

PROJECT:

2022 / 2023

# GML 10th YEAR REBRANDING & NEW WEBSITE

Green Media Lab's associate art director gave me a direct responsibility for this rebranding operation that required an external point of view.

In the first phase my work was focused on research and type design, in order to refresh GML logotype and to fix some legibility issues. I personally took care of art direction & copywriting to support the new brand expression with a different narration framework.

As the renewed visual identity took shape I worked on UX/UI design for corporate website simultaneously - to get an organic and consistent output: I was then involved in design hand-off process with outsourced dev partners. Currently, we're following up the evolution of GML business, implementing new design solutions to communicate this growth.

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As art director & UX/UI designer

2 0 1 2 — 2 0 2 2



WE DO IT GREENER.  
WE DO IT CREATIVE. WE DO IT TOGETHER.

WE DO IT ASAP.  
AS SUSTAINABLE AS POSSIBLE.

10th ANNIVERSARY RE-BRANDING  
**Manual of brand expression.**

Le idee, i progetti e i processi contenuti in questo documento rappresentano una parte sostanziale dei servizi offerti da Green Media Lab Srl SB e rientrano pertanto nelle proprietà intellettuali di Green Media Lab Srl SB.

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**green media lab**

## INTRODUZIONE:

Rispetto alla versione precedente del logo, in uso durante i primi dieci anni di attività di Green Media Lab, abbiamo individuato alcuni elementi di richiamo al **mondo naturale** che abbiamo incluso tra i caratteri del nuovo logotipo.

Un altro aspetto fondamentale che abbiamo considerato nel nuovo disegno è stata la **leggibilità** del lettering in tutte le sue parti, al fine di migliorarla nelle piccole dimensioni.

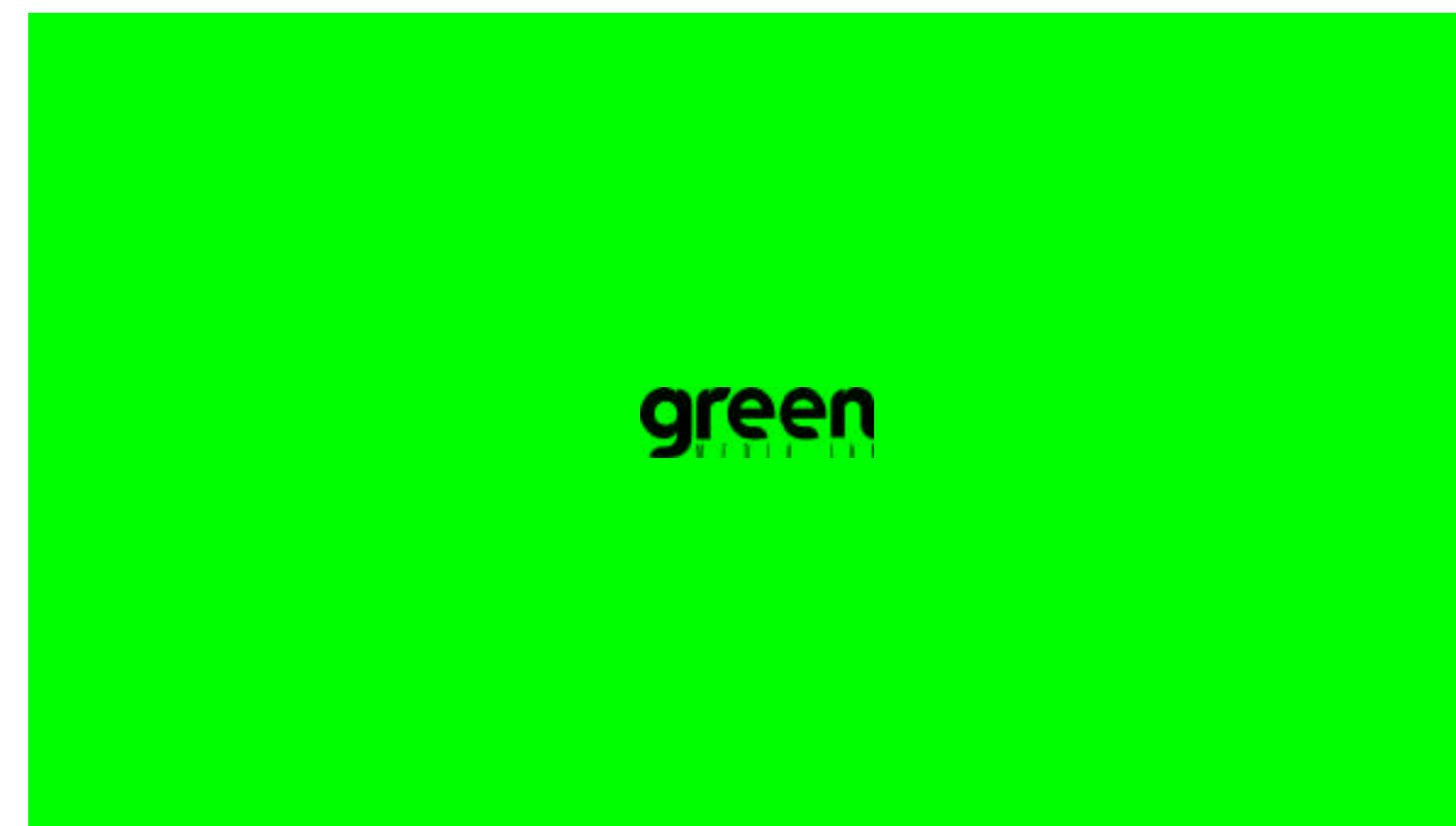


NATURAL ELEMENTS REFERENCE



ROUNDED/BOLD SANS SERIF

TEXT CLARITY ISSUES





NEW GML  
2022 GREENER



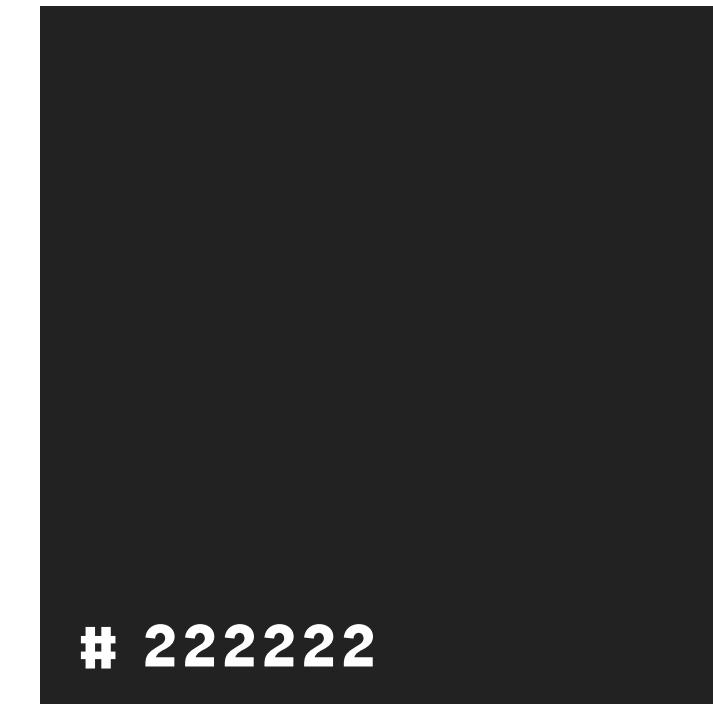
# 55AA55



2022 PANTONE®  
VERY PERI



# 6667AB



# 222222



Dark graphite



# 55FF55



Off-White



# 5500FF



# F0F0F0



Ultragreener



# 55FFAA



Deep purple



# 2B00FF



# FFAA00



Paradise sea



Sapphire blue



Accent

***FUTURA STD BOLD OBLIQUE***   
***by Monotype Imaging***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

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# APFEL GROTEZK FETT by Collettivo (Open Source Type Foundry)

