

FEDERCASA

**AFTER**

COST OPTIMUM AND STANDARD SOLUTIONS  
FOR MAINTENANCE AND MANAGEMENT  
OF THE SOCIAL HOUSING STOCK

**THE BRAND**

JULY 2011

# After

Led by a large consortium of social housing, the project AFTER focuses on the management and maintenance of the existing buildings stock.

The project will enable:

1. To assess, with the benefit of a sufficient hindsight, the actual performance of the technical solutions experimented during the last five years.
2. To define and test economic, technical and social optimum standards to be used on the long term, in the investment and funding decisions.
3. To be active on a large part of their stock with low cost measures as actions focussing on running maintenance and management of the building concern SHO entire housing stock each year.
4. To assess on a sufficient period of time the actual impact of the actions targeting the tenants' awareness on energy and disseminate best practices

**Brand identity**

# Symbol Study



Logotype

**aFTER**

Brandmark

「aFTER」

# Brandmark

Usage

1



COST OPTIMUM AND STANDARD SOLUTIONS  
FOR MAINTENANCE AND MANAGEMENT  
OF THE SOCIAL HOUSING STOCK



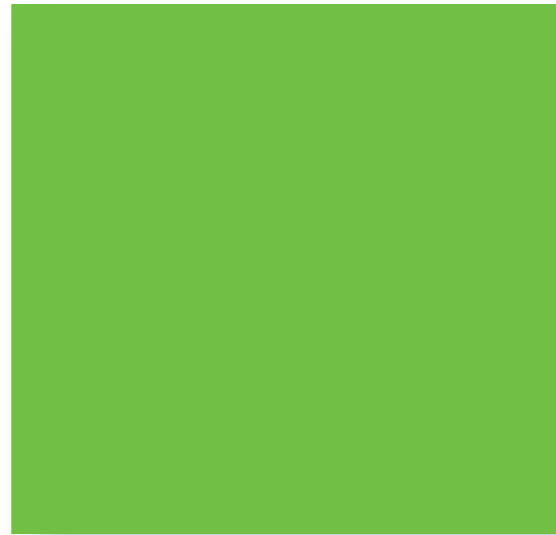
2



COST OPTIMUM AND STANDARD SOLUTIONS  
FOR MAINTENANCE AND MANAGEMENT  
