INSCAPE
brand identity

Contents

1.0 Brand

1.1 Insight

The project to create a corporate identity for this company
has also given rise to the opportunity to create a single brand.
The brand works with the core word "authenticity",
using the linguistic associations around this concept
to translate the company's values into a meaningful signature
reflecting its methodology and vision.
All resulting communications will have at their heart
a dialogue with the client, whether existing or potential,
which will pique their curiosity and stimulate their intellect
and imagination.

noun, *the essential inner nature*
of a person, an object,
as shown in a work of art.
word origin of "inscape"
from in- + -scape, as in landscape;
coined by Gerard Manley Hopkins

INSCAPE
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It suggests a quasi-mystical illumination,
a sudden perception of that deeper pattern,
order, and unity which gives meaning
to external forms.

Aaron Copland,
about his composition *Inscape*

1.2 The Naming Process

In the world of the arts, the word refers to the artist's soul, his inner landscape, but *inscape* is actually a neologism that describes one of the founding concepts of the work of Gerard Manley Hopkins (1844-1889, English master of modern poetry). It derives from words like *landscape* and *seascape*, where the suffix *-scape* refers in an artistic sense to the wider view of a place, which is then specified by the initial element. *Inscape* can be defined as **a combination of elements that give something its unique character**, the result of observation that, for Hopkins, means intense and solitary contemplation of a particular scene. (Hopkins speaks of *the inscape of a row of trees along the river bank*, or of *the flowing and careless inscape of an evening sky*, or of *flowing and well marked inscape of cut grass*). In interior design the term *inscape* can be used in a poetic way to suggest that the inside space of a house or building is a kind of **interior landscape**, an extension of the environment that surrounds it.

Tradition
Excellence
Craftsmanship
Luxury

masters of villas
Italian know-how
at its very best

1.3 Tagline

Master craftsmen working exclusively in stone
are the inspiration for the company's slogan.
Master mason is the highest level in the hierarchy of Masonry,
the fraternity of stonecutters originally founded to pass on
and safeguard the craft's skills, knowledge and high standard
of workmanship.

In the tag line, *master* is associated with *villa*, a term
which means a superior residence in a country setting
in both Italian and English.
In fact, the Oxford English Dictionary defines *villa* as:
a large and luxurious country house in its own grounds.
In Roman architecture, the villa was the residence
belonging to the owner of an estate, leading it to take on
the characteristics of a mansion or palace, for example,
the Villa Domiziano in Alba and Villa Adriana in Tivoli.
The villa has become synonymous with craftsmanship,
a unique and customized product which integrates perfectly
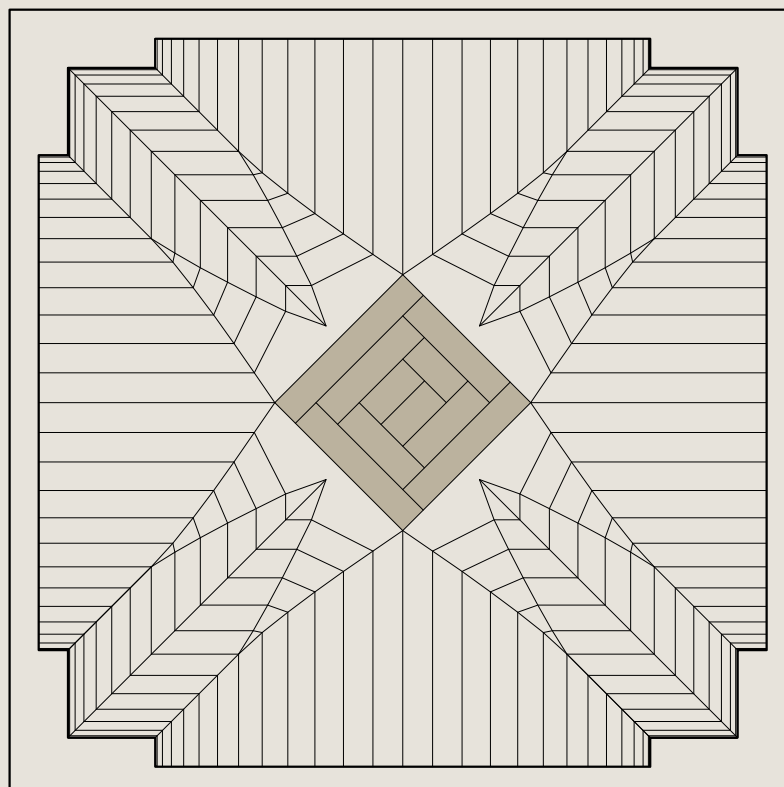with the land. A true exemplar of *made in Italy*.
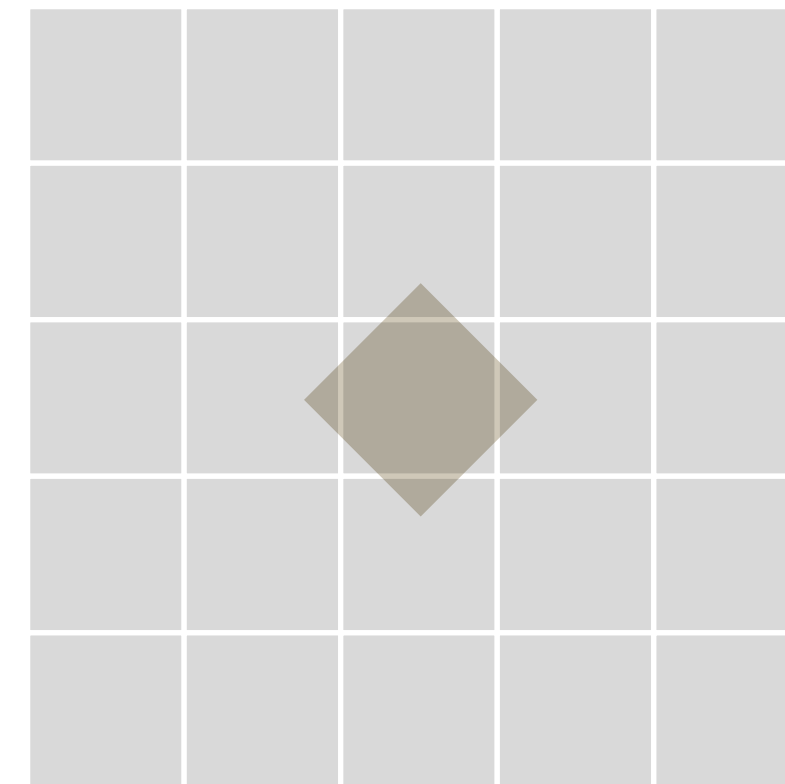
2.0 Basics
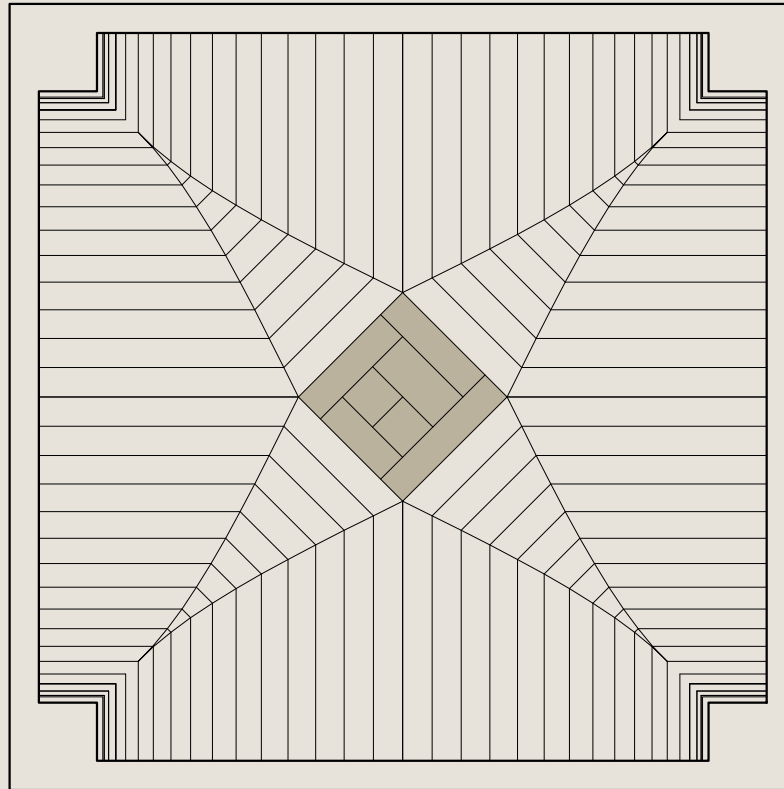
Plan of star vault,
highlighting the keystone