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  
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

1 2 3 4 5 6 7 8 9 0 - - / , . : ; ! ? [ ] ( ) “ ”

# APFEL GROTEZK REGULAR

by Collettivo (Open Source Type Foundry)

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  
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

1 2 3 4 5 6 7 8 9 0 - - / , . : ; ! ? [ ] ( ) “ ”

**H1:**

fontSize: 13.5rem  
lineHeight: 13.5rem (100%)

**WE DO IT ASAP.**

**H2: WE DO IT ASAP.**

fontSize: 9rem  
lineHeight: 9rem (100%)

**H3: WE DO IT ASAP.  
AS SUSTAINABLE AS POSSIBLE.**

fontSize: 6rem  
lineHeight: 6rem (100%)

**H4: WE DO IT ASAP.  
AS SUSTAINABLE AS POSSIBLE.**

fontSize: 4.5rem  
lineHeight: 4.5rem (100%)

**H5: WE DO IT ASAP.  
AS SUSTAINABLE AS POSSIBLE.**

fontSize: 3.75rem  
lineHeight: 3.75rem (100%)

**H6: WE DO IT ASAP.  
AS SUSTAINABLE AS POSSIBLE.**

fontSize: 3rem  
lineHeight: 3rem (100%)



## BODY TEXT – 1

At Green Media Lab, we support our clients & partners in **facing the challenges of today and tomorrow**. We do design disruptive **communication strategies** and we lead your business in **corporate social responsibility** path.

fontSize: 3.5rem  
lineHeight: 4.5rem (125%)

## BODY TEXT – 2

At Green Media Lab, we support our clients & partners in **facing the challenges of today and tomorrow**. We do design disruptive **communication strategies** and we lead your business in **corporate social responsibility** path.

fontSize: 3rem  
lineHeight: 3.75rem (125%)

### BODY TEXT – 3

At Green Media Lab, we support our clients & partners in **facing the challenges of today and tomorrow**.  
We do design disruptive **communication strategies** and we lead your business in **corporate social responsibility** path.

fontSize: 2rem  
lineHeight: 2.5rem (125%)

### BODY TEXT – 4

At Green Media Lab, we support our clients & partners in **facing the challenges of today and tomorrow**.  
We do design disruptive **communication strategies** and we lead your business in **corporate social responsibility** path.

fontSize: 1.5rem  
lineHeight: 2rem (125%)

### BODY TEXT – 5

At Green Media Lab, we support our clients & partners in **facing the challenges of today and tomorrow**.  
We do design disruptive **communication strategies** and we lead your business in **corporate social responsibility** path.

fontSize: 1rem  
lineHeight: 1.25rem (125%)

fontSize: 3rem / letterSpacing: 0.01rem

## OUR PURPOSE.

4.5rem

fontSize: 2rem  
lineHeight: 2.5rem - (125%)

At Green Media Lab, we support our clients & partners in **facing the challenges of today and tomorrow**. We do design disruptive **communication strategies** and we lead your business in **corporate social responsibility** path.

7rem

fontSize: 3rem / letterSpacing: 0.01rem

## WHERE WE ARE.

4.5rem

fontSize: 2rem  
lineHeight: 2.5rem - (125%)

Our headquarters are located in **Milan** but we have offices in **Madrid** and **New York**: we do have business partners in D-A-CH, France, UK and Asia too. We're looking forward to work together!

2rem

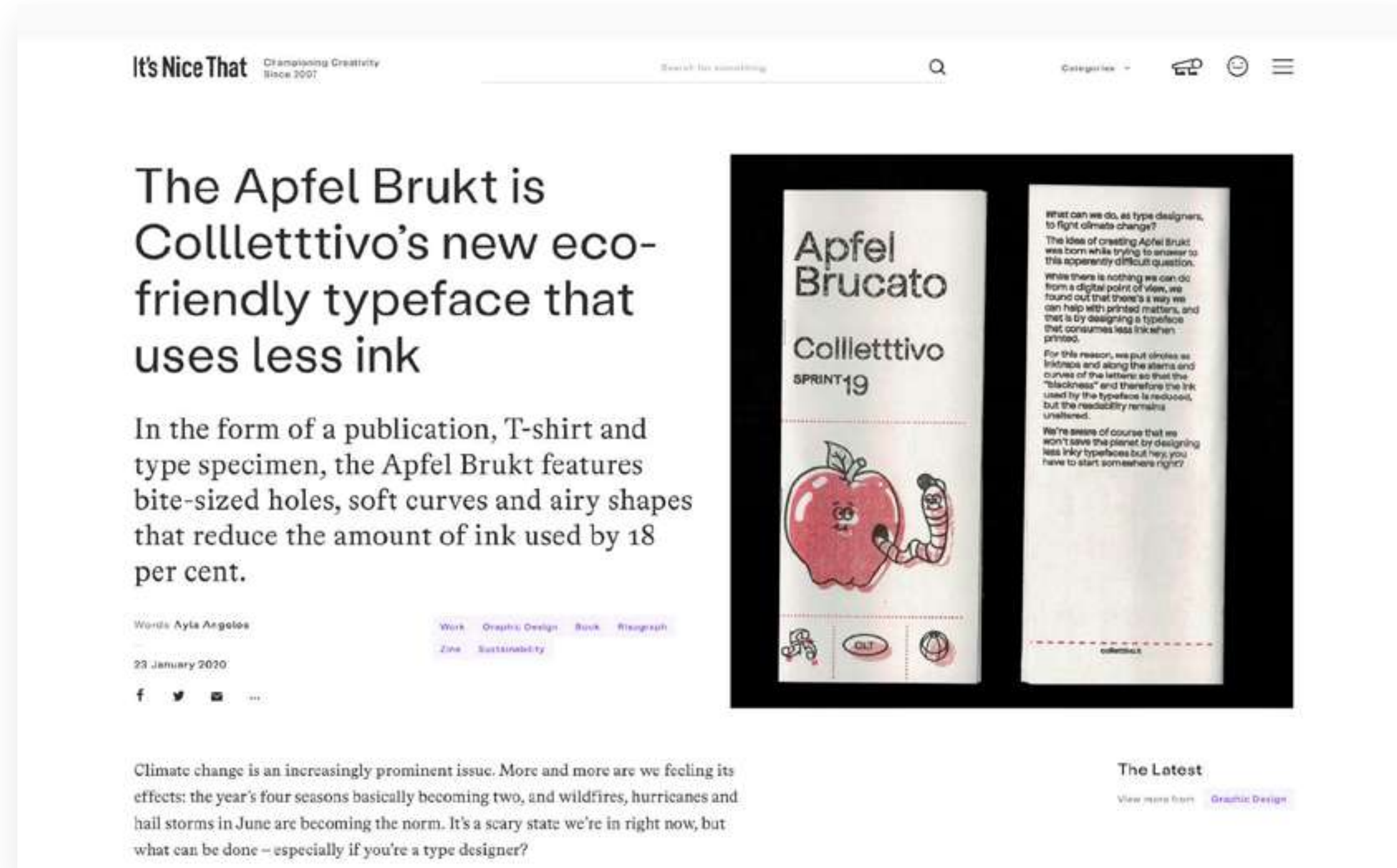
We're pretty anywhere so all you need to do is to **[get in touch here](#)** :)