OF THE SOCIAL HOUSING STOCK



# Colours



C	60
M	0
Y	100
K	0
R	122
G	181
B	29



C	40
M	0
Y	0
K	75
R	61
G	86
B	99



# Typeface

# DIN Condensed

Light

ABCDEFGHIJKLMNO

PQRSTUVWXYZJKX

1234567890

abcdefghijklmno

pqrstuv zwyjkx

Regular

ABCDEFGHIJKLMNO

PQRSTUVWXYZJKX

1234567890

abcdefghijklmno

pqrstuv zwyjkx

**Bold**

**ABCDEFGHIJKLMNO**

**PQRSTUVWXYZJKX**

**1234567890**

**abcdefghijklmno**

**pqrstuv zwyjkx**

Microsoft Office, OpenOffice, CSS

Helvetica Light, Regular, **Bold**

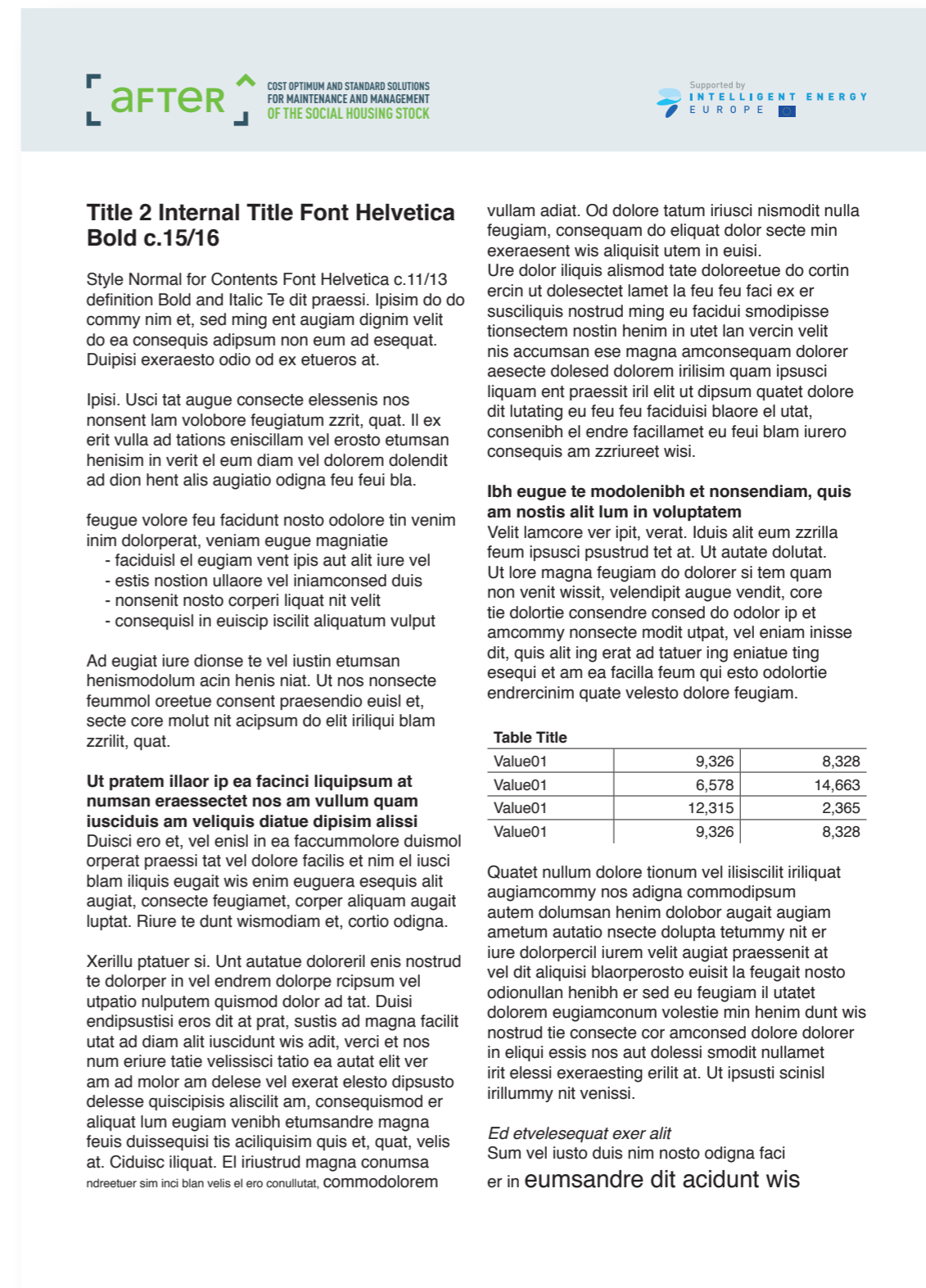
# Newsletter, Letters, Letterhead

Cover or First page



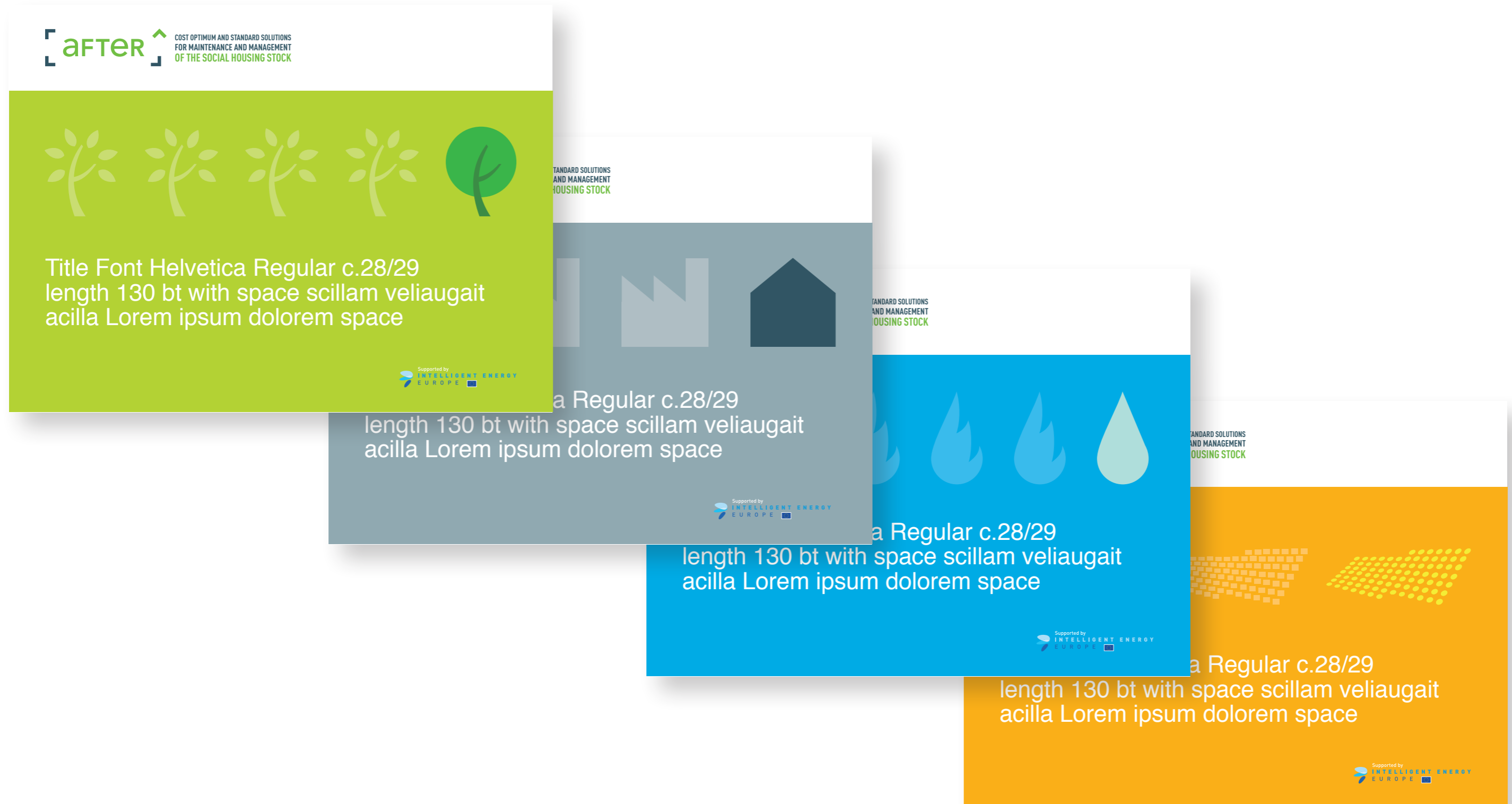
