

ALLEGATO e) AL CAPITOLATO TECNICO

LOGO E IMMAGINE COORDINATA DELLE GALLERIE

---

Classificazione del documento: Consip Public

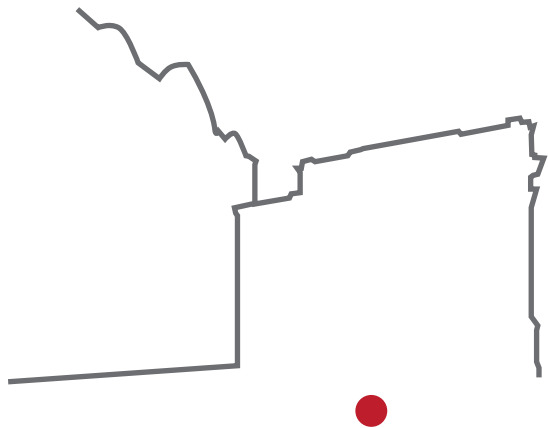
Gara a procedura aperta ai sensi del D.Lgs. 50/2016 e s.m.i., per l'affidamento in concessione dei servizi di biglietteria, assistenza alla visita e bookshop presso le Gallerie dell'Accademia di Venezia per il Ministero dei Beni e delle Attività Culturali e del Turismo– ID 1959.