APFEL GROTEZK BRUKT  
by Collettivo (Open Source Type Foundry)

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

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

1 2 3 4 5 6 7 8 9 0 - - / , . : ; ! ? [ ] ( )



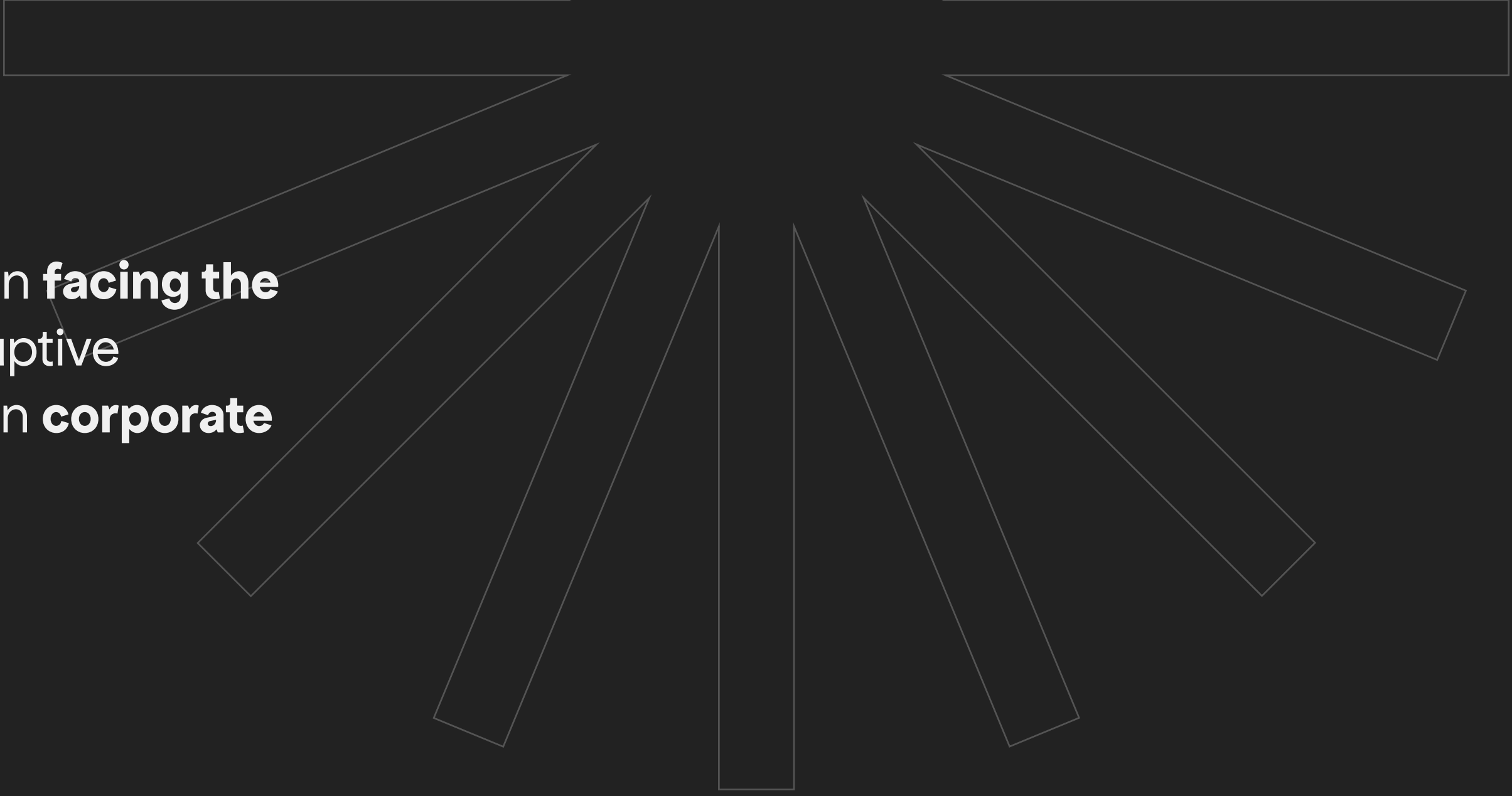
ASAP

As Sustainable

As Possible.

# OUR PURPOSE.

At Green Media Lab, we support our clients & partners in **facing the challenges of today and tomorrow**. We do design disruptive **communication strategies** and we lead your business in **corporate social responsibility** path.



## UTILIZZO DEI PITTOGRAMMI:

Il nuovo icon set personalizzato racchiude al suo interno dei pittogrammi unici, creati con l'obiettivo di caratterizzare la typeface di riferimento e accompagnare gli elementi interattivi nelle interfacce digitali.

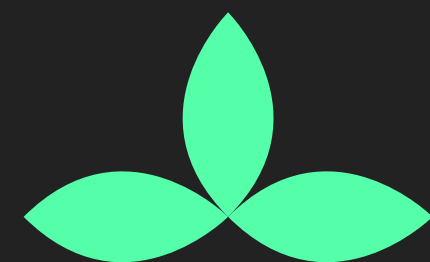
Abbiamo individuato alcuni glifi fondamentali che avranno la funzione di guidare gli utenti attraverso i topic della nostra comunicazione, per rendere memorabili e riconoscibili i contenuti, valorizzando l'identità del brand.



