

Dipartimento Patrimonio Architettura Urbanistica  
Corso di laurea in Design



**CORSO DI:**  
**Concept Design**  
**Prof. A. De Capua**  
28 ottobre 2021

# **CD 3\_Branding Territoriale**

DALLO URBAN DESIGN ALLA URBAN IDENTITY  
(e viceversa)

Seminario a cura di  
**Lidia Errante**



**DESIGN  
CITTÀ  
PERCEZIONE  
ETICA  
ESTETICA**

## **URBAN IDENTITY**

Forme di **identificazione** spaziale sono specifiche di un dato ambiente della città. **Place e Urban Identity** sono concetti legati alla definizione della propria **identità come risultato delle esperienze quotidiane di un individuo nella città.**

**Città  
Quartiere  
Spazio Pubblico  
Arredo Urbano**

# IDENTITÀ E OGGETTI URBANI

Contribuisce alla costruzione della **propria identità** in relazione all'altro, alla comunità a cui si appartiene (o si vuole appartenere) e ai luoghi.



# IDENTITÀ E OGGETTI URBANI

Contribuisce alla costruzione della **propria identità** in relazione all'altro, alla comunità a cui si appartiene (o si vuole appartenere) e ai luoghi.



# IDENTITÀ E OGGETTI URBANI

Contribuisce alla costruzione della **propria identità** in relazione all'altro, alla comunità a cui si appartiene (o si vuole appartenere) e ai luoghi.



PERCEZIONE  
ESTETICA

COMFORT E  
SICUREZZA

SIGNIFICATO

CONTROLLO

PARTECIPAZIONE

SISTEMA  
NATURALE

QUALITÀ  
AMBIENTALE

EQUILIBRIO  
PUBBLICO/PRIVATO

# IL SENSO DELLA CITTÀ / THE SENSE OF A CITY

La **distingue** dalle altre

**Può essere comunicato** attraverso immagini o oggetti

Veicola **messaggi** univoci, informazioni e conoscenza trasferibile  
tra due o più osservatori





**URBAN  
IDENTITY**

**PRODOTTO**

**RELAZIONE**

**COMUNICAZIONE**

**URBAN  
DESIGN**

**SERVICE  
DESIGN**

**GRAPHIC  
DESIGN**

**BRAND IDENTITY**

**URBAN IDENTITY**





COCA-COLA



# BRAND IMAGE

Racconta una storia, contribuisce a rafforzare il rapporto di lealtà tra cliente e prodotto, genera entusiasmo o consapevolezza su un prodotto o un settore.



**Fidelizzazione**  
**Positività**  
**Coerenza**

1. TARGET DI RIFERIMENTO
2. FOCUS E PERSONALITÀ
3. NOME
4. SLOGAN
5. ASPETTO (COLORE E FONT)
6. LOGO
7. APPLICAZIONE (MERCHANDISING, PACKAGING, ETC.)
8. CONSISTENZA E COERENZA
9. FORMA
10. TEMA



**BRAND IDENTITY**

**LA CITTÀ NON È UN BRAND\***

**URBAN IDENTITY**

**LA CITTÀ NON È UN BRAND\***

A large orange circle is positioned on the right side of the slide. The word "TARGET" is written in white, bold, uppercase letters inside the circle.

