Biblioteca Nazionale Centrale di Firenze

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SP22 Branding & Identity

KEY THEMES

A library prioritizing research that seeks to present itself as a scholarly institution.

While proudly preserving Italian culture and heritage, looking to the future as the library's collection modernizes and shifts to web format. Retain tangible relationship to the book as an object.

KEY DESIGN FEATURES

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The FOOTNOTE as a representation of research and scholarship. Suggests the tangible act of annotation and an active participation in history.

The historic Italian FONT FAMILY Bodoni and modern sans-serif Franklin Gothic represent the connection between Italian heritage and a contemporary Italian library.

Bold, bright COLORS AND PATTERNS that make a more dynamic and approachable design.

LOGO

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bnc *
biblioteca nazionale
centrale firenze

Two-part logo featuring short-hand "bnc" and the name or additional details of the library. Can function with an asterisk or brackets as visual elements indicating the footnote theme. Often features in white against a colorful background, imagery, or pattern.

bnc

[biblioteca nazionale
centrale firenze]

bnc[firenze]

COLORS & VISUAL ELEMENTS

BUSINESS CARDS

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The asterisk pattern adds visual interest and modernity to stationery. Business cards can function as library entry cards. The brackets are loosely evoked by rectangular arrangement and lines.

bnc

[biblioteca nazionale
centrale firenze]

FACADE BANNERS

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The name and logo may be treated individually. The footnote brackets can expand to form a border reflecting the dimensions of a surface.

ENVELOPE

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Logo on pattern background, as on business cards. The main portion of the logo may be separated from the library name and additional information like address and contacts.

LETTERHEAD

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The logo functions as a
secondary element, like a
footnote. The brackets feature
as a border. The design works
on a dark and light background.

STICKERS, STAMPS, & PINS

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As a shorthand, a simple asterisk reflects the concept of a footnote or annotation in research. Besides the asterisk pattern, it also features on smaller surfaces like stamps, stickers, or social media avatars.

LABELS & SIGNAGE

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Informational material uses Franklin Gothic for visual clarity. May be accompanied by asterisk as a recognizable symbol.
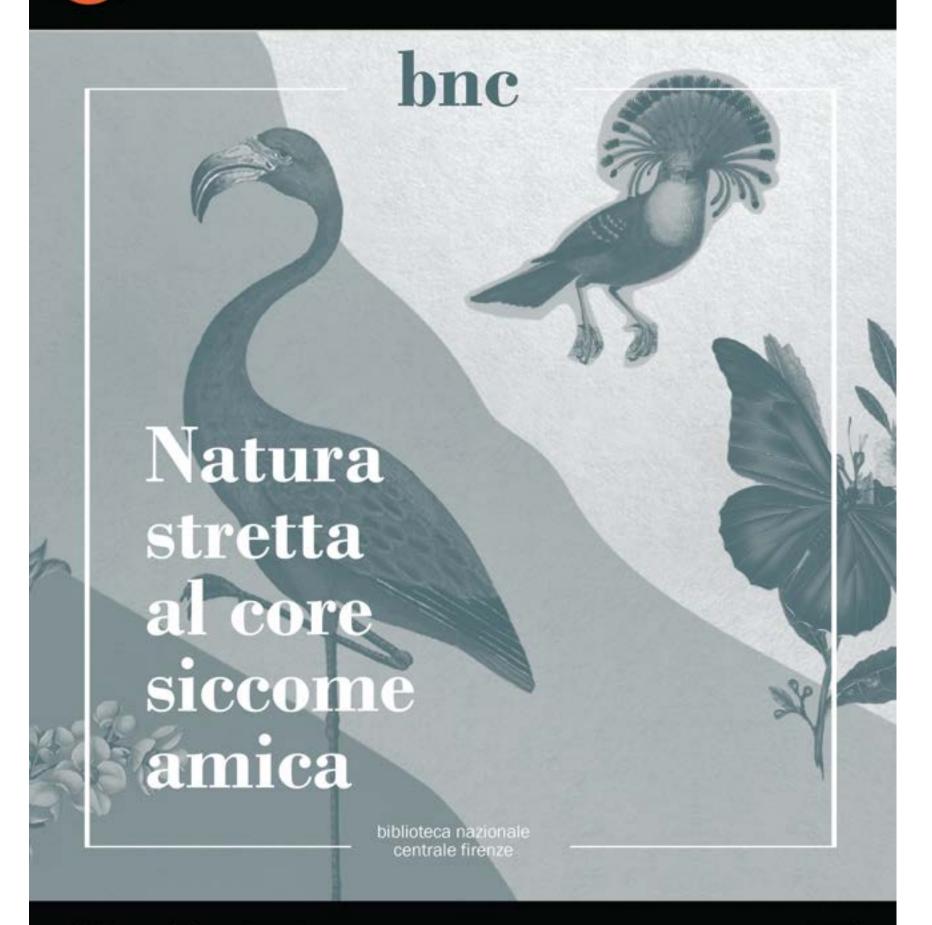
NOTEBOOKS

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The logo and bracket system are featured against a bold, eye-catching pattern.

BOOKMARKS

bnc *

biblioteca nazionale
centrale firenze

Piazza dei Cavalleggeri,
1, 50122
Firenze FI
055-249191

INSTAGRAM REBRANDING

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Logo and bracket system against imagery. May use limited colors for visual cohesion.

TOTE BAG

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The bracket system may be integrated with other imagery. For example, imagery related to library exhibitions can be featured on products or stationery as a form of promotion.