## WHERE WE ARE.

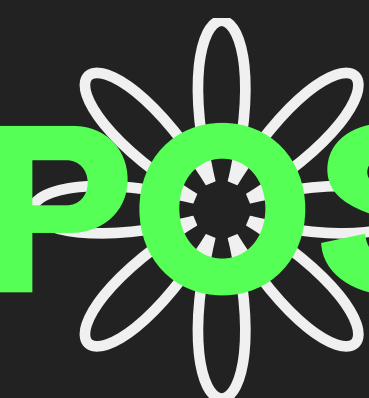
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We're pretty anywhere so all you need to do is to **get in touch here** :)



**WE DO IT ASAP.  
AS SUSTAINABLE AS POSSIBLE.**

**WE DO IT ASAP.  
AS SUSTAINABLE AS POSSIBLE.**



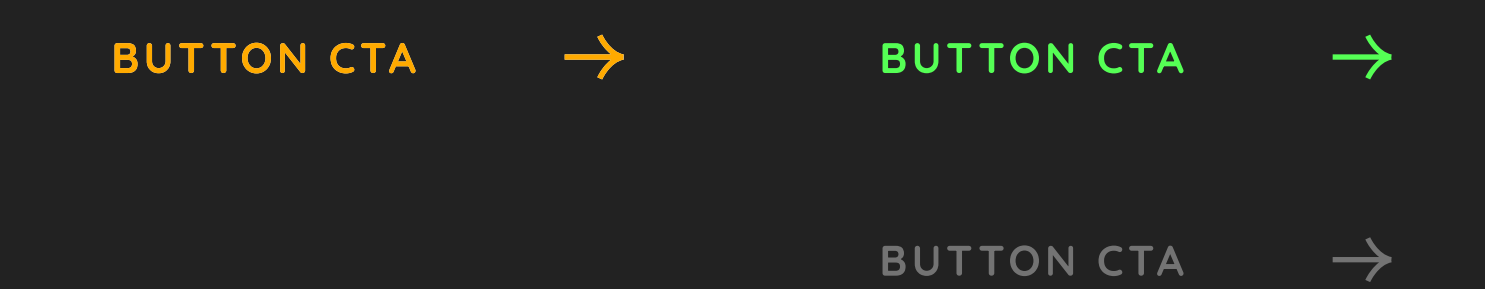
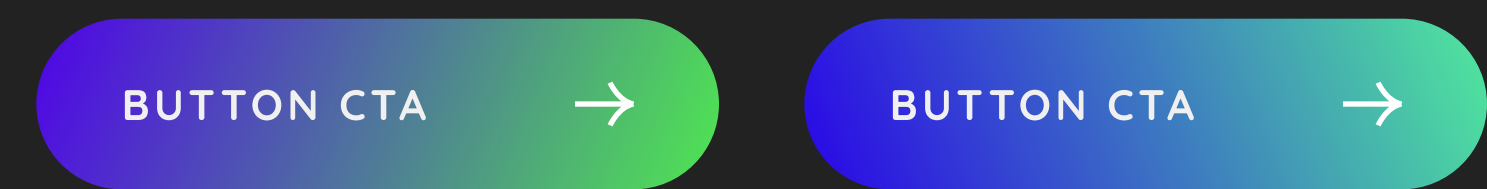
