

Riepilogo

L'azienda produttrice



Otto

Prova di naming

Valori dell'azienda

Continuità



Equilibrio

8



Qualità del nome

Palindromo



Simmetria

oo

Otto: 1º concept

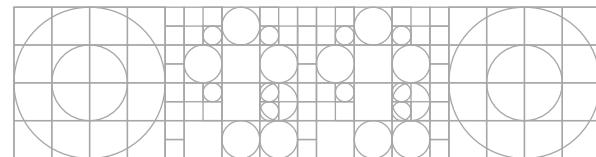
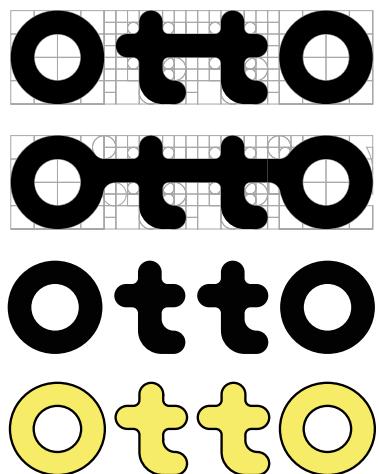
Moodboard



Otto: 1º concept

Logotipo e payoff

Prove logotipo

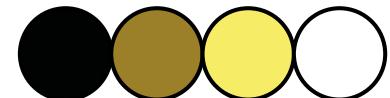


Font e palette



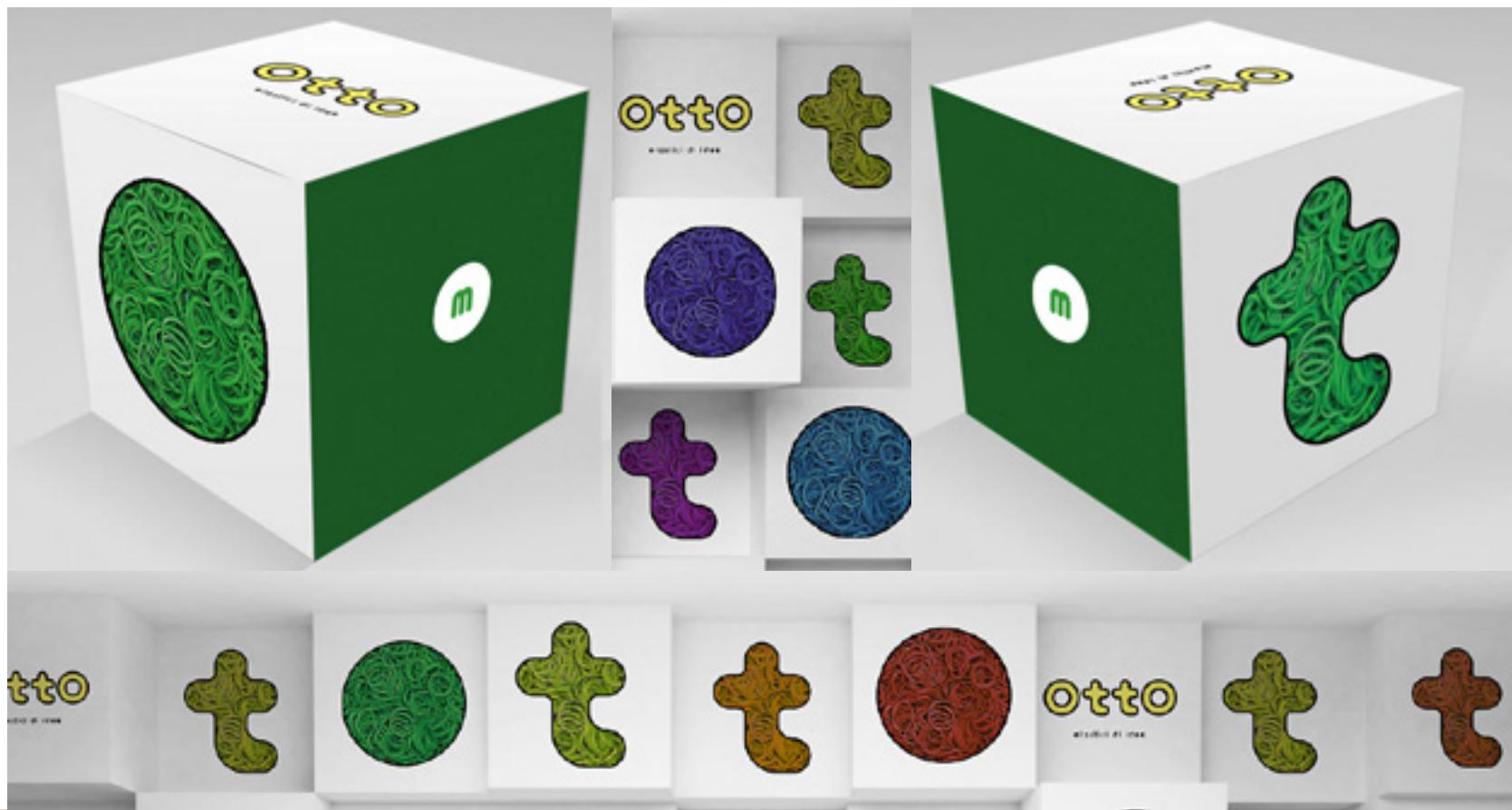
Lato Typography

Sed ut perpiciatis unde
omnis iste natus error
sit voluptatem acusan-
tium doloremque lau-
dantium, totam rerum.



Otto: 1º concept

Packaging



Otto: 1º concept

Video



ELASTICO



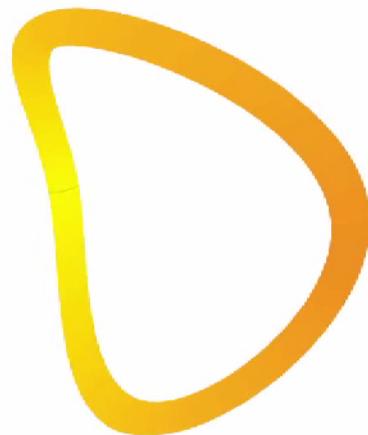
Otto: 2º concept

Moodboard



Otto: 2^o concept

Logo



OTTO
Sono un bracciale



Otto: 2^o concept

Applicazioni

The image displays various applications of the Otto brand, featuring its signature colorful, abstract logo.

- Logo Grid:** A 3x3 grid of the Otto logo in different colors (red, green, blue, yellow, orange, green, red) on a white background.
