

1646

IDEATION

STUDIO

FUSCO & ORSINI UPDATED IDENTITY CONCEPT
REVISION 1

—
PREPARED FOR :
MICHAEL FUSCO

08.23.19

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I like your choice of font.

I also like the introduction of #33363B and #D6CFBA. I want to use these in conjunction with #F3F5E6 and #A4BF3B. What do you think?

In place of the + sign, what if we replace with the 'FO' logo I reference above? I think that would be awesome looking.

PROJECT PROMPTS



NEW IDENTITY LOCKUP

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FUSCO
Orsini



NEW IDENTITY LOCKUP

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A B C D E F G H I J K L O M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Ginto Nord Light

* Typeface price: 135.00 EUROS / 149.64 USD

TYPOGRAPHY

App Icons

iOS 12

Select File > Generate > Image Assets to export assets. Do not export icon artwork with mask applied.

@1x

76 x 76 pt
(76 x 76 px)
60 x 60 pt
(60 x 60 px)
40 x 40 pt
(40 x 40 px)
29 x 29 pt
(29 x 29 px)
20 x 20 pt
(20 x 20 px)



@2x

167px x 167px
(83.5pt x 83.5pt @2x)

152px x 152px
(76pt x 76pt @2x)

120px x 120px
(60pt x 60pt @2x)

80px x 80px
(40pt x 40pt @2x)

58px x 58px
(29pt x 29pt @2x)

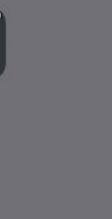
40px x 40px
(20pt x 20pt @2x)

180px x 180px
(60pt x 60pt @3x)

120px x 120px
(40pt x 40pt @3x)

87px x 87px
(29pt x 29pt @3x)

60px x 60px
(20pt x 20pt @3x)



@3x

App Store

1024 x 1024 px



IOS ICONS



ON PHONE VIEW

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THANK YOU

CONTACT: CAL@1646.CA