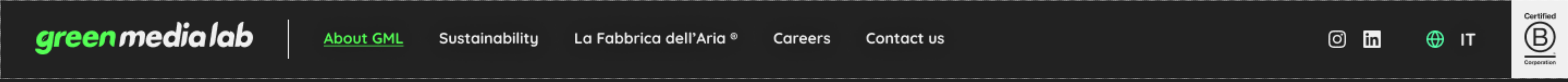
# QUICKSAND BOLD

by Andrew Paglinawan (Google Fonts)

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  
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

1 2 3 4 5 6 7 8 9 0 - - / , . : ; ! ? [ ] ( )

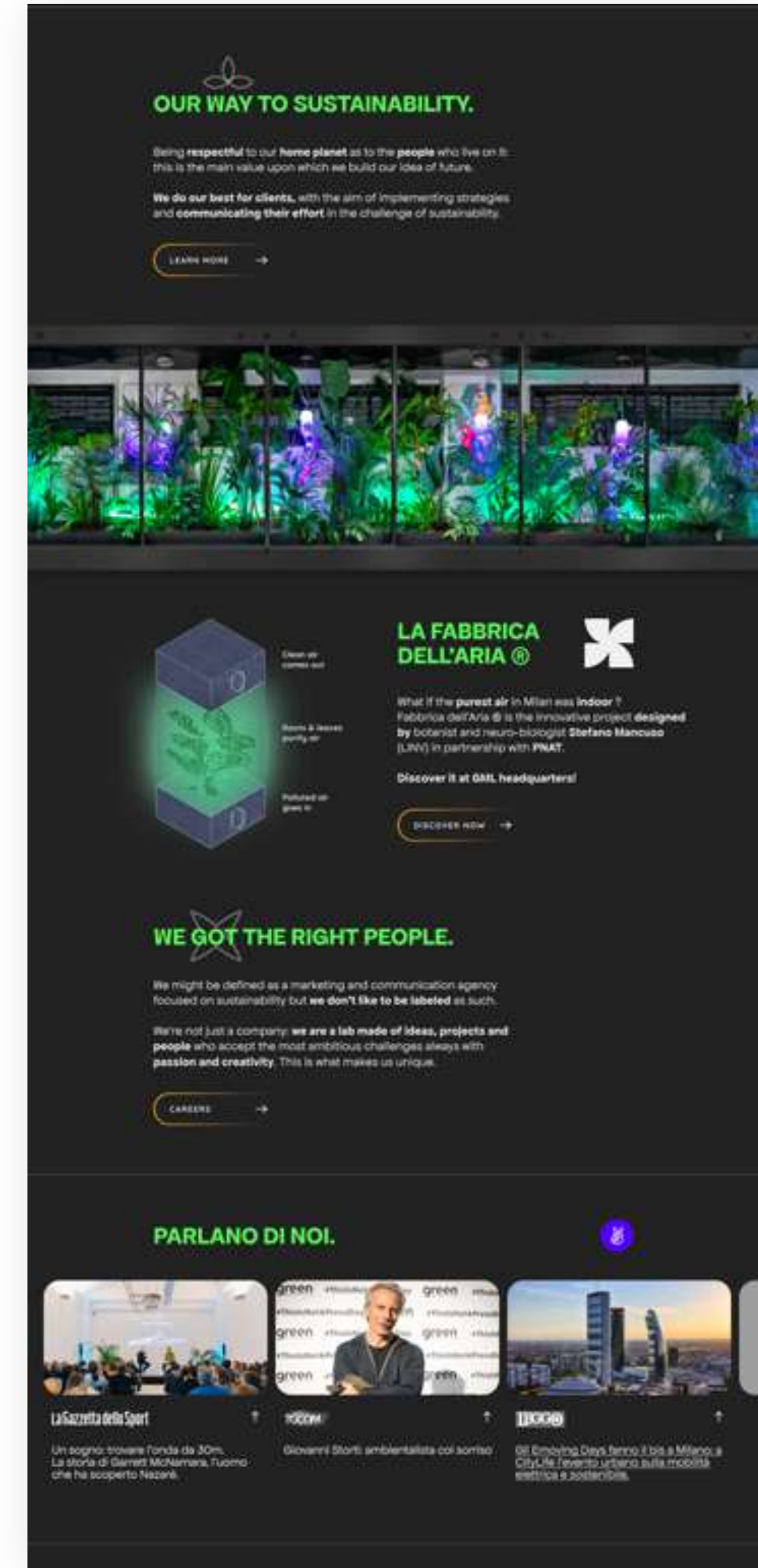
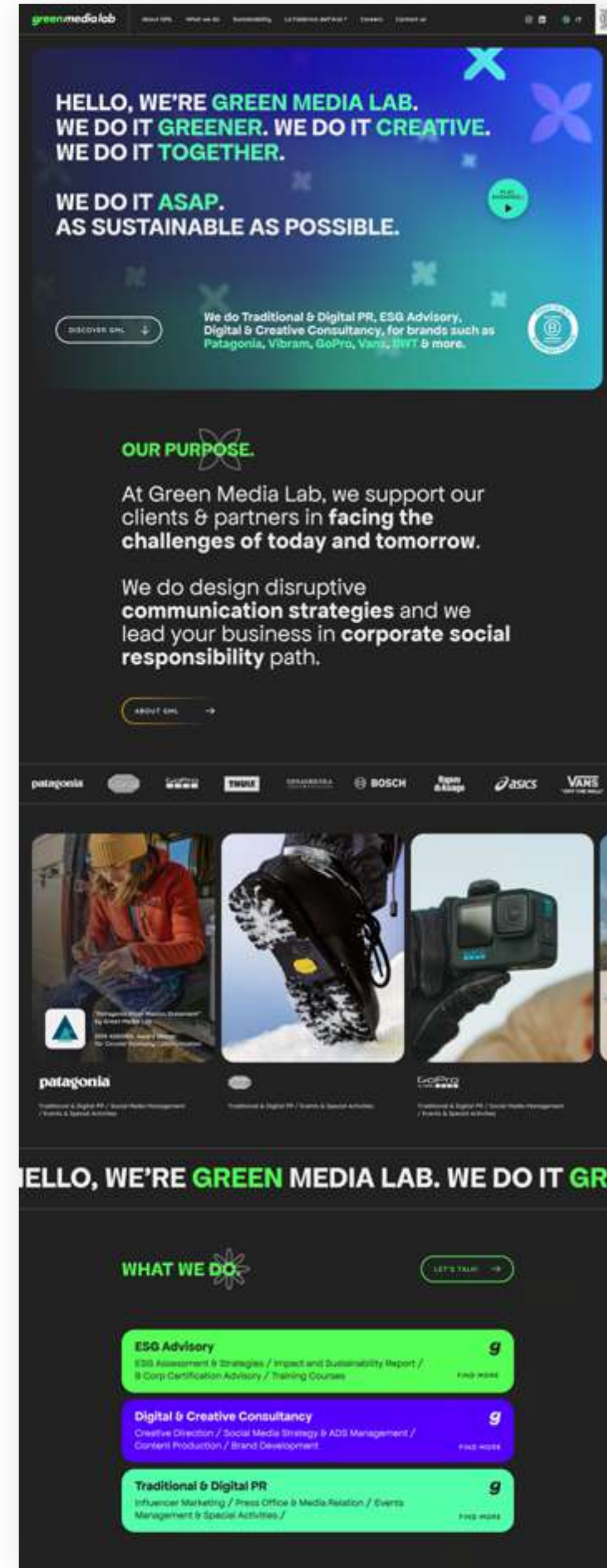