Plan of box vault,
highlighting the keystone

2.1 Logo concept

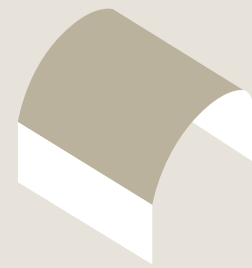Geometry of the star vault
construction system

A square represents
the villa building.
It has been rotated 45° to reflect
the alignment of elements
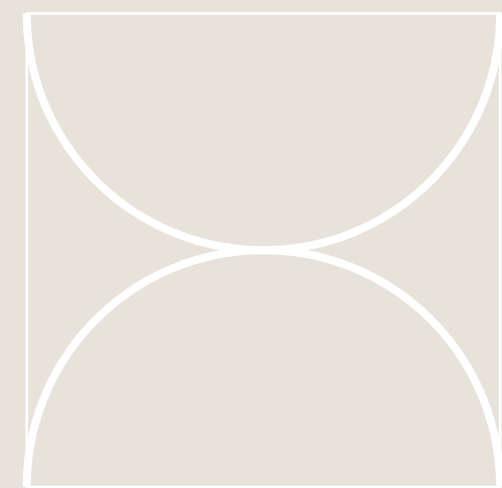that makes up the keystone
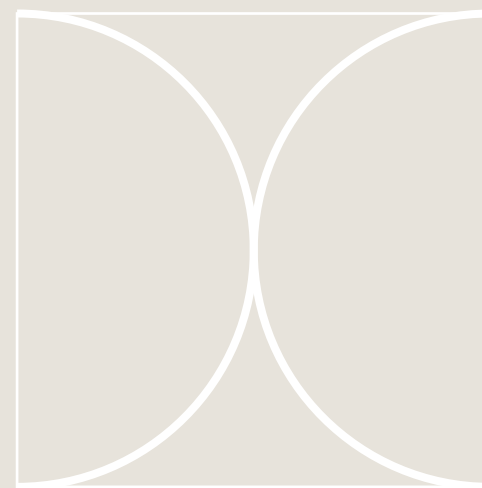of a star vault.