Allegato d) – Logo e immagine coordinata delle Gallerie

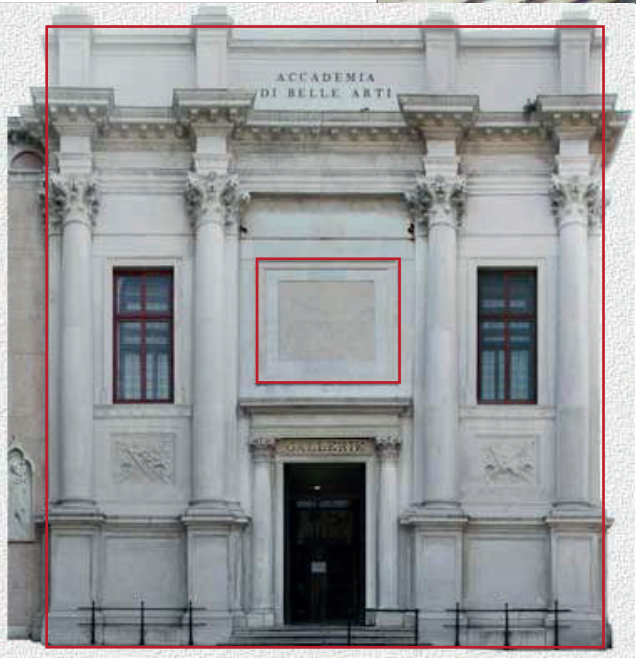
# Gallerie

Accademia, Venezia

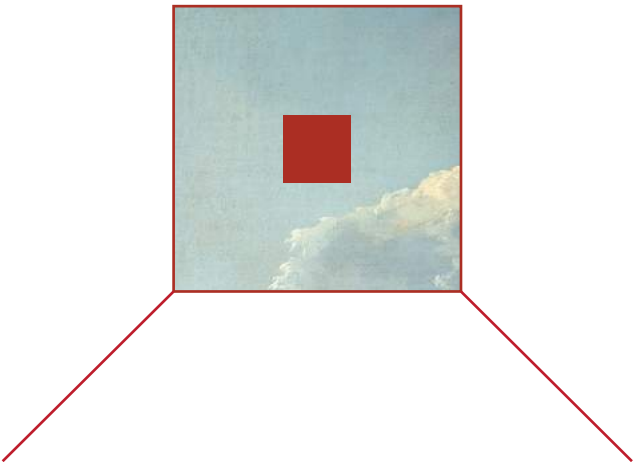
## THEATRON



apertura  
palcoscenico  
dentro e fuori  
azione  
attenzione

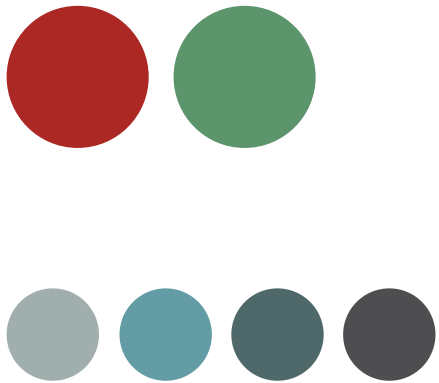
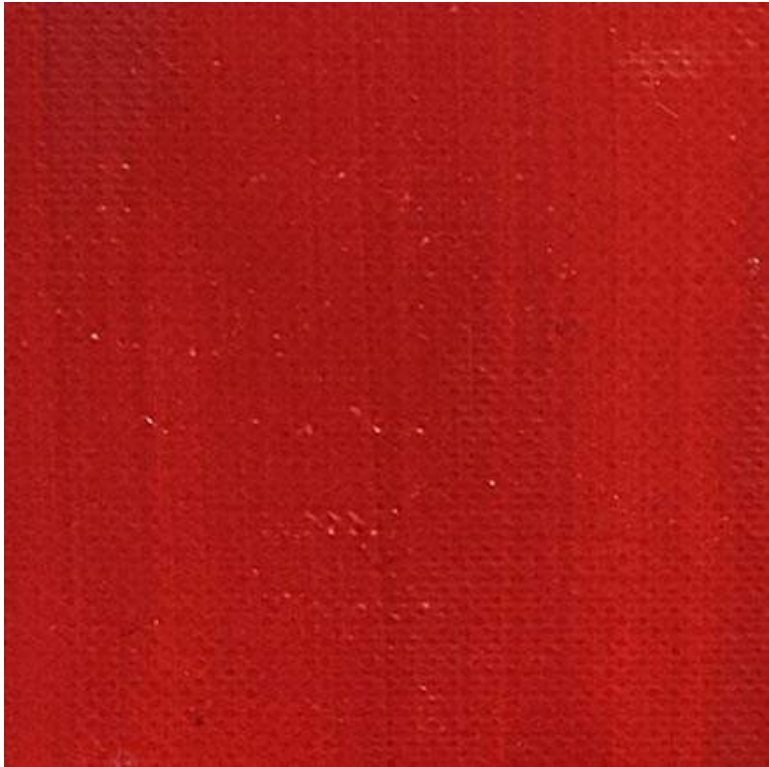