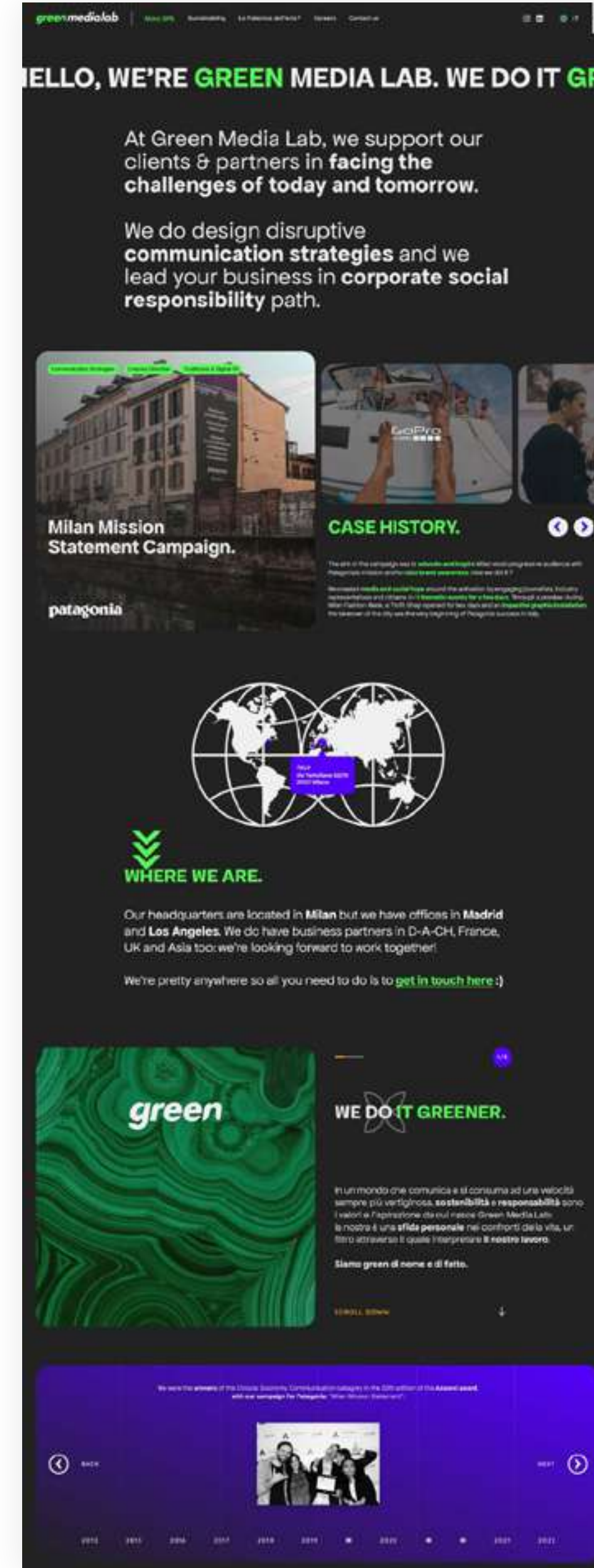
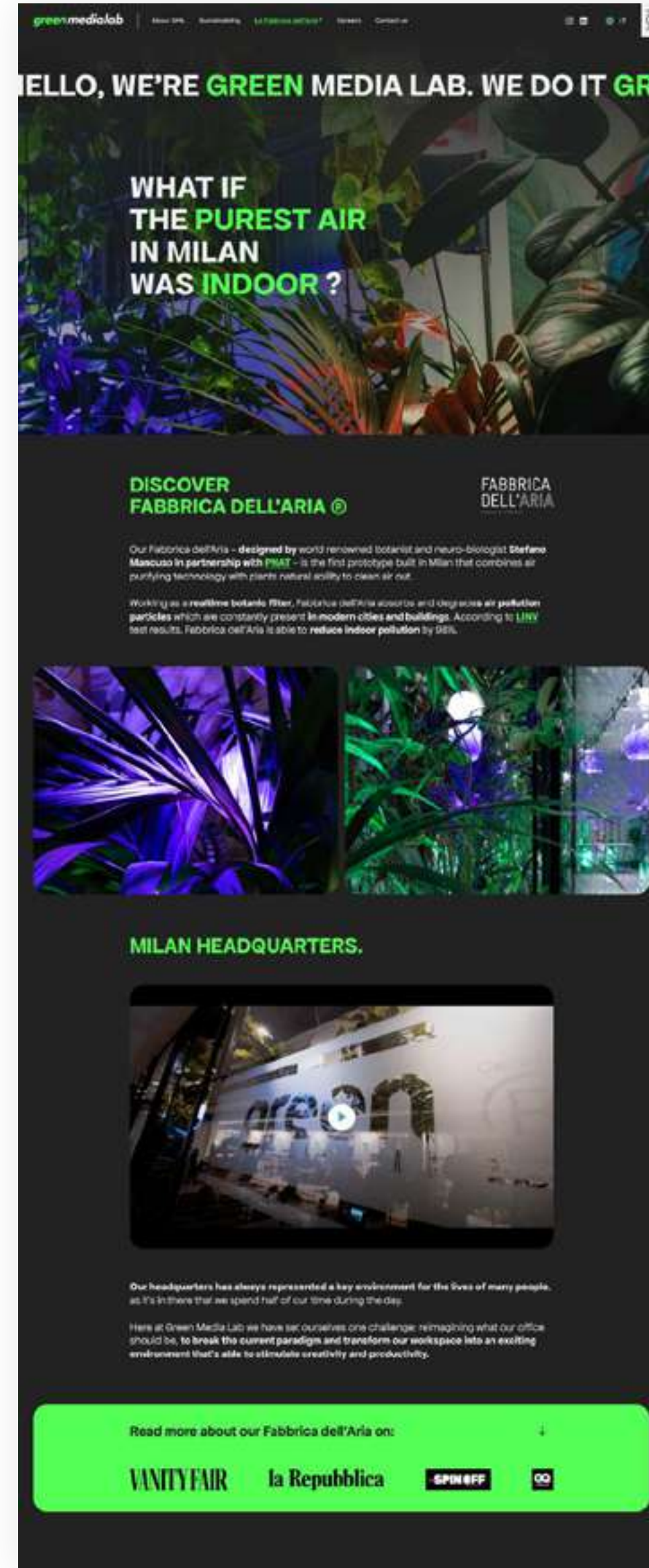
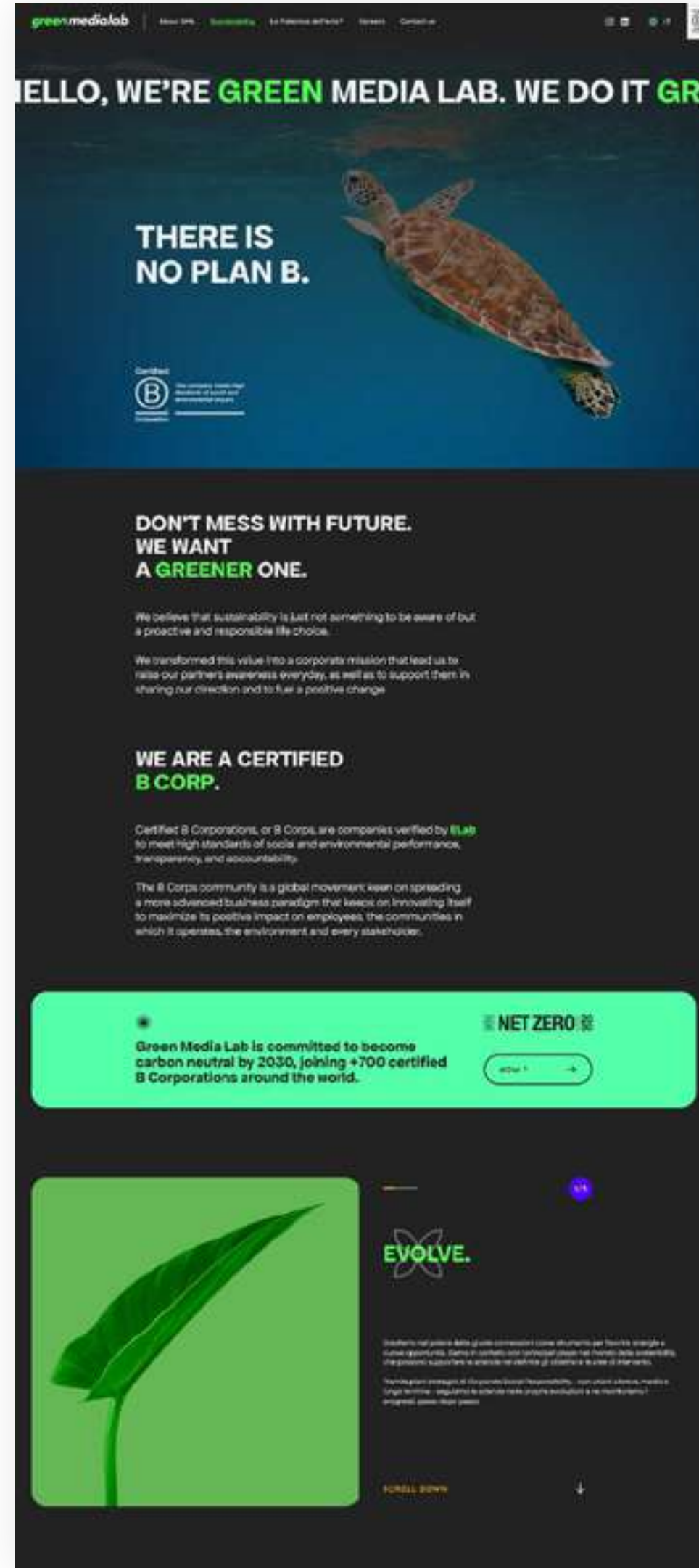