in-
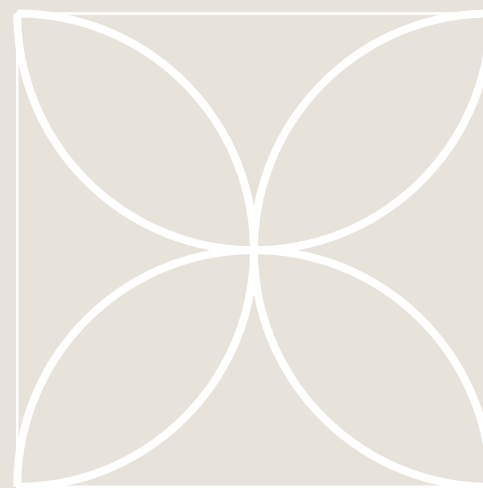residential
building

A

B

A∩B

Plan of barrel
vault A

+

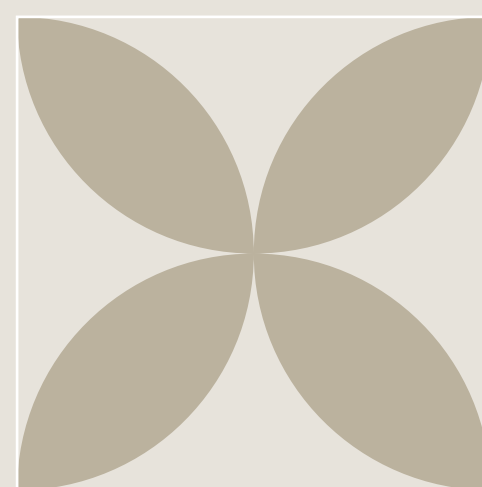Plan of barrel
vault B

=

Plan of cross vault
formed by
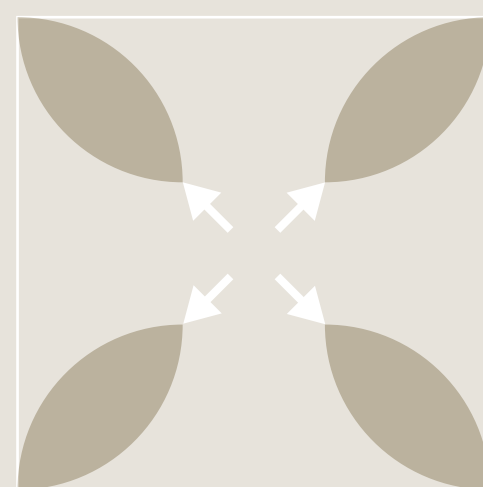the intersection of
vaults A and B

Plan of cross vault
formed by
the intersection of
two vaults A and B

>

View of the plan
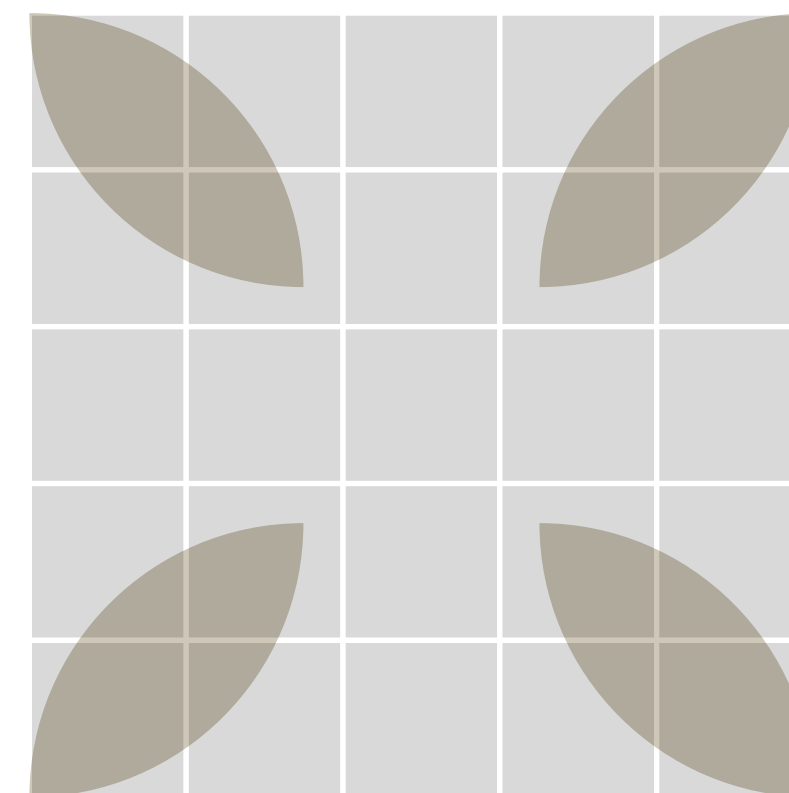of the cross vault
with sections
filled in