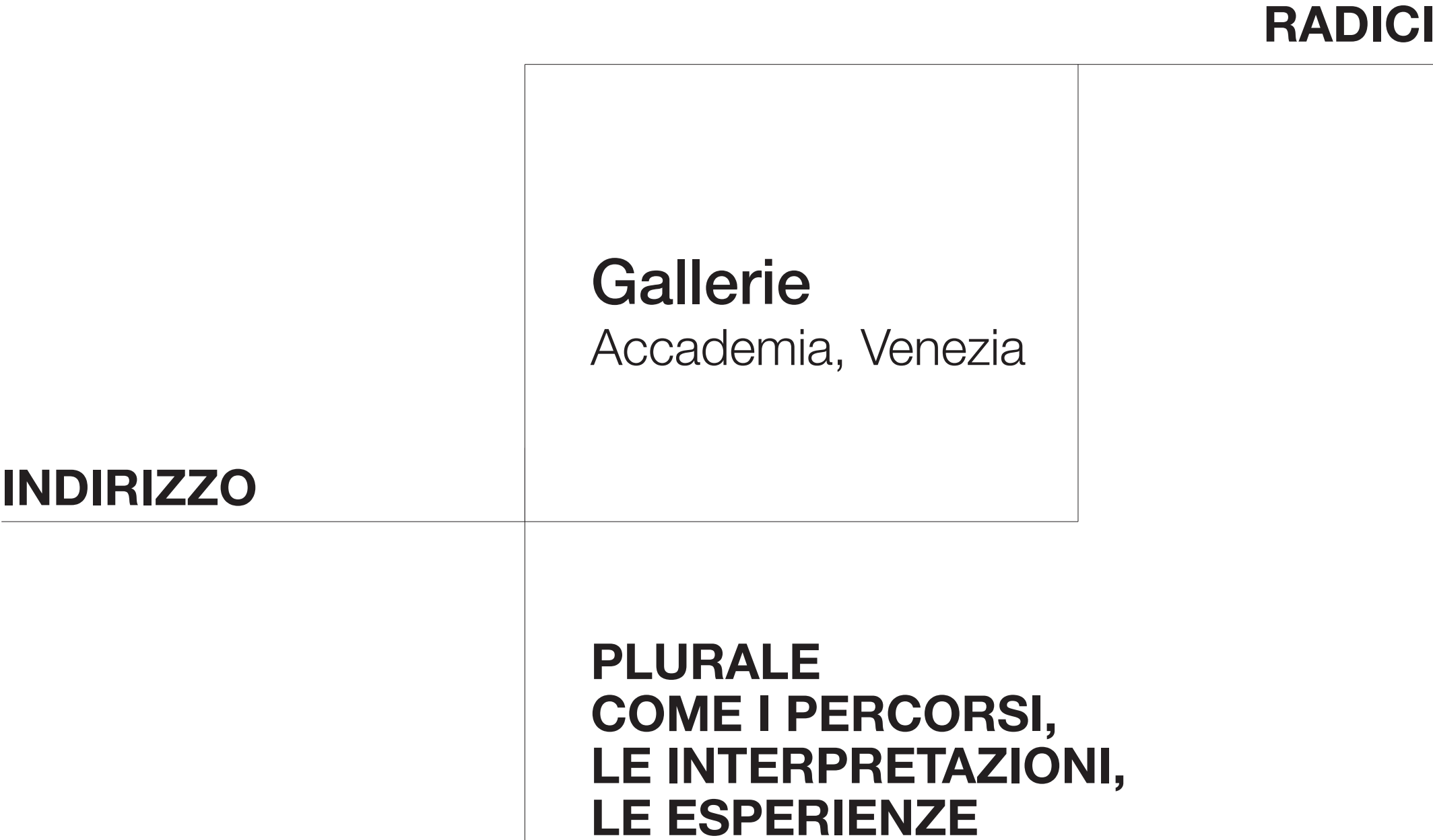
in scena



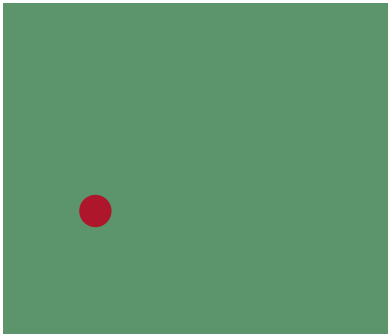
Il profilo del luogo fisico delle Gallerie si anima, diventando palcoscenico su cui ogni opera potrà raccontare la sua storia.  
Un pallino rosso – citazione del Canaletto – rappresenta l'”opera viva”, il punto di attenzione, l'intensità dell'esperienza.

Rosso Tiziano  
Verde Cima da Conegliano

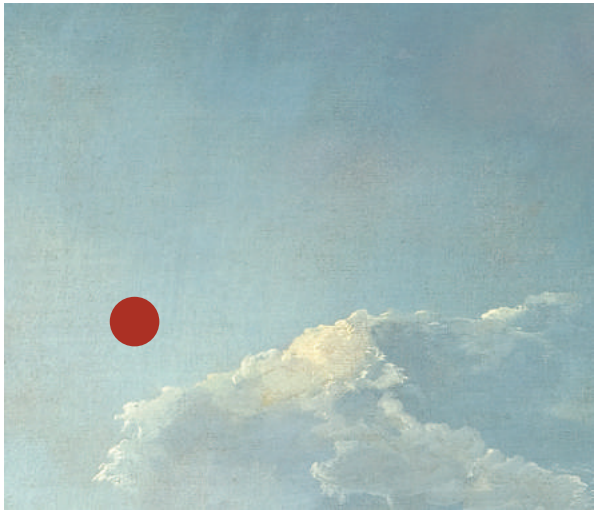








Gallerie  
Accademia,  
Venezia



Gallerie  
Accademia,  
Venezia



Gallerie  
Accademia,  
Venezia



Gallerie  
Accademia,  
Venezia

Dear Sir/Madam,

Lorem ipsum dolor sit amet, et prompta feugait ius, dignissim splendide laboramus vix ut, hinc neglegentur ad per. Ius at libris atomorum, nam at purto justo malorum. Id nec iriure perfecto. No amet vidit argumentum nam, nisl unum iusto ut est, est eripuit splendide laboramus at.

Id odio homero eam, eos ea augue inciderint appellantur. In nec mazim utinam quidam. Sed ad consul labitur democritum, in simul tritani mea, ei duo propriae scaevola convenire. No nibh apeirian dissentias quo, eum ne simul efficiantur.

Reque delicatissimi at sed, placerat atomorum percipitur eu mea. Ne mei harum hendrerit concludaturque. Iriure invenire ullamcorper vim an. Altera essent pri te, mel an vitae habemus quaerendum, pro regione appellantur at. Cu vix natum tantas facilisis, at quando exerci cum. Soluta repudiare eloquentiam qui in, cu vocibus tistique pro, id his elit illum.

Id iudico omittantur vis, oratio blandit ea cum. Ex singulis temporibus mei. Id sea prompta intellegam, commodo meliore mnesarchum an pri, quo ut oratio dissentias. Eam ad quas cetero abhorreant, ius impetus dolorum eloquentiam ut. Ei vero expetenda vix, elitr gubergren an pro. Ne adipiscing scriptorem sea, ubique perpetua duo ex.

