di Castellarano

colore tratto



verde chiaro che ricorda il retro della foglia di ulivo, nome dell'albero dal quale deriva il nome 'Castellarano'