>

Resizing
and distancing
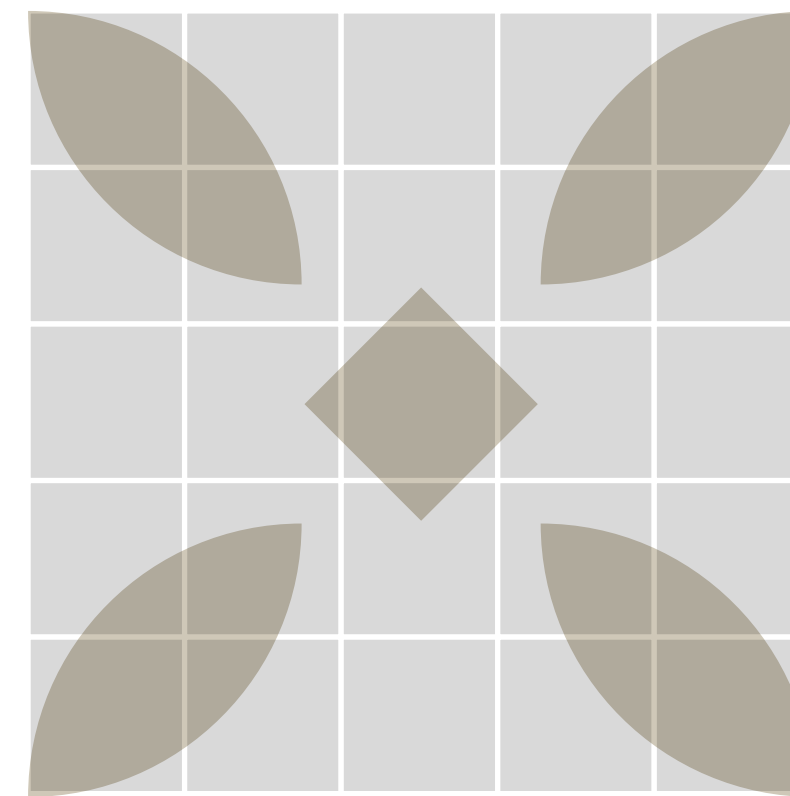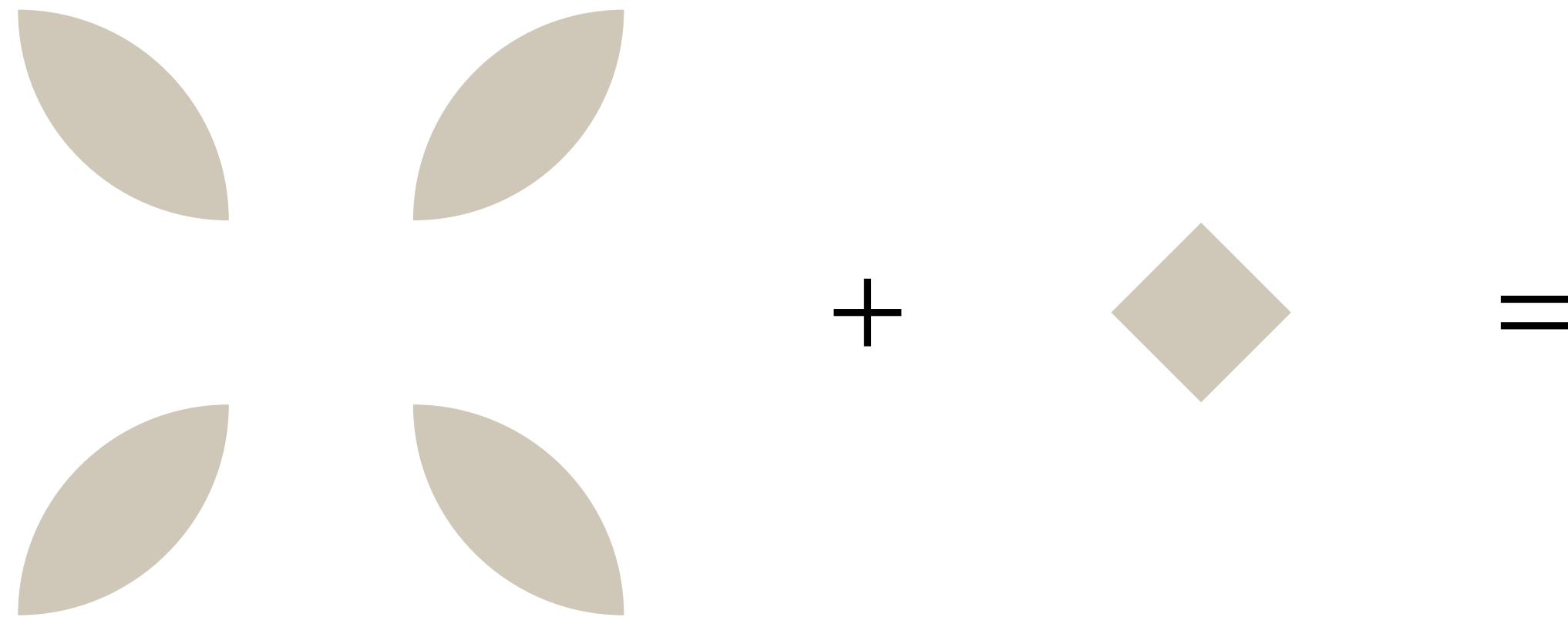of the individual
sections