Gallerie Accademia, Venezia  
Dorsoduro 1050,  
30123 Venezia  
T 041 5222247  
F 041 521 2709



Gallerie  
Accademia,  
Venezia

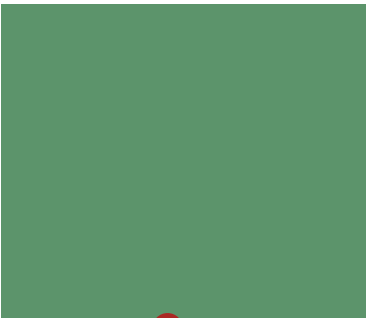
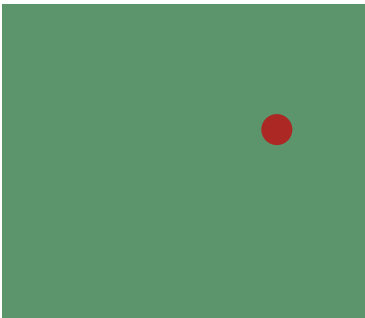
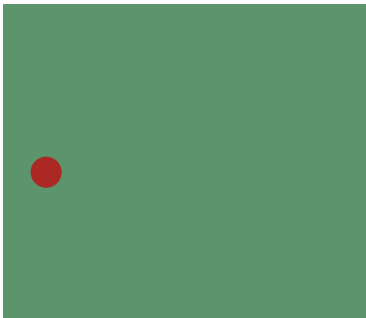
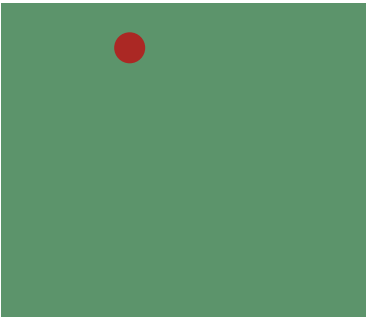
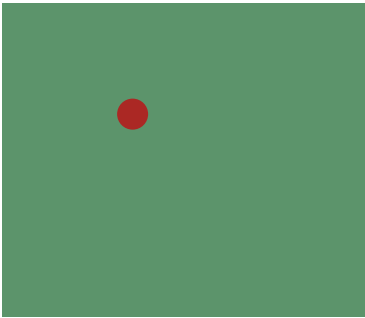
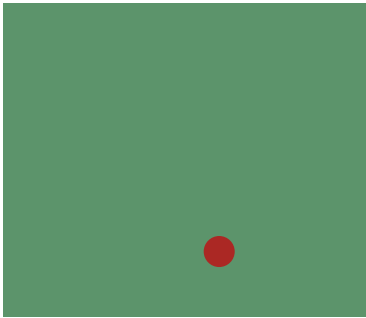
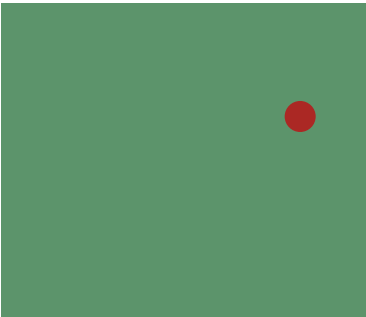
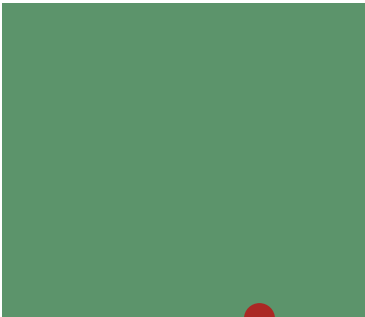
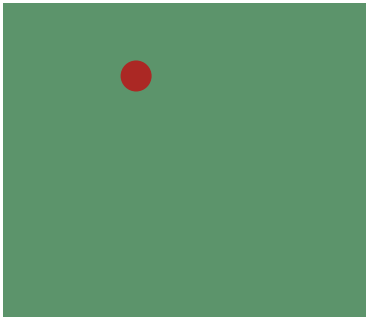
Paola Marini  
Direttore

Gallerie Accademia, Venezia  
Dorsoduro 1050,  
30123 Venezia  
T 041 5222247  
F 041 521 2709