**TARGET**

**LA CITTÀ NON È UN BRAND\***

**TARGET**

**LA CITTÀ NON È UN BRAND\***

**MERCATO**



**ETÀ / GENERE / STATUS**

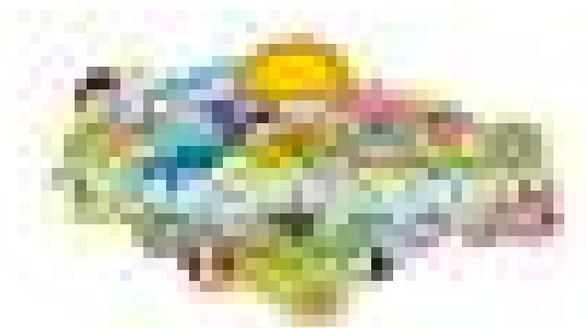
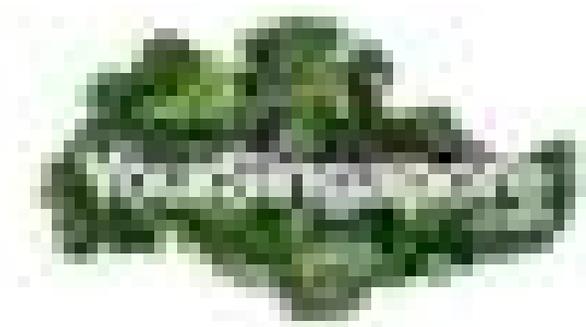
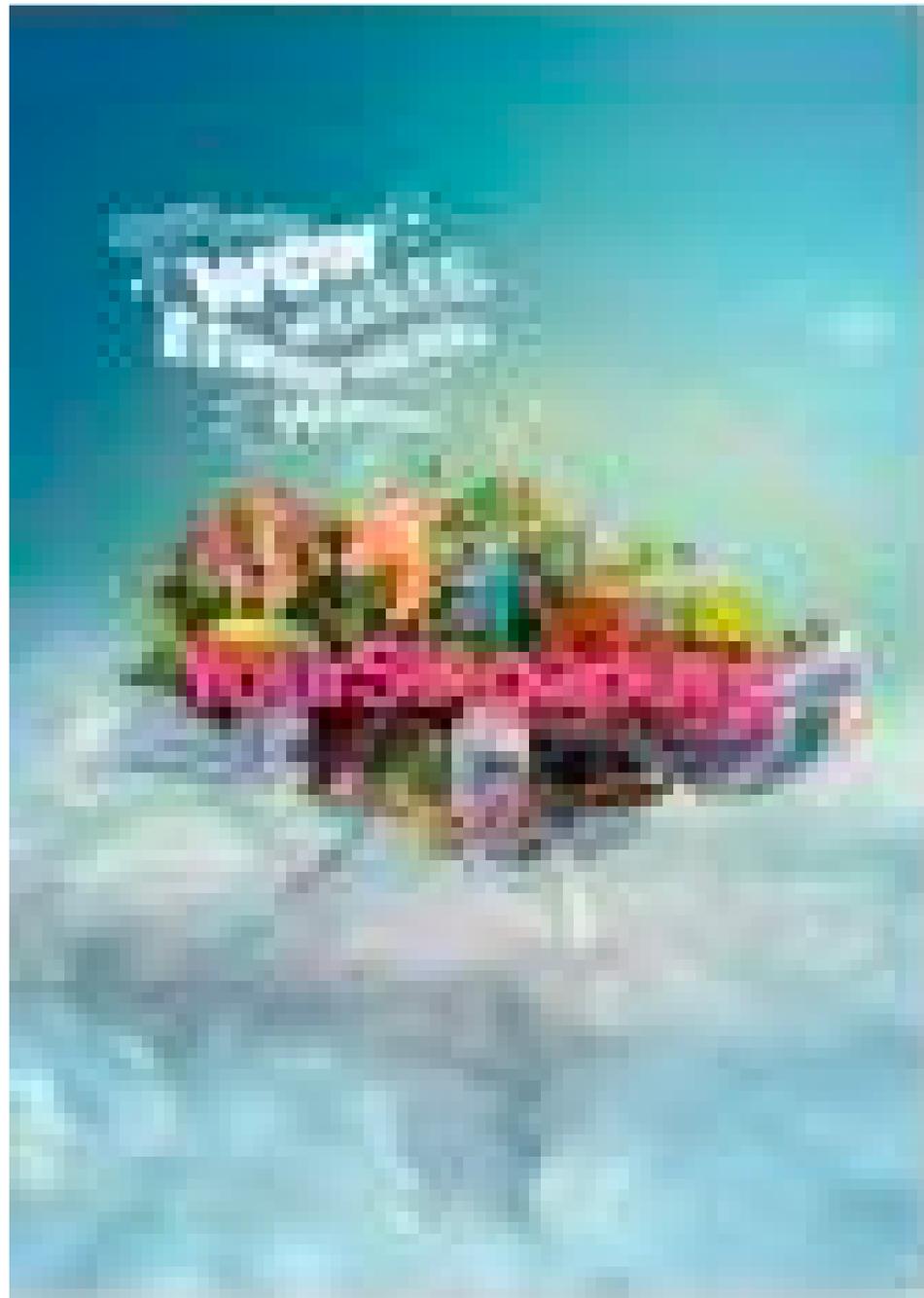
**INSIDER / OUTSIDER**