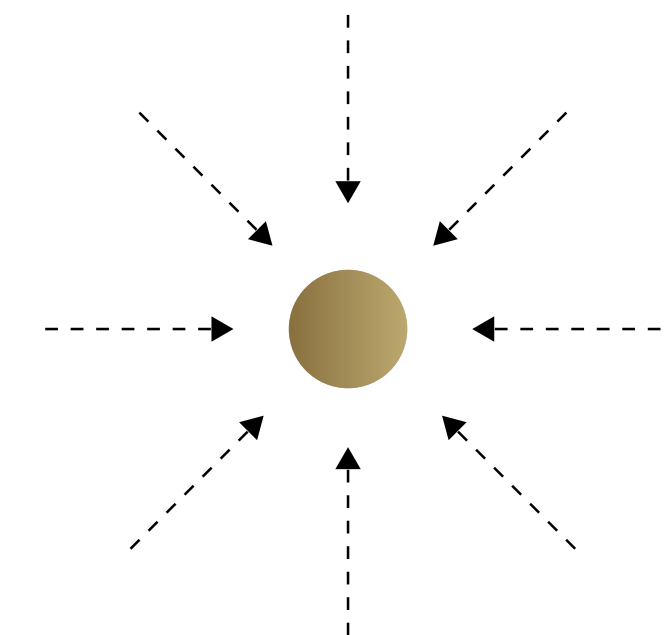# 2.1 Logo concept

Geometric construction
of a cross vault

-scape
agricutural land
and vegetation

2.1 Logo concept

Initial element of a pattern inspired
by traditional Mediterranean mosaic floors,
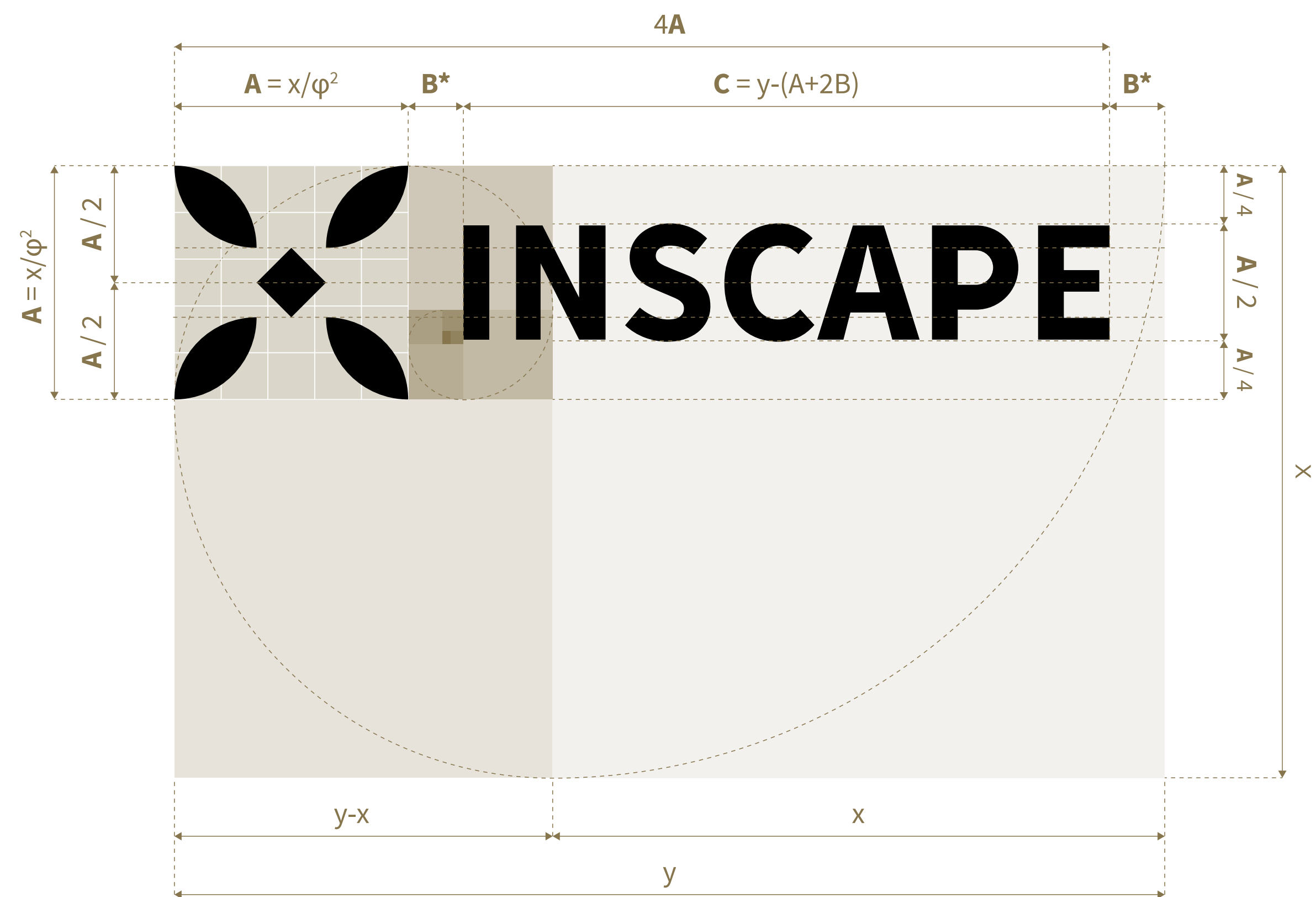reinterpreted in contemporary style.

inscape
logo

2.2 Source brand

Line version and smaller scale line version

15 mm

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2.2 Source brand

Grid

φ
golden section or golden ratio or gold number
or Pheidias' Constant or divine proportion,
referring to the irrational number 1.6180339887...

* B = x/φ^5

Diagram labels:

4**A**

A = x/φ^2 **B***   **C** = y-(A+2B)   **B***

A/4

A/2

A/2

A = x/φ^2 A/2   A/2

A/4

x

y-x   x

y

2.2 Source brand

Colour version and smaller colour version

2.3 Brand with tagline

Line version and smaller scale line version

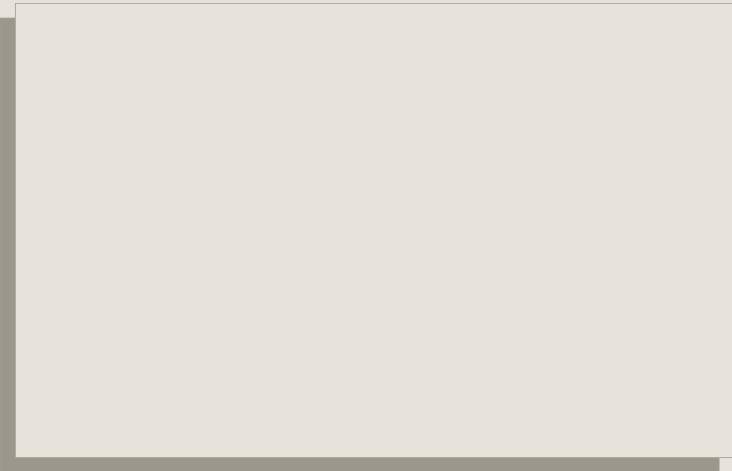**Colour version and smaller colour version**

OTHER OPTIONS

GOLD

PANTONE 871 C

PALE GOLD

PANTONE 871 C 40%

GOLD + SHADES

GOLD PANTONE 871 C
SHADES WHITE K 0% > GOLD PANTONE 871 C
ANGLE -135° OPACITY 25% OVERLAPPING

2.4 Colour

The colour gold signifies the luxury and elegance of a villa made of pietra leccese, which is typically a straw yellow colour.