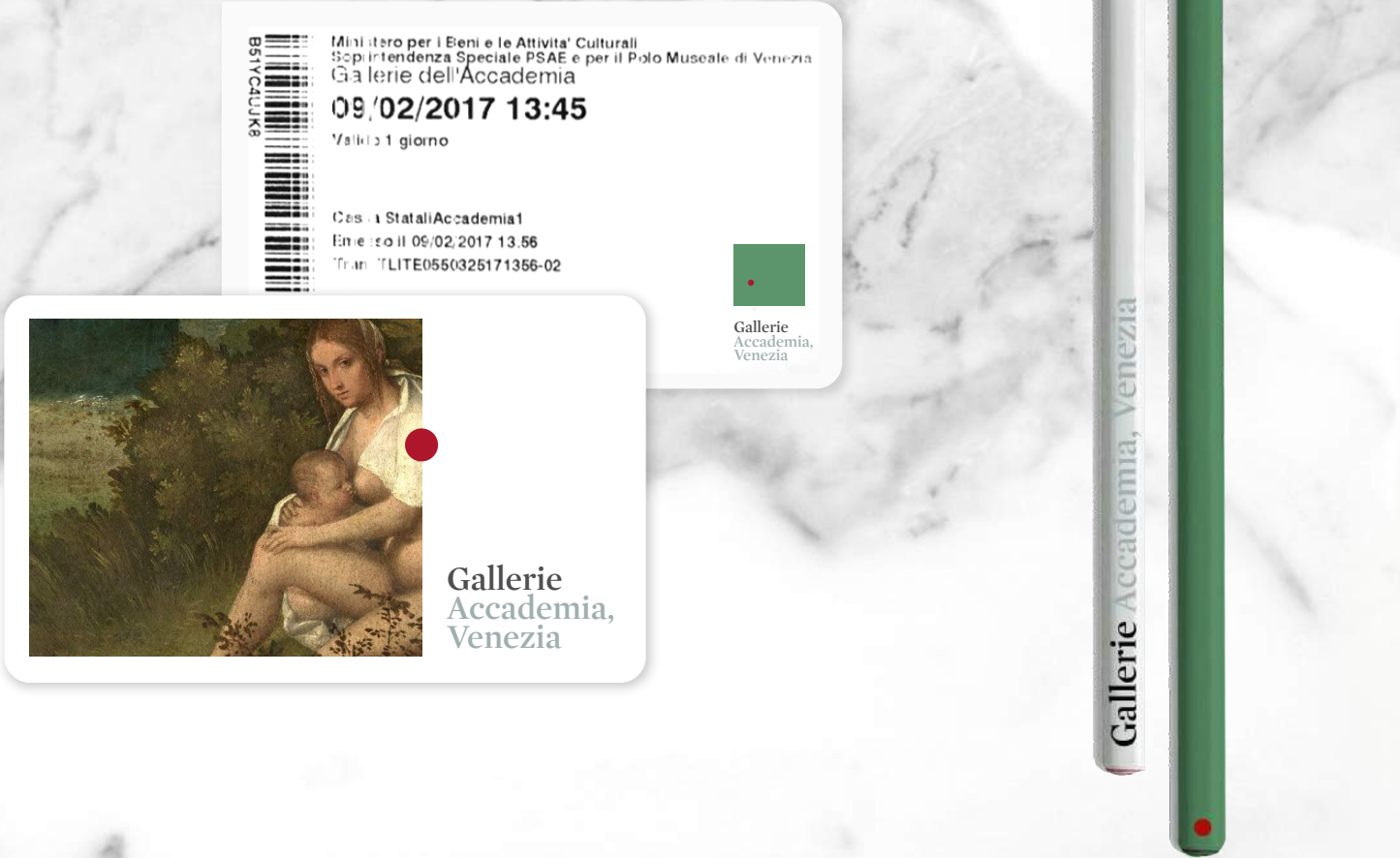
Gallerie  
Accademia,  
Venezia

Gallerie Accademia, Venezia  
Dorsoduro 1050,  
30123 Venezia  
T 041 5222247  
F 041 521 2709