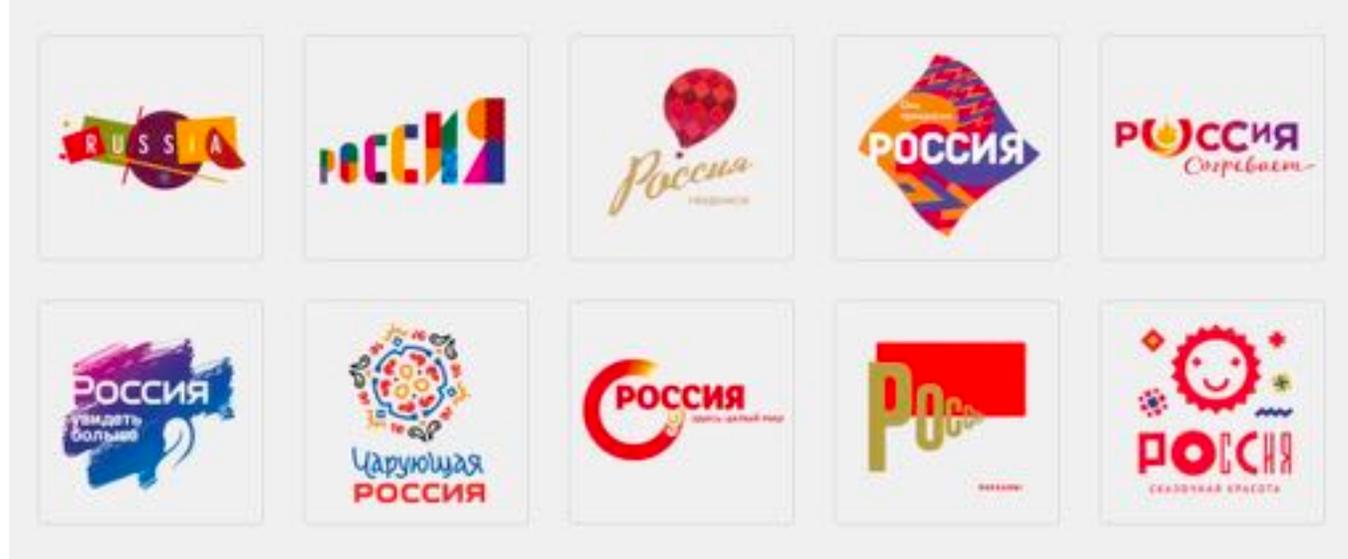
**COMUNITA DI  
RESIDENTI / INTERESSE**

**AVVENTORI: TURISTI,  
STUDENTI, PENDOLARI**













**Изменение сюжетов**  
Change the fill

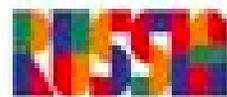
## Динамический логотип

Один логотип для такой большой страны? Логотип-конструктор даст возможность использовать единый логотип для разных регионов. Он позволит рассказать о множестве особенностей безграничной российской территории и культуры.

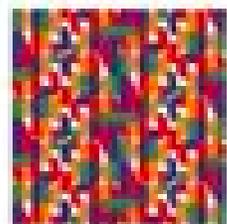
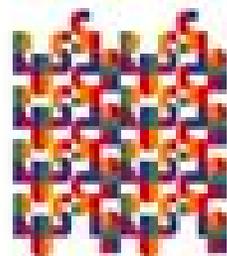
One logo for such a big country? The logo-constructer allows full-time changes, which is being designed, he will tell about a lot of subjects from the level of function to the culture and not more.