BRAND

BLACK

K 100%

GOLD + SHADES

GOLD PANTONE 871 C +
SHADES WHITE K 0% > GOLD PANTONE 871 C
ANGLE -180° OPACITY 45% OVERLAPPING

Source Sans Pro Black

Source Sans Pro Black Italic

Source Sans Pro Bold

Source Sans Pro Bold Italic

Source Sans Pro Semibold

Source Sans Pro Semibold Italic

Source Sans Pro Regular

Source Sans Pro Italic

Source Sans Pro Light

Source Sans Pro Light Italic

Source Sans Pro ExtraLight

Source Sans ExtraLight Italic

2.5 Typeface

Font
Source Sans Pro
License
Open Font License
Designer
Paul D. Hunt (Adobe Type Designer)

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Source Sans Pro Light
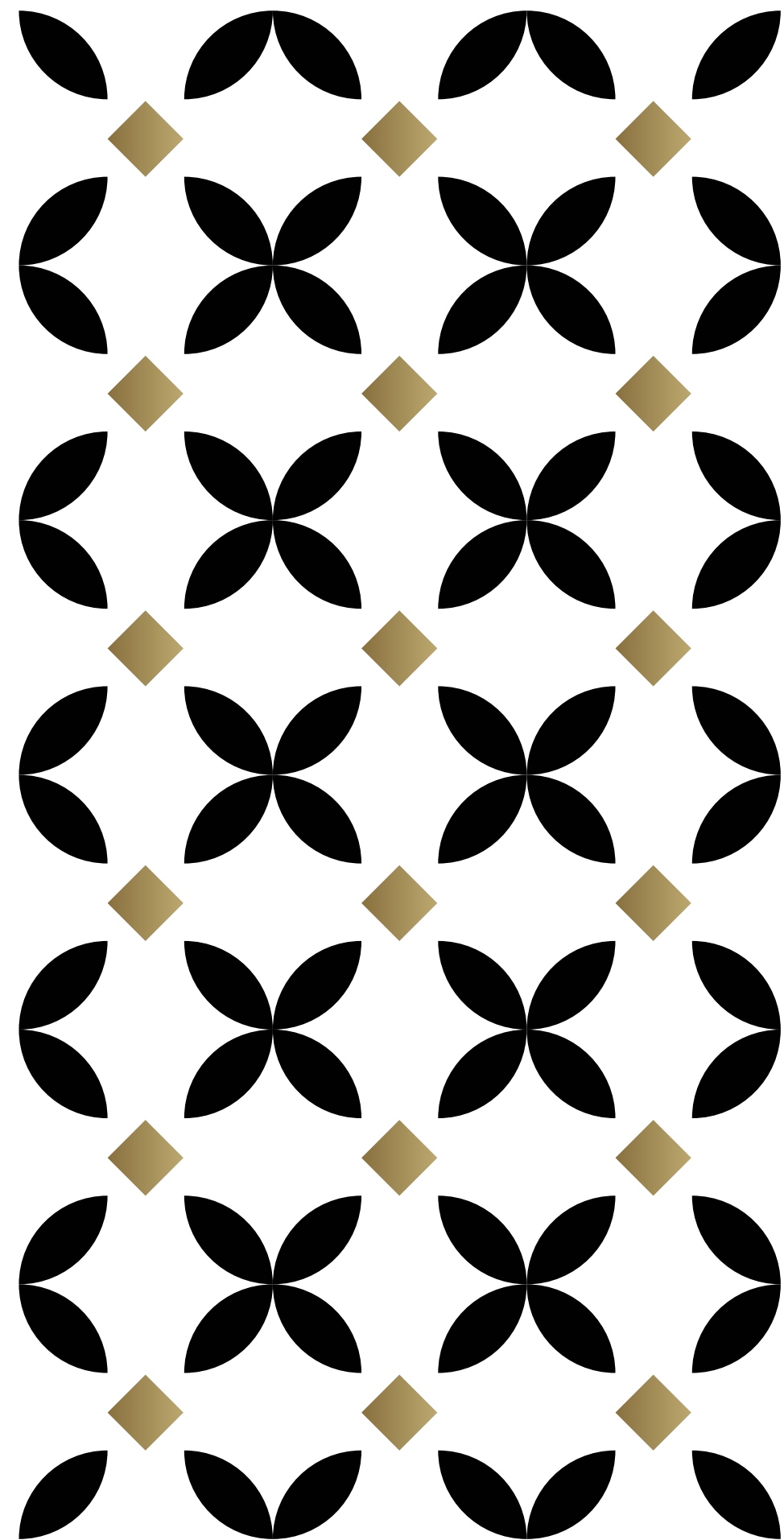ABCDEFGHIJKLMNOPQRSTUVWXYZ
aàbcçdeèéfghiìjklmnoòpqrstuùvwxyzà
0123456789|#@+-/*<>