GREENMEDIALAB.COM:

Il nuovo sito istituzionale di Green Media Lab esemplifica al meglio l'applicazione di tutte le linee guida utili alla comunicazione del brand, con riferimento all'utilizzo delle immagini, della tipografia e degli altri elementi che ne delineano l'identità.

I colori sono alternati in modo proporzionale, in contrasto con il tema scuro delle pagine. L'utilizzo della dark mode per lo sviluppo di questo touchpoint è utile a ridurre il consumo di energia durante la navigazione.





Nome Cognome

Firma digitale

Job title

**Green Media Lab S.r.l. SB**

Via Tertulliano, 68 - 20137 Milano

Tel: 0291320415 Cell: 000-0000000

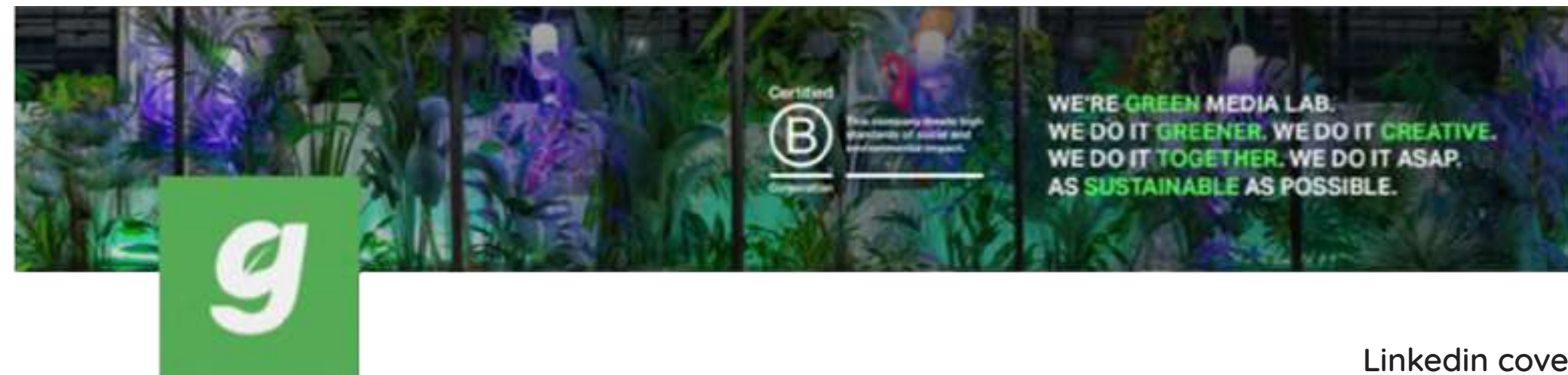
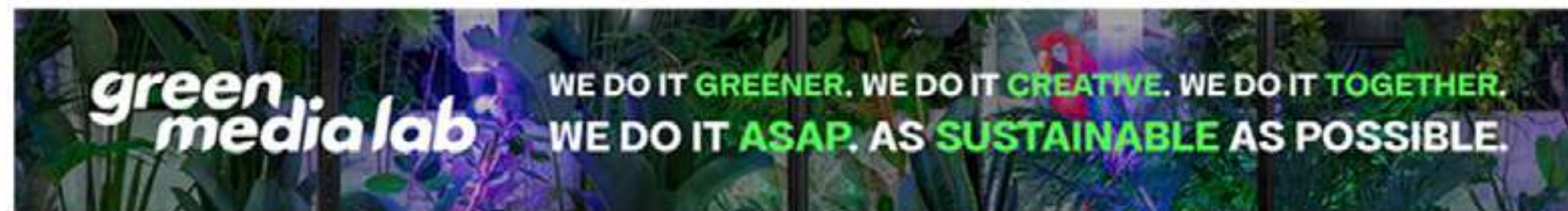
[www.greenmedialab.com](http://www.greenmedialab.com)

Certified



This company meets high standards of social and environmental impact.

Corporation



Linkedin cover



Merchandise



Digital vCard  
/ Business Cards

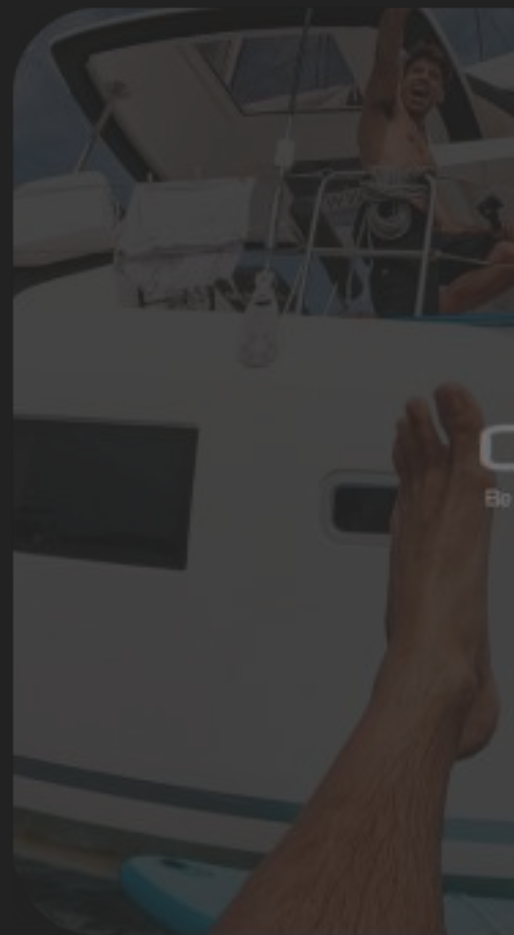
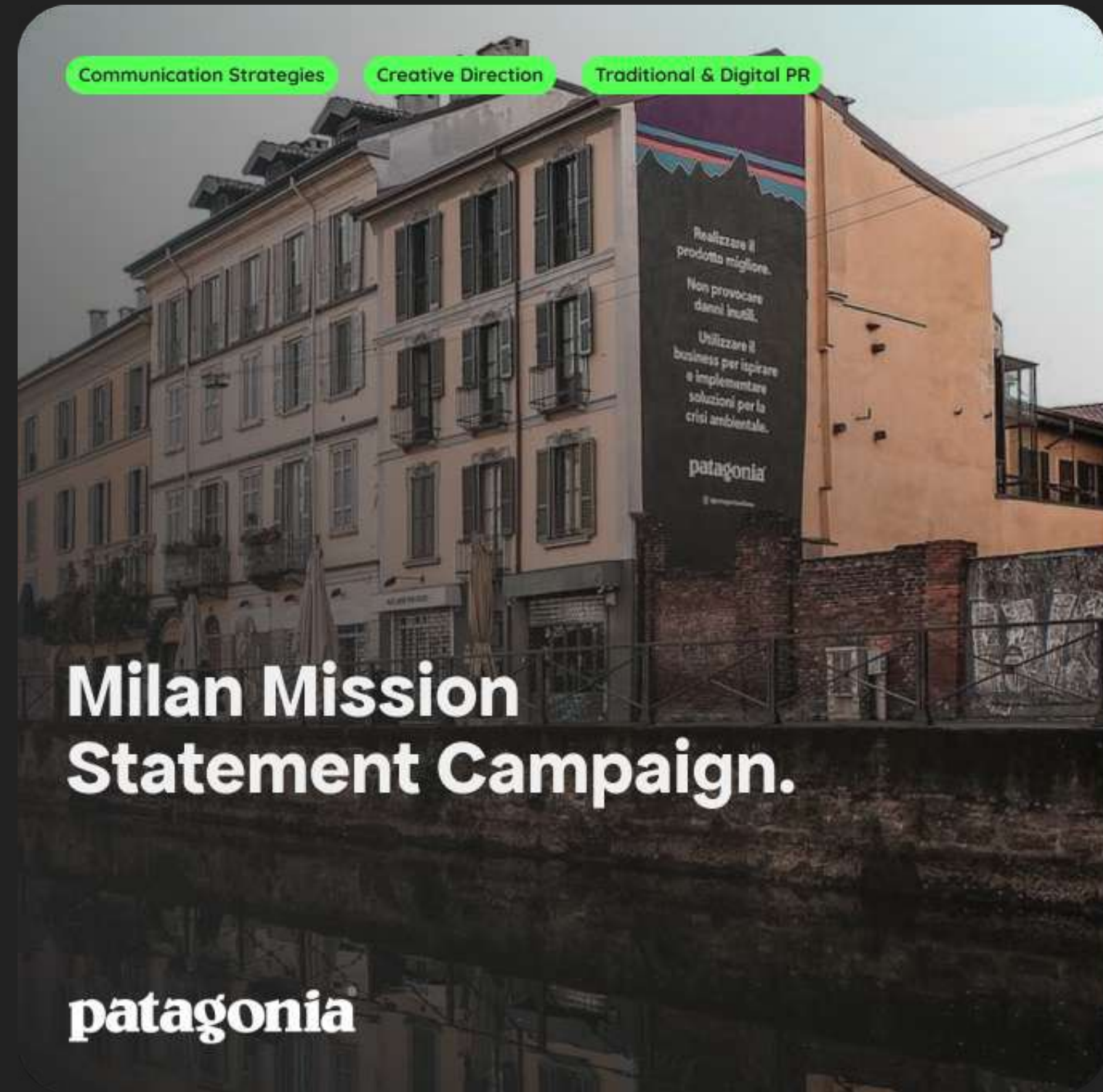


