

# LUCA LEONARDI PORTFOLIO

— 2019 —



**IRON DODGE**

**THE PERFECT SOLUTION  
TO IRON THEM**



THE LOGO



THE CAR



**DODGE CHALLENGER SRT DEMON**

# THE ZOMBIES





Horizontal view

Variations and negatives



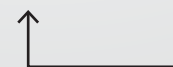
*This was the first proposal for the contest "Torino Città del Cinema 2020".  
The objective of this logo was to show the double soul of Turin,  
historical and contemporary city.*

————→ Courier New Bold

————→ Courier New Regular

————→ Tulpen One Regular

Colonna MT Regular



Vertical view



#FCE735



#3B54A4

Horizontal view

T O  
2 O

Torino  
Città del  
Cinema

Variants and negatives

T O  
2 O

Torino  
Città del  
Cinema



T O  
2 O

Torino  
Città del  
Cinema

T O  
2 O

Torino  
Città del  
Cinema

T O  
2 O

*This was the second proposal  
for the contest "Torino Città  
del Cinema 2020".*

*In this version I tried to keep a  
minimalistic style, with an  
immediate and clear look.*

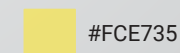
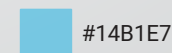
Torino  
Città del  
Cinema

→ Levenim MT Regular

→ **Levenim MT Bold**



Vertical view





Il futuro appartiene a tutti





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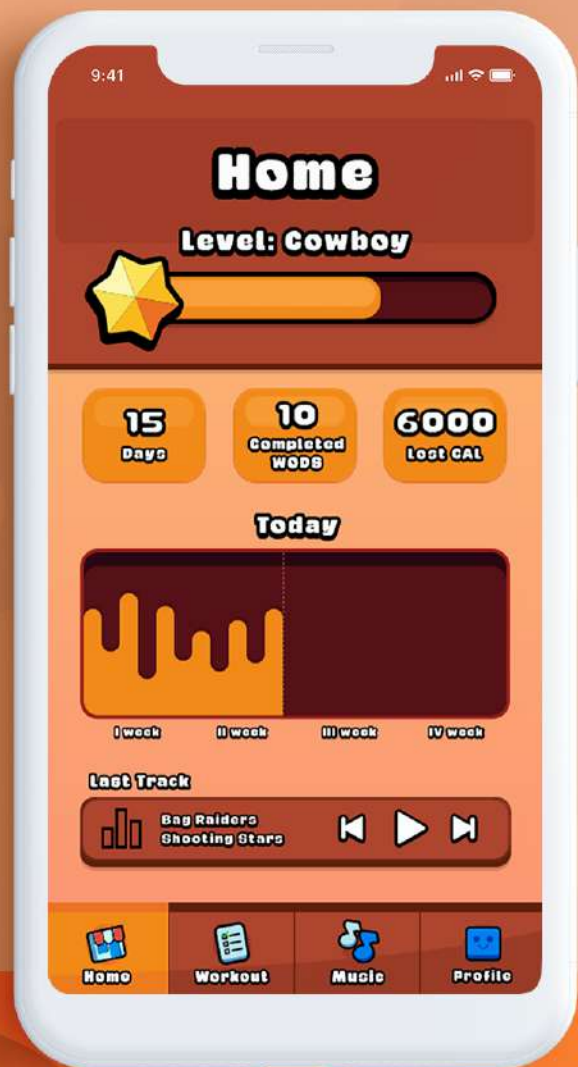


  
**Opel Dolphin**



Il futuro appartiene a tutti





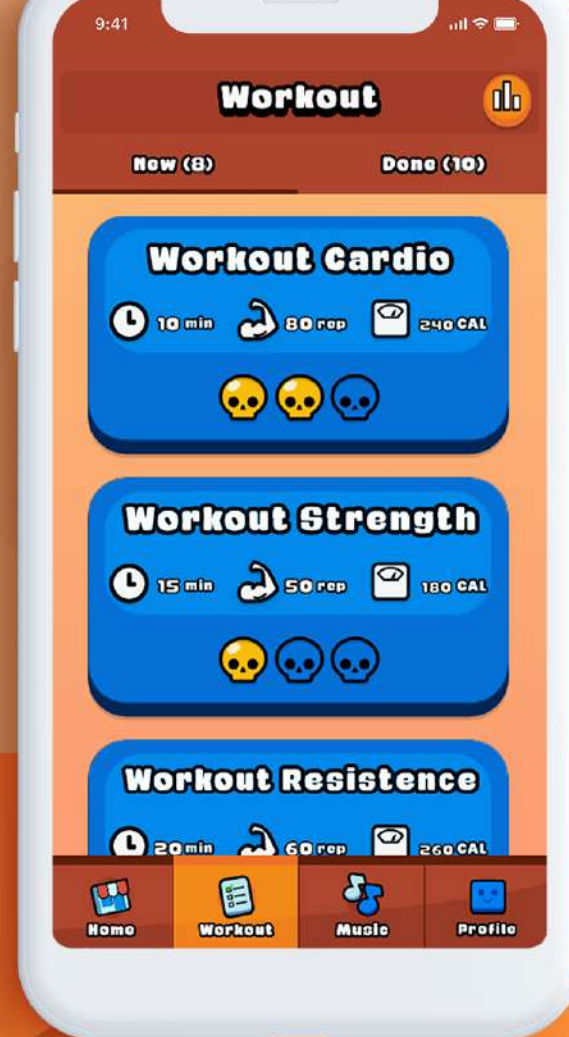
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2018



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LEVEL 12

891



LOCAL GAME



GET GOLD

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