- Business Card:** A template for a business card with the Otto logo at the top, followed by contact information: Name Manager, Sono elastico, via delle Acciaierie, 120, Castelfranco Emilia, Italy, 40040. Below this is a section titled "Applicazioni" with descriptive text and a small image of a red and orange twisted shape.
- Website Snippet:** A screenshot of a website page showing the Otto logo and the text "REINVENTAMI COME VUOI".
- Red Envelope:** A graphic of a red envelope containing a pattern of the Otto logo.
- Small Business Cards:** Two smaller versions of the business card template, one with a red logo and another with a green logo.

Otto: 2º concept

Sito internet



Loop

Prova di naming

Valori dell'azienda

Elasticità

Equilibrio

Qualità del nome

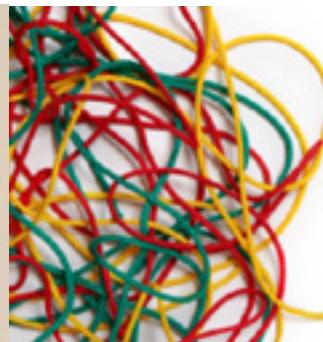
Onomatopeico

matematico e
creativo



Loop: 3^o concept

Moodboard



ELASTICO



A A A
A A A B B B C C C
D D D E E E F F F G G G
H H H I I I J J J K K K
L L L M M M N N N
O O O P P P Q Q Q
R R R S S S T T T
U U U V V V W W W
X X X Y Y Y Z Z Z