# Newsletter, Letters, Letterhead

## Inside [Master and example]



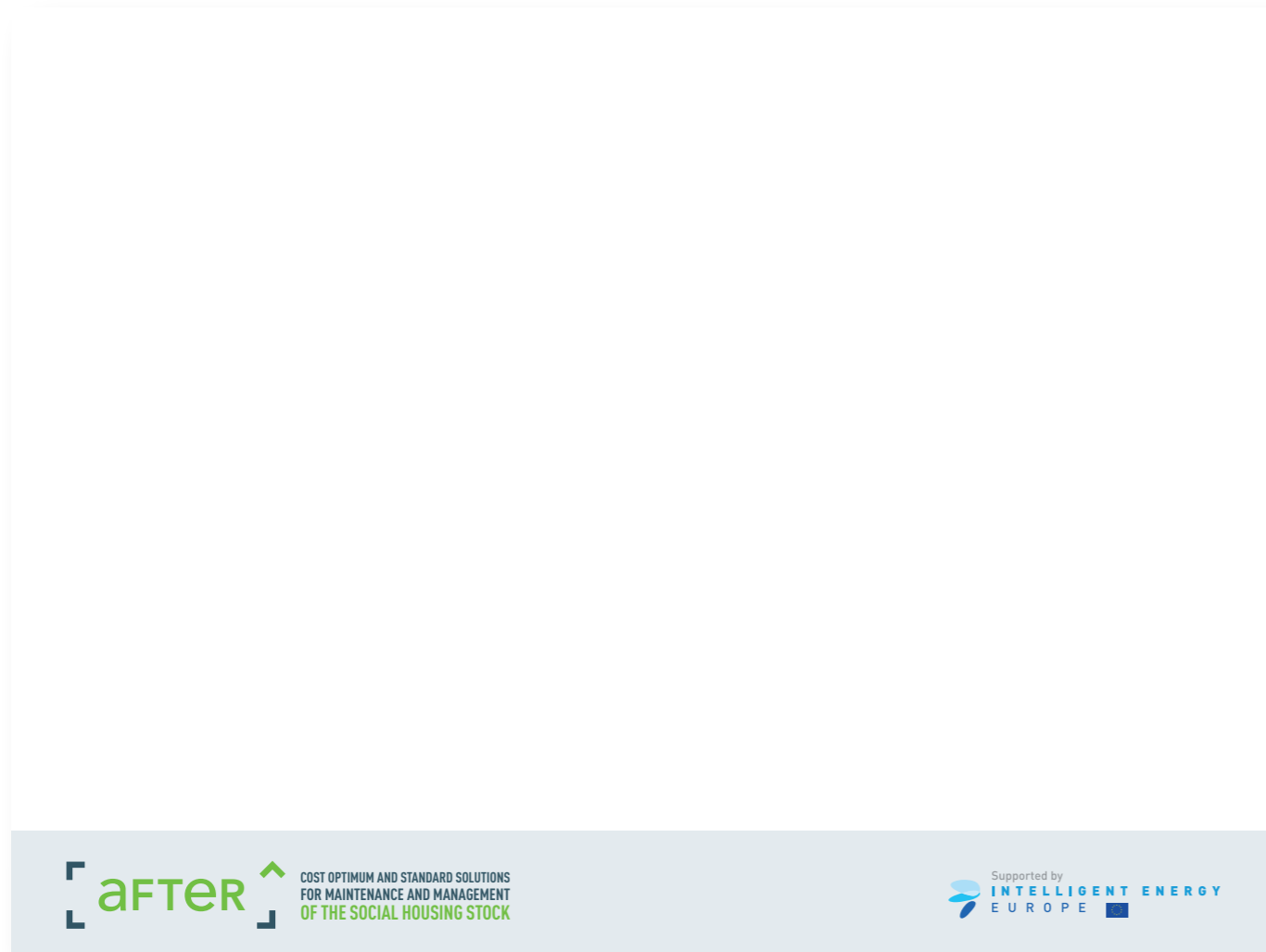
# Video, Presentation

Cover or First page



# Video, Presentation

Inside [Master and example]



## Internal Title. Titolo 1 Font Helvetica Bold A/b c.21/22

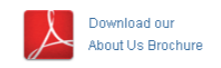
Content. Font Helvetica Regular e Bold c.16/18. Bore tionseq uipisit lumsan hent wis aliquatet verit vel ut iurem doloreet lut lor inciliquam dolummy nos adio digna feu faci ea faccum quatet volore essi tation henit lamcons endiat adignibh exeraesed tie velit ullaore feugiam, core velendrem in eugue eum irilit lum doluptatum zzriurer si.