Open Sans Light
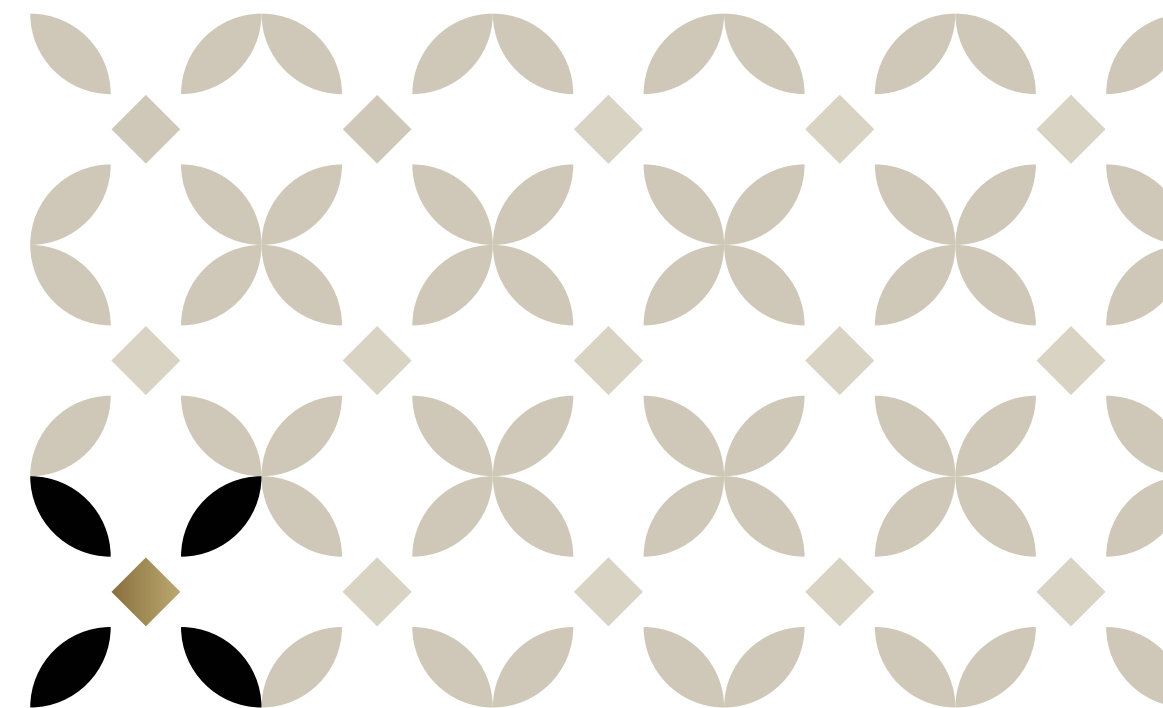ABCDEFGHIJKLMNOPQRSTUVWXYZ
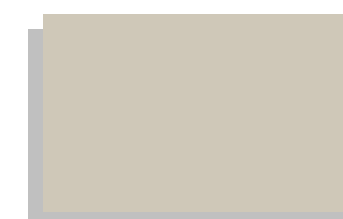aàbcçdeèéfghiìjklmnoòpqrstuùvwxyzà
0123456789|#@+-/*<>

