

INSIGHT

AUTISM SPECTRUM DISORDERS ARE NOT ALL THE SAME; THEY CAN VARY GREATLY FROM PERSON TO PERSON. JUST AS IN MUSIC, EVERYONE HAS THEIR OWN STYLE AND RHYTHM.



ORCHESTRA INVISIBILE

LOGO

WE REPRESENT THE DIFFERENT PERSONALITIES THAT MAKE UP THE "ORCHESTRA INVISIBLE" THROUGH UNEVEN ANGLES, IRREGULARITIES AND IMPERFECT SHAPES. THE UNION OF ALL THESE ELEMENTS, MESSY AND UNCOORDINATED, WILL GIVE BIRTH TO A LOGO THAT IS HARMONIOUS IN ALL ITS PARTS. BECAUSE, JUST AS JAZZ TEACHES US, TRUE FREEDOM OF EXPRESSION COMES FROM THE COMBINATION OF METHOD AND IMPROVISATION.

ORCHESTRA
INVISIBILE

1/2



1/3



1/4

FONT

FOR AN EVEN MORE ICONIC IDENTITY, WE HAVE DEVELOPED A PROPRIETARY FONT THAT CAN BE USED IN TITLES. INSPIRED BY THE SAME CONCEPT AS THE LOGO, EACH LETTER HAS ITS OWN UNIQUE PERSONALITY.

JAZZ INTER- NATIONAL DAY

COLORS

THE COLOUR PALETTE CHOSEN IS INTENDED TO COUNTERACT THE CONCEPT OF INVISIBILITY. THE COLOURS CHOSEN ARE BOLD, STRONGLY CONTRASTED TO MAKE THE VOICE OF THE ORCHESTRA IMPOSSIBLE TO IGNORE.