# Giorgione lorem ipsum

Lorem Ipsum



Gallerie  
Accademia,  
Venezia









**13 maggio-  
15 luglio 2017**

Lorem ipsum  
dolor it



Gallerie  
Accademia,  
Venezia

**Giorgione  
loremus  
ipsum**



**13.05-  
15.12.17**

Lorem ipsum  
dolor it



Gallerie

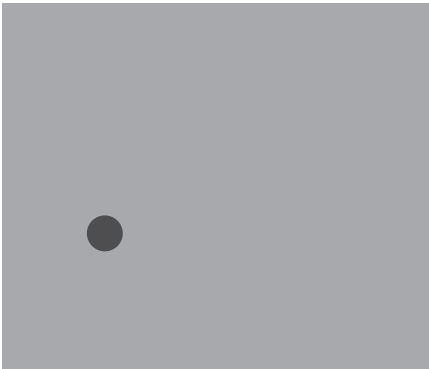


Color



Gallerie  
Accademia,  
Venezia

Black&White



Gallerie  
Accademia,  
Venezia



Logo: negative version

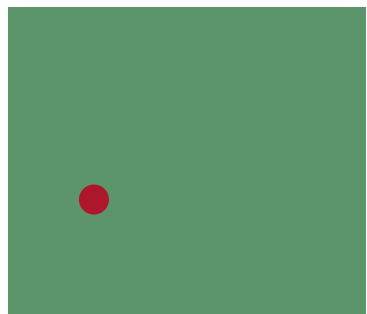
Please make sure that logo is readable on the image base. Omogeneous colors bases are recommended.

