

## CREATIVE RATIONALE LOGOTYPE - ISTITUTO G. CAPORALE, TERAMO.

The logo features a circular element, of irregular shape, almost elliptical, not closed, an emblem of research and specialization. The opening is intended to symbolize the growth of opportunities on a global scale, to which the Institute's research activities lead.

The choice of colours localizes the icon geographically: the modules are characterized by the predominance of grey – an institutional colour which guarantees its authoritativeness – and by dark blue, red, green and white. We thus have an explicit reference to the national flag, but also to the Abruzzo Region, whose identifying colours are green and blue, and to Molise, with the red.

The logo therefore represents a true conceptual synthesis of the Institute: the territory is identified by the chromatism, research and innovation by the dynamism of the shapes. A movement which rotates around a minimal character, blocks, which contribute to restoring linearity to the concept of evolution towards an indefinite space.

These are characteristics and contrasts which are rooted in a single essential graphic sign, modern, but with warm colours, with references to the value of tradition, which make it into an element of strong attraction, where simplicity and contemporaneity make it absolutely memorable.

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