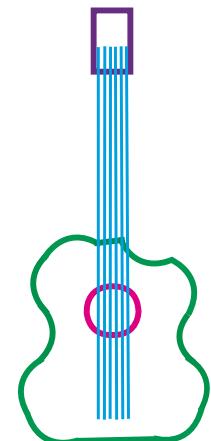
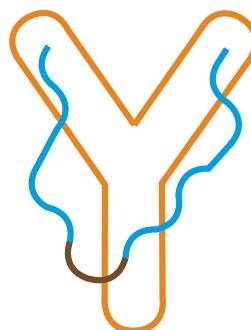
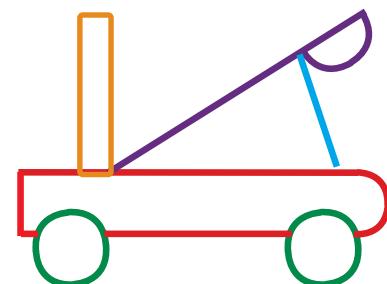
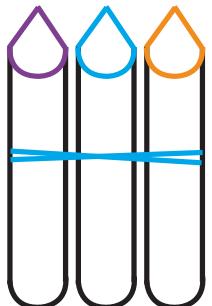
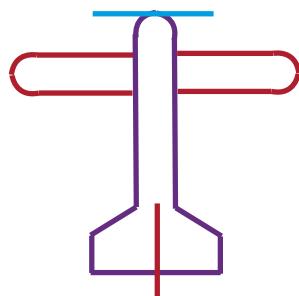
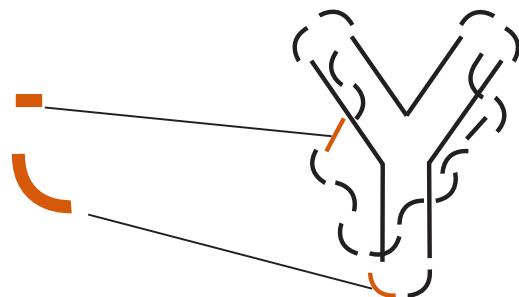
Loop: 3^o concept

Logo



Loop: 3^o concept

sviluppo dei disegni



Loop: 3^o concept

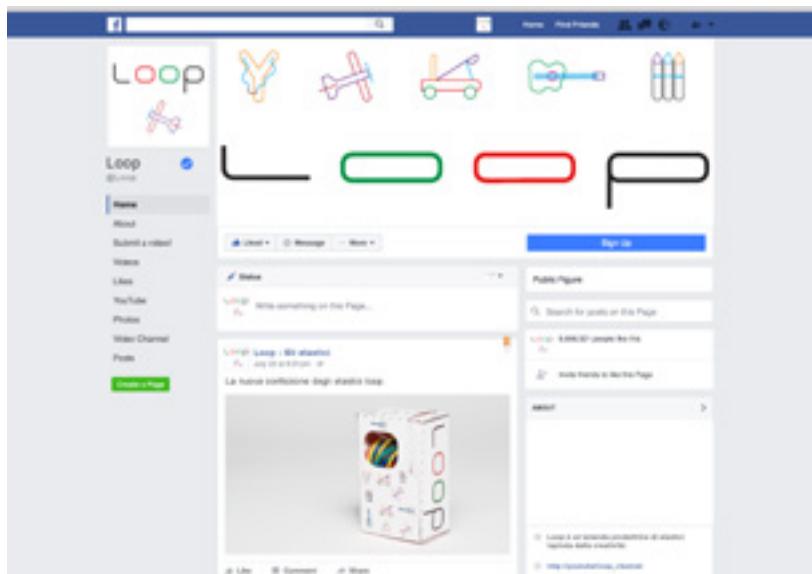
Tipografia, Social Network e Packaging

Akzidenz-Grotesk

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tungsten

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



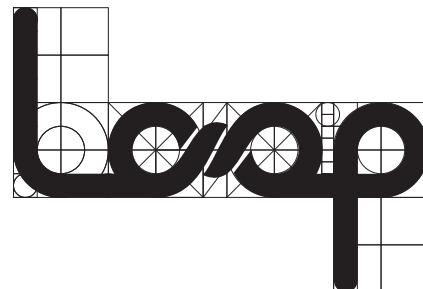
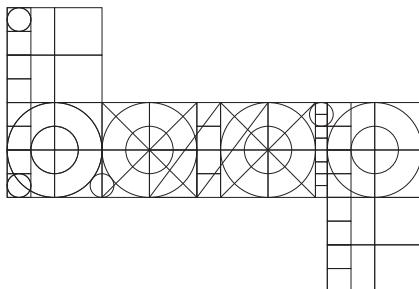
Loop: 2^o concept