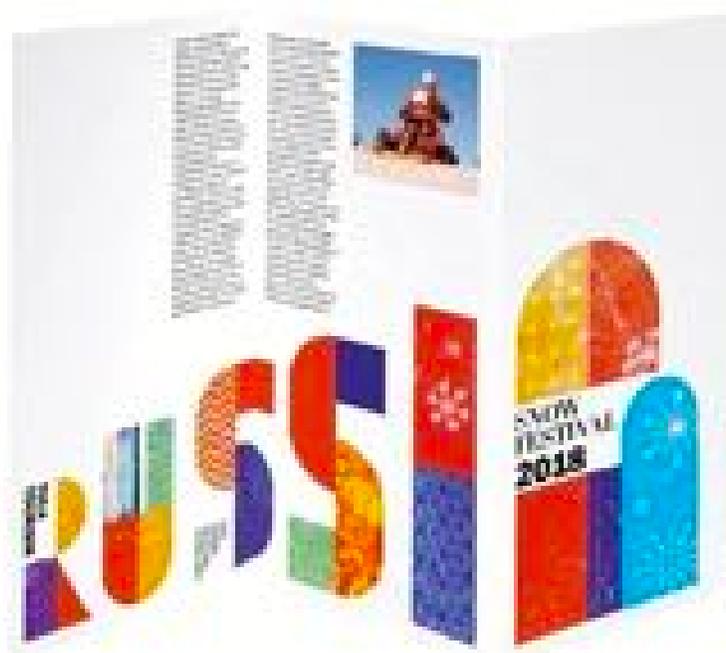
**Изменение силуэта**  
Change the silhouette

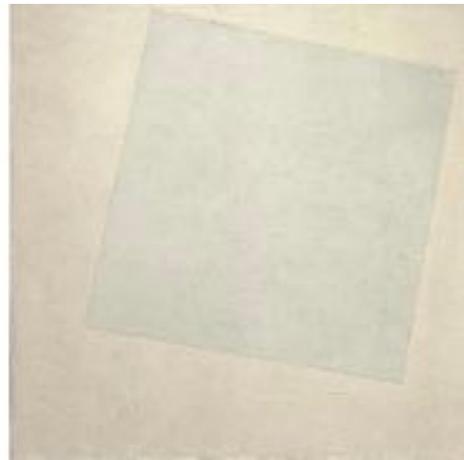
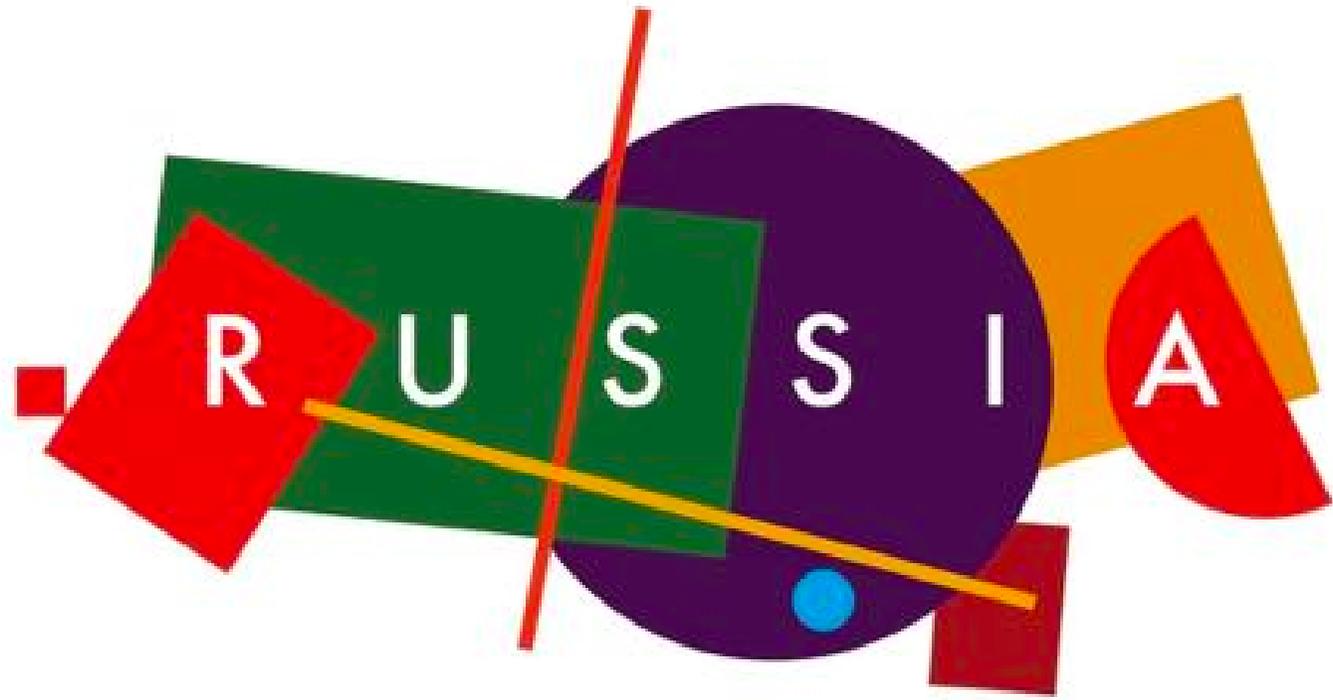