Negative version - on the photo base

---



Original

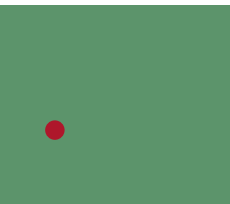


Gallerie  
Accademia,  
Venezia

Without rectangle

Gallerie  
Accademia,  
Venezia

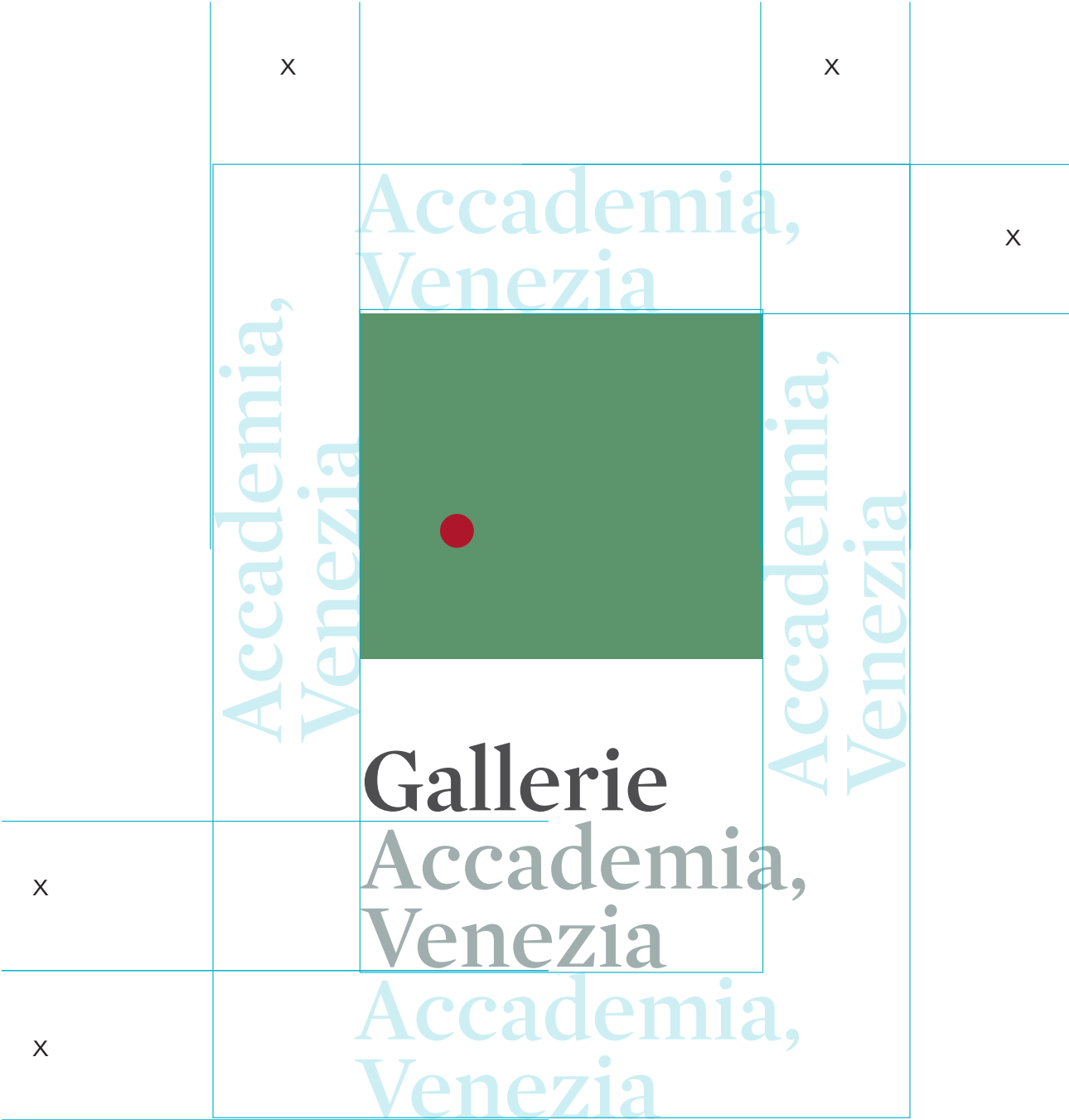
Horizontal



Gallerie  
Accademia,  
Venezia

Horizontal without rectangle

Gallerie Accademia, Venezia



*Logo: minimum size*

The minimum size provides the best reproduction on qualitative and normal supports and with the most common reproduction techniques. On special or non qualitative supports and with special reproduction techniques we recommend a print test before starting production.