Moodboard



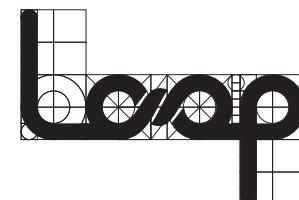
Loop: 2^o concept

Logotipo e payoff



Pantone
P105-15U
#285387

Pantone
P125-15U
#288387



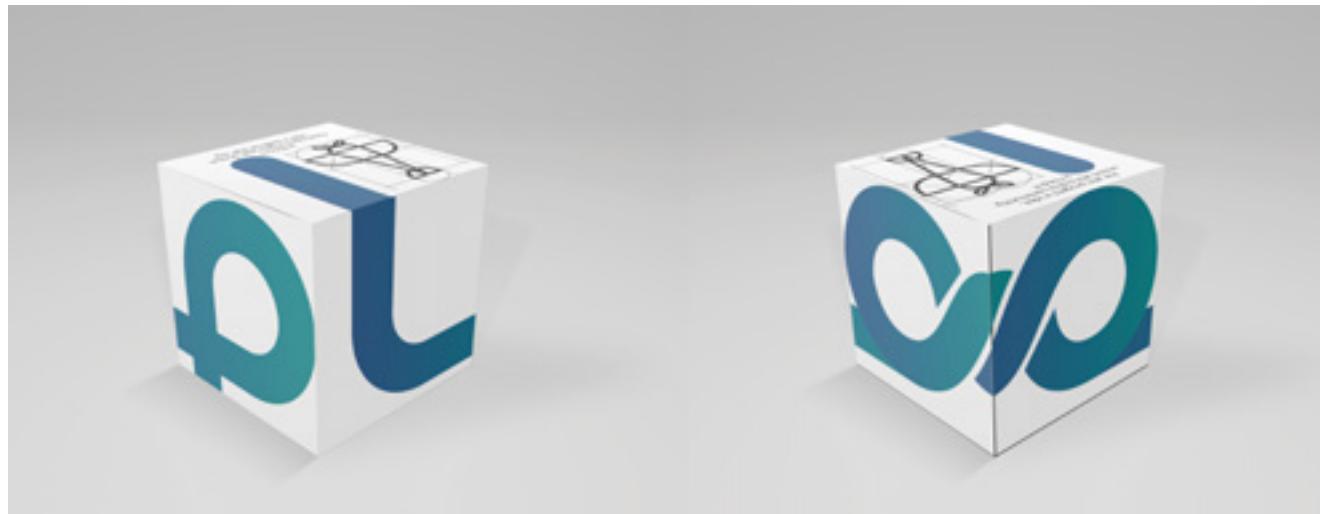
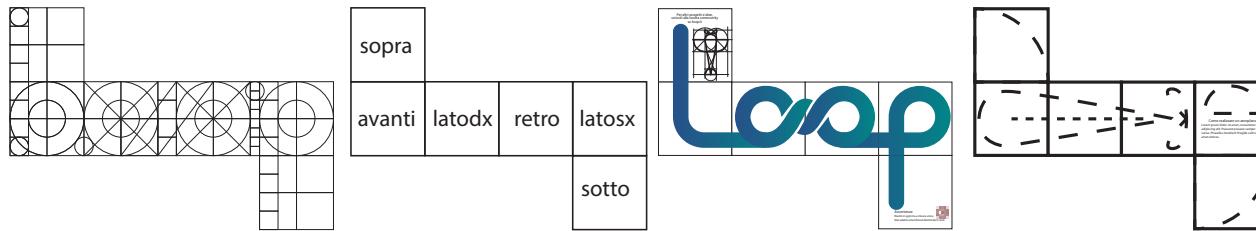
Progetta, crea, gioca



Progetta, crea, gioca

Loop: 2^o concept

Packaging



Loop: 2^o concept

Mockup



GRAZIE