2.6 Pattern

Combination type A
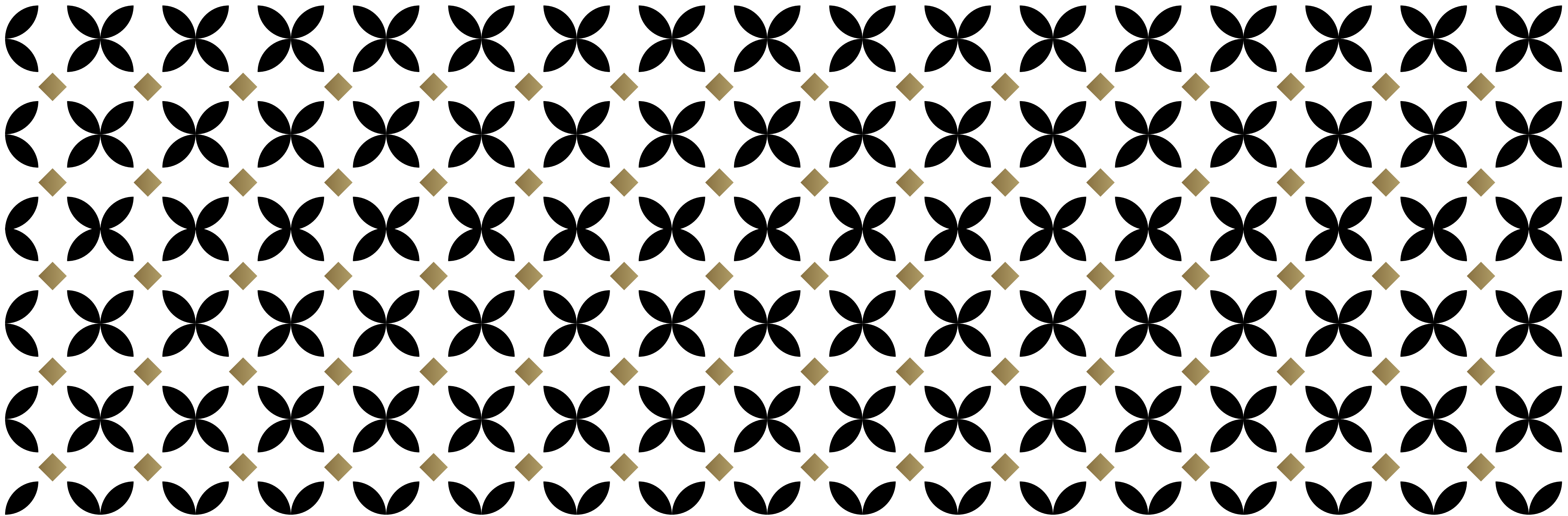

INSCAPE
masters of villas

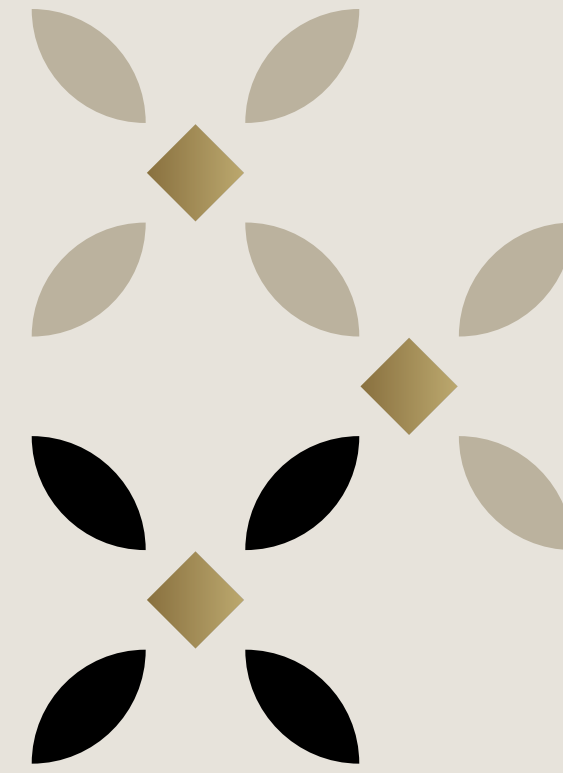| | **PALE GOLD**
PANTONE 871 C
40% | | **SHADES IN LOGOTYPE AND TAGLINE**
WHITE K0 % > GOLD PANTONE 871 C
ANGLE -135° OPACITY 25% OVERLAPPING |

Combination type A

INSCAPE
masters of villas

2.6 Pattern

Combination type B

INSCAPE
masters of villas

3.0 Applications

3.1 Corporate identity
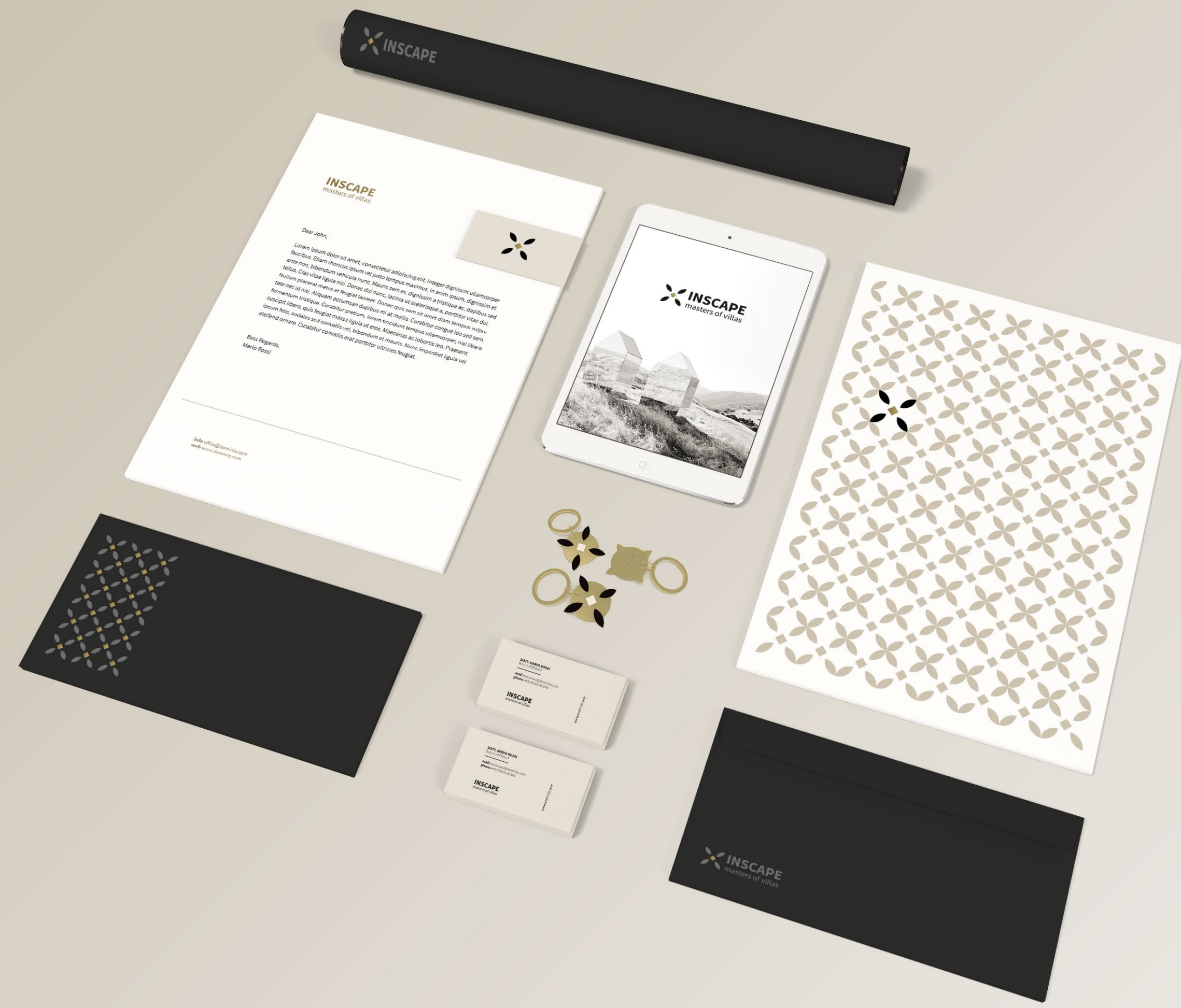
obliq

/ DESIGN

roma
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