Minimum size

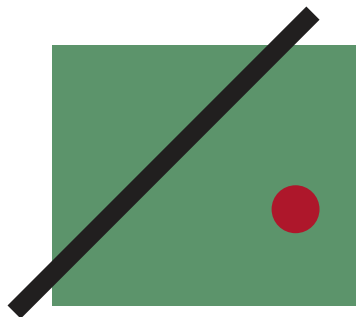
---



Gallerie  
Accademia,  
Venezia

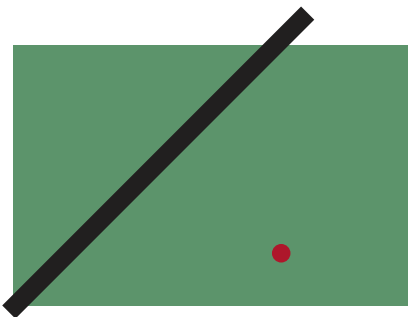


Don't change size of the red circle



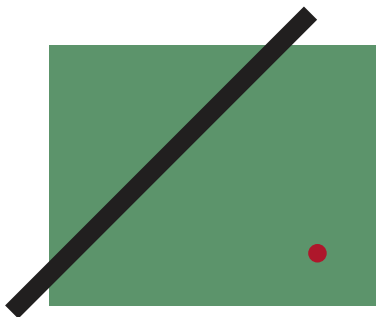
Gallerie  
Accademia,  
Venezia

Don't change proportions of  
the rectangle



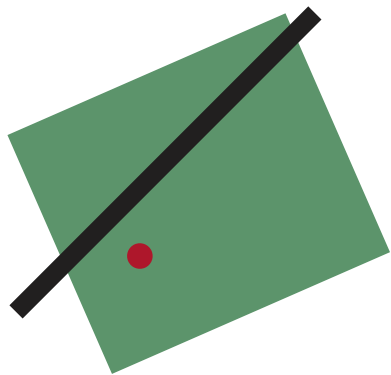
Gallerie  
Accademia,  
Venezia

Don't change the font



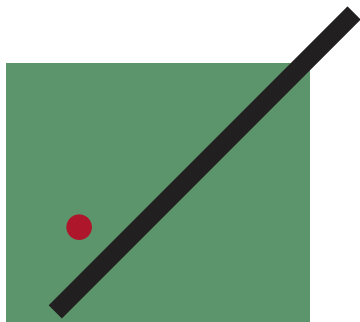
Gallerie  
Accademia,  
Venezia

Don't rotate logo or parts of it



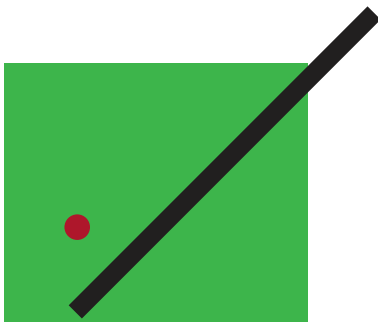
Gallerie  
Accademia,  
Venezia

Don't change the color of the font



Gallerie  
Accademia,  
Venezia

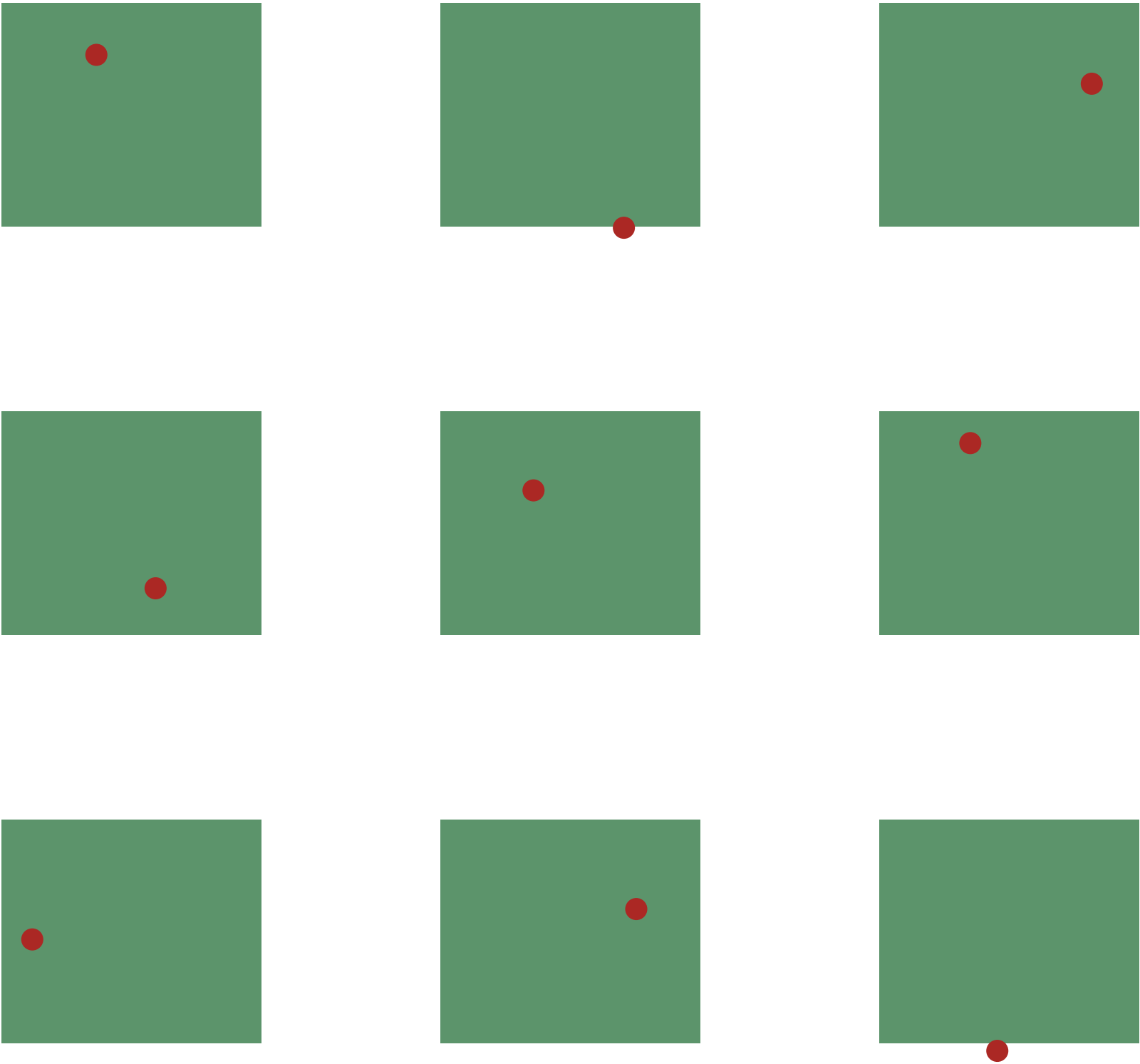
Don't change the color of rectangle  
or circle



Gallerie  
Accademia,  
Venezia

Logo: applications

The grid with 9 dynamic squares may be used in some applications, such as museum bag.



Logo: applications

The rectangle of the logo may be blown up on the applications, es. banners/catalogues, and has to be filled with the image of an artwork/details of an artwork.



Gallerie  
Accademia,  
Venezia

Proportion: in the original logo circle takes 8,4% of the width of the square



Gallerie  
Accademia,  
Venezia

On small scales (less than A4) the circle remains in the same size proportion with the rectangle, as in the logo (8,4%)

# Giorgione lorem ipsum Lorem Ipsum



Gallerie  
Accademia,  
Venezia

On large scales (A4 and bigger) the circle is 30% smaller to its original proportion (5,88%).



PANTONE 7730 U



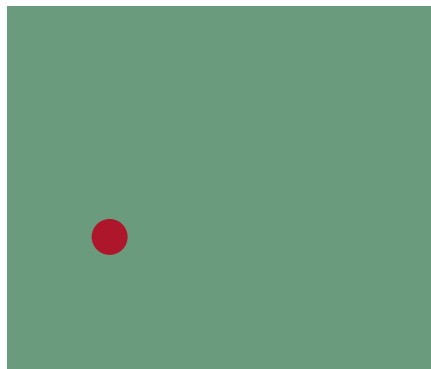
PANTONE 187 C



PANTONE 443 U

Logo colors

---



Gallerie  
Accademia,  
Venezia