**Паттерн**  
Pattern



**Пиктограммы**  
Icons, pictograms, etc. (people, culture, nature, etc.)  
Pictograms  
people, culture, nature, etc.  
Icons



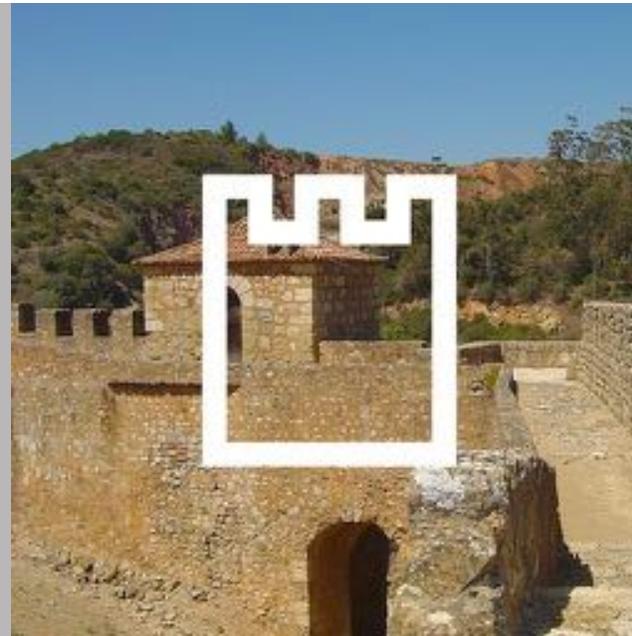
















# THINK MATHS!





Bel **МІНСК**  
Rus **МИНСК**  
Eng **MINSK**



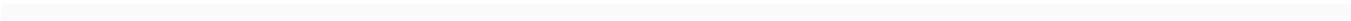
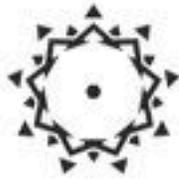
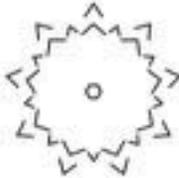




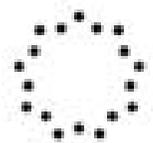
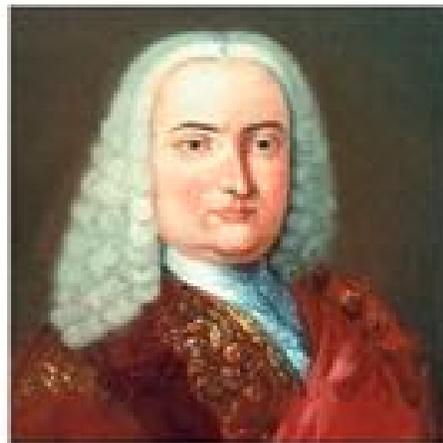


*NOVA PALMÆ castrum in  
patria Firmandensis ad mare Arabi-  
cum situm contra Barbarorum in-  
vasum à Christianis edificatum*