Merchandise

## UTILIZZO DELLE IMMAGINI:

La fotografia è uno strumento fondamentale per la costruzione dell'identità visiva di Green Media Lab. Dallo storytelling che riguarda le collaborazioni con i clienti, fino alla promozione di Fabbrica dell'Aria, le immagini sono utili a creare una narrazione solida e ad aumentare la riconoscibilità della comunicazione.

Per l'utilizzo di immagini inerenti a progetti e collaborazioni con i clienti, è necessario selezionare i contenuti che rappresentano in modo chiaro e inequivocabile, le attività per cui GML è stata direttamente coinvolta come partner. L'uso di immagini astratte riferite a concetti e valori (che non raffigurano quindi attività/spazi/persone) dovranno essere caratterizzate da tonalità in linea con lo schema colori.



## CASE HI

The aim of the campaign  
Patagonia's mission and

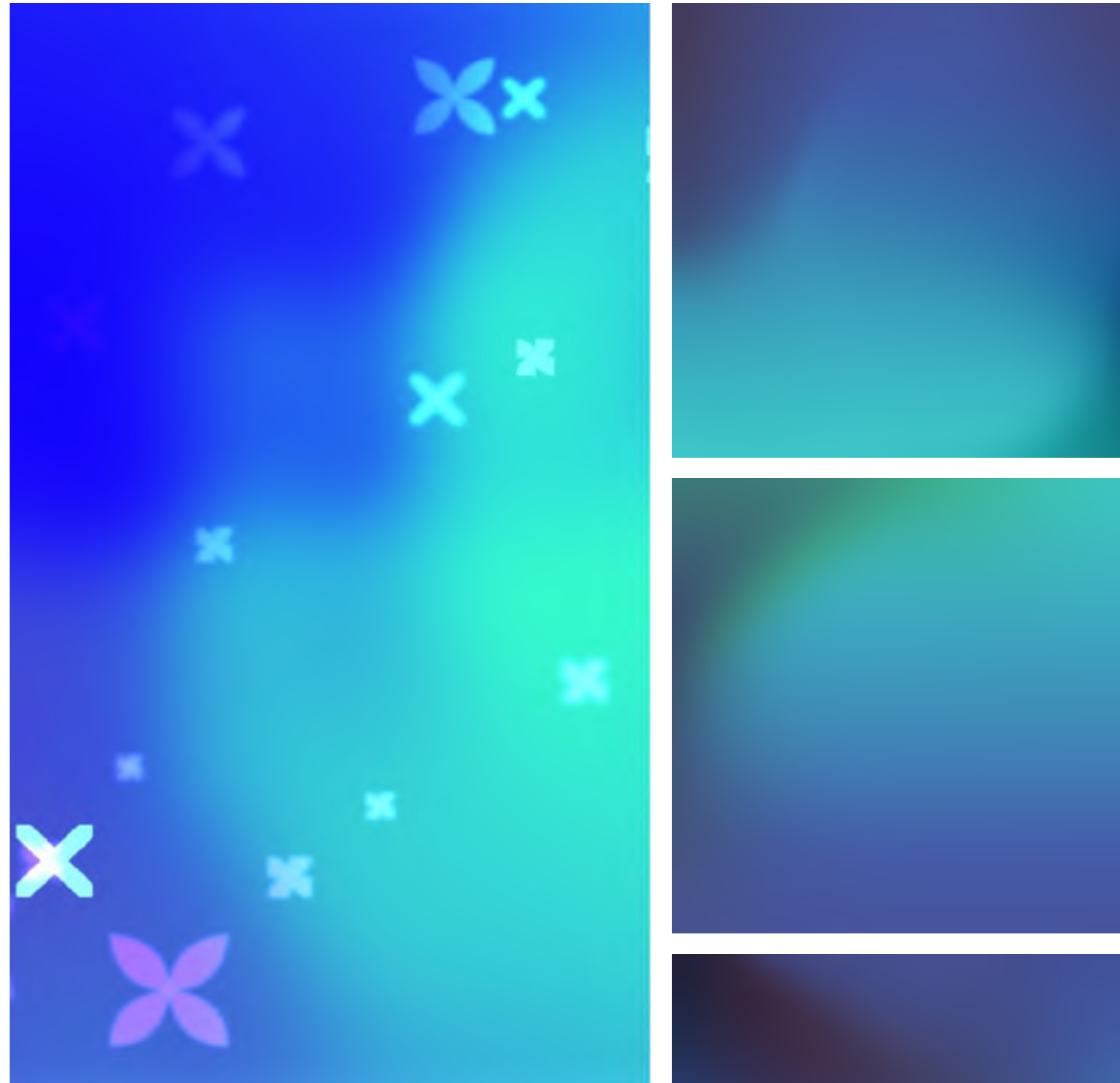
We created **media and so**  
representatives and citiz  
Milan Fashion Week, a Th  
the takeover of the city w



Crediamo nel potere di  
nuove opportunità. Sia  
che possono supporta

Tramite piani strategici  
lungo termine - seguiamo  
progressi, passo dopo

SCROLL DOWN



**UTILIZZO DEI GRADIENTI:**

I gradienti contribuiscono a rendere più identitaria la comunicazione di Green Media Lab. Questi possono essere creati a partire dallo schema colori, senza limiti di interpolazioni e numero di campioni, ma dando priorità all'armonia tra i diversi accostamenti cromatici. In funzione del contesto di utilizzo, i gradienti possono essere arricchiti con gli elementi dell'icon set o con texture organiche/materiche.

**WE DO IT ASAP.  
AS SUSTAINABLE AS POSSIBLE.**



2019

WORKS

2023

I'm a 28yo designer based in Milan (IT), with +5 years experience in creative consulting, digital product design, UX/UI design, exhibit and project management. I'm interested in common patterns through multidisciplinary creative processes - not limiting myself to one sector - as I believe design has a deeper purpose and cultural outreach.

Photography taught me the meaning of creativity and imagination. I trust in full awareness, random inputs, illogical conclusions, open alternatives, marvel and alterations. We will never be amazed again unless we stop asking what is normal. Though, I still haven't found some time to work on my personal website.

This is a selection of the most important projects I've recently worked on. Let's work together!

NORMALARKIVE

ellea@normalarkive.design  
+39 346 305 6731

Find me on LinkedIn and Instagram [@normal\\_arkive.jpg](#)

LORENZO ANGÈ

—

DESIGNER