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GRAPHIC DESIGNER

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AMEDEI

PROPOSAL EXPLANATIONS

FOR

MUSE AWARDS JURY

Dear Jury, the AMEDEI image hereby used is property of Amedei Srl.

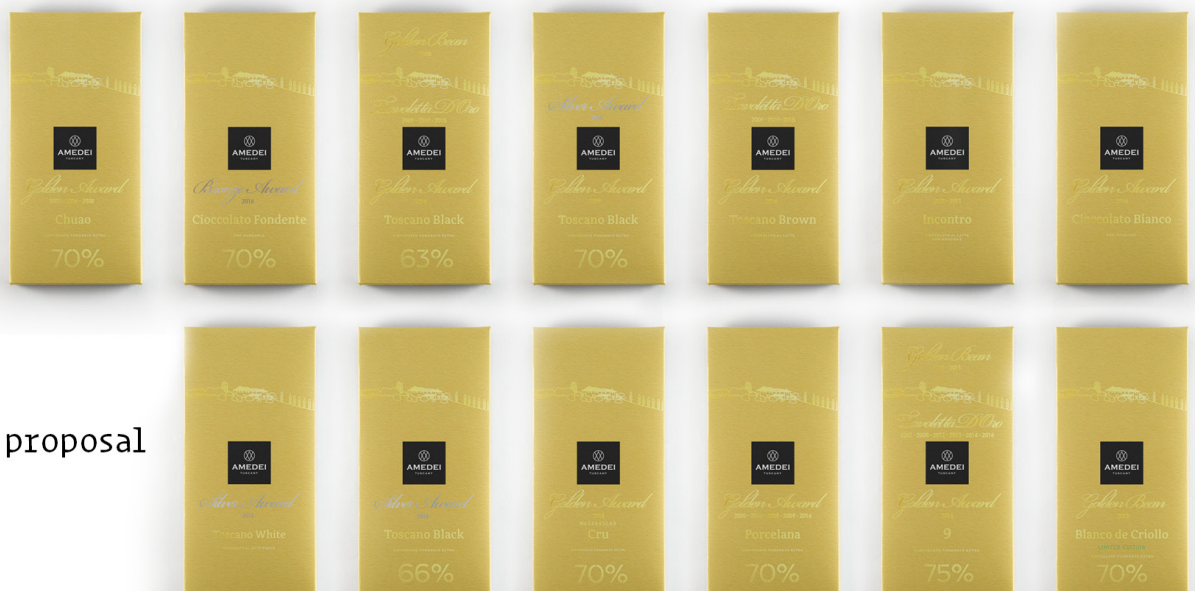
It was given to me as Designer and used with illustrative purposes.

AMEDEI Logo is copyright of Amedei Srl.

Current AMEDEI
products look



My proposal



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Seven different fonts, for six layers of readability.

Each type is set in the image, to describe its function on the package.

Each one chosen and modified for maximum legibility and to convey unique sensations, but every choice was weighted, from kerning to tracking to white space, for balance and a coherent vision as a whole, as the image clearly shows.

No font clash with the others,
everything works together to
portray a unique, premium world

The stencil is handmade.

Award

2016

Origin

Product Name

LIMITED EDITION

LONG DESCRIPTION

—

LANGUAGE DESCRIPTION

70%

Thank you for your attention.

To our success,

Dario
DARIO CALONACI