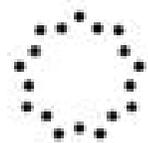
*Dispositio castrorum novarum quibus à  
nostris militibus in pascuis Arabibus pascuis  
valde periculis suis. 1680 per architectum  
Johannem de Wittum in. P. 1680. P. 1680. P. 1680.  
et area p. 1680. P. 1680. P. 1680. P. 1680.  
et area p. 1680. P. 1680. P. 1680. P. 1680.*







PALMANOVA



PALMANOVA



CMYK:  
0  
0  
0  
100

RGB:  
0  
0  
0

PANTONE:  
—

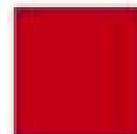
RAL:  
9005



PALMANOVA



PALMANOVA

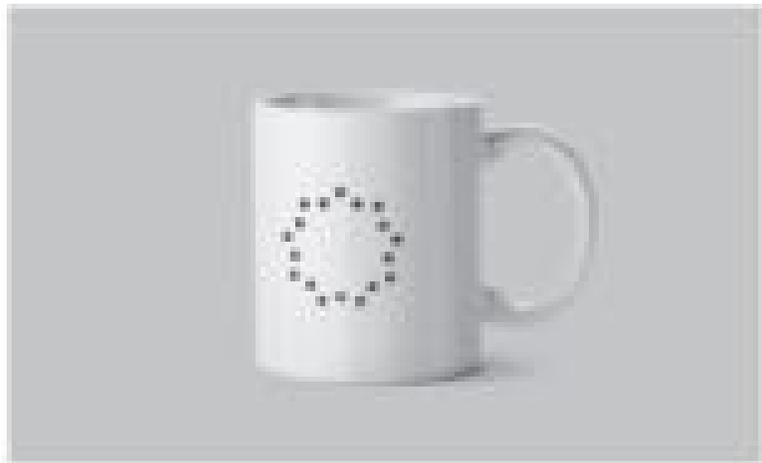


CMYK:  
0  
100  
90  
35

RGB:  
166  
15  
20

PANTONE:  
7621

RAL:  
3000





Ajuntament  
de Barcelona



START  
IDEAS  
PROJECTS  
BUSINESS  
GLOBAL  
FUN  
/  
DO IT  
IN  
BARCELONA

**MORE THAN 700 BUSINESSES EVERY YEAR ARE CREATED THROUGH OUR SPECIALISED BUSINESS SERVICE.**

If you are looking for a city in the world to bring your business project in Barcelona you will find the resources and the support you need to do it.

DO IT IN BARCELONA offers you business tools, including visas and expert advice, all in English, to start up or to consolidate your business in Barcelona.

Visit [www.doitbarcelona.com](http://www.doitbarcelona.com) and sign up for a Welcome Service.

DO IT IN BARCELONA

Barcelona  DO IT



Government of Catalonia

Economic Promotion

IF YOU ARE LOOKING FOR A CITY TO DEVELOP  
YOUR BUSINESS OR PROFESSIONAL PROJECT,  
IN BARCELONA YOU WILL FIND THE SUPPORT  
TO CARRY IT OUT. DO IT BARCELONA!

[www.doitbarcelona.com](http://www.doitbarcelona.com)