- **Ud dolortisci eum** quatuer sumsandignim quis nit do odit
- **Utesque velesequis alisi** tet iurem illaor incidunt
- **Velletet wissecte** magna consecte tat nibh etuerate

Voloreet, quam er sit pratet, quipisi bla feugiat nosto dolore commodolore dolum eum dolum zzrit ip eugue tat. Per sectet ad mod tatummo dolese ea amcommy nonsenit niscips usciliq uismod modolortie etummod oloborperos nibh eugait la feu facidui bla feummoluptat vercil ute ex eugerostrud te magniat



- > About
- > Typography
- > Team
- > Testimonials
- > News



Fusce varius euismod lorem, nec semper ante ullamcorper condimentum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam eu tortor eget nunc blandit rutrum. Praesent hendrerit ante sed nulla molestie gravida. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam eu ipsum nec felis facilisis molestie tristique id elit. Vivamus ipsum mi, luctus eu ullamcorper ut, dapibus et elit. Phasellus et mauris eu mi accumsan scelerisque id non lectus. Mauris vel neque non lectus tristique hendrerit sit amet nec nisi. Fusce in velit erat, sed egestas est.

Etiam pellentesque, magna eget lobortis placerat, leo leo consequat ante, non iaculis turpis augue ac ligula. Nunc blandit tincidunt consequat.



- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ✓ Phasellus adipiscing ante ac mi laoreet commodo.
- ✓ Fusce iaculis lectus quis enim dictum ultrices.
- ✓ Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- ✓ Phasellus adipiscing ante ac mi laoreet commodo.

Nunc in augue libero, eu interdum urna. Phasellus suscipit scelerisque urna.

Aenean semper velit at sapien egestas molestie. Sed non tortor sit amet.

Aenean sed mauris id diam fermentum pretium. Cras consectetur diam nec nulla iaculis mattis. Phasellus iaculis sollicitudin sagittis. Proin semper feugiat ornare. Vivamus viverra suscipit bibendum. Fusce eu sem mauris, non pharetra ligula. Praesent facilisis eros quis dolor ullamcorper varius. Duis neque eros, lacinia adipiscing egestas quis, consequat a ipsum. Aenean lobortis ipsum id enim egestas iaculis. Vivamus eleifend dictum sagittis. Nam interdum tincidunt placerat. Nunc nisi leo, laoreet quis semper id, vestibulum vel ipsum.

**Pellentesque habitant**  
Duis congue nisi vel ipsum luctus convallis. Vivamus tortor tortor, tincidunt ac volutpat et, rhoncus id nunc. Donec ac condimentum mi. Nam nulla felis, pharetra at pharetra ut, adipiscing.

**Elementum tempus nibh**  
Pellentesque tempor, dolor a interdum lacinia, felis enim consequat lectus, eu dictum est felis at felis. Aliquam dapibus dui justo, eu elementum elit. Sed imperdiet, libero ac fermentum ultrices, urna elit pharetra tellus.

” Nulla dapibus neque sit amet libero suscipit hendrerit. Donec rhoncus mollis suscipit. Mauris posuere turpis eu dui lobortis. **John Doe**

Nam eu tortor eget nunc blandit rutrum. Praesent hendrerit ante sed nulla molestie gravida. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae.

Nullam eu ipsum nec felis facilisis molestie tristique id elit. Vivamus ipsum mi, luctus eu ullamcorper ut, dapibus et elit. Phasellus et mauris eu mi accumsan scelerisque id non lectus. Mauris vel neque non lectus tristique hendrerit sit amet nec nisi. Fusce in velit erat, sed egestas est.



ROSA SCHIAVELLO  
IDENTITY DESIGNER ?  
rosa.schiavello@gmail.com