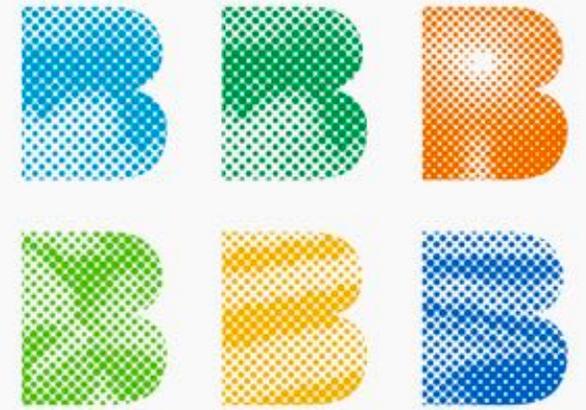
CREATE  
INVEST  
WORK  
LEARN  
RESEARCH  
SMILE  
/  
DO IT  
IN  
BARCELONA

Barcelona  DO IT

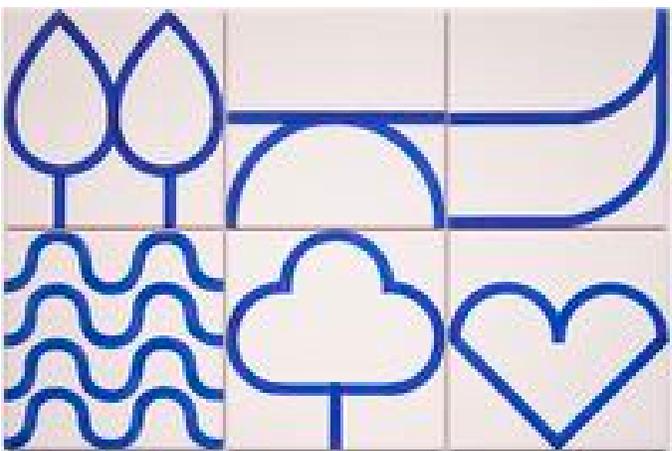


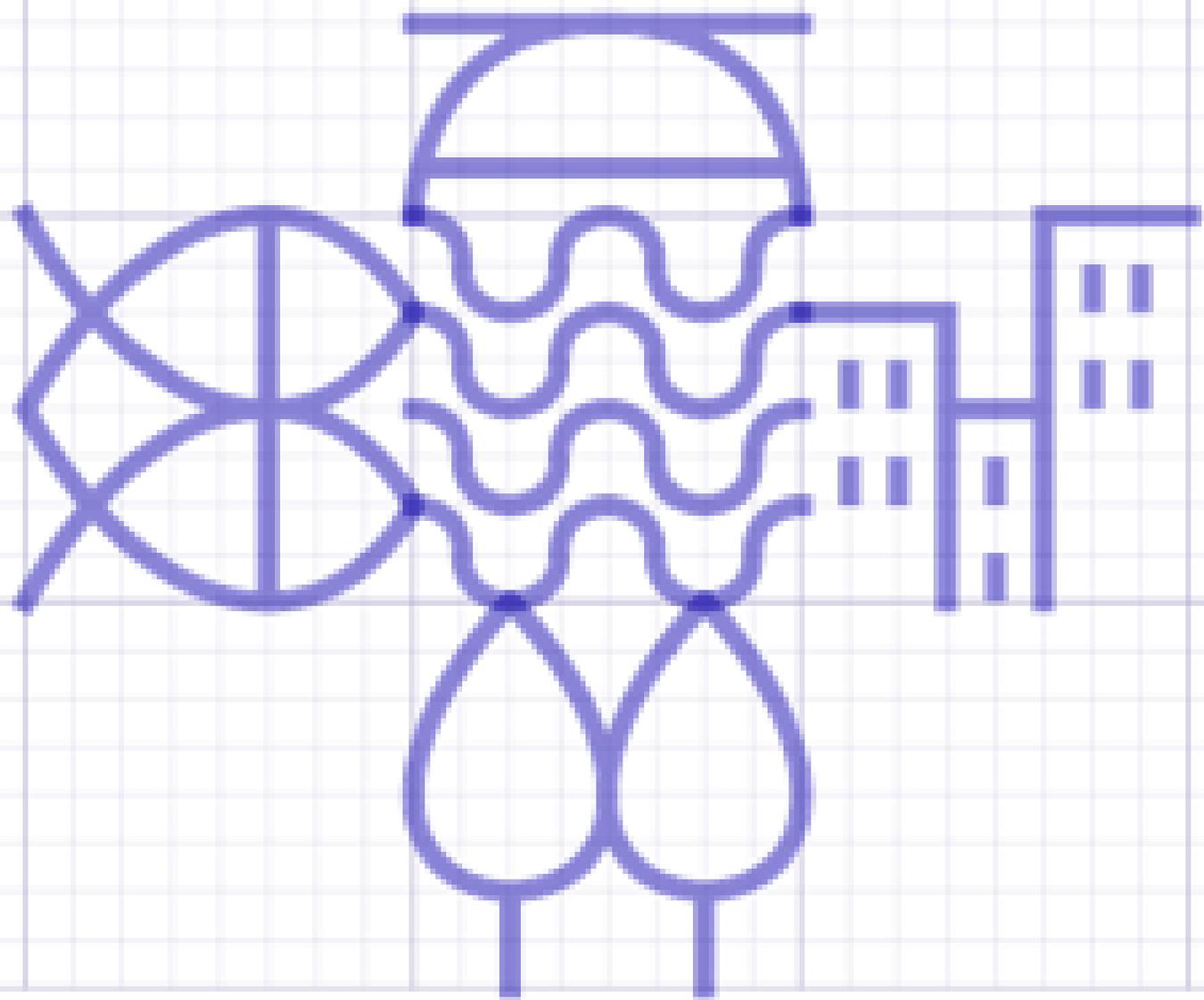
Government of Catalonia

Economic Promotion



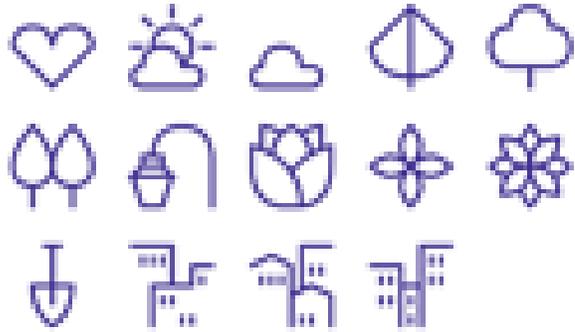




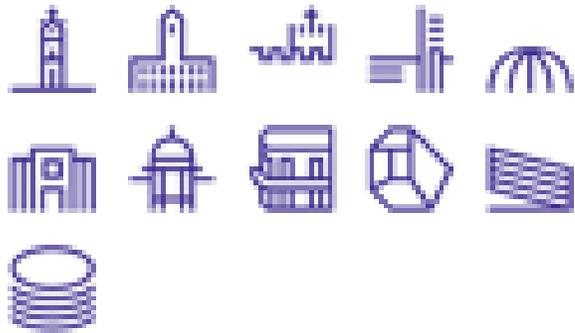


Patello  
Passion

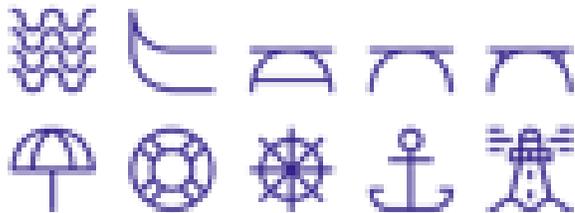
Climate / City



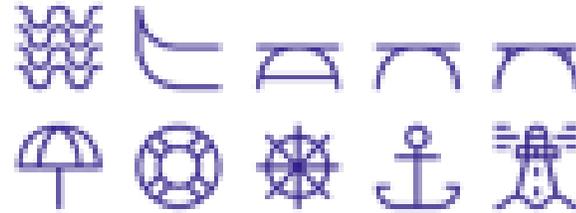
Education / Buildings



Weather / Seasonal



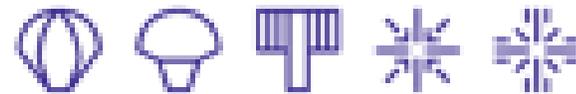
Weather / Seasonal



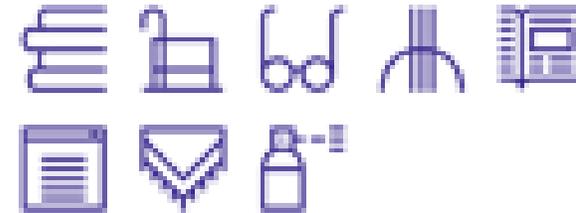
Gastronomy / Dining



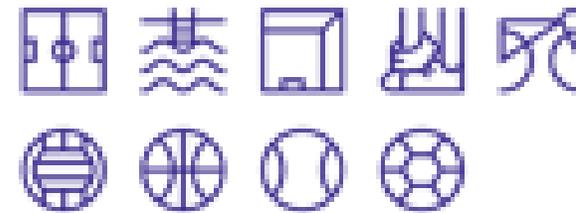
Light / Lamps



Culture / Culture



Exercice / Sports



Transportation / Public Transport

